

4a. DESIGN PRINCIPLES: GENERAL PRINCIPLES

4.1 There are some general design principles which developers should be aware of as a starting point to creating a new development and ‘place-making’. These include a commitment to achieving a high quality development.

4.2 The following 3 steps are important for both outline and full applications and help to ensure that proposals have better and speedier success throughout the planning process. Signposting to the relevant SPD sections is also provided:

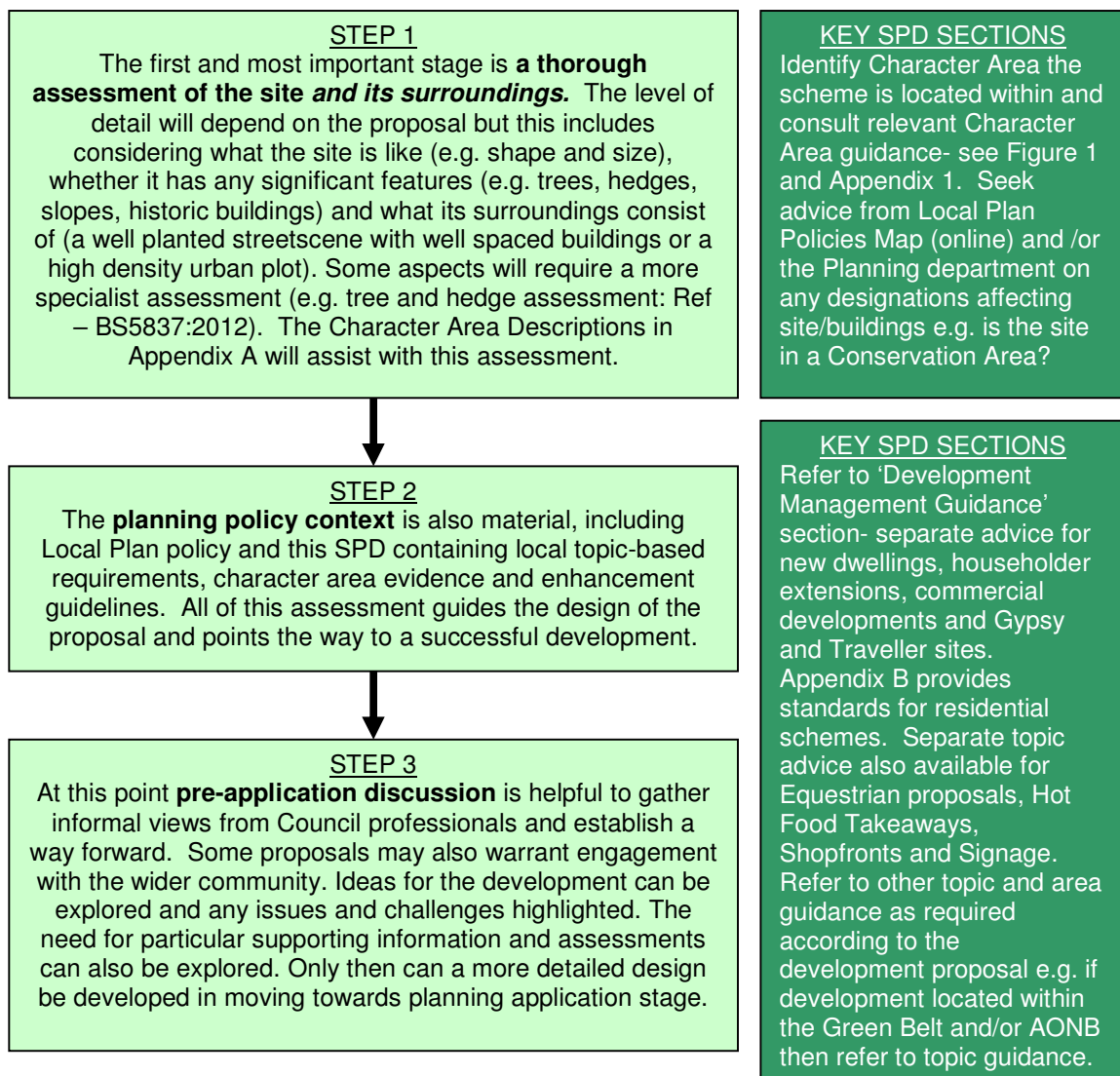


Figure 2. Key Stages for preparing a development proposal

4.3 National guidance on best practice design and place making is available including the following:

- **‘Urban Design Compendium’** (3rd ed. 2013)
www.homesandcommunities.co.uk provides guidance, summarises principles of urban design, how they can be applied and processes which lead to successful places. Case studies show how these principles and process work in practice. It is intended to be useful to everyone from local residents and businesses to house builders and architects.
- **Planning Practice Guidance** (updated 2014)
planningguidance.planningportal.gov.uk provides guidance on a variety of topics including design, advertisements, flood risk, the historic environment and the planning process, including the benefits of pre-application advice. Also sets out optional housing standards and guidance for Council’s on how to apply them locally.
- **Design and Access Statements** www.planningportal.gov.uk explains what they are and when they are required
- **‘Design and Access Statements: how to write, read and use them’** (2006) CABE webarchive.nationalarchives.gov.uk
- **‘Building for Life’** (2008, relaunched 2012) an industry owned and Government endorsed guide for new home and neighbourhood design. It enables stakeholders involved in housing to consider all the elements of what makes ‘a good place to live’ at the design stage. www.hbf.co.uk
- **‘Design Manual for Roads and Bridges’ (2015), ‘Manual for Streets’ and ‘Manual for Streets2’** (2010) key principles in the design of inclusive and sustainable roads, bridges, public spaces and streets.
<http://www.standardsforhighways.co.uk/> and www.gov.uk
- **Secured by Design** (2004 onwards) – Police design guidance on designing out crime in different types of developments including parking. www.securedbydesign.com (NB. Elements of this are now incorporated into Building Regulations).
- **‘Building in Context’** (2002) explains how to achieve high design standards in historically sensitive contexts with case studies to illustrate good practice. webarchive.nationalarchives.gov.uk
- **‘Sustainable Urban Drainage Systems’** Environment Agency guidance to improve water management in urban settings. www.rtpi.org.uk and DEFRA Draft National Standards for SUDs
http://www.susdrain.org/news/articles/defra_suds_update_draft_national_standards.html
- **Biodiversity by Design (2004)** shows how enhancing biodiversity can form an integral part of masterplanning. www.tcpa.org.uk
- **‘Green Infrastructure Guidance’** (2009) explains the benefits of a variety of green infrastructure in place making and planning.
www.naturalengland.org.uk

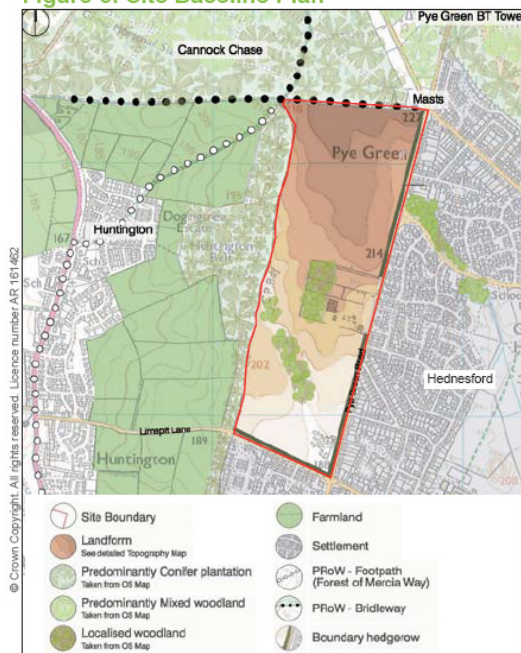
Box 1- Local Example of Site Analysis and Policy Context Review

The Development Brief for the Land West of Pye Green Road (adopted 2011) provides a local example of how a site and surroundings' analysis can be undertaken in order to inform a successful masterplan for a site. Whilst this was a large housing development scheme (with other supporting uses such as shops) the analysis applied can be equally utilised in smaller scale schemes in developing their proposals. In analysing the site it took account of national and local policy issues e.g. designated sites.

Figure 5: Site in Local Context



Figure 6: Site Baseline Plan



These figures identify the site in its local context and key baseline features such as immediate surrounding uses (i.e. built areas and farmland), the landform (topography) of the site and existing on site features such as woodland areas. A number of other figures then show how the applicants have identified and analysed other key features of the site and its surroundings, including landscape designations such as the AONB and Local Green Space Network (see overleaf); ecological features (including designated sites); existing transport routes that could link up to the site (such as path and cycle ways); existing services and facilities (such as schools and shops); and the existing built character of the area. This analysis all informs how the site should be developed in order to be sustainable, of high quality design and complement the local area. It also ensures the proposal is in line with national and local planning policies

Box 1- Continued...

Figure 12: Landscape Designations Plan

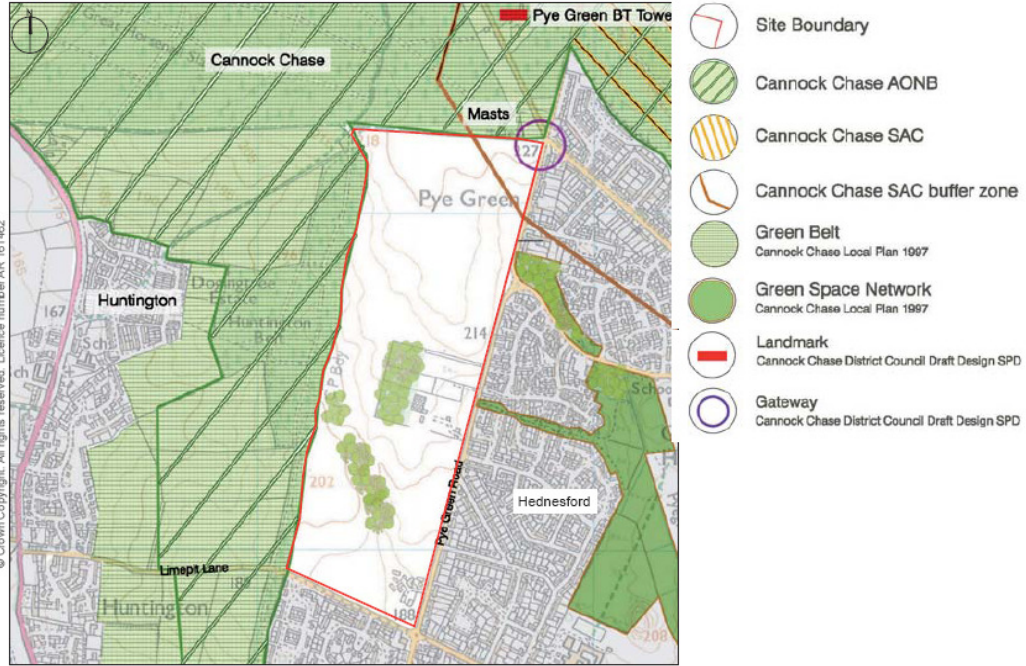
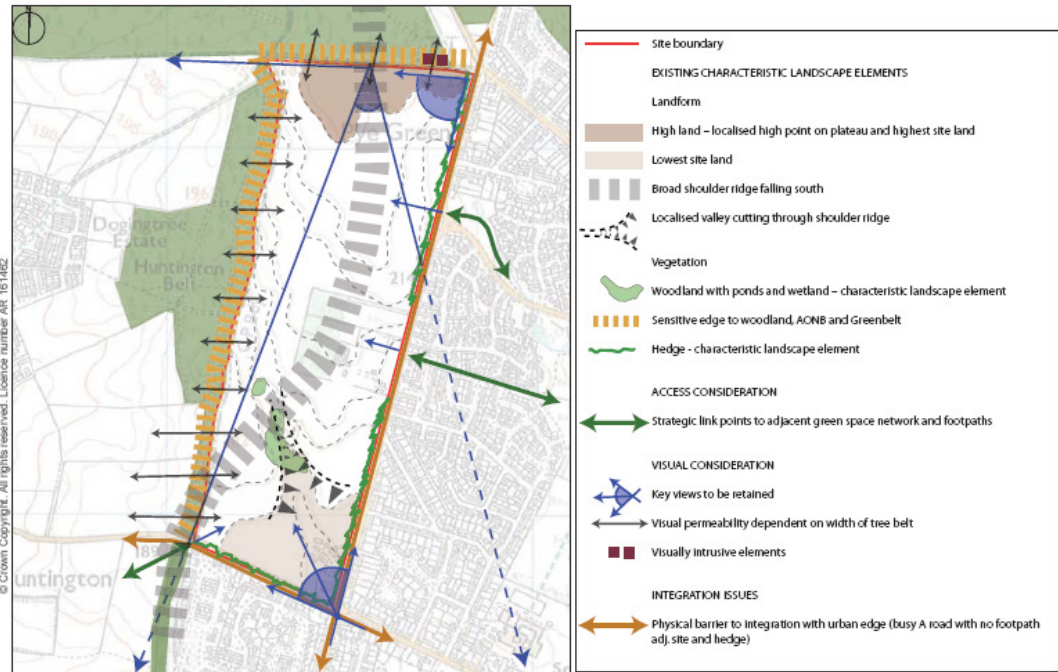


Figure 13: Landscape Analysis Plan



Pre-application discussion

4.4 Pre-application discussion of proposals at an early stage is encouraged. If any particular issues can be foreseen early on it is much easier for the applicant to take them into account and adjust the design accordingly. Advice can also be provided on putting the application together and the process which will be followed during decision making.

4.5 It cannot be emphasised enough that whilst this assistance is freely given it is up to applicants to adequately resource themselves and engage specialists to advise them on matters of technical content within planning applications. Such experts should have appropriate qualifications and experience to enable them to discuss matters of detail. The Council will then make an objective assessment of the information submitted; it cannot provide a free design service.

4.6 Natural England and the Environment Agency have recently introduced a Discretionary Advice Service (DAS) for pre-application discussions to offer applicants advice on the natural environment, flooding and other environmental issues in relation to site specific proposals. More information on this can be accessed via <https://www.gov.uk/discretionary-advice-service-get-advice-on-planning-proposals-affecting-the-natural-environment-in-england>

Validation of planning applications

4.7 In order for development proposals to be properly assessed there is a need for applicants to provide appropriate supporting and background information, either about the site, the proposal or both, to help all participants understand the proposal. Without this information the application will not be considered valid. The Council's current 'Validation of Planning Applications' document provides a guide to national and local information requirements for a variety of types of planning application. It sets out the circumstances when particular specialist reports and surveys are required, the information required and the policy basis for this requirement e.g. Transport Assessments. Detailed advice on the information expected for commonly required documents, notably Tree Assessments and Landscape Schemes (including tree planting) requirements, can be found in Appendices C and D to this SPD.

Design and Access Statements

4.8 A Design and Access Statement is required to accompany major applications and some smaller more sensitive schemes. This is a short report providing a framework for the applicant to explain how a proposed development is a suitable response to the site and its setting and showing that it can be

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adequately accessed by prospective users. It should explain the design principles and concepts used and show how the site context has influenced the design; explain the approach to access and how any specific issues have been addressed, for instance suitable car parking provision to service the scheme. Further information is available in the national guidance listed above and in the Council's Validation Document.

Design/Heritage Champions

- 4.9A Heritage Champion, who is usually a local councillor, can be nominated by the Council to undertake the role of championing heritage. It is up to each Heritage Champion to interpret the role in a way that fits with their interests, position and local conditions. Historic England supports them as they undertake the role through newsletters and opportunities for training and high level networking, and they have the opportunity to influence the national heritage agenda. Cannock Chase Council has benefited from a local councillor fulfilling the role of Heritage Champion for a number of years, each supporting the contribution that heritage makes to the District.
- 4.10 In a similar way a local councillor may wish to take on the role of Design Champion to champion design quality in the built environment by promoting the importance of good design at every opportunity.

