

NORTH STAFFORDSHIRE  
Stoke-on-Trent and Newcastle-under-Lyme

Urban Design Guidance SPD  
**Sustainability Appraisal**

September 2010

The Sustainability Appraisal Report was prepared on behalf of  
Stoke-on-Trent and Newcastle-under-Lyme Councils by:



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# Non-Technical Summary

## The Document

This document provides a Sustainability Appraisal of the Urban Design Guidance for Newcastle-under-Lyme and Stoke-on-Trent. Sustainability Appraisals are used to assess the environmental, social and economic effects of strategies and policies to ensure that they are prepared with the objective of contributing to the achievement of sustainable development.

Sustainable Development aims to create solutions that meet environmental, social and economic objectives in a balanced and holistic way for present and future needs.

## The Planning System

The revisions to the Planning System, as a result of the Planning and Compulsory Purchase Act 2004, identify sustainable development as the core principle underpinning planning. Under the requirements of the act, Sustainability Appraisal (SA) of all Regional Spatial Strategies and Development Plan Documents (DPDs) is now mandatory. The need for the appraisal of Supplementary Planning Documents (SPDs) is decided by the Local Planning Authority.

Local Development Documents form a suite of documents, known collectively as the Local Development Framework (LDF). The LDF comprises the Development Plan Documents, which form the statutory Development Plan, and SPDs which expand and provide additional detail to the Development Plan policies.

The key Development Plan Document is the Core Strategy, which sets out the strategic planning policies to guide development in the area. The Urban Design Guidance is an SPD which provides further detail on how the Core Strategy Policies should be implemented

## The Urban Design Guidance

The purpose of the Urban Design guidance SPD is to:

- promote good sustainable, urban design in the City of Stoke-on-Trent and the Borough of Newcastle-under-Lyme
- explain how spatial principles and design policies in the Core Spatial Strategy will be applied in relation to different places and topics
- provide guidance in relation to planning applications: to applicants when formulating proposals, to planning officers when assessing them, and to politicians when making decisions, on what constitutes good, sustainable urban design in this sub-region
- provide guidance to public sector commissioning bodies when strategies and proposals are being formulated either directly or by others on their behalf.

# Non-Technical Summary

## Sustainability Appraisal

The purpose of Sustainability Appraisal (SA) is to make sure that social, economic and environmental factors have been addressed in the development plan and to check the impact of the proposed policies upon sustainable development.

Sustainability Issues, Objectives and Indicators were identified by the Councils and form a Sustainable Development Framework. The framework is used to assess what impact the policies will have upon sustainability.

The Urban Design Guidance is needed to provide specific guidance to applicants on how to implement the broader policies contained in the Core Strategy.

## Comparison of Objectives

The objectives of the Urban Design Guidance were assessed against the Sustainable Development Framework to identify any areas of incompatibility. The potential lack of compatibility between the sets of objectives is considered to be minor and can be addressed in the detailed assessment of proposals.

## Effects of the Plan Policies

Overall, the majority of the Urban Design Guidance principles have scored either a positive result or are considered not to have a direct impact upon the Sustainability Objectives. The following Urban Design Principles did not have any results that were uncertain or negative:

- Local transport Corridors
- Employment Design
- Historic Environment
- Rural Environment

The SA of the Guidance does not identify any major or minor negative impacts, however, some impacts have been identified which could have either a positive or negative impact depending on the methods of implementation. The policies that are affected include:

- Canal and River Networks
- Residential Design
- Public Realm

The areas of doubt are considered to be of minor significance and can be addressed in the assessment of planning applications and through the application of the Urban Design Guidance as a whole.

[The detailed results can be found in Appendices 6 and 7](#)

Any potential negative impacts can be resolved through the planning process and through studies undertaken in support of planning applications for example Design & Access Statements and Environmental Impact Assessments.

## Next Stages

The Urban Design Guidance will be adopted by the Councils as an SPD and will form part of the Local Development Framework suite of Development Plan Documents.

The guidance will be used by developers in preparing their submissions and by Local Authorities and Regeneration bodies in helping to determine proposals. The SPD provides guidance, which amplifies the strategic policies set out in the Core Spatial Strategy. The Urban Design Guidance should be used by all developers in their proposals and offers guidance on other supporting policies as well as documents that should be produced as part of a submission.

The performance of the indicators will be monitored through the Councils' Annual Monitoring Report and the sustainability indicators given in the Sustainable Development Framework. Any changes in the local circumstances should be examined to identify if policies need to be updated or modified over time.

# 1 Introduction

## 1.1 What is this document?

This document provides a Sustainability Appraisal of the Urban Design Guidance for North Staffordshire. Sustainability Appraisals are used to assess the environmental, social and economic effects of strategies and policies to ensure that they are prepared with the objective of contributing to the achievement of sustainable development.

Sustainable Development aims to create solutions that meet environmental, social and economic objectives in a balanced and holistic way for present and future needs.

## 1.2 Planning and Sustainable Development

Planning Policy Statement (PPS) 1: Delivering Sustainable Development, provides the over-arching policy to deliver sustainable development through the planning process.

The guidance suggests that planning should facilitate and promote sustainable and inclusive patterns of urban and rural development by:

- making suitable land available for development in line with economic, social and environmental objectives to improve people's quality of life
- contributing to sustainable economic development
- protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities
- ensuring high quality development through good and inclusive design, and the efficient use of resources

- ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all members of the community.

The Government has also published a Sustainable Development Strategy 'Securing the future - delivering the UK Sustainable Development Strategy'. A revision of the 1999 strategy, the document sets out the guiding principles for sustainable development and priorities for action. The strategy sets out five guiding principles to achieve sustainable development.

- Living within environmental limits
- Ensuring a strong, healthy and just society
- Achieving a sustainable economy
- Promoting good governance
- Using sound science responsibly

The Strategy also gives the following priorities for action:

- Sustainable consumption and production
- Climate Change and Energy
- Natural Resource Protection and Environmental Enhancement
- Sustainable Communities.

**“Sustainable Development is the core principle underpinning planning. At the heart of Sustainable Development is the simple idea of ensuring a better quality of life for everyone now and for future generations.”**

PPS1: Delivering Sustainable Development

# 1 Introduction

## 1.3 Why is a Sustainability Appraisal needed?

The revisions to the Planning System, as a result of the Planning and Compulsory Purchase Act 2004, identify sustainable development as the core principle underpinning planning. Under the requirements of the act, Sustainability Appraisal (SA) of all Regional Spatial Strategies and Development Plan Documents (DPDs) is now mandatory. The need for the appraisal of Supplementary Planning Documents (SPDs) is decided by the Local Planning Authority.

Local Development Documents form a suite of documents, known collectively as the Local Development Framework (LDF). The LDF comprises the Development Plan Documents, which form the statutory Development Plan, and SPDs which expand and provide additional detail to the Development Plan policies.

The key Development Plan Document is the Core Strategy, which sets out the strategic planning policies to guide development in the area. The Urban Design Guidance is an SPD which provides further detail on how the Core Strategy Policies should be implemented

## 1.4 Strategic Environmental Assessment

Sustainability Appraisals also need to satisfy the requirements of the European Directive 2001/42/EC, which requires formal Strategic Environmental assessment (SEA) of certain plans and programmes that are likely to have significant effects on the environment.

[Please see Appendix A1 for details of the location of SEA information within the document.]

## 1.5 What is the purpose of the Urban Design guidance?

The purpose of the Urban Design guidance SPD is to:

- promote good sustainable, urban design in the City of Stoke-on-Trent and the Borough of Newcastle-under-Lyme
- explain how spatial principles and design policies in the Core Spatial Strategy will be applied in relation to different places and topics
- provide guidance in relation to planning applications: to applicants when formulating proposals, to planning officers when assessing them, and to politicians when making decisions, on what constitutes good, sustainable urban design in this sub-region
- provide guidance to public sector commissioning bodies when strategies and proposals are being formulated either directly or by others on their behalf.



## 2 Appraisal Methodology

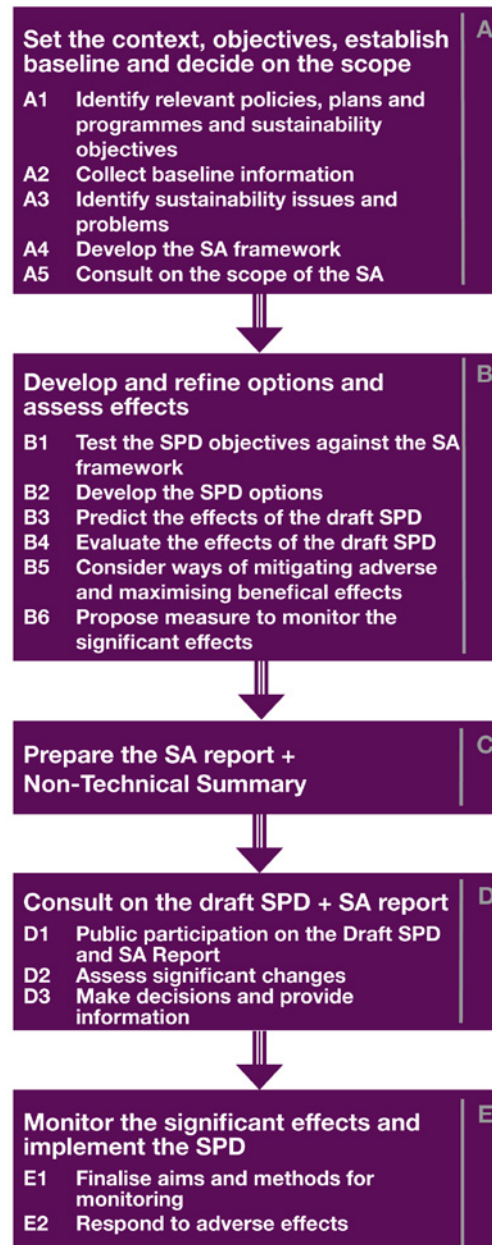
### 2.1 Purpose of the Sustainability Appraisal

The purpose of Sustainability Appraisal (SA) is to ensure that sustainable development has been integrated in the formulation of development plans and to verify that due consideration has been given to social, economic and environmental factors.

The SA must also show how the requirements of the Strategic Environmental Assessment (SEA) Directive have been met.

### 2.2 Sustainability Appraisal Process

The Sustainability Appraisal of the Urban Design Guidance for North Staffordshire has been carried out in accordance with Government guidance *Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents, ODPM 2005* and *Planning Policy Statement 12: Local Spatial Planning, 2008*.



stages of the SA process

### 2.3 When was the SA was carried out?

The SA commenced in February 2008. Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council undertook a review of the Scoping Report that had been produced for the Draft Core Spatial Strategy in 2005.

The Local Authorities issued an updated Scoping Report in May 2008. The SA was completed in September 2009.

### 2.4 Who carried out the SA?

The SA of the SPD was undertaken by **jam consult ltd** for Urban Vision, the North Staffordshire Architecture Centre on behalf of Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council and Renew, the North Staffordshire Housing Market Renewal Pathfinder (the Client Group). The SA was carried out in consultation with the Client Group and Tibbalds Planning and Urban Design who were responsible for the production of the Urban Design Guidance. Input was also received from English Heritage, CABE, the Homes and Communities Agency and Advantage West Midlands.

## 2 Appraisal Methodology

### 2.4 Who was consulted?

An extensive consultation process was undertaken in drawing up the guidance. The consultation events included:

#### **Creating Design Guidance for Stoke-on-Trent and Newcastle-under-Lyme**

Session A, 21st April 2008, Newcastle-under-Lyme Civic Offices

Open to all stakeholders identified by Urban Vision. The purpose of the event was to inspire the client agencies about the project and good design. The event comprised a talk by Dean Aggatt on the Oldham & Rochdale experience of producing design guidance and the importance and value of good design, thinking strategically about design and the process of raising the profile of good design.

Following this talk, Tibbalds introduced the scope and programme for the preparation of the Urban Design Guidance and highlighted the next stage of consultation workshops.

#### **Making good places: Design issues in Stoke on Trent and Newcastle-under-Lyme**

Session B, 13th and 20th May 2008 and 10th June 2008, Burslem School of Art.

Three workshop sessions: for LA and Pathfinder Officers; for other stakeholders, such as local developers, RSLs, architects, representatives of statutory agencies such as the Environment Agency, police etc and amenity societies; and one for elected representatives of both local authorities.

These workshops aimed to remind participants of the government's guidance on urban design principles, to share the initial impressions of the consultant team and through group discussions to find out the views and priorities of local stakeholders in relation to both the place and local practice.

Other consultation has included briefings with representatives of the Client Group and a selection of key stakeholders, as agreed with Urban Vision, the Client project manager. This has taken place via meetings, either on a one-to-one basis or by telephone interviews.

### 2.5 Difficulties encountered in compiling information or carrying out the assessment

The Sustainability Appraisal process is, by its very nature, subjective and therefore different conclusions on the impacts of the Urban Design principles could be concluded. The appraisal has, therefore, been reviewed by the Design team and the Client body to ensure that there is general agreement with the results of the appraisal.

