“The Vision....

.......is to create a truly sustainable community in Middleport and Burslem. Working in partnership with local residents and businesses we will aim to create a vibrant community where people want to live, work and spend their leisure time.

Drawing on and improving the core physical, environmental and heritage assets of the area, Middleport and Burslem will become an exemplar sustainable community providing the conditions for excellent standards of day to day living and strengthening community pride and ownership of the environment.”

(Middleport and Burslem Masterplan Executive Report)

First and foremost this project is about people: helping to create the right conditions to make them feel safe, happy, healthy, confident and fulfilled. In essence it is about fostering a stronger community in Port Street, both now and for the future, and in the process, repairing the physical environment of the area.

Contents

Part 1  Introduction and Purpose
Part 2  Policy
Part 3  Vision
Part 4  Design Parameters
Part 5  Delivery
Part 6  Conclusions
This section sets out what the Port Street project is and the opportunity it presents, the area of coverage, its aims and objectives and other background information.
1: Introduction

1.1 The Opportunity

Port Street - A Unique Opportunity

The Port Street project is a significant opportunity. It has the potential to become a flagship regeneration project for the city; a benchmark for delivering sustainable regeneration in Stoke-on-Trent.

Now is a once in a lifetime chance to radically improve the area and make it a place of choice both for existing and new residents. It is a chance to build on the area’s strengths to create a distinct and unique place. To be a success however, Port Street must be an exemplar project; not just in terms of physical legacy but also in terms of the quality of life it fosters (both now and in the future) and in the way it is conceived, delivered and managed.

There are a number of ingredients that combine to make this a viable sustainable community.

- The area’s townscape is unique with a strong historic character, arising from its association with the Middleport Pottery and the Trent and Mersey Canal.
- It has the capacity to be highly accessible by foot and cycle to a range of facilities and the public transport system.
- There is scope to refurbish and to build new, highly efficient and livable homes.
- Community pride still remains, despite the area’s decline in recent times.

These are significant foundations upon which to build a revitalised community.

The Port Street area has witnessed significant decline and dramatic change over recent years. It has become an area that is fragmented, that suffers from a very poor image and from antisocial and criminal behaviour. It is currently an ‘unhealthy’ place to be and one that is in rapid decline. There is little stability: People tend to come and go frequently. All of this is detrimental to the established residents, some of whom are also keen to move on. This social erosion is also reflected in the decline of the physical fabric of the area, which combines to further undermine the image and confidence of the area. It is now an area synonymous with poverty, crime and a place where you are forced rather than choose to be. Change is a necessity not an option.

This place ‘portrait’ is the stimulus for bringing about this project. The preparation of this Development Brief is part of the process of transformation.
The Port Street Brief area

Although this project seeks to provide an holistic approach that brings wider benefit, it also recognises that for the purposes of the brief itself, there needs to be some boundary delineation to help define the opportunities for prospective developers and to offer a spatial focus. It is critical however, that the uplift arising from the regeneration extends beyond the ‘red line’. This message came across very clearly during the community consultation, whereby neighbouring residents also wanted to benefit. Consequently, to be successful as a community regeneration project, the proposals within the Brief need to be part of a broader framework for change.

The plan opposite shows the boundary for the purposes of this brief.

Wider opportunities

There is also significant potential for the Port Street project to tap into and benefit from wider opportunities, including citywide and area based initiatives. It could act as an exemplar and pioneer for some of these, in terms of physical projects but also in terms of fostering different ways of delivering and managing regeneration. This will be especially important given the current fragility of the economy and the Government’s policy favouring decentralised, ‘bottom up’ planning and regeneration.

The diagram overleaf illustrates some of those opportunities and the wider regeneration context for the area.
This brief has been prepared by the Design and Conservation Section of Stoke-on-Trent City Council, on behalf of Renew. It follows previous invaluable work undertaken in preparing the Middleport Masterplan by BDP and the subsequent Options Appraisal Study for Port Street and Travers Street undertaken by CTD Architects.

Building on previous engagement, an intensive programme of consultation has been undertaken based upon some preliminary concepts, which are an evolution of the Options work undertaken by CTD architects. These have been examined via community events and internal and external stakeholder sessions and presentations. Sustainability assessment has also been an integral part of the process.

This brief is the culmination of that work in conjunction with its sister document, a wider recommendations report encompassing ideas and potential projects beyond the sphere of influence of the brief itself.

Future detailed proposals resulting from this brief will also need to follow a similar iterative approach. This will increase the robustness of proposals and encourage ‘ownership’ and support.

The timetable for the delivery of the project is set out in Part 5 Delivery.
What we aim to achieve

The high level aim is to set in place the regeneration building blocks that will help to guide and deliver an exemplar development in the Port Street area that will place it at the heart of the wider regeneration of Middleport and the city.

It builds on the foundations already established by the Middleport Masterplan and the Port Street Options appraisal, developing those ideas into a holistic regeneration strategy.

The vision is not about wholesale reinvention but about a sustainable ‘bottom up’ approach, utilising the area’s existing assets and its potential to enable the recreation of a strong, stable and confident community equipped to deal with the challenges and opportunities of modern and future life. This will ensure the future of the area and its cultural heritage long into the future.
1.4 Aims and Objectives

**Key objectives**

- To provide a regeneration vision that will excite and entice developers to want to invest in the area and be part of its transformation.
- To provide guidelines and parameters that will ensure a development that will transform perceptions both for people living and working in the area and those outside.
- To set new standards for the area and the city which will forge new approaches to delivering neighbourhood regeneration.
- To provide the framework for a development that offers new opportunity, diversity and which will reverse the social decline of the area and bring about community stability and wellbeing.
- To ensure a dramatic improvement to the environmental and physical quality of the area and safeguard its heritage value.
- To foster innovative thinking and approaches to the design, delivery and management of the area.
- To ensure a form of development that is sensitive to both local and global environmental impact.

It is the intention that the brief will form part of the spatial planning policy framework for Middleport via its inclusion within the Inner Core Area Action Plan for the City of Stoke-on-Trent.

There is also the opportunity to re-engage the community through the life of this project and it is important to leave a community ‘legacy’. Consequently, this project should be delivered in partnership with them. Sensitivity in approach is a consistent element within this brief.

Continued engagement with local residents is essential.
Structure of the Brief
The brief is divided into 5 further sections:

Part 1: Delivery sets out the indicative costs, potential phasing and time scale envisaged by the NSRP and possible methods for delivery
- Illustrative costs
- Phasing and time line
- Delivery methods
- Management options

Part 2: Context summarises the policies and issues that inform the design response advocated in the brief:
- A summary of spatial planning and regeneration policy and the sustainability framework
- An overview of the outputs from the Middleport Masterplan and Port Street Options study
- A summary of contextual issues and responses arising from our analysis (distilled from the assessment in Appendix 3)

Part 3: Vision sets out the development standards and project vision and principles tested by the community, stakeholders and via sustainability appraisal:
- Consultation outcomes – feedback from the community and stakeholder engagement
- Quality objectives – requirements in terms of best practice standards
- Vision and design principles illustrated by examples of best practice
- Synopisis of sustainability assessment and

Part 4: Design Parameters sets out the requirements in terms of different elements of the scheme:
- Design principles and parameters establishing the guidance in relation to urban design, architecture, landscape design, sustainable design and construction and heritage management and enhancement
- An illustrative layout and supporting visualisations illustrating the collective principles within the design parameters
- Options assessment for the Budeleigh Gateway

Part 5: Conclusions summarises the key design outputs and requirements contained in the Brief.

Part 6: In addition to the information in the main brief document the following supporting documents are also provided as Appendices:
1. Policy framework and sustainability assessment report
2. Urban design analysis
3. Consultation report
4. Wider opportunities report
5. Health impact assessments results

1.5 Structure
Structure of the Brief
The brief is divided into 5 further sections:
This section sets out the background and issues that have influenced the design parameters, both strategic and detailed. It outlines the policy and regeneration framework, previous options assessment for the Port Street area and an overview of the contextual issues for the project area and beyond.
Policy Framework

The Local Development Framework for Stoke-on-Trent forms the Development Plan for the area. It sets out planning policies for the development and use of land and will be taken into account when planning decisions are made.

Of particular importance within the Local Development Framework is the adopted Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy (2009). The strategy provides the overall strategic planning policy guidance within the Local Development Framework to develop detailed planning policies, guidance and programmes to ensure the long term regeneration of North Staffordshire.

A key aspect of the Core Spatial Strategy is the principle of targeted regeneration. This is where new development will primarily be focused towards the Inner Urban Core and specifically neighbourhoods within the ‘areas of intervention’ identified by RENEW North Staffordshire, such as the Middleport area. In addition to this, sustainability is a key feature within the Core Spatial Strategy and is firmly embedded within its aims, principles and policies.

The Middleport area is identified within the Local Development Framework for inclusion in the emerging Inner Urban Core Area Action Plan. The plan will provide a detailed planning framework, including site allocations, for this area and take forward the policy of the Core Spatial Strategy. The plan will be informed by the Middleport and Burslem Masterplan and this design brief.

The Sustainability Assessment accompanying the design brief provides a full list of relevant development plan policies (please refer to Appendix 1).

Sustainability Framework

A formal Sustainability Appraisal, under the provisions of the Planning and Compulsory Purchase Act 2004, is not required. However, an assessment has been undertaken as part of the consultation stage of the design brief and the brief has been amended to accommodate its recommendations. This has ensured that the principles of sustainability are firmly embedded into the brief. This will provide the brief with integrity when the document (or recommendations arising from the brief) be taken forward in future Local Development Framework documents.
Middleport Masterplan and Port Street Options Appraisal

This Development Brief is the next stage of the ongoing Master planning programme for Middleport and Burslem.

The Masterplan has been prepared as a consequence of the designation of the area as part of an Area of Major Intervention (AMI) entailing Middleport/ Burslem and the Etruria Valley and the preparation of an Area Regeneration Framework (ARF) for Northern Stoke. Both have been the subject of extensive consultation.

In respect to Port Street, the Middleport Masterplan is supplemented by an Options appraisal by CTD architects. These documents are the starting point in understanding the local regeneration context and the potential approaches for the Port Street area. It is important that the Port Street proposals are complementary to and build upon the vision of the Middleport Masterplan and the detailed evaluation and ideas set out in the Options Appraisal study.

As both of these documents are important baseline references, users of this document should familiarise themselves with their content. Electronic copies are provided with this Brief, on the enclosed CD.

Middleport Masterplan

The Masterplan is a strategic framework for regenerating the Middleport and Burslem area for the next 15 to 20 years. The Masterplan vision is:

“Our vision is to create a truly sustainable community in Middleport and Burslem. Working in partnership with local residents and businesses we will aim to create a vibrant community where people want to live, work and spend their leisure time.

Drawing on and improving the core physical, environmental and heritage assets of the area, Middleport and Burslem will become an exemplar sustainable community providing the conditions for excellent standards of day to day living and strengthening community pride and ownership of the environment.”

It has a number of themes:

Living

1. Delivering High Quality New Housing Development
   To deliver a range of high quality new housing on key strategic development sites providing for a better choice of properties in terms of size, type and tenure and attracting people back into the area.

2. Improving Conditions for Existing Poor Quality Housing Stock
   To improve the condition of existing housing areas through the selective refurbishment of properties and public realm works and addressing issues of crime, ASB and neighbourhood management.

3. Meeting Demand for Community Infrastructure
   To improve access to and enhance the function and quality of existing community facilities and create opportunities for new facilities where required.
2: Policy

2.2 Middleport Masterplan

Working

4. Strengthening Access to Employment and Training Opportunities
   To promote a diverse range of sustainable employment and training opportunities and improve access to these opportunities for local residents.

Movement

5. Delivering Improved Access & Connectivity
   To improve local accessibility through better connected more attractive and safer linkages.

Enjoyment

6. Creating a Good Quality Environment
   To provide high quality streets, spaces and public realm and an enhanced network of open space with a clearly defined function and management framework.

7. Protecting and Enhancing Heritage Assets
   To protect and enhance the area’s unique industrial heritage and capitalise upon these existing assets as key attractors and catalysts for development.

Delivery of these objectives is intended via a number of strategic development/regeneration proposals identified within the Masterplan Executive Report and shown on the plan opposite.

These Masterplan objectives underpin this Brief. Additionally, Port Street is identified as an area subject to further study which prompted the Port Street Options Study and which forms the bedrock for this Brief.
2.2 Middleport Masterplan
Port Street Options Appraisal

The study was undertaken by CTD architects who have a strong pedigree in heritage architecture. It identified the potential of Port Street as an exemplar sustainable community and included a systematic evaluation of the area, assessing:

- The origins, character, historic importance and relationship of housing to the Pottery
- The condition and structural integrity of individual properties,
- Their viability in terms of adaptation
- An economic appraisal of different levels of intervention.
- Issues affecting and the potential of the intervening public realm

It culminated in the presentation of 3 regeneration options, comprising retention and refurbishment of Port, Harper and Burdess Streets along with different approaches to Travers Street:

**Option 1** – partial clearance of Travers Street, with the housing stock refurbished with some upgrade to pavements, roads and public realm

**Option 2** – Clearance of Travers Street and replaced by new build on both sides and some upgrade of roads and pavements

**Option 3** – Clearance of Travers Street with new housing on the western side only, public realm improvements, allotments and community heating.

