CONTENTS:

1. Introduction and purpose of SPD

2. District Design Profile

3. Policy Context

4. Design Principles
   a) General Principles
   b) Topic Specific Guidance
      • Development Management
      • Biodiversity Enhancement
      • Trees and Landscape guidance
      • Historic Environment guidance
      • Equestrian
      • Hot Food takeaways
      • Shopfronts and signage
      • External Lighting
      • Designing out Crime
      • Climate Change and Sustainable Construction
      • Green Belt and AONB
   c) Area Specific Guidance
      • A5 Corridor
      • Hednesford Town centre
      • Mature Suburbs eg. Etchinghill, New Penkridge Road area and Slitting Mill
      • Existing Employment Areas in the Green Belt

5. Cannock Chase Local List

Appendices:
A. Character Area descriptions and key design guidelines
B. Residential Development Space Standards including Garden Sizes
C. Tree survey requirements and guidance
D. Landscape scheme requirements and tree planting guidance
E. Local climate change evidence
F. Local List Nomination Sheet
1. INTRODUCTION AND PURPOSE

Design Quality
This Design Supplementary Planning Document (SPD) has been prepared to help deliver design quality in new development in Cannock Chase District to enhance the best of the District’s buildings, townscapes and landscapes based on a clear understanding of local character and pressures. It promotes this through a series of local design and sustainable building guidelines and recognised good practice principles to set the context for consideration of development proposals.

Design includes not only the style of buildings but the spaces in and around them and the quality of the relationship between buildings and their surroundings – how places work as well as how they look. Good design which enhances the quality of the built and natural environment adds to the quality of life for the whole community and, by making areas more attractive, enhances the local economy too. It can revitalise and regenerate places by promoting a positive image.

The guidance focuses on principles for creating better places and applies to extensions and conversions of existing buildings as well as the design and layout of new buildings. The interaction between many of these principles supports several design objectives, reinforcing the overall message. The surroundings of buildings – green and rural or paved and urban – are also a key component of good design, helping development fit comfortably into its setting. Good design is about imaginative solutions so the guidance is not prescriptive and does not attempt to proposed specific design solutions; its main purpose is to provide a practical tool, highlighting key principles to assist developers. The role of ongoing upkeep and maintenance, particularly in relation to landscape context for development, is highlighted. Innovative designs of buildings and/or landscapes are encouraged. The District has benefitted over a number of years from a strong Council commitment to good design of buildings and landscaping, however a recent Government focus on enhancing the local distinctiveness of places has allowed a more local emphasis to design to be adopted now.

One way of recognising this local emphasis is for new development to reflect the best existing qualities of a place to help ensure that, whilst it has its own identity; it helps retain the distinctive qualities that make this District different. Through a Design Profile and 20 Character Area descriptions (Appendix A) the SPD identifies and defines in a systematic and objective way the key characteristics of built form and landscape which make different areas of the District special. From this key design guidelines are set out to contribute to conserving local distinctiveness as the District evolves into the future. Suggestions and general preferences emerging from informal early public consultation on the Design SPD/Characterisation Study have been incorporated.

Role of SPD
The guidance provides specific criteria for Development Management providing a basis for consistent decision making. It assists management of change and
provision of long term, high quality solutions addressing past and current issues, particularly relating to degree of sympathy with site context to help new development to fit well into its surroundings. Particular issues/pressures include the need for developers to refer to local context, avoid over development in terms of size and footprint, acknowledge the contribution of existing trees and landscaping and avoid use of standard designs and low quality materials providing short term, high maintenance solutions and ‘anywhere’ design. Together with promoting detailed design appraisal of site and locality it will help developers to create design which meet user’s requirements and offers scope for innovative design whilst reflecting the District’s special character. At the end of the day well designed development will better hold its value and be a more attractive product.

This SPD supports the District’s Local Plan (Part 1) 2014, particularly Policy CP3: Chase Shaping: Design. Cannock Chase District has for many years provided local planning guidance to assist developers, some of which was in need of updating. In addition a number of new national policy considerations have increased in prominence, such as climate change and improving security through better design, which were not previously covered so by addressing such matters in a local context the Design SPD seeks to support national planning policy too. Development proposals designed to address these matters at the outset are likely to have better and speedier success in the decision making process.

Applicants will be expected to have considered the contents of this SPD prior to submitting a planning application. Its adoption will ensure that it becomes a material consideration with considerable weight in decision making. Applicants should also refer to the Councils Validation Document which sets out the information requirements to accompany applications: http://www.cannockchasedc.gov.uk/info/200074/planning/1360/the_new_local_and_national_validation_document_draft_2013

Contents of SPD
The SPD expands and details policy, sets out quality standards and considerations required from development including specific criteria for Development Management (eg space about dwellings), provides the basis for consistent decision making and addresses social, sustainable, visual and functional issues to respond to local context.

The SPD is split into the following sections:
- **District Design profile** – a summary of key characteristics of the area to be taken into account in development
- **Policy Context** – an overview of the key policy drivers and considerations for the SPD
- **Principles for Design** –
  - a) **General Principles**: for good urban design through the planning application process, links to generic national guidance and other local SPD’s
b) **Topic specific advice**: provides broad principles for consideration in designing development linked to the Design Profile and General Principles eg. design aspects of climate change/biodiversity, green infrastructure/trees/landscaping, residential development criteria, rural development/equestrian, shopfront design/security, signage, frontages, historic areas etc.

c) **Area specific advice**: guidance for particular areas of District warranting specific support to conserve or enhance eg. A5 corridor, Hednesford Town Centre, mature suburbs at Etchinghill and New Penkridge Road and Existing Employment Areas in the Green Belt

- **Cannock Chase Local List**: associated with the character and appearance of the District are numerous undesignated heritage assets valued by the local community in contributing to the special qualities of the area. In response to local encouragement the Council therefore invites the local community to nominate buildings and features which merit inclusion on a Local List to be used to inform consideration of development proposals.

**Early Consultation**

Consultation was undertaken on preparatory work for this Design SPD in 2010-11 to support the development of Local Plan (Part 1), including consultation on a Characterisation Study (2011) which analysed the locally distinctive design features across the District. This analysis informed the identification of 20 ‘Character Areas’ which were distinguishable by virtue of their design, such as density, historic development influencing architectural styles and key landscape features. Bespoke design principles for each of these character areas were developed in individual Character Area Descriptions, which then informed a wider District Design Profile. The Profile represents an amalgamation of prominent design features overall, such as the influence of the Cannock Chase AONB and green landscaping across the District.

Views were sought via the consultation on the appropriateness of the Study and its conclusions, particularly the Character Area Descriptions and District Design Profile content. Consultation was also undertaken on the potential Design SPD content and views were sought on what guidance should be developed in terms of topic areas. The draft Profile was updated following informal public consultation which showed the work was well supported and provided useful feedback on a number of points, including local design preferences and features of interest, as well as the proposed content of the SPD. A summary of the consultation process and how the responses informed the development of the SPD is available to download from the Council’s website or on request [http://www.cannockchasedc.gov.uk/downloads/download/1402/design_spd_and_characterisation_study_draft](http://www.cannockchasedc.gov.uk/downloads/download/1402/design_spd_and_characterisation_study_draft)
2. DISTRICT DESIGN PROFILE

Cannock Chase District lies within southern Staffordshire on the northern edge of the West Midlands conurbation. At the heart of the District lies the heathland and forest of Cannock Chase Area of Outstanding Natural Beauty (AONB) and more than half of the District is designated as Green Belt. The District’s historic focus was coal mining, but this has now diversified into manufacturing, transport and communications. To the north of the Chase is the built up area of Rugeley, a historic market town with a variety of architecture and diverse townscape. South of the Chase is the urban area of Cannock and Hednesford, Cannock still retains elements of its historic core and spreads north into Hednesford, a distinct small town, mainly developed since the 19th Century. On the south-western edge of Cannock is the small settlement of Bridgtown and in the south-east of the District is Norton Canes, a village mainly developed post-war. Other small settlements stand within the rural areas, on the fringes of the Chase and southern farmlands. The District’s medieval origins, mining legacy and industrial/agricultural heritage provide assets generating a range of recreation and tourism opportunities.

Green infrastructure forms a major element of the character and appearance of the District. It ranges from the rural areas where the soft green landscape predominates to the urban areas where buildings and hard surfacing predominate but are nevertheless softened by mature town centre trees and green spaces, suburban garden hedges and street trees, well landscaped modern business parks and residential areas and a multitude of green links throughout. The topography reinforces this impression of ‘greenness’ with characteristic views across the District from the high ground of Hednesford Hills and the Chase as well as between buildings and over rooftops towards the surrounding woodlands and heaths. Key highway routes focus on Cannock, Rugeley and Hednesford.

A ‘characterisation’ of the District has been carried out dividing it into 20 Character Areas. These were based upon identification of key features of the urban structure, including periods of historic development, type of built form/density/uses/materials, landmarks, key views, gateways, green infrastructure etc. The condition of the Character Areas was also evaluated to identify where conservation and enhancement opportunities exist, having particular regard to key issues and pressures on the townscape, in order to develop local design principles. The Design Profile was updated following informal public consultation which showed the work was well supported and provided useful feedback on a number of points, including local design preferences and features of local interest, as well as the proposed contents of this SPD. Full descriptions of the Character Areas are included within Appendix A to this document or can be accessed at http://www.cannockchasedc.gov.uk/site/scripts/download_info.php?downloadID=1380
3. PLANNING POLICY CONTEXT

National Policy
The National Planning Policy Framework NPPF (2012) places a strong emphasis on good design in development. The Ministerial Foreword considers that ‘confidence in development itself has been eroded by the too frequent experience of mediocrity’ and consequently ‘our standards of design can be so much higher’.

One of the 12 core principles of the NPPF at paragraph 17 sets out how planning should ‘always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings’.

The NPPF seeks to drive up standards of design primarily through a specific chapter on ‘Requiring Good Design’ highlighting the key role it has to play in delivering overall sustainable development. The following key extracts are of most relevance to the purpose and content of this Design SPD:

- Design policies should avoid unnecessary prescription or detail and should concentrate on guiding the overall scale, density, massing, height, landscape, layout, materials and access of new development in relation to neighbouring buildings and the local area more generally (Para. 59);
- Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative (Para. 60);
- Securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment (Para. 61);
- In determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area (Para. 63);
- Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions (Para. 64);
- Applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community (Para. 66).

Paragraph 58 is also especially important as it refers to the key elements of good design that local authorities should seek to address in their planning polices and guidance. These elements include ensuring that a development functions well and adds quality to the local area in the short and longer term; establishes a strong sense of place, which is attractive and comfortable for people; optimises the potential of the site to accommodate sustainable development, taking account of all land use needs e.g. open space; responds to existing local character, whilst not stifling innovation; creates a safe environment i.e. ‘designing out crime’.
and creates a visually attractive place through good architecture and landscaping. The NPPF encourages local authorities to have local design review arrangements in place to help ensure these high quality design principles and related standards are being implemented (Para. 62).

National Policy is elaborated in Planning Practice Guidance (PPG) for design produced in March 2014. The PPG restates that ‘Local planning authorities are required to take design into consideration and should refuse permission for development of poor design. Local planning authorities should give great weight to outstanding or innovative designs which help to raise the standard of design more generally in the area. This could include the use of innovative construction materials and techniques. Planning permission should not be refused for buildings and infrastructure that promote high levels of sustainability because of concerns about incompatibility with an existing townscape, if those concerns have been mitigated by good design’.

In making planning policies and decisions the following issues should be considered:
- local character (including landscape setting)
- safe, connected and efficient streets
- a network of greenspaces (including parks) and public places
- crime prevention
- security measures
- access and inclusion
- efficient use of natural resources
- cohesive & vibrant neighbourhoods

Well designed new or changing places should:
- be functional;
- support mixed uses and tenures;
- include successful public spaces;
- be adaptable and resilient;
- have a distinctive character;
- be attractive; and
- encourage ease of movement.

Where appropriate the following should be considered:
- layout – the way in which buildings and spaces relate to each other
- form – the shape of buildings
- scale – the size of buildings
- detailing – the important smaller elements of building and spaces
- materials – what a building is made from

The PPG refers to the planning processes and tools that can we use to help achieve good design.
In development plans the promotion of good design should be sought at all stages in the planning process through:

- careful plan and policy formulation
- the use of proper consultative and participatory techniques
- where appropriate the preparation of masterplans, briefs and site specific policies.
- Employment/use of appropriately qualified professionals

In the evolution of planning applications and proposals there are established ways in which good design can be achieved. These include:

- pre-application discussions
- design and access statements
- design review
- design codes
- decisions on applications
- the use and implementation of planning conditions and agreements

The qualities of well designed places are similar across most developments. However it is useful to consider what they can mean in practice for particular places or development types:

- housing design
- town centre design
- street design and transport corridors

**Local Policy**

The Cannock Chase Local Plan (Part 1) was adopted in June 2014. The principle of producing a Design SPD (alongside other potential design-related SPD) is set out in **Policy CP3 - Chase Shaping**. This policy sets out a number of key design principles to guide planning proposals and the decision making process. The supporting text to this policy, within Objective 1, outlines how the characteristics of the area have been analysed and then reflected in the District Design Profile. This SPD supports the implementation of this policy (alongside others in the Local Plan (Part 1)) by providing practical advice and guidance to applicants and decision makers. Other Local Plan (Part 1) policies which refer to the need for design guidance are:

- **Policy CP12 Biodiversity and Geodiversity** (to provide guidance on how to implement policy requirements related to important and protected habitats and species across the District);
- **Policy CP14 Landscape Character and Cannock Chase AONB** (to provide guidance on how to implement policy requirements to take into account the special and protected landscape value of the AONB and other non-protected landscape character across the District);
- **Policy CP15 Historic Environment** (to provide guidance on how to implement policy requirements to take into account the heritage value of designated and non-designated assets across the District);
- **Policy CP16 Climate Change and Sustainable Resource Use** (to provide guidance on how to implement policy requirements to take into
account general sustainability issues e.g. energy efficiency measures or hazards related to the coal mining legacy of the District).

Policy CP3 of the Local Plan (Part 1) makes reference to the potential need for bespoke guidance on specific issues, including the upgrading of existing employment areas in the Green Belt and the reuse of rural buildings. This SPD has therefore incorporated guidance on these topics.

The Design SPD links to other emerging SPD’s being produced by the Council, namely an SPD on Open Space, Sport and Recreation (OSSR) standards.

A number of existing local guidance documents have been reviewed and will be superseded upon final adoption of this Design SPD. These are the Trees, Landscape and Development Supplementary Planning Guidance (1999); the Staffordshire Residential Design Guide (2001); and the House Extensions Guide (2003).
4a. DESIGN PRINCIPLES: GENERAL PRINCIPLES

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

The following 3 steps are important for both outline and full applications and help to ensure that proposals have better and speedier success throughout the planning process:

**Step 1** - The first and most important stage is a thorough assessment of the site and its surroundings. The level of detail will depend on the proposal but this includes considering what the site is like (e.g. shape and size), whether it has any significant features (e.g. trees, hedges, slopes, historic buildings) and what its surroundings consist of (a well-planted streetscene with well-spaced buildings or a high density urban plot). Some aspects will require a more specialist assessment (e.g. tree and hedge assessment: Ref – BS5837:2012).

**Step 2** - The planning policy context is also material, including local topic-based requirements, character area evidence and enhancement guidelines. All of this assessment guides the design of the proposal and points the way to a successful development.

**Step 3** - At this point pre-application discussion is helpful to gather informal views from Council professionals and establish a way forward. Some proposals may also warrant engagement with the wider community. Ideas for the development can be explored and any issues and challenges highlighted. Only then can a more detailed design be developed in moving towards planning application stage.

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

- ‘Urban Design Compendium’ (3rd ed. 2013) [www.homesandcommunities.co.uk](http://www.homesandcommunities.co.uk) provides guidance, summarises principles of urban design, how they can be applied and processes which lead to successful places. Case studies show how these principles and process work in practice. It is intended to be useful to everyone from local residents and businesses to house builders and architects.

- Planning Practice Guidance (updated 2014) [planningguidance.planningportal.gov.uk](http://planningguidance.planningportal.gov.uk) provides guidance on a variety of topics including design, advertisements, flood risk, the historic environment and the planning process, including the benefits of pre-application advice.

- Design and Access Statements [www.planningportal.gov.uk](http://www.planningportal.gov.uk) explains what they are and when they are required

• ‘Building for Life’ (2008, relaunched 2012) an industry owned and Government endorsed guide for new home and neighbourhood design. It enables stakeholders involved in housing to consider all the elements of what makes ‘a good place to live’ at the design stage. [www.hbf.co.uk](http://www.hbf.co.uk)

• ‘Code for Sustainable Homes’ (2008) national standard for the sustainable design and construction of new homes. It aims to reduce carbon emissions and promote higher standards of sustainable design above the current minimum standards of the Building Regulations. [www.planningportal.gov.uk](http://www.planningportal.gov.uk) and [www.breeam.org](http://www.breeam.org)


• [Secured by Design](http://www.securedbydesign.com) (2004 onwards) – Police design guidance on designing out crime in different types of developments including parking.