## 3 The Urban Design Guidance

### 3.1 The Urban Design Guidance

The Urban Design Guidance is split into four parts:

- 1 Strategic urban design vision and key principles for sustainable urban design for the whole area
- 2 Guidance on processes to follow that will help to support and to demonstrate design quality as now required by the planning system
- 3 Guidance on the character of selected character areas, these being the main centres, local transport corridors and the waterways network
- 4 A range of detailed urban design guidance for selected topics, these being residential, employment, historic environment, rural environment and the public realm.

### 3.2 The Objectives

Initially, eight key objectives were identified in the Urban Design Guidance:

- 1 Successful and Thriving Centres
- 2 High Quality Places for Living and Working
- 3 Better Quality Connections
- 4 High Quality Green Space Network
- 5 A Positive and Memorable Image
- 6 Legible and More Distinct Settlement Pattern
- 7 Future Quality of Life
- 8 Good Practice

These objectives were tested against the sustainability objectives in the appraisal process to ensure their compatibility. (see Section 7 and Appendix 4)

### 3.3 Strategic Urban Design Key Themes

The above objectives were then further refined as key themes as follows:

- 1 **Successful and Thriving Centres**  
A series of successful and thriving centres, each with their own role and character
- 2 **High Quality Places for Living and Working**  
High quality places for living and working that people aspire to occupy
- 3 **Better Quality Connections**  
Better connections between places for non car users
- 4 **High Quality Green Space Network**  
A high quality green network, easy for all to access
- 5 **A Positive and Memorable Image**  
A positive and memorable image based on valuing townscape assets
- 6 **Legible and More Distinct Settlement Pattern**  
A legible and more distinct pattern of settlements in attractive settings
- 7 **Future Quality of Life**  
A future quality of life through sustainable well designed development
- 8 **Good practice**  
Good practice that supports the making of sustainable places.

## 4 Context and Baseline Information

### 4.1 Links to other policies, plans and programmes

A detailed list of the relevant policies, plans and programmes including European, National, Regional and Local documentation can be found in [Appendix 2](#)

Key regional and local policies of relevance include:

- West Midlands Regional Spatial Strategy, January 2008
- A Sustainable Future for the West Midlands: West Midlands Sustainable Development Framework 2006
- Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy May 2008
- Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy Sustainability Appraisal Report 2008

### 4.2 Baseline characteristics and the predicted future baseline

The baseline information was undertaken by Newcastle-Under Lyme and Stoke-on-Trent Councils as part of the Scoping Report for the Core Strategy, which can be found in [Appendix 3](#)

A Baseline study was also undertaken by Tibbalds covering the key objectives of the Urban Design Guidance, which can be found as a separate report. The findings of both sets of information were used in the SA process.

## 5 Sustainability Issues and Objectives

### 5.1 Sustainability Issues

The key Sustainability Issues for the area, to be addressed by the Core Strategy, were identified by the Councils as a result of analysis of the baseline data as follows:

#### Social

- A significant part of the City, particularly within the Inner Urban Core and some urban neighbourhoods in Newcastle have suffered from severe housing market failure, low demand, an imbalance of housing types and tenures and, in some neighbourhoods, high levels of vacant stock.
- 20 out of 33 urban wards are in the 20% most deprived wards in England. 9 wards are in the least deprived 50% of wards in England.
- Crime rates in Newcastle-under-Lyme and Stoke-on-Trent have risen a little over the last few years but fear of crime has increased far more.

#### Economic

- There has been a decline in employment concentrated in traditional manufacturing industries
- Investment in Newcastle-under-Lyme and Stoke-on-Trent has generally required a low-skilled and low paid workforce, which has resulted in little disposable income for re-investment in the area
- North Staffordshire contains a hierarchy of centres from the City Centre in Hanley to the smaller villages of rural Newcastle. Each is unique and should be developed to maximise its individual potential

#### Environmental

- The Borough and City Councils need to contribute to a reduction in carbon dioxide emissions (the major contributor to climatic conditions) if the frequency of unexpected climatic events is to be minimised. This can be achieved by encouraging the use of renewable energy and energy efficiency in existing and new commercial and residential developments
- The major trunk roads impact on Stoke-on-Trent and Newcastle Borough both in terms of noise and air pollution
- The area provides an extensive habitat with great biodiversity including many protected species. The Councils will seek to proceed and, where possible, enhance the biodiversity of the Borough
- Newcastle-under-Lyme and Stoke-on-Trent can be identified through the sprawling industrial towns of the Potteries, boasting brick and sandstone older buildings with tile and slate roofs. It also has a unified rural landscape dominated by dairy farming with strong field patterns merging with more mixed arable farming. This landscape should be protected.

## 5 Sustainability Issues and Objectives

### 5.2 Sustainability Objectives

Twenty-two Sustainability Objectives for the Core Strategy have been identified by Newcastle-under-Lyme and the City of Stoke-on-Trent Councils:

1. To help to meet the housing needs of the whole community
2. To increase life expectancy and improve the health of the population overall
3. To provide the best possible environment to encourage and increase economic enterprise and employment
4. To enable access to the widest range possible of shopping and commercial services for the resident population
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods
7. Reduce crime and the fear of crime
8. To reduce the need to travel while increasing accessibility for all
9. To encourage the use of public transport, cycling and walking
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment
11. To improve air quality, creating cleaner and healthier air
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan
13. Ensure that there is no loss in the extent and quality of Sites of Biological Importance (SBIs), Local Nature Reserves (LNRs) and Regionally Important Geological Sites (RIGs)
14. Increase the amount of accessible natural green space
15. Reduce the amount of land in Sites of Special Scientific Interest (SSSIs) classified in an 'unfavourable' condition
16. To reduce contamination, regenerate degraded environments, maintain soil resources, air quality and minimise development on greenfield sites
17. To reduce the amount of waste that goes to landfill
18. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems
19. To increase the efficient use of water resources
20. To improve water quality and meet the requirements of the Water Framework Directive
21. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area
22. To help to provide a safe, efficient highway network and improve the viability of public transport

The need for an additional sustainability objective on waste was identified during the appraisal process and has therefore been added as number 17 - To reduce the amount of waste that goes to landfill.

## 6 Sustainability Appraisal Framework

### 6.1 What is the Sustainability Appraisal Framework?

The Sustainability Appraisal framework provides a set of Issues, Objectives and Indicators that are used to appraise the Urban Design Guidance as shown below.

### 6.2 The Framework

Sustainability Issues	Sustainability Objectives	Sustainability Indicators
A significant part of the City, particularly within the Inner Urban Core and some urban neighbourhoods in Newcastle have suffered from severe housing market failure, low demand, an imbalance of housing types and tenures and, in some neighbourhoods, high levels of vacant stock.	<ol style="list-style-type: none"> <li>1 To help to meet the housing needs of the whole community</li> <li>2 To increase life expectancy and improve the health of the population overall</li> </ol>	<ul style="list-style-type: none"> <li>– Number of non local authority owned vacant dwellings returned to occupation or demolished as a direct result of action by the local authority</li> <li>– Percentage of new homes built in the year which are affordable housing</li> <li>– Average house prices</li> <li>– Annual housing completions</li> </ul>
There has been a decline in employment concentrated in traditional manufacturing industries	<ol style="list-style-type: none"> <li>3 To provide the best possible environment to encourage and increase economic enterprise and employment</li> </ol>	<ul style="list-style-type: none"> <li>– Sq m of Class B development completed in year</li> <li>– Percentage of Class B development which has taken place within the North Staffs Regen Zone</li> <li>– Quantity of national and regional quality employment land</li> <li>– Number of VAT registrations (includes rural areas)</li> <li>– Average weekly earnings by residence</li> <li>– Average weekly earnings by workplace</li> <li>– Jobs density (ratio of total jobs to working age population)</li> </ul>
Investment in Newcastle-under-Lyme and Stoke-on-Trent has generally required a low-skilled and low paid workforce, which has resulted in little disposable income for re-investment in the area		



## 6 Sustainability Appraisal Framework

Sustainability Issues	Sustainability Objectives	Sustainability Indicators
<p>The area contains a hierarchy of centres from the City Centre in Hanley to the smaller villages of rural Newcastle. Each is unique and should be developed to maximise its individual potential</p>	<p>4 To enable access to the widest range possible of shopping and commercial services for the resident population</p> <p>5 To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area</p>	<ul style="list-style-type: none"> <li>- Percentage retail / commercial floor space by type</li> <li>- Percentage of primary shopping frontage within town/ city centre in A1 uses</li> <li>- Population living in urban/rural centres</li> <li>- Rank of centre</li> <li>- Number of vacant shop units</li> <li>- Access to major shopping centre by bus</li> <li>- Plus - additional data on vitality/viability of centres in North Staffs Retail Study</li> </ul>
<p>20 out of 33 urban wards are in the 20% most deprived wards in England. 9 wards in the whole of Stoke and Newcastle are in the least deprived 50% of wards in England.</p>	<p>6 To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods</p>	<ul style="list-style-type: none"> <li>- Average weekly earnings by residence</li> <li>- Average weekly earnings by workplace</li> <li>- Economic activity</li> <li>- Number of Jobseeker Allowance claimants in the Borough and City</li> <li>- The percentage of authority buildings open to the public in which all public areas are suitable for and accessible to disabled people</li> <li>- The number of playgrounds and play areas per 1,000 children aged under 12, provided by the Council</li> <li>- Participation rates in sport</li> <li>- Percentage of population with good health</li> <li>- Mortality rate</li> <li>- 5 or more GCSE passes at grade A-C</li> <li>- Index of multiple deprivation</li> <li>- Loss of community facilities</li> </ul>



## 6 Sustainability Appraisal Framework

Sustainability Issues	Sustainability Objectives	Sustainability Indicators
<p>Crime rates in the area have risen a little over the last few years but fear of crime has increased far more.</p>	<p>7 Reduce crime and the fear of crime</p>	<ul style="list-style-type: none"> <li>- Domestic burglaries per 1000 households</li> <li>- Violent crimes per 1000 population</li> <li>- Vehicle crimes per 1000 population</li> <li>- The level of fear of crime in older people</li> </ul>
<p>The Borough and City Councils need to contribute to a reduction in carbon dioxide emissions (the major contributor to climatic conditions) if the frequency of unexpected climatic events is to be minimised. This can be achieved by encouraging the use of renewable energy and energy efficiency in existing and new commercial and residential developments</p>	<p>8 To reduce the need to travel while increasing accessibility for all</p> <p>9 To encourage the use of public transport, cycling and walking</p> <p>10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development</p>	<ul style="list-style-type: none"> <li>- Journey to work - modal split (% of car, bus, rail, and other means of travel)</li> <li>- Access to major shopping centre by bus</li> <li>- Proportion of workforce covered by travel plans</li> <li>- Cycle trips (annualised index)</li> <li>- Total journeys by bus</li> <li>- Percentage of energy created from renewable resources</li> </ul>
<p>The Borough and City Councils need to contribute to the improvement of air quality</p>	<p>11 To improve air quality, creating cleaner and healthier air</p>	<ul style="list-style-type: none"> <li>- Number of days per year that air quality is below national standards</li> </ul>
<p>The area provides an extensive habitat with great biodiversity including many protected species. The Councils will seek to protect and, where possible, enhance the biodiversity of the Borough</p>	<p>12 Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan</p> <p>13 Ensure that there is no loss in the extent and quality of Sites of Biological Importance (SBIs), Local Nature Reserves (LNRs) and Regionally Important Geological Sites (RIGS)</p> <p>14 Increase the amount of accessible natural green space</p> <p>15 Reduce the amount of land in Sites of Special Scientific Interest (SSSIs) classified as in an 'unfavourable' condition.</p>	<ul style="list-style-type: none"> <li>- BAP habitats and species</li> <li>- Increase in woodland</li> <li>- Endangered species e.g. water voles</li> <li>- Number, area and quality of LNRs</li> <li>- Number, area and quality of local SBIs and RIGs</li> <li>- The area of Council owned parks and green spaces formally managed for biodiversity</li> <li>- Number and area of parks and gardens</li> <li>- SSSI land of an 'unfavourable' condition</li> </ul>

## 6 Sustainability Appraisal Framework

Sustainability Issues	Sustainability Objectives	Sustainability Indicators
Land, water and soil are environmentally sensitive resources and should be protected and enhanced.	<p>16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites</p> <p>17 To reduce the amount of waste that goes to landfill</p> <p>18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems</p> <p>19 To increase the efficient use of water resources</p> <p>20 To improve water quality and meet the requirements of the Water Framework Directive</p>	<ul style="list-style-type: none"> <li>- Amount and type of development in the Greenbelt</li> <li>- Percentage of new homes permitted on previously developed land</li> <li>- Percentage of Class B development completed that has taken place on brownfield sites</li> <li>- Amount of waste collected per head of population</li> <li>- Percentage of household waste recycled</li> <li>- Number of planning applications approved against EA advice</li> <li>- Number of planning applications approved against EA advice on flood risk grounds</li> <li>- Quantity of new development incorporating SUDS</li> <li>- Water consumption/ abstracted</li> <li>- Quantity of new development incorporating SUDS</li> <li>- Percentage of rivers/canals classed as good/fair quality</li> </ul>
The area can be identified through its sprawling industrial towns of the Potteries, boasting brick and sandstone older buildings with tile and slate roofs. It also has a unified rural landscape, dominated by farming, with strong field patterns, merging with more mixed and arable farming. This landscape should be protected.	<p>21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area</p>	<ul style="list-style-type: none"> <li>- Number of listed buildings</li> <li>- Number and area of parks and gardens</li> <li>- Number and area of conservation areas</li> <li>- Archaeological features and remains</li> <li>- Number of buildings at risk</li> </ul>
The M6 motorway and other major trunk roads impact on Stoke-on-Trent and Newcastle Borough both in terms of noise and air pollution	<p>22 To help to provide a safe, efficient highway network and improve the viability of public transport</p>	<ul style="list-style-type: none"> <li>- Patterns and levels of congestion on primary highway and public transport network</li> <li>- Journey to work - modal split (% of car, bus, rail, and other means of travel)</li> </ul>

## 7 Plan Issues and Options

### 7.1 What options have been considered and why?

It was decided that the key options relevant to the assessment of the Urban Design Guidance (UDG) were the current policy context (the adopted Core Spatial Strategy, September 2009) and the proposed guidance. The Appraisal therefore assessed the options of 'Business as Usual' versus the Urban Design Guidance.

