
locality
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AECOM
Silverdale
Design Guidance and Codes
2025
Delivering a better world

Quality information

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Revision History

Revision	Revision date	Details	Name	Checked by
1	10.10.24	Report structure	Wei Deng	Henryk Adamczuk, Parish council
2	20.02.25	First draft	Wei Deng	Henryk Adamczuk, Parish council
3	14.03.25	Second draft	Wei Deng	Henryk Adamczuk, Parish council

Contents

Introduction

01

1. Introduction

Through the Ministry of Housing, Communities and Local Government (MHCLG) Neighbourhood Planning Support Programme led by Locality, AECOM was commissioned to provide design support to Silverdale Parish Council.

As the National Planning Policy Framework (NPPF,2024) (paragraph 131) notes, 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities'.

Following an analysis of the Neighbourhood Area (NA), a set of architectural and design qualities will be identified. This set of qualities, combined with good design practice, will form the design guidelines that development within Silverdale should follow in order to comply with this parish-wide design guidance and codes document.

1.1 Purpose of this document

This document sets out design guidance and codes based on the existing features of Silverdale. The document is intended to sit alongside the Neighbourhood Plan to provide guidance for applicants preparing proposals in the NA and as a guide for the Neighbourhood Plan Steering Group and Newcastle-under-Lyme Council when considering planning applications.

1.1.1 What is Guidance versus Codes?

Design guidance identifies how development can be carried out in accordance with good design practice. Design codes are requirements that provide specific, detailed parameters for development. Proposals for development within the NA should demonstrate how the guidance has informed the design and how the design codes have been complied with. Where a proposal cannot comply with a code (or several) a justification should be provided.

Figure 01: The spire of Saint Luke's Church seen over the roofs of more recent development.

Figure 02: Silverdale monument located in a well-landscaped village green.

1.2 Area of study

The NA, Silverdale Parish, is located within the Newcastle-under-Lyme district which falls within Staffordshire County. The NA has a linear settlement pattern along the spinal road B5044 which directly connects to the market town Newcastle-under-Lyme to the east. Other linear roads within the settlement include Park Road, High Street and Scot Hay Road, which together form the village of Silverdale.

Along the northern boundary of the NA is the B5367 which heads northwest towards the town of Crewe. The southern boundary is partially formed by the A525 which goes west towards Wales and to the M6 that goes north towards Liverpool/Manchester and south towards Birmingham. A dismantled rail line crosses into the NA from the western parish boundary and extends towards the centre of the village, now used as a footpath and cycleway. This rail line was used mainly for the transportation of coal, iron and ironstone until its closure in 1998.

The Newcastle-under-Lyme Green Belt occupies a majority of the landscape that surrounds the village within the NA boundary. Within this surrounding landscape to the northwest of the village is Silverdale Community County Park, which was created on the former Silverdale Colliery. Within this park there is a steeping sloping 'bowl' formed by the topography that is dominated by the scenic Southern Pool. To the northeast of the village is Knutton Quarry, the second largest UK brick producer under the company Ibstock, and to the southeast of the village entrance is Walleys Quarry landfill site.

The Silverdale Conservation Area was designated in 1993 and surrounds Saint Luke's Church. It includes the characterful terraced streets Sneyd Terrace and Kinsey Street, which were built in response to the high demand for iron and coal in the area.

The 2021 Census shows that the parish has a population of 5,234 residents and 2,539 dwellings.

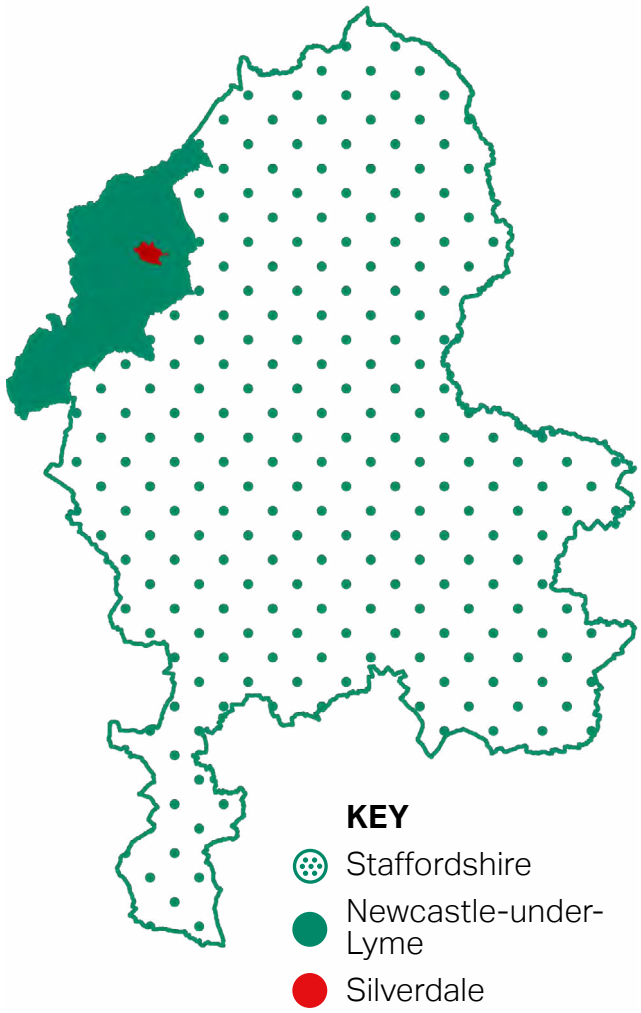


Figure 03: The Neighbourhood Area in regional context. *Data source: Esri OS data*

Figure 04: Satellite imagery of the NA within context. Data *source: Esri OS data*

1.3 Historical growth

Silverdale has experienced significant growth over the centuries. The earliest recorded developments in the area include a corn mill and brewhouse at Knutton Heath, as documented in early records from 1315. This marks the foundation of a scattered farming community reliant on local resources. After this period, key milestones development include:

1. 1775: Knutton Heath's Transformation

The earliest mapping of the area appears on Yates' map of 1775. This records Knutton Heath as an area of undeveloped land. The roads to and from Newcastle under Lyme are present around the present site of Silverdale, but the village is not recorded at this time.

2. 1836-1845: Industrial Emergence

By the mid-19th century, the village of Silverdale appears on the Wolstanton Tithe map, 1836-1845. The opening of the Silverdale Colliery in the 1830s prompted the transition of the area from agriculture to mining industry, with the boom of iron and coal use. This transition led to the development of Silverdale, led by the requirement for labour and transport links. Other development features recorded on the Tithe map include race courses and mill ponds in Knutton Heath to the southeast of the settlement.

3. 1853-1855: Ecclesiastical Development

St. Luke's Church was consecrated in 1853, and by 1855, Silverdale, Knutton, and Scot Hay united into an ecclesiastical parish. This reflects the area's growth as a mining and residential hub. The church is first recorded on the 1879 Ordnance Survey (OS) map.

4. 1860- 1879: Industrial Expansion

Silverdale thrived as a self-contained mining village. Collieries, ironworks, tile works and railways coexisted, shaping its industrial and social landscape. A number of terraces were also built in the mid-19th century by Ralph Sneyd and Francis Stanier, the owners of the Silverdale Company, as workers' housing. These can be seen on the 1879 OS map of Silverdale. The OS map of 1879 also shows a structured transport network, including roads and railway lines, supporting the dense industrial activities and growing population. A mineral railway line ran directly to the north of the town, connecting the station in Silverdale to the surrounding collieries. This infrastructure cemented Silverdale's role in regional economic development.

5. 20th century: Closure of Silverdale Colliery

The settlement of Silverdale continued as an industrial town through the 20th century with additional housing developments. The last colliery in Silverdale and North Staffordshire closed in 1998, ending over a century of coal mining, while the village retained its historical identity.

6. 21st Century: Heritage Conservation and village extension

Silverdale Conservation Area preserves its industrial heritage, with landmarks like St. Luke's Church and terraced housing reflecting its 19th-century origins. Its historical significance continues to draw attention. The town retains the historic layout of the industrial settlement, with expansion at its eastern and western ends.

Several new residential communities have been built after 1950s and in recent years to the west and northwest of the village. While many designs reflect modern life requirements, some of they have overlooked the richness of the village's mining history.

Figure 05: Yates' map of Staffordshire, 1775

Figure 06: Wolstanton Title Map, 1836-1845: Silverdale

Figure 07: Wolstanton Tithe Map, 1836-1845: Knutton Heath

Figure 10: Ordnance Survey map, 1940. 25 Inch, Staffordshire XVII.3

Figure 09: Ordnance Survey map, 1924. 25 Inch, Staffordshire XVII.3

Figure 08: Ordnance Survey map, 1879. 25 Inch, Staffordshire XVII.3

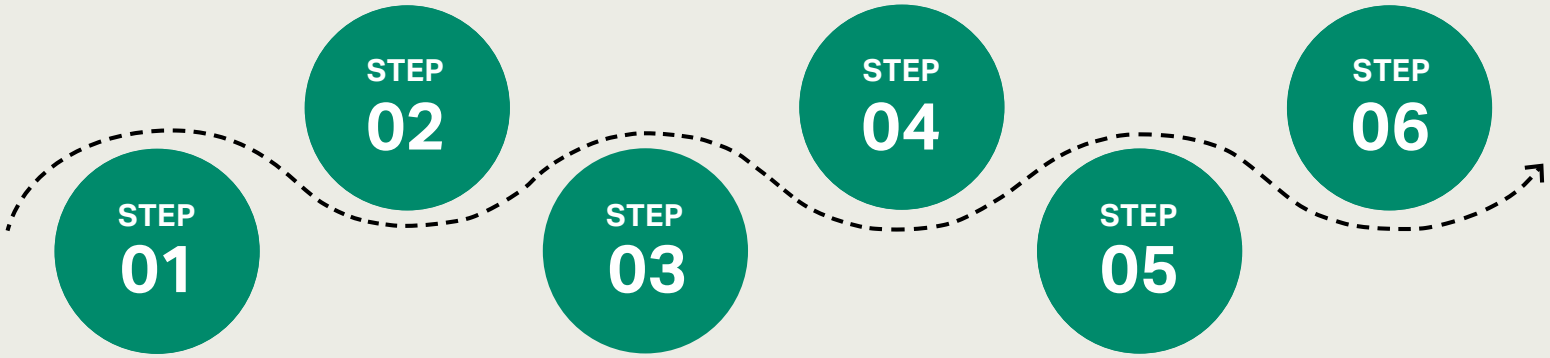
1.4 Process and engagement

A one-day site visit took place on 3 October 2024 commencing with an in-person meeting between AECOM and representatives of the Silverdale Neighbourhood Plan Steering Group to explore the group's key aims and objectives and to address any initial concerns.

This was followed by a tour of the parish, via car and on foot. This activity allowed consultants to appraise local character and the features informing its sense of place, such as heritage and landscape features. The exercise also provided valuable local insight into the area's pertinent design issues and opportunities, good and bad practice, as well the overall context for which the evidence-base of the Neighbourhood Plan will reflect.

This document has resulted from a collaborative effort between the Silverdale Neighbourhood Steering Group and AECOM, reflecting the priorities of local residents. The design coding process includes the following steps:

Figure 11: Parish members meet with AECOM consultants, and walk around the village on 3rd October 2024



01

Inception meeting between AECOM and Neighbourhood Plan Steering Group members.

02

Walking tour of built-form, and photographic study with Neighbourhood Plan Steering Group.

03

Urban design and local character analysis based on site visit, photographic analysis, and further desktop analysis.

04

Preparation of draft design guidelines and codes in consultation with Neighbourhood Plan Steering Group.

05

Draft design guides and codes reviewed by the Neighbourhood Plan Steering Group and Locality.

06

Final design guides and codes form part of the evidence base for the emerging Neighbourhood Plan.

Figure 12: A brief chronological breakdown of the key elements and milestones used throughout the duration of the production of this document.

1.5 How to use this document

This document will be used differently by different people in the planning and development process.

A valuable way codes and guidance can be used is as part of a process of co-design and involvement that seeks to understand and takes account of local preferences for design quality. As such the codes and guidance can help to facilitate conversations to help align expectations, aid understanding, and identify key local issues.

The resulting design guidance and codes can then set out how to adequately respond to these issues in future development.

Design codes and guidance alone will not automatically secure quality design outcomes, but they will help to prevent poor outcomes by creating a rigorous process that establishes expectations for design quality.

What follows is a list of actors and how they will use the design guide:

Potential users	How they will use the design guidance and codes
Applicants, developers, & landowners	As a guide to the community's and the Local Planning Authority's expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
Local planning authority	As a reference point, embedded in policy, against which to assess planning applications. The guidance and codes should be discussed with applicants during any pre application discussions.
Silverdale Parish Council	As a guide when commenting on planning applications, ensuring that the guidance and codes are complied with.
Local community organisations	As a tool to promote community-backed development and to inform comments on planning applications.

Table 01: A list of potential users of this documents and how they will apply the design guidance and codes.

1.6 Reading the guidance and codes

The goal of these guidance and codes is to promote the best possible delivery of residential and public realm development, which will support sustainable and contextually appropriate designs.

If there is variation from the compliance requirements outlined in this document, it must be supported by factual evidence. Under such circumstances, developers and their design teams must show that the plan will produce a final proposal of the greatest quality that is consistent with the main goals of this document and, therefore, the goals of the Silverdale Neighbourhood Plan.

Submissions that do not adhere to this guidance, and that do not furnish strong rationales, supporting documentation and comprehensive examination of available solutions, may be refused.

The guidance and codes provided in the next section are arranged into area specific and area wide guidance and codes and are supported by relevant analysis. These include detailed mapping, descriptions, diagrams and images taken from the NA and appropriate precedents.

Accompanying the guidance and codes are references to existing policies from Supplementary Planning Documents (SPDs) relevant to the local context. These support a nesting approach to link to relevant policies to ensure that there are no gaps in information and that all guidance and codes are bespoke to the context of Silverdale. Nested policies will appear throughout the next sections as shown below:

Reference to existing policy:

Where there is already reference to a topic in existing local policy or guidance, this has been highlighted alongside the below icon.

Example of a nested policy:

Guidance for street trees can be found in the *Newcastle-under-Lyme and Stoke-on-Trent Urban Design Guidance* Section 5.6 Street Design.

Please note:

Both design codes and guidelines are contained within this document, highlighted within boxes as shown here. The difference between codes and guidelines is summarised below:

- Codes: Design codes are mandatory requirements for design issues and are expressed with the word **MUST**.
- Guidelines: Design guidelines set out aspirations for design that is expected to be delivered and are expressed with one of two words:
    - **SHOULD** reflects design principles that are strongly encouraged.
    - **COULD** reflects design principles that are suggestions.

Policy and Context Review

02

2. Policy and Context Review

2.1 The vision and values and relationship to design quality

The Silverdale Neighbourhood Plan envisions a community that harmoniously blends its rich heritage with sustainable growth. The design code focuses on four key areas:

- **Preservation of Historic Character**
  Protect and enhance Silverdale's architectural heritage, ensuring new developments respect existing styles and materials, particularly within Conservation Area;
- **Sustainable Development**
  Promote eco-friendly building practices, incorporating renewable energy sources and sustainable materials to reduce environmental impact;
- **Community Connectivity**
  Develop pedestrian-friendly pathways and communal spaces to foster social interaction and improve accessibility throughout the village; and
- **Landscape Integration**
  Ensure new constructions complement the natural surroundings, preserving green spaces and promoting biodiversity within the urban environment.

The visions suggested in this report aim to create a cohesive, vibrant, and resilient community for current and future residents.

Design Quality Vision

- *To protect the identity of Silverdale*
- *To enhance a multi-use community centre*
- *To protect important open areas*
- *To support new homes for local needs*

2.2 Planning policy context

The NPPF 2024, paragraph 132 states that:

'Plans should… set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood plans can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development…'

The Government is placing significant importance on the development of design guidance in order to set standards for design upfront and provide key principles regarding how sites should be developed.

Therefore this report's main objective is to develop design codes to sit alongside the Neighbourhood Plan to inform design proposals within Silverdale Parish and ensure that they remain sympathetic to the surrounding character.

Other research, such as for the Government's Commission for Architecture and the Built Environment (now part of the Design Council; see, for example, *The Value of Good Design*[1]) has shown that good design of buildings and places can improve health and well-being, increase civic pride and cultural activity, reduce crime and anti-social behaviour and reduce pollution.

Therefore this document seeks to harness an understanding of how quality design can sensitively incorporate the best aspects of Silverdale's overall character into any future development.

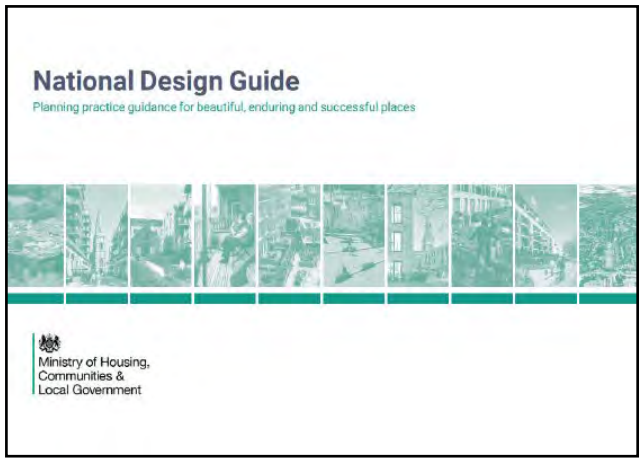
Additionally, these following documents have informed the design guidance and codes within this report to ensure they are best aligned with the needs and opportunities identified for the NA:

1. Available at: https://www.gov.uk/government/publications/national-planning-policy-framework--2

National planning documents

2021 - National Model Design Code
MHCLG

The National Model Design Code (NMDC) sets a baseline standard of quality and practice. It provides detailed guidelines on the production of design codes, guides, and policies to promote successful design. It expands on 10 characteristics of good design set out in the NDG.



2019 - National Design Guide (updated January 2021)
MHCLG

The National Design Guide (NDG) sets out 10 characteristics of a well-designed place and demonstrates what good design is in practice. As a companion document, it supports the ambitions of the NPPF to utilise the planning process in the creation of high-quality places.

2020 - Building for a Healthy Life
Homes England

The BHL toolkit sets out principles to help local planning authorities to assess the quality of proposed (and completed) developments but can also provide useful prompts for planning applicants to consider during the different stages of the design process.

2007 - Manual for Streets
Department for Transport

Development is expected to respond to the Manual for Streets, the Government's guidelines on how to design, construct, adopt and maintain residential streets. It promotes prioritising the needs of pedestrians and cyclists, whilst avoiding car dominated layouts.

County planning documents

2000 - Staffordshire Residential Design Guide SPG
Staffordshire County and District Councils

'The intention of this design guide is to provide information and advice to help everyone involved in the design of new residential developments in Staffordshire to create residential environments that are visually attractive, safe, convenient, secure and economical in both construction and maintenance'. This document puts an emphasis on urban design in the public realm through providing guidance on topics such as spatial and landscape strategies, inclusive and safe design, sustainable design and a movement network strategy.

2015 - Practical Conservation and Design SPG
Staffordshire County Council

This guidance is aimed at all general works of design, maintenance and repair to historic structures within the public realm, as well as advice on highway schemes, including traffic management, road markings and street surfaces.

