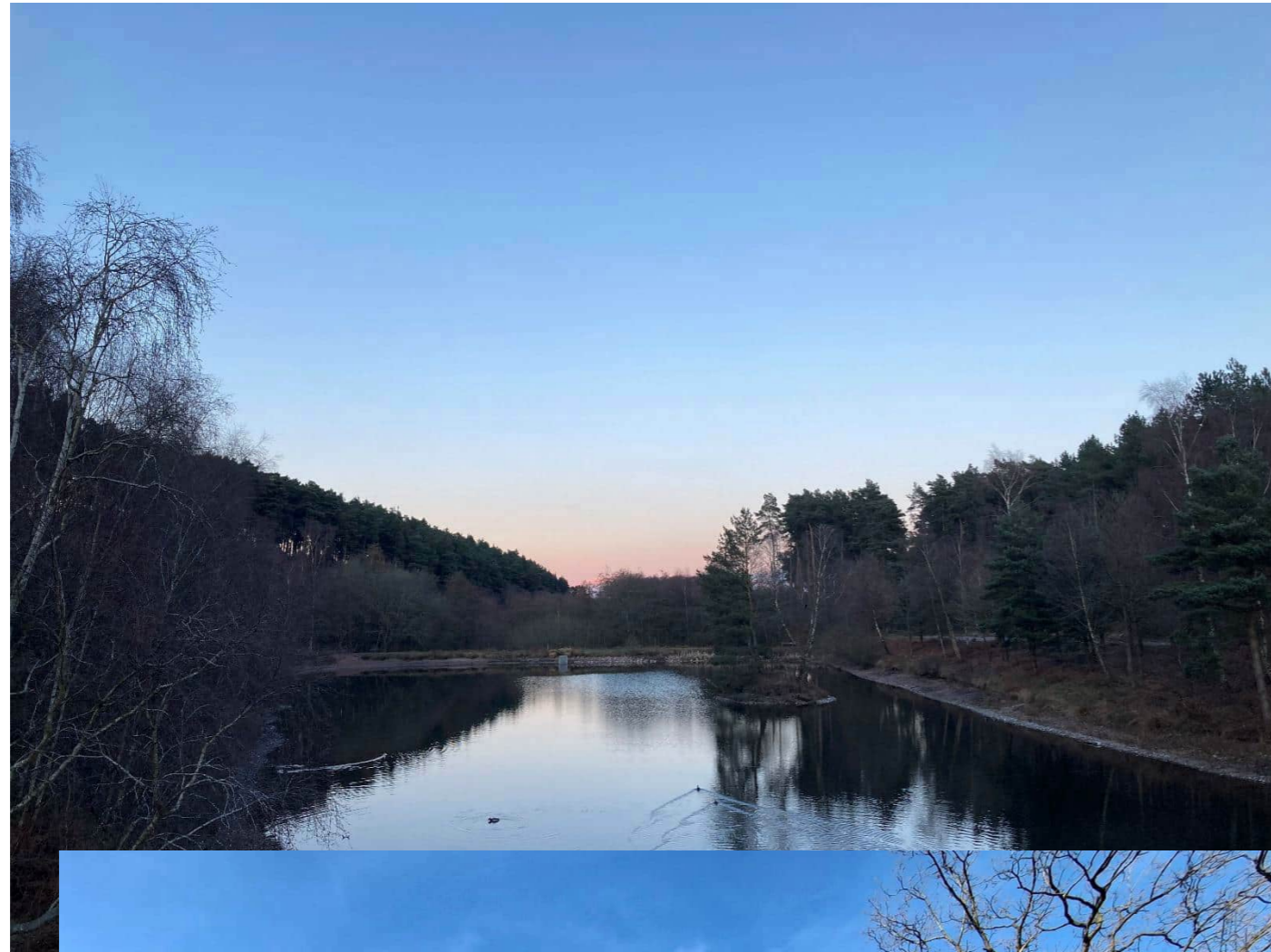


**Cannock Chase District
Local Design Guide
Supplementary Planning Document
2026**

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CANNOCK CHASE • LOCAL DESIGN GUIDE



1.0 Introduction

Cannock Chase Design Guide

- 1.1. This Design Guide is a Supplementary Planning Document (SPD) that supports the Cannock Chase Local Plan 2018 - 2040 and is intended to build upon and provide more detailed advice and guidance on the design policies set out in the adopted Plan. Whilst not a Development Plan Document, the SPD forms an important part of the wider plan for the development of Cannock Chase and is, where relevant, a material consideration in the determination of planning applications.
- 1.2. It should be read alongside the National Planning Policy Framework (NPPF), the National Design Guide, the National Model Design Code, any related design policies and guidance contained within Neighbourhood Plans and any approved Design Codes and Masterplans for the Area.
- 1.3. The Council places great emphasis on the need for new development to be of the highest quality, ensuring that the places created retain and enhance the distinct and separate character of the District's settlements.
- 1.4. The Local Plan and the policies within it, set out the criteria for which new development is tested against. It identifies Cannock Chase as a diverse area characterised by the nationally significant Cannock Chase National Landscape at the heart of the District, important heritage and wildlife assets, and a variety of settlements with their own distinctive characters. It therefore encourages new developments to be designed to respect this diversity and enhance the unique characteristics of the area. It seeks good design that creates, distinctive, functional and sustainable places for residents to live, work and enjoy.

Planning Context

- 1.5. The National Planning Policy Framework (NPPF) (MHCLG, 2024) recognises the importance of high-quality, beautiful and sustainable buildings and places and encourages local authorities to adopt policies which create better places in which to live and work and helps make development acceptable to communities.
- 1.6. Paragraph 133 of the NPPF identifies that all local planning authorities should prepare design guides or codes consistent with the principles set out in the National Design Guide and National Model Design Code. Design guides should provide a local framework for creating beautiful and distinctive places with a consistent and high-quality standard of design. Their geographic coverage, level of detail and degree of prescription should be tailored to the circumstances and scale of change in each place, and should allow a suitable degree of variety.

The National Design Guide

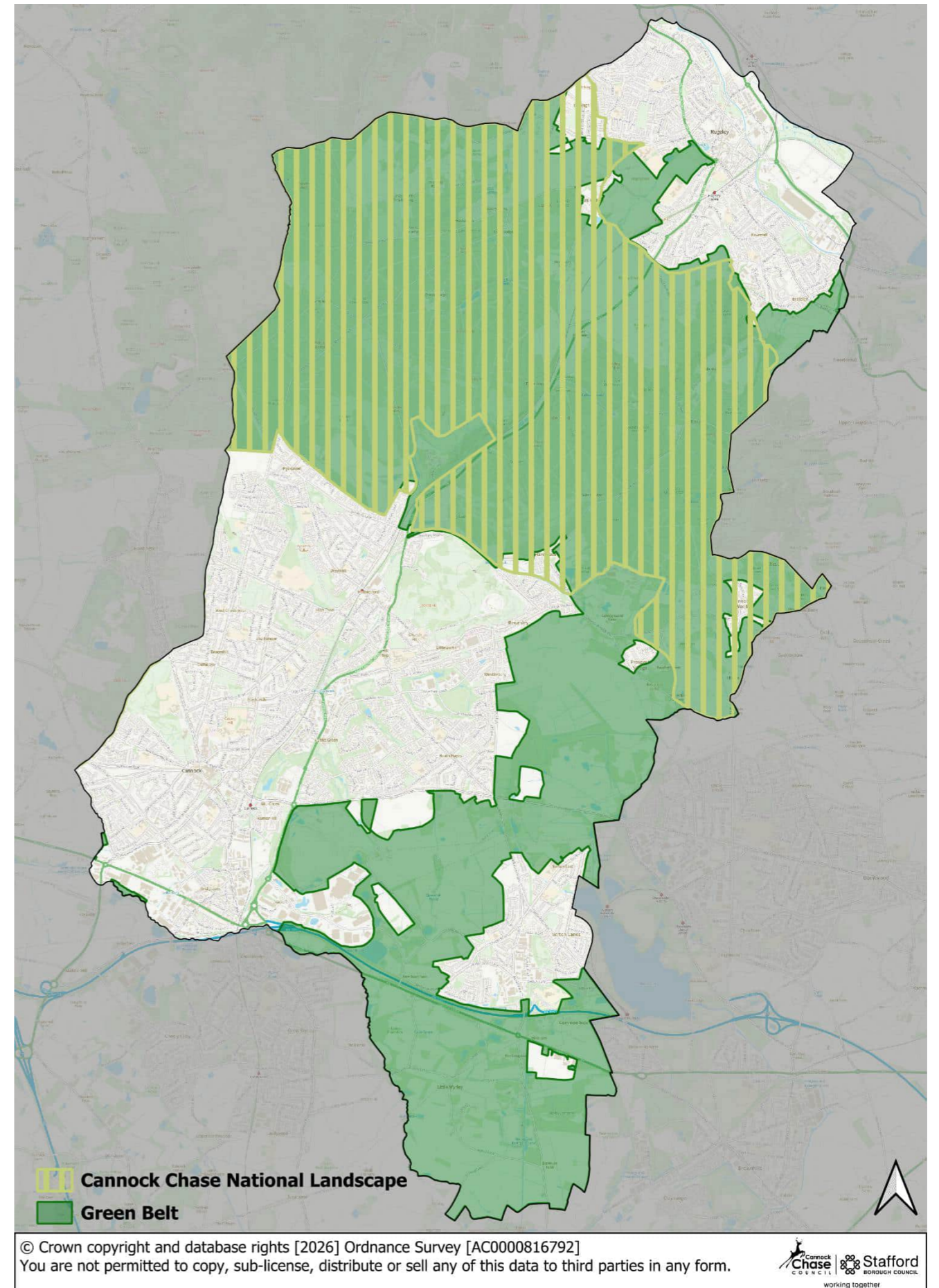
- 1.7. Good design in all developments is inclusive and accessible for everyone, has a positive impact on the environment, integrates into its immediate and wider surroundings, provides flexibility for future change, is easily maintained and delivers a return on investments.
- 1.8. The Government has placed a great deal of emphasis on the importance of creating well-designed places. Alongside the policies within the National Planning Policy Framework (NPPF), there is the [National Design Guide](#), the [National Model Design Code](#), and the police preferred minimum security guidance, [Secured by Design](#).
- 1.9. The National Design Guide notes that well-designed places have individual characteristics which work together to create its physical character. These ten characteristics help to nurture and sustain a sense of community. They work positively to address environmental issues affecting climate and contribute towards the cross-cutting themes for good design set out in the NPPF.



Figure 2.1: The ten Characteristics of well-designed places extracted from the National Design Guide

Document Structure

- 1.10. This document has been prepared to ensure the necessary and proportionate design guidance can be easily found and is structured around the 10 themes of the National Design Guide:
- > Context and Identity
 - > Built Form
 - > Movement, Public Spaces and Uses
 - > Homes and Buildings
 - > Nature
- 1.11. The appendices provide supplementary guidance concerning Character Area Assessments and Parking Standards.
- 1.12. It should be noted that, whilst the guidance contained within the document has been separated into a number of different themes to align with the National Design Guide, there are elements of the design guidance that relate to more than one theme. This is particularly relevant to new residential developments where much of the development guidance will also apply. It is therefore important to take account of all of the guidance contained below, where it is relevant to the development under consideration.



2.0 Context and Identity

2.1. Context and Identity are two of the ten characteristics of good design identified in the National Design Guide which calls for a well-designed development to understand and relate well to the site and its wider context and respond to local character and identity. It means they are well grounded in their locality and more likely to be acceptable to existing communities. Creating a positive sense of place helps to foster a sense of belonging and contributes to well-being, inclusion and community cohesion.

Cannock Chase District

2.2. Cannock Chase District lies within Southern Staffordshire on the northern edge of the Black Country Area. At the heart of the District lies the nationally significant Cannock Chase National Landscape (formerly Area of Outstanding Natural Beauty) and around 60% of the District is designated Green Belt.

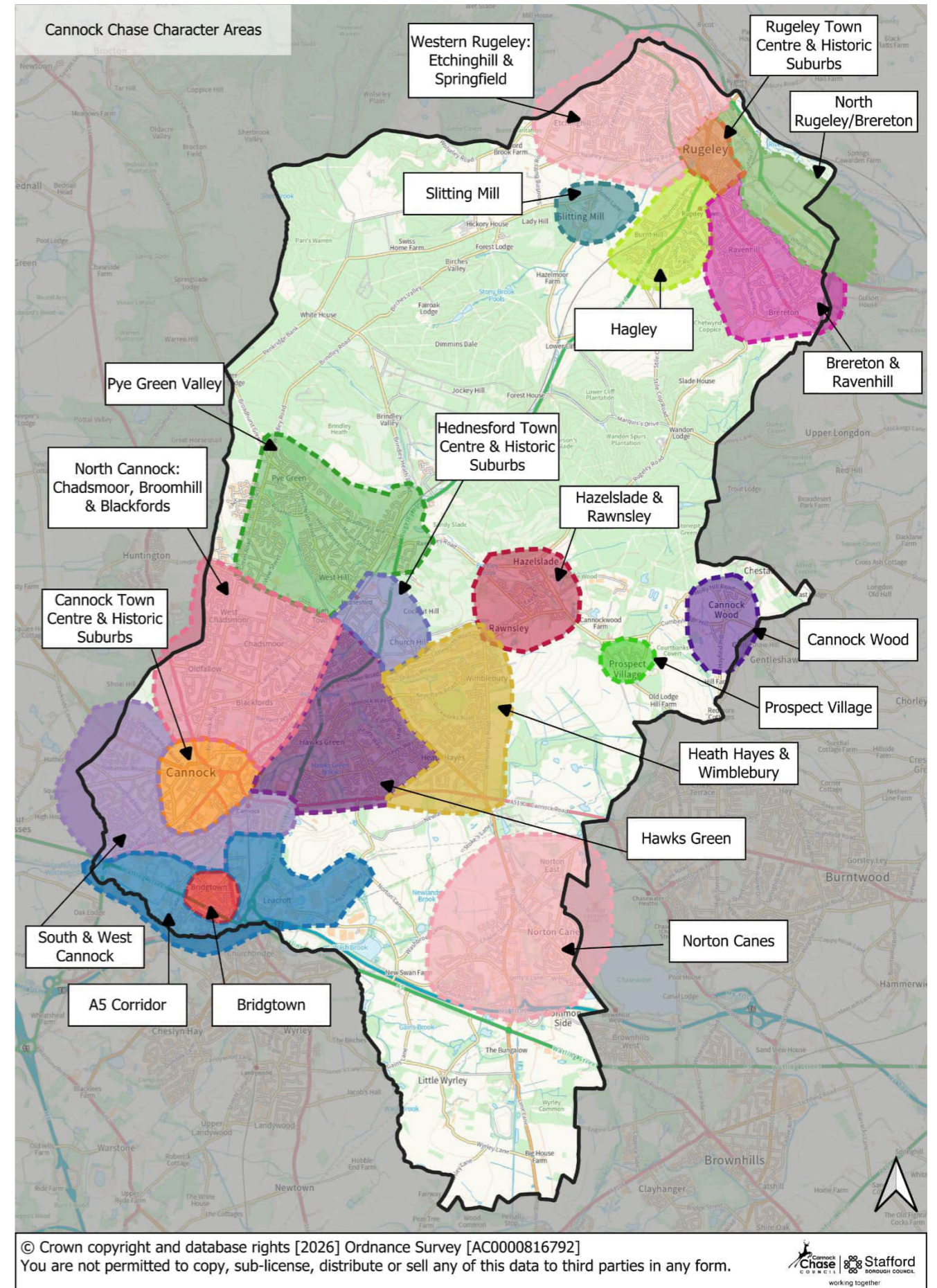
2.3. The area is characterised by important heritage and wildlife assets, and a variety of towns, villages and rural settlements with their own individual characters. It is important that all new developments are designed to respect this diversity and respond to the historical, cultural and landscape context of the area.

Character Areas

2.4. Cannock Chase contains 19 Character Areas as identified in the adjacent map. This chapter should be read in conjunction with the Character Area Descriptions (Appendix C) which identifies the key features and key local design principles for the individual character areas taking into consideration the historic context of the area.

Conservation Areas

2.5. Cannock Chase contains eight Conservation Areas. Conservation Areas are areas of special architectural or historic interest. They do not just focus on the buildings, but also on the overall setting and character of the area, including trees, street furniture. Street layout etc. they are a national designation, meaning that they are of national importance and not just local importance. When proposing development in a conservation area this Design Guide SPD should be read in conjunction with the applicable Conservation Areas Management Plan and the guidance provided by Historic England ([Good Practice for Design in the Historic Environment: Principles and Case Studies | Historic England](#)).



Response to Context

- 2.6. Well-designed new development responds positively to the features of the site itself and the surrounding context beyond the site boundary. It enhances positive qualities and improves surrounding context beyond the site boundary. It enhances positive qualities and improves negative ones. Some features are physical including:
- > The existing built development, including layout, form, scale, appearance, details and materials;
 - > Local heritage and local character;
 - > Landform, topography, geography and ground conditions;
 - > Landscape character, waterways, drainage and flood risk, biodiversity and ecology;
 - > Access, movement accessibility;
 - > Environment, including landscape and visual impact, orientation, noise, air and water quality;
 - > Views inwards and outwards; and
 - > The pattern of uses and activities, including community facilities and local services.
- 2.7. New developments should be integrated into its wider surroundings physically, socially and visually. It should be carefully sites and designed and is demonstrably based on an understanding of the existing situation.
- 2.8. Identification of the existing features of the site and the wider area highlights opportunities for the design of new developments to link well into their context and enhance these features for the benefit of new and existing residents.

Principle CI1: Site Context

- a. Development proposals should produce well-designed and managed spaces, which provide a visually attractive environment and ensure that a place is easily accessed, is safe and secure, and is inclusive for all members of the community.
- b. Development proposals should have regard to a site's Local Plan designations, which are shown on the Local Plan Policies Map. Applicants should also carry out their own desktop analysis to identify any further site constraints.
- c. Development proposals should ensure that heritage assets and their settings are conserved, enhanced and integrated into the design of new development. This includes buildings of local historic importance identified through neighbourhood plans. Consideration should also be given to the relevant Conservation Area Management Plans and the policy tests as set out in Chapter 16 (Conserving and enhancing the historic environment) of the NPPF.
- d. Development proposals should have regard to climate change at all

Creating Character and Identity

- 2.9. The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them.
- 2.10. It is not just about the buildings or how a place looks, but how it engages with all of the senses. Local character makes places distinctive. Well-designed, sustainable places with a strong identity give their users, occupiers and owners a sense of pride, helping to create and sustain communities and neighbourhoods.
- 2.11. Each locality has particular characteristics which can be reinforced or lost as a result of development. These are highlighted in the District Character Area Descriptions (Appendix C). Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances helps new development have some individual character and contribute to sense of place.

Principle CI2: Character and Identity

- a. Development proposals should produce places that are visually attractive and aim to bring pleasure to users and passers-by. They should cater for all users and be well-designed.
- b. Development proposals should consider design in its context, complementing and enhancing the character and appearance of the local area and reinforcing local distinctiveness taking into consideration the Character Area Descriptions (Appendix C).
- c. Well-designed places should appeal to all of the senses; its enduring distinctiveness, attractiveness and beauty are all affected by its looks, feels, sounds and even smells.
- d. Development proposals comprising of large-scale residential developments should adopt a flexible approach and even standard house types should allow creation of a diverse and interesting environment with a sense of place.
 - i. Development should be adapted to topography and significant landscape features should form focal points. Particular care will be needed on the edges of open countryside to avoid an abrupt transition.
 - ii. Edge of settlement development should appear as part of its organic growth, and the impact on distant views should be treated with particular sensitivity.
- e. Buildings should:
 - i. Consider the typical building forms of the locality in which they are situated
 - ii. Draw upon the architectural precedents that are prevalent in the local area
 - iii. Use local building, landscape and topographical features, materials and plant types
 - iv. Introduce built form and appearance that adds new character and differences to places

Appraising a Site and its Setting - Key Questions for establishing Context and Identity

2.12. All new developments should be designed to respect and respond to the historical, cultural and landscape context of Cannock Chase. The following tables provide a useful appraisal tool for ensuring context and identity is fully considered at the outset stage of the design process:

Natural Environment

Topography	Which way does the site slope?
Drainage	Is the site liable to flooding? Does it need a Flood Risk Assessment? Have sustainable drainage opportunities been considered?
Tress/Hedges	What trees and hedgerows are to be found on the site? Are there any subject to a Tree Preservation Order/Ancient Hedgerow?
Biodiversity	Are there any wildlife habitats within the site? What are the ecological corridors they use through the site? Are these green corridors that need to be retained? What species can be found on site?
Watercourses	Are there any watercourses crossing the site? Are they to be retained and incorporated? How will the form, function, aesthetic and biodiversity value of any watercourse be enhanced through development, including its wider setting?
Landscape Character	What is the character of the landscape?

Table 2.1: Natural Environment Appraisal

Built Environment

Easements	Are there any easements for services that cannot be built on?
Buildings	Are there any buildings/structures within the site? Should they be retained?
Listed Buildings	Are there any Listed Buildings within or in close proximity to the site?
Contamination	Is the site contaminated?
Archaeology	Does the site have any archaeological interest?
Adjoining Buildings	Are there any buildings adjoining the site? What is the form, scale and layout of these?
Conservation Areas	Does the site lie within or adjoin a Conservation Area?
Scheduled Monument	Does the site include a Scheduled Monument, or lie within its setting?

Table 2.2: Built Environment Appraisal

Legibility

Views	Are there any important views? From the site or of the site from off-site?
Landmarks	Are there any important landmark on or off site?
Neighbouring Properties	What is the relationship of neighbouring buildings to the site? Do neighbouring properties overlook the site?
Adjoining Uses	Will there be any impacts such as noise from neighbouring use?

Table 2.3: Legibility Appraisal

Land Use

Local Facilities	What local facilities are there within walking distance of the site? Are there any opportunities to improve links to adjoining/surrounding public rights of way? What condition are the public rights of way or towpaths - do they need improvement?
Surrounding Land Use	What is the use of land adjoining the site, either existing or proposed?
Existing Land Use	What is the existing land use of the site?

Table 2.4: Land Use Appraisal

Movement

Rights of Way	Are there any existing rights of way or towpaths across the site?
Movement Networks	How does the site relate to the existing movement network?
Public Transport	Where are the nearest bus routes and bus stops?
Access	What are the access points to the site?
Desire Lines	What are the desire lines to local facilities?
Walking and Cycling	What is the local walking and cycling network and how will the proposed development connect to it?

Table 2.5: Movement Appraisal

Building Form

Roof Form	What is the roof type - flat, ridge, hipped etc.? What is the degree of slope? Are there dormer windows? Will this impede solar photovoltaic or solar thermal arrays? Does this element make a positive contribution to the character of the areas?
Materials	What materials are used - brick, stone, tile, slate etc.? What is the typical colour? Does this element make a positive contribution to the character of the area?
Windows	What type are they - sash, bays etc.? How many are there and what are their size and shape? What proportion of the façade do they take up? - solid to void ratio What colour is the frame of the window? Does this element make a positive contribution to the character of the area?

Table 2.6: Building Form Appraisal



Open Space/Landscape

Public Space	Is the street layout characterised by areas of public space - e.g. village greens, open/green/blue spaces, public squares, Sustainable Drainage Basins, rain gardens and swales? Do these elements make a positive contribution to the character of the area?
Garden Sizes	What size and shape are the gardens? Does this element make a positive contribution to the character of the area?
Street trees/hedges	Are the streets characterised by tree planting and/or existing hedges? Does this element make a positive contribution to the character of the area? Will this support natural cooling?

Table 2.7: Open Space/Landscape Appraisal

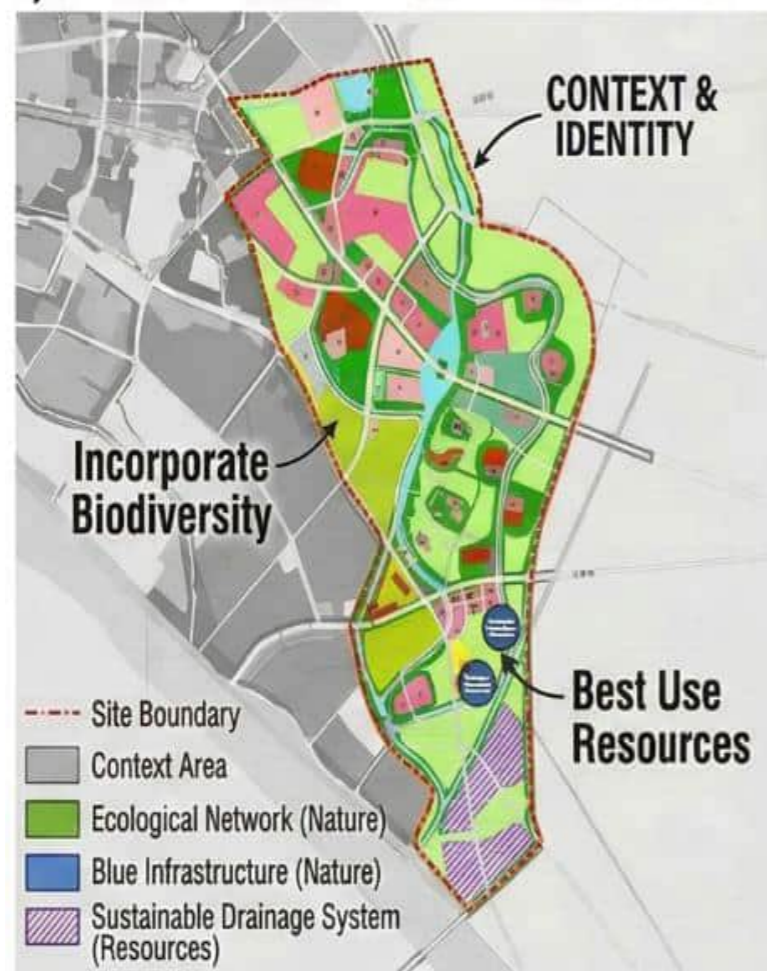
Character of the Surrounding Area

Layout - Block Structure/Size	What size and shape are the development blocks? Are the blocks rectilinear or irregular in shape? Does this make a positive contribution to the character of the area?
Street Types	Is there a recognisable street hierarchy - e.g. mews, residential streets, park edges etc.? Does this element make a positive contribution to the character of the area?
Orientation	Does building orientations provide the best opportunities for solar gain?
Street Layout	Is there a connected street network? Are street layouts straight or irregular? Does this element make a positive contribution to the character of the area?
Plot Sizes	What size and shape are the residential plots? Does this element make a positive contribution to the character of the area?
Relationship of building to street	Do buildings front the street? Are the buildings gable end on to the street? Does this element make a positive contribution to the character of the area?
Continuity of frontage	Do the streets have a continuous frontage or are there gaps in the built frontage? Does this element make a positive contribution to the character of the area?
Setbacks/building line	How far are the buildings set back from the highway? Does this element make a positive contribution to the character of the area?
Car Parking	Where is parking being provided? Does this element make a positive contribution to the character of the area?
Front Boundaries	What form of front boundary treatment is there - hedges, walls, soft landscaping etc.? Does this element make a positive contribution to the character of the area?

Table 2.8: Character Appraisal

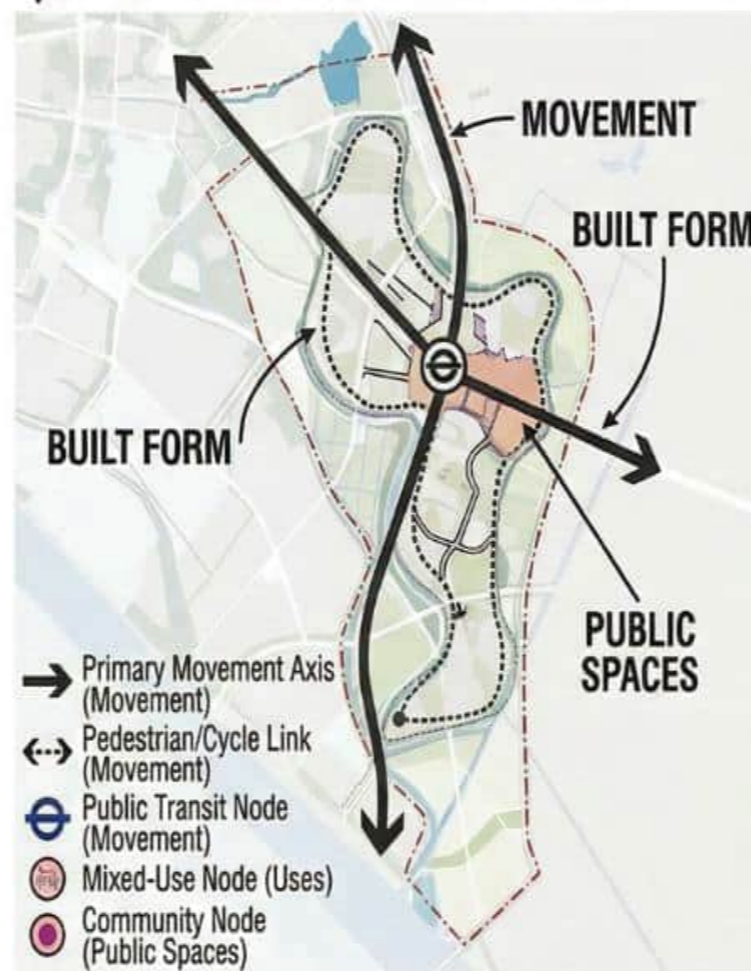
The **National Design Guide** (2021) outlines UK priorities for well-designed, functional, and beautiful places. It serves as a material planning consideration to help local authorities, applicants, and communities create successful developments. It is structured around **ten interconnected characteristics**.

a) SITE BASELINE & ENVIRONMENTAL APPRAISAL



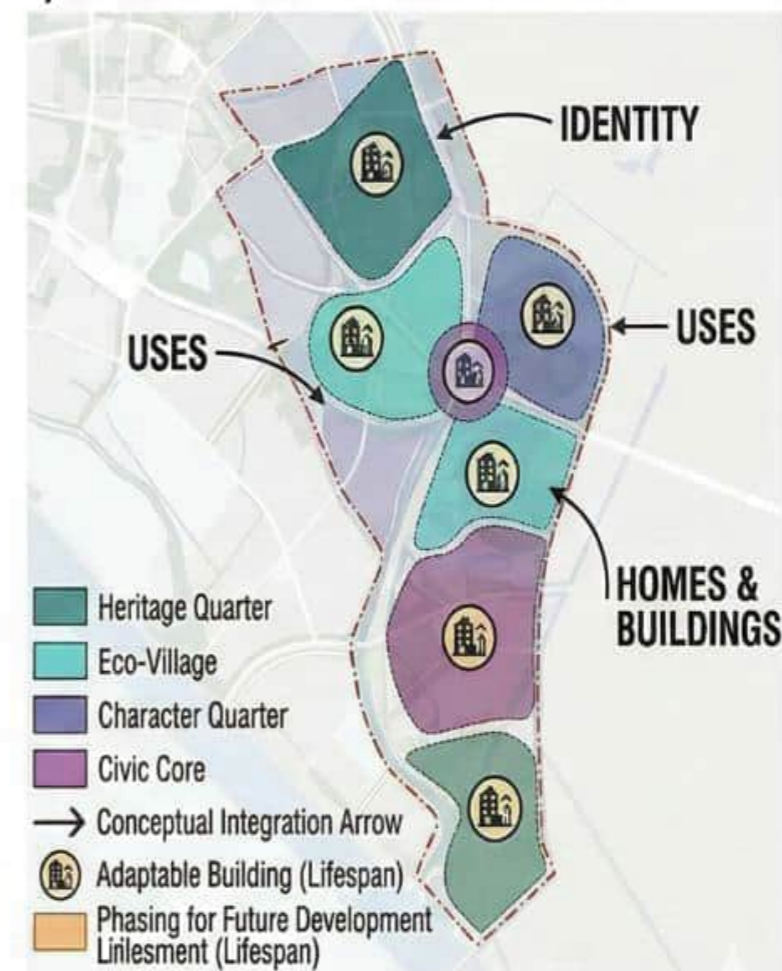
(a)

b) SPATIAL STRUCTURE & CONNECTIVITY



(b)

c) CHARACTER AREAS & ADAPTABILITY



(c)

Figure 1: High Level Site Appraisal Methodology Incorporating National Design Guide Characteristics

3.0 Built Form

- 3.1. Built Form relates to the pattern of development and the arrangement of development blocks, streets, open spaces, and individual buildings. The interrelationship between all these elements has the potential to create an attractive place to live, work and visit.
- 3.2. Buildings and spaces can take many forms, depending upon their size, shape, height, bulk, massing, building lines and relationship to a plot boundary, for example. Together they create a sense of place and contribute to its character. Sustainability and climate change should be considered as part of the initial design process to ensure this can be incorporated into the built form of the development.

Densities

- 3.3. The density of development is an important consideration in placemaking. Policy SO3.1 of the Local Plan requires development to achieve an average site density of 50dph in Cannock, Rugeley and Hednesford town centres and 35dph in the suburban areas. The Character Area descriptions (Appendix B) set out the individual density characterisation of these areas and should be taken into consideration to ensure that developments make the most efficient use of land available whilst reflecting the existing character of the area.
- 3.4. It is important to note that density is only one determinant of character along with a number of other factors such as building materials and form, building arrangement and hard and soft landscape treatments.
- 3.5. Density should be determined by the context within which development is to be built and should be sympathetic in terms of the surrounding context. Development should consider the built density of the settlement as a whole, as well as the immediate local context to determine what may be appropriate.
- 3.6. Higher densities are appropriate in town centres and accessible locations close to public transport routes, shops and facilities. This helps to make shops and community facilities more viable and helps to create walkable environments that are not only more sustainable but have a greater degree of vitality and are more likely to encourage community cohesion. Lower densities (15 - 20dph) are more likely to be appropriate in rural locations and small villages.