Design Review Panel

- 4.11 The NPPF paragraph 62 requires 'local design review arrangements' to be put in place to provide assessment and support to ensure high standards of design, and in assessing applications that local planning authorities should have regard to the recommendations from the design review panel. Major projects, where appropriate, should be referred for a national design review. Local Plan policy CP3 supports this by confirming that a local design review panel will provide assessment of design sensitive development proposals in support of high standards of design.
- 4.12 Any major schemes in the Midlands warranting design review can be submitted to MADE, an organisation dedicated to improving the quality of the built environment. It operates as part of the Design Network with eight other services around England. MADE offers a design review service in the form of independent, objective, expert feedback on the design of new developments via a panel of experienced professionals. The panel meet regularly to consider schemes that will have a significant impact on their area and provide written comments summarising the panel's views. The service is free to Local Planning Authorities; the applicant pays a fee - it is an opportunity for them to save time and money by getting design issues resolved early. Such design support has potential to help build capacity amongst Local Authority teams

and elected Members. Use of this service would also conform to the NPPF requirements for local design review and could be helpful for particularly complex schemes submitted in the District which raise a variety of issues.

Key points from early local feedback

4.13 Early consultation on the District Characterisation and proposed Design SPD in 2010-11 through stakeholder presentations and local residents, including young people's workshops, provided feedback emphasizing the importance of design including the design of spaces around buildings as well as the buildings themselves. A summary of the consultation process and how the responses informed the content and development of the Design SPD is available on the Council's website or on request.

<http://www.cannockchasedc.gov.uk/residents/planning/planning-policy/supplementary-planning-policy-documents>

4.14 Key points raised:

- the importance of developments fitting in with their surroundings and having some individual character
- a preference for new houses to be fairly traditional in design whilst business and public buildings had more scope to be modern or contemporary
- historic buildings and green spaces proved the most popular features of local areas
- to improve their area most people favoured more trees and greenery with new development that reflected existing character
- a preference for hedges and green planting around boundaries rather than walls and fences
- quality and quantity of green space was popular, with many people being willing to pay more for these features
- concern that the size of rooms and houses overall seems to be getting smaller, with little garden space.

4.15 In addition a number of local design related issues were highlighted in the evidence gathering and consultation process carried out in preparation of Cannock Chase Local Plan Part 1 (adopted 2014). These included the need to:

- design out crime to contribute to achieving safe local communities
- enhance links to leisure space, particularly for the disabled, to contribute to healthy living objectives
- consider the design and 'buffering' of urban fringe development to soften visual impact on surrounding rural areas
- promote integrated walking and cycling networks to contribute to sustainable transport

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- ensure that developments have regard to wildlife movement in order to achieve well managed and appreciated environments
- promote mitigation of climate change in design of buildings and landscapes to support a greener future.

These matters have been addressed in this guidance where possible.

4b. DESIGN PRINCIPLES: TOPIC SPECIFIC GUIDANCE

4.16 Cannock Chase Council has for many years provided local guidance to assist developers to cover particular local development issues. Adding a local dimension to more widely used best practice general design principles and national guidance ensures new development in the District more accurately reflects local requirements and enhances its special qualities. This section sets out a series of Topic Specific Guidelines to apply to individual sites, buildings and spaces, as appropriate.

4.17 Use of these guides and standards to design a development proposal from the outset will help to ensure that it has better and speedier success in the decision making process. Any development may need to draw on elements of one or more of the following:

- Development Management Guidance
- Biodiversity Enhancement
- Climate Change and Sustainable Construction
- Designing Out Crime
- External Lighting
- Green Belt and AONB
- Historic Environment
- Trees and Landscape Guidance
- Equestrian Development
- Hot food Takeaways
- Shopfront and Signage

DEVELOPMENT MANAGEMENT GUIDANCE- Local Plan Policy CP3

One of the main aims of the planning system is to protect amenity and the environment in the public interest. Amenity means the characteristics of the area which make it a pleasant or attractive place in which to live, work and travel through. This includes the way buildings look and are laid out and the appearance of the spaces between them, the presence or absence of trees and shrubs and how visible are all the trappings of modern life – cars, bin stores, utility cabinets etc. The view from the road – the public realm – is of particular importance because everyone sees it.

Each locality has particular characteristics which can be reinforced or lost as a result of development. These are highlighted in the District Character Area Descriptions (see Appendix A). Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances helps new development have some individual character and contribute to sense of place. Design detail is also important – it can minimise opportunities for crime and reduce energy use, ensure ease of access by future inhabitants including the elderly and local consultation has shown that many people would be willing to pay more for quality and quantity of green space. Early consultation with key stakeholders on detailed design issues e.g. authorities who may be asked to adopt and/or maintain features such as amenity land or highways within the development can help ensure good quality design that is maintained and has longevity.

Guidance on the design of Gypsy and Traveller sites is included to help inform the new developments which are likely to come forward in order to meet the accommodation needs set out in the Local Plan (Part 1)- Policy CP7. This guidance draws upon the recently revoked DCLG ‘Designing Gypsy and Traveller Sites’ good practice guidance (May 2008) and brings out the key points to be considered. Many aspects of the Design SPD guidance will be equally applicable to the development of Gypsy and Traveller sites as for any other development scheme e.g. in relation to landscaping, appropriate schemes based on the site context, layout and capacity will need to be considered to ensure clear private and public realm divisions and privacy for individual occupiers.

Key Local Issues/Pressures

- Development not in sympathy with surroundings
- ‘Over development’ of sites
- ‘Generic’ designs and materials
- Poorly considered overall layouts not maximising site potential
- Public consultation in connection with the Characterisation Study including stakeholders’ presentations and local residents (including young people’s) feedback supported the need to address these matters.

National Guidance

There is plenty of general advice available on what constitutes good design, e.g. the following websites and documents:

www.designcouncil.org.uk (Cabe publications)
www.gov.uk – ‘Manual for Streets’ (2007) - shows how design of residential streets can be enhanced to create places with local identity

Local Guidance

Existing CCDC advice leaflets available

- Planning and Building Regulations requirements for extending or altering your property
- Detached buildings and other structures built on land around your home
- Construction of hard surfaces around your home

and 'Manual for Streets 2' (2010) - for guidance for wider application in urban and rural situations
www.lifetimehomes.org.uk
<https://www.gov.uk/government/publications/starter-homes-design> - Starter Homes Design Guide (DCLG 2015)
Model Standards 2008 for Caravan Sites in England (DCLG)

- Planning and Building Regulation requirements for conservatories
- Construction of walls, gates and fences

Key Design Principles for Residential Sites

NEW DWELLINGS

Layout and density

- The initial **site appraisal** process to understand the locality as well as opportunities and constraints of the site itself should stimulate a wide variety of design responses.
- Development close to public transport facilities will be considered most **sustainable**, as will the reuse and adaptation of existing buildings.
- Development should normally respect the established **density** of the neighbourhood with higher density development close to town centres/public transport interchanges, reducing to lower density at the edges of settlements.
- **Higher density** developments close to inner urban areas will rely on a formal pattern of development where buildings contain and enclose spaces by use of continuous building frontages. There may be a varied building line and a harmonised range of materials and architectural detail.
- **Lower density** developments are more appropriate on edges of towns or in smaller settlements. This type of suburban environment is a challenge to design for and it will be important to establish a strong design concept to produce an environment of variety, quality and visual interest. Infill sites may give scope for individual designs and established landscaping should be carefully safeguarded to help the new development fit into its setting.
- On the largest sites it may be necessary to create different **character** zones within the development, e.g. higher density around a community focus – shops, school etc.
- Large scale housing developments should also adopt a flexible approach and even standard **house types** should allow creation of a diverse and interesting environment with a sense of place. Development should be adapted to topography and significant landscape features should form focal points. Particular care will be needed on the edges of open countryside to avoid an abrupt transition. Edge of settlement development should appear as part of its organic growth, and the impact on distant views should be treated with particular sensitivity.
- **Appropriate consideration and space must be given to retained trees** to ensure their long term benefit to the development
- **The effects of shade** from existing/proposed trees or buildings on or adjacent to the site must be fully considered.
- Sites in **prominent locations** on main roads and gateways will require particularly high design standards and application of the 'precautionary principle' – use of caution in advance to protect the environment from harm.
- **Aspirational housing** will be encouraged on appropriate sites around the District using high quality design and materials, spacious layout/lower density and well planted surroundings in keeping with the character of the area.
- **Affordable housing** should be indistinguishable from market housing on site and built to the same standard.

- In **rural locations** the emphasis must be on fitting the development into the broader landscape using siting, layout, materials and planting. Sites on **urban fringe/edge of rural areas** need landscape buffering.

Staffordshire character

- Historically most buildings in Staffordshire had steeply pitched roofs to accommodate clay plain tile, slate or thatch. They presented a small sharply defined roof area to the road. Larger properties had additional rooms beneath parallel roofs or gabled at right angles. Modern broad roof spans, standard house types with regular eaves and ridge heights make a repetitive roofscape, unrelieved by chimneys which help to break up the roof lines. In sensitive areas it is often desirable to revert to more traditional proportions that relate to existing development.
- Local warm orange-red brick is a characteristic feature of the older buildings in the District; Staffordshire was well endowed with clay suitable for brick and tile making and local brickyards operated into the 20th Century. Painting of external brickwork not only alters the appearance of areas but increases maintenance responsibilities too (see also Historic Environment section).
- Staffordshire has its own vocabulary of detail and repertoire of local building materials. The skilful interpretation and use of such details as an integral part of house design will give individuality to new housing (see Character Area Descriptions Appendix A). Traditional detail such as decorative bargeboards and crested ridge tiles have been rediscovered in an effort to lend individuality to standard house designs, however these have also become standardised, being applied regardless of the style of local houses.

Detailed design

- New dwellings provide the opportunity to apply **energy conservation** and water recycling technologies (see Climate Change guidance) as well as include measures to **encourage biodiversity** (see Biodiversity guidance)
- **Spatial separation and garden space** should refer to Appendix B of this document.
- **Roads and new accesses** require a high visual quality as well as meeting highway 'movement' criteria, includes variation in width to reduce speed, hard and soft landscaping detail, appropriate boundary treatments and appropriate links to surrounding public realm. (See 'Manual for Streets' 2007 and 'Manual for Streets 2' 2010). Inclusion of adequate highway drainage and lighting is also very important.
- **Design and materials** for parking areas, including surfacing and planting, are important and boundary treatment should help screen views of vehicles from road with natural surveillance from windows and defensible private space (see Designing out Crime guidance)
- **Sufficient car parking spaces** for each dwelling should be provided to avoid parking on the highway. *Car parking standards will be included in Local Plan (Part 2).*
- **Communal parking areas** should be well integrated within a development avoiding large areas of hard surfacing, using porous paving, appropriate soft planting and appropriate lighting with surveillance from windows to maximise safety and security (see Trees and Landscape and Climate Change guidance).
- **Electric vehicle charging points** should be considered for all developments.
- Secure **cycle parking** should be designed as an integral part of flats/apartments developments to encourage its use
- **Entrances to buildings** should face the road to provide active frontages, with pedestrians and cyclists considered prior to motorists with direct path links to surroundings

- **Buildings at corners** or road junctions should have windows facing both streets, providing interest to the street scene
- Design of **boundary treatments** should be appropriate to context in type, height and materials. Good quality treatments will be long lasting and enhance the built development.
- Gardens and amenity space should allow appropriate space for **bin storage** in a unobtrusive yet convenient location, especially on flats or communal developments
- **Utility cabinets and service boxes** should be sited in unobtrusive positions as part of the design of a scheme and not added as an afterthought on frontages and entrances to new development.
- **Garages** should have a minimum size of **6 x 3 metres** (internal measurements) if they are to be considered as providing a parking space. **Parking spaces** should be a minimum of **2.4 x 4.8 metres** in size.

Gardens

- Gardens provide **health, social and physical benefits** for occupiers and contribute to sustainable development (eg drying clothes, cycle storage, composting etc)
- **New residential development should provide for private outdoor garden space of a usable size and shape, fit for purpose**, in proportion to the size of the dwelling and its locality, particularly where garden size is important to distinctive local character. Appendix B sets out space guidelines. 'Permitted development' rights may be removed by condition where garden space is considered to fall near a usable minimum.
- Should consider **existing trees and hedges** and allow space to protect & ensure their retention, long term health and amenity value. The loss of trees and hedges of existing or future amenity value will be resisted, but if their condition or lifespan is limited then removal and replacement with new planting will be required. This means buildings, changes in level and laying of services should be outside the root protection area of trees and beyond the edge of the tree canopy and 2m away from hedges. Good design avoids overshadowing of gardens or rooms reducing light, usability and amenity value of gardens. (see Trees and Landscape guidance)
- Some parts of the District are characterised by their '**leafy**' **appearance** where reinforcing this aspect will be of particular importance eg Etchingill area of Rugeley and New Penkridge Road area of Cannock (see Mature Suburbs guidance)
- **Front gardens** are a valuable resource and an important aspect in determining the character of a street.
- **Biodiversity benefits** should be incorporated in conjunction with any development eg native planting and ponds, green roofs, sustainable urban drainage systems (SUDS), bird and bat boxes and connections to the local green infrastructure network via gardens, hedgerows and grass verges.

EXTENSIONS

The above guidance for New Dwellings applies, plus the following specific advice:

Detailed Design

- **Should complement the existing dwelling and surroundings/street scene** in scale and character
- **Should not normally be larger in volume or higher than the existing property** (specific limits apply in the Green Belt), shape should follow the existing or parallel lines and position should respect existing form by extending off one wall rather than a corner;

side extensions have a better appearance if stepped back from the front elevation.

- **Should avoid significant loss of privacy, outlook, daylight or sunlight to neighbours** and should not be visually overpowering when viewed from neighbouring dwellings. Guidelines for spatial separation and garden sizes are set out in Appendix B.
- **Should use the same materials** -brick, render, boarding, tile or slate -as the existing dwelling and those compatible with the wider area. Older houses may require reclaimed materials, also the same detailing of eaves, verge etc
- **Should repeat the proportions, design and materials of existing windows and doors** and their details and follow the main lines of the existing openings.
- Extensions to dwellings in the Green Belt should not normally exceed a maximum of 50% of the original ground floor area.
- Some designs have proved visually undesirable in practice so will not be accepted as a precedent for future approvals.
- **Should consider and not impact on trees and hedges within adjacent properties.**
- Extending a dwelling may affect the **off-street car parking** available at the property - there should be no reduction in parking space and there may be an increased requirement if extra bedrooms are proposed
- **Hard surfacing front gardens** for parking space should retain appropriate planting and frontage boundary treatment to benefit the street scene and use porous paving to minimise surface water run off in order to be considered acceptable

Property boundaries

- In some cases there may be no overriding planning reason why extensions should not be built up to property boundaries however owners should consider future maintenance requirements.
- The Party Wall Act 1996 provides a framework for preventing and resolving disputes in relation to party walls, boundary walls and excavations near neighbouring buildings. Copies of a booklet explaining work covered and duty of owners is available from CCDC.

Key Design Principles for Commercial Sites

- **Site design** should find ways to reflect key characteristics of the local area (see Character Area Descriptions Appendix 1), in particular retaining/enhancing the appearance of the District's high quality business parks, historic town centres and A5 corridor.
- **Cladding colour and design** of large footprint buildings should be chosen to best fit site context; mid range to darker colours will be less obtrusive, broken up by brickwork detail to help reduce overall impact. In mixed use areas compatibility with setting will be particularly important.
- **Large roof expanses** have a great visual impact when seen from higher ground. Use of 'green' roofs can help alleviate this as well as providing valuable habitat areas (see Climate Change guidance)
- **Large car parks** should be appropriately drained and landscaped (see Trees and Landscape and Climate Change guidance). Sufficient car and lorry parking spaces should be provided according to the particular characteristics of the scheme.
- Provision for **sustainable transport** will be encouraged including adequate footpath access into sites from local transport links
- **Fencing** is often highly visual and should be designed to ensure security but be of a style and colour that reduces its impact. The use of hedges or appropriate shrub planting can soften the effects whilst adding to the security aspects. Use of galvanised palisade fencing to prominent and/or public boundaries would be resisted.
- **Environmental improvements** to the site should complement building design and site context (see Trees and Landscape

guidance)

- **Outside storage** including bins should include adequate screening to reduce visual impact
- **Signage** should be designed to be effective but appropriate to its context (see Shopfronts and Signage guidance)
- **External lighting** schemes should be designed to ensure security but avoid lightspill and maintain dark skies (see External Lighting guidance)
- **Utility cabinets** should be planned as part of the overall scheme and sited to avoid impact visually on frontages and on new planting (see Trees and Landscape guidance)

Key Design Principles for Gypsy and Traveller Sites

Overall

- Consultation with the intended occupiers of the site is key in order to ensure that the site layout and design is compatible with the particular circumstances of the site e.g. the design of a site intended to accommodate a single, extended family will potentially differ to that of a larger site intended for one or more families. In addition, the design and site requirements of a permanent site will differ to that of a transit site and/or temporary stopping place e.g. a permanent site will require sufficient amenity blocks.
- Liaise with the local Fire Officer to ensure compliance with the relevant fire safety regulations in relation to mobile homes and sites.

