

# **Pow Beck Valley Development Brief**

## **Supplementary Planning Document**



**On Behalf of Copeland Borough Council**

**Adopted Version Issued: December 2007**

**Prepared by:**



---

Version	Date	Amended by	Principal Changes
Version 6	December 2007	KH	Adopted Version

---

# Pow Beck Valley Development Brief

## Supplementary Planning Document

<b>1. Purpose of SPD and Development Brief</b>	<b>3</b>
<i>Introduction</i>	3
<i>Site Location</i>	5
<i>Site Description</i>	6
<i>Regeneration Background</i>	7
<b>2. Planning Policy Overview</b>	<b>9</b>
<i>Introduction</i>	9
<i>The Development Plan</i>	9
<i>Emerging Planning Policy</i>	9
<i>Key Policy Messages</i>	10
<i>Mix of Uses</i>	11
<i>Relevant Local Plan Policies</i>	12
<b>3. Previous Public Consultation</b>	<b>14</b>
<i>Introduction</i>	14
<i>Pow Beck Valley and Coastal Fringe Feasibility Study (BDP 2003)</i>	14
<i>Pow Beck Valley Development Plan (WYG 2005)</i>	14
<i>Summary</i>	15
<b>4. Site Context</b>	<b>16</b>
<i>Introduction</i>	16
<i>Zone 1</i>	18
<i>Zone 2</i>	19
<i>Zone 3</i>	20
<i>Zone 4</i>	21
<i>Zone 5</i>	22
<b>5. Overarching Principles</b>	<b>23</b>
<i>Introduction</i>	23
<i>Design Guidance</i>	23
<i>Infrastructure</i>	26
<i>Ecology</i>	31
<i>Contamination</i>	31
<i>Public Space and Landscaping</i>	32
<i>Environmental Sustainability</i>	33

**6. Appendices**

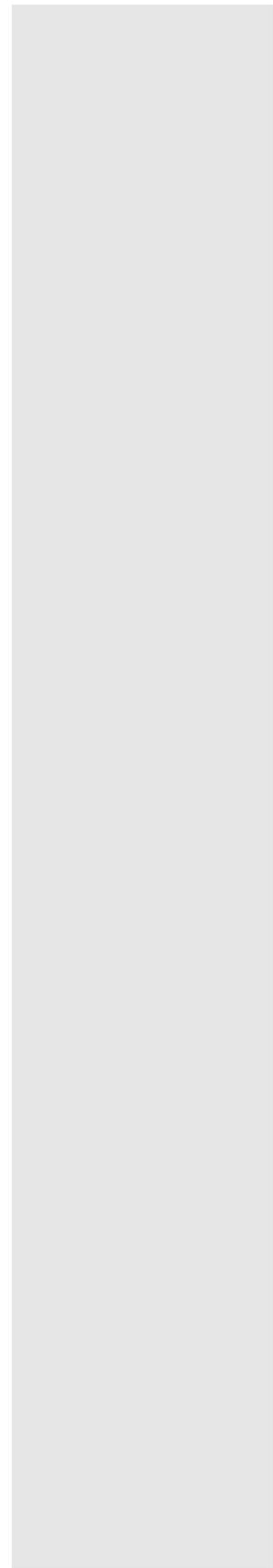
**36**

*Appendix 1: References & Further Reading*

36

*Appendix 2: Key Contact*

37

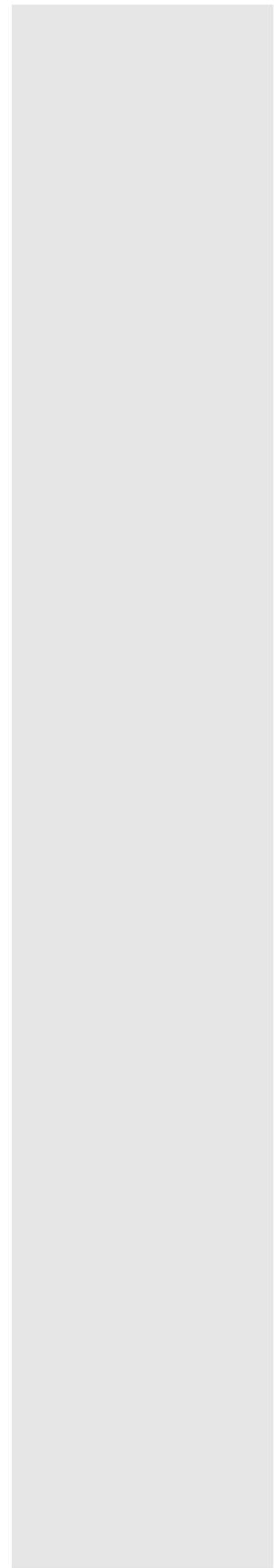


## **1. Purpose of SPD and Development Brief**

### **Introduction**

- 1.1 This Supplementary Planning Document (SPD) has been prepared and adopted by Copeland Borough Council.
- 1.2 The purpose of this document is to assist the regeneration of the Pow Beck Valley in Whitehaven. The SPD seeks to bring together all the previous background work which has been undertaken in this area; and to inform developers and other interested parties of the constraints and opportunities presented by the Pow Beck Valley area, and indicate the type of development expected by the Council. A key objective of the regeneration of the Pow Beck Valley is to redevelop and make improvements to recreational facilities in this area including the Whitehaven Rugby League Football Club (WRLFC) as part of regenerating the surrounding area. The regeneration of Pow Beck Valley should build on the twin aspirations to achieve improved sports facilities and provide commercial floorspace for future employment uses.
- 1.3 The supplementary planning document is part of the local development framework and has greater weight than supplementary planning guidance because it has complied with the requirements for community involvement and sustainability appraisal and is in conformity with a development plan policy. Under the old development plan system, supplementary planning guidance was non-statutory local authority approved policy which could be a material consideration in terms of determining planning applications. Under the new system, supplementary planning documents have statutory status but are not part of the statutory development plan.
- 1.4 As part of the process of producing the Pow Beck Valley SPD a draft document and accompanying Sustainability Appraisal was published for formal public participation from 19<sup>th</sup> July to 16<sup>th</sup> August 2007, when objections or expressions of support were invited. The representations made were then considered by the Council's Local Plan Working Party where changes to the draft document and sustainability appraisal were recommended. The recommended changes were agreed by Copeland Borough Council and the SPD formally adopted on 6<sup>th</sup> November 2007.

- 1.5 The Sustainability Appraisal which accompanies this SPD, considering the social, environmental and economic effects of the document, is available from the Copeland Centre, Catherine Street, Whitehaven, CA28 7SJ or via the Council's website [www.copeland.gov.uk](http://www.copeland.gov.uk).



## Site Location

- 1.6 The area covered by this document lies within the Pow Beck Valley, being approximately 0.3km to the south of Whitehaven town centre, with the predominantly residential areas of Mirehouse and Kells, Woodhouse and Greenbank situated to the south and west respectively. The area is bounded by Meadow View/Low Road to the west, Coach Road to the north, the Barrow to Carlisle railway line to the east and a disused railway ‘brake’ to the south. To the north of the Pow Beck Valley beyond Coach Road lies a small industrial estate. The residential estate ‘The Gardens’ forms the north east boundary of the Pow Beck Valley and Corkickle Station is situated immediately adjacent to the boundary also in the north eastern corner. The south of the site is bounded by a dismantled railway line beyond which lie industrial units and open space along the valley floor (see Figure 1.1 for site location plan). From Coach Road, Whitehaven town centre can be reached from its junction with Ginns to the west, and the A5094 to the east.

