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1.0 Introduction

This Vision Document has been prepared by St Modwen to support the proposal for an expansion of the Watling Street Business Park, Cannock.

Our Vision

Our vision sets out the potential to expand the existing Business Park in a sustainable way which meets the future requirements, expectations and aspirations of Cannock Chase District Council. The site presents an excellent opportunity to deliver employment development within the current plan period.

The expansion land (5.45Ha) is situated immediately adjacent to the established Business Park and benefits from the existing access and infrastructure serving the current development. Existing business operators would be able to continue to operate with minimal disruption.

The site is also very well located in relation to the strategic highways network being accessed off the A5 Watling Street and lying in close proximity to the junction with the M6 (Toll), a location attractive to the expansion of existing businesses and providing opportunity for new inward investment.

Proposed built development would be screened very effectively at the outset by the established framework of hedgerows, tree belts and woodland copses located along the site’s perimeter. Such features will be retained as the basis for a comprehensive Green Infrastructure framework, which encompasses the site.

There are no substantive environmental constraints which prohibit the expansion of the Business Park. The whole site area would measure approximately 12Ha and it’s removal from the Green Belt would not undermine the overall purposes and integrity of the Green Belt.

The landscape within which the site sits is visually enclosed by the existing Business Park and A5 Watling Street to the north, the Cannock Extension Canal to the west, and by woodland at Wyrley Common to the south.

Watling Street can deliver sustainable high quality employment development meeting the following objectives:

- Provide opportunities for employment development at a strategic location.
- Provide development in a sustainable location extending the existing Business Park.
- Provide development in a location without detriment to the local landscape character or visual amenities of the rights of way network.
- Create a cohesive Green Infrastructure centred on the framework of retained hedgerows and tree belts.
- Existing retained features to be supplemented with new habitats maximising opportunities for biodiversity and landscape enhancement.
“To create a sustainable, high quality employment led development.”
2.0 Site and Surroundings

The site covers around 5.45Ha of land and lies to the south of Watling Street (A5), to the south east of Cannock and to the south west of the town of Brownhills West.

Location

The site lies to the south of the Cannock Chase District within Southern Staffordshire. It is conveniently located off the strategic highways network, directly to the south of the A5 Watling Street and in close proximity to the M6 (Toll).

Within the surrounding area Brownhills is situated 0.4km away to the east, whilst Norton Canes lies 0.5km away to the north. Other settlements nearby include Great Wyrley and Cannock approximately 2.5km to the west) whilst Pelsall lies 2km to the south. A range of commercial and industrial estate developments are present within the surrounding area by the outskirts of existing settlements.

Cannock Extension Canal lies in close proximity to the west of the site. Norton Canes Moorings, an existing business, is situated to the west of the Canal at North Lanes.

As well as the existing Business Park on Watling Street, other developments nearby include Moss Farm/Farm Shop and the public house by the Watling Street/Walsall Road roundabout.

The site is visually well screened from all of the existing settlements in the local area. Established tree belts are present along the entire perimeter of the site and there are substantial woodlands present through the surrounding landscape.
Watling Street, Cannock Vision Document

Site Location

Key
- Ownership Boundary (5.45Ha)

not to scale
Site Description

The whole site is owned by St Modwen including the existing Watling Street Business Park along with expansion land situated immediately to the south and west of the Business Park.

The Business Park (6.1Ha) currently provides over 150,000 square feet (13,935m²) of warehousing, offices and open storage, accommodating a range occupiers and uses including furniture making, bicycle repair shop, vehicle electronics/repair, lease vehicle repair/maintenance, caravan/motorhome showroom, medical gases/equipment supplier, and a recycling facility for IT equipment. An open storage facility is currently located within the southern part of the existing Business Park.

The main entrance and access into the site is off the A5 Watling Street with an internal circulation road serving particular units/buildings.

Established tree belts/hedgerows are present along the perimeter of the Business Park, and around the pond located at the south eastern corner of the Business Park. Consequently the existing buildings are well screened from the surrounding area.

The expansion land (5.45Ha) adjoining the Business Park comprises of 5 fields currently in agricultural use, the majority of which are in arable use with the exception of woodland located by the Cannock Extension Canal. The field boundaries are very well defined by an established framework of hedgerows and tree belts, and generally intact aside from small gaps for agricultural accesses.
3.0 Local Plan Position

“The Cannock Chase Local Plan is the statutory development plan for Cannock Chase Council and forms the principal basis for which development is promoted and controlled.”

Adopted Local Plan Part 1

The Cannock Local Plan (Part 1) (LPP1) was adopted in June 2014. It covers the plan period of 2006-2028 and sets out the overarching strategy for growth and specific employment policies for the District.

Specifically in relation to employment land, CP8 of LPP1 establishes the need for “at least 88ha” of employment land to be provided over the plan period. The policy noted at that time completions totalling 34ha and set an expectation of a further 57ha to come forward within the plan period, exceeding the 88ha target. The policy listed the key employment areas that this land was expected to be delivered. LPP1 seeks an average delivery of 4ha per annum. At paragraph 4.53 it states:

“Proposals for employment developments at existing employment sites within the Green Belt will be treated positively (in accordance with other Core Strategy policies and national Green Belt policy) recognising that they are unlikely to be suitable for alternative uses. Further guidance for the redevelopment of the following sites will be supported by Local Plan Part 2 policies and Supplementary Planning Documents as appropriate:

......Watling Street Business Park”

At paragraph 4.61 LPP1 identifies that there may be a need to alter Green Belt boundaries in order to ensure the longevity of employment provision and the Green Belt boundaries. A parcel of land adjacent to Kingswood Lakeside has been identified as an option for longer-term expansion, within the plan period. The paragraph goes on to state that the need for the release of this site will be “monitored against the demands for both the quantity and quality of land”.

The strategy within paragraph 4.57 of LPP1 highlights the importance of not just the right amount, but also the right type of employment land in the right locations, to help achieve the desired transition of the local economy from traditional manufacturing based employment towards more professional services and high-tech manufacturing/research and development.

Watling Street Business Park is specifically mentioned within Part 1 acknowledging its existing Green Belt location and the potential for redevelopment of the site.

“The overall strategy is to focus development upon the highest quality and attractive Brownfield and restored sites, followed by consideration of Greenfield or Green Belt sites where required.”
3.0 Local Plan Position

The emerging Local Plan (Part 2) (LPP2) will allocate sites for residential and commercial uses to ensure that the targets in LPP1 can be delivered. The first round of consultation is on the Issues and Options draft LPP2, with public consultation taking place between January and March 2017. The Council’s current timetable sees the proposed submission draft consultation taking place in summer 2017, followed by submission to the Secretary of State expected by the end of 2017.

The employment requirements of LPP2 are currently based on the 88ha requirement set out within LPP1, whilst acknowledging that this requires a review of the delivery rate and type of employment land. LPP2 does however acknowledge that based on its assessment of need and supply a deficit of employment land currently exists of approximately 3ha. It also suggests that the Council should be looking to potentially remove and safeguard land from the Green Belt for future employment needs of approximately 4.4ha. It is specifically seeking views on where that potential future employment land can come from.

In this respect LPP2 specifically acknowledges that of the employment sites already identified in LPP2 only Watling Street Business Park is being promoted/considered for future expansion and indicates that LPP2 needs to give some policy consideration to its potential expansion, following the Green Belt assessment process:

“For Instance, consideration may need to be given to a site specific policy for the existing Watling Street Business Park site area alongside the site extension proposals, subject to the outcomes of the site assessment process e.g. potential removal of the existing business park from the Green Belt.”