The Core Strategy provides the spatial policies for the area, which have an influence on many aspects of urban design. The Urban Design Guidance provides design principles to support the implementation of the Core Strategy policies.

The appraisal concluded that the Urban Design Guidance sets out additional information to the Core Strategy on the specific issues that should be considered in the development process before a planning application is submitted. The development of the UDG is therefore considered an important part of the process in providing detailed advice to applicants and ensuring the satisfactory implementation of the Core Strategy.

[Further details can be found in Appendix 5](#)

### 7.2 Comparison of Sustainability Objectives against the Design Guidance Objectives

The objectives of the Urban Design Guidance were assessed against the Sustainable Development Framework to identify any areas of incompatibility. The Urban Design Guidance objectives are:

- 1 Successful and Thriving Centres  
A series of successful and thriving centres, each with their own role and character
- 2 High Quality Places for Living and Working  
High quality places for living and working that people aspire to occupy
- 3 Better Quality Connections  
Better connections between places for non car users
- 4 High Quality Green Space Network  
A high quality green network, easy for all to access
- 5 A Positive and Memorable Image  
A positive and memorable image based on valuing townscape assets
- 6 Legible and More Distinct Settlement Pattern  
A legible and more distinct pattern of settlements in attractive settings
- 7 Future Quality of Life  
A future quality of life through sustainable well designed development
- 8 Good practice  
Good practice that supports the making of sustainable places.

## 7 Plan Issues and Options

### 7.3 Key Findings

The appraisal showed that the Sustainability Objectives and the SPD Objectives were largely compatible. The areas that showed a possible positive or negative impact in relation to the following objectives were:

#### Sustainability Objective 18

To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems.

#### Sustainability Objective 19

To increase the efficient use of water resources.

#### Sustainability Objective 20

To improve water quality and meet the requirements of the Water Framework Directive.

The main reason for doubt in the results is that the compatibility will be dependent on implementation and could therefore result in either a positive or negative impact.

The Three Urban Design Guide (UDG) Objectives that give a possible positive or negative impact are:

#### UDGO 3: Better Quality Connections

The objective receives a positive or negative result for SO18 and SO20. The provision of better connections could involve the construction of new roads and rail which could have negative impacts upon both the flood plain and water quality in construction and operation. However, the impact is dependent on implementation. It should be noted that the objective does put the emphasis on non-car users.

#### UDGO 4: High Quality Green Space Network

The objective receives a positive or negative result against SO19. The creation of high quality landscape and open space could be incompatible with the efficient use of water resources if suitable management techniques are not applied with regard to water use and irrigation.

#### UDGO 6: Legible and More Distinct Settlement Pattern

The objective seeks to provide attractive settings for settlements, which receives a positive or negative result against SO18 as there is a possibility that the amount of development in the floodplain would not be reduced. Again it is dependent upon implementation.

The potential lack of compatibility between the sets of objectives is considered to be minor and should be adequately addressed through the use of the Urban Design Guidance and other policy and guidance documents in the assessment of proposals.

[Please see Appendix 4 for further details.](#)

## 8 Effects of the Plan Policies

### 8.1 How has sustainability been considered in developing the guidance?

Sustainability has been integral to the development of the Urban Design guidance. The importance of addressing sustainable development is shown in the Strategic Urban Design Vision and Principles, which highlights the need to address sustainability as a national priority.

The sustainable urban design principles for good placemaking will:

- a. Help to reduce the environmental impact of development and mitigate its potential effects
- b. Promote high quality of living environments and contribute towards creating sustainable communities
- c. Encourage walking and cycling rather than travel by car by promoting compact, urban forms of development
- d. Help to support economic prosperity.

### 8.2 Positive effects of the Guidance

Overall, the majority of the Urban Design Guidance principles have scored either a positive result or are considered not to have a direct impact upon the Sustainability Objectives. The following Urban Design Principles did not have any results that were uncertain or negative:

- Local transport Corridors
- Employment Design
- Historic Environment
- Rural Environment

### 8.3 Uncertain effects of the Guidance

The SA of the Guidance does not identify any major or minor negative impacts, however, some impacts have been identified which are uncertain. The impact could have either a positive or negative impact depending on the methods of implementation.

The UDG principles and [Sustainability Objectives](#) affected include:

- **Canal and River Networks**

*CR4 Development for waterfront destinations should have a sense of place and mix of uses for pedestrian and boat activity*

*SO20 To improve water quality and meet the requirements of the Water Framework Directive*

The result is uncertain as an increase in development and boat activity could have an adverse impact upon water quality but will be dependent upon implementation. Mitigation measures to control pollution such as site waste management, planting and the control of surface water runoff should ensure that there is no negative impact.

- **Residential Design**

*R1 New Housing must be well located in relation to centres and facilities*

*SO12 Retain and enhance the species and habitats targeted for improvement in the local BAP*

*SO13 Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs*

*SO16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites*

*SO18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems*

*SO21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area*

Whilst the new housing may be well located in relation to centres and facilities it may be sensitive in terms of biodiversity and designated areas. Such development may also have a negative impact on air quality and be located on greenfield land or the floodplain. The design of the development may also not respect the heritage of the area. The impact will be dependent upon implementation and could equally be positive. Any potential negative impacts should be identified through the planning process and suitable mitigation measures put forward in the supporting planning documents such as the Design and Access Statement and EIA . The issues are also addressed through other Urban Design Principles.

*R2 New development must be well connected to existing context and links*

*SO12, SO13, SO14, SO16 and SO18*

The reasons for uncertainty are similar to the ones for R1 above in that a well connected development could be to the detriment of other factors. Such uncertainty is dependent on implementation and any potential negative impacts can be addressed through the planning process and the use of the UDG as a whole.

## 8 Effects of the Plan Policies

- Public Realm

The majority of the Urban Design principles have a positive impact and show that they will help to achieve the sustainability objectives.

*PR18 Traditional or comparable local materials from the region should be used*

*SO 10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development*

*SO 17 To reduce the amount of waste that goes to landfill*

Whilst the use of local materials will reduce the amount of energy used in the transportation of materials, the principle does not promote the use of sustainable or recycled materials, which could have a positive or negative impact upon energy efficiency and the amount of waste going to landfill. The impact will therefore be dependent upon implementation.

The areas of doubt are considered to be of minor significance and can be addressed in the assessment of planning applications and through the application of the Urban Design Guidance as a whole.

The detailed results can be found in Appendices 6 and 7

### 8.4 Proposed Mitigation

Appropriate mitigation measures will ensure positive impacts are achieved. Any mitigation should be identified through the planning process and studies undertaken in support of planning applications e.g. Design & Access Statements and Environmental Impact Assessments.

“Good design ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible from good planning.”

PPS1

## 9 Implementation

### 9.1 Next stages

The Urban Design Guidance will be adopted by the Councils as an SPD and will form part of the Local Development Framework suite of Development Plan Documents.

### 9.2 Implementation

The guidance will be used by developers in preparing their submissions and by Local Authorities and Regeneration bodies in helping to determine proposals.

### 9.3 Links to other tiers of plans and programmes and the project level

The document provides guidance, which amplifies the strategic policies provided in the Core Spatial Strategy. The UDG should be used by all developers in their proposals and offers guidance on other supporting policies as well as documents that should be produced as part of a submission.

### 9.4 Monitoring

The performance of the indicators will be monitored through the Councils' Annual Monitoring Report and the sustainability indicators given in the Sustainable Development Framework. Any changes in the local circumstances should be examined to identify if policies need to be updated or modified.





- A1 The SEA Directive's Requirements
- A2 Key Plans, Policies and Programmes
- A3 Baseline Information
- A4 Testing the SPD objectives vs. Sustainability Objectives
- A5 Business as Usual versus the Urban Design Guidance SPD
- A6 Predicting the Effects
- A7 Assessing the Effects

## Appendix 1: The SEA Directive's Requirements

The SEA Directive Requirements	Location in Document
<p><b>Preparation of an Environmental Report</b> Preparation of an environmental report in which the likely significant effects on the environment of implementing the plan or programme, and reasonable alternatives taking into account the objectives and geographical scope of the plan or programme, are identified, described and evaluated. The information to be given is (Art. 5 and Annex I):</p>	
a) An outline of the contents, main objectives of the plan or programme, and relationship with other relevant plans and programmes	Sections 1 & 4, App. 2
b) The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme	App. 3
c) The environmental characteristics of areas likely to be significantly affected	App. 3
d) Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC	Section 5.1
e) The environmental protection objectives, established at international, Community or national level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation	Sections 5.2 & 6.2
f) The likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. (Footnote: These effects should include secondary, cumulative, synergistic, short, medium and long-term permanent and temporary, positive and negative effects)	App. 5
g) The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme	Sections 7 & 8
h) An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information	Section 8
i) a description of measures envisaged concerning monitoring in accordance with Article 10	Section 9
j) a non-technical summary of the information provided under the above headings.	page 1
The report shall include the information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme, its stage in the decision-making process and the extent to which certain matters are more appropriately assessed at different levels in that process to avoid duplication of the assessment (Art. 5.2).	

## Appendix 1: The SEA Directive's Requirements

The SEA Directive Requirements	Location in Document
<p><b>Consultation</b></p> <ul style="list-style-type: none"> <li>authorities with environmental responsibility, when deciding on the scope and level of detail of the information to be included in the environmental report (Art. 5.4).</li> </ul>	Section 2.4
<ul style="list-style-type: none"> <li>authorities with environmental responsibility and the public shall be given an early and effective opportunity within appropriate time frames to express their opinion on the draft plan or programme and the accompanying environmental report before the adoption of the plan or programme (Art. 6.1, 6.2).</li> </ul>	Section 9
<ul style="list-style-type: none"> <li>other EU Member States, where the implementation of the plan or programme is likely to have significant effects on the environment of that country (Art. 7).</li> </ul>	N/A
<b>Taking the environmental report and the results of the consultations into account in decision-making (Art. 8)</b>	
<p><b>Provision of information on the decision</b></p> <p>When the plan or programme is adopted, the public and any countries consulted under Art.7 shall be informed and the following made available to those so informed</p> <ul style="list-style-type: none"> <li>the plan or programme as adopted</li> <li>a statement summarising how environmental considerations have been integrated into the plan or programme and how the environmental report pursuant to Article 5, the opinions expressed pursuant to Article 6 and the results of consultations entered into pursuant to Article 7 have been taken into account in accordance with Article 8, and the reasons for choosing the plan or programme as adopted, in the light of the other reasonable alternatives dealt with</li> <li>the measures decided concerning monitoring (Art. 9 and 10)</li> </ul>	Section 9
<p><b>Monitoring</b></p> <p>Monitoring of the significant environmental effects of the plan's or programme's implementation (Art. 10)</p>	Section 9
<p><b>Quality assurance</b></p> <p>Environmental reports should be of a sufficient standard to meet the requirements of the SEA checklist Directive (Art. 12).</p>	

## Appendix 2: Key Plans, Policies and Programmes

### International and European Documents

- The Johannesburg Declaration on Sustainable Development (UN 2002)
- The European Spatial Development Perspective (1999)The Rio Declaration on Environment and Development (UN 1992)
- Ramsar Convention, 2 February 1971 and amendments
- EU Water Framework Directive (2000)
- EC Directive on Habitats (1992)
- Kyoto Protocol – Framework Convention on Climate Change (1997)