Principle B1: Densities

- a. **Development proposals should normally respect the established density of the neighbourhood with higher density development close to town centres/public transport interchanges, reducing to lower density at the edges of settlements.**
 - i. **Higher density developments close to inner urban areas will rely on a formal pattern of development where buildings contain and enclose spaces by use of continuous building frontages. There may be a varied building line and a harmonised range of materials and architectural detail.**
 - ii. **Lower density developments are more appropriate on edges of towns or in smaller settlements. This type of suburban environment is a challenge to design for and it will be important to establish a strong design concept to produce an environment of variety, quality and visual interest.**
 - iii. **Infill sites may give scope for individual designs and established landscaping should be carefully safeguarded to help the new development fit into its setting.**
- b. **On large scale developments it may be necessary to create different character zones within the development, e.g. higher density around a community focus - shops, school etc.**

Building Form

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



Building Design

- 3.11. The detailed design and appearance of the development is important as it can contribute to or undermine the character, identity, or sense of place. In part because the external appearance of a building creates an important and visual backdrop to the public realm.
- 3.12. There is no single design solution appropriate to every situation, nor is there any stated preference regarding architectural style for contemporary or traditional styles of new builds. Consideration should, however, be given to the Character Area Descriptions and the section of Context and Identity.
- 3.13. The following guidance sets out what should be considered throughout the design process and demonstrated clearly within planning application submissions along with taking consideration to the relevant sections of Local and National Planning Policy, the National Design Guide and any subsequent guidance.

EXTENSION GUIDELINES: ENSURING ARCHITECTURAL HARMONY



INTEGRATION STANDARDS: High-quality design results from extensions that respect and align with the prevailing character, materials, and established form of the host building, creating a seamless and positive whole.

Figure 2: Extension Guidelines

Principle B2: Building Design

- Development proposals should consider the surrounding context and local identity in determining the architectural style. Consideration should be given to the Character Area Descriptions (Appendix C).
- Development proposals should be well related to their surroundings in terms of siting, scale, form and massing, detailing and overall appearance.
- Development proposals should result in safe and secure environments through the creation of pleasant, convenient and safe routes through an area, and incorporating natural surveillance, lighting, boundary and landscape treatments and other measures to improve security taking into consideration Policy SO1.3 and Policy SO8.5.
- Proposals should minimise the impact of vehicles, parking and servicing areas.
- Architectural creativity and innovative design solutions should be explored where opportunities exist to bring modern and contemporary design to developments.
- If alternative 'heritage' style is explored, the design should demonstrate a full understanding of the heritage architecture to be adopted - its intentions, its guiding proportions and correct detailing.
 - Pastiche design derived from poorly understood principles does not contribute to the creation of sense of place for a development nor the quality of the built environment.

Building Heights

- Development proposals should complement and be respectful of neighbouring buildings and should not inappropriately dominate the street scene. Where an increase of scale is appropriate, buildings should step or gradually increase from one height to another.
- Development proposals should complement the existing buildings and surroundings/street scene in scale and character

Principle B3: Building Design – Housing Mix

- Developments should provide an appropriate mix of tenure in accordance with Local Plan Policy SO3.2 when considering the provision of mixed tenure housing within a proposed development:
 - proposals should be tenure blind to ensure that affordable housing cannot be differentiated from market housing in terms of design
 - the quality and design of affordable housing should be an equally high standard as market housing, with similar detailing
 - affordable housing should also be dispersed throughout the site to promote community cohesion

Roof Design

- 3.14. Roof design is one of the key characteristics of a well-designed development and the following elements need to be considered:
- > Roof pitch and shape in relation to the depth of building (e.g. gable, hip, flat, mono-pitch etc.)
 - > Whether a living roof is appropriate
 - > The use of flat roofs to accommodate amenity space, green/blue roofs
 - > Dormers and rooflights
 - > Roofing materials
 - > Construction form and detailing
 - > Renewable energy generation
- 3.15. Flat roofs are an opportunity to provide a biodiverse green or blue roof. Green roofs are low maintenance, with thin layers of substrate and a mix of appropriate wildflowers and Sedum. Sedum on its own delivers little biodiversity value and minimal water storage capacity. Blue roofs are designed to increase rainwater attenuation are only suitable where large expanses of roof terrace are required and designed with appropriate loadings. A blue-green roof combines the two technologies of a green and blue roof. The highest quality would be a bio-solar green-blue roof.

Principle B4: Roof Design

- a. A variety of roof styles can be used across a large development. Development proposals should not just include the traditional pitched roof, but should consider incorporating alternative styles such as mono-pitch, flat and curved as they can become a focal point on key frontages or help to create a distinctive character for a development or street.
- b. Development proposals within the existing street scene should respect the existing characteristics of local buildings and the roofscape in the surrounding area. Consideration should be given to the existing local character as set out in the Character Area Descriptions (Appendix C).
- c. Integration of renewable energy as part of roofs in new development will be encouraged. Roofs should be designed and orientated, where possible, to accommodate solar panels.
- d. Loft conversions should use rooflights where possible to maintain the pitch of the roof and avoid overlooking.

Roof Extensions

- e. Carefully placed and sympathetically designed dormer windows are acceptable. They should be subordinate to the existing roof and follow the vertical lines of existing doors and they should be unobtrusive, usually adopt a pitched roof style and must not

overhang the roof, wrap around the existing roof or rise above the existing ridge level. Design materials should follow those of the existing dwelling.

- f. Hipped or gable dormers may be appropriate. Alternatively, recessed dormers or roof lights may be the solution where it is particularly important not to disturb the existing roof form.
- g. Dormers should be designed to ensure they do not restrict the use of solar technologies and should be avoided on roof slopes with a good solar orientation.
- h. Box-like roof extensions to the front are not acceptable as they are inevitably unsympathetic to the design of existing dwellings. If the roof pitch is too shallow to enable a dormer to be kept below ridge height it will not be possible to extend in the roof space.

Living Roofs

- i. The use of living roofs should be considered for all new large commercial buildings.
 - i. The use of living roofs could mitigate the loss of green space from building and hard surfacing, similarly living walls could be considered.
 - ii. The use of living roofs (or living walls) could benefit appearance of commercial buildings when viewed from high ground within the District, as well as adjacent Districts.
 - iii. Such roofs could provide ideal sites for nesting birds if treated appropriately.
- j. Use of living roofs can be expanded into the street scene by utilising street furniture such as bus stops, cycle and bin stores, to expand on the greenery in the area.

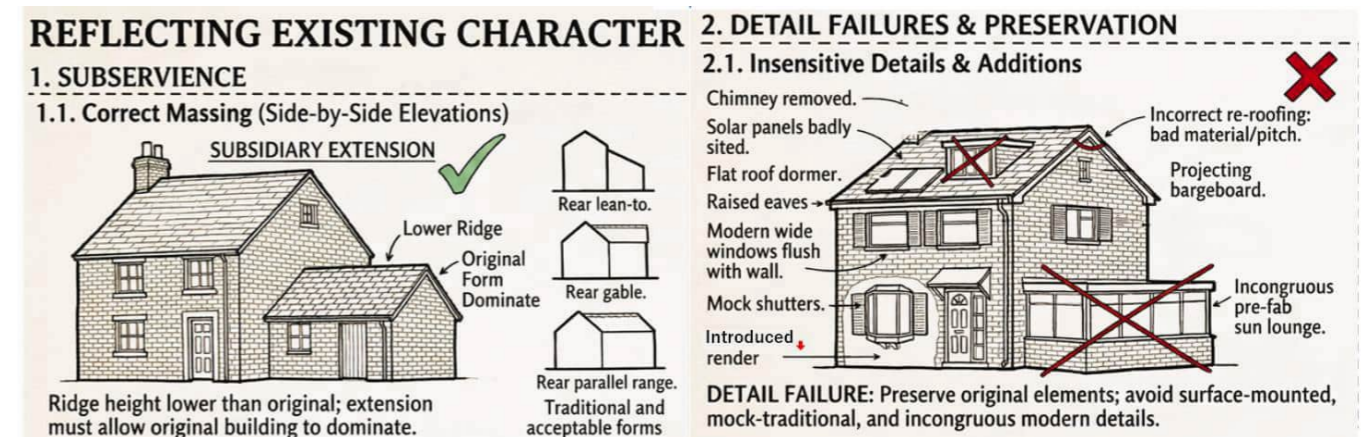


Figure 3: Assuring appropriately detailed buildings that retain positive characteristics is key to good building design

Materials

- 3.16. The choice and distribution of materials can help to add interest to a building façade and influence the character of streets and spaces as well as the overall development.
- 3.17. The following criteria should be considered when selecting materials:
- > Appropriateness to the function of the building
 - > Scale: the unit size of the material related to a person or those in adjacent buildings
 - > Colour and texture: assertive, complementary or recessive
 - > Durability: e.g. design life, robustness, ease of maintenance
 - > Sourcing: sourcing the materials locally/regionally
- 3.18. Cannock Chase Green Belt and National Landscape designations are testament to the openness and quality of the natural landscape within the District and the importance of ensuring the right balance is maintained in conserving and enhancing the area whilst maintaining it as a living, working environment. As such, the materials and design of development proposals should be appropriate and sympathetic to the location and surrounding area.
- 3.19. The historic environment is vulnerable to unsympathetic change from repairs and alterations using modern materials and techniques, and the right expertise and appropriate materials and craftsmanship are needed to ensure investment is worthwhile and the building or area can continue to thrive. Development sympathetic to the historic environment raises the design and environmental quality of the District.
- 3.20. Traditionally constructed buildings do not perform in the same way as modern ones and need to be treated differently. Modern materials and techniques are often incompatible and can lead to long term deterioration. Poor 'period style' features look incongruous and not authentic on a genuinely historic building.

Principle B5: Materials

- a. The choice of materials should normally reflect the character of the setting of the development taking into consideration the Character Area Descriptions, or the role of the building in its setting.
- b. In large schemes the contextual analysis should create a character area strategy which can be used to inform the materials within different parts of the wider scheme.
- c. The choice of materials for a development should relate to its urban, suburban, or rural location, whether it is large or small scale, or whether the building is a 'landmark' (small or large).
- d. Where there is a well-established pattern of local building materials within the setting of a proposed development, this should be recognised and complemented in the choice of proposed materials.
- e. Extensions should use the same materials - brick, render, boarding, tile or slate - as the existing dwelling and those compatible with the wider area. Older houses may require reclaimed materials, also the same detailing of eaves, verge etc.
- f. Where possible, development proposals should consider the use of recycled and locally sourced materials.
- g. Cladding colour and design of large footprint buildings should be chosen to best fit site context; mid-range to darker colours will be less obtrusive, broken up by brickwork detail to help reduce overall impact. In mixed use areas compatibility with setting will be particularly important.
- h. Development proposals within the Green Belt and National Landscape will be given greater consideration and should use external materials that are sympathetic to the local vernacular and aim to enhance the Green Belt and the outstanding natural beauty of the National Landscape.
- i. Leisure and tourism uses in the Green Belt should be designed to be unobtrusive in the landscape through careful use of materials.
- j. Consideration should be given to the Cannock Chase AONB Management Plan 2025 – 2030 (or subsequent versions) for proposals within the National Landscape
- k. Development proposals within Conservation Areas will be given greater consideration and should consider how building materials contribute to character and appearance. Consideration should be given to the Character Area Descriptions (Appendix C) and Conservation Area Management Plans.
- l. Development proposals affecting Listed Buildings should use good quality, appropriate materials and careful craftsmanship in executing work.

Reference Links

[AONB management plan - Cannock Chase](#)

[Good Practice for Design in the Historic Environment: Principles and Case Studies | Historic England](#)

Siting

Principle B6: Siting

- a. Buildings should respond positively to the existing frontage of the street.
- b. Siting of buildings needs to respect set-back from roads, with separation distances between buildings typical of the area. Consideration should be given to the Character Area Descriptions (Appendix C).
- c. Buildings should be sited so that a clear distinction can be made between their public fronts and private backs. Consideration should be given to boundary treatments to separate private gardens from the public space where back gardens face out onto the public realm, ensuring this does not create unattractive, narrow alleyways.



Infills and Backland Development

Principle B7: Infills and Backland Development

- a. Infill and Backland Development should demonstrate that it accords with the surrounding character, pattern, and grain of development. Regard should be given to plot size, frontage length and dwelling size. Consideration should be given to the Character Area Descriptions (Appendix C).
- b. Key considerations of proposals limited by space could include access, transport connectivity, ownership, infrastructure, existing structures (above and below ground), services, trees, air, noise and odour pollution, listed structures, conservation areas and possible contamination to be resolved.
- c. Development proposals should not take place at the expense or loss of the positive aspects of the character of the street scene, the area, or the unacceptable loss of amenity of the original house on the plot, or its neighbours.
- d. Careful consideration should also be given to the impact on parking provision in the area.

4.0 Movement, Public Spaces and Uses

Design for Movement

- 4.1. The movement of people and all modes of transport should be considered as part of the design process from the outset, as poor design can have negative consequences and impact on residents, businesses, and the environment. Sustainability should be a key part of all movement considerations. Connections and streets should be designed around a hierarchy which prioritises sustainable modes of travel and incorporates well-designed walking and cycling networks.
- 4.2. Patterns of movement for people are integral to well-designed places. They include walking, wheeling and cycling, access to facilities, employment and servicing, parking and the convenience of public transport. They contribute to making high quality places for people to enjoy. Their success is measured by how they contribute to the quality and character of the place, not only how well they function.
- 4.3. Successful development depends upon a movement network that makes connections to destinations, places and communities, both within the site and beyond its boundaries.

User Hierarchy

- 4.4. The street hierarchy is a key component in the layout and form of a new development to facilitate movement. The hierarchy of different routes must be considered from the outset of the design process, as it influences the spatial characteristics of the development.
- 4.5. The design of all developments should prioritise sustainable modes of travel and consider movement and connections in this order:
 - > Pedestrians, including people with mobility needs (walking and wheeling)
 - > Cyclists
 - > Equestrians (where appropriate)
 - > Users of public and shared transport services (including bus services, lift share schemes, ride hailing such as taxis, on-demand transport, car clubs and hire of bikes and e-bikes)
 - > Delivery and service vehicles
 - > Other motor traffic

Making Provision for Walking, Wheeling and Cycling

Principle M1: Making Provision for Walking, Wheeling and Cycling

- a. Development proposals should create places which are easy to get to and from, and easy to travel within. Movement on foot or by bicycle should be made as, if not more convenient as travelling by car, in particular with regards to short or medium journeys.
- b. Development proposals on the edge of settlements should provide pedestrian and cycle links, where appropriate, to connect with existing public rights of way, allowing residents of new development to easily walk and cycle from the development into the countryside for leisure purposes.
- c. Walking routes should be comprised of short segments, overlooked by surrounding buildings or regularly used open spaces, well-lit (Policy SO8.5(a(v))) and not situated between blank frontages.
- d. Where possible, walking routes should not be alongside busy roads, and should be convenient, direct and safe routes through the area.
- e. Where possible, cycling routes should run alongside vehicular roads and be physically segregated cycle routes, rather than marked on the road. They should also connect to the existing cycle network.
- f. New pedestrian and cycle routes should be waymarked and supported by distance markers to encourage leisure use of these routes.
- g. New pedestrian and cycle routes should be supported by seating in an appropriate location to encourage all potential users of the routes to use them.
- h. Routes must provide links through a development to services and facilities, whilst also connecting with wider infrastructure such as canals, public rights of way and public transport.

Managing the Highway

The Staffordshire County Council guidance on the size and features of the highway should be considered as part of any development proposal.

Consideration should be given to Active Travel England requirements for cycle infrastructure design as outlined in Local Transport Note 1/20 (LTN1/20) ([Cycle infrastructure design \(LTN 1/20\) - GOV.UK](#)).

GRADIENTS IN ACTIVE TRAVEL ROUTES

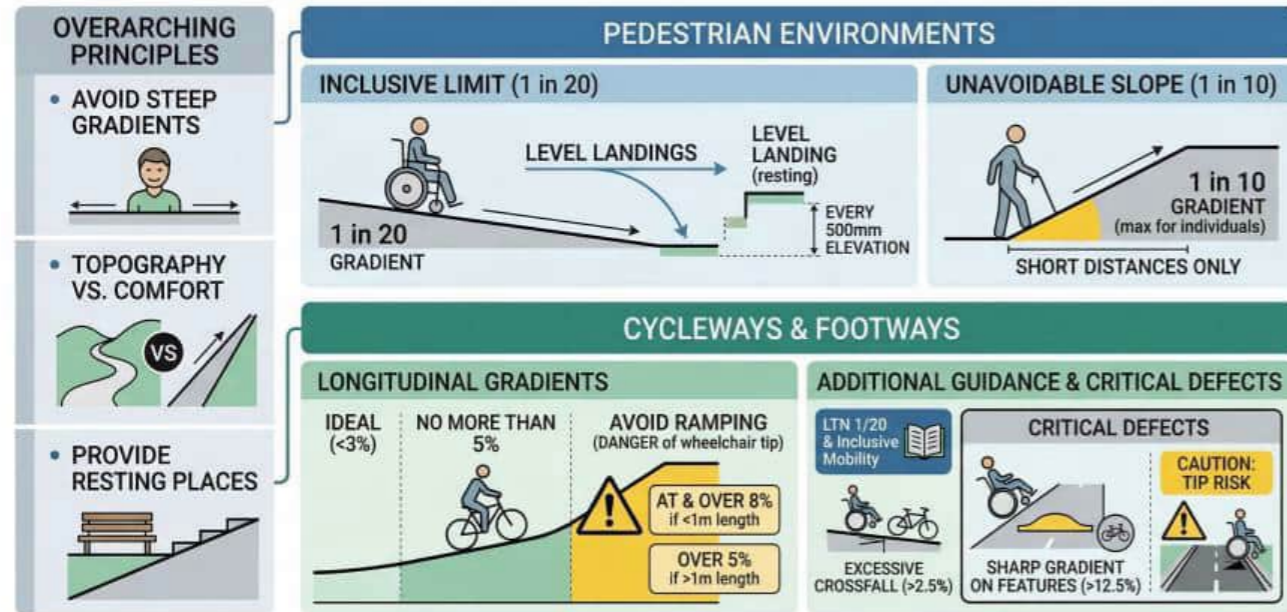


Figure 4: Gradients in Active Travel Routes



Figure 6: Natural Surveillance for Safe Active Travel

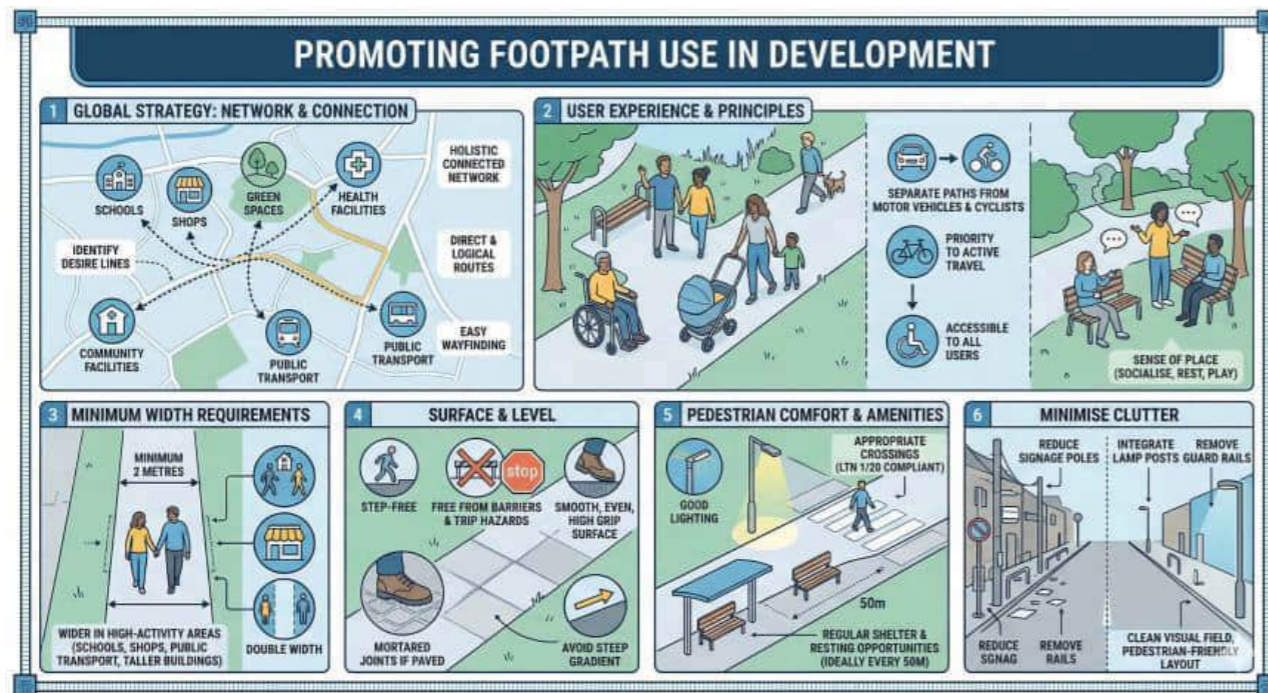


Figure 5: Promoting Footpath Use in Development

Public Spaces

- 4.6. The quality of the spaces between buildings is as important as the buildings themselves. Public spaces are streets, squares, and other spaces that are open to all. They are the setting for most movement. The design of a public space encompasses its siting and integration into the wider network of routes as well as its various elements. These include areas allocated for different users - cars, cyclists, buses and pedestrians - for different purposes such as movement or parking, hard and soft surfaces, street furniture, lighting, signage and public art.
- 4.7. Public spaces can include the following typologies:
- > Streets – the space enclosed by the fronts of buildings comprising highway space, meeting space, commercial space, utility and recycling infrastructure, play space and green routes.
 - > Paths – neither streets nor footways; not often incorporated in new designs but can be vital in linking streets, squares and other places.
 - > Squares – visually static spaces suitable for sitting and socialising accommodating a range of activity and uses including community activity sessions or shared games.
 - > Pocket parks – small spaces within the urban block structure, including parklets.
 - > Recreation Grounds – usually a legacy of earlier open-space planning; provision made for sport.
 - > Open Space – for socialising, informal play, nature, landscaping, informal recreation, water management, cultural activities and entertainment.
 - > Parks – formal landscape but possibly with open spaces and sports facilities. Provision for a variety of functions depending on size.
 - > Waterfront – includes canalside environments and may host any of the above.
- 4.8. The public space network, and the movement and activities it enables, will connect with the surroundings to become part of a wider urban system. Collectively, this shapes the sustainability of the town and local area.

Attractiveness

Principle P1: Public Spaces - Attractiveness

- a. Development proposals should consider and integrate public spaces from the outset of the design process.
- b. New public spaces should be designed for use during all seasons and by all members of the community and should incorporate public conveniences and accessible seating to encourage visits by all groups within the community and to encourage people to spend time in these spaces.
- c. Where possible, new public spaces should be designed so they are multi-functional and encourage people to visit the spaces for a range of activities.
- d. Development proposals should ensure the long-term viability of street furniture in order to prevent products creating eyesores in the future.
- e. Public spaces should include extensive soft landscaping that is integrated into the external areas of a development site, providing shelter, screening intrusive elements of the public realm, and acting as green corridors.
- f. Landscaping of public spaces should be designed so that it is easy to maintain and manage, wildlife friendly, and tolerant to climate change.



Figure 7: Example street with ample usable public space

Safety

Principle P2: Public Spaces - Safety

- a. Public spaces should be well-lit in the interests of safety. Light pollution, including glare, skyglow, light trespass and clutter, should be avoided to minimise impacts on the environment (Policy SO8.5(a)(v)).
- b. Where possible, street lighting should be decorative as well as functional and should enliven the whole of the area in a visually coherent and interesting manner.
- c. Development proposals should coordinate lighting with adjacent sites in order to prevent excessive clutter.
- d. Lighting within car parking area should be sufficient for car drivers to see pedestrians and also be appropriate for pedestrians to see and be seen going to and from parked cars.
- e. Development proposals should maximise the natural surveillance of public spaces
- f. Buildings should be designed so that windows and/or doors face out onto public spaces.
- g. Buildings should be designed so that the most frequently used rooms overlook public spaces.
- h. Buildings should be designed so that entrances are clearly visible and accessible from both the street and within the buildings. Recessed entrances should be avoided.
- i. Development proposals should not facilitate public access to private spaces.



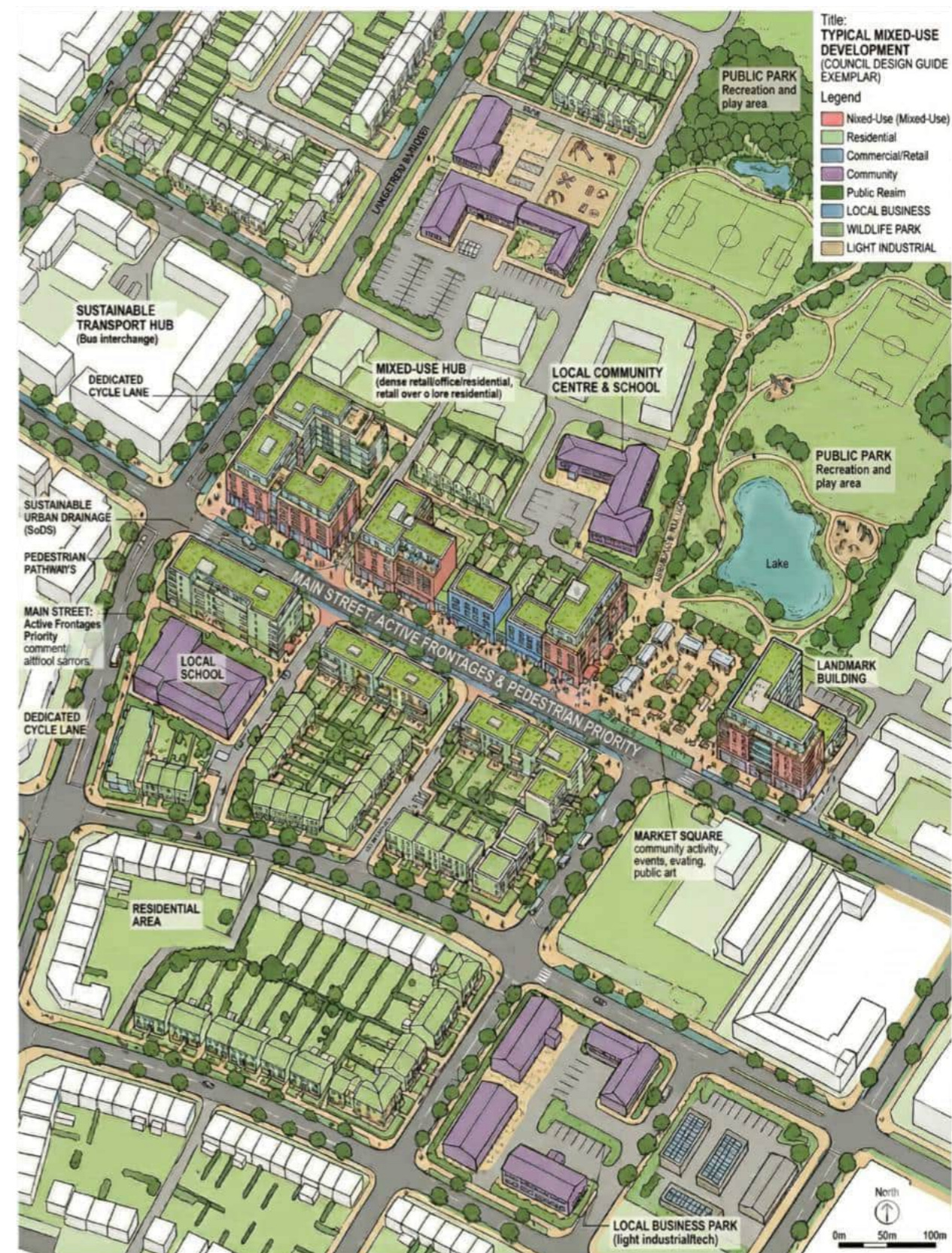
Figure 8: Well-designed Play Facilities

Uses

- 4.9. Sustainable places include a mix of uses that support everyday activities, including to live, work and play.
- 4.10. Well-designed neighbourhoods need to include an integrated mix of tenures and housing types that reflect local housing need and market demand. They are designed to be inclusive and to meet the changing needs of people of different ages and abilities. New development reinforces existing places by enhancing local transport, facilities and community services, and maximising their potential use.
- 4.11. Where there is rapid social and economic change, such as sustainable growth or diversification in rural communities or town centres, well-designed buildings and places are able to accommodate a variety of uses over time.
- 4.12. Well-designed places have:
- > a mix of uses including local services and facilities to support daily life;
 - > an integrated mix of housing tenures and types to suit people at all stages of life; and
 - > well-integrated housing and other facilities that are designed to be tenure neutral and socially inclusive.

Principle U1: Uses

- a. Community uses should be co-located wherever possible in order to support linked trips by active travel modes.
- b. Where appropriate, uses should be integrated into the same building to encourage their use e.g. combining leisure uses with health services and community facilities.
- c. There is a presumption in favour of developments that contain a mix of uses within buildings and streets where:
 - i. The development is located either close to existing services and facilities; or
 - ii. The development is located on a public transport corridor.
- d. Where large stores are integrated into town centres, care needs to be taken to ensure that they do not offer inactive blank facades onto the key areas of public realm.
- e. Where large stores are proposed as backland development, the store entrance should be located on the main pedestrian route in the most accessible location.



5.0 Homes and Buildings

- 5.1. The design details of homes and buildings are important in supporting the health and wellbeing of occupiers and users. The most successful designs will mean the buildings are adaptable, accessible, prioritise natural daylight, consider practical applications such as storage and have sufficient indoor and outdoor space.
- 5.2. Well-designed homes and buildings also should be efficient and cost effective to run. Considering the form and function of the building from the outset and how best to utilise the plot to benefit from natural daylight, ventilation and energy efficiency are important steps in developing a proposal.
- 5.3. In homes of any type, it's particularly important to consider providing adequate outdoor space, which could take the form of gardens, communal courtyards, balconies and roof gardens.
- 5.4. The conversion of existing buildings into homes can be more challenging than designing purpose built new buildings. This guidance sets minimum standards and design details to assist applicants in creating well designed homes and buildings.

New Dwellings

- 5.5. The following guidance sets out the key design principles for residential sites.

Principle HB1: Design of New Dwellings

- a. All proposals must respond positively to the site in its local context. They should be based on an analysis of the site's existing characteristics such as topography, townscape and built form, views, landscape, use and activity, access and movement and any planning policy designations that apply.
- b. All development should respond positively to the distinctive characteristics of Cannock Districts Character Areas to maintain and enhance its character and beauty. Proposals should respond positively and sensitively to areas of historic interest and important views.
- c. The Council has set out expectations for achieving low carbon development. New dwellings should be designed to be adaptable to climate change, considering the natural conditions of the site and incorporating energy efficiency measures considering ventilation, heating, cooling, daylight and SUD's schemes (see 'Resources' for detailed guidance).
- d. The Council has adopted the Nationally Described Space Standards. New dwellings should also be designed with consideration of access, ceiling heights, storage and privacy to promote comfort, safety, health and efficiency for the occupier.

- e. Main entrances to dwellings should face the road to provide active frontages on elevations that abut public realm areas, with pedestrians and cyclists considered prior to motorists.
- f. Dwellings at corners or road junctions should have windows facing both streets, providing interest to the street scene.
- g. Refuse bins should be accessible and well-integrated into the design of streets, spaces and buildings, to minimise visual impact, unsightliness and avoid clutter.
- h. Services including utilities and exterior details such as drainpipes, gutters and meter boxes should be considered early in the design process to be discreet, easy to maintain and integrated to enhance the visual impact.
- i. There should be a minimum distance of 21 metres between front and rear windows of habitable rooms (kitchens, living rooms, dining rooms and bedrooms) or no less than the existing distance where this is less than 21 metres. Facing windows at ground floor level can be more closely spaced if there is an intervening permanent screen e.g. wall or fence. This standard is particularly important for new dwellings which will face/back onto existing dwellings. Variations to this recommended minimum distance will be considered dependent upon the particular circumstances and type of development.
- j. For dwellings where there are substantial differences in levels a minimum distance of 30 metres between the front and rear windows of habitable rooms within opposing dwellings and the rear extremities of any extension will need to be maintained.
- k. For new dwellings (excluding apartments) a minimum garden depth of 10.5 metres should be provided.



Boundary Treatments

5.6. The following guidance sets out key design principles for property boundaries.

Principle HB2: Boundary Treatments

- a. The height, design and materials used for boundary treatments should relate to the character of the local area.
- b. Boundaries between front gardens should not exceed the height of the front facing boundary.
- c. Proposals to amend a boundary treatment within a conservation area will be permitted where they preserve or enhance the character of the area or reinstate historic boundary features that have been lost.
- d. Materials for boundary treatments such as unrendered blockwork, concrete panels, perforated blocks and industrial security fencing are inappropriate within a residential setting and will not be permitted
- e. Boundary treatments at the edge of settlements, in or adjacent to the Green Belt or in rural locations may require softer boundary treatments to enhance landscape character. Consideration of landscaping is important and is likely to include maintenance, enhancement and planting of native species such as trees and hedgerows to soften the edge at the site boundary.
- f. Development that would involve the removal of any tree, woodland or hedgerow, which contributes significantly to the character of the landscape and its surroundings will be resisted unless the need for development is sufficient to warrant the loss and the loss cannot be avoided by appropriate siting or design.

Principles N3 and N6 should also be taken into consideration.

