

AREA WIDE POLICIES

The Local Plan contains some 95 area wide policies. These cover a wide range of topics and give guidance to developers on both the location and design of different types of development. The policies are intended to support a range of objectives under the overall strategy of 'Sustainable Growth in All Our Communities' as shown below:

SUSTAINABLE GROWTH IN ALL OUR COMMUNITIES

ENVIRONMENTAL QUALITY



Effect a significant improvement in the quality of the built and natural environment in the area

- ❖ Improve **design quality and standards**
- ❖ Enhance the **environment and image** of the area
- ❖ Protect and enhance our **built and cultural heritage**
- ❖ Protect and enhance our **natural heritage**, with countryside and Green Belt, urban greenspace, landscape resources, biodiversity, woodland, watercourses and the coast promoted as an integrated and accessible Green Network
- ❖ Ensure that **mineral extraction** is environmentally sensitive, in terms of where it is permitted, how it is carried out and the effectiveness of restoration.

SUSTAINING COMMUNITIES



Sustain the viability and quality of life of each individual community within the area

- ❖ Meet **housing growth** targets in sustainable locations, and ensure growth is balanced and meets housing need
- ❖ Create and maintain **residential amenity**
- ❖ Achieve **quality community infrastructure** in association with growth, with particular emphasis on safeguarding and improving existing facilities, and securing appropriate developer contributions.

ECONOMIC PROSPERITY



Promote a stronger and more diverse local economy building on the area's locational and other strategic assets

- ❖ Promote the **Strategic Development Opportunities** as key drivers of regeneration and job creation
- ❖ Enable and safeguard land for **business growth** in sustainable locations
- ❖ Create and maintain **vital and viable town, district and local centres**
- ❖ Promote the **leisure and tourism** sector with emphasis on the canal corridor
- ❖ Manage risk from **major hazards**, with a balance achieved between health and safety aspects and regeneration needs.

SUSTAINABLE TRANSPORT AND INFRASTRUCTURE



Create an integrated network of transport and other physical infrastructure which supports sustainable development goals

- ❖ Promote **sustainable transport choices** to reduce car travel
- ❖ Develop a **safe and efficient transport network**
- ❖ Reduce **flood risk and the impact of drainage**
- ❖ Minimise the environmental impact of **other forms of essential infrastructure**, such as telecommunications
- ❖ Support sustainable **waste management**
- ❖ Develop the area's **renewable energy** potential