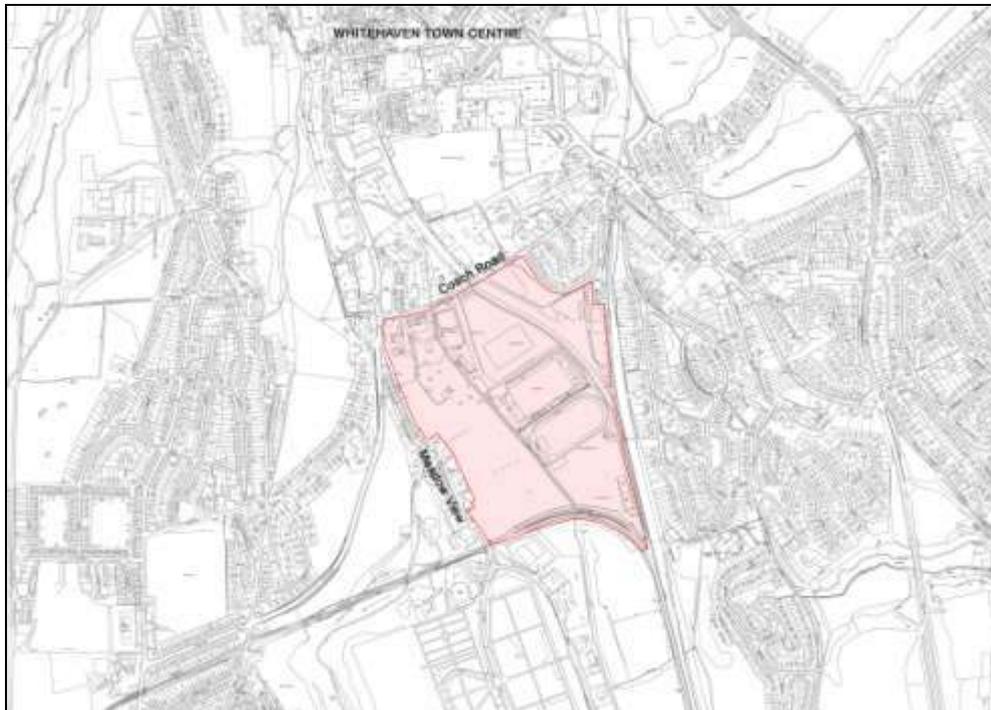


Figure 1.1 Site Location

## Site Description

- 1.7 The regeneration area is situated within the Pow Beck Valley, with the Pow Beck flowing south to north through its centre. The site is currently home to a number of recreational uses, including the Whitehaven Rugby League Stadium, as well as employment uses and limited residential. This current employment and residential use is located at the north west corner of the site, where there are a number of light industrial units, as well as terraced housing facing onto Coach Road. South of this is a large area of undeveloped land which is currently being used to house two large BBC radio masts and further south, for grazing horses. Directly to the east of Pow Beck, at the north end of the site, lie the Whitehaven Miners Social Welfare Centre recreation facilities. These facilities comprise a bowling green and pavilion, football pitches with mini dugout, and a single storey club house with tiled roof and car parking. South of the recreation ground is the stadium of Whitehaven Rugby League Football Club which has a ground capacity of 7,500 and comprises a rugby pitch with covered stands and open terracing. To the west of the ground is a single storey flat roof prefabricated club house and shop. Directly south of the rugby league stadium is Whitehaven Amateurs Football Club, which contains a large artificial turf pitch and a series of grass pitches, as well as a club house to the west of the pitches. Between the rugby stadium and the football club an open drainage ditch runs east west discharging into the Pow Beck. The C2C cycle route runs to the east of the recreation and rugby ground and to the east of this lies a rectangular area of derelict and semi-derelict land previously used as a railway siding, goods yard and residential.
- 1.8 Vehicle access to the site is currently via a number of simple priority-type junctions on Coach Road; at the south west end of Coach Road Pottery Road serves light industrial units, to the middle of Coach Road an access road serves Whitehaven Miners Social Welfare Centre and Whitehaven Rugby League Stadium, further to the east the C2C Cycle Path also serves as an access road to Whitehaven Amateurs Football Club, to the east of the C2C there are 3 gated entrances to the parcels of derelict land.

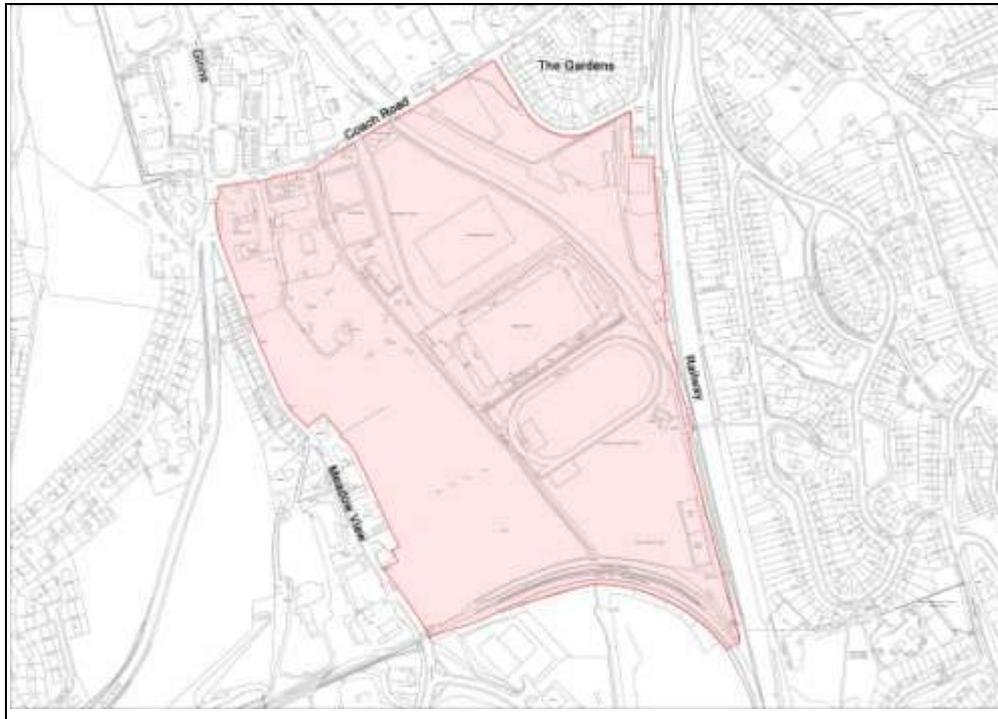


Figure 1.2 The Pow Beck Valley

## Regeneration Background

- 1.9 The regeneration proposals originate from a Feasibility Study produced for Copeland BC by consultants BDP<sup>1</sup>. The study identified key areas for regeneration in Whitehaven including Pow Beck Valley and identified the potential for Pow Beck Valley to have new improved sports facilities and employment uses accessed via a new road. White Young Green was commissioned by West Lakes Renaissance to prepare a more detailed 'Development Plan'<sup>2</sup> to identify an inspirational and deliverable plan to secure sustainable development in the Pow Beck Valley. The Development Plan established a vision for the Pow Beck Valley founded on the practical and physical circumstances of the proposed development area in consultation with key stakeholders.