2017 - Sustainable Drainage Systems (SuDS) Handbook
Staffordshire County Council

The SuDS Handbook shows how early consideration of surface water drainage issues can ensure that an effective SuDS scheme can be delivered at a local level. It provides guidance on SuDS design, incorporating both the non-statutory National SuDS Standards and the Local SuDS Standards and examples of best practice SuDS implementation.

2000 - Planning for Landscape Change: SPG V.1–V.3
Staffordshire County Council

This document characterises Staffordshire's landscape types and gives details of the landscape's visual character, of the features which contribute to local distinctiveness and which should be conserved wherever possible. It also provides a landscape policy objectives map showing landscape sensitivity and the impacts of development and land use change. This SPG is separated into three volumes all of which should be considered parallel with each other for development.

District planning documents

2010 - Urban Design Guidance SPD
Newcastle-under-Lyme and Stoke-on-Trent

This guidance is applicable to any location within the Borough of Newcastle-under-Lyme and provides a high level overview of urban design topics. Focus topics include residential, employment, historic environment, rural environment and the public realm as well as an emphasis on sustainable urban design. There is also area type specific guidance including for main centres, local transport corridors and waterway networks.

2015 - Shop Front Design Guidance
Newcastle-under-Lyme

The aim of this guidance is to show owners, occupiers and developers how to improve the visual quality of town centres and sets out the basic principles, guidelines and policies to use when assessing applications for new and historic shop fronts and signage as well as commercial properties such as pubs, banks and other businesses.

Neighbourhood planning documents

2022 - Neighbourhood Area

The Silverdale neighbourhood area was approved on 25 May 2022, aligning with the parish boundary. Silverdale Parish Council served as the qualifying body for this designation. The Neighbourhood Plan policy documents are currently being prepared.

Area Types Design Guidance and Codes

03

3. Area Types Design Guidance and Codes

Achieving quality development starts with a comprehensive understanding of place. Places have a clear and strong identity and character. They are a combination of their physical form, their activities and their meaning to people.

According to the baseline study and the size of the parish, it is proposed to divide the NA into two main categories: Countryside Area Type (CAT), and Settlement Area Types (SAT). These will be further characterised into 'Area Types' which will have their own analyses accompanied by a set of specific design guidance and codes where appropriate.

However, this is not meant to replace a development's own comprehensive analysis of place, which must be undertaken to understand a proposal's broader context and establish aspirations and place-specific responses to the location, siting and design of new development.

3.1 Silverdale's Area Types

Defining 'Area Types' and establishing what the key features or distinctive attributes are in each area helps to determine the appropriate design codes and to support future development. The categorising of places into separate Area Types is not about separating places, but is a means of analysis to enable AECOM to get a fuller picture of the entire NA. By analysing each place through a lens of function and performance, it was possible to then devise the guidance that would be used in each Area Type or across the whole NA.

Proponents must adhere to all guidance and codes detailed in this chapter and will refer to the assigned Area Type to understand the applicable guidelines relating to the location and development type. Designers should also consider neighbouring Area Types and their specific local context and characteristics when developing proposals.

For the purposes of this document, Silverdale has been divided into five Area Types as outlined adjacent:

Silverdale Area Types:

- 01 Historical Village
- 02 Village Envelope
- 03 Planned Village
- 04 Employment Areas
- 05 Natural Environment

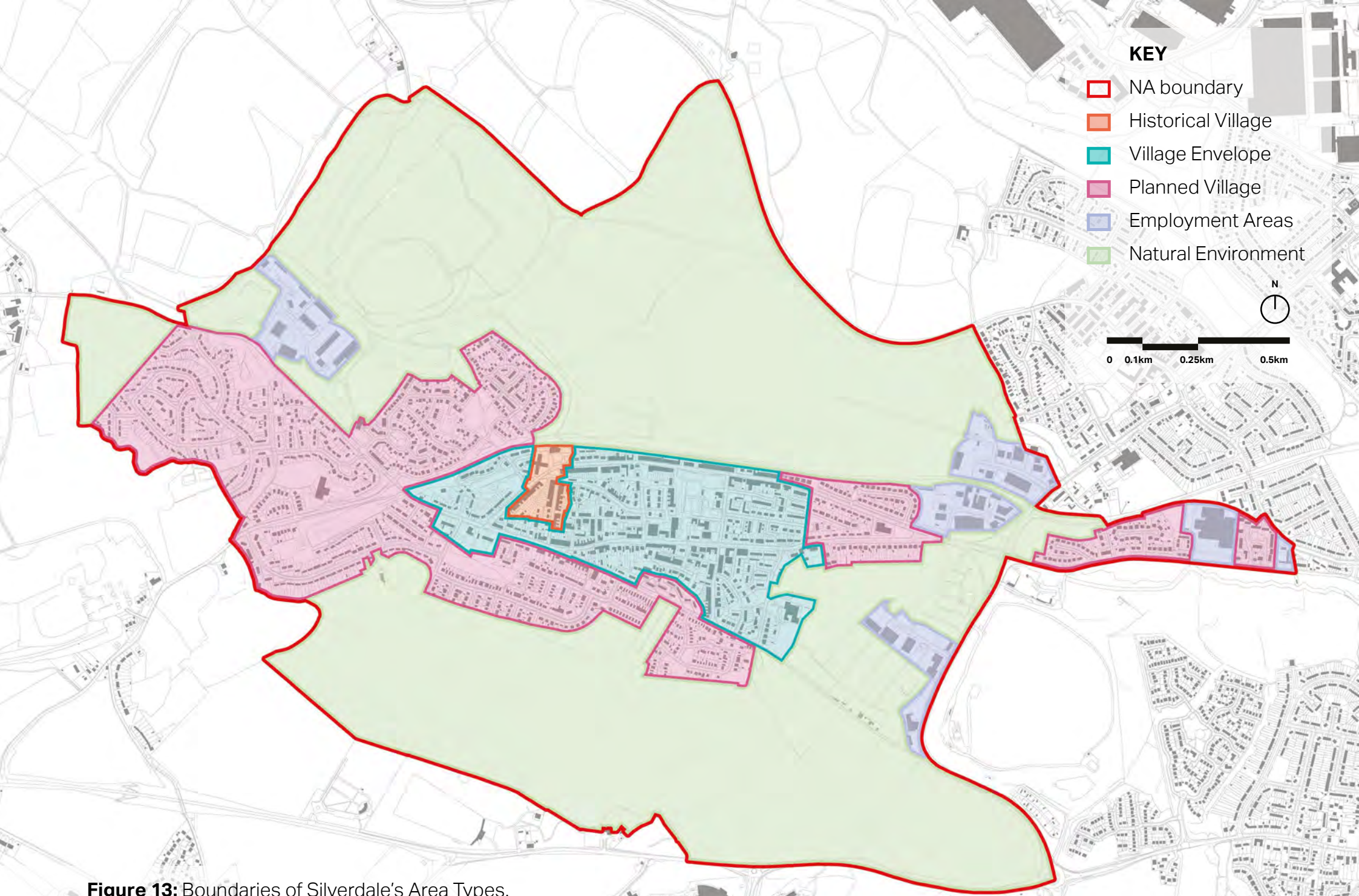


Figure 13: Boundaries of Silverdale's Area Types.

Settlement Area Types (SATs)

SAT 1:

Historical Village

This Area Type is clustered around the centre of the town, and have the highest volume of heritage features. The boundary for this Area Type roughly follows that of the designated Conservation Area in the village.

SAT 2:

Village Envelope

This Area Type is next to the historic cores with an organic and irregular layout and several roads radiating from the centre and have urban edges. The boundary for this Area Type follows the village boundary from historic OS maps dating back to the 19th Century.

SAT 3:

Planned Village

This Area Type is on the fringe of town. Layouts are accessed directly from a main road on to a series of cul-de-sacs and loop roads. They are typically residential settlements, often constructed post–War with limited services or amenities.

SAT 4:

Employment Areas

This area includes industrial uses such as warehousing, storage and manufacturing. It is located on the edge of, or independently of, the village envelope. These areas are associated with large areas of paved parking and large, indistinct building blocks.

Countryside Area Types (CATs)

CAT 1:

Natural Environment

This area has a rural context with a scenic quality used for farming or left in its natural condition. The countryside is usually sparsely populated, with isolated clusters development.

3.2 SAT 1: Historical Village

Area Type Description

The Historical Village is centred within the settlement nucleated around St Luke's Church. The boundary follows that of the Silverdale Conservation Area and, in addition to the church, also includes rows of terrace housing and a new apartment complex which was originally a school.

This area is heavily influenced by the historic coal and iron mining past of the village. The terraced streets were built in response for the demand for local workers, the current surrounding landscape was originally a mining colliery and the footpath and cycleway adjacent the church, penned as the Mineral Line, was a rail line to move workers and supplies.

As this area is a designated Conservation Area, and has the historic Grade II listed church, certain development and building alterations, particularly for permitted development rights, may be restricted. The guidance and codes in this section will take this under consideration.

More detailed analysis of the built features is provided in the table overleaf:

Figure 14: St Luke's Church and grounds, located along Church Street (B5044).

Figure 15: Parallel rows of late 19th Century and early 20th Century terraces along Kinsey Street, framing the spire of St Luke's.

Figure 16: Location of SAT 1 within the context of the NA boundary.

Area Type Name	Calculations
Indicative Dwellings per Hectare (DpH):	Max. 50 DpH
Typical plot size range:	4m W x 20m D 5m W x 50m D
Typical block size range:	27m W x 115m L 40m W x 130m L

Table 02: Net density, plot and block size calculations based on a tested area in SAT 1.

SAT 1: Historical Village qualities and features		
Connection	Movement networks	The main route going through the area is the east–west B5044. A section of Vale street goes through the area east and the connects to the north–south Kinsey Street. Between Kinsey Street and the B5044 is a footpath connecting Vale Street to High Street bounded by the back plots of dwellings.
Built form	Urban form	The settlement pattern of this Area Type is linear along the B5044 and Kinsey Street which form a triangle of terraces. The exception is a small tandem infill development of four buildings at the end of Kinsey Street.
	Building lines, boundaries and setbacks	The building line for houses in this area is highly regular throughout with dwellings fronting directly onto the pavement, with the exception of four tandem infill dwellings that have a small front garden. These dwellings typically do not have off-street parking except for a select few that have on-plot parking to the side of the dwelling. The apartment complex is to be set directly onto the road with on-plot parking.
	Building, size, scale and type	Houses in the area comprise almost entirely of two-storey late 19th Century and early 20th Century terraces. These are constructed of brick with extensive dressings and pitched tiled roofs that are stepped to accommodate the topography. Other houses are two-storey detached dwellings constructed in a similar style, with the main exception being the addition of gable dormers to the roof. The new apartment complex is a conversion of the former Brighton care home (located on the site of an earlier school dating 1847) and uses a T-shape floor plan. The main building materials for this building comprise red brick, slate tiles on a dramatically pitched gable roof, light render and timber cladding. The density 60 DpH, is beyond what is acceptable 50 DpH.
Nature	Green and blue infrastructure	This area backs onto the surrounding countryside which can be accessed by crossing the dismantled rail line that is now used as a cycle route and footpath. Additionally, Flood Zones two and 3 go through this area from the east and cut across going through the central south boundary and continuing into the village envelope.
	Open spaces and biodiversity	The only area of local green space in this area is found surrounding the Church grounds. There is a triangular green space between the B5044 and Vale Street with seating areas. There used to be a green space, Bowling Green, on the southern section of Kinsey Street, but this has since been filled with infill.
Activity	Uses and community	The area is predominantly residential with the exception of St Luke's Church and the surrounding church grounds. Additionally, there is a recent development of 19 flats for over 55's that will include on-plot parking.

Table 03: Summary of the distinctive qualities and features that supplement the character of this Area Type.

3.2.1 Key Considerations and Good Features

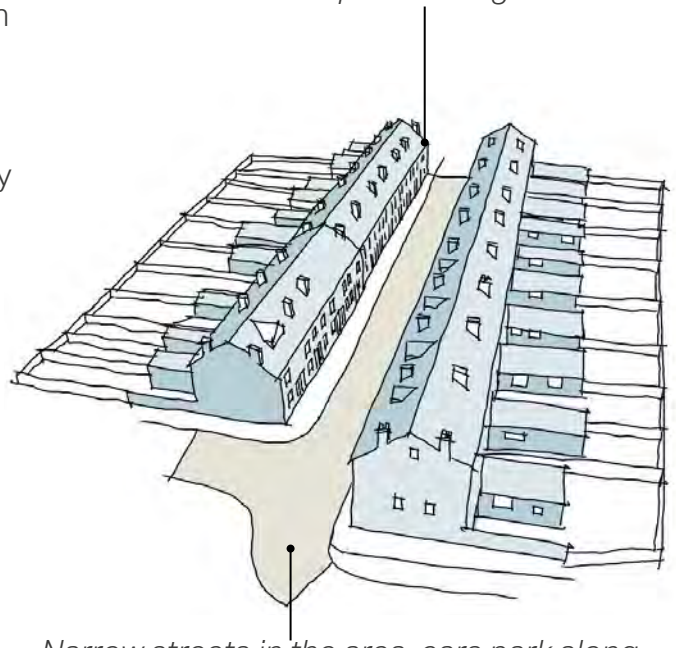
Heritage Assets Baseline

Conservation Area

Silverdale Conservation Area, established in 1993, highlights its rich industrial and architectural heritage. It features late 19th and early 20th-century terraced housing on Sneyd Terrace and Kinsey Street, mostly in red brick with polychromatic and terracotta detailing. St Luke's Church, a Grade II listed building, is central to the area. Though many original features like doors and windows have been altered, the robust, high-quality worker housing reflects its coal and iron industry roots, alongside its historic links to transport and religion.

Long linked buildings, repeating on architectural sizes, heights, and details arrangements;

The roofs are pitched and include chimney stacks on most houses. The dormer windows break the roofline, providing additional internal space and light.



Narrow streets in the area, cars park along the street make the street even narrower.

Figure 18: A typical arrangement of Kingsey Street within the Conservation Area.

Figure 19: Examples of historical buildings within the Conservations Area.

Figure 17: Silverdale Conservation Area boundary (source: https://www.newcastle-staffs.gov.uk/downloads/file/288/silverdale-area-map)

Listed Building

Silverdale has many historic buildings which are positive examples of architectural heritage. The Church of St. Luke that is situated on Church Street was completed in 1853 and is a Listed Building of historical importance bearing a Grade II designation. It is a Gothic Revival structure with a high tower and trefoil windows, doorways with arches and other ornate features made of stone. The church is a focal point of the village and the Conservation Area.

Figure 20: The Church of St. Luke.

Design Code 1: Conservation Area and Listed Buildings

- **For new development, special regard needs to be paid to matters such as scale, height, form, massing, respect for the traditional pattern of frontages, vertical or horizontal emphasis and detailed design matters. These include the scale and spacing of window openings, and the nature and quality of materials, in the interests of harmonising the new development with its own building or site-specific context and with its neighbouring buildings and land in the Conservation Area.**
- **Any development should respect the character of the surrounding built form within the Conservation Area, in terms of design, scale, massing, material and height.**
- **Any development must create areas of positive character by retaining as much of the historic fabric as possible and responding to prevailing characteristics in terms of street patterns, density and layout, built form, materials and detailing.**

Figure 21: Good examples of new buildings in the Conservations Area, which reflects details of existing historical buildings or with high-quality design details.

Unlisted Historical Features

The former Conservative Club, which is located opposite the St. Luke's Church, is also a building of note. Although its use has been transformed, it retains the Victorian look of the building, which is embellished with brickwork and sash windows.

On Sneyd Terrace and Kinsey Street, late 19th century terraced houses are visible from the church. These two-storey houses were built for the miners and are full of architectural details in design. They are made of red brick with some polychromatic brick used to decorate the windows and doors. Some modern additions have been made to these structures, but they still preserve most of their initial appearance and historical value.

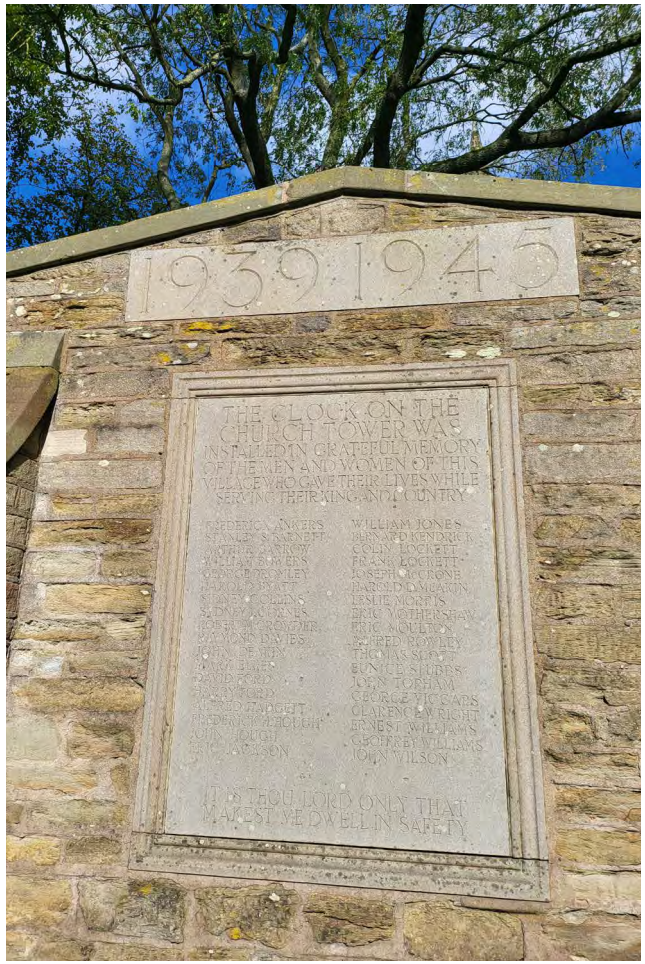


Figure 22: The war memorial stone & wall.

Figure 23: The stone wall of the St. Luke Church.

Figure 24: The Former Conservative Club.

Figure 25: Victorian style streets in the Conservation Area.

Figure 26: The building features red brick walls with contrasting yellow brick arches over doors and windows. Dark brick forms a strong base course. Doors show varied modern designs. The eaves include subtle decorative brick patterns, enhancing the overall architectural character.

Design Code 2: Other historical assets

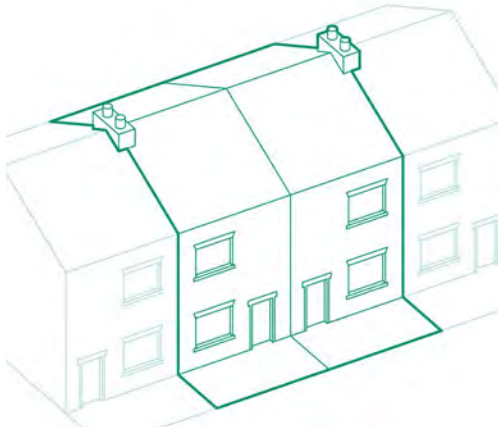
- **New development in the Historical Village, within the curtilage of a traditional building, or in close proximity to, should ensure that the setting is not compromised.**
- **Development within the setting of a traditional building must give due consideration to its significance and ensure that the setting is protected or enhanced wherever possible.**
- **For new development, special regard needs to be paid to matters such as scale, height, form, massing, respect for the traditional pattern of frontages, vertical or horizontal emphasis and detailed design matters. These include the scale and spacing of window openings, and the nature and quality of materials, in the interests of harmonising the new development with its own building or site-specific context and with its neighbouring historic buildings.**

3.2.2 Materials and Design

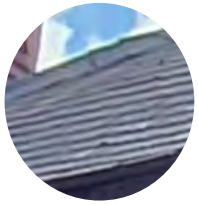
In order to be consistent with the character of the local area, new developments should be in keeping with the existing residential environment of the Area Type. This does not mean that the choice of materials should be limited, but the design should be in line with the general appearance of Area Type. This is characterized by red brick construction with slate or tiled roofs and other features that include brick works such as crescent headed windows and stone cills. These materials should be used as a base for any new schemes in this area. Additionally, the development should include high-quality natural materials that relate to the surrounding environment and, where possible, contribute to the identity of the parish.