### National Documents

- Sustainable Communities: Building for the Future (2003)
- Securing the Future: The UK Sustainable Development Strategy (2005)
- Meeting the Energy Challenge - Energy White Paper (DTI 2007)
- Planning for a Sustainable Future – White Paper (CLG 2007)
- Planning and Climate Change – Supplement to Planning Policy Statement 1
- Climate Change – Adaption by Design (TCPA 2007)
- Our Health, Our Care, Our Say: A New Direction for Community Services – White Paper (Department of Health 2007)
- Our Towns and Cities: The Future – Delivering an Urban Renaissance (DETR 2000)
- Our Countryside: The Future – A Fair Deal for Rural England (Defra 2000)
- The Historic Environment: A Force for Our Future (DCMS 2001)
- Public Service Agreement 2005 - 2008 (DEFRA 2004)
- Restoring the Region's Wildlife: Regional Biodiversity Strategy for the West Midlands (West Midlands Biodiversity Partnership 2005)
- The Climate is Changing: Time to Get Ready (Environment Agency 2005)
- Policy Regarding Culverts (Environment Agency 2005)
- State of the Environment Report 2001 (Environment Agency 2001)
- Policy and Practice for the Protection of Groundwater (Environment Agency 1998)
- PPS 1 – Delivering Sustainable Development
- PPG 2 – Green Belt
- PPS3 – Housing
- PPS4 – Planning for Sustainable economic growth
- PPS 7 – Sustainable Development in Rural Areas
- PPG 8 – Telecommunications
- PPS 9 – Biodiversity and Geological Conservation
- PPS 10 – Planning for Sustainable Waste Management
- PPS 11 – Regional Spatial Strategies
- PPS 12 - Local Development Frameworks
- PPG 13 – Transport
- PPG 14 – Development on Unstable Land
- PPG 15 – Planning and the Historic Environment
- PPG 16 – Archaeology and Planning
- PPG 17 – Planning for Open Space, Sport and Recreation
- PPG 18 – Enforcing Planning Control
- PPS 22 – Renewable Energy
- PPS 23 – Planning and Pollution Control
- PPG 24 – Planning and Noise
- PPS 25 – Development and Flood Risk
- Mineral Policy Statements (MPS) and Minerals Policy Guidance (CLG)
- By Design: Urban Design in the Planning System – Towards Better Practice (CLG 2000)

## Appendix 2: Key Plans, Policies and Programmes

### Regional documents

- Delivering Advantage: The West Midlands Economic Strategy and Action Plan 2004-2010
- West Midlands Regional Spatial Strategy 2004
- West Midlands Cultural Strategy 2001 – 2006
- West Midlands Housing Strategy 2005 (WMRA 2005)
- Transport Delivery Plan 2007 (WMRA)
- A Sustainable Future for the West Midlands: West Midlands Sustainable Development Framework (WMRA 2006)
- Restoring the Region's Wildlife: Regional Biodiversity Strategy for the West Midlands (West Midlands Biodiversity Partnership 2005)
- River Trent Strategy (Environment Agency)
- Regional Visitor Economic Strategy

### Local / Sub-Regional

- Shaping the Future of Staffordshire 2006 – 2021: The Sustainable Strategy for the County (Staffordshire County Council)
- Staffordshire and Stoke-on-Trent Structure Plan 1996-2011
- Newcastle under Lyme Local Plan 2011 – ‘Saved Policies’
- Stoke on Trent Revised City Plan 2001 – ‘Saved Policies’
- New Castle-under-Lyme and Stoke-on-Trent Core Spatial Strategy, October 2009
- Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy, Sustainable Appraisal Report, May 2008
- Our County, Our Vision – A Sustainable Community Strategy for Staffordshire 2008 – 2023 (Draft) (SCC 2008)
- Staffordshire Biodiversity Action Plan (SBAP)
- Stoke-on-Trent Community Strategy
- Stoke-on-Trent Sustainable Community Strategy
- Newcastle-under-Lyme Sustainable Community Strategy
- Stoke-on-Trent Local Transport Plan
- Staffordshire Local Transport Plan
- North Staffordshire Retail and Leisure Study 2005 -2011
- North Staffordshire Integrated Transport Study
- North Staffordshire Integrated Economic Development Strategy
- Renew North Staffordshire Business Plan 2008-11
- Stoke-on-Trent Regeneration Strategy
- Greening for Growth Strategy
- Stoke-on-Trent LA21 Strategy
- Newcastle-under-Lyme LA21 Strategy
- Stoke-on-Trent Waste Management Strategy
- Stoke-on-Trent Cultural Strategy
- Stoke-on-Trent Community Safety Strategy
- Stoke-on-Trent Sport & Recreation Strategy
- Stoke-on-Trent Education Plan
- Stoke-on-Trent Rivers Strategy
- Newcastle Urban Design Study 2006
- Newcastle Borough Council Housing Strategy 2005
- Newcastle Town Centre Public Realm Strategy 2004
- Urban North Staffordshire Green Space Strategy 2007
- Newcastle Leisure Needs Assessment and Playing Pitch Strategy 2005
- North Staffordshire Conurbation Assessment of Historical Significance 2006
- North Staffordshire Strategic Flood Risk Assessment 2008
- West Midlands North – Strategic Housing Market Assessment 2007/08
- North Housing Market Area – Gypsy and Traveller Accommodation Needs Assessment 2007
- Both authorities respective portfolios of Conservation Area Appraisals and Management Plans

## Appendix 3: Baseline Information

Possible Indicator	Source	Newcastle baseline 06/7	Stoke on Trent baseline 06/7
Number of non local authority owned vacant dwellings returned to occupation or demolished as a direct result of action by the local authority	Stoke and NBC BVPI 2006/7	27	173
Percentage of new homes built in the year which are affordable housing	AMR 2006/7	0%	0%
Percentage of new homes permitted on previously developed land	AMR 2006/7	66.5%	99.6%
Average house prices	Land Registry	£142,560 – Jan – Mar 2007	£87993
Number of households accepted as statutorily homeless within the last two years	BVPI 2006/7	1%	0.85%
Pattern of deprivation	Indices of Deprivation 2004	14.5 % pf pop live in 20% most deprived SOAs nationally. Part of Lower Milehouse Estate falls within 3% most deprived SOAs nationally	30% of pop live in 10% most deprived SOA's nationally 16th most deprived authority in England
Percentage of new residential development within 30 minutes by public transport of GP, hospital, primary and secondary schools, employment and major health centre	AMR 2006/7	Hospitals – 86%, town centre – 93%, GP – 99%, High School – 96%, Primary School – 99%, Employment sites - 98%	100%
Participation rates in sport	???	Can only find national data	no data
Loss of Community Facilities	AMR 2006/7	3 facilities – 1 doctors surgery 1 Adult Education Centre 1 nursery school	No Data
Percentage of population with good health	ONS 2001	Good – 66%, Fairly good - 23%, Not good – 11%	Good – 63%, Fairly good – 24%, Not good – 13%
Mortality rate	Compendium of Clinical Health Indicators	627.3/100,000	Mortality rates from cardiovascular disease (under 75 years old) 141/100,000
The number of playgrounds and play areas per 1,000 children aged under 12, provided by the Council	NBC LPI 2006/7 North Staffordshire Green Space Audit/Strategy 2007	2.86	2,16 playgrounds
The percentage of authority buildings open to the public in which all public areas are suitable for and accessible to disabled people	BVPI 2006/7	48.39%	63.58%

## Appendix 3: Baseline Information

Possible Indicator	Source	Newcastle baseline 06/7	Stoke on Trent baseline 06/7
Average weekly earnings by residence	Nomis 2006	£457.10	£382.10
Average weekly earnings by workplace	Nomis 2006	£400.70	£394.30
Jobs density (ration of total jobs to working age population)	Nomis 2006	0.66	0.78
Economic activity	Nomis 2006	72.4%	74.2%
Number of Jobseeker Allowance claimants in the Borough and City	Nomis 2006	1.9%	3.4%
Sq m of Class B development completed in year	AMR 2006/7	16121m <sup>2</sup>	33000 sq m
Percentage of Class B development completed that has taken place on brownfield sites	AMR 2006/7	72.8%	100%
Percentage of Class B development which has taken place within the North Staffs Regen Zone	AMR 2006/7	35%	100%
Quantity of national and regional quality employment land	AMR 2006/7	18 hectares	40 hectares
Number of VAT registrations (includes rural areas)	Nomis 2006	2006 Registrations – 265 De - registrations - 230 Total stock – 2930	2006 Registrations – 500 De-registrations – 500 Total stock – 5,040
5 or more GCSE passes at grade A-C	SCC and DfES	49%	53.9%
Journey to work - modal split (% of car, bus, rail, and other means of travel)	LTP 2006	Car 65%, Motorcycle 1%, Cycling 2%, Walking 13%, Taxi 1%, Work at home 9%, Train 1%, Bus 8%	
Cycle trips (annualised index)	LTP 2006	2004/5 – 94.6	
Total journeys by bus	LTP 2006	16,623,000 for 2004/5	
Access to major shopping centre by bus	LTP 2006	Within 15 minutes – 28.9% ; Within 30 minutes – 82.4%	
Patterns and levels of congestion on primary highway and public transport network	LTP 2006	Average delay per vehicle mile - 44.2 (secs/vm)	
Proportion of workforce covered by travel plans	LTP 2006	2004/5 – 12.8%	
Number of days per year that air quality is below national standards	LTP 2006	See LTP indicator – M18 (LTP8)	
Domestic burglaries per 1000 households	BVPI 2006/7	8.17	17.04
Violent crimes per 1000 population	BVPI 2006/7	25.58	37.70
Vehicle crimes per 1000 population	BVPI 2006/7	9.57	16.65

## Appendix 3: Baseline Information

Possible Indicator	Source	Newcastle baseline 06/7	Stoke on Trent baseline 06/7
The level of fear of crime in older people	LPI - Crime Audit 2007	31.3%	No comparable data. 1st Citizen's Panel – 20% of people very worried; 47% fairly worried; 30% not worried; 3% not at all worried.
Percentage retail / commercial floor space by type	North Staffs Retail and Leisure Study 2005	Within Newcastle TC- 19.86% convenience: comparison 51.86%; 18% services; 7.92% vacant.	Within Stoke-on-Trent City Centre (Hanley) 4.68%: 50.81% comparison; 24.86% services; 18.02% vacant.
Population living in urban/rural centres	ONS 2001	Newcastle – 74,000, Kidsgrove - 22,000, Rural – 26,000	No current data.
Rank of centre	Source (Experian?)	237th	50th
Number of vacant shop units	AMR 2006/7	23 in Newcastle 15 in all other centres	No Data
Percentage of primary shopping frontage within town/city centre in A1 uses	AMR 2006/7	66.3%	No Data
The area of Council owned parks and green spaces formally managed for biodiversity	NBC LPI 2006/7	680 hectares	322 hectares
Number and size of local wildlife sites e.g. LNRs, SBIs	NBC Local Plan A	57 SBIs Total area - ?	22 Natural Heritage Sites. Total area – 486 hectares.
Increase in woodland	Staffordshire Ecological Record NBC LAA Targets 07/08	Not known	No Data
Endangered species e.g. water voles	Staffordshire Ecological Record NBC LAA Targets 07/08 (Habitats)	Not Known	No Data
Number of buildings at risk	NBC & SCC Buildings at Risk Register	At present there is no buildings at risk register for NBC	40 buildings at risk on local register and 9 on English Heritage's national register.
Percentage of new homes built on previously developed land	AMR 2006/7	66.5%	100%
Amount and type of development in the Greenbelt	AMR 2006/7	3 permissions - 1 replacement dwelling 1 new dwelling 1 commercial unit	0 in 2006/7
Amount of waste collected per head of population	BVPI 2006/7	414.7kg	505.4
Percentage of household waste recycled	BVPI 2006/7	13.5%	14.79%



## Appendix 3: Baseline Information

Possible Indicator	Source	Newcastle baseline 06/7	Stoke on Trent baseline 06/7
Percentage of energy created from renewable resources	Regional Energy Strategy/AMR 2006/7	0% created from major renewable resources – does not account for decentralised micro generation – monitoring system is being developed	0% created from major renewable resources – does not account for decentralised micro generation – monitoring system is being developed
Percentage of commercial development taking place on brownfield land	AMR 2006/7	72.8%	100%
Percentage of rivers/canals classed as good/fair quality	Environment Agency	Can only find regional data	Can only find regional data
Water consumption/ abstracted	Environment Agency	Can only find regional data	Can only find regional data
Development incorporating SUDS	Proposed indicator for 2007/8 AMR	No data at present	No data
Number of planning applications approved against EA advice on flood risk grounds	AMR 2006/7	0	2
Number of listed buildings	NBC/SOT AMR 2006/7	365	194
Number and area of parks and gardens	NBC/SOT AMR 2006/7	738ha of Council owned open space	87 parks and gardens (total of 678 hectares)
Number and area of conservation areas	NBC/SOT AMR 2006/7	18 conservation areas (not sure about area)	23 conservation areas (206 hectares)
Archaeological features and remains	NULBC Local Plan Appendix / SCC Sites and Monuments Recorded	13	749
SSSI land of an 'unfavourable' condition	English Nature	62ha is in favourable condition out of a total of 82ha (75%)	
Number, area and quality of LNRs	AMR 2006/7	2 Local Nature Reserves – check Staffs ecological record for area/condition	7
BAP habitats and species	Staffordshire Biodiversity Action Plan	See SBAP Audit data sets	See SBAP Audit data sets

