



land to the west of pye green road hednesford

Adopted Development Brief

March 2011

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Executive Summary

This Development Brief outlines how the Land to the West of Pye Green Road, Hednesford could be developed for housing, new educational provision, community facilities and open space. The District Council believes it is essential that consideration is given to developing comprehensive guidance to secure a high quality development which meets both strategic and local needs.

The site is located outside the Green Belt and the Cannock Chase Local Plan identified the site for development beyond 2001 once other housing allocations in the Plan are completed. The Council's emerging Core Strategy has developed the policy further, by identifying the 66 hectare site as an urban extension and strategic housing site.

The Brief seeks to establish design proposals for the site and sees development as a positive opportunity to create a high quality environment which is both sympathetic with its hinterlands within the Cannock area, including the adjoining Cannock Chase Area of Outstanding Natural Beauty and distinctive in its own right, creating an attractive environment where people will want to live, work and relax. The Brief does not attempt to set in stone how development will come forward. However, it does provide a firm basis for the establishment of imaginative proposals and ideas for how the site can be an exemplar development for the District.

Following the policy in the Core Strategy, the development involves 750 houses to include a mix of house types, sizes and tenures. It is important that these new houses integrate with the existing communities. It is also important to plan in the facilities necessary for residents to have opportunities and choices and a good quality of life.

The Brief therefore also includes proposals for a new primary school, on-site and off-site road improvements, significant levels of public open space including sports pitches, allotments, children's play area; and local centre which could include a doctor's surgery; dentist; community centre, local retail provision; church and a pre-school nursery.

A crucial stage in seeking to establish what sort of development is appropriate for the site involves obtaining the views of existing residents in the area and consultees. It is the Council's view that effective consultation at the early stages of a development proposal improves the scheme and creates value by allowing communities and interested parties to have a genuine say in the scheme. The Council therefore prepared the Brief for public comment, prior to its adoption and a planning application being considered. This enabled a wide range of views to be taken into account and appropriate amendments made prior to the Council finalising and adopting this version of the Brief for Development Control purposes.

Chapter 1: Introduction

Chapter 1: Introduction

This Development Brief (the Brief) outlines how the Land to the West of Pye Green Road (Pye Green), Hednesford (Figure 1) should be redeveloped for housing, new educational provision, community facilities and open space. The District Council (the Council) believes it is essential that consideration is given to developing comprehensive guidance to secure high quality development which meets both strategic and local needs.

Pye Green cannot be considered in isolation, as it adjoins both the urban area of Cannock and an area of attractive and sensitive countryside within the Cannock Chase Area of Outstanding Natural Beauty. Consequently, there is a need to integrate successfully new development with the town and local communities and ensure that the quality of the town's environment and its setting is enhanced and not eroded.

The broad principles and requirements for the development of the site are outlined by policies within the Council's emerging Core Strategy, which identifies the land West of Pye Green Road as its sole strategic housing site. In particular, the Core Strategy specifically identifies that Development Briefs will be prepared for urban extension sites to maximise the design potential and contribute to limiting climate change.

The preparation of the Brief is considered essential because the Core Strategy and Brief together will enable land use priorities, established through the Community Strategy for the District to be translated into tangible requirements and aspirations for the development of the site.

1.1. Purpose and Status of the Brief

- 1.1.1. The Brief provides more detailed guidance for the development of Pye Green for developers and interested parties on the planning issues and communicates the Council's aspirations for the site. It represents a material consideration in the determination of planning applications to inform the development parameters and design guidance for the site and to facilitate a high quality, sustainable development appropriate to its locality.
- 1.1.2. The Brief establishes a strong design philosophy and concept for future development and sees development of the site as a positive opportunity to create a high quality environment which is both sympathetic with its hinterlands within the Cannock area and distinctive in its own right, creating an attractive environment where people will want to live, work and relax. The Brief does not attempt to set in stone how development will come forward. However, it does provide a firm basis for the establishment of imaginative proposals and ideas for the site's development.
- 1.1.3. The Brief will provide guidance to landowners, developers and residents alike about expectations with respect to the layout, form and quality and describe the Council's overall vision for the site. The Brief will:
 - Identify development constraints and opportunities;
 - Ensure the development is in accordance with local and national planning policies;
 - Describe how a high standard of design and layout, relating to new housing, educational and community infrastructure provision and open space can be achieved; and
 - Ensure integration with the wider environment and ensure compatibility with local initiatives.

Chapter 1: Introduction

1.2. Stakeholder and Public Engagement

- 1.2.1. Effective engagement in the production of this Brief has been essential to allow the comments of communities in the Pye Green/Hednesford area and beyond to influence the overall content of the document and importantly the future shape of development.
- 1.2.2. Effective consultation at the early stages of a development proposal improves the scheme and creates value, by allowing communities and interested parties to have a genuine say in the scheme. The Council therefore prepared a draft version of the Brief for public comment to enable a wide range of views to be considered.
- 1.2.3. The consultation programme lasted for 6 weeks from 8th December 2010 until 19th January 2011. Consultation was advertised in the local press, by posters at shops and community facilities in the area, by letters and leaflets sent to all properties around the site and relevant interested organisations and individuals, and via publicity through Chase CVS and the Blake 'Champions'.

- 1.2.4. The full document was made available on the Council's web site and hard copies distributed to interested parties. Exhibitions were organised on 9th and 10th December at Pye Green Community Centre and on 13th and 20th December at Hednesford Library. Responding to the challenging winter conditions before Christmas an additional event was organised on 19 January at Pye Green Community Centre. An estimated 200 people attended the five events.
- 1.2.5. Following the consultation process, all the comments were considered and appropriate amendments made, prior to the Council finalising and adopting the Brief for Development Control purposes at its Cabinet on 17th March 2011.

Figure 1: Strategic Location Plan

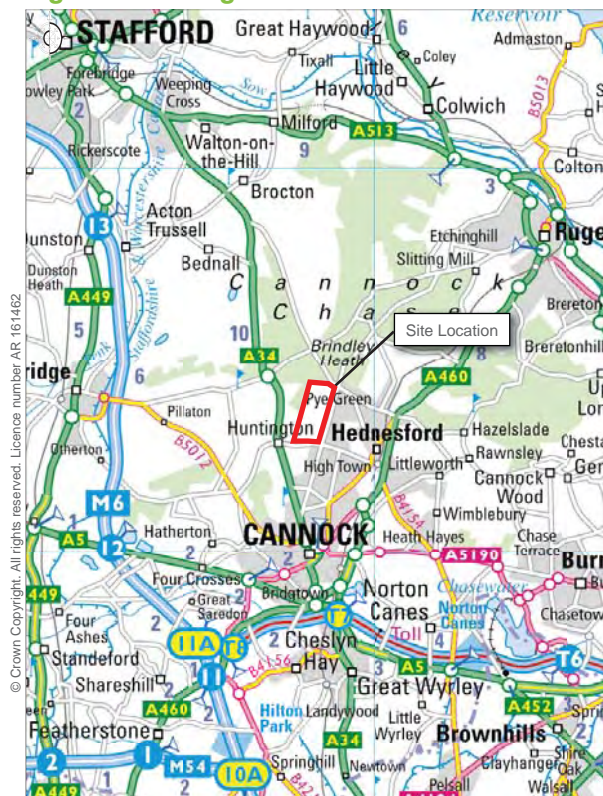


Figure 2: The Site



Chapter 1: Introduction

1.3. Structure of the Development Brief

- 1.3.1. The structure of the Brief defines the background information and indicates approaches to various technical issues such as landscape, ecology, flood risk, environmental sustainability and climate change and transport.
- 1.3.2. The structure of the Brief will work towards the Design Strategy and the production of a comprehensive Illustrative Masterplan to promote development of the site, and also to provide information on how the scheme will be implemented. The Brief includes the following sections:

Section 1 Introduction - information about the purpose and structure of the Brief.

Section 2 Planning Policy Review - addresses relevant national and local planning policies and material considerations.

Section 3 Site Analysis and Context - addressing the following Issues:

- Site Description, Context, Planning History, Archaeology and Historic Environment
- Topography, Landscape and Visual
- On and Off Site Ecology
- Flooding and Drainage
- Access and Movement
- Services and Facilities and Public Utilities
- Local Built Form and Character
- Environmental Sustainability and Climate Change

Section 4 Development Strategy - addressing the following Issues:

- Landscape and Visual
- Ecology and Nature Conservation
- Flood Risk and Drainage
- Transport and Movement
- Environmental Sustainability and Climate Change
- Design Strategy

Section 5 Development Implementation - addressing the following Issues:

- Housing Provision
- Community Facilities
- Green Infrastructure
- Phasing and Management
- Funding and Section 106 Requirements
- Planning Application Requirements

Chapter 2: Policy Context

Chapter 2: Policy Context

In establishing the Brief and guiding the future development of the site, a range of policy considerations need to be taken into account and importantly the Brief should generally be consistent with those higher order policies.

For reasons of brevity, it is not appropriate to seek to list all such policies and proposals which potentially impact on the development of the site. However, the general context for the development of the Land West of Pye Green Road is provided through National Planning Policy Statements, the adopted Cannock Chase District Local Plan and the emerging Cannock Chase Core Strategy, with specific design guidance influencing the overall shape of the proposals.

2.1. National Planning Statements

2.1.1. At the national level, there are a number of Planning Policy Statements which relate to this site including:

- PPS1 Delivering Sustainable Development (and Climate Change Supplement)
- PPS3 Housing
- PPS4 Planning for Sustainable Economic Growth
- PPS5 Planning for the Historic Environment
- PPS9 Biodiversity and Geological Conservation
- PPG13 Transport
- PPG15 Planning and the Historic Environment
- PPG17 Planning for Open Space Sport and Recreation
- PPS22 Renewable Energy
- PPS23 Planning and Pollution Control
- PPG25 Development and Flood Risk

2.2. Local Plan Context

2.2.1. The appropriateness and suitability of the site for development was considered through the 1997 Local Plan Inquiry process, where the site was recommended for removal from the Green Belt. The site was subsequently designated within the saved Cannock Chase Local Plan Policy C7 for development beyond the plan period (2001) once other allocated housing sites had been developed.

2.2.2. In considering the site's removal from the Green Belt during the 1995/1996 Local Plan Inquiry, the Inspector commented that the site's removal would not undermine the Green Belt function and consequently recommended its deletion from the Green Belt:

"Its release from the Green Belt would not in my view undermine the purposes of the Green Belt. In particular, it would not result in the unrestricted sprawl of the built-up area and would not cause towns to merge with one another." (Inspector's Report paragraph 2.18.2)

2.2.3. Saved Local Plan Policy C7 indicates the site has been designated for a number of reasons including: the protection it affords to existing Green Belt boundaries and open space within the urban area; its development will avoid town cramming; and will reduce the need to travel, being within a reasonable and accessible distance of shopping, employment and public transport facilities.

Figure 3: Extract from Cannock Chase Local Plan Proposals Map (1997)



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Chapter 2: Policy Context

2.3. Cannock Chase Core Strategy

2.3.1. In May 2010 the Core Strategy Pre-Publication Draft Development Plan Document (Core Strategy) was published which establishes a vision for Cannock up to 2026. The Core Strategy builds on the Cannock Chase Sustainable Community Strategy which sets out the long term community vision for the District as follows:

“By 2020, Cannock Chase will have a vibrant local community with opportunities for all, in a clean, green and safe environment.”

2.3.2. The Core Strategy proposes the Land West of Pye Green Road as an urban extension under Policy CP4 ‘Strategic Housing Site’. The policy identifies the general housing land locations across the District which include:

“A strategic housing site allocated for an urban extension on Land West of Pye Green Road for 750 new homes to be phased over the plan period (identified on the Proposals Map and Key Diagram).”

2.3.3. The Proposals Map identifies the whole of the 66 hectare site under Policy CP4, with the Key Diagram indicating the site to be the only proposed Strategic Housing Site and therefore fundamental to the delivery of the strategy. In relation to Cannock, the Core Strategy also recognises the need for further infrastructure to facilitate proposed growth including new educational requirements, and a potential new GP’s facility.

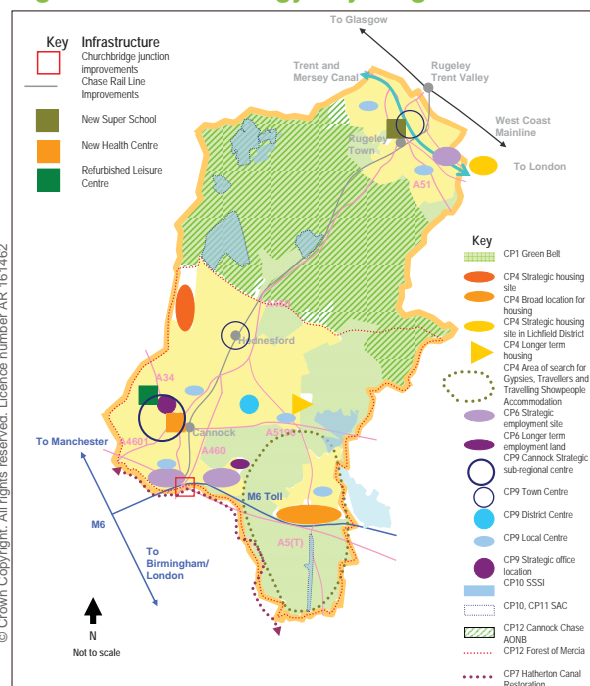
2.3.4. Specifically in relation to housing provision, the Core Strategy recognises under Policy CP5 the need for a mix of house types, sizes, and tenures, with a particular requirement for more affordable homes as well as 3 and 4+ bedroom houses and aspirational houses on the larger housing developments.

2.3.5. Whilst development proposals will ultimately need to adhere to all relevant policies, certain key policy proposals contained within the Core Strategy which will have a bearing on the development proposals include:

- High standards of design in all development;
- Ensuring sufficient provision of social infrastructure and open space, sport and recreation facilities;

- An affordable housing requirement based on current viability (15% when the Core Strategy was written), which may rise subject to individual viability assessments linked to phases of development;
- Protection of the Cannock Chase Area of Outstanding Natural Beauty (AONB) via Policy C12 which appropriately seeks to ensure that development does not adversely affect the AONB’s landscape character;
- Proposals to protect the integrity of the Cannock Chase Special Area of Conservation (SAC) through ensuring no new houses are constructed within 400m of the SAC and appropriate mitigation is provided;
- Tackling climate change, through measures including incorporation of Sustainable Urban Drainage Systems, incorporating appropriate design and construction techniques, and adherence to appropriate Code for Sustainable Homes levels; and
- The delivery of sustainable transport proposals including initiatives to make the development attractive for users of public transport walking and cycling.

Figure 4: Core Strategy Key Diagram



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Chapter 2: Policy Context

2.4. Design Policies

2.4.1. The development will need to be consistent with relevant guidance which will help to shape the identity and design of the development. Reference should be made to the following publications:

- By Design - Better Places to Live (DETR/CABE);
- Safer Places: The Planning System and Crime Prevention” (ODPM);
- Improving the Design of New Housing (CABE);
- Simpler and Better ‘Housing Design in Everyone’s Interest” (CABE);
- Urban Design Compendium (HCA); and
- Manual for Streets (CLG)

2.4.2. At the local level the development will need to comply with design approach within the Core Strategy (Policy CP2) which identifies the need for new developments to complement and enhance their local character through the appropriate consideration of layout, scale, appearance, landscaping and materials. Whilst the policy establishes that a Cannock Chase Design Guide will be prepared as a Supplementary Planning Document to shape District wide developments, it recognises the need for specific design guidance to be prepared for specific urban extension proposals.



Chapter 3: Site Appraisal

Chapter 3: Site Appraisal

3.1. Site Location

3.1.1. The site lies to the north of Cannock Town Centre by approximately 2.5km, being roughly rectangular in shape, with a north-south orientation. The town (2001 population of 60,814) is administered as part of the Cannock Chase District (2001 population of 92,126) within the county of Staffordshire in the West Midlands. Cannock is situated some 28km north of Birmingham, with the county town of Stafford being some 14km to the north. The former mining settlements of Norton Canes and Rugeley lie to the south east and north east respectively of Cannock while the village of Huntington (in South Staffordshire) lies to the west, separated by the Huntington Belt.

3.1.2. The Land West of Pye Green Road currently extends to approximately 66 hectares. Further to the east of Pye Green Road is Pye Green itself, a predominantly two storey residential area of Cannock with a range of community facilities, including schools and outdoor sports facilities. Hednesford Town Centre and

railway station is some 2.5km to the east. A high frequency of bus routes operate along Pye Green Road in both directions between Cannock and Hednesford Town Centres.

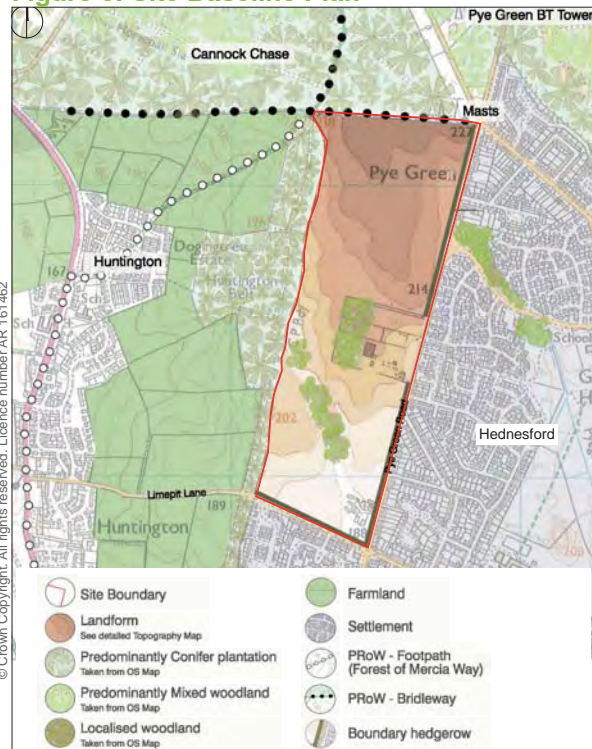
3.1.3. To the north, the site is delineated by (the site falls within the Forest of Mercia boundary) the Forest of Mercia/Cannock Chase Area of Outstanding Natural Beauty (AONB) which includes the Cannock Chase Special Area of Conservation (SAC). To the west, a belt of mature trees delineates the site boundary, forming part of the Huntington Belt, which also marks the westerly extent of the West Midlands Green Belt (also in the AONB). The western site boundary also represents the boundary between Cannock Chase District Council and South Staffordshire District Council to the west.

3.1.4. Adjacent to the northern boundary are two tall radio masts. These are striking features on the landscape and can be clearly seen at a considerable distance beyond the site (from a southerly and easterly direction).

Figure 5: Site in Local Context



Figure 6: Site Baseline Plan



Chapter 3: Site Appraisal

3.2. Site Description

- 3.2.1. The site falls in a southerly direction from approximately 228m Above Ordnance Datum (AOD) at the "hilltop" in the north to 189m AOD in the south eastern corner. The topography is gently undulating with two shallow 'ridges' falling northwest to southeast.
- 3.2.2. The wooded edges along the northern and western boundaries of the site are recognised as being sensitive to development both in terms of potential impact on the trees themselves, and on the wider landscape of which they form part. The Huntington Belt lies along the top of a ridgeline with long views westwards from locations within it.
- 3.2.3. The land use is predominantly farmland, mainly arable, with some horse grazing in the south east, together with a few agricultural outbuildings at Common Farm. A small woodland area exists within the central southern section of the site in a localised valley running across the site. Towards the centre of the site exists an area of land occupied by a few buildings and hard standing areas used for caravan storage together with the Fuchsia World Horticultural Nursery. The remainder of the site is devoid of any tree cover, albeit mature hedgerows run along the eastern and southern sides of the site, adjacent to Pye Green Road and Limepit Lane.
- 3.2.4. There is no public access onto the site, which is classified as Grade 3b and 4 Agricultural Land (moderate to poor quality). Badgers Hill plantation and the Huntington Belt are located to the north and west of the site, which is leased and managed by the Forestry Commission.
- 3.2.5. A Wishing Stone forms a local feature of interest at the northern end of the site, on the line of the former Blake Street, which existed between Birmingham and Stafford. It is also understood that a grave of a former highwayman 'John Deacon' also exists at the northern end of the site.