• ‘Building in Context’ (2002) explains how to achieve high design standards in historically sensitive contexts with case studies to illustrate good practice. [webarchive.nationalarchives.gov.uk](http://webarchive.nationalarchives.gov.uk)

• ‘Sustainable Urban Drainage Systems’ Environment Agency guidance to improve water management in urban settings. [www.rtpi.org.uk](http://www.rtpi.org.uk)


• ‘Green Infrastructure Guidance’ (2009) explains the benefits of a variety of green infrastructure in place making and planning. [www.naturalengland.org.uk](http://www.naturalengland.org.uk)

**Key points from early local feedback**

Early consultation on the District Characterisation and proposed Design SPD in 2010-11 through stakeholder presentations and local residents, including young people’s workshops, provided feedback emphasizing the importance of design including the design of spaces around buildings as well as the buildings themselves. A summary of the consultation process and how the responses informed the content and development of the Design SPD is available on the Council’s website [http://www.cannockchasedc.gov.uk/downloads/download/1402/design_spd_and_characterisation_study_draft](http://www.cannockchasedc.gov.uk/downloads/download/1402/design_spd_and_characterisation_study_draft)

or on request. Key points raised:

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

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

• design out crime to contribute to achieving safe local communities
• enhance links to leisure space, particularly for the disabled, to contribute to healthy living objectives
• consider the design and ‘buffering’ of urban fringe development to soften visual impact on surrounding rural areas
• promote integrated walking and cycling networks to contribute to sustainable transport
• ensure that developments have regard to wildlife movement in order to achieve well managed and appreciated environments
• promote mitigation of climate change in design of buildings and landscapes to support a greener future.

These matters have been addressed in this guidance where possible.

**Validation of planning applications**

In order for development proposals to be properly assessed there is a need for applicants to provide appropriate supporting and background information, either about the site, the proposal or both, to help all participants understand the proposal. Without this information the application will not be considered valid. The Council’s current ‘Validation of Planning Applications’ document [http://www.cannockchasedc.gov.uk/info/200074/planning/1360/the_new_local_and_national_validation_document_draft_2013](http://www.cannockchasedc.gov.uk/info/200074/planning/1360/the_new_local_and_national_validation_document_draft_2013) provides a guide to national and local information requirements for a variety of types of planning application. It sets out the circumstances when particular specialist reports and surveys are required, the information required and the policy basis for this requirement. Detailed advice on the information expected for commonly required documents, notably Tree Assessments and Landscape Schemes (including tree planting) requirements, can be found in Appendices C and D to this SPD.

**Pre-application discussion**

Pre-application discussion of proposals at an early stage is encouraged. If any particular issues can be foreseen early on it is much easier for the applicant to take them into account and adjust the design accordingly. Advice can also be provided on putting the application together and the process which will be followed during decision making.
It cannot be emphasized enough that whilst this assistance is freely given it is up to applicants to adequately resource themselves and engage specialists to advise them on matters of technical content within planning applications. Such experts should have appropriate qualifications and experience to enable them to discuss matters of detail. The Council will then make an objective assessment of the information submitted; it cannot provide a free design service.

**Design and Access Statements**

A Design and Access Statement is required to accompany major applications and some smaller more sensitive schemes. This is a short report providing a framework for the applicant to explain how a proposed development is a suitable response to the site and its setting and showing that it can be adequately accessed by prospective users. It should explain the design principles and concepts used and show how the site context has influenced the design; explain the approach to access and how any specific issues have been addressed. Further information is available in the national guidance listed above and in the Council’s Validation Document.

**Design/Heritage Champions**

A Heritage Champion, who is usually a local councillor, can be nominated by the Council to undertake the role of championing heritage. It is up to each Heritage Champion to interpret the role in a way that fits with their interests, position and local conditions. English Heritage supports them as they undertake the role through newsletters and opportunities for training and high level networking, and they have the opportunity to influence the national heritage agenda. Cannock Chase Council has benefited from a local councillor fulfilling the role of Heritage Champion for a number of years, each supporting the contribution that heritage makes to the District.

In a similar way a local councillor may wish to take on the role of Design Champion to champion design quality in the built environment by promoting the importance of good design at every opportunity.

**Design Review Panel**

The NPPF paragraph 62 requires ‘local design review arrangements’ to be put in place to provide assessment and support to ensure high standards of design, and in assessing applications that local planning authorities should have regard to the recommendations from the design review panel. Major projects, where appropriate, should be referred for a national design review. Local Plan policy CP3 supports this by confirming that a local design review panel will provide assessment of design sensitive development proposals in support of high standards of design.

Any major schemes in the Midlands warranting design review can be submitted to MADE, an organisation dedicated to improving the quality of the built environment. It operates as part of the Design Network with eight other services around England. MADE offers a design review service in the form of independent, objective, expert feedback on the design of new developments via
a panel of experienced professionals. The panel meet regularly to consider schemes that will have a significant impact on their area and provide written comments summarising the panel’s views. The service is free to Local Planning Authorities; the applicant pays a fee - it is an opportunity for them to save time and money by getting design issues resolved early. Such design support has potential to help build capacity amongst Local Authority teams and elected Members. Use of this service would also conform to the NPPF requirements for local design review and could be helpful for particularly complex schemes submitted in the District which raise a variety of issues.
4b. DESIGN PRINCIPLES: TOPIC SPECIFIC GUIDANCE

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

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

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

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

Each locality has particular characteristics which can be reinforced or lost as a result of development. These are highlighted in the District Character Area Descriptions (see Appendix A). Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances helps new development have some individual character. Design detail is also important – it can minimise opportunities for crime and reduce energy use, ensure ease of access by future inhabitants including the elderly and local consultation has shown that many people would be willing to pay more for quality and quantity of green space.

National design guidance
There is plenty of general advice available on what constitutes good design, eg the following websites and documents:
www.designcouncil.org.uk (Cab publications)
www.gov.uk – ‘Manual for Streets’ (2007) - shows how design of residential streets can be enhanced to create places with local identity and ‘Manual for Streets 2’ (2010) - for guidance for wider application in urban and rural situations
www.lifetimehomes.org.uk

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

**Existing CCDC advice leaflets available**
- Planning and Building Regulations requirements for extending or altering your property
- Detached buildings and other structures built on land around your home
- Construction of hard surfaces around your home
- Planning and Building Regulation requirements for conservatories
- Construction of walls, gates and fences

**Key Design Principles for Residential Sites**

**NEW DWELLINGS:**

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

Staffordshire character
• Historically most buildings in Staffordshire had steeply pitched roofs to accommodate clay plain tile, slate or thatch. They presented a small sharply defined roof area to the road. Larger properties had additional rooms beneath parallel roofs or gabled at right angles. Modern broad roof spans, standard house types with regular eaves and ridge heights make a repetitive roofscape, unrelieved by chimneys which help to break up the roof lines. In sensitive areas it is often desirable to revert to more traditional proportions that relate to existing development.
• 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. Staffordshire has its own vocabulary of detail and repertoire of local building materials. The skilful interpretation and use of such details as an integral part of house design will give individuality to new housing (see Character Area Descriptions Appendix A)

Detailed design
• New dwellings provide the opportunity to apply energy conservation and water recycling technologies (see Climate Change guidance) as well as include measures to encourage biodiversity (see Biodiversity guidance)
• Spatial separation and garden space should refer to Appendix B of this document.
• Consideration of the benefits of ‘Lifetime Homes’ standards will give longer life, adaptable development suitable for all ages and abilities. Such housing maximises utility, independence and quality of life for occupiers by seeking to enable ‘general needs’ housing to meet the needs of diverse households, either from the outset or via simple, cost-effective adaptation.
• Roads and new accesses require a high visual quality as well as meeting highway ‘movement’ criteria, includes variation in width to reduce speed,

- **Design and materials** for parking areas including surfacing and planting important and boundary treatment should help screen views of vehicles from road with natural surveillance from windows and defensible private space (see Designing out Crime guidance).

- **Communal parking areas** should be well integrated within a development avoiding large areas of hard surfacing, using porous paving, appropriate soft planting and appropriate lighting with surveillance from windows to maximise safety and security (see Trees and Landscape and Climate Change guidance).

- **Electric vehicle charging points** should be considered for all developments.

- Secure **cycle parking** should be designed as an integral part of flats/apartments developments to encourage its use.

- **Entrances to buildings** should face the road to provide active frontages, with pedestrians and cyclists considered prior to motorists with direct path links to surroundings.

- **Buildings at corners** or road junctions should have windows facing both streets, providing interest to the street scene.

- Design of **boundary treatments** should be appropriate to context in type, height and materials. Good quality treatments will be long lasting and enhance the built development.

- Gardens and amenity space should allow appropriate space for **bin storage** in a unobtrusive yet convenient location, especially on flats or communal developments.

- **Utility cabinets and service boxes** should be sited in unobtrusive positions as part of the design of a scheme and not added as an afterthought on frontages and entrances to new development.

**Gardens**

- Gardens provide **health, social and physical benefits** for occupiers and contribute to sustainable development (eg drying clothes, cycle storage, composting etc).

- **New residential development should provide for private outdoor garden space of a usable size and shape, fit for purpose**, in proportion to the size of the dwelling and its locality, particularly where garden size is important to distinctive local character. Appendix B sets out space guidelines. ‘Permitted development’ rights may be removed by condition where garden space is considered to fall near a usable minimum.

- Should consider **existing trees and hedges** and allow space to protect & ensure their retention, long term health and amenity value. The loss of trees and hedges of existing or future amenity value will be resisted, but if their condition or lifespan is limited then removal and replacement with new planting will be required. This means buildings, changes in level and laying of services should be outside the root protection area of trees and
beyond the edge of the tree canopy and 2m away from hedges. Good design avoids overshadowing of gardens or rooms causing poor light, usability and amenity value to gardens. (see Trees and Landscape guidance)

- Some parts of the District are characterised by their ‘leafy’ appearance where reinforcing this aspect will be of particular importance eg Etchinghill area of Rugeley and New Penkridge Road area of Cannock (see Mature Suburbs guidance)
- **Front gardens** are a valuable resource and an important aspect in determining the character of a street.
- **Biodiversity benefits** should be incorporated in conjunction with any development eg native planting and ponds, green roofs, sustainable urban drainage systems (SUDS), bird and bat boxes and connections to the local green infrastructure network via gardens, hedgerows and grass verges.

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

**Detailed Design:**
- **Should complement the existing dwelling and surroundings/street scene in scale and character**
- **Should not normally be larger in volume or higher than the existing property** (specific limits apply in the Green Belt), shape should follow the existing or parallel lines and position should respect existing form by extending off one wall rather than a corner; side extensions have a better appearance if stepped back from the front elevation.
- **Should avoid significant loss of privacy, outlook, daylight or sunlight to neighbours** and should not be visually overpowering when viewed from neighbouring dwellings, guidelines for spatial separation and garden sizes are set out in Appendix B.
- **Should use the same materials** - brick, render, boarding, tile or slate - as the existing dwelling, and with older houses may require reclaimed materials, also the same detailing of eaves, verge etc
- **Should repeat the proportions, design and materials of existing windows and doors** and their details and follow the main lines of the existing openings.

- Extensions to dwellings in the Green Belt will be limited to a maximum of 50% of the original ground floor area.
- Some designs have proved visually undesirable in practice so will not be accepted as a precedent for future approvals.
- **Should consider and not impact on trees and hedges within adjacent properties.**

**Car parking**
- Extending a dwelling may affect the **off-street car parking** available at the property - there should be no reduction in parking space and there may be an increased requirement if extra bedrooms are proposed.
• **Hard surfacing front gardens** for parking space should retain appropriate planting and frontage boundary treatment to benefit the street scene and use porous paving to minimise surface water run off in order to be considered acceptable.

*Car parking standards will be included in Local Plan (Part 2).*

**Property boundaries**

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

**Key Design Principles for Commercial Sites**

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

Each locality has particular existing biodiversity characteristics which can be reinforced or lost as a result of development. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site.

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

- Natural England publications
- Biodiversity by Design: A guide for sustainable communities T&CPA
- Accessible Natural Green Space Standards in Towns and Cities
- Green infrastructure Guidance
- Living Roofs
- Staffordshire Wildlife Trust
- Buglife
- Freshwater Habitats Trust
- Swift Conservation
- Butterfly Conservation

Local design guidance

Key local biodiversity pressures/issues
- Significant wildlife sites are already well covered by requirement for species surveys and mitigation schemes, however small to medium infill sites are often most vulnerable and have significant potential for biodiversity enhancement.
- Loss of wildlife-rich brownfield sites
- Loss of bird nesting sites and roosting opportunities for bats due to renovation of buildings and use of modern construction methods
- Scope for greater connectivity of urban landscape for wildlife
- Wildlife sensitivity to lighting, particularly close to dark areas
- Loss of wildlife feeding resource due to over tidy gardens, small gardens and development of ‘spare’ land
- Plenty of new tree planting around the district in the last few decades but few old trees (100 years+) remain which have most value ecologically.
- Incorporating biodiversity measures in and around developments mitigates harm rather than creating net gain.

Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people’s) feedback emphasised the importance of quality and quantity of green space.

Key Design Principles
- Increase connectivity/permeability of landscape to allow wildlife movement through urban areas (eg retain, supplement and reinstate
hedgerows and green links between larger open spaces and the countryside)

- **Increase green corridors** particularly in central urban area of Cannock
- **Consider whole ecosystem** as wildlife feeding resource and avoid development of all wild spaces and untidy edges
- **Every development could make some provision for wildlife** (eg a nestbox, a native tree) at a very small cost to the developer yet a cumulatively large benefit to wildlife
- Include **roosting and nesting opportunities** for bats and birds which can be incorporated into buildings. Flat roofs can provide ideal nesting habitats for ground nesting birds if treated appropriately.
- Development of **brownfield sites** should contribute to conservation objectives as well as accommodate development
- **Include habitat creation** and restoration, incorporating ponds and other wetland features into sustainable drainage schemes
- **Use trees in hard surfacing** and ‘living fences’ using climbing plants or green walls. Trees moderate the local climate and contribute to energy conservation
- **Use locally native species** including plants which provide fruit, berries, seeds, nectar, shelter, foraging and nesting opportunities
- **Incorporate wild flower grass mixes** in areas where these do not need to be kept short
- Consider the use of plots containing arable plants to provide pollen sources for insects and a splash of summer colour
- **Minimise lighting** and direct it towards the ground to avoid light intrusion affecting wildlife activity, particularly on sites next to dark areas (also benefits energy conservation)
- **Large commercial buildings** could have ‘green roofs’ to mitigate loss of green space from building and hard surfacing (would also benefit appearance when viewed from high ground of Hednesford Hills and The Chase), similarly ‘green walls’. Such roofs could provide ideal sites for nesting birds if treated appropriately.
- **Mention Biodiversity measures** in Design and Access Statements. Details/implementation may be secured by condition.

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

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

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

Easily maintained arable plots in full flower.

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

Woodlands
Where possible native species have been used to create well structured woodland with a good dense shrub layer that is ideal for birds. The dense shrub layer aids the security for adjoining properties.

Paths and corridors through the development planted to mimic long established woodland rides provide a rich habitat for birds and insects.
Sustainable Urban Drainage has been designed to create wetland areas rich in wildlife. Ponds have been designed with varied gradients that result in the formation of areas of permanent standing water and seasonally wet areas. These micro habitats provide ideal conditions for a wide range of amphibians and aquatic invertebrates.

SUDS pond rich in wildlife.
TREE AND LANDSCAPE GUIDANCE

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

Trees are widely recognised to improve the quality of life and add character, shape, colour and biodiversity to the street scene as well as the local area. Tree Preservation Orders (TPO’s) help ensure that trees of amenity value are safeguarded, particularly in conjunction with development proposals. Developers who remove trees to avoid difficulty or damage them through careless work are reducing the long term value of their asset; estate agents will confirm that ‘leafy’ areas attract higher prices. Local consultation has shown that many people would be willing to pay more for quality and quantity of green space, so existing trees, hedges or other vegetation are valuable assets on any site. They will also contribute to climate change mitigation (see Climate Change guidance).

Retaining existing planting requires care, attention and forward planning; trees are living things and damage to root systems by ground works including compaction of soil will not only shorten their life but may cause failure, endangering future occupiers or neighbours. Damage to tree canopies will also affect their natural beauty. The Council will endeavour to ensure that good trees are respected and that good landscaping raises the design and environmental quality of the District, contributing to health, amenity, sustainability, biodiversity and climate change objectives.