## Appendix 4: Testing SPD Objectives against Sustainability Objectives

Sustainability Objectives	UDG Strategic Objectives									UDG Strategic Objectives
	1	2	3	4	5	6	7	8		
1 To help to meet the housing needs of the whole community										1 Successful and Thriving Centres
2 To increase life expectancy and improve the health of the population overall										2 High Quality Places for Living and Working
3 To provide the best possible environment to encourage and increase economic enterprise and employment										3 Better Quality Connections
4 To enable access to the widest range possible of shopping and commercial services for the resident population										4 High Quality Green Space Network
5 To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area										5 A Positive and Memorable Image
6 To provide a more equitable society										6 Legible and More Distinct Settlement Pattern
7 Reduce crime and the fear of crime										7 Future Quality of Life
8 To reduce the need to travel while increasing accessibility for all										8 Good Practice
9 To encourage the use of public transport, cycling and walking										
10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development										
11 To improve air quality, creating cleaner and healthier air										
12 Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan										
13 Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs										
14 Increase the amount of accessible natural green space										
15 Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.										
16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites										
17 To reduce the amount of waste that goes to landfill										
18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems										
19 To increase the efficient use of water resources										
20 To improve water quality and meet the requirements of the Water Framework Directive										
21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area										
22 To help to provide a safe, efficient highway network and improve the viability of public transport										

KEY	
	compatible
	some compatibility
	incompatible
	some incompatibility
	positive or negative
	no link. insignificant

## Appendix 4: Testing SPD Objectives against Sustainability Objectives

UDG Objective	Commentary of results
Results with a positive or negative impact	
3 Better Quality Connections	SO 18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems SO 20 To improve water quality and meet the requirements of the Water Framework Directive
	The provision of better connections could involve the construction of new roads and rail which could have negative impacts upon both the floodplain and water quality both in construction and operation, however, the impact is dependent on implementation. It should be noted that the objective does put the emphasis on non-car users.
4 High Quality Green Space Network	SO 19 To increase the efficient use of water resources
	The objective could result in a positive or negative impact. The creation of high quality landscape and open space could be incompatible with the efficient use of water resources if suitable management techniques are not applied with regard to water use and irrigation.
6 Legible and More Distinct Settlement Pattern	SO 18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems
	The objective seeks to provide attractive settings for settlements, which could result in a positive or negative impact upon the flood plain as there is a possibility that this would not reduce the amount of development. Again it is dependent upon implementation and could lead to a positive impact.
The potential lack of compatibility between the sets of objectives is considered to be <b>minor</b> and should be adequately addressed through the use of the Urban Design Guidance and other policy and guidance documents in the assessment of proposals.	

## Appendix 5: 'Business as Usual' vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - 'Core Strategy (CS) Only'	URBAN DESIGN GUIDANCE SPD - 'CS + UDG'
1. To help to meet the housing needs of the whole community	A significant part of the City, particularly within the Inner Urban Core and some urban neighbourhoods in Newcastle have suffered from severe housing market failure, low demand, an imbalance of housing types and tenures and, in some neighbourhoods, high levels of vacant stock	<p>Core Strategy</p> <p>SA 1 - Halt outward migration</p> <p>SA 4 - Balance supply and demand of quality housing</p> <p>SA10 - Facilitate development within identified priority regeneration areas</p> <p>SA12 - Renew the fabric of urban and rural areas to promote sustainable urban and rural living</p> <p>SA18 - Promote mixed use and residential development where it can support city, town and local centres</p> <p>Area Spatial Strategies</p> <p>SP1 - Targeted Regeneration</p> <p>CSP6 - Affordable Housing</p> <p>CSP9 - Comprehensive Area Regeneration</p>	<p>Centres - Strategic Principles</p> <p>1. Develop a vision and strategy for achieving distinctive and complementary functions, character and form of development to support the distinctive roles identified for:</p> <ul style="list-style-type: none"> <li>• Strategic centres, City Centre and Newcastle</li> <li>• Significant urban centres, with a specialist role that needs to be considered together with the City Centre Burslem, Stoke</li> <li>• Significant urban centres with more of a district centre role: Tunstall, Longton, Kidsgrove</li> <li>• Other significant urban centres: Fenton and others (not included in the character area guidance)</li> <li>• Rural service centres (not included in the character area guidance)</li> </ul> <p>3. Provide a mix and local concentration of use and activity within each centre, including housing.</p>
2. To increase life expectancy and improve the health of the population overall		<p>SA 2 - Facilitate the best of healthy urban living</p> <p>SP3 - Movement and Access</p> <p>CSP 1 - Design Quality</p> <p>CSP 5 - Open Space, Sport &amp; Recreation</p> <p>CSP 7 - Gypsy and Traveller communities</p>	<p>High Quality Places for Living and Working - Strategic Principles</p> <p>1. Create (and reinforce existing) high quality, urban forms of housing development within and close to centres, in particular in those locations where it is currently lacking, such as the City Centre and around Burslem centre.</p> <p>4. Integrate new housing and business environments into their wider context, in locations where sustainable transport can be provided.</p> <p>R1 New housing must be well located in relation to centres and facilities such as shopping, jobs, entertainment, schools, health provision and recreation including open spaces</p> <p>Better Quality Connections - Strategic Principles</p> <p>2. Ensure that centres are well integrated and linked into their surroundings, especially residential areas, for cycling, public transport and in particular walking - creating 'walkable' centres.</p> <p>Future quality of life - Strategic principles</p> <p>1. Create high quality, well designed and detailed developments, buildings, public realm and open spaces that will be robust, accessible to all and fit for purpose into the future.</p>

## Appendix 5: ‘Business as Usual’ vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - ‘Core Strategy (CS) Only’	URBAN DESIGN GUIDANCE SPD - ‘CS + UDG’
<p>3. To provide the best possible environment to encourage and increase economic enterprise and employment</p>	<p>There has been a decline in employment concentrated in traditional manufacturing industries.</p> <p>Investment in North Staffordshire has generally required a low-skilled and low paid workforce, which has resulted in little disposable income for re-investment in the area</p>	<p>Core Strategy            SA5 - Foster and diversify employment base            SA7 - Enhance the city and town centres            SP1 - Targeted Regeneration            SP2 - Economic Development            SP3 - Movement and Access            Area Spatial Strategies            CSP1 - Design Quality</p>	<p>High Quality Places for Living and Working - Strategic Principles</p> <p>2. Create high quality, urban, forms of business development in:</p> <ul style="list-style-type: none"> <li>• The City Centre Business District in the south west of the City Centre, mixed use office led development</li> <li>• The Commercial Quarter to the west side of the City Centre, a mixed use area, including employment, commercial enterprise and business development</li> <li>• The University Quarter in Stoke, for creative industries and medical/ health care technologies;</li> <li>• Newcastle town centre, with office development in mixed use schemes;</li> </ul> <p>3. Focus other business development around existing clusters of knowledge based economic activity, such as the universities and hospital, and strategically planned regional investment sites, such as at Chatterley Valley.</p> <p>E1 Business developments should be designed to contribute towards realising the Settlements and their ‘green settings’ theme of the strategic urban design vision.</p> <p>E2 Business development should be designed to respond to and exploit key features or characteristics of the site.</p> <p>E3 Business development should be located so that complementary facilities and services and residential areas are all easily accessible.</p> <p>E4 So far as possible, business development should considered as part of the balance and mix of uses within a locality rather than as distinct zones in themselves.</p> <p>E13 For larger sites, where individual development plots are likely to come forward over time, a masterplan should be prepared to guide the design of new development.</p>

## Appendix 5: ‘Business as Usual’ vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - ‘Core Strategy (CS) Only’	URBAN DESIGN GUIDANCE SPD - ‘CS + UDG’
<p>4. To enable access to the widest range possible of shopping and commercial services for the resident population</p>	<p>North Staffordshire contains a hierarchy of centres from the City Centre in Hanley to the smaller villages of rural Newcastle. Each is unique and should be developed to maximise its individual potential</p>	<p>Core Strategy                      SA1 - Halt outward migration                      SA5 - Foster and diversify employment base                      SA7 - Enhance the city and town centres                      SA12 - Renew the fabric of urban and rural areas to promote sustainable urban and rural living                      SP2 - Economic Development                      SP3 - Movement and Access                      Area Spatial Strategies                      CSP1 - Design Quality</p>	<p>Centres - Strategic principles</p> <p>2. Expand, diversify and reinforce the strategic centres, the City Centre and Newcastle, in a manner appropriate to their character.</p> <p>4. Create at least one space, somewhere new or existing, which provides a real sense of place and a focus of activity for each centre.</p> <p>5. Ensure centres project outwardly a positive and welcoming image that encourages people to use them, for example through outward looking development and high quality gateway spaces or developments.</p>
<p>5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area</p>			<p>The Conurbation - Strategic Principles</p> <p>1. To support the regeneration of existing settlements and to reinforce the distinction of character between settlements and their settings, the general aim should be to reinforce and/or to extend the existing settlements rather than to establish new locations of settlement within the conurbation, unless there are sound regeneration reasons for development in other locations which can be shown to be capable of high quality, well designed and sustainable development.</p> <p>Rural Areas - Strategic Principles</p> <p>4. Development in existing rural settlements should respond to the unique character and setting of each, including a thorough understanding of the settlement pattern, its setting within the wider landscape and how this has developed over history. This also applies where the boundaries of rural village envelopes are being defined.</p> <p>C1 Create a diverse mix of uses and a concentration of activity, to support the vitality of the centre.</p> <p>The Urban design guide provides further guidance on the character of the different areas and appropriate development</p>

## Appendix 5: ‘Business as Usual’ vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - ‘Core Strategy (CS) Only’	URBAN DESIGN GUIDANCE SPD - ‘CS + UDG’
<p>6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational &amp; leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods</p>	<p>20 out of 33 urban wards are in the 20% most deprived wards in England. 9 wards in the whole of Stoke and Newcastle are in the least deprived 50% of wards in England.</p>	<p>Core Strategy            SA2 - Facilitate the best of healthy urban living            SA3 - Reduce the need to travel and improve accessibility            SA6 - Encourage the growth of further and higher education facilities            SA10 - Facilitate development within identified priority regeneration areas            SA12 - Renew the fabric of urban and rural areas to promote sustainable urban and rural living            SA13 - Protect and improve green spaces and infrastructure to foster a more sustainable lifestyle            SP3 - Movement and access            Area Spatial Strategies            CSP1 - Design Quality            CSP5 - Open Space/Sport/Recreation            CSP9 - Comprehensive Area Regeneration            CSP10 - Planning Agreements</p>	<p>Successful and Thriving Centres - Strategic principles            2. Expand, diversify and reinforce the strategic centres, the City Centre and Newcastle, in a manner appropriate to their character.</p> <p>The Conurbation - Strategic Principles            1. To support the regeneration of existing settlements and to reinforce the distinction of character between settlements and their settings, the general aim should be to reinforce and/or to extend the existing settlements rather than to establish new locations of settlement within the conurbation, unless there are sound regeneration reasons for development in other locations which can be shown to be capable of high quality, well designed and sustainable development.</p> <p>High Quality Places for Living and Working - Strategic Principles            4. Integrate new housing and business environments into their wider context, in locations where sustainable transport can be provided.</p> <p>Better Quality Connections - Strategic Principles            2. Ensure that centres are well integrated and linked into their surroundings, especially residential areas, for cycling, public transport and in particular walking - creating ‘walkable’ centres.</p> <p>Green Space Networks - Strategic Principles            1. Create a hierarchy of safe, attractive and varied open spaces and parks complemented by semi natural landscape corridors, with a variety of landscapes, ecological diversity and informal access throughout the conurbation.</p> <p>Future Quality of Life - Strategic Principles            1. Create high quality, well designed and detailed developments, buildings, public realm and open spaces that will be robust, accessible to all and fit for purpose into the future.</p>

## Appendix 5: ‘Business as Usual’ vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - ‘Core Strategy (CS) Only’	URBAN DESIGN GUIDANCE SPD - ‘CS + UDG’
7. Reduce crime and the fear of crime	<p>Crime rates in North Staffordshire have risen a little over the last few years but fear of crime has increased far more</p>	<p>Core Strategy                      SA2 - Facilitate the best of healthy urban living                      SA12 - Renew the fabric of urban and rural areas to promote sustainable urban and rural living                      SA16 - Eliminate poor quality development and establish a culture of excellence in built design                      SP3 - Movement and access                      CSP1 - Design Quality                      CSP5 - Open Space/Sport/Recreation</p>	<p>Green Space Networks - Strategic Principles</p> <ol style="list-style-type: none"> <li>1. Create a hierarchy of safe, attractive and varied open spaces and parks complemented by semi natural landscape corridors, with a variety of landscapes, ecological diversity and informal access throughout the conurbation.</li> </ol> <p>Future Quality of Life - Strategic Principles</p> <ol style="list-style-type: none"> <li>2. Ensure that developments, buildings, public realm and open spaces have urban design quality, resulting from an appropriate role, function and response to their context, and thereby help to create safe and attractive places.</li> </ol> <p>T3 New development on local transport corridors within settlements should respond to its context to create a sense of place, in particular by addressing the street frontage in an appropriate manner, and contributing towards a high quality, safe and attractive pedestrian environment.</p> <p>T4 New development on local transport corridors within settlements should contribute towards creating a safe and attractive pedestrian environment.</p> <p>PR7 New development must contribute to the quality and success of streets, public spaces and green spaces.</p> <p>PR12 To encourage the use of centres, the public realm must be safe, prioritising the movement of pedestrians over vehicles and also reducing the fear and likelihood of crime.</p>