3.3. Planning Application History

- 3.3.1. Several planning applications have been submitted and approved on specific parts of the site over the years, although there has never been one application or proposal covering the whole site. The applications submitted

have included caravan storage and use of land as a cattery at Common Farm; erection of polytunnels, a horticultural nursery, and caravan storage at 521-523 Pye Green Road.

3.4. Site History and Ground Conditions

- 3.4.1. From the late 19th century to the present day the site appears on historical maps as fields with occasional woodland and grassland/heath. A mission room/church existed in the far north eastern corner of the site between 1902 and 1978. Several farm buildings existed at various times along the eastern boundary.
- 3.4.2. A Phase 1 geo-environmental desk study was undertaken in 2007 to assist the development of proposals for the site. The objective of the desk study was to identify potential development abnormalities associated with ground related issues, in particular the presence of contamination and the likely geotechnical profile of the site. The desk study involved obtaining information from public sources and included a site walkover survey.
- 3.4.3. The key findings of the desk study were as follows:
- Coal Authority records indicate that the site is in the likely zone of influence from workings in 10 seams of coal at 100m to 510m depth, last worked in 1966, although the Coal Authority indicate that any ground movement from these workings should have stopped by now. There are no recorded mine entries within the site or within 20m of the site boundary;
 - There are known surface fissures (indicated as fault lines on the Site Analysis Plan) within the site caused by past coal mining subsidence, locally referred to as 'breakers,' which have since been backfilled with made ground. These linear features may represent localised areas of contamination and any buildings sited over them may require abnormal foundations to mitigate the potential for structural damage;
 - A small pond is located within a wooded area in the south of the site. Cannock Bog has been shown on historical mapping adjacent to the south eastern boundary, with the nearest watercourse being an unnamed drain located approximately 85m to the east of the site.

Chapter 3: Site Appraisal

- An area within the centre of the site was filled with household waste between 1948 and 1950. The planning application will need to assess the extent and significance of this contamination and if appropriate propose appropriate mitigation measures.

3.4.4. Whilst these ground investigations do not impact upon the principle of development, further ground investigation (a combination of geophysical surveying and trial trenches) will be required at the detailed design stage of the development in order to check for the presence of contaminants within the site and to provide further understanding of the sub-surface strata and groundwater conditions.

3.5. Archaeology and Historic Environment

3.5.1. A desk-based Archaeological Assessment was undertaken of the site in July 2010. This assessment records that no Scheduled Monuments or other statutorily protected or registered features, or their setting, will be affected by the proposed development. There is no evidence that the development area contains remains of national importance, or of sufficient importance to warrant preservation in situ.

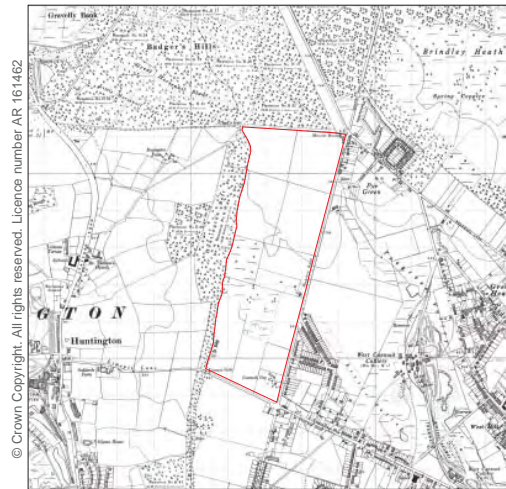
3.5.2. Chad's Ditch, an earthwork feature with possible medieval origins, forms the western boundary of the proposed development area. This is recognised within Staffordshire County Council's Historic Environment Character Assessment (2009). A feature corresponding

Figure 7: 1882-83



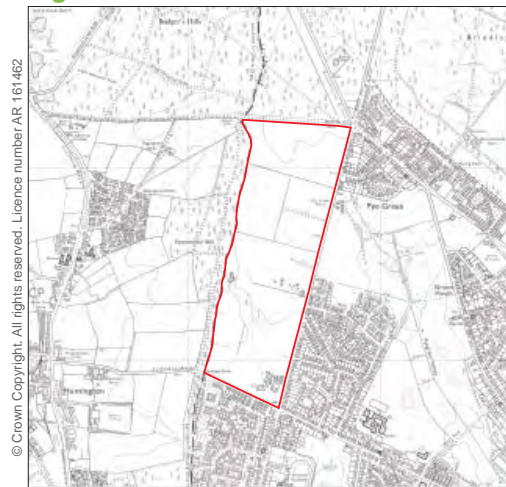
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Figure 8: 1949



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Figure 9: 1981



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Figure 10: 2002



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Chapter 3: Site Appraisal

to this is recorded on maps from the late 18th century onwards. The feature survives as a degraded earthwork. Although damaged, the section of Chad's Ditch within the proposed development is of local to regional importance. Careful design would ensure the preservation in situ of this feature.

- 3.5.3. With the exception of Chad's Ditch, the available evidence indicates that the proposed development area is located in an area that has seen little activity in antiquity.
- 3.5.4. Based on the findings of the desk-based assessment, it is concluded that the proposed development area has low potential for the survival of below ground archaeological remains. Assuming that it is possible to preserve in situ the remains of Chad's Ditch, it is recommended therefore, that no further action be taken with regard to archaeology in connection with the proposed development.

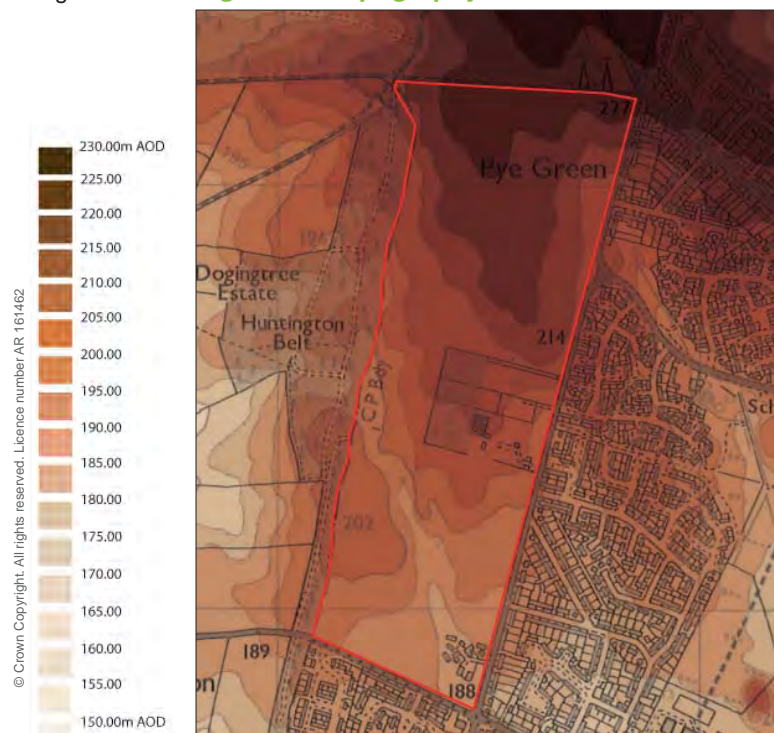
3.6. Topography

- 3.6.1. As indicated on the Topography Plan (Figure 11) the site straddles a rolling ridge or spur falling from the high point, marked by the BT tower at Badger's Hills (above 230m AOD), south-west beyond the southern site boundary before rising to a localised high

point at Cavan's Wood (191m AOD) some 700m beyond the southern boundary. Within the site this ridge is bisected by a localised valley running from the western site boundary south-east to the south eastern corner of the site. This, and the generally rolling nature of the ridge, forms shallow localised ridges running north-south, south-east across the site.

- 3.6.2. To the west of the main ridge and the Huntington Belt, the land falls to the broad predominantly rural valley of the River Penk. The land falls dramatically to Huntington then more gently to the valley bottom at approximately 85m AOD at the crossing of the River Penk at Penkridge (some 6.5km to the west of, and 105m below the site land). To the east the land falls across the developed area of Cannock to Pye Green Valley before rising again to another spur, the ridge of which is roughly followed by Bradbury Lane.
- 3.6.3. Within the town and across the wider landscape there are significant and locally pronounced changes in level. The topography elevates the site land above the lower lying countryside beyond the Huntington Belt to the west and above the settlement heart to the south.

Figure 11: Topography Plan



Chapter 3: Site Appraisal

3.7. Landscape and Visual

- 3.7.1. An initial landscape study has been undertaken following current best practice approach set out principally in two key publications: Landscape Character Assessment – Guidance for England and Wales ([LCA] Countryside Agency and Scottish Natural Heritage, 2002) and Guidelines for Landscape and Visual Impact Assessment ([GLVIA] Landscape Institute and Institute of Environmental Management and Assessment, 2002). However, the scope of the work undertaken has been limited reflecting the early stage of the preparation of this Brief in the design process.
- 3.7.2. The baseline information in this study to date has been obtained from a desk review of the following documents: The former Countryside Agency's Joint Character Area 67- Cannock Chase and Cank Wood; The Staffordshire and Stoke-on-Trent Structure Plan 1996-2011; Planning for Landscape Change: Supplementary Planning Guidance to the Staffordshire and Stoke-on-Trent Structure Plan, 1996-2011, Staffordshire County Council; Landscape Character Assessment of Cannock Chase District, A report produced by Ashmead Price and Steven Warnock on behalf of Cannock Chase Council (March 2009); Cannock Chase Local Plan (March 1997); Cannock Chase Local Development Framework (May 2007) and the South Staffordshire Local Plan (2003). In addition to the desk based study, a site based preliminary recording and appraisal have been carried in early spring 2008.
- 3.7.3. The Landscape Designations Plan (Figure 12) illustrates the main landscape designations and material considerations of relevance to the site and its context. The Landscape Analysis Plan (Figure 13) analyses this information and identifies the landscape and visual resources of the site as key receptors, and the assets and detractors that exist in the baseline. The analysis of the landscape and visual baseline leads to the identification of the main landscape and visual issues that are specific to the site and the development proposal.
- 3.7.4. The site is located adjacent to woodland in the form of Huntington Belt to the west and Cannock Chase Country Park to the north, both forming part of the Cannock Chase Area of Outstanding Natural Beauty (AONB). These woodlands, together with the mature hedgerows along Pye Green Road and Limepit Lane, provide a strong boundary to the site and a sense of enclosure.
- 3.7.5. The main landscape elements and attributes of the site are the perimeter hedges, the woodland with associated ponds and the site and its topography.
- 3.7.6. The Staffordshire and Stoke-on-Trent Structure Plan (1996-2001) Policy NC2 'Landscape Protection and Restoration' states that:
- “Development should be informed by and be sympathetic to landscape character and quality and should contribute, as appropriate, to the regeneration, restoration, enhancement, maintenance or active conservation of the landscape likely to be affected...”*
- 3.7.7. Linking into Policy NC2 'Planning for Landscape Change: Supplementary Planning Guidance to the Staffordshire and Stoke on Trent Structure Plan 1996-2001' (Staffordshire County Council, Development Services Department, 2000) identifies the site as an area of 'Landscape restoration', with the emphasis on:
- “...the re-creation of character through the provision of new features that are not necessarily a slavish copy of those that have been lost but which draw inspiration from them.”*
- 3.7.8. The site falls within the Forest of Mercia which 'may be a material consideration in determining development applications' (Staffordshire and Stoke-on-Trent Structure Plan).

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Figure 12: Landscape Designations Plan

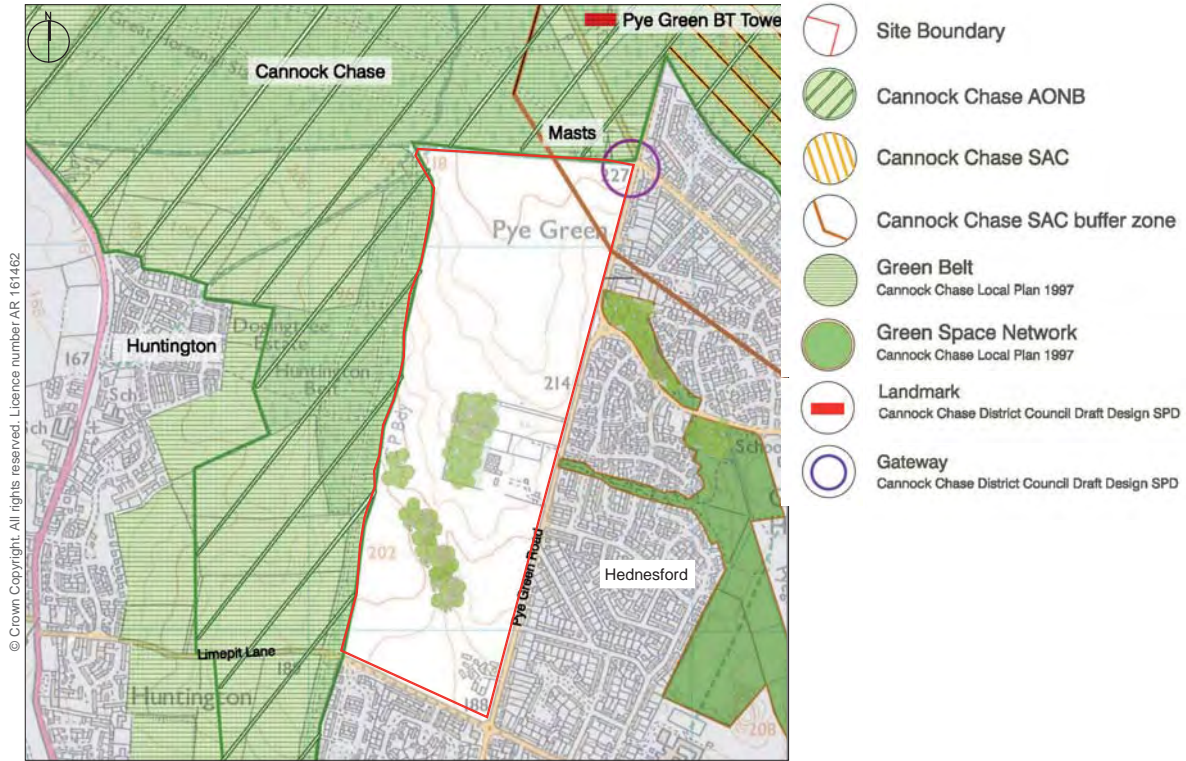
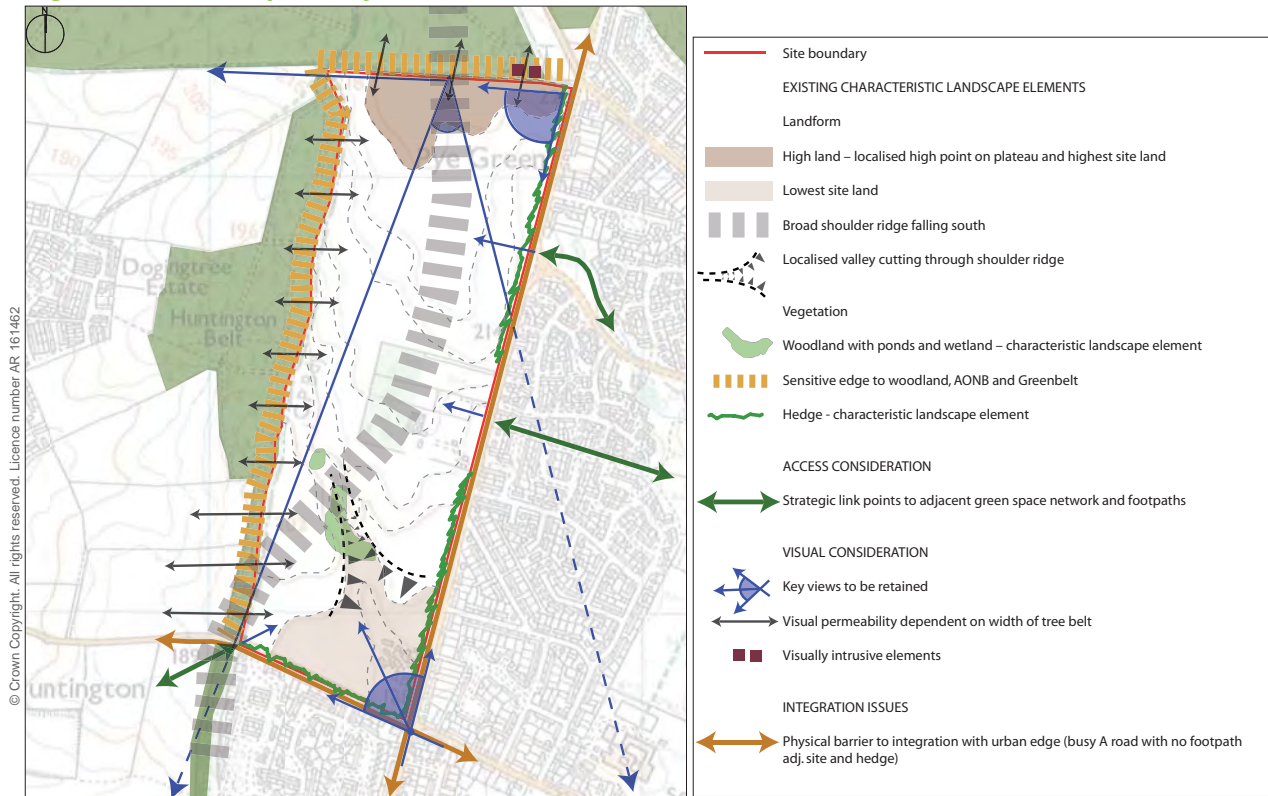


Figure 13: Landscape Analysis Plan



Chapter 3: Site Appraisal

3.7.9. The site is not covered by any other statutory or non-statutory landscape designations, however, its western and northern boundaries abut the Cannock Chase AONB the site therefore provides a setting for the AONB. The Staffordshire and Stoke-on-Trent Structure Plan policy NC3 states:

“The landscape quality of the Cannock Chase AONB and its setting will be conserved and enhanced,..... The acceptability of development proposals outside the AONB boundary will be assessed with regard to the extent of any adverse impact on the landscape interest of the AONB.”

3.7.10. In addition, the Green Belt designation abuts the northern and western site boundaries and the South Staffordshire Local Plan Landscape Improvement Area abuts the western site boundary.

3.7.11. When considering the Landscape Strategy for the site the priority will be to address the principal landscape and visual issues as recorded on the Analysis Plan as summarised below:

- The effect of the scheme on the site’s hedge stock, the woodland with associated ponds and the site and its topography;
- The effect on the ‘landscape character and quality’ of the site and surrounding landscape: the urban setting to the south and east; the woodland to the north and west and the predominantly rural character of Huntington beyond the woodland to the west. The key landscape elements, features and patterns of the site and its setting that contribute to the character of the site and setting include:
 - » **Tree Cover:** The trees of the adjacent Cannock Chase AONB including the Huntington Belt, to the west, and woodland at Badger’s Hills, to the north. The Huntington Belt is a substantial, edge of ridge, mature tree belt that is a strong and prominent element;

- » **Tree Cover:** the woodland within the depression towards the southwest of the site;
- » **Field boundaries:** the hedges of varying condition that line the majority of the eastern and southern boundaries;
- » **Geology, Soil and Landform:** the rolling landform with vegetated depression towards the southwest of the site;
- » **Land use:** the agricultural use of the site land and the forestry, agricultural and settlement use of land in the site context and the patterns and scale that they provide; and
- » **Settlement:** the inter-relationship that the existing settlement has with the site land.

- The effect of the scheme on the ‘landscape quality’ of Cannock Chase AONB and its setting;
- The effect of the scheme on the landscape character and quality of the Green Belt and on the ‘aim, purposes, and objectives of Green Belt and its setting’;
- The effect of the scheme on the ‘aims and objectives’ of the Forest of Mercia;
- The effect of the scheme on the setting of the settlement; and
- The effect of construction and development on views of the site experienced from nearby viewpoints (travellers on adjacent roads and the paths and spaces through the woodland of the Huntington Belt and Badger’s Hills, both of which form a part of the AONB, and residents of the estates that line the site to the south and east) as well as distant viewpoints.