Permanent Sites

- Caravan sites require a greater degree of land usage per household than for smaller houses. Gypsy and Traveller sites are designed to provide land per household which, on average, is suitable for a mobile home, touring caravan and utility (amenity) building, together with space for parking for two vehicles and a small garden area, where possible. Smaller pitches should be able to accommodate a utility building, a large trailer, drying space for clothes and parking for at least one vehicle.
- Consultation suggests that a maximum number of 15 pitches per site are conducive to providing a comfortable environment which is easy to manage. However, smaller sites of 3-4 pitches can also be successful, particularly where designed for one extended family.
- The site boundary must provide clear demarcation of the perimeter of the site, so as to prevent nuisance for existing residents. Current model standards state a clear gap of 3metres should be provided within the inside of the site perimeter boundaries as a fire prevention measure (the most up to date standards to be confirmed via the local Fire Officer). Perimeter boundary treatment should be appropriate to the character and visual amenity of the surrounding area.
- Consultation suggests that communities prefer a circular or horseshoe design, rather than the more traditional linear layout of pitches. This enables greater vision of the whole site to enhance security. However, on larger sites with a broader spectrum of residents, more seclusion and privacy may be preferred. This could be achieved via hard (fencing) and soft (hedges) landscaping approaches for screening.
- To avoid disputes and provide defensible space, it is important to provide clear delineation of public communal areas e.g. play areas and private space, with boundaries that indicate clearly where individual pitches begin and end. When designing a site to include communal areas and soft landscaping, consideration needs to be given to preventing it from being used for unauthorised parking or unauthorised pitching of caravans.
- Current model standards state that in order to ensure fire safety it is essential that every trailer, caravan or park home must be not less than 6 metres from any other trailer, caravan or park home that is occupied separately. Other structures are allowed in the

separation zone if they are made of non-combustible material e.g. brick built amenity block (the most up to date standards to be confirmed via the local Fire Officer).

- Access roads and the site design itself should be capable of providing sufficient space for the manoeuvrability of average size trailers of up to 15 metres in length. Movable fencing and gates adjacent to the roadside which are capable of short term removal can assist with manoeuvrability and access on/off site. Access roads should also be designed to the satisfaction of the local Fire Authority to ensure sufficient access for emergency vehicles.
- The utility (or amenity) buildings provided on site should contain hot and cold water supply; electricity supply; a separate toilet and hand wash basin; a bath/shower room; a kitchen and dining area; secure storage space for harmful substances; storage for food, cleaning equipment etc; and space for connection of a cooker, fridge/freezer and washing machine. The inclusion of a day/living room area could also be considered to provide a living room space alongside the kitchen area.

Transit sites

- Much of the guidance in relation to permanent sites also applies to transit sites. However, there are some differences based on the fact that these sites are not intended to be in use all year round.
- Less or different soft landscaping may be appropriate given that there are not permanent residents on site to maintain it and that the lengths of stays are relatively short.
- Pitch sizes should generally be able to accommodate two touring caravans, two car parking spaces and private amenities. A smaller utility (amenity) building can be more appropriate, incorporating a toilet, hand wash basin and shower. Portable facilities may be considered given that the sites are likely to be empty for periods of time.



Housing of different density, layout and design to suit location of site

Buildings as focal points



Buildings as focal points



Visual impact of large roofs



'Green roofs' reduce impact



Visual impact of cabinets



Use of planting to soften boundary treatments and parking areas



Careful retention of existing trees adds maturity to development



Large buildings in a rural setting



Extensions subordinate to main house



BIODIVERSITY ENHANCEMENT- Local Plan (Part 1) Policy CP12

Topic Summary

Each locality has particular existing biodiversity characteristics which can be reinforced or lost as a result of development. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Biodiversity enhancements particularly complement other topic areas within this guidance, namely Trees and Landscape and Climate Change and Sustainable Construction. By incorporating biodiversity considerations into all development proposals, as far as possible, the opportunity for habitats and species to be able to adapt to a changing climate is strengthened. The use of local species within landscaping schemes will also contribute towards more resilient habitats and enhance the local character.

The significance of the biodiversity designation will inform the measures required to mitigate any impacts and enhance the site as per Local Plan policy i.e. any developments impacting upon European or nationally significant sites will need to clearly demonstrate how their proposal accords with the statutory legislative and national policy requirements. Such measures will be undertaken in consultation with statutory agencies such as Natural England. The focus of this local guidance is therefore upon the measures that can be taken within all development proposals to account for biodiversity, including the opportunities to create biodiversity value where none, or very little currently exists on site. Such improvements can make a valuable contribution to overall habitat networks across the District, including those significant, designated sites.

Key Local Issues/Pressures

- Significant wildlife sites are already well covered by requirement for species surveys and mitigation schemes, however small to medium infill sites are often most vulnerable and have significant potential for biodiversity enhancement.
- Loss of wildlife-rich brownfield sites
- Loss of bird nesting sites and roosting opportunities for bats due to renovation of buildings and use of modern construction methods
- Scope for greater connectivity of urban landscape for wildlife
- Wildlife sensitivity to lighting, particularly close to dark areas
- Loss of wildlife feeding resource due to over tidy gardens, small gardens and development of 'spare' land
- Plenty of new tree planting around the district in the last few decades but few old trees (100years+) remain which have most value ecologically.
- Incorporating biodiversity measures in and around developments mitigates harm rather than creating net gain.
- Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people's) feedback emphasised the importance of quality and quantity of green space.

National Guidance

There is plenty of general advice available on incorporating biodiversity into existing and new developments via the following websites and documents:

Climate Change Adaptation by Design (T&CPA et al)

Local Guidance

Staffordshire Requirements for Biodiversity and Geological Conservation (2008) Staffordshire County Council

Natural England publications:

Climate Change and Biodiversity Adaptation

Biodiversity by Design: A guide for sustainable communities T&CPA

Accessible Natural Green Space Standards in Towns and Cities

Green infrastructure Guidance

Living Roofs

Staffordshire Wildlife Trust

Buglife

Freshwater Habitats Trust

Swift Conservation

Butterfly Conservation

Key Design Principles

- **Increase network of green infrastructure**, including woodlands, restored mining sites, parklands and canal routes
- Increase **connectivity/permeability** of landscape to allow wildlife movement through urban areas (e.g. retain, supplement and reinstate hedgerows and green links between larger open spaces and the countryside)
- **Increase green corridors** particularly in central urban area of Cannock
- **Consider whole ecosystem** as wildlife feeding resource and avoid development of all wild spaces and untidy edges
- **Every development could make some provision for wildlife** (e.g. a nestbox, a native tree) at a very small cost to the developer yet a cumulatively large benefit to wildlife
- Include **roosting and nesting opportunities** for bats and birds which can be incorporated into the structure of buildings. These provide long life opportunities and do not become an ongoing maintenance liability. Flat roofs can provide ideal nesting habitats for ground nesting birds if treated appropriately.
- Development of **brownfield sites** should contribute to conservation objectives as well as accommodate development
- **Include habitat creation** and restoration, incorporating ponds and other wetland features into sustainable drainage schemes. Maximise opportunities for lowland heathland habitat creation.
- **Use trees in hard surfacing** and 'living fences' using climbing plants or green walls.
- **Use locally native species** including plants which provide fruit, berries, seeds, nectar, shelter, foraging and nesting opportunities
- **Incorporate wild flower grass mixes** in areas where these do not need to be kept short
- Consider the use of plots containing arable plants to provide pollen sources for insects and a splash of summer colour
- **Minimise lighting** and direct it towards the ground to avoid light intrusion affecting wildlife activity, particularly on sites next to dark areas (also benefits energy conservation)
- **Large commercial buildings** could have 'green roofs' to mitigate loss of green space from building and hard surfacing (would also benefit appearance when viewed from high ground of Hednesford Hills and The Chase, as well as adjacent districts), similarly 'green walls'. Such roofs could provide ideal sites for nesting birds if treated appropriately.
- **Mention Biodiversity measures** in Design and Access Statements. Details/implementation may be secured by condition.

Examples of local good practice at Hawks Green:

The development of the Hawks Green area incorporates many good design features. Where possible existing high value features such as old hedgerows, mature trees, species rich grassland and wetland features have been retained.

Habitat corridors run through the development and the green space requirement of several individual phases of developments have been combined to create a large nature conservation area. This nature conservation area is designed and managed to give a feeling of being in a rural setting. It should be noted that combining green space requirements into larger areas is preferable on an ecological basis but also makes future management far more viable. In this case the approach makes it possible to graze areas with cattle and create extensive species rich hay meadows.

Arable plots Attractive and easily maintained areas have been created that provide a valuable refuge for rare and threatened arable plants. These plots only require a single annual cultivation in spring or autumn.



Wildflower Meadows

Extensive species rich hay meadows have been created. Hay meadow developed from a little used area of regularly mown amenity grassland now full of wild flowers including three species of orchid.

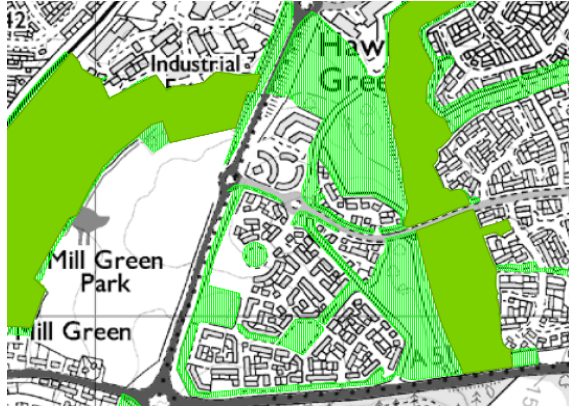


Woodlands

Where possible native species have been used to create well structured woodland with a good dense shrub layer that is ideal for birds. The dense shrub layer aids the security for adjoining properties. Paths and corridors through the development planted to mimic long established woodland rides provide a rich habitat for birds and insects.

Wetlands

Sustainable Urban Drainage has been designed to create wetland areas rich in wildlife. Ponds have been designed with varied gradients that result in the formation of areas of permanent standing water and seasonally wet areas. These micro habitats provide ideal conditions for a wide range of amphibians and aquatic invertebrates. Photograph shows SUDS pond rich in wildlife.



Hawks Green Map

This illustrates the green spaces and corridors detailed above (light green) running through the urbanised areas which then help to connect two locally designated biodiversity sites (dark green) on a larger scale. This illustrates the connectivity which can be achieved on a local scale to help strengthen overall biodiversity and enhance designated sites. Photo shows green link pathway.



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Green Roof at Chasewater Innovation Centre provides a wildlife habitat



Bird and bat boxes are a low cost, small scale feature which can be incorporated on most developments successfully.

CLIMATE CHANGE AND SUSTAINABLE RESOURCE USE- Local Plan (Part 1) Policy CP16

Topic Summary

Good design will give careful thought to maximising opportunities for low carbon places with greater resilience to the impacts of climate change. Increasing resilience will reduce future costs for households and businesses and will contribute to the sustainable development objectives for the District. This guidance considers mitigation of and adaptation to higher temperatures, increased flood risk and water conservation, energy efficiency in both new and existing building design and sustainable travel, and aims to raise awareness and aspirations in achieving realistic solutions. It provides overarching information on principles such as the 'Energy Hierarchy' as well as detailed information on how to address issues at a site level scale. Information on other relevant issues such as dealing with the mining legacy of the District is also provided.

Key Local Issues/Pressures

- Flood risk areas in District, particularly at Rugeley town centre, parts of central Cannock and along southern District boundary.
- To address water quality management issues, particularly along Burntwood Brook, Saredon Brook and River Trent
- To address water efficiency generally
- To address air quality management along the A5 though Bridgtown; between Churchbridge & Norton Canes; at and candidate AQMA(s) such as Five Ways Island, Heath Hayes.
- To promote new buildings adaptable to occupiers changing needs, and appropriate surroundings incorporating appropriate green infrastructure, important for shading and green cooling
- To address increased sensitivity of biodiversity assets to climate change
- To address the urban heat island effect and moderate temperatures
- To encourage micro generation as a key opportunity for the District. District's use of renewable energy is below the regional average at less than 1% of all its energy supply.
- To improve energy performance and wider sustainability of existing building stock where opportunities arise. The majority of existing housing is likely to be still in use in 2050 so there also is a significant need for retrofitting. the District's largest carbon emitting sector is the domestic one, with gas being the main source of emissions
- Viability and safeguarding of sensitive locations- overall choices will weigh up the longer term costs of climate change and benefits of mitigation, as well as amenity and visual impacts. Designing energy efficiency into development from the start will usually be cheaper than 'retrofitting'.

National Guidance

- NPPF and associated Technical Guidance– states Local Authorities should adopt proactive strategies to mitigate/adapt to climate change (NPPF para 94) and sets out requirements for matters such as flood risk. Paragraph 100 encourages use of opportunities offered by new

Local Guidance

Climate Change has not been covered in Council guidance before but the opportunity is now taken to address the local dimension of this issue which is increasing in importance. However, the following pieces of local evidence and data

development to reduce the causes and impacts of flooding.

Paragraph 013 sets out benefits of passive solar design

http://planningguidance.communities.gov.uk/blog/guidance/design/what-planning-objectives-can-good-design-help-achieve/#paragraph_013

- BREEAM standards help to promote renewable energy and carbon emission reduction in a way that flexibly allows for varying opportunities across development types. Advice is available via the following websites and documents: www.breem.org
- www.energysavingtrust.org.uk The Energy Saving Trust provides guidance for homeowners on energy efficiency and renewable energy technologies.
- <http://www.carbontrust.com/resources> the Carbon Trust provides guidance for businesses, including several useful guides on renewable energy technologies.
- Guidance on CHP systems from <http://chp.decc.gov.uk/cms/> including tools for assessing the feasibility of a CHP system <http://chp.decc.gov.uk/cms/tools/>. More information on heat mapping and heat loads for District heating/CHP systems are available at <http://tools.decc.gov.uk/nationalheatmap/> and <http://chp.decc.gov.uk/developmentmap/index.php>.
- www.tcpa.org.uk 'Planning for Climate Change' 'Climate Change Adaptation by Design'
- www.climatechangeandyourhome.org.uk guidance on adaptation of existing traditionally constructed houses whilst preserving their special character, including a section on micro renewable energy
- www.defra.gov.uk National Technical Standards for Sustainable Drainage March 2015
- www.environment-agency.gov.uk Surface Water Management Advice Note, EA Flood maps <http://maps.environment-agency.gov.uk/wiyby/wiybyController?ep=maptopics&lang=e>
- www.susdrain.org guidance on suds, green roofs, green infrastructure, surface water management
- The SuDS Manual CIRIA 2007

sources are useful reference documents:

- Authority's Monitoring Report (ongoing) - provides information on renewable/low carbon opportunities within the District.
- Strategic Flood Risk Assessment (2014) – links to SuDS suitability maps http://www.cannockchasedc.gov.uk/sites/default/files/volume_2_cannock_10.pdf
- Surface Water Management Plans (2011)
- County Wide Renewable and Low Carbon Energy Study (2010)
- A guide for the redevelopment of land affected by contamination (Staffordshire Contaminated Land working group- updated periodically) https://www.cannockchasedc.gov.uk/sites/default/files/staffs_contaminated_land_leaflet_0.pdf

Staffordshire County Council, as Lead Local Flood Authority with responsibility for surface water flood risk management, is currently developing local SuDs guidance. This takes forward the National Standards for SuDs and aims to provide more locally specific and applicable information for applicants. When published this guidance is also likely to form an important part of design guidance for development schemes, and it may be adopted as an addendum to this Design SPD (subject to consultation). The County are consulted on high risk and/or large scale schemes- they offer standing advice for low risk and/or small schemes.

