

Keele Neighbourhood Plan Policies

Really essential to use a clear and consistent hierarchy of headings.

Policy structure suggested:

- Purpose
- Rationale
- Policy**
- Interpretation

Rationale is the evidence and planning thinking behind the policy. Keep rationale as concise as possible. Keep detailed evidence in external documents, not within the plan. Only include enough to justify the policy (e.g., don't include in the plan things like detailed histories of the area or technical reports).

Rationales can be combined for groups of policies, to avoid repetition. Or each individual policy can have its own rationale (but trying to avoid repetition).

Policy in bold.

Interpretation should only explain the application of the policy. Take care not to include rationale or additional policy requirements.

Housing

Purpose

To ensure that new residential accommodation meets local need.

Rationale and Evidence

National policy and guidance

Local Plan policies on mix/affordability.

Growth requirement / evidence of need.

Existing housing stock. Deficiencies in existing housing stock. Relative affordability (NS/regional/national)

Some development will involve smaller sites, so mix required for 3 or more dwellings (reducing threshold in Local Plan).

KHG1: Residential Mix

- 1. Residential development of three or more dwellings must address local need for smaller accommodation for first time buyers and elderly people looking to downsize. To achieve this, one and/or two bedroom dwellings should be a predominant part of the mix, including dwellings designed for older people.**

Interpretation:

The policy augments Local Plan policy on housing mix. The policy does not set specific proportions for housing mix, so does allow for flexibility. However, it makes clear that 1 or 2 bedroom units should form the largest part of the mix.

In considering the number of bedrooms, the Government's *Technical housing standards – nationally described space standard March 2015* sets out minimum room sizes.

For the avoidance of doubt, this policy and the following policy relates to residential development, but not to student and staff accommodation proposals within the Keele University Campus.

KHG2: Affordable Residential Provision

- 1. Affordable housing provision must form an integral part of any development or be in close proximity to the site, within the Keele Neighbourhood Area.**
- 2. Affordable housing provision should be tenure blind and of similar specification to the market housing in any development.**

- 3. Development that includes financial contributions for remote affordable housing, rather than providing affordable within the Keele Neighbourhood Area, will fail to meet the needs of Keele Parish, making the development unsustainable.**

Interpretation:

The policy augments Local Plan policy on affordable housing, by setting requirements for where and how such provision is made.

Tenure blind means that affordable housing should be similar to market housing, rather than being developed to an inferior specification.

Local Employment and Community Facilities

Purpose

To support a range of local employment and community facilities, to enable more sustainable live/work patterns.

Rationale and Evidence

National policy and guidance

Local Plan policy.

Current employment / commuting

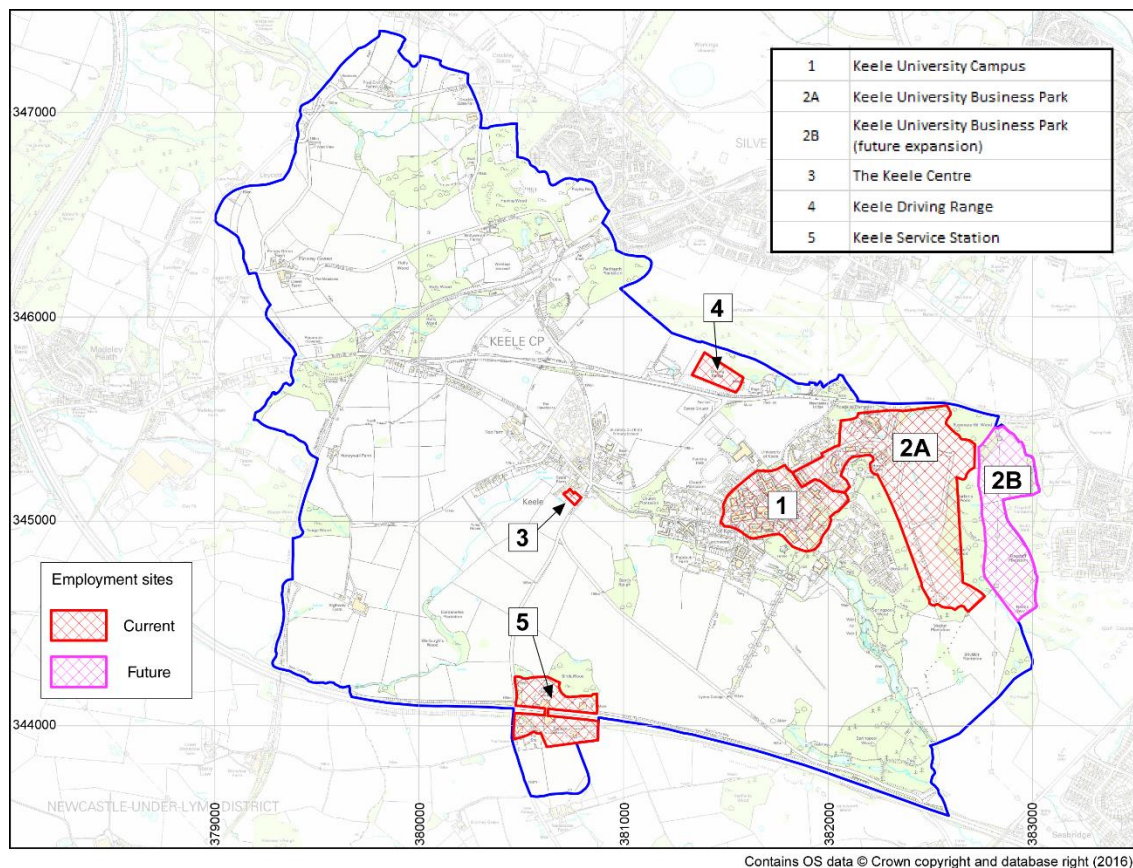
Need to support home working / broadband service

Existing facilities / deficiencies

KEF1: Employment

1. Development for new employment will be supported in the following locations:

- **Keele University Campus, Business and Science Park and ancillary sites;**
- **The Keele Centre, Three Mile Lane;**
- **Keele Driving Range;**
- **Keele Service Station.**



2. Outside of these locations, development to diversify existing small businesses or agricultural complexes will be supported.
3. Support for development under this policy is subject to there being no significant adverse impacts on:
 - The amenities of nearby residential properties by reason of noise, disturbance, dust, vibration or other impacts;
 - The historic or rural landscape character of the area.

