

SOUTH STAFFORDSHIRE LOCAL PLAN PREFERRED OPTIONS NOVEMBER 2021

A NEW DEVELOPMENT STRATEGY FOR SOUTH STAFFORDSHIRE 2018-2038

LAND AT CHERRYBROOK DRIVE, PENKRIDGE

REPRESENTATION PREPARED ON BEHALF OF PERSIMMON HOMES



**TOWN AND COUNTRY PLANNING (LOCAL PLANNING) (ENGLAND)
REGULATIONS 2012**



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APPENDICES:

Appendix 1: Land at Cherrybrook Drive Vision Document

1.0 Introduction

- 1.1 In accordance with the requirements of paragraph 33 of the National Planning Policy Framework ('**NPPF**'), South Staffordshire District Council ('**SSDC**') are currently undertaking a review of the adopted Local Plan. This comprises two adopted documents: the Core Strategy (2012) and the Site Allocations Document (2018).
- 1.2 SSDC has produced a *Preferred Options* document ('the **Paper**') which constitutes a District-wide 'Preferred Options' consultation in accordance with Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. This Paper is subject to a six-week period of public consultation, running to 13th December 2021 and marks the continuation of a proposed five-year process whereby SSDC will review the policies of the existing Local Plan. The current timetable for the Local Plan Review indicates that it is due to be submitted to the Secretary of State for examination by Winter 2022 and adopted Winter 2023.
- 1.3 The Paper considers some individual strategic sites proposed to be put forward for development to meet housing need along with a set of overarching principles to develop a positive growth strategy. In addition, the Paper sets out a suite of proposed development management policies. It is also supported by a *Sustainability Appraisal of the South Staffordshire Local Plan Review (August 2021)*.
- 1.4 This representation to the Paper is made by Pegasus Group on behalf of Persimmon Homes, promoting their land interests at *Land off Cherrybrook Drive, Penkridge*. This 4.2 ha site is located in the highly sustainable settlement of Penkridge and has been identified as being capable of delivering a minimum of 88 homes, sitting immediately north of the existing residential area and adjoining the settlement boundary for Penkridge. The Site is a continued allocation within the Paper, having been given site reference 005 and having been first safeguarded for residential development in 1996 by SSDC.

- 1.1 The representations are framed in the context of the requirements of the Local Plan to be legally compliant and sound. The tests of soundness are set out in the National Planning Policy Framework (NPPF), paragraph 35. For a Plan to be sound it must be:
- a) **Positively prepared** – providing a strategy which, as a minimum, seeks to meet the area’s objectively assessed needs; and is informed by agreements with other authorities, so that unmet need from neighbouring areas is accommodated where it is practical to do so and is consistent with achieving sustainable development;
 - b) **Justified** – an appropriate strategy, taking into account the reasonable alternatives, and based on proportionate evidence;
 - c) **Effective** – deliverable over the plan period, and based on effective joint working on cross-boundary strategic matters that have been dealt with rather than deferred, as evidenced by the statement of common ground; and
 - d) **Consistent with national policy** – enabling the delivery of sustainable development in accordance with the policies in this Framework.
- 1.2 The representations also give consideration to the legal and procedural requirements associated with the plan-making process.

2.0 Vision and Strategic Objectives

2.1 Persimmon Homes support SSDC in progressing with an early review of the adopted South Staffordshire District Development Plan as required by Policy SAD1 of the Site Allocations Document ('SAD') 2018. This provides the opportunity for the SSDC to comprehensively review the adopted Development Plan, including not only its own objectively assessed housing need, but also the role of the District in meeting unmet cross boundary needs from the wider Greater Birmingham Housing Market Area ('GBHMA'), including from the Black Country.