---

<sup>1</sup> Pow Beck Valley & Coastal Fringe Feasibility Study (BDP 2003)

<sup>2</sup> Pow Beck Valley 'Development Plan' (WYG 2005)

1.10 This Supplementary Planning Document has been prepared to assist the regeneration of Pow Beck Valley. The SPD is supplementary to the adopted Local Plan.



*Figure 1.3 Aerial view of the Pow Beck Valley site*

## 2. Planning Policy Overview

### Introduction

- 2.1 This section provides a summary of planning policy relevant to the area. National and regional policies apply to the Pow Beck Valley. However, the local policies are most relevant in this case. The Pow Beck Valley SPD is supplementary to the Copeland Local Plan (2001-2016) and must be read in conjunction with the policies of the plan.

### The Development Plan

- 2.2 Regional Spatial Strategy for the North West (RSS13), the Cumbria and Lake District Joint Structure Plan (2001-2016) and the Copeland Local Plan (2001-2016) comprise the development plan for Copeland Borough Council. They all contain wider policies that are relevant. The Copeland Local Plan was adopted on the 6<sup>th</sup> June 2006.

### Emerging Planning Policy

- 2.3 Regional Spatial Strategy

The draft Regional Spatial Strategy for the North West was submitted to the government on 30<sup>th</sup> January 2006. When adopted, it will replace Regional Spatial Strategy for the North West (RPG 13). The document sets out the framework for the future development of the North West of England. In particular it sets out the scale, priorities and broad locations for future development across the region-providing a framework for where and how much development should take place. It is envisaged that the revised RSS13 will be adopted in Spring 2008. As the process of replacement has moved closer to adoption, due weight will be given to the emerging document when assessing planning proposals.

- 2.4 Local Development Framework

Copeland Borough Council has produced a Local Development Scheme (LDS) which sets out the documents that will be produced to form the Local Development Framework (LDF) for the Borough of Copeland over the next 3 years.

## Key Policy Messages

- 2.5 Developers will be expected to comply with the relevant planning policies of the Copeland Local Plan. The key messages for redevelopment of the Pow Beck Valley are set out in the following paragraphs.
- 2.6 The area to the west of Pow Beck is allocated as an ‘Employment Opportunity Site’ under Policy ‘EMP3 Employment Opportunity Sites’ to be developed to contribute toward regeneration strategies in the Borough. Much of the Pow Beck Valley to the east of Pow Beck is currently designated under Policies ENV9 and SVC13 as Protected Open Space and an area of Local Landscape Importance. In particular this includes the area to the south of Coach Road, west of Station Road and east of the Pow Beck stream which runs directly through the middle of the site. It consists of the Whitehaven Miners Social Welfare Centre (WMSWC), Whitehaven Rugby League Football Club (WRLFC) and Whitehaven Amateurs Football Club (WAFC). The Protected Open Space designation reflects the fact that the land to the east of the Pow Beck is well used by existing sports clubs which have a central role to play in the Whitehaven community.
- 2.7 The area of the site to the east of Pow Beck and to the west of the C2C cycle route is designated under Policies ENV9, Areas of Local Landscape Importance, and SVC13, Protection of Open Space and Facilities. Policy SVC13 protection reflects the fact that the land is well used by existing sports clubs which have a central role to play in the Whitehaven community. The policy states that development proposals that involve the loss of the site for community facilities will not be permitted unless a satisfactory replacement is provided. In terms of the valley’s local landscape importance, Policy ENV9 seeks to protect these areas from non essential and inappropriate development which will result in their loss. It will therefore be necessary for significant improvements to be made in the quality of the environment and the landscape of the wider Pow Beck Valley area to offset any small loss of areas of local landscape importance. The overall development of the area should have a significant positive impact upon the quality of the environment and the amenity space situated within Pow Beck Valley.
- 2.8 The rectangular area of land between the C2C cycle path and the Gardens residential area is unallocated in the plan and is therefore ‘white land’ for the purposes of development. Proposals in this area will be judged against

the relevant policies of the Copeland Local Plan such as 'HSG 8 Housing Design Standards', 'HSG 3 Plan, Monitor, Manage', 'TSM 1 Visitor Attractions' and 'EMP 5 Employment use in Key Service and Local Centres' depending on the mix of uses proposed.

- 2.9 In order to regenerate the existing recreational facilities and provide new employment uses it may be necessary to rearrange existing and proposed uses within the area. Subject to proposals conforming to the requirements of relevant Local Plan policies, the Council will consider such proposals favourably providing that there is no reduction in the quantity and quality of recreational provision within the Pow Beck Valley.

### **Mix of Uses**

- 2.10 The Council considers that the following uses will be acceptable in the Pow Beck Valley subject to detailed consideration of mix:

- Leisure (D2)
- Recreation (D2)
- Hotel (C1)
- Housing (C3)
- Light Industrial (B1/8)
- Office (B1)
- Open Space

*(Use Classes in brackets as per definitions in the Use Classes Circular 03/2005)*

- 2.11 Retail uses are unlikely to be considered acceptable in relation to the sequential approach outlined in Policy TCN 2 'Town Centre Uses within Key Service Centres' setting out a sequential approach to retail development. In certain circumstances some ancillary retail may be acceptable. An example could be a club shop in association with recreational facilities.

- 2.12 Recognition will need to be given to national (PPS6), Regional (RSS13) and appropriate strategic policy. Consideration should be given in the final development scheme to the effect of the proposed development on the vitality and viability of Whitehaven town centre, and its compatibility with existing and future uses in the surrounding area.

2.13 In addition to the recreational facilities associated with Whitehaven Rugby League Football Club it will be important to ensure that recreational facilities are provided for the Whitehaven Amateurs Football Club (WAFC) and Whitehaven Miners Social Welfare Centre (WMSWC). These are to include a number of football pitches as well as bowling and clubhouse facilities.

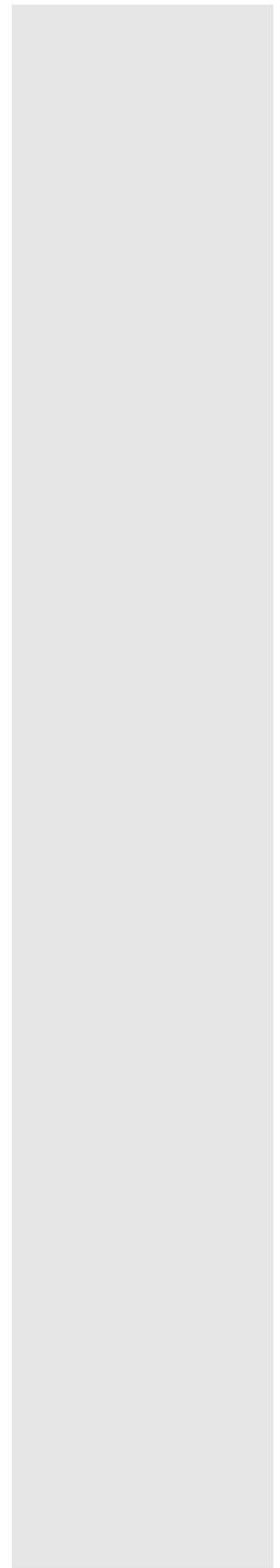
2.14 The Council will expect that development of commercial or industrial premises are tailored to meet the identified needs of local business growth.

### **Relevant Local Plan Policies**

2.15 The following Copeland Local Plan policies should be consulted and conformed to as appropriate by developers. This list is not exhaustive.