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3.7.12. Development of the site provides the opportunity to enhance the landscape through:

- Restoration of landscape features and the mitigation of incongruous landscape features and loss of tranquillity due to the proximity of main roads, the urban edge, the masts and BT tower;
- Improving and refining the settlement boundary;
- Improving the relationship and connectivity, physical and visual, between the rural and urban landscapes and in particular to link into the 'Green Space Network' (Cannock Chase Local Plan, March 1997);
- The provision of a gateway to Cannock and to Cannock Chase AONB and the recreational facilities associated with it;
- Integration with adjacent land uses including the adjacent woodland and the urban edge; and
- Provision of new areas of public open space suitable for the relief of pressure on existing open space areas and nearby ecological areas.

3.7.13. In accordance with the guidance set out in the GLVIA views from the paths and spaces throughout the Huntington Belt are considered to be sensitive. Views to the site from paths south of Limepit Lane in Cavan's Wood and also from the north in Badger's Hills may also be sensitive. Existing visual receptors of particular note are considered to include:

- Walkers and cyclists through the paths and spaces of Huntington Belt and on Badger's Hills;
- Bus users, motorists, cyclists, and pedestrians using the Pye Green Road and Limepit Lane;
- Residents of and adjoining Pye Green Road and Limepit Lane;
- The main views into and out of the site are identified on the Analysis Plan (Figure 13).

3.8. Ecology

3.8.1. This analysis considers the main on-site ecological features which will be important to address through the site Masterplanning process. Off-site, given the proximity to the Cannock Chase Special Area of Conservation (SAC) and Brindley Heath Site of Special Scientific Interest (SSSI) which cover the same area and exist to the north, the Brief considers how development of the land to the West of Pye Green Road may potentially impact on this important site.

3.8.2. As indicated below, there are some areas within the site of genuine ecological interest, however, most of the 66 hectare site has been in intensive agricultural use and therefore provides opportunities for ecological enhancement. The ecological strategy should therefore address the opportunities for building in beneficial biodiversity features as part of good design and such opportunities should form a key consideration when bringing forward detailed proposals for the site. The key habitats are shown on the Ecology Plan (Figure 14)

3.8.3. On-site ecological surveys have been undertaken in 2007, 2008 and 2010, the main findings from which are as follows:

- **Habitats:** The site consists of one large arable field with two small areas of woodland. Four ponds are present within these two woodlands. A short length of wet ditch is present along the north-eastern boundary. The woodlands are excellent examples of wet woodland habitat which contain a number of plant species that are more usually found on Cannock Chase;

The eastern and southern boundaries of the site are formed by species-poor hedgerows. The northern and western boundaries of the site are formed by coniferous plantation woodlands;

- **Great Crested Newts:** The four ponds and the wet ditch were subject to Great Crested Newt presence/absence surveys in 2008 and 2010. No Great Crested Newts were noted during these surveys;

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- Bats:** None of the buildings to be removed as part of development of the site have potential to support roosting bats. There are a large number of trees along the western edge of the site and in the two woodland areas within the site which have some suitability to support roosting bats. Provided these trees are not to be affected by the proposed development no further bat surveys are required;
 - Reptiles:** The majority of the habitat within the site has very little potential for reptiles. However, it is possible that common species of reptile (e.g. grass snake and slow worm) could be present in the hedgerows and woodlands within and adjacent to the site;
 - Badgers:** There are no badger setts within the site or within 30 m of its boundaries;
 - Breeding Birds:** Skylarks have been heard singing over the arable field and these ground nesting birds may breed within the site. There is suitable bird nesting habitat within the site including hedgerows, woodlands and buildings within Fuchsia World and Common Farm; and
 - Invasive Plant Species:** Two stands of Japanese knotweed are present within the site as indicated on the Ecology plan. No other invasive species (e.g. Himalayan Balsam or Giant Hogweed) were noted within the site.
- 3.8.4. Off-site, the boundary of Cannock Chase Special Area of Conservation (SAC) is located approximately 230 m north-east of the site (figure 15). This large SAC is designated for its European dry heaths and North Atlantic wet heaths, both of which are habitats of international importance.
- 3.8.5. It is recognised that the development of the site has potential to lead to negative effects on this SAC, particularly as a result of the potential for increased recreational pressures placed on the SAC from the development's new residents.
- 3.8.6. The District Council, Natural England and other organisations/local authorities are working together to provide a coordinated approach in considering the potential impacts of developments from Core Strategies on the SAC. This work includes carrying out a visitor survey, the results from which should be considered when considering any mitigation proposals.

Figure 14: Ecology Plan

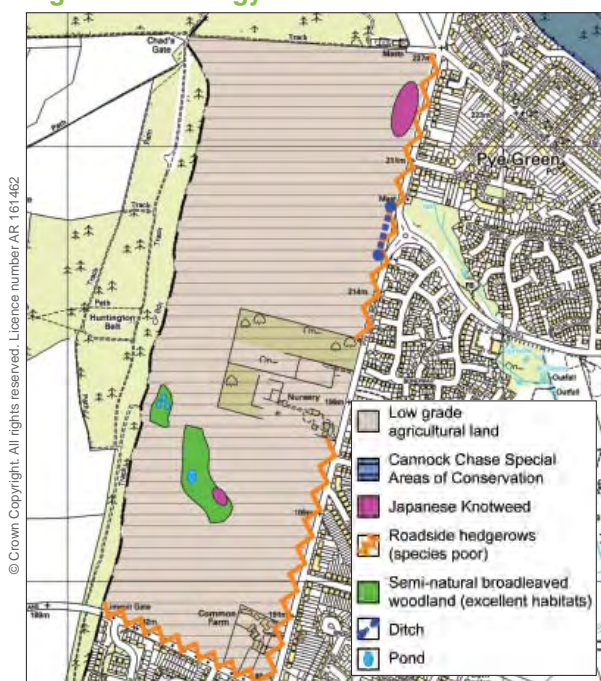
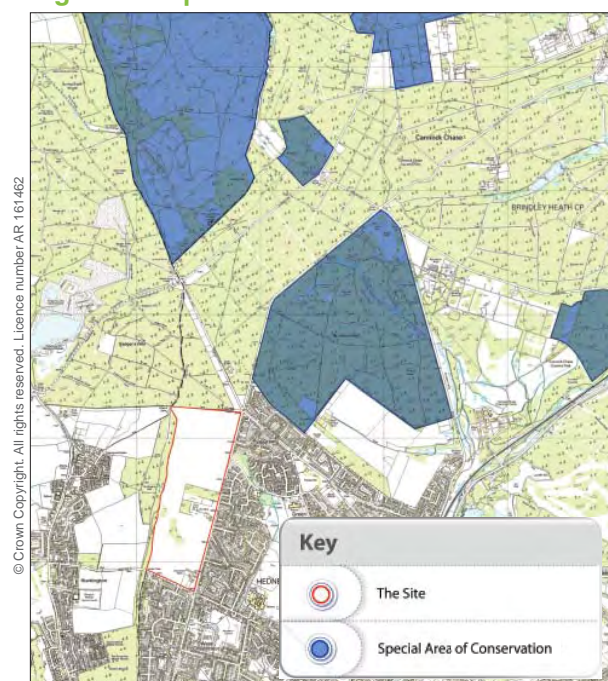


Figure 15: Special Area of Conservation



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3.9. Flooding and Drainage

- 3.9.1. Properly prepared assessments of flood risk will inform the decision making process for the development of Pye Green. It is essential that future occupants of the development and nearby occupants must not be placed in danger from flood hazards and should remain safe throughout the lifetime of the proposed development.
- 3.9.2. In accordance with national planning policy advice, Planning Policy Statement 25 (PPS25) the Council has prepared a Strategic Flood Risk Assessment (SFRA) in 2008. This document demonstrates that no watercourses exist within the site and the site is in a low flood risk area (Zone 1). The Council has also prepared a Phase 1 Water Cycle Study and Surface Water Management Plan in 2010. The Phase 1 study highlights the Cannock urban area as being at relatively 'moderate-high' risk of surface water flooding overall. Whilst the site itself is currently 'low risk' the effect of its development upon the surrounding existing urban will need consideration (discussed further below). The Phase 2 Surface Water Management Plan (which is being prepared) will provide additional detailed modelling of the Cannock Urban Area. Both this and the SFRA will assist the preparation of the application for the site.
- 3.9.3. In accordance with (PPS 25) and PPS25 Practice Guide a site specific Flood Risk Assessment (FRA) will be required at the planning application stage. The FRA will need to demonstrate how flood risk from all sources of flooding to the development itself and others will be managed now and take climate change into account. In particular it will need to address the following:
- Assess Environment Agency (EA) flood data in relation to the site;
 - Examine whether the site is prone to flooding from all sources;
 - Examine whether development of the site would give rise to off-site effects on flood risk; and
 - Examine the potential feasibility of mitigation measures including sustainable drainage systems (SUDS).
- 3.9.4. Drainage design should use Sustainable Urban Drainage Systems (SUDS) features in order to infiltrate, or store and attenuate stormwater run off, restricting the run off rate to that equivalent for a Greenfield site. Advice on how to incorporate SUDS best practice is available from the following sources:
- CIRIA 624 – Development and Flood Risk
 - CIRIA 697 – The SUDS Manual
 - CIRIA 644 – Building Greener
 - CIRIA 609 – Hydraulic, Structural and Water Quality Advice
 - Interim Code of Practice for Sustainable Drainage Systems
- 3.9.5. The site is currently Greenfield and is surrounded by a mix of open land and urban development. Despite a lack of watercourses running through the site, the development will lead to the significant generation of surface water runoff which has to be managed to minimise drainage and flood risk issues both on and off-site.
- 3.9.6. Disposal options for surface water can be divided into two methods, infiltration and outfall to existing adopted sewerage systems. The design should include a 30% allowance for climate change. Potential positive connection points for the surface water system are at Limepit Lane and Pye Green Road (north and south). The prevailing site geological conditions suggest that the use of infiltration techniques to dispose of surface water will be possible. As part of the FRA ground investigation information relating to permeability values will need to be undertaken to confirm this. The Phase 1 Water Cycle Study also highlights that the site is situated upon a major aquifer with high ground water vulnerability. Such considerations will need to be accounted for in the design of surface water management schemes.

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Balancing Pond



Paved Areas



Surface water ditch



Balancing Pond

3.9.7. The disposal option for foul water generation will be to existing adopted sewerage systems. The existing systems lie to the east and south-east of the site, within the wider Pye Green residential area. There have been a few recorded instances of flooding problems in the existing sewerage systems downstream of the site, it is therefore essential that the strategy for the development demonstrates how the site can be sustainably drained. This should be undertaken in full consultation with the Environment Agency and Severn Trent Water (STW).

Figure 16: 3D Topography Plan illustrating site gradient



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3.10. Access and Movement

- 3.10.1. The existing Local Plan and emerging Core Strategy policy have demonstrated and established the suitability and principle for development on the site. It is, however, important that the development proposals are supported by a robust evidence base including a Transport Assessment (TA) and a Travel Plan (TP) which will deliver a comprehensive sustainable transport strategy for the site.
- 3.10.2. The transport analysis below considers the main highway issues impacting on the development of the site, including the nature and location of uses within the development, as well as the principal issues impacting on future pedestrians, cyclists and users of public transport from the development. An understanding and appreciation of how the development may impact upon the local road network is important to ensure that a comprehensive approach is taken to the site, with the aim of minimising car trips to the greatest extent possible and providing a truly sustainable transport package.
- 3.10.3. A large scale residential development will inevitably generate a demand for use of facilities such as shops and education facilities used on a day to day basis. This typically results in increased movement potentially by

the private car. As part of the development strategy for the site, it will be important to consider the types and location of day to day services and facilities (such as a school, local centre and open space provision) required by this development which can be provided on-site to support the potential for minimising off-site vehicular movements.

Pedestrian and Cycle Linkages

- 3.10.4. Ensuring ease of pedestrian and cycle movement in and around the development for future residents will be essential to encourage sustainable patterns of movement. There are no on or off-street designated cycle routes in the immediate vicinity of the site, although opportunities to utilise existing pedestrian links to the residential development and facilities on the eastern side of Pye Green Road are apparent. The main issues for pedestrian and cycle movement will relate to the nature of the linkages between the dwellings and the local centre/school; movement from the site to adjacent public transport and local facilities; linkages to nearby off-site facilities used on a day-to-day basis; providing for safe movement around the immediate highway network and prioritising links to the Greenspace Network and other pedestrian routes.



View down Pye Green Road



Existing links to residential development opposite



Existing links to residential development opposite

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Public Transport

3.10.5. The site and surrounding area are generally well served by the very frequent circular service (Service 25/26) operating between Cannock and Hednesford which runs on a twelve minute two-way service. The main issues relating to public transport provision and development of the site are considered to be: the standard and availability of bus stops around the site; the walking distances to bus stops; and the availability of accurate and up-to-date information.

Off-Site Highway Impact

3.10.8. Beyond the immediate site boundary, the transport strategy needs to recognise and address the existing traffic issues and provide a comprehensive approach to potential future traffic growth including other committed and proposed developments. The strategy must take into account planned transport schemes, minimise the traffic impact of the development and deal with residual traffic impacts.

Vehicular Access and Parking

3.10.6. It is essential to provide a safe vehicular access to the site whilst ensuring the safety of all road users including pedestrians and cyclists. It will also be important to address the standard and number of access points into the site to minimise delays to other road users and ensure that roads and streets within the development are safe for all users and comply with emergency access standards.

3.10.7. Whilst parking should not dominate the landscape of the development, it has the potential to be a contentious issue between residents of housing developments. It is therefore important that parking should be provided across the development as a whole in line with local and national parking standards. Flexibility needs to be applied to avoid neighbour conflict and to deal appropriately with parking at sensitive locations.



Existing bus shelter at the site



Existing simple flag stop at the site



Junction of Pye Green Road and Limepit Lane



Junction of Pye Green Road and Broadhurst Green

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3.11. Services and Facilities

- 3.11.1. National Planning Policy Guidance Note13: Transport (PPG13) states that walking is the most important mode of travel and offers the greatest potential to replace short car trips, particularly under 2km and that cycling has potential to substitute short car trips, particularly those under 5km. This section of the Brief therefore indicates the proximity of the site (and therefore future residents) to existing services and facilities.
- 3.11.2. Whilst this assessment does not seek to indicate the quality or capacity of those facilities, it does enable an informed view of the site's general proximity to key services and facilities and the overall suitability of the location for reducing the need to travel. The facilities are indicated on Figure 17. The proximity of the site to existing services and facilities assists in establishing the general level of provision in the area and will assist in indicating the nature, scale and location of on site provision to accompany the residential proposals.
- 3.11.3. Figure 13 illustrates those services and facilities within and slightly beyond 2km from the site. It should be acknowledged that the site is well located to Hednesford Town Centre and railway station which is approximately 1.75km to the east, with a high frequency of bus routes operating along Pye Green Road in both directions between Cannock and Hednesford Town Centres. Cannock Town Centre is approximately 3km to the south.



Education Facilities

- Nursery facility on Rosehill.
- Pye Green Valley Primary School on Rosehill.
- Blake Valley Technology College (secondary) on Marston Road.
- Moorhill Primary School split on two sites; infants are located on Moorland Road and juniors on Pye Green Road.
- Redhill Primary School is located on Wrights Avenue.
- Littleton Green Primary Community School is located in the new housing development off Cocksparrow Way.
- Infant and junior schools are also located in Chadsmoor.
- Cannock Chase High School is on Hednesford Road close to Cannock town centre.
- Cardinal Griffin Catholic High School is located on Cardinal Way adjacent to the A34.
- Sherbrook Primary School a special school is located on Brunswick Road close to the Cannock Chase Hospital.



Retail Provision

- A garden centre/nursery and pet accommodation facilities (on-site).
- Festival Court Shopping Parade which includes, car parts outlet, hairdressers, fish & chips, butchers, general stores, chemist, and newsagent. A church is located opposite.
- At the northern end of the site Rosehill Shopping Parade includes; nursery, general stores, takeaways, hairdresser, and public house.
- The shopping parade at Chadsmoor provides numerous outlets including; several takeaways/restaurants, café, bakers, furniture stores, electrical goods, bookmakers, hairdresser, car parts, florist, general store/PO, and greengrocer.

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- The nearest post office is located in the parade of shops at Broadhurst Green. Off-licences are located on Belt Road and Broadhurst Green. Fast food and takeaway outlets are provided at; Broadway, Broadhurst Green, and Belt Road.
- Public houses are located opposite the site at its southern end on the corner of Pye Green Road and Limepit Lane, (The Jubilee) and on Bradbury Lane (The Birds).
- The nearest petrol filling station is located on Pye Green Road to the south of the site.

Health and Community Facilities

- Chadsmoor doctors' surgery to the south of the site on Princess St.
- Cannock Chase Hospital is on Brunswick Road close to the centre of Cannock.
- A Special Needs Adventure Playground (SNAP) facility is provided opposite the parade of shops in Festival Way.
- A playground is located within the residential estate opposite.
- A community centre is located on Broadhurst Green. The centre also houses Hednesford Town Council.
- Further health facilities are located in Huntington to the west of the site.

Sports and Play Facilities

- Cannock Chase Leisure Centre comprises a Sports Hall, Fitness Suite and Swimming Pool and is located just off the A34 close to its junction with Pye Green Road. As well as the fitness suite and pool the facility provides a base for an 18-hole Golf course, which adjoins Cannock Park which includes a children' play area, and sports facilities (Tennis, Bowling).
- Numerous informal green spaces for recreation are located within easy reach of the proposal site, including Cannock Chase, the Huntington Belt and Pye Green Valley (semi-natural spaces). There is an overall shortfall in smaller scale recreational areas in the area. Current provision is located within adjacent residential estates but these are scattered

and cater for the residents of the existing estates. There are two small play areas within proximity of the site at Bondway, Green Heath (to the east) and one due to come forward at the redevelopment of Elizabeth Road to the south in West Chadsmoor. At Wrights Avenue, Chadsmoor there is a small scale park with play provision, located to the south of the site. There are no allotments within the vicinity of the site- most are located in the south and east Cannock Urban Area.

Public Transport

- Several bus stops are located along the Pye Green Road frontage of the site.
- Service 25/26 runs along Pye Green Road. The service is frequent at 12 minutes in each direction.
- Service 25/26 links the site with Hednesford, Hednesford Railway Station, Cannock Town Centre and Cannock Railway Station.
- Other bus services are also located in these towns with services also running in a northerly direction to Stafford.

3.11.4. As part of the work already undertaken in consultation with Staffordshire County Council (SCC), public transport (and walk) accessibility maps have been produced (by SCC) to indicate the 'scale' of accessibility of the site to various amenities and local facilities. These maps will help to inform the findings of the TA to be submitted in support of the proposed development.