Protection and enhancement of existing landscapes and creation of new landscapes are material considerations in determining planning applications. Most developments will require new landscaping proposals, both hard and soft features, to enhance the surroundings of new buildings and importantly, reinforce the landscape characteristics of the wider area.
National tree and landscape guidance
There is plenty of general advice available on treatment of trees and the landscape in existing and new developments and via the following documents and websites:

- BS 5837:2012 Trees in Relation to Design, Demolition and Construction
- CABE ‘Grey to Green’
- Woodland Trust ‘Ancient Tree Guides’
- www.naturalengland.org.uk ‘Green Infrastructure Guidance’
- www.english-heritage.org.uk ‘Streets for All’
- CCDC Urban Forestry Strategy 2013 -18
  - Approved contractors scheme
  - Registered consultants scheme

Forestry Commission www.forestry.gov.uk
  - Pest alerts

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

An Arboricultural (Tree) Assessment which includes an accurate location and assessment of trees should support all planning applications where:
  - there are trees within the site or trees that may influence the site (e.g. through crown spread or extent of the root protection area)
  - hedgerows within 5m of the site
  - all sites covered by Tree Preservation Orders
  - any proposals within a Conservation Area.

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

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

An Arboricultural Impact Assessment, which includes a Tree Protection Plan and appropriate Method Statements, helps plan operations from the outset so impacts can be foreseen and either avoided or mitigated. Vague and generic statements cause doubt, delays and unforeseen expense on site and will not be
acceptable in documents which support planning applications. Guidance should be used to tailor proposals to the circumstances of a specific site so that not only the developer but also neighbours and others are aware of likely implications and a proper professional assessment of the application can be made. See further detail in Appendix C.

Key Local Design Pressures/Issues:

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

Public consultation in connection with the District Characterisation Study including stakeholder’s presentations and local residents (including young people’s) feedback supported the need to address landscape matters. To improve their area people most favoured more trees and greenery and new development that reflected the character of the area.

Trees: key principles

- Trees can offer many benefits including:-
  - Providing visual amenity including seasonal change, softening or complementing the effects of the built environment and adding maturity to new developments.
  - Providing opportunities for wildlife especially in urban areas,
  - Making places more comfortable in tangible ways by contributing screening and shade, reducing wind speed and turbulence, intercepting snow & rainfall, reducing glare and reducing particulates
  - Creating, enhancing and defining spaces
- Existing trees are important factors on or near to a development site. Root systems, stems and canopies, with allowance for future movement,
growth and shading, need to be taken into account in all projects as does the space for new trees to establish and grow. All these are material considerations in a planning decision.

- **Trees are vulnerable to disturbance, injury, environmental change as well as pests and diseases.** Construction work can exert pressure on existing trees as can changes in their immediate environment following development. A tree that has taken many decades to reach maturity can be irreparably damaged very quickly and easily, especially by compaction of root zones. The effects of the damage may not become apparent till years after completion of the development.

- Trees can be legally protected by Tree Preservation Orders, by being within a Conservation Area or via planning conditions. Formal consent is required to carry out works to protected trees.

- **Existing trees and hedges on development sites, whether formally protected or not, require proper assessment** in conjunction with preparation of development proposals (see BS5837:2012)

- Only by thorough analysis of the value of the existing trees and landscape and the overall impact of the development proposals can proper judgements be made on the design of the development.

- **New tree planting is also needed to ensure continuity and/or increase in tree cover within the District.** This is particularly important in the older residential areas where there tends to be a higher percentage of older mature trees.

- **Working/access space needs to be allowed between trees and construction areas.**

- Trees not only need space to grow above ground but they need **appropriate space below ground** - root zones - otherwise they fail to establish and/or develop which impacts on the overall quality of the development. Root zones can be formed under paved areas, especially car parks, with appropriate treatment to allow trees to establish (eg. www.green-tech.co.uk or similar)

- **Co-ordination of existing and proposed tree planting locations and service requirements is paramount to enable appropriate schemes to be implemented.**

**Key Landscape Design Principles for Residential Sites**

- **Good design involves a co-ordinated process** covering all aspects of site and building, demands understanding of a complex and specific set of circumstances.

- **Adapting design to a specific site will reap rewards** - more attractive to potential purchasers and more acceptable to the local community.

- The main purpose of requiring full landscape details at planning application stage is to enable the assessment of the balance of hard, soft and built development on a site - the overall quantity and arrangement of landscape areas is paramount.
• The landscape submission can only be produced following the collation of appropriate information including existing and proposed site features, layout and site services.

• **Need to look at site landscape context first**, how it relates to character of locality and how new design can enhance this. Consider basic character of locality, appearance of streetscene and surroundings of site, whether urban or rural and how site development could enhance it visually and environmentally, improving amount of greenery wherever possible. The landscape adjacent to the site must inform the design to achieve integration. This does not restrict the use of imaginative or novel designs being proposed. (See Character Area Descriptions in Appendix A for specific guidance).

• **Consider character of site itself, its natural assets and how these can benefit design and layout of proposed development and wider area, including climate change mitigation.** An accurate and detailed site survey/assessment of existing trees and landscape features, habitats, levels, boundaries, street frontages and links to surroundings is key to achieving site-specific design and maximising site potential.

• **Existing trees need proper recognition and space to be retained as a ‘ready-made’ landscape feature.** Where tree removal is acceptable space will need to allow for enhancement (eg one tree out replaced with two or more trees and or use of larger or more appropriate species).

• **Garden size should be in proportion to the size of dwelling and its locality,** particularly where important to distinctive local character.

• **House frontages and boundaries are a key element of design and are one of the most visible to all** and should have a soft element (eg grass, shrubs, hedges and trees) in most cases, not just hard surfacing.

• New planting should complement surroundings, native or ornamental and be appropriate for the site and development.

• Developments should include trees in back gardens which may be achieved by giving residents a choice from a selection of types when purchasing the property, gives them 'ownership' and has proved successful in ensuring trees are retained as well as looked after.

• In mature suburbs (eg Etchinghill, Rugeley and New Penkridge Road, Cannock) new development within existing gardens should maintain essential character of frontages and spaciousness of plots (see Mature Suburbs guidance).

• **Need to ensure there is sufficient space for existing trees to develop and grow without need for constant cutting back**

• New services must be planned as part of the overall scheme to avoid tree root protection zones and new tree planting locations.

• **Sustainable Urban Drainage Systems (SUDs) should be used to minimise surface water run off and local flooding** through use of absorbent surfaces, soakaways, swales, filter strips and storm water balancing basins, dependant on ground conditions, which may affect...
site layout. Maintenance and safety aspects will need to be carefully considered (see Climate Change guidance)

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

**Key Landscape Design Principles for Commercial Sites**

- **Boundary treatment security and safety can be achieved without compromising appearance** (eg high quality unobtrusive fencing set back behind a good planting scheme provides an attractive and prestigious first impression for a business)
- **Recent business parks in the District (eg Towers and Kingswood Lakeside) have successfully used Design Guides to achieve a high quality result.**
- **Large expanses of hard surfacing and parking should use a variety of materials, be ameliorated with soft landscaping, including new tree planting with appropriate root zones, to enhance appearance and use SUDS in the interests of sustainability (see Designing Out Crime guidance)**
- **Connectivity of development with surroundings is important to make the site work; good design is not just about appearance. Planned paths in appropriate places assist circulation and avoid pedestrian ‘short cuts’ which destroy planting, look poor and mean the scheme has not assessed accessibility appropriately and is poor value for money. Careful design of planting is needed beside parking spaces to avoid trampling.**
- **Commercial and communal landscape schemes will require production of a suitable Management Plan as well as a Maintenance Plan.** Management Plans set out the long term (30 years plus) aims and objectives for the landscape scheme whilst a Maintenance Plan details the yearly work required to achieve these aims and objectives to cover the first 5 years of establishment.
- **Opportunity for key routes through District (eg A5 Watling Street) to be enhanced with frontage tree planting and 10m wide landscaped buffer zones as sites are redeveloped.** Would assist health (the A5 is an Air Quality Management Zone), climate change and environmental objectives as well as improving appearance of heavily used route, the only view of the District most people ever see (see A5 Corridor guidance)
- **Large footprint commercial buildings would benefit from ‘green’ or gravel roofs** (see Climate Change guidance). Views from the high ground of Hednesford Hills and the high and undulating countryside around the Chase are one of characteristics of District, so roofscapes
of development on surrounding lower ground, especially large commercial roofs, take on special importance.

**Key Public Realm Design Principles**

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

Each locality has particular existing historic environment characteristics which can be reinforced or lost as a result of development. These are highlighted in the District Character Profiles. Some areas will include Listed Buildings which are statutorily protected. Conservation Area designation gives protection to areas of historic townscape and there may also be Locally Listed buildings and features to consider. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances and surroundings helps new development have some individual character. Local consultation has shown that historic buildings are one of the most popular features of neighbourhoods and that people feel protective of their local historic environment.

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

High quality design is required for all schemes, particularly those affecting Listed Buildings, Conservation Areas and Local List buildings and features and developers should adequately resource themselves with the appropriate professional expertise from the start. A Heritage Statement should support all applications that affect a heritage asset and/or its setting.

Archaeology may exist anywhere but particularly within the boundaries of historic towns and within the curtilage of historic buildings. It has the potential to help understand origins, development and growth of settlements so any development proposals involving disturbance of the ground in such areas may require an archaeological assessment to accompany the planning application. Advice is available from CCDC and SCC.

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

- www.spab.org.uk
- www.english-heritage.org.uk
- www.climatechangeandyourhome.org.uk
- www.ehtf.org.uk
- www.imagesofengland.org.uk
- www.heritagegateway.org.uk
- www.staffspasttrack.org.uk
English Historic Towns Forum publications including:
  • ‘Making Better Applications for Listed Building Consent’
  • ‘Manual for Historic Streets’
CABE publications including:
  • ‘Building in Context’
English Heritage publications including:
  • ‘Guidance on Conservation Area Appraisals’
  • ‘Guidance on the Management of Conservation Areas’
  • ‘Understanding Historic Buildings – a Guide to Good Recording Practice’
  • ‘Streets for All’
  • ‘The Conversion of Traditional Farm Buildings’
  • ‘Retail Development in Historic Areas’
  • ‘Heritage Works’
  • ‘Enabling Development’
  • ‘Conservation of Historic Places’

Local design guidance

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

Local History Groups can be good sources of local historic information:
  • Landor Society  www.landor-localhistorysociety-rugeley.btck.co.uk
  • Friends of the Museum of Cannock Chase  www.cannockchasedc.gov.uk/museum
  • Bridgport History Society  www.bridgtownhistory.co.uk
  • Norton Canes Historical Society  www.nortoncanesparishcouncil.co.uk
  • Cannock Conduit Trust…..

Key Local Design Pressures/Issues:
  • Incremental change and lack of maintenance leading to loss of historic features
  • Use of unsuitable modern materials and techniques
  • Adaptation of historic buildings and areas to modern needs
  • Size and scale of new development in comparison with the modest size of many historic buildings

Public consultation in connection with the Characterisation Study, including stakeholder’s presentations and local residents (including young people’s) feedback, supported the need to ensure that development fits in with its
surroundings retaining individual character and guidance for modernising older traditional properties.

Key Local Design Principles

Alterations and Additions to Listed Buildings

- Buildings are Listed on the national statutory List for their **special architectural or historic interest** and there is a general presumption in favour of their preservation. Listing should not be seen as a bar to all future change however controls seek to protect them from unsuitable and insensitive alteration. The need to preserve the setting of a Listed Building may affect development on nearby sites.

- **Traditionally constructed buildings** do not perform in the same way as modern ones and need to be treated differently. Modern materials and techniques are often incompatible and can lead to long term deterioration. Poor ‘period style’ features look incongruous and not authentic on a genuinely historic building.

- The **upgrading of property does not have to be at the expense of historic fabric and character**. Traditional materials can be long lasting but eventually decay. Each loss detracts from the historic and financial value of each building. Routine maintenance and conservative repair with matching materials is key to conserving the value of your heritage asset for future generations. Adaptation to modern needs in a well designed way based on the right expertise should be seen as an investment. Any work likely to have a significant impact will require a well thought out justification, finding ways to maximise benefits and minimise damage.

- The **cumulative impact of many minor alterations** can have a negative impact and Listed Building Consent will normally be required for any works of alteration or extension which would affect its character as a building of special architectural or historic interest. It is a criminal offence to carry out such works without consent. Controls apply to all works, both inside and out. Consent is not normally required for repairs but if they involve alterations which would affect the character of the building then consent is required. Advice is available from CCDC.

- **Use existing design features as a guide** to the design of new works to reinforce the building’s character, appearance and local distinctiveness.

- **Use good quality, appropriate materials and careful craftsmanship** in executing work. This will cost money, however suitable reclaimed or new traditional materials are available and it is a better investment to do a series of small repairs well than the alternative. There are reclaim yards in this area where bricks, tiles, chimney pots and other period features may be found and local joiners and craftspeople capable of carrying out traditional work are available. Advice is available from CCDC.

- **Use history as a focus for the future**: looking after old buildings and features keeps them in use and retains their desirability, ensures new development is sympathetic, the sense of place of the area is enhanced,
that heritage leads the regeneration process, sustainability is maximised and supports the owners investment.

New development in Conservation Areas

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

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

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

**Modern infrastructure in the historic environment**

• Includes all small scale modern additions in historic areas eg utility cabinets and masts, satellite dishes, small scale renewable energy items, air conditioning units, extractor ducting and flues, burglar alarm boxes. Left to the installer these are often located in prominent positions and the cumulative visual impact can be significant. Careful planning can minimise visual impact.

• Should be located discreetly with wiring and cables installed tidily

• Can often be hidden within buildings or chimney space

• Standard boxes can often be painted to blend with prevailing colour of wall or other background

• Some microgeneration equipment is ‘permitted development’ (see current legislation) but where it is permitted it is subject to general conditions that its siting minimises its effect on the external appearance of the building or amenity of the area. Listed Buildings are usually exempt from ‘permitted development’ and special conditions apply in Conservation Areas.


**EQUESTRIAN DEVELOPMENT**

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

**National equestrian guidance**

The use of land for agricultural purposes does not require planning permission including when horses are grazed, bred or kept for agricultural purposes. Neither is it required where horses are kept within the curtilage of a dwellinghouse for the personal enjoyment of the occupant, where stables can be erected within ‘permitted development’ size limits.

However in other circumstances, where horses are kept for recreational purposes, planning permission may be required, including for all (non-agricultural) stables outside a residential curtilage.

[www.gov.uk/keeping-horses-on-farms](http://www.gov.uk/keeping-horses-on-farms) - welfare standards and advice

**British Horse Society Welfare department – Guidelines for the keeping of horses: stable sizes, pasture acreages and fencing**

**NPPF:** National Green Belt policy: states that the fundamental aim is to prevent urban sprawl by keeping land permanently open. Consequently inappropriate development is by definition harmful and should not be approved except in very special circumstances. Paras 89-90 set out the exceptions and forms of development which are not inappropriate providing they preserve the openness of the Green Belt.

**Local design guidance**

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

**Key local equestrian pressures/issues**
- ‘Clutter’ associated with horse keeping affecting appearance of countryside (jumps, horse walkers, storage of trailers, sub division of fields with white tape); livery stables resulting in further proliferation of ‘clutter’
- Stable size with larger buildings potential for future conversion to other uses
- Mobile ‘horse shelters’ (which may not require planning permission)
- Lighting, particularly on columns
- ‘Maneges’ (surfaced riding areas)

Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people’s) feedback emphasised the importance of the quality of green space and of development fitting in with its surroundings.

**Key Design Principles**
- **Existing buildings** can provide an opportunity for stabling without detriment to the countryside so favourable consideration will be given to conversion of such buildings, providing no conflict of use is likely to arise and provision is made for retention of protected species which would otherwise be displaced
- **Freestanding stables need to be sensitively located** in order to minimise their effect on their surroundings and where possible they should be sited so that they closely relate to existing natural screening. Isolated positions within open fields where they would be conspicuous would be unacceptable. Additional screening may be required in appropriate circumstances.
- Careful consideration will be given to the location and nature of buildings and other developments on the fringes of the AONB in order to conserve its setting. Within the AONB conservation of the natural beauty is the primary objective, having full regard to the economic and social wellbeing of the area, so the effects of a proposal on the landscape and environment will be a major factor to be taken into account.
- Stables need to be of a size that is comfortable for their purpose but not large enough to enable easy conversion to other uses. In general each loose box within a stable block will need to be approximately 10-15 sq m in floor area. The height need not exceed 2.3m to the eaves, but all stable should have a pitched roof in the interest of visual amenity.
- **Materials** used in the construction of stables should reflect the nature and purpose of the building and be sensitive to the countryside location. The use of stained wood on traditionally designed and well constructed stable buildings can be acceptable, providing that the structure is properly maintained. Doors, window frames and roofing materials should be
finished in a recessive colour and corrugated roof sheets will not normally be acceptable. Stables constructed of brick and tile should be purpose-built with the use of plain tiles and bricks that reflect the local character of the area. A temporary condition may be imposed on consents for wooden stabling facilities in the green belt and AONB to ensure they do not become and eyesore in the future.

