



# Stafford Borough Local Development Framework

# PLANNING

for our **FUTURE**

Core Strategy  
Development Plan Document  
Issues and Options Paper



Stafford  
BOROUGH COUNCIL



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# Core Strategy

## Development Plan Document

### Issues and Options Paper

#### 1.0 Introduction

- 1.1 *The Government requires Local Authorities to ‘front load’ the process for preparing Local Development Documents (LDDs). The Issues and Options Paper is part of this ‘front loading’ process, allowing vital questions to be raised and potentially enabling early agreement to be reached between the Local Planning Authority, the local community and statutory bodies regarding the identification of options for the area. This will provide consensus around preferred options which can then be identified through the Preferred Options Report stage and facilitate progress. The Issues and Options stage is also important for ensuring that the Development Plan Document (DPD) is both soundly based on evidence and relevant to the local area’s key issues.*
- 1.2 *The Core Strategy Issues and Options Paper proposes a vision, spatial objectives and broad policy options for the area. The options proposed are credibly based upon national and regional policies and aim to reflect both the Staffordshire County Community Strategy and the Stafford Borough Community Plan.*
- 1.3 *The Core Strategy Development Plan Document will contain clear and concise policies for delivering the Borough’s spatial strategy. However it will not contain policies that refer to individual sites as these will be dealt with in subsequent Development Plan Documents (DPDs).*
- 1.4 *The Core Strategy is intended to cover a time horizon of at least 10 years from the date of adoption and will aim to cover the same time period as the Regional Spatial Strategy.<sup>1</sup> The purpose of this Issues and Options Paper is to deliver the Core Strategy Development Plan Document based upon community involvement in the process.*

#### 2.0 Background work for the Issues & Options Paper

- 2.1 *Before preparing this Issues and Options Paper Stafford Borough Council gathered together a large variety and quantity of information relating to the Borough in order to identify the key issues and options necessary to address the needs of the area regarding spatial development.*
- 2.2 *The detailed Gathering Evidence Questionnaire was sent to more than 800 individual and organisations, leaflets were displayed in the Council offices and an article was published in a local newspaper. Details of this process and the information gathered can be found in the Gathering Evidence Report, which is available on the Council’s website and as a hard copy at Planning & Engineering Services reception in the Civic Centre Offices, Stafford.*

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<sup>1</sup> 2001-2021

### 3.0 *Issues and Constraints*

3.1 *This section sets out the key issues and constraints affecting the spatial development of the Borough in order to identify key drivers for change. The following key issues and constraints have been identified through the Local Plan Review Issues Paper consultation process in 2001 - 2002, previous consultation work on the Local Development Framework in the Spring 2003 and the Gathering Evidence Questionnaire responses in early 2004:*

- *By March 2004 approximately 85% of housing provision, allocated for Stafford Borough in the Staffordshire & Stoke-on-Trent Structure Plan 1996-2011, had already been completed*
- *Of the 150 hectares of employment land provision allocated for Stafford Borough in the Staffordshire & Stoke-on-Trent Structure Plan 1996-2011, 35 hectares of employment land remains to be committed*
- *Review of existing allocated Greenfield housing sites is required*
- *Significant decline in manufacturing employment in Stafford Borough*
- *Re-use of buildings for residential development rather than employment uses in urban and rural areas*
- *Declining and ageing population with an increase in single people*
- *Access to key services in rural areas*
- *Areas of poor quality housing*
- *Pockets of deprivation within a generally wealthy Borough population*
- *Potential release of significant land resources at RAF Stafford and Meaford Power Station site north of Stone*
- *Maintaining Stafford's status as a retail and local governance centre*

## 4.0 Policy Context

4.1 *In identifying the proposed spatial vision, objectives and policy options for the Core Strategy Development Plan Document in this Issues and Options Paper the Borough Council has taken account of national and regional policy compliance, deliverability, and local acceptability.*

### 4.2 National Guidance

*The Government sets out national guidance in Planning Policy Guidance Notes (PPGs), which are currently being replaced by Planning Policy Statements (PPSs). The Government also produces Circulars and Best Practice Guides in order to provide advice to local planning authorities, to encourage a consistent approach to planning across the country.*

*For more information please refer to the Office of the Deputy Prime Minister website at [www.odpm.gov.uk](http://www.odpm.gov.uk)*

### 4.3 Regional Guidance

*Regional planning guidance for the West Midlands is set out in the Regional Spatial Strategy (RSS). The RSS provides the regional spatial framework within which the Local Development Framework (LDF) will be prepared. The RSS forms part of the statutory development plan alongside the LDF.*

*For more information please refer to the Government Office for the West Midlands website at [www.go-wm.gov.uk](http://www.go-wm.gov.uk)*

### 4.4 County Guidance

*The County Council will produce Waste and Minerals Local Development Frameworks for the whole County area, which will be incorporated and linked with preparations of the Stafford Borough LDF.*

*For more information please refer to the Staffordshire County Council website at [www.staffordshire.gov.uk](http://www.staffordshire.gov.uk)*

### 4.5 Local Guidance

*Currently the Stafford Borough Local Plan 2001 and the Staffordshire and Stoke-on-Trent Structure Plan 1996-2011 form the adopted Development Plan for the area. However this Development Plan needs to be reviewed and updated. It is the Government's objective to replace the existing Development Plans with Local Development Frameworks (LDFs), which will provide the spatial framework for the Borough and form part of the development plan alongside with the Regional Spatial Strategy.*

*For more information please refer to the Stafford Borough Council website at [www.staffordbc.gov.uk](http://www.staffordbc.gov.uk)*

## 5.0 Background Context to the Vision and Spatial Objectives

5.1 This section sets out the general context for the proposed vision and spatial objectives for the Stafford Borough Local Development Framework. The proposed vision and objectives are underpinned by the principles of sustainable development.