Employment Locations

3.11.5. Listed below are some of the major employment locations in and around Hednesford and Cannock:

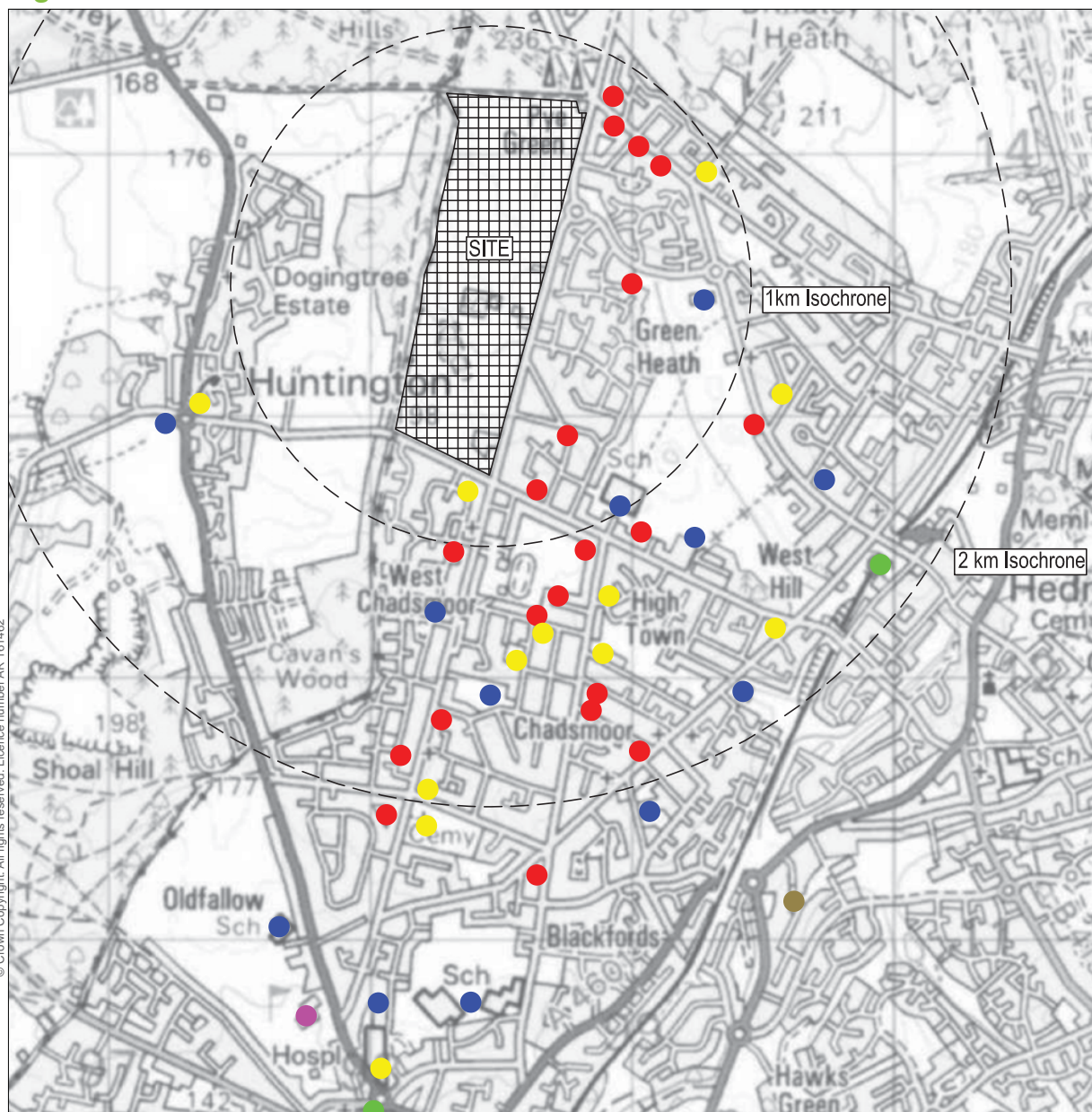
- East Cannock, Hawks Green, Hemlock Way Business Parks.
- Hednesford and Cannock Town Centres, including Cannock Chase Hospital and Council Offices in Cannock Town Centre.
- Areas to SW of Cannock en route from M6 J11 (A5 corridor including Kingswood Lakeside).
- Huntington Business Units.

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3.11.6. It is noted from the 2001 Census that nearly 54% of residents within the local ward work within the Cannock Chase District. Bus service 25/26 certainly provides a good link to the town centre employment areas and towards the A460 trading estate. Further afield the rail links from Hednesford and Cannock, easily reached by bus, provide links to Rugeley, Walsall and Birmingham. Walsall is the second most popular employment location for those living within the ward.

- KEY:
- EDUCATION
 - EMPLOYMENT
 - HEALTH & COMMUNITY
 - RETAIL
 - RAILWAY STATIONS
 - SPORTS & PLAY

Figure 17: Services and Facilities Plan



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3.12. Public Utilities

3.12.1. The location of the site on the edge of the town and its proximity to existing public utilities (gas, water, electricity, drainage, telecommunications etc) will enable new connections to be delivered. Whilst a larger resident population can make existing services and facilities increasingly viable, new developments of this scale also require additional services to avoid unnecessary 'strain' on local infrastructure. This must be considered in any planning application.

3.12.2. Existing services could be affected in the following ways:

- The development conflicts with the location of existing services; and/or
- The capacity of existing networks is insufficient to support servicing of the development.

3.12.3. In order to understand the likely impacts it will be necessary to liaise and consult with Statutory Undertakers (SU). Initially this will be to obtain information concerning the location and type of existing service infrastructure on the site and immediately adjacent to it. Further consultation will be required with relevant SU to confirm and agree the following:

- Measures to be undertaken to overcome identified conflicts with existing services, this may involve diversion and/or lowering of affected infrastructure;
- How existing service networks may need to be improved or reinforced in order to cater for the additional demand the development will introduce; and
- What new service infrastructure will need to be provided on the site to serve the proposed development (requirements for drainage is dealt with in Section 7).

3.13. Environmental Sustainability and Climate Change

3.13.1. The concept of sustainable development is central to the planning system, and as defined by the UK Government has the aim of 'ensuring a better quality of life for everyone, now and for future generations to come'. Sustainability is defined holistically in social, economic and environmental terms. Sustainability principles (including environmental issues) have already been addressed in the Brief in a holistic manner but this section focuses upon the environmental aspect, with an emphasis upon climate change and sustainable construction. Locally, the emerging Cannock Chase Core Strategy requires development proposals to contribute to tackling climate change and promote sustainable resource use. It also requires developments to perform well in relation to accessibility to services and transport networks, utilise land assets sustainably and which contribute to carbon emission reductions e.g. via renewable and low carbon energy generation in the District.

3.13.2. At the national level, Planning Policy Statement 1 – Delivering Sustainable Development (PPS1) and its Supplement set out a series of principles for the decision-making framework designed to ensure that a new development, its spatial distribution, location and design should be planned to limit carbon dioxide emissions. The new draft PPS on "Planning for a Low Carbon Future in a Changing Climate", was published in draft format in March 2010 by the previous Labour government. When published in final form, it will replace both the current Climate Change supplement to PPS1 and PPS22 on Renewable Energy in a single document (however, this is subject to review under the new Coalition Government agenda). A new development must make good use of opportunities for decentralised and renewable or low carbon energy and be planned to minimise future vulnerability in a changing climate (such as higher temperatures and more extreme rainfall events) through a development which is adaptable to the unpredictable impacts of climate change.

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3.13.3. At the County level, the Staffordshire and Stoke on Trent Structure Plan Policy D1 (Sustainable Forms and Patterns of New Developments), encourages the conservation of resources in new developments; and Policy D7 (Conserving Energy and Water), requires that renewable energy technology options and energy efficiency are considered in all new developments.

3.13.4. At the local District level the emerging Core Strategy (May 2010) sets out the potential impacts of and responses to climate change. For instance, flood risk is predicted to increase as a result of more frequent heavy rainfall events and temperatures may rise creating more demand for cooler buildings or open spaces. To respond to these challenges there are local opportunities to better manage flood risk, build more robust, adaptable buildings or reduce carbon emissions via energy conservation and renewable energy generation e.g. local potential resources include biomass, energy from waste or wind as well as a range of micro generation supplies (such as solar power). This local context has an impact upon the type of construction standards adopted by the Council. The emerging Core Strategy (May 2010) indicates how the Council is likely to be viewing sustainable construction standards in the future. Policy CP14 (Climate Change and Sustainable Resource Use) details the requirements for development proposals to reduce resource use, encourage BREEAM 'Very Good' buildings, and encourage the inclusion of renewable energy technologies. Locally, evidence base reports including the Water Cycle Study have been produced and indicate how developments should seek to deliver certain standards within the Code for Sustainable Homes (CFSH).

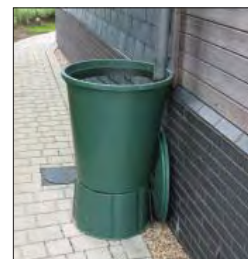
3.13.5. It will be appropriate for the development process, and in particular the Outline and Reserved Matters applications, to address all appropriate evidence base assessments and adopted local policy considerations when considering the implications of the proposals on climate change and adaptation and consider site specific opportunities for enhanced energy efficiency and sustainability measures. In particular the Council is to prepare a Supplementary Planning Document providing further guidance on sustainable construction.



Local Recycling Bank



Chasewater Innovation Centre



Residential Water Butt

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3.14. Local Built Form and Character Appraisal

3.14.1. The gradual outward development of Cannock together with the enlargement of the strategically important town centre has created a continuous urban area. This wider Cannock urban area comprises a series of distinct local neighbourhoods each with their own town or local centre which are remnants of once separate towns and villages. Although part of the wider urban area of Cannock, it is important to recognise the locally distinctive character of each of these neighbourhoods in the design of what will be a significant extension to the Pye Green neighbourhood adjacent to Hednesford with its town centre to the east and Chadsmoor with its local centre to the south.

3.14.2. Proposals for the site must respond to both the physical constraints and opportunities outlined previously in this Section and to local built form and character to deliver a scheme which achieves the following overarching principles:

- a locally distinctive neighbourhood that functions as part of the wider neighbourhood structure of the town;
- allowance for innovation in architectural style to create a high quality development that responds to the unique features of the site. This will include locally distinctive materials and detailing where appropriate;
- a scheme with a local character and a 'sense of place', acting as a destination in itself with place making at its core.

3.14.3. It is also important that proposals reflect the overarching urban design principles set out in national design guidance. Proposals should also respond to more local design guidance. This includes the emerging draft Cannock Chase District Council SPD on Design and the 'Staffordshire Residential Design Guide' (Staffordshire County and District Councils 2000), noting that some of the highways design principles will need to be checked against the more recent 'Manual for Streets' (CLG) design guidance.

3.14.4. The following provides a brief summary of key local built form and architectural analysis and subsequent design principles that should be reflected in any development proposals.

3.14.5. The scheme will incorporate a mixed use local centre serving the development and the surrounding neighbourhood. The key features of these centres are described below, from Cannock Town Centre as the strategically important centre in the District to the more local mixed use centres.

3.15. Cannock Town Centre

3.15.1. The historic town centre has many positive features in terms of built form and massing, streetscape and some key buildings. The Market Place is enclosed by near continuous built frontage. The streetscape works have been particularly successful in creating a pedestrian friendly environment, with raised brick planted beds and seating working together with the street trees and paving to create a relaxing place that has real character.

3.15.2. The following key features are noted and must be used as reference points for the design of the mixed use centre and the main street that serves it within the development proposals for the site:

- Near continuous frontage to create a strong sense of enclosure and a clear distinction between the private and public realm;
- Predominantly two storey buildings with some three storey along the main street with pitched roofs. Some buildings have pediments and parapets to create a more formal facade;
- Buildings at back edge of footway with minimal setback. Some key buildings set back from the near continuous build line to create variation in the streetscene. The set back space is formally laid out;
- Materials are varied to reflect both more traditional and more contemporary buildings. Materials predominantly comprise brick, painted brick, and glazing at ground floor for mixed uses. Roofs in predominantly grey and red plain tiles;
- Raised planted beds with brick retaining walls for seating and to demark the carriageway have been successfully used;
- More formal railings and low brick walls used to define property boundaries as necessary;

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- Shared surface treatments used with colours and materials to be in harmony with the buildings;
- Street tree planting used to soften the streetscene and partially screen parked cars, with parking on street in parking bays and within parking areas behind key frontages for mixed uses;
- Adequate provision for pedestrians, cyclists and buses within a pedestrian friendly environment with traffic free spaces;
- The main street is not to be cluttered with street signage and barriers. Street furniture is in keeping with the character of the spaces;
- Servicing for mixed use units to the rear, away from the main street.

Market Place with buildings clearly defining the street and space



The Market Place with its well designed public realm



Street trees and carefully thought through paving help to create a strong sense of place



Creativity used in the shared surface treatments



Buildings are predominantly two and three storeys with clear provision for pedestrians, buses and cyclists



Brick walls used for raised planted beds and seating, with variation in brick colour



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3.16. Hednesford Town Centre

3.16.1. Hednesford Town Centre retains much of its original character with a central main street that is very well defined by continuous frontage. The main high street named Market Street, has a mix of uses at ground floor, with a small green space with public art feature at the upper end of the street as the setting to a focal building. Street tree planting has also 'softened' the streetscene with parking bays and pavements in block paving to give a pedestrian friendly feel.

3.16.2. The following key features in addition to those for Cannock Town Centre are noted below and must be used as reference points for the design of the mixed use centre and the main street that serves it within the development proposals for the site:

- Small green spaces along the main street for sitting and relaxing, also acting as the setting for focal buildings set back from the street;
- The appropriate and sensitive use of public art at key points along the main route, designed with input from the local community;
- Block paving used on footways and on parking bays on-street.

Hednesford: Street trees and parallel parking bring some life into the street



Hednesford: Raised planters and block paving create a pedestrian friendly environment



Hednesford: Building at back-edge of pavement with a high degree of enclosure create a sense of safety and slow traffic



Hednesford: Public art reflecting the history of the area



Hednesford: A small park with seating along the street as a setting to the focal building behind with clock tower as central feature



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3.17. Heath Hayes Local Centre

3.17.1. Heath Hayes local centre is much more 'low key' in terms of mixed use hierarchy than Hednesford but it does have a few characteristics that are worthy of mention. This focuses on Hednesford Road.

3.17.2. The following key features should be considered in the design of the mixed use centre and the main street that serves it within the development proposals for the site:

- Buildings should reinforce the linear routes, already evident as the boundary to the site with Pye Green Road;
- Key buildings along the main street should reflect local vernacular.

3.18. Surrounding Development in Cannock

3.18.1. Radiating from the town centre there is Victorian housing together with slightly later early 20th Century housing that is very typical of its era with semi-detached and short terraced units in predominantly red brick. In some streets there are positive examples from this era which would have been typical of Cannock at that time. More recent development at Heath Hayes demonstrates positive use of green links within residential areas.

3.18.2. Some key features from this study of residential areas in and around Cannock can be reflected in the proposed development. These are:

- Near continuous frontage create a strong sense of enclosure within higher density areas, with the use of short terraces;
- Greater setback from the street and higher proportion of semi-detached and detached dwellings in lower density areas. Rhythm and consistency in spacing and setback of semi-detached and detached units along streets have been used to create some positive streetscenes;
- There is a clear distinction between the private and public realm;
- Predominantly two storey buildings with pitched roofs. Some three storey buildings act as focal buildings with greater massing;

Heath Hayes: The linearity of the street reinforces the radial pattern of the main streets leading from Cannock Town Centre



Heath Hayes: A traditional form of mixed use developed as 'ribbon development' along the street



Heath Hayes: Locally distinctive buildings with residential above retail



Victorian housing in Cannock in predominantly red and painted brick. A key feature is the white window sills and heads, window frames, and doors



Chapter 3: Site Appraisal

- Materials are varied to reflect both more traditional and some contemporary styles. These predominantly comprise red and occasional painted brick. Some timber cladding used on more contemporary buildings. Some render on focal buildings also used. Roofs in predominantly grey and red plain tiles;
- Detailing is important with the use of brick banding and different coloured brick courses to the predominant façade brick. Other detailing incorporating sills, render detailing and decoration on heads above doors and windows can be used to create character;
- More formal railings and low brick walls used to define property boundaries within higher density areas. In lower density areas front boundaries predominantly defined by softer treatments such as clipped hedges. Low walls are a consistent element defining street boundaries throughout the area;
- Shared surface treatments used at crossing and in newer developments with colours and materials in harmony with the buildings;
- Street tree planting or planting within front gardens used to soften the streetscene and partially screen parked cars, with parking on street in parking bays and within small, intimate parking courts behind more continuous frontages used as necessary. Parking is typically on plot for detached and semi-detached housing;
- Green links through the development along key streets has been achieved at the new development at Heath Hayes with the use of wide verges and tree and hedge planting.

A positive example of a short Victorian terrace with regular proportion and continuous build line (Old Penkridge Road). Detailing adds to the character



Littleton School in Huntington demonstrates real innovation in architecture and materials. More contemporary design is appropriate within mixed use and other non-residential buildings



The traditional style of housing in Cannock provides a positive reference for new development (New Penkridge Road)



Semi-detached early 20th Century housing rising up Stafford Road, again in red and painted brick with features in white. The rhythm created by consistency in building spacing and proportions creates a relatively attractive streetscene



Trees planted in front gardens green the street and avoid services



As with other more traditional development within the area, Heath Hayes has streets with real character, where detailing on buildings adds to the character



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3.18.3. Around the site and further from the town centre, the predominantly residential neighbourhoods clearly reflect typical development styles and forms of the latter half of the 20th Century in which they were built. This is particularly evident to the area immediately to the south and east of the site, developed during the inter-War and post Second World War era. There is little of that earlier architectural character or built form that makes these areas 'unique' to Cannock.

3.18.4. The examples given below have been included to identify design 'issues' that have resulted in a lack of a sense of place or identity and therefore should not be repeated on the site Pye Green Road.

Typical street adjacent to the site to the east, with post-war semi-detached housing lacking any locally distinctive features



Some three storey buildings used to terminate views are bland and lack any local distinctiveness



A typical detached house at Fallowfields, Huntington, in red brick with white features. This is again typical of many recent developments through-out the region and is not locally distinctive



A different brick has been used at Littleton Green to create some variation but continual use has created too much repetition and lack of variation



Semi-detached housing immediately to the south of the site. The green space should be a positive feature but it is not integral to the design of the street and has no clear recreational function



Relatively recent development to the west of the site is typified by detached and semi-detached housing estate development of the late 20th Century era. This type of development again lacks any real sense of place or unique identity. As a positive, housing is in red brick, two storey and set back from the street with planting in small front gardens with private driveways, to create green links



Chapter 4: Development Strategy

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It should be borne in mind that the Brief does not grant planning permission, it acts as a guide to help in the assessment when planning applications come forward for the site's development. Whilst the previous contextual information and site analysis has provided a baseline assessment of principal issues which will help shape the development of the site, they are not an exhaustive list of all considerations. That can only take place through the planning application process.

Similarly, the following section does not look to cover all of the land use considerations affecting the site it merely seeks to provide a strategy for those principal issues of importance which have a major role in establishing the overall development strategy for the site. This culminates in the provision of the Illustrative Masterplan as addressed in the Design Strategy section below.