- DEV 1 Sustainable Development and Regeneration
- DEV 6 Sustainability in Design
- DEV 7 Planning Conditions and Obligations
- DEV 8 Major Development
- EMP 3 Employment Opportunity Sites
- EMP 5 Employment use in Key Service and Local Centres
- ENV 4 Protection of Landscape Features and Habitats
- ENV 5 Protected Species
- ENV 9 Areas of Local Landscape Importance
- ENV 12 Landscaping
- ENV 16 Flooding
- ENV18 Contaminated Land
- ENV 21 Noise Pollution
- ENV 22 Light Pollution
- HSG 4 Housing Within Settlement Boundaries
- HSG 8 Housing Design Standards
- HSG 9 Accommodating Special Needs
- HSG 10 Urban Affordability
- TCN 2 Town Centre Uses
- TSP 2 New Road Building and Improvements
- TSP 3 Traffic Management

- TSP 5 Cycleways, Footpaths and Bridleways
- TSP 6 General Development Requirements
- TSP 7 Transport Assessments and Travel Plans
- TSP 8 Parking Requirements
- SVC 13 Protection of Open Space and Facilities
- SVC 14 Outdoor Recreation and Leisure Facilities
- TSM 3: Serviced Accommodation
- EGY 1 Renewable Energy
- EGY 2 Wind Energy
- EGY 3 Solar Energy
- EGY 7 Energy Conservation and Efficiency



### **3. Previous Public Consultation**

#### **Introduction**

- 3.1 This section sets out the public consultation that has been undertaken during previous feasibility work and how this has influenced the planning approach of this supplementary planning document. This is in addition to the formal consultation undertaken during the preparation of this SPD and accompanying Sustainability Appraisal in July/August 2007.

#### **Pow Beck Valley and Coastal Fringe Feasibility Study (BDP 2003)**

- 3.2 Consultation was undertaken as part of the BDP Feasibility Study which first identified the potential for Pow Beck Valley to provide new improved sports facilities and employment uses.

#### **Pow Beck Valley Development Plan (WYG 2005)**

3.3 Key Stakeholder Consultations

The key stakeholders consulted during the development of design options for the PBVDP include:

- Pow Beck Valley Infra Task Group
- Pow Beck Valley Sports Partnership
- West Lakes Renaissance
- Copeland Borough Council Leisure Services
- Cumbria County Council
- Whitehaven Miner's Social Welfare Centre
- Whitehaven Amateurs FC
- Whitehaven Rugby League FC
- Environment Agency

- 3.4 Several stages of consultation were undertaken with stakeholders including face to face meetings and two workshops. Following this consultation a preferred masterplan and disposition of uses was developed for the PBVDP.

### 3.5 Public Consultation

The final PBVDP proposals for Pow Beck Valley were put on public display at the Daniel Hay Library, Whitehaven from 15<sup>th</sup> to 16<sup>th</sup> December 2005.

Key messages resulting from the consultation process included:

- There is significant local support for the regeneration proposals in the Pow Beck Valley
- Building design including storey heights should reflect the existing landscape character
- However, there was also significant concern regarding traffic issues around the area, specifically relating to congestion and traffic flow on Meadow View, Low Road and Coach Road
- Another key concern related to the flooding and drainage issues experienced within the regeneration area and along Coach Road, highlighting the need to address this issue as part of any proposals.

### **Summary**

- 3.6 The key messages to emerge out of the various consultation stages and feasibility work outlined above have been incorporated within the guidance for the Pow Beck Valley set out in the remaining sections of this supplementary planning document.

## 4. Site Context

### Introduction

- 4.1 In order to bring about the successful regeneration of the Pow Beck Valley, a clear phasing strategy is required to guarantee a coherent and high quality redevelopment of the site. Therefore a phased site-wide strategy is envisioned to bring about a comprehensive redevelopment of the site based on clear urban design, planning and sustainability principles. This will avoid sporadic, piece-meal and uncoordinated development; and will allow for an integrated high quality redevelopment of the Pow Beck Valley.
- 4.2 There is potential in the Pow Beck regeneration area to develop a sports village, the feasibility of which is currently being investigated by consultants. If funding is identified and all stakeholders are supportive, the possibility of shared facilities may be considered. The retention of isolated single storey club houses may therefore not be necessary.
- 4.3 The overall site area has five distinct zones as set out in Figure 4.1. The composition of the five zones is described below.