Gardens and Private Amenity Space

5.7. The Council will support developments which provide occupiers with access to private and shared outdoor spaces.

Principle HB3: Gardens and Amenity Space

- a. New residential development should provide for private outdoor garden space of a usable size and shape, fit for purpose, in proportion to the size of the dwelling and its locality, particularly where garden size is important to distinctive local character as set out in the Character Area Guidance.
- b. New development should meet or exceed the minimum size requirements for outdoor space based on type:

1 -2 bed dwelling:	40-44m ²
3 bed dwelling:	65m ²
4+ bed dwelling:	80m ²
Flats with Communal Space:	30m ² per flat

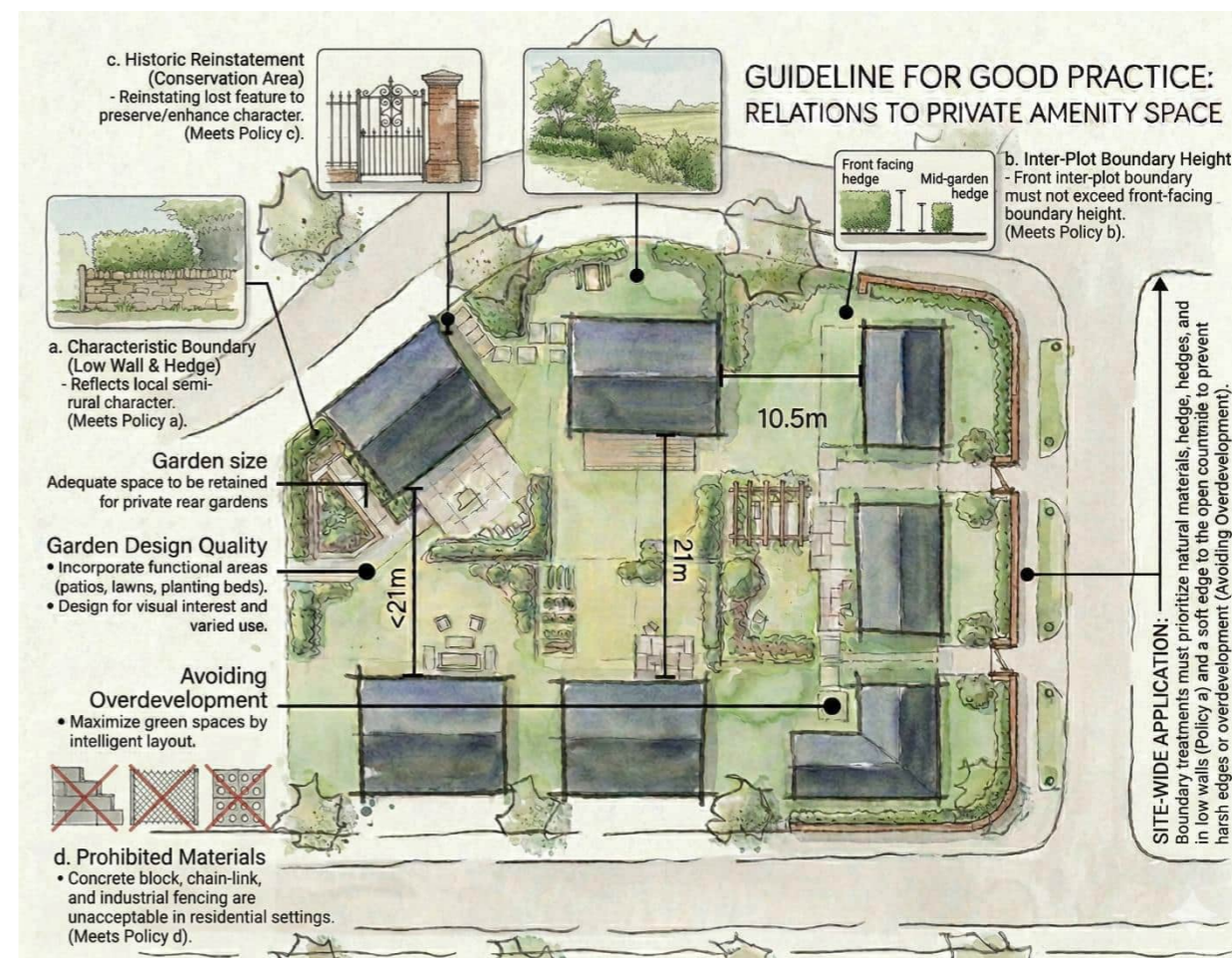


Figure 9: Separation distances discussed at Principle HB1 along with positive boundary characteristics

Waste, Servicing and Utilities

- 5.8. At the design stage, consideration should be given to waste, servicing and utilities so that they are unobtrusive and well-integrated into neighbourhoods.

Principle HB4: Bin Storage and Collection

- a. Appropriately designed bin storage should be considered for all types of developments. They should be designed to be fully accessible to disabled residents and well ventilated; preferably in a shaded position to minimise odours.
- b. Communal bin storage is particularly important for flats to ensure accessibility, safety, and odour/cleanliness. They should be located at ground/vehicle access level with adequate access and consideration should be given to lighting and vermin control.
- c. Development proposals should ensure that there is sufficient room in all communal bin stores and bin storage areas for the number of bins required and their safe removal and replacement by refuse collection crews.
- d. Bin storage points should be located outside of the public highway and outside of visibility splays.
- e. Drag distances should be designed in accordance with the Waste Management Building Regulations.
- f. Bin storage areas should avoid blocking views between occupied rooms and the street to maintain natural surveillance of the street.
- g. Opportunities should be taken to integrate the design of external bin storage with the building façade, or as an element of the semi-private outdoor space between the building and the street.
- h. The means of getting waste containers from the rear of the property to the front (without having to carry waste through the house) needs to be ensured. Where that is not possible, a suitable storage area at the front of the property will be required.
- i. Bin storage areas should not require vehicles parked in allocated parking spaces or on driveways to be moved so that bins can be moved past.

Principle HB5: Servicing and Utilities

- a. New building services and equipment should be integrated within buildings and should only be provided externally where they cannot be provided internally.
- b. Electrical substations and gas governors should be subtly located, considering visual and recreational amenity and self-policing, and housed in purpose-made buildings designed and located to blend in with the adjoining housing.
- c. The design and location of drainage, lighting and other utilities should be coordinated and positioned to minimise future impacts on users.
- d. New services and utilities and their siting should be planned as part of the overall scheme, if exact locations of proposed services are unknown at application stage, an indicative locations or zones must be estimated based on existing information such as outfall & connection points.
- e. The requirements of services and site landscaping (tree planting) must be fully coordinated at the design stage to avoid conflicts or future issues.

Reference Documents/Links

- The Building Regulation – Approved Document H – Section H6 (Solid Waste Storage)
- NHBC Foundation Report NF60 – Avoiding Rubbish Design
- Department of Transport – Manual for Streets (p.76-77)
- BS5906:2005 Waste Management in Buildings – Code of Practice
- Making Space for Waste: Designing Waste Management in New Developments; ADEPT (2010)

Householder Alterations and Extensions - Front, Side and Rear Extensions

- 5.9. Extensions can make a property adaptable to suit the occupiers need, but the design is important to complement the existing building and the street scene, and to ensure it does not have a detrimental impact on neighbouring amenity.

Principle HB6: Extensions

- a. Extensions should complement the existing dwelling and be designed in conformity with the scale, mass, architectural style and use of the materials of the original building, unless exceptional high quality contrasting designs can be justified through a Design and Access Statement
- b. The design should repeat the proportions, design and materials of existing windows and doors and their details and follow the main lines of the existing openings.
- c. Extensions must not dominate the existing dwelling or street scene.
 - i. Side extensions should be subordinate to the main dwelling and be set back by a minimum of 0.5m, extending to 1m where the proposed extension exceeds 75% of the width of the house
 - ii. Two storey extensions should be subservient to the main dwelling and limited in depth, width, and height to avoid an overbearing appearance, significant overshadowing and loss of privacy and should avoid an un-neighbourly impact.
- d. There will be a general presumption against front extensions other than porches or equivalent small additions such as canopies. This is unless it can be shown that the extension can be successfully assimilated into the street scene. Porches will be acceptable where they match the style of the existing dwelling and are set back by more than 2m from the edge of the highway.
- e. The cumulative area of extensions to properties must not exceed 50% of the original garden space of a property.
- f. Extensions should not significantly harm the privacy or outlook of neighbouring properties through over-looking or being over-dominant. Extensions should not cause significant loss of natural light to neighbouring properties and should adhere to the 45-degree rule and the 25-degree standard as shown in Figure 4.
- g. There should be a minimum distance of 21 metres between front and rear windows of habitable rooms (kitchens, living rooms, dining rooms and bedrooms) or no less than the existing distance where this is less than 21 metres. Facing windows at ground floor level can be more closely spaced if there is an intervening permanent screen e.g. wall or fence. Variations to this recommended minimum distance will be considered dependent upon the particular circumstances and type of development.

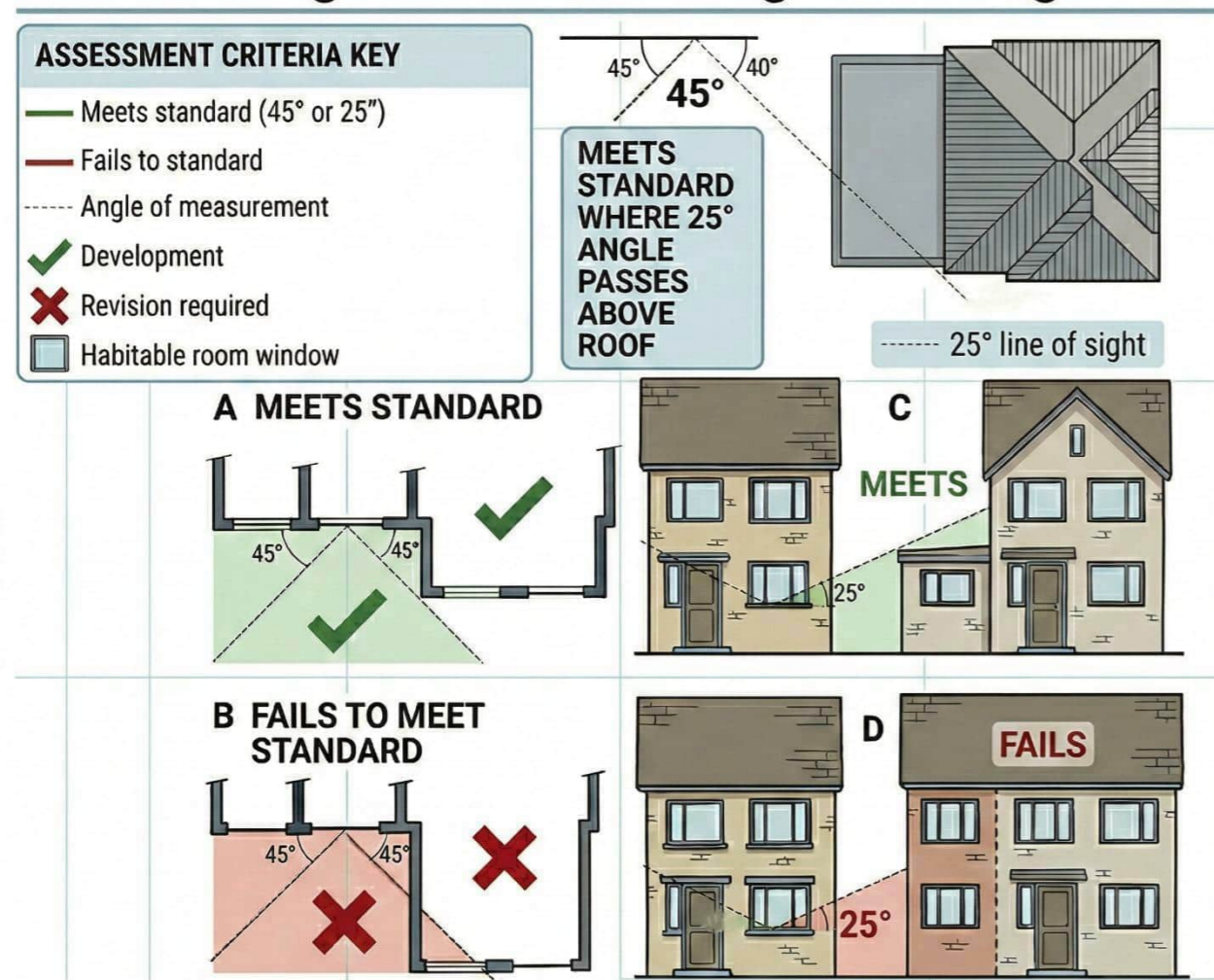
- h. For dwellings where there are substantial differences in levels a minimum distance of 30 metres between the front and rear windows of habitable rooms within opposing dwellings and the rear extremities of any extension will need to be maintained.
- i. A minimum garden depth of 10.5 metres should be retained, measured from the extension's rear external wall to the property's rear boundary, in order to ensure adequate private outdoor space. In some circumstances in particular for extensions over two storeys or larger, or where there are differing levels, more garden depth may be required.
- j. Obscure glazing or windows with cill height of 1.7 metres or above can potentially be used as alternative to the above separation distance. Side facing first floor habitable room windows should not overlook neighbouring private amenity space at a distance of less than 10 metres.
- k. Where a side extension includes a blank side gable, this can have an overbearing impact on adjacent properties. Accordingly, a minimum distance of 10.5metres should usually be provided between any single storey extension and any windows serving habitable rooms on adjacent properties. For two-storey extensions, this should be extended to 12.5metres and for three-storey extensions, 14.5metres. Where there is a substantial levels difference between the property being extended and any adjacent properties, a greater distance may be required.

Habitable Rooms

A habitable room is defined as a room used, or intended to be used, for dwellinghouse purposes. This could include (but is not limited to) a bedroom, kitchen, dining room, or lounge. Utility spaces, halls/landings, and bathrooms are not considered to be habitable rooms.

Front, rear and side facing windows to habitable rooms will be protected from significant overlooking and overshadowing where such windows are the primary source.

Council Design Guide: Assessing Natural Light



*This guide explains how to assess proposals using the 45-degree horizontal rule for window separation and the 25 degree vertical rule for overall building height. (A) and (C) show compliant layouts. (B) and (D) show non-compliant layouts requiring modification. ... (A) and (C) show compliant layouts based on single-house assessments. ...

Figure 10: Assessing Natural Light

REFLECTING EXISTING FORM

Section 1: The Context

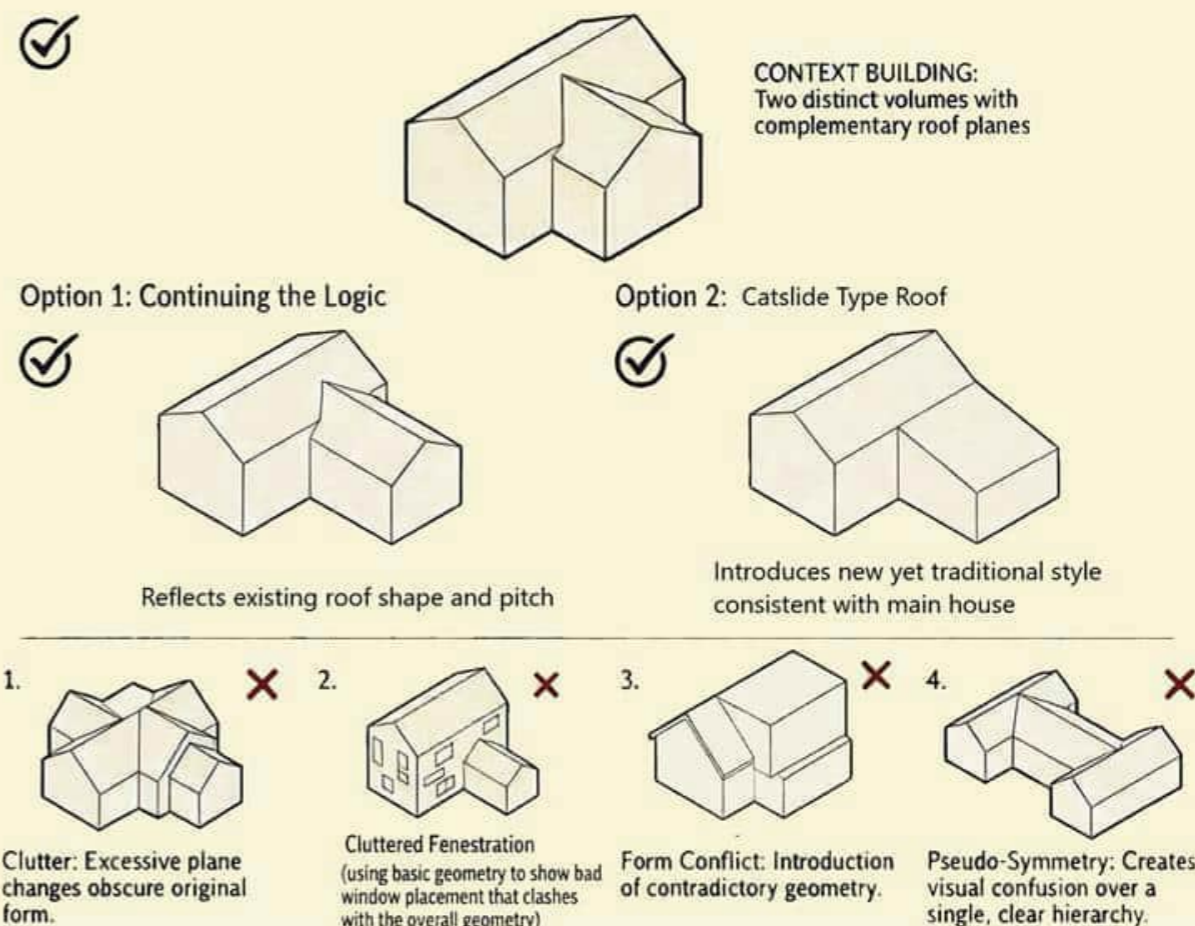


Figure 11: Reflecting Existing Form



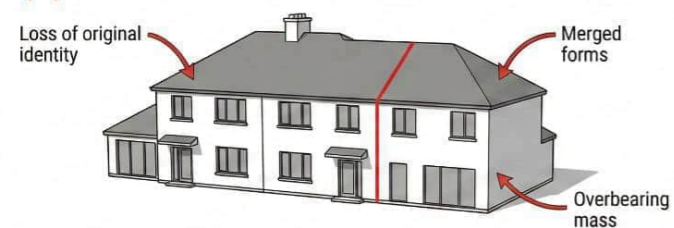
Figure 12: Extension reflects form of existing house



Figure 14: Extension reflects form of existing house

PRINCIPLE: AVOID THE TERRACING EFFECT

UNACCEPTABLE: BLENDED EXTENSIONS



PREFERRED: DISTINCT EXTENSIONS



Extensions should be designed to respect the original architectural integrity of the dwelling. Avoid seamlessly integrating or terracing or 'terracing' extensions. Create distinct, subordinate volumes with clear separation (e.g., using set-backs, different roof forms, or recessed links) to prevent overbearing mass and loss of original character.

Figure 13: Avoiding Terracing in Design

1. SUBSERVIENT EXTENSION [cite: 0] (CORRECT)



2. DOMINANT EXTENSION [cite: 0] (INCORRECT)



Figure 15: Subservient extensions remain architecturally subordinate to the host building



Figure 16: Generally Acceptable and Unacceptable Design Principles in the Streetscene



Figure 17: Assuring Reasonable Privacy

Self and Custom Build Homes

- 5.10. Defined in the Self-Build and Custom Housebuilding Act (2015); “self-build and custom housebuilding” means the building or completion by individuals, associations of individuals, or persons working with or for individuals or associations of individuals of houses to be occupied as homes by those individuals.
- 5.11. The Council holds a register of individuals who are seeking to acquire self-build plots of land and must grant enough planning permissions for custom and self-build housing to meet the demand on the register.

Principle HB8: Self and Custom Build Homes

- a. It is recommended that applicants seek pre application advice from the Local Authority to support the application process.
- b. Planning applications should state clearly that a proposal is for custom and self-build housing, including reference to custom and self-build housing in the description of development.
- c. Proposals should clarify the type of self and custom build that is proposed from the following options:
 - i. Self-Build - a plot of land for the initial occupant to design their own home.
 - ii. Custom-Build - the initial occupant will choose their house design from customisable house designs offered by a developer.
 - iii. Group Custom and Self Build - the initial occupant will join an intentional community to collectively design and deliver, or commission professionals to design and deliver, housing in which they will live. This could involve communal living.
 - iv. Self-Finish/Shell Homes - the home is built as a watertight shell by a developer, the internal layout of which is then designed and finished by the initial occupant.
- d. Proposals should specify how the housing will be delivered, either the development of serviced plots for sale or through design and build by the applicant and clearly specify the number of units to be delivered.
- e. Plot passports should be submitted with the planning application for all custom and self-build developments of 5 or more homes. This statement is a concise visual document which will provide key design and development parameters for each plot to inform the design and construction of a custom and self-build home. This document should be made available to prospective purchasers when marketing individual plots.
- f. Ensure you are familiar with the CIL exemption process and procedure before commencing development. Failure to follow this correctly may mean the development is liable for CIL charges.

- g. A phasing plan will be required for all development proposals delivering multiple custom and self-build homes. For larger sites where custom and self build plots are delivered alongside market housing, separate phasing plans should be prepared to ensure that the commencement of housebuilder phases is not dependant on the completion of any custom and self-build housing phases.

Inclusive Design

- 5.12. Inclusive design is about making the built environment accessible to everyone to support a diverse and healthy society. Designing for the widest range of people creates better designs and benefits everyone. Integrating inclusive design principles as early as possible will result in the best outcomes but there should also be focus on management, maintenance and support around buildings and places once they are being used.

Principle HB7: Inclusive Design

New development should be accessible, taking consideration of design details such as step free access, wide corridors, signage, lighting, visual contrast and materials.



Figure 18: Tactile Paving

Houses in Multiple Occupation (HMOs)

Principle HB9: Houses in Multiple Occupation (HMOs)

- a. Proposals for HMO's will be supported where it would not lead to an overconcentration of HMOs in a single area.
- b. Proposals that would lead to an overconcentration of HMOs in an area will be resisted.
- c. Where a proposal would result in a block of three or more HMO's or where it would result in two HMOs on either side of a class C3 dwelling, this will be resisted in order to avoid an overconcentration of HMOs in a single street.
- d. Proposals for larger HMOs and homes for looked after children are likely to be supported where the building is detached with sufficient space around the curtilage for garden space, cycle and car parking and storage for bicycles, waste and recycling as well as clear fire escape routes, lighting and security measures.
- e. Proposals for larger HMOs and homes for looked after children in terraces and semi-detached properties are unlikely to be supported. Such proposals must demonstrate that there will no significant adverse effect on neighbouring amenity, or that the impact can be mitigated. Such properties would need specific upgrades, for example enhanced acoustic insulation to improve sound proofing.

Minimum standards

- f. HMOs other than bedsits should have access to internal communal living space.
- g. All HMOs should have access to outdoor amenity space or should have a private balcony. A guideline for gardens is 10m² outdoor space per occupant. This excludes areas intended for parking and storage.
- h. Car parking standards for HMOs are set out in Appendix A
- i. The minimum sanitary facilities for occupants without ensuite facilities are set out as follows:

Number of Occupants	Minimum Provision
1-3	1 bathroom containing a toilet, bath or shower and hand wash basin
4-6	1 bathroom with a bath or shower 1 separate toilet with hand wash basin
6-10	2 bathrooms containing a bath or shower 2 toilets with hand wash basin



Figure 19: Overconcentration of HMOs

Commercial Sites

Principle HB10: Commercial Sites

- a. Site design should find ways to reflect key characteristics of the local area (see Appendix C: Character Area Descriptions), in particular retaining/enhancing the appearance of the District's high quality business parks, historic town centres and A5 Corridor.
- b. Boundary treatment security and safety can be achieved without compromising appearance – high quality unobtrusive fencing set back behind a good planting scheme provides an attractive and prestigious first impression for a business.
- c. Large expanses of hard surfacing and parking should use a variety of materials, be ameliorated with soft landscaping, including new tree planting with appropriate root zones, to enhance appearance and use SuDS in the interests of sustainability.
- d. Connectivity of development with surroundings is important to make the site work; good design is not just about appearance. Planned paths in appropriate places assist circulation and avoid pedestrian 'short cuts'.



Equestrian Development

Principle HB11: Equestrian Development

- a. The conversion of existing buildings for stabling is given favourable consideration providing no conflict of use is likely to arise and provision is made for retention of protected species that would otherwise be displaced.
- b. Freestanding stables need to be sensitively located in order to minimise their effect on their surroundings and where possible should be sited so that they closely relate to existing natural screening. Isolated positions within open fields where they would be conspicuous would be unacceptable.
- c. Careful consideration should be given to the location and nature of buildings and other developments on the fringe of the National Landscape in order to conserve its setting.
- d. Stables should be of a size that is comfortable for their purpose but not large enough to enable easy conversion to other uses. In general, each loose box within a stable block will need to be approximately 10 – 15sqm in floor area. The height needs to need 2.3m to the eaves, but all stables should have a pitched roof in the interest of visual amenity.
- e. Erection of fencing to enclose a paddock and removal of an existing hedgerow can have detrimental effect on landscape quality, existing planning should be retained and supplemented wherever possible, and fencing should be painted or stained in a recessive colour. Additional screening will be required if outdoor storage of equestrian related materials is necessary.
- f. Extensive areas of hardstanding should be avoided and permeable surfaces used instead.
- g. Maneges (surfaced riding areas) should be sited near to stables and associated buildings to limit the dispersal of development in the landscape, and to existing field boundaries to take advantage of hedgerow screening.

Shopfronts and Signage

Principle HB12: Shopfronts and Signage

Shopfronts

- a. Retail development should be inclusive and should be designed to best accommodate its customers' needs.
- b. Retail development in the town and local centres should create easily accessible entrances for pedestrians and the mobility impaired.
- c. Where appropriate, new shopfronts should relate well to the whole elevation of the host building in terms of design, proportions and materials, and respect their neighbours.
- d. New shopfronts should not cover or involve the removal of original architectural features of value to the building or its setting, nor other features worthy of retention.
- e. Shopfronts and their surrounds of merit or historic interest may not be appropriate to replace or alter. Their design is usually appropriate to the whole building façade so their repair and sympathetic refurbishment in order to retain and enhance their value will be encouraged and there will be a general presumption against their removal.
- f. Stallrisers below shop windows give protection to the window and provide a visual anchor. They should be constructed of substantial and hardwearing materials.

Signage

- g. Fascias should be designed in order to enhance the streetscape and buildings, rather than to just advertise premises. The proportions of fasciae should be based on the surrounding area and streetscape and the proportions of the building they sit within.
- h. Fascias should sit below the first-floor window level and should be demarcated at the top by a cornice or capping feature and should be contained at each end.
- i. Not more than one projecting sign shall be permitted on any fascia and it shall be located at the same level as the fascia sign. The size should be in proportion with the fascia and the building as a whole.
- j. Traditional hanging signs may be located above fascia level provided that this does not detract from the character of the building.
- k. Any illumination shall be in scale with the fascia and the building as a whole and not create a 'cluttered' appearance. Spotlights or other individual lamps shall be contained in lamp holders in recessive colours.

- l. Internally illuminated box signs where the whole face is lit will not normally be permitted in Conservation Areas. Where they are acceptable the box projection should be kept to a minimum and the frame should be in an appropriate subdued colour, not in plain aluminium.
- m. Where businesses occupy upper floors the use of lettering applied to the window is often preferable to an external sign.

Shutters

- n. If security shutters are required the use of grilles is preferred to perforated shutters to allow displays to remain visible, allow light into the street and provide more inviting town centres and local areas.
- o. Security for shopfronts can be achieved in various ways, some less attractive than others. Alternatives are listed below from i.-v. in order of preference. All external shutters and grilles require planning permission:
 - i. Security glazing (laminated security glass)
 - ii. Internal window security grilles
 - iii. External window security grilles, removable or roller type
 - iv. Open lattice or large punched hole metal shutters with a high degree of transparency, minimum 55% (where more robust types of shutter required)
 - v. Solid metal roller shutters and perforated shutters are not normally acceptable and never on Listed Buildings or Conservation Areas. They create an environment perceived as unsafe when the shops are closed and can become a target for graffiti.

Sunblinds and Canopies

- p. Apron blinds or awnings are a traditional feature of shopping area, retracting into a recessed compartment. As with all elements of the shopfront, thought must be given as to how the blind box can be integrated within the overall design.
- q. The edge of the canopy when extended, should not be so low as to be a hazard to pedestrians and must not extend to the trafficked highway.
- r. Canopies and blinds should normally be retractable rather than fixed and only used when necessary to avoid clutter in the shopping area.
- s. A separate license from the Highways Authority will be necessary if the canopy extends over the public highway.

TRADITIONAL SHOP FRONT: ANATOMY & KEY COMPONENTS

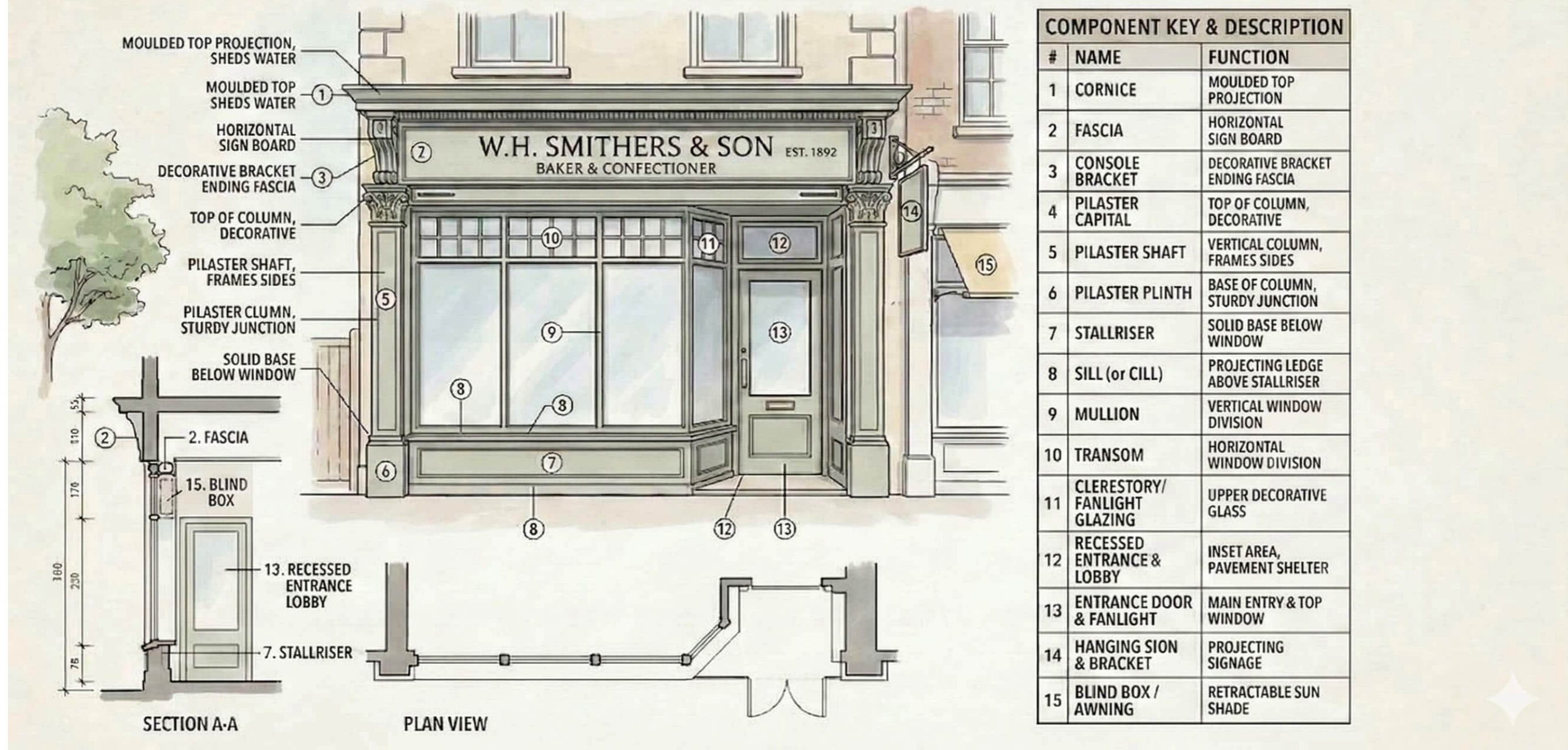


Figure 20: Key characteristics of traditional shop fronts

6.0 Nature

- 6.1. Nature must take a stronghold in the design process from the outset, with a push for sustainability and increases in biodiversity. Nature can play an important part towards people's physical activity and mental wellbeing; therefore, the importance of green and blue space should not be underestimated in terms of the benefits it can provide.
- 6.2. Cannock Chase contains a variety of habitats, contributing to its character, and the quality of life of its residents. Designing in biodiversity at the start of the process, building on opportunities and mitigating impacts will help to secure a net gain for biodiversity, as required by national and local planning policy.
- 6.3. Ecological impacts will vary depending on the scale of the development, from large areas of open grassland to individual bat roosts in a single dwelling. Through ecological site assessment, developers will be able to understand opportunities and constraints on the site. The significance of any biodiversity designations will inform the measures required to mitigate any impacts and enhance the site as per national and local planning policy.
- 6.4. Each locality has particular existing biodiversity characteristics which can be reinforced or lost as a result of development, by incorporating biodiversity considerations into all development proposals, as far as possible, the opportunity for habitats and species to be able to adapt to a changing climate is strengthened. The use of local specific within landscaping schemes will also contribute towards more resilient habitats and enhance the local character.
- 6.5. Natural England's Green Infrastructure Framework provides national principles and standards for creating multifunctional, nature-rich environments. The Framework should inform design decisions related to habitats networks (including blue infrastructure), accessible greenspace, tree canopy cover, urban greening and climate resilience. Links to further national and local guidance are provided in Appendix B.

