

Copeland Local Development Framework

South Whitehaven Plan



Supplementary Planning Document (SPD) March 2013





South Whitehaven Plan

Supplementary Planning Document

The South Whitehaven Plan has been prepared by the Planning Policy Team, in partnership with Story Homes and Home Group. It was Adopted by Copeland Borough Council as a Supplementary Planning Document in March 2013.

This document is also available in other formats including larger print. If you would like to request a copy in a different format or require any further information about the document please contact:

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Foreword

I am delighted to introduce this South Whitehaven Plan. The Plan is a Supplementary Planning Document (SPD) and represents Copeland Borough Council's planning aspirations and requirements for a proposed major new housing development, together with associated infrastructure, which should transform this part of the town and substantially contribute towards our wider regeneration objectives for Whitehaven.

This is an exciting and challenging time for Whitehaven. The renewal of South Whitehaven provides another piece of the town's regeneration "jigsaw", alongside proposed new developments in the town centre and harbourside areas, and proposals for West Whitehaven and Pow Beck. The Council has worked hard with partners Story Homes and Home Group to provide a robust and deliverable planning and design framework that helps to ensure existing communities, as well as new residents, benefit from the proposed investment over the next 15-20 years. I hope you find the Plan useful and informative.

A handwritten signature in black ink, appearing to read 'George Clements'.

Councillor George Clements
Chair of the LDF Working Party
Portfolio Holder for Planning and Housing, Copeland Borough Council



South Whitehaven Plan

Table of Contents

1.0 - Introduction and Background	page 1	<i>Appearance and Materials</i>	18
		<i>Other Design Issues</i>	18
Introduction	1		
Structure and Purpose of this SPD	1	6.0 - Next Steps	page 19
Vision for South Whitehaven	2		
2.0 - Policy Background	page 3		
National Policy	3	Appendix 1	page 20
Regional Policy	3		
Cumbrian Policy	3	List of Biodiversity interests in and around the South Whitehaven SPD area	20
Local Policy	3		
Regeneration Priorities in Whitehaven	4		
3.0 - Aims and Objectives for the Plan	page 6		
4.0 - Key Issues and Development Opportunities	page 8	List of Plans	
General Development Principles – Regenerating Existing Neighbourhoods	8	Plan 1 - Aerial photograph highlighting South Whitehaven Plan area boundary	1
<i>Healthy Communities</i>	8	Plan 2 - SPD area and existing highway network	2
<i>Housing Choice</i>	9	Plan 3 - The South Whitehaven Plan is one of four areas identified in the Whitehaven Regeneration Programme	5
<i>Employment and Training</i>	9	Plan 4 - Early consideration of potential improvement areas, opportunities and constraints	8
<i>Improving Local Education Provision</i>	9	Plan 5 - Existing facilities diagram with walk isochrones and key routes highlighted along Fleswick Road, Loweswater Avenue, Rydal Avenue and High Road	10
<i>Local Environment</i>	10	Plan 6 - Mine Entries	12
General Development Principles – Urban Expansion Site	10	Plan 7 - Extract from Constraints and Opportunities plans highlighting potential connection points between proposed and existing neighbourhoods	13
<i>Increasing Housing Choice</i>	10	Plan 8 - Topography, key proposed structural landscaping areas, SUDS areas (Sustainable Urban Drainage System) and pedestrian connectivity	14
<i>Improving the Local Environment</i>	11	Plan 9 - Constraints and opportunities analysis work	14
<i>Supporting Services and Communities</i>	12	Plan 10 - Development concentrated around a higher density street	15
<i>Regenerating Whitehaven</i>	12		
<i>Linkages and Accessibility</i>	13		
5.0 - Design Guidance for the Urban Expansion Site	page 14		
Design Guidance	14		
<i>Layout</i>	14		
<i>Density / Mix</i>	15		
<i>Height</i>	16		
<i>Accessibility</i>	16		
<i>Open Space and Landscaping</i>	17		

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South Whitehaven Plan



General Development Principles and Design Guidance

General Development Principles – Regenerating Existing Neighbourhoods

GDP1: New development should support the provision of increased healthy lifestyle choices by providing high quality accessible open spaces which meet a range of needs and requirements. The opportunity to explore the provision of allotments and other opportunities for food growing such as community orchards and edible landscaping schemes should be taken to support local healthy living initiatives. Open spaces will be designed to encourage physical activity for all and will offer opportunities for social interaction, local events and activities.

GDP2: Development should include the provision of new, safe walking, cycling and mobility vehicle opportunities linking into existing wider routes and creating an attractive walkable neighbourhood which encourages travel by means other than the car for short journeys.

GDP3: Overall, developers will be encouraged to build new homes to the highest possible sustainability standards in terms of energy and resource efficiency. Developers will also be encouraged to support schemes which improve the energy efficiency of existing homes, to increase affordability of heating and to address fuel poverty in the wider area.

GDP4: New development will be required to support the renewal and regeneration of the adjacent areas of Woodhouse and Greenbank through the provision of increased housing choice, enabling more local people to access the housing market. A range of property types, sizes and affordability options should be provided to meet different household needs, enabling people to move within the community as well as attracting new families into the area.

GDP5: Developers will be required to support improvements in public transport links to local employment areas and training and educational facilities such as the Town Centre, Sellafield, Lakes College and West Lakes Science and Technology Park. Developers will be required to provide a Travel Plan for the proposed development, which will be agreed with Cumbria County Council. The emphasis will be on encouraging travel by means other than the private car for short journeys and supporting improved public transport provision including accessible buses linking South Whitehaven to local centres of employment and education facilities, the town centre and other facilities.

GDP6: New development should support raising the aspirations of local people through investment and schemes which provide local employment and training opportunities, such as the continued provision of the Story Homes Apprenticeship schemes. Construction activities are encouraged to use local companies and skills wherever practicable and possible.

GDP7: Developers will be expected to contribute towards the provision of local early years and primary education through the establishment of a new school in the area. Overall the aim should be to create high quality local educational facilities which benefit existing as well as new communities and which maximise opportunities for the integration of children from different backgrounds.

GDP8: Developers are encouraged to work with Home Group and the local community to invest in and improve the quality of public green spaces within the existing estates.

GDP9: Landscaping schemes should be designed to support local biodiversity objectives and provide wildlife habitats appropriate to the area's location close to the coastal fringe and St Bees Head SSSI. Landscaping should provide screening for more 'untidy' land uses such as allotment gardens, but ought to be designed in such a way as to allow for some natural surveillance of these areas to take place.

GDP10: New development will be expected to support other environmental enhancements in existing estates at Woodhouse and Greenbank. This could include for example boundary treatment by replacing wooden fencing with metal railings, resurfacing roads, new signs and improving street lighting. The estates would also benefit from landscaping and tree planting and improvements to open spaces.

General Development Principles – Urban Expansion Site

GDP11: The proposed Urban Expansion Site will be expected to increase housing choice and improve housing quality to address the needs and aspirations of current and future residents. A mix of tenure and/or home ownership options should be provided.

GDP12: New development should provide for a genuine mix of high quality housing from affordable and starter homes to larger high value houses.

GDP13: Development should respect the local environment, taking account of the local landscape and its historical development. This will be achieved through an approved Masterplan, which clearly demonstrates how landscape character, historical development, archaeology and features of local significance have been considered and have been used to influence the development's layout and design.

GDP14: The layout of development will be required to take account of physical constraints such as mine entries (as shown on Plan 6 Mine Entries, page 12) and historic unrecorded shallow underground mining. New development will not be permitted over mine entries, but in such areas open space will be encouraged. The development presents an opportunity to properly remediate unstable land arising from mining legacy. Any proposal to develop the site and / or increase public access to the site will be required to include proper remediation of mining legacy features to ensure public safety.

GDP15: New development should connect with existing development so that a growing South Whitehaven reinforces existing and proposed services. Any scheme should create a place for a new community to grow alongside the established communities of Woodhouse and Greenbank.

GDP16: New development should be of a high design quality and should reflect local distinctiveness through the careful use of materials and references to traditional styles. High quality contemporary designs will also be supported.

GDP17: Development should complement the West Whitehaven SPD in order to improve the environmental quality and appearance of the former Marchon Chemical Works site and to contribute towards a higher quality coastal fringe.

GDP18: Landscaping schemes should be designed to support local biodiversity objectives and provide wildlife habitats appropriate to the site's location close to the coastal fringe and St Bees Head SSSI.

GDP19: Developers will be required to invest in and help improve, access into and through existing neighbourhoods and specifically public spaces. Pedestrian and cycle connectivity between South Whitehaven and the wider Whitehaven area should be improved through accessible enhancements to local networks such as those linking to the Old Brickworks Site, Old Laundry Site etc. This will



be achieved through the use of suitable Legal Agreements as appropriate, and these will be negotiated and secured through the Development Management process.

GDP20: New development will be expected to provide contributions towards improvements to existing highway networks in accordance with the findings of the Transport Assessment.

GDP21: Developers will be required to secure a quality accessible bus service for the urban expansion site to benefit both communities living on the immediate site and areas along the bus route.

GDP22: Pedestrian and cycle accessibility should be improved by providing a safer environment for non car users and users of motability vehicles and improving routes to the town centre. Existing residential areas should also benefit from better linkages by road and public transport to the town centre and employment opportunities associated with the proposed new housing development.

Design Guidance for the Urban Expansion Site

DG1: New development should be designed to reflect the opportunities offered by the site using layout and design to maximise solar gain and minimise exposure to prevailing winds from the coast. Landscaping should be used to provide shelter and planting should support biodiversity objectives as well as taking account of climate change and sustainable drainage (SUDS) provision.

DG2: The development should take advantage of the opportunities offered by views to both the Lake District National Park and the cliff coastal landscape and sea.