St Modwen is actively promoting the expansion of the Watling Street site and through the LPP2 process considers its expansion proposals for the site can assist with meeting some of the District’s employment requirements.
3.0
Local Plan Position

Southerly view over the western part of the site
3.0 Local Plan Position

Green Belt Review

As indicated earlier the draft LPP2 has indicated there is a need to review the Green Belt in order to accommodate the plans development requirements.

As part of this process, a Green Belt Study (March 2016) (GBS) was conducted by the Council’s consultants, LUC to assess the extent to which areas of the land within the Cannock Chase Green Belt performs against the purposes of Green Belts, as set out in paragraph 80 of the National Planning Policy Framework (NPPF).

The GBS considered a number of land parcels based upon broadly homogeneous land uses/characteristics and were defined by easily recognisable and permanent boundaries. An extract of the GBS final scoring is shown below. The extension to the Business Park is included within site W2 opposite.
This parcel is shown to provide a low contribution to the Green Belt and is given an overall scoring of 9 out of 20. In this context, the table opposite summarises the GBS scores for all of the parcels that are currently being considered as options for employment land within LPP2.

The table illustrates site W2 makes the least contribution to the Green Belt purposes. Further, the parcels that make up other potential employment sites including Kingswood Lakeside have a higher score in the GBS and so are of greater importance for the contribution they provide to the Green Belt. These parcels generally scored more highly than the land adjacent to Watling Street Business Park due to the crucial role they provide in preventing the coalescence of Cannock and Norton Canes urban areas.

It is also noted that Sites NE8, NE10 and NE11 which are also being considered for allocation but were not included for detailed Green Belt assessment as they are within the “Broad Areas Assessment”. This omission of a detailed assessment highlights the remote nature of these sites specifically.

From the scores given in the Green Belt review it is clear that the parcel adjoining Watling Street Business Park (Site W2) provides the least contribution to the purposes of the Green Belt of all the employment sites being considered and unlike other potential employment sites no impact on the coalescence of Cannock and Norton Canes.

<table>
<thead>
<tr>
<th>LPP2 Ref</th>
<th>GBS Ref</th>
<th>Location</th>
<th>P1</th>
<th>P2</th>
<th>P3</th>
<th>P4</th>
<th>P5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE18</td>
<td>C19</td>
<td>Kingswood Lakeside 2 (north)</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>CE17</td>
<td>C20</td>
<td>Kingswood Lakeside 1 (south)</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>CE56</td>
<td>C16</td>
<td>Wider parcel including land at junction</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>NE5</td>
<td>W1</td>
<td>Land Parcel including Turf Field</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>CE19</td>
<td>GW1</td>
<td>Land between A5 and M6 Toll</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>RE25</td>
<td>R9</td>
<td>Land south of “The Levels” Industrial Estate, Rugeley</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>CE20</td>
<td>W2</td>
<td>Land at Watling Street Business Park</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>4</td>
<td>9</td>
</tr>
</tbody>
</table>
4.0 Employment Land Assessment

As indicated in chapter 3, the Local Plan (Part 2) is currently being prepared by the Council and as part of that process it is currently considering its approach to the employment requirements of the District.

The Employment Needs of the District

LPP2 is currently consulting on the sites which can deliver the 88ha minimum requirement from LPP1. However, in the context of future employment land requirements, there exists considerable uncertainty over whether that 88ha minimum requirement remains a robust figure. Whilst it will be the role of LPP2 to consider this issue, there are three factors which would suggest this requirement should be increased:

- **Firstly**, the 88ha remains a minimum figure from the LPP1 and this was based on an evidence base which suggested the employment requirement could be a range of up-to 110ha to 2028 and 130ha to 2031. The 88ha figure was very much at the lower end of this range and the Council’s employment report concluded that should Cannock continue to accommodate large-scale warehousing schemes, as has been the case, then this could necessitate higher levels of provision above the 88ha. As explained later in this document this situation has taken place;

- **Secondly**, the employment land review which established the 88ha figure (by NLP) was undertaken in 2012 and is now some 5 years old and based on Experian economic forecasts and modelling at that time. The Council does not appear to have re-visited that economic modelling work. The updated Experian forecast appears to indicate justification for an uplift;

- **Thirdly**, LPP2 is suggesting the plan should provide for an additional 1,000 homes from Birmingham’s overspill requirements. In this respect it is important to ensure local job opportunities are provided in Cannock to cater for this increased labour supply in a balanced and sustainable manner. A point acknowledged by the LPP1 Inspector’s report (paragraph 25) where he supported the 88ha employment requirement, stating this was balanced with the 5,300 dwelling requirements of the Local Plan: “The strategy provides a balance between new housing and employment development, meeting housing needs without reducing jobs or the workforce.”

Not only is the 88ha figure a minimum requirement, given the above, it would appear that the Council should be considering whether, based on up-to-date information, it remains a robust assessment of employment needs.
Aerial view from the north
4.0 Employment Land Assessment

The Employment Land Supply in the District

St Modwen has assessed the employment land supply within the District and as explained below, the picture is clear that there is insufficient land available to accommodate even the 88ha minimum requirement from LPP1 and also a very limited current pool of available supply.

The existing completions and the sites that make up the supply of employment land are outlined within the draft LPP2 and the Council’s Employment Land Availability Assessment 2016 (ELAA 2016). It acknowledges that removing the Mill Green site (which now has consent for retail) from the available supply would also leave the Council in a land supply deficit.

Table 1 clarifies the Council’s understanding of there being insufficient land within the ‘available’ supply to meet the minimum 88ha employment requirement, with a 3ha deficit. The second part of this table makes an assessment of the actual ‘available’ supply as at December 2016. LPP1 expected 26ha of employment land at Kingswood Lakeside over the plan period (30% of the total requirement for the District). As a result of recent completions and commitments at this site, the actual supply available to the market amounts to only 2.7ha or just 3% of the 88ha requirement.

Simply based on the Council’s own assessment, it is clear there is both insufficient land to meet the 88ha minimum requirement and also insufficient B Class employment land in the District to cater for the next 12 years and the 2028 plan period requirement.

Table 1: Summary of completed and available sites

<table>
<thead>
<tr>
<th>Source of supply</th>
<th>Supply (in h-</th>
<th>% Supply against Local Plan Target (88ha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completions 2006-15</td>
<td>46</td>
<td>52%</td>
</tr>
<tr>
<td>All Available sites (minus Mill Green)</td>
<td>39</td>
<td>44%</td>
</tr>
<tr>
<td>Total Supply Identified</td>
<td>85</td>
<td>97%</td>
</tr>
</tbody>
</table>

Source: draft LPP2 (2016)

NB. Available supply at Kingswood Lakeside as of December 2016 (accounting for sites under construction and commitments) | 2.7 | 3%
Qualitative Employment Provision at Cannock

Whilst the Council’s own assessment demonstrates a deficiency in supply, St Modwen has undertaken a further detailed review of the current employment land position and this information is supplied in a separate submission to the LPP2 consultation. The key findings regarding this site by site assessment of supply illustrate a number of inconsistencies in the methodology of including sites within the ‘available supply’ based on the Council’s 2016 Employment Land Review.