Biodiversity

Principle N1: Biodiversity

- a. **Development proposals should minimise fragmentation of habitats and increase linkages through 'green corridors', existing blue infrastructure, linear habitat features, shady tree canopies and diverse microhabitats etc. where applicable, these should link the site to the wider ecological network, Strategic Green Space Network and nearby designated sites.**
- b. **Development proposals should ensure that where possible green spaces are not isolated within site layouts and that connectivity between green spaces is maintained to enable wildlife movement.**
- c. **The use of integrated bat and swift boxes/bricks are encouraged, and where renovations and modern construction results in the removal of nesting/roosting niches for birds and bats replacement features should be incorporated.**
- d. **Green and Blue Infrastructure components require appropriate long-term, bespoke care to remain functional, delivered by specialists with the expertise to provide the correct management for biodiversity, the long-term maintenance of these components should be considered from the beginning of the design process.**
- e. **Particular emphasis should be given to supporting and enhancing the strategic habitat corridor between Cannock Chase Special Area of Conservation (SAC) and Sutton Park. Proposals should maximise opportunities for heathland restoration, expansion and linkage within and adjacent to development sites.**
- f. **Development proposals on land released from the Green Belt should deliver high-quality compensatory environmental enhancements, including new or enhanced green infrastructure, habitat creation, natural capital improvements, woodland planting, walking/cycling links and landscape enhancements beyond basic enhancements.**
 - i. **These measures should be designed as a coherent package, securing long-term environmental quality, landscape character and recreational value of the remaining Green Belt, as required in the Local Plan.**

Design Considerations

Principle N2: Design Considerations

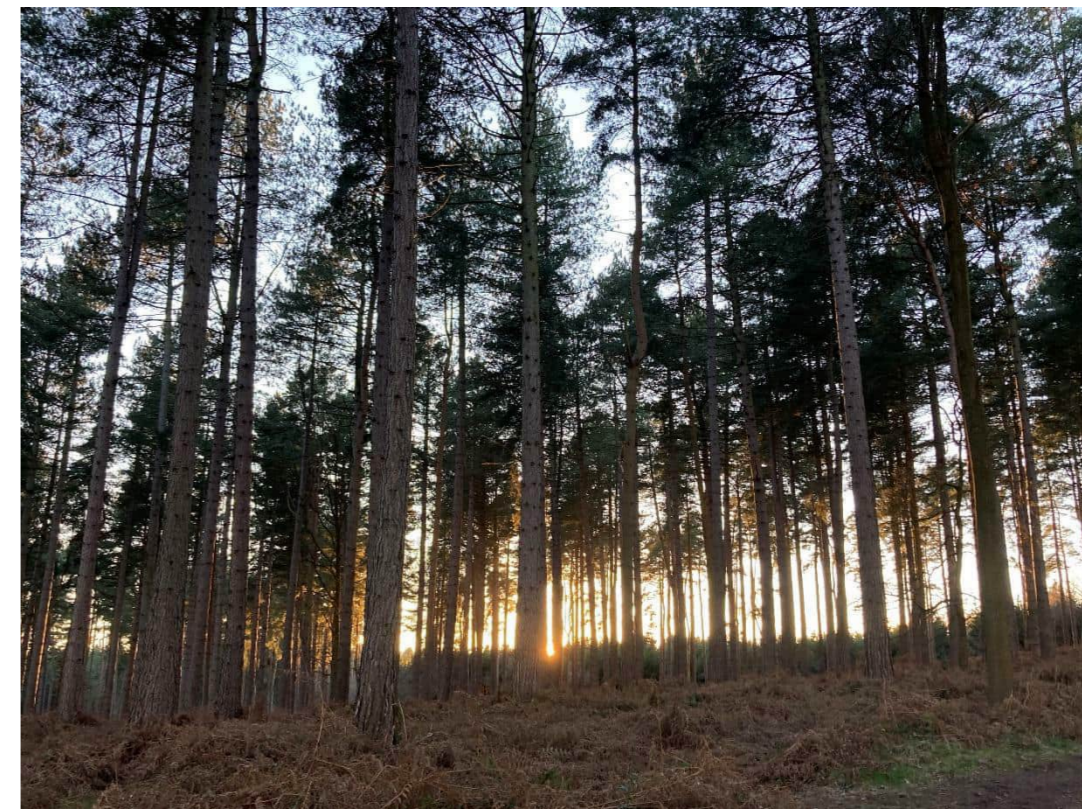
- Design should begin with a clear understanding of existing habitats and species and follow the mitigation hierarchy: avoid > mitigate > compensate.
- Layouts should avoid harm to designated sites, priority habitats, irreplaceable habitats (such as ancient woodland, veteran trees and lowland fen), and features that contribute to ecological connectivity, this includes providing sufficient buffers to prevent indirect impacts, including those arising from recreational use.
- Design proposals should also show how alternative site layouts, footprints and building positions were considered to avoid impacts first, before proposing mitigation or compensation measures.
- Development should be designed in accordance with Natural England's Green Infrastructure Framework, which establishes national principles, standards (including the Accessible Greenspace Standard and Urban Tree Canopy Standards) and mapping tools for planning multifunctional network that supports ecological connectivity, climate resilience, flood management, cooling, recreation and local landscape character.
- Design should integrate natural capital enhancements, including soil restoration, water quality improvements and carbon sequestration through habitat creation, ensuring that green infrastructure delivers multi-functional benefits.
- Housing should face outwards towards green space to avoid long stretches of back gardens forming the edge of green space, and to prevent issues such as garden waste dumping or the creation of informal access points into these areas.



Features for Wildlife in the Built Environment

Principle N3: Features for Wildlife in the Built Environment

- All new buildings should integrate high-quality, species-appropriate nest and roost features (such as swift boxes), informed by BS 42021:2022 (or the most recent standards).
- Bat roost features should follow best-practice guidance such as that provided by the Bat Conservation Trust. They should be sited close to vegetation and away from lighting.
- Extensive use of impermeable boundary treatments (such as close-board fencing and brick walls) should be minimised wherever possible. Alternatives such as post-and-wire fencing with hedgerow planning should be used instead, particularly on edge-of-settlement developments. Where impermeable boundary treatments are unavoidable, they should include 13cm x 13cm hedgehog holes at ground level to maintain habitat connectivity.
- Trees should be integrated into streets, courtyards and car parks to support cooling, shading, flood resilience and wildlife movement.
- Lighting should avoid illuminating wildlife corridors, watercourses, woodland edges or bar flight lines. Following Local Plan requirements and Institution of Lighting Professionals/Bat Conservation Trust '*Bats and Artificial Lighting at Night*' guidance Warm-spectrum (<3000K) downward-directed, low-spill lighting should be used, retaining dark corridors across and around the site.



Sustainable Drainage Systems and Water Features

Principle N4: Sustainable Drainage Systems and Water Features

- a. Development should use Sustainable Drainage Systems (SuDS) as integral green-infrastructure features that enhance biodiversity and contribute to habitat connectivity.
- b. SuDS should be designed from the outset to deliver measurable ecological benefits by including biodiversity-rich features, such as wetlands, swales, and ponds with varied backs and microhabitats. They should align with the Local Nature Recovery priorities wherever possible and contribute to Biodiversity Net Gain.
- c. Watercourses should be naturalised where possible, providing continuous habitat corridors and supporting climate resilience.
- d. Development should provide a naturalised buffer to watercourses, proportionate to their scale and ecological value. For main rivers and more significant watercourses, a minimum 10-15m undeveloped, naturalised buffer (measured from the top of the bank) should be provided. Wider buffers (15-20m) may be required for priority habitats, ecological corridors or sites with sensitive riparian features. For smaller watercourses (e.g. ordinary watercourses, ditches or ephemeral channels), a reduced buffer may be appropriate; however, buffers should not fall below 6m unless justified by site-specific constraints and supported by ecological assessment.
- e. Management plans should secure long-term ecological success of habitats, Sustainable Drainage Schemes, green infrastructure and biodiversity net gain measures with clear responsibilities, monitoring and adaptive management for at least 30 years, as required by the Environment Act and Local Plan policies.

Biodiversity Net Gain

Principle N5: Biodiversity Net Gain

- a. Biodiversity Net Gain (BNG) should function alongside, not instead of, wider biodiversity protections and policy considerations.
- b. BNG proposals should align with LNRS priorities and spatial opportunity areas, which identify where habitat creation will provide greatest strategic benefit. In accordance with the BNG hierarchy, on-site enhancements should be provided wherever possible and considered before resorting to off-site units.

Habitat Creation, Soil Condition and Appropriate Planting

Principle N6: Habitat Creation, Soil Condition and Appropriate Planting

- a. Proposals should demonstrate how the findings of soil surveys have informed habitat design and set out any nutrient-reduction or soil-remediation measures required to achieve target conditions. Habitat establishment timescales should recognise that some habitats may take several years to reach their intended quality.
- b. Long-term management should secure the actions needed for habitats to establish and persist, with ongoing monitoring to track condition and guide adaptive management so that desired outcomes are achieved.
- c. Planting schemes should use native British flora of local provenance, following national good practice such as Flora Locale's *Go Native! Planting for Biodiversity*, which promotes using the right plants in the right place to support local habitats and species.
- d. Guidance from the Forestry Commission and Woodland Trust Woodland Creation Guide should inform tree and shrub selection, focusing on resilience, biosecurity and long-term habitat value.
- e. Species choice should reflect the ecological character of the site, including local soils, and take into account Local Nature Recovery Strategy (LNRS) priorities and local landscape context.

Public Access and Ecological Sensitivity

Principle N7: Public Access and Ecological Sensitivity

- c. Walking and cycling routes should be provided in ways that avoid directing pressure into sensitive or fragile habitats.
- d. Interpretation boards and clear wayfinding should be incorporated to support responsible access and minimise disturbance.
- e. Paths should be aligned to prevent erosion and uses surfacing materials that reflect local soils and geology.
- f. Appropriate zoning, screening and green buffers should be used to prevent the creation of new desire lines and to avoid habitat disturbance.
- g. Development should also retain naturalistic areas where wildlife can thrive undisturbed.

Reference Links

Staffordshire County Council guidance on drainage strategy requirements for planning applications to ensure effective flood risk management should be considered ([Information for planners and developers | Staffordshire County Council](#)).

PPG Natural Environment Guidance should be considered with regards to swift bricks (<https://www.gov.uk/guidance/natural-environment>)

Appendix A: Car Parking Standards

- A.1. This section sets out the parking standards that apply to new developments. It replaces the existing Parking Standards, Travel Plans & Developer Contributions for Sustainable Transport SPD (2005). It provides more detail to support the relevant policies in the Cannock Chase Local Plan (2018 - 2040), in particular the Transport Policies grouped under Strategic Objective 5 of the Plan.
- A.2. A series of Design Principles for vehicles, motorbikes, bicycles and lorry parking is provided within this section. A set of standards for main use classes (Table CP3a) and more flexible guidelines for other uses Table CP3b) can be found at the end of this section, as these can vary quite considerably, they need to be considered on a case-by-case basis.

Policy Review

- A.3. There has never been set national standards for parking, however, national guidance including Planning Practice Guidance, White Papers and Transport Circulars have often informed local parking standards, where introduced.
- A.4. This section sets out the context and justification for the policy approach which is adopted to inform the approach to local parking standards.
- A.5. The NPPF states that if setting local parking standards for residential and non-residential development, the following should be taken into account:
 - a. The accessibility of the development;
 - b. The type, mix and use of development;
 - c. The availability and opportunities for public transport;
 - d. Local car ownership; and
 - e. The need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.

Maximum v Minimum Standards

- A.6. In the past, planning guidance supported maximum parking standards with the aim of reducing reliance on car use and encouraging walking, cycling and use of public transport. Whilst in certain locations it may be appropriate to limit car parking to achieve significantly higher densities of development, usually in situations where there are also vehicular constraint policies, it is now also acceptable to establish baseline amounts for car parking provision and set these as minimum levels (CIHT¹).
- A.7. The NPPF (MHCLG, 2024) at Paragraph 113 of Chapter 9; Promoting sustainable transport states that maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification

that they are necessary for managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport (in accordance with chapter 11 of this Framework). In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists.

- A.8. In line with the Framework, the Council seek to adopt a minimum parking standard for the District.

Vehicle Sizes

- A.9. Car dimensions have generally increased over time as illustrated in the table below produced by the RAC (based on the top five models sold in the UK in those respective years²).

Year	Average width (m)	Average length (m)	Average total area (m2)
1965	1.5	3.9	5.9
1985	1.6	4.0	6.4
1995	1.7	4.3	7.3
2005	1.7	3.8	6.7
2015	1.8	3.9	7.3
2020	1.8	4.3	7.6

Table A.1: Car Dimensions

- A.10. This has a resultant impact on parking bay and garage sizes as it is important that spaces are large enough to accommodate modern vehicles if they are to be counted towards meeting minimum standards.
- A.11. The Department for Transport (DfT) Manual for Streets (2007) suggested parking bay sizes according to the type of space with a parallel parking arrangement requiring 6m by 2m, the traditional off-street parking space of 2.4m x 4.8m, with some additional space if considering parking spaces for disabled people. Motorcycles require a 2m x 0.8m footprint.
- A.12. These standards have been widely adopted by Local Planning Authorities and were also reiterated in The British Parking Association guide 'Parking Know How, Bay Size' in July 2016 which highlighted the standard 2.4m wide by 4.8m long as the 'UK norm' with the space for manoeuvring (roadways) between bays as 6metres. However, it also states 'these dimensions are neither minimum nor written in tablets of stone, and may be revised to suit particular needs, but remember that good access and wider bays aids efficient use of the parking area'³. The guidance provides a greater minimum dimension for bays reserved for disabled badge holders of a minimum of 6.6m long by 2.7m wide, or 3m wide where placed in the centre of the carriageway.

¹ The Chartered Institute of Highways & Transportation 'Guidance Note: Residential Parking res_parking_design:Layout 1 (accessed 10/03/25)

² Rac (2021) 'Standing Still' [69684 RACF – Standing Still_AW.3.pdf](#) (accessed 10/03/25)

³ BPA (July 2016) 'Parking Know How Bay Size' [Parking Standards for parking bay sizes](#) (accessed 10/03/25)

CANNOCK CHASE • LOCAL DESIGN GUIDE

- A.13. It offers more scope for motorcycles with ranges in length from 1800 to 2700mm and an average width of 1400mm per machine. For on-street parking places they cite guidance by the Motorcycle Action Group which suggest anchor points are set into the carriageway near to the kerb-edge or into the wall or floor of off-road parking places. These can be easy and cheap to install and allow riders to secure their bikes when parking. With a set height of about 60cm will accommodate a wide range of wheel sizes but hinder thieves using the floor or carriageway as leverage for bolt cutters and jacks. The guidance also supports bay sizes for coach parking of 15m by 5m.
- A.14. More recent guidance released in 2023 by the Institute of Structural Engineers recommends the length of a parking bay to increase from 4.8m (16ft) to 5.0m (16.4ft), and the width of a standard parking bay is likely to increase from 2.4m (8ft) to 2.6m (8.5ft) with particular applicability to commercial car parks⁴.
- A.15. The RAC report 'Standing Still' (2021) also highlights there has been a reduction in use of garages for parking noting contributory factors such as the increased size of vehicles, the conversion of garages for habitable living space, use of garages for storage and the conversion of front gardens into parking spaces. A study conducted by RAC Home Insurance in 2014 showed that 62% of households use their garage for purposes other than parking their car (RAC, 2014). Of the remaining 38% who use their garage for its intended purpose, one in five said that they found it hard to park their car inside because of the garage's small design (RAC, 2014).
- A.16. The Department for Transport (DfT) Manual for Streets (2007) recommended a minimum clear internal dimension of 3m by 6m for garages used for parking. However, it is problematic to count garage as equivalent parking spaces as there is no guarantee it will be used for that purpose due to the ability to convert them to habitable accommodation without permission, and the fact they are often used for storage.

Car Ownership

- A.17. Car ownership rates have been recorded by ONS in the 2021 census. 83% of households in the District had 1 or more cars or vans at the time of Census 2021.

Number of vehicles	Percentage of households in Cannock Chase %
No cars or vans in household	16.9
1 car or van in household	39.5
2 cars or vans in household	31.7
3 or more cars or vans in household	11.8

Table A.2: Car Ownership Percentages in Cannock Chase

- A.18. There are variations in rates of car ownership across the District with the highest levels of households with no cars concentrated in and around Rugley Town Centre and Cannock Town Centre and some of the highest levels of car and van ownership in Hawks Green, Wimblebury and Cannock Wood.

Travel to Work

- A.19. At the time of the 2021 Census, across Staffordshire Cannock Chase had the lowest proportion of employed residents who stated that they work mainly at or from home at 19.5%. This reflects the relatively high proportion of residents working in sectors and jobs that did not facilitate homeworking.
- A.20. Cannock Chase has the highest proportion of residents who travelled to work by driving a car or van of all English local authorities at 64% - above the England average of 44.5% and the Staffordshire average of 57.8% (Staffordshire Observatory Census 2021 Labour Force and Travel to Work Briefing Census 2021 - Staffordshire Observatory).
- A.21. 34.3% of Cannock Chase residents aged 16+ in employment travelled less than 10km to work in 2021, whilst 28.1% travelled 10km and over.

Electric Vehicle Charging

- A.22. Legislation and regulations have been introduced at a national level over the past few years to ensure the UK is ready for transition to electric vehicles. The Electric Vehicles (Smart Charge Points) Regulations 2021 requires new private (domestic and workplace) charge points sold in Great Britain to have smart functionality. Part S of the Building Regulations introduced in June 2022, mandates EV charging infrastructure in new and renovated buildings. The Public Charge Point Regulations 2023 seeks to improve the experience of consumers using public charge points.
- A.23. The Staffordshire County Council Public Electric Vehicle Charging Infrastructure Strategy was published in 2023. The strategy will support the authority to meet climate action targets and to facilitate and coordinate the increase of EV charging infrastructure across the County.

⁴ The Institute of Structural Engineers (2023) 'Car Park Design' <https://www.istructe.org/resources/guidance/car-park-design/> (accessed 13/03/25)

Car Parking Guidance

- A.24. Parking should not be an afterthought; it must be designed to fit sympathetically and appropriately within the development from the outset.
- A.25. As expressed in the National Design Guide; well-designed parking is attractive, effectively landscaped and sensitively integrated into the built form so that it does not dominate the development or the street scene. It incorporates green infrastructure, including trees, to soften the visual impact of cars, help improve air quality and contribute to biodiversity. Its arrangement and positioning relative to buildings limit its impacts, whilst ensuring it is secure and overlooked.

Principle CP1: Car Parking Guidance

- a. Car park spaces for dwellings should not visually dominate the frontage of properties. Allocated parking provided for new dwellings should be to the side or rear of the property, wherever possible. Rear parking courts should not be supported unless appropriately designed including suitable rear access to the property, pathways, lighting and security measures.
- b. In-curtilage parking in front gardens is limited to 50% of the property's frontage, and only where there is room to retain 3m of frontage as garden. An exception can be made for dwellings built to M4(3) standards.
- c. Visitor parking should be provided only in unallocated marked on-street bays or in communal car parking courts, wherever possible.
- d. New hard surfaces which are not part of the public highway should be designed to be permeable.
- e. Large expanses of tarmac will not be acceptable. Applicants should adopt a landscape-led approach to car parking. Landscaping is encouraged around vehicle parking areas to reduce the visual impact of cars and promote biodiversity and improved health and wellbeing. Sufficient space should be allowed for planting and allowing people to get in and out of vehicles.
- f. Electric vehicle spaces and charging points need to be considered, so they are suitably located, sited and designed to avoid street clutter.
- g. Developments should contain appropriate parking provision for disabled people.
- h. Whilst adequate parking is required to serve the development, proposals should consider measures to reduce reliance on the private car and should prioritise walking, cycling and public transport (Policy SO5.1).



Parking Bay Sizes

- A.26. The review of policy demonstrates that the average size of cars has been increasing, although national guidance has remained unchanged. This section sets out the standard size but recommends larger space sizes to accommodate modern vehicles, as well as setting bay sizes for other uses.
- A.27. The DfT has set out a detailed Local Transport Note on Cycle Infrastructure Design published July 202 which sets out typical dimensions of cycles and general principles for cycle parking.
- A.28. Parking Standards for accessible bays is currently set out in The Buildings Regulations 2010 Approved Document M and further guidance is set out in BS 8300 Design of an accessible and inclusive built environment - Buildings Code of Practice.

Principle CP2: Parking Bay Sizes

- Standard parking bays are to be provided at a minimum size of 5m x 2.5m, to reflect the increased average size of cars.
- Designated parking bays for disabled people are to be provided at a minimum of 6m x 3.6m.
- Designated parking bays for disabled people will meet British Standard 8300:2009 which are at least 2400mm x 4800mm with a 1200mm wide safety or transition zone marked out with cross patterned stripes along at least one side of the bay (1200mm can be shared with an adjoining accessible bay).
- Parking bays for lorries are a minimum of 16.5m x 5m, with a minimum headroom of 2m.
- There should be a minimum of 6m reversing distance between parking bays.

Note

The dimensions for a parking bay do not include the space needed for manoeuvring, loading and unloading.

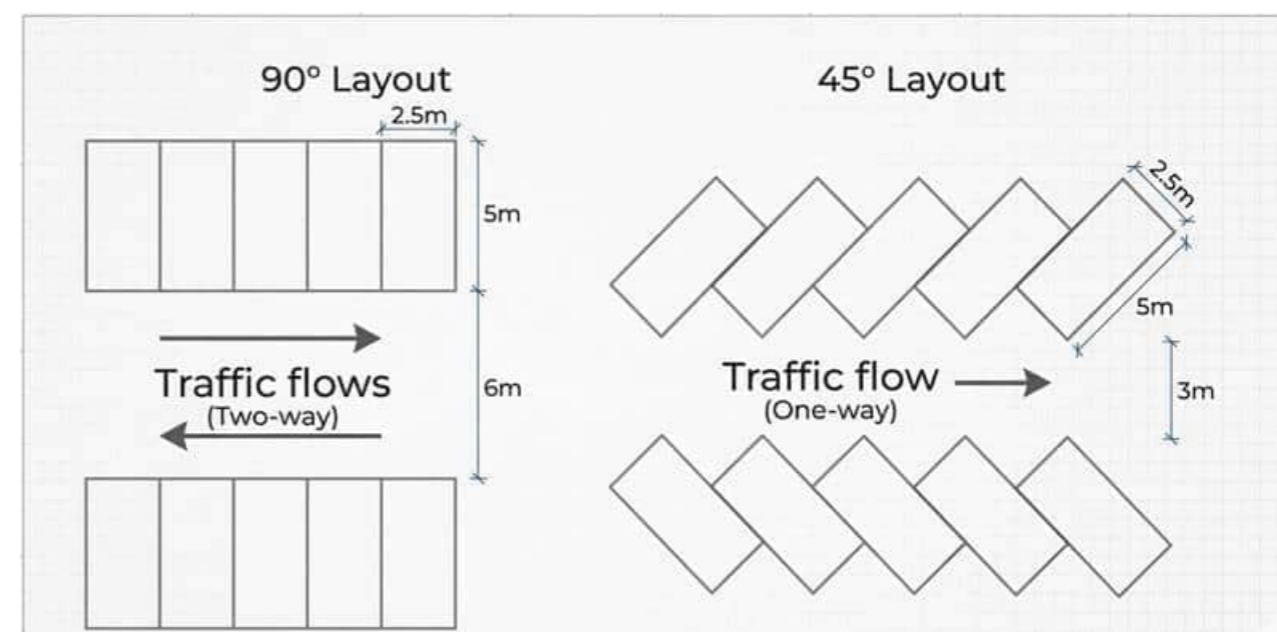


Figure A.2: Car Parking and Parking Bay Standards

Parking Standards

- A.29. All development requires a level of parking which is appropriate to the intended occupancy and use. Schemes with too few spaces can lead to inappropriate on street parking which can be obstructive and present a hazard to users of the highway.
- A.30. This section presents minimum standards for the provision of parking spaces for vehicles, bicycles and motorbikes for different types of development. It also provides exceptions to the standards if detailed evidence demonstrates that the level of parking is unnecessary, for example in very accessible locations.

Principle CP3: Parking Standards

- Applications for new development, extensions and change of use should accord with the minimum parking standards set in Table CP3a or have regard for the guidelines in Table CP3b.
- Parking provision in town and local centres will be considered on a case-by-case basis. The District wide standards may not be applicable in defined centres or other very accessible locations where it can be demonstrated that the development is served by safe walking and cycling routes, cycling facilities and frequent public transport provision, existing or planned, generally within an 800m/10-minute walking distance.
- In all other circumstances, evidence should be provided if an applicant seeks to demonstrate that the minimum standards may not be appropriate. Such evidence must consider the use of the development over its lifetime and not just the specific circumstances of the current user/occupier.
- As a principle, garages are not considered to count as part of the parking space provision, as there is no guarantee they will be used for vehicle parking. A parking space in a garage will only be considered as part of the policy provision if the internal space is at least 3m wide and 6m deep and it contains an electric vehicle charging point and will be subject to conditions at the planning stage for retention as a garage.
- Designated parking spaces for disabled people must be provided in accordance with prevailing Government standards.

Motorcycle Parking Standards

- A.31. Motorcycles are more similar to bicycles than cars in terms of convenience, flexibility and security, and therefore the behaviour and requirements often align with the cycle parking model. Good practice from the Institute of Engineering Motorcycle Guidelines sets out that parking should be near, clear, secure and safe to use. The Council's motorcycle parking standards are based on these principles.

Principle CP4: Motorcycle Parking Standards

- Developments should contain appropriate parking provision for motorcycles. Development requiring 200 or more car parking spaces should provide 5 stands measuring 1.4m x 2.3m marked 'Motorcycle Parking Only'.
- The location of motorcycle parking should be close to the entrance of sites and buildings.
- Motorcycle spaces should provide a flat level site made of material that does not become soft in hot weather, and preferably sited away from drains to improve safety for riders.
- Motorcycle parks should have dedicated security lighting or be located in well-lit areas which are naturally overlooked. Security measures to prevent vehicle theft such as CCTV coverage or anchor points should also be considered.
- Motorcycle bays should be sited away from tree cover wherever possible. Consideration should be given to the proximity of any trees which could make the surface more slippery. Covered bays are preferable although this must be balanced with the visual impact.

BEST PRACTICE EXAMPLE - Motorcycle Security



Figure A.3: Motorcycle Parking Standards

Cycle Parking Standards

- A.32. Policy and initiatives at the national and regional level to continue to promote cycling as an important mode of transportation that will improve people's health and wellbeing and can reduce the number of polluting vehicles on the road.
- A.33. The NPPF states that planning policies should provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans).
- A.34. This has been fully bolstered by the development of Active Travel England as an executive agency sponsored by the Department of Transport. They aim to increase the number of local journeys being walked, wheeled or cycled by 2030.
- A.35. Staffordshire County Council published the Local Cycling and Walking Infrastructure Plan 2021 - 2031 in April 2021. It sets out the networks which are prioritised for improvements across the county. The plan identifies cycle parking is integral to any cycle network and states that cycle parking, and routes to and from it, should be clearly marked, overlooked, well-maintained, well-lit and integrated into the built environment.
- A.36. Planning for cycle parking in a wide range of developments, including consideration of storage in private residences is therefore one important factor in encouraging the greater take up of cycling as an alternative to car use.

Principle CP5: Cycle Parking Standards

- Cycle bay sizes should be at least 2m in length for standard size bikes with some larger spaces for trailers, accessible and tandem bikes.
- Traditional cycle stands such as hoop stands require at least 0.6m clearance to walls, and a clear space of 1.0m in front to enable the bicycle to be wheeled into position. There should be a 1m clearance space between stands. Other types of cycle parking including cycle lockers, two tier stands or cycle hubs may be more appropriate in larger developments.
- The location of cycle stands shall be as close as possible to the entrance of sites and buildings. Cycling provision should be in secure positions or where surveillance by staff or passers-by are a deterrent to theft.
- It is recommended that parking for adapted cycles for disabled people is co-located with disabled car parking at a rate of 5% of total cycle parking provision.
- At any sites where ten or more spaces are provided, the stands should be located under cover, be lit and appropriately signed.
- The detailed design and lighting of such facilities should have regard to the locality and to the proposed development.
- Large employment generating development should provide cycle storage lockers and shower and changing facilities for cyclists.

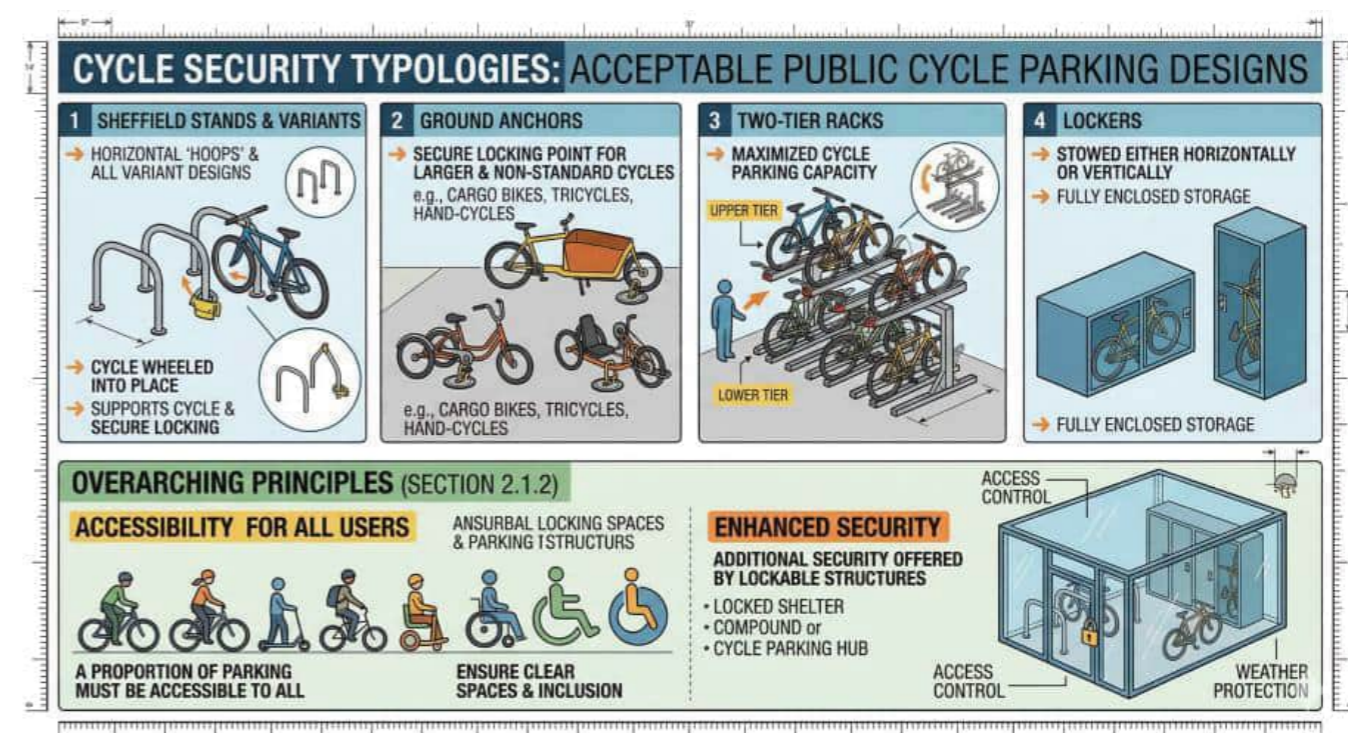


Figure A.4: Cycle Parking Standards

Note

Consideration should be given to Active Travel England requirements for cycle infrastructure design as outlined in Local Transport Note 1/20 (LTN1/20) ([Cycle infrastructure design \(LTN 1/20\) - GOV.UK](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/90444/lt_n1_20.pdf)).

Lorry Parking Standards

- A.37. Most lorry parks (or Truckstops) operate 24 hours a day. They are the safest place for lorries to park. Good secure parks can have entry and exit gates, covered by CCTV and may have other security features. The larger lorry parks may have a vehicle wash, fuelling facilities and provide food and wash facilities for drivers.
- A.38. The National National Highways' Lorry Parking Demand Assessment (2023) suggested that additional parking provision is needed in the vicinity of the Strategic Road Network in Staffordshire. The assessment used a scoring mechanism rating Local Authorities out of 20 with regard to off-site parking issues and on site lorry park utilisation issues. Although Cannock Chase was not identified as a priority area scoring above 12 in the analysis, it did score 11.8 and therefore is close to the threshold. The demand arises to the east of Cannock around the A5/M6 toll although there is lorry parking available at Norton Canes Services which was completed after the study was published, and may have addressed this demand and would affect the overall score.
- A.39. The following guidelines are provided to inform proposals for new lorry parks in the District.

Principle CP6: Lorry Parking Standards

- a. Parking bays require level ground and should be well marked.
- b. The parking area should be well-lit with either security or overhead lighting.
- c. The parking area should be secure, surrounded by perimeter fencing that is higher than 1.8m and CCTV which monitors the perimeter and entrance. Consideration should be given to the design of the entrance to prevent unauthorised access.
- d. Lorry parks should provide toilets and showers for all genders to provide basic amenities for lorry drivers. Proposals which include convenience food, cafes or alternative overnight accommodation are also supported to expand the services available.
- e. Locations should have good access to the internet or proposals should seek to improve local internet access on site as electronic payment systems and pre booking systems are encouraged in lorry parks, reducing the need for carrying cash which is a security risk.
- f. The design of the development should provide a welcoming environment to customers, clearly signposting the facility to ensure that it is visually recognisable from the roadside.
- g. Proposals for staffed facilities are supported to improve security and to support the services on offer to customers.

- h. It is recognised that lorry park locations may be outside of defined settlements in the development plan. Early engagement with the Local Planning Authority is encouraged through the pre-application service to discuss the proposal and gain advice.
- i. Whilst the overall national need for new, high quality lorry parks is accepted, it may be necessary to demonstrate through an application the need for a lorry park in a specific location in the District, particularly where this would be contrary to policies in the development plan. Consideration should be taken of the quantity and quality of existing facilities in the vicinity, and the extent to which they are operating at capacity to help to determine the need for further parking facilities.