Question 3:

a) Have the correct vision and strategic objectives been identified?

b) Do you agree that the draft policies (Chapters 4 and 5) and the policy directions (Chapter 6) will deliver these objectives? Yes/No

2.2 No comment is made regarding the Plan's vision.

2.3 The Local Plan Preferred Options lacks clarity on whether there will be a need to conduct a Green Belt Review. Strategic Objective 1 mentions protecting the Green Belt as far as possible and addressing requirements where Green Belt release is deemed necessary. The strategy should provide clear affirmation of whether a full review of the Green Belt is, or is not considered necessary, for the plan to deliver. As drafted, it is unclear as to whether South Staffordshire Council consider that a Green Belt review is required within the plan period.

2.4 The draft policies are commented on in depth in the later sections of this report.

Question 4: Do you support the policy approach in Policy DS1 – Green Belt and Policy DS2 – Open Countryside? Yes/No. If no, please explain how these policies should be amended?

2.5 The approach taken in this part of the development strategy is questioned. The wording of the text implies that the extensive nature of the District's Green

Belt designation directly contributes to the 'districts rural character'. Green Belt is not a landscape or character designation, it is a policy tool of restraint, and cannot in itself contribute to rural character.

- 2.6 The Policy DS1 need not refer to the fact that the Green Belt boundary 'will be altered though the Plan'. Upon adoption, the new Green Belt boundary will have been fixed. The supporting text should provide a clear statement on whether the Council consider a Green Belt review as being necessary. The policy should acknowledge that 'reserve' or 'white land' is no longer the subject of Green Belt policy.

3.0 Development Strategy

Question 5: Do you support the policy approach in Policy DS3 – The Spatial Strategy to 2038? Yes/No If no, please explain how this policy should be amended?

Housing Growth in Locality 1

- 3.1 Policy DS3 sets out that SSDC will deliver a minimum of 8,881 dwellings. These comprise; 4,131 dwellings to meet South Staffordshire’s own housing need using the Government’s standard method across the 17-year plan period 2021-2038, 750 dwellings which have already been completed in the District in the period 2018-2021, and a further 4,000 dwellings to contribute towards the unmet needs of the GBHMA.
- 3.2 The Policy also defines a settlement hierarchy split over five 'tiers', across which the housing target will be distributed.
- 3.3 Persimmon Homes support the inclusion of Penkridge within the Tier 1 Settlements. A Tier 1 Settlement is categorised as providing a wide range of facilities, with access to employment and higher order services. It is agreed that Penkridge is a sustainable and accessible settlement within South Staffordshire District, capable of supporting housing growth to meet housing need. The merits of Penkridge are discussed below in the context of Land at Cherrybrook Drive, Penkridge, an allocation within the Paper (ref 005).
- 3.4 A Vision Document for Land at Cherrybrook Drive is also submitted with this representation in support of the site, within **Appendix 1**.
- 3.5 The recognition that Penkridge has sustainable qualities is long standing as evidenced in previous Local Plans. Core Strategy Policy 1 of the South Staffordshire Core Strategy (December 2012) categorised Penkridge as one of nine 'Main Service Villages' within the current settlement hierarchy.

3.6 Prior to that, the 1996 Local Plan (and the examining Inspector) recognised the role of Penkridge as a suitable location for new housing, with good services and access to public transport. The then allocation of land for the provision of 150 new dwellings at Penkridge was the largest residential allocation contained within that adopted 1996 Local Plan and Penkridge was then the only settlement which included both a positive site allocation and an allocation for 'White Land' within the Plan.

3.7 It is recognised that Penkridge benefits from an excellent level of essential community services and access to a wide range of public transport and supporting infrastructure. Penkridge also benefits from the following community facilities:

- The Haling Dene Community Centre
- Library (Open Monday to Saturday with varying opening times)
- Two allotment sites (23 plots to the rear of Haling Dene Centre and 44 plots at Wolgarston Way)
- Four play areas and one skate park
- Burial ground
- St Michael and All Angels Church
- Leisure centre (with a swimming pool, gymnasium, 3G sports pitch and sports hall)
- Medical Practice
- Numerous shops and services

3.8 Penkridge is also supported by three first schools, with a campus of Staffordshire College situated 2km to the south of the settlement.