<table>
<thead>
<tr>
<th>Table 2: Summary of findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CCDC</strong></td>
</tr>
<tr>
<td>Completions 2006-15</td>
</tr>
<tr>
<td>Available Supply</td>
</tr>
<tr>
<td>Total Supply (2006-2028)</td>
</tr>
<tr>
<td>Local Plan Part 1 Requirement</td>
</tr>
<tr>
<td>Balance</td>
</tr>
</tbody>
</table>

This assessment process demonstrates the employment land supply position at Cannock is in a far worse position than that being portrayed by the Council. Using this information, as indicated above, the ‘total supply’ is only 76ha, making the deficit significantly greater at **13 hectares of land**.

In St Modwen’s view it is therefore essential that the Council take the opportunity through Part 2 of the Local Plan to meet its minimum requirement for employment land provision.

In addition to numerical requirements for employment land at Cannock, an assessment of the Council’s employment completion records has illustrated a very significant component of the Council’s employment land which has come forward in recent years has focused on the Kingswood Lakeside site. This has however, progressed with primarily large format, storage/distribution or high-tech units, as anticipated by the Council.

Further employment areas have not come forward in the manner expected, and others, such as Mill Green which would have contained a mix of unit size and users, have been removed from the supply completely.

There is therefore now a deficit in new, small-medium sized, mixed-use units that would appeal to a different market sector to those businesses looking to locate at Kingswood Lakeside. Such units currently exist at the existing Watling Street Business Park, although as stated in the following section, are fully occupied.
4.0 Employment Land Assessment

Employment Uses at Watling Street Business Park

The existing Watling Street Business Park currently occupies an area of 6ha. The site is both owned and managed by SMD. The site is attractive to the employment market, given its excellent locational linkages direct off the A5 and close to the M6 Toll Road. The site comprises 17 units and 5 compound areas which are set out on Table 3. Table 3 also includes the current occupiers of each unit.

The schedule demonstrates the variety of unit sizes that are available within the Business Park. This variety has been part of the key to attracting and retaining tenants over the years. By comparison with the land provision at Kingswood Lakeside and Tower Business Park, the unit sizes are of a considerably smaller format and attractive to a more local/regional market sector, with the maximum building unit size of 4,518 sqm (48,632 sq ft) and an average unit size of 800sqm.

Table 3: Occupancy of Watling Street Business Park

<table>
<thead>
<tr>
<th>Unit</th>
<th>Size (sqm GIA)</th>
<th>Current Occupier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1</td>
<td>303</td>
<td>Nicholas John Thake</td>
</tr>
<tr>
<td>Unit 2</td>
<td>786</td>
<td>Icon Exhibitions Ltd</td>
</tr>
<tr>
<td>Unit 3</td>
<td>899</td>
<td>Icon Exhibitions and Display Ltd.</td>
</tr>
<tr>
<td>Unit 4</td>
<td>656</td>
<td>Nigel Ashley Bailey &amp; Kim Alexa Bailey</td>
</tr>
<tr>
<td>Unit 7</td>
<td>50</td>
<td>David Stockwell</td>
</tr>
<tr>
<td>Unit 8A</td>
<td>238</td>
<td>Universal Hose Limited</td>
</tr>
<tr>
<td>Unit 8B</td>
<td>197</td>
<td>Midland Caravan &amp; Leisure Limited</td>
</tr>
<tr>
<td>Unit 8C</td>
<td>300</td>
<td>Cannock Tachograph Centre Limited.</td>
</tr>
<tr>
<td>Unit 9A</td>
<td>384</td>
<td>Peppermill Antiques Ltd.</td>
</tr>
<tr>
<td>Unit 9B</td>
<td>257</td>
<td>Stephen Robert Griffiths</td>
</tr>
<tr>
<td>Unit 9C</td>
<td>393</td>
<td>Pro Freight Solutions Ltd.</td>
</tr>
<tr>
<td>Unit 10</td>
<td>2,006</td>
<td>Medical Gas Solutions Limited</td>
</tr>
<tr>
<td>Unit 16</td>
<td>4,518</td>
<td>Pro Freight Solutions Ltd.</td>
</tr>
<tr>
<td>Unit 16A</td>
<td>1,504</td>
<td>PRM Green Technologies Limited.</td>
</tr>
<tr>
<td>Units 21 &amp; 22</td>
<td>1,129</td>
<td>J &amp; L Fleetcare Limited.</td>
</tr>
<tr>
<td>Oak House</td>
<td>393</td>
<td>Action Today Group Limited</td>
</tr>
<tr>
<td>Compound 1</td>
<td>2,300</td>
<td>Cannock Commercials Ltd.</td>
</tr>
<tr>
<td>Compound 2</td>
<td>3,270</td>
<td>Cannock Commercials Ltd.</td>
</tr>
<tr>
<td>Compound 3</td>
<td>2,245</td>
<td>Kevin Homer</td>
</tr>
<tr>
<td>Compound 4</td>
<td>2,570</td>
<td>CPC CIVILS Limited</td>
</tr>
<tr>
<td>Compound 5</td>
<td>4,845</td>
<td>Clarkes Cabin Transport Limited</td>
</tr>
</tbody>
</table>
Current Occupancy Plan
4.0 Employment Land Assessment

The sizes and formats of units available at Watling Street have proven to be extremely successful, to the extent that all of the units are currently occupied (March 2017) which equates to a 100% occupancy rate. This high occupancy rate also positively reflects St Modwen’s effective operation of the Business Park as estate managers.

In addition, over half of the tenancy agreements for the units exceed 5 years with some occupiers signed up for over 10 years. The lack of vacancies and the length of the tenancy agreements demonstrate the significant demand for units of this type in this location. There has also been significant recent investment in the Business Park by St Modwen, including the complete refurbishment and modernisation of Unit 16. The unit has since been occupied by Pro Freight Solutions Ltd who were seeking a unit to expand their existing local operation. Currently no expansion unit exists.

This assessment illustrates the success of this site’s location and the employment land/unit offering at Watling Street. Overall, as demonstrated in the following sections, the available land to the south and west of the Park which is within St Modwen’s ownership would enable an expansion to the Park, in a location attractive to the market.

St Modwen is promoting the expansion and would construct the units and then operate and manage the Business Park going forward. Their track record and “all-in-one” involvement gives certainty to the deliverability of the proposed development and provides reassurance for on-going management of the site.
Employment Land Assessment

Northerly view from the southern site boundary

Westerly view from the south eastern corner of the site
5.0 Highways & Transport

A highly sustainable location for development.

Local Highway Network

Watling Street Business Park is accessed directly from the A5 Watling Street by way of an all-movements priority controlled T-junction.

The A5 Watling Street is a strategic link, part of the national strategic highway network maintained by Highways England (HE). The section of the A5 onto which Watling Business Park gains access runs between Tamworth / the M42 (to the east) and Cannock / the M6 (to the west).

Sustainability

Watling Street Business Park is situated within a walking / cycling distance of less than 2km from the whole of the residential area which makes up Brownhills West whilst parts of residential areas within the wider Brownhills area, Little Norton and Norton Canes are also situated within a 2km walking / cycling distance of the Business Park.

The public transport system in the area consists of bus services 3/3A (running every 30 minutes), 10A (running every 20 minutes), 936 and 937/937A (running every 30 minutes), all of which stop along the A5 (within the vicinity of the Rising Sun Island), together with train services from Landywood and Cannock (3.75km to 5km from the site).