The report recommended Option 3 because it offered most potential as an exemplar or showcase project for the city. It recognised that this might be contentious because it didn’t involve housing development to both sides of Travers Street as set out in the Masterplan, but it was felt that this offered greater community value in the form of multifunctional greenspace and community heating, as opposed to simple re-development.

In support of this option, detailed architectural information was provided both in respect to the heritage refurbishment and adaptation of proposed retained properties and for the proposed new build on Travers Street. The information and principles for refurbishment have been incorporated directly into this Development Brief.

Costings were also prepared in relation to the 3 options to assess their viability set against design and heritage outputs.

Despite this invaluable work, there was still a need to further refine certain ideas. In particular it was felt that the principles for the public realm and Travers Street new build required further consideration and more generally, it was an opportunity to take a wider regeneration viewpoint before re-focusing on the red line area for the Brief.

The concepts and principles presented later in this document are an evolution of those set out in the preferred option and have been evaluated and tested against the headline aims and objectives of the Masterplan to ensure wider compatibility.
Development Option 3

Extract from CTD options report
Appendix 2 provides a detailed contextual study of the site and the wider area. The headline messages from that assessment are summarised here and in the diagram opposite.

The area has many strengths but these are presently outweighed and masked by the negative aspects of place. This leads to poor impressions and an image of severe decline. The area is no longer one that is desirable and on the whole it is those that are forced to be there who remain. This situation can only worsen if left unchecked. The lack of investment in the area over many years coupled with the change in socio-economic circumstances caused by industrial decline has created a variety of environmental, economic and social ills that only major intervention will overcome.

Key issues

- A sense of isolation – physical and social barriers make the area appear isolated
- Poor links to the canal, greenspace, centres, the station etc that reinforce this sense of isolation
- A deprived community suffering from poor health, unemployment and low expectations
- An unstable community where people move, there are lots of rented houses and empty buildings/spaces
- Community safety – unsafe back alleys, poor lighting, crime and bad behaviour
- Housing quality that is generally in poor condition, small in size, offers little choice and has high running costs
- Poor local environment – buildings, streets and open spaces have been neglected and are in a poor condition and unused
- The impact of industry both past and present – derelict and unsightly sites, heavy vehicles, noise, fumes and a bad neighbour to housing
- A poor image to the outside world and within the community itself that perpetuates a lack of community and individual confidence
- Ground conditions – cleared sites and poor condition of Travers Street houses makes the area feel run down
- The quality of the historic environment is largely overlooked and goes unnoticed by the community

For sustainable regeneration to succeed a number of fundamental changes are essential.

- Environment - Enhance what is special and replace what is not. Ensure high quality to create a place with a positive new image and identity
- Foster social cohesion and stability - a new sense of community, togetherness and confidence
- Improve accessibility - make it a place that is well connected: to transport, leisure activities, jobs and goods and services
- Improved personal and social wellbeing - A more active and vibrant community and one that does not tolerate crime and disorder
- Improved access to jobs and training - create hope for the future and enhanced economic wellbeing
- Improve living conditions - provide more comfortable housing, greater choice and make it cheaper to run and kinder to the environment
- Encourage diversity - a community of different ages and backgrounds, welcoming young, old and ‘in betweeners’

These key requirements underpin the proposals and principles set out in this brief.
This section defines and examines the vision and principles that underpin the guidance and parameters set out in Part 4. It draws on the consultation feedback, defines essential design and development standards to make the scheme exemplary and highlights case studies that have influenced the thinking that lies behind the vision and design concept.
Wide ranging consultation has been undertaken in preparing this Development Brief, entailing residents and the wider community, other local interests, NSRP and wider stakeholders.

**Who and where**

- Door knocking
- Leaflet drop (400)
- 3 community events
- Local forum
- Burslem Regeneration Company
- Wide range of public sector stakeholders and land holders
- English Heritage and Design and heritage Group
- Internal steering group (multi-disciplinary)
- Press coverage of the proposals in the Sentinel
- Static presentations at Burslem School of Art, Middleport Medical Centre and Library

**Outcomes**

- 36 people attended community events where people were asked for feedback on key elements of the proposals through a sticker based system
- 4 written responses
- General support for concepts and desire to push forward with detail

A table summarising the consultation responses at the community consultation events is provided opposite.

**The key messages distilled from the feedback are:**

- The benefits need to extend beyond the red line to prevent there being a ‘them and us’ situation arising with the surrounding community
- Although residents liked the ideas, there was some scepticism that it could be delivered, both in terms of resources and in terms of attitudes
- There is a need to be pragmatic about the design and its long term management to ensure that the area does not rise out of but then descend back into its current problems
- The area needs an injection of community life and some welcomed the idea of a facility in the area to act as a community hub
- People generally welcomed the concept of safer streets, both in terms of traffic management and improved pedestrian activity and better lighting
- The ‘Community Lane’ was generally seen as a positive element but there was uncertainty about how it would work/ be managed
- People were concerned that the proposals would be undermined by problem residents and their behaviour
- The schemes should be designed to achieve Secured by Design status
- Peopled generally welcomed the character area concept and many supported the contemporary design approach for Travers Street.

This general message of support gives reassurance that the approach has buy in from the community and stakeholders. Specific feedback has been incorporated within the final design guidance where possible.

A copy of the full consultation report is provided as Appendix 3.
### Summary of community consultation feedback

<table>
<thead>
<tr>
<th>Theme</th>
<th>😊 Support Concept</th>
<th>😞 No effect</th>
<th>😞 Negative effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Renovation</td>
<td>19</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Modern Housing</td>
<td>20</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Tree Planting</td>
<td>16</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Shared Alley</td>
<td>13</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Food Growing</td>
<td>19</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Renewable Energy</td>
<td>19</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Integrated Car Parking</td>
<td>15</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Home Zone</td>
<td>15</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cycling and Walking</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
3.2 Design Quality Standards

3.2.1 Building for Life

Building for Life is the national standard for well designed homes and neighbourhoods. It is a criterion based system of assessment, based upon four key themes: Environment and Community; Character; Streets, Parking and Pedestrianisation and Design and Construction. In total there are 20 criteria, 5 under each heading, a maximum of 1 point can be scored for each.

In order to demonstrate that this is an exemplar housing development, it will be necessary to achieve a high Building for Life score. Silver standard schemes are considered to be good (14 points or more), whilst Gold standard is considered to be excellent (16 or more).

Our expectation is that this scheme must achieve at least a Silver standard. But, we also believe that the project has the potential to achieve a Gold standard, if it is approached in the right way. The parameters set out in this brief seek to define the framework to achieve this objective.

Once developed we would like to be able to nominate this scheme for a Building for Life award to help showcase its exemplar status, and to act as a catalyst for future regeneration in the city. It will be important therefore that high quality design is a key requirement throughout the design and development process.
3.2.2 Code for Sustainable Homes and BREEAM

The Code measures the environmental performance of new housing against nine design categories, rating the ‘whole home’ as a complete package. The design categories are:

- Energy and CO2 Emissions
- Pollution
- Water
- Heath and Wellbeing
- Materials
- Management
- Surface Water Run-off
- Ecology
- Waste

The Code is measured from 1 to 6 (6 being carbon neutral). This year the Code became mandatory within the Building Regulations requiring new homes to achieve Code level 3 for energy and CO2 emissions and water management. The government has set out a timetable to require all new housing to achieve Code 6 by 2016.

To be considered exemplary, the scheme must deliver Code levels in excess of the Building Regulations. Consequently, given the envisaged time frame for the delivery of new housing a minimum of Code 5 is considered appropriate for the new build with an aspiration to achieve Code 6.

In regard to the housing to be retrofitted, at the time of releasing this brief, there is no defined environmental standard. However, it is anticipated that the BRE will have introduced BREEAM for Existing Buildings by early 2011. This will be used to determine the required environmental performance in the refurbishment of the existing housing stock. In the interim, there is a need to define locally acceptable standards. The parameters set out later in this document set out the performance requirements.

BREEAM Excellent will be the required standard for any non-residential elements. Sustainable design principles are set out later in this document in Part 4:

3.2.3 Lifetime Homes

Lifetime Homes is a nationally recognised standard for achieving new housing that is adaptable and which meets people’s changing needs. It is based on a system of 16 design criteria focused within and around a home that ensures that new housing can accommodate or can easily be converted for wheelchair users and people with impaired mobility. Although this is not mandatory, it is taken into account in both Building for Life and the Code for Sustainable Homes. It is one way to demonstrate that new housing is equitable and future proofed for occupants.

There are obvious constraints and limitations within the retrofit elements of this development, but the new build on Travers Street should be capable of achieving the Lifetime Homes Standard.

3.2.4 Secured by Design:

This is a form of certification from the Police. Accreditation means that the scheme has been assessed by the Police and embodies community safety. Whilst the scheme should strive to achieve this it should not be at the expense of overall design quality. As a consequence, an approach that considers the scheme in its entirety should be adopted. North Staffordshire Police have been involved in the preparation of this design brief as part of the wider Stakeholder Group.

Detailed design should be developed in consultation with the police Architectural Liaison Officer. Contact details are provided at the end of the document.
A number of case studies have helped to shape our thinking about the place that Port Street could be. These are set out on the following pages. The symbols below indicate particular strengths or features relating to each.

**Somerfield Village, West Bromwich**

The scheme evolved as a consequence of resident campaigning to improve their area to encourage a more cohesive and sustainable community. Houses consisted mainly of large Victorian family homes that were costly to heat, and therefore not attractive to families. This resulted in multiple occupation, often on a short term basis and had a negative effect on the local community and environment. Family Housing Association became a key partner due to their high level of property ownership in the area.

**Key elements:**

- Reinstatement of boundary walls to define private and public space and improve the townscape
- Eco-installations to 329 properties, including solar thermal panels, sun pipes and energy efficient boilers
- Establishment of an eco-office at the Church Hall
- Trainee work placements were gained for 20 local unemployed residents.

This scheme has reduced carbon usage and addressed fuel poverty for residents. The local environment has improved and there is a stronger sense of community. A number of local people have developed skills and jobs that will be needed in the future. The scheme was awarded the National Housing Federation West Midlands ‘What We Are Proud Of’ Award 2009.

Partners included Family Housing Association, Somerfield’s Residents’ Association, Birmingham City Council, Be Birmingham and Urban Living HMRA Pathfinder.
Cross Street South, Blakenhall, Wolverhampton

This new build scheme for 30 social rented homes was instigated by Wolverhampton Borough Council as a flagship scheme. The Bromford Housing Group and Integer won the design competition, with Cole Thompson Anders as architects. The development was designed to achieve EcoHomes ‘excellent’.

Key elements:
- Low energy/reduced CO2 housing
- Improved quality of life for residents with a high quality, safe and sustainable internal and external environment
- Enhanced bio-diversity and climate change resilience
- Reduced levels of maintenance
- Community facilities for meetings, hire etc.
- Allotment space for residents
- Shared surface, multifunctional outside space providing for play, relaxation and parking
- Modern construction methods used and incorporates a biomass boiler
- Resident care taker oversees the site

The success of the scheme is evident from the confident new identity that has been created and the strong sense of community. In recognition it has received the equal highest Building for Life score to date.

Icon (Lime Tree Square), Street, Somerset

This privately led £50m residential scheme aligns itself to sustainable principles. It is built on a former shoe factory, with the former owners retaining a keen interest and desire to deliver high quality new housing to complement the town.

Key elements:
- Low energy, sustainable new build housing to reduce fuel bills and provide a comfortable, cleaner living environment
- Shared space design allows for a calmed street environment encouraging walking and cycling
- Green streets with integrated parking and play provision
- Functional landscape design that enables food production, climate adaptation and sustainable drainage
- Redefining the idea of the square and the street, to create a series of social spaces to encourage social interaction and community
- New and improved cycle and footpath links to other parts of the town
3.4 Case Studies

**Accordia, Cambridge**

One of the key design drivers for the scheme was to complement the adjacent conservation area. In addition to high quality architecture, special emphasis has been placed on achieving a high quality public realm. Shared surfaces promote sustainable forms of transport that take advantage of the balanced hierarchy of transport modes.

**Key elements:**
- Strong gridded street layout creates sense of place
- Innovative public realm design prioritising pedestrians and cyclists
- High quality open spaces and communal play areas
- Varied character arising from use of several architects
- All properties have ready access to greenspace, community gardens and offer leisure opportunity

The scheme was the first residential development to win the Stirling Prize Award in 2008.

**Northmoor, Longsight, Manchester**

A significant feature of this project was engagement with the community, which identified crime and safety to be the major issue within the area. In response, a number of projects were set out in the renewal proposals to address these issues. Lighting was reviewed and wall mounted lighting fixtures were fitted to the individual properties. Home zones were introduced to the area, to reduce vehicular traffic speeds and promote a safer, more inclusive street environment encouraging a range of uses. Rear alleys were gated, to reduce anti-social behaviour and provide informal community space for residents.

**Key elements:**
- Strong community focus with new community centre and community wardens
- Alleygating strategy to create social spaces (community lanes)
- Calmed streets through creation of homezones
- Refurbishment and face-lifting of historic terraces including “2 into 1s”
- High quality new build to diversify the housing mix

Awarded the ‘Creating the Future’ award by the Academy of Sustainable Communities.
Knutton Village Heritage Scheme, Knutton, Newcastle-under-Lyme, Staffordshire

This local case study has a strong heritage led regeneration focus. The Knutton area was one of the most deprived in the conurbation. 73 houses were renovated to the original architectural design, requiring authentic renovation works to key features. The outcome has been to create a more attractive and desirable place to live, reversing the decline of the area. It was delivered in partnership by Renew North Staffordshire, Newcastle Borough Council and English Heritage.

