

Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council intend to publish Urban Design Guidance and would like your comments on the draft document

What is Urban Design?

Urban design is the design of places; it is about shaping and making our environment and not just about individual buildings and architecture - although these are important. Urban design involves groups of buildings, spaces and landscapes, it manages transport, defines public and private space and, used effectively, can transform how people use their towns and cities.



Why do we need Urban Design Guidance?



Swan Square, Burslem

The planned growth for Newcastle-under-Lyme and Stoke-on-Trent will see 20,000 homes, 332 hectares of new employment land, and 155,000 square metres of retail floorspace being provided over the plan period together with a wide range of supporting community infrastructure.

With this level of physical change it will be vital to ensure that we create a pattern of development sensitive to local distinctiveness rather than providing a standard approach across the conurbation. The production of Urban Design Guidance will provide the basis for a more comprehensive and effective approach to achieving design quality.



High Street, Newcastle

The aim is to produce a practical document, which will:

- raise design standards;
- create a positive image of the area;
- create streets and neighbourhoods which are:
 - vibrant, safe and attractive;
 - suitable for promoting walking to work and other essential facilities;
 - well located relative to public transport;
 - imaginative;
 - varied and offer choice; and
 - distinctive and help to make one place different from another.

By following these established urban design principles we can succeed in making Newcastle-under-Lyme and Stoke-on-Trent places with a sense of civic pride that provide a high quality environment for living and working in.



Scotia Road, Tunstall



Indoor Market, Longton

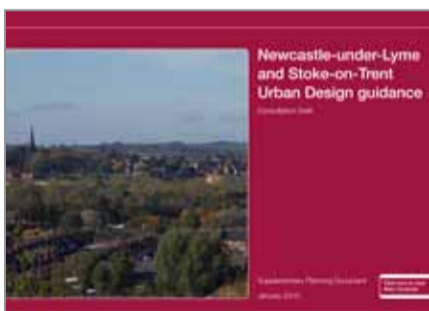


North Staffordshire Hospital
Clinical Medical Centre

What's in the Urban Design Guidance?

The SPD contains the following sections:

- Introduction: explains how to use the document.
 - Strategic Vision: sets out some overarching design principles for a vibrant network of centres across Newcastle and The City.
 - Good design principles: tells you how to prepare a good design and access statement to use to justify your approach to a design.
 - Centres.
 - Local Transport Corridors between centres.
 - Canal and river network.
- } Advice for specific character areas
- Residential design guide: provides urban design guidance for when designing a new house or a new extension.
 - Historic environment: useful guidance principles if your proposal relates to a Listed Building or would be located within a Conservation Area.
 - Rural environment: designing to respect rural character.
 - Public realm: designing public areas to be attractive, functional and robust.
 - Appendices: indicate further reading opportunities.



How to Use the Guidance

The design guide has been designed as an electronic document, which is intended to be read on a computer screen, using a CD ROM. The aim is to make the document fully interactive so that is possible to easily find your way to any one section and related references, by clicking on a link.



Queen's Gardens, Newcastle



Lock 38



City Waterside



Winehill

Who should use the Guidance?

Proposals for small and large scale housing or employment schemes, small scale alterations to the historic townscape, and open space are all covered by the guidance.

All of the following would benefit from using this document:

- Planning applicants and their designers at the design stage of any new development;
- Developers;
- Planning Officers in advising applicants at the pre-application stage and when determining the application;
- Elected Members involved in decision making processes; and
- Public bodies commissioning new buildings and new public spaces.

The Urban Design Guidance will be a formally adopted Supplementary Planning Document (SPD) covering both local authority areas, and will form part of the Local Development Framework in both areas. It will become an important material consideration in determining all future planning proposals.



Central Forest Park



Eco-terrace, Chesterton



Blue Planet, Chatterley Valley

How to comment

We would welcome any questions or comments that you may have on the draft Urban Design Guidance. Any feedback will be considered before the final version is adopted by both Councils later this year.

A printed copy of the consultation draft is available to view with this exhibition. A summary document containing a CD ROM is available on request. Please ask today.

All comments or suggestions must be received in writing by no later than: 5pm on the 31st May 2010

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Dudson Centre, City Centre



Victoria Hall, City Centre



Terraced housing, Knutton