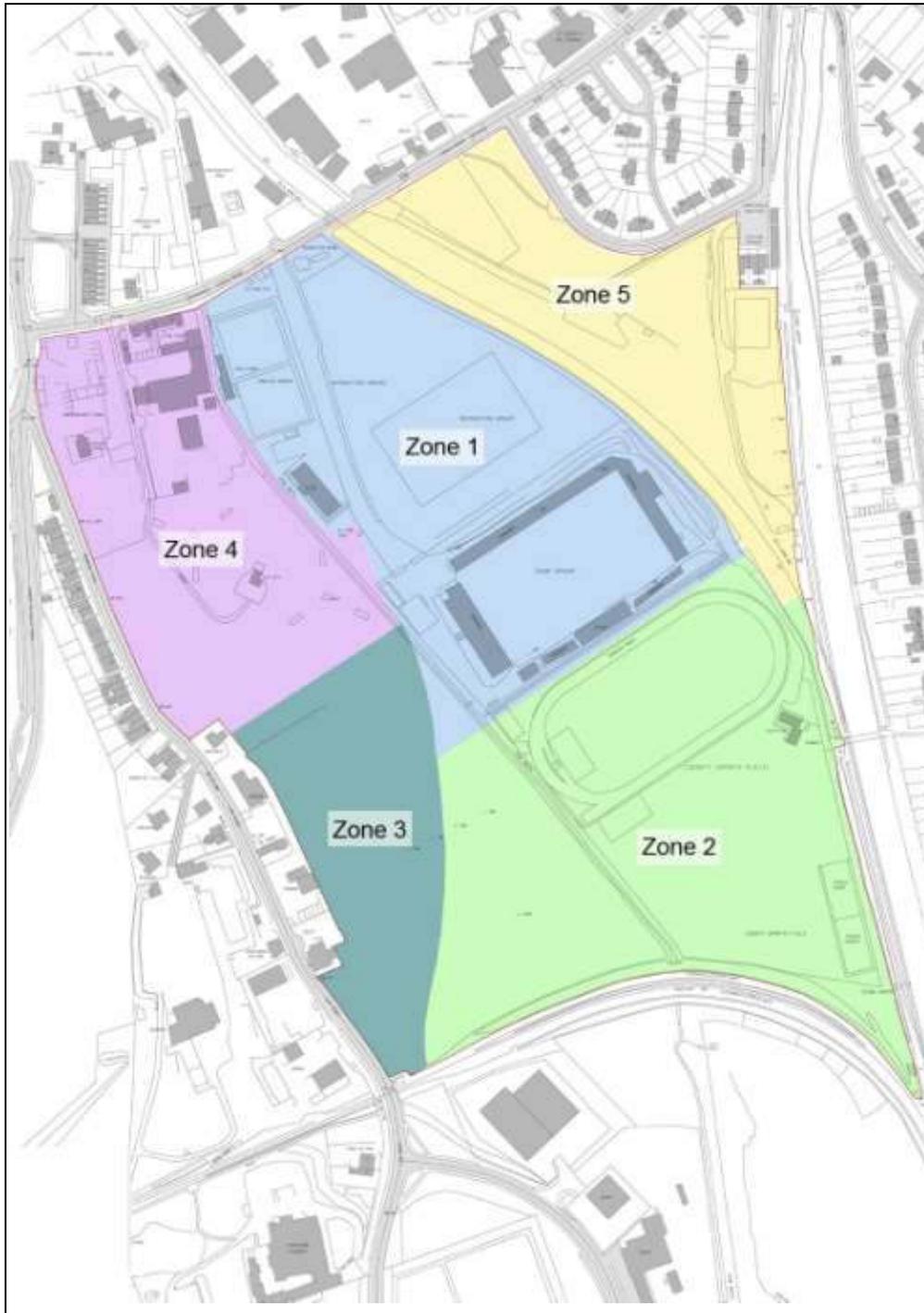


Figure 4.1 Existing site plan showing zone boundaries

## Zone 1

- 4.4 This zone is focused at the northern end of the Pow Beck Valley incorporating the existing Whitehaven Miners Social Welfare Centre (WMSWC) facilities, an existing football pitch (used by WMSWC), two bowling greens (also used by WMSWC); and the Whitehaven Rugby League Football Club (WRLFC) stadium. The area is characterised by the existing rugby stands (simple structures with steel cladding painted blue), which dominate the area, outdoor sports facilities and to a lesser extent the single storey clubhouse (a small single storey building with pitched roof). As noted in 2.6 and 2.7 this is an area subject to Policies ENV9 and SVC13 in the Local Plan which seek to protect existing open space. If any alternative hard development is being considered the replacement of these recreation facilities and green space nearby must accompany the proposals.



Figure 4.2 Existing site photograph of Zone 1 (showing WRLFC stadium)

## Zone 2

- 4.5 Zone 2 is divided by Pow Beck. The land to the east of Pow Beck incorporates the area currently used by the Whitehaven Amateurs Football Club (WAFC). This is comprised of an existing single storey clubhouse with pitched roof; car parking facilities (for approx. 59 spaces); and a grass football pitch (with the remains of a running track surrounding the pitch). An all-weather pitch (recently constructed) lies to the southern edge of this area. The land in Zone 2 which lies to the east of Pow Beck is currently used for the grazing of horses and is allocated under Policy EMP3 Employment Opportunity Sites in the Copeland Local Plan.



*Figure 4.3 Existing site photograph of Zone 2 (showing WAFC clubhouse & pitch)*

### Zone 3

- 4.6 Zone 3 focuses on a section of land on the south western edge of the Pow Beck site which is currently vacant, overgrown and used for the grazing of horses. The western edge of Zone 3 slopes steeply up to the backs of existing properties along the edge of Meadow View (which forms the western edge of the Pow Beck Valley site). This part of the site presents the greatest topographical challenge to any new developments. The Copeland Local Plan currently designates this area part of the Policy EMP 3 Employment Opportunity Sites.



*Figure 4.4 Existing site photograph of Zone 3 (looking south west)*

## Zone 4

- 4.7 This zone incorporates land in the north western corner of the Pow Beck Valley. The northern half of Zone 4 is currently used for mixed employment uses, specifically small scale industrial sheds. The southern half of Zone 4 is land which is leased to the BBC. It currently houses two large radio masts which dominate the relatively small scale character of the surrounding area. Zone 4 presents the greatest site assembly challenge due to the large amount and complex nature of the site ownerships. Along with Zone 3 and the western part of Zone 2, this zone is included in the Policy EMP 3 Employment Opportunity Sites' designation.



*Figure 4.5 Existing site photograph of Zone 4 (looking east)*

## Zone 5

- 4.8 Zone 5 is situated to the north east corner of the Pow Beck Valley site. This zone is currently separated from the other zones by the C2C cycle-path and separated from surrounding housing estates to the east by the existing railway line into Whitehaven town centre. Being sandwiched between the cycle-path, the railway and an area of existing housing the site has an overgrown unkempt appearance, characterised by self seeded trees and bushes. As it exists therefore, Zone 5 contains no existing buildings or structures. See 2.8 above for potential uses.



Figure 4.6 Existing site photograph of Zone 5 (looking towards The Gardens)

## 5. Overarching Principles

### Introduction

- 5.1 This section sets out the overarching principles for the development of the Pow Beck Valley that will apply to all of the sites regardless of the specific uses proposed. The SPD recognises the requirement for there to be flexibility with regard to the development of each of the distinct zones but also encourages the importance of a comprehensive approach providing Pow Beck Valley with a distinctive character and buildings & landscape of a high standard of design and sustainability.
- 5.2 It is expected that any new development within the Pow Beck Valley and its surroundings must respect Whitehaven's unique urban character. The Council will expect however any new development to incorporate creative contemporary architecture in its design.

### Design Guidance

#### Development standards

- 5.3 The following set of design guidance will form the basic criteria for the design and implementation of proposals within the Pow Beck Valley. These guidelines are intended as site-wide guidance to apply to all regardless of the specific size or type of development. This design guidance therefore will form the mechanism by which continuity is established between individual schemes and by which minimum standards may be set and achieved. Developers will be expected to meet the requirements of Local Plan Policies DEV1 and DEV6, DEV7 and DEV8.

#### Designing with character

- 5.4 Buildings may vary in height depending upon their particular location; however they must respond to their immediate built environment, with a respect for context and character, and with an understanding of the vernacular, historic style and the local environment. Building heights must be proportional to the spaces they align; variations in building height will help define streets, generate good aspects, improve the quality of amenity spaces and avoid overshadowing. Particular attention must be made to the scale of buildings at 'key' points – specifically corner plots and at key junctions.

- 5.5 Building planes should generally run parallel to site edges as appropriate. This helps to create active street frontages therefore enhancing the public street environment. Entrances, windows and doors to buildings should address the street and be as frequent as possible where appropriate. Entrances to buildings are to be clearly defined, welcoming and well articulated in their façades. Distinctive architecture should be created which is specific to the site and appropriate to the character of Whitehaven where possible, and above all the development should ensure continuity between new and existing.
- 5.6 Generally new buildings and structures should adopt a form to establish a positive role in defining the street edge. The expression of individual building façades will also be important - each façade should have a simple yet differing expression. Materials used to clad building enclosures must relate and should be consistent with the overall concept to be adopted across the whole of the development. Good design should be practiced in every case. This will promote a high quality of public realm, energy efficiency, advanced building technology and overall building flexibility. Any housing close to the operational railway line along the boundary of the site should be suitably soundproofed.



Fig 5.1 Indicative streetscape perspective

Interconnected Routes

- 5.7 The proposals within the Pow Beck Valley should place a high emphasis on a pedestrian dominated environment. Improved navigation should be achieved through a clear network of streets and footpaths to link into the existing neighbourhoods and developments.
- 5.8 Routes through the site should be easy to use and provide an environment which offers qualities of permeability, legibility, adaptability, activity and privacy. The alignment of buildings along and around public spaces and streets should give a sense of enclosure, reinforcing their identity and legibility. Design must take into account the advice set out by 'Secure by Design Principles' and the Council's 'Crime Prevention Design Scheme' SPG and any subsequent updated version. A secure boundary to the railway, preferably a close boarded, weld mesh or palisade fence at least 1.6m in height, should be put in place for public safety, incorporating appropriate noise attenuation if residential development is proposed.
- 5.9 Accessibility is also to be a high priority. A primary aim of the regeneration is to improve accessibility site wide. This is not only to specific built developments but also to the landscaped amenity spaces and primarily to access to sports facilities. This will enable all sections of the community to benefit long term from the proposals as somewhere to visit, socialise, spectate and play sport. Provision should be made to allow pedestrian links to bus connections along Meadow Road, Low Road and Meadow View. Any new bus routes onto the site are subject to consultation with Cumbria County Council Transport Authority and public transport providers.
- 5.10 A new spine road providing vehicular access to the area and linking Coach Road to Low Road/Meadow Road is an integral component which will unlock regeneration opportunities within the Pow Beck Valley. Development should also consider an east-west pedestrian corridor proposed to provide linkages through the site.

