



# **North Somerset Core Strategy**

## **Emerging Strategic Objectives**

**April 2009**

**This document sets out the current draft set of emerging Core Strategy strategic objectives as the basis for further discussion and refinement. Specific reference to urban extensions is not included.**

North Somerset Core Strategy: April 2009 DRAFT strategic objectives for discussion

*These strategic objectives have no formal status and are presented for discussion purposes only.*

## **Core strategy strategic objectives**

At the issues and options stage a number of objectives were put forward and these objectives have now been developed further as a result of outcomes from the issues and options consultation, further evidence, and responding to the priorities set out in North Somerset's Sustainable Community Strategy (2008). These objectives will now be tested as part of the sustainability appraisal.

The strategic objectives describe how we will address the spatial planning issues within North Somerset to 2026. They will take effect through the Core Strategy spatial policies that set out how, when and where the objectives will be achieved. The strategic objectives are closely aligned with North Somerset Councils Corporate Plan and Sustainable Community Strategy aims.

### **Objective 1:**

***Promote sustainable communities that are safe, encourage healthy lifestyles and contribute to social, economic and environmental well-being.***

- Promote an appropriate mix of uses to achieve a balance of homes, jobs and services for all.
- Ensure appropriate phasing of infrastructure in line with housing development.
- Ensure the provision of an appropriate mix, type and tenure of housing to achieve balanced communities throughout North Somerset.
- Locate and design development in a manner that reduces the need to travel by car and encourages cycling and walking to work, school and other facilities.
- Ensure the major new development areas develop their own sense of identity and place and at the same time are integrated within their wider setting.

### **Objective 2:**

***Deliver sustainable housing provision across North Somerset, focussing major housing development (add reference to urban extensions if confirmed by RSS) within the existing built up area of Weston-super-Mare.***

- Make provision for the Regional Spatial Strategy proposal for XXX new homes within the district by 2026.

### **Objective 3:**

North Somerset Core Strategy: April 2009 DRAFT strategic objectives for discussion

*These strategic objectives have no formal status and are presented for discussion purposes only.*

***Regenerate Weston-super-Mare's town centre to create a thriving and vibrant retail, leisure, tourist and commercial centre to serve the district.***

- Make provision for an increase in retail uses within the town centre to achieve a step-change in the quantity and quality of the retail provision needed to improve Weston's image and enable it to compete as a shopping destination within the sub region.
- Re-establish the role of Weston-super-Mare as a tourist destination by capitalising on the natural asset of the beach, and through the provision of high quality accommodation, indoor attractions and activities.
- Encourage more people to live and work in the town centre making it a desirable and safe place to live, work and visit offering a broad range of facilities and job opportunities in an attractive and accessible environment.
- Enhance the gateway to the town centre through the high quality redevelopment of key sites, particularly around the railway station, and public realm improvements to enhance approaches into the town centre.
- Aim to develop a vibrant evening economy in Weston-super-Mare town centre for all residents and visitors to enjoy.

**Objective 4:**

***Develop vibrant and prosperous market towns by encouraging appropriate development that supports their function as service centres with a range of good quality jobs, businesses, shops and services that meet the needs of local people.***

- Increase self-containment through limiting housing development in the Market towns of Clevedon, Portishead and Nailsea to infill and conversion housing which improves the current mix of house types and sizes, improves affordability and makes appropriate contributions towards infrastructure and facilities.
- Enhance the town centres of Clevedon, Nailsea and Portishead through environmental improvements and provision of better facilities.

**Objective 5:**

***Sustain the role and function of service villages in providing facilities to serve their local catchment.***

- Allow limited new infill and conversion housing development in the identified Service Villages where demonstrably required to improve their self containment and support the existing services or fulfil an identified local housing need.