Key elements:
- Authentic heritage led approach to improving terraced stock
- Whole street approach
- Pragmatic approach adopted in some instances (such as use of uPVC)
- Focus on local labour and training

Chesterton Eco-Terrace, Chesterton, Newcastle-under-Lyme, Staffordshire

The Chesterton Eco-Terraces are an eco retrofitting demonstration project taking 6 traditional homes and adapting them to high environmental and livability standards. Partners were Staffordshire Housing Association, Newcastle-under-Lyme Borough Council, Axis Design Architects and the Housing Corporation (now HCA).

Key elements:
- Minimal external change to front elevations, in order to preserve the traditional street scene
- Radical alterations to the interiors, to enhance the quality of the internal living space
- Creation of sun spaces to allow for natural light and heat
- High levels of insulation and inclusion of renewables

It won the ‘Building 99% Campaign Award for Refurbishment’ at the 2008 Sustainability Awards. The project was also shortlisted for the CIH Housing Awards and Inside Housing magazine’s Sustainability Awards.

Incredible, Edible Todmorden

Todmorden’s regeneration is not about bricks and mortar, it is focused on self-sufficiency of food production. It is a bottom up approach to sustainable communities by joining up with businesses, local public bodies, farmers and schools to bring redundant spaces around the town back into active use for growing food, promoting local consumption and fostering more sustainable lifestyles. An emphasis is placed on collective responsibility for growing and distributing food, and the project is teaching young people about sustainable food production.

Key elements:
- Community empowerment
- Self-sufficiency and life skills relating to food
- Supporting the local economy
- Sustaining the character of the place and forging a new identity/brand
Vision

“Port Street will be the best of the old blended with the best of the new to create a unique and vibrant place for existing residents and new people who wish to live and work there. Here they will be able to lead a happy and healthy life, feel safe and be part of a strong, confident and outward looking community that also wants to be kind to the local and global environment.

The quality and confidence of the area will be reflected in its restored historic townscape, innovative and responsive new development and the people focused character of its streets and spaces, creating a green, safe and productive community”

Project objectives

A Protecting and enhancing the built and cultural heritage of the area both in terms of existing and new buildings, streets and spaces
B Providing for climate change adaptation and ‘urban greening’
C Resource efficient and sustainable forms of development that employ modern construction methods and sustainable design and occupation
D High quality, liveable and flexible housing which meets both current and future needs for a variety of households
E Ensuring that new development can be managed effectively and is adaptable to meet both current and future needs
F Promoting a safe, confident and inclusive community through positive urban design and area management
G Enabling improved health and social and personal wellbeing
H Enabling the community to be more self sufficient in relation to food production
I A high quality public realm that promotes ease of access, varied use and which prioritises pedestrians cycling but where vehicle use is positively managed
J Improved connectivity to public transport, local amenities, facilities and employment to promote a more sustainable way of life
K Providing access to jobs and training
L The promotion of renewable energy and energy efficient forms of new development and refurbishment

A summary of the results of the Sustainability assessment and recommendations is provided at section 3.6. The objectives highlighted above have been inserted or modified in response to the assessment.
3: Vision & Principles

3.5 The Port Street Vision

Illustrative layout and visualisations used in consultation
3: Vision & Principles

3.6 Sustainability assessment outcomes

LDF Sustainability objectives

The sustainability appraisal of the Local Development Framework has identified the following objectives.

1. To help to meet the housing needs of the whole community
2. To increase life expectancy and improve the health of the population overall
3. To provide the best possible environment to encourage and increase economic enterprise and employment
4. To enable access to the widest range possible of shopping and commercial services for the resident population
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods
7. Reduce crime and the fear of crime
8. To reduce the need to travel while increasing accessibility for all
9. To encourage the use of public transport, cycling and walking
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment

A total of 21 performance criteria have been identified against which various elements of the LDF have or will be assessed. The mini assessment undertaken for this brief is based on the initial concept proposals that were formally consulted upon. It evaluates this and the project objectives listed in section 3.5 against these sustainability criteria. The results and responses are also set out below.

Healthy Living

The City Council is actively promoting its Healthy City programme to foster improved health and wellbeing. Key indicators of the state of the health of the city population are:

- Unhealthy lifestyles: 1 in 4 adults considered obese
- Rates of recorded/self-reported ill health higher than regional and national averages
- Female life expectancy barely increased over last decade
- Gap between local and national life expectancy for both men and women has worsened
- Over 60% of adult population not involved in sport or active recreation (over 80% for over 55’s and those with limiting disability)

Part of the city’s response is the preparation of a Supplementary Planning Document in relation to healthy living and a process to undertake Health Impact Assessments in respect to new development. Whilst this is still in its infancy, this brief has been prepared with the HIA method in mind to ensure it includes positive measures to help improve the health of the community. An assessment of the final proposals has also been undertaken.

Results and recommendations of the sustainability assessment

The development brief performs well against most of the sustainability indicators. The report concludes that:

“The potential for the design brief in not meeting the sustainability objectives is small. Overall, the design brief demonstrates compatibility with the majority of the sustainability objectives and raises no insurmountable issues in terms of sustainability.”

It provides several recommendations, which have been taken into account in finalising the development brief, namely:

- ‘Self reliant food production’ should be removed from objective G and embedded within the main body of the brief as a mechanism to help achieve ‘improved health and social and personal wellbeing’. Any provision for this within the brief should include a suitable caveat to ensure that the scale and nature of any ‘self reliant food production’ will have no detrimental impact upon the designated local centre along Newcastle Street
- Objective J of the design brief should include a suitable caveat to ensure that the objective has no detrimental impact upon the designated local centre along Newcastle Street;
- Reference to the provision of employment and commercial opportunities within the brief should state that this will have no detrimental impact upon the local centre along Newcastle Street;
- Additional reference to the support for renewable (low carbon) energy and energy efficiency to be included within the vision and aims of the design brief;
- Reference added stating that the use of decentralised energy technologies must not be to the detriment air quality in the vicinity.
3.6 Sustainability assessment outcomes

<table>
<thead>
<tr>
<th>Design Brief Objectives</th>
<th>Sustainability Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>A</td>
<td>☑</td>
</tr>
<tr>
<td>B</td>
<td>☑</td>
</tr>
<tr>
<td>C</td>
<td>☑</td>
</tr>
<tr>
<td>D</td>
<td>☑</td>
</tr>
<tr>
<td>E</td>
<td>☑</td>
</tr>
<tr>
<td>F</td>
<td>☑</td>
</tr>
<tr>
<td>G</td>
<td>☑</td>
</tr>
<tr>
<td>H</td>
<td>☑</td>
</tr>
<tr>
<td>I</td>
<td>☑</td>
</tr>
<tr>
<td>J</td>
<td>☑</td>
</tr>
</tbody>
</table>

- ☑: Positive compatibility
- ☑: Possible conflict
- ☑: Neutral
- ☑: Unknown

3: Vision & Principles
This section sets out the principles that will inform the detailed design of a scheme for Port Street. The purpose is to set out a framework to enable creative interpretation of its principles to deliver the quality and form of development necessary to make Port Street a success.

It sets out the guidance sequentially, focusing firstly on urban design, then upon more detailed design considerations comprising new build architecture, heritage design, landscape/public realm and sustainable design and infrastructure.
4.1 Strategic Urban Design Principles

**Land use**

Port Street is a housing led regeneration project and so this will be the predominant land use with associated public realm and infrastructure to make it more self sustaining. One aspect that could reduce its sustainability is a lack of community facilities in the local area. A modest element of mixed use providing some community benefit and diversity has some merit therefore to complement existing and future amenities in the wider area. It is also important that should there be future intensification of the use of the Middleport Pottery, Port Street is co-ordinated and complimentary with these proposals. The sustainability assessment indicates that small scale, mixed use, supplementing the housing, would help in establishing a sustainable neighbourhood, but anything more significant would have an adverse impact by weakening the local centre on Newcastle Street.

This is particularly important in evaluating the second option for the Burleigh Gateway, where an element of mixed use is part of that strategy. If this approach is taken forward, then the scale of mixed use should not be detrimental to either the Newcastle Street local centre or any future proposals for regenerating Middleport Pottery.

**Key principles**

- Predominantly residential use comprising refurbishment and new build
- Scope to improve sustainability by introducing limited mixed use to serve local requirements
- Care needed not to compromise regeneration of Newcastle Street and for Middleport Pottery
- Option 2 provides more scope to other mixed uses on a limited scale
Access, Movement & Connectivity

Port Street suffers from a sense of physical isolation but conversely it is also impacted upon by vehicles, including lorries. This could worsen should the usage of the Middleport Pottery site diversify and become more intensive. Access also needs to be retained for existing businesses in Port Street until such time as they relocate.

An appropriate hierarchy of movement is required to guide the principles for the design of building layout, streets and spaces.

Key principles

- Upgrade Burgess and Port Street as the primary streets serving the area
- Other routes to be designed as secondary in the hierarchy, with a less formal design to indicate their multi modal character
- The primary pedestrian route is that along Travers Street and linking to the forecourt space of Middleport Pottery
- Key pedestrian spaces should be created in front of Middleport Pottery’s entrance and at either end of Travers Street to define the Homezone
- Travers Street to be designed as a shared surface homezone, with linking improvements to side streets

A number of wider connectivity projects have been identified linking into this framework and these are set out more fully in the Wider Opportunities Report that accompanies this Development Brief.
Urban Structure & Block Form

The Victorian terraces form a geometric urban block structure and street grid. More modern housing departs from this pattern and becomes fractured and difficult to determine. The industrial buildings alongside the canal align with the geometric street grid to the east, but follow the line of the canal to the west. The canal follows the low lying contours of the valley bottom.

The ends of the side streets onto Travers Street have been affected by demolition creating an openness in the block structure that was not designed. Although it is envisaged that block form will be relatively unaffected and the geometric grid maintained, there is a need to repair the ends of the side blocks, to contain Travers Street.

Ease of access to Middleport Pottery would benefit greatly if a clearer route was created from Maddock Street to the Burleigh Gateway Entrance. Currently there is a fracture through the block but the orientation of houses onto Harper Street creates an unsatisfactory rear relationship to this route. This would be more problematic if the route became more visible and had greater usage. This issue has been one of the primary drivers for developing an alternative option. How these approaches would adapt townscape form are illustrated opposite.

Key principles:

- Reinforce and strengthen the existing block structure by repairing areas at the ends of side streets
- Create an improved pedestrian route from Travers Street to the Middleport Pottery entrance
- Investigate the potential of addressing the exposed rear to properties in Harper Street
- As part of the reinvention of Travers Street, reinforce the street edges through built and landscape form
Character

The vision for Port Street identifies 3 potential areas or zones with specific characteristics, functions and roles. The area offers the potential for strong contrast: with a foot in the past and in the future. For each of these areas, a tailored approach is advocated in determining the design guidelines but ensuring common elements to create continuity and subtle cross referencing.

The three defined character areas are:

- Port Street ‘the heritage street’ – reinforcing the austere character with light touch solutions
- The Community Lane – the ‘green in between’ transitional space between old and new to be used and managed by residents
- Travers Street ‘the Green Street’ – a modern, 21st century street with high quality environmentally friendly housing and a high quality, people focused street environment.

In addition to these 3 principal areas is the ‘Burleigh Gateway’. This area is focused on the Pottery entrance and is an opportunity to better integrate Middleport Pottery both physically and psychologically, making it easier to access and become part of the Port Street area. Two different approaches have been examined and presented in this brief. Their respective detail and merits are discussed more fully later in this chapter of the brief.

At present the less interventionist preferred option is identified as the more likely option. However, we do not want to exclude the possibility of a more radical solution should that be deemed more desirable.

Key principles:-

- Create an area of contrasts utilising Port Street’s historic character and the opportunity for a contemporary character for Travers Street
- Public realm and architectural design to be considered collectively to fully exploit character opportunities
- Ensure subtle elements of consistency to help tie the area and create a cohesive whole
- Fully evaluate the alternative approaches for the Burleigh Gateway before opting for a particular approach

Images of Port Street and Travers Street
Based upon the illustrative Masterplan, the density of development will be reduced from the current density of 60 dwellings/hectare. This is as a consequence of proposed 2 into 1 conversions and the proposal to create fewer but larger new houses in place of terraced housing on Travers Street. Whilst we cannot be entirely precise at this stage, it is envisaged that the development density will be approximately 50 dwellings/hectare. If there are fewer 2 into conversions than is shown then the density is likely to exceed the 50 dph figure.

The development mix is important to help create housing choice and diversity in the area. The context is a constraining factor, given the tightly knit grain of the area and the need to protect this townscape character. Despite this there is an opportunity to diversify the housing mix, both in terms of conversion/refurbishment and new build.

It is envisaged that the proposed 2 into 1 conversions within existing terraces and the new housing will be able to provide accommodation for small to medium sized families, whilst the smaller housing will provide for single person households, couples and fledgling families.

If the alternative option is taken forward then this will further diversify the mix, creating the potential for a small number of apartments and live-work opportunities.