5.2 The new Local Development Framework (LDF) should be based on a clear vision for the area and should take account of other policies and strategies affecting Stafford Borough.

### 5.3 The Council's Corporate Vision and Priorities

On 30 September 2003, the Borough Council agreed a vision for the area, together with four key priorities. In finalising the Council's priorities for 2003-2007 Members considered responses from a consultation exercise designed to feed into the Council meeting.

The Borough Council's vision is to **"lead a community and Borough which is prosperous, safe, healthy, clean and green."**

In order to achieve this vision, four key priorities were identified:

- **Prosperity** – Working to ensure good employment opportunities and a flourishing economy, retail, leisure and tourism services.
- **Community Safety** – Working to ensure that people are safe in their home and in their neighbourhood.
- **Management of Public Spaces** – Working to ensure clean, tidy and attractive public spaces.
- **Waste Management** – Working to ensure recycling targets for household waste are met.

The corresponding key commitments in the Council's Corporate Vision and Priorities that are relevant to the LDF are set out below:

#### **Prosperity**

- P1** Work with the business community to support the local economy and secure competitive advantage for our Borough.
- P2** Ensure that the development of the Borough as a destination for inward investment is supported by provision and encouragement of services, choice within the housing market, leisure opportunities and an environment that also improves the quality of life for residents.
- P3** Ensure the new Local Development Framework (Local Plan) identifies and brings forward new employment sites for the next 10 years.
- P4** Pursue a "fast track" approach to key planning applications, adopt a more proactive stance to pre-application advice prior to submission of planning applications and ensure that recent improvements in the Planning Service are sustained.

### **Prosperity (continued)**

- P5** *Work with the Local Strategic Partnership to support the development of the whole Borough as a destination for visitors for retail, culture and tourism purposes.*
- P8** *Support the rural economy through the Market Towns Initiatives and other measures.*
- P9** *Maintain an active role in the North and Southern Staffordshire Partnerships to ensure that Stafford Borough benefits from sub-regional strategies and encourage Advantage West Midlands to invest in the area.*

### **Community Safety**

- CS1** *Play our role within the Stafford Borough Community Safety Partnership to fully support the Police, Fire Service and Ambulance Service in their community safety role, together with other appropriate agencies in reducing crime and the fear of crime.*
- CS2** *Use our planning responsibilities to guide and support physical development which discourages unlawful activity.*

### **The Management of Public Space**

- PS 1** *Work with the Staffordshire County Council and encourage them to invest in highways, transportation and public space to the advantage of our local communities.*
- PS4** *Pay particular attention to our role in partnerships with others in maintaining quality town centres.*
- PS5** *Ensure our green spaces are protected and enhanced using the Local Development Framework and other strategies.*

### **Waste Management**

- WM5** *Remain committed to environmental protection and the pursuit of sustainability, where practical.*

## **5.4 Stafford Borough Community Plan 2003 - 2006**

*In September 2003 the **Stafford Borough Community Plan 2003-06** (described in Government guidance as the Community Strategy) was published by the Local Strategic Partnership, known as the Stafford Partnership, as a joint plan setting out aspirations and proposals from over 300 key local partner organisations and individuals to ensure the economic, environmental and social well-being of the community.*

*The Community Plan aims to improve the quality of life in Stafford Borough over the next three years and beyond through the following vision:*

***“To create a Borough in which people and organisations can face the 21<sup>st</sup> Century with confidence, a place that is prosperous with a community that cares.”***



The Community Plan 2003-06 sets out the strategic direction, by identifying a number of priorities for improving the quality of life in Stafford Borough, centred around nine key themes, which each have a set of objectives:

- *Planning for the Future*
- *Employment Opportunities*
- *Attracting Resources*
- *Youth and Community*
- *Community Safety*
- *Health and Lifestyle*
- *Waste Minimisation, Recycling and the Efficient Use of Resources*
- *Protecting and Enhancing the Environment*
- *Transportation*

### **5.5 The Community Strategy for Staffordshire**

*In November 2002 'A Community Strategy for Staffordshire' was prepared by the Staffordshire Conference, a partnership of 50 organisations working across the County area. The Community Strategy concentrates on issues that are important to the whole county and supports the strategies produced at district and borough levels.*

*The aim of the strategy is to improve the quality of life for local communities within Staffordshire, and to contribute to achieving sustainable development by improving the economic, social and environmental well-being of the county and those who live in it.*

*The community strategy for Staffordshire is built on six areas. These relate to the following:*

**Community safety** - *reducing crime and the fear of crime arising from burglary, drug abuse and vandalism, and promoting public safety.*

**Environment** - *Conserving and enhancing a distinctive and sustainable natural and built environment.*

**Health, social care and housing** - *Improving people's health and well-being and the health and care services they receive, and providing housing for local need.*

**Lifelong learning and culture** - *producing better opportunities for education and lifelong learning, and promoting community development (including cultural facilities).*