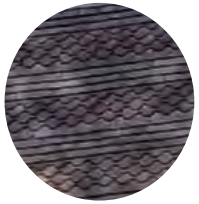
Design Code 3: Architecture and Materials in the Historical Village

- **Proposed developments should be thoroughly assessed to ensure high-quality designs that respect the local character and fit well with the surrounding area.**
- **Materials should be chosen with an understanding of both the immediate setting of the built environment, seeking early advice from a Conservation Architect for heritage-related proposals.**
- **The suggested materials in this document are guidelines, not rules. Innovative and creative use of materials is encouraged, provided they suit the context.**



This icon symbolises residential character. It will be used alongside images in illustrating the key materials of each villages distinct residential character.





Roof material

Grey clay tile & grey slate

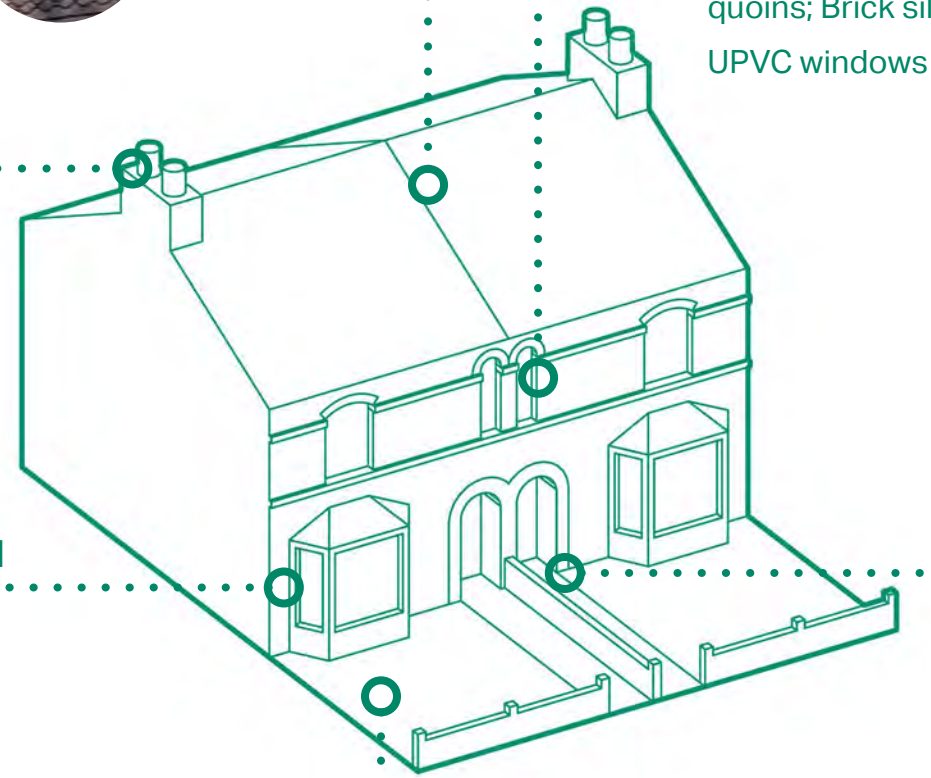
Window

Brick row lock arch headers; Angled brick quoins; Brick sill;

UPVC windows

Chimney

Red brick chimney stack



Materials used in Historical Village

Materials shown on this page indicate that the Historical Village is a traditional area with rich history and local materials.

Façade material

Yellow stone

Red brick

Doorway

Brick row lock arch headers

Boundary treatment

Small front garden without boundaries

Figure 27: Typical materials used in the area type.

3.2.3 Infill development

Infill development is smaller scale development (generally fewer than 10 homes) within an existing urban and developed context. This type of development commonly consists of three main types:

- Gap site development within a street frontage;
- Backland development; and
- Site redevelopment (for example, replacement of existing building/s).

The overarching aim of the Design Code is to promote context-sensitive infill housing of a high quality. This should help reinforce local character and create sustainable growth in Silverdale.

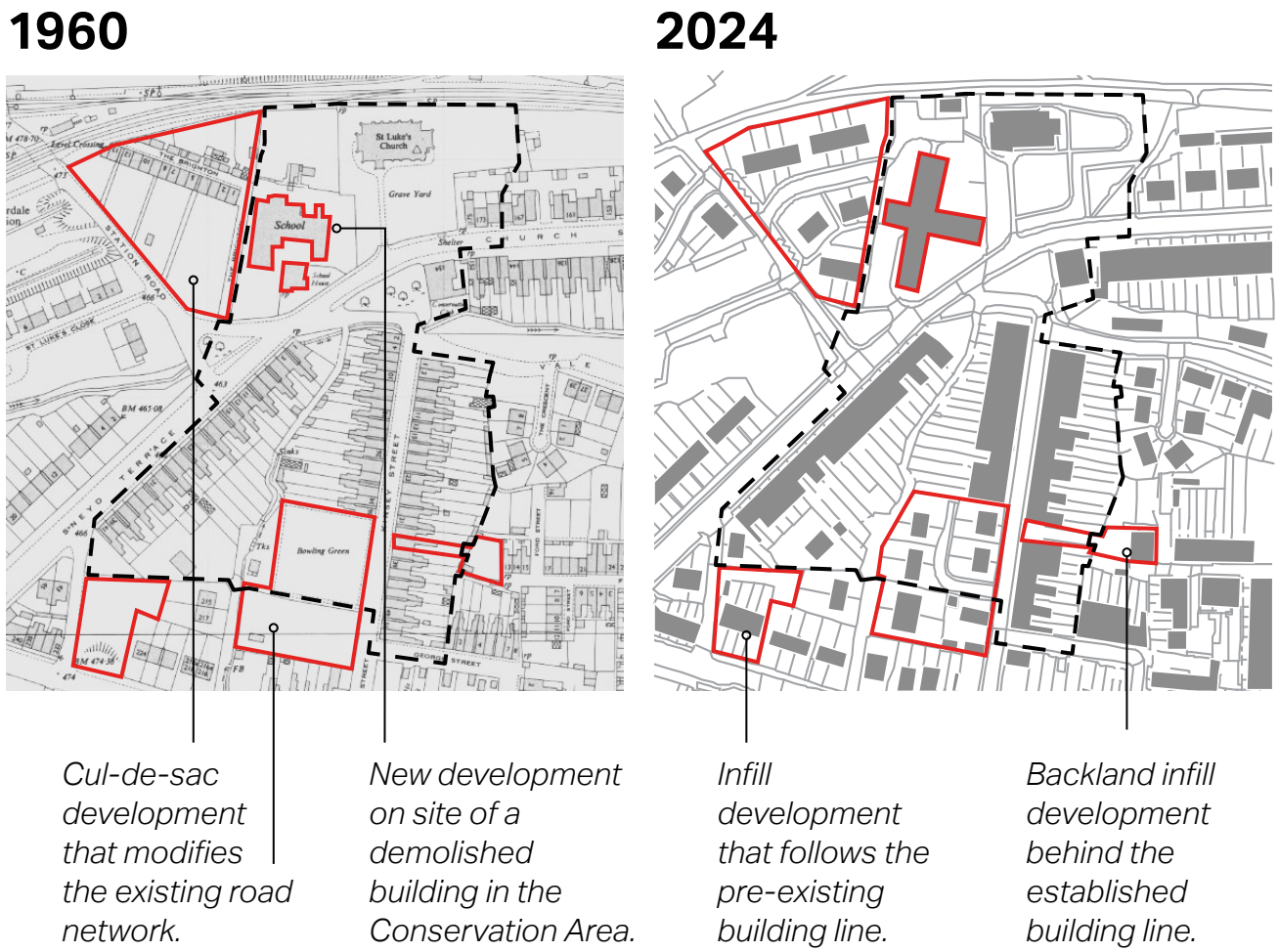


Figure 28: Development that has occurred within and bordering the Silverdale Conservation Area between 1960 and 2024. *Map Source: National Library of Scotland*

Design Code 4: Infill Development

- **Enclosure:** Building scale and position of on-plot development should help to define and enclose the space within the street corridor or square to an appropriate degree based on the existing street section (building to building) and level of enclosure (ratio of street width to building height).
- **Fenestration** (window pattern): The positioning of windows should be in keeping with the predominant positive building character on the street or harmonise with adjacent buildings of good character.
- **Access:** Building entrances should address the street with a main access and main frontage. Corner buildings should address both streets with frontages but the main entrance could be on either subject to access requirements.
- **Building heights:** Building heights should be guided by the development's context. A varying eave-line and ridgeline creates interest, but variation between adjacent buildings should be a maximum of 0.5 storeys in general.
- **Parking provision:** Parking should be integrated on-plot where possible, with parking spaces set behind the building line, generally to the side of the building being preferable.
- **Proportionate backland development:** such proposals should ensure that the density, scale and appearance reflect the immediate context (i.e. the original dwelling). Backland development should not be larger in height, massing or scale than the existing dwelling. The privacy, integrity and amenity of the existing dwelling must be protected from that proposed on the backland.

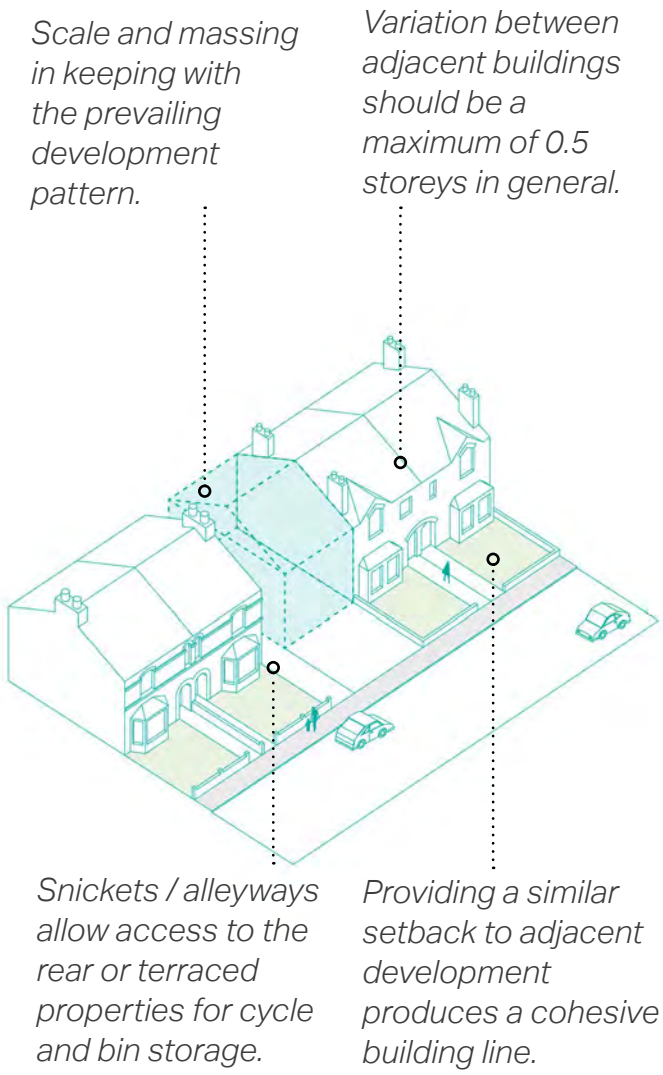


Figure 29: Contextual infill development diagram.

3.2.4 Extension and conversion

There are a number of guidelines principles that residential extensions and conversions should follow to maintain character:

- The original building should remain the dominant element of the property regardless of the scale or number of extensions. The newly built extension should not overwhelm the building from any given viewpoint;
- Designs that wrap around the existing building and involve overly complicated roof forms should be avoided; and
- The pitch and form of the roof used on the building adds to its character and extensions should respond to this where appropriate.

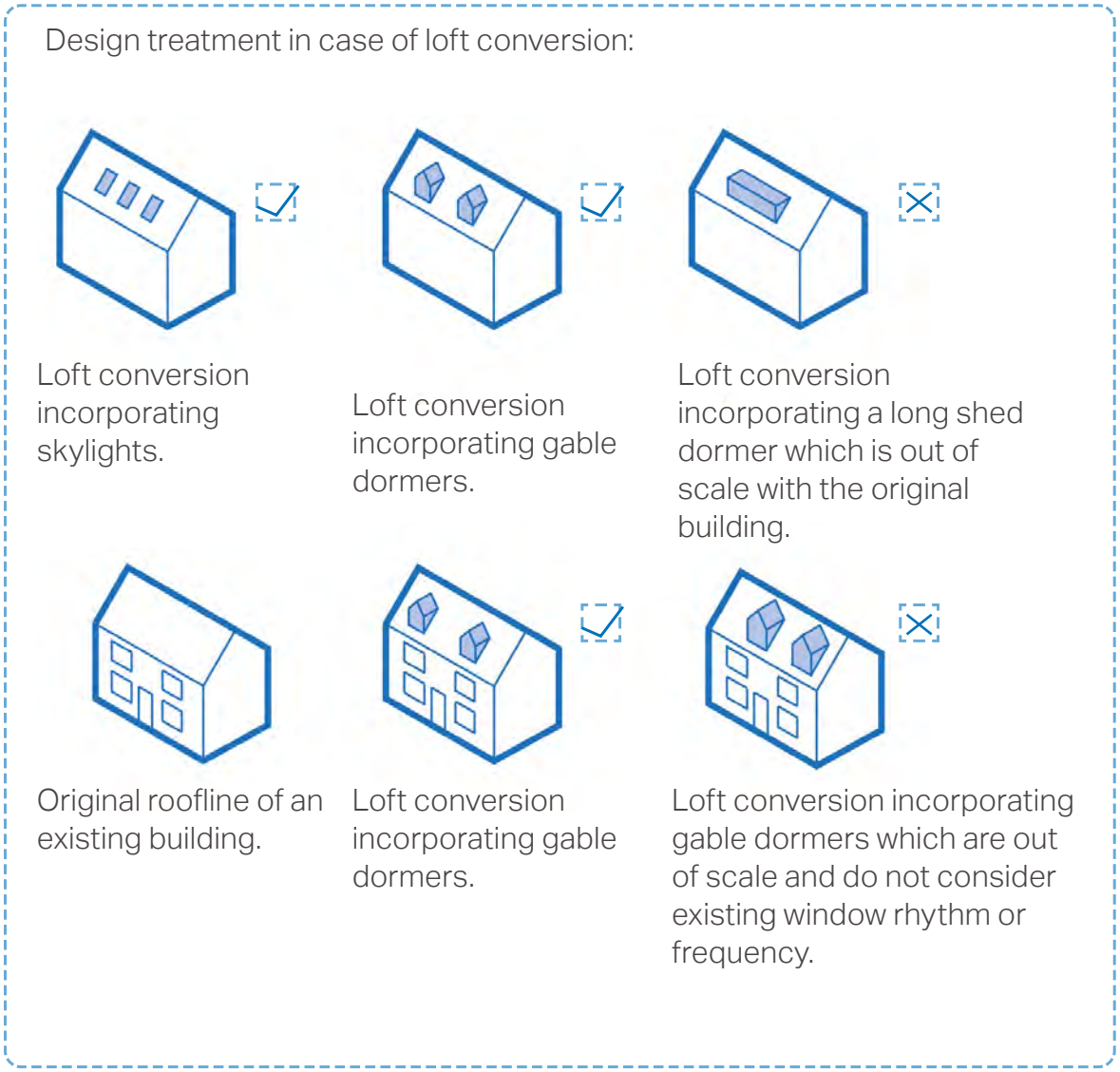


Figure 30: Some examples for different types of roof extensions.

Design Code 5: Extensions and Conversions

- Extensions should consider the materials, architectural features, window sizes and proportions of the existing building and respect these elements to design an extension that matches and complements the existing building.
- In the case of side extensions, the new addition should be set back from the front of the main building and retain the proportions of the original building.
- In the case of rear extensions, the new addition should not have a harmful effect on neighbouring properties in terms of overshadowing, overlooking or privacy issues.
- Many household extensions are covered by permitted development rights, and so do not need planning permission.
- Extensions should not result in a significant loss to the private amenity area of the dwelling.
- Any housing conversions should respect and preserve the building's original form and character.
- Where possible, reuse as much of the original materials as possible, or alternatively, use like-for-like materials. Any new materials should be sustainable and be used on less prominent building parts.

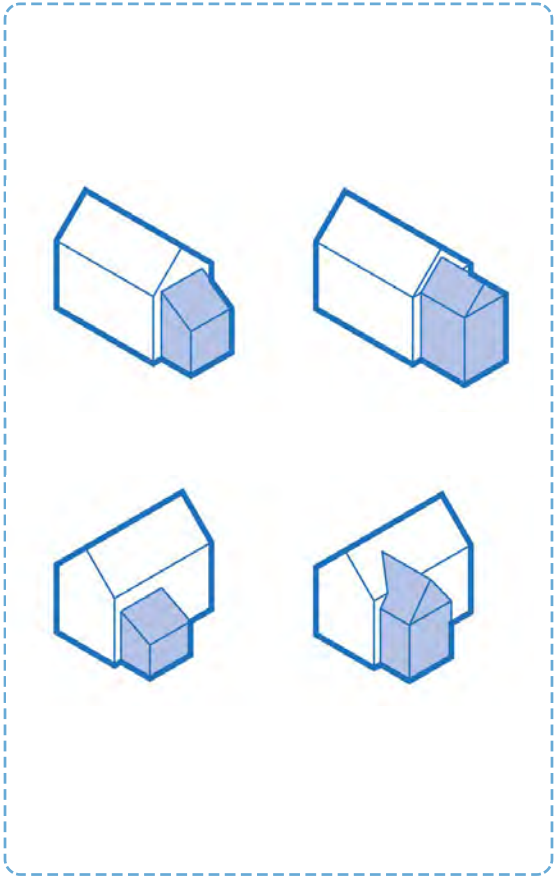


Figure 31: Good example for side extensions that respect the existing building scale, massing and building line.

3.3 SAT 2: Village Envelope

Area Type Description

The Village Envelope surrounds the central Historic Core and follows a more strict and uniform settlement pattern. The block and plot layouts are defined by the primarily linear nature of village. These centre on the more historic east–west High Street and Church Street, with the building styles largely ranging between late 19th Century and early 20th Century terraces, Inter-war semi-detached houses and mid-20th Century development.

This area type usually lacks room for larger suburban extension infill development, and rather focuses on individual infill and building alterations acceptable under permitted development rights.

As the location of this area is central to the village, much of the guidance and codes of this section will focus on street layout, local identity and connectivity to neighbouring areas.

More detailed analysis of the built features is provided in the table overleaf:

Figure 32: Location of SAT 2 within the context of the NA boundary.