Interpretation:

Other requirements for employment related development, including design and transport, are set out in other policies. Policy KUC1 sets specific requirements for development of the Keele University campus.

KEF2: Broadband

- 1. New build development must include high-speed broadband infrastructure, so as to be ready as local services are upgraded. This includes provision within the curtilage of all new dwellings.**

Interpretation:

The policy relates to broadband infrastructure within development sites.

KEF3: Community Facilities

- 1. New community facilities, or the diversification of existing community facilities will be supported, providing there is no significant adverse impact on:**
 - The amenities of nearby residential properties by reason of noise, disturbance, dust, vibration or other impacts;
 - The historic or rural landscape character of the area;
- 2. Loss of community uses, will be resisted unless it can be demonstrated that the use is no longer viable or similar or better facilities are being provided in close proximity.**
- 3. Local facilities of particular community value include:**
 - Keele Village Hall, Highway Lane;
 - The Sneyd Arms Public House, The Village;
 - St Johns Church, Church Bank;
 - The Golf Driving Range, Keele Road;
 - Various facilities within Keele University Campus, including shops and post office.

Interpretation:

The policy seeks to protect and retain existing community facilities, but also to create flexibility to allow diversification, to help make them more viable. Community facilities include sports, meeting, recreational and other facilities.

Close proximity would mean within easy walking distance, without the need for transport.

Design and Heritage

Purpose

To ensure that development is well-designed, sustainable and creates a distinctive sense of place.

To preserve and enhance the historic character of the village.

Rationale and Evidence

National policy and guidance

Local Plan policies.

Heritage assets.

Village character

Need address issues around low quality design in new housing.

General issues around design quality and sustainability are dealt with by Policy KHD1. KHD2 deals with local character. KHD3 and KHD4 relate to historic areas. KHD5 addresses infill development, including amenity considerations.

KHD1: Sustainable Design

- 1. Landscape infrastructure must form an integral part of the design and layout of built development, to support the creation of a high-quality environment.**
- 2. The design and layout of built development must create an attractive, permeable and convenient environment for pedestrians. New footpaths must have convenient links to surrounding footpath networks, to provide easy movement between the development and the surrounding area.**
- 3. Development must create a safe environment, in particular by presenting active frontages (containing doors, windows) to street frontages, to provide natural surveillance. Development that presents blank frontages to the street will be resisted.**
- 4. The layout of built development should provide clear separation between public and private space, in particular in avoiding placing rear gardens adjacent to street frontages.**
- 5. New homes must include discreetly located and screened storage for bins and recycling, minimising visibility from the public realm.**
- 6. Development must include sustainable urban drainage, including permeable hard-surfaced areas to allow drainage of surface water.**

Interpretation:

The application of the policy depends on the scale and nature of development. For example, those parts of the policy that apply to the layout of pedestrian paths would only apply where new layout forms part of the development, but not to small-scale development within an existing curtilage. The requirement to create a safe environment would be relevant to new housing development, but could also apply to a high fence or wall to a site boundary.

The requirement for landscaping to form an integral part of design and layout is intended to prevent poor quality housing development in particular, for example housing layouts based on highway standards and division into plots, with planting of the leftover bits of land.

The policy gives priority to pedestrians in the design and layout of development, including connections to the surrounding area.

Active frontages could include doors, windows and balconies. Inactive frontages would include blank building elevations or high walls or fences as boundary treatments. The requirement to avoid placing rear gardens adjacent to street frontages avoids the need to place high walls or fences on street frontages (inactive frontages).

KHD2: Local Character

- 1. Development must be designed for the specific site and context, to create a locally distinctive sense of place.**
- 2. Development must complement the townscape characteristics of the street and context in terms of scale, height, massing, and degree of set-back from the road.**
- 3. Built development must take into account of, and maintain, views towards St John's church spire.**
- 4. Development must take opportunities to respond to topography in its form and layout.**
- 5. Use of local materials, recycled materials, low-embodied-energy materials and high-environmental-performance materials is encouraged.**
- 6. Creative or innovative design solutions, designed for the specific site and context, will be supported, including designs that incorporates superior environmental performance.**

Interpretation:

The policy is not intended to suppress creativity or require stylistic copying, but to ensure that new development complements the landscape and built character of Keele. The policy makes explicit that the intention is not to suppress creativity or innovation.

Responding to topography could include use of stepped roof forms, or allowing elevated views to the surrounding countryside through the layout of development. Landscape design can also include stepped forms, responding to topography.

Local materials include red brick, painted render and plain clay tiles.

KHD3: Keele Village Conservation Area

- 1. Within Keele Village Conservation Area, development must preserve or enhance the character or appearance of the Conservation Area and its landscape setting. This includes:**
 - **Complementing the predominant two-storey height of existing properties;**
 - **Responding to existing townscape characteristics, based on a mix of small cottages, short terraces, and detached and semi-detached properties.**
 - **Setting-back properties behind front gardens, to complement the existing character.**
- 2. New buildings and extensions should use authentic materials, based on the historic palate of materials, or green materials. Synthetic substitutes for traditional materials should not be used (such as plastic finished to look like timber).**
- 3. Boundary treatments must complement the historic character, including use of hedges and low (below 1 metre) brick walls.**

Interpretation:

The policy augments Policies KHD1 and KHD2, setting additional requirements for Keele Village Conservation Area. The policy sets out the key characteristics of the Conservation Area as a guide to consideration of whether development would preserve or enhance the character or appearance.

For clarity, the special architectural or historic interest of the Conservation Area is based on the historic village, so consideration of impacts on the character or appearance should be made against that context. The Hawthorns Estate is a recent housing development, so only contributes to the special interest of the Conservation Area in terms of surviving landscape and trees and surviving historic building.

Standard housing estates based on standard highway layouts and standard house types would fail to meet the requirements of policy, especially if loss of trees was involved.

Historic materials used in the Conservation Area include brickwork (some painted), render, plain clay tiles, timber windows, eaves and detailing.