DG3: The contours of the site should be acknowledged and utilised effectively to provide a tiered effect, resulting in roofs being interspersed with green corridors, trees, open space and other structural planting.

DG4: The development will include accessible and appropriate external storage for waste bins, bikes etc.

DG5: In order to make the proposed development more legible, it should be broken up into different 'Character Areas', each with its

own identity through the use of varying scale, density, enclosure and materials. The approach should be to provide diversity and interest across the development, within an overarching and unifying "South Whitehaven neighbourhood" style. Aspirational and exciting contemporary designs will be included as part of the mix within more modern Character Areas, reflecting the need for Whitehaven to look to the future as well as the past. Different Character Areas will also be partly defined by a mix of enclosed and open plan layouts.

DG6: Developers will be expected to provide reasonable amenity space with appropriate standards of privacy and separation distances between houses, to protect both the amenity of individual occupiers and the general amenity of the area as a whole. Roads should be of adequate widths according to Cumbria Highways requirements.

DG7: New developments will be required to provide a mix of private space and open space uses which meet local need, including children's play areas, sports pitches, allotments and amenity green space. Particular emphasis should be on the provision of allotments, outdoor sports facilities and parks/gardens as there is a shortage of these in Sandwith ward (reported in the 'Copeland PPG17 Study and Leisure Strategy: Open Space Assessment – April 2011). Public open spaces will be maintained by the developer.

DG8: The development should deliver a range of housing from smaller starter units to larger, more expensive properties. A mix of tenures and house types should support a sustainable neighbourhood to meet the needs of a diverse range of household types and incomes and foster community cohesion.

DG9: Higher densities should be concentrated in pockets towards the centre of the scheme with lower densities towards the edges. The southernmost area of the development will be characterised by the lowest density properties. This approach is shown in Plan 10, page 15.

DG10: Density will be considered against the prominence of development and potential sky lining. Higher densities will be supported on sloping topography and will be discouraged where development breaks the sky line. Areas of hard development will be broken up by swathes of planting, as informed by the Landscape Management Plan.

DG11: Development will be predominantly two stories or less. Three storey buildings may be used to frame spaces, but generally should be limited to the flatter part of the site adjacent to Woodhouse. Central areas and key gateways into the development should be marked by occasional use of three story buildings, together with the main route through the scheme and around main open space. Elsewhere, the development would be predominantly two stories to frame the streets.

DG12: New accessible linkages will be established between the new development site and the West Whitehaven area to ensure that residents can enjoy the opportunities afforded by the Coastal Fringe area on their doorstep.

DG13: The development will have a legible environment with well defined streets and spaces. Buildings will have strong frontages with clearly defined entrances to enclose public spaces and support legibility.

DG14: Vehicular access should be taken from Wilson Pit/High Road. Public and private roads will be defined by careful use of materials and low vehicle speeds will be encouraged throughout the development through the use of traffic calming measures. Highways will be designed to accommodate ambulances, fire engines and bin wagons etc and the development should be permeable for accessible buses.

DG15: Developments should adhere to current parking standards and a variety of types of parking provision should be provided in different Character Areas.

DG16: New accessible pedestrian links to Woodhouse and Greenbank should be provided and existing links strengthened and improved where necessary. The development will be designed to take advantage of natural surveillance and other "Secure by Design" principles in order to maximise safety for pedestrians, especially on footpaths and within the open spaces.

DG17: Cycle travel should be encouraged through the provision of appropriate cycle tracks or sufficient spaces on the road. Cycle tracks should be clearly defined on the highway where appropriate.

DG18: The Borough Council will require an approved Landscape Management Plan for the development. Landscaping should be designed to assist in protecting the new development from the



harsh weather conditions which can be experienced in this location. Existing woodland and hedgerows should be retained, not only to protect dwellings from the prevailing wind, but also to retain existing habitats and wildlife corridors. New hedgerows should be planted around the perimeter of the site in order to mitigate the negative effects of the development on local biodiversity.

DG19: Generally new planting will be used throughout the development and not limited to the edges, in order to minimise the impacts of sky lining in longer distance views. Landscaping corridors which reflect and reinforce the linear contours and grain of the landscape will be encouraged across the development site.

DG20: Species used in landscaping should be indigenous and appropriate to supporting local biodiversity objectives.

DG21: The area of woodland to the south east of the development site should be fenced off to protect this important habitat and any footpaths or cycleways should generally go around, not through, this woodland. This is important to maintain the biodiversity value of this area for foraging and commuting bats.

DG22: Existing Rights of Way through the site and connecting to the site should be enhanced.

DG23: Dwellings should be constructed using a limited palette of materials to provide a strong local identity. Careful use of pockets of colour should be included to accentuate key features and landmark elevations, and to provide visual references to local context, and in particular the traditional character of older parts of Whitehaven.

DG24: Lower category streets, lanes and shared surface areas should adopt a more 'rural' character with boundary treatments incorporating more rural, locally common forms including hedgerows, small walls, post and rail metal or timber enclosures and five bar gates as prevalent in the area around Sandwith. Shared surfaces should include careful use of contrasting colour or markings where appropriate to differentiate areas for those with impaired vision.

DG25: Street lighting should be kept to minimum acceptable levels for public safety and security. The lighting scheme for the site should be designed to avoid as much 'light spill' as possible onto trees and hedgerows without compromising on public safety.

DG26: The development will be expected to incorporate sustainable drainage techniques (SUDs) and ponds and water courses should be designed to support local biodiversity objectives.

DG27: The design of the development will be expected to include provision of public art as an integrated element of the scheme's overall design, developed in close consultation with the local community. Bespoke street furniture and signage which incorporates aspects of public art will be encouraged.

South Whitehaven Plan



1.0 Introduction and Background



Plan 1 - Aerial photograph highlighting South Whitehaven Plan area boundary



Looking north from the potential new development site towards Fleswick Avenue



Valley View Road, Greenbank



Existing housing stock



Woodhouse Estate southern boundary - view looking from end of Fleswick Ave through to the potential urban expansion site

Introduction

- 1.01 The South Whitehaven Plan has been prepared to guide future development within the area defined in Plan 1, opposite. It provides the planning and design framework for a proposed new development of around 600 houses, together with associated community facilities, and sets out the Borough Council's requirements for environmental enhancements and other improvements for existing communities in Woodhouse and Greenbank.
- 1.02 The South Whitehaven Plan is a Supplementary Planning Document (or SPD) and is a material consideration to be taken into account in the determination of planning applications in the area. The Plan is intended to elaborate upon but not revise policies in the Council's Adopted Local Plan and emerging Core Strategy and Development Management Policies document which is due for Adoption in 2013.
- 1.03 The South Whitehaven Plan takes into consideration the comments and representations received on the Draft SPD during the public consultation from November to December 2012, and the results of earlier engagement activity referred to in the Draft Plan. Around 24 representations were received from 11 individuals and organisations and further detail on these representations and Copeland Council's responses to them can be found in the accompanying South Whitehaven Draft SPD Consultation Report. The consultation on the Draft SPD was publicised through direct mailing and using the Council's website, and two open drop in events were held in the area. An event for local Borough and County Councillors was held and consultation with local young people was undertaken by the Council's Youth Engagement officer jointly with West Whitehaven SPD Issues and Options.
- 1.04 The South Whitehaven Plan also takes into consideration the findings of the Sustainability Appraisal of the Draft SPD which is available as an accompanying but separate document.

Structure and Purpose of this SPD

- 1.05 This document seeks to provide a vision for the South Whitehaven area, together with aims and objectives to support the vision within a structured planning policy framework. The main purpose of the SPD is to provide a



Plan 2 - SPD area and existing highway network

framework for development in the area. It does this by providing:

- **General Development Principles** that outline and explain what development in the South Whitehaven area is expected to achieve (both within the new development area and for existing communities)
- **Design Guidance** to help ensure that any development brought forward in South Whitehaven is of high quality and appropriate to its location

1.06 The General Development Principles and Design Guidance in this SPD will inform the production of a Masterplan for the new development area within South Whitehaven.

Vision for South Whitehaven

By 2026, South Whitehaven will be a safe, vibrant and inclusive residential community both for existing and new residents. The area will be environmentally enhanced and improvements will have been made to ensure new and existing developments integrate into the wider Whitehaven area. New development will feature a mix of housing types and be of sustainable construction. The layout of the site will be sympathetically designed to respect the local landscape form and maximise the provision of open space and wildlife corridors. Welcoming and accessible foot and cycle routes linking to high quality open spaces, adequate local facilities, the town centre and open countryside will contribute towards a healthy living environment for all.

1.07 The regeneration of South Whitehaven is an important milestone in the wider Whitehaven Regeneration Programme. The South Whitehaven Plan provides design guidance for an urban extension site in the area as proposed within the Copeland Core Strategy and Development Management Policies document. It promotes development opportunities and supports the wider regeneration of the area through neighbourhood and community renewal schemes.

1.08 The South Whitehaven Plan takes into consideration the West Whitehaven SPD which is being prepared to provide guidance for the protection, enhancement and minor development of

the coastal fringe area which lies to the west of High Road / Wilson Pit Road and abuts the boundary of the South Whitehaven area. The West Whitehaven SPD will inform proposals for the restoration, environmental improvement and enhancement of the former Marchon site, and will support the objectives for improving accessibility and green infrastructure in South Whitehaven.

1.09 South Whitehaven has been subject to a number of initiatives and the identification of much of the area as a Housing Market Renewal (HMR) area has informed the development and content of the Plan. The Plan identifies appropriate measures that new development in the area will contribute to in order to support the regeneration of South Whitehaven. These measures have been agreed by partners Copeland Borough Council and Home Group as the main landlord in the area.