**Prosperity** - *developing the local economy, building on local distinctiveness and assets.*

**Transport** - *providing transport facilities and encouraging environmentally friendly means of getting about.*

### **5.6 Regional Spatial Strategy for the West Midlands**

*The vision in Regional Spatial Strategy (RSS) for the West Midlands states that:*

***"The overall vision for the West Midlands is one of an economically successful, outward looking and adaptable Region, which is rich in culture and environment, where all people, working together, are able to meet their aspirations and needs without prejudicing the quality of life for future generations."***

*Regional Spatial Strategy has the following set of spatial objectives for the region:*

- *To make the Major Urban Areas of the West Midlands increasingly attractive places where people want to live, work and invest;*
- *To secure the regeneration of the rural areas of the Region;*

- *To create a joined-up multi-centred Regional structure where all areas / centres have distinct roles to play;*
- *To retain the Green Belt, but to allow an adjustment of boundaries where this is necessary to support urban regeneration;*
- *To support the cities and towns of the Region to meet their local and sub-regional development needs;*
- *To support the diversification and modernisation of the Region's economy while ensuring that opportunities for growth are linked to meeting needs and reducing social exclusion;*
- *To ensure the quality of the environment is conserved and enhanced across all parts of the Region;*
- *To improve significantly the Region's transport systems;*
- *To promote the development of a network of strategic centres across the Region; and*
- *To promote Birmingham as a world city.*

### **5.7 The Sustainable Development Strategy for the UK**

*The Government's Sustainable Development Strategy for the UK (1999) provides four broad objectives:*

- *Social progress which recognises the needs of everyone;*
- *Effective protection of the environment;*
- *Prudent use of natural resources; and*
- *Maintenance of high and stable levels of economic growth and employment.*

*A number of principles are contained within the UK Strategy for Sustainable Development which are directly relevant to spatial development and land use planning system. These principles have been used to guide preparation of the Core Strategy's vision and spatial objectives as well as other Development Plan Documents.*

### **5.8 Sustainable Communities: Building for the Future**

*The Government's Sustainable Communities: Building for the Future (2003) sets out several key requirements for the creation of sustainable communities to be facilitated by the Local Development Framework process including:*

- *A flourishing local economy to provide jobs and wealth;*
- *A safe and healthy local environment with well designed public and green space;*
- *Good public transport and other transport infrastructure both with the community and linking it to urban, rural and regional centres;*
- *A well integrated mix of decent homes of different types and tenures to support a range of household sizes, ages and incomes; and*
- *Good quality local public services, including education and training opportunities, health care and community facilities, especially for leisure.*

## Core Strategy - Vision and Spatial Objectives

### WHAT ARE YOUR VIEWS?

The following sections relate to the Response Form.  
Please answer the appropriate questions using the Response Form provided.

#### 6.0 Vision, Sustainable Development Statement and Spatial Objectives

6.1 *It is important that the Vision and the Spatial Objectives are unique to the Borough and reflect the circumstances and the characteristics of the area.*

##### **Vision**

***“The overall vision for Stafford Borough is to create an economically successful, sustainable and adaptable Borough, where:***

- ***Rural areas provide balanced local communities; and***
- ***The urban areas of Stafford and Stone to support future housing and employment provision***

***and together they maintain and enhance existing services and facilities, and the high quality environment where all people living and working together, are able to meet their aspirations and needs without prejudicing the quality of life for future generations”***

Do you think this vision is appropriate for Stafford Borough?  
If not, do you have a more suitable alternative? (Response Form page 1)

#### 6.2 Sustainable Development Statement

*The Stafford Borough Local Development Framework is based on the following Sustainable Development Statement in order to place the principles of sustainable development at the centre of the new Development Plan for the area:*

***“The Core Strategy, Proposals Map, Development Plan Documents, Area Action Plans and the associated implementation framework within the Borough will adopt the following strategic principles based upon the Government’s broad objectives for sustainable development:***

- ***Effective protection and enhancement of the environment***
- ***Maintenance and creation of high and stable levels of economic activity and employment***
- ***Social progress which recognises the needs of everyone***
- ***Prudent use of natural resources***

***In order to ensure that the implementation of the Local Development Framework’s spatial development strategy is consistent with these principles the policy framework will be monitored and reviewed through relevant indicators and targets as well as being assessed by Sustainability Appraisal and Strategic Environmental Assessment”***

Do you think this Sustainable Development Statement is appropriate for Stafford Borough? If not, do you have a more suitable alternative? (Response Form page 2)

### **6.3 Spatial Objectives**

*The Stafford Borough Local Development Framework has 20 spatial objectives which provides the spatial perspective for the Vision and link to each Development Plan Document being prepared.*

#### **Spatial Objective 1**

*To create a joined up multi-centred Borough wide structure where all areas have distinct roles to play and encourage cross-border linkages with adjoining District which reflect the distinctive qualities of their area as a contribution to the overall diversity and character of the Borough.*

#### **Spatial Objective 2**

*To secure an improvement in the quality of life in the rural area of the Borough by maintaining and promoting thriving, balanced, inclusive and sustainable rural communities with access to services and securing the protection and enhancement of its environmental resources.*

#### **Spatial Objective 3**

*To maintain a high and stable level of employment by supporting the diversification and strengthening the modernisation of the Borough's economy whilst ensuring that opportunities for new growth and retention of existing businesses are linked to meeting the needs of the local community, including business.*

#### **Spatial Objective 4**

*Develop the local economy and meet local employment needs by providing a sufficient number and variety of employment locations and opportunities.*