KHD4: Keele Hall Conservation Area and Historic Park and Garden

- 1. Within the Keele Hall Conservation Area and the Keele Hall Historic Park and Garden, development must preserve or enhance the character or appearance of the Conservation Area and Historic Park and Garden, including complementing the established historic landscape character, whilst also meeting the requirements of Policy KUC1.**

Interpretation:

The policy augments Policies KHD1 and KHD2, and also applies together with Policy KUC1.

KHD5: Infill Development

1. Infill development for gaps in existing built frontages will be supported where:

- **It would complement the existing townscape character, including typical gaps between properties;**
- **Gaps between properties would be sufficient to allow access for maintenance;**
- **There would be no significant harm in terms of light and amenity of neighbouring properties;**
- **Both existing and new dwellings would have adequate garden space, taking account of the existing character of gardens in the area;**
- **There would be no blocking of public access or footpaths.**

Interpretation:

The policy addresses both character and amenity for infill development. Infill is the redevelopment of buildings or development of gaps in existing built frontages.

Adequate garden space is not defined in terms of area, but would need to be sufficient to support normal garden activities such as play, sitting and eating out, plant or food growing, and drying of clothes.

Countryside and Environment

Purpose

To preserve or enhance the landscape character of Keele and the landscape setting and separation of the historic village centre

Rationale and Evidence

National policy and guidance

Local Plan policies.

Landscape designations.

Risk of settlements merging.

Selection of LGS

KCE1: Rural and Natural Environment

1. Development must preserve or enhance and have no adverse impact on Keele's natural environment, including ecology and wildlife habitats. Development must achieve biodiversity net gain.
2. Development must preserve or enhance and have no adverse impact on Keele's rural landscape character and historic field patterns.
3. Any impacts on the natural environment or rural landscape character must be balanced through environmental gains in the development itself, such as high-quality landscape design including local species, green building design and measures to support wildlife.
4. Trees, woodlands, hedges and drystone walls must be retained within any development site.
5. Where pre-emptive action is taken to remove unprotected trees, hedges or drystone walls, reinstatement will be expected as part of any development of the site.
6. Development must preserve or enhance water features and their setting, including lakes and watercourses.

Interpretation:

Measures to support wildlife could include creation of new habitats, bat or bird boxes or gaps in fences.

Tree species in the area are diverse, including lime trees, hawthorns, beech, pear, oak, sycamore, horse chestnut.

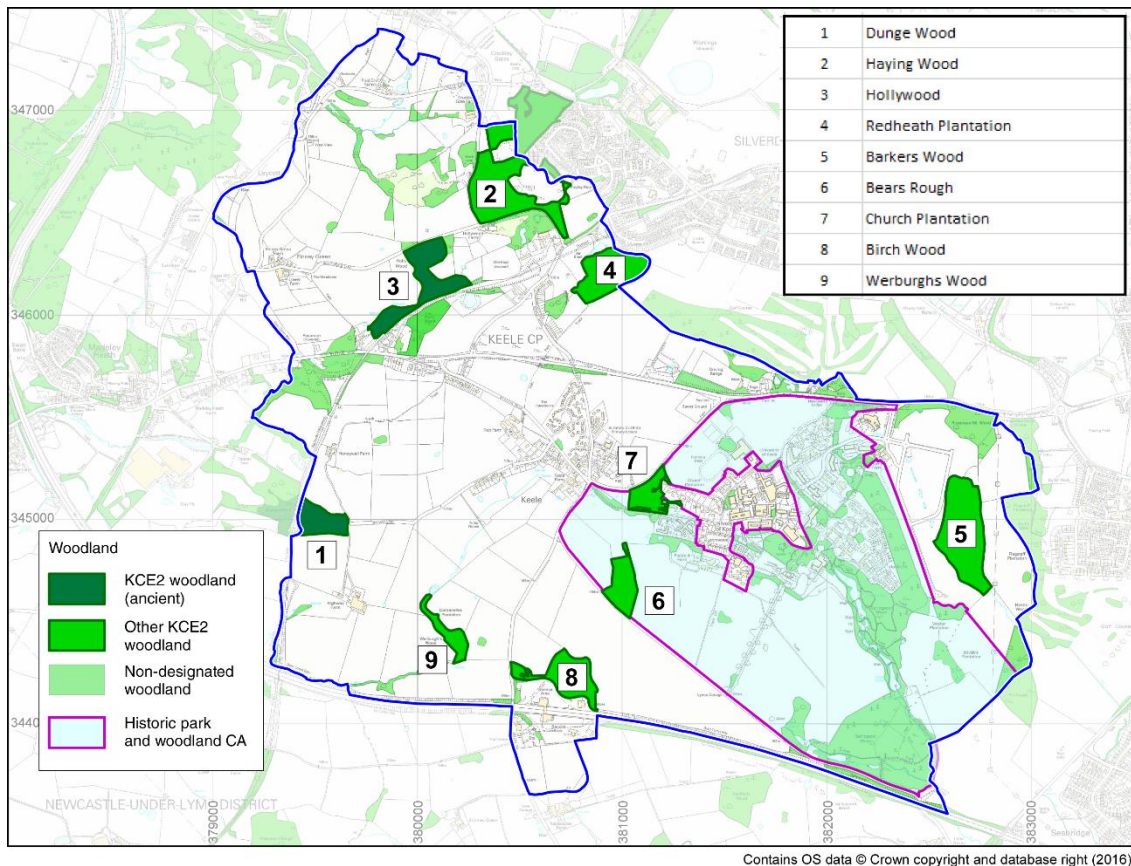
KCE2: Woodlands and Habitats

1. In the application of Policy KCE1, particular regard should be paid to impacts on:

- Dunge Wood,
- Haying Wood,
- Hollywood,
- Red Heath Plantation,
- Barkers Wood,
- Bear's Rough
- Church Plantation,
- Birch Wood,
- Werburghs Wood
- Woodlands within the Keele Historic Woodpasture and Parkland conservation area

Interpretation:

Plan ** indicates the areas concerned. The policy highlights areas of particular sensitivity, but should not be interpreted as downgrading the value of individual trees or undesignated woodland areas or habitats, which collectively make an important contribution and are protected by Policy KCE1.