**Key principles:-**

- Density is to be reduced without compromising townscape quality
- 2 into 1 conversions to diversify housing in conjunction with larger new build
- Alternative option presents opportunity to further diversify mix and type of housing
- Positive open space/public realm to further reduce density
Building Height, Scale & Massing

This is a low rise area defined by modest terraces and the contrasting character of Middleport Pottery with its elongated frontage onto Port Street. The factory is not a tall building (3 storey equivalent). Its continuous mass along the street in contrast with the rhythm of narrow fronted terraced houses sets a strong context for the area. It is important that the factory retains its prominence and that housing is deferential to it.

Above eye level the continuous frontage of the factory is punctuated by gable details within the roof plane to create strong, periodic vertical elements in the composition. This is repeated on a smaller scale on housing in Burgess Street, where the ends of that short terrace are presented gable onto the street. This characteristic could be re-interpreted in the new housing on Travers Street to create focal elements and to articulate the facade.

For facelift housing, the important issue is historic correctness and reinstatement, repairing the fabric and removing erroneous features. In particular the dormers on several of the houses at the southern end of the street modify the roof plane and disrupt street character. In respect to new housing it is important to respect the scale and form of the area but also create an ‘of today’ character. It should be a modern interpretation of the terrace, allied to the innovative design of the public realm.

The alternative option introduces the concept of subtly increasing the scale of buildings to create a focal corner on Travers Street to draw people toward the factory as part of a wholly modern urban design approach. A 3 storey building could be introduced subject to it being designed very sensitively in the context of the Listed Pottery. A contemporary, simple, form would be advocated to act as a contrast and foil for the Pottery building.

Key principles

- New development should continue to be deferential to the Listed Pottery building
- Incorporate focal points in views from side streets toward Travers Street to articulate its frontage
- Maintain prevailing ridge and eaves height to new terraces to allow more airy internal space
- New development should adopt a contemporary approach to internal space design
- The alternative option provides an opportunity to increase building height to 3 storey with a focal corner as part of the new urban design of the Burleigh Gateway

Detailed considerations relating to scale and massing are discussed later in relation to architectural design.
It will be important that the new development reinforces and improves the legibility of the area.

Travers Street terminates views from several side streets and the new development should take full advantage by utilising these focal points to reinforce sense of place and create a sense of arrival.

The primary landmark of the area is the Middleport Pottery entrance with its pedimented gateway. A key aspiration is to better highlight and link this entrance for visitors on foot, especially via Maddock Street.

Positive built frontages are a strong characteristic and this should be reinforced. The new public realm arrangement provides opportunities to reinforce the grid form of the area, create a threshold for Middleport Pottery and visually connect the ends of Travers Street as part of an integrated approach to the design of the street.

**Key principles:**

1. Reinforce Middleport Pottery as the primary landmark and create a positive and distinctive entrance space to the factory
2. Create secondary landmarks in Travers Street to draw views and movement down the side streets toward the area
3. Create a distinctive street environment in Travers Street that reinforces the street pattern but which makes it distinctive from neighbouring streets, adopting an integrated approach to public realm
4. Create a linear social/green space to visually connect the 2 ends of Travers Street and define the 2 main gateways into the area with distinct spaces and art landmarks.

**Specific principles for alternative option:**

5. A new focal corner building and civic space framing views of and encouraging pedestrian movement toward the pottery entrance
6. New development framing and reinforcing views across the new square to Middleport Pottery
4.1 Strategic Urban Design Principles

Urban Design Framework

These urban design elements result in a framework for the site. This provides a structure for how the buildings, spaces and streets are to interact and the underlying principles that set the context for more detailed design.

Key principles:

1. Sense of place safeguarded by refurbishing Port Street, Burgess Street and possibly Harper Street
2. An area of environmental contrast building on existing character and supplementing it with quality contemporary solutions, particularly Travers Street.
3. A human scale of development that compliments the established character and townscape hierarchy
4. A movement hierarchy that prioritises Port Street and Burgess Street as the key vehicular routes with other streets characterised and designed as people focused streets
5. Promote improved pedestrian connectivity including a clearer and better route to the entrance of Middleport Pottery
6. Reinstatement of the block structure through a combination of built and landscape elements
7. A high quality integrated and multi-functional public realm designed to place people ahead of vehicles
8. Inactive greenspaces brought back into beneficial use as part of re-modelling Travers Street
9. A more legible pattern of development with key buildings situated in sight lines and at the end of streets and a more visible gateway to the Pottery
10. Integration of streets and development into the wider area by enabling more positive connections
11. Creating areas of civic space to define gateways and thresholds and provide the venue for the day to day outdoor life of the community.

Specific principles in relation to Alternative Option:

12. A radical urban design approach to remedy some of the issues relating to Harper Street as it is now
13. Potential to target an increase in the scale of development to reinforce the Burleigh Gateway
14. A more significant public realm opportunity to bring the gateway forward to Travers Street and open the view
15. Potential to diversify the mix of uses and housing types
4.2 Architectural Guidelines

4.2.1 New build architectural design guidelines

The Travers Street block and potentially the Burleigh Gateway (depending on which option is eventually adopted) provides a significant opportunity to create an additional sensitive but modern townscape layer for the Port Street area. The key will be marrying a contemporary design response with the townscape drivers identified in Part 3 of this brief to create the modern ‘eco terraces’ that will help re-brand and strengthen the design quality of the area. Designing buildings and public realm in an integrated way will also be a significant place making factor.

A number of individual aspects will be important and the following parameters are provided to guide designers in achieving a balanced approach with respect to these inter-related architectural elements, which need to be thoughtfully considered within a high quality modern design response.

Graphics and modelling have been produced to help illustrate the principles advocated in this section of the brief.

Separate architectural guidelines are provided for the new build option as part of the Burleigh Gateway considerations later in part 4.

Space, massing and proportion

As stated previously this is generally a low rise environment comprising of buildings with a modest individual scale but linked to form long terraced blocks. This domestic scale contrasts with the increased mass and scale of the factory forming the dominant townscape element in the area.

The new housing should respect this existing hierarchy. Travers Street should be of commensurate height and scale to the existing block. There is some opportunity to deviate from this general rule in relation to the short block of Harper Street should the alternative Burleigh Gateway Option be taken forward. If designed appropriately it would not detract from the prominence of the factory and it would help to more effectively enclose the foreground space to its entrance. This building would need to be no higher than 3 storey and of a contemporary form to make best use of its height. Directly in relation to the pottery, a more traditional building form may sit more effectively.

New development should be designed to respond to the rules of proportion evident in the retained townscape, where a sense of verticality is evident but balanced by the horizontal lines arising from terracing. This should be interpreted to develop a high quality contemporary form of development for Travers Street.
Street/plot rhythm and built frontage

The area is characterised by its fine grain, created by the repetition of small artisan terraced properties in linear blocks. Retaining the essence of this character whilst enabling the creation of larger plot sizes to diversify the housing offer and enable appropriate liveability/development standards will be of paramount importance.

The creation of continuous frontage reinforcing the street will help strengthen this character. The regular narrow plan of individual plots should be emphasised in the architectural detailing and modelling of the façade to create a strong sense of repeated verticality along the terrace.

Strong horizontal elements such as a continuous ridge and eaves line and a central string course dividing the storeys are a local characteristic and should be used to provide a sense of linearity to help balance and reinforce the terraced character.

There is an opportunity to provide definition to the block and to create focal elements that draw views down adjacent streets into Travers Street. These could form punctuation points in the block and repeat a characteristic evident on Burgess Street and within the façade of Middleport Pottery. This approach has been incorporated into the schematic design produced in this brief.
**Roofscape**

The area is characterised by traditional pitched roofs constructed in plain tile. Over time many roofs have been modified and the tiles replaced with larger units but the pitched form predominates. It would be desirable to maintain this character but interpreted in a contemporary way.

The other practical advantage of this type of roof design arises from the site’s orientation and the ability to utilise the roof slopes as a “solar roof” in conjunction with roofs of outriggers. This is discussed more fully in relation to sustainable design and construction, later in this section of the brief.

Chimneys are an important feature of the townscape creating vertical breaks in the ridge line and accentuating the rhythm and proportion of individual plots and the terrace as a whole.

It will be important that the new development replicates this townscape element. Given the required environmental standards for the properties this presents an opportunity to integrate passive ventilation using the stacks to interpret the chimney form.
In conjunction with the narrow plot form, there is a repeating pattern of fenestration and doorways within the existing terrace blocks that has a strong vertical emphasis. This is also reflected within these elements themselves, but which has been eroded in places by modern adaptation. The robust sills and heads create a broken but regular horizontal definition when viewed obliquely, reinforcing the main horizontal elements to help balance elevations.

Whilst the requirements of modern housing standards and regulations also have to be met, it will be important to creatively interpret the spirit of this wider character within the architecture of the new development.

As a general rule doorways should face onto the street and be well defined as entry points. An interpretation of the accompanying fanlight windows should also be incorporated into the entrance detail, this will also help create natural light in circulation areas on ground floors.

Inset doorways are a characteristic of Port Street that could be used in a contemporary way to help define the character of Travers Street. Alternatively, canopies may be acceptable subject to them forming part of the design’s cohesive whole.
**Materials and colour**

The area is traditionally a reddish brick with some use of staffs blue facing bricks. Windows would have been traditional timber sashes. Some properties on Port Street had windows with a central timber mullion, although all have been altered or replaced.

Traditionally roofs were in plain clay tiles creating a degree of fine grain interest and texture to roofscape.

However, many properties have been substantially altered, with replacement roofs, windows, unsightly additions and rendering/cladding of several properties.

In respect to the new build it is suggested that materials should reflect the original palette but be used creatively to add to its contemporary qualities. Materials should also be selected based on their degree of sustainability. Brick and clay are especially sustainable if sourced locally.

**The key materials should therefore be:**

- **Facing:** contextual brickwork or terracotta and high levels of glazing on inner walls benefitting from solar gain. Render should be avoided except on internal facades. Focal buildings along the terrace could be specified with elements of contrasting materials, form and detailing to define them as different or special in townscape terms.

- **Roofing:** For traditionally designed roofs plain clay tiles, solar roofing on inner slopes and outriggers and living roofs on outbuildings

- **Windows and doors:** timber or metal from a sustainable source. Larger scale glazing on inner face to benefit from solar gain

- **Detailing around windows:** contrasting brick terracotta, natural stone

Illustration showing the composite materials palette within building designs
Detailing/ornamentation

The housing in the area is not highly ornamented, reflecting its artisan character. New housing should have a corresponding simplicity, instead relying on a robust architectural form and quality and contextual materials to define quality.

Simple detailing is used in the wider area and should act as an influence for the new housing.

Key elements will be:

- Detailing of windows and their surrounds
- Doorways
- String courses
- Eaves/verge lines
- Plinth detailing – how the buildings anchor to the ground
- Detailing to chimneys
- Rainwater goods

Practical elements

Often the practical things such as meter cupboards, rainwater goods, aerials etc. get designed in at the end with little thought for the design, or they are added after occupation, which can severely detract from the appearance of new development. These and other practical elements should be designed in from the outset to ensure they can be accommodated appropriately. Quality rainwater goods can positively contribute to the design of a development and should be integral to the architecture.

Internal arrangement of space

The internal arrangement will add to the individuality of the development and its attractiveness to a range of occupiers. Consequently, the scheme should be designed to accommodate several different internal specifications to meet varied needs and aspirations. Internally within the basic building envelope, there is scope to provide accommodation flexibly and perhaps take main living accommodation up to the first floor on some units. There may also be scope to create tiered or mezzanine accommodation to take advantage of space in the roof slope. If achievable, new housing should be designed to meet the Lifetime Homes standard and should seek to exceed statutory minima in terms of room sizes and landing spaces. The loft space should be designed to enable future usage where practicable.
Rear elevations, outriggers and outbuildings

These offer the opportunity to extend the usable space within the dwelling, help create privacy in rear yards and provide external storage space for bikes, etc. As they are internal to the scheme, they could be very contemporary in architectural form, using a different lighter palette of materials, relating positively to the Community Lane between the housing blocks.

The outriggers should be designed to contribute toward the sustainable design response, orientated to take maximum advantage of solar gain, with the potential for expanses of glazing and solar roofs.

Outbuildings within the rear yards should reflect the contemporary palette of materials for the outriggers and there is the potential to use living or rubble roofs to promote sustainable drainage and biodiversity.

Defensible space/boundaries

New properties on Travers Street present the opportunity to provide defensible space to the front of the dwellings. A substantial front garden/yard is neither possible or desirable given the context but, a small defensible area will help to create a robust definition between public and semi-private space. The limited space will also discourage residents from using the front garden for storing wheelie bins and other items.

The form of boundary treatment needs to be integral to the design of the buildings rather than an ‘off the peg’ product. Brick walls with stone or brick copings are a vernacular treatment but other options such as high quality bespoke railings, or a combination may be acceptable.

Illustrations of possible outrigger designs
4.2.2 Heritage Design Guidelines

It is proposed that there are 2 levels of intervention in regard to the historic refurbishment and upgrade of the housing stock on Port Street, Burgess Street and potentially Harper Street (depending on the approach chosen with regard to the Burleigh Gateway options). They comprise a light touch heritage responsive ‘facelift’ and a more radical refurbishment and remodelling of single and 2 into 1 dwellings.