From the above analysis, this section of the Brief therefore provides a development strategy addressing the following issues:

- Landscape and Visual
- Ecology and Nature Conservation
- Flood Risk and Drainage
- Transport
- Environmental Sustainability and Climate Change
- Design

4.1. Landscape and Visual

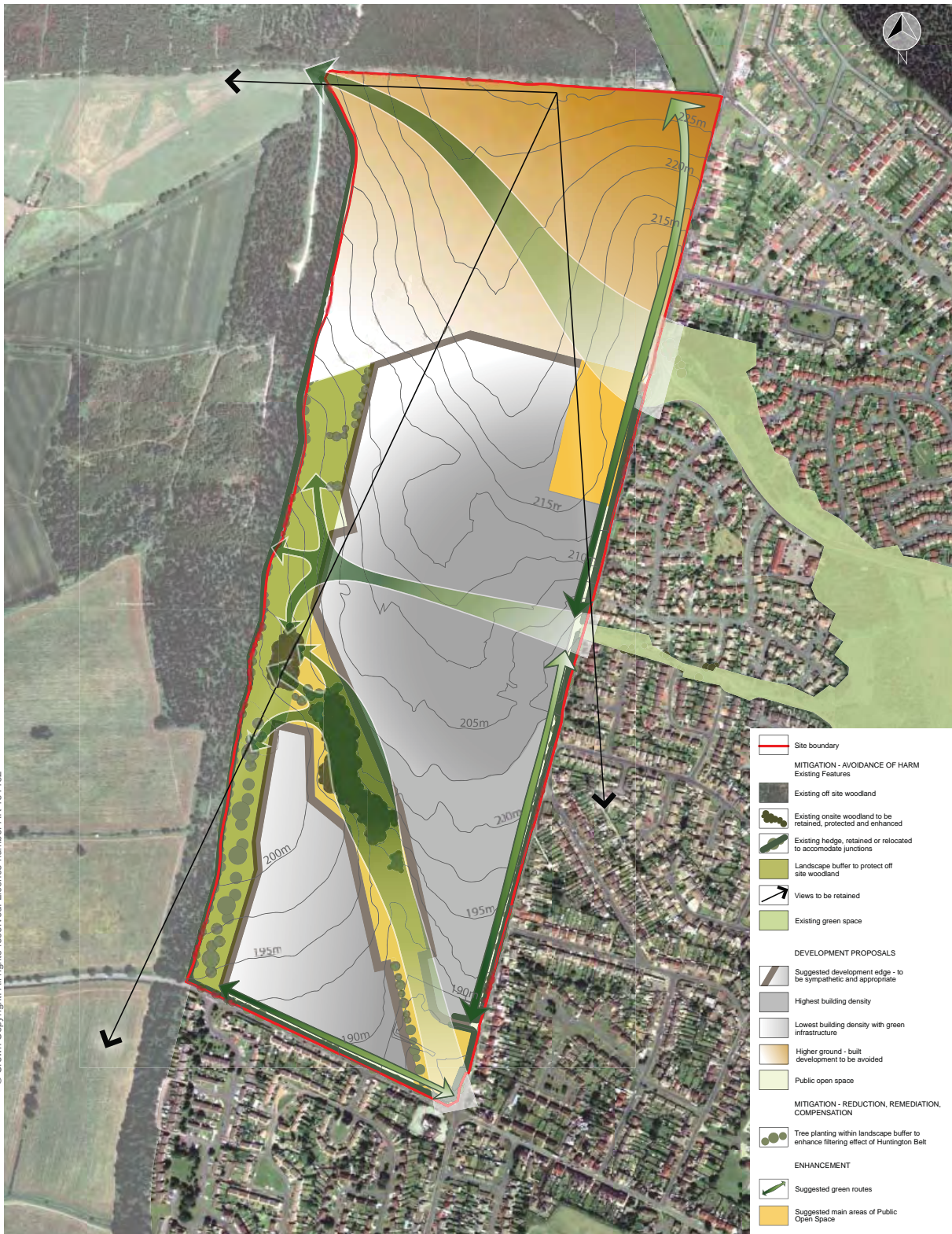
- 4.1.1. An understanding of the landscape and visual effects are a crucial consideration in the process of arriving at a successful and sympathetic development proposal for the site. This understanding will ensure the development proposals relate to the setting (urban and rural); protect, restore and replace lost characteristic landscape elements; and ensure that new housing and associated development forms a successful relationship with the adjacent AONB, Green Belt and rural landscape character and quality.
- 4.1.2. Further discussions with the Cannock Chase AONB unit should be undertaken at the pre-application stage.

4.2. Landscape Strategy

- 4.2.1. The planning application will need to consider the impact of the development on the wider landscape and in particular the impact which the development may have in the event of some or all of the adjoining trees (particularly along the Huntington Belt) being removed at some stage in the future. The priority for the Landscape Strategy (Figure 18) for the site is to address the principal landscape and visual issues as recorded on the Analysis Plan (Figure 13) and summarised in Section 3. The Landscape Strategy aims to mitigate the harmful effects of development through:
 - Retention, protection and enhancement of characteristic landscape elements on and adjacent to the site; the site's perimeter hedges, the woodland with associated ponds and the site topography. These elements should not be retained as isolated remnants of a former land use but should inform and be incorporated into the structure of the landscape strategy;
 - Ensuring that the adjacent woodland of the AONB, its setting, and its landscape character and quality are protected by an offset of development (determined by the Root Protection Zone and fall height of trees at a minimum) and a development edge that is sympathetic and appropriate. The offset zone to be open, not woodland, and treated in a way that is naturalistic and characteristic of the area.

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Figure 18: Landscape and Visual Strategy



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- Ensuring that the landscape character of the site is protected and restored, drawing inspiration from characteristic features on site and within the site context. On site these include the perimeter hedges, the woodland with associated ponds and the site topography. Off-site the patterns created by the woodland planting blocks and the road and field network are notable;
- Ensuring that the landscape character of different areas of the site are reflected in and influence the design of the development. Housing density should be denser, with more urban influences on the eastern side of the ridge adjacent to the urban edge. Less dense development with prominent green infrastructure and rural influences to be located on the ridge and its western slopes adjacent to the woodland edge;
- Ensuring that visual links from the high ground at the northern end of the site, to the west and south, are retained through the location of public open space in this location;
- Ensuring that the visual integrity of the Huntington Belt is retained in views from the west by tree planting along the south western site boundary adjacent to the Belt where it is at its narrowest and sits on the top of the ridge; and
- The creation of green links across the site linking to the 'Green Space Network' and 'destination locations' within the town and access routes through the AONB. These green links to be modelled around the existing site features (perimeter hedgerow, woodland and topography) to give a preferred pattern of green and urban routes and spaces within the site and linkages between them.
- Features of significant local landscape importance within the site, including mature trees and the existing residential properties will be retained where appropriate.

4.3. Ecology and Nature Conservation

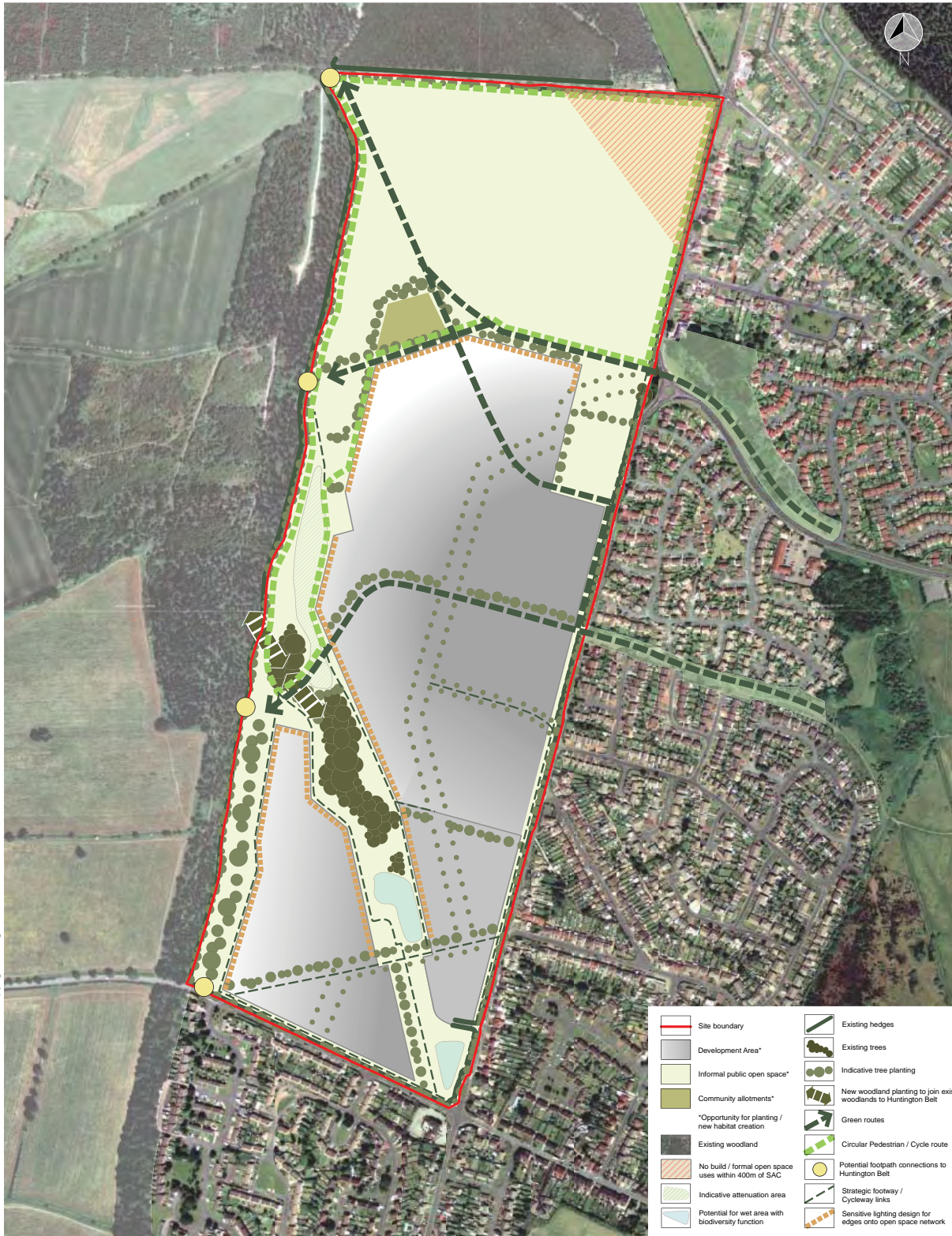
- 4.3.1. The planning application for the development of the site will consider both on and off site impacts of the development, based on the analysis of the principal ecology issues described below. It will be essential to demonstrate how any potentially harmful effects from the development can be mitigated and address the following on and off site mitigation proposals.

On-Site Mitigation

- **Habitats:** The two woodland areas should be retained with no major modifications to the woodland structure or species. The opportunity to improve the biodiversity value of the pond within the large woodland for amphibians and other wildlife should be explored (in conjunction with the development of the drainage strategy for the site). Improvement measures may include dredging the pond to remove leaf litter and marginal planting with native, locally sourced aquatic plants.
- **Bats:** The development proposals must incorporate bat sensitive designs, such as sensitive lighting in specific areas of the proposal. Both bat and bird boxes must be an integral part of all proposed buildings. This scheme and design should be discussed and agreed with the Local Planning Authority as part of the planning application process.
- **Reptiles:** Hedgerows and areas adjacent to the woodlands should be hand searched by an ecologist prior to construction works starting. Once searched, the vegetation in these areas should be strimmed and kept short throughout the duration of the works to render them inhospitable for reptiles.
- **Breeding Birds:** Vegetation clearance and building demolition should be undertaken outside the bird nesting season to avoid damage or destruction of nests or disturbance to nesting birds. The bird nesting season is dependent on weather but generally occurs between mid-February and mid-September. A survey and assessment of the development on breeding skylarks should be included with the application proposals and if necessary an appropriate mitigation strategy provided.

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Figure 19: Ecology and Nature Conservation Strategy



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- **Invasive Plant Species:** A programme to manage, and ultimately eradicate, Japanese Knotweed from the site should be undertaken as soon as possible (i.e. prior to construction beginning on site).
- **Pre-Construction Walkover Survey:** To ensure that conditions on site have not altered and that new ecological constraints (e.g. badger setts) are not present, a pre-construction walkover survey should be carried out approximately two months prior to works starting on site.

Off-Site Mitigation

4.3.2. A Habitat Regulations Assessment (HRA) report has been prepared for and accompanies this development brief and assesses the impacts of the development on the Cannock Chase SAC. An assessment of the impacts of the development on Cannock Chase SAC shall be completed as part of the planning application process. An up-dated HRA report should be produced to accompany the planning application with the mitigation addressing the following measures:

- No development within a 400 m zone around Cannock Chase SAC;
- The provision of Suitable Alternative Natural Green Space (SANGS) within the site to encourage people to use the local green space rather than visit the SAC. The illustrative Masterplan and accompanying land use budget table included within the Design Strategy section of the Brief indicate the general extent and location of the on-site SANGS provision. Further detail of the SANGS provision is provided in the HRA report accompanying this development brief;
- Encouraging people to access areas other than Cannock Chase SAC for recreation purposes through, for example, targeted signage to use areas of public space/public rights of way outside the SAC;
- Education of new home owners about the importance of Cannock Chase SAC and how they can help protect the SAC e.g. a *Local Area Information Pack* produced by the developer in agreement with the local planning authority could be provided in the *New Home Owners Information Pack* which would encourage home owners to

access areas of open space outside the SAC and what to do when they visit the SAC;

- A Developer Contribution to ensure continued management, maintenance and enhancement of Cannock Chase SAC.

Biodiversity and Habitat Strategy

4.3.3. In order to enhance the biodiversity value of the site, the following measures should be incorporated into the scheme:

- The two woodland areas within the site should be joined together with woodland planting. These woodland areas could then be linked to Huntington Belt. The tree species planted should reflect the species diversity of the existing woodlands within the site and will be native and locally sourced. This would provide a wildlife corridor within the site and ensure these woodland areas remain accessible to wildlife once the site is developed;
- The incorporation of the following enhancements for wildlife throughout the site should be considered as part of the detailed design of the site: refuges suitable for use by reptiles and amphibians, bat and bird boxes in new residential properties, and mammal underpasses;
- High quality habitats suitable for amphibians, small mammals and invertebrates should be created as part of the open spaces within the site including areas of tall and short grassland and patches of scrub;
- Within the landscape design for the proposed public open spaces within residential areas, and the associated natural green spaces, fruit bearing shrubs and trees should be incorporated for wildlife (such as badgers and foraging birds);
- The lighting within the site should be sensitively designed in order to minimise adverse effects on wildlife (such as bats, badgers and deer).
- Opportunities to enhance flood attenuation areas for wildlife should be pursued, through for example creation of grassland and wetland habitats.

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4.4. Flood Risk and Drainage

Surface Water Drainage Strategy

- 4.4.1. The priorities for the development of a surface water drainage strategy for the site should look to follow the principles of Sustainable Urban Drainage Systems (SUDS) and adopt a hierarchy of discharge options from infiltration as the primary method to underground drainage systems and positive outfalls as the least desired method. Due to the topography of the site, it is likely that any final design will incorporate a mixture of infiltration and positive drainage scenarios.
- 4.4.2. Appropriate investigations should be undertaken to establish the prevailing ground conditions and in particular its permeability and existing groundwater levels. This will dictate the suitability of infiltration techniques and the possibility of utilising soakaways.
- 4.4.3. The likelihood of having to incorporate positive drainage systems will require discussion with the regulatory authorities and in particular STW and the Environment Agency (EA). Discharge amounts, rates and volumes will have to be agreed with these authorities so as to manage flood risk issues both on and off site. The existing problems within the adopted drainage systems off-site within the wider Pye Green area should be discussed with the authorities to avoid further exacerbation of the conditions by positive connections from the site.
- 4.4.4. The volumes of water generated by the development will create the need to store water on site and then allow it to be discharged via specific control methods. The development of the overall Masterplan for the site should allow for the creation of space for the inclusion of SUDS features and the management and routing of generated exceedance flows.
- 4.4.5. It is important that the development utilises examples of best practice for surface water drainage. SUDS features to be considered in the development should include:
- Permeable pavements to driveways, footways and other hard landscaping;
 - Infiltration gardens and soakaways;

- Detention ponds for storm water storage (allowing discharge over an extended period of time at a controlled rate);
- Flow control devices (to limit the rate of discharge);
- Rainwater harvesting systems;
- Green roofs; and
- Swales.

- 4.4.6. The SUDS design should use the principles of a 'treatment train'; to ensure a sequence of techniques are provided which not only manages surface water runoff but also improves its overall quality. Due to the potential for deteriorating the water quality the existing ponds should not be incorporated into the SuDS scheme.

Foul Water Drainage Strategy

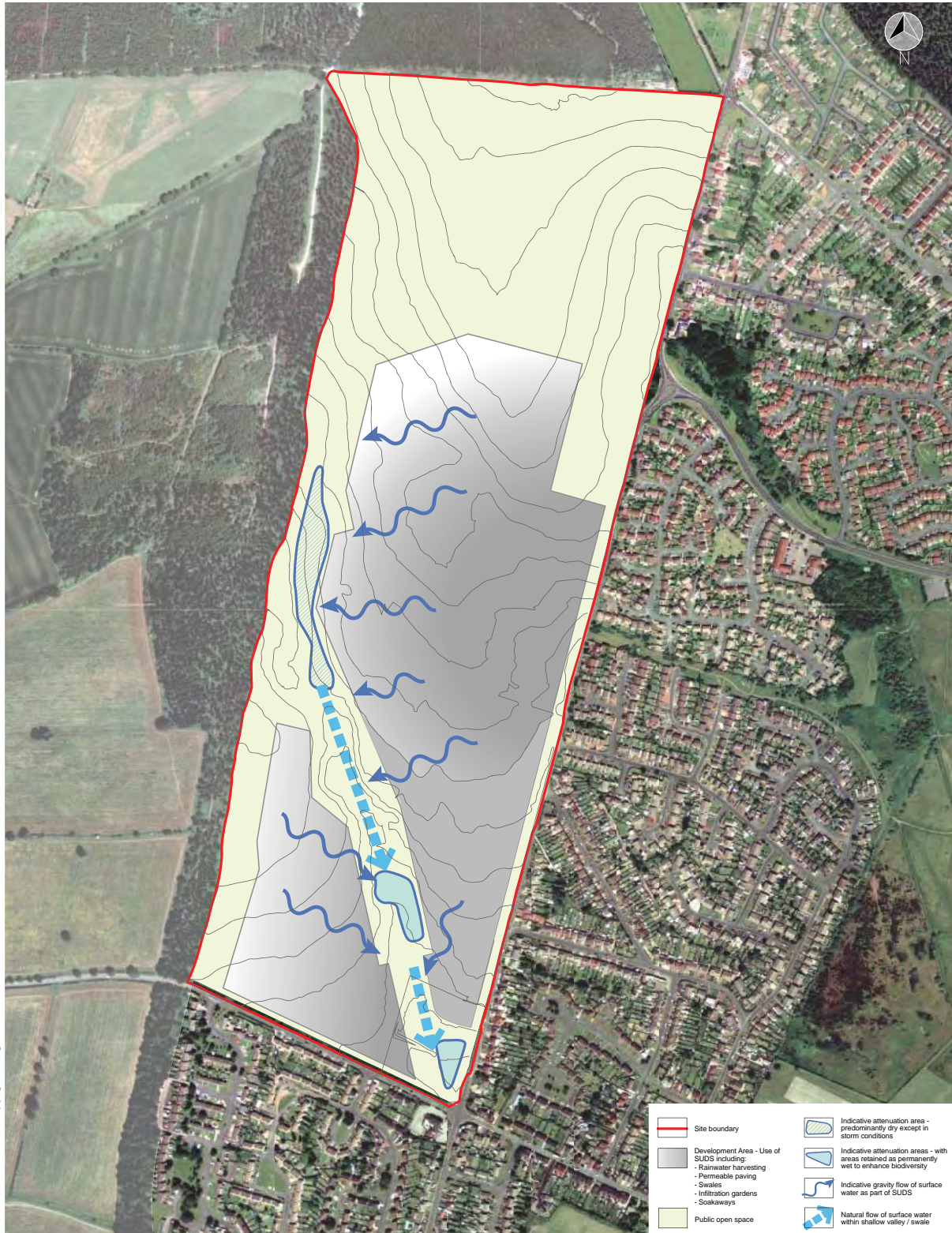
- 4.4.7. It is anticipated that all foul water flows from the development will be connected to existing off-site public sewerage systems. In consultation with STW, the detailed drainage strategy for the planning application will need to consider and assess the capacity of the existing sewerage infrastructure along with the need for any pumping facilities on site.
- 4.4.8. The potential connection points are the same as for surface water i.e. Limepit Lane and Pye Green Road. The design of these systems should follow best practice guidelines and standards and any adoption requirements should follow those for the surface water system.

Surface Water and Drainage Infrastructure Management Proposals

- 4.4.9. The future management and maintenance requirements of any final designed system should be considered and suitable facilities incorporated for easements and access. The responsibility for the maintenance of any surface water management features and drainage infrastructure should be clearly defined as part of the development proposals within the FRA. Reference should also be made to the adoption requirements of the sewerage authority should any part of the system be required to be adopted under the development proposals.