Parking Standards - Table CP3a

Cannock Chase District Parking Standards

Use Class	Vehicle	Bicycle	Other
B2 General industrial	<p>1 space per 25m² up to 250m² Floorspace above 250m²: 1 space per 50m²</p> <p>Disabled parking: Individual spaces for each disabled employee plus 2 spaces, or 5% of the total, whichever is greater</p>	1 space per 500m ²	
B8 Storage or distribution	<p>Floorspace below 250m²: 1 per 25m² Floorspace above 250m²: 1 space per 50m² Floorspace above 1000m²: 1 space per 80m²</p> <p>Disabled parking: Individual spaces for each disabled employee plus 2 spaces, or 5% of the total, whichever is greater</p>	1 space per 1000m ² gross floor area	Sufficient lorry spaces will also be expected
C1 Hotels	<p>Employees: 1 space per 5 staff Guests: 1 space per bedroom</p> <p>Disabled parking: 3 spaces or 6% of the total, whichever is greater</p>	<p>Employees: 1 space per 5 staff Guests: 1 space per 10 guest rooms</p>	<p>Where accommodation for resident members of staff is to be provided, additional spaces may be sought in accordance with the standards relating to dwellings.</p> <p>Available space off-highway for servicing/delivery vehicles</p>
C2 Residential Institutions	<p>Resident Staff: 1 space per resident staff Non-Resident Staff: 1 space per 5 non-resident staff plus 1 space per 30 bed spaces Visitors/Care Workers: 1 space per 3 beds for visitors/care workers 1 space per 10 students (unless the educational facility is for over 16 years where there should be 1 space per 5 students) Disabled parking: 3 spaces or 6% of the total, whichever is greater.</p>	<p>1 space per 5 staff 1 space per 3 bed spaces 1 space per 10 students</p>	<p>Hospitals: Parking provision should be determined on a case-by-case basis, taking into account the range of functions contained. Parking levels and management arrangements should be defined in a transport assessment covering staff, patients and visitors.</p>
C2A Secure Residential Institution	<p>Resident Staff: 1 space per resident staff Non-Resident Staff: 1 space per 2 non-resident staff Visitors/care workers: guide: 1 space per 3 beds for visors, see note. Disabled Parking: 3 spaces per 6% of the total, whichever is greater (minimum 2 disabled spaces on site)</p>	<p>1 space per 5 staff 1 space per 5 staff plus 1 space per 30 bed spaces 1 space per 10 students</p>	<p>Class C2A includes a variety of uses which will demand a varying need for parking. Standards should be used as a guide but there must be flexibility, and applications should be looked at on a case-by-case basis. Visitor parking requirements will vary between institutions and should be dealt with on an individual application basis.</p>

C3 Dwellinghouses	<p>4+ bedroom homes: 3 spaces 2 and 3 bedroom homes: 2 spaces 1 bedroom homes: 1 space</p> <p>For flats and major developments, provision of unallocated car parking will be required to accommodate additional cars and visitors: 1 unallocated space per 5 dwellings (0.2 per dwelling)</p>	<p>For individual dwellings, provision within storage room, garage or via access to rear garden to be demonstrated.</p> <p>Covered, lit, secure cycle storage must be provided for apartments: minimum 1 space per apartment.</p>	
C4 Houses in Multiple Occupation	<p>3 spaces (0.5 spaces per bedroom), except where the property does not have safe pedestrian access to services and facilities (800m distance to a convenience shop on footpaths) where 1 space per bedroom would be required.</p>	<p>Covered secure cycle storage must be provided: 0.5 spaces per bedroom.</p>	<p>The Standards per bedroom set out for C4 HMO's are also applicable to proposals which are classed as Sui Generis i.e HMO's above 6 bedrooms.</p>
E(a) Display or retail sale of goods, other than hot food	<p>Food stores: 1 space per 14m² Non-food stores: 1 space per 20m²</p>	<p>Small retail (<200m²): 1 per 100m² Medium (200-1,000m²): 1 per 200m² >1,000m²: 1 per 250m²</p>	<p>Available space off-highway for servicing / delivery vehicles.</p>
E(b) Sale of food and drink for consumption (mostly) on the premises	<p>Customers: 1 space per 10m² Employees: 1 space per 2 staff</p>	<p>1 space per 60m² (excluding associated residential accommodation)</p>	<p>Any residential accommodation will also require consideration of parking requirements. Available space off-highway for servicing / delivery vehicles.</p>
<p>E(c) Provision of:</p> <ul style="list-style-type: none"> • E(c)(i) Financial services, • E(c)(ii) Professional services (other than health or medical services), or • E(c)(iii) Other appropriate services in a commercial, business or service locality 	<p>1 space per 20m²</p>	<p>1 space per 200m²</p>	
E(d) Indoor sport, recreation or fitness (not involving motorised vehicles or firearms or use as a swimming pool or skating rink,)	<p>Considered on a case-by-case basis. In determining the minimum number of spaces, consideration will be given to the total number of staff and predicted customer usage of the facility at peak times. Provision for spectators and visiting sports teams including coach parking will also be taken into account, where applicable.</p>	<p>1 space per 5 staff plus 1 space per 100m²</p>	
E(e) Provision of medical or health services (except the use of premises attached to the residence of the consultant or practitioner)	<p>1 space per medical practitioner on duty at the busiest time plus 1-2 spaces per consulting room in use at the busiest time.</p>	<p>1 space per 5 staff 1 space per 5 staff plus 1 space per 30 bed spaces 1 space per 10 students</p>	
(f) Creche, day nursery or day centre (not including a residential use)	<p>1 space per employee plus 1 space for every 6 children attending. Proposals should demonstrate there is appropriate provision made for drop off/collection of children, including</p>	<p>1 space per 5 staff plus 1 space per 200m² for visitors</p>	

CANNOCK CHASE • LOCAL DESIGN GUIDE

	consideration of staggered drop off/collection times.		
E(g) Uses which can be carried out in a residential area without detriment to its amenity	1 space per employee plus consideration of appropriate unallocated parking for customer/visitor	Considered on a case-by-case basis.	
F1 Learning and non-residential institutions	<p>Museums/art galleries/libraries: 1 space per every 3 members of staff present at peak times plus 1 parking space for every 5 sqm of public floor space.</p> <p>Education: 1 space per teaching staff plus 1 space for every 3 non-teaching staff. 1 space per 15 students (appropriate provision should be made for drop off/collection of children, including by bus/coach).</p>	<p>1 space per 15 staff plus 1 space per 60m²</p> <p>1 space per 5 staff plus 1 space per 3 students</p>	
F2 Local community	Considered on a case-by-case basis. In determining the minimum number of spaces, consideration will be given to the total number of staff and predicted customer usage of the facility at peak times based on two people per car. Some of the uses are considered under Table CP3b	Considered on a case-by-case basis.	
Sui Generis	Considered on a case-by-case basis. In determining the minimum number of spaces, consideration will be given to the total number of staff and predicted customer usage of the facility at peak times based on two people per car. Some of the uses are considered under Table CP3b	Considered on a case-by-case basis.	

Parking Standards – Table CP3b

Cannock Chase District Parking Standards for other uses

Use Class	Vehicle	Bicycle	Other
Stadia	1 space per 15 seats (Transport Assessment and Travel Plan will be required)		For stadia sufficient coach parking should be provided to the satisfaction of the local authority and treated separately from car parking. Coach parking should be designed and managed so that it will not be used for car parking.
Theatre	1 space per 3 members of staff 1 space per 5 customer seats 1 space per 10m ² dressing room space	1 space per 5 staff plus 1 space per 100m ²	Available space off-highway for servicing / delivery vehicles.
Caravans: Residential sites/ mobile homes Or Transit or static holiday site	1 space per caravan Visitors 1 space per 5 pitches	1 space per 5 staff plus 1 space per 10 pitches	
Garden Centres	1 space per 50m ² for staff and customers	1 space per 200m ² for staff and customers	Available space off-highway for servicing / delivery vehicles.
Marinas	1 space per 2 mooring berths	1 space per 10 moorings	Available space off-highway for servicing / delivery vehicles.
Taxis or Vehicle Hire	1 space per permanent member of staff plus 1 space per 1 registered car		
General vehicle repair and servicing garages	3 car/lorry spaces as appropriate per service bay plus 1 space per 50m ² for staff		Available space off-highway for servicing / delivery vehicles.
Car washing facilities	5 queuing spaces		Available space off-highway for servicing / delivery vehicles.
Specialist vehicle repair centres i.e. tyres, exhausts etc.)	3 car/lorry spaces as appropriate per service bay plus 1 space per 40m ² of staff parking		Where retail food sales are also present at a facility the appropriate Class A1 standard - smaller retail units, will normally be required, i.e. 1 space per 10m ² . Spaces will also be required for articulated vehicles and deliveries
Golf courses	Minimum 100 spaces per 18-hole course.		Any licensed club facilities will need additional parking Mini-bus or coach parking to be considered on need.
Tennis, Bowling (Greens), Cricket, Football, Rugby	1 space per 3m ² of public floor area of buildings; 12 spaces and one space for a coach for each pitch		Available space off-highway for servicing / delivery vehicles.
Halls or meeting places, principally for local community	1 space per 10m ² 1 space per lane of any driving range		Mini-bus or coach parking to be considered on need.
Cinemas, bingo, casinos, concert halls and conference facilities	Over 1000m ² : 1 space per 5 seats		Available space off-highway for servicing / delivery vehicles.
HMO's above 6 bedrooms	3 spaces (0.5 spaces per bedroom), except where the property does not have safe pedestrian access to services and facilities (800m distance to a convenience shop on		

	footpaths) where 1 space per bedroom would be required.		
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Appendix B: National and Local Guidance (Nature)

National Guidance

- The Green Infrastructure Framework produced by Natural England, provides national principles, standards, mapping tools and design guidance for creating high-quality, multifunctional GI that supports biodiversity, climate resilience, and access to nature. It includes the Accessible Greenspace Standard, Urban Tree Canopy Standard, Urban Greening Factor, and Urban Nature Recovery Standard. <https://designatedsites.naturalengland.org.uk/GreenInfrastructure/Home.aspx>
- Government Planning Practice Guidance for Biodiversity Net Gain <https://www.gov.uk/government/collections/biodiversity-net-gain#developer-guidance>
- Institution of Lighting Professionals/Bat Conservation Trust guidance on sensitive lighting to promote wildlife use alongside lighting requirements. <https://theilp.org.uk/resource/gn08-bats-and-artificial-lighting-pdf.html>
- National Standards for Sustainable Drainage Systems (2025) Core Standard 6 details design requirements for biodiversity [National standards for sustainable drainage systems \(SuDS\) - GOV.UK](https://www.gov.uk/government/publications/national-standards-for-sustainable-drainage-systems)
- British Standards relating to biodiversity and green infrastructure, including BS 42020 (Biodiversity in Planning), BS 8683 (Biodiversity Net Gain), BS 5837 and BS 8545 (Trees in Development and Establishment), BS 8576 (Veteran Trees), and BS 42021:2022 (Integral Nest Boxes – Selection and Installation for New Developments), or any subsequent updates. <https://knowledge.bsigroup.com/>
- National guidance on plant selection includes Flora Locale's *Go Native! Planting for Biodiversity* guidance, Forestry Commission's *Tree Planting and Woodland Creation Resources*, the Woodland Trust's *Woodland Creation Guide*, and nationally available native-plant selection tools such as Living England, Plantlife's Wildflower Finder and Kew's Know & Grow. These collectively support the use of ecologically appropriate, locally native and biosecure plant species in development.
- Hedgehog connectivity guidance is provided nationally by Hedgehog Street, <https://www.hedgehogstreet.org/>
- Swift Conservation Trust details how to integrate nesting opportunities for swift into development <https://www.swift-conservation.org/OurLeaflets.htm>
- Bat Conservation Trust details how to integrate bat boxes into development <https://www.bats.org.uk/our-work/buildings-planning-and-development/bat-boxes>

Local Guidance

- Local Nature Recovery Strategy for Staffordshire & Stoke-on-Trent (due to be published in 2026) will identify priority locations for restoration and expansion. <https://staffsandstokelnrs.co.uk/>
- Urban Forestry Strategy 2019–2024 (Cannock Chase) supports retention and expansion of tree cover, climate resilience, landscape character and habitat connectivity.
- Cannock Chase Open Space Assessment (2023) is the evidence base underpinning GI and green space provision.
- Strategic Green Space Network (2022) identifies high-value multifunctional green space needing enhanced protection and connectivity.
- Midlands Heartlands Heathland – a mapped dataset showing areas within the Midlands Heartlands Heathland corridor, which, according to their soils and historic habitats, may be suitable for heathland creation. <https://www.data.gov.uk/dataset/72de0d9a-36fb-4b23-a3a4-2a27ddcd6d71/midlands-heartlands-heathland-heathland-nature-recovery-opportunities-map>
- Cannock Chase Council Biodiversity Net Gain Guidance Note. <https://www.cannockchasedc.gov.uk/residents/planning-and-building-control/development-control/7-biodiversity-net-gain>

Appendix C: Character Area Descriptions

20 Character Area Descriptions created during the District Characterisation Study 2011 covering the following areas:

- A5 Corridor
- Hednesford Town Centre and Historic Suburbs
- Hagley
- Hawks Green
- Brereton and Ravenhill
- Bridgtown
- Cannock Town Centre and Historic Suburbs
- Cannock Wood
- Noth Cannock – Chadsmoor, Broomhill and Blackfords
- Hazelslade and Rawsley
- Heath Hayes and Wimblebury
- North Rugeley and Brereton
- Norton Canes
- Outlying Buildings/Hamlets in Rural Areas
- Prospect Village
- Pye Green Valley
- Rugeley Town Centre and Historic Suburbs
- Slitting Mill
- South and West Cannock
- Western Rugeley – Etchinghill and Springfields

Character Area Profile Legends and Glossary

Key Features Map

	Town Centres
	Local Centre
	Neighbourhood/village centre
	Key View
	Direction of view
	Landmark
	Node
	Gateway
	Primary key route
	Secondary key route
	Motorway
	Minor key route
	Major Accessible Greenspace
	Accessible Greenspace
	Railway
	Canal

Term	Explanation
<i>Key View</i>	Views of the skyline or landscape across the District, often created by the lie of the land or landmark features. They help provide key first/lasting impressions of the District and they make a major contribution to the character of an area
<i>Landmark</i>	Notable buildings that stand out – they help create key first/lasting impressions of areas and are identified with particular places
<i>Node</i>	key movement points of the District, but not as prominent as gateways
<i>Gateway</i>	Key entrance/exit points of the District and communities across it e.g. major road junctions and where the urban and rural areas meet. Help create key first/lasting impressions of areas
<i>Primary key route</i>	The most popular roads used to access the District and pass through on journeys to the wider area e.g. Shropshire and the Black Country or Birmingham.
<i>Secondary key route</i>	Used primarily for key local journeys to neighbouring areas or within the District.
<i>Minor key route</i>	Similar to secondary routes but used on a lesser scale.
<i>Accessible Greenspace</i>	Accessible public green space throughout the urban areas used for leisure purposes. Countryside areas that aren't open to the public are excluded. Major greenspaces are identified because of their District-wide importance. The network of greenspace contributes to the character of an area.

Character Types Map

-  Historic Town Centre
-  Town Centre Redevelopment
-  Edge of Historic Town Centre
-  Historic Local Centre
-  Industrial - Victorian (Pre 1914AD)- houses
-  Inter War (1914-1945AD)- houses
-  Post War (1945-1990/2000AD)- houses
-  Modern (1990-2000AD onwards)- houses
-  Large Scale Industrial and Commercial

Landscape Character Types Map

-  River Meadowlands
-  Wooded Estatelands
-  Settled Farmlands
-  Sandstone Hills & Heath
-  Planned Coalfield Farmland
-  Coalfield Farmland

Term	Explanation
<i>Historic Town Centre</i>	Old town centres of Cannock, Rugeley and Hednesford- have medieval or early/mid 19 th century origins and surviving old buildings
<i>Town Centre Redevelopment</i>	Parts of the old town centre knocked down and rebuilt in modern style- often as indoor malls or markets
<i>Edge of Historic Town Centre</i>	Buildings that are often larger e.g. supermarkets or cinemas so have located on the edge for more space for the development
<i>Historic Local Centre</i>	Old local centres of Heath Hayes, Chadsmoor, Bridgtown and Brereton that have long history and have surviving old buildings, mainly from the 19 th /early 20 th century
<i>Industrial-Victorian</i>	Residential areas built in the 18 th -early 20 th century. Includes traditional terraced houses and some large, grand estate buildings
<i>Inter War</i>	Residential areas built in the early-mid 20 th century (1914-1945). Often semi-detached properties or bungalows
<i>Post War</i>	Residential areas built between 1945-1990s. Often semi-detached or detached properties and are large estates
<i>Modern</i>	Residential areas built from 1990s/2000 to the present day. Similar to post-war but can also include flats/apartments
<i>Large Scale Industrial and Commercial</i>	Areas for businesses e.g. business parks at Kingswood Lakeside in Cannock or the Towers in Rugeley

<i>River Meadowlands</i>	Flat area created by the flooding of the River Trent. Meadows and trees are a key feature of this countryside. Some farming and industrial activities occur in this area.
<i>Wooded Estatelands</i>	Large, dense woodland is key feature of this countryside. Some valleys created by streams and rivers. Farming occurs in the area.
<i>Settled Farmlands</i>	Flatter areas which are mainly laid out for farming or horse grazing e.g. 'grassed' fields. Trees and hedgerows are a key feature, but they are not large woodlands.
<i>Sandstone Hills and Heath</i>	Heath plants and woodland, valleys and hills are key features of this countryside. Horse grazing and farming occurs in the area.
<i>Planned Coalfield Farmland</i>	Flat areas previously used for coal mining and since filled in. Rather than recovering from coal mining 'naturally' the restoration has been more planned, with planting of trees and heath plants purposefully e.g. at Kingswood Lakeside. Farming and industrial activities occur in the area.
<i>Coalfield Farmland</i>	Flat areas previously used for coal mining and since filled in. Mainly grass and woodland areas with some open water features. Farming occurs in the area. The area has been allowed to recover from coal mining 'naturally'.

'Further Information' Glossary

Term	Explanation
Character Type Descriptions	Character types refer to the categories given to the time and period of development in a particular area e.g. is it residential or commercial, built after 1945 or before. There are several character types as set out in the relevant legend above
Rugeley/Cannock EUS (2009/10) and HUCAs	Rugeley/Cannock Extensive Urban Survey-provided detailed analysis of the history and present day built form of the two town centres. HUCA = Historic Urban Character Area
Historic Environment Character Assessment and CHECZ/RHECZ	Provides analysis of historic sensitivity of selected areas in the District. CHECZ= Cannock Historic Environment Character Zone. RHECZ= Rugeley Historic Environment Character Zone
Landscape Character Assessment	Provides analysis of landscape features and their sensitivity/quality across the District. Heathland, Wooded Estatelands etc all refer to a particular type of distinctive landscape and are explained fully in the assessment (or summarised above)
Cannock Chase Local List	A list of buildings or structures which are of local importance

A5 Corridor

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

Key features are:

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

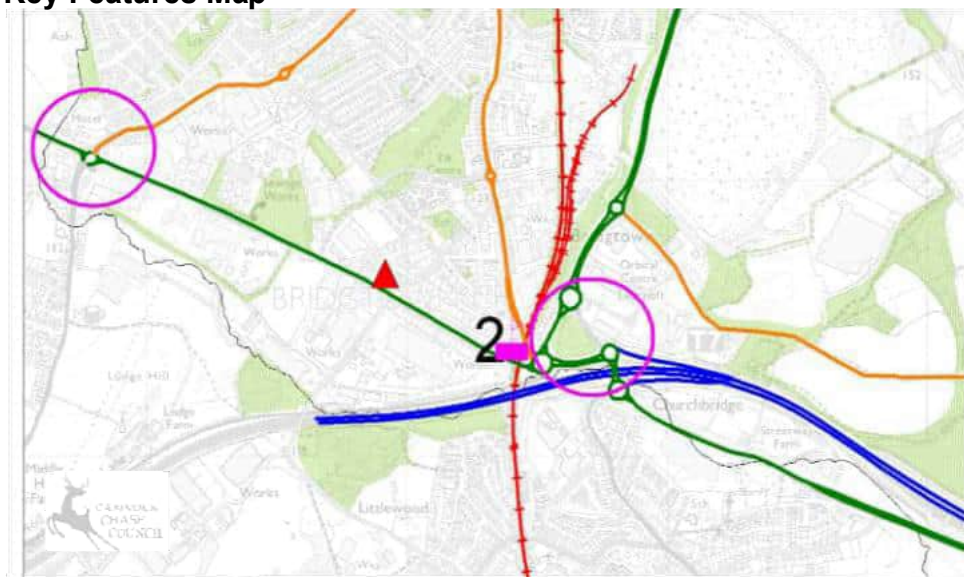
Key Local Design Principles or 'New development should':

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

Further Information:

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

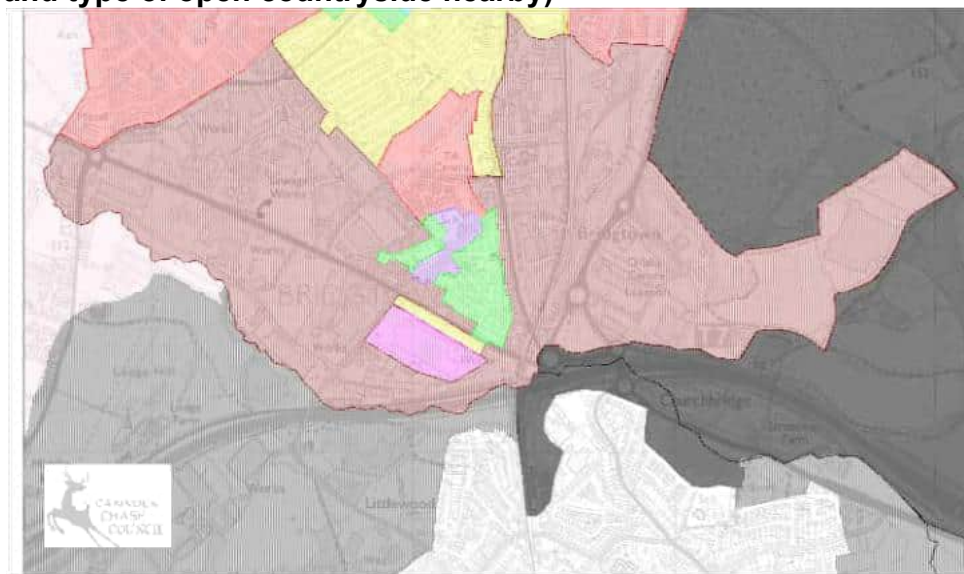
Key Features Map



Landmark 2- Ramada Hotel



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



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Hednesford Town Centre and Historic Suburbs

Character Description: A small town with strong links to former mining and horse racing industries that contributed to the areas rapid development in the 19th century. At foot of Hednesford Hills on edge of Cannock Chase. Suburbs largely 20th century in character but with remnants of former Industrial/Victorian properties. Town centre undergoing regeneration which aims to enhance the retail offer.

Key features are:

- The listed Cross Keys Inn, a former coaching inn, dating from 1746, lies at edge of character area in old centre of Hednesford, approx ¾ mile south of present day town centre. Despite town's possible origins in 11th century developing into a small village in 16th century most of surviving historic buildings and features date from 19th century, reflecting rapid growth of area related to expansion of coal mining.
- Area influenced by surrounding Heathland landscape character and prominence of Hednesford Hills designated 'common land'. Topography of Hills creates a unique green backdrop to the town.
- Present day town centre has 19th century character with predominantly 2 storey buildings with shops lining the winding main street, and some modern/contemporary infill e.g. The Lightworks. Ongoing regeneration plans will modernise this character further with new development/redevelopment at each end of the main street and to the north. Red brick and grey tiling dominates, with some rendering and yellow brickwork. Unique detailing to property in Market Street reinforces tradition and distinctive character. Mainly 2 storey, terraced properties with some 3 storey. High-medium density.
- Surviving 19th century 2 storey residential property and grid street pattern to east at Church Hill and elsewhere around town centre. Mid-20th century development to south with plenty of bungalows. Post-war development lower density, 1960s-70s in character, varied materials/detailing.
- Area acts as key 'gateway' between the wider Cannock urban area and the rural Chase/Hednesford Hills (urban-rural fringe character) along a key route which links north-south. Key landmarks are the listed Angelsey Lodge (1831) standing well back from road at west end of town centre and Hednesford War Memorial (1930s) on edge of Hills. The nearby Our Lady of Lourdes Catholic church dates from 1927-1933, built in 13th century style with French overtones.
- Distinct features reflect local heritage and identity e.g. town clock and Miners Memorial in front of the Library. Hednesford Park provides important landscape setting to north of town centre with community recreation facilities.

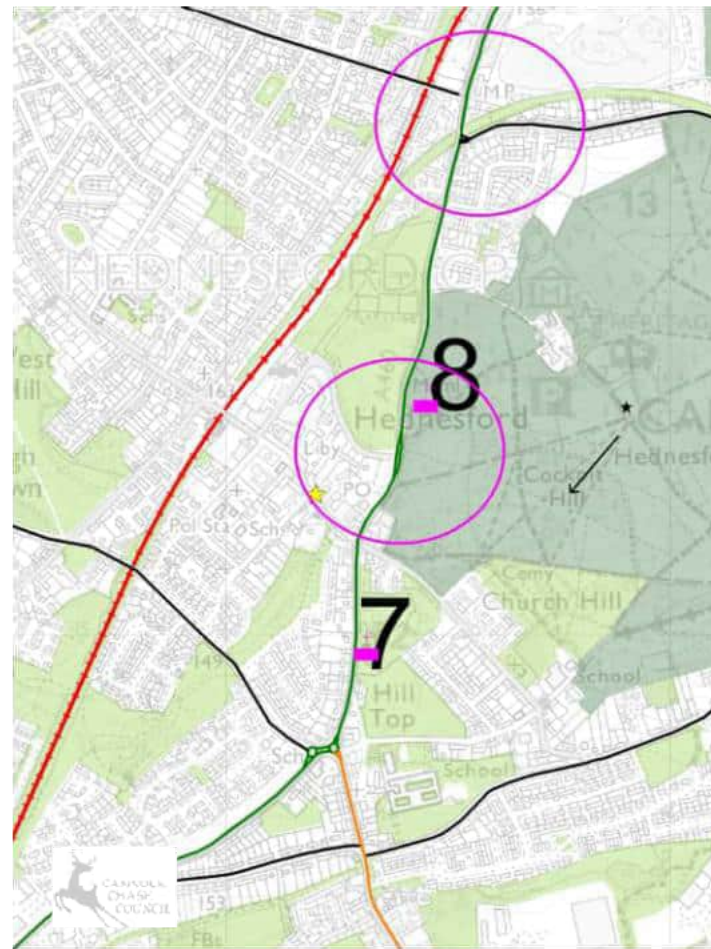
Key Local Design Principles or 'New development should':

- Preserve/enhance locally distinctive key features of Hednesford town centre and historic suburbs, including the winding street layout, small scale of development and key features of historic and local interest and their settings.
- Preserve/enhance the rural-urban fringe character including key landscape assets of Hednesford Hills, Park and mature trees visible around town. Draw upon this landscape character as inspiration for further 'greening' public spaces in the urban environment and buffering the urban edge.
- Encourage high quality shopfront and signage design and materials appropriate to the particular building within the town centre and support a wide range of mixed uses and small independent shops to enhance variety and vitality.
- Support high quality public realm design and materials with reduction of clutter, and pursue opportunities for public art to further enhance local identity e.g. next phases of Miners Memorial.

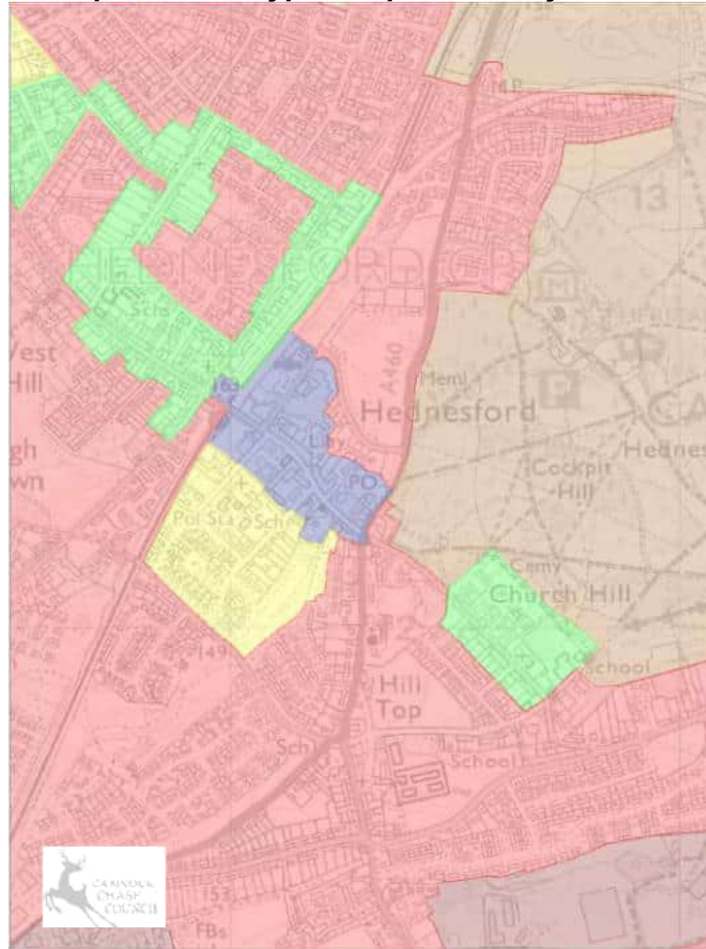
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Heathland
- Historic Environment Character Assessment (2009)- CHECZ 5-7
- Cannock Chase Local List

Key Features Map



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



Landmark 7 – Our Lady of Lourdes



Landmark 8 – War Memorial



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Hagley

Character Description: A residential suburban area to the south-west of Rugeley town centre of inter-war, post-war and modern character types of houses with associated community facilities e.g. schools, health centre, reaching out to the urban-rural fringe.

Key features are:

- Evidence of early settlement in Bronze Age burnt mounds. Archaeological potential in area though largely overlaid by 20th century development. Burnthill/Sandy Lanes are historic routes dating to 16th-17th century.
- Lies on sloping land falling from the Chase towards Trent valley to north - topography creates key view northwards overlooking large parts of AONB and urban Rugeley. Key view from Dinah's Knob overlooking Stile Cop.
- Surrounded by landscape character areas of Wooded Estatelands and Heathland. AONB and Green Belt to the south/west demonstrates sensitivity of the rural landscape and area acts as key gateway helping define rural-urban fringe.
- 2 storey inter-war properties to the north along Burnthill Lane are semi-detached and short terraces in pebble dash and render however area dominated by post-war residential development. To east, Pear Tree estate is distinct area of early post-war Coal Board housing, largely 2 storey semi/detached houses of render and pebbledash, very plain in style, with the few trees mainly on small areas of open space amongst the housing, but having extensive views over Rugeley town. Modern late 20th century development at Burnthill to the west comprises larger detached and semi-detached houses on smaller plots, often 3 storey including dormers, 'traditional' developers house types with elaborate detailing, in red and yellow brick, often with garages. Similar at Lower Birches with less ornamentation.
- Primary routes e.g. Sandy Lane/Hednesford Road lined with trees and landscaped frontages creating an attractive green entrance to Rugeley from Cannock and the Chase.
- Hagley High School and Rugeley Leisure Centre occupy valley historically associated with 18th century Hagley Hall and associated playing fields and Hagley Park create an important 'green wedge' between the built-up areas of Hagley and Western Springs. Leisure Centre locally considered a good example of attractive contemporary design.
- Neighbourhood centre at Queensway and community facilities along Sandy Lane e.g. Lea Hall Miners Club, Health Centre, and Rugeley Town railway station give sense of 'active' community and local focal points.

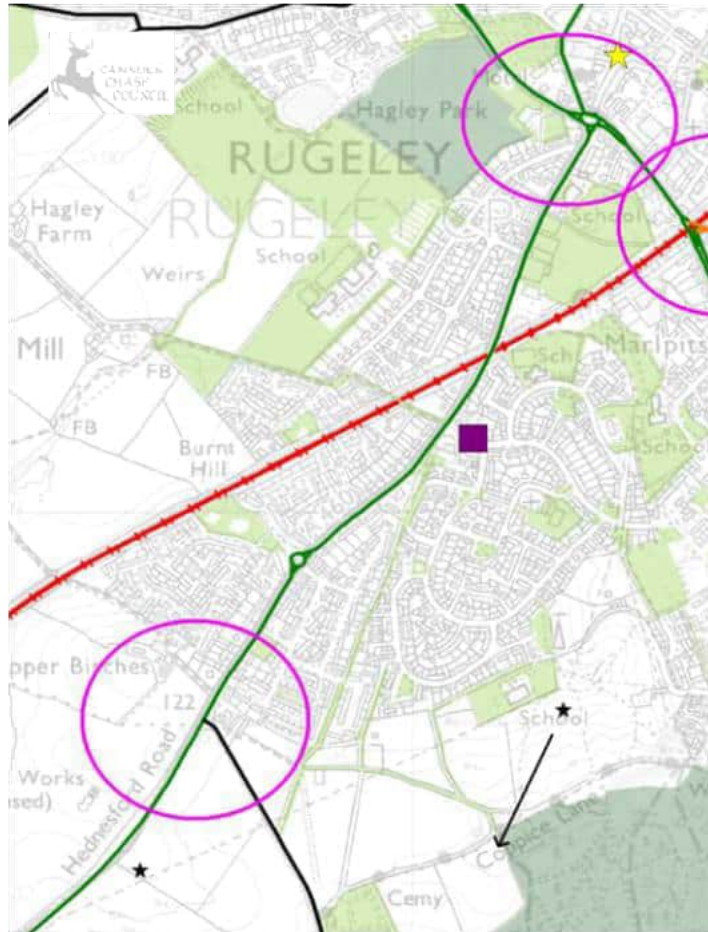
Key Local Design Principles or 'New development should':

- Reinforce gateway role of primary historic route to Rugeley using high quality design and soft landscaping appropriate to urban-rural fringe.
- Recognise scope for variety of good quality design and materials throughout area whilst respecting scale and density of existing development, however area characterised by housing estates of homogenous design types which are each more sensitive to introduction of innovation.
- Promote the permeability of cul-de-sac developments and links between key facilities via improved green links where appropriate.
- Consider visual impact of development on local views from nearby high ground.
- Buffer impact of the urban edges with planting relating to local landscape character.
- Respect and enhance the forms of historic farmsteads in their landscape context.