**Face Lift**

The ‘face lift’ approach focuses primarily upon improving the external envelope of the building. In the context of this project, the primary driver is to restore the properties in a historically sensitive fashion that reinforces the setting of the Middleport Pottery and with the objective that the area will be considered for future inclusion in the Trent and Mersey Canal Conservation Area. The other key requirement is to improve the internal living environment making properties more desirable and cost effective to live in and to improve their overall environmental sustainability.

**Key design principles are:**

- Repair of existing original doors or replacement with energy efficient heritage sensitive timber 4 panel doors with double glazed fanlights
- Replacement timber heritage sensitive double glazed sash windows and reinstatement of original features such as timber mullions (where evident in the survey information).
- Cleaning of paintwork from and repairs to lintels and sills
- Cleaning of brickwork, removal of cladding and render and re-pointing with lime mortar
- Where render cannot be removed or needs to be reinstated due to the underlying condition of brickwork then the render should be lime based and painted in a suitable colour
- A limited colour palette to be agreed for doors etc.
- Salvage original roof tiles and construction of replacement roofs supplemented by either reclaimed or new Staffs blue plain clay tiles and angled ridge tiles
- Repairs to steps/raised thresholds including stone treads
- Replacement of rainwater goods with cast iron
- Repairs and re-pointing to chimneys, with new chimney pots and more substantive remodelling as required
- Repair and re-pointing of frontage walling on Burgess Street properties
- External lighting of a sensitive nature that complements the conservation led approach
As part of the programme of works, it would also be highly desirable to improve the livability and environmental performance of the properties by upgrading works such as:

- Energy efficient fossil fuel boilers
- Loft insulation (environmentally appropriate insulation materials)
- Internal insulation to external and party walls (environmentally appropriate insulation materials)
- Potential for incorporation of renewable energy technologies
- Energy metering
- Use of low energy light fittings and built in white goods
- Draught-stripping and exclusion
- Installation of water reducing fittings/water displacement devices
- Recycling of any disused materials
- Collection of rainwater (water butts or underground tanks)
- Sun tubes and other elements to maximize natural light
Possible alternative floor layouts
Refurbishment and remodelling of single Dwelling and Conversion of ‘Two-into-One’

A more comprehensive overhaul of the terraced house that follows the facelift principles in terms of external improvements whilst addressing a greater number of the issues raised in ‘The Code’, PPS 1 and indeed the Housing Health and Safety Rating System. This will also enable increased housing diversity but also provide options for the internal adaptation and modification of housing to suit aspirations for modern living that will appeal to a broader range of households.

It is proposed to pilot the 2 into 1s as part of phase 2 of the project. This will comprise 3 no. “2 into 1” pilots alongside 20 single house internal refurbishments

(The exact nature of these works is to be assessed on a plot by plot basis).

A full, detailed specification of the requirements will need to be developed as part of the tender package for the works.

Principles in relation to the back yards and Community Lane are discussed in relation to the public realm design guidance described later in this section of the brief.

Key design principles are:

- Greater thermal and energy efficiency
- Improved sound insulation
- Durability and maintenance
- Compliance with Building Regulations – wiring, plumbing, stairs, accessibility, heat loss
- Adaptation of the existing shells to suit modern living requirements and significant internal modification and refit
- Structural modification to chimney breast to maximize internal space
- Potential for grey water recycling as part of a water management system
- The potential for new, contemporary outriggers to increase the floor space at ground floor and enhance the flexibility of the space.
4: Design Parameters

4.2 Architectural Guidelines

Modern internal and external housing layout

Possible '2 into 1' layout
Port Street

The public realm treatment to Port Street should enhance the historic character in this area, whilst providing for a safe and crime-free environment that gives equal priority to vehicles, cyclists and pedestrians. Essentially, a light touch approach will be required, to reflect the approach for the facelifts to houses and reinforce the ‘heritage street’ concept.

Key principles:

- Separate flagged pavement with kerb to delineate from carriageway
- Granite channel and brick kerbing to reinforce local distinctiveness
- Granite sett rumble strips periodically along the street to slow traffic
- Side entrances defined and announced by linear rumble strips
- Parking spaces delineated by granite setts
- Integral lighting on buildings to enrich the street scene at night
- Port Street junction defined by cast iron radiused edgings
- Calming feature at Burgess Street Junction
4: Design Parameters

4.3 Public Realm Principles

Design Detail

Hardworks
- Tarmac surfacing to road surface
- Brick paviours and flags to pavement
- Staffordshire blue brick to kerbs and dished channels
- Cast iron edges to turning radii
- Stone sett rumble strips at intervals

Lighting/CCTV
- Traditional column lighting to replace existing lighting columns
- Traditional downlighters to door recesses
- Wall mounted lighters
- Consider CCTV to survey Pidduck Street

Boundaries
- Red brick walling to industrial premises

Signage
- Ceramic street signage and house numbers to existing elevations

Road Markings
- Stone setts to delineate on-street parking spaces
- None-prioritised junctions; no road markings required at junctions

Street Furniture
- None required

Public Art
- None required

Softworks
- None required

Brick edging and channel to kerb
Ceramic Street Signage
Stone sett rumble strips
Traditionally styled lighting fixtures
**Travers Street**

The public realm treatment to Port Street should enhance the new image of the street and promote interaction, to reinforce its character as the ‘eco street’. It should be designed to provide for a safe and crime-free environment that gives priority to pedestrians and cyclists. The design and materials should relate positively to the productive greenspace and should adopt sustainable design principles.

**Key principles:**

- A home-zone approach comprising shared surfaces and integrated uses
- Provision of community areas, orchards and allotments
- Provision for vehicle movement and parking functions of the street.
- Sustainable interventions such as SUDs and urban greening
- Walling and railings enclosing growing spaces and creating a defined, built edge
- Defensible edge to housing formed by low walls/front yards
- Pavement and circulation spaces in front of houses with minimal kerbs
- Provision of gateway spaces with public art opportunities
- Integrated natural play opportunities
4: Design Parameters

4.3 Public Realm Principles

**Hardworks**
- Permeable block paving to road surface
- Brick pavours and flags to pavement
- Porous resin bound paving to parking areas
- Permeable aggregate surface to social zone
- Staffordshire blue brick dished channels
- Stone sets to turning radii
- Stone sett rumble strips at intervals

**Boundaries**
- Red brick walls and railings to community orchards & allotments
- Brick walls or railings to front of houses
- Raised timber planters to allotment patches

**Lighting/CCTV**
- Contemporary column lighting to replace existing lighting columns
- Wall mounted lighters to new build elevations
- Uplighters to street tree planting

**Street Furniture**
- Seating
- Barbeque elements
- Informal play provision

**Public Art**
- Entrance piece to junction of Travers Street & Maddock Street
- Entrance piece to junction of Travers Street and Burgess Street
- Potential for arts interpretation in walling, railings and buildings

**Softworks**
- Semi-mature tree planting, crownlifted to 2.5m
- Low hedging within social zone

**Integrated home zone**
- Community allotments
- Areas for social interaction
- Barbeque elements
Community Lane

What was once a troublesome back alley space will be transformed into a quality community/social space away from the busier street environment. Its semi-private character will make it an asset for the residents that back onto it and foster a sense of local pride and commitment to ensure it remains safe and attractive. This will be the area where historic and contemporary merge together.

Key principles:

1. Gardens enclosed by lower walls to create a balance between privacy and natural surveillance
2. Structural elements designed in but the lane can be personalised by residents
3. Designed to mature and soften over time
4. Subtle lighting scheme to promote warm but safe atmosphere
5. Suitably sized trees within meeting spaces to add structure and provide natural shade
6. Gated entrances to ensure security
Design Detail

Hardworks

- Flagged and resin bound surfacing
- Staffordshire blue brick detailing

Lighting

- Subtle ground based lighting to social spaces
- Other complementary lighting to enhance security

Boundaries

- Red brick walling to rear boundaries, incorporating planters and bin stores

Street Furniture

- Access gates with key fob access
- Informal play provision

Public Art

- Potential for artwork in the design of gates
- Lighting provides arts opportunity

Softworks

- Semi-mature tree planting, crownlifted to 2.5m

Alleygating and community lane

Informal play in community lane

Semi private social spaces

‘grow your own’ opportunities
4.41 Sustainable Infrastructure

The development needs to fulfil a number of key objectives in terms of the way it is designed, built, managed and occupied to make it sustainable. Its infrastructure has to meet 21st century demands to facilitate a more sustainable way of living. This includes allowing for adaptation to future climate change impacts.

Social infrastructure

One of the key problems is the lack of community infrastructure in the area. As part of the development, it would be desirable to include facilities that foster a stronger community, and provide access to certain key amenities. This could be in the form of a temporary facility, either in Port Street or somewhere readily accessible in the neighbourhood. As a fragile community, however, and as a consequence of the need to create social critical mass, it makes sense that it is included within the development itself, if achievable.

A caretaker or community warden would also be a valuable asset. This approach has been adopted at Cross Street South in Wolverhampton (please refer to the case studies), where they fulfil a valuable social and community role, adding to the sustainability of the project. This is a valuable precedent for Port Street.

Encouraging walking and cycling

The development needs to give priority to both pedestrians and cyclists in accordance with Manual for Streets principles. The sketch proposals supporting this brief are based on this user hierarchy. Delivering a people focused environment is critical in transforming impressions of the area.

Wider pedestrian and cycle connectivity is equally important; hence the accompanying recommendations report suggests wider connectivity improvements. The illustrative layout integrates with this wider strategy. These projects are discussed in more depth in the companion report.

Public transport

The design of the development needs to accommodate existing and future bus access into the area. The illustrative layout allows for the continued service via Travers Street as part of its integrated approach to street design and for future opportunities to serve the Middleport Pottery entrance if required.

Green infrastructure and local food production

This is covered later in this chapter under the title ‘Urban Greening’.
Sustainable urban drainage systems (SUDs)

There is no longer a statutory right for new development to be able to discharge surface water directly to a piped drainage system. Local authorities are now responsible for sustainable drainage measures within the adoptable highway. In effect storm water will need to be managed and controlled on site to ensure that it does not contribute to flood risk. Sustainable drainage will therefore need to be incorporated into the development. Climate change predictions for Stoke-on-Trent indicate that summers will be dryer and winters wetter – and crucially, that rainfall events will be more intense – therefore making attenuation even more important. This will be an important adaptation requirement for the scheme.

The illustrative design principles seek to manage surface water in the following ways:

- Permeable hard surfacing to public realm comprising infiltration blocks and loose bound surfaces where possible
- Surface water collection areas within the streets (dished channels and temporary collection areas in open spaces)
- New habitat development
- Possible below surface attenuation tanks
- Potentially underground storage tanks for rain or grey water systems and/or individual water butts for run off from roofs
- Living roofs to reduce roof runoff
- Increased tree and hedge planting and productive areas where water can be collected for irrigation and runoff routes designed to self irrigate green space features.

Information technology

Access to the internet will be increasingly important in promoting social inclusion, encouraging people into work/working from home and in terms of increasing educational attainment. The development should therefore have access to high speed broadband or have future capability built in.

Where possible, with house designs it would be desirable to have a dedicated study/workspace. Any community facility should also provide a gateway or hub for access to information technology.
4.42 Sustainable Design, Construction and Occupation

Code for Sustainable Homes

In order to achieve the Code level aspired to (Code 5 or potentially Code 6 depending on the timescale for delivery), the following aspects of sustainable design are going to be particularly important.

BREEAM

For community or commercial buildings the development should strive to achieve BREEAM excellent. For residential eco- retrofit, the scheme should seek to achieve Eco homes XB very good or an appropriate level under the proposed BREEAM for Existing Buildings (from 2011).

Resource management – energy and water

Key aspects of sustainable design and construction relate to energy and water. The fundamental principle of sustainable resource management is set out in this resource management diagram.

Energy

Managing energy efficiency is a key principle of any sustainable construction strategy. This should be accomplished by following the approach set out in the diagram opposite and adopting the following principles within the detailed design and development process.

Thermal performance

- Orientation and detailed design to optimise passive heat gain.
- Achieving enhanced air-tightness, to reduce heat losses.
- Achieving enhanced thermal insulation to substantially improve the SAP rating of the building, utilising ‘green’ insulation products
- High quality windows and doors to minimise heat loss
- To ensure good air quality, balanced mechanical ventilation with heat recovery installed.
- Where appropriate, use of thermal mass to reduce summer overheating.

Energy management

- Reduced general consumption through passive measures e.g. sun tubes and glazing dimensions and orientation to maximise natural light (whilst minimising heat loss).
- More efficient electrical appliances such as low energy and solar lighting and low energy white goods (A rated appliances or better)
- Also designing for future heat gain arising from climate change, including measures such as thermal mass; solar shading measures; provision of water features (urban cooling)
- Energy efficient biomass boilers/stoves.

Renewable energy is discussed later in this chapter.
Water Management

Water efficiency is going to become increasingly important as part of climate change adaptation and achieving a high Code level. The key principles to be incorporated into the development will be (in this order):

i) Reducing consumption
- Low flow fittings to showers and taps
- Inclusion of water efficient appliances
- Dual flush toilets
- Landscape schemes incorporating drought tolerant plants

ii) Recycling - Rainwater harvesting
- Collection of rainwater for irrigating plants and green spaces, washing cars etc. (water butts etc)
- Natural irrigation designed into landscape

iii) Re-using
- Potential use of ‘grey water’ recycling for irrigation, or for toilet flushing etc.