3.9 Policy DS3 seeks to direct growth to the most sustainable locations within the district, and Penkridge's allocation at the top of this hierarchy rightfully recognises that the settlement has a wide range of services and is well connected, making it an ideal location for development.

3.10 Policy DS3 also details that this sustainable growth will be delivered through appropriate allocations made through the Local Plan. The allocation of Land at

Cherrybrook Drive is supported. The site has been identified for development since the 1996 Local Plan and has featured consistently in SSDC planning policy thereafter. This is continued recognition that Penkridge is a sustainable settlement and that development at Cherrybrook Drive is both achievable and deliverable. The appropriateness of the Site for residential development is discussed below.

Residential Use of the Land

- 3.11 Development of the Cherrybrook Drive site at Penkridge is capable of early development in the first five years of the plan period and will complement the larger, strategic scale allocations within the Paper which will take longer to deliver. In doing so, local housing needs can be met consistently throughout the plan period.
- 3.12 The use of this Site for residential purposes has been enshrined within local plan policy for over quarter of a century since the adoption of the Local Plan in 1996. Within the Inspector's Report for that Plan, they assessed the Application Site's suitability for allocation as 'White Land', noting that it was within walking distance of facilities, as well as being well contained with the potential to create a strong northern boundary to the Site. It has, therefore, long been established in policy terms that the Site is sustainable, suitable, available and deliverable for residential development.
- 3.13 By its very nature, 'Safeguarded Land' is land located between the urban edge and the Green Belt which is also required to be well integrated with existing development. As part of the allocation process 'Safeguarded Land' will have been rigorously assessed in terms of the impact of future development upon environmental and landscape quality. By virtue of its earlier identification as 'Safeguarded Land', the residential use of the Site has been confirmed as acceptable in principle by South Staffordshire Council.
- 3.14 Core Strategy (2012) Policy GB2 retained the allocation of the Site as 'Safeguarded Land', and the Site remained outside of the Green Belt for the purposes of meeting future development needs in the District.

3.15 Policy SAD3 of the Site Allocations Document continued to retain the Application Site as a 'Safeguarded Land' allocation, again strengthening the role of the Site in the future delivery of housing within the District.

3.16 The above clearly evidences the Site's capabilities to meet the identified unmet housing need in a sustainable manner.

Sustainable Connectivity

3.17 Penkridge is a highly sustainable and accessible settlement within South Staffordshire District, underpinned by its position as one of the nine 'Main Service Village' at the top of the Settlement Hierarchy in the adopted Core Strategy and within the proposed 'Tier 1 Settlement' of the new settlement hierarchy proposed within the Paper.

3.18 The Site is well located and connected within the settlement of Penkridge itself and is approximately 800 metres from the village centre, with its range of supermarkets, convenience stores, specialist shops, cafes and restaurants. In terms of access to other main services and facilities in Penkridge, the Site is:

- 600 metres from the nearest first school (Princefield First School)
- 500 metres from Wolgarston High School
- 500 metres from Penkridge Leisure Centre
- 500 metres from Haling Dene Community Centre
- 1.5 kilometres from Penkridge Medical Centre
- 800 metres from the nearest allotment site to the rear of the Haling Dene Centre
- 1.7 kilometres to Penkridge Railway Station
- 200m from the nearest bus stop (located along Cannock Road)

3.19 Penkridge is well served by frequent bus services running between Wolverhampton and Penkridge along the A449. The bus stops nearest to the Site are located along Cannock Road and are served by bus numbers 813, 817, 875, and 878 which run between Cannock, Stafford and Coven.