Key Design Principles

Overall site assessment

- **Consider the natural assets of the site which could provide climate change benefits e.g. south facing orientation, good quality landscape features for screening, shelter and shading, reusable building materials, suitability for sustainable drainage.** Take appropriate account of landform, layout, building orientation, massing and landscaping to maximise site benefits and minimise energy consumption. Utilising measures that are part of a 'Passive Design' approach which is the maximizing of natural systems for the heating and cooling of a building. The National Planning Practice Guidance (paragraph 013) provides further information on passive solar design. Could include: orientating buildings to take advantage of passive solar gain and let in natural light, e.g. orientating buildings within 15-20 degrees south and minimizing the shading of neighbouring properties (via spacing and by placing tallest buildings to north of site for instance); introducing appropriate shading (trees or artificial shading) to help prevent summer overheating; higher performing (in terms of thermal insulation) windows, doors or cavity wall insulation and using heavyweight building materials that have more 'thermal mass' to absorb heat and release it slowly, keeping building temperatures more stable; using green roofs which provide natural cooling in summer and thermal insulation in the winter. The 'Energy Hierarchy' (see diagram below) emphasises the importance of reducing energy demand first.
- **Consider opportunities for renewable/low carbon energy solutions taking account of the site assets e.g. south facing slopes could incorporate solar panels whilst developments located near to an existing waste heat source or within a higher heat density area could consider District heating/Combined Heat and Power systems (generally for larger scale developments).** These are systems which generate electricity and heat via the same process at a local level i.e. the heat created from generating electricity is utilised instead of being wasted, as in traditional types of power generation. Larger scale District heating/Combined Heat and Power (CHP) systems are generally feasible where there is a heat density of 3,000kW/km² or more (either existing and/or arising as a result of the new development). Schemes of at least 50 new dwellings per hectare or developments with a heat demand of over 4,500 hours a year are generally the most suitable for viable schemes (source- Energy Saving Trust/Carbon Trust). Densely populated areas such as town centres are particularly well suited. Mixed use schemes with a range of energy users are also most likely to be viable. Smaller scale micro-generation technologies such as solar panels, ground source heat pumps or biomass boilers (and micro-CHP systems) are generally considered viable across the whole of the District.
- **All developments of 1ha or more, those within high risk flood zones, and/or within areas at another risk of flooding (such as surface water flooding) will need to undertake site-specific flood risk assessments and address issues arising via site design and other mitigation measures (see below info on SuDs).** Site-specific flood risk assessments should take into account all potential sources of flooding. Use Sequential Test approach to inform site layout where appropriate, including space for sustainable drainage measures, and build resilience into design for example by means of raised floor levels, dry pedestrian access/egress routes. Online Environment Agency map (link above) show risk areas; provides guidance for when an assessment is needed; and on how to undertake an assessment.
- Set development back from watercourses behind an 8m wide buffer strip and look for opportunities to undertake watercourse restoration and enhancement to make space for water.
- Take account of climate change appropriate to the predicted lifetime of the development. Incorporate sustainability measures in accordance with, or preferably exceeding, national zero carbon buildings policy and standards including adaptable housing to meet 'lifetime needs'
- Maximise reuse of buildings on site and of recycled and locally sourced materials.

Renewable and Low Carbon Energy

- **Evidence highlights the potential for renewable and low carbon energy generation in the District.** Given the District's physical constraints and topography, its sensitive environmental designations and close proximity to residential property, there is limited potential for larger scale energy generation schemes such as wind turbines. There is some potential in principle for watercourses to fuel hydro power schemes, subject to technical assessment. Locating development within existing urban areas increases the potential viability of district heating/combined heat and power solutions (see above 'Overall site assessment'). Micro generation technologies, particularly biomass in the rural areas, are a potential smaller scale option throughout the District.
- **As with other types of new development the installation of energy infrastructure should be appropriate to the local environment.** Sites located in environmentally sensitive areas, such as the Area of Outstanding Natural Beauty, where preservation of landscape and scenic beauty is a key consideration or Listed Buildings/Conservation Areas where preservation or enhancement of the character and appearance of the historic environment is a material consideration, may have reduced scope for installation of energy infrastructure. The visual impact of such infrastructure should always be borne in mind as solar panels particularly can be very visually apparent in the streetscene. Conflict with existing trees causing shading of solar panels will require a balanced decision, bearing in mind the wider benefits of trees. Application/acceptability of measures will be dependant both on site specific physical and environmental characteristics and financial viability considerations.

Flood Risk and Sustainable drainage systems (SuDS)

- **SuDS should be incorporated within all new developments and as far as possible retrofitted into existing developments.** Consider the varied collection of SuDS techniques - there are numerous ways they can be incorporated, dependant on topography and geology of the site/area. Typically they involve a move away from piped systems to softer engineering solutions inspired by natural drainage processes. The principle is to reduce the speed at which rainwater reaches watercourses by a variety of means, thus reducing the potential of flash flooding. SuDS can range from small scale permeable paving or soakaways (underground chambers that allow water to drain away where the surface is less permeable) for an individual property to larger scale swales (akin to grassed, natural drainage ditches) serving a whole development. The most commonly found components are: pervious surfaces, infiltration devices, filter drains and strips (all infiltration solutions); swales and basins, green roofs, and ponds, wetlands and bio-retention areas (all storage solutions). They will also need an appropriate maintenance strategy.
- Site-specific assessments should be undertaken to determine the most appropriate solution, but the District's Strategic Flood Risk Assessment provides a broad level analysis of where infiltration and storage SuDS are and are not suitable (see link above- Figures SS1-CC and SS2-CC- the non-shaded areas are generally suitable for both types of SuDS). In areas which are not suitable for either infiltration or storage solutions, then rainwater harvesting and green roofs can be considered. Information on the range of options and their technical suitability for different situations is available from national websites and documents (and the forthcoming Staffordshire County Council SuDS guidance document).
- Surface water run off rates from new developments should be at or below Greenfield rates wherever possible (or at least show a reduction from current rates on Brownfield sites). If a proposed development results in an increase in surface water runoff the Environment Agency will expect to see SuDS forming part of the proposed mitigation.
- Keep hard standing areas to a minimum and use SuDS measures appropriate to their scale for all new hard surfacing (from single driveways to commercial car parks);
- Consider the use of 'green roofs' for all new large commercial buildings. Roofs create large hard surfaces from which rainwater

must drain. They can provide valuable alternative habitat particularly for ground nesting birds.

- SuDS are a key tool for helping reduce flood risk but can also help improve water quality. In addition SUDS measures may have wider benefits – e.g. on a larger scale balancing ponds provide wildlife habitat and amenity space at Kingswood Lakeside and Mill Green Local Nature Reserve and on a smaller scale domestic water butts benefit the gardener.

Air quality management

- Incorporate air pollution mitigation measures where appropriate, particularly along the A5 frontages within the A5 Air Quality Management Area, or in the case of significant developments that add to the cumulative air quality impact of developments in the district. Measures include soft landscaping especially tree planting, green roofs and walls and watercourse enhancement to help absorb air borne pollutants
- Consider impacts of development on local traffic speed, flow and volume to seek reduction in emissions and air pollutants, particularly within the A5 Air Quality Management Areas (AQMA) and candidate AQMA. Incorporate sustainable transport solutions, including cycle routes and cycle park provision, improved public transport links or other appropriate mitigation measures.
- Adopt innovative and sustainable solutions e.g. electric vehicle charging points within new developments, designating car parking spaces for low emission vehicles.
- Cannock Chase District is subject to smoke control orders. This means that where biomass installations or wood burning devices are to be used they should be 'exempted appliances' as listed at <http://smokecontrol.defra.gov.uk/appliances.php?country=e> to avoid being in contravention of the smoke control orders.

Green Infrastructure

- The District's Green Space Network, gardens, green corridors and road frontages in addition to the wider countryside, comprise a 'green infrastructure' resource which is seen as playing a multi-functional role in mitigating and adapting to climate change. Trees are an important element of green infrastructure, contributing to urban cooling and providing micro-climate effects that can reduce energy demands on buildings. They therefore represent a key resource that can significantly contribute to climate change adaptation.
- Open spaces in Cannock and Rugeley help alleviate flood risk (Mill Green nature reserve and Hagley Park playing fields); contribute to biodiversity habitat and provide wildlife corridors/amenity benefits which can provide shading and help to ameliorate higher temperatures. Countryside around the urban areas, including Cannock Chase AONB and the southern farmlands, provide distinctive landscape context for the District with important amenity and wildlife benefits. Development schemes of all scales provide the opportunity to enhance green infrastructure in a variety of ways to mitigate climate change, from incorporating new open spaces, green boundaries and green roofs to strengthening existing habitats using native species.

Other

- All new residential developments to achieve water efficiency standards of 110 litres/person/day (currently equivalent to Building Regulation Part G2 for Water Efficiency optional higher standard). Consider installing low-flush and low-flow appliances (including smaller capacity baths and sinks), grey water recycling and rainwater harvesting systems. See the Energy Saving Trust website.
- All new non-residential developments to reference BREEAM 'Very Good' standards as a minimum benchmark. This 'Very Good' rating has minimum standards for energy monitoring (installation of energy metering, monitoring and management systems); water consumption (demonstrating a 12.5% improvement in consumption over what the 'baseline' consumption for the building would be

without additional measures- can be achieved via low-flush and flow appliances, grey water recycling and rainwater harvesting); water monitoring (installation of water monitoring systems); sourcing of materials (all timber and timber based products used on the project are 'Legally harvested and traded timber'- see BREEAM manual for definition); and site ecology (there is no negative change in the ecological value of the site, with improvements where possible). Further information on the BREEAM standard is contained within the BREEAM manual and technical guidance.

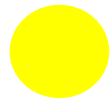
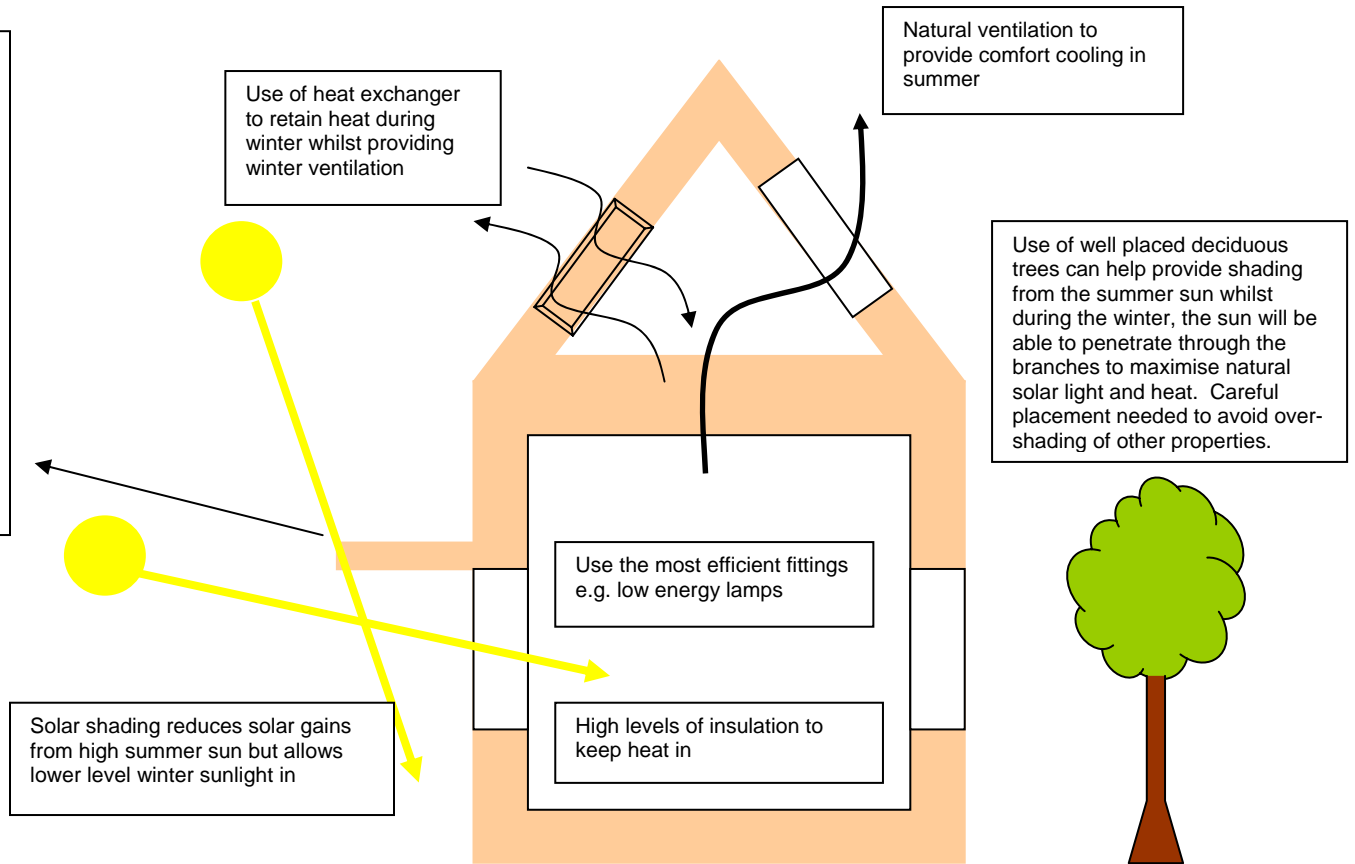
- Energy efficiency and wider sustainability improvements to existing domestic and commercial properties can be undertaken in a variety of ways. See the BREEAM, Energy Saving Trust and Carbon Trust resources.
- Incorporate appropriate facilities for recycling and refuse storage in an accessible yet unobtrusive position within the site.
- All developments to address any mining hazards or mineral resource issues- information on hazards and mineral resource areas is available from the Council e.g. mine shafts, fissures, areas with mineral resource potential. Where such hazards are on site, treatment and/or avoidance measures may be required including mine shaft capping. Where mineral resources are underlying a site then prior extraction may be required, depending upon the nature of the development and extent of the resource. Further guidance on addressing hazards and prior extraction should be sought from the Coal Authority and Staffordshire County Council Minerals Team. Cannock Chase Council will liaise with these agencies as part of a planning application on such issues.
- Take into account other site specific issues, including contaminated land. The Council's Environmental Health team are able to offer site specific advice and provide up to date guidance on this issue (see link to current guide on contaminated land above).
- **Planning applications should include a concise statement describing proposed climate change and sustainable construction measures, either as part of a Design and Access Statement or as a short Planning Statement to accompany smaller schemes where a Design and Access Statement is not required.** Applicants are not required to submit BREEAM assessments (or undertake a detailed appraisal according to the points/credits systems of these schemes). Instead the Planning/Design and Access Statement should be used to set out in general terms how they are considering and addressing the sustainable design issues. This requirement is not intended to be onerous but to ensure consideration of climate change matters at an early stage of scheme design, much of which will be required later to meet Building Regulations in any case. The benefit of early consideration is that a more comprehensive approach to site planning can be incorporated. Pre-application discussion should therefore cover how a development will meet sustainability objectives.