The existing bus services stopping within the vicinity of the site provide regular links to locations including Cannock, Walsall and Birmingham. Bus services 3/3A travel via Cannock Rail Station, enabling connections to be made with train services running via the station.

The rail stations at Cannock and Landywood are situated on the Birmingham New Street to Rugeley Trent Valley line, which also passes through Bloxwich, Walsall and Hednesford.

The location of the Watling Street Business Park can therefore offers excellent opportunities for employees and visitors to travel to and from the site by sustainable modes of transport.

Access Proposals

Following consultation with Highways England (HE), alterations to the access to the site is proposed in a means of left-in, left-out arrangement, is considered to offer the best potential access solution, when taking into account design standards and highway capacity. A preliminary design of the proposed arrangement is shown adjacent.

The proposed left-in, left-out arrangement is based upon alterations to the existing BP access and would meet with the HE ‘expressways’ concept to improve flows along major A-roads through the increased use of left-in, left-out access arrangements along the routes.

Pedestrian crossing facilities, in the form of a footway on the eastern side of the site access and an uncontrolled crossing point, will also be incorporated into the proposed scheme to aid pedestrians crossing the A5 to the east of the site access.
Proposed realigned kerbline

Existing kerblines
to prevent Right Turn traffic

Proposed kerbed central reservation
with associated illuminated bollard & high level lighting

Proposed advanced kerbed central island

Advanced signage to be provided to inform eastbound drivers that they can no longer make right turn manoeuvres into Watling Street Business Park

Proposed 2m wide footway

Legend

Existing retained trees

Proposed 2m wide footway

Extent of localised carriageway widening of Huntingdon Road to accommodate central pedestrian island

5.0
Highways & Transport

Proposed Left-In, Left-Out Arrangement

Proposed kerbed central reservation
to prevent Right Turn traffic

Existing kerb/line

Proposed realigned kerb/line

Proposed advanced kerbed central island

Watling Street, Cannock Vision Document

27
5.0 Highways & Transport

Trip Generation and Distribution

Vehicle trip generation associated with the proposed extension to the Business Park (assessed on the basis of a 5Ha (approximately 15,000m²) floor area extension) has been estimated using both existing traffic generation levels from the Business Park and using survey information from similar developments located across the country.

The vehicular trips generated by the proposed development have been distributed on the local highway network in accordance with existing origin-destination travel to work information for car drivers from the 2011 Census for the Middle Layer Super Output Area (MLSOA) ‘Cannock Chase 013’, which contains the Watling Street Business Park.

Capacity Assessment

The results of capacity assessments undertaken at the Business Park access along the A5 demonstrate that the improved junction can accommodate the future traffic generated by the proposed development, and provide sufficient capacity to serve the extended Business Park.

The results of capacity assessments also demonstrate that the proposed development will have an insignificant effect upon the wider highways network.

Based on the capacity assessment results produced, HE has confirmed that additional mitigation measures will not be required at other junctions along the A5 such as Turf Island along strategic highway network.

Consultation

Due to the location of the Business Park site access, along the A5, HE have been consulted on the proposals throughout the transport work produced to date. Staffordshire County Council (SCC) and Walsall Council (WC) have also been consulted on the scheme as they are responsible for local highway network within the vicinity of the site. SCC have confirmed they have no objections to the proposals based on the work produced to date.
Further Work

A detailed layout of the proposed left-in, left-out site access arrangement has been drawn up (refer to page 27) and a Stage 1 Road Safety Audit and Non-Motorised User context report produced. This has been assessed and approved by Highways England.

Any subsequent planning application would be accompanied by a comprehensive Transport Assessment (TA) prepared following scoping discussions with HE, SCC and WC. A Framework Travel Plan would also be produced for the whole Business Park site setting out the approaches to be adopted to encourage sustainable modes of transport, helping to mitigate the traffic implications of the proposed development scheme.
6.0
Landscape Character & Visual Resources

The environmental capacity of the potential site has been investigated through both site assessment and desk study.

Topography

The topography of the landscape in the vicinity of the site is relatively flat with gentle slopes within the western part of the site. Land within the site lies at around 155 m AOD to 144 m AOD, falling to the west. A pond is located within the south eastern part of the existing Business Park. Other localised features include disused basins adjacent to the Cannock Extension Canal.

Topography within the wider landscape is more varied with prominent hills situated at Brownhills (up to 180 m AOD at Shire Oak Hill) to the south west, and at Heath Hays (up to 200 m AOD) to the north. Other landform include shallow valleys along the watercourses such as Wash Brook and Crane Brook. Another local feature includes Chasewater which is located to the north of the M6 (Toll).
6.0 Landscape Character & Visual Resources

Visual Amenity

FPCR Environment and Design Ltd have undertaken a Landscape and Visual appraisal of the site. Views of the site from the surrounding landscape are much restricted due to the combined screening effects of existing urban fabric and vegetation cover. Within the vicinity of the site there is an established framework of tree belts and woodlands along with existing buildings situated within the Business Park often restricting local views.

Consequently the site is well screened from both Watling Street and the Cannock Extension Canal. Occasional gaps in the vegetation cover allow views towards the site. However tree belts situated along the perimeter of the existing Business Park and proposed expansion land (Ref Viewpoint 3) prevent views across the site itself.

Views towards the site from the public rights of way network are limited to footpaths situated within fields to the south and east of the site (Ref Viewpoints 1 & 2). Well established tree belts situated along the site’s southern perimeter are a prominent feature within these views, and prevent wider views to the north across the site.

There are no other longer distance views towards the site from the wider landscape or surrounding settlements. In summary the site has a very restricted zone of visual influence and could potentially accommodate employment development with minimal harm upon local and more distant views.
6.0 Landscape Character & Visual Resources

PHOTO VIEWPOINT 1: View from the public footpath to the west of the site

PHOTO VIEWPOINT 2: View from a public footpath adjacent to Lime Lane

PHOTO VIEWPOINT 3: View from the towpath on the Cannock Extension Canal
6.0 Landscape Character & Visual Resources

Landscape Character

National Character
At a broad scale the majority of the site lies within Natural England’s National Character Area (NCA) No. 67 Cannock Chase and Cank Wood. NCA No. 67 covers a large part of the Birmingham and Black Country conurbation. Consequently the landscape is extremely varied including extensive areas of urban development interspersed with farmland. There are no major rivers within the area but canals are a significant feature and major transport routes also cross the NCA.

With regards to future changes as a result of development within the NCA, this provides opportunities for enhancing both the landscape quality and biodiversity value through green infrastructure.

County Character
Staffordshire County - Planning for Landscape Change: This Supplementary Planning Guidance was originally prepared to support the Staffordshire and Stoke on Trent Structure Plan 1996-2011. Although this has now been revoked the guidance may inform decisions at a County level relating to land use and land management. The Landscape Character Assessment places the site within the Coalfields Farmland landscape character type, which are described as “sparsely wooded landscape of former mining villages and small to medium sized hedged fields on undulating plateaux close to large population centres...This is an area close to, and being pressurised by, the urban fringe, with post war ribbon development and visible adjacent built up areas. Characteristic landscape features: flat landform, mixed arable and pasture farming; heathy pioneer woodlands; commons; medium scale hedged field pattern; hedgerow oaks; well treed brook courses; narrow winding lanes; canal. Incongruous landscape features: Derelict land; busy roads; industrial estates; urban edges; old industrial artefacts.