1.10 The existing highway network is illustrated in Plan 2, opposite. The proposed development at South Whitehaven will have impacts on existing local infrastructure and services. The Plan sets out principles that establish the Council's requirements for improvements to existing services and the provision of new infrastructure to support new development. These will form the basis for future planning conditions and obligations.



Potential for positive public realm intervention



Potential for positive public realm intervention



2.0 Policy Background

2.01 The South Whitehaven Plan sits within a wider planning policy framework and takes account of planning policies at a national, regional, and county level.

National Policy

2.02 The National Planning Policy Framework (NPPF) replaces all previous Planning Policy Guidance Notes and Planning Policy Statements. The NPPF advises local authorities to plan positively for growth and for new developments to achieve high quality, inclusive design. The planning system is seen to have a number of roles:

- An economic role – contributing to building a strong, responsive and competitive economy
- A social role – supporting strong, vibrant and healthy communities and
- An environmental role – contributing to protecting and enhancing our natural, built and historic environment.

2.03 The following key paragraphs in the NPPF are considered to be of relevance to the South Whitehaven Plan:

Paragraph 4. Promoting sustainable transport – local authorities should support a pattern of development which facilitates the use of sustainable modes of transport.

Paragraph 6. Delivering a wide choice of high quality homes. Housing applications should be considered in the context of the presumption in favour of sustainable development. To deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable, inclusive and mixed communities, local planning authorities should plan for a mix of housing, identify the size, type, tenure and range of housing which reflects local demand, and set policies for meeting affordable housing need on site where possible.

Paragraph 7. Requiring good design. Good design is indivisible from good planning and should contribute positively to making places better for people. It is important to plan positively for the achievement of high quality and inclusive design. Although planning policies should not attempt to impose architectural styles it is

proper to promote or reinforce local distinctiveness. Planning policies should address the connections between people and places and the integration of new development into the natural, built and historic environment.

Paragraph 8. Promoting healthy communities. Planning policies should promote opportunities for meetings, and safe and accessible environments and developments. Planning policies should plan positively for the provision of shared space and ensure an integrated approach to the location of housing, economic uses, community facilities and services.

Paragraph 10. Meeting the challenge of climate change, flooding and coastal change. Local planning authorities should plan for new development in locations and ways which reduce greenhouse gas emissions and identify opportunities where development can draw its energy supply from decentralised, renewable or low carbon energy systems.

Paragraph 11. Conserving and enhancing the natural environment. The planning system should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes, minimising impacts on biodiversity. The aim should be to minimise pollution and other adverse impacts on the local and natural environment.

Paragraph 12. Conserving and enhancing the historic environment. Local planning authorities should assess the particular significance of any heritage asset that may be affected by a proposal including development affecting the setting of a heritage asset.

Paragraph 153: Supplementary planning documents should be used where they can help applicants make successful applications or aid infrastructure delivery, and should not be used to add unnecessarily to the financial burdens on development.

Regional Policy

2.04 The Regional Spatial Strategy (RSS) remains part of the Development Plan until it is revoked by Government, probably in 2013. The RSS directs major development to the urban area such as Whitehaven.

Cumbrian Policy

2.05 The Cumbrian Sub-Regional Spatial Strategy 2008-28 emphasises that major development should be accommodated in urban centres such as Whitehaven. Development which results in balanced, sustainable communities should be provided. Relevant Saved and Extended Policies contained in the Cumbria and Lake District Joint Structure Plan 2001-2016 (Adopted Plan April 2006) include:

- Policy ST5: New Development and Key Service Centres outside the Lake District National Park
- Policy H19: Affordable Housing outside the Lake District National Park
- Policy T30: Transport Assessments
- Policy T31: Travel Plans
- Policy E35: Areas and features of nature conservation interests other than those of national and international importance
- Policy E37: Landscape Character
- Policy E38: Historic Environment

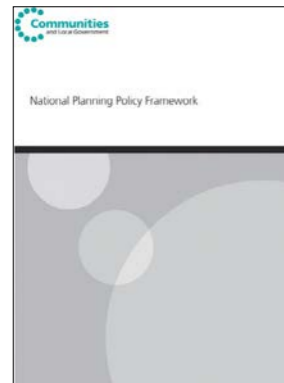
2.06 The Cumbria Local Transport Plan 2011-2016 highlights that a key priority for Copeland is to support economic development and improve the accessibility to the area.

Local Policy

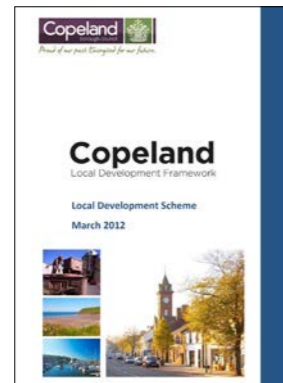
2.07 The South Whitehaven Plan is Supplementary to the following policies in the adopted Copeland Local Plan 2001-2016:

- DEV 1 Sustainable Development and Sustainable Regeneration
- DEV 2 Key Service Centres
- DEV 6 Sustainability in Design
- DEV 7 Planning Conditions and Obligations
- DEV 8 Major Development
- HSG 8 Housing Design Standards
- HSG 10 Affordable Housing in Key Service Centres and

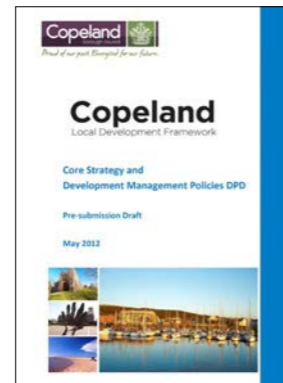
South Whitehaven Plan



The National Planning Policy Framework



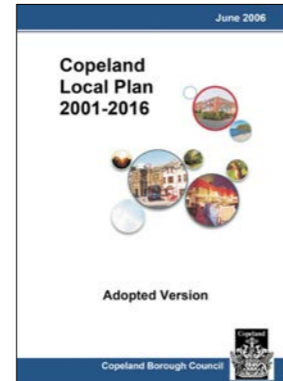
Agreed Copeland LDF Programme



Latest version of the Copeland Core Strategy



Opportunities for play - Timberplay image



Adopted Copeland Local Plan 2001-2016



Potential for public realm improvements - new paving, signage etc.



Sports facilities provision was discussed during public consultation events associated with this SPD



Accessibility and connectivity - potential for the establishment of multi-user green lanes at development margins - Countryside Agency image

- Local Centres
- HSG 12 Assisting Housing Renewal
 - ENV 4 Protection of Landscape Features and Habitats
 - ENV 5 Protected Species
 - ENV 8 Views from and to the Heritage Coast
 - ENV 10 Protection of Trees
 - ENV 12 Landscaping
 - ENV 13 Access to the Countryside
 - ENV 16 Flooding
 - ENV 18 Contaminated Land
 - ENV 36 Development Affecting Sites of Local Archaeological or Historic Importance
 - TSP 4 Measures to Improve Public Transport
 - TSP 5 Cycleways, Footpaths and Bridleways
 - TSP 6 General Development Requirements
 - SVC 11 Education, Training, Health and other Community Facilities
 - SVC 14 Outdoor Recreation and Leisure Facilities
 - EGY 7 Energy Conservation and Efficiency

2.08 The South Whitehaven Plan is Supplementary to the following policies in the Copeland Core Strategy and Development Management Policies Development Plan Document which should be adopted by the Council in 2013.

- ST1 Strategic Development Principles
- ST2 Spatial Development Strategy
- ST3 Strategic Development Priorities
- ST4 Providing Infrastructure
- SS1 Improving the Housing Offer
- SS2 Sustainable Housing Growth
- SS3 Housing Needs, Mix and Affordability
- SS4 Community Facilities and Services
- SS5 Provision and Access to Open Space and Green Infrastructure

- T1 Improving Accessibility and Transport
- ENV1 Flood Risk and Risk Management
- ENV3 Biodiversity and Geodiversity
- ENV6 Access to the Countryside
- DM10 Achieving Quality of Place
- DM11 Sustainable Development Standards
- DM12 Standards for New Residential Developments
- DM22 Accessible Developments
- DM24 Development Proposals and Flood Risk
- DM25 Protecting Nature Conservation Sites, Habitats and Protected Species
- DM26 Landscaping
- DM27 Built Heritage and Archaeology
- DM28 Protection of Trees

Regeneration Priorities in Whitehaven

2.09 The South Whitehaven Plan is one of four areas identified in the Whitehaven Regeneration Programme. The four areas are highlighted on Plan 3 (overleaf on page 5) and include:

- Whitehaven Town Centre and Harbourside
- Pow Beck
- West Whitehaven
- South Whitehaven

2.10 The Council has worked closely in partnership with Story Homes and Home Group (who both have an interest in the area) to produce this Supplementary Planning Document (SPD) to guide future development.

2.11 The South Whitehaven Plan area incorporates the neighbourhoods of Woodhouse and Greenbank and a proposed new area of housing for the town. The existing estates have been subject to a Housing Market Renewal (HMR) scheme since 2005 and as a result some significant improvements have been undertaken. This has been driven by Copeland Borough Council and Home Group, and has resulted in the demolition of some properties and the upgrading of

South Whitehaven Plan



Plan 3 - The South Whitehaven Plan is one of four areas identified in the Whitehaven Regeneration Programme

many of those properties remaining. The proposed new development represents an extension beyond the existing urban boundary in the adopted Local Plan, but the Borough Council considers that the new housing will make a significant contribution to the wider regeneration of the area and therefore the principle of new development in this area is acceptable.