Materials and construction methods

The sustainability of materials used in the construction process will be important. Materials selected should take account of their embodied energy (method of manufacture; source and recycled content), as well as their thermal/engineering properties. Materials should be locally sourced where possible (this also helps to tie development into the local vernacular), be sustainability produced and where possible recycled or purposely designed to be recyclable. Suppliers should be able to supply EMS certification, Chain of Custody certificates etc wherever possible.

Modern methods of construction (MMC) and other technological advances can help to reduce construction time making developments more cost effective, reducing waste within the construction process, increasing quality standards for housing and helping to reduce the risk of injury during construction.

It is expected that innovation in procurement and construction will be adopted within this development to help reduce costs and improve its environmental performance.
Whole life costing

Whole life costing should be built into the design process from the outset, to ensure that short term cost advantages are not to the detriment of the longer term sustainability or quality of the development. This is particularly important in the context of the public realm, where decisions are often made on the basis of capital rather than lifetime cost. The illustrative layout and associated concept details are based on the premise of a lifetime costs approach, where the initial project outlay may be higher, but where running costs and longevity will even out costs in the longer term. It is expected that developers and designers will adopt this approach to ensure that a more sustainable and quality development is achieved.

Renewable energy

The CTD study identified the potential of a local biomass heating system. However, this is considered too restrictive and may not be cost effective for such a small development in isolation. Whilst a system that caters solely for this development may not be financially feasible, the opportunity for a larger community energy network should be considered, that might include Middleport Pottery; the new PCT centre, the nearby primary school, and businesses in the area, such as the Pottery, Ceramics Decal and Steelite. The development should also address the possibility of connecting to a future district wide energy network.

This area has great potential in terms of renewable energy. The city is presently developing its future strategy in relation to renewable energy, including the potential for district heating. The installation of solar thermal and solar PV is to be encouraged. However, rather than specify particular measures, it is considered more prudent to enable the development to respond to existing opportunities and also those that may develop over the next few years. It will be important that the development is “future-proofed” to take advantage of these opportunities and possibly to lead with them in this development.

Developers will be required to devise a strategy for renewable energy that accords with and facilitates the City’s strategic approach.
4: Design Parameters

4.4 Delivering Sustainability

Waste and recycling

The new development will need to be designed to enable residents to effectively minimise and recycle at the local level.

In the shorter term adequate provision needs to be made for waste and recycling storage both inside and outside dwellings and to facilitate ease of collection by the Local Authority under its current regime. However, the approach to waste and recycling is evolving and could change significantly during the life of this project, with a possible move toward communal based systems rather than house by house collection.

The indicative scheme has been designed to accommodate both scenarios and advocates a localised solution to green waste composting, associated with local food production. The design of detailed proposals for Port Street will need to have this inbuilt flexibility and should consider innovative solutions as part of a high quality design response.

Sustainable management, occupation and future proofing

The way that people live in the housing and use it sustainably will be just as important as providing the physical infrastructure. A programme of training for residents and a users guide should be prepared as part of the overall scheme.

The scheme should be designed to enable ease of future management, making use of technology to centrally manage certain elements, to build-in durability and robustness and allow the community and residents to manage many aspects of the development themselves.

Sustainable technology is rapidly evolving and the scheme should be designed to take advantage of developments and thinking available at the time of its development and where possible, to build-in adaptation to future technologies.

Climate change adaptation

The designs should provide for climate change adaptation as part of the sustainable approach to design. This should be achieved through:

- Appropriate building design both internally/externally
- Landscape design that is responsive to future climate change
- Built and landscape measures designed to respond to more extreme weather.

Oversized rainwater goods

Recycling provision in the home

Designed in bin storage
Urban Greening

The various constraints and assets of the area lend themselves to the principles of urban greening. Implementation of urban greening initiatives will benefit Middleport generally, by way of enhanced biodiversity, local fuel and food production, climate change adaptation and mitigation. Community cohesion is often associated with the development of urban greening initiatives. The following measures would be welcomed and encouraged within development proposals for the Port Street area:

- The vacant plots not currently in use should be utilised as community orchards/allotments building on the pilot work of the local ‘grow your own’ initiative
- Living roofs to outbuildings and outriggers
- Trees and container growing in the rear alley
- A linear park or avenue in Travers Street would provide an attractive green setting for new housing and provide for climate change adaptation

Wider urban greening initiatives could include:

- Middleport Park should be improved to provide a green focus for the area; active amenity uses on the edge of the park fronting the canal would provide interest for narrowboats, cyclists and pedestrians using the tow path.
- Vacant areas to the southwest of the canal could be used for short rotation coppicing
- The existing allotments could be extended southwards, along the edge of the canal, with provision made for flash markets of local produce in the Port Street area.
- Tree planting within the car park to the north of Port Street would provide opportunities for sustainable drainage and climate change adaptation.
- A green route could be created between Middleport Park and Church Square along Newport Lane/Newport Street.
- There is scope to green the area between Burgess Street and Navigation Street as an extension of the Travers Street linear park.
The illustrative layout and images set out here articulate the spatial urban design principles and a concept design response to show how the Port Street development might appear when completed.

The intention of the visuals is to offer a flavour of what could be. It is not intended to be definitive in architectural terms. In urban design terms however, the principles set out in this document have been considered in detail and interpreted within the illustrative layout and consequently should underpin any future proposals.

The element where there is greater flexibility is the area of the Burleigh Gateway, which, as a concept, remains flexible. Whilst the illustrative layout opts for the less interventionist and heritage led preferred option, there is also a more radical option that seeks to address unresolved urban design issues. Both are discussed in more detail below, concluded by an evaluation of the merits and disadvantages of each.

It is the intention that both options will be further evaluated before opting for the final solution. This may include an element of soft testing with prospective developers.
Two potential options have been developed for this part of the site. The reason for developing these options is to enable consideration of a more radical approach to creating the gateway and to test that alongside a lighter option that makes the best of the existing urban fabric. The design and development principles for these alternative approaches are discussed below.

**Preferred option**

This is presently the preferred option because it is the most likely approach to be accepted and entails a simpler, heritage led philosophy. It retains and adapts the houses on Harper Street, making the backs more active and tidier with new outriggers/extensions and improved boundaries. A tree lined pathway would lead people from Travers Street to a smaller public space in front of the Pottery entrance and retaining the current car park, which eventually would become resident only, rather than be used by the Pottery.

**Key Design Principles**

1. A strong pedestrian route from Travers Street to the Burleigh entrance
2. Trees lined pathway channels views
3. Smaller shared space off Port Street to define entrance of Pottery
4. Rear walls of Harper Street properties improved
5. Small car parking area included as shared space
6. Sensitive lighting to make area secure and welcoming
7. Rear outriggers/Atelier pods to help activate the route
4: Design Parameters

4.6 Burleigh Gateway options

Possible alternative option

This is a more radical approach aimed at addressing some of the unresolved urban design issues associated with the other option. It entails creating a key public space in front of the pottery with a replacement development where Harper Street is now. This space would extend up to Travers Street, linking with the new development there. The new building would frame the view of the existing factory entrance and effectively bring it forward to Travers Street. A cleaner line to the frontage of the new block is suggested following discussion with English Heritage.

Key design principles

1. Shared surface public space to front of pottery entrance
2. Informal surface where possible
3. Quality new building providing live/work and flats framing view of entrance
4. Informal seating areas in sunny spots
5. Parking provided in the square
6. Tree planting to help screen side of existing housing and the Lane
7. Sensitive lighting to complement the Burleigh entrance
8. A deflected, continuous frontage accentuating views of the entrance to Middleport Pottery
### Evaluation of Burleigh Gateway Options

#### Option 1

<table>
<thead>
<tr>
<th>Merits</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retains historic integrity of townscape ‘book ends’ by reusing</td>
<td>Lack of surveillance and exposed rear of properties to key pedestrian route</td>
</tr>
<tr>
<td>terraced housing</td>
<td></td>
</tr>
<tr>
<td>Sustainable approach using and adapting existing buildings</td>
<td>Harper Street potentially still a hot spot for antisocial activity,</td>
</tr>
<tr>
<td>Finer grain townscape arising from more modest pedestrian route</td>
<td>creating poor quality of life for residents</td>
</tr>
<tr>
<td>Continued frontage surveillance over Shoe factory car park</td>
<td>Less visibility and prominence for the Middleport Pottery gateway</td>
</tr>
<tr>
<td>Less extensive public realm – more cost effective to implement and</td>
<td>Relatively poor aspect with properties facing out over the car park</td>
</tr>
<tr>
<td>manage</td>
<td>Residential servicing onto proposed key pedestrian thoroughfare (bins etc.)</td>
</tr>
<tr>
<td>Outriggers and Atelier pods create additional surveillance and</td>
<td></td>
</tr>
<tr>
<td>interaction with main pedestrian route</td>
<td></td>
</tr>
</tbody>
</table>

#### Option 2

- Creates the potential for a more positive entrance mat for the       |
  Middleport Pottery                                                   |
- Potential for mixed uses including purpose designed live/work and  |
  a possible community facility                                         |
- Public space and key pedestrian route contained by and surveyed    |
  from the associated development                                      |
- A new civic space adding to the sense of place of the Port Street   |
  area and the Pottery                                                  |
- Servicing taken away from the main pedestrian route to the Pottery   |
- A cleaner, less fussy approach to frontage design                    |
- Creates a more open grain and is more radical in approach in regard  |
  to historic townscape impact                                          |
- Deliverability and the cost and management requirements of the new  |
  civic space                                                          |
- Relies on achieving exceptional design quality to positively enhance|
  the setting of the Pottery                                            |
- Limited surveillance over the car park to the rear (particularly in  |
  winter) and need for a substantial rear boundary                     |
PART 5: DELIVERY

This section sets out the potential approaches to delivering the project and future management options. It also provides a notional timeline for completion of the project.
5.1 Phasing and Costs

Potential Phasing

A phasing strategy has emerged, which prioritises the heritage facelifts and associated internal improvements and ‘pilot 2 into 1 conversions’. This is primarily to take advantage of current funding availability through the pathfinder programme and has been commenced this financial year (2010/11) with the facelift work in Port Street, Burgess Street and possibly Harper Street (this element still remains uncertain pending further evaluation of the alternative new build option for the Burleigh Gateway).

In respect to the subsequent phases, the delivery route and date for implementation is more uncertain and is dependent on developer interest and funding availability. Innovative ways of securing funding, partnering, managing costs and harnessing regeneration opportunity will be required given ongoing uncertainty about the extent and form of regeneration funding and how that will be managed at the local level. These issues and possible delivery mechanisms are discussed more fully below.

With this in mind the phasing programme below sets out the current thinking on the delivery sequence and timeline.

Projected costs (new build)

The Options study undertaken by CTD identified that to implement the preferred option the overall cost of development for the new housing and associated infrastructure was approximately £3 million.

“The illustrative proposals set out in this Brief are the standard that we aspire to achieve to make Port Street a truly exemplary project. The key enhancements and changes from the CTD scheme relate to the public realm and consequently it is this element that we have focused upon in terms of updated costings.

Whilst we aspire to achieve the highest possible public realm quality, we are also very mindful of the current economic climate and that this may require the specification to be reduced. Consequently part of the design process has entailed developing a design framework with inherent flexibility so that it can be rationalised to suit a lower budget if required.

The version illustrated in this brief equates to an estimated cost for public realm of £1.34 million (that includes Port Street, Burgess Street, Harper Street, Travers Street and the Community Lane). A reduced quality approach that maintains the spirit of the initial scheme but with a lower specification of materials and street furniture has been costed at £964,000. A further testing exercise to reduce the public realm costs by 50% was also undertaken but this diluted the public realm quality to such an extent that it undermined the overall concept and is therefore not advocated.

Given these budgetary issues, a creative approach to delivery and phasing of the project will be required.

Delivery

The current policy climate necessitates an approach to project delivery that embodies maximum flexibility and which looks beyond the traditional routes. The nature of the proposal and the strong emphasis on community and social infrastructure also require innovative approaches to harness a number of potential funding streams to assemble a viable funding package without significant erosion to the overall concept. Some of the potential funding streams and delivery scenarios are discussed in more detail here.

Potential funding streams

Housing Market Renewal programme

Certain elements of the project are already programmed in for this financial year and preliminary work is underway in delivering that. However, beyond March 2011 the pathfinder will cease. It will not become clearer until 2011, when there will be a better idea as to what alternative programmes and funding will be available.
European Funding (ERDF, ESF, ECI)

The City Council could seek to secure partial funding for the project through a specific bid for European funding or as part of a wider bid for the City or for Burslem/Middleport. However, there are restrictions as to the type of project that may be supported (the funds are generally geared toward economic regeneration outputs) and issues relating to State Aid (the state unduly assisting the market), especially where significant sums of money are involved.

Site donation or discounted site value

The City Council has been acquiring properties in the area over a period of several years and this process is ongoing. This will facilitate single ownership of the sites to be demolished and enable the pilot 2 into 1 conversions within retained housing stock. Based upon an open book assessment, it is possible that the sites for new development could be donated or offered at a discount value to offset the additional cost of the exemplar new housing and public realm as part of a tailored funding package, whilst also drawing in investment from other sources as necessary.

Offset involving broader portfolio of sites

There are a number of other sites in the area that could be included in a property portfolio, where the developer could recover some of the additional cost for the Port Street project. This would entail a more complex agreement and, as for site donation, there would need to be detailed scrutiny and an open book approach to the development appraisal.