Potential value of new woodland planting. Very high, to maintain a wooded character to the landscape as field patterns decline, to restore areas of derelict land to reflect the character of the surrounding landscapes, and to screen intrusive elements within the landscape.”

District Character
The Landscape Character Assessment of Cannock Chase District was undertaken to assist Cannock Chase District Council in identifying areas for landscape conservation, improvement or regeneration. The LCA places the site within the Planned Coalfield Farmlands, Landscape Character Type (LCT) within Land Cover Parcel 22e. The Vision Statement for the Planned Coalfields Farmlands includes the following:

“Any expansion of the industrial land to the south of the A5 should be accompanied by appropriate woodland planting to contain the development and to strengthen the heathy character of the area. A matrix of mixed woodlands, wet grassland, secondary woodland and heathland would unify this area and would contribute to the Biological Enhancement Area Initiative.”
The site has been subject to a wide range of ecological surveys such that the existing ecological baseline can be fully understood and in turn used to inform emerging development proposals for the site.

Site Survey

Ecological surveys undertaken during 2016 include an extended Phase 1 Habitat Survey as well as surveys for Badger, birds, Bats, Great Crested Newts, Reptiles and Water Voles.

From these surveys, it is considered that the emerging development proposals for the site can fully retain and indeed enhance the ecological value of the site, ensuring that opportunities for protected and notable faunal species are maximised in the long-term, as set out below.

Habitats

Habitat surveys of the site have identified the majority of the habitats present to be of negligible ecological value, comprising extensive areas of intensively managed arable land as well as large areas of hardstanding and pre-fabricated buildings which are associated with Watling Street Business Park. The habitats of greater interest within the site include the woodland, mature tree belts and waterbodies within the site, albeit the latter on account of the opportunities they provide faunal species.

Protected Species

The extensive suite of faunal surveys have identified that the site provides only relatively limited opportunities for protected and notable species. Indeed specific surveys for reptiles, Badgers and Water Voles found no evidence of these species either within the site or its close proximity.

Of note however is the presence of Great Crested Newt breeding ponds outside but within a close proximity of the site. These ponds support a small population of this protected species. Given the proximity of these ponds to the site, and the presence of suitable terrestrial habitats such as woodland and tree belts within the site, it is considered likely that the local Great Crested Newt population will utilise the site for foraging and resting purposes.

Bat activity surveys have identified the woodland, treelines and pond within the site to provide suitable foraging and commuting opportunities to a small range of generally common bat species although activity was generally found to be low. It is noted that similar and improved foraging and commuting opportunities for bats are present in the local area, where extensive areas of woodland and a wide number of large waterbodies are present.

The treelines and woodland offers suitable nesting and foraging opportunities to a range of bird species.

Mitigation

The emerging development proposals for the site seek to retain those habitats and features of relatively higher ecological value, with development largely confined to areas of arable habitat which are of very limited intrinsic ecological value. Habitats of relatively higher value within the context of the site, namely the tree belts, woodland, and, to some extent, the on-site waterbody will for the most part be retained post-development, the only loss being a small length of tree belt in the south-west of the site in addition to minor losses for access.

In order to mitigate for any minor losses and indeed to represent an overall enhancement to the habitats within the site, emerging proposal will include areas of new habitat creation. This will include new structural planting to bolster existing hedgerows and to extend
Ecological Features Plan

Key
- Ownership Boundary
- Arable
- Woodland/Trees
- Field Margins and Ruderal Vegetation
- Tree Belt
- Building
- Hardstanding
- Waterbody
- Trees with Bat Roost Potential
- Waterbody with GCN present

Watling Street, Cannock Vision Document
areas of woodland as well as the delivery of new habitats in the form of wet grassland and ephemeral waterbodies provided within the proposed detention basins and swales. Habitat connectivity within the wider area will retained and strengthened, with the bolster planting of the tree belts particularly along the southern boundary, enhancing connections between areas of woodland to the east and west of the site.

Opportunities to create habitats for protected species will be increased through the implementation of the proposed landscaping measures which will provide enhancements to the sites value for:

**Bats.** Providing stronger commuting and foraging corridors and increased areas of suitable foraging habitat within greenspace and planted areas. Roosting opportunities will be provided through the installation of a number of bat boxes on suitable retained trees. The vast majority of existing trees noted to be of potential value to roosting bats are to be safeguarded as part of the development proposals.

**Amphibians (Great Crested Newts).** The delivery of new wetland features within the site will offer potential new breeding opportunities for the local GCN population, whilst new areas of wet meadow grassland as well as new structural planting in the form of woodland and hedgerows will provide enhance foraging and hibernating opportunities for this faunal group.

**Birds.** The retention of existing nesting habitats as well as the provision of additional areas of native structural planting and public open space will provide opportunities for nesting and foraging birds within the site. Further opportunities for enhancement may include the inclusion of a range of berry bearing shrubs in the planting scheme for the site, in addition to the provision of a range of nesting boxes which could be situated on trees or buildings within the site.

**Designated Sites**

A small number of statutory designated sites are also located within a close proximity of the site. Those designated at the European / International level (including any underpinning Site of Special Scientific Interest) are discussed in more detail in the European Sites section over the page.

In addition to those Sites of Special Scientific Interest (SSSI) further designated at the European level, Chasewater and the Southern Staffordshire Coalfield Heaths SSSI is also situated within the locality of the site. On the basis that the emerging scheme seeks to deliver employment infrastructure and that this SSSI is separated from the site by areas of open countryside, it is not considered that there are any potential impacts which would give rise to any significant adverse impacts on these sites, either directly or indirectly, as a result of the development proposals.

The site lies directly adjacent to the A5 (Rough Grassland South of) Retained Grade 1 Site of Biological Importance (SBI), which is designated on account of its grassland habitat. The emerging development proposals will avoid any direct impacts on this SBI. Moreover, the implementation of standard engineering protocols and best practise during construction will be sufficient to
avoid any significant indirect impacts upon this SBI during construction. Given that the emerging scheme would be for employment use, it is not considered that development proposals would result in an increase in recreational pressure on adjacent land during the operational phase of development. Given the separation of the site from any other non-statutory sites it is not considered that any significant adverse impacts would result from the emerging development proposals.

**European Sites (Cannock Chase SAC and Cannock Extension Canal SAC & SSSI)**

The site lies within a close proximity of two European Designated sites, Cannock Extension Canal Special Area of Conservation (SAC), which lies to the west of the site boundary, and Cannock Chase SAC, which lies approximately 7.5km to the north-west. Each of these European sites are also afforded SSSI designations. Given the proximity of these European sites, specific consideration has been given to the potential for adverse impacts to result from the emerging development proposals.

Careful consideration will be given to the reasons for designation of the European sites (including their underpinning SSSI’s), the Conservation Objectives for these sites, and the potential routes by which the emerging development proposals could result in significant effects on the SAC.

Subject to further HRA assessment works, it is likely that in respect of Cannock Extension Canal SAC/SSSI, a suite of mitigation and avoidance measures would be proposed in order to ensure that significant adverse impacts are avoided.

In respect of Cannock Chase SAC/SSSI, given the separation of this European Site from the proposed scheme (7.5km distance), and that the scheme is not residential in nature there would not be any requirement for additional avoidance or mitigation measures to ensure that adverse impacts are avoided.