- 3.20 Penkridge also benefits from a mainline railway station on the Birmingham branch of the West Coast Mainline. The station is operated by West Midlands Trains, who also run the station's train services. There are two trains per hour southbound calling at stations to Birmingham New Street, including Wolverhampton. There are two trains per hour northbound to Stafford and Liverpool Lime Street Monday to Saturday peak times, and one train per hour at off peak times. On Sundays there is an hourly service each way.
- 3.21 When developed, the Site will encourage walking and cycling within the settlement, and also proposes to improve the connectivity to the east and west of the Canal. There is a footbridge across the Canal approximately 200 metres to the north of the northern boundary of the site. This footbridge provides a potential link to Penkridge Middle School located to the north west of the site.
- 3.22 It is considered that a 'Main Service Village' and 'Tier 1 Settlement' such as Penkridge is a highly appropriate location for the release of a safeguarded site to meet the current shortfall in housing delivery. The scale of development proposed is proportionate to the size of Penkridge and the level of services and facilities available within the settlement, which is reflected in its long-standing allocation as a safeguarded residential site. The proposed development would accord with the three dimensions of sustainable development identified within paragraphs 7 and 8 of the NPPF.

Technical Assessment

- 3.23 The Cherrybrook Drive site has previously been the subject of a planning application (ref: 18/00307/OUT) which was recommended for approval by planning officers at the Council. Members of the committee refused the application on grounds of prematurity only, the reason for refusal stating;

"The proposed development is contrary to the policies for the control of the development on 'Safeguarded Land' within the adopted Core Strategy and Site Allocations Document and is contrary to Policies GB2, EQ1, EQ4 and SAD3. Also the proposed development is contrary to NPPF Paragraphs 139 d), 170 d) and Paragraphs 193-202."

- 3.24 In preparing the application a suite of technical reports were prepared which illustrated that the site could be delivered without compromising those matters material to an applications determination. In summary, those consideration are addressed below.

Landscape and Visual Impact

- 3.25 A Landscape and Visual Impact Assessment was prepared in support of the site. It confirmed that the site was not located within any national or local statutory landscape designations, with the Cannock Chase Area of Outstanding Natural Beauty over 3.5 kilometres to the east. Residential development at the site would not adversely affect any highly sensitive landscape.
- 3.26 It further noted that the site is generally well enclosed with views into the site predominantly screened or filtered by the site boundary hedgerows, woodland and scrub. The LVIA concluded that the proposed development would not significantly alter the characteristics of the wider landscape, by virtue of its containment with existing vegetation and the enclosed nature of the landscape. A residential development on the site would fit within the existing village and field pattern and would not be out of scale with the surrounding landscape.

Traffic and Transport

- 3.27 Vehicular access to the site is proposed to be from taken from Kentmere Close. A significant and detailed assessment was undertaken as part of the earlier application to confirm the suitability of Kentmere Close to provide access. That work confirmed that the proposed access would be of sufficient width to accommodate traffic and it further provided supporting evidence that access from Kentmere Road is safe, and that sufficient highway capacity exists, and there are no ransom strips or land ownership issues which would prevent delivery.
- 3.28 It is also confirmed in reference to application 18/00307/OUT that the County Highways Department raised no objection to the use of Kentmere Close as an

access point to the site, confirming both its safety, capacity and suitability for residential development.

Heritage Matters

- 3.29 The supporting Heritage Assessment considered the implications of the development on the historic environment, and specifically the potential archaeological significance of the Site, the impact upon the adjacent Staffordshire and Worcestershire Canal Conservation Area and the setting of the closest listed building Wolgarston Farmhouse, which is Grade II listed. It found that the archaeological significance of the allocation site allocation site was not sufficient to constrain any further development and overall, a residential development of the site would not result in any identified harm to the significance of designated heritage assets.

Ecology and Biodiversity

- 3.30 An Ecological Assessment prepared for the site concluded there are no significant ecological constraints to site development. It also recommended biodiversity enhancements, such as the incorporation of new planting comprising native and wildlife friendly species, particularly within the proposed areas of open space adjacent to the Canal and attenuation basin. This would help achieve net biodiversity gain.