**Objective 6:**

North Somerset Core Strategy: April 2009 DRAFT strategic objectives for discussion

*These strategic objectives have no formal status and are presented for discussion purposes only.*

***Reduce the need to travel by private car by ensuring services, facilities, jobs and homes are accessible by sustainable modes of transport.***

- Accommodate the growth in the Regional Spatial Strategy whilst reducing the need to travel by private car.
- Allowing for a choice of mode of transport
- Improve public transport infrastructure and services.
- Ensure that development contributes fairly to the provision of measures to meet the travel demands of new development.
- Contribute to achieving national targets on reduction of greenhouse gases, reducing noise and improving air quality.
- Promote cycling and walking as a safe alternative to motorised means of travel.
- Improve the level of self containment throughout North Somerset

**Objective 7:**

***Increase self-containment in Weston-super-Mare through the promotion of employment led growth to give a better balance between homes and jobs.***

- Make provision for the creation of 10,000 new jobs on employment sites within the former Weston-super-Mare by 2026.
- Address the dominance of the service sector in W-s-M and provide more high quality office accommodation and skilled employment opportunities.
- Enhance skills and innovation to support a wide range of employment sectors and excel in key sectors.

**Objective 8:**

***Redress the unsustainable imbalance of jobs and housing in the towns and villages across North Somerset.***

- Support rural communities with mixed employment opportunities and allow rural enterprise to flourish.
- Improve rural services to support the local population

**Objective 9:**

***Promote mixed and balanced communities through the provision of a range of housing.***

- Provide a mix of housing types and tenures within communities, including affordable and special needs housing.
- In Weston-super-Mare reverse the trend towards the sub-division of family dwellings and change of use to multiple occupation in certain wards to ensure that decent housing is provided in these areas for a mix of people including couples, families and older people.

**Objective 10:**

North Somerset Core Strategy: April 2009 DRAFT strategic objectives for discussion

*These strategic objectives have no formal status and are presented for discussion purposes only.*

***Promote social inclusion through equality of opportunity and equality of access to decent housing and social, educational, health, employment, recreational green space and cultural facilities set within a high quality, safe environment.***

- Give priority to meeting Affordable Housing needs within urban extensions, strategic housing sites and existing communities, without sacrificing other policy aims.
- Ensure that the spatial planning system does not perpetuate social inequalities and avoids creating pockets of deprivation.
- Support regional objectives for the regeneration of South Bristol.
- Ensure that the accommodation needs of the Gypsy and Traveller community are met.

**Objective 11:**

***Seek to ensure development has a net beneficial effect on the local and global environment by reducing pollution and waste, reducing fossil-fuel based energy consumption and increasing the proportion of energy used that is generated from renewable resources.***

- Support the provision of strategic waste management facilities and to provide for non-strategic waste management facilities.
- Provide a spatial context for an integrated network of non-strategic waste management facilities.
- Encourage waste minimisation in new development.
- Ensure the prudent, efficient and sustainable use of minerals.

**Objective 12:**

***Ensure delivery of high quality, sustainable architecture and urban design that contributes to creating attractive, safe, resource efficient environments***

- Promote design solutions that reduce their energy demands, connect to alternative renewable forms of energy supply, and minimize impacts on the environment.
- Deliver exemplar design and place-shaping at the urban extensions.
- Ensure design helps to create safe environments.
- Promote new development that nurtures and enhances an existing sense of place, responding to existing characteristics ingrained within the existing built and natural fabric.
- Enhance the unique local identities across North Somerset including those established at the coastal towns and rural villages.
- Ensure high quality, sustainable, design in all new development

**Objective 13:**

North Somerset Core Strategy: April 2009 DRAFT strategic objectives for discussion

*These strategic objectives have no formal status and are presented for discussion purposes only.*

***Protect and enhance the quality, local distinctiveness and diversity of the natural environment.***

- Maximise the opportunities for biodiversity enhancement within developments
- Ensure that contributions are made to green infrastructure in new developments as well as existing areas particularly urban areas.
- Ensure development reflects and supports local landscape character
- Minimise impacts on the countryside environment including loss of tranquil environment and impacts of light pollution.

**Objective 14:**

***To protect and enhance the architectural and historic heritage and the unique character and identity of the towns and villages.***

- Ensure that new development is appropriate in scale and location in the context of settlement form, function and character.
- Ensure that new development responds to any established vernacular building and construction methods.
- Ensure that the buildings and open spaces which create character are protected, maintained and enhanced.
- Retain the Green Belt to protect the character of our villages by preventing their unrestricted growth and merger.