Chasewater and the Southern Staffordshire Coalfield Heaths Site of Special Scientific Interest (SSSI) is also situated within the locality of the site. Again given that the emerging scheme seeks to deliver employment infrastructure and that this designated site is separated from the site by areas of open countryside, it is not considered there is potential impacts for any significant adverse impacts on these sites, either directly or indirectly, as a result of the emerging development proposals.

**Summary**

In light of the survey work and assessment undertaken at the site, and subject to future works, the emerging development proposals would not result in any significant adverse impacts on biodiversity. The proposals will realise opportunities to deliver a range of ecological enhancements at the site through retaining and enhancing those features of relatively greater ecological value and moreover delivering new semi-natural habitats which will in turn provide improved opportunities to a faunal species. Appropriate measures are proposed to ensure that potential adverse impacts on European designated sites may be fully avoided and mitigated for as part of the emerging development proposals.
Arboriculture

FPCR have undertaken an arboricultural appraisal of the site. Tree cover across the site was mostly found in groups of trees forming the field parcel boundaries. There were several individual trees located either within the tree groups or within a field parcel which had been assessed separately due to the size and/or species compared to the surrounding tree cover. There were also two woodland parcels of varying qualities adjacent to the canal on the western boundary.

English Oak was the primary species for the individual trees but also was consistently found forming the tree groups along with species including ash, and smaller forms of Hazel, Hawthorn and Holly. The majority of the tree cover throughout the site was assessed as mature in age and having moderate quality.

The vast majority of trees and hedgerows can be retained within an enhanced green infrastructure framework and supplemented with additional belts of tree planting.
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NOTES

SOME TREES MAY BE SUBJECT TO STATUTORY CONSTRAINTS. IT IS THEREFORE ADVISED THAT NO WORKS SHOULD BE UNDERTAKEN TO ANY TREES WHolly OR IN PART WITHOUT WRITTEN CONSENT OF FPCR ENVIRONMENT AND DESIGN LTD.

Key
- Category U - Trees / Groups Unsuitable for Retention (BS 5837:2012)
- Category A - Trees / Groups of High Quality (BS 5837:2012)
- Category B - Trees / Groups of Moderate Quality (BS 5837:2012)
- Category C - Trees / Groups of Low Quality (BS 5837:2012)
- Root Protection Area (The RPA has been altered where appropriate to reflect underground constraints)
- Individual / Group Number and BS5837:2012 Category
- Indicative Shade Pattern (in accordance with BS5837:2012 where appropriate)

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Scale 1:2000 @ A3

FIGURE 2

Watling Street Business Park

FIGURE 2

Watling Street, Cannock Vision Document

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8.0 
Heritage

The area immediately surrounding the proposed development has been examined to assess the nature of the surrounding heritage sites, and to place these sites within their archaeological and historic context.

Historic Context

The sources consulted were:

- Staffordshire Historic Environment Record (HER);
- Historic England and Local Planning Authority for designated sites;
- Historic mapping (available online); and
- Historic aerial photographs available on Google Earth.

An approximate study area of 500m around the proposed development has been examined to assess the cultural heritage potential within the site itself and the surrounding area. This assessment does not attempt to plot and review every archaeological find and monument, rather it aims to examine the distribution of evidence and to use this to predict the archaeological potential of the study area and the likely significance of the development proposals on those remains.

There are no World Heritage Sites, Scheduled Monuments, Listed Buildings, Registered Parks and Gardens, Registered Battlefields or Conservation Areas within the 500m study area. The closest listed building to the proposed development is located approximately 1.4km to the south west. It is anticipated that there will be no, or negligible effects upon these setting of these designated assets.

There are assets of prehistoric, early medieval and medieval date recorded within the study area. There is one asset of Roman date recorded within the study area. The course of Watling Street Roman road (01140) is followed by the modern A5 and forms the northern boundary of the site.

There is one asset of post-medieval date recorded within the study area. Earthworks suggestive of ridge and furrow or later drainage features identified from aerial photography (53475) are located to the south east of the proposed development but outside the site. The Industrial period is the best represented period, as 16 assets of this date have been recorded within the study area. The majority of these assets relate to industrial activities which exploited the landscape of the study area. There are two collieries recorded within the study area; Brownhills Colliery and Conduit Colliery. There are three pits associated with Brownhills Colliery (20450, 53913 & 20512) recorded within the study area along with a former colliery building (53473). The extent of Conduit Colliery extends into the proposed development but this is where buildings are currently located (53470).

The increased industrial activity within the landscape led to an increase in the transportation networks, which grew in order to move goods and materials around the country. The Cannock extension of the Wyrley and Essington Canal (02225) extends to the west of the site and the location of a double canal basin (53471) associated with the canal is located immediately adjacent to
the western boundary of the site. In addition to the canal, there are also the routes of a number of former railways and tramways which cross the study area. The route of the Norton Branch Extension of the London and North Western Railway (20508) passes to the east of the study area and has been dismantled. There are also a number of mineral railways tramways recorded within the study area which linked the colliery pits with the main transportation of the canal and railway (53462, 53472, 53474 & 53914). The route of one of these former tramways (53472) extends through the proposed development.

The remaining assets of Industrial date are the location of three farms (57114, 57115 & 57111) and the route of a late 19th century turnpike road (58509) which follows the course of the Roman and modern road.

The historic landscape character and historic environment character of the proposed development is a mixture of fieldscapes and an industrial complex. A small area of plantation is also located within the proposed development.

The 1884 Ordnance Survey (OS) map (Staffordshire, 1:2,500) shows the majority of the proposed development as a series of open fields. Conduit Colliery (53470) is shown as a series of pits and shafts, as well as miscellaneous buildings. The route of the tramway (53472) linking the colliery to the canal is also marked. Brownhills Colliery is shown immediately to the east of the proposed development. There is little change to the proposed development shown on historic maps until the 1902 map which shows Conduit Colliery as a series of old pits and shafts. The tramway is no longer shown. The 1938 map shows the site as a series of fields. A small works and garage are noted to the north of the proposed development on the 1961 map.
Archaeological/Heritage Potential and Constraints

There are two assets recorded within the proposed development, Conduit Colliery (53470) and a tramway (53472), both of which date to the Industrial period. The route of the tramway (53472) is visible on current aerial photography which suggests there is the potential for sub-surface remains to survive. Although it is currently unknown how the foundations of the proposed development will be constructed on the site laid out, it is possible that it will have a negative effect upon any remains of the tramway, as well as any previously unrecorded archaeological remains.

As part of the mitigation and during the initial construction phases of the development, topsoil strip could be monitored by a qualified archaeologist. This will further inform the archaeological potential of the proposed development as well as informing the requirement for any further intrusive archaeological work. This should also be undertaken in consultation with the Local Planning Authority Archaeologist.

Although there is potential for some archaeology within the proposed site the potential and nature of any archaeological remains are unlikely to prevent development.

Summary
Development of the site will have no material impact upon any identified built heritage assets.
9.0 Flood Risk & Drainage

This Flood Risk and Drainage Strategy has been prepared to give initial guidance to the baseline scenario regarding flood risk and drainage strategy at this site.

Introduction

This section assesses the flooding potential at the site and also proposed and also proposed drainage strategy.

Definition of the Flood Hazard and Probability

Fluvial Flood Risk

The site is remote from any Main Rivers or substantial ordinary watercourses.