Flood Risk and Drainage

- 3.31 As the site exceeds 1 hectare, a Flood Risk Assessment was prepared. The site is identified on the Environment's Agency's online flood map as being fully located within Flood Zone 1. A drainage strategy developed for the site proposed an attenuation basin within the north western corner of the site, which would provide an opportunity for surface water treatment, having both ecological and amenity benefits. The FRA and Drainage Strategy confirmed that the site complies with the requirements of the NPPF to locate new development avoiding areas which are subject to flood risk (NPPF Paragraph

103) and would not have any adverse impact upon water quality.

- 3.32 A Sewage Capacity Assessment confirmed that both the existing foul water sewer running from east to west across the site and the Penkridge sewage treatment works have sufficient capacity to accommodate flows from the site.

Noise

- 3.33 A noise assessment undertaken for the site demonstrated that suitable noise levels within habitable rooms could be achieved through appropriate glazing and ventilation systems. The Acoustic Report concluded that prevailing noise could be adequately controlled to meet with the requirements of the NPPF.

Air Quality

- 3.34 The Air Quality Assessment confirmed that the site is not located within or in close proximity to an Air Quality Management Area. The proposed residential development would not be considered to have any significant air quality effects once operational and mitigation would therefore not be required. The development operational traffic emissions were assessed, and it was concluded that this would have an insignificant effect on local air quality.

Conclusions

- 3.35 From the technical work previously undertaken which remains valid, it has been demonstrated that the site has both the capacity and qualities to be suitable for residential development. Persimmon Homes supports this lands proposed allocation of Land at Cherrybrook Drive for residential development and also the allocation of Penkridge as a Tier 1 settlement.

4.0 Site Allocations

4.1 For clarification, this representation relates to Land at Cherrybrook Drive, Penkridge.

Question 7:

a) Do you support the proposed strategic housing allocations in policies SA1-SA4? If no, please explain your reasons for this.

b) Do you agree that given the scale of the 4 sites detailed in policies SA1-SA4, these warrant their own policy to set the vision for the site, alongside a requirement for a detailed masterplan and design code?

4.2 The plan's recognition of the need for a strategic development location is noted. While question 7b specifically seeks a view on the scale of development proposed it is noted that unlike Policies SA3 and SA2, SA4 does not seek to quantify the amount of development proposed at this location. The plan could be clarified by including how much development is delivered over the plan period and quantify amounts of development.

Question 8: Do you support the proposed housing allocations in Policy SA5? Yes/No. Please reference the site reference number (e.g. site 582) for the site you are commenting on in your response.

4.3 Persimmon Homes broadly supports the allocations identified through Policy SA5, in particular Land at Cherrybrook Drive, Penkridge (ref: 005). As identified in Section 3 above, the Site is available and deliverable for residential development in the short term and thus able to contribute positively to help the delivery of the district's housing target while the larger, strategic sites come forward.

4.4 The site is located within a highly sustainable settlement and this has long been recognised by SSDC. A residential development here would act as a natural extension of Penkridge.

4.5 The sustainable merits of Land at Cherrybrook Drive were also acknowledged in the committee report for application ref: 18/00307/OUT, which recommended approval. It was confirmed that the site is in a 'sustainable location – immediately adjacent to one of the Main Service Villages in the adopted Core Strategy'. This categorisation of Penkridge as a highly sustainable location is reflected within the Paper, which is also supported by Persimmon Homes.

5.0 Development Management Policies

Question 11: Do you agree with the proposed policy approaches set out in Chapter 6? Yes/No. If no, then please provide details setting out what changes are needed, referencing the Policy Reference number (e.g. HC1 - Housing Mix).

5.1 In response to Question 11, we have set out below detailed comments with regard to the proposed development management policies and their proposed direction of travel of the Paper.