- **Erection of fencing** to enclose a paddock and removal of an existing hedgerow can have a detrimental effect on landscape quality which is of particular importance in the AONB. Existing planting should be retained and supplemented wherever possible and fencing should be painted or stained in a recessive colour. Additional screening will be required if outdoor storage of equestrian related materials is necessary. Wherever possible jumps and other equipment should be removed from the site when not in frequent use.

- **Extensive areas of hardstanding** should be avoided and permeable surfaces used instead.

- Applications for stable buildings should include details of drainage and the storage/disposal of bedding/manure.

- ‘**Clutter**’ associated with equestrian uses introduces a degree of urbanisation in the rural area and larger groups of stables (over 4) particular livery causes such clutter to proliferate. Conditions may restrict use for livery to control this.

- **Mobile ‘horse shelters’** should be moved on a regular basis to a new location if they are to avoid the need for planning permission. Location can be a significant issue and choice of unobtrusive positions is critical.

- **Surfaced riding areas**, known as ‘**manages**’, are becoming common. They can appear intrusive in the natural landscape so need care with siting and design/surfacing to complement their setting and avoid impact on amenity of neighbours. Siting should be near to stables and associated buildings to limit the dispersal of development in the landscape, and to existing field boundaries to take advantage of hedgerow screening. Surfacing should be designed to blend in with the surrounding landscape as far as possible (eg bark or recycled rubber chippings, rather than sand). Post and rail type fencing 1-1.5m high is preferred.

- **External lighting**, especially high level floodlights on columns, can be prominent and intrusive in the countryside. It can also result in ‘light pollution’ when in use. External lighting, apart from inconspicuous safety and security lighting, will normally be unacceptable, especially in sensitive areas such as the AONB. Where lighting is considered acceptable it shall be designed to avoid glare upwards or light spill outside the manege. The use of such lights will be controlled by conditions restricting times of operation. The use of demountable or other form of removable lighting columns should be considered.

- The establishment of a **new indoor equestrian centre**, usually requiring the erection of several buildings, will not be acceptable, being contrary to established green belt policies and principles. The use of land for commercial equestrian purposes eg livery, tuition, leisure rides etc can
result in a significant visual intrusion into the countryside because of increased vehicular activity on roads within the vicinity and overloading the capacity of the local bridleway network.

- **Indoor riding schools** – the conversion of existing (farm) buildings to riding school uses may be acceptable providing the building is suitable for the proposed use, capable of conversion and the proposed use would not cause harm to the surrounding area. Provision of new indoor facilities will not generally be acceptable.

- **Typical conditions** to control such use are: ‘No horses or ponies shall be accommodated in the stables other than those grazed on the application site and the stables shall not be used for any business purpose.’ ‘The buildings shall not be used for commercial purposes for livery or in connection with any commercial equestrian activity.’
HOT FOOD TAKEAWAY DEVELOPMENT

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

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

Local design guidance
Key Local Design Pressures/Issues:

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

Key Design Principles

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

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

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

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

National guidance

National guidance covers retail development and retail areas including:
• ‘Retail Development in Historic Areas’ - English Heritage
• ‘Manual for Historic Streets’ – Historic Towns Forum
together with the NPPF which stresses the benefits of good design.

Local design guidance

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

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

Key Design Principles

Shopfronts
• Shopfronts and their surrounds of merit or historic interest (often
noted in Conservation Area Appraisals) may not be appropriate to replace
or alter. They often comprise decorative mouldings and traditional features
which are difficult to replicate and use better quality timber than can be
found today. Their design is usually appropriate to the whole building
façade so their repair and sympathetic refurbishment in order to retain and
enhance their value will be encouraged and there will be a general
presumption against their removal. North Street, Bridgtown has a
particularly extensive collection of traditional shopfronts.
• Where appropriate, new shopfronts should relate well to the whole
elevation of the host building in terms of design, proportions and materials
and respect their neighbours. They should not cover or involve the
removal of original architectural features of value to the building or its
setting, nor other features worthy of retention.
• The use of **traditional materials** is encouraged, especially on Listed Buildings and in Conservation Areas. Timber shopfronts are usually more appropriate on buildings dating from prior to 1914. Framing the display windows with pilasters or columns on each side and a stall riser below can help to give visual support to the building. These should be faced in timber, brickwork or render to match the upper floors.

• The use of glossy and reflective materials will generally be discouraged. **Non traditional materials** in dark colours and matte finishes may be acceptable where they do not detract from the character of the building or street. However timber is a versatile material, is durable and can be repainted to change the appearance at minimal cost. Sensitive use of colour offers scope for improving the street scene; darker colours were often used on traditional shopfronts as they leave the window displays to provide the highlights.

• **New door entrances** should enable access for disabled people with entrances flush to the pavement.

• **Stallrisers below the shop window** give protection to the window and provide a visual anchor. They should be constructed of substantial and hardwearing materials.

• **Where a separate door provides access to upper floors** this should be retained helping to sustain the provision of mixed uses in the street.

• In some cases where non-retail uses are permitted in retail areas a condition will require a **window display** to avoid dead frontages.

**Signage**

• **Fascia signs** should be in proportion to the scale of the shopfront. They should sit below the first floor window level to prevent the shopfront from dominating the rest of the building and should be demarcated at the top by a cornice or capping feature. They should also be contained at each end. If fascias are not present it can be effective to use individual lettering applied to the wall or behind the glass of the shop window itself.

• Not more than one **projecting sign** shall be permitted on any fascia and it shall be located at the same level as the fascia sign. The size should be in proportion with the fascia and the building as a whole. The box should be a slim as practicable and the frame in an appropriate subdued colour, not in plain aluminium. Too many signs can be self defeating.

• On **traditional shopfronts** use of a fascia sign in the form of a timber panel carrying a hand painted sign and a hand painted timber and ironwork hanging sign will be encouraged. The design of the bracket should be carefully considered.

• **Traditional hanging signs** may be located above fascia level provided that this does not detract from the character of the building.

• Any **illumination** shall be in scale with the fascia and the building as a whole and not create a ‘cluttered’ appearance. Spotlights or other individual lamps shall be contained in lamp holders in recessive colours. Narrow hooded overhead lighting may be appropriate if this can be successfully incorporated into the overall design. Sensitively designed
external illumination is usually preferable to internal illumination, and halo illumination (lighting behind letters creating a halo effect) may be an option.

- **Internally illuminated box signs** where the whole face is lit will not normally be permitted in conservation areas. Where they are acceptable the box projection should be kept to a minimum and the frame should be in an appropriate subdued colour, not in plain aluminium.

- **Cabling for external lighting** should preferably be internal or hidden, and where external should be as unobtrusive as possible, painted to blend in with the background.

- Where businesses occupy **upper floors** the use of lettering applied to the window is often preferable to an external sign.

- There may be limited opportunities for **poster panel displays** in commercial areas providing that the design and scale is in keeping with its surroundings and it does not conflict with public safety criteria. Poster advertising in conservation areas should be clearly shown to enhance character and appearance of the area. Elsewhere poster displays will not normally be permitted in the interest of preserving residential or rural character.

**Shutters**

- The Council seeks to bring life to shopping areas outside shopping hours and where additional security is necessary encourages the use of grilles in preference to perforated shutters to allow displays to remain visible, allow light into the street and provide more inviting town centres and local areas.

- **Security for shopfronts can be achieved in various ways, some less attractive than others.** Alternatives are listed below from 1-5 in order of preference. All external shutters and grilles require planning permission:
  1. Security glazing (laminated security glass)
  2. Internal window security grilles
  3. External window security grilles, removable or roller type
  4. Open lattice or large punched hole metal shutters with a high degree of transparency, minimum 55% (where more robust types of shutter required)
  5. Solid metal roller shutters and perforated shutters are not normally acceptable and never on Listed Buildings or Conservation Areas. They create an environment perceived as unsafe when the shops are closed and can become a target for graffiti.

- Security shutters and their storage arrangements should not adversely affect the shopfront, building or street scene. External solid shutters and those requiring a permanent bulky housing attached to the shopfront or fascia will not normally be permitted.

- The housing for shutters can be bulky and unattractive and should be built into the shopfront/concealed rather than projecting from the front.
• Both housing and grille/shutter should be coated or painted to match the shopfront.
• Where acceptable shutters should be confined to the window area only.
• Apron blinds or awnings are a traditional feature of shopping areas, retracting into a recessed compartment. Sensitively designed blinds of this sort may be in keeping with traditional shopfronts. However some blinds of this type are permanently open and create a solid projecting form which can obscure the detailing of a building. Others are covered in bright reflective materials uncomplimentary to the shopping area. Proper maintenance of all blinds is of critical importance.
EXTERNAL LIGHTING

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

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

National lighting guidance

There is plenty of general advice available on incorporating external lighting into existing and new developments via the following website and documents:

www.theilp.co.uk the Institute of Lighting Professionals: free downloads including:

- **Guidance Notes for the Reduction of Obtrusive Light 2011**: ‘Obtrusive light… is a form of pollution…. Sky Glow (the brightening of the night sky), Glare (the uncomfortable brightness of a light source when viewed against a darker background and Light Intrusion (the spilling of light beyond the boundary of a property or area being lit) are all forms of obtrusive light which may cause nuisance to others and waste money and energy. Think before you light. Is it necessary? What effect will it have on others? Will it cause a nuisance? How can you minimise the problem?...Good design equals good lighting’
- **‘Getting Light Right’ 2013** – a layman’s guide to domestic security lighting
- **‘Crime’ 2012** – external lighting and recommended levels of illumination to combat crime, fear of crime and anti-social behaviour
- **‘Bats and Lighting in the UK’ 2012** – to raise awareness of the impact of light on bats and suggest mitigation for different scenarios. Also explanation of facts about the lighting industry.

www.cpre.org.uk
www.britastro.org/dark-skies/
Local design guidance

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

See also current SCC Transport Development Control Standing Advice.

Key local external lighting pressures/issues

- Brightly illuminated advertisements in built up areas, particularly on commercial premises in otherwise residential or darker areas
- Wildlife sensitivity to lighting, particularly close to dark areas eg canal corridors
- Lightspill affecting dark skies/rural areas eg Cannock Chase

Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people’s) feedback raises concern at excessive lighting, especially affecting the Chase.

The topic also links to crime reduction and energy use.

Key Design Principles

- Most work involving lighting, particularly of the householder type, is unlikely to require planning permission. However a lighting scheme of such nature and scale typically undertaken by specialist lighting engineers can be deemed ‘development’ and will require planning permission.

- The ILP recommends a four zone approach with different degrees of darkness/brightness of lighting, and all four are present in this District with zones of transition between them:
  - E1 (intrinsically dark) – Cannock Chase
  - E2 (low district brightness) – rural villages
  - E3 (medium district brightness) – the suburbs
  - E4 (high district brightness) – the town centres

- The ILP provides guidance on appropriate levels of illumination within each of these zones which development proposals will be expected to adhere to.

- Guidance for householders on lighting their properties for security etc is provided in a user-friendly leaflet ‘Getting Light Right’ (see National Guidance)

- Where commercial development exists on the urban edges and where green corridors run through commercial areas the impact of lighting can be a particular issue as zones of high and low brightness come into contact.
The Trent and Mersey Canal runs through Rugeley close to the town centre and the Conservation Area Appraisal highlights the issue of lightspill into the Canal corridor from certain sites which have an observable effect on bat activity. It goes on to make a recommendation for the use of 'sustainable lighting' to avoid increasing light levels in the canal corridor; that occupiers of properties close to the corridor will be encouraged to avoid lighting which spills into the corridor to avoid adversely affecting wildlife; that lighting of new development close to the canal should be designed to avoid light spills into the corridor and lighting of existing properties bordering the canal will be encouraged to follow sustainable principles.

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

High quality development involves secure and safe design. It is recognised that the design of development can directly influence the safety and security of users and with this in mind the Police initiative ‘Secured by Design’ (SBD) has been developed since 1989 to encourage the building industry to adopt crime prevention measures in the design of developments to assist in reducing the opportunity for crime and the fear of crime, creating a safer and more secure environment. Independent research shows that the principles of SBD have been proven to reduce crime risk by 75% by combining minimum standards of physical security with well tested principles of natural surveillance and defensible space.

SBD focuses on crime prevention for houses and commercial premises and promotes the use of security standards. The website provides advice for architects and developers and promotes a ‘Developers Award’, a certificate given to developments which are built to SBD guidelines and so reduce the opportunity for crime. The ‘Parkmark’ safer parking scheme is awarded to parking facilities where the parking operator has put in place measures which help to deter criminal activity and anti social behaviour. Further advice on SBD and Parkmark is available from Staffordshire Police at www.staffordshire.police.uk

The number of SBD developments in this District are relatively small however wider application of these standards are encouraged. All Registered Social Landlord/affordable part buy part rent housing attains SBD, often with better levels of door and window security than market housing on the same development.

Recent research conservatively estimates the carbon cost of crime within the UK to be equivalent to the total carbon output of 6 million homes. At current domestic burglary rates the marginal carbon costs of building a home to SBD standards will be recovered within 4 years. The environmental benefits of SBD are supported by independent research proving that SBD housing developments suffer up to 75% less burglary, 25% less vehicle crime and 25% less criminal damage. Therefore there are significant carbon cost savings associated with building new homes to the SBD standard ie less replacement of poor quality doors and windows as a result of criminal attacks.

Good design will give careful thought to how appropriate safety and security measures can be accommodated in a way sympathetic to the amenity of the local area.

**National guidance on Designing out Crime**

http://www.securedbydesign.com/professionalsguides.aspx

free downloads of design guidance including ‘Secured by Design’ principles

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

Local design guidance

Designing out Crime has not been covered before in Council guidance but the opportunity is now taken to address the local dimension of this issue and encourage safer and more secure developments, based upon national guidance. Development proposals designed to address the issues outlined at the outset are likely to have better and speedier success in the decision making process.

Key local security/external lighting pressures/issues

• The need to enhance crime prevention as part of new developments including building security and attractive design of surroundings (car parking etc) to deter crime
• Overcoming impact of bright security lighting, particularly on commercial premises in otherwise residential or darker areas eg along Trent and Mersey Canal corridor

Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people’s) feedback supported designing out crime and welcomed better locks but raised concern at excessive lighting, especially affecting the Chase. Staffordshire Police emphasise how SBD principles can complement other sustainable construction standards eg Code for Sustainable Homes

Key Design Principles

• Design of new development in conjunction with SBD advice from Staffordshire Police will be encouraged
• The importance of natural surveillance is highlighted.
• Sensitive landscape design creates a place that provides a sense of place and community identity, and well designed public spaces tend to be well used and offer fewer opportunities for crime.
• Long term management /maintenance must be considered at an early stage if the full benefits are to be raised.
• Where communal parking areas are essential the parking bays should be in small groups, close to the owners which they serve, well lit, open to natural surveillance or visible from regularly habitable rooms and be served by obvious pedestrian routes. Prickly species of planting helps to deter criminal activity.
• The most suitable level of street lighting is currently from EN 13201-1:2003 Table 5 in a high crime/risk area; well positioned lighting will deter and reveal potential intruders. High pressure sodium units or LED’s should be used where possible, as low pressure units emit poor light quality and colour definition.
• **Street lighting layouts** should be carefully designed to cover all areas and not create shadows

• **Householders are referred to ILP guidance on security lighting of residential properties ‘Getting Light Right’**

• All **perimeter doors to buildings** should have opaque, vandal resistant, compact lights, operated by photo electric cells fixed above them at the highest inaccessible point. Police advice is that occupants should be advised that these lights have an insignificant running cost per annum and therefore no switch should be fitted.

• **Lighting of commercial premises** close to dark areas (eg Trent and Mersey Canal Corridor) should accord with national and local External Lighting guidance
CLIMATE CHANGE AND SUSTAINABLE DEVELOPMENT

Good design will give careful thought to maximising opportunities for low carbon places with greater resilience to the impacts of climate change. Increasing resilience will reduce future costs for households and businesses and will contribute to the sustainable development objectives for the District.

This guidance supports Local Plan Policy CP16 focusing on mitigating and adapting to climate change by highlighting key aspects from local evidence and suggesting opportunities for meeting challenges. It considers mitigation of and adaptation to higher temperatures, increased flood risk and water conservation, energy efficiency in both new and existing building design and sustainable travel, and aims to raise awareness and aspirations in achieving realistic solutions.

Viability will also be an issue, as will safeguarding of sensitive locations. Overall choices will weigh up the longer term costs of climate change and benefits of mitigation, as well as amenity and visual impacts. Designing energy efficiency into development from the start will usually be cheaper than ‘retrofitting’. The financial implications are not considered a barrier providing a pragmatic approach to site by site solutions is taken.