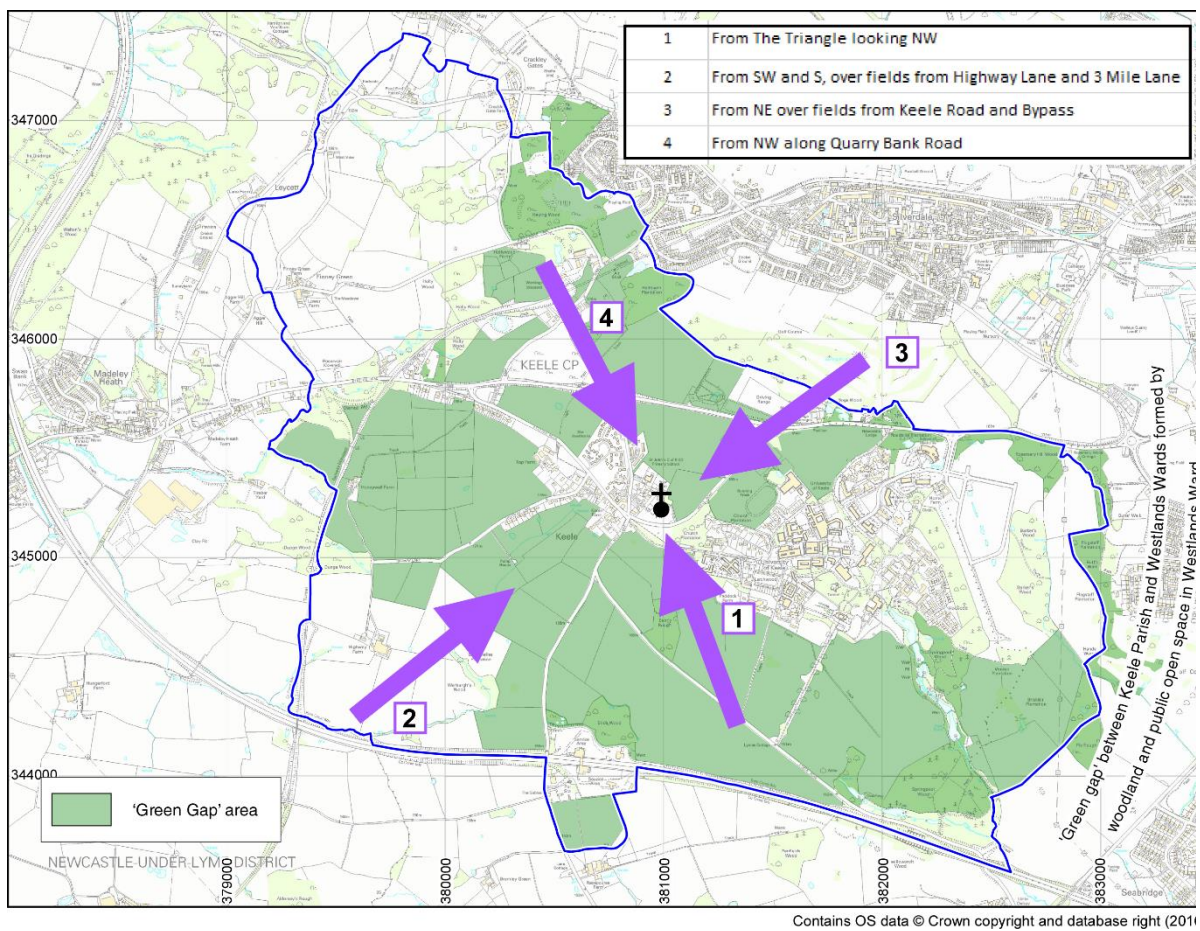
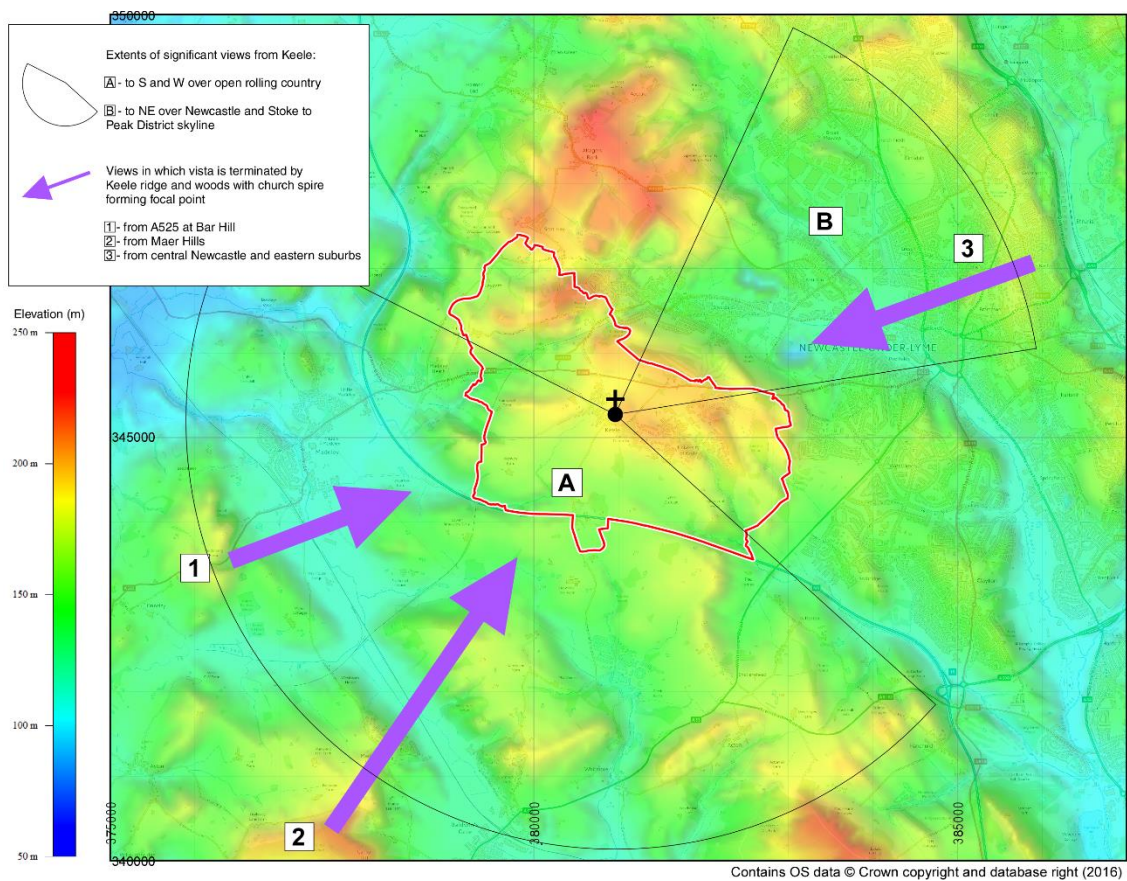
KCE3: Landscape Setting

1. Development must preserve and not compromise the open landscape setting of Keele Village, including the green gaps separating surrounding settlements (see Plan **).