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Figure 20: Flood Risk Assessment and Drainage Strategy



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4.5. Transport and Movement

- 4.5.1. In order to fully address the transport issues identified in Section 3 of the Brief and reflect national and local policy, the transport strategy for the development of Pye Green should adhere to the following general three part approach:
- Contain as many trips as far as possible, thereby reducing the need to travel off site;
 - Deliver high quality, safe transport linkages for pedestrians and cyclists and maximise access to public transport; and
 - Provide suitable highway access and provide measures to offset off-site highway impacts.
- 4.5.2. Figure 21 indicates the overall transport strategy for the site including the transport infrastructure and services and planned improvements and other potential development sites in the area.
- 4.5.3. Figure 21 provides indicative locations for access and road crossings. The precise location and form of the vehicular access points into the site will need to be established through the planning application process. Additionally, the number and location of pedestrian crossing points along Pye Green Road and Limepit Lane will need to be established in consultation with the County and District Councils as part of the planning application process.

a. Containment of Trips

- 4.5.4. The development proposal is primarily for housing which inevitably generates a demand for use of facilities such as shops and education facilities used on a day to day basis. This typically results in increased movement potentially by the private car.
- 4.5.5. In order to minimise the need to travel from the development particularly by the private car and deliver sustainable patterns of movement, the development proposals should seek to incorporate certain forms of on-site facilities including:
- A local centre including local day-to-day retail units, GP's facility and community hall etc.

- A primary school.
- Public open space including allotments, formal sports pitches and a range of play facilities.

- 4.5.6. The school and local centre should be provided centrally to the housing area to minimise travel distances and encourage internal trips by foot and cycle. The design of the transport network should reflect the priority for sustainable transport modes through the site with particular emphasis on movement towards the complementary facilities to be provided on site.

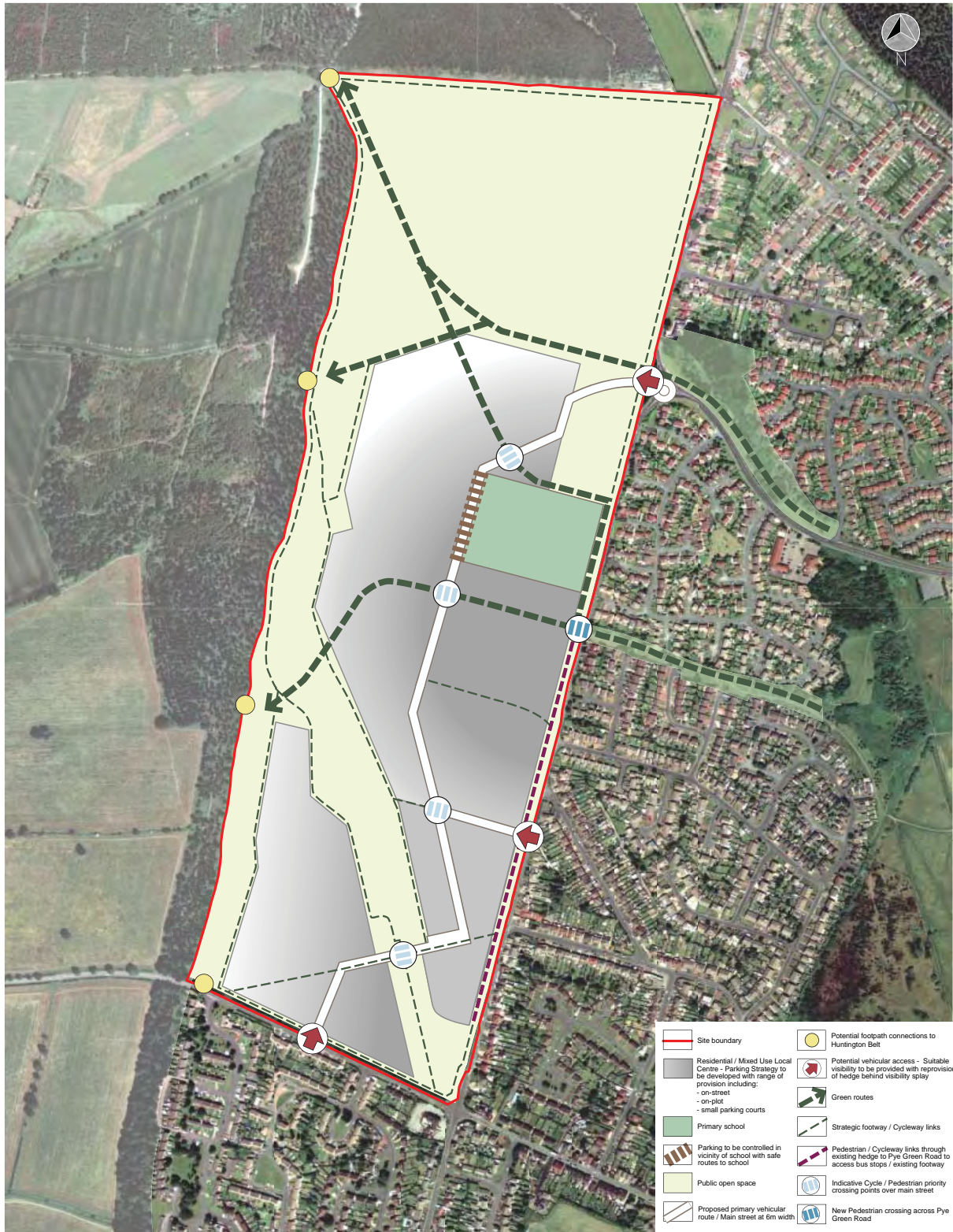
b. Pedestrian, Cycle and Public Transport Provision

Pedestrian Movement Strategy

- 4.5.7. The strategy for pedestrian movement should incorporate the following:
- Footway provision within the site alongside the Pye Green Road and Limepit Lane frontages, retaining the hedgerow unless specific breaches are essential for direct access and crossings;
 - Direct linkages to bus shelters fronting Pye Green Road;
 - Crossing points along Pye Green Road on important major desire lines from the development to local facilities/green links and a crossing point on Lime Pit Lane at the Huntington Belt;
 - Potential link from the site to footpaths within the Huntington Belt;
 - Pedestrian facilities to aid crossing of vehicle access points; and
 - Footways alongside carriageways throughout the development except on shared surface streets where overall vehicle speeds and movement levels will be lower.

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Figure 21: Transport Strategy



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Cycle Movement Strategy

4.5.8. The strategy for cycle movement should incorporate the following:

- All roads and streets within the development should be designed to encourage low traffic speeds. In particular, the spine roads within the development should be designed so as to ensure speeds below 30mph. All other streets should be designed to achieve lower speeds than the speed limits;
- Crossings should be designed to accommodate both pedestrians and cyclists and will be located along appropriate desire lines, and where possible giving priority to pedestrians and cyclists. These are indicated on the Transport Strategy Plan (Figure 21) and demonstrate crossings towards local retail opportunities, schools and the proposed residential development in Pye Green Valley and its associated sustainable transport infrastructure;
- Secure cycling storage facilities should be provided within the local centre and at the proposed school. A school travel plan should be prepared and promote the benefits of cycling. Suitable cycle storage facilities should be provided at all homes within the development;
- Segregated footway/cycleways should be provided along the frontage of the development with Pye Green Road and Limepit Lane. Such facilities should allow safe and segregated travel for cyclists along N/S and W/E routes. The spine road should provide safe cycle travel for those moving between Limepit Lane and Pye Green Road to the north;
- Discussions with the Forestry Commission to consider the potential for pedestrian and cycle linkages from the site into and along the Huntington Belt towards Cannock Leisure Centre and to Pottal Pool; and
- A residential travel plan should be prepared for the development. This should include measures to help and support cyclists. For example, alongside the proposed infrastructure improvements for cyclists, it is intended that the travel plan pack will include information regarding suitable bike shops where, it is intended, the travel

plan co-ordinator will have negotiated discounts on purchases for residents of the development.

Public Transport Strategy

4.5.9. In order to encourage use of the existing high frequency bus service 25/26 available to residents (and also service 33A) it will be important to address the following issues:

- Ensure that the site is highly permeable to pedestrians with direct links to bus stops from the development. The majority of residents should be within 350m of a bus stop;
- Upgrade existing bus stops around the perimeter of the site to more user-friendly shelters where possible;
- Provide additional shelters to minimise walk distances;
- Provide bus boarders at stops to allow easy access; and
- As part of the travel plan for the site the developer should ensure that accurate up-to-date bus and rail timetables are available. The developer will also be required to consider a range of further measures to promote public transport use which may include public transport vouchers.

c. Access, Parking and Off-Site Highway Impacts

Vehicular Access Strategy

4.5.10. The strategy for vehicular access should incorporate the following:

- Use Staffordshire County Council's residential design guidelines and adhere to the principles set out in the Manual for Streets (MfS). Staffordshire design guidelines indicate the need for three access points for 750 dwellings;
- Suitable visibility to be provided at all access points, including inter-visibility between vehicles and pedestrians;
- Provide the spine road to the development at a width of 6.0m; and
- Ensure priority is given to pedestrians and cyclists at crossing points over vehicular modes of transport.

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Parking Strategy

4.5.11. The strategy for parking should incorporate the following:

- Parking levels across the development should be in line with PPG13 and also the Council's 'Parking Standards, Travel Plans and Developer Contributions for Sustainable Transport Supplementary Planning Document' (2005), which generally indicates the provision of between 1.5 to 3 spaces per dwelling;
- Parking provision should be dealt with in a number of ways, depending on location and development type, including garages/drives and on occasion in overlooked courtyards for the residential development;

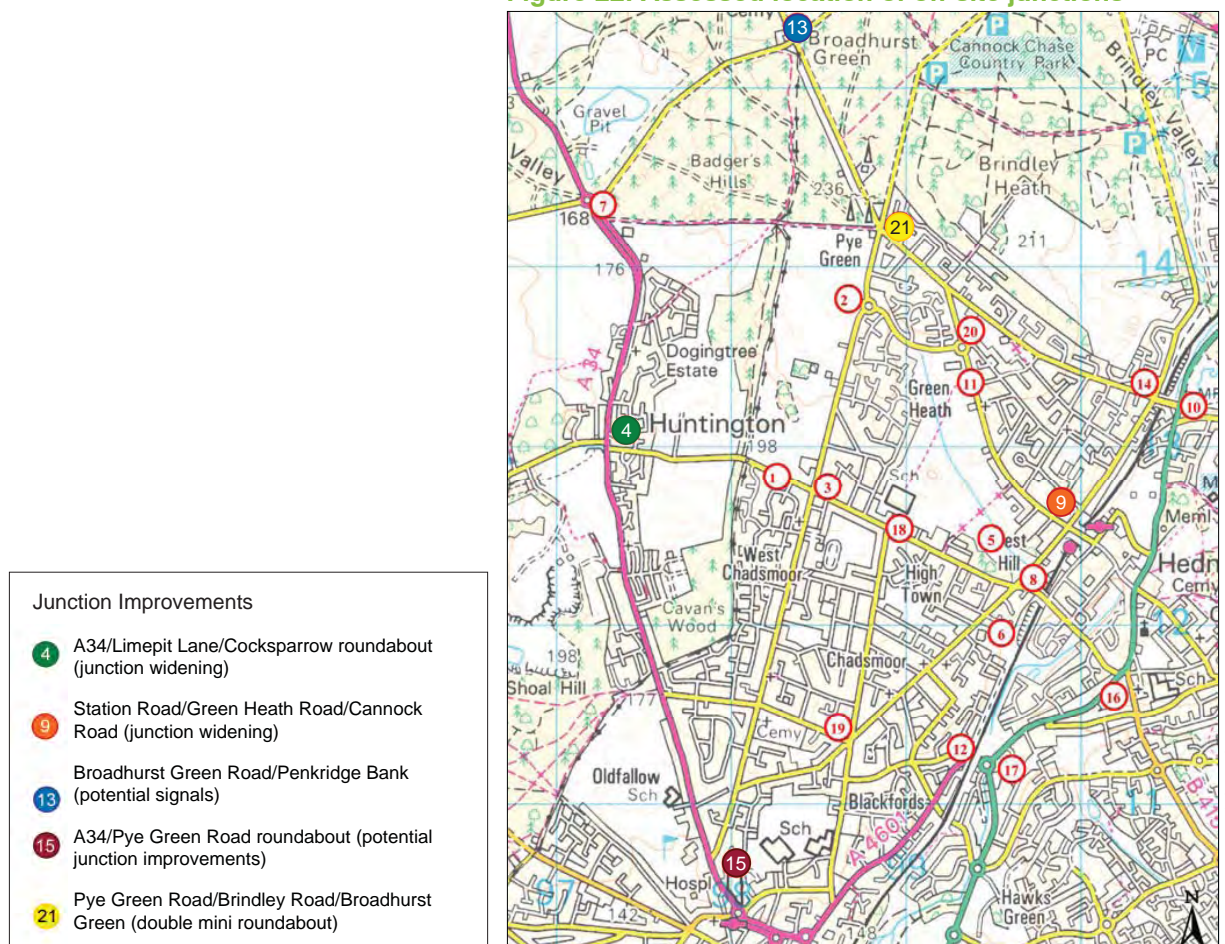
- Parking at the local centre should be in line with local guidelines; and
- Parking should be controlled in the vicinity of the school to promote safety and sustainable modes of travel to school.

Off-Site Highway Strategy

4.5.12. It is essential that key road infrastructure improvements required as a result of this development are undertaken to mitigate the residual highway impacts from the development. Mitigation is only provided, once as many trips as possible have been contained and as many of the non-contained trips have utilised walking, cycling and public transport.

4.5.13. Initial transport assessments were undertaken by the developer in 2007/2008. This work was undertaken using forecasts from Staffordshire County Council's 'Cannock Traffic Model',

Figure 22: Assessed location of off-site junctions



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which is considered the appropriate tool for assessing the cumulative highway impacts of developments at the following off-site junctions may be required:

- A34/Limepit Lane/Cocksparrow Lane;
- Station Road/Green Heath Road/Cannock Road;
- Broadhurst Green Road/Penkridge Bank;
- A34/Pye Green Road (junction improvements to be considered with any potential development of the Pye Green Stadium site); and
- Pye Green Road/Brindley Road/Broadhurst Green.

4.5.14. The impact of the development upon the public highway network must be thoroughly and robustly assessed through a Transport Assessment. This must clearly demonstrate the suitability and capacity of the road network to accommodate the additional traffic movements generated from the development and clearly indicate the associated junction and road improvements which will be delivered.

4.6. Environmental Sustainability and Climate Change

4.6.1. The above sections have indicated how adhering to sustainable development principles and sustainable resource use will make a genuine contribution to tackling the causes of climate change in a holistic way. The following section therefore provides an overview summary of the development's potential to positively address the causes of climate change at the site specific level. However, greater details are provided on sustainable construction, particularly energy conservation and renewable energy generation, in considering how Pye Green can contribute to reducing the impact of climate change.

A. Layout and Design

4.6.2. The overall design and Masterplanning of the development for the Land West of Pye Green Road must take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption, including maximising cooling and avoiding solar gain in summer.

4.6.3. The detailed design stage should consider the potential for inclusion of green roofs within the development, particularly on the non-residential elements of the scheme within the local centre and primary school. Overall, the proposals should deliver a high quality environment, which minimises carbon dioxide emissions and assists in providing buildings and open spaces that are adaptable to the potential effects of climate change.

B. Nature Conservation and Landscape

4.6.4. The enhancement of biodiversity is a basic requisite for the proposed development scheme. The development's biodiversity and habitat strategy and landscape strategy will need to consider the planting and setting out of grassland, native tree and shrub species that will encourage wildlife and sustainable drainage. For instance, the inclusion of a link between the site's woodland areas and Huntington Belt through the planting of native and locally sourced species will naturally enhance the current biodiversity at the site. Tree planting in garden areas within the development should also be promoted.

4.6.5. The strategy will therefore help wildlife to be more robust to the effects of climate change by providing strengthened habitats and linkages. The landscaping will also assist adaptation by providing cool areas of shading and surfaces to absorb heavier rainfall events.

C. Water Conservation, Drainage and Sustainable Urban Drainage Systems (SUDS)

4.6.6. The priorities for the development's surface water drainage strategy should follow the principles of SUDS, adopting a hierarchy of discharge options from the primary and most sustainable option utilising infiltration techniques to underground drainage systems, subject to site permeability, along with positive drainage scenarios. The development should look to incorporate examples of best practice SUDS provision as indicated above, accounting for a 30% allowance due to the potential effects of climate change. In terms of water conservation, local evidence and policy related to water conservation standards will need to be considered. This may result in the need

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for construction solutions such as grey water recycling or water flow controls. Appropriate use of planting and landscaping should also be used to control or manage water, including trees, shrubs, grass and marginal plants.

D. Sustainable Transport

- 4.6.7. The detailed design process should maximise the opportunities for sustainable transport in line with PPG13. The transport strategy (outlined above) sets out the various sustainable transport options and the areas in need of enhancements as part of the development scheme. For instance, the site and surrounding area are well served by the very frequent circular service towards Cannock and Hednesford, including the further public transport opportunities offered at each. The upgrade and provision of additional bus stops around the perimeter of the site will enhance accessibility and linkages to the development.
- 4.6.8. The transport strategy therefore assists in the reduction of carbon emissions, helping to mitigate the causes of climate change.

E. Sustainable Waste Management

- 4.6.9. The identification and management of the waste streams generated as a result of the development shall be effectively managed through the production of a Site Waste Management Plan (SWMP).
- 4.6.10. The SWMP and detailed design will consider the need to reduce construction and operational waste and ensure the plots are designed so as to provide suitable facilities for and storage of recycling, composting and waste.

F. Construction Methods and Site Management

- 4.6.11. The use of locally sourced, sustainable, re-used or recycled building materials and aggregates to be used in the construction of the development should be explored at the detailed stage.
- 4.6.12. To avoid disturbance or nuisance to nearby occupiers (particularly residential properties) particularly during the construction phase, as a result of air quality and noise/general disturbance, best practice site management procedures should be adopted.



Bird box on house wall



Solar panel installation



Solar panel installation

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G. Energy Conservation and Provision

Energy Conservation Strategy

4.6.13. Reducing energy consumption is the first key step to reducing the emissions from residential and commercial properties. Reducing the overall energy demand of the development will assist in 'future proofing' and adapting the buildings from, as well as reducing the impact of, future energy price rises and supply shortages. It is recognised that not all energy efficiency technologies will be covered through the planning process, however, such measures may include:

- Optimum passive solar designs adopted;
- Improved insulation to be incorporated into the building fabric;
- Improved air tightness, including the use of heat recovery;
- Lower U-value windows and doors;
- Reduction in thermal bridging;
- Increased insulation levels on hot water tanks (where applicable);
- Where practicable, A+ rated white goods to be installed; and
- Appropriate use of planting for shelter, temperature amelioration and shade.

4.6.14. The development will need to fully comply with the relevant building regulations which exist at the commencement of development as a minimum and consider any adopted local policy expectations that maybe in place which compliment the building regulations. The Government set out in its Building a Greener Future - Policy Statement (July 2007) that new homes will be net zero carbon from 2016. Based on Government targets, the steps to achieving this target, energy efficiency standards for new homes are to be improved by 25 per cent in 2010 and 44 per cent in 2013 relative to current 2006 standards. Thus, 2010 Building Regulations Part L will be representative of a home built to Code for Sustainable Homes Level 3.

4.6.15. Whilst compliance with building regulations is not generally a planning matter, it is important for the development proposals for the site to consider the implications of such policy compliance particularly should it impact on site

layout and/or design and in some instances the technologies may offer the potential to exceed such policy compliance.

Energy Provision Strategy – High Level Review

4.6.16. In order to deliver an effective renewable energy strategy for the site, a high-level desktop review of all low and zero technologies applicable to the development of the land West of Pye Green Road has been undertaken. As indicated below, the technologies considered are: wind power (freestanding); wind power (building mounted), solar photovoltaic (PV); solar thermal; ground source heat pumps; air source heat pumps; combined heat and power; and small scale hydropower. Of these, five were considered for further consideration, and three have been deemed inappropriate.

Technologies for Further Consideration

Solar Photovoltaic (PV)

4.6.17. This technology which converts sunlight into electricity and is used to run household appliances and lighting is increasing in popularity in the UK due to its ease of installation and low maintenance requirements, and with the introduction of the Feed-in Tariffs there is now an improved financial incentive. Solar photovoltaic technology could therefore be considered for inclusion with roof orientation and inclination being optimised where possible.