Area Type Name	Calculations
Indicative Dwellings per Hectare (DpH):	Approx. 33 DpH
Typical plot size range:	5m W x 15m D 10m W x 26m D
Typical block size range:	65m W x 40m L 125m W x 140m L

Table 04: Net density, plot and block size calculations based on a tested area in SAT 2.

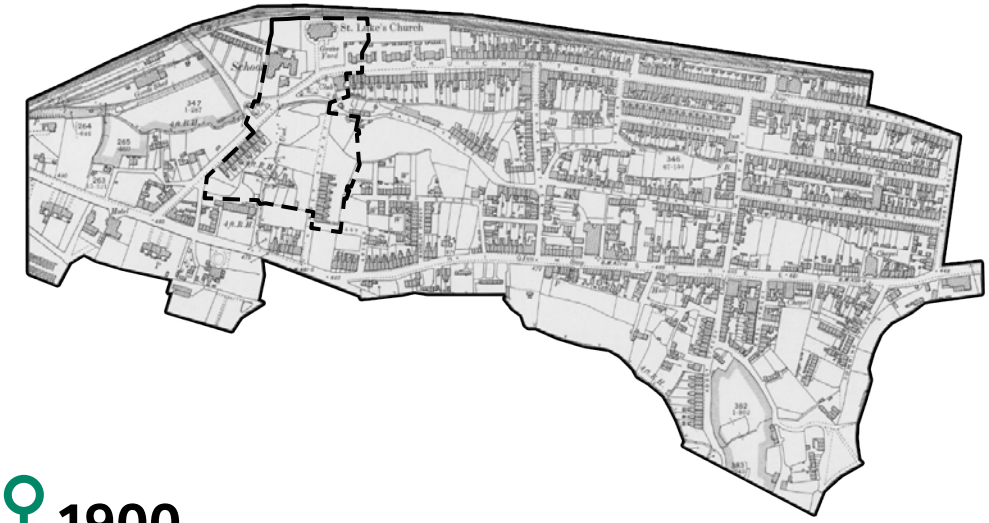
Figure 33: The tree-lined entrance of Ash Grove, with verges and hedgerows, creates a green setting. *Copyright: Jonathan Hutchins*

Figure 34: High Street adjacent to Vale Pleasant which is a focal point of activities and services within the village.

Source for Copyright photos can be found online at Geograph.co.uk

SAT 2: Village Envelope qualities and features		
Connection	Movement networks	The main route going through the area is the east–west B5044 which connects the settlement to Newcastle-under-Lyme to the east. South of this route, is the central east–west High Street. These are connected by a series of north–south minor roads which continue south connecting to Park Road. A footpath from Race Course connects the southeast of the area to the allotments. Bordering the northern boundary of this area is a National Cycle Network and footpath route along the dismantled rail tracks going east–west.
Built form	Urban form	The two main routes through the area form a linear settlement pattern, as well as the connecting Madeley Street and Abbey Street . The rest of the area is defined by grid blocks that are occasionally permeated by short, simple cul-de-sacs. To the western end of the area is a newer wavy cul-de-sac off Station Road and a rounded cul-de-sac development, Ash Grove.
	Building lines, boundaries and setbacks	The building line is irregular from block to block and determines if dwellings have a setback that allows for a front garden and on plot parking. Typically, the more traditional linear developments are directly fronting onto the pavement. The rest of the dwellings typically have a front garden and on-plot parking to the front.
	Building, size, scale and type	The most commonly reoccurring building type are Victorian terraces which form the linear developments going through the area. The other prominent building type is semi-detached dwellings ranging commonly from Inter-war to Mid-20th C, as well as 1-2 storey terraces from that period arranged around a cul-de-sac.
Nature	Green and blue infrastructure	This area is bordered to the north by Greenbelt land beyond the dismantled rail tracks. To the east is an area of green called the Race Course Community Woodland which connects to Silverdale Cemetery. Additionally, Flood Zones 2 and 3 cross through a large portion of the area going east–west just below Church Street.
	Open spaces and biodiversity	The main green space within this area is Silverdale park which has areas of play such as a playground and paved courts. Many streets are bordered with hedgerows and street trees, a notable example being Ash Grove. Some cul-de-sacs are also arranged within/around a green space, such as those on Albert Street.
Activity	Uses and community	The area is highly mixed-use with schools, shops, business and pubs. Most of the activity in the parish is focused around the High Street, particularly between Chapel Street and Vale Pleasant. Here there is a square of shops and services with dedicated parking bays that surround Silverdale Park.

Table 05: Summary of the distinctive qualities and features that supplement the character of this Area Type.



1900

1924

3.3.1 Street layout growth in the 20th century

This page summarises the development of the areas surrounding the historic village, focusing primarily on growth during the 20th century.

1900s Period:

Silverdale in 1900 was a growing village shaped by its coal mining heritage. The streets were lined with rows of terraced houses for miners, alongside churches like St Luke's and chapels serving as community hubs. Key buildings included schools and a railway station, reflecting industrial expansion. The reservoir and nearby shafts highlighted its reliance on water and mining operations.

1920s Period:

Much of the development during this period is focused within the Silverdale Conservation Area, extending the existing rows of terraced housing in response to a growing demand for local industry workers. Within the Village Envelope area, which at this point encompassed the entire village within its boundary, there were multiple instances of infill development. These were typically in the form of more terraced housing, but these varied in sizes from single infill development along the established building line (such as along Vale Pleasant) to entire new rows of houses that required new roads to be constructed (such as the area that is now May Street). There was also new development for community purposes, such as a new church (St Andrews Mission Church 1914) on the other side of the village.

Note: red line areas for added developments

1940

1967

1940s Period:

This time period featured the addition of non-linear, Inter-war cul-de-sac development within the Village Envelope area. Notable examples include Ash Grove and The Crescent on Vale Street. These cul-de-sacs are simple within form, comprising a single, short street ending in a rounded layout of buildings. In the case of Ash Grove, these also work with new surrounding linear development to create an entrance into the cul-de-sac by slightly orienting the buildings at the intersection of the main road and the cul-de-sac road. There are also instances of early suburban extension outside the village boundary, which can be seen in development that has occurred to the southeastern corner of the map, however, these still comprise largely of linear development and do not resemble the extensive cul-de-sacs of the newer developments.

1960s Period:

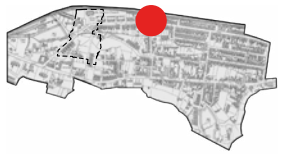
This period saw the start of more extensive suburban development that extended beyond the Village Envelope area. This includes the single-storey terraces south of May Street, linear development along Mill and Newcastle Street, more short cul-de-sacs off of the main streets and extensive cul-de-sacs along new road networks to the east of the established village boundary. Within the Village Envelope area, most development centred on increasing the density in any available open space. These typically were in the form of tandem infill (development behind the established building line) with dwellings that resembled cul-de-sac developments. This was also the area of early development for the current point of activity in the village along the eastern section of the High Street, with an early focus on shops and services.

3.3.2 Key Considerations and Good Features

Local Identity

The streets in Silverdale, particularly surrounding the Conservation Area, showcase a mix of architectural styles from the 20th century onwards. Early 20th-century streets often reflect the local character, with features such as carefully designed facades and thoughtful layouts that blend harmoniously with the surrounding environment. However, some streets, especially those developed in the late 20th century, lack this attention to detail. These later additions sometimes disregard the area's heritage, with generic designs and layouts that feel out of place. The contrast between these different periods highlights the importance of preserving the unique character of Silverdale's historic streets and Conservation Area.

The following pages set out guidelines to consider when developing both existing and new development within the village. They may apply to all areas of the village and are not specific to one area type.



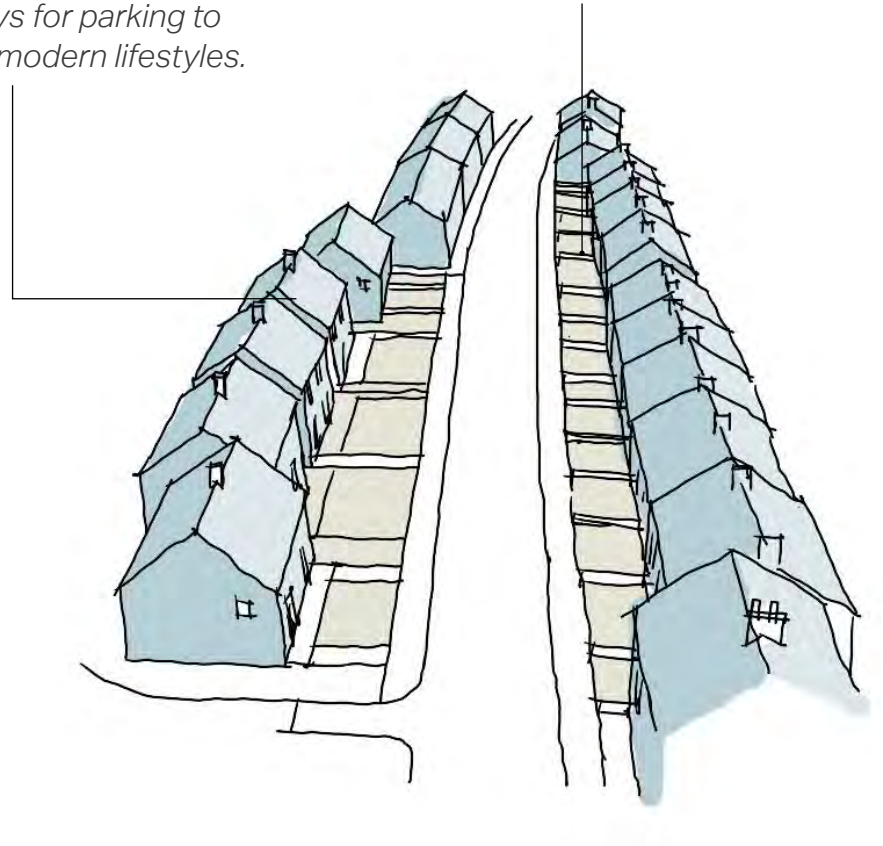
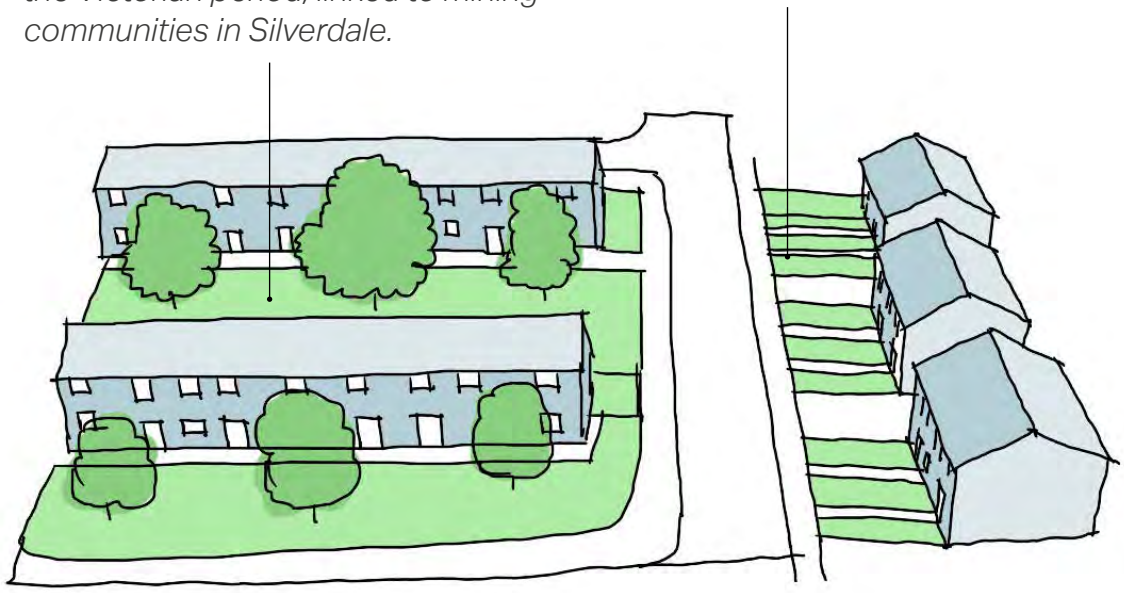


Figure 35: A good example of how to arrange new designs around historical buildings in the village (The red dot indicates the location of the street example).

Short rows of terraced houses with central open spaces are a common feature of late 20th-century designs. This approach contrasts with the long rows of terraced housing typical of the Victorian period, linked to mining communities in Silverdale.

These homes have large parking spaces at the front and sides of the homes, which is different to the closely built Victorian terraces.



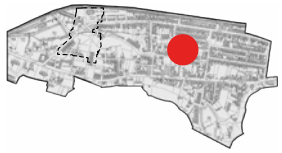


Figure 36: An example of poorly arranged new designs in the area, constructed after the 1960s (indicated by the red dot on the map).

Design Code 6: Enhancing Local Identity

- **Preserve and Complement Local Identity: All new development should seek to improve on the conventional appearance of the area and this should be done using materials that are found in the area and designs that are in line with the architectural and historical features of the Conservation Area.**
- **Contextual Integration: Building ratios, rooflines and facades should be designed in relation to the neighboring buildings to achieve a smooth transition, while at the same time allowing for new developments.**
- **Sustainable Heritage Enhancement: Ensure that there is the incorporation of sustainable measures on the materials used in order to maintain the identity of the area in the future.**

Cycle routes

The Mineral Line in Silverdale is an ancient path that was used for the mining of coal in the area. Today, the line is converted into a multi-use trail where people who engage in walking, cycling and jogging can be seen. Most of the trails are in good condition; however, some parts may become slippy when it has been raining.

It is essential to enhance all existing cycle routes incorporating segregated footpaths and cycle lanes along streets. This will not only bolster the use of eco-friendly transport modes but also enhance the accessibility and connectivity of the local transport network.

A key priority was extending the pedestrian and cycle route from National Cycle Route 551. This would run from the Mineral Line at the Scot Hay/Pepper Street bridge, west along Pepper Street into Keele Village.

Based on best practice and guidance, the following design codes are suggested:

Design Code 7: Cycle Routes

- **Connectivity: Cycle routes should integrate seamlessly with pedestrian and vehicular networks, ensuring access to key destinations within 5 km. Shared paths must be at least 3 metres wide, with clear markings to avoid conflicts.**
- **Safety: Routes should ensure visibility of 25 metres at junctions, feature lighting for night use, and maintain gradients below 1:20 ratio for accessibility. Priority crossings must enhance cyclist safety.**
- **Sustainability: Use permeable surfaces for drainage, incorporate green buffers for separation and align designs with Silverdale's landscape. Native vegetation and aesthetic integration should reflect local character while supporting ecological balance.**

Figure 38: Concept of a segregated cycle route.

Figure 37: Well-maintained cycle routes within the area.

Design Code 8: Non-Vehicular Movement Routes

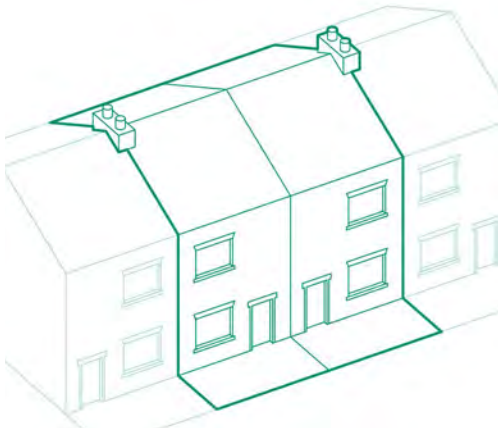
- **Pedestrian and cycle routes should be encouraged and predominantly located to pass in front of buildings rather than behind them. All routes must be well overlooked, with opportunities for natural surveillance provided from adjacent buildings. All new residential developments should have regards to the location, spatial requirements and aesthetic of these features.**
- **Pedestrian and cycle routes should be designed to be accessible by those with both full and restricted mobility. Careful attention should be afforded to the use of street clutter that can block or impede routes for those in wheelchairs, or those pushing prams or pushchairs.**
- **Safety and hydrology should be considered to ensure the functions of the canals can be delivered in the long term.**

Figure 39: Footpaths in the village.

3.3.3 Materials and Design

The areas outside of the Conservation Area have a combination of the traditional and modern styles of architecture. The use of traditional materials include red brick and grey slate which is in line with the village's industrial background. New constructions have also been put in place in the area and have a design that is similar to the existing structures, but with features that include stone sills and decorative brickwork to ensure that the area retains its character.

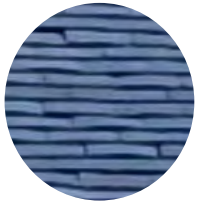
These materials should be used as a base for any new schemes. Also, the developments should include high-quality natural materials that relate to the surrounding environment and, where possible, contribute to the identity of the parish.



This icon symbolises residential character. It will be used alongside images in illustrating the key materials of each villages distinct residential character.

Design Code 9: Architecture and Materials in Village Envelope

- **The materials should be selected in a way that enhances the conventional morphology of the area and also complements the existing architecture and the overall appearance of the area.**
- **There is a need to ensure that new buildings incorporate the use of traditional materials together with the new materials in order to enhance the identity of the place.**
- **New construction should be made of materials which are suitable for the environment and culture of the area. New constructions should also have architectural details that are suitable for the area and improve the appearance of the streets.**



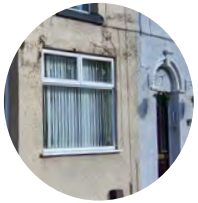
Roof material

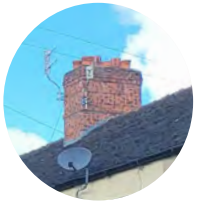
Grey and red clay tile & grey slate

Window

Stone headers and sills;

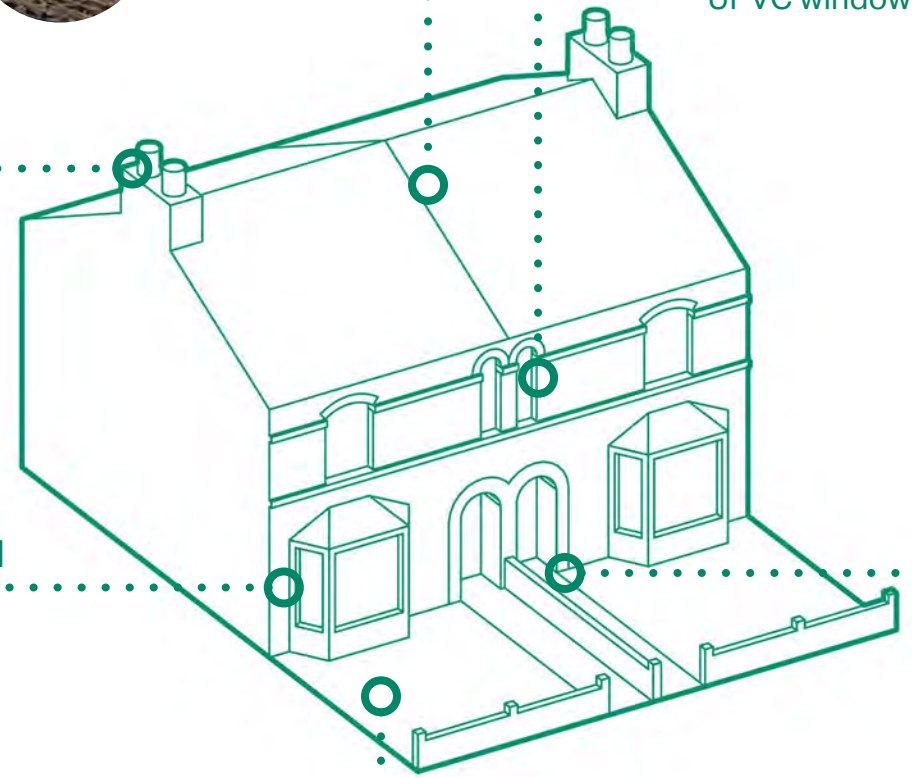
UPVC window





Chimney

Red brick chimney stack



Materials used in Historical Village

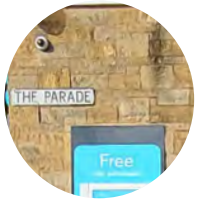
Materials shown on this page indicate that the Historical Village is a traditional area with rich history and local materials.