- 2.12 In the last few years cutbacks in public sector spending and resulting financial constraints have encouraged closer working with private sector partners in order to progress further regeneration of the area. This has been seen most recently in the delivery of private sector bungalows on an area of formerly cleared land, the running of an apprentice programme and the delivery of the estate's management all in partnership with Story Homes.
- 2.13 The partnership between the Council, Story Homes and Home Group represents a commitment to neighbourhood renewal over the next 20 years or so. This means that we can co-ordinate a large new area of house building with improvements to the built environment of the existing neighbourhoods, green spaces and community facilities. In this way, we will achieve high quality housing and a wider, more balanced housing choice for the local community.
- 2.14 The South Whitehaven Plan is part of the Council's ongoing review of planning policy and updating of our Local Plan. The South Whitehaven Plan will be Supplementary to the Adopted Copeland Local Plan and thereafter the emerging Copeland Core Strategy and Development Management Policies Document. This is a formal planning policy document which provides a basis on which to consider planning applications.

South Whitehaven Plan



3.0 Aims and Objectives for the Plan

3.01 The Aims for the South Whitehaven Plan are:

- To provide a framework in which new development will contribute positively to support the wider regeneration of Whitehaven
- To ensure any development contributes positively to the local and the wider biodiversity and climate change objectives of the Council
- To support the local area's regeneration through the provision of new development which is of high quality, has strong physical and social links to existing communities, and which contributes towards improving the quality of life of local people
- To provide a mix of houses including some larger, aspirational type housing to meet both existing and future local housing need
- To support the local area's regeneration through the provision of new development of high quality and with strong links to existing communities, including the Coastal Fringe and wider countryside

3.02 This will be achieved through the following Objectives:

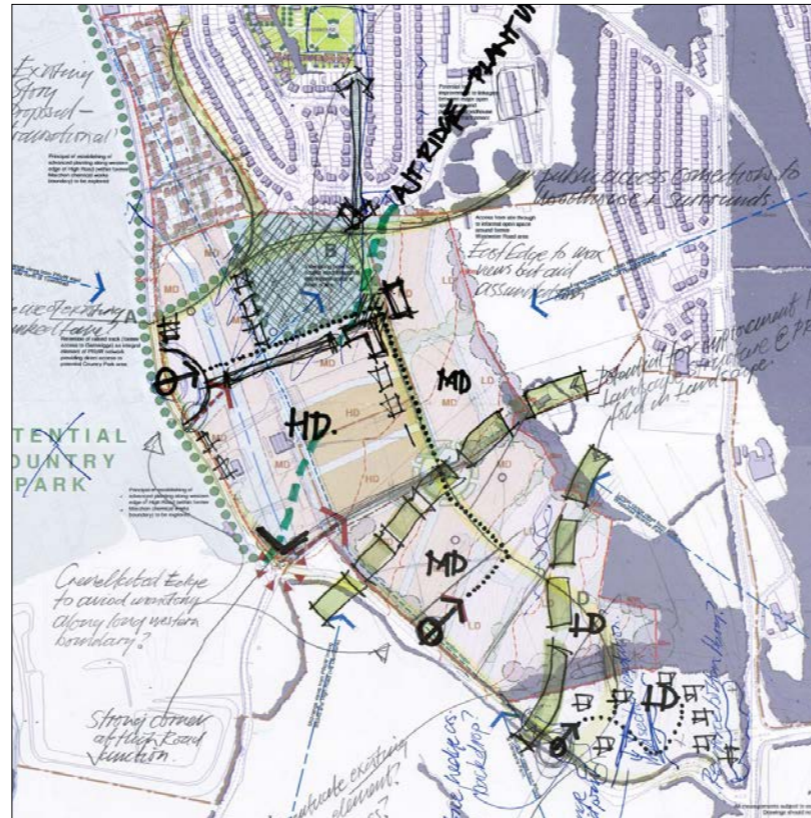
- Looking to the future through appropriate use of good quality modern design, as well as using historic references. We will be aiming to improve or create a range of new character areas in the development
- Supporting the development and regeneration of the Housing Market Renewal (HMR) areas
- Providing design guidance for new development, mainly in connection with the proposed new Urban Extension Site
- Ensuring the integration of new and existing development by setting higher standards of urban design, architectural and landscape design
- Ensuring all new development meets high standards in terms of quality of design, landscaping, energy and water efficiency, sustainable drainage, safety, security and accessibility
- New development should be assimilated into the landscape, so that it sits comfortably within its setting, particularly when seen from longer range views.



Ideas for the urban expansion site and surrounding area were put forward - potential for improvement and intervention



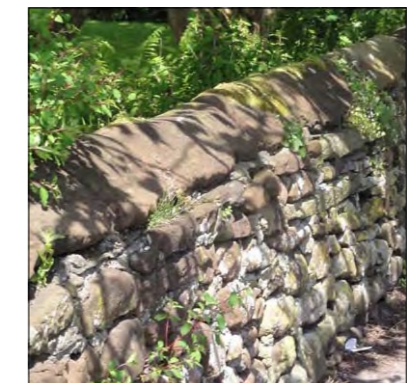
Proposals and plans for the area were viewed positively and in particular feedback related to the provision of additional open space and sports facilities



Early conceptual work - looking at connectivity, open space and form



Design cues for new development - Sandwith village



Panoramic view over Whitehaven from 'Highlands'. A predominantly render town in terms of materiality and form. Woodhouse and Kells sit on top of the far left ridge line accessed via the distinct Ginns to Kells Road

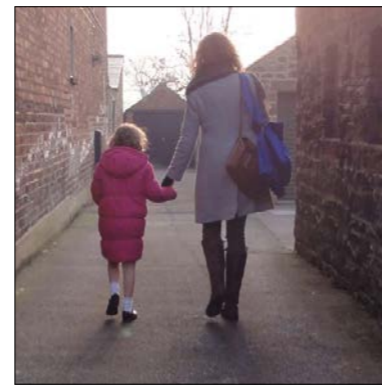


Design cues for new development - Whitehaven Corkickle Conservation Area

South Whitehaven Plan



Local development forms



The importance of walking and connectivity for all sectors of the community



Potential for public realm improvements - new paving, signage etc.



Private sector partners have been sought in order to aid in the regeneration of the estate



The area of proposed new housing is predominantly urban fringe with some remnants of former industrial use which was historically in association with the Chemical Works. The majority of the land is now used for farming purposes. The landscape is rolling and any scheme would seek to work with current landforms



Ensuring all new development meets acceptable standards in terms of quality of design, landscaping, energy efficiency



Potential for on-plot recycling, composting, and grey water recycling



Wildflower meadow tests, former Marchon chemical works - Land Restoration Trust image

Landscape belts will be used to soften the impact of hard development on the sky line and against the hillside

- Encouraging movement by foot and cycle and ensuring adequate accessible parking is provided for those with lower levels of mobility
- Improving biodiversity through use of appropriate planting and landscaping. A detailed planned landscape management plan will be required and the developer will be expected to establish structured planting in advance of development on the later phases, taking account of local biodiversity objectives
- Supporting the development of existing or new services and facilities if capacity becomes an issue in the short or longer term
- Providing accessible linkages including crossings and access to the proposed landscaped areas on the former Marchon chemical works site and the coastal fringe of West Whitehaven, the town centre, local facilities and the wider countryside. This will be achieved through the use of visual links and vistas to frame views, careful use of landscaping to provide wildlife corridors and stepping stones and provision of an appropriate number of pedestrian crossings across High Road, linking public open spaces and footpaths and cycle routes through South Whitehaven to accessible open spaces and pedestrian routes in West Whitehaven

South Whitehaven Plan



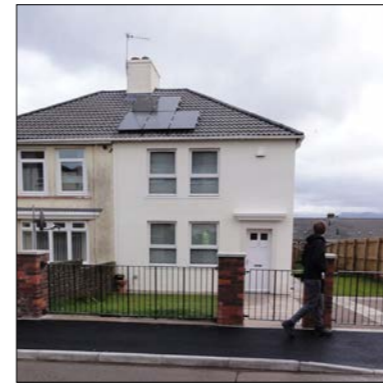
4.0 Key Issues and Development Opportunities



Plan 4 - Early consideration of potential improvement areas, opportunities and constraints. Connectivity and 'pinning' new and proposed elements together will be key



Potential for safe walking and cycling opportunities



Providing energy efficient homes so that heating is affordable - 'Warm Front'



Potential for new open spaces and equipment - Timberplay image



Countryside Agency image



Provision of increased healthy lifestyle choices by providing high quality open spaces to meet a range of needs and requirements - Timberplay images



Improved public transport links to local employment areas

4.01 The South Whitehaven area includes Woodhouse and Greenbank which are within the 10% most deprived areas in the country. Indicators show concentrations of:

- poor health
- low educational attainment
- low incomes; and
- a poor quality environment

4.02 Programmes such as Woodhouse Evolution and Warm Front have been used to address some of the built environment and affordable warmth issues. The Borough Council and Story Homes will continue to support Copeland Homes and other partners to access external funding for similar initiatives in the future.

4.03 New housing in this location can and should contribute towards addressing the social, environmental and economic issues of the wider area through careful planning and sustainable regeneration. The following General Development Principles set out how new development will be expected to improve the quality of life for existing communities in Woodhouse and Greenbank.

General Development Principles – Regenerating Existing Neighbourhoods

4.04 Developers will be required to work closely with Home Group and the Borough Council in projects to improve existing neighbourhoods. This will be achieved through the use of suitable Legal Agreements as appropriate, and these will be negotiated and secured through the Development Management process.

Healthy Communities

4.05 There is a need for new development to support initiatives which promote healthy lifestyles. This can be done in a range of ways, from the provision of attractive areas of open spaces which meet a range of needs, to encouraging safe and appealing walking and cycling networks to reduce reliance on the private car.