Interpretation:

The policy recognises the importance of the landscape setting to the distinctive and historic character of Keele Village. The landscape setting is also relevant in the application of special statutory duties for heritage.

Plan showing landscape setting for historic village and green gaps (including separation in development of golf course). Add the two additional fields (Keele Road and Narley SPA 3 and 4 on the LGS Plan). **Done**



KCE4: Local Green Space

- 1. The following spaces are designated as Local Green Space:**

LGS1: Hawthorns Green, in front of Hawthorns House.

LGS2: University Green, Keele Road.

Special Policy Areas

SPA3: Field adjacent to Keele Road and A525

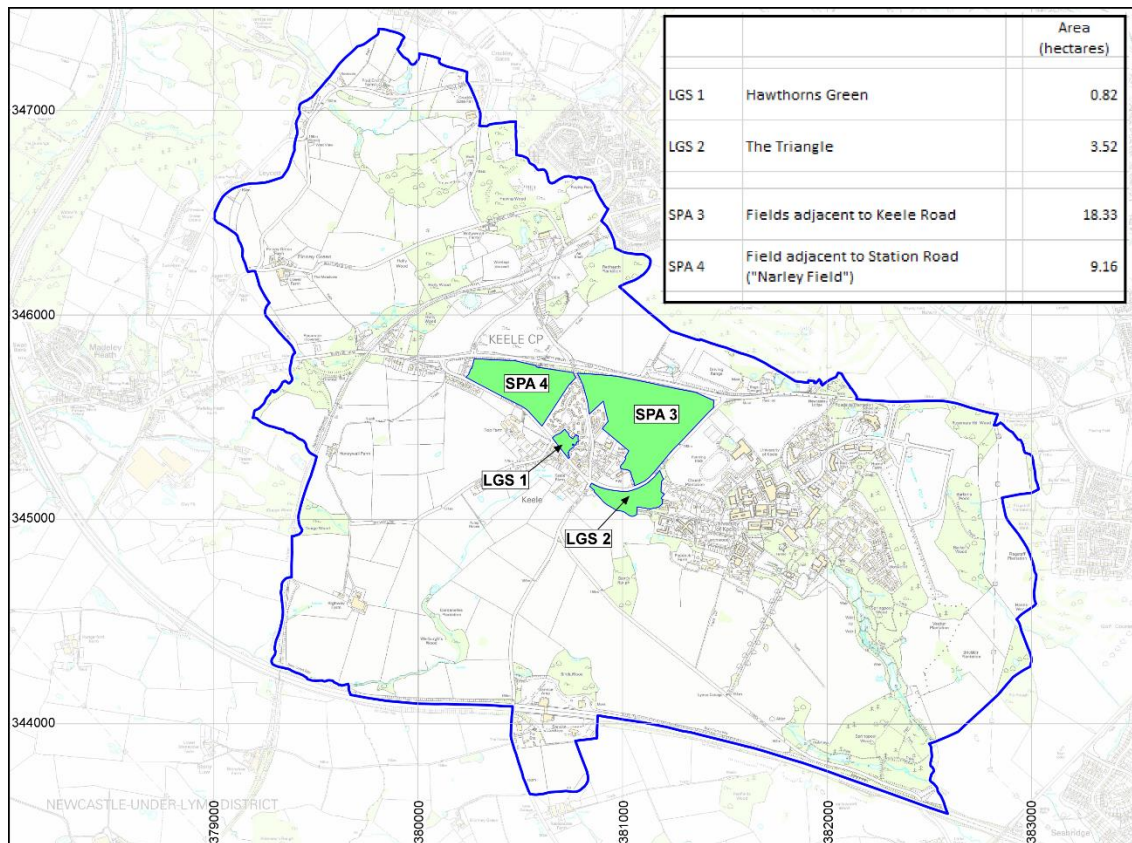
SPA4: Field adjacent to Station Road and A525: the Narley

- 2. Development must not encroach onto Local Green Space. An exception may be made where development meets all of the following:**
 - **It is very small-scale;**
 - **It is directly related to the community use and value of the space;**
 - **It would not compromise the open or green character of the space.**
- 3. Development in close proximity to Local Green Space must have no significant adverse impact on the community value, safety, amenity, or accessibility of the space.**