Solar Thermal

4.6.18. As with solar PV, Solar Thermal technology which uses heat from the sun to warm domestic hot water can be used to make a valuable contribution to reducing the site's overall energy demand and carbon emissions. It could also be a preferred option for the development as part of the overall renewable energy strategy.

Ground Source Heat Pumps (GSHP)

4.6.19. This technology which uses pipes buried in the garden to extract heat from the ground could provide space heating and some of the domestic hot water requirement in new build properties on site. Efficiencies of over 350% can be obtained; however, electricity will be required to operate the system and, thus, may be best operated in conjunction with solar PV or other electricity generating renewable energy technology.

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Air Source Heat Pumps (ASHP)

4.6.20. As with GSHP this technology which absorbs heat from the outside to heat buildings could provide a valuable contribution towards reducing the energy consumption and carbon emissions from space heating requirements. An advantage of this over GSHP is that it does not require sub soil works and is easier to install in certain cases; particularly in areas where there is insufficient space for a GSHP.

Combined Heat and Power (CHP)

4.6.21. CHP which uses a heat station or a power station to simultaneously generate both electricity and useful heat could be installed at either a domestic level with the inclusion of micro CHP units in each dwelling, or through the deployment of a large CHP unit providing heat and power to part or whole of the development and beyond through a district heating system. In addition, these systems could potentially be fuelled by biomass, which is a key local renewable energy resource opportunity (however, this is subject to further assessments of the appropriateness and availability of such fuels in the area). The 'West Midlands Heat Mapping Study' provides a 'high level' example of evidence base work which explores the potential for bringing forward decentralized energy systems, highlighting much of the Cannock urban area as having theoretical potential.

Technologies Not for Further Consideration

Wind Power – Freestanding

4.6.22. It is generally advisable that any large wind assets be placed at least 100 metres from wooded areas (site is bordered to the west and north by forest blocks); and approximately 600 metres from existing residential developments. On-site considerations would also include an allowance for safe toppling distances and minimisation of turbine noise and flicker impact. Given the potential landscape (AONB) and residential (existing and proposed) impact of such large free standing wind turbines, other on-site technologies as described above are considered more appropriate for further consideration. Smaller scale free standing wind turbines may be less intrusive but given their potential costs versus benefits (outputs), they are also unlikely to be viable on this site.

Wind Turbine – Building mounted

4.6.23. Due to the low predicted wind speeds (as evidenced through a domestic small-scale wind feasibility field trial assessment) at the site it is unlikely that small sized wind turbines will make any significant contributions towards the site's overall energy supply. In particular, building mounted wind turbines have proven to be very ineffective and provide little in the way of carbon reductions.

Small Scale Hydropower

4.6.24. As no suitable watercourse lies within the vicinity of Pye Green this technology should also be omitted from any further analysis.

4.6.25. Whilst compliance with building regulations is not a specific planning matter, the planning process, particularly at the Masterplanning and detailed application stage, can help deliver reduced carbon emissions and assist in tackling the causes of climate change, providing a truly sustainable development. It will therefore be important for the developer to demonstrate at the planning application stage through the Design and Access Statement how such deliverable principles will be achieved.

4.7. Design Strategy

Developing a 'Vision' for the Site

4.7.1. Any development coming forward for the site must be developed as part of an overall 'vision' for the scheme. There are three critical areas for consideration as part of this 'visioning' process that will need to be demonstrated in any Planning Application for the site:

- The strong influence of landscape features and topography on the site must be reflected in the scheme and the development areas should respond positively to the topography. The development must incorporate green links that provide important pedestrian and cycle routes through the development with connections from the existing green links in the east and south towards the new open space areas to the west and north and the Huntington Belt and the wider Cannock Chase Country Park AONB beyond. This approach to delivering green links through the scheme will give the scheme a 21st Century 'garden suburb' feel to it;

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- The layout must demonstrate a clear street and space hierarchy which is derived from an understanding of the hierarchy of the wider streets and footway/cycleway network in the area and connecting the site. As part of this hierarchy, the site will include a local centre at its 'heart' which will serve the surrounding neighbourhood and the development itself as part of the wider Pye Green neighbourhood. The local centre will serve local need, and act as a subsidiary to Hednesford Town Centre. This function will have a significant influence on its urban form. The local centre shall be connected via a main street and green links through the site, and shall reflect the key character references identified in Section 3 found in Cannock, Hednesford, Hayes Heath and Chadsmoor mixed use centres; and
 - Architectural form and detailing, including materials usage, will be very important in creating a place with character and identity. This must be based on the key features identified in the 'Local Character and Built Form Analysis' in Section 3, taking note of those features to be avoided. Of particular note is the need for local materials and attention to detailing on all facades. The appropriate architectural response to the site must provide both affordable and aspirational housing, and mixed use buildings. It is considered appropriate to develop an architectural narrative that is more 'traditional' for the housing areas at the eastern and southern urban edges of the site reflective of the positive aspects of housing development in the area, with the potential to pursue a more 'contemporary' approach to architectural style in the local centre and its environs and further into the site.
- 4.7.2. Included below are also an Illustrative Masterplan, illustrative street cross sections and sketch perspectives, giving a clear indication of how the layout and public realm should respond to the site.

Design Objectives

- 4.7.3. Development proposals put forward for the site will require a comprehensive set of Design Objectives and Principles and will be included within a Design and Access Statement as part of a planning application. The following overarching Design Objectives must form the basis to development proposals for the site:
- To create a new settlement edge to Cannock and gateway to the town from Cannock Chase Country Park AONB that represents an extension to the existing settlement. Development of the site will therefore act as a transition between town and country - between the urban edge and the AONB and associated woodland. This transition should be reflected in the design proposals for the site through lower densities moving westwards and northwards through the site, with open space areas with new tree planting as buffers to the woodlands. This new settlement edge will be fronted by development;
 - To create a network of open spaces connecting the existing woodlands on site with the existing peripheral woodlands to the west and north. This open space network should accommodate a variety of functions which include: formal and informal public recreation space (including play areas); community allotments; drainage basins and tree planting which will also act as new habitat features and for strategic landscape planting purposes; and new footway and cycleway links.. This open space network will be designed to enhance not only connectivity and accessibility but also the biodiversity of the site and to help provide high quality environments for wildlife. It will also attract local people and alleviate pressures on the Cannock Chase AONB;
 - The built form will work with the landscape and topography and respect visual and physical connections to the surrounding area. Development parcels will reflect the historic field pattern identified in the 'Historic Environment Character Assessment for Cannock Chase District Council' (Staffordshire County Council October 2009) which identified strong linearity in the field pattern and woodland edges; and
 - The development will incorporate new cycle and pedestrian links connecting to existing streets and facilities to the east and the Cannock Chase Country Park AONB to the north, together with new connections to Huntington Belt to the west (subject to landowner agreement). In particular, a new cycleway and footway will run alongside Pye Green Road and Limepit Lane behind largely retained hedgerows

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on a dedicated footway/cycleway. This will also provide connections to the existing bus stops on Pye Green Road. Overall, the scheme will be developed to encourage walking and cycling and use of public transport, and minimise private car use. The street network will provide legibility and will be developed with a clear street hierarchy.

Layout including Public Realm

4.7.4. The layout and public realm design of the development should respond as appropriate to the principles contained within 'By Design: urban design in the planning system: towards a better practice' (CABE / DETR 2000) and 'The Urban Design Compendium' (English Partnerships & The Housing Corporation 2000). The key features of the existing public realm and layout including the different parking arrangements identified in Section 3 of this Brief – 'Local Character and Built Form', must be reflected in the development proposals for the site to ensure that they reflect the positive examples of layout and public realm within Cannock and the surrounding area.

4.7.5. The key principles that set the test of good layout and public realm design include a successful definition of character, continuity and enclosure, quality in the public realm, ease of movement, legibility, adaptability and diversity. Importantly the locally distinctive features identified in Section 3 and the emerging draft Cannock Chase District Council 'Design SPD' will be reflected where appropriate in the layout and design of built form. The layout, landscape and public realm strategy will deliver the following:

- **Character:** there will be a clear identity to each neighbourhood within the scheme and the component street typologies that form those neighbourhoods. There will also be common themes formed through a careful and harmonious selection of elements and colours. The character of the development and each neighbourhood will depend upon a range of factors working together, including densities, setbacks, building typologies, architectural style, materials, and use and function;
- **Continuity and enclosure:** there will be clear distinction between public and private space. The ownership of key streetscape elements that make this distinction will include planters, walls and

paving and are to be commonly found in the public domain. Perimeter blocks will be developed with frontage overlooking public streets and spaces, adhering to the principles of Secure by Design. The degree of enclosure and the continuity of street frontage will depend upon the character of the neighbourhood being created;

- **Quality in the public domain:** the success of the scheme will ultimately be judged by residents and visitors. The creation of an attractive, safe, cherished and appropriately used external environment is critical. Achieving a quality of life that respects the place and engenders a respect of the neighbour will be key aims. Careful consideration of the location and design of street furniture, tree planting, signage, lighting, and surface materials will be required to deliver a high quality public realm;
- **Ease of movement:** a clear street hierarchy will be delivered that allows ease and priority of movement for pedestrians and cyclists. Access for private cars will ensure ease of movement but will not dominate the streetscene or street hierarchy. Pedestrians and cyclists should have priority over cars in the design of the public realm to reduce car speeds and encourage walking and cycling. Direct access for pedestrians to bus stops will also be required;
- **Legibility:** the street hierarchy must define the structure for the public realm spaces, linked through a clear and simple structure of public routes that work, are attractive in their own right, and contribute to the 'place making' aspirations for the development. Along the main street small 'pocket parks' as spaces for seating and relaxing will be created to aid legibility and create diversity;
- **Adaptability:** there must be adaptability in the scheme and the development proposals will make best use of the land with a build density that is appropriate. Mixed uses including community uses will be at the heart of the development to create a communal focus and to minimise walking distances for the majority of residents. Public open space will be adaptable and provide for a variety of uses and users. Adaptability will also be built into the scheme with the use of Lifetime Homes; and

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- **Diversity:** a richness and distinctive variety will be achieved through the delivery of a high quality public realm that will also aid legibility moving through the development. The aim will be to achieve a quality of life that will make residents and visitors cherish the place. Detailing within the public realm, including public art and features on focal buildings will reflect the best of local character and create diversity in the public realm. Establishing clear ongoing management and maintenance regimes will be important in delivering and sustaining a successful public realm.
- **Security:** The development design proposals should consider crime prevention measures at both the outline and reserved matters stages, addressing the principles of Secure by Design with consultation on the applications taking place with Staffordshire Police.

Design Standards & Construction

- 4.7.6. The design of the proposals will respond to national design guidance outlined in Section 2 of this Development Brief, and more local design guidance, in particular the 'Staffordshire Residential Design Guide' together with the emerging draft Cannock Chase District Council's 'Design SPD'. A key feature of the emerging draft SPD is local characterization in urban form and structure and architectural style, and this will need to be integral to the vision and hence design for the development. The design of the scheme will create attractive spaces and will deliver the principles of positive 'place making' which requires constructive working relationships between all those involved in the delivery and design of public spaces. In particular, the guidance given in 'Manual for Streets' (DfT) will also need to be considered. The presence of the 'breakers' identified in this document provide potential for ground movement, which will need to be fully addressed in the proposed construction techniques of the development in the affected areas.
- 4.7.7. The development proposals will conform to the Building Regulations at the time of construction and the relevant levels of the Code for Sustainable Homes and BREEAM for non-residential buildings. A proportion of the homes will be delivered to Lifetime Homes Standards to be agreed with the Local Planning Authority.

Scale (Density / Buildings Heights)

- 4.7.8. The transitional nature of the site from the more 'urban' existing settlement edges on Pye Green Road and Limepit Lane to the more 'rural' woodland edges to the north and west require a response in the proposed built form. Across the development as a whole, an average indicative residential density of 30 dwellings per hectare is achieved as indicated on the illustrative Masterplan. This area includes a range of densities across the site as stated below and incorporates children's play areas. In essence, higher densities and building heights (up to three storeys maximum for focal buildings and short terraces) will be located around the central mixed use centre and towards the southeast of the development area, avoiding three storey along Pye Green Road and Limepit lane frontages. Higher densities along the main street and around the local centre will also ensure a higher proportion of the residents live within very close walking distance of the communal facilities. Lower densities and building heights (predominantly two storey detached and semi-detached) will be located towards the western and northern edges of the scheme.

Appearance (Character Zones)

- 4.7.9. The site will deliver approximately 750 dwellings and a mixed use centre, together with open space uses. This is not so large a development therefore to warrant a high number of different 'Character Zones'. In preparing the proposals for the site, consideration must be given to the creation of different Character Zones to create variety and character to the scheme, whilst ensuring that there is not too much variation across the scheme so that it is viewed as a comprehensive and harmonious development and part of the wider neighbourhood of Pye Green. To provide this sense of harmony and continuity through the design a single design feature should be incorporated throughout most elements of the scheme. The local centre should have a more contemporary character in the architecture forming its own Character Zone, whilst the peripheral housing should be more traditional in style. The treatment of the character zones should also address the relationship between buildings and grouping of buildings within the development.

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Illustrative Masterplan

4.7.10. The 'Illustrative Masterplan' included here (Figure 23) brings together many of the constraints and opportunities, layout and land use requirements outlined in this Brief. This Plan should be viewed as illustrative only and therefore is not prescriptive, but it does provide a robust response to the requirements of this Brief following comprehensive analysis of the issues related to the development of the site. This plan should therefore form the basis to further Masterplanning and be considered in any planning application for the site. A detailed Masterplan should be provided at the application stage which should consider more detailed components of the scheme, including the potential for some allotment provision close to the retained/up-graded garden centre. Through the Section 106 Planning Obligation, arrangements shall be put in place to secure the maintenance and management of the allotments for the communities benefit.

4.7.11. The illustrative Masterplan only provides a guide to the overall development parameters of the site, although it does enable an assessment of the general land use budget to be provided. Whilst it is recognised that this land use budget will be refined through the planning application process, based upon the development requirements and proposals for the site, the following land uses and areas are indicated on the accompanying illustrative Masterplan.

Design Proposals

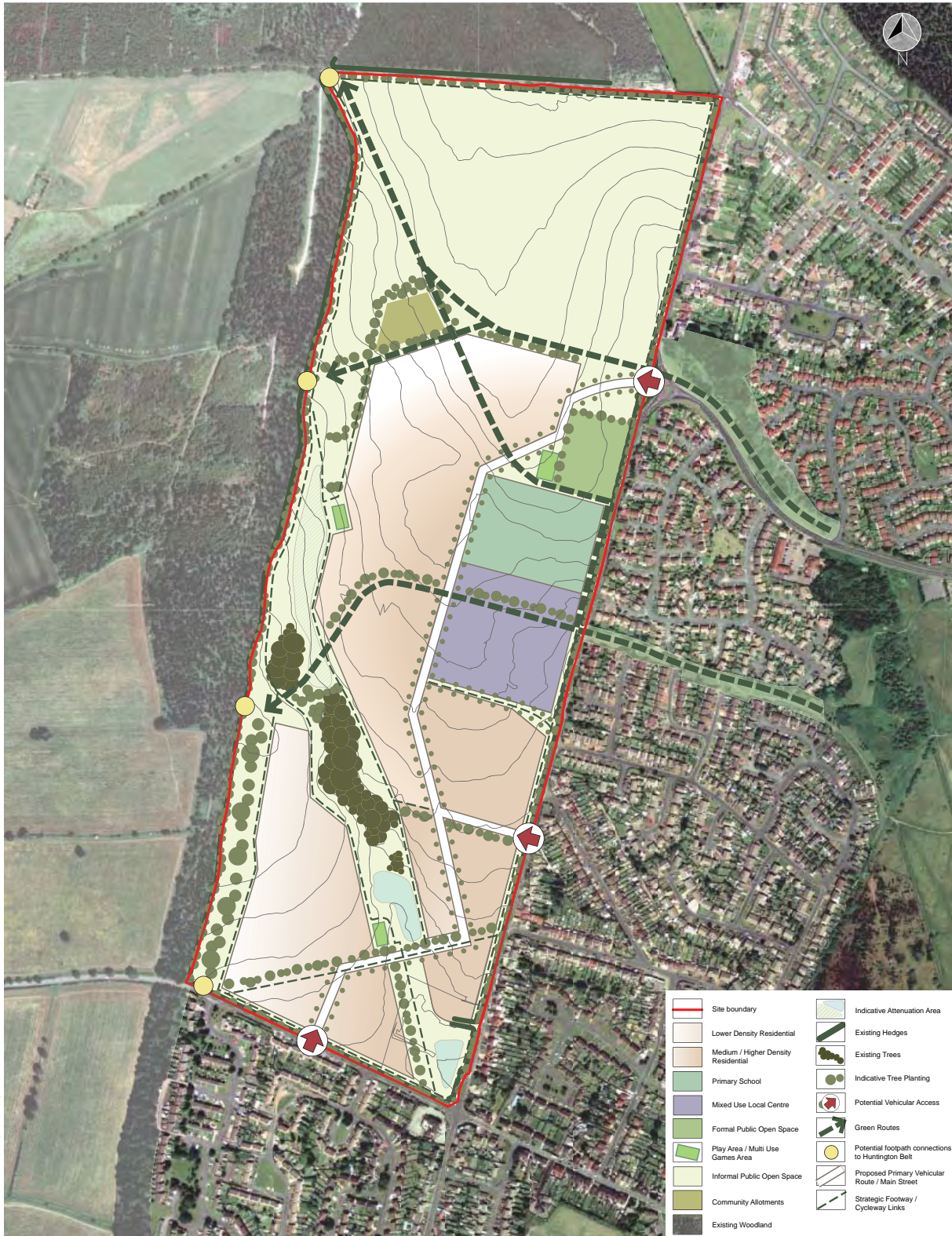
4.7.12. The design proposals indicated on the Illustrative Masterplan must be demonstrated in any planning application for the site, namely:

- An open space network that connects woodland on site and incorporates all the required use criteria outlined in this Brief. Some woodland planting is also illustrated around the edges of the scheme to soften the new settlement edge, and in the more sensitive south western corner relating to the screening of longer distance views to the west, in accordance with the Landscape Strategy;
- A central mixed use local centre at the heart of the scheme, serving the local and wider community, with direct linkages to Pye Green Road and the existing bus routes and stops;
- A clear and legible street hierarchy, with a main street that serves the mixed use centre, housing areas and formal public open space area to the north, connecting all three main vehicular access points together. From this main street are secondary or local streets forming internal 'loops' allowing easy access to the residential parcels and a high degree of permeability;
- Clear footway and cycleway connections to the existing urban area to the east and new footways and cycleways created within the site, form an integrated network to encourage walking and cycling. These key routes will form part of the green route network. A new footway/cycleway will be delivered within the site boundary behind the largely retained hedgerow alongside Pye Green Road and Limepit Lane. As outlined previously in this Section, removal of this hedgerow for vehicular access purposes will require replanting behind the visibility splay to retain this green edge to the scheme;
- An urban structure that reflects the landform and Landscape Strategy Plan, with a linearity reflecting the existing field pattern, local street pattern, and linear woodland edges;
- Key frontage onto Pye Green Road, Limepit Lane, the main street, and the public open space network, to ensure continuity and enclosure to the street;
- Ensuring the development as a whole adheres to the principles of secure by design, through an integrated approach which appropriately addresses access and footpaths, open space, natural surveillance, lighting and site management;

Indicative Land Use Budget	Site Area (ha)
Housing	25
Primary School	2.5
Formal Open Space (Sports Pitches & Children's Play Areas)	1.5
Infrastructure	0.5
Local Centre	3.5
Semi/natural Open Space (includes SANGS 32.5ha; Allotments 0.5ha)	33
Total Provision	66ha

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Figure 23: Illustrative Masterplan



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- Tree lined avenues created within the development area and also the open space will enhance connectivity and create distinctive and legible features. Along the main street will be 'pocket parks' with seating areas. Low clipped hedgerows delineating front garden boundaries with grass verges and tree planting either in private front gardens or as street trees. These features will characterise the green routes within the scheme;
- A reduction in density from east to west and south to north, with lower densities around the new settlement edge to the west and north fronting the open space. Areas of 'lower density' housing will also have correspondingly lower average storey heights; and
- The creation of a large open space and public amenity area to the north adjacent to the Cannock Chase Country Park AONB and Huntington Belt that has a variety of open space uses providing a buffer to the Country Park AONB and an outdoor communal focus to the scheme. The 400m offset from the SAC will have no development or communal uses within it and will be used as informal public open space.