South Whitehaven Plan



GDP1: New development should support the provision of increased healthy lifestyle choices by providing high quality accessible open spaces which meet a range of needs and requirements. The opportunity to explore the provision of allotments and other opportunities for food growing such as community orchards and edible landscaping schemes should be taken to support local healthy living initiatives. Open spaces will be designed to encourage physical activity for all and will offer opportunities for social interaction, local events and activities.

GDP2: Development should include the provision of new, safe walking, cycling and mobility vehicle opportunities linking into existing wider routes and creating an attractive walkable neighbourhood which encourages travel by means other than the car for short journeys.

GDP3: Overall, developers will be encouraged to build new homes to the highest possible sustainability standards in terms of energy and resource efficiency. Developers will also be encouraged to support schemes which improve the energy efficiency of existing homes, to increase affordability of heating and to address fuel poverty in the wider area.

Housing Choice

4.06 The proposed development provides significant opportunities for increasing housing choice to meet the changing needs and aspirations of existing and future residents, in the short and longer term.

GDP4: New development will be required to support the renewal and regeneration of the adjacent areas of Woodhouse and Greenbank through the provision of increased housing choice, enabling more local people to access the housing market. A range of property types, sizes and affordability options should be provided to meet different household needs, enabling people to move within the community as well as attracting new families into the area.

Employment and Training

4.07 The proposed development offers new training and employment opportunities for local people. This should support the wider economic regeneration of the area by encouraging the retention of spending and investment in the Whitehaven economy. Increasing local skill levels should ensure residents are able to compete effectively for work on future construction and development projects.

GDP5: Developers will be required to support improvements in public transport links to local employment areas and training and educational facilities such as the Town Centre, Sellafield, Lakes College and West Lakes Science and Technology Park. Developers will be required to provide a Travel Plan for the proposed development, which will be agreed with Cumbria County Council. The emphasis will be on encouraging travel by means other than the private car for short journeys and supporting improved public transport provision including accessible buses linking South Whitehaven to local centres of employment and education facilities, the town centre and other facilities.

GDP6: New development should support raising the aspirations of local people through investment and schemes which provide local employment and training opportunities, such as the continued provision of the Story Homes Apprenticeship schemes. Construction activities are encouraged to use local companies and skills wherever practicable and possible.

Improving Local Education Provision

4.08 In Whitehaven there has been a rising population in both the rural and urban areas, and many schools in Whitehaven already have limited spaces or are full. Information from the General Practitioner Register indicates that by September 2015 this problem will increase. A major new development in the Woodhouse/Greenbank area will exacerbate the problem, meaning it will be necessary for this large-scale development to provide an appropriate solution to ensure the availability of sufficient school places and to allow the new development to relate well to existing communities. Looking at possible solutions it is considered that the



Potential for the provision of a new school in the area



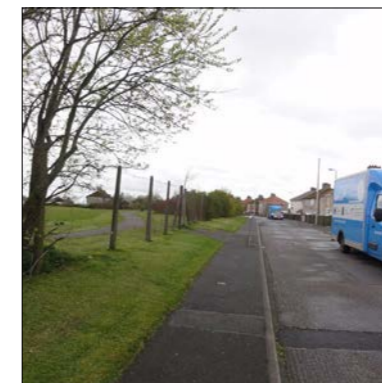
...in order to provide improved primary education



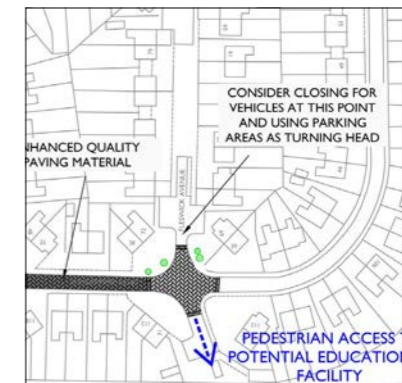
Plans for improvements to the 'Millennium Green' - Woodhouse Community Action Group



Potential for significant open space between Woodhouse and the urban expansion site



Potential for improvement along Fleswick Ave - a key desire line linking Woodhouse to local shops



Feasibility work



Some improvements to properties, boundaries and front garden areas have already been undertaken by Home Group



Plan 5 - Existing facilities diagram with walk isochrones and key routes highlighted along Fleswick Road, Loweswater Avenue, Rydal Avenue and High Road

proposed development will need to provide an appropriate school site and build or fund the building of a new education facility, which ever best meets the needs of the children, the community and the education provider. This is considered to represent the most appropriate form of mitigation to ensure the sustainability of this site.

GDP7: Developers will be expected to contribute towards the provision of local early years and primary education through the establishment of a new school in the area. Overall the aim should be to create high quality local educational facilities which benefit existing as well as new communities and which maximise opportunities for the integration of children from different backgrounds.

Local Environment

4.09 Various opportunities exist to conserve and enhance the environment of Woodhouse and Greenbank and to support an extensive network of Green Infrastructure (GI). Green Infrastructure is considered to be an integral part of the creation of sustainable communities and provides multifunctional benefits for both local wildlife and people. One important function of GI is the provision of new opportunities for access to open space. A list of Biodiversity Interests in and around the South Whitehaven area is provided in Appendix 1.

GDP8: Developers are encouraged to work with Home Group and the local community to invest in and improve the quality of public green spaces within the existing estates.

GDP9: Landscaping schemes should be designed to support local biodiversity objectives and provide wildlife habitats appropriate to the area's location close to the coastal fringe and St Bees Head SSSI. Landscaping should provide screening for more 'untidy' land uses such as allotment gardens, but ought to be designed in such a way as to allow for some natural surveillance of these areas to take place.

GDP10: New development will be expected to support other environmental enhancements in existing estates at Woodhouse and Greenbank. This could include for example boundary treatment by replacing wooden fencing with metal railings, resurfacing roads, new signs and improving street lighting. The estates would also benefit from landscaping and tree planting and improvements to open spaces.

General Development Principles – Urban Expansion Site

4.10 The proposed new development offers opportunities for the provision of a high quality new neighbourhood in Whitehaven. The following General Development Principles set out how the new development will be expected to meet planning, design and regeneration objectives.

Increasing Housing Choice

4.11 Neighbouring areas are characterised by former Council housing in the social rented sector and private housing acquired at low cost under Right to Buy. There is a concentration of low density, rendered housing offering limited market choice within a low quality environment. New development will support the need to increase the range and mix of development in Whitehaven, meeting local needs and contributing to wider regeneration objectives for the town.

GDP11: The proposed Urban Expansion Site will be expected to increase housing choice and improve housing quality to address the needs and aspirations of current and future residents. A mix of tenure and/or home ownership options should be provided.

4.12 There is a need for Whitehaven to grow to attract and retain workers, to house newly forming families and to maintain a buoyant housing market in line with the aims of the Housing Market Renewal (HMR) scheme. The proposed new housing should provide a mix of high quality affordable homes for a range of household types and incomes.

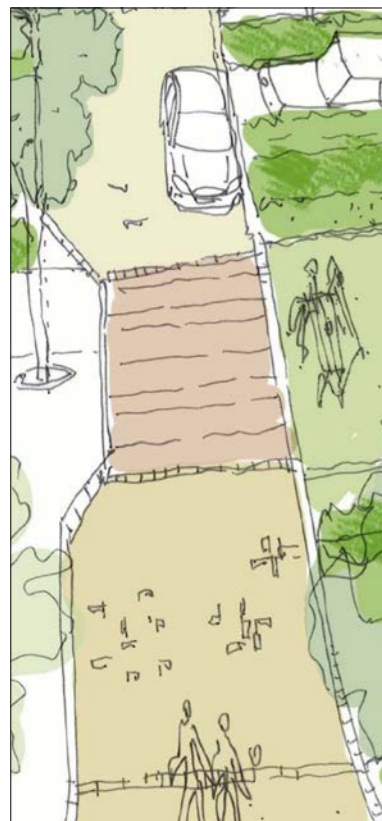
South Whitehaven Plan



Thoughts about improvement areas, connections with a potential educational facility or school and open spaces



Supporting improved public transport links to local employment areas



Potential for pedestrian priority, narrowing and improvements to existing routes - Fleswick Avenue ?



Greenbank - housing with limited market choice and low quality environment



There may be potential to improve existing vehicle transport constraints such as at Low Road

GDP12: New development should provide for a genuine mix of high quality housing from affordable and starter homes to larger high value houses.

Improving the Local Environment

4.13 New development offers an opportunity to provide high quality open space available for both future and existing residents.

GDP13: Development should respect the local environment, taking account of the local landscape and its historical development. This will be achieved through an approved Masterplan, which clearly demonstrates how landscape character, historical development, archaeology and features of local significance have been considered and have been used to influence the development's layout and design.

4.14 There are a number of recorded mine entries present within the SPD area reflecting its previous industrial heritage. The positions of the mine entries have been investigated through the use of both mapping and on site intrusive works. Historic unrecorded underground coal mining at shallow depth may also have taken place in parts of the SPD area, which needs to be assessed prior to new development. The approved Masterplan will need to take full account of the position of the mine entries on site and it is proposed that these areas will be used as open space once the mine entries have been investigated and treated, if necessary, to ensure their safety and stability.

GDP14: The layout of development will be required to take account of physical constraints such as mine entries (as shown on Plan 6 - Mine Entries, page 12) and historic unrecorded shallow underground mining. New development will not be permitted over mine entries, but in such areas open space will be encouraged. The development presents an opportunity to properly remediate unstable land arising from mining legacy. Any proposal to develop the site and / or increase public access to the site will be required to include proper remediation of mining legacy features to ensure public safety.