The Energy Hierarchy is commonly used to encourage efficient energy use first before considering renewable and low carbon energy options:

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<th>Minimise energy needs: The most important level in the hierarchy. Partly addressed through Building Regulations (the target for new homes to be zero carbon from 2016 and the ambition for new non domestic buildings to be zero carbon from 2019), but supported and extended through Planning Policy and Guidance to achieve the most sustainable outcome possible. Good design can help minimise a development’s energy needs by making best use of sunlight, thermal mass and microclimate to provide natural lighting, heating and cooling of buildings. Considering use of embodied energy in building materials and the type of construction materials chosen; use of local traditional building materials will preserve local character whilst reducing the need to transport them, producing more attractive buildings sympathetic to their setting with fewer environmental impacts than man-made synthetic alternatives.</th>
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<tr>
<td>2</td>
<td>Maximise energy efficiency: making energy use, heating and cooling systems as efficient as possible. Use of local energy sources, in particular decentralised heating systems (energy generated off the main grid) eg combined heat and power and renewables will be a priority.</td>
</tr>
<tr>
<td>3</td>
<td>Maximise use of zero and low carbon energy sources: as much as possible of remaining energy demand should be met through these sources eg. solar, wind, bio fuel and geothermal energy. Types of technology which have been used in this area include air source heat pumps and biomass boilers.</td>
</tr>
</tbody>
</table>
National Standards and Guidance

Sustainable construction standards - National standards, such as the current Code for Sustainable Homes (CSH) and BREEAM, help to promote renewable energy and carbon emission reduction in a way that flexibly allows for varying opportunities across development types. Advice is available via the following websites and documents:

www.breaam.org

Climate change guidance - There is plenty of general advice available on designing for climate change issues via the following websites and documents:

www.environment-agency.gov.uk Surface Water Management Advice Note, Flood maps
www.susdrain.org guidance on suds, green roofs, green infrastructure, surface water management
www.tcpa.org.uk ‘Planning for Climate Change’
www.climatechangeandyourhome.org.uk guidance on adaptation of existing traditionally constructed houses whilst preserving their special character, including a section on micro renewable energy
The SuDS Manual CIRIA 2007

NPPF and associated Technical Guidance— indicates that Local Authorities should adopt proactive strategies to mitigate/adapt to climate change (NPPF para 94) and sets out requirements for matters such as flood risk. Of particular relevance to this Design SPD, NPPF para 100 encourages use of opportunities offered by new development to reduce the causes and impacts of flooding, including in the wider area. Flood risk includes flooding from all sources – from rivers, canals, reservoirs, rainfall, rising groundwater, sewers, drainage systems and other artificial sources. Where development is considered appropriate under policy, opportunities should be sought to reduce the overall level of flood risk in the area and beyond through the layout and form of the development and the appropriate application of Sustainable Urban Drainage Systems (SuDS).

Local context

Climate Change has not been covered in Council guidance before but the opportunity is now taken to address the local dimension of this issue which is increasing in importance. Developers are urged to consider options on a site by site basis with reference to the following advice in conjunction with pre-application discussion and in the context of national climate change guidance.

Key local climate change pressures/issues/opportunities
The most important point is the interlinked nature of these issues and the benefits of a designed comprehensive response in providing appropriate mitigation:
• To alleviate flood risk resulting from surface water throughout the District and particularly in Rugeley town centre and Bridgtown
• To promote new buildings, including ‘Lifetime Homes’ adaptable to occupiers changing needs, and appropriate surroundings incorporating appropriate green infrastructure, important for shading and green cooling
• To improve energy performance and wider sustainability of existing building stock where opportunities arise, signposting appropriate sources of funding and grants to encourage take up
• To address air quality management along the A5 though Bridgtown
• To address water efficiency generally
• To address water quality management issues, particularly along Burntwood Brook, Saredon Brook and River Trent
• To encourage micro generation as a key opportunity for the District
• To address increased sensitivity of biodiversity assets to climate change

Planning applications should include a concise statement describing proposed climate change measures, either as part of a Design and Access Statement or as a short Energy Statement to accompany smaller schemes where a Design and Access Statement is not required. This requirement is not intended to be onerous but to ensure consideration of climate change matters at an early stage of scheme design, much of which will be required later to meet Building Regulations in any case. The benefit of early consideration is that a more comprehensive approach to site planning can be incorporated. Pre-application discussion should therefore cover how a development will meet sustainability objectives. Conditions may be attached to planning permissions to secure appropriate energy and design solutions. Key points from local evidence follow, with more detailed flood risk and other evidence and its sources set out in Appendix E.

Carbon Emission Sources
Analysis of carbon emissions suggests that the District’s largest carbon emitting sector is the domestic one, with gas being the main source of emissions. The District’s use of renewable energy is below the regional average at less than 1% of all its energy supply. The majority of existing housing is likely to be still in use in 2050 so there also is a significant need for retrofitting, taking account of physical and financial viability. Careful design in response to site specifics will provide opportunities to design in a range of benefits to future occupiers, consequently an initial site assessment should include climate change factors.

Other emissions which need to be considered arise from transport and land use. Reduction of carbon emissions from transport is partly reliant on increased viability of public transport networks and reduced reliance on the private car, particularly for commuting. Analysis of public transport within the District highlights the general accessibility of the urban areas, with Norton Canes being least accessible. It also highlights the need for further service provision if specific sites are developed, as well as upgrades to the National Cycle Network. Green Travel Plans to address these issues in association with major development have
been a key planning tool for some years, as a result of which occupiers of, for example, some employment sites, have implemented arrangements for car sharing and promotion of public transport and cycling. Larger schemes have also contributed funding for eg. bus route enhancements via developer contributions.

**Flood Risk**

Whilst the strategic approach seeks to avoid new development in high flood risk zones, there are already significant areas of historic settlement within these areas, such as Rugeley town centre. In such areas flood risk alleviation and mitigation will be necessary to minimise impacts of further development, and due to widespread surface water issues sustainable drainage solutions are recommended to be applied throughout the District in conjunction with new development of all scales. The importance of effective flood management at site level scale, including consideration of impact upon the wider catchment area, is emphasized. Sustainable Urban Drainage Systems (SUDS) are a key tool for helping reduce flood risk and can help improve water quality. The principle is to reduce the speed at which rainwater reaches watercourses by a variety of means, thus reducing the potential of flash flooding. In addition SUDS measures may have wider benefits – eg on a larger scale balancing ponds provide wildlife habitat and amenity space at Kingswood Lakeside and Mill Green Local Nature Reserve and on a smaller scale domestic water butts benefit the gardener. Information on the range of options and their technical suitability for different situations is available from national websites and documents.

![Image of flood risk management](image)

**Energy Efficiency**

Evidence also points to an important role for energy efficiency. In new developments this is addressed via increasing Building Regulations requirements for carbon reduction. However the existing built environment could also contribute via retrofitting a variety of measures, potentially assisted by Government grants. Redevelopment and retrofitting of some of the District’s precast reinforced concrete Coal Board and social housing estates in recent years is already enhancing their performance. Redevelopment of Council
housing stock at Bevan Lee, Cannock has achieved Ecohome ‘Very Good’ level, broadly equivalent to Code for Sustainable Homes (CSH) level 3, and developments at Brereton and Hednesford by South Staffordshire Housing Association have achieved CSH level 4. These achievements are due to incorporation of air source heat pumps, insulated building fabric, low energy lighting, cycle stores and home offices, dual flush WC’s and flow restrictors, internal recycling bins and composters.

There are also local examples of private owners enhancing the performance of their houses, including installation of solid wall insulation, air source heat pumps, wood pellet central heating and recycled rainwater systems. Otherwise there is currently no information collected on new private sector developments achieving higher than current Building Regulations sustainable design standards.

**Green Infrastructure**

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

**Energy Generation**

Evidence highlights the potential for renewable and low carbon energy generation in the District. Given the District’s physical constraints and topography, its sensitive environmental designations and close proximity to residential property, there is limited potential for larger scale energy generation schemes such as wind turbines. There is some potential in principle for watercourses to fuel hydro power schemes, subject to technical assessment. Locating development within existing urban areas increases the potential viability of district heating/combined heat and power solutions. Micro generation technologies, particularly biomass in the rural areas, are a potential smaller scale option throughout the District. There are currently six renewable energy schemes operating in the District including at Poplars Landfill Site, using methane gas produced by degrading waste to produce electricity and at Marquis
Drive Visitor Centre a wood chip fired boiler is used to provide hot water heating, thus reducing electricity demand.

A Photovoltaic panel(PV) pilot scheme was completed at 39 Council owned bungalows in Norton Canes in 2012. Since then 65% of tenants reported a saving in electricity costs and a detailed evaluation of 3 of the properties over 12 months suggests that electricity use has decreased by around 30%. There is potential for installation of PV panels at some further 1350 Council properties (25% of the housing stock) however a reduction in Government ‘feed in’ tariffs which subsidise installation has meant many previous installers do not consider installation an economic proposition, so an alternative subsidy would be required to address this and enable the Council to lead by example with its commitment to affordable warmth.

Chase Community Solar Ltd (CCS) has been working with Cannock Chase Council on the development of a scheme which we expect will see the installation of solar photovoltaic (electricity) panels on between 150 and 400 Council bungalows across the district in the spring of next year. The tenants, mainly elderly, will receive the electricity generated by the panels free of charge, providing a saving on their bills estimated at between £100 and £200 p.a. (though this can vary depending on usage). This may be the first scheme in the UK funded by a community share offer which funds solar panels on the roofs of council houses.

This range of examples shows the opportunity existing in the District for sustainable construction and retrofitting. Evidence indicates very few restrictions on potential use of SUDS, though in Rugeley the type of SUDS could be restricted due to Ground Water Vulnerability and Source Protection Zones. Sites located in environmentally sensitive areas, such as the Area of Outstanding Natural Beauty, where preservation of landscape and scenic beauty is a key consideration or Listed Buildings/Conservation Areas where preservation or enhancement of the character and appearance of the historic environment is a material consideration, may have reduced scope for installation of energy infrastructure. The visual impact of such infrastructure should always be borne in mind as solar panels particularly can be very visually apparent in the streetscene. Application/acceptability of measures is likely to be dependant both on site specific physical characteristics and financial viability considerations.
Viability
It is recognised that there are concerns about costs and site-specific viability for development. However the costs of acting now are far less than the potential future costs if no action is taken. In 2010 a review of the cost of compliance with the CSH was undertaken, based upon the limited number of examples to date, and identified the % typical extra cost from a baseline figure of constructing a 2006 Building Regulations compliant dwelling. This ranged from less than 1% extra for CSH level 1, through 3-4% for CSH level 3 and up to 30-40% for code level 6, the highest standard. For CSH level 3-4 the most economical solutions are likely to require some element of renewable or low carbon energy generation.

Assessments of the CSH equivalent (BREEAM ratings) for non-domestic buildings estimated that to reach an ‘Excellent’ rating for offices the build costs are increased by 2.5-7%, whilst lower levels such as ‘Pass’ or ‘Good’ can be achieved with no additional cost. BREEAM 2008 research focussed on schools indicated that BREEAM ratings can be achieved for 1.7-8.6% extra cost, depending on location. Research shows the potential fuel savings benefits as a result of achieving the CSH levels for homes which could be marketed to prospective buyers.

Whilst the potential cost savings to be made by householders and small businesses from switching energy sources are highlighted, most low carbon energy technologies are currently too expensive to have mass market appeal compared to other means of supplying domestic energy needs, especially in areas on the mains grid. However recent changes to householder ‘permitted development’ rights relaxed the need for planning permission and there are Government grant schemes to encourage take-up, see links below. The Energy Saving Trust sets out information to indicate the range of options available with various costs and payback periods. There are relatively cheap options to improve efficiency such as tank and pipe insulation, draught proofing and loft insulation, garden water butts, low flush/low flow appliances and eco shower heads, retaining/replacing trees, hedges and lawns and sourcing sustainable materials, in addition to the more expensive options such as solid wall insulation. Energy advice and solutions are offered to help businesses as well as householders under these schemes.

As part of the Cannock Chase Affordable Housing Viability Study (2009) a degree of higher construction standards were allowed for, in line with national cost estimates (CSH level 3 plus on site renewable energy requirement), and concluded that new developments would still be viable in principle, taking into account other contributions. The financial implications of retrofit as part of alterations to existing properties will vary on a site by site basis. Nevertheless, some acceptance of higher initial construction costs in the interests of mitigating climate change may need to be accepted, in the context of increased wider acceptance of the potential benefits of sustainable construction by the wider public.

www.energysavingtrust.org.uk
Key Design Principles:

Site assessment

- Consider the natural assets of the site which could provide climate change benefits e.g. south facing orientation, good quality landscape features, reusable building materials, suitability for sustainable drainage. Take appropriate account of landform, layout, building orientation, massing and landscaping to maximise site benefits and minimise energy consumption.

- Use Sequential Test to inform site layout where appropriate, including space for sustainable drainage measures, and build resilience into design by means of raised floor levels, dry pedestrian access/egress etc.

- Take account of climate change appropriate to the predicted lifetime of the development. Incorporate sustainability measures in accordance with, or preferably exceeding, national zero carbon buildings policy and standards including adaptable housing to meet 'lifetime needs'.

- Set development back from watercourses behind an 8m wide buffer strip and look for opportunities to undertake watercourse restoration and enhancement to make space for water.

- Maximise reuse of buildings and of recycled and locally sourced materials and design in provision for recycling and waste minimisation for future occupiers.

Sustainable drainage

- **SUDS are essential within all new developments and as far as possible for the retrofitting of existing developments, particularly on sites falling within the Rising Brook catchment area.** Consider the varied collection of SUDS techniques - there are numerous ways they can be incorporated, dependant on topography and geology of site/area. Typically they involve a move away from piped systems to softer engineering solution inspired by natural drainage process. The most commonly found components are: pervious surfaces, green roofs, filter drains and strips, swales and basins, infiltration devices, bio-retention areas, pipes and accessories. They will also need an appropriate maintenance strategy.

- If a proposed development results in an increase in surface water runoff the Environment Agency will expect to see SUDS forming part of the proposed mitigation. The right to connect surface water to public sewers is conditional on the SUDS approval body (set up is the responsibility of SCC) approving the drainage system. SCC role under Floods and Water Management Act 2010 – intended to become SUDS Management Authority with Standing Advice and SUDS guidance.
• Keep hard standing areas to a minimum and use SUDS measures appropriate to their scale for all new hard surfacing (from single driveways to commercial car parks);

• Consider the use of ‘green roofs’ for all new large commercial buildings. Roofs create large hard surfaces from which rainwater must drain. They can provide valuable alternative habitat particularly for ground nesting birds.

Air quality management

• Incorporate air pollution mitigation measures where appropriate, particularly along the A5 frontages within the A5 Air Quality Management Area, including soft landscaping especially tree planting, green roofs and watercourse enhancement to help absorb air borne pollutants.

• Consider impacts of development on local traffic speed, flow and volume to seek reduction in emissions and air pollutants, particularly within the A5 Air Quality Management Area.

Other

• Adopt innovative and sustainable solutions eg electric vehicle charging points within new developments.

• Incorporate landscaping and design measures that assist adaptation to climate change eg multi functional green infrastructure and wildlife friendly drainage systems.

• Incorporate appropriate facilities for recycling and refuse storage in an accessible yet unobtrusive position within the site.
GREEN BELT AND THE CANNOCK CHASE AONB

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

In addition Cannock Chase is one of the UK’s 46 designated Areas of Outstanding Natural Beauty (AONB) and one of only 2 in the Midlands because of its beautiful landscape (the largest surviving area of lowland heathland in the Midlands), wildlife and its history. The AONB also has extensive areas of forest and woodland along with areas of designed parkland, sand and gravel quarrying and mixed agriculture, and overlaps some areas of built development including at Etchinghill, Rawnsley and the villages of Cannock Wood, Hazelslade and Slitting Mill.

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

National Guidance
NPPF paras 115-116 on AONB’s
EH ‘The Conversion of Traditional Farm Buildings: A guide to good Practice’

Local Guidance
AONB Partnership: [http://www.cannock-chase.co.uk/](http://www.cannock-chase.co.uk/)
‘Cannock Chase AONB Highway Design Guide’
English Heritage/Staffordshire County Council – ‘Staffordshire Farmsteads Guidance: Farmsteads Assessment Framework, Farmsteads character statement and Local Authority Summary’

As a general principle unless a proposed use or development is in accord with Paras. 79-92 or 115-116 of the NPPF then it would be unlikely to be supported.
Where development would be acceptable in principle then good design and careful landscaping will minimise its impact on the openness and landscape beauty of the District.

Key local Green Belt/AONB issues

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

Key Design Principles

General Principles

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

Extensions/outbuildings to existing buildings

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

New/replacement dwellings
• Where new buildings in the Green Belt are considered appropriate the footprint should not exceed 50% increase on the original ground floor footprint of the building and ‘permitted development’ rights for further extensions are likely to be removed.
• The siting of all new buildings should be sensitive to the openness of the Green Belt/beauty of the AONB and not in prominent or isolated locations.
• Screening should be provided by hedging and trees rather than walls and fences to enhance the green rural context.
• Materials and design should be appropriate to location, including size, scale, massing and appearance.