The Energy Hierarchy

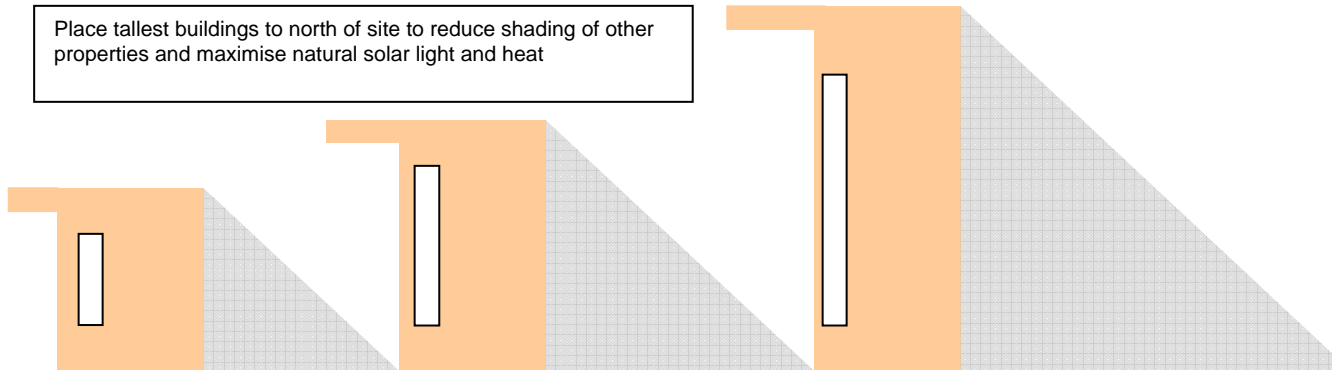
1	<u>Minimise energy needs:</u> The most important level in the hierarchy. Good design can help minimise a development's energy needs by making best use of sunlight, thermal mass and microclimate to provide natural lighting, heating and cooling of buildings. Considering use of embodied energy in building materials and the type of construction materials chosen; use of local traditional building materials will preserve local character whilst reducing the need to transport materials long distance.
2	<u>Maximise energy efficiency:</u> making energy use, heating and cooling systems as efficient as possible. Use of local energy sources, in particular decentralised heating systems (energy generated off the main grid) e.g. combined heat and power and renewables will be a priority.
3	<u>Maximise use of zero and low carbon energy sources:</u> as much as possible of remaining energy demand should be met through these sources e.g. solar, wind, bio fuel and geothermal energy. Types of technology which have been used in this area include air source heat pumps and biomass boilers.



Canopies providing solar shading at new properties on Elizabeth Road estate, Cannock



Place tallest buildings to north of site to reduce shading of other properties and maximise natural solar light and heat



Orientate main living areas/ glazed areas so they are south facing to maximise natural solar light and heat during winter from lower level sun. Solar shading measures to be used to provide protection from heat of high summer sun.

These figures (adapted from TCPA, 2006) illustrates how passive design measures can be incorporated into the design of a new building and site



Cherry Tree Road, Rugeley- 12 houses

Housing developments at Cornwall Mews and Cherry Tree Road achieved Level 4 of the former Code for Sustainable Homes (44% reduction in carbon emissions over 2006 levels) via the installation of renewable air source heat pumps; enhanced insulated building fabric; and 100% of internal lights to be dedicated as low energy. Internal water consumption of 105 litres/person/day is achieved by a low capacity bath, dual flush toilet and flow restrictors in appliances. Water butts have also been installed for rainwater harvesting. Points towards the Code have also been achieved by providing internal recycling bins in the kitchens; using permeable paving; using a site waste management plan to sort, re-use and recycle construction waste and by providing a composter in the gardens.



Cornwall Mews, Hednesford- 8 houses

A Photovoltaic panel (PV) pilot scheme was completed at 39 Council owned bungalows in **Norton Canes** in 2012. Since then 65% of tenants reported a saving in electricity costs and a detailed evaluation of 3 of the properties over 12 months suggests that electricity use has decreased by around 30%. Chase Community Solar Ltd (CCS) has been working with Cannock Chase Council on the development of a scheme which expects to see the installation of solar photovoltaic

(electricity) panels on between 150 and 400 Council bungalows across the district in 2016. The tenants, mainly elderly, will receive the electricity generated by the panels free of charge, providing a saving on their bills estimated at between £100 and £200 p.a. (though this can vary depending on usage). This may be the first scheme in the UK funded by a community share offer which funds solar panels on the roofs of council houses.



Kingswood Lakeside, Cannock- this development area has been laid out to incorporate various SuDS solutions including balancing ponds and swales which also have important green infrastructure and biodiversity benefits.



DESIGNING OUT CRIME- Local Plan (Part 1) Policy CP3

Topic Summary

High quality development involves secure and safe design. It is recognised that the design of development can directly influence the safety and security of users and with this in mind the Police initiative 'Secured by Design' (SBD) has been developed since 1989 to encourage the building industry to adopt crime prevention measures in the design of developments to assist in reducing the opportunity for crime and the fear of crime, creating a safer and more secure environment. Independent research shows that SBD has been proven to reduce crime risk by 75% by combining minimum standards of physical security with well tested principles of natural surveillance and defensible space. SBD focuses on crime prevention for houses and commercial premises and promotes the use of security standards. The website provides advice for developers and promotes a 'Developers Award', a certificate given to developments which are built to SBD guidelines. The 'Parkmark' safer parking scheme is awarded to parking facilities where the parking operator has put in place measures which help to deter criminal activity and anti social behaviour. Further advice on SBD and Parkmark is available from Staffordshire Police at www.staffordshire.police.uk. The recent updates to housing standards brought in via the updated PPG and Building Regulations do now incorporate the dwelling-scale requirements of SBD into mandatory Building Regulation requirements. As a result, the guidance for individual dwellings is no longer applicable. However, the wider site-based principles and guidance (and elements applicable to individual commercial buildings) are still to be utilised.

The number of SBD developments in this District are relatively small however wider application of these standards is encouraged. Recent research conservatively estimates the carbon cost of crime within the UK to be equivalent to the total carbon output of 6 million homes. At current domestic burglary rates the marginal carbon costs of building a home to SBD standards will be recovered within 4 years. The environmental benefits of SBD are supported by independent research proving that SBD housing developments suffer up to 75% less burglary, 25% less vehicle crime and 25% less criminal damage. Therefore there are significant carbon cost savings associated with building new homes to the SBD standard i.e. less replacement of windows as a result of criminal attacks. Good design will give careful thought to how appropriate safety and security measures can be accommodated in a way sympathetic to the amenity of the local area.

Key Local Issues/Pressures

- The need to enhance crime prevention as part of new developments including building security and attractive design of surroundings (car parking etc) to deter crime
- Overcoming impact of bright security lighting, particularly on commercial premises in otherwise residential or darker areas e.g. along Trent and Mersey Canal corridor
- Public consultation in connection with the Characterisation Study including stakeholder's presentations and local residents (including young people's) feedback supported designing out crime and welcomed better locks but raised concern at excessive lighting, especially affecting the Chase. Staffordshire Police highlight SBD can complement other sustainable construction standards.

National Guidance

- <http://www.securedbydesign.com/professionals/guides.aspx> free downloads of design guidance including 'Secured by

Local Guidance

Designing out Crime has not been covered before in Council guidance but the opportunity is now taken to address the local

Design' principles

- www.theilp.co.uk the Institute of Lighting Professionals: free downloads including:
 - *'Lighting Against Crime' 2012 – external lighting and recommended levels of illumination to combat crime, fear of crime and anti-social behaviour*
 - *'Getting Light Right' 2013 – a layman's guide to domestic security lighting*

dimension of this issue and encourage safer and more secure developments, based upon national guidance. Development proposals designed to address the issues outlined at the outset are likely to have better and speedier success in the decision making process. See also section on External Lighting.

Key Design Principles

- Design of new development in conjunction with **SBD** advice from Staffordshire Police will be encouraged
- The importance of natural surveillance is highlighted.
- Sensitive landscape design creates a place that provides a sense of place and community identity, and well designed public spaces tend to be well used and offer fewer opportunities for crime.
- Long term management /maintenance must be considered at an early stage if the full benefits are to be raised.
- Where **communal parking areas** are essential the parking bays should be in small groups, close to the owners which they serve, well lit, open to natural surveillance or visible from regularly habitable rooms and be served by obvious pedestrian routes. Prickly species of planting helps to deter criminal activity.
- The most suitable level of **street lighting** is currently from EN 13201-1:2003 Table 5 in a high crime/risk area; well positioned lighting will deter and reveal potential intruders. High pressure sodium units or LED's should be used where possible, as low pressure units emit poor light quality and colour definition.
- **Street lighting layouts** should be carefully designed to cover all areas and not create shadows
- **Householders are referred to ILP guidance on security lighting of residential properties 'Getting Light Right'**
- All **perimeter doors to buildings** should have opaque, vandal resistant, compact lights, operated by photo electric cells fixed above them at the highest inaccessible point. Police advice is that occupants should be advised that these lights have an insignificant running cost per annum and therefore no switch should be fitted.
- **Lighting of commercial premises** close to dark areas (e.g. Trent and Mersey Canal Corridor) should accord with national and local External Lighting guidance



Overlooked parking areas, well designed and lit public spaces help 'Secured by Design' principles create a sense of community

EXTERNAL LIGHTING– Local Plan (Part 1) Policy CP3

Topic Summary

Each locality has particular existing amenity characteristics which can be reinforced or lost as a result of development. The District covers a wide range of urban and rural areas of varying environment and amenity. Good design will give careful thought to how development requirements can be accommodated on a particular site including the need for any lighting and choice of character and appearance.

Poorly designed lighting schemes result in obtrusive light. Dark skies are one of the special qualities of the rural landscape and artificial lighting introduces a suburban feel and can detract from the landscape beauty of the AONB. Energy use is also an increasingly important consideration. At the same time the safety and security of the public is of the utmost importance, lighting facilitates a night time economy and extends hours of use of recreation facilities and it can enhance the appearance of buildings at night, so any scheme should be carefully directed and sensitively designed. In general schemes should adhere to the guidance of the Institute of Lighting Professionals (ILP).

Key Local Issues/Pressures

- Brightly illuminated advertisements in built up areas, particularly on commercial premises in otherwise residential or darker areas
- Wildlife sensitivity to lighting, particularly close to dark areas e.g. canal corridors
- Lightspill affecting dark skies/rural areas e.g. Cannock Chase. Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people's) feedback raises concern at excessive lighting, especially affecting the Chase.

National Guidance

- There is plenty of general advice available on incorporating external lighting into existing and new developments via the following website and documents:
- www.defra.gov.uk DEFRA 'Artificial Light in the Environment' policy update 2013
- www.historicengland.org.uk 'External Lighting for Buildings' 2007
- www.cpre.org.uk
- www.britastro.org/dark-skies/
- www.theilp.org.uk the Institute of Lighting Professionals: free downloads including:
- **Guidance Notes for the Reduction of Obtrusive Light 2011:**
'Obtrusive light... is a form of pollution.... Sky Glow (the

Local Guidance

Previous Council guidance has not covered External Lighting before however the opportunity is now taken to address the local dimension of this issue. The ILP guidance recommends that local planning authorities specify various zones for external lighting within their development plans. Development proposals designed to address the issues outlined at the outset are likely to have better and speedier success in the decision making process.

brightening of the night sky), Glare (the uncomfortable brightness of a light source when viewed against a darker background and Light Intrusion (the spilling of light beyond the boundary of a property or area being lit) are all forms of obtrusive light which may cause nuisance to others and waste money and energy. Think before you light. Is it necessary? What effect will it have on others? Will it cause a nuisance? How can you minimise the problem?...Good design equals good lighting'

- 'Getting Light Right' 2013 – a layman's guide to domestic security lighting

- 'Crime' 2012 – external lighting and recommended levels of illumination to combat crime, fear of crime and anti-social behaviour

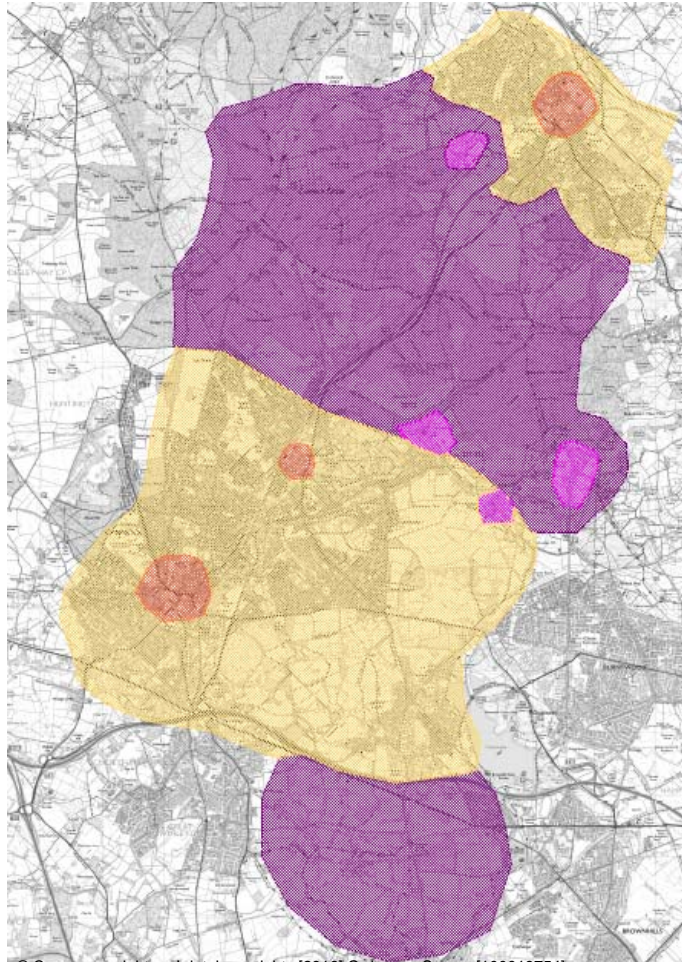
- 'Bats and Lighting in the UK' 2012 – to raise awareness of the impact of light on bats and suggest mitigation for different scenarios. Also explanation of facts about the lighting industry.

Key Design Principles

- **Most work involving lighting, particularly of the householder type, is unlikely to require planning permission. However a lighting scheme of such nature and scale typically undertaken by specialist lighting engineers can be deemed 'development' and will require planning permission.**
- **The ILP recommends a four zone approach** with different degrees of darkness/brightness of lighting, and all four are present in this District with zones of transition between them (see also map below):
 - E1 (intrinsically dark) – Cannock Chase/Little Wyrley
 - E2 (low district brightness) – rural villages
 - E3 (medium district brightness) – the suburbs
 - E4 (high district brightness) – the town centres
- The ILP provides guidance on appropriate levels of illumination within each of these zones which development proposals will be expected to adhere to.
- External lighting may have an impact on the significance and setting of heritage assets so lighting should be sensitive to the historic environment, however it also has the opportunity to positively highlight key buildings and features to add vitality to an area such as a town centre.
- **Guidance for householders** on lighting their properties for security etc is provided in a user-friendly leaflet 'Getting Light Right' (see National Guidance)
- Where **commercial development** exists on the urban edges and where green corridors run through commercial areas the impact of lighting can be a particular issue as zones of high and low brightness come into contact. The Trent and Mersey Canal runs through Rugeley close to the town centre and the Conservation Area Appraisal highlights the issue of lightspill into the Canal

corridor from certain sites which have an observable effect on bat activity. It goes on to make a recommendation for the use of 'sustainable lighting' to avoid increasing light levels in the canal corridor; that occupiers of properties close to the corridor will be encouraged to avoid lighting which spills into the corridor to avoid adversely affecting wildlife; that lighting of new development close to the canal should be designed to avoid light spills into the corridor and lighting of existing properties bordering the canal will be encouraged to follow sustainable principles.

- At night light from commercial undertakings some distance from the Chase lights up the night sky significantly. Encouragement to reduce this impact will be pursued as resources permit.



- E1- Intrinsically Dark- Cannock Chase/Little Wyrley
- E2- Low District Brightness- Rural Villages
- E3- Medium District Brightness- Suburbs
- E4- High District Brightness- Town Centres

This is illustrative- there will be areas of greater or lesser 'brightness' within these broad areas e.g. the southern suburban area incorporates areas such as Heath Hayes which have well developed built suburbs lying adjacent to areas of undeveloped open fields to the east and south. Therefore local analysis should also be undertaken to take account of site specific circumstances.

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GREEN BELT AND AREA OF OUTSTANDING NATURAL BEAUTY (AONB)- Local Plan (Part 1) Policy CP14

Topic Summary

Cannock Chase is a semi-rural district with some 60% of the area designated as Green Belt. The aim of the Green Belt is to restrict development and the sprawl of urban areas on the edges of the Green Belt and around the villages within. The essential characteristics of Green Belts are their openness and their permanence.