Policy HC1 – Housing Mix

5.2 This policy should be worded with more clarity and flexibility to allow for flexibility in its application, especially in respect to town centre settings which are characterised by apartments. 'All development to provide a mixture of property sizes, types and tenures' may not allow for a holistic mix to be achieved within the a development of flats for example.

5.3 It is submitted that it is most appropriate for housing mix to be guided by market signals as reflected in the most up-to-date assessment of needs. Such assessments will need to be updated over the course of the Plan period. The requirement that 75% of properties comprise of three-bedrooms or less is restrictive and does not afford the flexibility required for the reasons set out above.

5.4 The policy should also comment that all is subject to viability assessment, thus allowing for flexibility in its application.

Policy HC3 – Affordable Housing

5.5 The use of the word 'major residential development' in this context requires a definition to save confusion with at what size of development affordable

housing becomes requirement. In Policy HC1 – Housing Mix, the terminology ‘major residential development’ is defined in a footnote. The absence of a guiding footnote/definition in Policy HC3 suggests that there may be no definition for ‘major residential development’ in the context of affordable housing and thus leaving it open to discussion later in the planning process.

- 5.6 The policy also needs to ensure that evidence is provided when considering viability, especially when looking at brownfield sites.
- 5.7 There is a question as to if grant funding is actually a matter for the Local Plan to consider. This wording could lead to Homes England to review grant funding options.

Policy HC4 – Homes for Older People

- 5.8 Policy HC4 requires major development to:

"...make a clear contribution to meeting the needs of the district's ageing population, through the provision of either: general needs properties for older people e.g. bungalows, other ground floor accommodation with appropriate age restrictions on occupation; or specialist housing e.g. sheltered, extra care homes.

30% of all market and affordable homes to meet Building Regulations Standard Part M4(2) – Accessible and adaptable dwellings."

- 5.9 The policy does not define ‘older people’, so it is unclear as to exactly who this Policy is targeting or who would be eligible to occupy such dwellings.
- 5.10 It also is generalised and the amount of housing or expectations for contributions are not quantified. It would assist if the Plan could, supported by appropriate evidence, specify the expectation with regard to the delivery of homes for older people albeit with necessary flexibility to allow individual site

circumstances to be taken into account.

Policy HC6 – Rural Exception Sites

- 5.11 The need to work in partnership when considering a housing needs survey needs justifying, a reason for this is not given. The need to work with both the PC and a housing needs enabler should not be an 'and' but should be an 'or' wording to allow for greater flexibility.
- 5.12 The policy should also include wording that means that if the PC fail to engage/choose not to engage with developers, then they lose the rural exception housing.
- 5.13 It would be helpful if the permitted allowance for market housing on Rural Exception sites outside the Green Belt was quantified. For example, up to 50% market housing, to provide further clarity on SSC's requirements. This figure should also be based on viability assessments.

Policy HC9 – Design Requirements

- 5.14 The provision of tree lined streets should be subject to highway authority agreement.
- 5.15 The point on house types and tenures is repetition of Policy material discussed in Policies HC1 – Housing Mix and HC3 – Affordable Housing and is unnecessary.
- 5.16 The requirement of a Design and Access Statement within this Policy is also unnecessary as this is a national, statutory requirement and therefore mention at a local level is not needed.
- 5.17 The Policy requirement to comply with the implementation of the Nationally Described Space Standards (NDSS) is generally supported. However, some

flexibility must be allowed in its application as occasionally one or two dwellings on larger sites may require non-compliance with NDSS for urban design reasons. This leniency should be applied to limited exceptions that are thoroughly reasoned.

HC14 - Health Infrastructure

5.18 This policy refers to proposed developments causing 'unacceptable impact' on existing healthcare facilities but fails to define what level of impact is deemed unacceptable. In addition, when development is proposed where there is no capacity within the supporting infrastructure, the policy does not provide a route around this, thus potentially acting to prevent development in that locality.

