

A5 Corridor

Character Description: Prominent route to/through the District, A5 part of strategic road network with enhanced prominence following construction of M6 Toll road and junctions. Built-up western section mainly mid-late 20th century/modern large scale commercial/industrial character area with some smaller scale early 20th century buildings, including residential, and some larger scale leisure use. Eastern section has rural character with limited roadside development, within Green Belt (see Outlying Buildings character area).

Key features are:

- A5 follows line of Watling Street, a Roman road, in a wide corridor. Western section retains its commercial character via modern developments.
- Area comprises former 19th century industrial landscape of colliery, canals, locks, coal pits and brick works, now largely gone but may be potential for surviving archaeology. Area adjoins adjacent Coalfield Farmlands landscape character area.
- Large commercial sites each side of western A5 comprise series of mostly modern buildings set back from road with ad hoc frontages/signage lacking significant tree planting on long stretches. East and north across Eastern Way and Kingswood Lakeside are distinct retail/business parks and innovative buildings in well-landscaped settings, with lakes and native woodland planting at Kingswood Lakeside.
- Small scale residential property (interwar bungalows and terraced Victorian housing) along frontages near Bridgtown, mostly light coloured render with frontage fences/walls/ hedges.
- Variety of design, scale and materials, dominated by large, 'bulky' developments in brick, cladding and glass.
- Saredon Brook to south of area fuelled many older industrial uses and is key natural landscape feature of historic interest.
- Area well served by transport routes including M6 Toll. 'Gateways' at Churchbridge and Longford Island, with landmark buildings e.g. Ramada Hotel and Longford House.
- Views along corridor constrained by railway bridge/roadside development at Churchbridge, elsewhere open views across level terrain with business parks visible on rising ground at Kingswood Lakeside/Eastern Way.

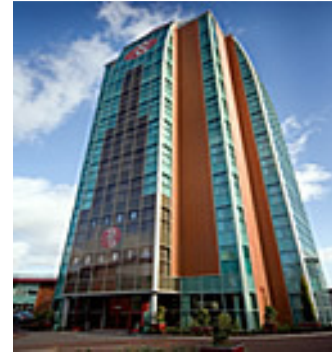
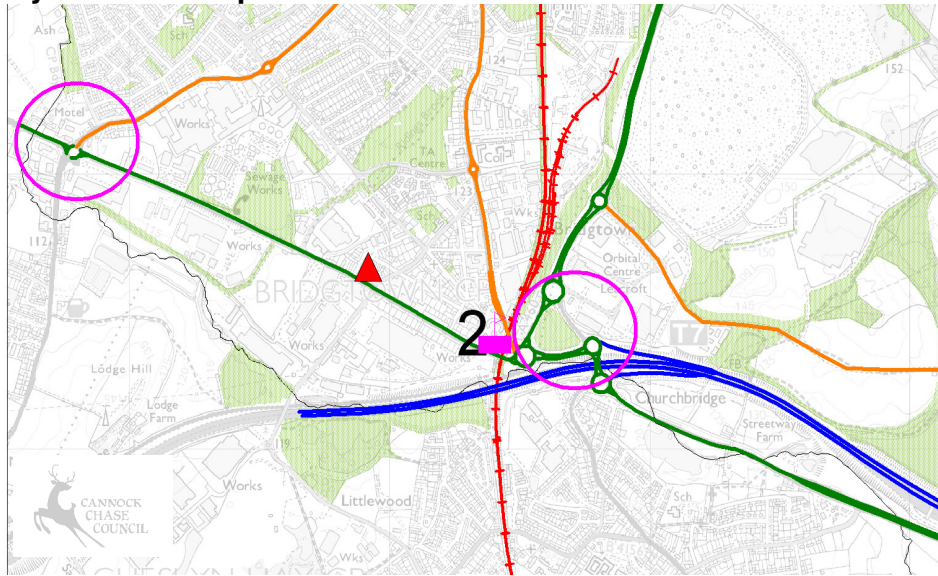
Key Local Design Principles or 'New development should':

- Reinforce commercial uses along western section of A5 recognising its key economic potential for District.
- Encourage use of high quality frontage treatment and signage to commercial development with soft landscaping providing a unifying feature, to create visual/road safety and environmental enhancement along this strategic corridor which is an 'Air Quality Management Zone'.
- Retain and supplement areas of mature tree planting at western end of corridor.
- Continue to promote high quality design and landscape principles of more recent development e.g Kingswood Lakeside.
- Recognise scope for variety of good quality design and materials throughout area whilst respecting scale of existing development.
- Recognise industrial heritage of area and seek to enhance surviving locally distinctive features and their settings, including proposed restoration of Hatherton Canal route through this area.
- Respect and enhance the forms of historic farmsteads in their landscape context.

Further Information:

- Cannock EUS (2009) – HUCAs 15-17
- Landscape Character Assessment (2008)- Coalfield Farmlands
- Cannock Chase Local List

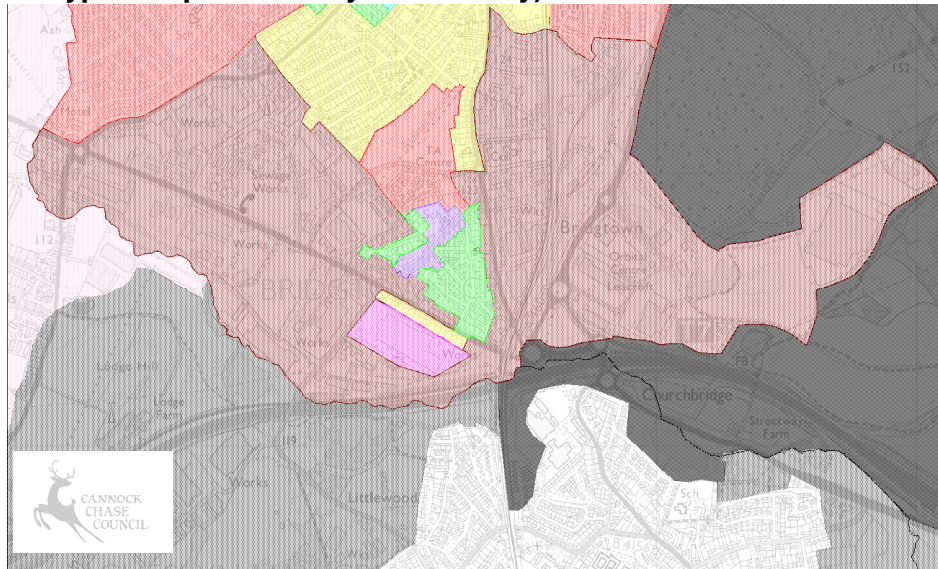
Key Features Map



Landmark 2- Ramada Hotel



Character and Landscape Types (period/time of development and type of open countryside nearby)



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