In addition Cannock Chase is one of the UK's 46 designated Areas of Outstanding Natural Beauty (AONB) and one of only 2 in the Midlands because of its beautiful landscape (the largest surviving area of lowland heathland in the Midlands), wildlife and its history. The AONB also has extensive areas of forest and woodland along with areas of designed parkland, sand and gravel quarrying and mixed agriculture, and overlaps some areas of built development including at Etchinghill, Rawnsley and the villages of Cannock Wood, Hazelslade and Slitting Mill. The key issue is to protect the landscape and beauty of the designated area and its setting maintaining tranquility, peace and openness, with careful attention being paid to its habitats and landscapes.

These designations are testament to the openness and quality of the natural landscape within the District and the importance of ensuring the right balance is maintained in conserving and enhancing the area whilst maintaining it as a living, working environment.

Key Local Issues/Pressures

- Potential impact of new development on views through the local landscape including renewable energy and telecommunications installations
- Scope for landscape buffering to the urban/rural fringe
- Hard surfacing, lighting, suburban kerbs and footways should be kept to a minimum and brightly coloured signage and street furniture avoided to reduce urban impacts in rural area
-
- Scope to respect and enhance the forms of historic farmsteads and locally distinctive buildings and features
- Need to maintain and enhance existing hedgerows and grass verges/ stone edging along highways, use of traditional maintenance methods to create stockproof barriers and permit views over in conjunction with development proposals

National Guidance

- NPPF Paras. 79-92 on Green Belts: <https://www.gov.uk/government/publications/national-planning-policy-framework--2>
- NPPF paras 115-116 on AONB's
- Natural England: <http://www.naturalengland.org.uk/ourwork/conservation/designations/aonb/cannock.aspx>
- CPRE: <http://www.cpre.org.uk/what-we-do/housing-and-planning/green-belts>

Local Guidance

- AONB Partnership: <http://www.cannock-chase.co.uk/>
- 'Cannock Chase AONB Highway Design Guide'
- Cannock Chase AONB Management Plan 2014-2019: http://www.cannock-chase.co.uk/assets/downloads/74646AONBmanagementplan2014-19_1.pdf
- English Heritage/Staffordshire County Council – 'Staffordshire Farmsteads Guidance: Farmsteads Assessment Framework, Farmsteads character statement and Local Authority

<ul style="list-style-type: none"> • Green Belt Statistics (UK Government): https://www.gov.uk/government/collections/green-belt-statistics • EH 'The Conversion of Traditional Farm Buildings: A guide to good Practice' 	<p>Summary'</p> <p>http://www.staffordshire.gov.uk/environment/eLand/planners-developers/HistoricEnvironment/Projects/Historic-Farmsteads.aspx</p> <p>As a general principle unless a proposed use or development is in accord with Paras. 79-92 or 115-116 of the NPPF then it would be unlikely to be supported. Where development would be acceptable in principle then good design and careful landscaping will minimise its impact on the openness and landscape beauty of the District.</p>
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Key Design Principles

General Principles

- The siting and screening of new buildings should minimise prominence in the public view, including on the fringes of the rural area.
- Native planting should be used wherever possible on planting schemes and the use of landscaping to enhance, soften and screen new development is required. Conifers are an alien feature in the natural landscape and would not normally be appropriate.
- External materials used for any new development should be sympathetic to the local vernacular (e.g. plain tiles/slates and Staffordshire red brick) and aim to enhance the Green Belt and outstanding natural beauty of the AONB, seeking to improve the existing building to which they are related.
- Fencing should be minimal and of the traditional post and wire or post and rail variety to retain the rural character. Screening with trees and hedges will generally be more appropriate than walls and fences. Where a solid boundary treatment is appropriate its visual impact should be mitigated by soft hedgerow planting in front or the use of powder coated wire fencing in conjunction with soft landscaping.
- See also Appendix A: Character Area Description for 'Outlying Buildings/Hamlets in Rural Areas' and detailed design advice in the Staffordshire Farmsteads Guidance.

Conversion of existing buildings

- Conversion of an existing building offers the opportunity to reuse an often historic building without affecting openness of the Green Belt and in addition enhancing the character of the rural area.
- Sympathetic conversion is encouraged as changes in farm practices render traditional farm buildings redundant, leading to disrepair and eventual loss.
- Traditional farm buildings can be of particular historic or aesthetic value and there is often a direct connection between architectural design and original use. Barns were designed as a workplace and for storage of cereals, livestock and equipment. Their particular features, such as simplicity and spaciousness, and appropriate use of local materials contribute to their character. Conversion schemes should take into account the constraints of the existing building in order to preserve its character.
- Conversion of old buildings, particularly agricultural buildings, can however have a significant deleterious impact on protected species of wildlife, particularly bats and barn owls. Provision must be made to take account of such species prior to development

commencing, and a wildlife survey will routinely be required. Conversion should preserve and enhance the integrity of the building.

- A business use will often result in less damage to the character and appearance of the building than a residential use due to the need for fewer modifications.
- See also Historic Environment Guidance.

Extensions/outbuildings to existing buildings

- Where extensions or alterations to existing buildings are considered appropriate they should not result in a disproportionate addition to the size of the original building.
- Extensions should not normally exceed 50% of original building ground floor footprint in the Green Belt in accordance with Local Plan policy CP14.
- Matching materials and design details will help an extension or outbuilding fit into its setting and enhance the attractiveness of the area.
- Outbuildings should be located in an unobtrusive position.

New/replacement dwellings

- Where new buildings in the Green Belt are considered appropriate the foot print should not normally exceed 50% increase on the original ground floor footprint of the building in accordance with Local Plan policy CP14, and 'permitted development' rights for further extensions are likely to be removed
- The siting of all new buildings should be sensitive to the openness of the Green Belt and landscape character of the AONB and not in prominent or isolated locations
- Screening should be provided by hedging and trees rather than walls and fences to enhance the green rural context
- Materials and design should be appropriate to location, including size, scale, massing and appearance

Equestrian uses and the erection of stables

- See Equestrian Development Guidance.

Leisure and tourism uses

- Leisure and tourism uses appropriate in the Green Belt should be designed to be unobtrusive in the landscape through careful siting, use of materials and planting

Telecoms Apparatus

- Siting should minimise impact on visual qualities of any location, including colour of cabinets, and avoid road verges where possible in favour of sites with opportunities for better screening

AONB highway design

- Retain and maintain locally distinctive highway features e.g. granite setts used as kerbs along many roadsides on the Chase such as Penkridge Bank Road
- Use of natural barriers to deter parking on verges, e.g. large stones/logs complementing the numerous small car parks

- Encourage repair and replacement of traditional estate fencing, traditional maintenance of hedges and post and rail fences; beech hedging is a popular choice for parklands and residential properties, native species such as blackthorn and hawthorn are common adjacent to farmland, however a more diverse native mix is encouraged
- Encourage traditional materials and designs for bus shelters and other street furniture, with timber benches for walkers at information points
- Encourage retention of grass verges with scope for indigenous planting of heather and gorse at approach to villages
- Sparring use of highway signage; road markings with coloured surfacing are not normally appropriate in the AONB



Granite setts used in kerbing



New screening and retention of mature screening helps preserve character of the rural areas



Low impact extension to property in the AONB Impacts upon views across and in proximity of the AONB need to be considered carefully

HISTORIC ENVIRONMENT- Local Plan (Part1) Policy CP3, CP14 and CP15

Topic Summary

Each locality has particular existing historic environment characteristics which can be reinforced or lost as a result of development. These are highlighted in the District Character Profiles (see Appendix A) and include heritage assets - buildings, sites and areas - identified as having a degree of significance in terms of heritage interest, both statutorily designated and locally identified. Some areas will include Listed Buildings which are statutorily protected. Conservation Area designation gives protection to areas of historic townscape and there may also be Locally Listed buildings and features to consider. Other buildings with heritage interest may come to light during consideration of planning proposals. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances and surroundings helps new development have some individual character so reference to the Character Area profiles will help with more specific guidance. Local consultation has shown that historic buildings are one of the most popular features of neighbourhoods and that people feel protective of their local historic environment.

Building conservation is not about 'freezing' buildings and areas in their past but adapting them sympathetically to meet modern requirements without losing their character or historic value. History has a high profile in many people's lives and can be a focal point for the economy, including the tourist economy. However the historic environment is vulnerable to unsympathetic change from repairs and alterations using modern materials and techniques and the right expertise and appropriate materials and craftsmanship are needed to ensure investment is worthwhile and the building or area can continue to thrive. Development sympathetic to the historic environment raises the design and environmental quality of the District.

High quality design is required for all schemes, particularly those affecting Listed Buildings, Conservation Areas and Local List buildings and features and developers should adequately resource themselves with the appropriate professional expertise from the start. Development within the wider setting of historic features and landscapes may also have a visual impact and in such cases will need careful consideration and design. A Heritage Statement should support all applications that affect a heritage asset and/or its setting. Advice on content of a Heritage Statement can be found in the Council's Validation Document but it should assess the significance of the heritage asset and how that significance may be affected by the proposed development. This may require a photo montage and/or a landscape Visual Impact Assessment.

Archaeology may exist in both urban and rural areas but particularly within the boundaries of historic towns, within the curtilage of historic buildings and along historic routeways. There is always the possibility of unknown archaeology being of national importance. It has the potential to help understand origins, development and growth of settlements so any development proposals involving disturbance of the ground in such areas may require an archaeological assessment by a qualified professional to accompany the planning application. Advice is available from CCDC (Planning Services) and SCC (Historic Environment Team).

Key Local Issues/Pressures

- Incremental change and lack of maintenance leading to loss of historic features
- Adaptation of historic buildings and areas to modern needs
- Size and scale of new development in comparison with the modest size of many historic buildings
- Use of unsuitable modern materials and techniques
- Public consultation in connection with the Characterisation Study, including stakeholder's presentations and local residents (including young people's) feedback, supported the need to ensure that development fits in with its surroundings retaining individual character and guidance for modernising older traditional properties.

National Guidance

There is plenty of general advice and information available to building owners assist with development in the historic environment via the following websites:

www.spab.org.uk

www.historicengland.org.uk (Historic England)

www.english-heritage.org.uk (English Heritage Trust)

www.climatechangeandyourhome.org.uk

www.ehtf.org.uk

www.imagesofengland.org.uk

www.heritagegateway.org.uk

www.staffspasttrack.org.uk

English Historic Towns Forum publications including:

- 'Making Better Applications for Listed Building Consent'
- 'Manual for Historic Streets'

CABE publications including:

- 'Building in Context'

Historic England publications including:

- 'The Historic Environment in Local Plans' Good Practice Advice Note 1(2015)
- 'Managing Significance in Decision Taking in the Historic Environment' Good Practice Advice Note 2 (2015)
- 'The Setting of Heritage Assets' Good Practice Advice Note 3 (2015)
- 'Seeing the History in the View' (2011)
- 'Traditional Windows, their Care, Repair and Upgrading' (2015)
- 'Guidance on Conservation Area Appraisals'
- 'Guidance on the Management of Conservation Areas'

Local Guidance

Local information

- Staffordshire County Council Historic Environment Record (HER)
- Staffordshire County Record Office
- SCC List of Archaeological Contractors available for work in Staffordshire (historic building recording, archaeological assessments and other specialisms)
- SCC Extensive Urban Surveys of Cannock and Rugeley
- CCDC Conservation Area Appraisals and Management Plans

Local History Groups can be good sources of local historic information:

- Landor Society www.landor-localhistorysociety-rugeley.btck.co.uk
- Friends of the Museum of Cannock Chase www.cannockchasedc.gov.uk/museum
- Bridgtown History Society www.bridgtownhistory.co.uk
- Norton Canes Historical Society www.nortoncanesparishcouncil.co.uk
- Cannock Conduit Trust
- Brereton and Ravenhill Heritage Committee

- ‘Understanding Historic Buildings – a Guide to Good Recording Practice’
- ‘Streets for All’
- ‘The Conversion of Traditional Farm Buildings’
- ‘Retail Development in Historic Areas’
- ‘Heritage Works’
- ‘Enabling Development’
- ‘Conservation of Historic Places’

Key Design Principles

Alterations and Additions to Listed Buildings

- Buildings are Listed on the national statutory List for their **special architectural or historic interest** and there is a general presumption in favour of their preservation. Listing should not be seen as a bar to all future change however controls seek to protect them from unsuitable and insensitive alteration. The need to preserve the setting of a Listed Building may affect development on nearby sites.
- **Traditionally constructed buildings** do not perform in the same way as modern ones and need to be treated differently. Modern materials and techniques are often incompatible and can lead to long term deterioration. Poor ‘period style’ features look incongruous and not authentic on a genuinely historic building.
- The **upgrading of property does not have to be at the expense of historic fabric and character**. Traditional materials can be long lasting but eventually decay. Each loss detracts from the historic and financial value of each building. Routine maintenance and conservative repair with matching materials is key to conserving the value of your heritage asset for future generations. Adaptation to modern needs in a well designed way based on the right expertise should be seen as an investment. Any work likely to have a significant impact will require a well thought out justification, finding ways to maximise benefits and minimise damage.
- The **cumulative impact of many minor alterations** can have a negative impact and Listed Building Consent will normally be required for any works of alteration or extension which would affect its character as a building of special architectural or historic interest. It is a criminal offence to carry out such works without consent. Controls apply to all works, both inside and out. Consent is not normally required for repairs but if they involve alterations which would affect the character of the building then consent is required. Advice is available from CCDC.
- **Use existing design features as a guide** to the design of new works to reinforce the building’s character, appearance and local distinctiveness.
- **Use good quality, appropriate materials and careful craftsmanship** in executing work. This will cost money, however suitable reclaimed or new traditional materials are available and it is a better investment to do a series of small repairs well than the alternative. There are reclaim yards in this area where bricks, tiles, chimney pots and other period features may be found and local joiners and craftspeople capable of carrying out traditional work are available. Advice is available from CCDC.
- **Use history as a focus for the future:** looking after old buildings and features keeps them in use and retains their desirability, ensures new development is sympathetic, the sense of place of the area is enhanced, that heritage leads the regeneration process, sustainability is maximised and supports the owners investment.

New development in Conservation Areas

- **A Conservation Area is ‘an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.’** There are currently 8 Conservation Areas in the District and a series of Conservation Area Appraisals and Management Plans offer more specific advice on what matters and why.
- **‘Townscape’ distinguishes the special interest of a Conservation Area from the merits of individual buildings within it, including the interrelationship of buildings and spaces.** Boundaries, trees and hedges, building materials and significant views also contribute to character and appearance. (See Trees and Landscape guidance). The local distinctiveness of particular areas is greatly to be valued and needs to be reinforced. High quality places attract investors, residents and businesses so making best use of existing buildings and areas lies at the heart of a sustainable future.
- **Conservation Areas are not intended to prevent change but to ensure that it takes places in an appropriate way.** Eg good design of development along the Trent and Mersey Canal corridor can enhance the Conservation Area, and help sustain the Canal’s tourism and economic regeneration potential.
- **New development in (and close to) Conservation Areas needs to pay particular regard to its surroundings.** Size, scale, design and materials, boundary treatment and planting details are all important in creating an addition which complements, and preferably enhances, the Area. New development has the opportunity to better reveal the significance of conservation areas. Copying historic architecture may not be the best solution; through careful design new buildings can respect the architectural character of a historic area and fine buildings of any type, style and age can enhance the visual environment and contribute to a sense of community. The use of imaginative design as appropriate is encouraged. Photographs and photomontages should support such applications.

Managing change to Locally Listed Buildings and in the historic environment generally

- Key historic buildings and townscape areas in the District are designated as Listed Buildings and Conservation Areas. There are also 5 Scheduled Ancient Monuments which are statutorily protected too. However **many other buildings, features and areas are valued for their special local architectural or historic character, their contribution to the local scene or their local historical associations.** The most significant of these will be included on the forthcoming CCDC Local List which is being prepared in conjunction with this District Design SPD. Other features of historic interest are noted in documents such as the SCC Extensive Urban Surveys of Cannock and Rugeley, the SCC Historic Environment Record and the HE Historic Farmsteads Survey. Buildings may also come to light through the development process.
- **Such buildings and features have no statutory protection but any impact on them will be taken into account in considering planning applications and will need to be given weight in decision making.** A responsibility to be aware of their local contribution remains and this will be assessed on a case by case basis. The heritage interest of a building or feature affected will need to be described by a developer and the viability of its retention considered, with harm or loss justified or mitigated in terms of the public benefits of the overall scheme. If the assessment does not warrant retention of the building a record may need to be made and deposited in the HER. Advice is available from CCDC. See also guidance on reuse of buildings in the Green Belt and AONB.