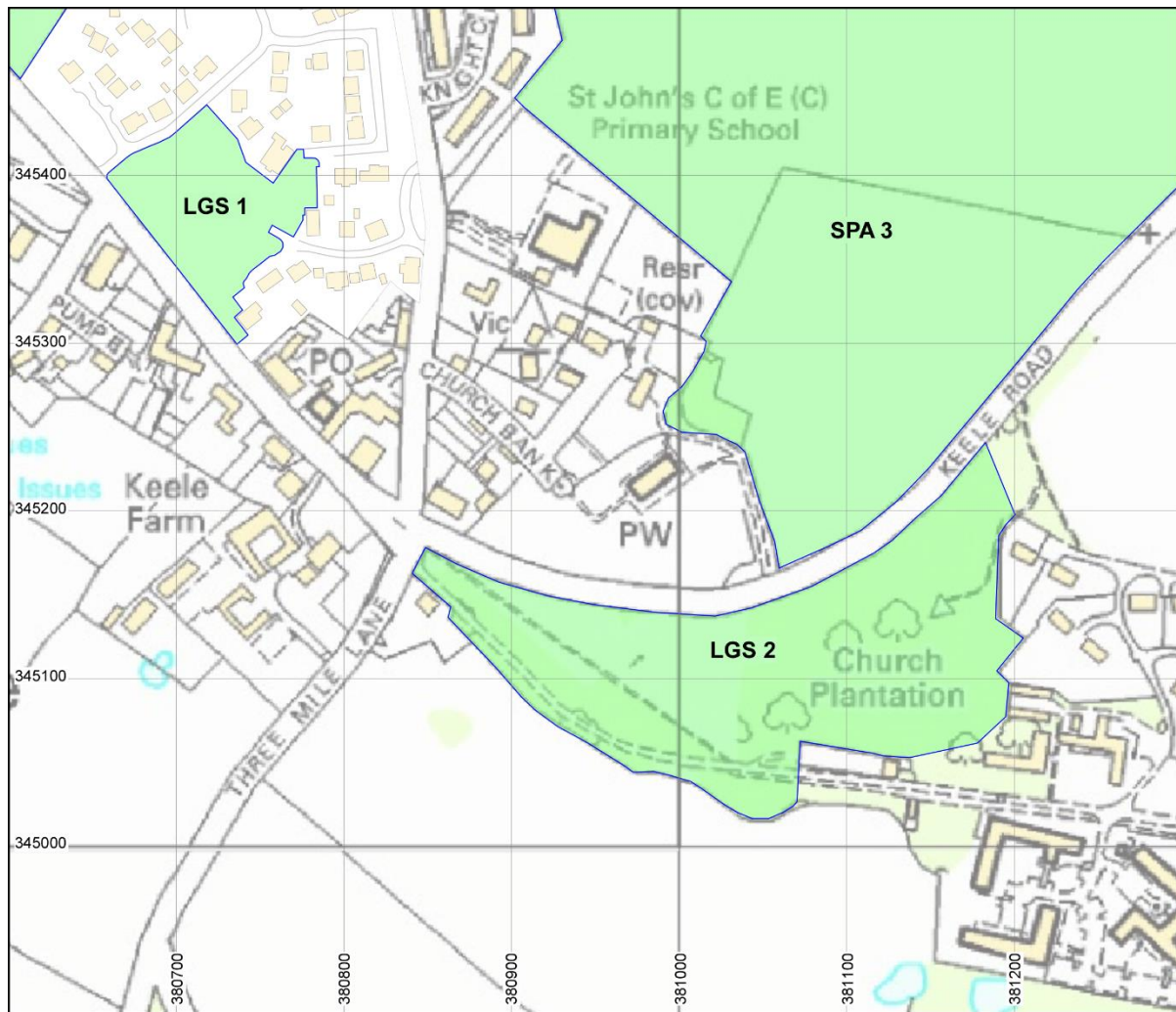
Interpretation:

The policy designates and protects Local Green Space, creating a similar level of protection as for green belts.

The policy does allow limited development to support the community use of the space, for example such as a small store for tools or equipment.



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Hawthorns House Green, in front of Hawthorns House, The Village, Keele, ST5 5AD

Special Community Value

This LGS forms the green gateway to the Hawthorns development and is a key green area in the centre of Keele village. It provides an important setting for the locally listed Hawthorns House and is a key part of the Conservation Area.

It is planted with mature trees and memorial trees and has been used by the community for many years. There have been a number of new trees planted as part of the landscaping scheme for the recent housing development.

It provides pedestrian access from Highway Lane & Station Road through to the local school, linking up with other walking routes in the village.

The mature hedgerow fronting the site to The Village reflects the rural character of the parish. Acting as a defensible boundary and enables it to be of value to recreation & wildlife, as well as providing a tranquil and peaceful environment in the village.

It is demonstrably special to the community. This was made clear through planning representations on the planning application in which the Local Green Space forms part of the development site. In addition the planning inspectorate also recognised its significance and saw fit to protect it from development.

It has historical significance as it fronts the Sneyd estate's Agent's House and would be where the estate workers gathered to collect their weekly wages.

Suitability for LGS Designation

Special Community Value	The space is of special community value, as described above. The mature hedgerow also provides a wildlife corridor, reflecting the character of the rural parish.
Area of space (Ha)	0.82 Hectares
Planning permissions or site allocations	None.
Other Designations	It lies within the Keele Village Conservation Area and is public open space
Not an extensive tract of land	The area is 0.82 Ha and thus it is not an extensive tract of land
Close to the community it serves	It is within easy walking distance of a large proportion of the village population. This makes it a "natural" village green.

Conclusion

Keele Village lacks a formal village green but this is one of two spaces which have served this function informally over recent decades. This peaceful, leafy space provides the setting for the 18th century Hawthorns House, one of Keele Villages most important buildings. The recent development of housing on the Hawthorns site means that the green is accessible to over 80 new residences as well as the older properties in the village. It will undoubtedly be a key space for residents to meet, walk, relax and spend time together.

University Green, between Keele Road and University Drive

Special Community Value

This LGS is an important green space in Keele village. It is set with mature and memorial trees, and has been used by the community for many years. It is used by both children and adults for recreational activities and is also used extensively for dog walking. A noted feature is its use by the Historia Normannis re-enactment group who can be seen in full 12th century garb during term time. The space is used for informal games of football, cricket, for picnics and for taking the sun with friends.

The main pedestrian access from the village to the University and the historic parks and gardens crosses this site.

The stone wall that provides the site boundary to Keele Road is a key part of the conservation area and acts as a defensible boundary.

The area forms part of the historic park and garden of the Keele estate and is of historical importance

The entire green space occupies an area which was originally the central part of the Preceptory of the Knights Templar at Keele. Nineteenth century maps and plans show structures marked as Hall or Old Hall on the site - i.e., the residential unit of the Templar brothers which parallels very precisely other Templar establishments at Temple Balsall (Warwick) and Garway (Herefordshire). Other Templar (farm) structures lie under the eastern end of this green space and in the adjacent woodland and can be identified as earthworks in the landscape. Field walking this archaeological site has thrown up numerous small finds here and in adjacent fields.