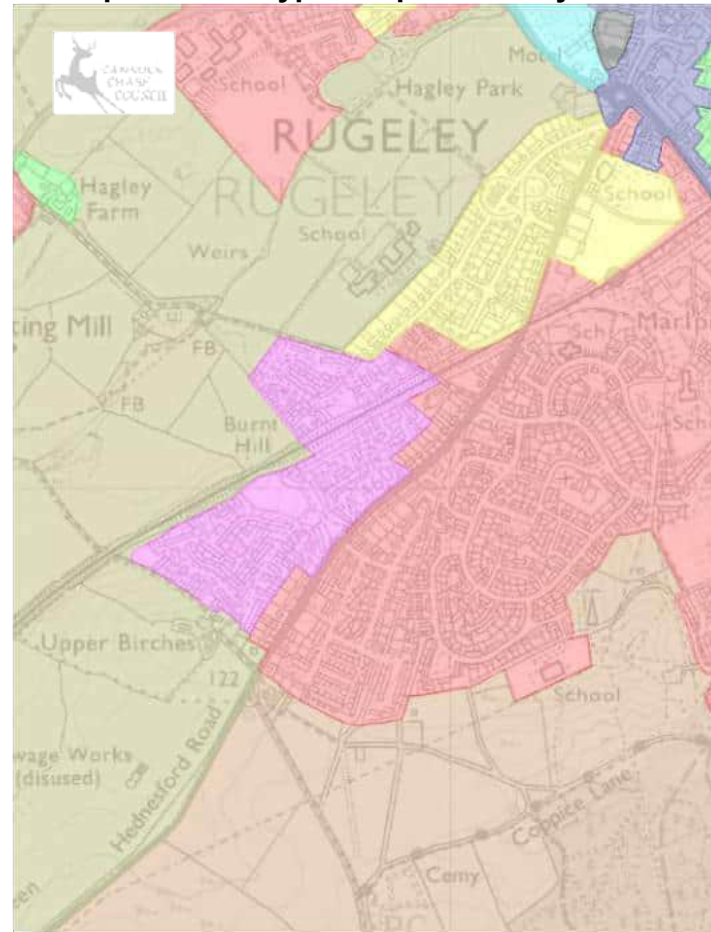
Further Information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Wooded Estatelands and Heathland
- Rugeley EUS (2009/10) - HUCA 21
- Cannock Chase Local List

Key Features Map



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



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Hawks Green

Character Description: The western third of this area, along Eastern Way, consists of large scale commercial/industrial character type with business parks accommodating a range of unit sizes. Remainder of the area is predominantly residential with older post-war buildings at the northern end and a large modern housing estate including a local centre to the south.

Key features are:

- Area in 19th century was farmland surrounded by collieries and crossed by railway lines and canal, with settlement at nearby Hill Top and Cross Keys (former centre of old Hednesford) with scattered farms. Historic buildings survive including the listed former 16th century farmhouse and 18th century inn at Cross Keys and former 3 storey 18th century Newhall Farmhouse on Lichfield Road. Historic routes remain e.g. Hill Street through old Hednesford at Cross Keys and the bridleway of Hawks Green Lane.
- Lies within valley floor and adjoins Green Belt land to the south which is of the Planned Coalfield Farmlands landscape character.
- Interwar period housing developed along some main road frontages and from 1970's modern industrial development began on land reclaimed from earlier industrial uses, followed by housing and further industrial development continuing up to present day.
- Industrial areas planned around culs-de-sacs comprise mainly modern 'shed' type developments of brick with metal cladding and medium scale height and mass. In south of area more recent business park and office buildings of glass and metal construction.
- 1980's housing laid out to retain broad swathes of countryside with path routes through estates, a distinctive positive feature with amenity and wildlife value. Mainly medium density at 2 storey height, with some higher density, higher rise development on western side in 1990s, maximum 3 storeys. Character of residential areas is less varied due to larger scale of the two main developments - design is 'traditional' developer's house types with red and buff brick and some dark timber cladding detailing on 1980s properties. Lack of landmark features within the estates.
- Two key primary road routes through the District connecting Cannock, Rugeley and Hednesford bound the area as well as linking the District to the wider sub-region.
 - District Centre purpose-built to serve the large residential estate, includes a supermarket, pub and several small scale retailers.

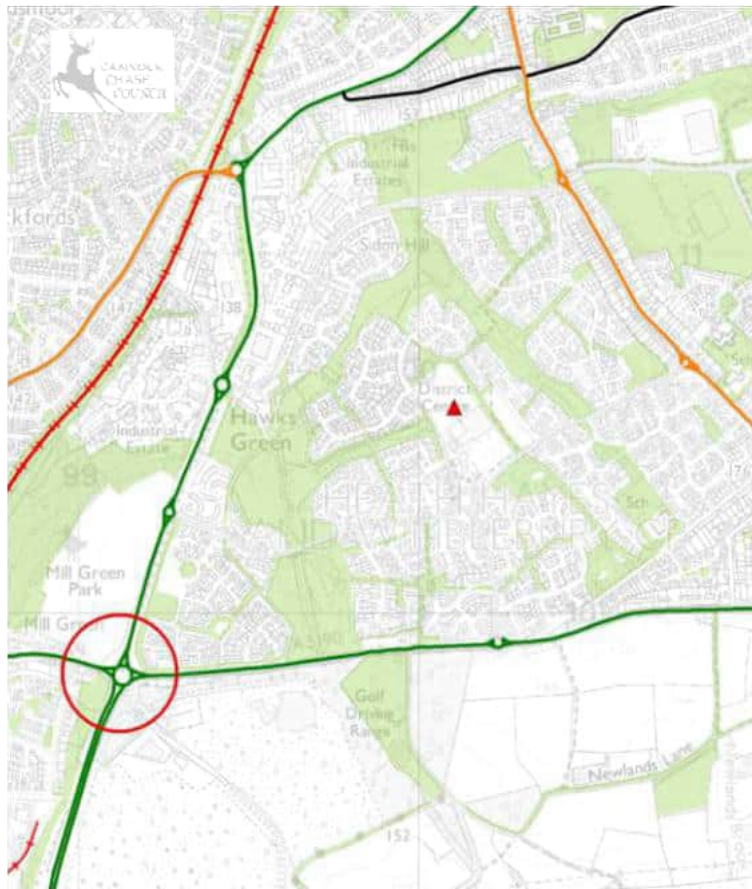
Key Local Design Principles or 'New developments should':

- Preserve and enhance green linkages within residential estates and encourage connectivity to wider area.
- Respect existing characteristic density, height and scale of the area.
- Preserve and enhance surviving elements of historic character including road frontages/building lines and locally distinctive features and their settings e.g. fingerpost at Hednesford Road/Lower Road junction.
- Promote enhancement and reinforcement of frontages along key primary routes with appropriate soft landscaping.
- Recognise the homogenous character of existing residential areas but with scope to add appropriate distinctiveness to the area guided by local features and/or history.
- Modern character of commercial areas allows for innovation in future design around this zone.
- Consider potential impact on local views from surrounding areas created by virtue of topography with consequent importance of choice of roof covering, particularly for large buildings e.g. Chadsmoor to the west overlooks large parts of this area as does Hednesford Hills.
- Respect the form of any historic farmsteads in their landscape context

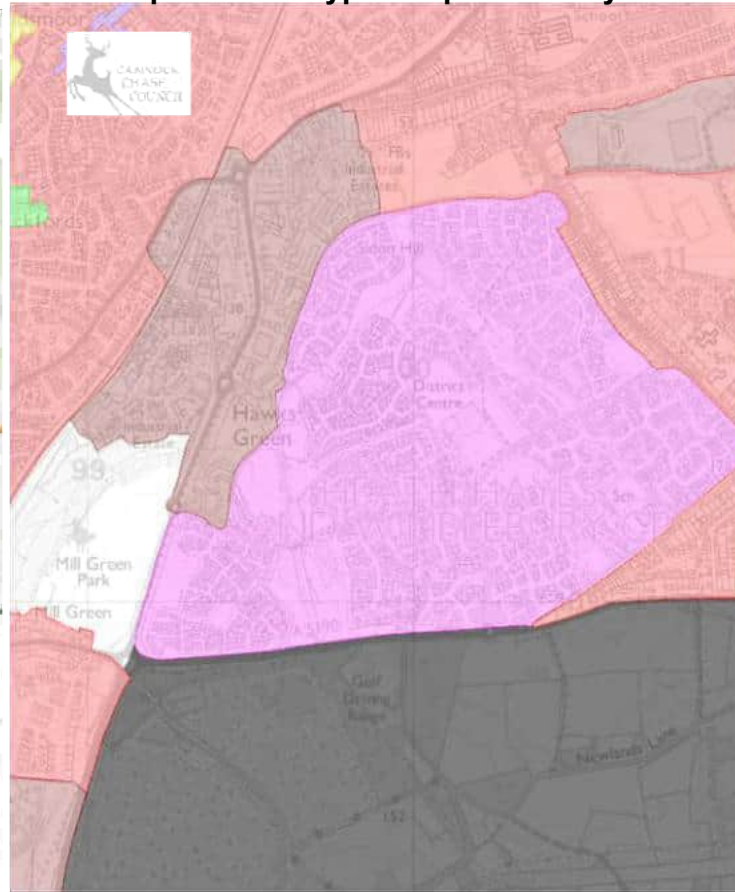
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)– Planned Coalfield Farmlands
- Cannock Chase Local List

Key Features Map



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



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Brereton and Ravenhill

Character Description: Post-war development predominates, housing with associated churches, chapels and former schools. Historic local centre at core demonstrating legacy of the area. Industrial/Victorian housing at north end of area along Main Road/Brereton Road, mixture of interwar and modern housing with modern industrial estates on former colliery land to south-west.

Key features are:

- Historically collieries, gravel pits and brickworks on edge of Cannock Chase; farmland on lower ground surrounding village centre with its diverse range of buildings including grand houses and workers cottages. Industrial landscape included railways and tramway leading down to Trent and Mersey Canal wharf. Historic coaching inns e.g. Red Lion.
- Landscaped setting of Chase and rising ground to south and west form green backdrop of Heathland and Settled farmlands landscape character, with significant mature trees along road frontages of urban area, some protected by Tree Preservation Order.
- Historic village centre and Canal designated Conservation Areas. Range of significant listed buildings dating from 16th, 17th, 18th and 19th century including large detached 3 storey buildings on Main Road in Georgian and Regency styles. Parish Plan highlights buildings/features of local architectural/historic interest valued by community.
- 19th century housing on Main Rd/Brereton Rd includes cottage rows running back from frontage and on Armitage Road includes canal cottages. 1930's 'Coal Board' housing e.g. Springfield Terrace has distinctive 'dormer' design detail. Regular post-war housing layouts of semi-detached and short terraces, mostly 2 storey, some bungalows.
- Recent buildings include some innovative contemporary designs e.g. housing (Coulthwaite Way) and school (Redbrook Hayes Primary). Good examples of historic buildings converted to new uses e.g. former community centre converted to housing.
- Red brick predominates with some render; St Michael's Church and former barn rear of Brereton Hall in sandstone. Retention of front boundary walls help define streetscene.
- Petrol station, pubs, hotel and groups of shops on Main Road and Redbrook Lane. Ravenhill Park is key greenspace for local recreation.
- Topography creates key views e.g. to and from Stile Cop to the south-west, views of Brereton Hall and House from public footpath off Coalpit Lane, views in and out of area dominated by Power Station cooling towers. Wide ranging views from Stile Cop trig point being reduced by tree encroachment. Southern gateway to District on Main Road and to Chase on Colliery Road. Key landmarks are Cedar Tree Hotel (9); St Michaels Church (10); Brereton House (14); and Brereton Hall (15).

Key Local Design Principles or 'New development should'....:

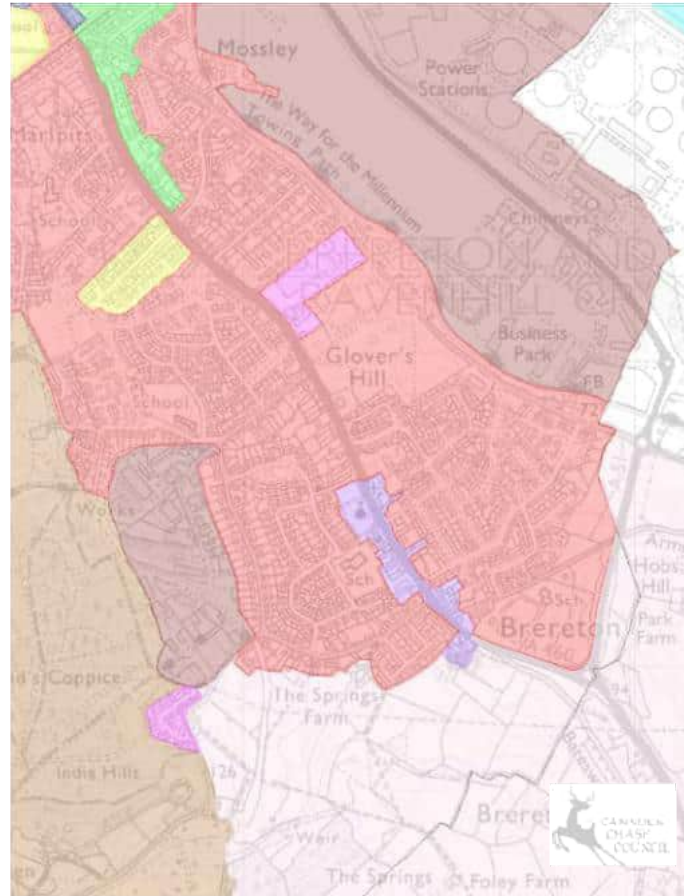
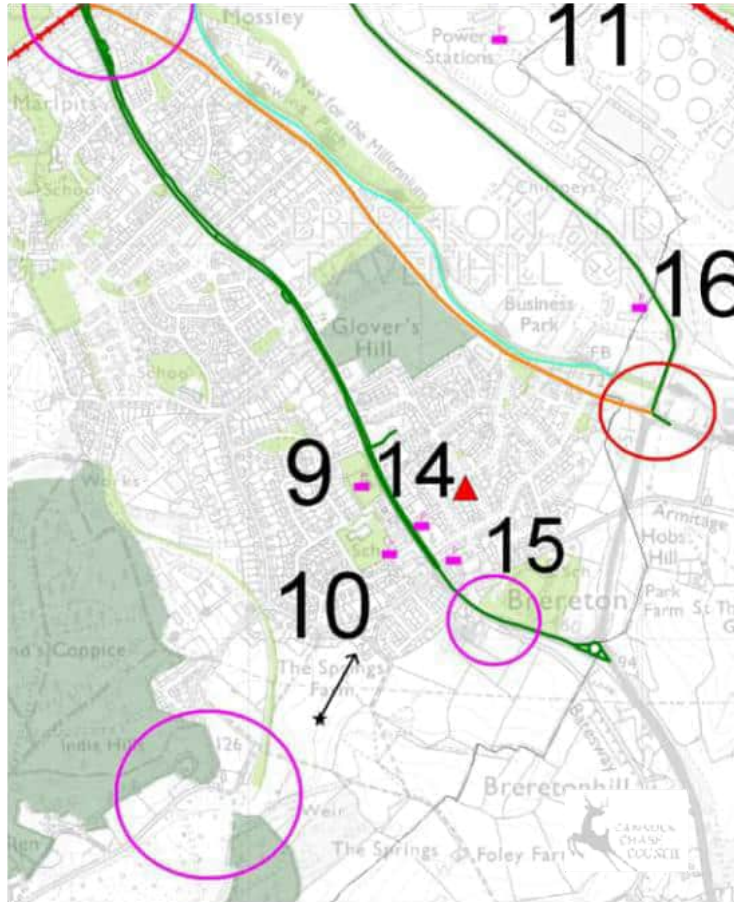
- Preserve/enhance locally distinctive features and characteristic building lines, particularly in unique village of Brereton.
- Respect significance of 'green backdrop' with mature trees on road frontages and supplement where appropriate with new long-lived tree planting.
- In appropriate locations e.g. in/close to Brereton Conservation Area well designed 3 storey buildings may be acceptable, elsewhere generally 2 storey appropriate.
- Recognise scope for variety of good quality design and materials in modern areas with preference for red brick and red/blue tiles/slate in historic areas, using render sparingly/where appropriate.
- Support downgrading of Main Road A460 through Brereton village with environmental enhancements following completion of Rugeley By-pass.
- Respect and enhance the forms of historic farmsteads in their landscape context.
- Consider impact on key views and potential enhancement of 'gateways'.

Further information:

- See character types descriptions for further information on the built character and detailing.
- Main Road, Brereton Conservation Area Appraisal and Management Plan
- Landscape Character Assessment (2008)- Heathland and Settled Farmlands
- Cannock Chase Local List
- Brereton and Ravenhill Parish Plan

Key Features Map

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



Landmark 9- Cedar Tree Hotel



Landmark 10- St Michael's



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Landmark 14- Brereton House



Bridgtown

Character Description: Much of the 19th century settlement of Bridgtown survives with small scale historic local centre along North Street surrounded by development of the Industrial-Victorian era. Area of post-war housing and industrial development is located on the northern edge. Area is enveloped by modern larger scale commercial and industrial land uses.

Key features are:

- Origins in 18th century factory development associated with edge-tool manufacture and later brick and tile works, plus development of Wyrley and Essington Canal.
- Location immediately north of Watling Street (A5 a primary key route) close to Churchbridge where road crossed Wash Brook and later railway crossed road. Largely sheltered from impact of the A5 by being fairly 'inward' looking as a community with the local centre at the core of the area.
- Existing streets were laid out on compact grid/linear pattern in late 1800s and housing erected together with associated non-conformist chapels and schools. Some of these buildings now converted to commercial use or redeveloped in 20th century.
- Together with the historic street pattern, a significant collection of Victorian shop fronts and outbuildings survive and now provide local shops and accommodate variety of small businesses. North Street designated a Conservation Area and underwent an environmental enhancement scheme of traffic calming and façade improvements in the 1990's.
- Remains of edge tool works/workshops and lower middle class housing survive on Walsall Road frontage.
- Now forms part of wider suburban Cannock, however, surviving Victorian detailing of facades, materials used and smaller scale nature of the properties make the area distinct. Key materials are traditional red bricks (many overpainted brown) with brown/grey tiling and white timber window and door frames. Chimneys and brick walls to some frontages form key features, with some round headed doors, windows and carriage entrances. 2 storey terraced/semi-detached properties dominate, on narrow plots. Medium-high density in character.
- Hard urban environment in centre with occasional trees and green spaces towards periphery.

Key Local Design Principles or 'New development should':

- Preserve and enhance locally distinctive character and appearance of the historic area and its setting, including views in and out, and reflect small scale/domestic character of built form with characteristic height and density.
- Conserve the traditional tightly built street layout and characteristic building lines.
 - Retain and reflect traditional materials and detailing e.g brick/tile and key details such as chunky chimneys which enliven roofscape, and well detailed doors and windows.
- Conserve existing features including Victorian shop fronts and rear outbuildings, which signpost distinctive historic uses such as butchers shops and slaughterhouses, and workshops with cast iron window frames.
 - Promote variety of mixed uses and small businesses in and around the local centre, with reuse of significant buildings adding value to the townscape.
- Take opportunities for environmental enhancement of the urban area as appropriate.

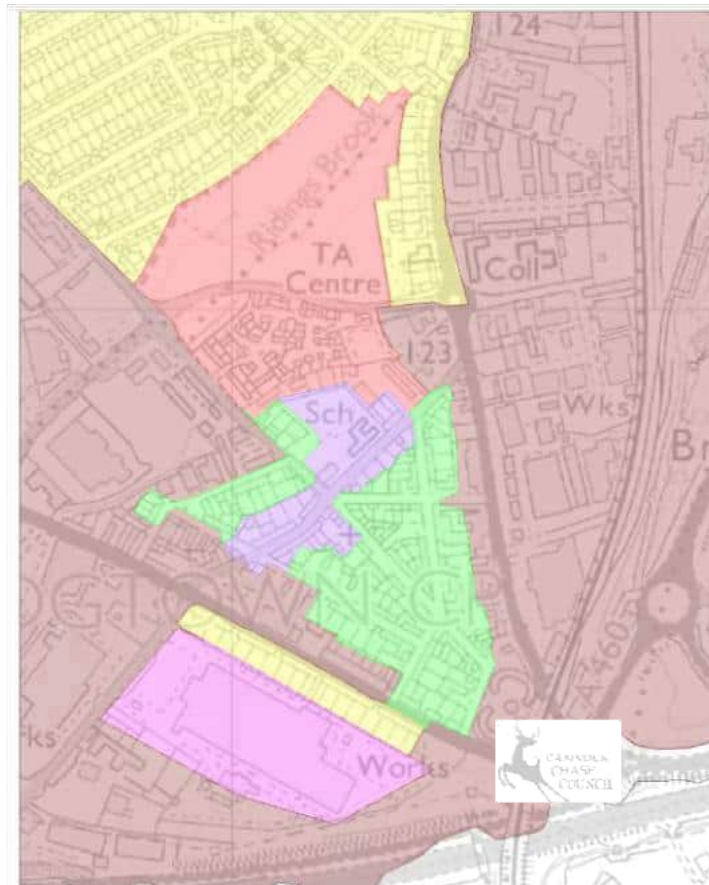
Further Information:

- See character types descriptions for further information on the built character and detailing.
- Cannock EUS (2009/10)- HUCA 13
- Bridgtown Conservation Area Appraisal and Management Plan (Management Plan forthcoming)
- Cannock Chase Local List

Key Features Map



Character Types Map (period/type of development)



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Cannock Town Centre and Historic Suburbs

Character Description: Cannock town centre has origins dating back to the medieval period, with a market being established in the 13th century. Is the largest centre in the District, catering for a range of shopping and commercial needs. Contains a mixture of historic town centre core, town centre redevelopment and edge of town centre types, with industrial/Victorian housing areas beyond.

Key features are:

- Historic, medieval core street layout largely remains intact based on broad market place along with early surviving features such as the listed St Luke's Parish Church (dating from 14th and 15th century) and 14th century wayside cross, a Scheduled Ancient Monument. Listed historic buildings on Mill Street and High Green remain from 18th and 19th century and the town centre is designated a Conservation Area. Land levels fall to south of town centre.
- Churchyard and 18th century bowling green form prominent green focal points enhanced by mature tree planting.
- Town centre historic buildings mainly 2 and 3 storey, in red brick and light coloured render with tiled and slated roofs; St Luke's Church and Conduit Head in local red sandstone.
- Public art features and monuments signpost local history and character e.g. bandstands, memorials, water pumps. Pedestrian area is surfaced with modern red pavements.
- Retail, commercial and leisure uses predominate with residential areas beyond radiating out to the wider suburbs.
- Modern redevelopment on the town centre edge is mainly larger in scale and mass and of modern design e.g. Cannock Shopping Centre, Civic Centre and Hospital, up to maximum 5 storeys.
- Historic residential suburbs developed from the early 19th century such as along Old Penkridge Road. The Victorian scale, detailing and 'cottage' style together with some surviving former school buildings create a strong sense of place in these areas. Roof lines step down the gradient south of the town centre.
- North of the town centre is the extensive green space of Cannock Park, with the Leisure Centre and golf course, which form a valuable amenity space.
- 'Gateways' along primary road routes into the town. Key landmarks include St Luke's Church, the Technical College and the Civic Centre.

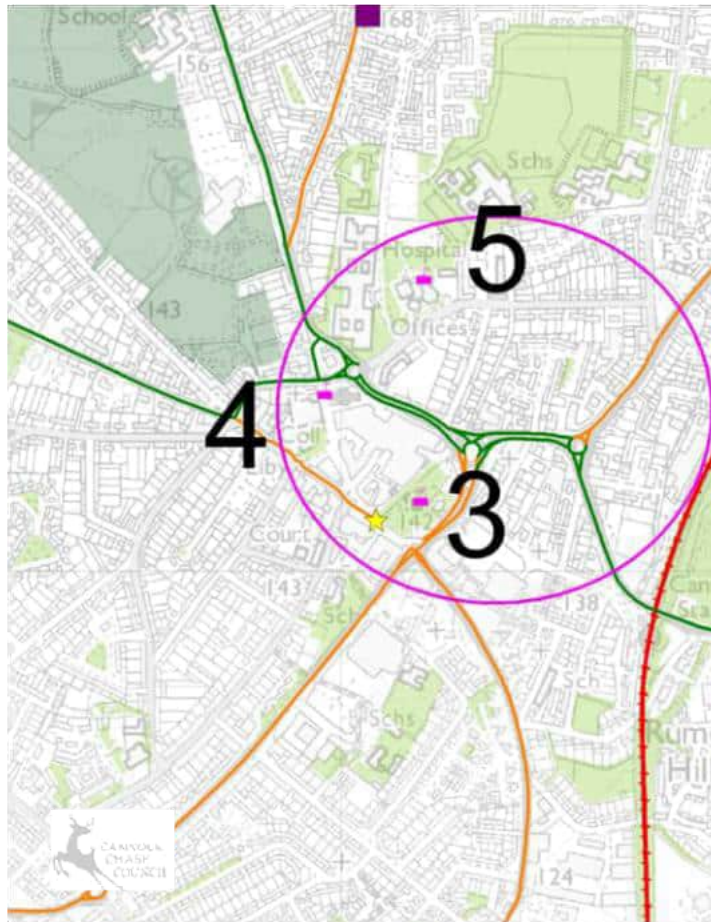
Key Local Design Principles or 'New development should':

- Safeguard historic street layout, e.g. around High Green and Market Place, and enhance links between key facilities wherever possible.
- Conserve locally distinctive key features and their settings e.g. bowling green, to reinforce strong local identity and attractiveness of town centre and low brick walls/hedges enclosing front gardens.
- Preserve and enhance character and appearance of historic areas and their settings, including views in and out. South end of town centre prominent to views from south.
- Protect significant trees and enhance green focal points which contribute to attractiveness of public spaces in town centre and garden trees and hedging in suburbs, supporting new planting wherever possible.
- Encourage high quality shopfront and signage design and materials appropriate to the particular building. Support wide range of mixed uses, small independent shops and markets to increase variety and vitality in town centre.
- Support high quality public realm design/materials and opportunities to reduce clutter in streetscene.
- Support local preference for non-intrusive traditional architecture with good quality contemporary schemes where appropriate.

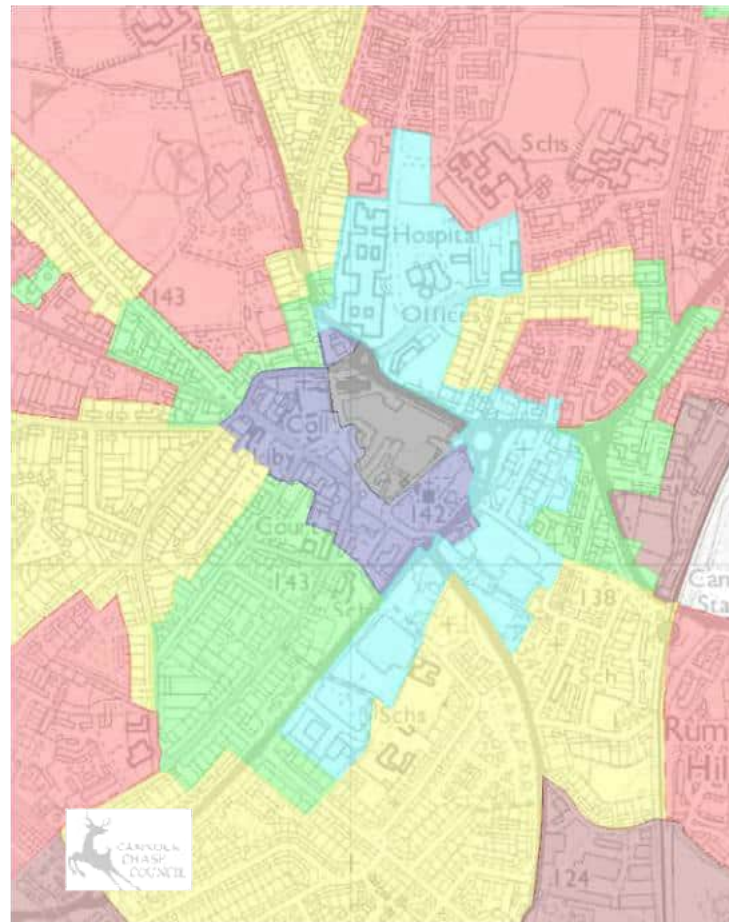
Further Information:

- See character types descriptions for further information on the built character and detailing.
- Cannock EUS (2009/10)- HUCAs 1-9, 11, 12
- Cannock Town Centre Conservation Area Appraisal and Management Plan (forthcoming)
- Cannock Chase Local List

Key Features Map



Character Types Map (period/type of development)



Landmark 3- St Augustine's Church



Landmark 4- Listed College Building



Landmark 5- Council Offices

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Cannock Wood

Character Description: Rural village located within the AONB with outlying pockets of development and farms beyond main village. Mainly residential with community facilities, including a village hall, church, school, pub and local shop, scattered around village.

Key features are:

- Probable 17th century origins with growth in the 19th century associated with agriculture and nearby coal mining. Developed in 'linear' pattern along main roads with later infill development. Church and school at eastern end of village within Lichfield District (Gentleshaw).
- Village dominated by post-war residential development, with some surviving 19th century and mid-20th century property e.g. Wesleyan chapel built in 1836 in Chapel Lane. Main street layout likely to be original. Other key surviving features are historic farmsteads though adapted to modern farming practices.
- Post-war development varied in character, predominantly low-medium density with detached 2 storey properties on medium/large plots, but including bungalows. Incremental development has created variety in the style/design and materials. Earlier properties mainly traditional 'cottage-style'. Red/brown brick and blue/brown tiles predominate, with some rendered and painted brick properties
- Village lies within AONB surrounded by undulating Green Belt countryside. Settled Farmlands and Wooded Estatelands landscape character forms village setting and there are key views across area from vantage points including Castle Ring.
- Adjacent Castle Ring Iron Age hillfort (a Scheduled Ancient Monument) provides key cultural link and views across the landscape. Also Beaudesert, the former parkland, lodge and Victorian walled garden of the former Hall which dated back to Elizabethan times; the remains of the Hall stand in Lichfield District.
- Rural village feel reinforced by prevalence of roadside hedgerows and informal grass verges, particularly along traditional country lanes without pavements. Many protected mature trees and woodlands around village contribute to this character.

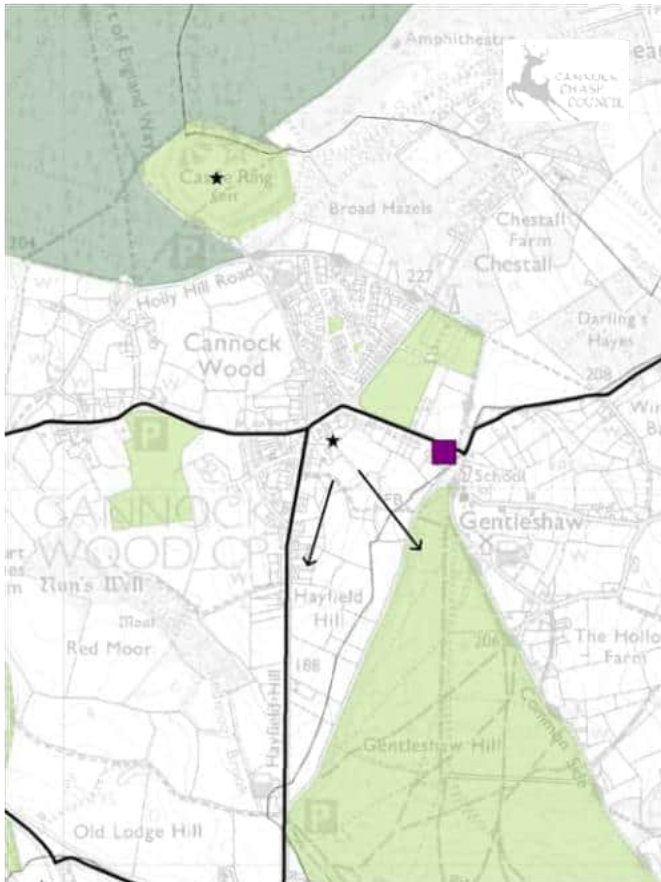
Key Local Design Principles or 'New developments should':

- Preserve and enhance locally distinctive and historic features including building lines along historic routes to retain traditional settlement form.
- Recognise scope for variety of good quality design/materials through area whilst respecting scale and layout of existing development, particularly in terms of density/plot size, allow space for safeguarding existing trees and hedges, appropriate new planting to enhance character.
- Respect variation between different residential styles in area, particularly promoting retention of locally distinctive historic features/detailing, typically 'cottage' style.
- Promote retention and enhancement of existing hedgerows and grass verges along highways.
- Support buffer planting around urban edge which complements wider AONB heathland/woodland landscape character as well as agricultural/farmland character.
- Support opportunities for enhancement of pedestrian links to surrounding rural areas, including to key distinctive features such as Castle Ring/longer distance footpaths and the historic site at Courtbanks Covert.
- Consider potential impact of new development on local views across rural landscape, particularly from around Castle Ring towards Gentleshaw Common. This landscape is very sensitive to change with any new development potentially having substantial impact.
- Respect and enhance the forms of historic farmsteads in their landscape context.

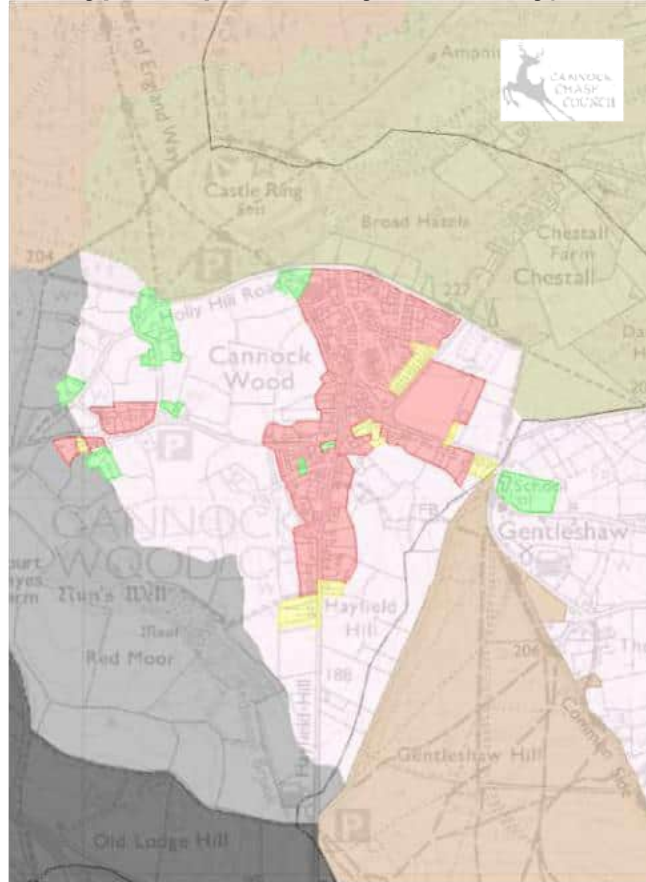
Further information:

- See related character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment- Settled Farmlands and Wooded Estatelands
- English Heritage Historic Farmsteads Survey (2010)
- Cannock Chase Local List

Key Features Map



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



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North Cannock: Chadsmoor, Broomhill and Blackfords

Character Description: Largely interwar and postwar character areas stretching northwards from the edge of Cannock town centre, comprise residential development with associated schools, pubs, churches, public open space and a cemetery. Shops and commercial uses in local centres at Chadsmoor and Blackfords, where there are some older 19th century buildings, and at Festival Court.