Façade material

Various renders (white, yellow, light blue, etc.

Red brick

Buff stone



Doorway

Brick semi circular arch headers

Stone beam headers

Boundary treatment

Without / Small front garden without boundary;

Long front gardens without raised boundary

Figure 40: Typical materials used in the area type.

3.4 SAT 3: Planned Village

Area Type Description

The Planned Village surrounds the settlement and has a very distinctive suburban cul-de-sac settlement pattern and setting. These are typically defined by shorter blocks, wider roads and building plots that have space for a front garden and on-plot parking. Additionally, this area spreads into the surrounding landscape and does not have a strict settlement boundary.

Most of the dwellings in this area were constructed more recently compared to the other areas, with the building styles ranging from mid-20th Century to new builds. In this case, the guidance and codes in this section largely focus on larger potential extension developments and provides a material palette, block structure arrangements, building heights and types and densities for new developments to follow.

It is worth noting that guidance and codes on green spaces and parks can be found in Section for CAT 1: Natural Environment.

More detailed analysis of the built features is provided in the table overleaf:

Figure 41: Location of SAT 3 within the context of the NA boundary.

Area Type Name	Calculations
Indicative Dwellings per Hectare (DpH):	Approx. 26 DpH
Typical plot size range:	4m W x 20m D 8m W x 40m D
Typical block size range:	60m W x 60m L 115m W x 400m L

Table 06: Net density, plot and block size calculations based on a tested area in SAT 3.

Figure 42: View down Ashbourne Drive going eastwards, emphasising the elevation change and scenic wooded backdrop.

Figure 43: A more recent cul-de-sac development along Sutton Avenue, which features a green space with a play area.

SAT 3: Planned Village qualities and features		
Connection	Movement networks	As this area is divided into multiple sections, there are 4 main roads that go through this area. These are the B5044, Park Road, Mill Street, High Street and Scot Hay Road. From these roads are where the majority of suburban extensions and cul-de-sacs extend from. Additionally, there are multiple footpaths that connect the edge of the village to the surrounding countryside, particularly to the Silverdale Country Park.
Built form	Urban form	This area is mainly defined by more recent (typically mid-20th to early-21st C period) suburban extension development. These are almost entirely made up of cul-de-sac and ribbon settlement patterns of varying extents. The easternmost section of this area has multiple short, single-road cul-de-sacs extending from the B5044. Along Mill Street and Newcastle Street is a very regular ribbon pattern, with cul-de-sacs to the north and within the triangular form shaped by these two streets. The rest of the area is made up of extensive cul-de-sac forms. These include loop forms (such as that along Sutton Avenue), repeating short streets branching from a single lane (such as Ashbourne Drive) and those that have more resemblance to ribbon development (such as Underwood Road).
	Building lines, boundaries and setbacks	The building lines within this area are typically very uniform with neighbouring dwellings in each of the corresponding developments. The main outliers to this are the dwellings along Buxton Avenue to the southwest, which have a slightly scattered orientation, and the development between Park Road and May street which have widely varying orientations. Nearly all dwellings in this area are setback to allow for a front and back garden as well as on-plot parking. The setback distance itself, however, widely varies amongst all of the developments.
	Building, size, scale and type	These developments are typically either two-storey detached or semi-detached homes. Some developments are entirely detached, such as those along Glenwood Close, while others are entirely semi-detached, such as those along Underwood Road. Typically, however, developments have a mix of these two building types. The one exception to this are the dwellings within the development between Park Road and May Street, which are made up of single-storey terrace housing. Architectural vernacular is typical of the mid-20th to early-21st C period, with the primary building material being red brick and render and roof types being gable or hipped. Newer developments occasionally feature details such as stone cills and lintels, gable dormers, cross-gable roofs, attached and detached garages and porch roofs above the front entrance.

Table 07: Summary of the distinctive qualities and features that supplement the character of this Area Type.

SAT 3: Planned Village qualities and features (continued)		
Nature	Green and blue infrastructure	This area is bordered to the south and west by Greenbelt land. To the northwest is Silverdale Country Park with many connections to the village. The surrounding countryside to the south and west is largely defined by wooded areas that back directly onto the built-up areas. The Mineral Line, the dismantled rail line turned to a landscaped National Cycle Network and footpath, also begins in this area, at the intersection of the B5044 and Scot Hay Road. Additionally, Flood Zones 2 and 3 cross through a portion of the area going east–west along Church Street.
	Open spaces and biodiversity	There are multiple open spaces between developments in this area such as Ilkley Place Play Area, Coppice Avenue Play Area, Silverdale Cricket Club and Silverdale Athletic Football Club. There are also instances of public greens located within developments, such as Piren Green, Sutton Avenue and the green space surrounding the single-storey terrace developments along Park Road. Silverdale Common, a wooded park to the south of this area, is a converted former municipal golf club which is now a centre for biodiversity.
Activity	Uses and community	In addition to the areas of play listed in the previous row, there is also a large allotment east of Park Road. These allotments plots go along a gated dirt road and form a resemblance to ribbon development. Other land-use types include the St Luke's C of E Primary School, Silverdale Community Centre and sporadically placed local businesses and services.

Table 08: Summary of the distinctive qualities and features that supplement the character of this Area Type.

Figure 44: Green field located between High Street and Ashbourne Drive, with a natural tree barrier screening views.

Figure 45: Typical cul-de-sac development within the area

3.4.1 Key Considerations and Positive Features

Potential modern village extension

Recent developments have extended Silverdale westward, notably with the transformation of the former colliery site into a residential area. Looking ahead, potential expansion opportunities may focus on the southern parts of the village. This direction offers space for growth while aiming to integrate new housing with the existing community fabric. However, any proposed developments would need to carefully consider the impact on local infrastructure, the environment and the village's character to ensure sustainable and harmonious growth.

The project that is being presented for the former Keele Municipal Golf Course, called Lyme Park, would seek to develop about 900 units in four neighborhoods which are Keele Square, Keele Woods, Ashbourne Drive and Park Road (SP11 sites). The masterplan comprises green spaces and country parks, and the design is meant to preserve trees on the site and follow the terrain of the site.

There are certain potential negative impacts which include visual intrusion, whereby the development may change the appearance of the landscape. This may lead to more traffic by using the A525 and other surrounding roads, hence increasing traffic congestion, particularly during rush hour. Environmental issues include the possibility of adverse impacts on biodiversity, especially in critical habitats like ponds and woodlands. Mitigation measures should be carefully planned to minimise the loss of Green Belt land and its habitats.

It is recommended that a more detailed design code be developed at the early planning stages, in accordance with the guidance and codes outlined in this report, to safeguard the design quality of the future village extension.

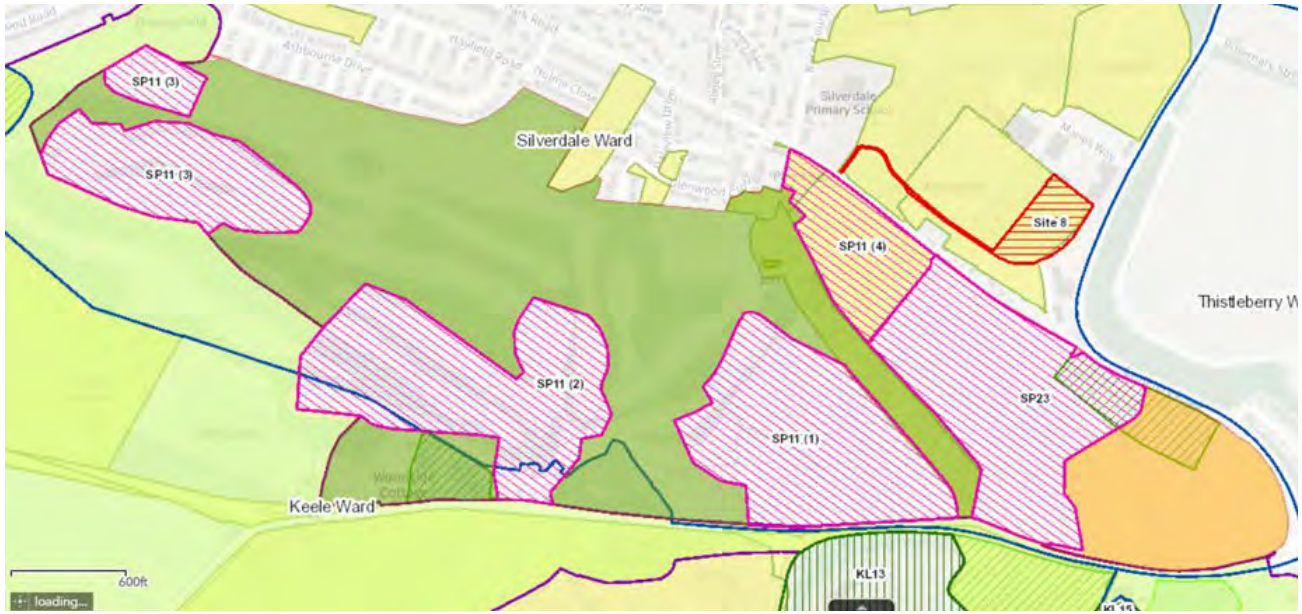


Figure 46: Potential areas for future development SP11 (Source: https://nulbc.maps.arcgis.com/apps/webappviewer/index.html?id=91890bdc21c04461bfe0370c8c37c0cb).

Countryside and open space frontage

Silverdale village has excellent integration between its built environment and the countryside. Some streets, such as Park Road and Hollywood Lane, face open spaces and provide clear views of the green landscape. This design creates a strong connection with Silverdale Country Park, making it easily accessible to residents. Furthermore, the play area near High Street offers recreational facilities that enrich the village's identity. This is a clear example of good design that enhances Silverdale's rural atmosphere and quality of life.

Figure 48: Good example of arrangement of frontages onto an open space.

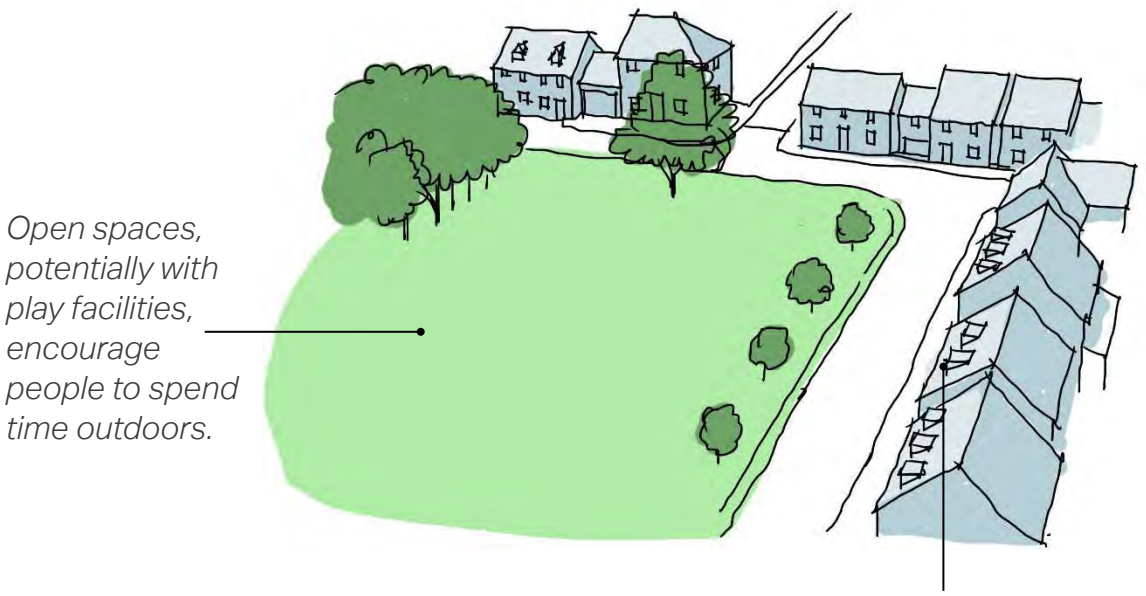


Figure 49: Good example of arrangement of frontages onto an open space.

Buildings are informally arranged, offering views of open spaces, which help preserve the rural feel. Front gardens and roads, including shared surfaces, are clearly defined by boundaries.

Well-kept open areas with footpaths create a welcoming atmosphere and serve as a natural buffer between the open space/countryside and the village.

Figure 50: Good example of arrangement of frontages onto the natural environment.

Figure 51: Good example of arrangement of frontages onto the natural environment.

Design Code 10: Natural environment frontages:

- **Rural Character: Maintain low-density housing layouts, using traditional materials and designs that reflect Silverdale's rural heritage. Preserve existing hedgerows and mature trees to blend development with the surrounding countryside.**
- **Integration with Nature: Ensure developments include green buffers, such as tree-lined streets and open spaces, connecting seamlessly to the surrounding countryside. Incorporate native planting and sustainable drainage systems.**
- **Safety and Quality: Design well-lit, pedestrian-friendly streets like Poole Lane, with traffic calming measures. Provide safe, accessible links to parks and natural areas, enhancing community well-being and local biodiversity.**

3.4.2 Planned village structure and forms

Block Structure and Building Line

Building lines play a key role in defining the layout and the character of an area. There is a mix of semi-detached and detached housing typologies in Silverdale. These lower density housing typologies contribute to the variety of building lines in the NA.

Any development should ensure buildings are aligned along the street with their main facade and entrance facing it, where this is in keeping with local character. The building ancillary of domestic properties such garages may be oriented with the gable end to the road which is in keeping with historic outbuildings seen throughout the area. In Silverdale there are two types of building lines that can be found throughout the area:

Figure 52: Linked building lines example within Silverdale.

Design Code 11: Formal building lines

- **Uniform building lines can be applied in the areas where higher density can be encouraged.**
- **Two-storey buildings with the same roof height can form a uniform roofline.**
- **Roofing materials, eaves, pitch, verge details, chimney stacks or other features visible above the ridge line should be carefully considered to create a uniform roofline that reflects the surrounding context of the site.**

Figure 53: Informal building lines example within Silverdale.

Design Code 12: Informal building lines

- **Developments with informal building lines are usually characterised by larger plots, generously-sized gardens or with greater provision of open space.**
- **The alignment of new building lines should respond to the context of surrounding landscape and provide gardens in the front and rear.**
- **This type of building line can be suitably applied where the development faces the open countryside or open space at the edge of development.**

Building Heights and Roofline

A comfortable variation in the size and scale of buildings - from single-storey bungalows to 2.5-storey properties - can enhance local character. It provides variety and difference, as opposed to homogeneity. Houses within Silverdale are mainly 1-2.5 storeys high, with a majority of 2-storey family houses. New development should be sympathetic in height and scale to its surrounding context. There are two types of building rooflines throughout Silverdale that can be identified:

Design Code 13: Building Height

- **The building height should fit in with its surroundings and help create a traditional street scene.**
- **Flat roofs on all new development should be avoided especially on new buildings in the Conservation Area, which will not be permitted.**

Design Code 14: Uniform Roofline

- **3 or 4 buildings with the same roof height can form a uniform roofline.**
- **Uniform rooflines can be applied in areas where higher density is encouraged.**
- **Roofing materials, eaves, pitch, verge details, chimney stacks or other features visible above the ridge line should be carefully considered to create a uniform roofline that reflects the surrounding context of the site.**

Design Code 15: Varied Roofline

- **Variety positively contributes to the character of Silverdale. It can be applied in the area where the development meets the countryside's edge to retain its rural character.**
- **Roofing materials, eaves, pitch, verge details, chimney stacks or other features visible above the ridge line should be carefully considered. These features may be diverse to create a varied roofline, while still respecting local character.**

Figure 54: New building heights and rooflines respecting significant views of local landmarks, such as the church spire.

Figure 55: Lower roofline for developments that can be seen from the surrounding countryside.

Building Typology
A variety of approaches to housing typologies and layout of buildings should be explored to make the best use of land and create high-quality, comfortable and attractive homes.

New development should enhance Silverdale's character by achieving more interesting, varied and high-quality designs and built forms.

Depending on housing needs, terraced, semi-detached and detached typologies are acceptable. Design Codes and precedents for each type are provided in this section.

Figure 56: Typical modern styles terraces.

Figure 57: Traditional styles terraces.

Design Code 16: Terraced Buildings

- **These should be mainly 2 storeys for prominent or identifiable key buildings. The street scale needs to be considered carefully. For example, wider primary routes should have larger scale buildings.**
- **Typically simple pitched roof volumes are acceptable. Projecting elements should be considered on key buildings to help demarcate corners.**
- **Consistent setbacks should be used to provide well-defined street compositions.**
- **Development should have consistent ridge and eaves lines.**

Design Code 17: Semi-detached Building

- **These should be mainly 2 storeys, with 2.5 storeys for key building locations.**
- **Typically simple traditional forms with the occasional projecting elements are acceptable. Projecting elements should be considered on key buildings to help provide corner articulation.**
- **Setbacks should be consistent, with only a small variation between buildings to provide a more formal street composition.**
- **Buildings should strongly relate to the street, although a varied frontage is acceptable.**

Figure 58: Typical style of detached houses.

Figure 59: Typical style of semi-detached houses.

Design Code 18: Detached Building

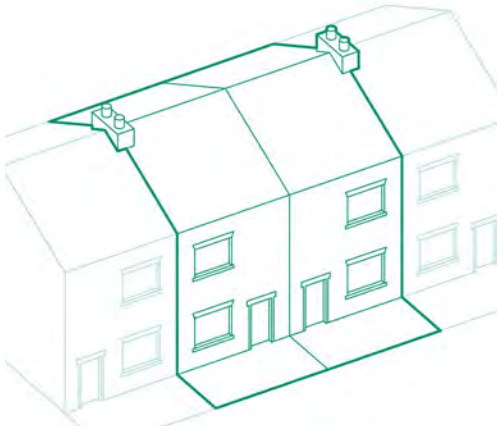
- **Variable frontages should be used, provided through more informal building placements between plots.**
- **Building massing to be more varied with greater use of hipped roof styles and projecting gables to create varied streetscapes.**
- **Building orientation is not required to conform to any joint relationship with adjacent properties; however frontages should positively address the street.**
- **Variation is permitted to the ridge and roof lines. Individual buildings should accommodate any topographical changes between units.**

3.4.3 Materials and Design

The buildings in this area mainly date from the late 20th or early 21st century, constructed using modern methods and materials. Some council houses or affordable homes feature rendered or pebbledash walls, while red or buff-coloured bricks are common along the streets. These materials and designs are typical of many towns in England, therefore they reflect little of the identity of a town with such a rich mining heritage.