Architectural Concept

4.7.13. The key features of the existing architectural styles and built forms identified in Section 3 (Local Built Form and Character Appraisal) must be reflected in the development proposals for the site to ensure that the architectural concept reflects those positive examples within Cannock. During the design process the public must be asked for their views on what defines Pye Green and which features they would want to see emphasised in the scheme and in particular on aspects of architectural style. This should include consultation on the concept of creating a more contemporary local centre style for public and mixed use buildings. The extent of the use of more innovative built forms and styles will also need to be explored with local residents.

4.7.14. The key features that must be demonstrated in any proposals include:

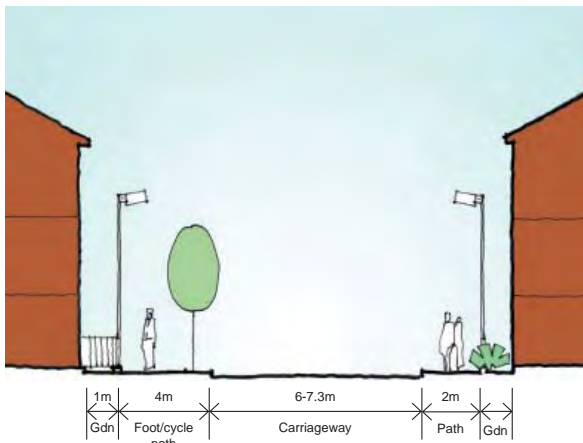
- The predominant use of red brick and local brick with variation in colours, together with grey and red plain tiles. The ornate detailing on early 20th Century properties in the area which includes corbels, pediments and parapets, textured and banded brick courses, will also be reflected on focal buildings;
- Focal buildings may also have greater massing than adjacent properties and / or set back from the street. Focal buildings will often terminate key vistas;
- Simple roof forms and build lines, with predominantly pitched roofs. Equal treatments of all facades will be important, along with the incorporation of chimneys to break up the ridgeline and add interest;
- Simple window forms and fenestration, with reflection of local traditional architectural features including attention to detailing for window frames, sills and heads, doors, bargeboards and other features such as external lighting;
- Other than red brick, painted stonework and rendered brickwork should also be considered to create diversity. On more contemporary buildings, other more contemporary materials can be introduced such as more glazing and timber cladding, whilst ensuring that the palette of materials used across the scheme maintains a sense of harmony and unity; and
- Materials for boundary walls and outbuildings including garaging, that define the street, should be in the same material as the main property. Railings will also be appropriate, although close board fencing must be avoided on street frontages and should only be used behind the frontage and principally out of sight from the public realm.

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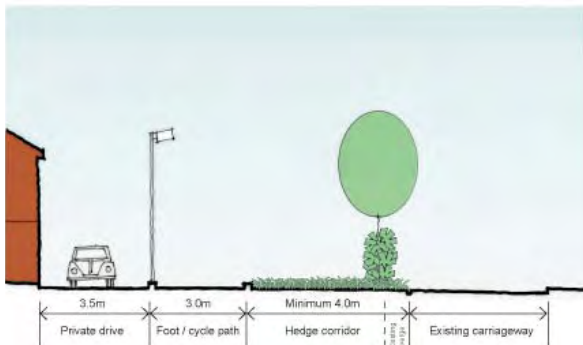
Illustrative Cross Sections

4.7.15. The illustrative cross sections included here (Figure 24) provide examples of typical street sections for different parts of the street hierarchy. They are illustrative only, but provide a clear guide to the level of enclosure and the positioning of buildings, parked cars, pedestrian footways, and trees, that will be broadly acceptable, in relation to the streets and spaces that will be delivered.

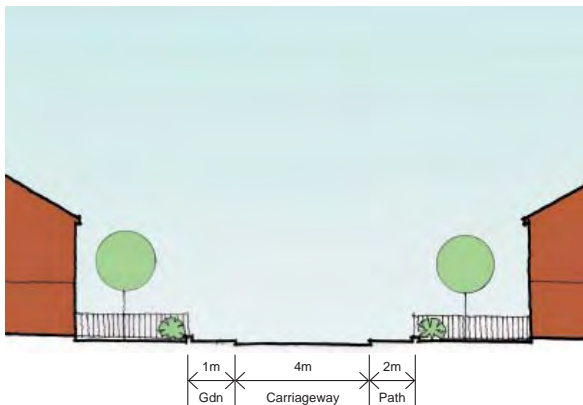
Figure 24: Illustrative Typical Street Cross Sections



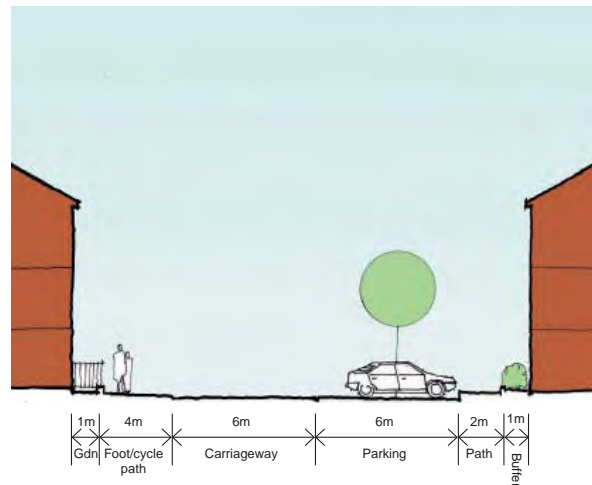
Section showing carriageway between 3-storey housing



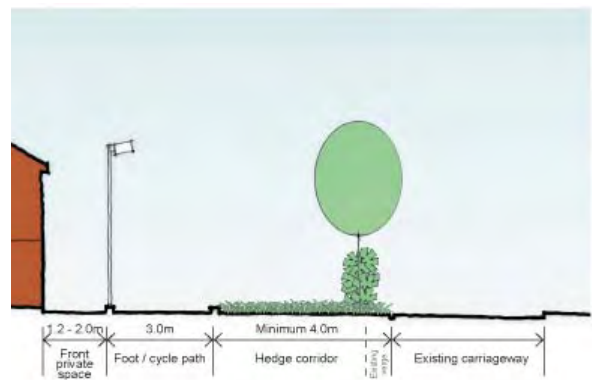
Section showing carriageway and hedge corridor with private drive



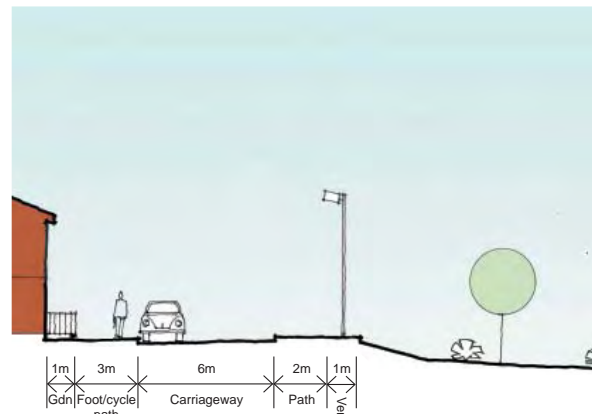
Section showing carriageway between 2-storey housing



Section showing carriageway between 3-storey housing with parking



Section showing carriageway and hedge corridor



Section showing carriageway on the edge of public open space

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Illustrative Sketch Perspective Views

4.7.16. The illustrations included here (Figure 25) provide illustrative examples of how architecture and the public realm may look. Proposals for the site should take reference from these illustrations. The sketches also provide an indication of the potential treatment of spaces between buildings.



Illustrative Sketch Perspective View Location Plan



View 1: Lower density housing overlooking the western linear open space

Artist impression by Richard Carman



View 2: A gateway leading to the main street from Pye Green Road

Artist impression by Richard Carman

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View 3: More contemporary housing as an alternative to a more traditional approach overlooking the central linear open space

Artist impression by Richard Carman



View 4: Looking northwards along the main street and the mixed use local centre

Artist impression by Richard Carman

Chapter 5: Development Implementation

Chapter 5: Implementation

This Brief provides clear design and other guidance with regard to the development of the Land West of Pye Green Road, Hednesford. Proposals must conform to the requirements of this Brief, with further analysis required during more detailed design. The next stage in the planning process will involve the preparation of, and consultation upon, a planning application which deals comprehensively with all issues for the whole site. This planning application will need to include, amongst other documents, a Design and Access Statement which sets out the Design Objectives and Principles, together with a Masterplan and Parameters Plans, for the site.

Prior to approval of any planning application legal agreements will be needed relating to the management and ongoing maintenance and adoption by the relevant statutory authorities of various aspects of the scheme. Following approval of any planning application, conditions and reserved matters will need to be discharged.

The correct mix and layout of land uses will significantly determine the success or otherwise of this development. In addition to significant housing provision and green infrastructure, there exists a need for a local centre providing an appropriate range of facilities, but the need and size of such facilities should not be detrimental to existing facilities and provision located elsewhere. Using the design principles established in the development strategy of the Brief, the implementation of the key land uses proposed as part of this development are therefore addressed in detail below.



5.1. Housing Provision

- 5.1.1. On a District-wide basis, the Core Strategy establishes the strategic requirement for 5,800 dwellings to be built between 2006 and 2026. The Strategic Housing Market Assessment (SHMA) has established at Cannock there is an unmet need for all dwelling types (apart from 2 bedroom houses), with the highest priority being for 3 and 4+ bedroom houses. There is also an unmet annual need for affordable housing with an annual district-wide target of 100 dwellings per year and an indicative tenure split of 75% social rented and 25% intermediate.
- 5.1.2. Of the 750 dwellings, between 15% and 40% of the dwellings should be provided in the form of affordable homes. It will be appropriate through the Reserved Matters proposals to assess the overall percentage and tenure split of affordable housing and delivered on a phased basis. The affordable housing will be required on site and should not be developed as separate large pockets within the development, but rather should be integrated throughout the development. Locations of the proposed affordable housing should be indicated within the detailed planning applications for the development of this site.
- 5.1.3. The Council's Housing and Core Strategies prioritise the delivery of high quality executive aspirational market housing which meets the size and locational needs of future residents. It is intended that such housing will make a significant contribution to increasing the attractiveness of new businesses and their employees into the District and therefore increases the strength of the local economy.
- 5.1.4. Whilst the development will be expected to provide for a mix of housing sizes, types and tenure, particular emphasis should be given to restoring the balance in the housing market with a strong provision of 3 and 4+ bedroom houses including large detached executive homes. Apartments and long terraces should generally be avoided with a particular emphasis on family housing being provided on the site.

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5.2. Community Provision

Educational facilities

- 5.2.1. During discussions with Staffordshire County Council, the County Council has advised that additional primary school places are necessary to ensure that sufficient school places are provided as a result of this development. The development proposals include a site area that is suitable for a "one form entry" primary school to be built, which would provide 30 places per year group. As noted in the Transport and Movement section of the Development Strategy, the school should be centrally located within the site, to encourage internal walking and cycling and to provide good access to public transport along Pye Green Road. The principal road access serving the school should come from the internal road network within the site.
- 5.2.2. The County Council has also given consideration to the possible need for more primary school places as a result of other housing developments which are anticipated across the local area during the plan period. Therefore, the County Council considers it prudent to identify a total site area which is large enough to meet the needs of the Pye Green development and large enough to permit further expansion of the school should there be a need in the future. The illustrative masterplan, therefore, identifies a site with a maximum land area of 2.5 hectares that would allow for future expansion.
- 5.2.3. Further discussion concerning any implications for early years, secondary school and/or post-16 places are ongoing.

Local Centre (Community Hub)

- 5.2.4. To ensure the development provides for the sustainable needs of its new community it is important to plan in the facilities necessary for residents to have opportunities and choices and a good quality of life. Access to a range of appropriate services and facilities in a Local Centre will help build a sense of community cohesion and integration with existing communities.
- 5.2.5. The Local Centre is provided within the heart of the scheme, serving the local and wider community, with direct linkages to the Green Network and bus stops along Pye Green Road. The centre is also specifically co-located

alongside the new primary school to ensure the locational benefits of both forms of community provision can be maximised. This will act as a community hub for new residents and help to provide the necessary opportunities to reduce the risk to community safety by bringing more people in the community together so reducing isolation. The scale and range of uses within the local centre will need to be fully justified through the planning application process, following an assessment of facilities in the surrounding area and projected profile of the new development. It is essential that any new retail provision is related only to the local needs of future residents from the development and does not draw trade away from existing retail premises at Hednesford. Subject to such an assessment, the following general uses are considered appropriate:

- Doctor's Surgery;
- Dentist;
- Pharmacist;
- Community Centre/Hall;
- Place of Worship;
- Pre-School Nursery (potentially linked to the primary school);
- Local retail provision (such as a convenience store/hairdressers/post office) (A1 use);
- Local Estate Agent/Betting Office (A2 Use);
- Cafe/public house/takeaway (A3, A4, A5 Use); and
- Ancillary developments including car parking, cycle storage, CCTV, live/work units and a recycling facility.

- 5.2.6. The provision of the Local Centre provides the potential to act as a community hub in serving the future needs of the development. In addition, given the existing horticultural/garden centre (A1 Use) which currently exists on the site, the Brief shall allow for such a use to continue (as part of the Local Centre) as part of an overall Masterplan approach to the site.

Green Infrastructure (Open Space Provision)

- 5.2.7. In January 2010 the Council published its Playing Pitch Strategy. This strategy includes appropriate references to the December 2009 PPG17 Open Spaces Assessment, which is an audit of the district's open spaces. Overall there are key deficiencies in relation to open

Chapter 5: Development Implementation

space provision in all settlements across the district and specific deficiencies in key elements of open space in Cannock.

- 5.2.8. The approach recommended in the PPG17 Audit is to apply standards of provision per 1,000 based on specific categories of provision, which include: Parks and Gardens; Semi/Natural POS; Amenity Greenspace; Allotments; Cemeteries; Civic Space and Equipped Children's Play with separate standards for playing pitches and some other more formal sports provision. The outdoor sports provision should reflect the aims of the Playing Pitch Strategy and further discussions held with the County Council in relation to the form of sports provision at the existing and proposed schools, along with the potential for out of hours community use of such facilities.
- 5.2.9. The open space proposals for the site should generally be in accordance with the above standards. These proposals will also need to take account of the 'strategic' nature of the site and its ability to provide for wider forms of open space provision. As part of this strategic provision, initial consideration was given to using part of the site for cemetery purposes. Following discussions with the Environment Agency such proposals were not taken further, due to concerns about the Pye Green site and the potential harmful impact upon controlled waters. However, the site does have the potential to provide for certain forms of strategic open space (which are unlikely to be provided elsewhere) as part of the overall open space package:
- As addressed in the ecology section of the Brief, there is a requirement to provide Suitable Alternative Natural Green Space (SANGS) as part of the overall semi/natural public open space requirement to mitigate the potential harmful recreational impacts of the development on the Cannock Chase Special Area of Conservation;
 - Based upon the above standards, the development itself is only likely to generate a need for approximately 0.17 hectare of allotment space. However, given the site's strategic role, it has the potential to provide for 0.5ha (approximately 30 allotment plots).

5.3. Funding and Delivery

Section 106 Requirements

- 5.3.1. Legal agreements under Section 106 of the Town and Country Planning Act 1990 (as amended) are likely to be required to secure the provision of associated infrastructure. Should a Community Infrastructure Levy (CIL) be introduced, the scale and nature of the S106 would need to relate to the form of the adopted CIL. The CIL would be a tariff system whereby the tariff would be applied across the board within a local planning authority.
- 5.3.2. However, until/or when CIL is introduced, the Council would use the adopted Supplementary Planning Document (SPD) on Developer Contributions (November 2008) to set out its approach, policies and procedures in respect of planning obligations. This SPD represents a material consideration in determining the planning application for the site and will be used as a basis for evaluating the nature of the planning obligation.
- 5.3.3. Based on the SPD, it is possible that contributions will be sought in relation to:
- affordable housing;
 - community facilities;
 - education facilities;
 - public art;
 - health facilities;
 - library facilities;
 - open space, sport and recreation (also including, allotments, and natural greenspace specifically relating to the Cannock Chase SAC);
 - outdoor and indoor sports facilities;
 - transport and access improvements (including off site highway improvements and enhancements to public transport); and
 - Other miscellaneous contributions.
- 5.3.4. As a general rule the development should deal with its own implications, but similarly the development should not be required to deal with existing deficiencies. The Council acknowledges that it may not be possible for all the required contributions to be delivered, whilst still making the scheme viable and the Council may need to prioritise its aspirations for the site. As a general guide the Council's

priority for developer contributions is set out in Appendix D of its SPD. Discussions with Council Officers and other stakeholders and consultation on this Development Brief will assist in establishing the general nature of the planning obligations which would also need to cover the percentage and phasing of affordable housing on-site and Travel Plans. In some instances it may be appropriate for an off-site financial contribution to be provided, particularly where it can be demonstrated that an enhancement to an existing local facility would be more appropriate than on site provision. In such circumstances discussions with the District Council and other organisations such as the Town Council would be appropriate.

Management and Maintenance

- 5.3.5. Through the planning application process, it is essential that appropriate mechanisms are put in place to secure the long-term management and maintenance of all elements of the Section 106 Planning Obligation. This will include the open space provision, SUDS and transport infrastructure improvements. As part of this process, commuted sum payments (normally for a twenty year period) will need to be agreed between the developer, the Council and or statutory consultees to cover the length and amount of maintenance provision.

Phasing and Implementation

- 5.3.6. Delivery of 750 houses on the site will take several years to build out. It is essential that the phasing of the housing is therefore closely tied in with the appropriate delivery of key elements of infrastructure provision as indicated above. A programme of implementation will need to be agreed between the developer and the Council, which will see the phased provision of housing over the site, closely linked with the phased provision of infrastructure.
- 5.3.7. The Developer should therefore submit a phasing and implementation plan with the Outline Application. This should be based on the illustrative Masterplan included within this Brief, including any off site provision, such as new road junctions. It should indicate precisely what infrastructure will be delivered at what phase of the development, who is responsible for the delivery of that infrastructure and the timescales for that delivery.

Chapter 5: Development Implementation

- 5.3.8. A comprehensive planning application proposal for the site's redevelopment should also address whether a caravan storage facility can be retained on site or provided off site or a combination of both.

5.4. Planning Application Requirements

- 5.4.1. To ensure that a major development of 750 dwellings does not overburden existing services and facilities, it is essential that a range of services and facilities are provided on site. It will be appropriate for the planning application to therefore propose and justify facilities and services commensurate with this level of housing provision which will be provided both on and off site.
- 5.4.2. It is essential that a comprehensive approach is taken to the development to ensure the appropriate timing and delivery of all facilities, and therefore, a single outline planning application should be submitted for the whole 66 hectare site. Whilst reserved matters applications may relate to subsequent phases of the development, the outline application will establish the key development parameters and overall approach to design and delivery.
- 5.4.3. It has been established that this scale of development will require the submission of an Environmental Statement (ES) to be submitted with the application, principally to consider landscape and ecology issues. Further guidance on the nature of the supporting information to be submitted with the planning application is provided in the Council's 'Validation of Planning Applications' (March 2008) document. In addition to the national requirements (including a Design and Access Statement) and ES, the following information should be submitted with the application:
- Planning Statement;
 - Transport Assessment (including travel plan);
 - Flood Risk Assessment;
 - Foul Sewage and Utilities Assessment;
 - Archaeological Assessment (Heritage Statement);
 - Open Space Assessment;
 - Affordable Housing Statement; and
 - Planning Obligations - draft heads of terms.



land to the west of
pye green road
hednesford