Mix of development

- 5.11 New developments should promote and reinforce local distinctiveness leading to an individuality of space and community ownership. The uses considered acceptable in the Pow Beck Valley area are set out in Section 2.10. Mixing uses (e.g. commercial & leisure) potentially both horizontally and vertically will promote genuine interactions between differing

developments. Mixing uses will also diversify the surrounding public realm and provide a high level of user ownership of buildings and spaces.

### **Infrastructure**

- 5.12 It is an aspiration for the regeneration of Pow Beck Valley to limit the impact of vehicular traffic both within the area and within the surrounding neighbourhoods. New roads and car parking facilities should therefore be designed to the benefit of the surrounding pedestrian environment.

#### Access

- 5.13 New highway access to Pow Beck Valley will need to address the existing problems facing the area, in addition to the potential future adverse impacts resulting from the emerging development of Pow Beck Valley. Whilst traffic issues in the Whitehaven area are generally not major, peak period problems do occur in and around the Coach Road area, a recognised pinchpoint in the local highway network. In addition Low Road is poorly aligned as it passes Meadow View with poor forward visibility site lines and on-street residential parking creating traffic constriction and causing delays and road safety concerns. It is likely that any development will require a Transport Assessment and Travel Plan, as set out in Policy TSP 7 and Appendix 4 of the adopted Copeland Local Plan, in order to show how any adverse impacts will be addressed.
- 5.14 Previous studies have identified an option for a spine road to allow the access road and regeneration of Pow Beck Valley to be phased. A new access road will offer a potential future solution to the current problems on Low Road and Meadow View by creating a north south link through the Pow Beck Valley. Significant work has been undertaken assessing the traffic generation from the proposed uses and this spine road option has been recommended by the Area Transport Advisory Group and Cumbria County Council Area Committee.

#### Car Parking

- 5.15 The Council would expect car parking within the Pow Beck Valley to accord with the maximum parking standards set out in Appendix 1 of the Copeland Local Plan. It will be necessary to cater for buses and coaches including appropriately located set-down and drop-off areas. The Council encourages shared use parking where practicable if it can be demonstrated

that it will help in the management of match-day traffic at the WRLFC stadium.

#### Pottery Road

- 5.16 The masterplan and feasibility work carried out to date anticipates the retention of Pottery Road serving the existing industrial uses in the north-west corner of the Pow Beck Valley. As this area is brought forward for development Pottery Road could be extended southwards to accommodate new uses.

#### Public Transport

- 5.17 Proposals should provide pedestrian links to Corkickle railway station and bus connections along Meadow Road, Low Road and Meadow View.

#### Cycling Facilities

- 5.18 Cycle facilities should also be provided within developments and specifically within sporting facilities. Where appropriate, buildings should contain secure bicycle storage, changing, and shower facilities. In addition, the design and layout of the site should promote a safe environment for cyclists; traffic calming measures and clearly marked cycle paths with links to the C2C route should be incorporated.

#### C2C Cycle Path

- 5.19 Developers will be required to ensure the upgrade and improvement of the C2C cycle path that runs north-south through the eastern half of the site. It is considered unacceptable by the Council for this route to continue to be used as vehicular access to the recreational facilities as at present. The Council expect that, through regeneration of the area and the provision of a new spine access road, vehicular traffic will be prohibited and physical improvements made to this part of the coast to coast route, to form a key pedestrian and cyclist corridor.

#### Flood risk

- 5.20 The Pow Beck Valley area has a history of flooding. Surface water flooding has occurred at the WMSWC recreation ground and along the Coach Road area on at least an annual basis and causes flood damage to properties at least once or twice a year. The specific reason for the flooding at the recreation ground has not been ascertained by previous flood risk studies. However, it is likely that several factors influence hydraulic performance at

this location. These include problems specific to Pow Beck such as maintenance, trash screens, ground conditions and a high water table. Recent evidence confirms the hypothesis that flooding on Coach Road is due to a surcharging combined sewer, resulting in dilute sewage flooding Coach Road. Developers will be required to complete a detailed Flood Risk Assessment and incorporate design solutions in accordance with the requirements of the Environment Agency and the Council Flood and Coastal Defence Engineer.

- 5.21 The existing foul drainage services are likely to prove satisfactory to serve the proposed development. All surface water runoff will need to be discharged into Pow Beck with attenuation storage provided to limit the rate of discharge to the equivalent Greenfield run-off for the site. Initial feasibility work concluded that attenuation could be achieved by means of ponds incorporated into the landscaping alongside the beck, on-line piped storage or storage units incorporated beneath car parking areas. The use of permeable paving will be required where this does not conflict with areas of contaminated land. The underlying ground conditions are unsuitable for the use of soakaways. Developers should consult the Environment Agency on proposals prior to planning applications being submitted in order to limit the impact of redeveloping the Pow Beck Valley and agree an appropriate drainage/flood risk solution for the area.
- 5.22 There is significant existing flooding at the north of the site and developers should consider configuring development layout to situate recreation areas in the locations most at risk of flooding. Areas currently identified to be at risk of flooding should remain undeveloped and building thresholds would need to remain at or above existing levels. A flood alleviation scheme may reduce the flood risk in this area. Details of such a scheme should be discussed with the Environment Agency and the Council Flood and Coastal Defence Engineer to ensure their acceptance, as flood risk towards the Mirehouse estate, to the south of the development, would be increased, although this could in theory be mitigated through the inclusion of flood defence embankments. However, it is important to note the inclusion of any flood mitigation measures will not eliminate the actual risk of flooding and it would remain the responsibility of the landowner to maintain flood defences.
- 5.23 For all areas, suitable flood-proofing of buildings and infrastructure should be ensured for the developments remaining at risk of flooding. It is

important that emergency routes remain flood free and open at all times. Consideration should be given to access for emergency vehicles in times of a flood and evacuation procedures should be integral to the site design and layout. The site drainage plan should consider the strategic management of drainage from the site as a whole and where possible require the inclusion sustainable drainage techniques. A limited discharge into the Pow Beck watercourse may be allowable, and additional flows will need to be attenuated on site.

- 5.24 Current surface water flooding problems at Coach Road affect access to the Pow Beck Valley site and are likely to be exacerbated by any disconnection of the existing site drainage, which it is thought, currently allows a flood release point. Discussions with the sewerage undertaker should be held to resolve these issues prior to any development which affects these proceeding.
- 5.25 The installation of a flow monitoring gauge on the Pow Beck is strongly recommended in order to improve the estimates of catchment flows. Therefore, developers will be encouraged to liaise with the Environment Agency to confirm this.
- 5.26 Any development within the Pow Beck regeneration area should take all necessary and appropriate measures to minimise the risk of flooding. To reiterate, developers should complete a detailed flood risk assessment, and incorporate design solutions in accordance with the requirements of the Environment Agency and the Council Flood and Coastal Defence Engineer. Developers should remain in contact with the Environment Agency throughout the development of the site, ensuring every necessary precaution is being taken to minimise flood risk.