## Appendix 5: 'Business as Usual' vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - 'Core Strategy (CS) Only'	URBAN DESIGN GUIDANCE SPD - 'CS + UDG'
8. To reduce the need to travel while increasing accessibility for all	The Borough and City Councils need to contribute to a reduction in carbon dioxide emissions (the major contributor to climatic conditions) if the frequency of unexpected climatic events is to be minimised. This can be achieved by encouraging the use of renewable energy and energy efficiency in existing and new commercial and residential developments	Core Strategy SA3 - Reduce the need to travel and improve accessibility SA13 - Protect and improve green spaces and infrastructure to foster a more sustainable lifestyle SA17 - Minimise the adverse impacts of climate change SP3 - Movement and Access Area Spatial Strategies CSP1 - Design Quality	Better Quality Connections - Strategic Principles 1. Improve walking, cycling and public transport connections between different residential areas, residential and employment areas. 2. Ensure that centres are well integrated and linked into their surroundings, especially residential areas, for cycling, public transport and in particular walking - creating 'walkable' centres.  T2 Opportunities to enhance provision for sustainable modes of transport on the local transport corridors should be investigated and pursued where possible, including: <ul style="list-style-type: none"> <li>• The public transport network</li> <li>• Conditions for cyclists</li> <li>• Pedestrian environment.</li> </ul>
9. To encourage the use of public transport, cycling and walking			
10. To increase the use of renewable energy and energy efficiency in existing and new development and re-development	The Borough and City Councils need to contribute to the improvement of air quality	Core Strategy SA13 - Protect and improve green spaces and infrastructure to foster a more sustainable lifestyle SA16 - Eliminate poor quality development and establish a culture of excellence in built design SA17 - Minimise the adverse impacts of climate change Area Spatial Strategies CSP1 - Design Quality CSP3 - Sustainability and Climate Change	Future Quality of Life - Strategic Principles 3. Consider the future implications of climate change and incorporate measures to conserve resources and mitigate potential impacts.  3.4A Site Specific Design Proposals 3.4B Approach to masterplan proposals
11. To improve air quality, creating cleaner and healthier air			
			Future Quality of Life - Strategic Principles 3. Consider the future implications of climate change and incorporate measures to conserve resources and mitigate potential impacts.  T2 Opportunities to enhance provision for sustainable modes of transport on the local transport corridors should be investigated and pursued where possible, including: <ul style="list-style-type: none"> <li>• The public transport network</li> <li>• Conditions for cyclists</li> <li>• Pedestrian environment.</li> </ul>

## Appendix 5: ‘Business as Usual’ vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - ‘Core Strategy (CS) Only’	URBAN DESIGN GUIDANCE SPD - ‘CS + UDG’
12. Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan	<p>North Staffordshire provides an extensive habitat with great biodiversity including many protected species. The Councils will seek to protect and, where possible, enhance the biodiversity of the Borough</p>	<p>Core Strategy                      SA8 - Increase the attraction of the areas as a tourist destination                      SA13 - Protect and improve green spaces and infrastructure to foster a more sustainable lifestyle                      SA15 - Protect and improve the countryside and diversity of wildlife and habitats                      SP1 - Targeted regeneration                      Area Spatial Strategies                      CSP1 - Design Quality                      CSP4 - Natural Assets                      CSP5 - Open Space/Sport/Recreation                      CSP7 - Gypsy and Traveller Communities                      CSP10 - Planning Agreements</p>	<p>Green Space Networks - Strategic Principles</p> <ol style="list-style-type: none"> <li>1. Create a hierarchy of safe, attractive and varied open spaces and parks complemented by semi natural landscape corridors, with a variety of landscapes, ecological diversity and informal access throughout the conurbation.</li> <li>2. Reinforce the green space network, creating strategic green spaces linkages where necessary to complete it, made up of:                             <ul style="list-style-type: none"> <li>• A variety of urban open spaces and parks of different scales and character</li> <li>• Green corridors and greenways</li> <li>• Semi natural open spaces/ landscapes.</li> </ul>                             Within the conurbation, link these together into a continuous network, by routes with a ‘green’ character (potentially on-street in certain places).                         </li> </ol>
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs			<p>Legible and more distinct settlement patterns - Strategic Principles</p> <ol style="list-style-type: none"> <li>2. Create a positive, ‘green’ character for the setting for the different settlements in the conurbation, to form: “a network of vibrant, complementary centres within a spacious and green urban environment”. (Core Spatial Strategy paragraph 3.20)</li> </ol>
14. Increase the amount of accessible natural green space			<p>Rural Areas - Strategic Principles</p> <ol style="list-style-type: none"> <li>1. Actively conserve and manage high quality landscape settings to retain and enhance the established landscape character.</li> </ol>
15. Reduce the amount of land in SSSIs classified as in an ‘unfavourable’ condition.			<p>Future Quality of Life - Strategic Principles</p> <ol style="list-style-type: none"> <li>4. Make sure that developments, buildings, public realm and open spaces are designed with management and maintenance implications in mind and then manage and maintain them accordingly.</li> </ol> <p>T6 The perception of ‘green gaps’ should be created in certain key locations, to differentiate more clearly between different places and to emphasise the close relationship there is with landscape throughout the conurbation.</p> <p>RE1 New landscapes and new development, where it is considered appropriate for policy reasons, should retain and enhance features that contribute towards the landscape character and ecological diversity of the area and should incorporate them into proposals wherever possible.</p> <p>CR1 The form and character of development along the canals and rivers should generally retain and reflect the ‘green’ or urban character typically found today.</p> <p>SEE ALSO: R1, PR1 and PR10</p>

## Appendix 5: ‘Business as Usual’ vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - ‘Core Strategy (CS) Only’	URBAN DESIGN GUIDANCE SPD - ‘CS + UDG’
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	<b>Land, water and soil are environmentally sensitive resources and should be protected and enhanced</b>	<p>Core Strategy</p> <p>SA2 - Facilitate the best of healthy urban living</p> <p>SA3 - Reduce the need to travel and improve accessibility</p> <p>SA4 - Balance supply and demand of quality housing</p> <p>SA9 - Safeguard valued economic resources including minerals</p> <p>SA10 - Facilitate development within identified priority regeneration areas</p> <p>SA12 - Renew the fabric of urban and rural areas to promote sustainable urban and rural living</p> <p>SP1 - Targeted Regeneration</p> <p>SP3 - Movement and Access</p> <p>CSP1 - Design Quality</p> <p>CSP4 - Natural Assets</p>	<p>Distinctive and Memorable Places - Strategic Principles</p> <p>1. Ensure that development proposals are responsive to and enhance the local and wider context, being sensitive to it where that context is identified as having a positive value, and improving or transforming it where it is currently assessed as being neutral or negative.</p> <p>Distinctive and Memorable Places - Strategic Principles</p> <p>5. Locate new development within rural village envelopes wherever possible, and minimise the impact on the existing landscape character. Focus new development of any scale into the rural service centres.</p> <p>CR6 Waterside development</p>
17. To reduce the amount of waste that goes to landfill		<p>Core Strategy</p> <p>SA16 - Eliminate poor quality development and establish a culture of excellence in built design</p> <p>SA17 - Minimise the adverse impacts of climate change</p> <p>CSP1 - Design Quality</p> <p>CSP3 - Sustainability and Climate Change</p>	<p>Future Quality of Life - Strategic Principles</p> <p>3. Consider the future implications of climate change and incorporate measures to conserve resources and mitigate potential impacts.</p> <p>R20 Bin stores and recycling facilities</p>
18. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems		<p>Core Strategy</p> <p>SA15 - Protect and improve the countryside and diversity of wildlife and habitats</p> <p>SA16 - Eliminate poor quality development and establish a culture of excellence in built design</p> <p>SA17 - Minimise the adverse impacts of climate change</p> <p>CSP1 - Design Quality</p> <p>CSP3 - Sustainability and Climate Change</p> <p>CSP4 - Natural Assets</p>	<p>Green Space Networks - Strategic Principles</p> <p>4. Complete the recreational route network along canals, rivers and other greenways, creating and improving access and integrating them into the wider green space network</p> <p>Settlements Guiding Principles (1&amp;4)</p> <p>1. Contribute where possible to creating a fully joined up ‘green infrastructure’ network</p> <p>4. Incorporate landscape based environmental sustainability measures, for instance green roofs, SUDS related wetlands, ground source heat pumps beneath planted areas.</p> <p>CR6 Waterside development</p> <p>R3 New housing must relate well to its surroundings</p> <p>E11 Car parking should incorporate SUDS to facilitate drainage and attenuation</p> <p>RE11 New landscape and development should contribute towards landscape character and ecological diversity</p> <p>PR6 Long term management including SUDs to be considered at outset</p>
19. To increase the efficient use of water resources			
20. To improve water quality and meet the requirements of the Water Framework Directive			

## Appendix 5: ‘Business as Usual’ vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - ‘Core Strategy (CS) Only’	URBAN DESIGN GUIDANCE SPD - ‘CS + UDG’
<p>21. To help maintain distinctiveness and foster interest in and concern for the heritage of the area</p>	<p>North Staffordshire can be identified through its sprawling industrial towns of the Potteries, boasting brick and sandstone older buildings with tile and slate roofs. It also has a unified rural landscape, dominated by farming, with strong field patterns, merging with more mixed and arable farming. This landscape should be protected</p>	<p>Core Strategy            SA8 - Increase the attraction of the areas as a tourist destination based on its industrial heritage            SA12 - Renew the fabric of urban and rural areas to promote sustainable urban and rural living            SA14 - Protect and enhance the historic heritage and unique character of the plan area            SA16 - Eliminate poor quality development and establish a culture of excellence in built design            SP2 - Economic Development            Area Spatial Strategies            CSP1 - Design Quality            CSP2 - Historic environment            CSP4 - Natural Assets</p>	<p>Distinctive and Memorable Places - Strategic Principles</p> <ol style="list-style-type: none"> <li>1. Ensure that development proposals are responsive to and enhance the local and wider context, being sensitive to it where that context is identified as having a positive value, and improving or transforming it where it is currently assessed as being neutral or negative.</li> <li>2. Celebrate what is distinctive and unique in terms of the historic environment, the built and industrial heritage of the area, retaining, reusing and revitalising elements identified as having statutory or definite historical significance.</li> </ol> <p>Settlements and their Settings - Strategic Principles</p> <ol style="list-style-type: none"> <li>1. Maintain, reinforce or create a positive urban, or suburban character, as appropriate to the context, within the different settlements in the conurbation</li> <li>3. To maintain, reinforce or create a positive rural character for the settlements and their landscape settings within the rural areas.</li> </ol> <p>HE1 New development that may affect the character of these locations must demonstrably be based on a detailed appraisal of the context. It should demonstrate that it relates well to the qualities of the site and of the place identified in that appraisal.</p> <p>RE1 New landscapes and new development, where it is considered appropriate for policy reasons, should retain and enhance features that contribute towards the landscape character and ecological diversity of the area and should incorporate them into proposals wherever possible.</p>







## Appendix 5: 'Business as Usual' vs. Urban Design Guidance

Sustainability Objectives		BUSINESS AS USUAL - 'Core Strategy (CS) Only'	URBAN DESIGN GUIDANCE SPD - 'CS + UDG'
22. To help to provide a safe, efficient highway network and improve the viability of public transport	The M6 motorway and other major trunk roads impact on Stoke-on-Trent and Newcastle Borough both in terms of noise and air pollution	<p>Core Strategy</p> <p>SA3 - Reduce the need to travel and improve accessibility</p> <p>SA13 - Protect and improve green spaces and infrastructure to foster a more sustainable lifestyle</p> <p>SA17 - Minimise the adverse impacts of climate change</p> <p>SP1 - Targeted regeneration</p> <p>SP3 - Movement and Access</p> <p>Area Spatial Strategies</p> <p>CSP1 - Design Quality</p> <p>CSP9 - Comprehensive Area Regeneration</p> <p>CSP10 - Planning Agreements</p>	<p>Better Quality Connections - Strategic Principles</p> <p>2. Ensure that centres are well integrated and linked into their surroundings, especially residential areas, for cycling, public transport and in particular walking - creating 'walkable' centres.</p> <p>Future Quality of Life - Strategic Principles</p> <p>3. Consider the future implications of climate change and incorporate measures to conserve resources and mitigate potential impacts.</p> <p>T2 Design local transport corridors between centres to promote and enhance sustainable modes of transport, including: Public transport; Conditions for cyclists; and the Pedestrian environment.</p>

## Appendix 6: Predicting the Effects

The results in this appendix show the effects of the UDG design principles against the Sustainability Objectives. The impacts are scored as follows:

### Key

	major positive
	minor positive
	no direct impact, insignificant
	positive or negative (dependent on implementation)
	minor negative
	major negative