Design Code 19: Architecture and Materials in Village Envelope

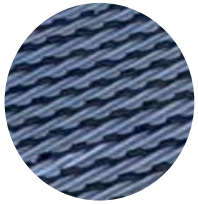
- **Designs should harmonize with their surroundings without simply copying existing styles. Contemporary architectural approaches are encouraged where appropriate.**
- **Building materials and design should mirror the area's character, i.e., brick, stone and metal work should be used. The designs should capture the spirit of the area's mining heritage in form, texture or detailing without being too pastiche.**



This icon symbolises residential character. It will be used alongside images in illustrating the key materials of each villages distinct residential character.

Figure 60: Examples of render colours in the area.

Figure 61: Examples of red brick buildings in the area.



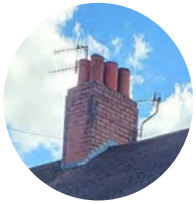
Roof material

Grey and red clay tile & grey slate

Window

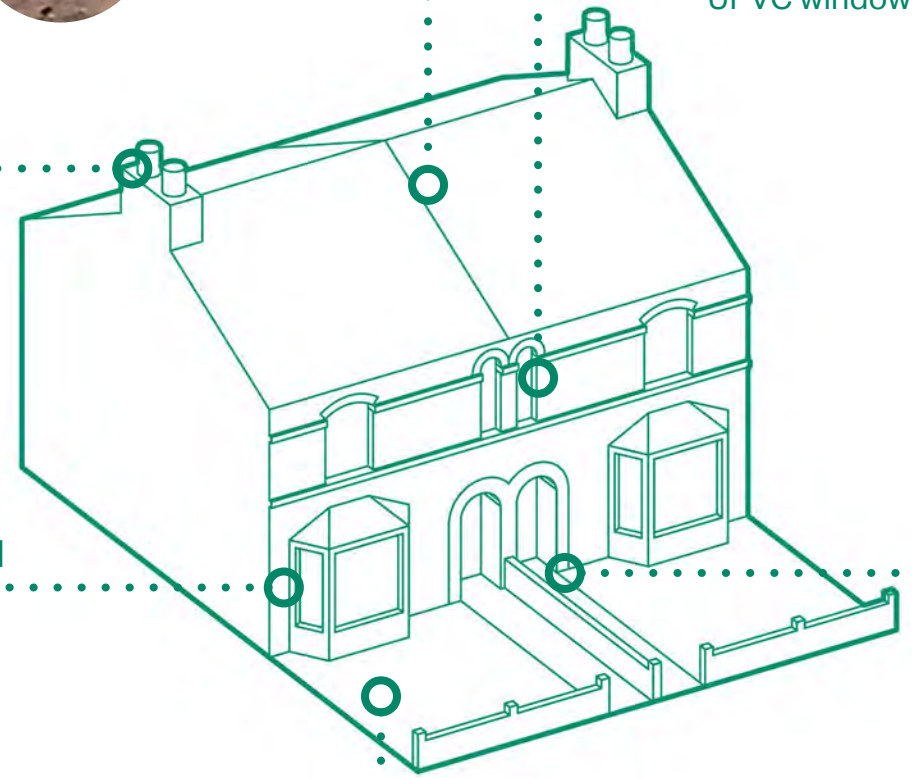
Stone headers and sills;

UPVC window



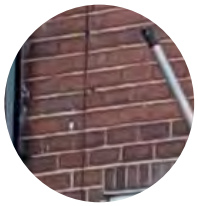
Chimney

Red brick chimney stack



Materials used in Historical Village

Materials shown on this page indicate that the Historical Village is a traditional area with rich history and local materials.



Façade material

Various renders (white, yellow, light blue, etc.

Red or buff brick

Doorway

Brick semi circular arch headers

UPVC door

Boundary treatment

Without / Small front garden without boundary;

Long front gardens

Figure 62: Typical materials used in the area type.

3.5 SAT 4: Employment Areas

Area Type Description

This area includes industrial uses such as warehousing, storage and manufacturing. It is typically located on the edge of Planned Village Area Type within the surrounding landscape.

The major sites within this area include those located along Maries Way between the Silverdale Cemetery and allotments, Kents Lane to the west, two to the east on either side of Ironbridge Drive estate, Stonewall Place from Newcastle Street and Brock Way from Church Lane. Although these latter two appear next to each other on maps, they are two separate sites with each their own separate access points and distinct characteristics.

The overall characteristics of these sites are defined by the built features of the buildings, road systems and boundary treatments. These result in areas that are defined not by their public realm, or as a place to occupy, but rather for their land use.

More detailed analysis provided in the table overleaf:

Figure 63: Location of SAT 4 within the context of the NA boundary.

Please note:

As there is no residential development for this Area Type, this section will not include calculations for net density, plot dimensions nor block dimensions. Due to this, the analysis in the table overleaf is structured differently than those from previous Area Types. This analysis focuses primarily on the appearance of the area, rather than features such as connectivity and community activity.

Figure 64: Entrance to an industrial estate on Maries Way off of Cemetery Road. *Copyright: Jonathan Hutchins*

Figure 65: Industrial units in Silverdale Enterprise Park on the former Silverdale Colliery site. *Copyright: Jonathan Hutchins*

Source for Copyright photos can be found online at Geograph.co.uk

SAT 4: Employment Areas appearance characteristics	
Land use	Most of these sites comprise of business parks and warehouses for industrial services located within the NA. Some sites however, such as the site east of Ironbridge Drive, are used for local services and others are the site of offices.
Urban form	These sites comprise a wide, no-through road that typically branch off to a large parking lot. These are urban in form with tarmac surfacing and a large number of marked parking bays. The width of the road and size of the parking lot are made to comply with the needs of larger vehicle access, such as lorries. The main building or warehouse is often placed in the centre of the parking lot, although are occasionally fronting it to screen from the street, such as is seen for Maries Way from Cemetery Road. These sites are often surrounded by boundaries of green to shield from view. These are in the form of tree belts and raised grass berms.
Setbacks	The boundary of these sites are typically set back 10-25 metres from the road. This setback is often filled with tree belts, shrubbery and raised land to screen the sites from the streetscene. The plots then have a range of depths from 70 metres from the street (site located east of Ironbridge Drive) to 280 metres (Brock Way).
Public realm	The public realm within this Area Type is less pronounced as these sites are primarily used by large vehicles and indoor employment. For this reason, there is a lack of open green spaces. There are, however, a connected network of pavements.
Materials	The most common building material, especially for warehouses, is corrugated sheet metal which is used both on the facades and roofs. Other buildings feature brick facades and some a mix of both. Many of the buildings along Brock Way are notable for a consistent vernacular of half brick, half prefabricated facades and wide glazing with blue metal glazing bars and accents, such as the drainage systems, external lighting and roof fascias.
Roofscape	The roofs of the buildings in these areas are typically low-gable and made of corrugated sheet metal. The height of these buildings are usually below the surrounding tree-line so as the remain hidden from long views into the NA from the surrounding landscape, although this is less effective from higher elevations. Many of these roofs also feature solar panels. Where a building is seen from the street, these often feature a tile roof similar to that of the surrounding housing.
Boundary treatments	In addition to the natural screening mentioned in the rows above, the most common boundary treatment used in these sites are metal gates and fencing. These are usually inconsistent between different plots in the same site, for example along Maries Way. This site also features a hedgerow, although this is not typical for this Area Type.

Table 09: Summary of the appearance characteristics that supplement the character of this Area Type.

3.5.1 Key Considerations

Separation between residential areas

The employment areas in Silverdale are mainly situated around the periphery of the town and therefore their impact on traffic, noise and visual character to the nearby residential areas need careful consideration. The Silverdale Enterprise Centre is well-screened by woodland along Scot Hay Road and by the pitches of Silverdale Athletic Football Club. There is little visual relationship to this from recently built homes on the lower slopes. Employment areas on Cemetery Road are similarly enveloped in dense woods and allotments, however some industrial buildings are located on Stonewall Place directly adjoined to the rear gardens of houses. The Silverdale Bathrooms warehouse and shops are also situated near to residential areas. Effects of these employment areas including noise, visual disturbance and traffic should be strictly checked and managed.

Figure 66: Buildings of Silverdale Enterprise Centre are screened by trees.

Figure 67: Industrial units along Newcastle Street need better screening through trees.

3.5.2 Employment Buildings and Industrial Units

The guidelines below aim to guide the potential inclusion of employment and light industrial units in the industrial areas. These typologies tend to be highly visible and thus will require to be treated with sensitivity towards the more traditional pattern of the parish.

Design Code 20: Building layout and groupings

- **Proposals for new industrial developments should avoid creating access conflicts with surrounding residential areas.**
- **Building height and mass should not create abrupt changes in proximity to existing residential areas, but should be integrated within the surrounding context.**

Design Code 21: Building architecture and appearance

- **New buildings should provide facade solutions which are visually attractive from the street and are engaging and respectful of the streetscape.**
- **The design of new buildings in the industrial area should be consistent in scale with nearby industrial buildings.**
- **New developments should be attractively designed and use high-quality contemporary building forms and materials.**
- **Buildings adjacent to open space areas and residential land uses should use a transitional scale and appearance to interface the adjoining environs.**
- **Parking and servicing areas should not dominate the area and should be screened by vegetation and mature trees and, where possible, be located to the rear of buildings.**

Design Code 22: Boundary treatment and screening

- **Buildings should be well set back from main roads to provide opportunity for landscape planting to improve the visual quality of the streetscape.**
- **Boundary treatment for new developments should be designed to frame the building and improve the overall streetscape.**
- **Plot boundaries should be screened with native vegetation or other landscape design solutions.**

Figure 68: Example of Industrial units.

Design Code 23: Site layout & frontage

- **Yards and loading spaces should be located away from the street edge, towards the middle or rear of the site.**
- **Position the most active uses or operational areas on ground floor along the street.**
- **Ensure that ground floor uses are adjacent to the street and have high levels of glazing.**

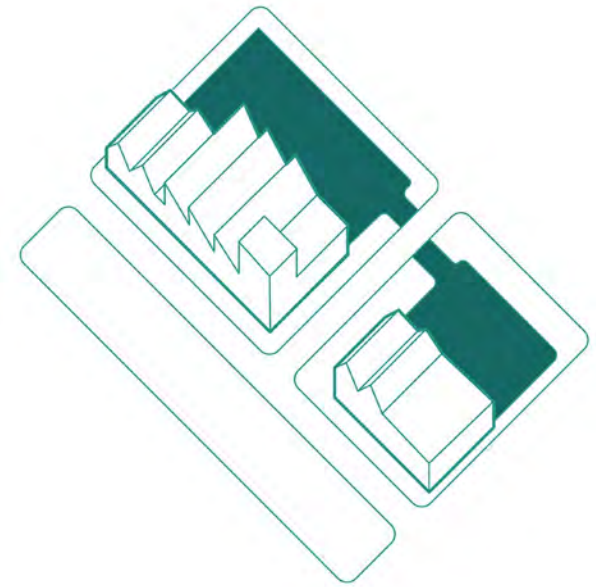


Figure 69: Yards and loading spaces should be located to the rear of the site.

Figure 70: Precedent image of back loading yards.

Design Code 24: Movement for Employment Areas

- **Ensure Heavy Goods Vehicle (HGV) routes connect to the strategic road network as efficiently as possible to reduce conflict between HGVs and other road users.**
- **Separate modes of transport where necessary and consider limiting the types of vehicles that can use particular routes.**
- **Promote businesses working together to consolidate deliveries where possible to reduce HGV movements.**
- **Design junctions that are safe and easy to cross for pedestrians and cyclists.**
- **Higher employment densities such as B1c and studio spaces should be located with better connectivity.**

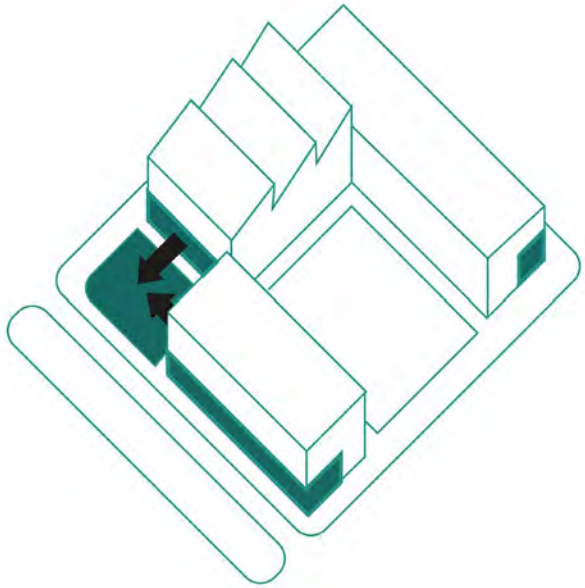


Figure 71: The most active uses to be located on the ground floor, fronting the street to enhance their visual permeability.

Figure 72: Precedent image of a building front.

3.6 CAT 1: Natural Environment

3.6.1 Natural Environment Baseline Study

The Natural Environment Countryside Area Type is the largest Area Type in the NA and comprises undesignated landscape areas, country parks, cemeteries and allotments.

The largest and most notable designated green spaces in this area are Silverdale Country Park to the northwest of the village and Silverdale Common (formerly Newcastle Municipal/Keele Golf Club) to the south of the village.

The Country Park is most notable for its scenic sloping bowl, known as the Void, with the Southern Pool located at the base of this. This site is an important wildlife habitat and was designated as a Site of Biological Importance (SBI) in 2015. Silverdale Country Park as centrally located in a 'Green Infrastructure node - the 'Newcastle West Green Gateway' but woodland connectivity is not as well recorded in the Borough's Infrastructure Strategy document.

Silverdale Common is a 200 acre site of woods, ponds and open grassland on a former golf club. This is one of the areas considered for potential expansion of the village.

Other notable sites within this Area Type include a large pond west of Kents Lane, the over three hectare large Silverdale Cemetery and Silverdale Allotments which occupies over two hectares of land.

Please note:

As there is no residential development for this Area Type, this section will not include calculations for net density, plot dimensions nor block dimensions. Additionally, there will not be a table summary of the qualities and features found for previous Area Types as these descriptions are focused on the built context. Rather, for this area, guidance and codes should refer to the provided descriptions, maps, images and diagrams provided for this Area Type.

Figure 74: View of St Luke's spire in the distance seen from the Mineral Line footpath/cycleway. *Copyright: Brian Deegan*

Figure 73: Location of CAT 1 within the context of the NA boundary.

Source for Copyright photos can be found online at Geograph.co.uk

3.6.2 Natural Environment Features

The NA is host to both statutory and non-statutory environmental designations. This comprises a network of green spaces, water bodies, biodiversity habitats and other natural elements. All of these spaces need to be well maintained to ensure they continue to meet the needs of the local people, as well as the animal and plant species within its ecosystem.

Local Geological Site: Jobs Wood is an important geological site with a sandstone quarry that's significant to the region. For more information, please follow the link: https://gcstaffs.org/home/geosites/staffordshire-local-geological-sites-logs/newcastle-under-lyme-logs/

Figure 75: Entrance to Silverdale Cemetery with a green space to the left acting as a natural barrier to an industrial area.

Site of Biological Importance: Silverdale Country Park is a former colliery site which has been restored. Owned by the Land Trust, it is home to open grasslands, woodlands and wetlands. A home to a wide range of species including birds, butterflies and wildflowers. It has walking and cycling paths, allowing for recreation and nature exploration. The park helps in maintaining the local biodiversity and encourages community involvement in conservation activities.

Design Code 25: Environmental Designations

- **New development proposals should aim for the creation of new habitats and wildlife corridors, e.g. by aligning back and front gardens, and new areas of woodland, stone walls/hedgerows, grassland or wetland habitats. Gardens and boundary treatments should be designed to allow the movement of wildlife and provide habitat for local species. Signs and safe crossing points for wildlife such as amphibians, ducks and hedgehogs should be considered as part of the proposals.**
- **Any development should enhance biodiversity and landscape characteristics wherever possible. This will involve restoring and increasing the total area of natural habitats and landscape features, and the provision of a clear landscaping scheme to demonstrate how new development will create positive green linkages and contribute to these assets.**
- **New developments should strengthen biodiversity and the natural environment. Biodiversity Net Gain (BNG) should be adopted as a requirement for all relevant development.**

3.6.3 Green Belt and Open Spaces

The Green Belt in Silverdale acts as a useful barrier, which preserves the rural character of the area and prevents urban sprawl. It is utilised for agriculture, recreation and wildlife habitats, making it contribute to the biodiversity of the local landscape. The Green Belt also helps in drainage and prevention of flood risk by ensuring that there are permeable surfaces. Its condition ranges from moderately well kept woodlands and fields to areas which have been adversely affected by past industrial activities such as mining. Some parts have been enhanced by restoration, resulting in lovely natural areas like Silverdale Country Park.

Allotments

There are two allotments in Silverdale. One of it is situated near Park Road and provides the residents the place to grow fruit, vegetables and flowers. It is managed by Park Road Allotment association. Enclosed by hedgerows, it is a peaceful place for community gardening. The plots are well kept, supporting sustainability and healthy lifestyle and also the sense of community among the local gardeners.

Another allotment site has more plots for cultivation and is surrounded by dense trees, situated off Cemetery Road. It managed by Acre Allotments Association, and supports biodiversity while allowing residents to have access to fresh produce and outdoor activity. The allotments are part of Silverdale's green infrastructure, a productive use of land which also encourages social interaction between plot holders. The Borough Council has formally approved the expansion of allotment provision at Acre Allotment, agreeing to extend the existing lease to include the rectangular plot situated between Acre Allotments and Site 8 (refer to Figure 46).

Figure 78: Green Belt development around the village.

Figure 76: A view of Park Road Allotments.

Figure 77: A view of Acre Allotments.

Former Golf Course

This former golf course in Silverdale has become a good habitat for wildlife and biodiversity, a home to birds, small mammals and insects. Its open grasslands, scattered trees and natural vegetation supports ecological diversity and assists in the fight against climate change by sequestering carbon dioxide. The site also serves as a natural buffer; it provides visual screening for nearby residential areas and adds to the beauty of the local landscape. It has become a valuable asset to the community, providing opportunities for recreational activities such as dog walking and informal play.

Figure 79: Former golf course acts as visual screening.

Design Code 26: Green Belt and Open Spaces

- **Green Belt and Open Spaces should be protected and enhanced.**
- **Developments adjoining public open spaces should arrange main building façades and entrances to face the open space. This will enhance the character of the space, which will help create a sense of place, improve natural surveillance and foster social interaction.**
- **Open spaces should offer a variety of uses related to the surrounding activities and buildings. Where play areas are required, these should not be isolated and should be located within short walking distances of housing to promote natural surveillance with buildings overlooking them.**
- **Proposals for new open space or improved open space, especially in areas with a deficiency of provision, will be encouraged.**

Area wide guidance and codes

04

4. Area wide guidance and codes

This section supports decision-makers and designers when producing or reviewing planning applications within the entire NA. This applies to development in allocated sites, infill development and windfall development that may come forward, with a focus on proposed residential development.

It is acknowledged that there is not always agreement on aesthetic issues and opinions may vary. The following guidance and codes therefore allows for flexibility and design innovation, whilst ensuring that any new development is appropriate and complementary to the surrounding context.