Servicing

- 5.27 Gas, electrical and telephone services connect into the majority of the existing buildings within the Pow Beck Valley and generally feed off Coach Road via Pottery Road and the main access road to WRLFC. There are a number of 'live' lighting towers around the WRLFC stadium and amateur football grounds. Other lighting towers located in the scrub area in the south west of the site are believed to be redundant.
- 5.28 All electricity substations, generators, air conditioning chiller units and other specialist equipment serving individual plots are to be housed within car parking areas or ideally within buildings themselves (therefore adopting

enclosures consistent with the building that they serve). All such structures must be carefully sited and constructed with specific reference to their visual impact on the environment and any noise and smoke pollution caused by the equipment in order to minimise the impact of such installations. Essential utility infrastructure, such as substations should be sited outside flood risk areas if possible and if not the sequential approach of PPS25 should be followed. Refuse enclosures should ideally be within individual buildings. However, the need for external enclosures should be considered, where appropriate. These enclosures should therefore reflect the design and materials of the buildings they serve.

#### Underground Utility Services

5.29 The site includes the following underground utility services and the relevant maintenance strips are required or diversion of the service at the developers expense:

- A 160mm diameter water distribution main passes East to West across the middle of the site requiring a 5m maintenance strip.
- A 900mm diameter, 3m deep public combined sewer passers South East to North West across the middle of the site requiring an 8m maintenance strip.
- A 750mm x 600mm diameter, 2.6m deep public combined sewer passers South East to North West at the North of the site requiring an 8m maintenance strip.
- A 450mm diameter, 2.8m deep public combined sewer passers South East to North West across the middle of the site requiring a 7m maintenance strip.
- A 225mm diameter, 1.8m deep public combined sewer passers South East to North West across the middle of the site requiring a 6m maintenance strip.

For any further queries please contact United Utilities.

## Ecology

- 5.30 The development of the site should take note of Planning Policy Statement 1 (February 2005) which seeks to protect and enhance the quality, character and amenity value of the countryside and urban areas as a whole. Any development should also consider Planning Policy Statement 9 (August 2005) which sets out planning policies on the protection of biodiversity and geological conservation through the planning system. Consideration must also be given to Local Plan Policies ENV4 and ENV5 (Protection of Habitats and Species) particularly those listed in the Cumbria Biodiversity Action Plan (BAP). To ensure that species and habitats are protected space should be provided to enhance these where possible. Opportunities for enhancing the ecological and amenity value of the Pow Beck within the development area and upstream should be discussed with the Environment Agency, Natural England and local interest groups.
- 5.31 When considering flood attenuation, opportunities should be sought to create wetlands. The area beyond the south east boundary of the site is currently rush pasture which may already offer nature conservation interests and will have to be assessed with appropriate surveys, as will the rest of the site. However, it cannot be assumed that this area is suitable for an attenuation scheme due to the potential increase in flood risk for residents in Mirehouse. Further study is required. Wetlands can provide sustainable use of floodplains that reduce flood risks whilst providing important habitats for wildlife which may also meet local and national Biodiversity Targets. Wetlands can also be used to diffuse pollution and reduce sediment burdens in rivers.
- 5.32 The development area contains Japanese Knotweed, an invasive plant, the spread of which is prohibited under the Wildlife and Countryside Act 1981. Care should be taken to prevent its spread during any operations. It must be disposed of appropriately. Developers should refer to the Environment Agency Code of Conduct for dealing with Japanese Knotweed.

## Contamination

- 5.33 The nature of the site and the probability of previous industrial uses with the potential for contamination would suggest that a desk-top study be carried out. In the event of potential contamination being identified, an intrusive site investigation would be required in order to establish the degree and

nature of contamination and its potential to pollute the environment or cause harm to human health.

### **Public Space and Landscaping**

- 5.34 A high quality pedestrian environment is key to the future vitality and sustainability of developments within the Pow Beck Valley. Proposals should establish a basis for the development of public areas with an emphasis on a quality street environment and specific public spaces of high quality. High quality public realm is key in establishing the sustainability and accessibility of any development and it should be of a high priority to those bringing forward developments within the Pow Beck Valley.
- 5.35 Buildings should be positioned around public spaces to define blocks, streets and squares which help to promote quality neighbourhoods with natural surveillance, flood resilience and attractive spaces. Designing with landscape concepts from the outset will give schemes a language to tie buildings and spaces together as integral components of a place. The landscapes (both hard and soft-scapes) within the development should be as important as the buildings. The Pow Beck itself should become a key landscaping feature providing an opportunity to establish new public green space and an important wildlife corridor. The use of a landscaped buffer should also be considered for the western edge along Meadow View in order to address the topographical changes at this part of the site (which rises steeply toward Meadow View) and to provide a landscaped screen to proposals.
- 5.36 Green areas should enhance a feeling of 'place', improve legibility, feel safe, be clean (and therefore easy to maintain), varied and interesting, as well as providing residents, workers and the community a choice between public and private space. The environmental quality of the street and public/private spaces should be considered through good landscape design. Specific elements such as paving, lighting, seating, street furniture, signage, trees and planting should not only form a street character but also create a space which is pleasant to use and promote a sense of well being. Appropriate design and the presence of habitats and associated species can contribute to the biodiversity value of the site. In dealing with landscaping and ecology, developers should also have regard to Policies ENV4 and ENV5 of the adopted Copeland Local Plan.

## Environmental Sustainability

- 5.37 Environmental sustainability is expected to be a key design factor of proposals. The environmental impact of any new development is now high on the national and local political agenda but also now a key part of the building regulation requirements and planning policies. As required, the Council have also produced a sustainability appraisal which assesses the environmental effects of options set out above. This document must be read in conjunction with the suitability appraisal (bound under a separate cover) which will influence how future development in this area can contribute to wider environmental sustainability objectives.
- 5.38 Therefore, any new development must take this into account and it is the aspiration of this document that the environmental credentials of any new development are a serious factor in the design process. Outlined below are several design principles which are seen as desirable for development within the Pow Beck Valley.

### Climatic design

- 5.39 A key part of the initial design/feasibility process must be to take account of the climatic and topographical conditions of the site. Specifically this includes the positioning of a building to harness heat energy and natural light from the sun – i.e. with a south facing aspect to populated areas & outdoor spaces; and with service areas (and areas requiring low levels of natural daylight) placed to the north face of the building (unless constant north lighting is required). This positioning will best harness the benefits of solar gain and therefore reduce lighting and heating costs.
- 5.40 The position of buildings regarding prevailing winds is also important. Natural ventilation is to be encouraged within developments within the Pow Beck Valley and this can be improved by the appropriate location of buildings.
- 5.41 Topographical conditions must also be accounted for. Where there is the possibility for using the topography to reduce heating costs, this should be encouraged. Earth sheltering (by burying parts of a building into a hillside or underground) has been proven to provide a natural insulation layer whilst also working with the natural conditions of a site.