## Appendix 6: Predicting the Effects

Sustainability Objectives	UDG Principles - Centres						
	C1	C2	C3	C4	C5		
1 To help to meet the housing needs of the whole community	■					C1 Create a diverse mix of uses and a concentration of activity, to support the vitality of the centre  C2 Reinforce or create (where none exists at present) an urban form and heights and an appropriate scale of development  C3 Reinforce and improve the appeal and image of each centre, as necessary  C4 Retain, enhance and create (where none exists at present) a distinctive built form character and identify that will form tomorrow's heritage  C5 Create a high quality public realm and good pedestrian cycle linkages	
2 To increase life expectancy and improve the health of the population overall					■		
3 To provide the best possible environment to encourage and increase economic enterprise and employment	■	■	■	■	■		
4 To enable access to the widest range possible of shopping and commercial services for the resident population	■		■	■	■		
5 To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	■	■	■	■	■		
6 To provide a more equitable society							
7 Reduce crime and the fear of crime	■	■	■	■	■		
8 To reduce the need to travel while increasing accessibility for all	■	■	■		■		
9 To encourage the use of public transport, cycling and walking	■	■	■		■		
10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development	■						
11 To improve air quality, creating cleaner and healthier air	■	■			■		
12 Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan					■		
13 Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs							
14 Increase the amount of accessible natural green space			■		■		
15 Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.							
16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	■		■	■	■		
17 To reduce the amount of waste that goes to landfill							
18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems							
19 To increase the efficient use of water resources							
20 To improve water quality and meet the requirements of the Water Framework Directive							
21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area	■	■	■	■	■		
22 To help to provide a safe, efficient highway network and improve the viability of public transport	■		■	■	■		



## Appendix 6: Predicting the Effects

Sustainability Objectives		UDG Principles - Local Transport Corridors														
		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11				
1	To help to meet the housing needs of the whole community														T1	<p>Local transport corridors as streets rather than roads</p> <p>Provision for sustainable modes of transport</p> <p>New development within settlements should respond to its context</p> <p>New development should contribute toward a safe and attractive pedestrian environment</p> <p>In green setting areas maintain or create a 'green' character through landscape treatment</p> <p>The perception of 'green gaps' should be created in certain key locations</p> <p>Strategic gateway locations provide opportunity for high quality landmark buildings</p> <p>New development in gateway locations to be of particularly high quality</p> <p>Design measures should be used to reduce impact and speed of vehicular traffic</p> <p>Enhancement of pedestrian environment within centres a priority</p> <p>Service, utilities and street lighting should be integrated into overall streetscape</p>
2	To increase life expectancy and improve the health of the population overall														T2	
3	To provide the best possible environment to encourage and increase economic enterprise and employment														T3	
4	To enable access to the widest range possible of shopping and commercial services for the resident population														T4	
5	To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area														T5	
6	To provide a more equitable society														T6	
7	Reduce crime and the fear of crime														T7	
8	To reduce the need to travel while increasing accessibility for all														T8	
9	To encourage the use of public transport, cycling and walking														T9	
10	To increase the use of renewable energy and energy efficiency in existing and new development and re-development														T10	
11	To improve air quality, creating cleaner and healthier air														T11	
12	Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan															
13	Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs															
14	Increase the amount of accessible natural green space															
15	Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.															
16	To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites															
17	To reduce the amount of waste that goes to landfill															
18	To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems															
19	To increase the efficient use of water resources															
20	To improve water quality and meet the requirements of the Water Framework Directive															
21	To help maintain distinctiveness and foster interest in and concern for the heritage of the area															
22	To help to provide a safe, efficient highway network and improve the viability of public transport															



## Appendix 6: Predicting the Effects

Sustainability Objectives	UDG Principles - Canal and River Network								
	CR1	CR2	CR3	CR4	CR5	CR6	CR7		
1 To help to meet the housing needs of the whole community									CR1 Form and character of development should reflect character of location CR2 Development should take the form of distinct clusters, informally arranged and set in landscapes CR3 In settlements development should enclose and front onto canals/rivers creating a more urban form and encouraging activity CR4 Development for waterfront destinations should have a sense of place and a mix of uses for pedestrian and boat activity CR5 Development must respect the heritage and historical significance CR6 Development should protect and enhance the ecological value of the waterway corridor CR7 Development should ensure that waterside is accessible to the public and provide new connections where possible
2 To increase life expectancy and improve the health of the population overall									
3 To provide the best possible environment to encourage and increase economic enterprise and employment									
4 To enable access to the widest range possible of shopping and commercial services for the resident population									
5 To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area									
6 To provide a more equitable society									
7 Reduce crime and the fear of crime									
8 To reduce the need to travel while increasing accessibility for all									
9 To encourage the use of public transport, cycling and walking									
10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development									
11 To improve air quality, creating cleaner and healthier air									
12 Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan									
13 Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs									
14 Increase the amount of accessible natural green space									
15 Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.									
16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites									
17 To reduce the amount of waste that goes to landfill									
18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems									
19 To increase the efficient use of water resources									
20 To improve water quality and meet the requirements of the Water Framework Directive									
21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area									
22 To help to provide a safe, efficient highway network and improve the viability of public transport									

## Appendix 6: Predicting the Effects

Sustainability Objectives		UDG Principles - Residential Design													
		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10				
1	To help to meet the housing needs of the whole community													R1	New housing must be well sited in relation to centres and facilities
2	To increase life expectancy and improve the health of the population overall													R2	New development must be well connected to provide links to surrounding area
3	To provide the best possible environment to encourage and increase economic enterprise and employment													R3	New housing must relate well to its surroundings and exploit existing site characteristics
4	To enable access to the widest range possible of shopping and commercial services for the resident population													R4	New housing must comprise a clear hierarchy of streets and spaces
5	To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area													R5	Buildings should define the edges of the street space. Continuity of street frontages must be a conscious part of the design process
6	To provide a more equitable society													R6	Streets and spaces must be defined and enclosed by buildings
7	Reduce crime and the fear of crime													R7	The treatment of space between the building line and the street must contribute to the character of the development
8	To reduce the need to travel while increasing accessibility for all													R8	Landscape, materials and street furniture should be used to support the distinctive character of streets
9	To encourage the use of public transport, cycling and walking													R9	Residential layout should incorporate a variety of parking solutions
10	To increase the use of renewable energy and energy efficiency in existing and new development and re-development													R10	On street parking should be designed to integrate discreetly
11	To improve air quality, creating cleaner and healthier air														
12	Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan														
13	Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs														
14	Increase the amount of accessible natural green space														
15	Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.														
16	To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites														
17	To reduce the amount of waste that goes to landfill														
18	To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems														
19	To increase the efficient use of water resources														
20	To improve water quality and meet the requirements of the Water Framework Directive														
21	To help maintain distinctiveness and foster interest in and concern for the heritage of the area														
22	To help to provide a safe, efficient highway network and improve the viability of public transport														

## Appendix 6: Predicting the Effects

Sustainability Objectives	UDG Principles - Residential Design										
	R11	R12	R13	R14	R15	R16	R17	R18			
1 To help to meet the housing needs of the whole community	■				■	■	■	■		R11	Traffic calming and homes zones to be used
2 To increase life expectancy and improve the health of the population overall	■					■				R12	Development should be designed to contribute towards improving the character and quality of the area
3 To provide the best possible environment to encourage and increase economic enterprise and employment		■	■	■		■	■	■		R13	An assessment of appropriate site density must consider massing, height and bulk as well as density
4 To enable access to the widest range possible of shopping and commercial services for the resident population										R14	Development must provide balance of variety and coherence
5 To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area		■	■	■		■	■	■		R15	Buildings to include visual privacy to habitable rooms
6 To provide a more equitable society					■	■				R16	Development to include private /shared communal outdoor space
7 Reduce crime and the fear of crime	■		■		■		■	■		R17	Fronts of buildings should relate to other fronts. Backs should be more private
8 To reduce the need to travel while increasing accessibility for all						■		■		R18	'Forgotten elements' must be considered early in design process
9 To encourage the use of public transport, cycling and walking	■							■			
10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development											
11 To improve air quality, creating cleaner and healthier air											
12 Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan		■				■					
13 Ensure that there is no loss in the extent and quality of SBLs, LNRs and RIGs											
14 Increase the amount of accessible natural green space		■				■					
15 Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.											
16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites											
17 To reduce the amount of waste that goes to landfill									■		
18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems											
19 To increase the efficient use of water resources											
20 To improve water quality and meet the requirements of the Water Framework Directive											
21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area		■	■	■		■	■				
22 To help to provide a safe, efficient highway network and improve the viability of public transport	■							■			

## Appendix 6: Predicting the Effects

Sustainability Objectives		UDG Principles - Residential Design						
		R19	R20	R21	R22	R23		
1	To help to meet the housing needs of the whole community						R19 Dwellings must be designed to provide appropriate levels of space and light R20 Housing to be adaptable where possible R21 New housing to take coherent design approach that influences the whole building R22 Opportunities for restoration and conversion of Victorian terraced house should be explored R23 Extensions onto streets or other public spaces should contribute positively to townscape character	
2	To increase life expectancy and improve the health of the population overall							
3	To provide the best possible environment to encourage and increase economic enterprise and employment							
4	To enable access to the widest range possible of shopping and commercial services for the resident population							
5	To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area							
6	To provide a more equitable society							
7	Reduce crime and the fear of crime							
8	To reduce the need to travel while increasing accessibility for all							
9	To encourage the use of public transport, cycling and walking							
10	To increase the use of renewable energy and energy efficiency in existing and new development and re-development							
11	To improve air quality, creating cleaner and healthier air							
12	Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan							
13	Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs							
14	Increase the amount of accessible natural green space							
15	Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.							
16	To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites							
17	To reduce the amount of waste that goes to landfill							
18	To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems							
19	To increase the efficient use of water resources							
20	To improve water quality and meet the requirements of the Water Framework Directive							
21	To help maintain distinctiveness and foster interest in and concern for the heritage of the area							
22	To help to provide a safe, efficient highway network and improve the viability of public transport							

## Appendix 6: Predicting the Effects

Sustainability Objectives		UDG Principles - Employment Design								
		E1	E2	E3	E4	E5	E6	E7	E8	
1	To help to meet the housing needs of the whole community									<p>E1 Business development should contribute towards 'green' settings</p> <p>E2 Business development should respond to and exploit key features or characteristics of site</p> <p>E3 Business development should be located so complementary facilities and services are easily accessible</p> <p>E4 Business development should be part of a balance of mixed uses</p> <p>E5 Sites must be easy for a visitor to find their way around</p> <p>E6 Buildings should positively address the street</p> <p>E7 Boundary treatments should form an integral part of the proposals</p> <p>E8 Building height, bulk and scale must be considered in relation to the character of the place</p>
2	To increase life expectancy and improve the health of the population overall									
3	To provide the best possible environment to encourage and increase economic enterprise and employment									
4	To enable access to the widest range possible of shopping and commercial services for the resident population									
5	To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area									
6	To provide a more equitable society									
7	Reduce crime and the fear of crime									
8	To reduce the need to travel while increasing accessibility for all									
9	To encourage the use of public transport, cycling and walking									
10	To increase the use of renewable energy and energy efficiency in existing and new development and re-development									
11	To improve air quality, creating cleaner and healthier air									
12	Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan									
13	Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs									
14	Increase the amount of accessible natural green space									
15	Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.									
16	To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites									
17	To reduce the amount of waste that goes to landfill									
18	To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems									
19	To increase the efficient use of water resources									
20	To improve water quality and meet the requirements of the Water Framework Directive									
21	To help maintain distinctiveness and foster interest in and concern for the heritage of the area									
22	To help to provide a safe, efficient highway network and improve the viability of public transport									

## Appendix 6: Predicting the Effects

Sustainability Objectives	UDG Principles - Employment Design							
	E9	E10	E11	E12	E13	E14		
1 To help to meet the housing needs of the whole community							<p>E9 High quality materials and components should be provided</p> <p>E10 Design of roofs and roofscapes to be carefully considered in relation to context</p> <p>E11 Car parking should not appear to dominate development</p> <p>E12 Visual impacts of servicing areas should be reduced through locations and screening</p> <p>E13 For larger sites, a masterplan should be prepared to guide development</p> <p>E14 New business development should integrate with surrounding public realm in terms of connections to surrounding network</p>	
2 To increase life expectancy and improve the health of the population overall								
3 To provide the best possible environment to encourage and increase economic enterprise and employment								
4 To enable access to the widest range possible of shopping and commercial services for the resident population								
5 To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area								
6 To provide a more equitable society								
7 Reduce crime and the fear of crime								
8 To reduce the need to travel while increasing accessibility for all								
9 To encourage the use of public transport, cycling and walking								
10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development								
11 To improve air quality, creating cleaner and healthier air								
12 Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan								
13 Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs								
14 Increase the amount of accessible natural green space								
15 Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.								
16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites								
17 To reduce the amount of waste that goes to landfill								
18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems								
19 To increase the efficient use of water resources								
20 To improve water quality and meet the requirements of the Water Framework Directive								
21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area								
22 To help to provide a safe, efficient highway network and improve the viability of public transport								

