

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Report to Cabinet

13 February 2018

TITLE:	Staffordshire Moorlands Design Guide – Supplementary Planning Document
PORTFOLIO HOLDER :	Councillor E Wain, Portfolio holder for Planning Development and Property
OFFICER:	Executive Director, Dai Larner
WARDS INVOLVED:	Non-Specific

Appendix 1 – Staffordshire Moorlands Design Guide – Adoption Copy

Appendix 2 – Consultation responses

1. Reason for the Report

- 1.1 A draft design guide has been completed for Staffordshire Moorlands and has now been subject to consultation with the public and a regional organisation that promotes good architectural design. This report sets out the results of the consultation exercise and recommends that the amended design guide is adopted as a Supplementary Planning Document.

2. Recommendation

- 2.1 Cabinet are recommended to :

- (a) Note the consultation comments and officers' responses to them;
- (b) Recommend to Council approval of the amended version of the Staffordshire Moorlands Design Guide for adoption as a Supplementary Planning Document; and
- (c) Delegate approval to officers to make any technical updates to the design guide, including the detailed appendices, as required.

3. Executive Summary

- 3.1 The draft Staffordshire Moorlands Design Guide aims to promote new and sustainable high quality design which respects the distinctiveness of the area. The general principles of design are set out within the text of the guide itself. This will then be supplemented by a series of technical appendices to the guide that will set out how the principles are to be applied.

3.2 Members approved the draft document for the purposes of wider consultation in 2016. Public consultation was carried out for a 4-week period between Monday 29th February and Tuesday 29th March 2016. There were no responses to the exercise.

3.3 We have also consulted with the Architecture and Design Centre for the East Midlands (OPUN) which offers an independent and impartial review service to local authorities on all building design related matters. The advice received from OPUN has been taken into account within the draft Staffordshire Moorlands Design Guide and is included in Appendix 2.

4. **How this report links to Corporate Priorities**

4.1 This report promotes the need for good design and secures high quality new developments within Staffordshire Moorlands. This, in turn, is related to the Council's corporate aim 3: To help create a strong economy by supporting further regeneration of towns and villages whilst maintaining the area's distinct identity and raising the quality of places.

5. **Options**

5.1 There are two principal options:-

Option 1 - Do Nothing

Without the Design Guide, there will be a general lack of design guidance that is specific to Staffordshire Moorlands. There will be no mechanism by which the Council can raise the quality of design and determine applications for development within the area. **Not recommended**

Option 2 – Adopt the Staffordshire Moorlands Design Guide

The adoption of the Staffordshire Moorlands Design Guide will offer supplementary design advice for developers, architects and agents when submitting proposals for development in Staffordshire Moorlands. The guide identifies the local traditional characteristics of buildings in the area and offers advice on how to approach new development projects that enhances and responds to the local context. The guide and technical appendices that flow from it will improve and raise the standard of design across the area and can be used in the determination of planning applications and appeals.

Recommended

6. **Results of the public consultation exercise**

6.1 In accordance with the Council's Statement of Community Involvement, the following groups were consulted;

- Local architects and planning agents;
- Local amenity groups, Parish Councils and special interest groups;
- Ward Councillors;
- Key council officers.

- 6.2 A copy of the document was also available to view on the Council's web site and a hard copy of the design guide was available to view at local Council offices and libraries.
- 6.3 With the exception of the consultation with OPUN, the Council received no comments regarding the content of the design guide.

7. **Implications**

7.1 Community Safety - (Crime and Disorder Act 1998)

No implications.

7.2 Workforce

No implications..

7.3 Equality and Diversity/Equality Impact Assessment

This report has been prepared in accordance with the Council's Diversity and Equality Policies.

7.4 Financial Considerations

There are no financial considerations for the Council relating to the recommendations of this report.

7.5 Legal

No implications.

7.6 Sustainability

Sustainability is at the heart of the Council's design policies. The Council supports the use of sustainable design and construction methods and is committed to delivering new homes with environmentally sustainable design that helps to save the environment, energy, water and money.

7.7 Internal and External Consultation

Both an internal and external consultation process was completed, the results of which are included in Appendix 2.

7.8 Risk Assessment

No significant issues have been identified.

8. Background and Detail

- 8.1 The importance of good design is recognised by the Government in its National Planning Policy Framework (NPPF, 2012):

Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people” (NPPF, paragraph 56)

- 8.2 The need for high quality development is also emphasised in the emerging Staffordshire Moorlands Local Plan. This document and other relevant supplementary planning documents set out what the Council would expect to see in terms of securing good design within Staffordshire Moorlands.
- 8.3 This design guide will be adopted as a Supplementary Planning Document (SPD) and sets out to embrace the main principles in securing good design. Once adopted, the design guide will act as an overarching document and will be continually updated and supplemented by detailed technical appendices on a wide range of design issues. Being primarily a web based document it can be continually updated and kept abreast of current policies and practice.
- 8.4 The design guide will be a material consideration in all planning decisions which involve development in Staffordshire Moorlands. It will carry considerable weight in decision making, having been subject to scrutiny and amendment through wide public consultation.

Dai Larner
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Web links and background papers - Draft Staffordshire Moorlands Design Guide

Location - Files held electronically

Contact details - Joanne Brooks ext 3654

Appendix 2 – Draft Staffordshire Moorlands Design Guide – Consultation responses

Respondent	Comment	Officer response	Officer recommendation
OPUN	<p>1. Good overview of area but overly wordy. It needs to be more practical and lean. Review the style so that it is more crisp and to the point.</p> <p>2. Document needs to be repackaged with end user in mind.</p> <p>3. Lacks guidance on what to do and is quite generic. Not precise enough to give clear direction and needs to be more specific.</p>	<p>Comments noted</p> <p>Comments noted</p> <p>Comments noted</p>	<p>The design guide has been amended so that it has become a leaner and simpler document with less topic headings. A list of important bullet points has been inserted at the end of each section to give a quick summary.</p> <p>The document has been repackaged so that it is primarily a web based document that the user can move through and reference quickly.</p> <p>Each section will be accompanied by a list of further information (some already published) and additional technical guidance notes on relevant topic areas. Most of these have been prepared in draft form but need supplementing with actual on the ground examples. Given the design guide will be web based it can be continually added to.</p>