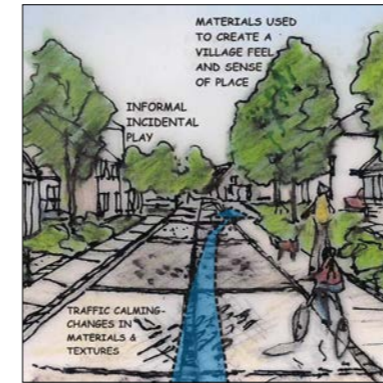
South Whitehaven Plan



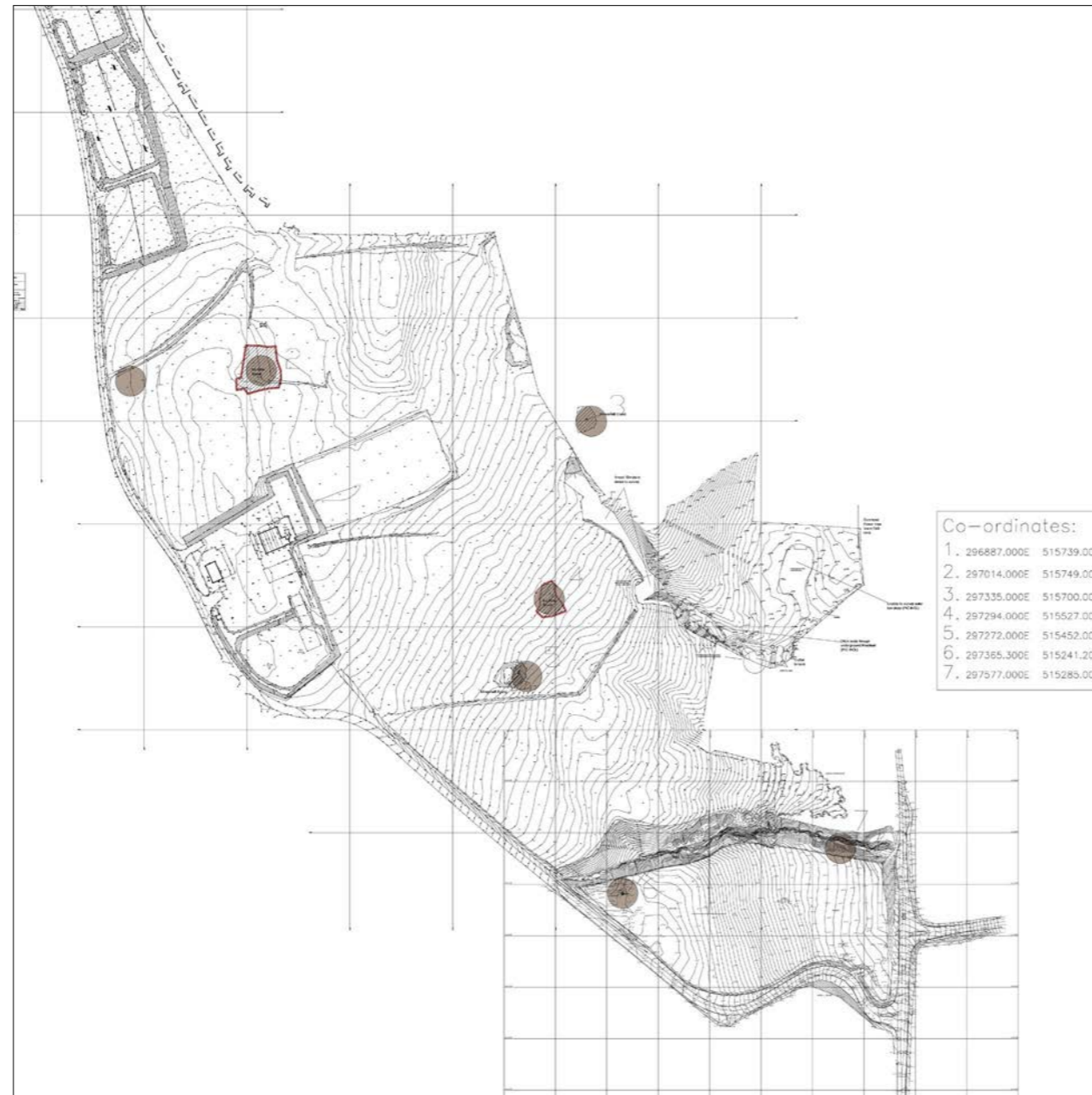
Kells library



There may be potential for the development of more 'contemporary units' in some areas of the proposal site



Sketch proposals - Fleswick Ave



Plan 6 - Mine Entries

Supporting Services and Communities

- 4.15 The new development should aim to provide an integrated extension to existing neighbourhoods and should foster community cohesion between new and existing residents. An increase in the local population may put pressure on existing services to meet changing local needs, but will also offer opportunities for increasing support by widening out use and encouraging volunteering.

GDP15: New development should connect with existing development so that a growing South Whitehaven reinforces existing and proposed services. Any scheme should create a place for a new community to grow alongside the established communities of Woodhouse and Greenbank.

Regenerating Whitehaven

- 4.16 Strategically, the proposed new housing will assist in making Whitehaven an attractive choice for those looking for new homes in West Cumbria. New development will improve the residential offer of the town leading to the encouragement of further economic investment and growth supporting the role Whitehaven plays as the principal town of Copeland Borough.

- 4.17 The South Whitehaven Plan supports the aims of the Britain's Energy Coast Economic Masterplan and Blueprint which set out how West Cumbria will continue to develop as a centre of expertise and investment for low carbon technologies, industries and educational research. Increased investment should lead to greater demand for higher quality housing, and the provision of increased housing choice in this area will encourage more people on higher incomes to live locally and support local shops and businesses.

- 4.18 The unique location of the proposed development in South Whitehaven offers significant opportunities for taking advantage of the landscape, seascape and views offered by the adjacent West Whitehaven area. It is important that the development takes account of the emerging West Whitehaven SPD which will protect important views and local heritage and landscape character in that area. In this way, development in South Whitehaven will enjoy significant advantages in terms of access to the coastal fringe and its



Recent Story proposal, Appleby



The importance of walking and connectivity for all sectors of the community



Plan 7 - Extract from Constraints and Opportunities plans highlighting potential connection points between proposed and existing neighbourhoods



Recent Story proposal, Hackthorpe

associated benefits of breathtaking cliff top and coastal views, biodiversity and industrial heritage interest and landscape significance. Similarly investment in South Whitehaven offers opportunities for increasing local interest and support for the protection and enhancement of West Whitehaven. Therefore the planning policies for the two areas will be mutually supportive and provide a firm basis for design of development and protection of important environmental assets.

4.19 The development offers the opportunity to develop housing in a sustainable location providing a range of housing offering high quality design, layout and build quality.

GDP16: New development should be of a high design quality and should reflect local distinctiveness through the careful use of materials and references to traditional styles. High quality contemporary designs will also be supported.

GDP17: Development should complement the West Whitehaven SPD in order to improve the environmental quality and appearance of the former Marchon Chemical Works site and to contribute towards a higher quality coastal fringe.

GDP18: Landscaping schemes should be designed to support local biodiversity objectives and provide wildlife habitats appropriate to the site's location close to the coastal fringe and St Bees Head SSSI.

Linkages and Accessibility

4.20 There is the opportunity to improve connectivity between the proposed urban expansion site and the wider existing communities, town centre and open countryside.

GDP19: Developers will be required to invest in and help improve, access into and through existing neighbourhoods and specifically public spaces. Pedestrian and cycle connectivity between South Whitehaven and the wider Whitehaven area should be improved through accessible enhancements to local networks such as those linking to the Old Brickworks Site, Old Laundry Site etc. This will be achieved through the use of suitable Legal Agreements as appropriate, and these will be negotiated and secured through the Development Management process.

4.21 There are existing highway network constraints such as at Low Road which new development will impact upon and should contribute towards upgrading. The proposed development offers opportunities to ensure the transport network is capable of accommodating the number of additional vehicles likely to be travelling to employment sites in the town centre, Westlakes Science and Technology Park and Sellafield. Through the Transport Assessment of the site important issues will emerge which will need to be addressed through appropriate measures.

GDP20: New development will be expected to provide contributions towards improvements to existing highway networks in accordance with the findings of the Transport Assessment.

GDP21: Developers will be required to secure a quality accessible bus service for the urban expansion site to benefit both communities living on the immediate site and areas along the bus route.

GDP22: Pedestrian and cycle accessibility should be improved by providing a safer environment for non car users and users of motability vehicles and improving routes to the town centre. Existing residential areas should also benefit from better linkages by road and public transport to the town centre and employment opportunities associated with the proposed new housing development.

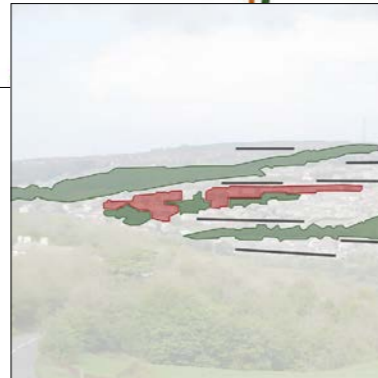
South Whitehaven Plan



5.0 Design Guidance for the Urban Expansion Site



Plan 8 - Topography, key proposed structural landscaping areas, SUDS areas (Sustainable Urban Drainage System) and pedestrian connectivity



Long range views and materiality - considering how new development might appear in the landscape



Plan 9 - Constraints and opportunities analysis work



Landscape and roofscape - the 'tiering' effect of much development in and around Whitehaven

- 5.01 The new housing site offers excellent opportunities for the creation of truly distinctive residential neighbourhoods set within an attractive topography and landscape framework currently defined by the Pow Beck Valley and surrounding urban edge landscape to the south and south west of Whitehaven.
- 5.02 Key to the success of the wider proposals will be the ability of the development to integrate successfully with existing built development – but more importantly assimilating with its wider landscape context. Currently the town stops abruptly at the edge of the Woodhouse estate. This proposal would enable a more considered response providing a transitional area responding to both the urban and rural context of its surroundings.
- 5.03 Plan 8 shows approximate locations of access to serve the proposed development site. Plans 8 and 9 opposite and Plan 10 on page 15 highlight the general form and pattern of development that the urban expansion site might take in terms of density pattern and overall structure.