## Appendix 6: Predicting the Effects

Sustainability Objectives	UDG Principles - Historic Environment						
	HE1	HE2	HE3	HE4	HE5		
1 To help to meet the housing needs of the whole community						<p>HE1 New development that may affect the character of these locations should contribute to the identity and heritage of the area through its quality of design</p> <p>HE2 New development must preserve or enhance the setting of any listed building</p> <p>HE3 New development in or adjacent to CAs should demonstrate how the proposals contribute to the character or appearance</p> <p>HE4 New development in CAs must preserve or enhance their character or appearance</p> <p>HE5 Areas and buildings of special local interest contribute to the identity and heritage of the area</p>	
2 To increase life expectancy and improve the health of the population overall							
3 To provide the best possible environment to encourage and increase economic enterprise and employment							
4 To enable access to the widest range possible of shopping and commercial services for the resident population							
5 To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area							
6 To provide a more equitable society							
7 Reduce crime and the fear of crime							
8 To reduce the need to travel while increasing accessibility for all							
9 To encourage the use of public transport, cycling and walking							
10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development							
11 To improve air quality, creating cleaner and healthier air							
12 Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan							
13 Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs							
14 Increase the amount of accessible natural green space							
15 Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.							
16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites							
17 To reduce the amount of waste that goes to landfill							
18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems							
19 To increase the efficient use of water resources							
20 To improve water quality and meet the requirements of the Water Framework Directive							
21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area							
22 To help to provide a safe, efficient highway network and improve the viability of public transport							



## Appendix 6: Predicting the Effects

Sustainability Objectives	UDG Principles - Rural Environment									
	RE1	RE2	RE3	RE4	RE5	RE6	RE7	RE8		
1 To help to meet the housing needs of the whole community										RE1 New landscape and developments should contribute towards the landscape character and ecological diversity of the area
2 To increase life expectancy and improve the health of the population overall										RE2 New development associated with existing villages should retain, enhance and incorporate some of the existing features and settlement pattern
3 To provide the best possible environment to encourage and increase economic enterprise and employment	■	■	■	■						RE3 The location and design of new development must respond to the setting of the village in the landscape
4 To enable access to the widest range possible of shopping and commercial services for the resident population										RE4 New development must be carefully composed in relation to important views
5 To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	■	■	■	■	■	■	■	■		RE5 New development in the rural area should respond to the typical forms of buildings in the locality
6 To provide a more equitable society										RE6 Elevations of new buildings must be well composed, proportioned and detailed
7 Reduce crime and the fear of crime										RE7 New buildings should respond to the materials, details and colours of the locality
8 To reduce the need to travel while increasing accessibility for all										RE8 The relationships between public and private space should relate to the existing character of the village
9 To encourage the use of public transport, cycling and walking								■		
10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development					■					
11 To improve air quality, creating cleaner and healthier air										
12 Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan	■	■	■					■		
13 Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs	■	■	■					■		
14 Increase the amount of accessible natural green space	■		■					■		
15 Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.	■		■							
16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	■	■	■							
17 To reduce the amount of waste that goes to landfill										
18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems										
19 To increase the efficient use of water resources										
20 To improve water quality and meet the requirements of the Water Framework Directive										
21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area	■	■	■	■	■	■	■	■		
22 To help to provide a safe, efficient highway network and improve the viability of public transport										



## Appendix 6: Predicting the Effects

Sustainability Objectives		UDG Principles - Public Realm									
		PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8		
1	To help to meet the housing needs of the whole community	■	■	■	□	□	□	□	■	PR1 Streets and spaces should fulfil a variety of functions including social and recreational activity  PR2 Streets and spaces must be designed to create connected networks that link into the surroundings  PR3 Streets and spaces must be inclusive - public, accessible and safe to all  PR4 The design of streets and spaces must contribute to the character, identity and environmental quality of an area  PR5 Streets and spaces should contribute to the heritage of an area - well designed, robust and capable of adaptation  PR6 Long term management must be considered at the outset  PR7 New development must contribute to the quality and success of streets, public spaces and green spaces  PR8 Design must consider all modes of transport, in particular walking and cycling	
2	To increase life expectancy and improve the health of the population overall	■	■	■	□	□	□	□	■		
3	To provide the best possible environment to encourage and increase economic enterprise and employment	■	■	■	■	■	■	■	■		
4	To enable access to the widest range possible of shopping and commercial services for the resident population	■	■	■	■	□	□	□	■		
5	To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	■	■	■	■	■	■	■	■		
6	To provide a more equitable society	■	□	■	□	□	□	□	■		
7	Reduce crime and the fear of crime	■	■	■	□	□	■	■	□		
8	To reduce the need to travel while increasing accessibility for all	■	■	■	□	□	■	■	■		
9	To encourage the use of public transport, cycling and walking	■	■	■	□	□	■	■	■		
10	To increase the use of renewable energy and energy efficiency in existing and new development and re-development	□	□	□	□	□	□	□	□		
11	To improve air quality, creating cleaner and healthier air	■	■	■	□	□	■	■	■		
12	Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan	□	□	□	■	□	■	■	□		
13	Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs	□	□	□	□	□	■	■	□		
14	Increase the amount of accessible natural green space	■	■	■	■	□	■	■	■		
15	Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.	□	□	□	□	□	□	□	□		
16	To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	■	■	■	■	□	■	■	□		
17	To reduce the amount of waste that goes to landfill	□	□	□	□	□	□	□	□		
18	To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems	□	□	□	□	□	■	■	□		
19	To increase the efficient use of water resources	□	□	□	□	□	□	□	□		
20	To improve water quality and meet the requirements of the Water Framework Directive	□	□	□	□	□	□	□	□		
21	To help maintain distinctiveness and foster interest in and concern for the heritage of the area	■	■	■	■	■	■	■	□		
22	To help to provide a safe, efficient highway network and improve the viability of public transport	■	■	■	■	□	■	■	■		

## Appendix 6: Predicting the Effects

Sustainability Objectives		UDG Principles - Public Realm								
		PR9	PR10	PR11	PR12	PR13	PR14	PR15		
1	To help to meet the housing needs of the whole community								<p>PR9 Good quality green spaces should be linked together to form a fully connected green space network</p> <p>PR10 Links between green spaces will need to include new forms of green link through existing residential developments</p> <p>PR11 Tree planting especially street trees will need to be integrated into proposals from the outset</p> <p>PR12 In centres the public realm needs to be safe prioritising the movement of pedestrians over vehicles</p> <p>PR13 A clear hierarchy of spaces should be created through design and use of street furniture</p> <p>PR14 Street furniture clutter must be avoided</p> <p>PR15 Within centres materials and street furniture must be high quality and robust but not defensive</p>	
2	To increase life expectancy and improve the health of the population overall									
3	To provide the best possible environment to encourage and increase economic enterprise and employment									
4	To enable access to the widest range possible of shopping and commercial services for the resident population									
5	To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area									
6	To provide a more equitable society									
7	Reduce crime and the fear of crime									
8	To reduce the need to travel while increasing accessibility for all									
9	To encourage the use of public transport, cycling and walking									
10	To increase the use of renewable energy and energy efficiency in existing and new development and re-development									
11	To improve air quality, creating cleaner and healthier air									
12	Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan									
13	Ensure that there is no loss in the extent and quality of SBLs, LNRs and RIGs									
14	Increase the amount of accessible natural green space									
15	Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.									
16	To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites									
17	To reduce the amount of waste that goes to landfill									
18	To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems									
19	To increase the efficient use of water resources									
20	To improve water quality and meet the requirements of the Water Framework Directive									
21	To help maintain distinctiveness and foster interest in and concern for the heritage of the area									
22	To help to provide a safe, efficient highway network and improve the viability of public transport									

## Appendix 6: Predicting the Effects

Sustainability Objectives		UDG Principles - Public Realm							
		PR16	PR17	PR18	PR19	PR20	PR21	PR22	
1	To help to meet the housing needs of the whole community								<p>PR16 Plant species should be robust, provide multi-seasonal interest and be easily managed</p> <p>PR17 Artworks should engage, inspire and delight. Installations should be fully integrated and planned from the earliest stage</p> <p>PR18 Traditional or comparable local materials from the region should be used</p> <p>PR19 Development in 'green setting' areas should use soft landscape as a key component</p> <p>PR20 New development should reinforce, extend or provide new access points where of benefit to the greenway network</p> <p>PR21 Where a development adjoins a greenway the development should contribute to supervising the greenway without compromising its character</p> <p>PR22 The design of greenways should adopt an overall consistent 'look and feel' that allows landscape character to vary along the greenway in response to the character of the locality.</p>
2	To increase life expectancy and improve the health of the population overall								
3	To provide the best possible environment to encourage and increase economic enterprise and employment								
4	To enable access to the widest range possible of shopping and commercial services for the resident population								
5	To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area								
6	To provide a more equitable society								
7	Reduce crime and the fear of crime								
8	To reduce the need to travel while increasing accessibility for all								
9	To encourage the use of public transport, cycling and walking								
10	To increase the use of renewable energy and energy efficiency in existing and new development and re-development								
11	To improve air quality, creating cleaner and healthier air								
12	Retain and enhance the species and habitats targeted for improvement in the Local Biodiversity Action Plan								
13	Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs								
14	Increase the amount of accessible natural green space								
15	Reduce the amount of land in SSSIs classified as in an 'unfavourable' condition.								
16	To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites								
17	To reduce the amount of waste that goes to landfill								
18	To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems								
19	To increase the efficient use of water resources								
20	To improve water quality and meet the requirements of the Water Framework Directive								
21	To help maintain distinctiveness and foster interest in and concern for the heritage of the area								
22	To help to provide a safe, efficient highway network and improve the viability of public transport								

## Appendix 7: Assessing the Effects

UDG Principles	Commentary
Centres	The Urban Design principles have a positive impact and show that they will help to achieve the sustainability objectives. There are no negative or uncertain impacts.
Local Transport Corridors	The Urban Design principles have a positive impact and show that they will help to achieve the sustainability objectives. There are no negative or uncertain impacts.
Canal & River Network	The majority of the Urban Design principles have a positive impact and show that they will help to achieve the sustainability objectives. One principle has an uncertain result - CR4: Development for waterfront destinations should have a sense of place and a mix of uses for pedestrian and boat activity - could have a positive or negative impact upon SO 20: To improve water quality and meet the requirements of the Water Framework Directive. The result is uncertain as an increase in activity could have an adverse impact upon water quality but will be dependent upon implementation. Mitigation measures to control pollution such as site waste management, planting and the control of surface water runoff should ensure that there is no negative impact.
Residential Design	<p>Whilst many of the Urban Design Principles will have a positive impact there are areas of uncertainty for the following principles:</p> <p>R1 New housing must be well located in relation to centres and facilities This principle has an uncertain impact upon: SO12 Retain and enhance the species and habitats targeted for improvement in the Local BAP SO13 Ensure that there is no loss in the extent and quality of SBIs, LNRs and RIGs SO16 To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites SO18 To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems SO21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area</p> <p>Whilst the new housing may be well located in relation to centres and facilities it may be sensitive in terms of biodiversity and designated areas. Such development may also have a negative impact on air quality and be located on greenfield land or the floodplain. The design of the development may also not respect the heritage of the area. The impact will be dependent upon implementation and could equally be positive. Any potential negative impacts should be identified through the planning process and suitable mitigation measures put forward in the supporting planning documents such as the Design and Access Statement and EIA and are also addressed through other Urban Design Principles.</p> <p>R2 New development must be well connected to existing context and links The impacts are uncertain for SO12, SO13, SO14, SO16 and SO18 The reasons for uncertainty are similar to above in that a well connected development could be to the detriment of other factors. Such uncertainty is dependent on implementation as above.</p>
Employment Design	The Urban Design principles affected have a positive impact and show that they will help to achieve the sustainability objectives. There are no negative or uncertain impacts.
Historic Environment	<p>The majority of the Urban Design Principles have no significant impact upon the sustainability objectives. The Sustainability Objectives include:</p> <p>SO3 To Provide the best possible environment to encourage and increase economic enterprise and employment SO5 To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area SO21 To help maintain distinctiveness and foster interest in and concern for the heritage of the area.</p> <p>The impact the above SOs is considered to be major positive for the Historic Environment Urban Design Principles</p>

## Appendix 7: Assessing the Effects

UDG Principles	Commentary
Rural Environment	The Urban Design principles affected have a positive impact and show that they will help to achieve the sustainability objectives. There are no negative or uncertain impacts.
Public Realm	<p>The majority of the Urban Design principles have a positive impact and show that they will help to achieve the sustainability objectives. One principles PR18 - Traditional or comparable local materials from the region should be used - has an uncertain impact upon two Sustainability Objectives:</p> <p>SO 10 To increase the use of renewable energy and energy efficiency in existing and new development and re-development</p> <p>SO 17 To reduce the amount of waste that goes to landfill</p> <p>Whilst the use of local materials will reduce the amount of energy used in the transportation of materials, the principle does not promote the use of sustainable or recycled materials, which could have a positive or negative impact upon energy efficiency and the amount of waste going to landfill. The impact will therefore be dependent upon implementation.</p>





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