#### **Spatial Objective 5**

*To create a variety and choice of high quality, healthy, affordable and sustainable residential environments.*

#### **Spatial Objective 6**

*Meet housing requirements in the Regional Spatial Strategy by enabling new residential developments.*

#### **Spatial Objective 7**

*To ensure the quality of the natural environment is protected, conserved and enhanced across all parts of the Borough taking care to safeguard sites within national and internationally important designations and maintain sites subject to non-statutory designations.*

#### **Spatial Objective 8**

*To encourage improvement of the Borough's transport systems in an integrated, sustainable and accessible way for all, whilst reducing the need for travel and protecting the environment.*

#### **Spatial Objective 9**

*To provide for community services and facilities in key locations to increase social cohesion and community pride.*

#### **Spatial Objective 10**

*To maintain, improve and enhance high quality, vital and viable town and district centres.*

**Spatial Objective 11**

*To conserve and enhance unique and sustainable built-up areas to be increasingly attractive places where people wish to live, work, visit and invest, whilst utilising previously developed land in the most effective way and providing a variety and choice of high quality, healthy and sustainable living and working environments.*

**Spatial Objective 12**

*To protect, conserve and enhance the historic environment, in particular the Borough's Conservation Areas, Listed Buildings, Historic Parks and Gardens and Sites of Archaeological Value.*

**Spatial Objective 13**

*To maintain the principles of Green Belt designation and protect designated areas from inappropriate development.*

**Spatial Objective 14**

*To secure planning obligations in order to ensure that development compensates for any harmful impact and, where appropriate, benefits the wider community.*

**Spatial Objective 15**

*To protect significant trees and woodlands in Stafford Borough.*

**Spatial Objective 16**

*To improve the Borough's recreation, leisure and tourist facilities in those areas with an identified deficiency of quality facilities.*

**Spatial Objective 17**

*To encourage the exploitation and development of renewable energy sources wherever they have prospects of being economically attractive, and environmentally and socially acceptable.*

**Spatial Objective 18**

*To ensure a balance between the growth of new and existing telecommunication systems and the environmental, social and physical impacts of any such development.*

**Spatial Objective 19**

*To secure and preserve water-based facilities whilst protecting this valuable natural resource.*

**Spatial Objective 20**

*To encourage protection and enhancement of the Cannock Chase Area of Outstanding Natural Beauty.*

**Do you think these Spatial Objectives are appropriate for Stafford Borough?  
If not, do you have any alternative suggestions? (Response Form page 2)**

## Policy Options for LDF Core Strategy

### 7.0 Core Policy 1: Development of the Borough

#### **Option A**

The urban areas of Stafford and Stone will be the focus for sustainable economic and housing development and providing major services to the rural hinterlands. Health, education, leisure, retail, community and other social facilities to serve rural areas will be concentrated in the following settlements:

Gnosall      Eccleshall      Great Haywood      Barlaston  
Hixon      Little Haywood & Colwich

The retention and appropriate enhancement of existing facilities will be sought in other rural settlements.

#### **Option B**

The urban areas of Stafford and Stone will be the focus for sustainable economic and housing development and providing major services to the rural hinterlands. Health, education, leisure, retail, community and other social facilities to serve rural areas will also be concentrated in these settlements.

#### **Option C**

Previously developed land will be the focus for economic and housing development. Health, education, leisure, retail, community and other social facilities to serve rural areas will be concentrated in the following settlements:

Stafford      Stone      Gnosall      Eccleshall      Great Haywood      Barlaston  
Yarnfield      Tittensor      Hixon      Haughton      Blythe Bridge      Weston  
Fulford      Woodseaves      Little Haywood & Colwich

The retention and appropriate enhancement of existing facilities will be sought in other rural settlements.

Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to consider? (Please refer to Response Form page 3)

**Option A**

*The essential character and economic and social fabric of rural areas and settlements must be maintained and improved by:*

- a) only permitting limited development which assists in diversifying the local economy, to help to underpin services and community facilities;*
- b) only allowing the development of affordable housing to meet the locally identified needs of existing rural communities;*
- c) ensuring that development does not have any adverse impact on the rural setting or any undesirable impacts on local infrastructure, facilities and transportation networks;*
- d) enhancing the natural and built environments; and*
- e) only permitting development on previously developed land.*

**Option B**

*The essential character and economic and social fabric of rural areas and settlements must be maintained and improved by:*

- a) only encouraging development which assists in diversifying the local economy, to help to underpin or improve services and community facilities;*
- b) the provision of housing to meet the needs of existing rural communities including affordable homes;*
- c) ensuring that development does not have a harmful impact on the rural setting or have undesirable impacts on local infrastructure, facilities and transportation networks;*
- d) protecting and enhancing the natural and built environments; and;*
- e) maximising the use of previously developed land (brownfield sites) in preference to greenfield sites.*

**Option C**

*The essential character and economic and social fabric of rural areas and settlements should be maintained and developed by:*

- a) encouraging development which assists in diversifying the local economy, to help to expand and improve services and community facilities;*
- b) the provision of housing including affordable homes;*
- c) ensuring that the impact of any development on the rural setting or local infrastructure, facilities and transportation networks incorporates mitigation measures;*
- d) conserving the natural and built environments; and;*
- e) use of previously developed land (brownfield sites) and greenfield sites.*

**Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to  
consider? (Please refer to Response Form page 4)**

### **Option A**

*Sustainable urban living will be achieved by only approving initiatives which will enhance the image, create vitality and improve safety, comfort and environmental quality of town centres and urban areas. Permission will only be granted for schemes and proposals which:*