There are two minor watercourses indicated to be present to the west of the site beyond Lime Lane. The Environment Agency Flood Map indicates that the site is not at risk of flooding from these minor watercourses or any Main Rivers.
Surface Water (Pluvial) Flood Risk

The undeveloped areas of the site lie in an open arable farming area which has steady falls. The undeveloped site falls from east to west in line with the general topography of the locality. The Gov.UK Surface Water Flood Mapping included above as Figure 1.1 indicates that the site is generally at very low risk of surface water flooding. The potential for surface water flooding is indicated at the existing surface water drainage pond at the east of the existing Business Park and at the pond to the east of the canal.

The development areas (extension of the Business Park) is not at significant risk of flooding from surface water runoff from adjacent land.
9.0 Flood Risk & Drainage

Flood Risk from Ground Water

A desktop search has been undertaken for this site, demonstrating it to be underlain by the following geology. Superficial deposits - “Till, Devensian – Diamicton” and Bedrock - “Pennine Middle Coal Measures Formation - Mudstone, Siltstone and Sandstone.” The superficial and bedrock deposits are likely to have low permeability.

The site is generally free from any standing water or boggy ground. The only exceptions being at the extreme east and west of the site around the existing ponds.

It is therefore confirmed that the site is not at significant risk of flooding from ground water.

Flood Risk from Sewers and Infrastructure

There are no adopted sewers indicated to cross the site or to lie within close proximity of the site.

The Gov.UK flood risk mapping indicates that the site does not lie in an area that is at risk of flooding from reservoirs. The site is not within close proximity of any wet process industrial works.

The Cannock Extension Canal that lies to the west of the site lies at a lower level than all but the extreme west of the site. The water levels in the canal are regulated and do not present a significant source of flood risk to the site.

The sewers and infrastructure flood risk source can therefore be discounted as a significant source of flood risk to the site.

Flood Hazard and Probability Conclusions

The site lies in the low risk Flood Zone 1 where the risk of flooding from all of the above potential sources of flood risk is considered to be low and less than 1 in 1000 in any year.

Flood Risk and Sustainable Drainage Strategy

The proposals are for the construction of an extension to the existing Business Park. In accordance with the NPPF, the proposed business use falls under the less vulnerable category.

The technical guidance to the NPPF states that all forms of development are appropriate within Flood Zone 1.
Sustainable Drainage Proposals

The site is understood to be underlain by superficial deposits and bedrock with a low permeability. From this desktop assessment of the site’s geology it is assessed that there is a low potential for the use of infiltration SuDS at the site.

It is noted that the surface water drainage from the existing Business Park drains to the pond to the east of the site. This is via a piped system. The existing drained Business Park areas are higher and can drain towards the east under gravity. The undeveloped areas of the proposed Business Park fall towards the west, other than at the initial interface with the existing eastern pond. The majority of the undeveloped areas of the site fall towards the existing pond to the east of the canal.

The strategy for the drainage of the Business Park extension are in accordance with the hierarchy for surface water disposal as set out in Part H of the Building Regulations. This hierarchy notes that surface water should be drained by infiltration. Where this is not practicable it should be drained to a watercourse or waterbody. Where neither of the above are practicable, discharge should be made to a sewer.

Infiltration Drainage

If viable surface water would be drained to ground in line with best practice. In this case the potential for surface water drainage to ground by infiltration appears to be low. The viability of the use of infiltration drainage would be investigated further by way of an intrusive site investigation at the detailed design stage.

Drainage to a Watercourse or Waterbody

The existing pond to the west of the site is below the lowest level of the site and appears to be sufficiently deep to be able to be utilised as a surface water outfall from the site. This pond was noted to be predominantly dry at the time of the site visit with a standing water below the level of the adjacent canal. Water drains from the pond under the canal to the minor watercourses to the west of the canal.

This pond would therefore provide a viable outfall for surface water from the site.

Proposed Outline SuDS Surface Water Drainage Strategy

It is proposed that the impermeable areas of the developed site will be drained to the existing pond to the west of the site at an attenuated rate. The site divides into two key catchments to the north west and south west. The greenfield runoff rate from these site areas has been assessed in accordance with the ICOP for SuDS. The resulting mean annual greenfield runoff rates (QBAR RURAL), based on a low permeability soil value of 0.45, are 8.2 l/s and 15.8 l/s respectively.

It is proposed that the surface water discharge is limited to the mean annual greenfield runoff rates and water flows will be restricted back to these rates in all storms up to and including the critical duration 1:100 year plus 40% climate change rainfall event.
The Business Park will be served by a privately managed SuDS surface water drainage systems. Two open detention basins are proposed as SuDS site control. The detention basins would offer water quality improvements and provide final site control to limit off site flows to the allowable discharge limit.

The impermeable area of the proposed development has been assessed on the basis of a typical 95% impermeability from the two development catchment site areas.

Microdrainage source control calculations have been undertaken based on the allowable discharge rates and attenuating flows from the peak 1:100 year plus 40% climate change rainfall event. Two shallow dry basins are proposed at this feasibility stage. These ponds would be located along the low western side of the site.

The final form of the SuDS to be incorporated in this scheme, to give the necessary water quality improvements, will be developed as the scheme design progresses.

There are no adopted foul water sewers in local area of the site. The closest adopted foul sewer lies circa 900m to the east of the site along the A5. The existing foul sewerage is drained via gravity to cess pits which are served by tankers.

A discharge of foul water from the proposed development to the adopted sewers via a new pumped connection or an extension to the existing cess pit arrangement is proposed.
9.0 Flood Risk & Drainage

**Recommendations**

The following recommendations are made to mitigate any flood risk and promote a sustainable and practicable drainage strategy at the proposed development:

If, as suspected, infiltration drainage proves not to be viable the proposed development surface water discharge will be limited to the peak mean annual greenfield runoff rate for all storms up to and including the 1 in 100 year plus 40% climate change event, prior to discharge to the adjacent existing pond to the west of the site. Two open detention basin have been modelled at this stage to demonstrate the viability of this option.

Foul water drainage from the proposed development will be drained to the offsite adopted foul sewer via a new pumped connection or by an extension to the existing cess pit arrangement, subject to further discussion with Severn Trent Water.
10.0 Noise

A noise assessment of the site proposed for employment (B1/B2/B8) development has been undertaken.

Introduction

The noise impacts of the proposed development upon the existing residents near to the site have been considered.

Site Description

The site is located approximately 2km east of Cannock town centre on the southern side of the A5 Watling Street at Norton Canes. The site is currently open fields to the south and west of the existing Business Park.

The existing Business Park forms the majority of the northern site boundary. Beyond the Business Park to the north is the A5 Watling Street which is a traffic route between Tamworth and the M42 to the east and Cannock and the M6 to the west. Land use beyond the A5 is primarily open fields but with the M6 Toll Road beyond at a distance of approximately 300 metres.

The western site boundary is formed by open fields and the Cannock Extension Canal which has a number of boat moorings. Beyond the canal is Yates Industrial Estate which comprises a number of commercial operations including roofing supplies, service station, vehicle maintenance and a sports and recreation club. The nearest sensitive residents are considered to be canal boat residents on the Cannock Extension Canal.

Aerial view of the site and surroundings
Basis Of Assessment

In the absence of specific guidance for assessment of environmental noise within the NPPF and the DEFRA Noise Policy Statement for England (NPSfE), it is considered appropriate to base this assessment on current British Standards and appropriate local or national guidance.