Modern infrastructure in the historic environment

- Includes all small scale modern additions in historic areas eg utility cabinets and masts, satellite dishes, small scale renewable energy items, air conditioning units, extractor ducting and flues, burglar alarm boxes. Left to the installer these are often located in prominent positions and the cumulative visual impact can be significant. Careful planning can minimise visual impact.
- Should be located discreetly with wiring and cables installed tidily
- Can often be hidden within buildings or chimney space
- Standard boxes can often be painted to blend with prevailing colour of wall or other background
- Some microgeneration equipment is 'permitted development' (see current legislation) but where it is permitted it is subject to general conditions that its siting minimises its effect on the external appearance of the building or amenity of the area. Listed Buildings are usually exempt from 'permitted development' and special conditions apply in Conservation Areas.



Extensions and alterations to listed buildings



New development in/adjacent to conservation areas

A few of the District's unlisted heritage assets

TREES AND LANDSCAPES- Local Plan (Part 1) Policy CP3 and Policy CP14

Topic Summary

Each locality has particular existing landscape characteristics which can be reinforced or lost as a result of development. These are highlighted in the District Character Area Descriptions (see Appendix A). Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances helps new development have some individual character.

Trees are widely recognised to improve the quality of life and add character, shape, colour and biodiversity to the street scene as well as the local area. Tree Preservation Orders (TPO's) help ensure that trees of amenity value are safeguarded, particularly in conjunction with development proposals. Developers who remove trees to avoid difficulty or damage them through careless work are reducing the long term value of their asset; estate agents will confirm that 'leafy' areas attract higher prices. Local consultation has shown that many people would be willing to pay more for quality and quantity of green space, so existing trees, hedges or other vegetation are valuable assets on any site. They will also contribute to climate change mitigation (see Climate Change guidance). Retaining existing planting requires care, attention and forward planning; trees are living things and damage to root systems by ground works including compaction of soil will not only shorten their life but may cause failure, endangering future occupiers or neighbours. Damage to tree canopies will also affect their natural beauty. Trees need space to grow if they are to fulfil their potential into the future and new buildings near to trees will be expected to allow for this. The Council will endeavour to ensure that good trees are respected and that good landscaping raises the design and environmental quality of the District, contributing to health, amenity, sustainability, biodiversity and climate change objectives.

Protection and enhancement of existing landscapes and creation of new landscapes are material considerations in determining planning applications. Most developments will require new landscaping proposals, both hard and soft features, to enhance the surroundings of new buildings and importantly, reinforce the landscape characteristics of the wider area. New planting should be designed using species and locations appropriate to the site of which it forms part, taking account of size and habit on maturity. Landscaping will be expected to be implemented and maintained in accordance with approved details.

Key Local Issues/Pressures

- Design tends to focus on buildings with no adjustment for site characteristics
- Light coloured cladding to large roofs of industrial/commercial buildings is intrusive in the landscape especially when viewed from high ground (Hednesford Hills) or tall buildings (Ramada Hotel).
- Boundary treatment type and position is an issue particularly in industrial and commercial areas.
- Existing landscape of District is well-treed but many of these trees are mature/over mature. A characteristic feature of late 19th/early 20th C house building was planting tree specimens in gardens creating attractive townscape (e.g. larger houses in Church Street, Rugeley). These are reaching the end of their life and will struggle to survive in changed environments.
- Lack of forward planning and token assessment of sites with vague and generic tree assessment and planting proposals

- District and local centres would benefit from investment in the public realm, particularly Norton Canes and Hawks Green. Most small shopping forecourts around the District would benefit from public realm enhancement.
- Public consultation in connection with the District Characterisation Study including stakeholder's presentations and local residents (including young people's) feedback supported the need to address landscape matters. To improve their area people most favoured more trees and greenery and new development that reflected the character of the area.

National Guidance

There is plenty of general advice available on treatment of trees and the landscape in existing and new developments and via the following documents and websites:

- BS 5837:2012 Trees in Relation to Design, Demolition and Construction
- CABE 'Grey to Green'
- Woodland Trust 'Ancient Tree Guides'
- www.naturalengland.org.uk 'Green Infrastructure Guidance'
- www.historicengland.org.uk 'Streets for All'
- Arboricultural Association. www.trees.org.uk
 - Approved contractors scheme
 - Registered consultants scheme
- Forestry Commission www.forestry.gov.uk
 - Pest alerts

Local Guidance

High quality design, implementation and maintenance/management is required for all landscape schemes and developers should adequately resource themselves with the appropriate professional expertise from the start.

An Arboricultural (Tree) Assessment which includes an accurate location and assessment of the trees should support all planning applications where:

- there are trees within the site or trees that may influence the site (e.g. through crown spread or extent of the root protection area)
- hedgerows within 5m of the site
- all sites covered by Tree Preservation Orders
- any proposals within a Conservation Area.

A Landscape Scheme should support all applications apart from extension of time, Listed Building Consent, advertisement applications and outline applications where landscaping is a reserved matter, also householder and change of use dependant on scale of change to external environment.

BS5837:2012 'Trees in Relation to Design, Demolition & Construction' provides accessible details of appropriate steps from Site Assessment through to the construction phase and beyond which all developments should follow.

An Arboricultural Impact Assessment, which includes a Tree Protection Plan and appropriate Method Statements, helps plan operations from the outset so impacts of the proposed development can be foreseen and either avoided or mitigated.

Vague and generic statements cause doubt, delays and unforeseen expense on site and will not be acceptable in documents which support planning applications. Guidance should be used to tailor proposals to the circumstances of a specific site so that not only the developer but also neighbours and others are aware of likely implications and a proper professional assessment of the application can be made. See further detail in Appendix C.

Key Design Principles

Trees

- **Trees can offer many benefits** including:-
 - Providing **visual amenity** including seasonal change, softening or complementing the effects of the built environment and adding maturity to new developments.
 - Providing opportunities for **wildlife** especially in urban areas,
 - **Making places more comfortable** in tangible ways by contributing screening and shade, reducing wind speed and turbulence, intercepting snow & rainfall, reducing glare and reducing particulates
 - **Creating, enhancing and defining spaces**
- **Existing trees are important factors on or near to a development site.** Root systems, stems and canopies, with allowance for future movement, growth and shading, need to be taken into account in all projects as does the space for new trees to establish and grow. All these are material considerations in a planning decision.
- **Trees are vulnerable to disturbance, injury, environmental change as well as pests and diseases.** Construction work can exert pressure on existing trees as can changes in their immediate environment following development. A tree that has taken many decades to reach maturity can be irreparably damaged very quickly and easily, especially by compaction of root zones. The effects of the damage may not become apparent till years after completion of the development.
- Trees can be legally protected by Tree Preservation Orders, by being within a Conservation Area or via planning conditions. Formal consent is required to carry out works to protected trees.
- **Existing trees and hedges on development sites, whether formally protected or not, require proper assessment** in conjunction with preparation of development proposals (see BS5837:2012)
- Only by thorough analysis of the value of the existing trees and landscape and the overall impact of the development proposals can proper judgements be made on the design of the development
- **New tree planting is also needed to ensure continuity and/or increase in tree cover within the District.** This is particularly important in the older residential areas where there tends to be a higher percentage of older mature trees.
- **Working/access space needs to be allowed between trees and construction areas.**
- **Trees not only need space to grow above ground but they need appropriate space below ground** - root zones - otherwise they fail to establish and/or develop which impacts on the overall quality of the development. Root zones can be formed under paved areas, especially car parks, with appropriate treatment to allow trees to establish (eg. www.green-tech.co.uk or similar)
- **Co-ordination of existing and proposed tree planting locations and service requirements is paramount to enable appropriate schemes to be implemented.**

Key Public Realm Design Principles

- Good practice pointers from national guidance include reduce street clutter, high quality street furniture, new tree planting and appropriate lighting in public realm
- Take opportunities to improve hard surfacing and outdated/deteriorating street furniture at small local shopping forecourts all around District which form an important community focus. A redesign should include soft landscaping and enhanced street furniture.
- New/replacement lamp posts and other street furniture should suit scale of area as well as technical lighting purposes. Traditional or contemporary designs may both be appropriate providing finish is high quality.
- Materials used in hard surfacing should be durable and readily maintainable to maximise their shelf life and long term appearance.

Key Landscape Design Principles for Residential Sites

- **Good design involves a co-ordinated process** covering all aspects of site and building, demands understanding of a complex and specific set of circumstances.
- **Adapting design to a specific site will reap rewards** - more attractive to potential purchasers and more acceptable to the local community.
- The main purpose of requiring full landscape details at planning application stage is to enable the assessment of the balance of hard, soft and built development on a site - the overall quantity and arrangement of landscape areas is paramount.
- The landscape submission can only be produced following the collation of appropriate information including existing and proposed site features, layout and site services.
- **Need to look at site landscape context first**, how it relates to character of locality and how new design can enhance this. Consider basic character of locality, appearance of streetscene and surroundings of site, whether urban or rural and how site development could enhance it visually and environmentally, improving amount of greenery wherever possible. The landscape adjacent to the site must inform the design to achieve integration. This does not restrict the use of imaginative or novel designs being proposed. (See Character Area Descriptions in Appendix A for specific guidance).
- **Consider character of site itself, its natural assets and how these can benefit design and layout of proposed development and wider area, including climate change**

Key Landscape Design Principles for Commercial Sites

- **Boundary treatment security and safety can be achieved without compromising appearance** (e.g. high quality unobtrusive fencing set back behind a good planting scheme provides an attractive and prestigious first impression for a business)
- Recent business parks in the District (e.g. Towers and Kingswood Lakeside) have successfully used Design Guides to achieve a high quality result.
- **Large expanses of hard surfacing and parking should use a variety of materials, be ameliorated with soft landscaping**, including new tree planting with appropriate root zones, to enhance appearance and use SUDS in the interests of sustainability (see Designing Out Crime guidance)
- **Connectivity of development with surroundings is important to make the site work; good design is not just about appearance.** Planned paths in appropriate places assist circulation and avoid pedestrian 'short cuts' which destroy planting, look poor and mean the scheme has not assessed accessibility appropriately and is poor value for money. Careful design of planting is needed beside parking spaces to avoid trampling.
- **Commercial and communal landscape schemes will require production of a suitable Management Plan as well as a Maintenance Plan.** Management Plans set out the long term (30 years plus) aspirations for the landscape scheme, whilst a Maintenance Plan details the yearly work required to achieve these

mitigation. An accurate and detailed site survey/assessment of existing trees and landscape features, habitats, levels, boundaries, street frontages and links to surroundings is key to achieving site-specific design and maximising site potential

- **Existing trees need proper recognition and space to be retained as a 'ready-made' landscape feature.** Where tree removal is acceptable space will need to allow for enhancement (e.g. one tree out replaced with two or more trees and or use of larger or more appropriate species)
- **Garden size should be in proportion to the size of dwelling and its locality,** particularly where important to distinctive local character
- **House frontages and boundaries are a key element of design and are one of the most visible to all** and should have a soft element (e.g. grass, shrubs, hedges and trees) in most cases, not just hard surfacing.
- New planting should complement surroundings, native or ornamental and be appropriate for the site and development.
- Developments should include trees in back gardens which may be achieved by giving residents a choice from a selection of types when purchasing the property, gives them 'ownership' and has proved successful in ensuring trees are retained as well as looked after.
- In mature suburbs (eg Etchinghill, Rugeley and New Penkridge Road, Cannock) new development within existing gardens should maintain essential character of frontages and spaciousness of plots (see Mature Suburbs guidance)
- **Need to ensure there is sufficient space for existing trees to develop and grow without need for constant cutting back**
- **New services must be planned as part of the overall scheme to avoid tree root protection zones and new tree planting locations.**
- **Sustainable Urban Drainage Systems (SUDs) should be used to minimise surface water run off and local flooding** through use of absorbent surfaces, soakaways,

aspirations to cover the first 5 years of establishment. Related funding and/or the establishment of a management body will be needed to safeguard a viable extent of greenspace and/or habitat together with suitable access for livestock and machinery/equipment.

- **Opportunity for key routes through District (e.g. A5 Watling Street) to be enhanced with frontage tree planting and 10m wide landscaped buffer zones as sites are redeveloped.** Would assist health (the A5 is an Air Quality Management Area), climate change and environmental objectives as well as improving appearance of heavily used route (see A5 Corridor guidance)
- **Large footprint commercial buildings would benefit from 'green' or gravel roofs** (see Climate Change guidance). Views from the high ground of Hednesford Hills and the high and undulating countryside around the Chase are one of characteristics of District, so roofscapes of development on surrounding lower ground, especially large commercial roofs, take on special importance. They offer biodiversity benefits too.

swales, filter strips and storm water balancing basins, dependant on ground conditions, which may affect site layout. Maintenance and safety aspects will need to be carefully considered (see Climate Change guidance)

- **Provision of bin storage in apartments/communal developments should be accessible yet well screened from view**
- **Utility cabinets required on/close to highway frontages should be planned as part of the overall scheme and sited to avoid impact visually and on new planting.**
- **Provision for cycle storage is good practice in all new development**



Buildings in an existing landscape

New landscape settings



Front garden walls with and without hedge to soften



Tree planting opportunities along A5



Broad green corridors through new development create natural amenity, recreation and wildlife opportunities



Play areas create a more formal focal point and recreation opportunityand public art adds to local distinctiveness



Balancing ponds for sustainable drainage, amenity and wildlife Grass verges and paving variations help define spaces

EQUESTRIAN DEVELOPMENT- Local Plan (Part 1) Policy CP14

Topic Summary

Parts of the District, especially round the fringes of the Chase, have seen an increase in the use of land for equestrian activities – construction of stables and tack rooms, new fencing around paddocks and equipment including jumps as well as larger buildings and maneges (riding arenas). The areas of the District where such activity is focussed are inevitably rural in nature and designated as Green Belt/Area of Outstanding Natural Beauty. General design guidance can be found in the section relating to these areas, however more specific guidance on particular equestrian issues is provided here. Whilst most small scale equestrian related development can usually be assimilated into its surroundings with careful siting and management, some aspects can have a significant visual impact. Each locality has particular existing landscape characteristics which are highlighted in the District Character Profiles. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site.

Key Local Issues/Pressures

- ‘Clutter’ associated with horse keeping affecting appearance of countryside (jumps, horse walkers, storage of trailers, sub division of fields with white tape); livery stables resulting in further proliferation of ‘clutter’
- Stable size with larger buildings potential for future conversion to other uses
- ‘Maneges’ (surfaced riding areas) becoming more common with potential impacts upon sensitive landscape areas
- Mobile ‘horse shelters’ (which may not require planning permission)
- Risk of overgrazing and pressure from trekking on bridleways which may damage habitats and landscape
- Lighting, particularly on columns
- Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people’s) feedback emphasised the importance of the quality of green space and of development fitting in with its surroundings.

National Guidance

The use of land for agricultural purposes does not require planning permission including when horses are grazed, bred or kept for agricultural purposes. Neither is it required where horses are kept within the curtilage of a dwellinghouse for the personal enjoyment of the occupant, where stables can be erected within ‘permitted development’ size limits. However in other circumstances, where horses are kept for recreational purposes, planning permission may be required, including for all (non-agricultural) stables outside a residential curtilage.

- **NPPF:** National Green Belt policy states that the fundamental aim is to prevent urban sprawl by keeping land permanently open. Inappropriate development is by definition harmful and should not

Local Guidance

Generally previous Local Plan policies on equestrian uses have operated well. In the Green Belt these presumed in favour of equestrian uses and facilities which preserved the openness of land and for the conversion of existing buildings for stabling, and required new free standing stables to be closely related to existing buildings or well screened from public view, of a high standard of design and constructed of materials appropriate to their surroundings. There was also a presumption against indoor equestrian centres and other significant built development associated with the keeping of horses for non-agricultural purposes. The approach set out in these former policies is updated and carried forward as design guidance here in order to

be approved except in very special circumstances. Paras 89-90 set out the exceptions and forms of development which are not inappropriate providing they preserve the openness of the Green Belt.