- a) concentrate new built development and economic investment in Stafford and Stone;*
- b) protect, conserve and enhance the image, attractiveness and accessibility of town centres, boost vitality and encourage new investment;*
- c) reclaim and reuse derelict, contaminated, degraded or underused land and buildings for new employment, housing, commercial, retail, leisure, biodiversity and amenity uses;*
- d) improve the availability, quality and diversity of the housing stock (including affordable and special needs housing);*
- e) protect, conserve and enhance the best of the existing built environment;*
- f) protect, conserve and enhance the environmental quality of urban areas through the creation, retention, improvement and extension of areas of wildlife value, open spaces and access to watercourses; and*
- g) provide high quality designed developments which will protect and improve the quality of life and the built environment without leading to any town cramming.*

### **Option B**

*Sustainable urban living will be achieved by supporting initiatives which will enhance the image, create vitality and improve safety, comfort and environmental quality of town centres and urban areas. This approach will be developed through partnerships with other agencies and the development industry, for schemes and proposals which:*

- a) concentrate new built development and economic investment at Stafford and Stone;*
- b) enhance the image, attractiveness and accessibility of town centres, boost vitality and encourage new investment;*
- c) reclaim and reuse derelict, contaminated, degraded or underused land and buildings for new employment, housing, commercial, retail, leisure, biodiversity and amenity uses;*
- d) improve the availability, quality and diversity of the housing stock (including affordable and special needs housing);*
- e) protect, conserve and enhance the best of the existing built environment;*
- f) protect and enhance the environmental quality of urban areas through the creation, retention, improvement and extension of areas of wildlife value, open spaces and access to watercourses; and*
- g) provide high quality designed developments which will improve the quality of life and the built environment without leading to town cramming.*

### **Option C**

*Sustainable urban living will be achieved by encouraging and implementing initiatives which will enhance the image, create vitality and improve safety, comfort and environmental quality of town centres and urban areas. This approach could be developed through partnerships with other agencies and the development industry, for schemes and proposals which:*

- a) facilitates new built development and economic investment in Stafford and Stone;*
- b) boost vitality and encourage new investment in the town centre;*
- c) aim to reclaim and reuse derelict, contaminated, degraded, vacant or underused land and buildings for new employment, housing, commercial, retail, leisure, in preference to taking greenfield land;*



- d) *seek to improve the availability, quality and diversity of the housing stock;*
- e) *enhance the environmental quality of urban areas;*
- f) *provide high quality designed developments which will improve the quality of life and the built environment.*

**Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to  
consider? (Please refer to Response Form page 5)**

**Option A**

*Diversification of the Borough's economy will be facilitated through the development of targeted employment allocations at Stafford and Stone, with a strong emphasis on creating greater opportunities for development and support for existing economic activities. Proposals will only be permitted that:*

- a) enable the economy to diversify and modernise through the growth of existing businesses and the creation of new enterprises;*
- b) improve the Borough's economic position;*
- c) enhance the Borough's role as a high technology, business centre and University location within the Regional economy; and*
- d) improve access to employment opportunities for the Borough's residents in order to meet local employment needs, maintain viable and sustainable local communities.*

*Economic growth opportunities in rural areas will only be permitted where:*

- a) existing buildings will be re-used;*
- b) it assists with rural diversification; and*
- c) it can help create more sustainable local communities by ensuring a better balance between housing and employment and limit the need for commuting.*

*The potential for new industries to apply renewable energy technology and Information and Communication Technologies (ICT) must be explored to help address the implications of climate change.*

*In all cases, the scale and nature of development must be controlled to ensure that it meets local need, to avoid further outward movements of people and jobs from the urban areas.*

**Option B**

*Diversification of the Borough's economy will be encouraged through the promotion and development of targeted employment allocations and attracting inward investment to the urban areas of Stafford and Stone, with an emphasis on creating greater opportunities for development and support for existing economic activities by:*

- a) enabling the economy to diversify and modernise through the growth of existing businesses and the creation of new enterprises;*
- b) maintaining and improving the Borough's economic position;*
- c) enhancing the Borough's role as a high technology, business centre and University location within the Regional economy; and*
- d) improving access to employment opportunities for the Borough's residents in order to meet local employment needs, maintain viable and sustainable local communities.*

*Economic growth opportunities in rural areas will be encouraged by locating development where:*

- a) it includes the re-use of existing buildings and assists with rural diversification; and*
- b) it can help create more sustainable communities by generally providing a better balance between housing and employment and limit the need for commuting.*

*Existing economic activities in the Borough will be encouraged to modernise both to stay competitive and to embrace the opportunities offered by new technologies including Information and Communication Technologies (ICT). The potential for existing and new industries to apply renewable energy technology to help address the implications of climate change will be encouraged.*

*In all cases, the scale and nature of development should be controlled to ensure that it meets local need and does not encourage further outward movements of people and jobs from the urban areas.*

### **Option C**

*Economic growth opportunities in rural areas will be acceptable where:*

- a) it includes the re-use of developed sites; and*
- b) it assists with rural diversification.*

*Expansion of the Borough's economy will be encouraged through the promotion and development of employment allocations and attracting new investment to the urban areas of Stafford and Stone by:*

- a) encouraging the growth of existing businesses, the creation of new enterprises and the attraction of inward investment; and*
- b) improving the Borough's economic position and promoting growth.*

**Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to  
consider? (Please refer to Response Form page 6)**

**Option A**

*The creation and retention of a modern transport network in the Borough will be encouraged in order to support development and sustainability of quality living environments and the creation and maintenance of jobs around public transport nodes in Stafford and Stone. Integrated transport networks will be created through the Local Transport Plan to promote safe and efficient movement within the urban areas whilst also linking them to the rest of the Borough.*

*Reducing the need to travel, the adverse effects of transportation and the length of journeys will be encouraged by:*

- a) only locating development in areas which are highly accessible by the motor car, public transport, cycling and walking;*
- b) only permitting development that would lead to a balanced mix of land uses and patterns of development within Stafford and Stone;*
- c) ensuring all new developments create safe, convenient and attractive routes for motor cars, cycling and walking accessible to all of the Borough's residents;*
- d) requiring all new developments incorporate safe and convenient access to public transport;*
- e) securing the use of Information and Communication Technology (ICT) for the purposes of businesses and for other service provision in all new developments; and*
- f) ensuring the retention and enhancement of neighbourhood service provision, such as in District centres.*

**Option B**

*The creation and retention of a modern transport network in the Borough will be promoted in order to support development and sustainability of quality living environments and the creation and maintenance of jobs in accessible locations, particularly around public transport nodes. Integrated transport networks will be created through the Local Transport Plan to promote safe and efficient movement within the urban areas whilst also linking them to the rest of the Borough.*

*Reducing the need to travel, the adverse effects of transportation and the length of journeys will be encouraged by:*

- a) locating development in areas which are highly accessible by the motor car, public transport, cycling and walking;*
- b) achieving a balanced mix of land uses and patterns of development within Stafford and Stone;*
- c) promoting and assisting journeys by motor cars, public transport, cycling and walking, by all of the Borough's residents by making them safe, convenient and as attractive as possible;*
- d) requiring those developments that are likely to generate significant trips, have major transport implications or require a Transport Assessment under PPG13 to locate where accessibility by existing public transport can be maximised;*
- e) encouraging the use of Information and Communication Technology (ICT) for the purposes of businesses and for other service provision; and*
- f) supporting the retention and enhancement of neighbourhood service provision, such as in District centres.*

### **Option C**

*The creation and retention of a modern transport network in the Borough will be encouraged and promoted in order to support development and sustainability of quality living environments and the creation and maintenance of jobs in accessible locations. Integrated transport networks will be created through the Local Transport Plan to promote safe and efficient movement within the urban areas whilst also linking them to the rest of the Borough.*

*Reducing the adverse effects of transportation and the length of journeys will be encouraged by:*

- a) locating development in areas which are highly accessible;*
- b) achieving a balanced mix of land uses and patterns of development;*
- c) promoting and assisting journeys by motor cars, public transport, cycling and walking by all of the Borough's residents;*
- d) recommending those developments that are likely to generate significant trips, have major transport implications or require a Transport Assessment under PPG13 to locate where accessibility by existing public transport can be encouraged;*
- e) promoting the use of Information and Communication Technology (ICT) for the purposes of businesses and for other service provision; and*
- f) supporting the retention and enhancement of neighbourhood service provision, such as in District centres.*

**Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to  
consider? (Please refer to Response Form page 7)**

**Option A**

*Environmental capital must be maintained and improved in order to underpin the overall quality of life across all areas and support wider economic and social objectives.*

*This will be achieved by only permitting development that will, where appropriate:*

- a) support environmental regeneration;*
- b) restore degraded areas;*
- c) conserve and enhance existing environmental assets;*
- d) create high quality, built and natural environments;*
- e) protect, conserve and enhance the Countryside Character Areas and other special areas within the Borough including the Cannock Chase Area of Outstanding Natural Beauty;*
- f) protect, conserve and enhance other irreplaceable assets; and*
- g) protect, conserve and enhance the distinctive character of different parts of the Borough.*

*No loss of environmental assets will be acceptable by any form of development proposal.*

**Option B**

*Environmental capital will be maintained and improved in order to underpin the overall quality of life across all areas and support wider economic and social objectives.*

*This will be achieved by:*

- a) supporting regeneration, by restoring degraded areas, conserving existing environmental assets and creating new, high quality, built and natural environments;*
- b) protecting and enhancing the Countryside Character Areas and other special areas within the Borough including the Cannock Chase Area of Outstanding Natural Beauty;*
- c) protecting and enhancing other irreplaceable assets; and*
- d) protecting and enhancing the distinctive character of different parts of the Borough.*

*No loss of irreplaceable environmental assets will be acceptable by any form of development proposal. With regards to replaceable environmental assets all development proposals must mitigate and compensate for any loss of environmental capital and should use natural resources more sustainably. In addition proposals will be expected to provide a net gain to environmental assets.*

**Option C**

*Environmental capital will be maintained in order to underpin the overall quality of life across all areas and support wider economic and social objectives.*

*This will be achieved by:*

- a) supporting regeneration, conserving existing environmental assets and creating new, high quality, built and natural environments;*
- b) conserving the Countryside Character Areas and other special areas within the Borough including the Cannock Chase Area of Outstanding Natural Beauty;*
- c) conserving other irreplaceable assets; and*
- d) conserving the distinctive character of different parts of the Borough.*

*All development proposals should mitigate and compensate for any loss of environmental capital and use natural resources more sustainably, where appropriate.*

Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to consider? (Please refer to Response Form page 8)