Recycling of profits from market housing

Because this is a phased strategy, the profits from earlier phases could be recycled into the later phases in conjunction with securing other forms of funding as part of a composite funding package (such as grants etc. for green infrastructure and developer investment). It is anticipated that a number of improved properties from phase 1 will be sold on the open market, in conjunction with transfer to Housing Associations and shared equity arrangements.

Other pilot funding for specific elements

There may be other initiatives and programmes that develop through the life of the project that can help deliver elements of the Port Street project.

Healthy City Programme

The healthy living programme being run by the City Council and the Health Authority could leverage in funding for certain aspects of the project that improve community health and well being. Specific elements may include local food production and measures that promote exercise and fitness.

Green infrastructure funding

There are potentially several areas where green infrastructure funding could be secured. The design has in part been influenced by these.

Community Energy Saving programme (CESP) – A CESP has been secured for the Middleport Area. This is targeted towards energy improvement and carbon reduction within existing housing a package to homes, to deliver a ‘whole house approach’ - so that homes can receive all the major energy efficiency measures they need. Usually it is aimed at the worst performing housing and measures that can make the most difference to improve energy efficiency and reduce energy bills. It funds measures such as insulation, but also can include measures such as renewables including solar thermal and photovoltaics and potentially district heating. The aim is to significantly reduce fuel bills to overcome ‘fuel poverty’. It is possible that CESP could be used as part of a package of funding for the refurbishment component of the Port Street project.

Feed in tariffs (FIT) – FITs replaced government grants for energy production. Instead they are payments by energy suppliers for green energy e.g. from wind turbines or photovoltaics. The FIT lasts for a period of 25 years and effectively pays for energy used and with an additional tariff for electricity exported back to the grid.

The orientation of the scheme is not ideal for PVs and wind generation is not thought to be viable. However, some elements of the scheme have a favourable orientation and there is scope to install additional roofs aligned more favourably (solar outriggers). The new housing on Travers Street could be designed with integral rear wings with solar roofs to exploit this opportunity.

Low Carbon Building Programme (LCBP) - The LCBP would have been a probable funding stream for the Port Street project. However, the Government spending cuts have led to suspension of the programme. The future of the programme appears very uncertain in the current climate of austerity.
5: Delivering the Project

5.2 Delivery

Renewable Heat Incentive (RHI) - Similar to FITs the RHI aims to make renewable heat technology financially viable by bridging the gap in the cost of technologies and reducing payback periods to encourage uptake of renewable heat such as geothermal, air source heat pumps, biomass and district heating. However, will commence in 2011.

Green Investment Bank (GIB) – This is being considered by the government as a way to help deliver the massive infrastructure investment required to create a low carbon future, by making green industry more attractive to investment by financial institutions.

This could mean finance to help deliver district heating and other local renewable energy projects alongside investment in strategic projects such as wind farms. However, the Bank is unlikely to be up and running for some time.

Interreg funding – In conjunction with the University of North Staffordshire, The City Council is aiming to bid for funding for a developmental biomass and district heating scheme within the city. If the bid is successful this could part underpin the development of a district heating project in the Port Street area, that could then expand at a later date using other forms of funding to encompass the wider area.

Possible delivery/developer scenarios

Privately financed new build

With the support of land donation or reduced land purchase it may be possible for a private developer to undertake the new development alongside the refurbishment undertaken by RENEW and the City Council. However, the social and environmental aspirations for the development and the desire to make this an exemplar scheme for Stoke, may limit this as an option for full delivery.

Housing Association/Local Authority partnering

The City could enter into a joint venture with one of its preferred Housing Association partners if there is interest. Alternatively a more specialist Registered Social Landlord could be approached to partner the Council for all or part of the scheme.

Private developer/Local authority partnering

As with housing associations, a partnership could be developed with a private sector developer and possibly also involving a housing association as the end user of some of the properties.

Housing association/private developer partnering

This is likely to become a more popular route for delivering housing, with the switch toward localised approaches to delivering community housing, rather than relying on centralised initiatives.

In addition to the more conventional approaches to delivering the project described above, there are other approaches that are focused upon achieving community and social capital and long term social sustainability. These are described below:

Community Development Trusts

A CDT is a community-based enterprise that operates for the benefit of those who live and work in the area that they cover and aim to empower local people and bring about a significant improvement to their neighbourhood and their quality of life by:

- Engaging in the economic, social and environmental regeneration of a defined area or community.
- Being independent and aiming for self-sufficiency.
- Being a not for private profit entity.
- Being community-owned with a substantial degree of community management.
- Actively involved in partnerships between the community and the public and private sectors.

This approach could be part funded by an injection of capital in the form of land donation or discounted land price and/or property transfer for refurbished existing housing. The other key issue is revenue funding. The FIT could be one way of securing revenue alongside rental income.
Community Housing Trusts

Similar to CTDs these are ‘not for profit’ housing associations who manage existing social housing stock but who also develop new housing schemes. Members of the Trust have a stake not just in their property but in the wider community, having a say about management and other issues. The Government has proposed using Community Housing trusts as a vehicle to deliver more local housing, and has even discussed simplifying planning requirements for schemes submitted by CHTs. Given the nature of the proposal, comprising a mix of refurbishment and new build with high quality and innovative public spaces, this could be a positive and sustainable model for the delivery and long term management of the Port Street project and perhaps could prompt other parts of Middleport to be regenerated using the CHT.

Given the unique character of the area and the strong community focus of the project, the above described mechanisms would dovetail positively with the project’s founding aims and objectives. Consequently, whilst we cannot commit at this stage to adopting such an approach, the delivery team will consider this type of strategy alongside evaluating more conventional pathways to delivery of the project.

Design Competition

A design competition could be one way of selecting a preferred development partner, whereby the quality of design response is assessed alongside other commissioning issues. This approach would be sensible given the bespoke nature of the scheme and the high quality standards being specified.

Future Management

It will be vital that the management and aftercare reflect the unique qualities of the Port Street project, both in terms of the physical form and its requirements but also as part of the process of re-building the community and enabling it to become a confident and progressive place. A number of key elements would underpin this:

Longevity of design

The principles set out in this document seek to create a scheme that is future proofed in terms of its simplicity of design and future maintenance, low running costs and adaptability to future conditions and requirements, including climate change. These principles have underpinned the thinking behind the broader principles and more detailed elements. The design has also been developed to enable the spirit of the scheme to be maintained but for certain elements to be value engineered if required. For example, in regards to public realm design, where a simple stock palette of materials and the simple form of the design itself enable elements to be watered down or modified without eroding and jeopardising the overall concept.

Self management

The scheme is founded upon and designed to foster the community taking ownership over parts of the scheme; to enable it to be managed and controlled by them and for them to have a genuine stake in its future. This relates to involvement in the construction of the project, the management and use of spaces and facilities, food production, training and enterprise and management of the housing itself, potentially through a CDT or CHT.

Management Manual

There will need to be a set of ‘rules’ developed in terms of maintenance of buildings and spaces to ensure that exemplary standards are maintained.

A creative approach will be required in relation to adoption of the highway and other infrastructure to ensure safety but also ensure high standards of design quality are maintained.

Community facilities

There is scope to incorporate various community facilities and amenities that could be managed to be self sustaining via income streams generated through careful management of those facilities. Additionally, the future association with Middleport Pottery and the facilities that could be shared could strengthen the relationship to reinforce a sustainable model for community development in the long term.

Care taker/community champion

A care taker or community champion who is present in the area through its regeneration and who is a lasting figure once the development is occupied would be an important asset in helping to deliver a sustainable community in Port Street. The benefits of such a model are evident at Cross Street South, one of the case studies that informed the approach being adopted for Port Street. There, the caretaker is an ever present element of the community: they are a handyperson, a community worker and a friend and champion for the community. There is no doubt that they have contributed to the success of that scheme, helping to create a community and not just a housing development filled by individuals. A similar person would be a fantastic asset for the Port Street scheme.
This section draws together and summarises the main points of the Development Brief. It distils the parameters and principles into a readily accessible summary.
Conclusions

The area covered by this brief is challenging but also rich in opportunity. It requires a bold but also sensitive approach to its regeneration. To succeed it needs to be seen as an exemplar by all. This is not a project where ‘off the shelf’ solutions will work or be acceptable. It requires a tailored approach that responds to the areas needs, issues and strengths. It also needs to be adaptable and responsive, to take advantage of opportunities and to ensure that it stands the test of time and meets people’s needs long into the future.

Summary of design parameters

The following checklist summarises the key principles that will need to be in-built in order to respond successfully to this brief. This will be used to help assess the quality of proposals in the future both at the commissioning and planning stages.

<table>
<thead>
<tr>
<th>Urban Design</th>
<th>Yes/no</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Does the design reinforce the historic grid and block structure whilst improving the accessibility and attractiveness of the entrance to Middleport Pottery?</td>
<td></td>
</tr>
<tr>
<td>2. Does it create a movement hierarchy that provides for effective movement for various uses and activities, creating balanced, safe and attractive street environments, especially for pedestrians and cyclists? (Does it pass the play safely in the street test?)</td>
<td></td>
</tr>
<tr>
<td>3. Is there in-built flexibility to enable future transport and connectivity enhancements should those arise in the future?</td>
<td></td>
</tr>
<tr>
<td>4. Is the layout characterised by a well structured building layout that provides high levels of natural surveillance to streets, parks and public spaces?</td>
<td></td>
</tr>
<tr>
<td>5. Is access and parking designed so as to contribute positively to the quality of the streets and is it designed flexibly enough so that it is not single purpose?</td>
<td></td>
</tr>
<tr>
<td>6. Does the proposal provide or enable future adaptation to provide limited mixed use to add vitality to the area and to provide for local facilities?</td>
<td></td>
</tr>
<tr>
<td>7. Is the general scale, height and massing of the proposal complementary to the character and established scale of the area?</td>
<td></td>
</tr>
<tr>
<td>8. Has the design established areas of distinct character reflecting the site’s opportunities? Does it sit comfortably with the character of Middleport Pottery and the neighbourhood?</td>
<td></td>
</tr>
<tr>
<td>9. Does the framework provide for positive areas of public realm to foster civic pride, outdoor communal use and multifunctional space?</td>
<td></td>
</tr>
<tr>
<td>10. Does the proposal foster opportunities in terms of healthy living and grow your own opportunities?</td>
<td></td>
</tr>
<tr>
<td>11. Does the proposal facilitate appropriate storage and ease of bin collection and recycling in accordance with the Council’s prevailing strategy? Is there flexibility to meet future changes?</td>
<td></td>
</tr>
<tr>
<td>12. Is there a clearly defined and defensible edge between the public and private realm and are there high levels of natural surveillance over pedestrian routes, streets and spaces?</td>
<td></td>
</tr>
</tbody>
</table>
## Architectural design (new build)

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Is the design of high architectural quality and does it reflect a successful, modern interpretation of the traditional terrace?</td>
<td></td>
</tr>
<tr>
<td>2. Does the proposal positively interpret the wider terraced character in terms of massing and proportion and reflect the established townscape hierarchy?</td>
<td></td>
</tr>
<tr>
<td>3. Does the design create the impression of a fine grain development, characteristic of the street and plot rhythm evident in the existing townscape. Does the development create continuous frontage?</td>
<td></td>
</tr>
<tr>
<td>4. Does the roofscape successfully reflect and interpret the traditional pitched roof form and does it include features that provide vertical punctuation allied to the rhythm of individual plots and whole blocks?</td>
<td></td>
</tr>
<tr>
<td>5. Does the design creatively interpret the pattern and character of fenestration and doorways, so as to reinforce contemporary character whilst harmonising with surrounding historic properties?</td>
<td></td>
</tr>
<tr>
<td>6. Do the proposed materials creatively interpret the traditional palette and accent them with innovations and subtle variations to enhance the contemporary approach?</td>
<td></td>
</tr>
<tr>
<td>7. Does the housing design incorporate a simple but quality-led approach to detailing that reinforces the contemporary character whilst responding positively to the local context?</td>
<td></td>
</tr>
<tr>
<td>8. Have practical design considerations been thought through within the design process so that these contribute positively to the architecture?</td>
<td></td>
</tr>
<tr>
<td>9. Has the architecture been successfully integrated with the design of the public realm in terms of design philosophy, materials and detailing?</td>
<td></td>
</tr>
<tr>
<td>10. Does the design of internal space meet best practice standards including Lifetime Homes? Have properties been designed with flexibility in mind with high liveability standards and do they enable future adaptation to meet changing needs?</td>
<td></td>
</tr>
<tr>
<td>11. Has consideration been given to creating additional space in the form of outriggers and extensions? If incorporated do they add to the liveability of homes and contribute to the quality of the environment of the Community Lane?</td>
<td></td>
</tr>
<tr>
<td>12. Does the delineation between public and private space contribute positively to context and place making?</td>
<td></td>
</tr>
<tr>
<td>13. Does the building design enable ease of future adaptation and will it meet Lifetime Homes requirements?</td>
<td></td>
</tr>
</tbody>
</table>
### 6: Conclusions