NB. The A525 main road through Keele was created in the 1840s to make an easier cartway through Keele than had originally existed and resulted in the division of the Preceptory site with the Templar's chapel (now the parish church on the northern side of the new road and this green space on its southern flank)

Suitability for LGS Designation



Special Community Value	The University Green sits at the opposite end of the village to Hawthorns green and is its complement, providing more open space than Hawthorns Green and the opportunity for informal sports and recreation. It is of historical importance and provides a critical part of the setting of St John's Church (grade 2*) whose presence dominates the view northward from the green. Southward, the green provides views of rolling countryside and the green provides a critical part of the setting for the estate village of Keele. It is widely used by village and campus residents alike for formal and informal recreation: sports, picnics, dog walking and the re-enacted of medieval warfare!
Area of space (Ha)	3.52
Planning permissions or site allocations	None.
Other Designations	Part of the Keele Village Conservation Area
Not an extensive tract of land	At 3.52 Ha, the green cannot be regarded as an extensive tract of land

Close to the community it serves	It is within 10 mins walking distance of all properties in the village and university campus.
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Conclusion

This green space has an open setting and significant areas of unplanted grass which is maintained by the University. Although it remains the property of the University, they are happy for the public to use the space provided they follow the rules clearly posted at the entrance. It is part of the setting of the estate village and its grade 2* listed church and offers attractive views in all directions. It is widely used by village and campus communities for rest and recreation.

Transport and Infrastructure

Purpose

To support a range of sustainable transport options.

Rationale and Evidence

National policy and guidance

Local Plan policies.

Transport routes / reliance / data

Infrastructure deficiencies.

KT11: Sustainable Transport

- 1. Development that is likely to generate additional journeys must include a balanced and sustainable range of transport options, proportionate to the scale and nature of the development.**
- 2. Residential development must include secure, covered storage for cycles and personal vehicles for all new dwellings.**
- 3. Development involving new layout must prioritise pedestrian and cycle convenience, permeability and connectivity, meeting the requirements of Policy KHD1. This includes connections to allow easy access to surrounding footpaths, bus stops and community facilities.**
- 4. Development involving the creation of new parking or garage facilities must include charging facilities for electric vehicles.**

Interpretation:

The requirement for transport provision to be proportionate to the scale and nature of the development recognises that some minor developments, with no generation of journeys, would not be expected to address transport provision. Development creating employment space or new dwellings would clearly need to respond, especially schemes creating new road layouts.

The Policy should be applied together with Policy KHD1, which also deals with pedestrian convenience.

KTI2: Transport Infrastructure

- 1. In considering the impact of development on traffic safety and capacity, particular regard will be paid to impacts on existing congestion points. These are:**

- List

Interpretation:

Against the context of national policy, creating additional traffic movements where there are already safety and/or congestion problems has the potential to create severe impacts.

KTI3: Infrastructure Priorities

- 1. Infrastructure expenditure priorities are:**

- Improvement of the village hall;
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Interpretation:

The policy is intended as guidance to the local planning authority in the use of Section 106 or CIL contributions. The Parish Council will be guided by the policy in its use of CIL contributions.

Keele University Campus

Purpose

To support sustainable growth of the University.

Rationale and Evidence

National policy and guidance

Local Plan policies.

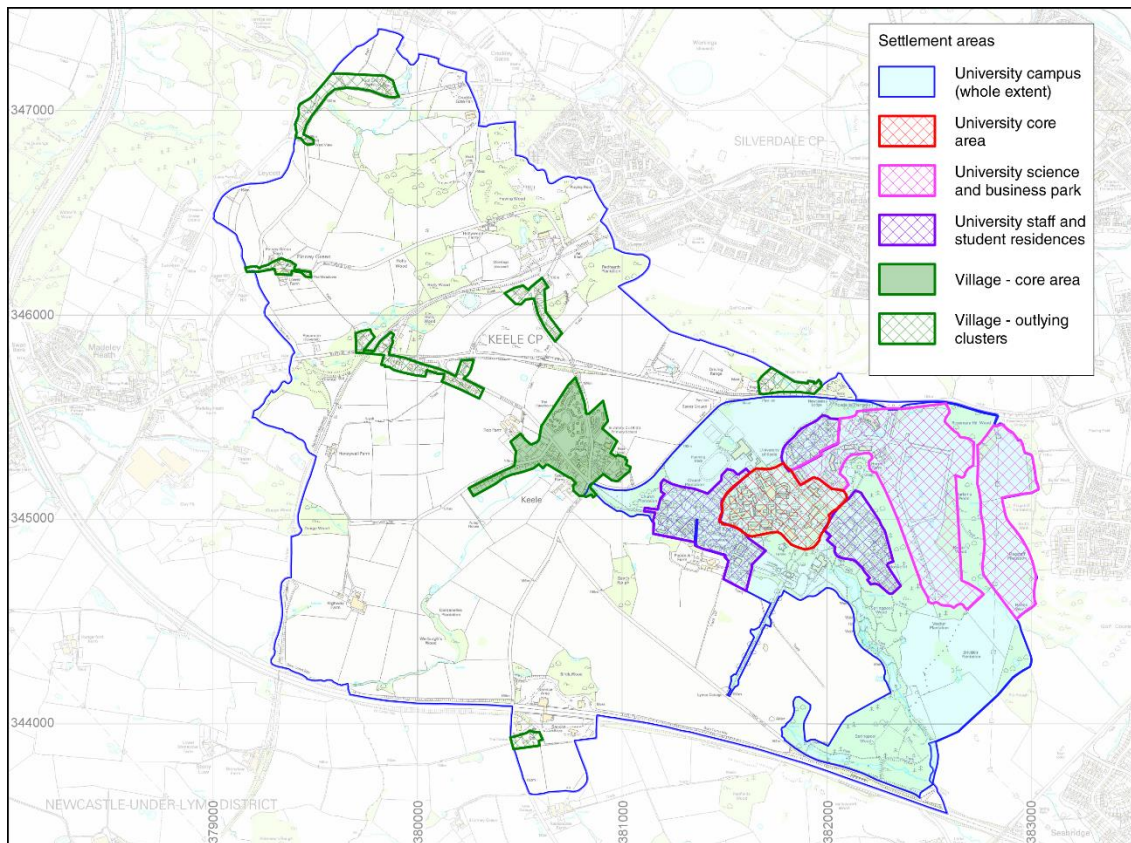
Strategic importance of the university.

Growth plans for the university.