BS8233:2014 ‘Guidance on sound insulation and noise reduction for buildings’ is the current British Standard providing guidance for acoustic requirements within buildings. The Standard advises appropriate criteria and limits for different building types including dwelling.

BS4142:2014 ‘Methods for rating and assessing industrial and commercial sound’ is the current British Standard providing guidance for assessment of noise impact from industrial and commercial sites. In general, the likelihood of adverse impact for a particular noise is dependent upon factors including the margin by which it exceeds the background noise level, the character of the noise and its occurrence.

Measurements

Measurements have been made to determine the existing noise climate at the site. Survey work was carried out over five consecutive days and comprised of two monitoring positions located adjacent to the north and western boundaries. All measurements were made with calibrated, precision grade sound level meters in accordance with BS EN 60651 and BS 7445:1993. The measurement locations are marked on the site plan opposite.

Results

The results of all diurnal site measurements indicate that there is a high level of background noise at the site attributable to traffic flows on the A5 and M6 Toll Road to the north of the site.

Position 1 – Northern Perimeter: Sample levels ranged between LAeq(15min) 70.7dB during the daytime and LAeq(5min) 42.4dB during the night time. Results showed a mean daytime level of LAeq,16hr 58.0dB and a mean night time level of LAeq,8hr 53.9dB.

Position 2 – Western Perimeter: Sample levels ranged between LAeq(5min) 67.9dB during the daytime and LAeq(5min) 33.4dB during the night time. Results showed a mean daytime level of LAeq,16hr 50.8dB and a mean night time level of LAeq,8hr 45.0dB.
Noise Impact

Mechanical services plant: BS 4142 advises that, where the Rating Level for new plant installations is at or below the background sound level at the nearest noise sensitive receptor, the noise would have a 'low impact'. The lowest LA90 values measured over during the survey have been used as the basis of the assessment.

Break-out from employment buildings: For new industrial/commercial units, it would be reasonable to expect internal operational noise levels to comply with the Noise at Work Regulations which stipulate a first action level of 80dB(A). For an internal level of 80dB(A), the break-out sound level just outside the building would be 49dB(A). It is noted that this level is slightly lower than existing daytime ambient sound levels at this location.

The assumed internal operational sound level is representative of heavy industrial activity. Where the unit is used for warehouse or light industrial activity, internal operational sound levels would be expected to be significantly lower with a consequent reduction in noise levels at the moorings. In this instance, it is probable that 'low impact' conditions would be achieved for both daytime and night time.

Noise levels at the moorings could be reduced by site location and orientation of buildings and/or an acoustic fence/wall for the elevation facing the canal. Such measures would enable a condition of 'low impact' to be achieved at all times of the day and night.

Vehicle movement

Access into the new development will be through the existing Business Park, with appropriate screening of vehicle activity from the canal moorings by employment buildings nearest to the canal. If service yards are entirely screened from the nearest moorings by a large employment building, the expected screening effect would be of the order of 15dB. Consequently, it is considered that several vehicle movements could occur during the day and night whilst maintaining the BS 4142 ‘low impact’ assessment at the canal moorings.
Conclusions

Measurements and observations made at this site indicate that the noise climate primarily is determined by traffic flows on the A5 and M6 Toll Road located north of the site. This noise is significant throughout the day and night.

Limit noise levels have been derived for all mechanical services plant at the development site which would enable acceptable conditions in accordance with BS 4142 and BS 8233 at the canal moorings.

Assessment of the noise impact from employment buildings and from vehicle activity on the proposed development site indicate that acceptable conditions in accordance with BS 4142 and BS 8233 can be achieved at the canal moorings with careful design of the buildings and site layout adjacent to the canal boundary.

It is considered that the proposed development can be designed such that it will not result in any significant increase in noise or loss of amenity at the residential canal moorings.
11.0 Site Delivery

The site has no substantive environmental constraints, and it’s development provides a range of opportunities.

**Services**

The site lies immediately to the south of the A5 Watling Street. This road is a major highway with significant services running within the road corridor.

The desk top assessment indicates that there is a 315mm medium pressure gas operating at MP270 in the southern verge which has ample spare capacity to service the proposed development.

Similarly, there is a STW water main in the verge which STW advise will have adequate capacity to serve the site.

Reinforcement of the electricity network in the area is likely to be required. An assessment is currently underway to assess the cost and delivery of the upgrade.

Extensive telecommunications infrastructure is available in the A5 Watling Street directly to the north of the site. The existing development is connected to the services in the road and the new development will connect into the same service runs.

**Technical Assessments**

A considerable amount of technical work has been undertaken which demonstrates the suitability and deliverability of the site, which is summarised below. This work is, however, on going and is likely to be supplemented by further work, for example, relating to ecology and air quality.

The site has no substantive environmental constraints, and it’s development provides a range of opportunities:

- The expansion land includes a total of 5.45Ha to accommodate B1, B2 and B8 use development.
- Highly desirable location for employment development, conveniently utilising the existing access to the Business Park from the A5, and within close proximity to the M6 (Toll).
- A sustainable location situated immediately adjacent to the existing Business Park, within walking / cycling distance of nearby settlements and existing bus stops on the A5.
- The site can be developed with minimal disruption to existing business operators.
- The existing hedgerows and tree belts can be supplemented with additional belts of woodland in accordance for the Districts vision for the local landscape character area. Employment use development can be accommodated with minimal harm upon local views.
- Sustainable Urban Drainage (SUDs) collect surface water run-off and to enhance biodiversity.
- Noise and air quality impacts can all be accommodated.
Constraints and Opportunities

- Ownership Boundary
- Proposed Employment Site
- Existing Roads
- Existing Point of Access to Business Park
- Existing Public Right of Way
- Key Views
- Existing Contours
- Existing Pond
- Indicative SuDS Attenuation Basin Locations
- Site of Special Scientific Interest (SSSI) & Special Area of Conservation (SAC)
- Green Belt
- Watling Street Business Park
- Existing Point of Access to Business Park

Watling Street, Cannock Vision Document
Development Framework

In summary the amount of development proposed within the site is as follows:

Employment Development
The expansion land includes a total of 5.45Ha proposed employment development to comprise B1, B2 and B8 uses. It is envisaged that an additional 15,000 square metres (gross external floor area) of B Class can be accommodated. The existing access into Watling Street Business Park would be utilised and improved as required to serve the proposed development.

Green Infrastructure
The Green Infrastructure (GI) includes a robust framework of tree belts and hedgerows which will be retained and enhanced by additional new belts of woodland. SUDs ponds can be accommodated on the lower lying areas of ground within a multi-functional GI.
11.0 Site Delivery

Delivery

The Watling Street site has been identified as an area of land exceptionally well suited to an extension of the existing employment site. 5.45Ha of land to the west and south of the existing Business Park is an available, suitable and achievable site that benefits from the existing infrastructure serving the Business Park, and is well located within the A5 corridor being a principal focus for employment market requirements.

The site is wholly controlled by St Modwen who own the adjacent Business Park and wish to develop the site immediately, being confident of the site’s market attractiveness, with there being significant market demand for modern, high quality commercial units in this area.

This site is available now and could be developed for B1, B2 and B8 use development within 1-5 years, therefore contributing towards the employment needs of the District within the current plan period.