- www.gov.uk/keeping-horses-on-farms - welfare standards and advice
- British Horse Society Welfare department – Guidelines for the keeping of horses: stable sizes, pasture acreages and fencing

maintain the quality of our rural areas.

The Cannock Chase AONB Partnership leaflet 'Horse Sense in the AONB' (2013) encourages best practice.

Key Design Principles

- **Existing buildings** can provide an opportunity for stabling without detriment to the countryside so favourable consideration will be given to conversion of such buildings, providing no conflict of use is likely to arise and provision is made for retention of protected species which would otherwise be displaced
- **Freestanding stables need to be sensitively located** in order to minimise their effect on their surroundings and where possible they should be sited so that they closely relate to existing natural screening. Isolated positions within open fields where they would be conspicuous would be unacceptable. Additional screening may be required in appropriate circumstances.
- Careful consideration will be given to the location and nature of buildings and other developments on the fringes of the **AONB** in order to conserve its setting. Within the AONB conservation of the natural beauty is the primary objective, having full regard to the economic and social wellbeing of the area, so the effects of a proposal on the landscape and environment will be a major factor to be taken into account.
- Stables need to be of a **size** that is comfortable for their purpose but not large enough to enable easy conversion to other uses. In general each loose box within a stable block will need to be approximately 10-15 sq m in floor area. The height need not exceed 2.3m to the eaves, but all stables should have a pitched roof in the interest of visual amenity.
- **Materials** used in the construction of stables should reflect the nature and purpose of the building and be sensitive to the countryside location. The use of stained wood on traditionally designed and well constructed stable buildings can be acceptable, providing that the structure is properly maintained. Doors, window frames and roofing materials should be finished in a recessive colour. Stables constructed of brick and tile should be purpose-built with the use of plain tiles and bricks that reflect the local character of the area. A temporary condition may be imposed on consents for wooden stabling facilities in the green belt and AONB to ensure they do not become an eyesore in the future
- Erection of **fencing** to enclose a paddock and removal of an existing hedgerow can have a detrimental effect on landscape quality which is of particular importance in the AONB. Existing planting should be retained and supplemented wherever possible and fencing should be painted or stained in a recessive colour. Additional screening will be required if outdoor storage of equestrian related materials is necessary. Wherever possible jumps and other equipment should be removed from the site when not in frequent use.
- Extensive areas of **hardstanding** should be avoided and permeable surfaces used instead.
- Applications for stable buildings should include details of drainage and the storage/disposal of bedding/manure.
- **'Clutter'** associated with equestrian uses introduces a degree of urbanisation in the rural area and larger groups of stables (over 4) particular livery causes such clutter to proliferate. Conditions may restrict use for livery to control this.

- **Supporting information to demonstrate that provision of stables will not lead to overgrazing or, in the case of trekking, to pressure on bridleways would assist consideration of relevant applications.**
- **Mobile ‘horse shelters’** should be moved on a regular basis to a new location if they are to avoid the need for planning permission. Location can be a significant issue and choice of unobtrusive positions is critical in maintaining an attractive landscape.
- Surfaced riding areas, known as **‘maneges’**, are becoming common. They can appear intrusive in the natural landscape so need care with siting and design/surfacing to complement their setting and avoid impact on amenity of neighbours. Siting should be near to stables and associated buildings to limit the dispersal of development in the landscape, and to existing field boundaries to take advantage of hedgerow screening. Surfacing should be designed to blend in with the surrounding landscape as far as possible (e.g. bark or recycled rubber chippings, rather than sand). Post and rail type fencing 1-1.5m high is preferred.
- **External lighting**, especially high level floodlights on columns, can be prominent and intrusive in the countryside. It can also result in ‘light pollution’ when in use. External lighting, apart from inconspicuous safety and security lighting, will normally be unacceptable, especially in sensitive areas such as the AONB. Where lighting is considered acceptable it shall be designed to avoid glare upwards or light spill outside the manege. The use of such lights will be controlled by conditions restricting times of operation. The use of demountable or other form of removable lighting columns should be considered.
- The establishment of a **new indoor equestrian centre**, usually requiring the erection of several buildings, will not be acceptable, being contrary to established green belt policies and principles. The use of land for commercial equestrian purposes e.g. livery, tuition, leisure rides etc can result in a significant visual intrusion into the countryside because of increased vehicular activity on roads within the vicinity and overloading the capacity of the local bridleway network.
- **Indoor riding schools** – the conversion of existing (farm) buildings to riding school uses may be acceptable providing the building is suitable for the proposed use, capable of conversion and the proposed use would not cause harm to the surrounding area. Provision of new indoor facilities will not generally be acceptable.
- **Typical conditions** to control such use are: *‘No horses or ponies shall be accommodated in the stables other than those grazed on the application site and the stables shall not be used for any business purpose.’ ‘The buildings shall not be used for commercial purposes for livery or in connection with any commercial equestrian activity.’*



Maneges – this example demonstrates successful siting of the surfaced area next to existing buildings with minimal clutter. It should be improved by use of planting and darker coloured surfacing materials to soften the impact of the fencing and surfaced area upon the surrounding landscape. Painting the fence in a darker colour would also reduce its impact.

Stable block- this provides an example of a traditional low scale stable block development. The use of stained timber, a low level roof, mature landscaping to the rear and minimal hard standing around the block all reduce the impact upon the sensitive landscape setting (within the AONB).



Stable block- the positioning of this block alongside an existing field boundary with screening (as opposed to in the open fields) reduces its impact upon the landscape. Its low level height, the absence of hard standing areas surrounding it and the use of recessive colours also reduce its impact. Should be improved by the use of better quality materials which are more durable, ongoing maintenance and additional screening to the rear of the block.

HOT FOOD TAKEAWAY- Local Plan Policy CP3 Chase Shaping

Topic Summary

Proposals for new hot food takeaways can often be very controversial. When the main areas of concern have been addressed (impact upon shopping centres, proximity to other night time uses/residential properties and highway safety from short term car-borne visits) there are also a number of design related impacts which need to be considered including the design and position of ventilation and odour extraction equipment and making provision for litter/waste removal. In town centres takeaways may be located within or adjacent to sensitive historic buildings and areas where design issues are even more critical.

Key Local Issues/Pressures

- The design and position of ventilation and odour extraction equipment and flues, especially in town centre conservation areas. In basic form flues are bulky additions with a shiny metal finish and need to project to some height, so are potentially very visually intrusive amongst small scale traditional buildings.
- Litter/waste and extra bins

National and Local Guidance

The NPPF supports the vitality and viability of town centres, promoting competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres. It encourages sustainable design and response to local character and history, by reflecting the identity of local surroundings and materials, while not preventing or discouraging innovation.

Key Design Principles

- **Extraction equipment** shall, as far as practicable, be incorporated into the existing fabric of the building, utilising existing chimneys and internalised flues.
- **External flues** should be sited unobtrusively not facing a public highway and should be painted in dark colours with a matte finish, or clad to match the appearance of the existing building, taking advantage of the building's design features to provide screening where possible whilst still meeting technical requirements enabling flues to deal with odour.(see also Historic Environment guidance).
- **Means to prevent litter** in the surrounding area should be considered, with the provision of external litter bins of an appropriate design and location for customers. Commercial waste disposal bins should be sited unobtrusively and screened from views.



Flue concealed within roofspace

SHOPFRONTS AND SIGNAGE – Local Plan (Part 1) Policy CP3

Topic Summary

Traditionally shopping areas consisted mostly of small scale independent shops with a variety of shopfront designs and signage. With the development of larger chain stores, longer shop frontages and standard signage began to dominate and remove individuality and local distinctiveness. In accommodating shopfronts and signage of all shapes, sizes and colours, ensuring the visual impact is sympathetic to the surroundings becomes critical in achieving attractive town centres and local places.

Each locality has particular existing characteristics which can be reinforced or lost as a result of development, as highlighted in the District Character Profiles, and each of the District's town centres comprise old and new buildings. Some areas will include Listed Buildings and Conservation Areas which are statutorily protected to conserve their historic fabric and appearance. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances helps new development have some individual character.

Local consultation and evidence gathering has shown the importance of developments fitting in with their surroundings and having some individual character/variety in design and 'sense of place'. Maintaining design standards in shopping areas benefits traders by making them more attractive places to shop so encouraging customers to visit. With increasing competition from out of town centres and internet shopping it is becoming more important than ever that traditional shopping areas are welcoming and attractive. Retailers invest to promote their own corporate image however are asked to recognise that the Council is investing in the quality of the overall environment. With co-operation and flexibility a corporate image can be adapted to complement local character without compromising the principles of good design. Improvements to a shopfront should wherever possible be accompanied by enhancement of the whole facade e.g. removing redundant fixtures and fittings, cables etc and painting previously painted surfaces to maximise the enhancement.

Key Local Issues/Pressures

- Unsympathetic modern shopfront designs in older buildings. (Although traditional shopfront designs are often more successful on older buildings it is the design/proportions and materials which really make a difference so well designed and detailed creative modern interpretations are welcomed).
- Deep fascia signs reaching first floor window cills
- Freestanding poster advertisements on pavements adding to 'street clutter'
- Bulky internally illuminated box signs, fascia and projecting signs where the whole face of the sign is lit
- Bulky and unattractive metal shutter boxes projecting from the shopfront with solid roller shutters

National Guidance

National guidance covers retail development and retail areas including:

- 'Retail Development in Historic Areas' – Historic England
 - 'Manual for Historic Streets' – Historic Towns Forum
- together with the NPPF which stresses the benefits of good design.

Local Guidance

Cannock Chase District has in the past provided local guidance on advertisements and shopfronts to assist developers, including a shopfront and advertisement guide for Rugeley town centre. Relevant parts are updated here to cover particular local development pressures which have become apparent in planning proposals. High quality design is required for all schemes affecting Listed Buildings and Conservation Areas (including Cannock and Rugeley town centres and North Street, Bridgtown – see Conservation Area Appraisals and Management Plans for these areas) and developers should adequately resource themselves with the appropriate professional expertise from the start. Hednesford town centre, though not a Conservation Area, is considered to merit special consideration (see Area Specific Guidance).

Key Design Principles

Shopfronts

- **Shopfronts and their surrounds of merit or historic interest** (often noted in Conservation Area Appraisals) may not be appropriate to replace or alter. They often comprise decorative mouldings and traditional features which are difficult to replicate and use better quality timber than can be found today. Their design is usually appropriate to the whole building façade so their repair and sympathetic refurbishment in order to retain and enhance their value will be encouraged and there will be a general presumption against their removal. North Street, Bridgtown has a particularly extensive collection of traditional shopfronts.
- Where appropriate, **new shopfronts** should relate well to the whole elevation of the host building in terms of design, proportions and materials and respect their neighbours. They should not cover or involve the removal of original architectural features of value to the building or its setting, nor other features worthy of retention.
- The use of **traditional materials** is encouraged, especially on Listed Buildings and in Conservation Areas. Timber shopfronts are usually more appropriate on buildings dating from prior to 1914. Framing the display windows with pilasters or columns on each side and a stall riser below can help to give visual support to the building. These should be faced in timber, brickwork or render to match the upper floors.
- The use of glossy and reflective materials will generally be discouraged. **Non traditional materials** in dark colours and matte finishes may be acceptable where they do not detract from the character of the building or street. However timber is a versatile material, is durable and can be repainted to change the appearance at minimal cost. Sensitive use of colour offers scope for improving the street scene; darker colours were often used on traditional shopfronts as they leave the window displays to provide the highlights.
- **New door entrances** should enable access for disabled people with entrances flush to the pavement.
- **Stallrisers below the shop window** give protection to the window and provide a visual anchor. They should be constructed of

substantial and hardwearing materials.

- **Where a separate door provides access to upper floors** this should be retained helping to sustain the provision of mixed uses in the street.
- In some cases where non-retail uses are permitted in retail areas a condition will require a **window display** to avoid dead frontages.

Signage

- **Fascia signs** should be in proportion to the scale of the shopfront. They should sit below the first floor window level to prevent the shopfront from dominating the rest of the building and should be demarcated at the top by a cornice or capping feature. They should also be contained at each end. If fascias are not present it can be effective to use individual lettering applied to the wall or behind the glass of the shop window itself.
- Not more than one **projecting sign** shall be permitted on any fascia and it shall be located at the same level as the fascia sign. The size should be in proportion with the fascia and the building as a whole. The box should be as slim as practicable and the frame in an appropriate subdued colour, not in plain aluminium. Too many signs can be self defeating.
- On **traditional shopfronts** use of a fascia sign in the form of a timber panel carrying a hand painted sign and a hand painted timber and ironwork hanging sign will be encouraged. The design of the bracket should be carefully considered.
- **Traditional hanging signs** may be located above fascia level provided that this does not detract from the character of the building.
- Any **illumination** shall be in scale with the fascia and the building as a whole and not create a 'cluttered' appearance. Spotlights or other individual lamps shall be contained in lamp holders in recessive colours. Narrow hooded overhead lighting may be appropriate if this can be successfully incorporated into the overall design. Sensitively designed external illumination is usually preferable to internal illumination, and halo illumination (lighting behind letters creating a halo effect) may be an option.
- **Internally illuminated box signs** where the whole face is lit will not normally be permitted in conservation areas. Where they are acceptable the box projection should be kept to a minimum and the frame should be in an appropriate subdued colour, not in plain aluminium.
- **Cabling for external lighting** should preferably be internal or hidden, and where external should be as unobtrusive as possible, painted to blend in with the background.
- Where businesses occupy **upper floors** the use of lettering applied to the window is often preferable to an external sign.
- There may be limited opportunities for **poster panel displays** in commercial areas providing that the design and scale is in keeping with its surroundings and it does not conflict with public safety criteria. Poster advertising in conservation areas should be clearly shown to enhance character and appearance of the area. Elsewhere poster displays will not normally be permitted in the interest of preserving residential or rural character.
- Staffordshire County Highways will review signage applications and will generally consider size, weight, fixings, luminance levels, and the headroom from the base of the sign to ground level in terms of public safety. Any impacts upon visibility or distractions for drivers will also be considered.

Shutters

- The Council seeks to bring life to shopping areas outside shopping hours and where additional security is necessary encourages the use of grilles in preference to perforated shutters to allow displays to remain visible, allow light into the street and provide more inviting town centres and local areas.
- **Security for shopfronts can be achieved in various ways, some less attractive than others. Alternatives are listed below from 1-5 in order of preference. All external shutters and grilles require planning permission:**
 1. **Security glazing (laminated security glass)**
 2. **Internal window security grilles**
 3. **External window security grilles, removable or roller type**
 4. **Open lattice or large punched hole metal shutters with a high degree of transparency, minimum 55% (where more robust types of shutter required)**
 5. **Solid metal roller shutters and perforated shutters are not normally acceptable and never on Listed Buildings or Conservation Areas. They create an environment perceived as unsafe when the shops are closed and can become a target for graffiti.**
- Security shutters and their storage arrangements should not adversely affect the shopfront, building or street scene. External solid shutters and those requiring a permanent bulky housing attached to the shopfront or fascia will not normally be permitted.
- The housing for shutters can be bulky and unattractive and should be built into the shopfront/concealed rather than projecting from the front.
- Both housing and grille/shutter should be coated or painted to match the shopfront.
- Where acceptable shutters should be confined to the window area only.
- Apron blinds or awnings are a traditional feature of shopping areas, retracting into a recessed compartment. Sensitively designed blinds of this sort may be in keeping with traditional shopfronts. However some blinds of this type are permanently open and create a solid projecting form which can obscure the detailing of a building. Others are covered in bright reflective materials uncomplimentary to the shopping area. Proper maintenance of all blinds is of critical importance.

Examples of local signage which are in scale to the buildings and surroundings; are attractive; distinctive and complement local character





Small scale shopfronts – traditional and more contemporary



Security shutters – suitable options include internal to shop window, perforated and painted to match the shopfront