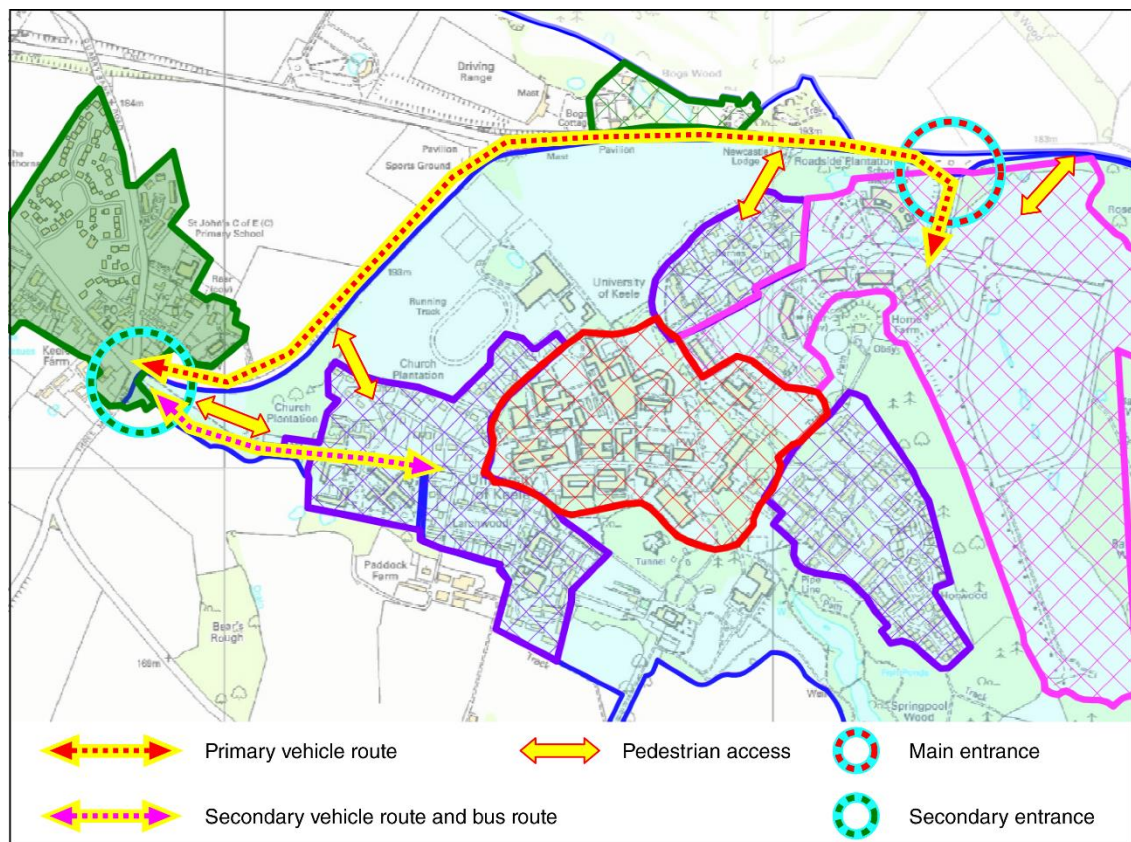
Need to consider wider impacts.

High sensitivity, due to Keele Hall designated historic park and garden, Keele Hall Conservation Area and numerous listed buildings.

General policies still apply, but are augmented by the specific Keele University Campus policy.



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KUC1: Keele University Campus

- 1. Sustainable development of the Keele University campus, which accords with the University Masterplan, will be supported. To be sustainable, development must preserve or enhance the built, natural and landscape environments of the campus, against the context of design, heritage, environment, transport and other policies in this neighbourhood plan.**
- 2. Development must complement the landscape features of the campus, including preserving trees, woodland and water features.**
- 3. Development within the setting of Keele Hall and the designated Keele Hall Historic Park and Garden must demonstrate very high standards of design, including architecture, urban design and landscape design.**
- 4. Development must preserve and should take opportunities to enhance historic buildings and their setting.**
- 5. Development that includes new public realm or changes to the public realm must preserve or enhance the landscape character of the campus, recognising the importance of the public realm in terms of sustainability, amenity and recreational use.**
- 6. New buildings or extensions to buildings must respond to the historic built and landscape context by demonstrating exceptional design quality, adding to the architectural diversity of the campus, using very high-quality, durable materials with a high standard of finish. Innovative, creative and distinctive design solutions are positively encouraged.**
- 7. Development must include balanced transport provision, taking account of Policy KT11.**
- 8. Careful consideration must be made of impacts of development on parking in Keele Village centre, and amelioration of such impacts. This includes provision of adequate levels of student, staff and visitor parking, taking account of projected increases in demand.**
- 9. Car parking areas must be designed as an integral part of the design, layout and landscaping of development. They should include sensitive landscape design and use of permeable and durable surface materials with a high standard of finish.**
- 10. The creation of multi-level parking is supported, particularly where it would enhance overall parking provision, whilst also releasing existing surface car-parking areas for landscaping and recreational use.**
- 11. Additional, convenient, secure, covered storage facilities for cycles must be provided to support additional floorspace. This may include taking opportunities to upgrade existing cycle storage facilities.**
- 12. Development should take opportunities to enhance or create attractive, convenient and safe pedestrian and cycle links through the campus and to Keele Village.**

- 13. The reversal of previous harmful alterations to designated and non-designated heritage will be supported. The reinstatement of the Students Union building to a more original state is encouraged.**
- 14. Development that helps to integrate the teaching campus and the science and innovation park will be supported.**
- 15. Development to expand community facilities within the campus is encouraged.**

Interpretation:

The policy recognises the strategic importance of the campus and ongoing need for growth. At the same time, it recognises the distinctive historic and landscape character of the campus.

The policy augments other policies in the neighbourhood plan, which also apply to the University Campus. To meet the requirements of the policy, it is essential to understand the historic landscape and built heritage context of the site.

Particular emphasis is placed on the quality of landscape design, building design and the quality of the public realm. The public realm includes green and urban spaces, landscaping and paths. Car parking is also part of the public realm. The need for well-designed carparking areas could include use of contrasting materials, rather than painted lines.

The policy does not encourage stylistic imitation of buildings, recognising that architectural diversity and creativity are part of the character.

Particular emphasis is placed on sustainable transport, including careful consideration of transport impacts on Keele Village.

The policy supports reinstatement of historic buildings, where harmful alterations have taken place. The specific mention of the Students Union recognises its significance as a non-designated heritage asset and example of post-war heritage (but in a much altered state), with group value to the listed chapel.

Possible Green Note