Key features are:

- Historically area of farmland with gravel pits and brickworks. Scattered settlement along main roads e.g. Chadsmoor and at road junctions e.g. Blackfords and High Town. In 20th century incremental development throughout area including new roads.
- Topography and woodland landscape create natural green setting to area with views towards Hednesford Hills and the Huntington Belt between and over buildings. Large publicly accessible space of Cavan's Wood lies on western edge, with Cannock Park to south-west.
- Higher density smaller scale traditional Victorian development around Blackfords and central Chadsmoor, with larger scale lower density interwar housing estates along main roads. Modern infill of gaps and post-war/modern large area infill to rear of these frontages at low-medium density.
- Incremental nature of development has led to variety in style and materials however coloured render/pebbledash or red brick predominate throughout with red/brown/blue tiles. 2 storey dominant but with significant number of bungalows. Traditional detailing such as chimneys contribute to 'roof-scape' variety on older housing.
- Significant mature trees along some road frontages in gardens and in highway. Many older properties retain traditional front boundary hedges and walls, though some removed for off-street parking/hard surfacing. Green 'avenues' with grass verges evident in many parts of area.
- Chadsmoor, the historic local centre, retains 19th century character alongside 1950/60s modern infill. Linear pattern with small scale terraced Victorian properties/shops with traditional detailing. Modern infill reflects small scale nature of centre. Accommodates variety of largely convenience based stores and restaurant/fast food outlets.
- Piecemeal public open space within the urban area may reflect incremental nature of development. Cannock Cemetery at junction of Pye Green/Cemetery Road, a traditional cemetery with brick built chapel and boundary walls, forms a distinctive local green space.

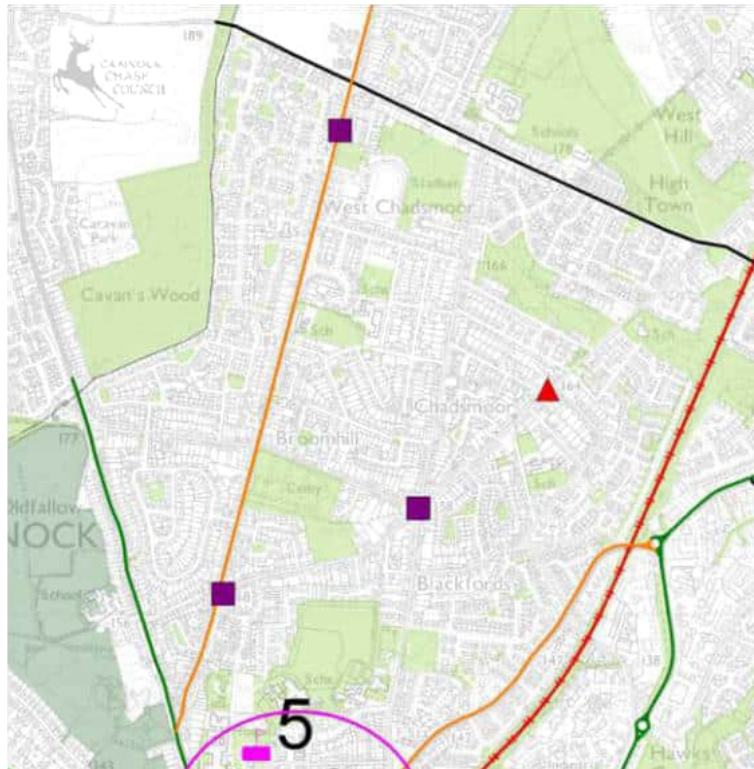
Key Local Design Principles or 'New development should':

- Preserve and enhance locally distinctive features and details e.g. the detail on the former 'Beehive Stores' corner shop at Chadsmoor local centre, and low brick walls/hedges enclosing front gardens.
- Recognise scope for a variety of good quality design and materials throughout area whilst respecting scale and density of existing development.
- Promote the small scale and mixed use character of Chadsmoor local centre, particularly encouraging convenience-based uses accessible to people's homes with public realm enhancement and removal of clutter.
- Promote and enhance 'green' aspect of area with tree and hedge planting on development frontages and retaining views of surrounding landscape between and over buildings.
- Enhance existing public open space, including green links through the urban area extending towards the Chase and adjacent countryside.
- Ensure the urban-rural edge to the west is buffered and views maintained via woodland planting on the urban fringe.
- Respect and enhance the form of any historic farmsteads in their landscape context.

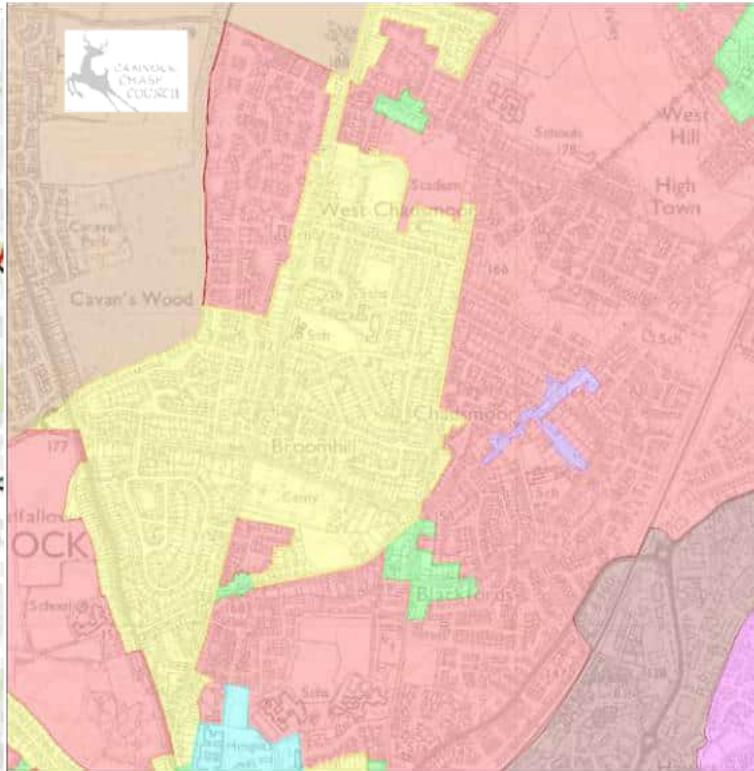
Further information:

- See character types descriptions for further information on the built character and detailing.
- Cannock Chase Local List

Key Features Map



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



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Hazelslade and Rawnsley

Character Description: Outlying suburb, but with clear sense of 'village' identity by virtue of its fairly self-contained nature and location on the edge of the urban area bordering AONB and Green Belt countryside. Consists of mainly residential properties from post-war era but with some Industrial and Victorian houses and key features e.g. the Hazelslade Public House.

Key features are:

- Built area has origins in late 19th/early 20th century with some surviving properties along Littleworth and Rawnsley Road. Existing Rawnsley Farm probably pre-dates this development
- Old 19th century mineral railway line earthworks survive to the south of Littleworth Road demonstrating relationship of area to coal mining activities. Now serves as a 'green link' for walking and cycling, but is overgrown.
- Influenced by surrounding agricultural landscape, which retains its historic field patterns and some historic farmsteads e.g. Cannock Wood Farm to the south. Adjacent to AONB and Hednesford Hills with forestry and open landscape dominating rural fringe character. Hazelslade Local Nature Reserve provides key link to the wider countryside with water features attracting local wildlife.
- Surrounded by undulating topography of Heathland and Coalfield landscape characters creating a series of key views in and out of the area to the Chase, the surrounding landscape and over the settlement itself.
- Largely low density, post-war properties dating from 1960-70s with some more modern infill. Industrial and Victorian properties display some distinctive detailing and add to overall local character. Some properties along Littleworth Road create 'rhythm' along streetscene with consistent building/roof lines and detailing e.g. chimneys. Variety of materials but largely red/buff brick and brown/grey tiles. Largely 2 storey with plenty of bungalows.
- Hazelslade Public House marks 'gateway' between area and wider countryside. Rawnsley Cricket Club, local primary school, doctors surgery and small convenience shops along main roads provide community facilities.

Key Local Design Principles or 'New development should':

- Preserve and enhance locally distinctive and historic features including strong rural-urban fringe landscape character, 'village' identity and characteristic building lines and detailing.
- Recognise scope for a variety of good quality design and materials throughout area whilst respecting scale and layout of existing development.
- Consider potential impact on local views from surrounding areas created by virtue of topography, with consequent importance of choice of roof covering, and upon landscape context taking opportunities for landscape buffering to the urban edge.
- Support opportunities for enhancement of existing open spaces, the redundant railway line as a green route through the area and other links to surrounding rural areas.
- Respect and enhance the forms of historic farmsteads in their landscape setting.

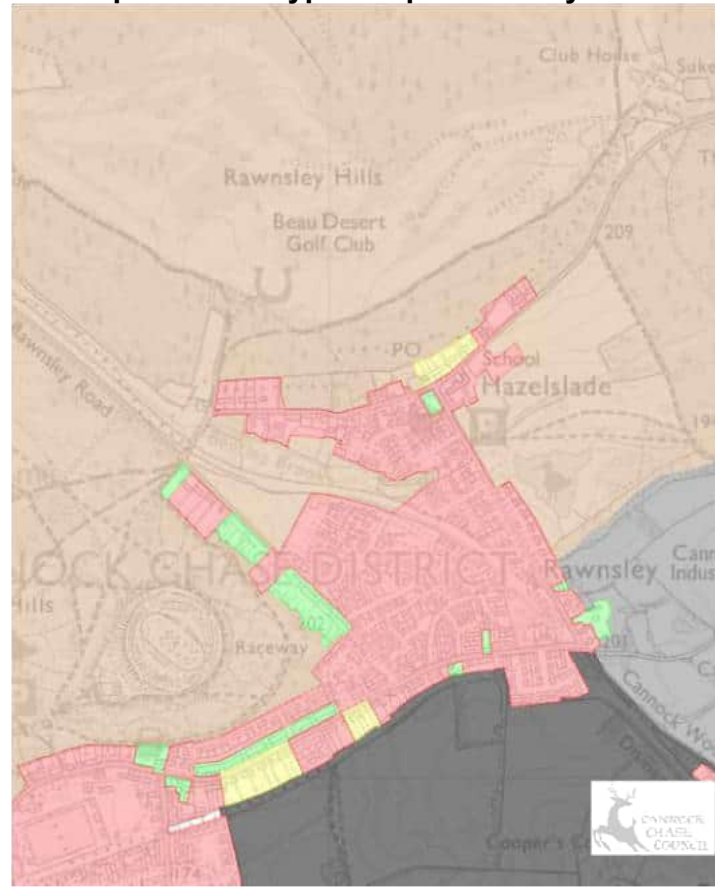
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Heathland, Planned Coalfield Farmland and Coalfield Farmland
- Historic Environment Character Assessment (2009)- CHECZ 8-11
- Cannock Chase Local List

Key Features Map



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



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Heath Hayes and Wimblebury

Character Description: Residential suburban area, that partly lies on the rural-urban fringe. Dominated by post war housing development but with a surviving 19th century local centre and residential properties at Heath Hayes.

Key features are:

- Heath Hayes core local centre and surrounding residential properties date from 19th century. Historic high street provides unique character based on the old road and plot layouts which largely remain with traditional small independent shops and old timber shopfronts. Some 19th century properties display unique decorative detailing contributing to strong sense of place e.g. Tennants Bakery shop.
- Undulating topography bounded by Green Belt countryside and Planned Coalfield Farmlands landscape character to the south/east and Heathland landscape character of Hednesford Hills on rising ground to north. Links into wider Cannock urban area to the west. Large public open space/nature reserve at Keys Park, formed from reclaimed Hednesford Brickworks site.
- Wimblebury now largely consists of post-war housing estates, focussed on its limited 19th century development around the Trafalgar Inn (Littleworth Road) and the Lamb and Flag (Wimblebury Road) public houses.
- Post-war housing is varied, however character dominated by influence of more recent large scale housing development at Keys Park/Wimblebury. Character here is less varied and is defined by larger semis/detached houses built on small plots – design is ‘traditional’ developer’s house types in red and buff brick/render with some decorative features reinforcing ‘traditional’ feel. Key green links throughout including water features (pond and brook).
- Industrial/commercial area at Keys Park is of contemporary design, with metal and glass structures. Its moderate size and scale means it sits well in the surrounding undulating green landscape.
- Fiveways Island and Heath Hayes Park form key gateway and unique landmarks marking access to/from the District and to the urban/semi-rural areas. Node at Littleworth Road/Wimblebury Road junction forms key local link between surrounding rural and urban areas.
- Key views along Wimblebury Road up to Hednesford Hills and across farmland to east reinforce semi-rural/urban setting. Topography creates views across the built-up area from Hills.

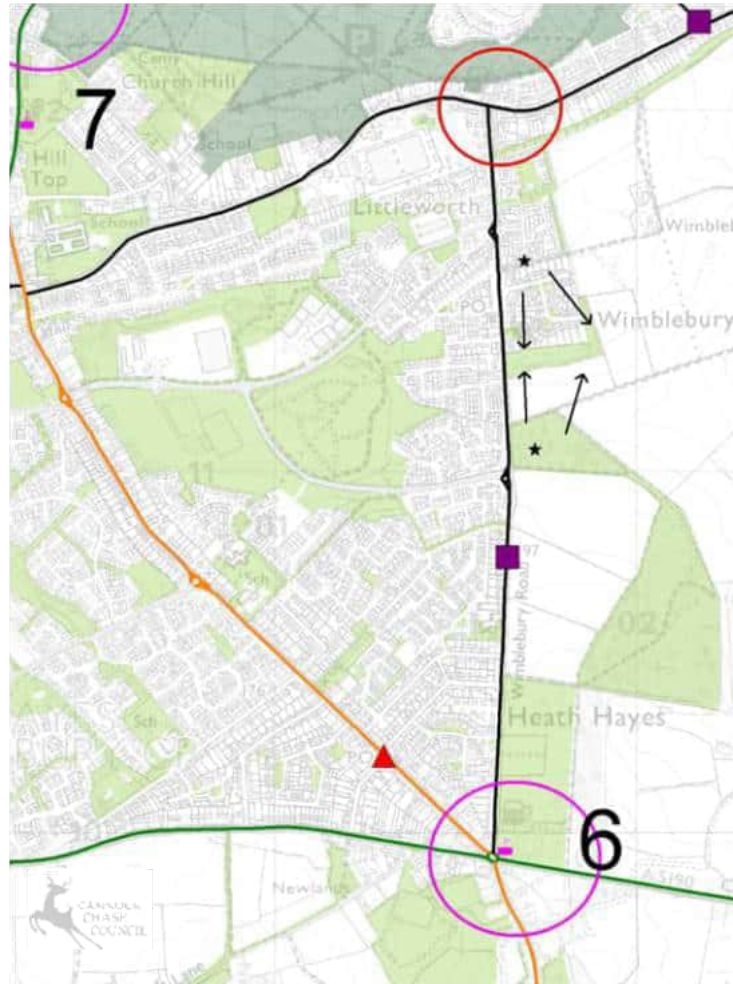
Key Local Design Principles or ‘New developments should’:

- Preserve/enhance historic character of Heath Hayes local centre and Wimblebury including locally distinctive features and their settings e.g. finger post at Five Ways, flamboyant detailing on houses on Littleworth Road.
- Preserve/enhance open space and green links through the housing estates with views of the wider landscaped setting between and over buildings.
- Respect strong built frontages along historic routes of Cannock Rd/Hednesford Rd/Wimblebury Rd with low brick walls/hedges to garden frontages.
- Retain/restore buffers of woodland and open space between the urban and rural areas of the fringe - enhance landscape character via woodland and heathland planting/restoration and enhance pedestrian links with open space.
- Acknowledge scope for variety of high quality design/materials. Continue to promote contemporary/innovative design for commercial development and high quality planting. Minimise clutter of utility cabinets on road frontages.
- Consider potential impact on local views from surrounding areas created by virtue of topography with consequent importance of choice of roof covering, particularly for large buildings.
- Enhance key ‘gateway’ at Five Ways and respect form of historic farmsteads in landscape context.

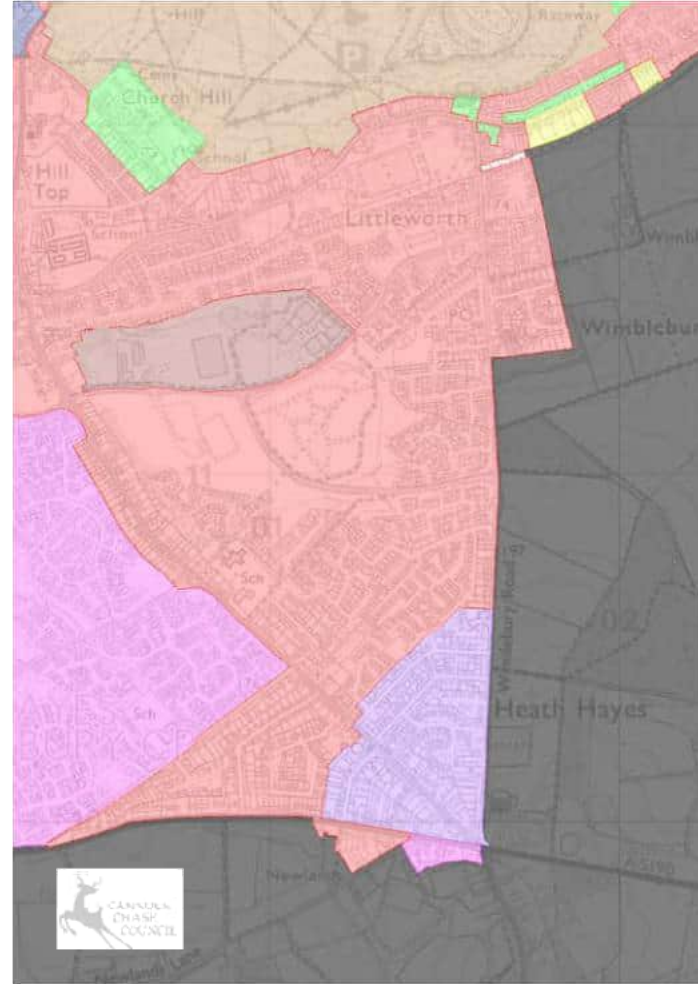
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment- Heathland and Planned Coalfield Farmlands
- Historic Environment Character Assessment CHECZ 8
- Cannock Chase Local List

Key Features Map



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



Gateway and Landmark 6-
Five Ways Island

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North Rugeley/Brereton

Character Description: Predominantly large scale mid-late 20th century commercial and industrial area, with some recent larger scale leisure uses. Character is purpose-built bulky industrial and office units on large plots with parking and service yards accessed off main roads.

Key features are:

- Historically area was farmland between the Trent and Mersey Canal and River Trent before being developed in 20th century for industrial purposes. Canal formed part of 'Grand Cross' linking the Midlands to the estuaries at the four corners of central England.
- Area bounded to south-west by the Canal and to north-east by green space of Trent valley. Adjoins River Meadowlands landscape character to the north and lies on rural-urban fringe.
- Three main elements: Rugeley Power Station site (local landmark), Power Station Road industrial area and the more recent Towers Business Park on site of former Leahall Colliery.
- All well served by road access from Rugeley By-pass which runs through area, a primary route, providing gateway and node features at each end.
- Range of unit sizes from small to very large and mix of commercial uses. Buildings along Power Station Road tend to be older, of smaller scale, in red brick and cladding, often with open car parks/railings to road frontages and grass verges. Towers Business Park medium to low density, larger scale, functional style and individual modern/contemporary designs with extensive planting schemes external to site fencing in accordance with original brief. Low lying and open to views from surrounding areas.
- Positive landmark identified as Towers Point (just within Lichfield District). Power Station cooling towers form local landmark visible through area.

Key Local Design Principles or 'New development should':

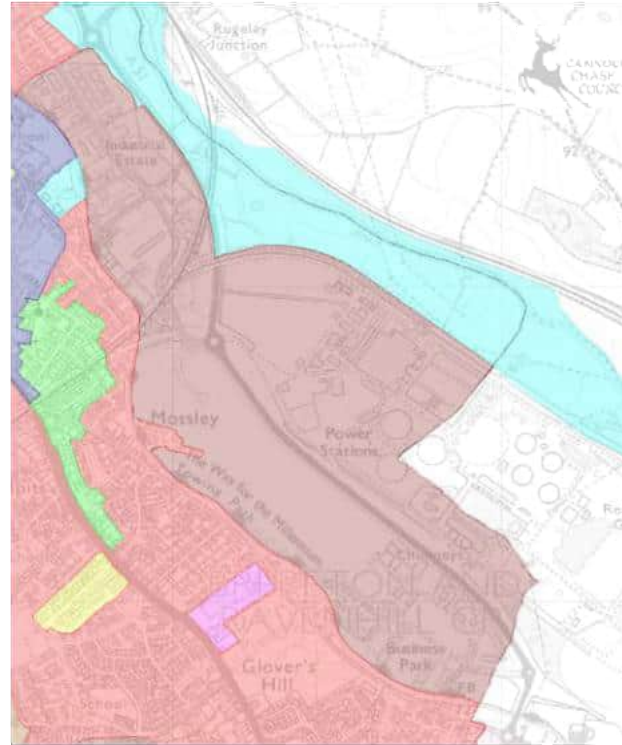
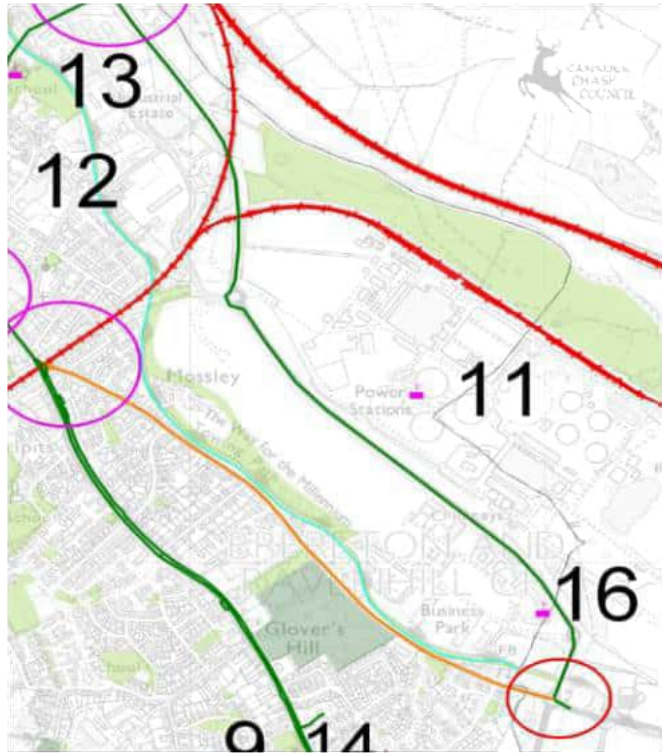
- Retain commercial character of area with key economic potential for District.
- Continue to promote the high quality design and landscape principles of the Towers Business Park, especially along Bypass and Canal frontages, with predominance of good quality planting.
- Enhance frontages of older sites on Power Station Road and rear boundaries backing onto green/blue Canal corridor (and towpath) with planting/screening to create visual interest and enhance wildlife potential.
- Support retention of relatively tranquil character of adjoining rural landscape by continued buffering and management of the urban edge using appropriate species.
- Consider views of landmark cooling towers contributing to distinct identity.
- Enhance gateways using visual and environmental improvements to reinforce local identity.
- Contribute to public realm improvements along Canal towpath to enhance access for pedestrians, cyclists and wheelchair/pushchair users and to environmental enhancement of corridor, with lighting kept to a minimum to reduce urban impact on dark corridor.

Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- River Meadowlands
- Rugeley EUS (2009/10)- HUCA 15
- Cannock Chase Local List

Key Features Map

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



Landmark 11- Rugeley Power Station



Landmark 16- Towers Point

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Norton Canes

Character Description: Norton Canes has possible medieval origins north of Watling Street (Roman Road) - two surviving moats may be associated with former manor houses. However this former agricultural and mining village largely developed to its current form from the post-war era. Dominated by post-war housing estates but with remnants of historic elements and a substantial 20th century/modern commercial business park area. Agricultural use remains a feature of the area, but on a smaller scale.

Key features are:

- Historically was farmland with collieries and scattered settlement along main roads, crossed by railways and canal, historic road layout of village and surrounding lanes largely retained. Legacy of coal mining has left range of related historical features such as lines of former mineral railways. The Listed St James Church stands at the old focus of settlement around Pinfold Lane, approx 1 mile from the current village centre.
- Semi-rural self-contained 'village' feel created by surrounding landscape of restored mining areas, agricultural fields and Chasewater Country Park, separating the settlement from surrounding urban areas. Surrounded by Planned Coalfield Farmlands and Coalfield Farmlands landscape character areas. Level terrain minimises views in and out of the village.
- Post-war, suburban residential estates wholly dominate village with a few 19th/early 20th century-style terraced properties, mainly detached and semi-detached. Inter-war semi-detached houses along roads remain in a mixture of plainer styles with more incremental ornately detailed properties influenced by Art Deco styles. Post-war housing often minimalist in style reflecting 1960-70s period whilst more modern estates replicate traditional details. Mixture of red/buff brick and render/wood/tile cladding, brown/grey tiles, mostly 2 storeys with some bungalows and some 3 storey modern development near centre. St James's Church is sandstone. Little significant mature planting within village consisting of occasional trees and garden hedges.
- Small scale, compact local centre reinforces village feel with key community focal points – Millennium Garden, Library, community centre and local shops.
- Few landmark buildings apart from St James Church (1) which is largely sheltered from view. Recent Library highlighted as positive landmark (17) and good example of contemporary design by local community.
- M6 Toll and A5 corridor create strong boundary to the south. Key 'gateway' to District and Norton Canes at Turf Island on A5.

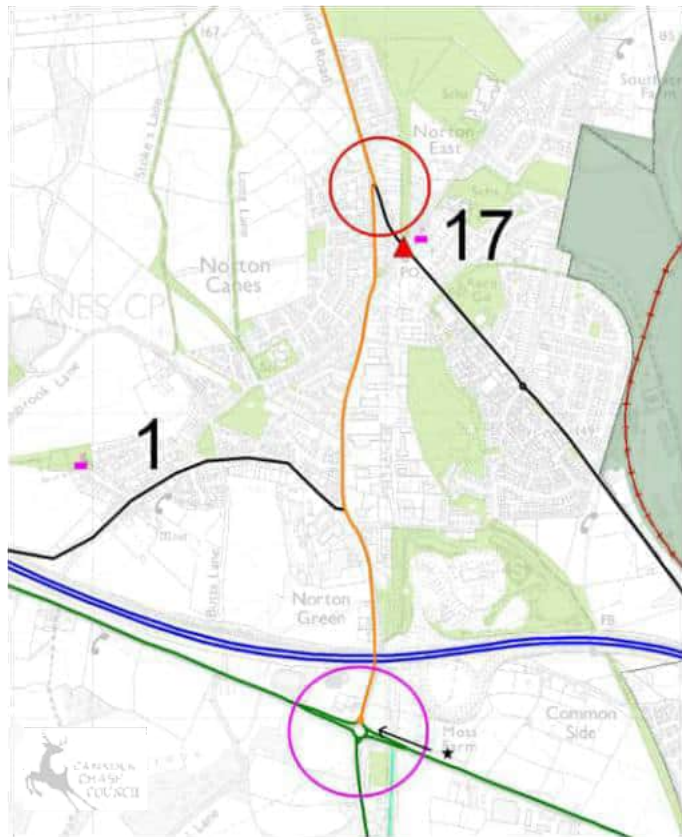
Key Local Design Principles or 'New development should':

- Contribute to enhancement of local centre design/facilities including public realm enhancement to create a focal point.
- Reinforce semi-rural 'village' scale with development reflecting existing built form with largely low-medium density and detached/semi-detached properties.
- Retain and enhance locally distinctive features e.g. the Batter, including traditional street layout and characteristics of surviving buildings and consider potential for small scale landmark or 'gateway' features to reinforce historic legacy and identity of area, particularly in and around local centre.
- Scope for variety of good quality design and materials through area whilst respecting scale of existing development.
- Contribute to enhancement of green links along former railway lines making best use of routes throughout the urban area, reinforcing connections to the surrounding accessible landscape, particularly Chasewater. Protection of existing trees and addition of new tree planting to enhance residential roads.
- Contribute to reduction in visual impact of Norton Canes Business Park on main route into village supporting enhancement of frontages and signage.
- Buffer the impact of the urban edges upon the surrounding landscape character via enhanced woodland planting.
- Respect and enhance the forms of historic farmsteads in their landscape context.

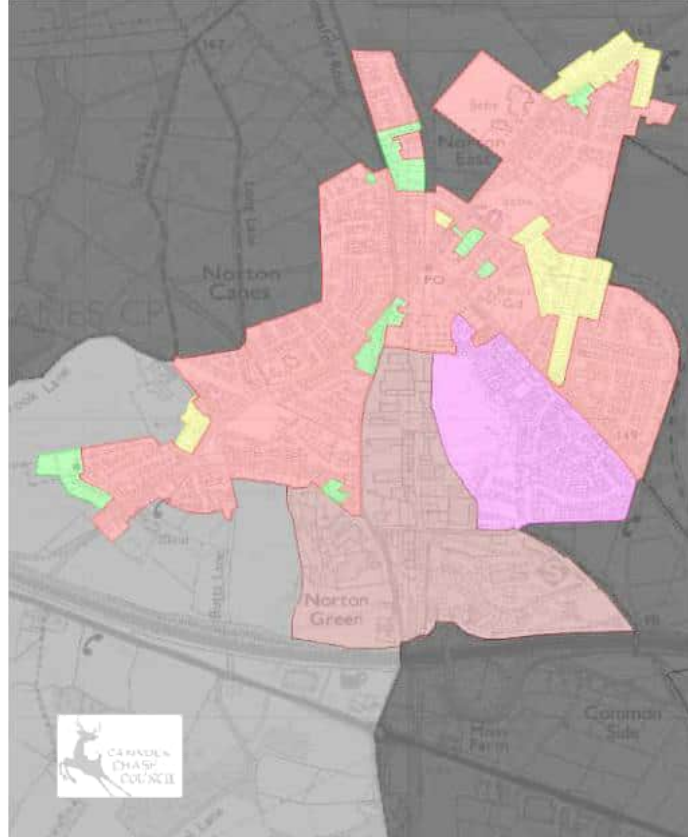
Further Information:

- See related character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Planned Coalfield Farmlands and Coalfield Farmlands
- Historic Environment Character Assessment (2009) CHECZ 13, 14, 16, 17, 18
- Cannock Chase Local List

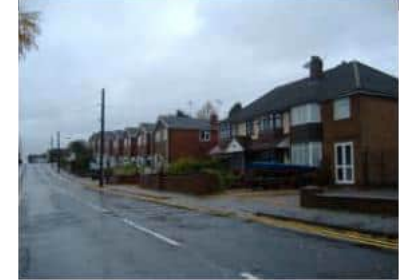
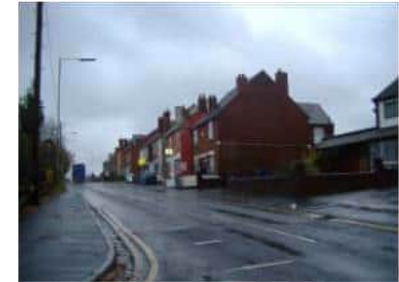
Key Features Map



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



Landmark 1 St James



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Outlying buildings/hamlets in rural areas

Character Description: An arc through the north, centre and south of the District composed of open countryside across Cannock Chase and the southern farmlands, throughout which buildings range from scattered farms/houses to built up frontages/hamlets and villages. Potential traces of earlier farmsteads within urban areas, associated with historic paths and boundaries.

Key features are:

- The rural landscape, undulating in north and flatter in centre and south, is designated Green Belt and bounded by well defined edges to adjacent urban areas which expanded from small chains of industrial hamlets over former farmland. Farmland, especially where it survives with historic farmsteads in a variety of uses, is therefore of rarity and importance, providing key link to historic development of District. Trent valley crosses area in far north.
- Large part of northern area dominated by Chase, a medieval royal hunting forest exploited historically for coal mining, mineral and metal working and associated with numerous small farmsteads, small holdings and cottages. Area designated AONB. Elsewhere courtyard farmsteads developed within fields of regular/irregular boundaries resulting from piecemeal or planned development. Medieval parks e.g. Beaudesert fringed Chase. In late 19th/20th century Chase used for military training, for conifer plantations and as amenity area for surrounding conurbations. Reminders of these uses remain e.g. WW1 trenches on Chase (a scheduled ancient monument). Canals and railways cross area e.g. Chase Line from Walsall to Rugeley Trent Valley.
- Heaths, woods and fringes around Chase in north have scattered buildings, mainly detached Victorian and interwar houses, with few modern replacements, with roadside cottages and farmstead groups north-west of Slitting Mill.
- Horse grazing/stables are common features on urban fringe, often relating to small plots characteristic of this area.
- Farmsteads within and around Beaudesert Old Park in east include large planned farmstead at Chestall, typical of estates around Cannock, and small scale linear farmsteads

Key Local Design Principles or 'New developments should':

- Accord with Green Belt policy placing a strict limit on new development and with AONB policy to preserve natural beauty, wildlife and peace of Cannock Chase.
- Where development allowed, the landscape setting of trees, hedges and natural vegetation should be preserved/enhanced as a priority with householder 'permitted development' rights controlled and landscaped buffering to boundaries as appropriate. Siting of buildings should take advantage of screening opportunities provided by existing planting and land forms, and new boundary treatment should enhance the rural location with hard surfacing generally kept to a minimum.
- Preserve and enhance locally distinctive buildings/features and their settings.
- Respect and enhance the form of historic farmsteads in their landscape context.
- Ensure lighting is kept to a minimum to reduce urban impacts in dark landscape of the rural areas.
- Safeguard essential rural character of eastern section of A5 route.