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

Equestrian uses and the erection of stables
• See Equestrian Development Guidance.
Leisure and tourism uses
- Leisure and tourism uses appropriate in the Green Belt should be designed to be unobtrusive in the landscape through careful siting, use of materials and planting

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

AONB highway design
- Retain and maintain locally distinctive highway features eg granite setts used as kerbs along many roadsides on the Chase such as Penkridge Bank Road
- Use of natural barriers to deter parking on verges, eg large stones/logs complementing the numerous small car parks
- Encourage repair and replacement of traditional estate fencing, traditional maintenance of hedges and post and rail fences; beech hedging is a popular choice for parklands and residential properties, native species such as blackthorn and hawthorn are common adjacent to farmland, however a more diverse native mix is encouraged
- Encourage traditional materials and designs for bus shelters and other street furniture, with timber benches for walkers at information points
- Encourage retention of grass verges with scope for indigenous planting of heather and gorse at approach to villages
- Sparing use of highway signage and road markings with coloured surfacing not appropriate in AONB
4c. DESIGN PRINCIPLES: AREA SPECIFIC GUIDANCE

Adding a local dimension to more widely used best practice general design principles and national guidance ensures new development in the District more accurately reflects local requirements. Different parts of the District display different character features and reflect key features of the particular streetscene or area within a new design can strongly enhance the quality of a development.

The 20 Character Area descriptions in Appendix A include some key design guidelines for each part of the District which the Council consider can contribute in this way. This section sets out a series of more detailed area specific guidelines for particular Areas considered likely to most benefit from them and any development proposals in these locations will be expected to have taken these guidelines into account.

Their use will help to ensure a proposal has better and speedier success through the planning process. The following Areas are covered:

- The A5 corridor through the District, including all sites with frontages to the road
- Hednesford Town Centre
- Mature Suburbs within the District, including Etchinghill, New Penkridge Road and Slitting Mill
- Existing Employment Sites in the Green Belt, including Cannock Chase Enterprise Centre, Cannock Wood Industrial Estate, Watling Street Business Park and Lime Lane Business Area
DESIGN GUIDANCE FOR THE A5 BETWEEN CHURCHBRIDGE AND LONGFORD ISLAND

The aspiration has developed to seek improvements to the commercial A5 corridor through Bridgtown, including to mitigate environmental issues followings its designation as an Air Quality Management Area in 2006 and to enhance its economic attractiveness.

Aim of guidance

- Seeking a less cluttered, greener, more attractive townscape/corridor benefitting local economy and improving impression of District to passers-by, the only part of District most people ever see.
- The Air Quality Management Area designated 2006 includes a Management Plan with recommended actions and climate change matters reinforce visual issues and road safety

Key features and character

- **Busy main traffic corridor through District** (mostly 3 lane width with 2 traffic signal junctions at Walkmill Lane/North Street and Bridge Street/Lakeside Boulevard), largely modern commercial with some older residential frontages. Grass verges on one or both sides at west and east ends. 2 main character areas – western half and eastern half with change at Delta Way/B&Q: west is lower density, modern larger scale commercial buildings in landscaped settings, historically was open country with buildings around Longford crossroads; east is higher density, smaller scale and more tightly built up to road, residential and commercial, historic and modern buildings on edge of Bridgtown. Interesting history/industrial heritage - Roman Road, brickworks, canals (route of Hatherton Canal), watercourses, farmsteads, mills, etc – potential info board by laybys/B&Q?
- **Big variety of building footprints, heights (mostly one and two storey), materials, designs, signage, colours and landscaping including front boundary treatment.**
- **Corridor is an Air Quality Management Area designated 2006**
- **Few TPO protected trees** – mixed yew/oak etc around Longford House and 3 willows at Chenet House (adj Motorhouse). Significant mature trees (chestnut?) and hedgerow along frontage of Sewage Treatment Works and mature hedgerow along front of Linkway Retail Park / adjacent vacant
site. Smaller trees along front of Motorhouse and Finnings, Phoenix Centre and Watling Street bungalows. Consideration will be given to further Tree Preservation Orders.

- **Main positive features** – historic buildings, some of modern buildings, frontage low brick walls, frontage greenery - trees/hedges/verges, watercourses close to road.
- **Main negative features** – lack of co-ordinated frontages (some poor quality), proliferation of signage particularly temporary ‘banner’ signs, clutter and general ‘tattiness’, high traffic pollution levels (nitrogen dioxide) affecting residential environment in particular, lack of pedestrian/cyclist use and active frontages, so high traffic generation level.
- Key development sites each side of Finnings currently vacant.

**Enhancement opportunities**

- **Air quality management opportunities** – the more vegetation the better, improve attractiveness of route for pedestrian/cycles and keep traffic free-flowing to minimise pollution (‘Pinch point’ bid/funding for improvements at Walkmill Lane junction – alter road markings to take traffic further from bungalows – and Churchbridge junction – alter roundabout design/signals)
- **Landscaping of frontages to create a tree-lined route with appropriate hedging and other planting in an up to 10 metre deep buffer area from back of footway to help unify varied streetscene, improve attractiveness and air quality.**
- **Creation of active frontages and potential for cycle lane and improved pedestrian routes across/along corridor** to make route more attractive/safer and less hostile to pedestrians/cyclists, less of a barrier to activity. Anecdotal information suggests cyclists commute to large business undertakings on A5 and there is potential for growth in this area.
- **Support measures to improve free flow of traffic and enhance attractiveness for other road users** including pedestrians and cyclists
- **Retain existing planting and enhance with new** (amenity/biodiversity/air quality) including on verges, consider more TPO’s to safeguard existing trees and devise guiding principles for new development. Front boundary treatments important - Good examples Longford House low brick wall, bungalows low fencing, Sewage Treatment Works trees and hedging. Poor example part of Finnings – poorly maintained pallisade fence and lack of planting. Scope for enhancement - gap in hedgerow at Linkway Retail Park could be re-planted, front walls/hedge planting at East end of corridor could be rebuilt/replanted, landscaping on most other frontages could be enhanced, worn/over-run grass verges could be repaired, possibility of new tree planting on verges.
- **Limit signage/ make more effective and remove temporary banner signs.** Co-ordinate signage for groups of units off single access. Good eg Finnings – single large clear well lit sign at entrance so easily visible to approaching vehicles but minimal clutter including lighting set into ground.
- **Develop design code for signage and lighting**
• Develop palette of suitable options for front boundary treatments eg Low brick walls or green weldmesh/railing type fencing, possibly reinforced by hedge planting

• Parking on frontages of some sites could be screened/softened

• Appropriate planting to soften frontage parking areas including car sales

• Developer contributions to tree planting on verges where possible

• Approach landowners for goodwill gesture of tree planting and front boundary enhancement on key sites based on economic development benefits

• Use of landscape management agreements

• Use of green/gravelled roofs on large buildings and green walls in confined spaces

• Comparatively small enhancements would make a big difference cumulatively, especially where comparatively few landowners with long frontages to have a big effect. Even small enhancements would help.

• Scope for watercourse enhancements close to A5 and creation of wetland habitat. Natural features could provide sink for air borne pollutants especially particulate matter and volatile organic compounds (VOC’s) as well as environmental and visual benefits.

Sources of useful information
• DOT ‘Manual for Streets’2 and ‘Design Manual for Roads and Bridges’
• English Heritage ‘Streets for All – West Midlands’
• Staffs County Council - Cannock Extensive Urban Survey
• Appendix A: CCDC Character Area Descriptions for Design SPD: A5 Corridor
• www.green-roof-systems.co.uk
DESIGN GUIDANCE FOR HEDNESFORD TOWN CENTRE

As the result of a desire expressed by Hednesford Town Council and the ‘Heart of Hednesford’ project to raise the appearance of the town centre to contribute to its viability and vitality some enhancement opportunities and guiding design principles are suggested below.

Aim of Guidance

- To encourage development/change which preserves/enhances/conserves Hednesford town centre’s local distinctiveness as a key contributor to its vitality and viability
- To support initiatives promoted by Hednesford Town Council and the ‘Heart of Hednesford’ project to uplift the town centre through better quality design, materials, shopfronts and signs based on a community wish to restore buildings and enhance the retail offer
- To encourage links between the town, Park and Hednesford Hills based upon the Heritage Trail
- To provide a basis for community development of Neighbourhood Plan policies.

Key features and character

- Compact town with rapid growth in the 19th C standing at foot of Hednesford Hills which create prominent green backdrop to town.
- Hednesford forms a gateway between urban Cannock and the rural Chase beside a key north-south route. A good variety of shop units and services are provided
- ‘Old Hednesford’ historic settlement away from present day town centre retains buildings dating from 16th C
- Present day town focussed on Market Street with 19th C high/medium density character, predominantly 2 storey and some 3 storey terraced buildings with shops lining the winding main street and some modern/contemporary infill eg Lightworks. Ground levels fall along Market Street from west to east.
- Distinctive Anglesey Lodge set back from road behind public gardens with town clock at west end of Market Street, recent change of use to public house will make this former hotel more accessible to community
• Red brick and grey tile predominate, with some render and yellow brickwork detail. **Unique and traditional detailing reinforce area’s distinctive character.**

• **Ongoing regeneration/modernisation at each end of Market Street and area to the north providing larger scale retail units including supermarkets to complement traditional small town centre shops** and new road layout/car parks/service areas with opportunities to integrate old and new and link to Hills/Park

• **Hednesford’s buildings exhibit a variety of architectural styles** which were ‘modern’ in their time – the north side of Market Street was well developed by 1888 with a Market Hall opposite the ‘Angelsey Hotel’ and the Uxbridge PH at Rugeley Road end. On the south side there were few buildings lower down the hill beyond Eskrett Street. Many of these building remain today. By 1902 infill development had taken place on the northern side of Market Street and by 1917 most of the rest of the southern side had been built up. The bank at no. 69 is noted on the map from this date and the post office and club are labelled. There are ‘picture theatres’ on Angelsey Street and Rugeley Road - Hednesford was clearly a self-contained town offering a variety of facilities. Post war further infill development has occurred and most buildings along Market Street have been ‘modernised’.

• **Nearby landmarks mark local heritage and identity** – Our Lady of Lourdes Catholic Church (1927-33), the recent Miners Memorial and the refurbished Hednesford Park and Hednesford War Memorial

• **Key architectural positives:**
  – **decorative/architectural details** (eg plaque at 92/94 Market Street, windows at 98 Market St, chimneys and ridge tiles at 94 Market St, contrasting brick colour eaves and string courses, stone detailed frontage to former bank at 69 Market St including lion heads on doorway )
  – **distinctive buildings characteristic of their period** (eg. Anglesey Lodge; former Club and Institute at corner of Cardigan Place, 3-7 Market St)
  – **remnants of good traditional shopfronts and windows** (eg at 3-7 and 11 Market St)
  – **well-designed modern signage** which complements its host building (eg ‘Spice of Hednesford’ at 13 Market Street.)
  – **attractive public realm** providing controlled vehicular access, short term accessible parking and attractive tree planting, with locally distinctive Miners Memorial as focal point

• **Key architectural negatives** – extensive and ad hoc modernisation of buildings in often very unsympathetic modern designs and materials (windows, shopfronts, signs and repairs) have cumulatively detracted from the appearance of the town, in common with many towns in Britain.
Enhancement opportunities

- Where planning permission is required for changes (e.g., new shopfronts and signs) the use of appropriate design guidelines can ensure proposals take account of agreed principles.
- Some repairs and changes to buildings do not require planning permission so building owners need to be convinced of the benefits of following design guidelines as a longer term investment in their property and the future of the town centre.
- Small scale but significant enhancements can be achieved by influencing the design and materials used for any repairs and alterations owners may be considering anyway, with maintenance and redecoration over the longer term strongly promoted.
- Larger scale enhancements (e.g., to the public realm) will require longer term planning and funding.
- Repair rather than replacement: historic features tend to be remnants of what once existed so have value. Regular maintenance of traditional building details helps to retain the distinctive appearance of the town. Small scale repairs are often cheaper than wholesale replacement.
- Following the host building’s existing design details will usually provide the most successful result: upgrading of buildings does not have to be at the expense of their character and the better its condition and appearance the better any building will hold its value as an investment. Details such as set back of windows within openings can make a difference.
- Careful use of matching materials appropriate to age of host building: traditional materials on older buildings (e.g., timber, brick and tile/slate) and modern materials on modern buildings (e.g., upvc). Artificial/modern materials (e.g., upvc windows) and non-traditional details tend to be bland and lack the rich textures and colours of natural materials. But they are usually mass produced, easily available and fitted at less cost, so tend to be attractive to owners and are used everywhere. Whilst appropriate for modern buildings they can look out of keeping on historic ones.
- Use of local craftspeople (e.g., joiners, carpenters and builders) to carry out traditional repairs to older buildings: not only benefitting the buildings but the local economy, reinforcing the town’s viability.
- Even if use of modern materials on older buildings is unavoidable it is still possible to find ways of matching design details as closely as possible: e.g., some double glazed upvc sliding sash windows provide a good replica of a traditional window, with slim frames recessed within window openings.
- New shopfronts complementing the style, scale and proportions of the building and its neighbours with signage of an appropriate size and colour: good design can go a long way towards enhancing the appearance of the building and the town.
• **Careful design of new buildings and infill development**: to respect, complement and enhance the architectural character of an area. Fine buildings of any type, style and age can enhance the streetscene and contribute to a sense of identity.

• **Opportunity to harness community interest via initiatives such as development of Town Trail linking to District’s Heritage Trail route.**

**Sources of useful information**

- Appendix A: CCDC Character Area Descriptions for Design SPD: Hednesford Town Centre
- English Heritage ‘Streets for All – West Midlands’ and ‘Streets for All – Practical Case Studies’ (including ‘How to Do a Street Audit’)
- Shopfronts and Advertisements in Historic Towns – EHTF 1991
- Free downloads from [www.helm.org.uk](http://www.helm.org.uk)
MATURE SUBURBS GUIDANCE

Over recent years the District’s mature suburbs have become a focus of developer interest as a result of their spacious nature so the opportunity is being taken to extend local guidance to cover this topic. A fundamental aspect of character in these areas is the mature landscape setting for the buildings, from which conflict with new development often arises. The cumulative impact of development over time can progressively change the original qualities of the area. The Design and Access Statement should explain how this has been considered.

Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people’s) feedback emphasised the importance of the quality of green space and development fitting in with its surroundings.

Aim of Guidance

- To encourage consideration of key features and character in designing development proposals which will enhance these areas and maintain the qualities of locally distinctive parts of the District

Key features and character

- The mature residential areas of the District, such as Etchinghill, parts of Slitting Mill and the New Penkridge Road area of Cannock, are important assets forming desirable and attractive places to live. Maintaining their distinctive quality and character is essential in achieving sustainable communities.
- They are mostly found on the edge of the urban areas where densities are low and the transition to the rural landscape is important, they may also fall within the AONB (parts of Etchinghill).
- They usually consist of substantial houses and bungalows on large plots within well established gardens along roads leading to the open countryside of The Chase or Shoal Hill.
- The spacious nature and lower density of these areas has led to pressure for intensification of development, particularly on the larger plots. Whilst
such development can have benefits by increasing housing stock and making efficient use of land, it can also affect local character, amenity and privacy unless development is designed to be sympathetic to the main features which make these areas unique.

**Enhancement Opportunities**

- Particular consideration should be given to existing character and appearance of the area and how best to fit new development into its site
- Consider impact of new development including hard surfacing on spaciousness and established landscape of plots
- Plots need to be of appropriate size, width, depth and shape to reflect typical plot size and density in the area and avoid uncharacteristic subdivision of larger plots
- Mature trees are characteristic of these areas and gardens and subdivision of large gardens into numerous plots may be physically practical but appropriate assessment must be taken of the effect of the mature trees on the usability and enjoyment of these new small gardens
- Siting of buildings needs to respect established building lines and set backs from road, with separation distances between buildings typical of area
- Buildings should be of height, mass, footprint and frontage width to reflect those in area
- Large well stocked gardens give a sense of openness and tranquillity providing significant amenity value, not just for residents but from the public realm
- Important existing landscape features need to be retained and protected – trees, hedgerows, historic walls – and lawned areas retained in preference to hard surfacing
- ‘Green’ views between and over buildings are important
- New planting should reflect features/species present in the area and provide opportunities for biodiversity including maintaining wildlife corridors
- Access design should reflect width, design and surfacing materials of existing, where possible retaining the existing arrangement
- Hard surfaced areas and garaging should be sympathetically located and not dominate the road frontage
- Boundary treatment is likely to favour hedging and soft planting and avoid loss of soft green planted frontages/replacement with ‘urban’ style walling, fencing and railings
- Grass verges with soft edges should be retained where prevalent and kerbs limited to areas of a more urban nature
- Soft grass verges in semi-rural locations are vulnerable to damage by more intensive vehicle use
- Consider overall impact on biodiversity from reduced size of mature gardens
• Architectural style may be less important as these areas are often characterised by individual designs so an overall high quality design is the key message

Sources of Useful Information
www.english-heritage.org.uk ‘Suburbs and the Historic Environment’
Encourages the analysis of the local environment and its variety of features to adapt to change whilst maintaining distinctiveness.
Appendix A – Character Area Descriptions – South and West Cannock, Western Rugeley and Slitting Mill.
DESIGN GUIDANCE FOR EXISTING EMPLOYMENT SITES IN THE GREEN BELT

Existing employment areas in the Green Belt in the District have industrial origins historically. Key sites are Cannock Chase Enterprise Centre, Cannock Wood Industrial Estate, Watling Street Business Park and Lime Lane Business Area. It is envisaged that these will remain in employment related use for the foreseeable future however all are rated average or low in the 2011 Existing Employment Areas Study taking account of a variety of aspects including environmental quality. They therefore all have potential for environmental and design improvements to help enhance their appearance and attractiveness to businesses within the Green Belt setting.