<table>
<thead>
<tr>
<th>Heritage Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Do the proposals sympathetically reinstate the public face and rooftops of</td>
</tr>
<tr>
<td>retained buildings and reinforce the historic character of the streets?</td>
</tr>
<tr>
<td>2. Is the palette of materials and finishes appropriate to the historic context?</td>
</tr>
<tr>
<td>3. Does the proposal maximise the environmental performance whilst maintaining</td>
</tr>
<tr>
<td>historic character and appearance?</td>
</tr>
<tr>
<td>4. Does the proposal incorporate sensitive lighting solutions to help improve</td>
</tr>
<tr>
<td>the night time safety and usability of the street and provide safe access to</td>
</tr>
<tr>
<td>properties?</td>
</tr>
<tr>
<td>5. Do the designs for ‘2 into 1’ conversions maintain the integrity of the</td>
</tr>
<tr>
<td>historic frontage?</td>
</tr>
<tr>
<td>6. Does the rear elevational treatment and the treatment of back yard spaces</td>
</tr>
<tr>
<td>contribute positively to delivering the ‘Community Lane’?</td>
</tr>
<tr>
<td>7. Is storage provided to the rear of properties for bins/recycling, bicycles</td>
</tr>
<tr>
<td>etc?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Public realm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Does the approach to public realm reinforce the concept of creating distinct</td>
</tr>
<tr>
<td>character areas through the general design and materials specification?</td>
</tr>
<tr>
<td>2. Is artwork and signage an integrated component of public realm design and</td>
</tr>
<tr>
<td>is it part of a planned strategy for the development as a whole?</td>
</tr>
<tr>
<td>3. Does the design of the public realm positively contribute toward climate</td>
</tr>
<tr>
<td>change mitigation in terms design, function, detailing and materials used?</td>
</tr>
<tr>
<td>4. Does it positively contribute toward climate change adaptation and urban</td>
</tr>
<tr>
<td>greening?</td>
</tr>
<tr>
<td>5. Is the public space designed to be multi-purpose and future proofed to enable</td>
</tr>
<tr>
<td>adaptation and alternative functionality in the future? Is appropriate children’</td>
</tr>
<tr>
<td>s play incorporated within the design?</td>
</tr>
<tr>
<td>6. Does the design create a positive and attractive pedestrian route from</td>
</tr>
<tr>
<td>Travers Street to the entrance of Middleport Pottery?</td>
</tr>
<tr>
<td>7. Does the public realm readily enable local food production both in defined</td>
</tr>
<tr>
<td>growing spaces and more informally?</td>
</tr>
<tr>
<td>8. Does the public realm improvement encourage wider connectivity and has it</td>
</tr>
<tr>
<td>been designed to facilitate wider public realm improvement at a later date?</td>
</tr>
<tr>
<td>9. Does the detailed public realm prioritise people and cycles and reduce or</td>
</tr>
<tr>
<td>remove the delineation between carriageway and pedestrian space?</td>
</tr>
<tr>
<td>10. Is car parking successfully integrated to be functional in terms of use but</td>
</tr>
<tr>
<td>which also contributes positively toward place making creating high quality</td>
</tr>
<tr>
<td>street environments?</td>
</tr>
<tr>
<td>11. Is it designed to be robust and easily maintainable so that community could</td>
</tr>
<tr>
<td>be responsible for the management of some areas of public realm and spaces?</td>
</tr>
</tbody>
</table>
6: Conclusions

### Sustainable design

1. Does the development adopt a strategy to maximise the thermal efficiency and performance of the development and minimise carbon emissions? What are the levels of reduction?
2. Does the development include a strategy to minimise water consumption and to positively manage water usage? What are the levels of reduction?
3. Is the development designed to maximise the passive potential of the site, having regard to constraints arising from historic sensitivity and suggested street orientation?
4. Does the development include a strategy for reducing energy consumption and maximising the potential for production of renewable energy including the potential for local CHP or district heating? Is the development future proofed to enable future installation of renewable energy connection to a CHP or district heating scheme?
5. Does the development include a positive Sustainable Urban Drainage Strategy in relation to buildings streets and spaces so as to minimise flood risk, re-use water and create a self-managing landscape?
6. Does the development include appropriate broadband access and other IT infrastructure or is it designed to allow ease of update/retrofit? Are houses designed to provide an office hub/quiet spaces for home working and study?
7. What is the embodied energy of the materials to be used? Is there a policy relating to sourcing recycled and locally produced materials and is labour to be sourced locally?
8. Have new properties and extensions been designed to employ modern methods of construction or other modern construction technologies?
9. Is the development founded on the principle of whole life costing, whereby design quality is not sacrificed as a consequence of a short-term costing model?
10. Has the scheme been devised to reduce maintenance, enable the use of future technological advancement and allow ease of retrofit for measures including climate change adaptation?
11. Does the development include appropriate internal and external bin and recycling storage capacity to meet current and future needs?
12. Has appropriate climate change adaptation been designed into the development in terms of building design and adaptability and landscape and public realm?
13. Are urban greening initiatives incorporated within the development? (measures such as planting in the Community Lane, living roofs, street trees, hedging and under planting and productive greenspaces)

### Exemplar Design standards

1. Achieves at least Building for Life Silver
2. Achieves minimum of CSH level 5, Ecohomes XB very good (or equivalent under BREEAM for Existing Buildings)
3. New housing achieves Lifetime Homes Standard
Other key considerations

Alongside the design parameters there are several other key considerations to be factored in to delivering this exemplar scheme. These are:

Laying the foundations for a sustainable community

- Via the scheme’s physical design and by encouraging social interaction and collective responsibility to help establish a community that is inclusive and self-sustaining
- Ensuring a community champion and custodian at the heart of the community to help facilitate, nurture and strengthen the local community
- Provide multi-agency support and backing to help nurture and develop the community but with a strategy to gradually devolve responsibility and decision making to the community
- Create a strong sense of community and civic pride amongst different age groups and backgrounds through quality of design, ongoing meaningful engagement and by ensuring people have a genuine stake in and a sense of responsibility for the area.
- The potential inclusion of dedicated community facilities or the design of buildings to enable ease of adaptation in the future should that become viable

Sustainable delivery and management

- A delivery vehicle that is not purely about bricks and mortar and which leaves a genuine, positive community legacy for the future
- Delivery and management that genuinely involves local people through ongoing engagement and their participation in appropriate management structures
- An on site presence to support and mentor the community and rapidly tackle issues and problems as they arise supported by the relevant organisations and partners involved in the project
- A strategy that is flexible enough to allow different approaches to delivery and which can respond quickly to potential funding opportunities as they arise
- A green strategy that seeks to deliver a quality, highly sustainable scheme and which can access potential ‘green’ and ‘social’ funding sources and which embodies sustainable management practices
- The community having a stake and responsibility in the upkeep and policing of the area in partnership with local agencies
- Considering different approaches to creating a long term revenue stream to help finance elements of the management and maintenance, including any community ‘assets’.
Publications/articles

**Historic environment and contextual design**

Building in Context: new development in historic areas, CABE/English Heritage, 2001
Low Demand Housing and the Historic Environment, CABE, 2005
A model brief for the commissioning of work to assess historical significance in areas of housing renewal, English Heritage, 2005
North Staffordshire Urban Core Study: Heritage Characterisation, the Conservation Studio, 2005
North Staffordshire Urban Core Study: Historical Significance Final Report, the Conservation Studio, 2005
North Staffordshire Urban Core Study: Final Report, the Conservation Studio, 2006
North Staffordshire Conurbation Assessment of Historic Significance (volumes 1 & 2), The Conservation Studio, 2006

**Urban Design**

Urban Design Compendium (volumes 1 and 2), English Partnerships/Housing Corporation, 2000 & 2007
Creating Successful Neighbourhoods: lessons and Actions for Housing Market Renewal, CABE
The Value of Good Design: How buildings and spaces create economic and social value, CABE
Newcastle under-Lyme and Stoke-on-Trent Urban Design Guidance, NSRP, 2010

**Street design and parking**

Planning for Sustainable Travel (Summary Guide), Commission for Integrated Transport, 2009
Paved with gold: the real value of good street design (executive summary), CABE Space
Civilised streets (briefing note), CABE Space
This way to better streets: 10 case studies on improving street design, CABE Space
At Home in the Zone: creating Livable Streets in the US, Appleyard and Cox, American Planning Institute Oct 2006

**Public space design**

Public space lessons - Land in limbo: making the best use of vacant urban spaces, CABE Space
Public space lessons - Improving park performance, CABE Space
Public Space Lessons – adapting public space to climate change, CABE Space
Public Space Lessons – Designing and Planning for Play, CABE Space
Living with risk: promoting better public space design (briefing note), CABE Space
Helping community groups to improve public spaces (executive summary), CABE Space
It’s our space: A guide for community groups working to improve public space, CABE Space
Spaceshaper: A User’s Guide, CABE Space
References

Housing quality standards
Design and Quality Standards, Housing Corporation, 2007
Building for Life Delivering Great Places to live: 20 questions you need to answer, CABE/HBF, 2008

Sustainable design/renewable energy
Code for Sustainable Homes – a step change in sustainable home building practice, DCLG, 2006
Summary of Changes to the Code for Sustainable Homes Technical Guidance, DCLG 2010
Hall marks of a Sustainable City, CABE, 2009
Stoke-on-Trent Renewable Energy Assessment, Wardell Armstrong, 2009

Public Art
Artists & Places - Engaging creative minds in regeneration, CABE/Arts Council

Green infrastructure
No change? Valuing the natural environment, Natural England
Making the invisible visible: the real value of park assets (executive Summary), CABE Space
Green infrastructure: connected and multifunctional landscapes, Landscape Institute
Grey to Green: how we shift funding and skills to green our cities, CABE

Healthy living
Active Design: Promoting opportunities for sport and physical activity through good design, Sport England/CABE/DoH/DCMS
Physical activity and the built environment (briefing note), CABE Space
Stoke-on-Trent Sport and physical activity Strategy 2009-2016 (Executive Summary), City of Stoke-on-Trent/Sport England
Healthy City Planning Development Management Checklist (draft), Stoke-on-Trent City Council, 2010

Community Safety
Safer Places: The Planning System and Crime Prevention, Home Office/ODPM

Community empowerment
The Big society: What it is and what the opportunities could be (briefing paper), Development Trusts Association, 2010

Local Demographics
Neighbourhood Zone Profile NZ20 Middleport & Longport, Stoke-on-Trent City Council, 2009
Websites

Heritage
http://www.english-heritage.org.uk/ - Heritage conservation

Street design/sustainable transport
http://www.idgo.ac.uk/design_guidance/streets.htm - street design
http://www.plan4sustainabletravel.org/ - sustainable travel
http://www.homezones.org/ - Homezones
http://www.homezones.org.uk/ - Homezones (Institute of Highway Engineers)

Housing and neighbourhood quality
http://www.buildingforlife.org/ - Housing design quality
http://www.lifetimehomes.org.uk/ - livability and quality standards
http://www.securedbydesign.com/ - community safety
http://www.swingacat.info/ - housing space standards
http://www.healthycity-stoke.co.uk/ - community and personal health and wellbeing management

Sustainability
http://www.carbontrust.co.uk/ - sustainability and climate change
http://www.bre.co.uk/ - sustainable design and construction
http://www.climatechangeandyourhome.org.uk/live/ - heritage sensitive sustainable design/resource

Local and neighbourhood food production
http://www.soilassociation.org/ - organic food production
http://www.landshare.net/index/ - grow your own
http://www.bbc.co.uk/gardening/digin/ - grow your own

Community enterprise/capacity building
http://www.dta.org.uk/ - community and social enterprise
http://www.togetherworks.org.uk/Home - social enterprise
Case studies

http://www.cabe.org.uk/case-studies - best practice case studies in housing
http://www.bromfordgroup.co.uk/main.cfm?type=DEV CROSSST – Cross Street South case study
http://www.incredible-edible-todmorden.co.uk/ - community food production case study
http://georgiastreetgarden.blogspot.com/ - community farming/urban greening case study

Contacts

Urban Design
David Hallam, Senior Urban Design Officer  e: david.hallam@stoke.gov.uk   t: 01782 234376
Fiona Huyton, Urban Design Officer  e: fiona.huyton@stoke.gov.uk   t: 01782 232477

Conservation
Jane Corfield, Team Leader, Design & Conservation  e: jane.corfield@stoke.gov.uk   t: 01782 232154

Regeneration
Debbie Hope, Programme Manager (Middleport)  e: debbie.hope@stoke.gov.uk   t: 01782 237822

Community Liaison
Karen Dulson, Project Officer, Housing Environment and Neighbourhoods  e: karen.dulson@stoke.gov.uk   t: 01782 233961

Climate change/sustainability/Planning Policy
Ed Sidley, Senior Planning Officer (Policy)  e: edward.sidley@stoke.gov.uk   t: 01782 231978
Nic Jones, Climate Change Officer  e: nicolas.jones@stoke.gov.uk   tel: 01782 238134

Development Management
Philip Murphy, Planning Officer  e: philip.murphy@stoke.gov.uk   t: 01782 232171

Housing Strategy
Alexander Fury, Policy and Strategy Officer, Housing Enabling Team  e: alex.fury@stoke.gov.uk   t: 01782 235520

Highways
Claire Simpson, Engineer  e: claire.simpson@stoke.gov.uk   t:01782 237889

Community Safety
Ian Taberner, Staffordshire Police  e: ian.taberner@staffordshire.pnn.police.uk
PORT STREET

Prepared by the Urban Design and Conservation Team, on behalf of RENEW North Staffordshire

City of Stoke-on-Trent Council
P O Box 630
Civic Centre
Glebe Street
Stoke-on-Trent ST4 1RF

Tel: 01782 236680

November 2010

8 Copyright Stoke-on-Trent City Council