Design Guidance

- 5.04 It is important that such a large scale development is well considered and is developed cohesively. The purpose of the Design Guidance is to help ensure that any development brought forward is of the required high quality and is appropriate to its location.

Layout

- 5.05 Good layout is essential for creating quality places for people to live in. The proposed housing site is at the urban fringe of Whitehaven which is currently very 'hard' in its design. The development will seek to create a distinct character which responds to its location, taking inspiration from outlying villages such as Sandwith and their built form, and bringing this together with a more urban feel.
- 5.06 The delivery of good design in South Whitehaven will depend on the connections between existing and proposed development being made; consideration of movement patterns and urban form; and forming a strong relationship between the natural and built form. The objective is to

South Whitehaven Plan



Plan 10 - Development concentrated around a higher density street providing a focal point running north-south from the main Public Open Space area to the lower area of the scheme. This allows the development of a scheme which will reflect both Whitehaven and its outlying villages in terms of both its layout and appearance of the houses.



Assessment of local townscapes as a cue for new development - Sandwith

achieve memorable and accessible new places with their own character where streets, public realm and open spaces are safe, accessible, pleasant to use and human in scale.

DG1: New development should be designed to reflect the opportunities offered by the site using layout and design to maximise solar gain and minimise exposure to prevailing winds from the coast. Landscaping should be used to provide shelter and planting should support biodiversity objectives as well as taking account of climate change and sustainable drainage (SUDS) provision.

DG2: The development should take advantage of the opportunities offered by views to both the Lake District National Park and the cliff coastal landscape and sea.

DG3: The contours of the site should be acknowledged and utilised effectively to provide a tiered effect, resulting in roofs being interspersed with green corridors, trees, open space and other structural planting.

DG4: The development will include accessible and appropriate external storage for waste bins, bikes etc.

Density / Mix

5.07 It is vital that a development proposal of this scale does not appear overwhelming or monolithic. The careful use of varying densities to create a mix of different character areas should provide a series of neighbourhoods which are human in scale and attractive to residents and visitors alike.

DG5: In order to make the proposed development more legible, it should be broken up into different 'Character Areas', each with its own identity through the use of varying scale, density, enclosure and materials. The approach should be to provide diversity and interest across the development, within an overarching and unifying "South Whitehaven neighbourhood" style. Aspirational and exciting contemporary designs will be included as part of the mix within more modern Character Areas, reflecting the need for Whitehaven to look to the future as well as the past. Different Character Areas will also be partly defined by a mix of enclosed and open plan layouts.

DG6: Developers will be expected to provide reasonable amenity space with appropriate standards of privacy and separation distances between houses, to protect both the amenity of individual occupiers and the general amenity of the area as a whole. Roads should be of adequate widths according to Cumbria Highways requirements.

DG7: New developments will be required to provide a mix of private space and open space uses which meet local need, including children's play areas, sports pitches, allotments and amenity green space. Particular emphasis should be on the provision of allotments, outdoor sports facilities and parks/gardens as there is a shortage of these in Sandwith ward (reported in the 'Copeland PPG17 Study and Leisure Strategy: Open Space Assessment – April 2011'). Public open spaces will be maintained by the developer.

DG8: The development should deliver a range of housing from smaller starter units to larger, more expensive properties. A mix of tenures and house types should support a sustainable neighbourhood to meet the needs of a diverse range of household types and incomes and foster community cohesion.

DG9: Higher densities should be concentrated in pockets towards the centre of the scheme with lower densities towards the edges. The southernmost area of the development will be characterised by the lowest density properties. This approach is shown in Plan 10, opposite.

South Whitehaven Plan



Forms and materiality - Sandwith



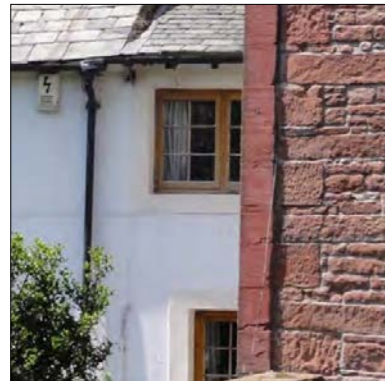
Forms and materiality - Sandwith



Opportunity for creation of new SUDS ponds



Lakeland views to distant hills are a key feature and will be capitalised upon



Local typology - design cue



Higher density forms and associated materials, Whitehaven town centre



Consideration of key edges and focal points across the scheme where higher buildings or 'special elevation treatments' may be more appropriate

DG10: Density will be considered against the prominence of development and potential sky lining. Higher densities will be supported on sloping topography and will be discouraged where development breaks the sky line. Areas of hard development will be broken up by swathes of planting, as informed by the Landscape Management Plan.

Height

5.08 Whitehaven and the surrounding more rural areas are characterised by development which is generally of a modest scale and height. Typically older town houses tend to be around three – four stories in the Georgian grid, but more recent 20th century development is generally two stories or less. The new development in West Whitehaven should reflect this local character and retain a modest scale which sits comfortably within the landscape.

DG11: Development will be predominantly two stories or less. Three storey buildings may be used to frame spaces, but generally should be limited to the flatter part of the site adjacent to Woodhouse. Central areas and key gateways into the development should be marked by occasional use of three story buildings, together with the main route through the scheme and around main open space. Elsewhere, the development would be predominantly two stories to frame the streets.

Accessibility

5.09 South Whitehaven is located in close proximity to an area of extraordinary environmental assets - in particular the coast and countryside. Given the wider benefits of such access for those utilising the new development it is considered essential that appropriate, well designed, linkages are achieved. Whether it is for exercise or refreshment and related well being, or for simple enjoyment of a wonderful coast and its seascapes, it is equally important for residents and schools to have good accessibility to the adjacent coastal fringe area.



An interpretation of these forms within proposed layouts - assessment of form and character - open space alongside main street



Earlier masterplan - lower density forms - 3D model



Thinking about edge typologies along the considerable High Road frontage



Sandwith - open space through main street



Potential for a bus permeable site

South Whitehaven Plan



Assessment of site and contours (darker tones denote higher land)



The existing PROW crossing the site could be reinforced as part of the site-wide landscape strategy



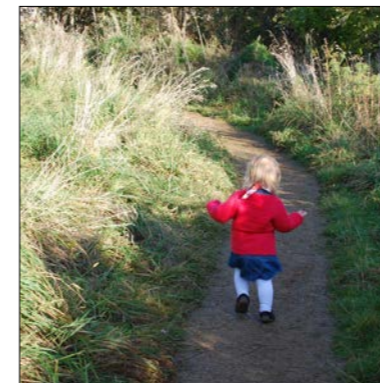
Opportunities for play



Higher density forms and associated materials, Whitehaven town centre



Local typology - design cue



A highly accessible attractive landscape and public realm



Potential for creation of allotments on the site



Existing PROW should be enhanced



Story housetype review for the proposed development / urban expansion site - long elevation

DG12: New accessible linkages will be established between the new development site and the West Whitehaven area to ensure that residents can enjoy the opportunities afforded by the Coastal Fringe area on their doorstep.

DG13: The development will have a legible environment with well defined streets and spaces. Buildings will have strong frontages with clearly defined entrances to enclose public spaces and support legibility.

DG14: Vehicular access should be taken from Wilson Pit/High Road. Public and private roads will be defined by careful use of materials and low vehicle speeds will be encouraged throughout the development through the use of traffic calming measures. Highways will be designed to accommodate ambulances, fire engines and bin wagons etc and the development should be permeable for accessible buses.

DG15: Developments should adhere to current parking standards and a variety of types of parking provision should be provided in different Character Areas.

DG16: New accessible pedestrian links to Woodhouse and Greenbank should be provided and existing links strengthened and improved where necessary. The development will be designed to take advantage of natural surveillance and other "Secure by Design" principles in order to maximise safety for pedestrians, especially on footpaths and within the open spaces.

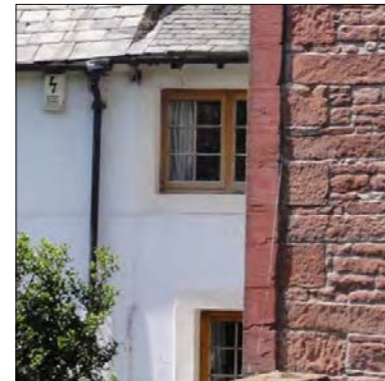
DG17: Cycle travel should be encouraged through the provision of appropriate cycle tracks or sufficient spaces on the road. Cycle tracks should be clearly defined on the highway where appropriate.

Open Space and Landscaping

5.10 Good landscaping should be central to any urban design. The proposed new development offers many opportunities for the provision of high quality accessible areas which benefit existing and new communities as well as local wildlife.



Local typology - design cue



Local typology - design cue



Story housetype review - sketch design option



Story housetype review - sketch design option

DG18: The Borough Council will require an approved Landscape Management Plan for the development. Landscaping should be designed to assist in protecting the new development from the harsh weather conditions which can be experienced in this location. Existing woodland and hedgerows should be retained, not only to protect dwellings from the prevailing wind, but also to retain existing habitats and wildlife corridors. New hedgerows should be planted around the perimeter of the site in order to mitigate the negative effects of the development on local biodiversity.