**Option A**

*There will be no review or adjustment of currently defined Green Belt boundaries unless required by the Regional Spatial Strategy. The general form and purposes of the adopted Green Belts will be maintained. Inappropriate development within Green Belts will not be permitted, except in very special circumstances (very special circumstances to justify inappropriate development will not exist unless the harm by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations).*

*Construction of new buildings will only be appropriate if proven through the following circumstances:*

- (a) agriculture and forestry;*
- (b) essential facilities for outdoor sport and recreation, cemeteries;*
- (c) limited extension, alteration or replacement of existing dwellings*
- (d) limited infilling in existing villages, and limited affordable housing for local community needs;*
- (e) limited infilling or redevelopment of major existing developed sites identified in the LDF; and*
- (f) other uses compatible with the openness of the Green Belt.*

*All development within the Green Belt should be of appropriate in terms of scale, form, character and siting; it should maintain the visual amenities of the Green Belt and will be subject to other relevant policies.*

**Option B**

*There will be no review or adjustment of currently defined Green Belt boundaries unless required by the Regional Spatial Strategy. The general form and purposes of the adopted Green Belts will be maintained. Inappropriate development within Green Belts will not be permitted, except in very special circumstances (very special circumstances to justify inappropriate development will not exist unless the harm by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations).*

*Construction of new buildings will only be appropriate if proven through the following circumstances:*

- (a) agriculture and forestry;*
- (b) essential facilities for outdoor sport and recreation, cemeteries;*
- (c) limited extension, alteration or replacement of existing dwellings*
- (d) limited infilling in existing villages for affordable housing or essential for rural regeneration to diversify the local economy or improve services or community facilities;*
- (e) limited infilling or redevelopment of major existing developed sites identified in the LDF; and*
- (f) other uses compatible with the openness of the Green Belt.*

*All development within the Green Belt should be of appropriate in terms of scale, form, character and siting; it should maintain the visual amenities of the Green Belt and will be subject to other relevant policies.*



### **Option C**

*There will be no review or adjustment of currently defined Green Belt boundaries unless required by the Regional Spatial Strategy. The general form and purposes of the adopted Green Belts will be maintained. Inappropriate development within Green Belts will not be permitted, except in very special circumstances (very special circumstances to justify inappropriate development will not exist unless the harm by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations).*

*Construction of new buildings will only be appropriate if proven through the following circumstances:*

- (a) construction of domestic outbuildings incidental to the enjoyment of an existing building;*
- (b) agriculture and forestry;*
- (c) essential facilities for outdoor sport and recreation, cemeteries;*
- (d) limited extension, alteration or replacement of existing dwellings*
- (e) limited infilling in existing villages for affordable housing or essential for rural regeneration to diversify the local economy or improve services or community facilities;*
- (f) limited infilling or redevelopment of major existing developed sites identified in the LDF; and*
- (g) other uses compatible with the openness of the Green Belt.*

*All development within the Green Belt should be of appropriate in terms of scale, form, character and siting; it should maintain the visual amenities of the Green Belt and will be subject to other relevant policies.*

**Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to  
consider? (Please refer to Response Form page 9)**

**Option A**

*The creation of high quality design for all development in the Borough must be promoted in order to enhance the built environment and support economic, social and environmental objectives for achieving sustainable development.*

*All new development must:*

- (a) adopt appropriate design measures, showing careful attention to the scale, character, setting and compatibility with their surroundings, materials and proposed use;*
- (b) respect and maintain the character, street scene, scale and hierarchy of existing buildings and the spaces between them;*
- (c) ensure through careful design that the development is usable, durable and adaptable;*
- (d) provide for safe and convenient access for all, addressing the needs of all in society, including people with disability;*
- (e) adopt design measures to reduce the opportunity for crime and anti-social behaviour; and*
- (f) make efficient and prudent use of natural resources.*

**Option B**

*The creation of high quality design for all development in the Borough should be promoted in order to enhance the built environment and support economic, social and environmental objectives for achieving sustainable development.*

*All new development should:*

- (a) adopt appropriate design measures, showing careful attention to the scale, character, setting and compatibility with their surroundings, materials and proposed use;*
- (b) respect and maintain the character, street scene, scale and hierarchy of existing buildings and the spaces between them;*
- (c) ensure through careful design that the development is usable, durable and adaptable;*
- (d) provide for safe and convenient access for all, addressing the needs of all in society, including people with disability;*
- (e) adopt design measures to reduce the opportunity for crime and anti-social behaviour; and*
- (f) make efficient and prudent use of natural resources.*

### **Option C**

*The creation of high quality design for all development in the Borough should be supported in order to enhance the built environment.*

*All new development should, where appropriate:*

- (a) adopt appropriate design measures, showing careful attention to the scale, character, setting and compatibility with their surroundings, materials and proposed use;*
- (b) respect and, where necessary, maintain the character, street scene, scale and hierarchy of existing buildings and the spaces between them;*
- (c) ensure through careful design that the development is usable, durable and adaptable;*
- (d) provide for safe and convenient access for all, addressing the needs of all in society, including people with disability;*
- (e) adopt design measures to reduce the opportunity for crime and anti-social behaviour; and*
- (f) make efficient and prudent use of natural resources.*

**Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to  
consider? (Please refer to Response Form page 10)**

**Option A**

Provision will be made for about 150 hectares of employment land in the industrial, office, warehousing and distribution sectors (Class B uses) between 1996 and 2011. Beyond 2011 provision for employment land will be made in accordance with the Regional Spatial Strategy.