To enable a clear design process, new development proposals must use the this section to ensure that development proposals enhance the setting and sustainability of Silverdale, while not detracting from its context, local character and sense of place.

4.1 Guidance and code themes

The guidelines outlined in this chapter aim to apply to the whole of the NA. These have been derived from current urban design best practice and are considered essential for a successful development.

These guidelines advocate the use of context for design cues. In this sense it is expected that a design proposal will make reference to different design elements such as layout of buildings, building envelope, materials, building forms, colours, roofs and fenestrations.

These guidance and codes were decided based on meeting with the Neighbourhood Plan Steering Group as well as an in-depth desktop study of the NA. Each of these themes will be accompanied by relevant supported analysis, photographs and diagrams.

Codes and guidance are arranged under the following pages.

4.2 Street Design

The following pages set out guidelines to consider when developing both existing and new developments within Silverdale. They apply to all areas of the village and are not specific to one Area Type.

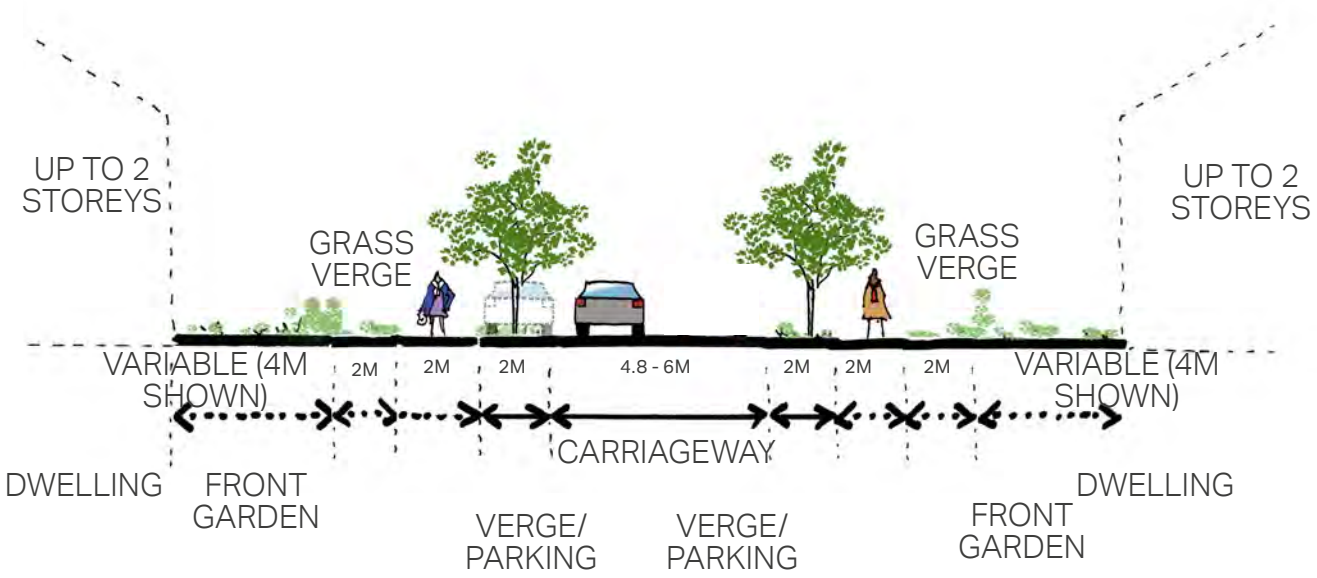


Figure 80: An indicative of potential street section arrangement that can be considered.

Design Code 27: General Street

The general street is the prevalent street across from new development. The desired design features for this street type are:

- **Where applicable and practical, speed limits should be 20mph with low traffic volumes and low speed and include design elements for traffic calming e.g. minimising the corner kerb radius, horizontal deflection and the like.**
- **Carriageways should accommodate two-way traffic and parking bays should be designed for cyclists to mix safely with motor vehicles.**
- **Front gardens should be well-planted to create an attractive environment.**
- **Preferably, locate parking to the side of the property to mitigate the impact of cars on the streetscape.**
- **If cars are parked at the front, at least 50% of the frontage should be landscaped and with a property boundary treatment.**
- **As part of Silverdale's defining character, street trees are important and also help to mitigate climate change. If this is not possible, front gardens should be deep enough to plant trees.**
- **Avoid using cul-de-sac solutions; instead use street furniture (e.g. bollards) to stop vehicle circulation whilst allowing other movement types.**

Design Code 28: Car Parking Solutions

- **Parking areas are a necessity of modern development. Parking provision should be undertaken as an exercise of placemaking.**
- **When placing parking at the front of a property, the area should be designed to minimise visual impact and to blend with the existing streetscape and materials.**
- **When needed, residential car parking can be translated into a mix of on-plot side, front and garage, complemented by courtyard parking.**
- **For family homes, cars should be placed at the side (preferably) or front of the property. For small pockets of housing, a rear courtyard is acceptable.**
- **Loss of off-road parking spaces in employment land development should be avoided. Design should follow the published ratio of dwellings to parking spaces in Newcastle under Lyme 2024 Local Plan (Ratios of 2 parking spaces for 2 bed and 1 parking space for 1 bed flats).**

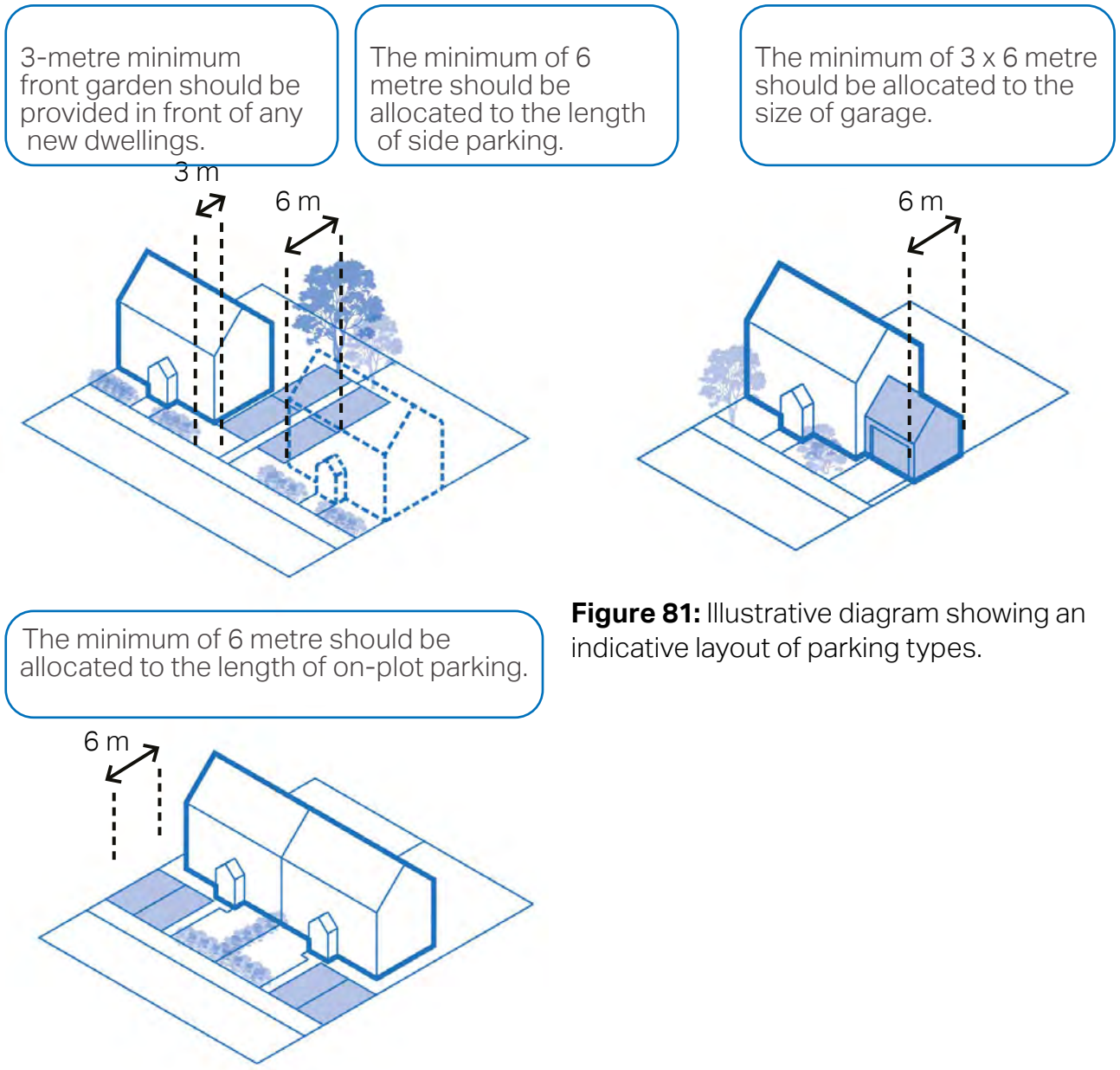


Figure 81: Illustrative diagram showing an indicative layout of parking types.

4.3 Flood Resilience

There is no property in Silverdale which falls within Flood Zone 3, which is area with a high chance of flooding. New constructions should try to steer clear of Flood Zone 3 as much as possible. The surface water management should ensure that the design reduces the probability of flooding at the site and other properties further down the stream.

Due to the floodable zone of the area, it is recommended that developments should keep surface water discharge rates to below the greenfield. Where this is not possible, this rate should be considered as the maximum.

Where possible, developments should incorporate Sustainable Urban Drainage Systems (SuDS). These systems employ natural processes and create areas for residents to engage in recreational activities that promote interaction with plants and animals.

Design Code 29: Water and Drainage

- **Drainage should be considered early in the development planning and design process, along with other key considerations.**
- **Existing watercourses, existing surface water flow routes across the site and existing drainage systems must be taken into consideration and the drainage strategy should mimic natural drainage patterns as closely as possible.**
- **Adoption of permeable paving solutions instead of tarmac is encouraged. Gardens and soft landscaping should be maximised to reduce the overall area of impermeable hard surfacing that might increase surface water volumes and increase local flood risk. Further, green space can be used for natural flood protection e.g. permeable landscaping, swales etc.**
- **The installation of water butts within new residential developments is encouraged to collect rainwater from roofs and reduce the overall rainwater runoff impact of any development.**
- **Buildings should incorporate domestic water saving measures such as aerated taps, thermostatic mixer valves, low-flow showers, dual flush WCs and water-efficient white goods.**

4.4 Treatment of Natural Environment

Woodland, trees and hedgerows have a significant contribution to both the built and rural environment of the NA. Their visual amenity helps define the rural and natural character of the wider NA. Development should therefore seek to enhance and protect groups of high-quality trees, hedgerow and woodland. Selected existing trees along the parcel edges are to be retained to create a maturity of the place and define boundaries, particular trees within the former golf course. Planting of trees is encouraged to help strengthen borders and to help maintain the strong edges of development.

This Design Code stresses the importance of green areas and aims to support the ways and means by which local residents can connect more with the natural environment, even within the cores of each of the settlements.

Design Code 30: Woodland, Trees and Hedgerows

- **Developments should be designed to retain trees, particularly those of landscape and biodiversity importance, with a view to increasing tree cover.**
- **The spacing of development should reflect the rural character and allow for long distance views of the countryside from the public realm. Trees and landscaping should be incorporated in the design.**
- **In the outer NA, the rural character should be preserved and enhanced through the retention of grass verges, hedgerows and trees and new plantings to improve biodiversity.**
- **Species choice should be predominantly native but not completely; a 2:1 ratio would be appropriate to help build a tree population that supports UK wildlife but is also capable of responding to new diseases and climate threats.**
- **Provision of parks, allotments, green links, open green spaces and any proposals by which local residents can connect more with the natural environment, even in the village centre, are encouraged by any potential development.**

4.5 Public Art

Several public artworks and memorials indicate that Silverdale has a long tradition of mining and other events.

Mining history public art

The most obvious one is the 'Silverdale monument' sculpture, installed in 1996 as a tribute to the miners of Silverdale. It is situated on Newcastle Road and is a reminder of the link between the community and the mining industry. This monument, created by artists Michael Talbot and Steven Whyte, depicts a life sized miner pushing a coal tub along a track and is a symbol of the villages industrial past.

Located in Silverdale Country Park, the Miners' Memorial honors the mining history of the area and the miners who worked in the pits. It is a focal point for remembrance and community pride and is surrounded by natural beauty.

The Silverdale Miners' Wheel is another commemorative sculpture to mark the area's rich mining heritage. A monument to the contribution of local miners, it stands in Silverdale Country park and is a testament to the village's former connection to coal mining.

Circus history public art

The Philip Astley Sculpture is another public art in Silverdale. This artwork celebrates the legacy of Philip Astley, the 'father of modern circus', and combines creative expression with local heritage to honour his contributions. It also serves as a focal point for community pride.

War memorial public art

St. Luke's Church in Silverdale is also home to a chancel screen, which was erected as a war memorial to those who served.

These public artworks and memorials are an integral part of Silverdale's cultural heritage and ensure that the sense of identity and the connection with the past are not broken.

Figure 82: Silverdale monument.

Figure 83: The Philip Astley Sculpture.

Figure 84: The Miners' Memorial.

Figure 86: Silverdale miners' wheel.

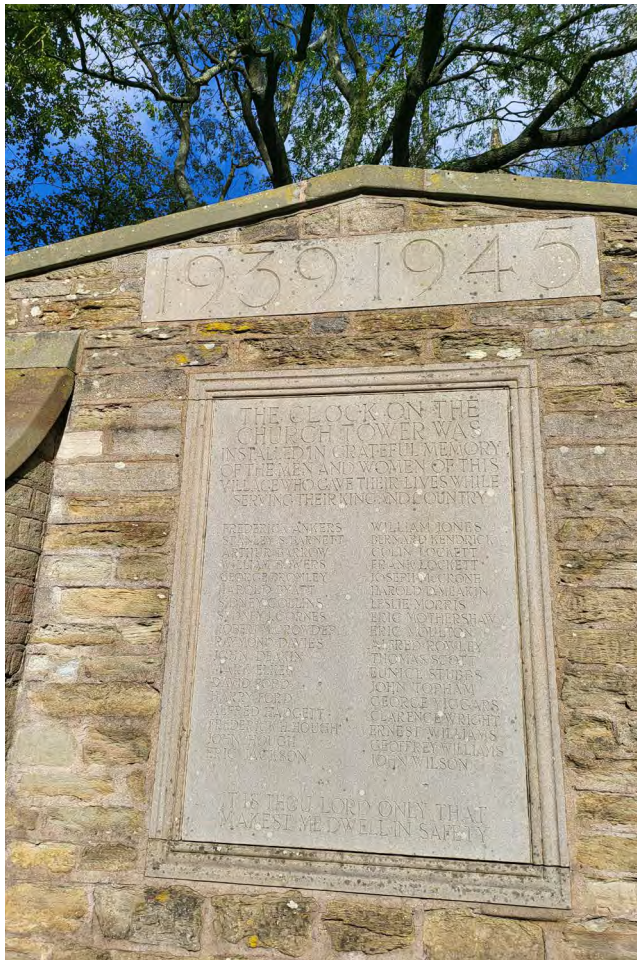


Figure 85: The War Memorial as a part of wall of the Silverdale St. Luke's Church.

Design Code 31: Public Art

- **Celebrating Heritage: the community's rich mining and cultural heritage of Silverdale should be celebrated; Installations should reflect links to its industrial and historical past.**
- **Focal Points for Community Pride: public artworks should serve as key landmarks and focal points, promoting a sense of identity, remembrance and pride.**
- **Integration with surroundings: public art should be thoughtfully integrated into the natural and built environment, complementing surrounding landscapes and character of public spaces, and then describing it objectively.**

4.6 Resilience to the Climate Change

The Local Plan encourages creating buildings and spaces with reduced environmental impact, offering people opportunities to live lower carbon lifestyles. Buildings should be suitable for future adaptation, conversion or expansion. The sustainable design and construction of new buildings and extensions to existing buildings have an essential role in reducing running costs, improving energy efficiency, and reducing greenhouse gas emissions.

Integration of sustainability should be considered from the concept stage, considering passive solar heating, cooling and energy-efficient strategies. The energy hierarchy should be adopted through the implementation of passive environmental design principles (considering how the site layout can optimise beneficial solar gain and reduce energy demands, e.g. insulation while reducing the risk of overheating), then specification of energy-efficient building services before the incorporation of renewable energy sources. The climate emergency has created the need to decrease our carbon footprint to net-zero by providing innovative solutions to transportation (electrification) and the energy use of buildings.

Sustainable design incorporates innovative practices at all scales of design to achieve less impactful development footprints, whilst future proofing homes, settlements and natural environments.

Reducing the use of limited natural resources whilst increasing utilisation of local resources and sustainable natural resources can help to achieve this.

Design Code 32: Resilience to the Climate Emergency

- **All new development should work to moderate extremes of temperature, wind, humidity, local flooding and pollution within the NA.**
- **Avoid siting homes in high risk flood areas and mitigate increased risk of storms and flooding with sustainable drainage systems (SuDS). These reduce the amount and rate at which surface water reaches sewers and watercourses. This reduces pressure on valuable water sources.**
- **Eco-systems cannot adapt as fast as the climate is changing, leading to loss of biodiversity. Protecting and enhancing woodlands, watercourses and green infrastructure can combat this. Use street trees and planting to moderate and improve micro-climates for streets and spaces.**

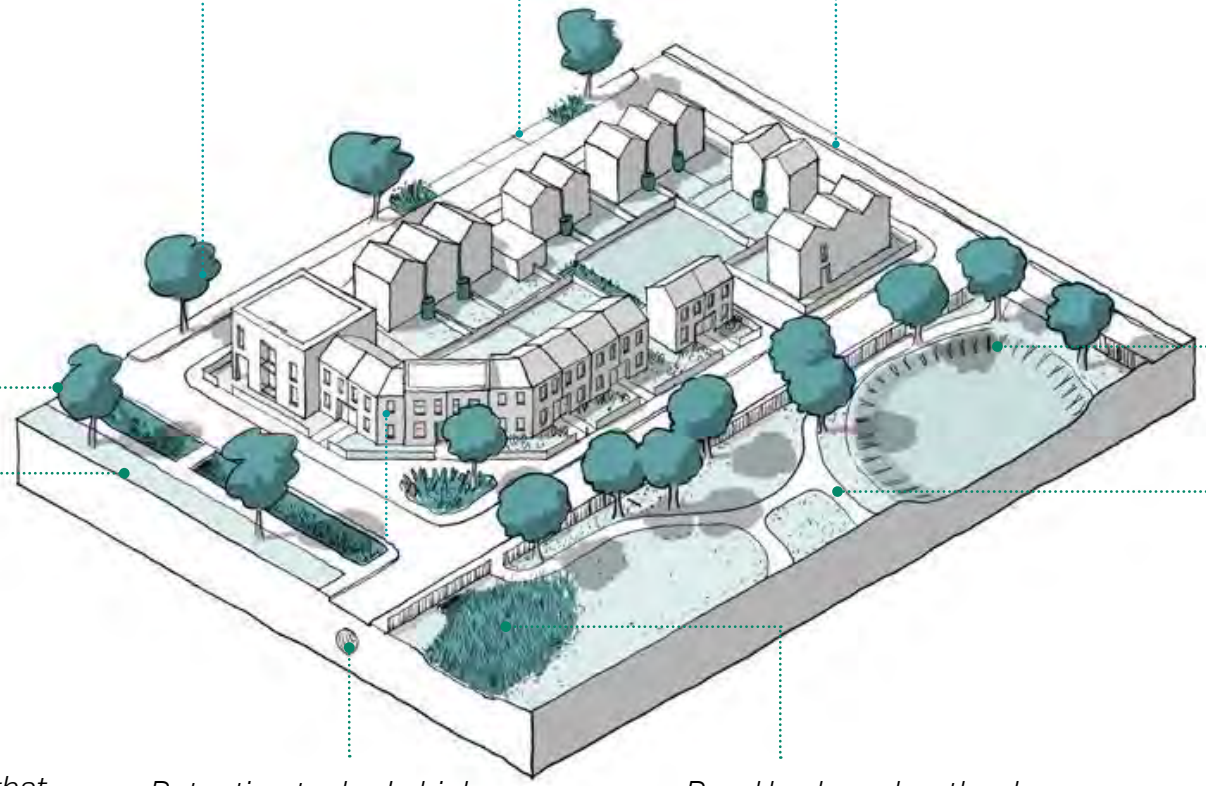
Street tree planting: SuDS designed into highway provision can provide dual-use benefits when integrated with street tree provision.