On-site power generation

- 5.42 Local, on-site power generation using energy from the wind, the sun and renewable bio-fuels is now a reality within many new developments across the country and is becoming desirable due to the increasing costs of fossil fuels. Developers should look to include renewable energy within the development and should discuss the potential of such schemes with the Council's Development Control Team at an early stage in the design process.

Energy efficiency & building design

- 5.43 In addition to the positioning of new developments and their on-site power requirements, it is also essential that new buildings are designed with a regard for energy efficiency. This can be achieved through the standards of façade, structure and roof design to ensure high levels of insulation to reduce energy loss within the building. The specification of building components including the selection of energy efficient components and appliances is also seen as key to reduce a buildings overall energy requirement. All new buildings should achieve a BREEAM rating of 'Very Good', with an aim to achieve 'Excellent' where possible. Any housing development should meet a Code for Sustainable Homes rating of at least Level 3, with an aim to achieve Level 4 or above where possible.

Historic Environment

- 5.44 Parts of the regeneration site have been highlighted as having archaeological interest. The north west corner of the site has been the focus of industrial activity since the 18<sup>th</sup> Century, including a pottery and chemical works. There is a likelihood that extensive industrial remains survive below ground. The site also has the potential to contain currently unknown archaeological remains with prehistoric flint implements found in the vicinity. Consideration should be given to preserving *in situ* archaeological remains deemed to be of high importance for both their intrinsic value and display potential. Identification of the surviving archaeological resource above and below ground should be undertaken at an early opportunity and a programme of mitigation considered so that dealing with the remains is not merely seen as a potential constraint to development but rather can provide an opportunity to a positive contribution to the area's sense of place. Any prospective developers should refer to

paragraph 6.14 and Policy ENV 36 of the adopted Copeland Local Plan for further information on archaeological matters.

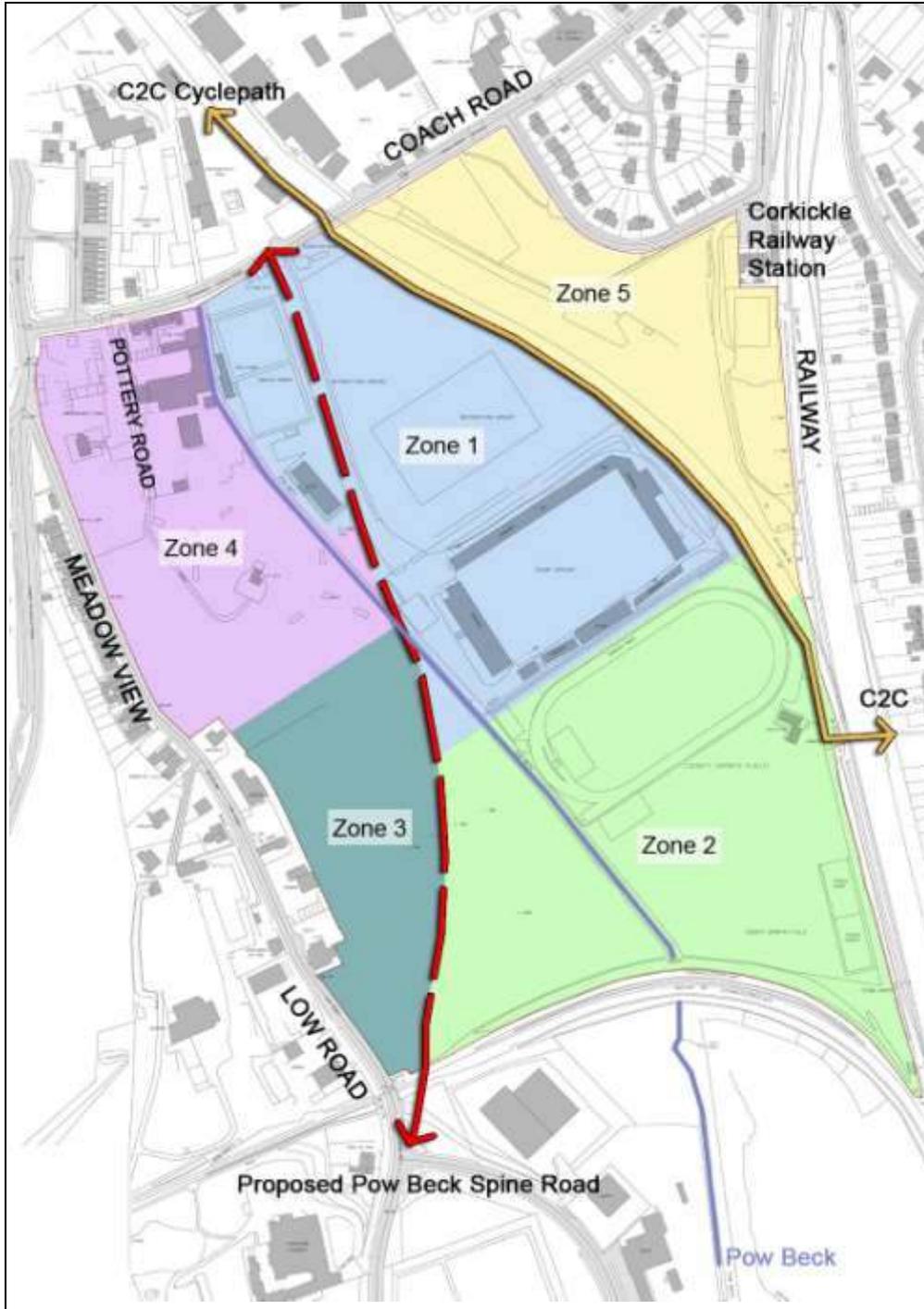


Figure 5.2 Key features of site

## 6. Appendices

### Appendix 1: References & Further Reading

#### Documents

- 'Copeland Local Plan' (Copeland Borough Council, 2006)
- 'Cumbria and Lake District Joint Structure Plan' (Cumbria County Council and Lake District National Park Authority, 2006)
- 'Regional Planning Guidance for the North West (RPG13)' (North West Regional Assembly, 2003)
- 'Towards an Urban Renaissance' (the Urban Task Force, 1999)
- 'ByDesign – urban design in the planning system' (ODPM, 2000)
- 'Design at a glance' (CABE, 2006)
- 'Parks & Squares: who cares?' (CABE, 2004)
- 'Creating Successful Masterplans' (CABE)
- 'The Use of Urban Design Codes: Building Sustainable Communities' (CABE)
- 'Design & Access Statements' (CABE, 2006)
- Pow Beck Valley and Coastal Fringe Feasibility Study (BDP 2003)
- Pow Beck Valley 'Development Plan' (WYG 2005)
- North West Best Practice Design Guide (NWRA, 2006)

#### Weblinks

- <http://www.westcumbriavision.co.uk/>
- <http://www.cumbriavision.co.uk/>
- <http://www.westlakesrenaissance.co.uk/>
- <http://www.copeland.gov.uk/>
- <http://www.cabe.org.uk/>
- <http://www.nwda.co.uk/>
- <http://www.wildlifeincumbria.org.uk>
- <http://rpg.nwra.gov.uk>
- <http://www.cumbria.gov.uk>
- <http://www.lake-district.gov.uk>

## **Appendix 2: Key Contact**

Regeneration Strategy Manager  
Copeland Borough Council  
The Copeland Centre  
Catherine Street  
Whitehaven  
CA28 7SJ

Telephone No. 01946 598435 / 598439

Email: [ldf@copelandbc.gov.uk](mailto:ldf@copelandbc.gov.uk)