In allocating sites for employment and considering applications for economic development, the Council will only consider sites that:

- (a) Re-use previously developed land and buildings;
- (b) Provide a suitable range and variety of sites in terms of the nature and characteristics of the existing sites and other allocations;
- (c) Provide good access to the strategic highway and rail networks;
- (d) Are located near to a potential workforce;
- (e) Have the capability of being served by public transport, pedestrian links and cycle routes, in order to link the site to the surrounding residential areas;
- (f) Are capable of being served by existing services or the existing services could be extended or improved to allow for the development, and for the future growth of the development;
- (g) Avoid the sterilisation of mineral reserves; and
- (h) Are viable, feasible for implementation and capable for development.

Development which would lead to the loss of business or general industrial land considered to be necessary to meet market requirements and provide a diverse local portfolio of employment opportunities, will not be permitted.

**Option B**

Provision will be made for about 150 hectares of employment land in the industrial, office, warehousing and distribution sectors (Class B uses) between 1996 and 2011. Beyond 2011 provision for employment land will be made in accordance with the Regional Spatial Strategy.

In allocating sites for employment and considering applications for economic development, the Council will have regard to:

- (a) The ability to reuse previously developed land and buildings;
- (b) The nature and characteristics of the existing businesses and industries;
- (c) The availability of existing sites;
- (d) Access to the strategic highway and rail networks for the distribution of goods and services;
- (e) The presence of a nearby potential workforce;
- (f) The capability of being served by public transport;
- (g) The availability of pedestrian and cycle links between the site and adjoining residential areas;
- (h) The capability of existing services being able to be extended or improved to allow for future site expansion, when and if appropriate;
- (i) Avoiding the sterilisation of mineral reserves; and
- (j) Viability, feasibility for implementation and capability for development.

*Development which would lead to the loss of business or general industrial land considered to be necessary to meet market requirements and provide a diverse local portfolio of employment opportunities, will be resisted.*

### **Option C**

*Provision will be made for about 150 hectares of employment land in the industrial, office, warehousing and distribution sectors (Class B uses) between 1996 and 2011. Beyond 2011 provision for employment land will be made in accordance with the Regional Spatial Strategy.*

*In allocating sites for employment and considering applications for economic development, the Council will have regard to:*

- (a) The nature and characteristics of the existing businesses and industries;*
- (b) The market demand;*
- (c) Access to the strategic highway and rail networks;*
- (d) The capability of being served by public transport;*
- (e) The availability of pedestrian and cycle links between the site and adjoining residential areas;*
- (f) The capability of existing services being able to be extended or improved to allow for future site expansion, when and if appropriate; and*
- (g) Avoiding the sterilisation of mineral reserves.*

**Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to  
consider? (Please refer to Response Form page 11)**

**Option A**

*Provision is made for 5,600 dwellings to be completed within Stafford Borough between 1996 and 2011. However this figure and the provision between 2011 and 2021 will be subject to review of the Regional Spatial Strategy.*

*In allocating sites for housing and considering applications for residential development, the Council will only consider sites that:*

- (a) Re-use previously developed land and buildings within urban areas;*
- (b) Are served by public transport, pedestrian links and cycle routes;*
- (c) Have access to the strategic highway network;*
- (d) Are capable of being served by existing services or the existing services could be extended or improved to allow for the development, and for the future growth of the development, including health, education and utility providers;*
- (e) Avoid the sterilisation of mineral reserves; and*
- (f) Are viable, feasible for implementation and capable for development.*

*The majority of new housing development should be located within the main urban areas of Stafford and Stone. High density development will be encouraged in locations adjacent to the town centres of Stafford and Stone and at other points of good public transport accessibility.*

**Option B**

*Provision is made for 5,600 dwellings to be completed within Stafford Borough between 1996 and 2011. However this figure and the provision between 2011 and 2021 will be subject to review of the Regional Spatial Strategy.*

*In allocating sites for housing and considering applications for residential development, the Council will have regard to:*

- (a) The capability of being served by public transport;*
- (b) The availability of pedestrian and cycle links;*
- (c) Access to the strategic highway network;*
- (d) The capacity of existing health and education services;*
- (e) The availability of utility services;*
- (f) Avoiding the sterilisation of mineral reserves;*
- (g) The ability to reuse previously developed land and buildings; and*
- (h) Viability, feasibility for implementation and capability for development.*

*Developments should be consistent with the creation of attractive and safe living environments, be in keeping with their surroundings and must not take valuable amenity space.*

### **Option C**

*Provision is made for 5,600 dwellings to be completed within Stafford Borough between 1996 and 2011. However this figure and the provision between 2011 and 2021 will be subject to review of the Regional Spatial Strategy.*

*In allocating sites for housing and considering applications for residential development, the Council will have regard to:*

- (a) The capability of being served by various forms of transport;*
- (b) The capacity of existing health and education services;*
- (c) The availability of utility services;*
- (d) Avoiding the sterilisation of mineral reserves; and*
- (e) The ability to reuse previously developed land and buildings.*

**Do you have a preferred option from the selection above?  
Do you have an alternative option that you would like to see the Council to  
consider? (Please refer to Response Form page 12)**

17.0 Strategic Diagram: Designations and the urban areas of Stafford and Stone (Not to Scale)

(Exact boundaries to be defined during preparation and adoption of subsequent Development Plan Documents)