Further information:

- Landscape Character Assessment (2008)
- Cannock Chase Local List
- English Heritage Historic Farmstead Survey (2010)

(with houses attached to working buildings, of a type found in upland areas and where smallholdings developed) which developed within landscape of very small irregular fields around heath, probably linked to industrial by-employment.

- In centre around Kingswood and north of Norton Canes a new reclaimed landscape exists with large scale modern urban elements, (major roads, distribution warehouses and pylons) in a newly landscaped setting with trees and lakes.
- Farmland character predominant along eastern section of A5 strategic highway with mature trees, boundary hedging and grass verges and scattered historic farmsteads/public houses. Modern industrial area on isolated former colliery site at Watling Street Business Park.
- In Coalfield farmlands to the south are medium-sized hedged fields and hedgerow oaks with estates and cottages, e.g. Little Wyrley. This southern group, south of Norton Canes, is District's most intact survival of historic farmsteads, the majority of which developed in piecemeal fashion around courtyards within a medieval and later landscape of small irregular fields.

Prospect Village

Character Description: A residential village of interwar and modern housing with associated modern community centre within a Green Belt setting of open countryside.

Key features are:

- Historically area comprised farmland, settlement largely developed during 1930's by Coal Board to cater for workers in nearby collieries e.g. at Cannock Wood Some farms still remain within the vicinity of the village.
- Well-defined boundaries to village surrounded by Green Belt countryside which here has a Planned Coalfield Farmland landscape character arising from its largely restored nature from former mining activities. Although located on high ground, the village is set within a 'dip' in the landscape so is largely sheltered from view.
- Two separate estates of inter-war and post-war residential developments combine to create the village, with some more modern infill. Regular two storey semi-detached houses are a feature, and development is generally two storey with fairly limited variety of styles and materials; predominantly brick (red/yellow) for post-war developments and cream render with red-brown tile for inter-war developments- chimneys are a key roofscape feature of the earlier properties. Fences/walls/hedges to front boundaries. Medium-low density overall.
- Key views from edge of village along Ironstone Road and Severns Road, looking north towards the AONB and south towards Gentleshaw Common/Cuckoo Bank.
- Modern community centre within public open space and park facilities on north side of village.
- Access to nature site adjacent to park. Mature tree planting in some front gardens helps contribute to the character of the area within its rural setting. Disused mineral railway line bounds village to north-east providing green link for walking/cycling.

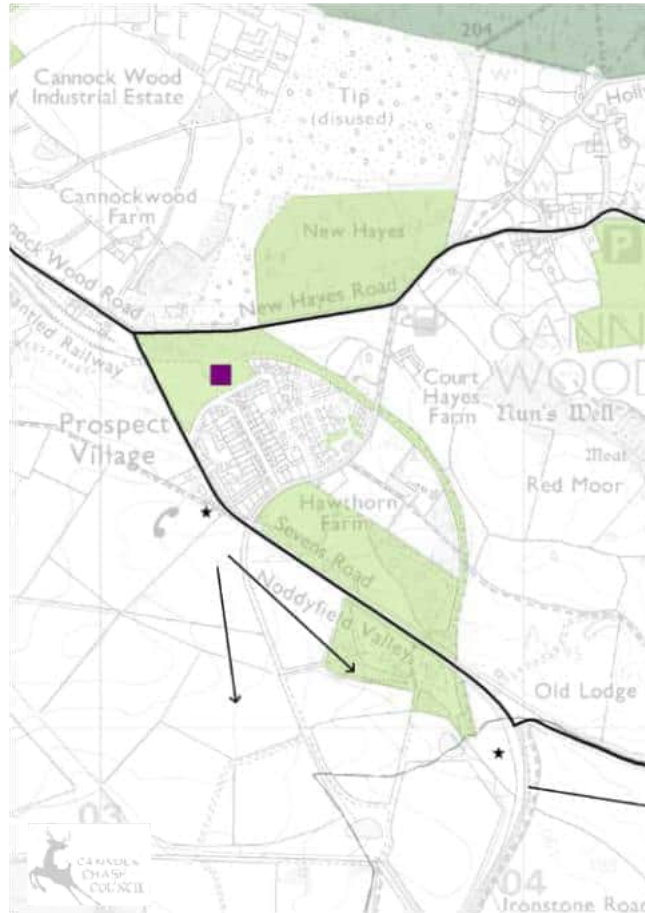
Key Local Design Principles or 'New developments should':

- Respect existing fairly homogenous density and plot sizes to retain character of village.
- In older streets reflect regularity of layout, form and materials of existing buildings.
- More scope for variety of design and materials in post war streets whilst respecting scale of existing development.
- Preserve and enhance 'green' aspect of village with protection of existing mature tree and hedge planting, inclusion of new planting where appropriate, enhancement of public open space and appropriate buffering of urban edge.
- Support opportunities for enhancement of pedestrian links to surrounding rural areas.
- Support opportunities for enhancement of small-scale community-related facilities within village.
- Respect and enhance the forms of historic farmsteads in their landscape context.

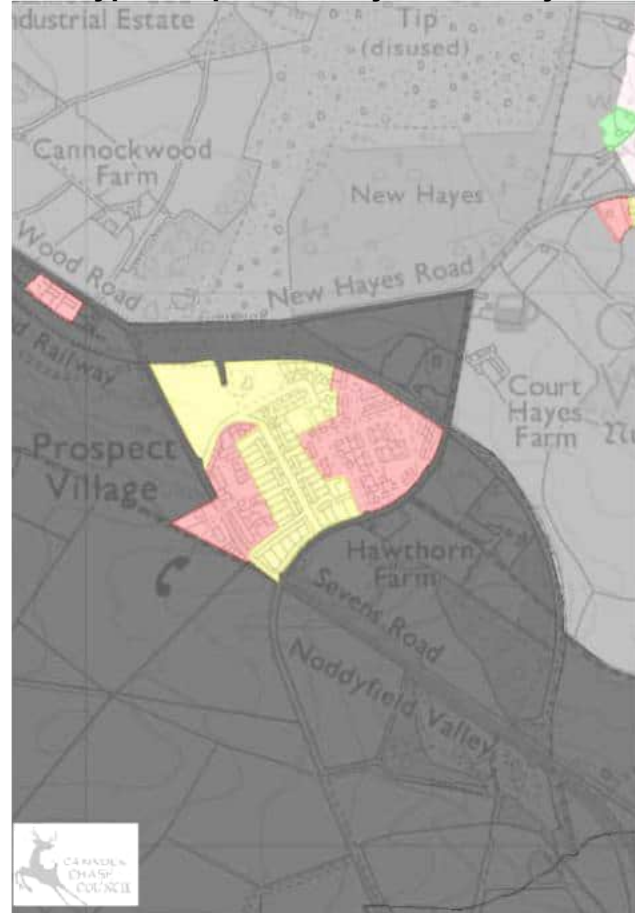
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Planned Coalfield Farmlands
- Cannock Chase Local List

Key Features Map



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



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Pye Green Valley

Character Description: Residential suburban area consisting of predominately post-war housing, with remnants of 19th century properties. Lies adjacent to rural-urban fringe and contains large area of open green space - Pye Green Valley.

Key features are:

- Former colliery in Pye Green Valley means the green landscape is a restored one still in the process of restoration via heathland rejuvenation with limited redevelopment.
- Topography creates a number of key views towards the Chase, Hednesford Hills and over the urban area. The topography rises from east to west and south to north, reinforcing the contribution of the landscape to the character of the area.
- Valley heavily influenced by surrounding heathland landscape character having a semi-rural feel (particularly at the edges) providing transition between Chase and urban centres of Cannock/Hednesford.
- Largely post-war residential area on the urban-rural fringe with some historic 19th century properties to the east (near to Hednesford Town Centre and Historic Suburbs character area). Post-war properties are mainly low-medium density, semi-detached and detached houses in render and red brick. More contemporary design and materials used at Pye Green Valley Primary School at Rose Hill.
- 19th century buildings include former coal miners red brick terraced housing, West Hill Primary School and St John's Chapel (Station Road) which add character to area providing links to the area's historic development.
- BT phone mast in vicinity of the area (at Pye Green) acts as landmark in wider landscape, visible for long distance.
- Key 'gateway' between urban and rural areas at junction of Pye Green Road/Broadhurst Green/Bradbury Lane marks an entrance from the built-up area to Cannock Chase, a locally important asset to quality of life.

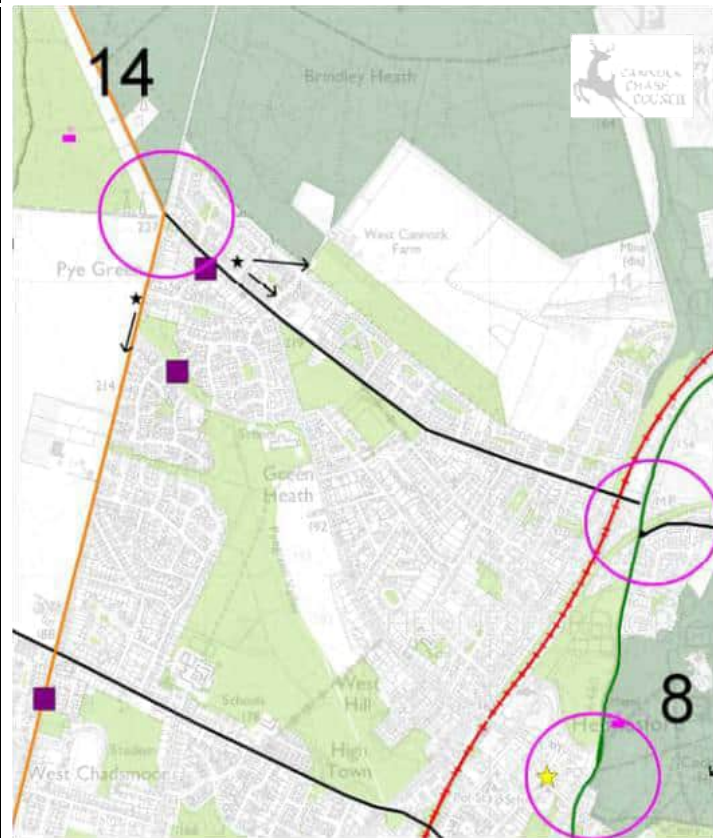
Key Local Design Principles or 'New development should':

- Preserve and enhance the semi-rural and rural-urban fringe character of the area by ensuring key views of and public links to green spaces and the Chase are retained and enhanced where appropriate and existing characteristic density, height and scale of area is respected.
- Preserve and enhance character of locally distinctive features including the impact upon their landscape setting.
- Acknowledge scope for a variety of good quality design and materials throughout area.
- Contribute to enhanced connectivity of green space linkages to wider urban area to the south including surrounding residential development.
- Design of potential medium-large scale development on site west of Pye Green Road should be sympathetic to semi-rural/fringe character, supporting the local preference for 'greening' of urban areas, with the space around buildings as important as the buildings themselves and creating appropriately sized gardens to family-sized homes.
- Respect the strong landscape character of adjoining land to the north by buffering the urban area and managing the visual impact of horticulture activities around the urban fringe.

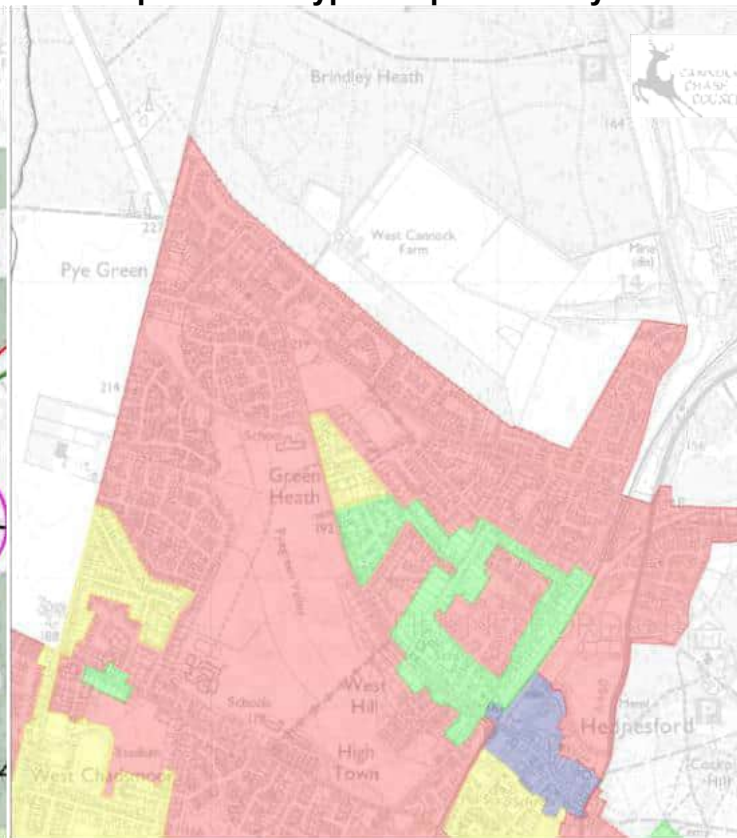
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment- Heathland
- Historic Environment Character Assessment CHECZ 3-4
- Cannock Chase Local List

Key Features Map



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



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Rugeley Town Centre and Historic Suburbs

Character Description: Rugeley town centre has origins dating back to the medieval period, with a market being established in the 13th century. It serves as the main shopping centre for the north of the District. Area includes the historic town centre and its historic suburban residential areas including Industrial/ Victorian and Interwar houses, together with some edge of town centre larger scale buildings.

Key features are:

- Historic medieval core street layout remains largely intact with market place and tightly built-up winding main street. Early surviving features date back to 16th /17th centuries e.g. the Listed timber framed Red Lion pub and cottages in Market Street /Horsefair.
- Parish church (St Augustine's, which replaced the Old Chancel) at northern extremity of town, close to where grammar school and tithe barn once stood. Horse fairs and sheep fairs once took place on wide streets around town centre. 19th century town expansion in conjunction with development of mining industry – housing, schools, churches, chapels, public houses and park – and a wealth of 19th century properties remain. Town centre and historic suburbs designated as Conservation Areas and there are many features of local interest.
- Further expansion of town in 20th century included new road layout encircling town centre and larger scale buildings.
- Mainly mixed small scale retail/commercial uses in centre, residential areas beyond with community theatre lead to wider modern suburbs.
- Variety of domestic and town centre architecture providing diverse townscape unified by mass, height, scale and materials. Diversity of high quality detailing adds to local distinctiveness. Larger plots in Talbot St and Church St retain rear coach houses. Mainly 2 and 3 storey properties in town centre, mainly 2 storey terraced and semi-detached houses elsewhere. Typical local materials are orange-red brick and grey/red-brown tiles or blue slate, with some light coloured render. Modern developments typically concrete and 'bulky' e.g. market hall. High-medium density overall.
- Mature tree planting punctuates scene in town centre squares and Anson Street. Elmore Park trees visible between and over buildings. Mature trees soften streetscene in older residential suburbs with garden frontages of brick /stone walls, railings and hedges retained.
- Good examples of appropriate modern infill are Library and Penny Bank flats, and recent shopfronts enhance town centre.
- Church towers/spires form landmark features in wider area, clock tower is key town centre landmark. Gateways along primary routes into town. Trent and Mersey Canal forms waterway link to countryside.

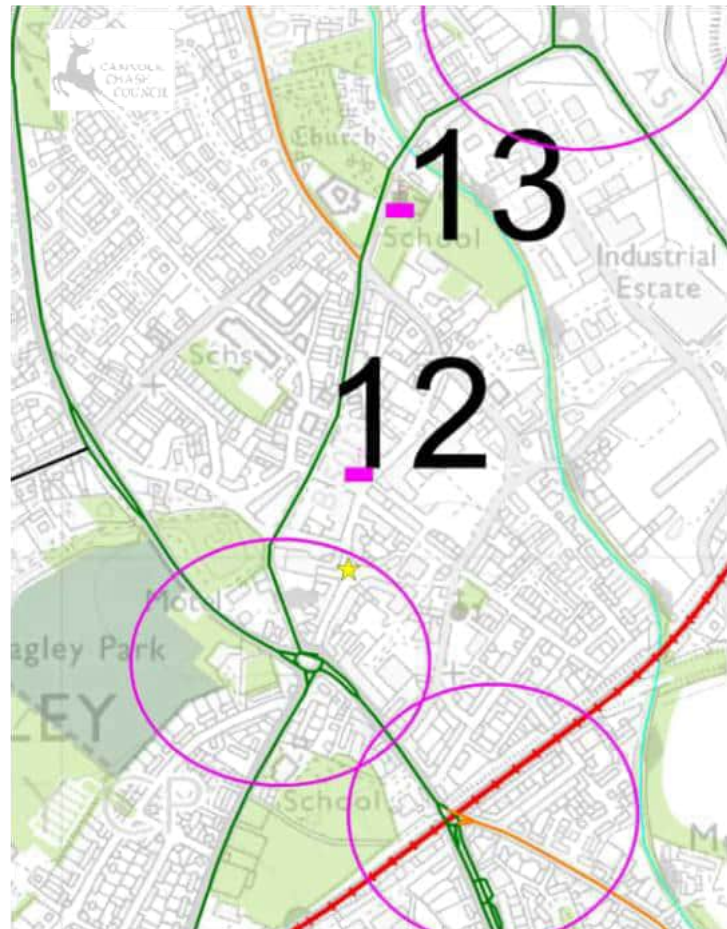
Key Local Design Principles or 'New development should':

- Safeguard historic street layout including links between key facilities/Canal and conserve locally distinctive features.
- Respect small scale built form (height, layout, and plot sizes/urban grain) and support local preference for non-intrusive traditional architecture, with good quality contemporary schemes where appropriate, mixing old with new.
- Preserve and enhance character and appearance of historic areas and settings e.g. promote screening of car parks around town centre edge.
- Promote tree planting and seating to enhance amenity of town centre open spaces with their spacious, level squares for pedestrians; protect suburban garden trees and hedging with appropriate new planting.
- Support high quality public realm design and materials and pursue opportunities to reduce clutter.
- Encourage high quality shopfront and signage design and materials appropriate to the particular building and support wide range of mixed uses, small independent shops (with their good service) and markets to increase town centre variety.
- Promote Canal references throughout area and information provision for residents/visitors.

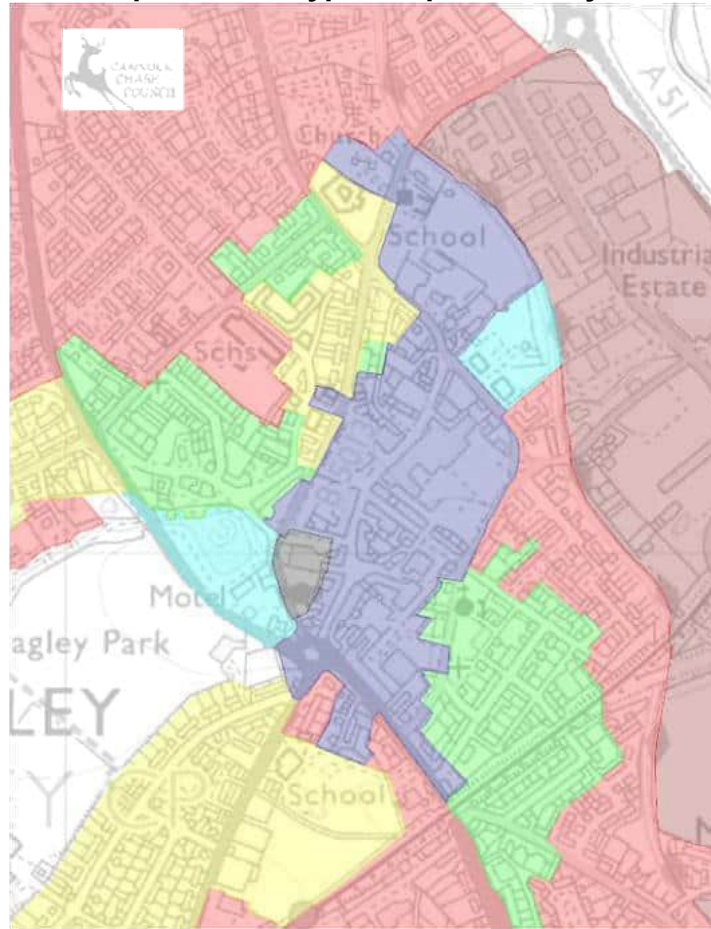
Further information:

- See character types descriptions for further information on the built character and detailing.
- Rugeley EUS (2009/10)- HUCAs 1-14
- Conservation Area Appraisals and Management Plans for Church Street, Talbot Street/Lichfield Street, Rugeley Town Centre (some forthcoming)
- Cannock Chase Local List

Key Features Map



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



Landmark 12- Tower Clock and former Market Hall



Landmark 13- St Augustine's



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Slitting Mill

Character Description: Whilst the village is now dominated by post war residential character types, its name has its origins in its long history as an early iron workings settlement along the Rising Brook. There are some relics of this past but only a few historic buildings from later periods remain.

Key features are:

- Origins in 16th/17th century as an early iron working settlement- see Stone House Grade 2 Listed Building (possible home of local iron masters) and surviving earthworks/archaeological remains. Chase Heritage Trail passes via area highlighting importance of area to the Districts' historical development
- Character dominated by surrounding landscape of Wooded Estatelands. The village is also within the AONB and buffered by Green Belt all around, demonstrating the sensitivity of this landscape to change and development. Some agricultural use around the village contributes to the rural character.
- The village is well screened by virtue of the woodlands and topography that falls away from high points of AONB towards the River Trent Valley in the north. Village feels fairly 'secluded'
- Historic plots overlaid by 20th century development with scattered 18th/19th century remaining buildings. The main historic street pattern remains e.g. Slitting Mill Road and Post Office Lane
- Residential developments are fairly low density ranging from short 19th century terraces and cottages along Slitting Mill Road to substantial modern detached houses on large plots and a mix of modern houses and bungalows on culs de sac. Main materials are brick, render and pebbledash, with the Stone House built of sandstone.
- Many houses have frontage brick walls/hedges and mature trees in front gardens and along rural edges are predominant.
- The 'minor route' is an historic road that connects the village to the surrounding areas. Apart from in centre of village there is often one or no footway but just grass verges, adding to rural character.
- The Horns Inn stands in village centre, and nearby the Victory Hall and a red telephone box.
- A number of 18th century boundary stones in fields east of the village mark the boundary with Rugeley.

Key Local Design Principles or 'New development should':

- Ensure links to the unique history and local distinctiveness of the village are retained via preservation of the historic street pattern and key buildings and structures, with surviving landmark features on the outskirts of the built-up area protected e.g. the remains of former mill works along the Rising Brook.
- Preserve and enhance strong character and sensitivity of surrounding landscape with AONB, Green Belt and the Wooded Estatelands character all combining to create a unique rural setting.
- Scope for a variety of good quality design and materials for new development within village envelope whilst respecting scale and layout of existing development.
- Respect and enhance the forms of historic farmsteads in their landscape context.

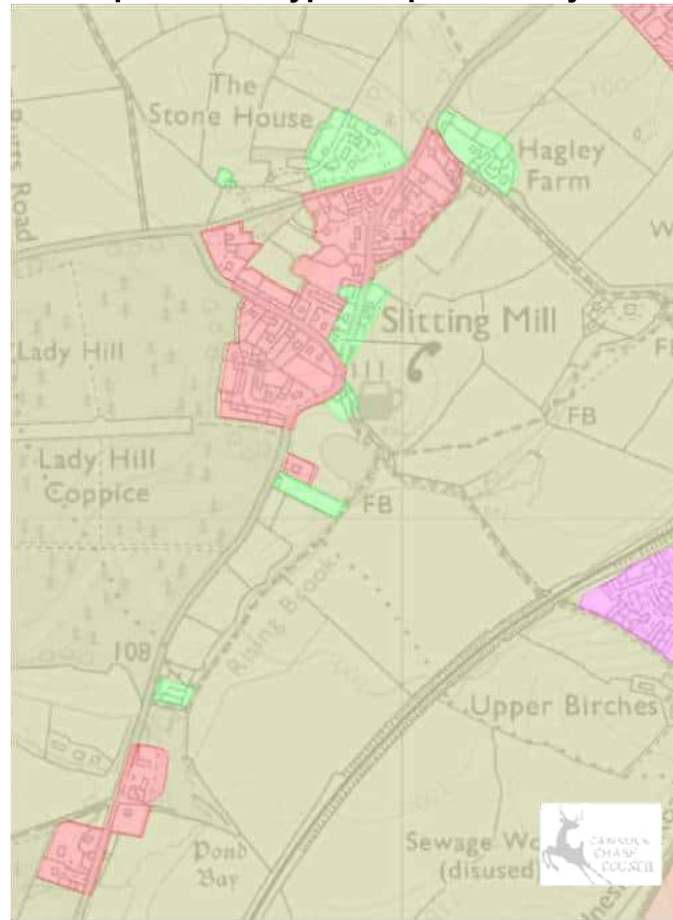
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Wooded Estatelands
- Historic Environment Assessment (2009)- RHECZ 3
- English Heritage Historic Farmstead Survey (2010)
- Cannock Chase Local List

Key Features Map



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



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South and West Cannock

Character Description: Area of predominantly residential development with some fringe town centre commercial uses along main roads. Limited industrial/Victorian housing with more extensive medium/low density 'leafy suburban' interwar and postwar housing, particularly in west of area and some modern retail development on edge of town centre.

Key features are:

- Historically area comprised farmland leading westwards to the heathland of Shoal Hill. Adjoins Green Belt land to the west, bordering South Staffordshire. Landscape character consists of Settled Farmlands and Heathland at Shoal Hill (to the north-west). Shoal Hill is key recreational and beauty spot defining character of western area.
- Large detached dwellings developed incrementally on landscaped plots along road frontages in west/south-west at first, then more extensively during 20th century. Detached houses and bungalows in well landscaped gardens still a feature of area today, set back from main road with relatively large front gardens. Extensive mature trees/tree groups, many protected by Tree Preservation Order, in western part around New and Old Penkridge Roads which, together with garden hedging, significantly contribute to 'leafy' character. Housing is varied in style consisting of 'bespoke' individual properties with own detailing and form. Scale and density of properties provides consistency and soft landscaping is a unifying feature.
- Denser development with semi-detached houses and terraces to the south of the town centre in late 19th/early 20th century, including former Cannock Workhouse (still standing along Wolverhampton Road), public houses (Listed 1930's Crystal Fountain), schools (Listed former National School on New Penkridge Road) etc. Beyond, more extensive suburban interwar and post-war estate development of semi-detached and smaller detached housing around circuitous road layouts, typical of its era. Homogenous character within estates, however there is variety between them. Bungalows a distinct feature in the southern area. Largely medium density and red/buff brick with render and brown/grey tiles.
- Larger scale modern retail and leisure development and car parks close to town centre including new avenue tree planting and landscaping.
- Several primary and secondary routes into the town centre cross this area and key 'gateway' to District at Longford Island on A5.

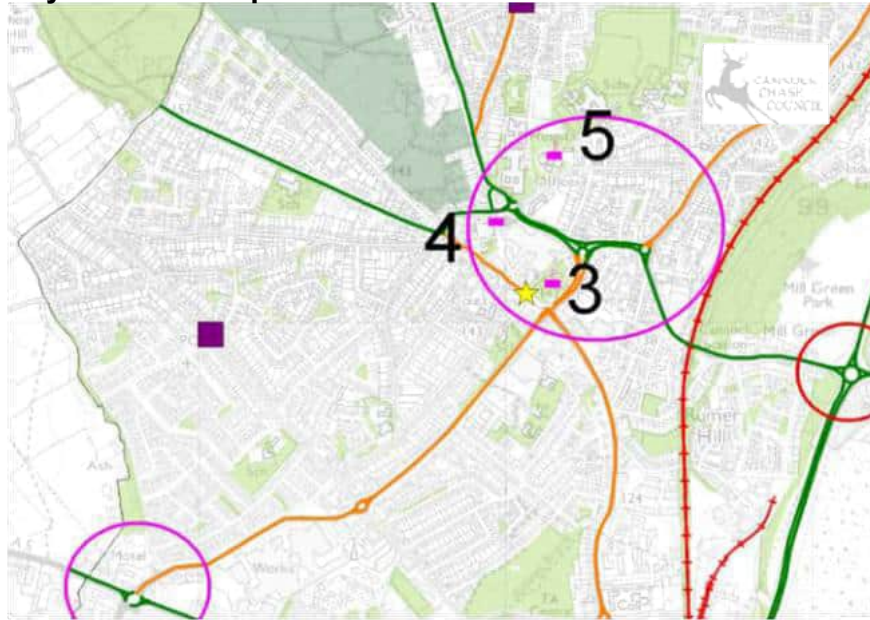
Key Local Design Principles or 'New developments should':

- Safeguard/enhance 'leafy character' of New Penkridge Road area with density of development, 'green' views over and between buildings and householder 'permitted development' rights controlled as appropriate. Promote retention and use of front garden boundary hedging to reinforce 'leafy' feel.
- Recognise scope for variety of good quality design and materials through area whilst respecting scale/density of existing development and preserving/enhancing locally distinctive features and detailing.
- Take opportunities for enhancement of main road corridors through area with new tree planting and environmental improvements and respect and reinforce building lines helping to define historic routes e.g. Old Penkridge Road.
- Buffer impact of the urban edges upon the surrounding landscape character with planting and promote pedestrian links towards Shoal Hill.
- Respect and enhance the forms of historic farmsteads in their landscape context.

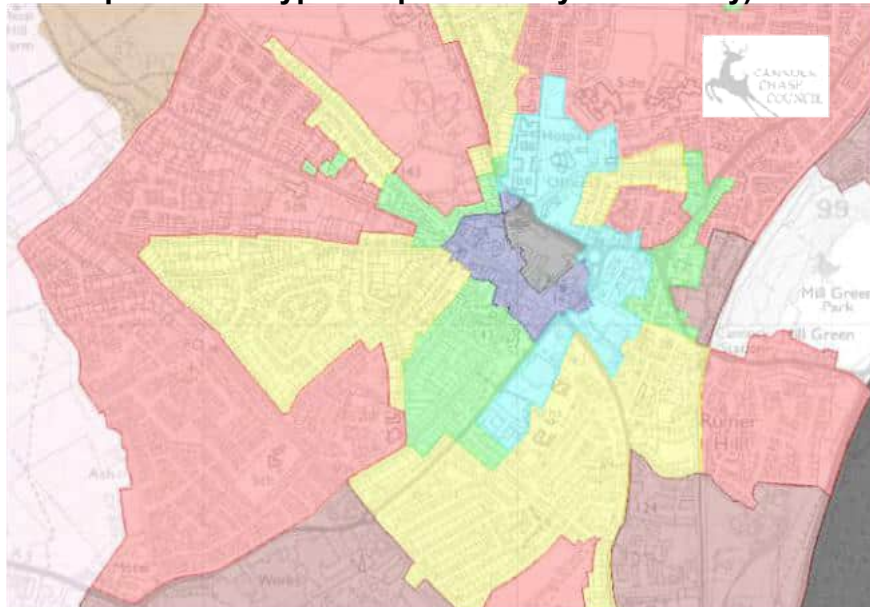
Further information:

- See character types descriptions for further information on the built character and detailing.
- Cannock EUS (2009/10) – HUCAs 7, 11, 12, 14, 18, 19
- Cannock Chase Local List

Key Features Map



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



Western Rugeley: Etching Hill and Springfields

Character Description: Post-war residential development of medium/low density with scattered older buildings along road frontages which contribute to local distinctiveness. Significant mature trees around Chaseley Road area contribute to 'leafy suburban' character.

Key features are:

- Former 17th century Hagley Hall stood in south of area, demolished apart from ancillary buildings and replaced with modern housing; garden landscape features survive. Remnant of historic development in 18th century listed 'Chaseley House'. Wolseley Road and Chaseley Road have at least medieval origins, serving as main links towards Stafford.
- Remnants of 19th /early 20th century development to north of character area around Wolseley Road and Station Road (including the setting of St Augustine's Church), to east where area adjoins Rugeley's historic suburbs and in west around Chaseley Road. These older/larger properties continue to be subject to redevelopment.
- Inter-war housing at Hagley Road/Park View Terrace/Green Lane includes 'Coal Board' housing with distinctive dormer design detail, 2 storey semi-detached and short terraces, in red brick.
- Post-war residential developments dominate the area. Mid and late 20th century suburban expansion followed development of Western Springs Road in 1950s. Mixture of 1960-70s style 'Radburn' influenced layouts at Springfields (where houses and dormer bungalows back onto roads/shared parking/garage areas, with path access to front doors), in red/buff brick with mature trees on open plan frontages. More 'traditional' forms of post-war housing to the south - 2 storey semi-detached and short terraces, plus 'link detached'. To west in Etching Hill, post-war properties are mainly larger detached and semi-detached in larger plots, with extensive mature trees/tree groups which, together with garden hedging and grass verges along lanes and 'green' views between and over buildings, create the 'leafy' character.
- Area runs into rural-urban fringe at edges, surrounded by Wooded Estatelands and River Meadowlands landscape character within Green Belt and AONB. Many trees in area protected by Tree Preservation Order contribute to sense of local character as do green links/routes running through residential estates. Etching Hill is key local landscape feature providing views of surrounding areas, but is possibly under-used by the wider population. Easy access between area and rural parts of District – Chase, fields and Canal.
- Key 'gateway' at Western Springs Road. Outward views of surrounding woods, fields and power station cooling towers.

Key Local Design Principles or 'New development should':

- Safeguard/enhance 'leafy character' of Etchinghill area particularly with density of development, 'green' views between and over buildings and householder 'permitted development' rights controlled as appropriate. Promote use of hedging to front garden boundaries to reinforce 'leafy' feel.
- Preserve/enhance locally distinctive buildings /features/Canal and characteristic building lines.
- Recognise scope for a variety of good quality design and materials throughout area whilst respecting scale of existing development.
- Buffer impact of the urban edges by preserving and enhancing woodland coverage and relating landscaping works to the local landscape character e.g. to the River Meadowlands to the north.
- Support permeability of cul-de-sac layouts by improved green pedestrian linkages, enhance links to Etchinghill and pedestrian & cycle routes to surrounding rural areas.
- Respect and enhance the forms of historic farmsteads in their landscape context.

Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Wooded Estatelands and River Meadowlands
- Rugeley EUS (2009/10)- HUCAs 16-20
- Cannock Chase Local List

Key Features Map



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



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