Aim of guidance
- To encourage consideration of opportunities to enhance the estates for business use.

Key features and character
- Rural or semi-rural woodland setting on high ground so potential landscape impact from development - mature tree planting around perimeters of estates but little within them
- 3-12 ha in size and a variety of units of varied age and quality providing useful contribution to the local economy.
- Majority have good access to the main road network with an entrance on a key route through the District.
- Parking mostly sufficient but servicing/circulation/turning space potentially restricted.
- Despite well surfaced entrance roads internal access roads in disrepair with areas in need of resurfacing and broken kerbs.
- Some poor public realm areas beyond main entrances.
- Variety of frontage boundary treatment to units from brick walling to concrete walls and galvanized palisade fencing.
- Some sites have composite signs at entrance listing occupiers, others more ad hoc
- Cannock Chase Enterprise Centre – small scale and well maintained, tree planting and pithead wheel feature provide character. Surrounded by AONB.
- Cannock Wood Industrial Estate – larger scale and busy, several remnant historic buildings with good detailing, but entrance gives poor impression with broken walling and assorted signage. Partly in and adjacent to AONB.
- Watling Street Business Park – medium sized facility with disused areas/buildings at rear, perimeter fencing recently improved using green ‘weldmesh’ type.
- Lime Lane Business Area – older buildings accommodate boat builders backing onto Cannock Extension Canal (A Special Area of Conservation) around ad hoc open access area with poor surface/ frontage to road.
Enhancement opportunities

- Retain existing tree planting and supplement with new where opportunities arise, particularly on unit frontages and at estate entrances. Around perimeter of estates where site open to longer distance landscape views, native planting would help reinforce screening of buildings. This particularly important at Cannock Wood Industrial Estate where the estate fall within/adjacent to the AONB and Cannock Chase Enterprise Centre which is close to the AONB.
- Size, scale, massing and design of new development/redevelopment should be appropriate to location and use.
- External materials, particularly cladding colours, for new development should be sympathetic to their Green Belt setting – darker more subdued colours (dark greys and greens) will be less visible in the landscape then pale greys and ‘green roofs’ would address biodiversity issues as well as landscape impact.
- Refurbishment of entrances to some estates would create an enhanced impression to businesses and the community with potential economic benefits using composite signs and appropriate hard/soft landscape treatment.
- Front boundary treatments to units would in many cases benefit from repair and replacement as the opportunity arises, to enhance street scene within estates.
- Repairs and resurfacing of accesses to improve traffic flow and encourage pedestrian/cycle use would enhance use and appearance of most estates.
- See guidance on Green Belt and Cannock Chase AONB, Landscape and Trees and Climate Change.
5. CANNOCK CHASE DISTRICT LOCAL LIST

The Cannock Chase District Local List arises from a desire to recognise aspects of local heritage which are valued by the local community in contributing to the local distinctiveness, character and historic appearance of the area. Whilst the Government is responsible for compiling a List of buildings of special architectural or historic interest of national significance, which gives them statutory protection, and the Council designates Conservation Areas which enable areas of historic townscape to be preserved or enhanced, the Local List is an opportunity for local people to work with the Council to identify a variety of local heritage assets which may not meet the requirements for statutory protection yet are valued by the community and which they would like recognised in order to influence planning decisions.

Statement of Local Historic Significance

- At the heart of the District lie the green lowland heath and forests of Cannock Chase which separate the urban areas of Cannock and Hednesford from those of Rugeley.
- The medieval market town of Rugeley, with its diverse townscape and human scale, former village of Brereton and nearby historic settlement of Slitting Mill have identities distinct from the larger settlements south of the Chase.
- Cannock too has medieval origins and an 18th C core retaining its distinctive historic bowling green and conduit building. It spreads north into Hednesford, a mainly 19th C small town retaining 16th C origins.
- The settlement of Bridgtown which developed south of Cannock in a short period at the end of the 19th C retains a collection of distinctive shopfronts and in the south-east of the District is the mainly post war village of Norton Canes. Other small settlements and farmsteads occupy the fringes of the Chase and southern farmlands.
- The District’s mining, industrial and agricultural heritage plus the remnants of designed landscape of the former Hagley Hall and walled garden of the former Beaudesert Hall offer a range of heritage assets across the District.
- Elements of historic transport infrastructure include the Trent and Mersey Canal, with associated bridges and wharves, the remnant Cannock
Extension Canal and basin, the (relocated) Hednesford railway signal box and a collection of cast iron finger posts.

- Memorials and plaques commemorate local figures and events including local benefactors across the District
- A variety of buildings constructed by Linfords, the well regarded local building firm, add quality to the urban area
- A miscellany of small items add detail to the streetscene including historic postboxes, boundary stones, gateposts, a horse trough and historic brick walls
- A District Characterisation carried out as a basis for the Design SPD describes 20 Character Areas based upon key features of the urban structure (See Appendix A) and the SCC Extensive Urban Surveys of Cannock and Rugeley describe the historic development and significance of the towns in some detail.

**Policy basis and purpose of Local List**

The National Planning Policy Framework (2012) sets out a strategy for consideration of the historic environment in planning. It provides a definition of **Heritage Assets**: buildings, monuments, sites, places, areas or landscape identified as having a degree of significance meriting consideration in planning decisions because of their heritage interest. Heritage Assets include ‘designated assets’ (Listed Buildings and Conservation Areas etc) as well as assets identified by the Council, eg. through Local Listing.

The Local List does not bring additional controls above and beyond those required for planning permission but will be a material consideration in planning decisions that directly affect them or their setting. Local List Heritage Assets, not designated statutorily but recognised by the Council as having heritage significance, do merit consideration in planning matters; the Council must take a balanced judgement in decision making having regard to the scale of any harm or loss and the significance of the Asset. Assets within Conservation Areas benefit further from the general control over demolition.

Cannock Chase Local Plan (Part 1)(2014) – sets out the intention for retaining historic character and fabric via a District Design SPD and creating a Local List of locally significant Heritage Assets. **Policy CP15 Historic Environment confirms that the local decision making process will be based on an assessment of significance of Heritage Assets, including their setting, in relation to development proposals, primarily informed by the Historic Environment Record, including the Local List. Assets will be safeguarded from development harmful to their significance according to their national or local status, with support for schemes sensitive to and inspired by their context. The historic environment will be promoted as a catalyst for regeneration.**
Good practice guidance issued in 2012 by English Heritage confirms that Local Lists can play an important role in celebrating heritage that is valued by the community. Lists provide sound evidence of assets which have a degree of significance meriting consideration in planning decisions, and the sounder the basis for adding assets to the List the greater the weight the List has. Public nomination is a key element and candidate Assets need to be backed by sufficient detail and accuracy to demonstrate that they meet the selection criteria. The guidance recommends a process be put in place to allow for regular updating of the List. Owners should be advised of the intention and implications of Local Listing, their response needing particular attention, and a mechanism put in place for appeal. Final ratification of the Local List should be at an appropriate level within the Council.

Experience from other Councils suggests that Local Listing is a highly effective vehicle for highlighting the significance of particularly distinctive assets in the local area. A strong management strategy and policies provide a degree of certainty for developers and a strong platform from which the Council can negotiate.

Management of the Local List

Creation and maintenance of the Local List requires a formal procedure through which buildings and other features can be nominated and their suitability for the List assessed. Objective selection criteria, based upon recognised best practice and English Heritage guidance, and a workable procedure are proposed here for public consultation.

1. Set up of Local List

- Initiated via this proposal and authority for public consultation by the Council’s Cabinet. Draft procedure and selection criteria set out based on good practice guidance on which public comment is invited in detail, would be finalised after consultation and ratified by Cabinet.
- Public support would be invited in principle via a suggested high profile newspaper feature, a display at Council offices and Cannock Chase Museum, direct contact with Local Members/Heritage Champion, Town and Parish Councils and local history groups.
- Nominations procedure set out via a simple information leaflet/form (Appendix F) requiring specific and accurate information – a statement of significance to the community and why building/feature is noteworthy, location details and photographs taken from a public vantage point, plus contact details of nominee.
- Nominations to be considered against agreed criteria and assessed periodically, it is suggested, by a panel of volunteers in conjunction with Heritage Champion. This process could also be used to assess challenges to Local Listing.
- Evolving Local List would be linked to Council’s GIS and published via County HER and CCDC website
2. Selection Criteria
It is proposed that any building or feature shall meet one or more of the following criteria in order to be selected for the Local List:

• Of local historic interest serving as a reminder of the social, economic, cultural or military history of the District including archaeological interest or a link to a local figure
• Of architectural or landscape interest including innovative design, decoration, craftsmanship or plan form
• Making a positive contribution to the local distinctiveness, character and appearance of the District, including the interest of any group of buildings of which it forms part, landmark value or contribution to local identity
• Is unprotected by statutory listing though may be within a Conservation Area

3. Updating/review of List
• Regular review of Local List – to manage the process it is proposed to commence by putting in place the process and criteria. Once these are agreed, nominations will be invited across the District via ongoing publicity and considered/assessed in the agreed way, including the Brereton and Ravenhill Parish Plan Local List as a starting point and gradually rolled out across the District. The updated list would be ratified periodically at Planning Committee.

4. Grounds for Appeal
• Owners/occupiers will be advised of the intention to Locally List and the implications in writing
• The Council hopes owners will be pleased that their building has been recognised as an important part of the District’s heritage.
• Any challenge should be made in writing within 30 days of notification – grounds are that asset fails to meet requirements of selection criteria
• Challenge considered in agreed way similar to nominations and ratified by Planning Committee.

5. Guiding Principles for Management of Change at Local List buildings
• No extra consent required but Local List ensures that special interest is not overlooked in development which could adversely affect Asset or surroundings
• Many Local List buildings are occupied as homes and businesses and the intention is not to unduly restrict the freedom of owners to upgrade and adapt their property but to encourage this to be done in a considered way. **No additional liability will be placed on owners.**
• Development that does not require planning permission (‘permitted development’) is unaffected by the NPPF or Local Plan policies. The Council may consider whether the exercise of ‘permitted development’ rights would undermine the aims for Locally Listed heritage assets. In cases where it would, the Council has the opportunity for an ‘Article 4
Direction' in tandem with Local Listing to ensure any development which would normally be permitted without consent is given proper consideration. (An 'Article 4 Direction is a tool available to enable the Council to respond to particular needs of its area by withdrawing 'permitted development' rights which would normally apply so that planning permission is required. This mainly applies to minor changes to dwellings and to control over demolition.)

- The presumption is in favour of sympathetic repair and alteration. Guidance on good design, repairs, the value of retaining significant features, need to respect setting etc is set out in the ‘Historic Environment Guidance’

- Planning applications affecting a Local List building or feature will need to demonstrate how design of the proposal has considered its defined significance

- There will be a presumption against demolition, unless applicants can demonstrate there is no viable use and allow recording eg via a photographic survey prior to demolition. In such cases the loss of the Local List building or feature will form a material consideration in the decision making process.

- If an application to develop/demolish a building not currently Locally Listed but meeting the criteria is refused then a recommendation will be included in the decision to add it to the Local List
APPENDICES

A Character Area Descriptions
B Residential Development Space Standards including Garden Sizes
C Tree and Landscape Assessment
D Tree and Landscape Scheme Guidance
E Climate Change: Local Evidence
F Local List Nomination Form
Appendix A

20 Character Area Descriptions created during the District Characterisation Study 2011


- A5 Corridor
- Hednesford Town Centre and Historic Suburbs
- Hagley
- Hawks Green
- Brereton and Ravenhill
- Bridgtown
- Cannock Town Centre and Historic Suburbs
- Cannock Wood
- North Cannock –Chadsmoor, Broomhill and Blackfords
- Hazelslade and Rawnsley
- 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
Appendix B

- **Existing Residential Extensions Design Guide (2003) sections 3-7**
  
  [https://www.cannockchasedc.gov.uk/downloads/download/553/residential_extensions_design_guide](https://www.cannockchasedc.gov.uk/downloads/download/553/residential_extensions_design_guide)

- **New Garden Size Guidance:**

  Minimum sizes recommended for gardens based on sizes used by other Councils and the need to reflect dwelling sizes:

  - 1 or 2 bed dwelling: 40-44sqm
  - 2 or 3 bed dwelling: 65 sqm
  - 4+ bed dwelling: 80 sqm
  - Flat with communal space: 30 sqm per flat
### APPENDIX C

**Tree & Landscape Assessment: Guidance for Planning Applications**

Specific information requirements for different stages of the planning process:

<table>
<thead>
<tr>
<th>Stage of Planning Process</th>
<th>Minimum Detail Required</th>
<th>Additional Detail at Discretion of LPA</th>
</tr>
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<tbody>
<tr>
<td>Pre-application/layout</td>
<td>Topographic survey</td>
<td>Draft Arboricultural Impact Assessment</td>
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<tr>
<td></td>
<td>Arboricultural Assessment in accordance with BS5837:2012</td>
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<tr>
<td></td>
<td>Draft Tree Retention and Removal Plan</td>
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<td>Draft Tree Protection Plan</td>
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<tr>
<td>Application</td>
<td>Topographic survey</td>
<td>Arboricultural Method Statements</td>
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<td></td>
<td>Arboricultural Assessment in accordance with BS5837:2012</td>
<td>Any play area details – equipment and surfacing</td>
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<tr>
<td></td>
<td>Tree Retention and Removal Plan including Schedule of Tree Works</td>
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<td>Tree Protection Plan</td>
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<td>Arboricultural Impact Assessment</td>
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<td>Hard and soft landscape details</td>
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<td>Service details</td>
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<td></td>
<td>Proposed levels</td>
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<tr>
<td>Reserved Matters/Discharge of Conditions</td>
<td>Arboricultural Method Statement</td>
<td>Arboricultural monitoring (on complex or large sites)</td>
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<td></td>
<td>Hard and soft landscape details</td>
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<td></td>
<td>Landscape Management and Maintenance Schedules</td>
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<td></td>
<td>Any play area details - equipment and surfacing</td>
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The basic requirement to enable any useful discussion is a Arboricultural (Tree) Assessment showing all trees within the site and any on adjacent land which may impact on the site. This will reveal the opportunities and constraints likely to affect development of the site and enable design and assessment of a proposal. More detailed technical information is required to accompany a planning application, including information about site levels, tree impact, any special engineering and services plus information on how the health of the retained trees will be safeguarded during and after the development.

All information must be produced in accordance with BS5837:2012 Trees in Relation to Design, Demolition and Construction. This standard sets out a logical sequence of events relating to what information is required why & when and has tree care at the heart of the process.

**Topographical (Land) Survey** (Ref section 4.2 of BS5834:2012)

Should include:

- Must be accurately plotted and to a recognizable and appropriate scale
- Site contours preferably at 1.0m levels
- Spot levels of roads, structures and base of all trees
- All existing hard and soft landscape features
- Accurate crown spread of all trees, based on the 4 cardinal points (N. E.S.W) that may influence the site e.g. through crown spread or extent of the root protection zone.
- Accurate plotting of all existing trees with a stem diameter greater than 100mm at 1.50m above ground level (or other designation agreed in writing with the Council) on or adjacent to the site. Where woodland is within or adjacent to a site the woodland should be accurately plotted with all boundary trees shown. Hedgerows should be accurately plotted identifying which side of a boundary line the hedge was planted in.
- All boundary treatments and features
- Existing services both under and over ground including invert levels and inspection chambers or fixed equipment
- On complex or large sites a full hydrological and soil survey may be required,
- A topographical negative will allow interpretation of requirements for changes in levels in relation to tree cover and should be submitted with any applications

**Arboricultural (Tree) Assessment** (Ref Section 4.4 BS 5837:2012)

Should include:

- An accurate survey of all existing trees on or that may influence the site e.g. through crown spread or extent of the root protection zone including the following details:
  - all trees individually numbered as specimens or distinct individuals. Group numbering may be acceptable where the trees are growing together.
- tree species, approximate age and physical condition
- tree height, diameter at breast height (DBH) and crown spread must be shown (the four cardinal points of the crown spread should be shown and the location of the trunk, to indicate any uneven growth characteristics)
- consideration should be given to wildlife value, rarity, defects, hazard trees, safe useful life if development is permitted and any other value that will allow a clear indication of the tree’s amenity and landscape contribution.