Green roofs and walls: Provide capacity to hold and attenuate water run-off as well as ecological and leisure benefits.

Soakaways and filter drains: Shallow ditches and trenches filled with gravel or stones.

Rain capture: Water butts and other rainwater harvesting systems collect rainwater for use in gardens or for non-potable uses reducing water consumption.

Basins and ponds: Attenuation ponds that are normally dry but fill during a rain event and then either store or gradually discharge water to the system.



Swales: Shallow channels that provide attenuation while also channeling water to other features such as ponds.

Retention tanks: In high density schemes water can be attenuated in underground structures.

Reed beds and wetlands: Topography can be used to create wetlands that provide attenuation capacity as well as filtering out pollutants and providing habitat for wildlife.

Permeable surfacing: Surfaces that allow water to percolate into the ground including natural surfaces, gravel and low traffic volume engineered road surfaces and hard-standings in front gardens.

Figure 87: Example of arrangement for resilience to the climate change

4.7 Sustainable Design

The Local Plan encourages creating buildings and spaces with reduced environmental impact, offering people opportunities to live lower carbon lifestyles. Buildings should be suitable for future adaptation, conversion or expansion. The sustainable design and construction of new buildings and extensions to existing buildings have an essential role in reducing running costs, improving energy efficiency, and reducing greenhouse gas emissions.

New housing and employment developments must clearly show how utility services will be provided, ensuring utilities are involved early in the planning stage. Buildings must be designed to facilitate future adaption integration of sustainability from the concept stage, with consideration of passive solar heating, cooling and energy efficient strategies. The energy hierarchy should be adopted through implementation of passive environmental design principles, then specification of energy efficient building services before the incorporation of renewable energy sources. All new buildings must have integrated roof mounted PV panels or tiles.

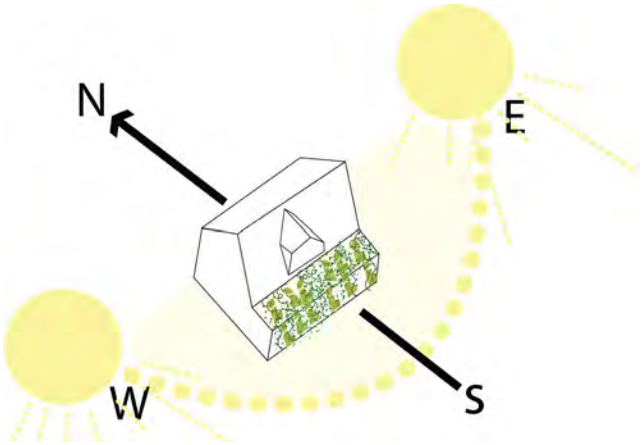


Figure 88: Precedent images - Examples of energy-efficiency design.

Design Code 33: Energy Saving

- **The design of buildings for energy efficiency should be consistent with the Government's current zero carbon buildings policy as outlined in the NPPF and the Code for "Sustainable Homes and Energy Performance of Buildings" (MHCLG publication) or any replacement, with the aim to achieve the highest viable level of energy conservation.**
- **The measures taken towards a zero carbon development must be identified in a Design Statement.**
- **Where an energy performance certificate is required for a building the target SAP rating aimed for in the design must be shown in a Design Statement.**
- **Where buildings are designed to the standards in the "Code for Sustainable Homes and Energy Performance of Buildings", the anticipated star rating to be achieved under the initiative must be included in a Design Statement.**

- **By default, new development should adopt a fabric first approach in line with the governments emerging Future Homes Standard, to attain higher standards of insulation and energy conservation.**
- **Reducing energy demand further by employing passive design guidelines for homes is desirable and can make some forms of development more acceptable to the community (window orientation, solar gain, solar shading, increased insulation, ventilation with heat-recovery).**
- **Maximise on-site renewable energy generation (solar, ground source, air source and wind driven).**
- **Consider building form and thermal efficiency: point-block/ terraced / semi-detached / detached all have different energy efficiency profiles. This must be balanced with local design preference and character considerations to ease acceptance for development.**

Figure 91: Air source heat pump unit located to the rear / side elevation of a dwelling, so to avoid its visual impact on the dwellings frontage and wider streetscape.

Figure 89: Precedent image - example of energy-efficiency design.

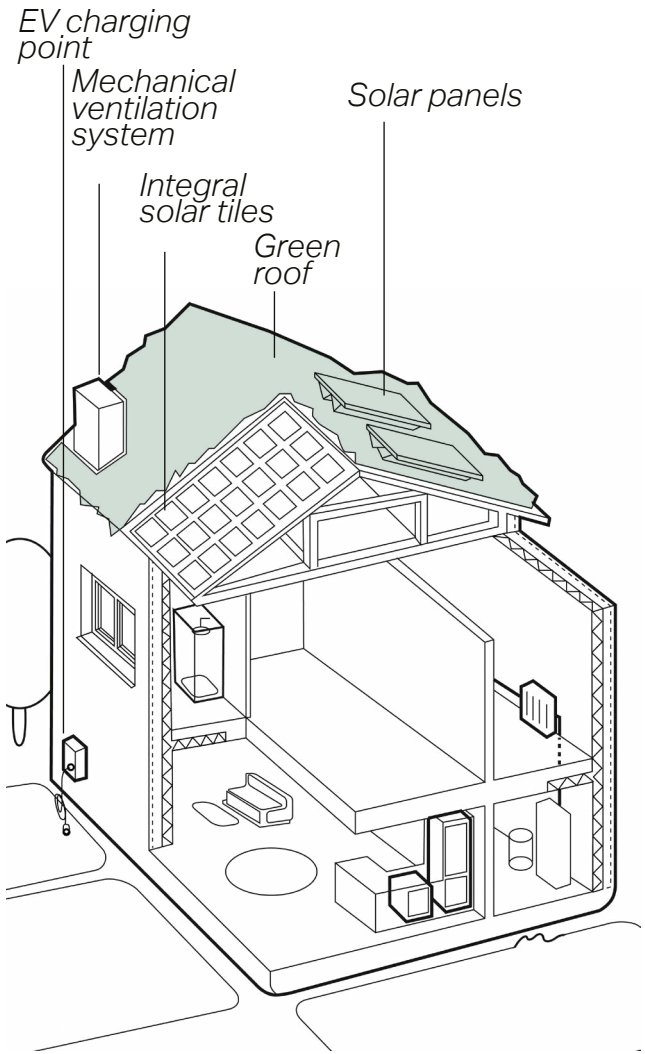


Figure 90: Cut-through diagram of an energy-efficient home and its features.

4.8 Design Quality: General guidelines when presented with a development proposal

As the design guidelines in this document cannot cover all design eventualities, this section provides a number of guidelines based on established good practice against which the design proposal should be evaluated.

The aim is to assess all proposals by objectively answering the questions below. Not all the guidelines will apply to every development. The relevant ones, however, should provide an assessment as to whether the design proposal has considered the context and provided an adequate design solution.

1

General design guidelines for new development:

- Integrate with existing paths, streets, circulation networks and patterns of activity;
- Reinforce or enhance the established settlement character of streets, greens, and other spaces;
- Harmonise and enhance existing settlement in terms of physical form, architecture and land use;
- Relate well to local topography and landscape features, including prominent ridge lines and long-distance views;
- Reflect, respect, and reinforce local architecture and historic distinctiveness;
- Retain and incorporate important existing features into the development;
- Respect surrounding buildings in terms of scale, height, form and massing;
- Adopt contextually appropriate materials and details;
- Provide adequate open space for the development in terms of both quantity and quality;
- Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features;
- Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other;
- Positively integrate energy efficient technologies;
- Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours;
- Ensure that places are designed with management, maintenance and the upkeep of utilities in mind; and
- Seek to implement passive environmental design principles by, firstly, considering how the site layout can optimise beneficial solar gain and reduce energy demands (e.g. insulation), before specification of energy efficient building services and, finally, the incorporation of renewable energy sources.

2

Street grid and layout:

- Does it favour accessibility and connectivity? If not, why?
- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists and those with disabilities?
- What are the essential characteristics of the existing street pattern; are these reflected in the proposal?
- How will the new design or extension integrate with the existing street arrangement?
- Are the new points of access appropriate in terms of patterns of movement?
- Do the points of access conform to the statutory technical requirements?

3

Local green spaces, views & character:

- What are the particular characteristics of this area which have been taken into account in the design; i.e. what are the landscape qualities of the area?
- Does the proposal maintain or enhance any identified views or views in general?
- How does the proposal affect the trees on or adjacent to the site?
- Can trees be used to provide natural shading from unwanted solar gain? I.e. deciduous trees can limit solar gains in summer, while maximising them in winter.
- Has the proposal been considered within its wider physical context?
- Has the impact on the landscape quality of the area been taken into account?
- In rural locations, has the impact of the development on the tranquillity of the area been fully considered?
- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?
- Can any new views be created?
- Is there adequate amenity space for the development?
- Does the new development respect and enhance existing amenity space?

3 (Continued)

Local green spaces, views & character:

- Have opportunities for enhancing existing amenity spaces been explored?
- Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed?
- Is there opportunity to increase the local area biodiversity?
- Can green space be used for natural flood prevention e.g. permeable landscaping, swales etc.?
- Can water bodies be used to provide evaporative cooling?
- Is there space to consider a ground source heat pump array, either horizontal ground loop or borehole (if excavation is required)?

4

Gateway and access features:

- What is the arrival point, how is it designed?
- Does the proposal maintain or enhance the existing gaps between settlements?
- Does the proposal affect or change the setting of a Listed Building or listed landscape?
- Is the landscaping to be hard or soft?

5

Buildings layout and grouping:

- What are the typical groupings of buildings?
- How have the existing groupings been reflected in the proposal?
- Are proposed groups of buildings offering variety and texture to the townscape?
- What effect would the proposal have on the streetscape?
- Does the proposal maintain the character of dwelling clusters stemming from the main road?
- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?
- Subject to topography and the clustering of existing buildings, are new buildings oriented to incorporate passive solar design principles?

5 (Continued)

Buildings layout and grouping:

- If any of the buildings were to be heated by an individual air source heat pump (ASHP), is there space to site it within the property boundary without infringing on noise and visual requirements?
- Can buildings with complementary energy profiles be clustered together such that a communal low carbon energy source could be used to the supply multiple buildings that might require energy at different times of day or night to reduce peak loads? And/or can waste heat from one building be extracted to provide cooling to that building as well as heat to another building?

6

Buildings heights and roofline:

- What are the characteristics of the roofline?
- Have the proposals paid careful attention to height, form, massing and scale?
- If a higher than average building(s) is proposed, what would be the reason for making the development higher?
- Will the roof structure be capable of supporting a photovoltaic or solar thermal array either now, or in the future?
- Will the inclusion of roof mounted renewable technologies be an issue from a visual or planning perspective? If so, can they be screened from view, being careful not to cause over shading?

7

Building line and boundary treatment:

- What are the characteristics of the building line?
- How has the building line been respected in the proposals?
- Has the appropriateness of the boundary treatments been considered in the context of the site?

8

Household extensions:

- Does the proposed design respect the character of the area and the immediate neighbourhood, and does it have an adverse impact on neighbouring properties in relation to privacy, overbearing or overshadowing impact?
- Is the roof form of the extension appropriate to the original dwelling (considering angle of pitch)?
- Do the proposed materials match those of the existing dwelling?
- In case of side extensions, does it retain important gaps within the street scene and avoid a 'terracing effect'?
- Are there any proposed dormer roof extensions set within the roof slope?
- Does the proposed extension respond to the existing pattern of window and door openings?
- Is the side extension set back from the front of the house?
- Does the extension offer the opportunity to retrofit energy efficiency measures to the existing building?
- Can any materials be re-used in situ to reduce waste and embodied carbon?

9

Building materials and surface treatment:

- What is the distinctive material in the area?
- Does the proposed material harmonise with the local materials?
- Does the proposal use high-quality materials?
- Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?
- Do the new proposed materials respect or enhance the existing area or adversely change its character?
- Are recycled materials, or those with high recycled content proposed?

9 (Continued)

Building materials and surface treatment:

- Has the embodied carbon of the materials been considered and are there options which can reduce the embodied carbon of the design? For example, wood structures and concrete alternatives.
- Can the proposed materials be locally and/or responsibly sourced? E.g. FSC® timber, or certified under BES 6001, ISO 14001 Environmental Management Systems?

10

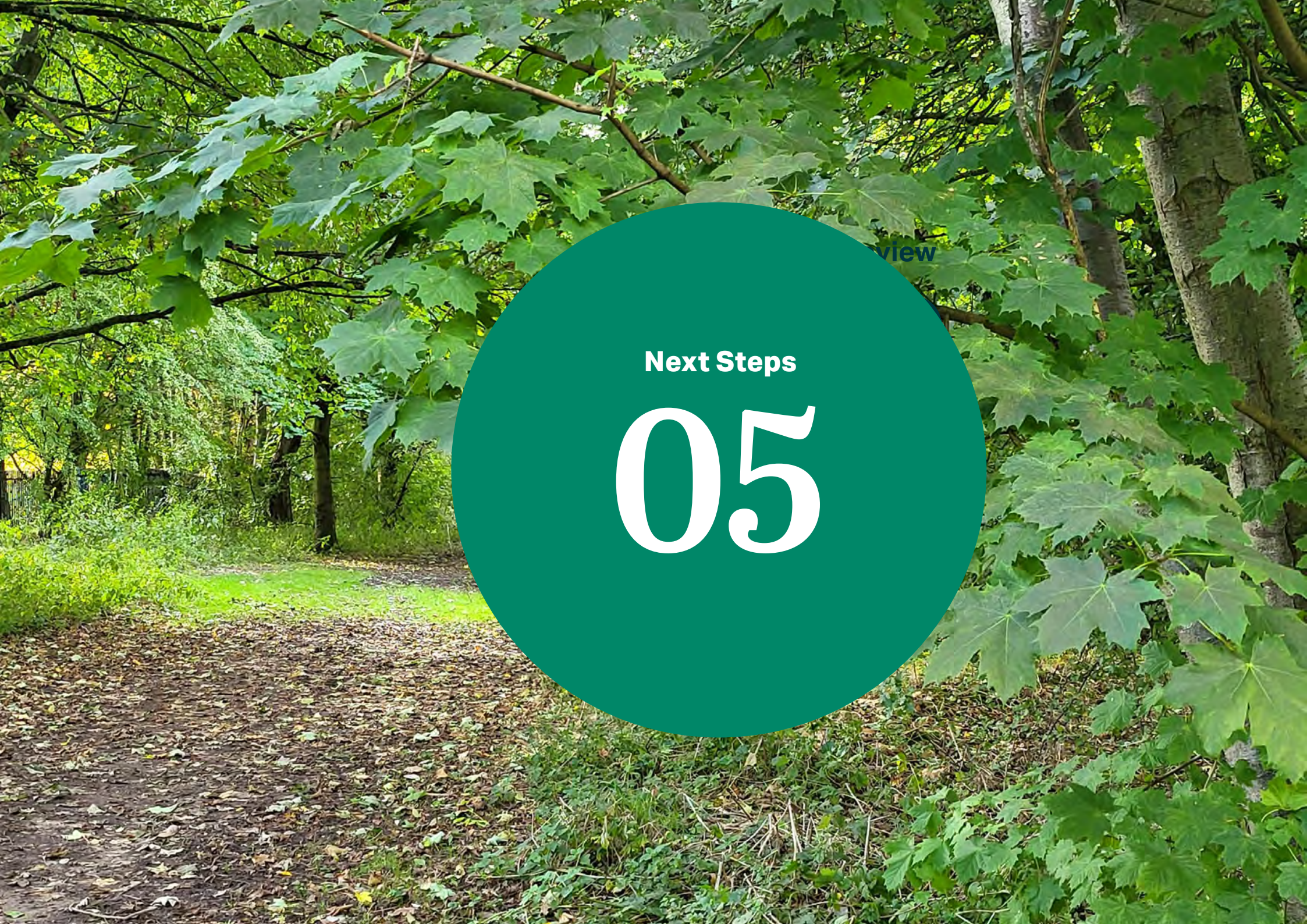
Car parking:

- What parking solutions have been considered?
- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?
- Has planting been considered to soften the presence of cars?
- Does the proposed car parking compromise the amenity of adjoining properties?
- Have the needs of wheelchair users been considered?
- Can electric vehicle charging points be provided?
- Can secure cycle storage be provided at an individual building level or through a central/ communal facility where appropriate?
- If covered car ports or cycle storage is included, can it incorporate roof mounted photovoltaic panels or a biodiverse roof in its design?

11

Architectural details and design:

- If the proposal is within a Conservation Area, how are the characteristics reflected in the design?
- Does the proposal harmonise with the adjacent properties? This means that it follows the height, massing and general proportions of adjacent buildings and how it takes cues from materials and other physical characteristics.
- Does the proposal maintain or enhance the existing landscape features?
- Has the local architectural character and precedent been demonstrated in the proposals?
- If the proposal is a contemporary design, are the details and materials of a sufficiently high enough quality and does it relate specifically to the architectural characteristics and scale of the site?
- Is it possible to incorporate passive environmental design features such as larger roof overhangs, deeper window reveals and/or external louvres/shutters to provide shading in hotter months?
- Can the building designs utilise thermal mass to minimise heat transfer and provide free cooling?
- Can any external structures such as balconies be fixed to the outside of the building, as opposed to cantilevering through the building fabric to reduce thermal bridge?



Next Steps

05

5. Next Steps

This document provides a series of design guidelines, design codes and recommendations for the Silverdale Neighbourhood Area. The document is based on high-level analysis regarding the context, constraints, history and characteristics of the village and surrounding countryside areas. The analysis suggest that any future development should be in-line with the local characteristics and existing context. The design codes provided within the document will guide future developments across the whole NA to respect, conserve and improve the existing character, heritage, links, and villagescape features.

Silverdale Parish Council is recommended to use this document to embed design policies within the Neighbourhood Plan to achieve the objectives set out in this document. Developers should also observe this document to understand the design quality they are expected to achieve within the NA.

We would like to thank the Silverdale Neighbourhood Plan Steering Group for their efforts in assisting with the content of this report.

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