DG19: Generally new planting will be used throughout the development and not limited to the edges, in order to minimise the impacts of sky lining in longer distance views. Landscaping corridors which reflect and reinforce the linear contours and grain of the landscape will be encouraged across the development site.

DG20: Species used in landscaping should be indigenous and appropriate to supporting local biodiversity objectives.

DG21: The area of woodland to the south east of the development site should be fenced off to protect this important habitat and any footpaths or cycleways should generally go around, not through, this woodland. This is important to maintain the biodiversity value of this area for foraging and commuting bats.

DG22: Existing Rights of Way through the site and connecting to the site should be enhanced.

Appearance and Materials

5.11 The provision of variety is considered to be very important in a development of this scale, in terms of materials, house types, density and the amount of development proposed in different Character Areas.

DG23: Dwellings should be constructed using a limited palette of materials to provide a strong local identity. Careful use of pockets of colour should be included to accentuate key features and landmark elevations, and to provide visual references to local context, and in particular the traditional character of older parts of Whitehaven.

DG24: Lower category streets, lanes and shared surface areas should adopt a more 'rural' character with boundary treatments incorporating more rural, locally common forms including hedgerows, small walls, post and rail metal or timber enclosures and five bar gates as prevalent in the area around Sandwith. Shared surfaces should include careful use of contrasting colour or markings where appropriate to differentiate areas for those with impaired vision.

Other Design Issues

5.12 The development should also consider the following general design principles:

DG25: Street lighting should be kept to minimum acceptable levels for public safety and security. The lighting scheme for the site should be designed to avoid as much 'light spill' as possible onto trees and hedgerows without compromising on public safety.

5.13 This approach will be taken in order to keep the carbon footprint of the development as small as possible and also to mitigate the negative effect of the development on the foraging and commuting bat population in the area.

DG26: The development will be expected to incorporate sustainable drainage techniques (SUDs) and ponds and water courses should be designed to support local biodiversity objectives.

DG27: The design of the development will be expected to include provision of public art as an integrated element of the scheme's overall design, developed in close consultation with the local community. Bespoke street furniture and signage which incorporates aspects of public art will be encouraged.

South Whitehaven Plan



6.0 Next Steps

- 6.01** The South Whitehaven Plan (SPD) provides a realistic and deliverable planning and design framework for the proposed new development in South Whitehaven. It takes account of a wide range of issues, constraints and opportunities which all impact on the proposed development site, and provides a broad policy framework to encourage an imaginative and appropriate design response.
- 6.02** The South Whitehaven Plan will be used to inform the proposed Masterplan for the development site. The Masterplan will set out the layout, densities, development types and form of the proposed new development, within different character areas. It will consider issues such as access and landscaping and provide an overall design framework for development in phases over the next 15 years or so.
- 6.03** Once the Masterplan and phasing strategy have been approved in principle by the Borough Council, the developer will submit an outline application for the whole site and a series of detailed applications for different development phases, with a view to commencing development in 2013/14. The South Whitehaven Plan will be used to inform planning negotiations and decisions throughout this process and may be reviewed as and when considered appropriate.

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Panoramic view over Whitehaven from 'Highlands'. A predominantly render town in terms of materiality and form. Woodhouse and Kells sit on top of the far left ridge line accessed via the distinct Ginns to Kells Road

South Whitehaven Plan



Appendix 1 - List of Biodiversity interests in and around the South Whitehaven SPD area

St Bees Head SSSI – runs down the coast to the west of the South Whitehaven area	<p>Qualifying features: This site incorporates five Geological Conservation Review sites, locations in Saltom Bay and Fleswick-St Bees Head, St Bees. A large part of the site is managed as a nature reserve by the RSPB. The SSSI comprises a 8 km stretch of coast between St Bees and Whitehaven and encompasses the sheer cliff face, an area of cliff-top grassland and the shore down to the mean low-water mark. The cliffs reach a height of 90 m in places and expose the St Bees Sandstone, some sections of which are of great geological interest for their sedimentary structures. In Saltom Bay the foreshore and adjacent areas provide the best exposure of the Permian rock sequence and marine strata in Cumbria and also the best available exposure of the Whitehaven Sandstone formation. A basal breccia (brockram) rests unconformably on the Whitehaven Sandstone (Carboniferous) and passes upwards into the Saltom Dolomite, an Upper Permian marine carbonate. The overlying St Bees Shales (Upper Permian) are seen at Barrowmouth, and southwards and ascending sequence in the lower part of the St Bees Sandstone shows a variety of sedimentary features typical of a fluvial environment. This is a key locality affording sections showing a variety of Lower and Upper Permian environments and facies.</p> <p>The biological interest of the site is represented in a number of different habitats: natural cliff-top grassland and heath, sheer cliff face and cliff-fall rubble, shingle and wave-cut platform. The outstanding interest of this area lies, however, in the sheer cliffs which provide the only breeding site on the coast of Cumbria for a variety of colonial seabirds. These include over 2,000 pairs of guillemots along with lesser numbers of fulmar, kittiwake, razorbill, cormorant, puffin, shag and herring gull. The cliffs are, in addition, the only breeding site on the entire coast of England for black guillemots. Several other birds are known to use this site regularly for breeding and these include the tawny owl, sparrowhawk, peregrine, raven and rock pipit, which is known to breed in only one other site in Cumbria.</p> <p>The rugged cliff face supports a diverse flora in the crevices and ledges of the crumbling sandstone. Towards the cliff base, sea pink or thrift <i>Armeria maritima</i>, scurvygrass <i>Cochlearia officinalis</i> and sea campion <i>Silene maritima</i> are commonly found. Sea spleenwort <i>Asplenium marinum</i> occurs in damp crevices and rock samphire <i>Crithmum maritimum</i> and the rare rock sea lavender <i>Limonium binervosum</i> have also been recorded. Towards the top of the cliff, bloody cranesbill <i>Geranium sanguineum</i>, wood vetch <i>Vicia sylvatica</i> and orpine <i>Sedum telephium</i> are found and soft shield-fern <i>Polystichum setiferum</i> occurs in several rocky recesses. Along the cliff top, on the dry sandy soils grassland with species such as dyer's greenweed <i>Genista tinctoria</i> alternates with patches of western gorse <i>Ulex gallii</i>, heather <i>Calluna vulgaris</i> and bracken <i>Pteridium aquilinum</i>.</p>
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County Wildlife Sites	
Woodhouse Quarry (to the north of the South Whitehaven SPD area)	This is an old brickworks quarry with geological and botanical features of interest. The site in 4.9 hectares in area. There are exposures of coal measures showing plant fossils. Northern Marsh and Common Spotted orchids are present along with common valerian, tufted and kidney vetch and creeping soft grass.
Roska Park and Bellhouse Gill Wood	Two areas of ancient woodland to the south of the South Whitehaven plan area. The sites are dominated by oak and beech trees and hawthorn scrub.
Stanley Pond (about 1km to the SE of South Whitehaven SPD area)	The pond was created following mining subsidence on 1 st March 1792 when the workings of the Scalegill Colliery suddenly collapsed sending up a torrent of water and creating a large funnel like aperture, 60-70m in diameter. The colliery was almost worked out and no one was in the mine at the time of the collapse. There are now banks of reeds around the pond making it an ideal habitat for ducks and sometimes herons.
Rottington Common	This site has 2 hectares of ancient woodland, a priority habitat, less than 2km from the South Whitehaven SPD area.
Castle Park Wood	No Information available
Midgey Gill	Ancient woodland site
Woodland Trust Reserves	
Crow Park	Crow Park is on a steep slope and is planted in the shape of a rabbit. Mature broadleaves form the majority of tree species and a small bamboo area exists in the south. Buzzards nest in the woods and a number of benches add to visitor enjoyment.
Midgey Gill	Situated on a steep slope, this wood is highly visible from Whitehaven town centre. There is a short pleasant

	walk through the wood on approx. 350m of permissive footpath.
Arrowthwaite	Arrowthwaite is 8.45ha wood 1km south of Whitehaven Harbour, sitting on a steep slope of 35°. There are three terraces where colliers' cottages used to sit to the east.
Harras Moor	This wood is barely twenty years old but is maturing well and has some great views to the west across the old town, the port and towards the Irish Sea. A bit of a climb to get into the woods but it is well used by local people.

Priority Habitat Present:

Broadleaved, Mixed and Yew Woodland at:

- Roska Park and Bellhouse Gill Wood
- East of Woodhouse Quarry

Maritime Cliff and Slope:

- Running along the coast and onto St Bees Head

Dwarf Shrub Heath:

- On the Cliffs at St Bees Head

RIGS

There are no RIGS in the South Whitehaven SPD area.

BAP Species Present in and around the area:

Birds	Mammals	Insects	Reptiles	Amphibians	Fish
Barn Owl	Bottlenose Dolphin	Cinnabar Moth	Slow-worm	Common Frog	Mackerel
Black Throated Diver	Brown Hare	Dingy Skipper	Viviparous Lizard		
Bullfinch	Brown long eared bat	Dot Moth			
Common Cuckoo	Eurasian Red Squirrel	Grayling Butterfly			
Common Kingfisher	Grey Seal	Moss Carder Bee			
Common Scoter	Harbour Porpoise	Small Heath Butterfly			
Common Starling		Wall Butterfly			
Dunnock					
Eurasian Curlew					
Fieldfare					
Grasshopper Warbler					
Grey Partridge					
Greylag Goose					
Hen Harrier					
House Sparrow					
Linnet					
Northern Goshawk					
Northern Lapwing					
Peregrine					
Purple Sandpiper					
Reed Bunting					
Ring Ouzel					
Skylark					
Song Thrush					
Spotted Flycatcher					
Tree Pipit					
Tree Sparrow					
Woodwarbler					
Yellowhammer					