- All sites with trees on or near them should be evaluated prior to trees being identified for removal and independent of layout design being finalised
- Assessment should be site specific and not include comments such as ‘remove to facilitate development’.

**Arboricultural Impact Assessment (AIA)** (Ref Sec 5.4 of BS5837:2012)
Should be presented as a formal report including:
- The Topographical (Land) Survey
- The Arboricultural Assessment.
- A detailed assessment of the impact of the development on the trees and vice versa. It must be site specific and not generic in its approach.
- A Tree Protection Plan showing issues to be addressed by any Arboricultural Method Statement.

**Tree Protection Plan (TPP)** (Ref Sect 5.5 of BS5837:2012)
Should include:-
- Trees identified for removal
- Trees identified for retention.
- Proposed tree works.
- Extents of Root Protection Zones
- Position of tree protection fence.
- Areas for storage and mixing.
- Contractor’s car parking.
- Areas designated for landscaping.
- Proposed services
- Any other requirements for space.
- All changes in ground level
- Changes in level including retaining walls.
- Position and space required for specialist foundations.

**Arboricultural Method Statement (AMS)** (Ref Sect 6.1 of BS5837:2012)
- Where any works are proposed within the ‘Root Protection Area’ (RPA) and/or crown spread of a tree, an AMS will be required in order to demonstrate that the proposed works are practical and can be undertaken without adverse impacts on retained trees
- Such works may include the following:-
Removal of existing structures and hard surfaces.
Installation of temporary ground protection within the RPA's
Installation of services within the RPA's.
New hard surfaces with the RPA's
Specialist foundation and the effect they will have on finished levels and finished heights.
Retaining structures to facilitate changes in level.
Landscaping works.

- The AMS should also include:
  - An auditable system of monitoring.
  - A list of relevant contacts.

- The AMS must be site specific and written in a way that is definitive and enforceable. Words such as 'ideally', 'should' and 'if' must be avoided as they imply that this is an option. Appropriate wording in the AMS includes 'shall' or 'must' when describing on-site operations and protective measures.

**Arboricultural Monitoring**
On large or complex sites a programme of arboricultural monitoring may be requested from the tree consultant, to be submitted to the Local Planning Authority at key stages of the development process.

**PROTECTED TREES**
Trees can be protected by Tree Preservation Orders, Conservation Area designation and via planning conditions. Tree Preservation Orders may cover single specimens, groups or woodlands. Conservation Area protection extends to all trees above a specified size within the designated area.

**Tree Preservation Orders (TPO’s)**
TPO’s are used to protect trees if their removal and the subsequent loss of visual amenity would have a significant negative impact on the local environment, now or in the future. Trees protected by TPO remain the responsibility of the land owner and formal written consent is required from the Local Planning Authority to carry out any works or to fell before works are carried out. Details of the application procedure can be obtained from the Local Authority Tree Protection Officer, who is available to attend pre-application meetings.

Works must be specified and carried out in accordance with BS3998:2010. Conditions can be applied to consents to fell including a condition to replant. Young replanted trees may also be protected by TPO. TPO contravention is a criminal offence meaning that large fines or custodial sentences are possible. A full (detailed) planning permission can also give consent for works to TPO trees, but an outline planning consent cannot.

**Trees in Conservation Areas**
Trees in Conservation Areas are protected in a similar way as a result of their visual contribution to the character and appearance of an area. Conservation
Areas are designated by the Local Planning Authority to recognise their special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. It recognises that historic and architecturally interesting buildings exist in a particular urban or rural context which provides a setting for the buildings. One of the consequences of designation is that it becomes an offence to cut down, top, lop, uproot, wilfully damage or wilfully destroy any tree in the area except with the consent of the Local Planning Authority. Further details of this control and exceptions to it can be obtained from the Local Authority Tree Protection Officer.

**Planning Conditions**
Existing trees and hedges on development sites may be protected by conditions attached to planning permissions, most frequently to require submission of details of tree and hedge protection (see BS 5837:2012) and to secure other tree and landscape matters supporting the application.
APPENDIX D: Tree and Landscape Scheme Guidance

A landscape scheme must be appropriate to the scale and use of the development and the locality. The scheme should be designed so as to ensure the development complements and fits with its surroundings. This does not however restrict the use of imaginative or novel designs being proposed.

Unlike buildings, which once erected have a fixed size and shape in space and time, plants continually change not only in size and shape but also in the different effects they produce throughout each year and as the scheme matures and the habit/form of the plants change.

It is a fact that whilst the soft landscape scheme may only represent a small percentage of the total cost of a scheme it is often the most visual element and reflects the image of the development to both the users and general public. A poorly designed and implemented scheme not only gives a bad impression but also increases maintenance costs and liabilities for the end users. Best practice techniques will be sought to maximise chances of survival. Whilst landscape schemes generally represent only a small percentage of the total scheme cost a successful scheme on a difficult site will have a significant positive overall effect.

The selection of plant species requires careful consideration of a wide range of factors. These including the type of location, the proposed use of the site, orientation, microclimate, soil type, the desired effect and level of maintenance & management. The latter factor is often overlooked as is the potential of variation in uses of some sites.

Each plant species has different growth rates and ultimate sizes These changes and effects have to be carefully considered not just in the effect at the planting stage but for 10, 20, 50 years plus. It must be realised that as a landscape scheme develops it can and does alter both the visual and physical characteristics of the whole site.

The choice of plant size to be used depends not only on the desired initial effect of the scheme but also the density at which they are planted, the growth rate of each species, their ultimate size and also the purchase cost. Likewise the density of planting depends on size of plants used, required desired effects, growth rate and ultimate size.

Different types of planting have different maintenance requirements not only throughout the year but as the scheme develops and matures. The speed at which various types of planting matures differs considerably and therefore the maintenance and management requirements change. These factors have to be taken account of at the design stage.

The design of a soft landscape scheme therefore involves specialist technical knowledge and awareness of a wide variety of factors. The use or
advice of appropriate professionals is essential to ensure success in both the short and long term and prevent the development of potential problems, and whilst the Council is able to offer advice the design of the scheme is the responsibility of the developer.

**Landscape Scheme**
The following details are considered essential on the proposed landscape drawings. *Existing site layout and features should be shown on the ‘existing’ site survey and other appropriate plans; only retained and proposed features should be shown on the ‘proposed’ landscape plans*

**Buildings** – location of retained and proposed new buildings including levels.

**Structures** - location of all retained and proposed hard features including walls, fences and other structures or ‘furniture’, including substations, pumping stations, storage areas (eg bins, cycle & trolley stores and their appropriate access), signs, lighting, gates, benches and bollards etc. These should be of a style and quality suitable to the nature of the development and integrated into the site layout and adjoining landscape.

**Hard surfaces including footpaths and car parks** - location of all retained and proposed hard surfacing with construction details (compaction, edging and surface finishes) and drainage falls. The use of permeable surfaces will be required for areas within root protection areas of trees. Tree planting in small planting beds within and or in paved areas & car parks will require appropriate root zones to be formed under and/or extending into the paved areas, supported by appropriate technical design details. Car parks generally will require the planting of semi-mature trees within and/or around the perimeter to break up the expanse of hard surfacing. Pedestrian, wheelchair and cyclist access and circulation around buildings should be adequately addressed.

**Levels** - contour details of existing and proposed ground levels at a minimum of 1.0metre intervals. These may be shown on specific plans including sections if necessary. Proposed contours must give a natural appearance and be safe and easy to maintain, with slopes that are neither too steep not too uniform. Typically gradients steeper than 1:6 will be unacceptable. Engineered slopes must be finished with concave bases and convex tops to create a more naturalistic appearance.

**Services** – existing and proposed service runs and their easements, annotated to indicate their type and depth. If exact locations of proposed services are unknown at application stage, indicative locations or zones must be estimated based on existing information such as outfall & connection points. Zones may be large enough to contain several service run options. Services should run under paved areas so as not to sterilise landscape design & implementation. The requirements of services and site landscaping (tree planting) must be fully co-ordinated at the design stage to avoid conflicts or future issues.
**Land drainage** – Details of measures such as land drains and soakaways to prevent standing water on soft landscape areas or running water on footpaths. Additional measures will be required where this or other drainage (shown as part of services above) is considered inadequate.

**Storage of materials and movement of plant during construction** - access points and routes of vehicle movement, location and movement of plant and sites for storage of materials, including soil, on areas to be planted should be shown. Such areas will be assessed for any impact such as compaction that will require associated decompaction/preparation.

**Ground preparation** – A detailed specification for preparation for any ground which will receive new planting. Adequate ground preparation is the key to good establishment and long term survival and can rarely be re-executed. Where soil has been imported as part of a development a method statement detailing its history (ie storage, handling and placement) will be required. Where any excavation or work is to be undertaken in root protection areas, appropriate method statements will be required. Where any of the proposed soft landscape scheme is on reclaimed ground details of site investigation and specification for proposed amelioration will be required. Many sites within Cannock Chase District are known to have poor existing ground conditions. Compacted ground will need to be dealt with through the method of complete cultivation. Where planting is proposed on ground formerly built on, additional ground preparation will be required. The specification submitted should demonstrate that the applicant has adequately anticipated the extent and scale of the technical operations required.

**Existing vegetation** – location of all existing vegetation to be removed or retained. Details for protection of vegetation to be retained during construction works must be marked on the drawing. It will be in the applicant’s interest to maintain as much existing vegetation as possible resulting in less new planting, particularly semi-mature trees. A higher level of large planting stock will be required on bare sites or where vegetation has been lost. A schedule of proposed management works for the retained vegetation and habitat must be included to ensure its long term survival through appropriate management and replacement works.

**Planting plan** – soft landscape works should be shown in the form of a planting plan. The planting plan should be accurate and to scale. It should show the extent of soft areas and clearly identify planting positions of trees, shrubs and other plants singly or in groups of the same species. All planting areas should be keyed to a planting schedule and large mixes, such as woodland and grasses, should be keyed separately. The plant schedule should include the full name of plant, its size, its form (eg containerised, rootballed etc as per the National Plant Specification, published by the Horticultural Trades Association), and its density or centres at planting. The following detail will typically be sought:
• A significant amount of structural planting (ie several-metre wide zones of dense tree and shrub planting, usually native, to buffer neighbouring sites and internal boundaries, along the site frontage and roadsides.
• An appropriate use of native and/or ornamental species suitable for the sites end use
• A suitable choice of species for the site conditions (ie soil, microclimate, orientation and drainage)
• A simple mix containing a large number of plants of a small number of different species
• A significant proportion of trees as part of the creation of the Forest of Mercia and to maintain and increase the tree cover within the District.
• Medium to high planting densities to achieve fast and successful establishment
• Specimen trees planted preferably within areas of shrubs or ground cover, rather than grass
• The use of hedges to define boundaries and or screen fences and walls

Planting specification - a specification of the planting methods including details of stakes, guys and shelters for trees. It should include plant lifting, handling, storage, planting, backfilling, firming in, mulching, shelters etc and be in line with best horticultural, arboricultural and urban forestry practice.

Establishment Specification – a specification for maintenance to achieve establishment over the 5 year condition period. It should include details on promoting healthy vigorous stock through for example weed control, fertiliser, pruning, and replacement of dead, dying or missing stock and be in line with best horticultural, arboricultural and urban forestry practice.

Management Plans – a document specifying the long term (20, 30, 40, 50 years+) aims and objectives for the landscape of the site. The regular yearly work to achieve these aims and objectives are covered within a Maintenance Plan/Schedule

Public Open Space – an area to be adopted as Public Open Space will have additional site specific requirements. Failure of Public Open Space will ultimately be the responsibility of the Council so assessment will be more rigorous especially in relation to the following points:

• Footpaths – paths to be adopted as ‘Highway’ should be annotated on the drawings. These will be assessed as part of the Highway approval process.

• Water features – existing and proposed water features, including dry balancing areas. Creation of new /enhancement of existing water courses and ponds will be sought. Culverting should be avoided and bridges are likely to be required. All such features should look natural.
• **Play areas** – proposed play areas will need to be in accordance with the Council’s Parks & Open Spaces policies/requirements. The details of equipment & safety surfacing will generally be dealt with separately to the landscape details however the play area location, layout & integration within the development will be dealt with as part of the landscape scheme.

• **Establishment Method Statement** – areas of land to be adopted as Public Open Space will require a detailed Establishment Plan to ensure that a well established landscape is produced at the handover stage. The Establishment Plan should include full details of all operations necessary to ensure the satisfactory growth and establishment of the scheme including, but not limited to, weed control, pruning, litter picking, fence maintenance, grass cutting, yearly replacement of failed, damaged or vandalise stock, etc. It should cover a minimum period of 3 years (3 full growing seasons). The acceptance by the Council of Public Open Space will depend not just on the planting visible at the end of the period but also on completion of the approved maintenance operations throughout the establishment period (ie performance based criteria). It will be the responsibility of the developer to rectify the situation over an agreed period of time whilst continuing with the maintenance.
Appendix E - Climate Change Local Evidence

Groundwater Source Protection Zones: see Environment Agency website for precise details (www.environment-agency.gov.uk/planning) but generally affects:

- Northern part of Hednesford/Brindley Heath area across the Chase to Slitting Mill and the northern side of Rugeley
- Pumping Stations at Moors Gorse, Slitting Mill and Brindley Bank.

Flood Zones

Zone 1 – < 1 in 1000 annual probability of river (or sea) flooding
Zone 2 – 1 in 100 – 1 in 1000 annual probability of river flooding (or 1 in 200 -1 in 1000 annual probability of sea flooding)
Zone 3 – > 1 in 100 annual probability of river flooding (or > 1 in200 annual probability of sea flooding)

Areas of District identified as at risk of flooding from artificial drainage and surface water runoff/sewers in 12 postcode areas as recorded in the Severn Trent DG5 Register:-
WS11 0
WS11 2
WS11 5
WS11 6
WS11 9
WS12 0
WS12 1
WS12 2
Ws12 4
Ws15 1
Ws15 2
WS15 4

The EA recommends that should development take place in these areas further work should be carried out to investigate the nature and scale of the risk posed, so that mitigation can be put in place and the areas can be targeted through appropriate policies for reducing flood risk.

Local Evidence available on Council’s website:
- Southern Staffordshire Outline Water Cycle Study 2010 and Addendum 2011
- Southern Staffordshire Phase 1 Surface Water management Plan 2010 and Phase 2 2011
- Cannock Chase District Strategic Flood Risk Assessment and maps 2008

Also an updated South Staffordshire, Cannock Chase, Lichfield and Stafford strategic Flood Risk Assessment 2014 (vol 1 and 2) available from CCDC.
Appendix F

CANNOCK CHASE DISTRICT LOCAL LIST
NOMINATION FORM

The Cannock Chase District Local List arises from a desire to recognise aspects of local heritage which are valued by the local community in contributing to the local distinctiveness, character and historic appearance of the area. It is an opportunity for local people to work with the Council to identify a variety of local heritage assets which may not meet the requirements for statutory protection yet are valued by the community and which they would like recognised in order to influence planning decisions.

Any building/feature will need to meet one or more of the following selection criteria in order to be considered for local listing:

Selection Criteria

1. Of local historic interest serving as a reminder of the social, economic, cultural or military history of the District including archaeological interest or a link to a local figure
2. Of architectural or landscape interest including innovative design, decoration, craftsmanship or plan form
3. Making a positive contribution to the local distinctiveness, character and appearance of the District, including the interest of any group of buildings of which it forms part, landmark value or contribution to local identity

In order to qualify for local listing the building/feature must not already be protected by statutory listing though it may be within a conservation area.

Nominations can be made via the form below. The evolving Local List will be published via the County Historic Environment Record and Council website. Owners/occupiers of affected properties will be advised in writing of the intention and implications.

The Council hopes owners will be pleased that their building has been recognised as an important part of the District's heritage. However, any challenge to adding a property to the Local List should be made in writing within 30 days of notification on grounds that the building fails to meet the selection criteria.
<table>
<thead>
<tr>
<th>Name and address of building/feature</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grid Reference</td>
<td></td>
</tr>
<tr>
<td>Relevant selection criteria</td>
<td></td>
</tr>
<tr>
<td>Statement of significance - why building/feature is noteworthy (in not more than 200 words).</td>
<td></td>
</tr>
<tr>
<td>Photographs</td>
<td>Please attach photographs (taken from a public vantage point)</td>
</tr>
<tr>
<td>Contact details of nominee</td>
<td></td>
</tr>
</tbody>
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