5.19 In addition, the policy should imply that new development should meet the CIL regulation tests.

Policy EC9 – Infrastructure

5.20 We note that the policy commits the Council to work with and support infrastructure providers and also offer policy support for this. This will be set through the Local Plan and will need to comply with CIL regulations.

Policy EC11 – Sustainable Transport

5.21 In light of recent announcements from the Government regarding electric vehicle charging points, we feel this policy should contain mention of the provision of EV Charging.

Policy NB1 - Protecting, enhancing and expanding natural assets

5.22 Regarding the tree lined streets text, please note above comment in Policy HC9.

NB2 - Biodiversity

- 5.23 Given that the Environment Act 2021 has recently been made into law, it needs to be made clear that this policy reflects the Act and its purpose and that it repeats the laws written within it.

NB3 - Cannock Chase SAC

- 5.24 The Cannock Chase SAC is protected under the EU and thus the impact of allocated land of this site is important. It is now time to address this through the Local Plan Review. There is ambiguity in this Policy that is not supported. The EU designation affords great weight to its protection and there is questions as to whether this Policy is sufficient to meet the statutory duty to protect the SAC.

NB6 - Energy and water efficiency, energy and heat hierarchies and renewable energy in new development

- 5.25 It is not clear where the statement on achieving a 31% carbon reduction improvement upon the requirements within Building Regulations Approved Document has developed from, and there is no indication as to the justification for this.

Policy NB10 - Canalside

- 5.26 Persimmon Homes supports this policy.

Appendix 1: Land at Cherrybrook Drive Vision Document

Persimmon Homes

Land at

Cherrybrook Drive

Penkrige

Vision Document

February 2021

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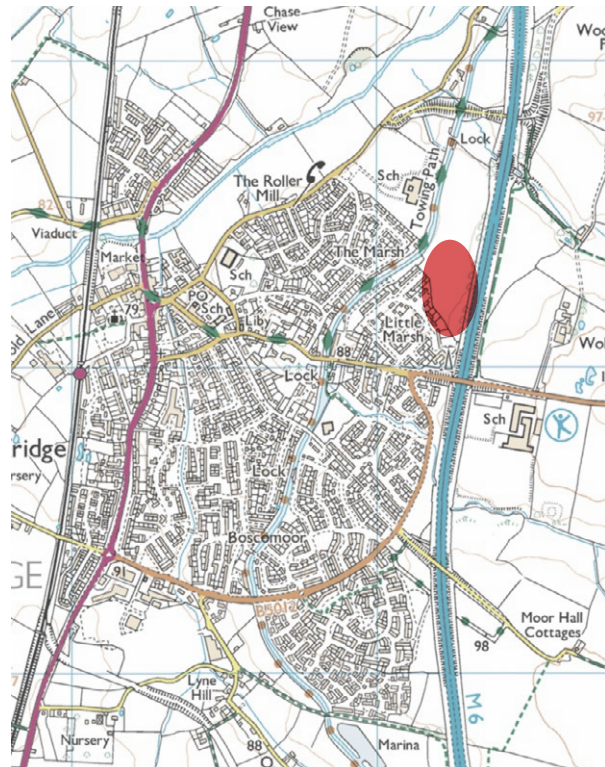


Introduction

This Vision Document has been prepared to demonstrate to South Staffordshire Council and wider stakeholders the suitability and potential capacity of the land east of Penkridge for residential development uses.

The document has been prepared on behalf of Persimmon Homes who control the land at Cherrybrook Drive, as shown below. It outlines the guiding principles for a high-quality development that could accommodate up to 100 new homes.

Persimmon are experienced land promoters and house builders, skilled at bringing forward high-quality housing schemes to meet the needs of local authorities across the country and can demonstrate to the council as well as other stakeholders, their ability to deliver.



Site Location

Figure 1: Site Context
N.T.S.

This document outlines the vision for residential development to the east of Penkrige on land at Cherrybrook Drive.

New housing on the site will provide sustainable growth and deliver green, publicly accessible open space for the enjoyment of both new and existing communities.

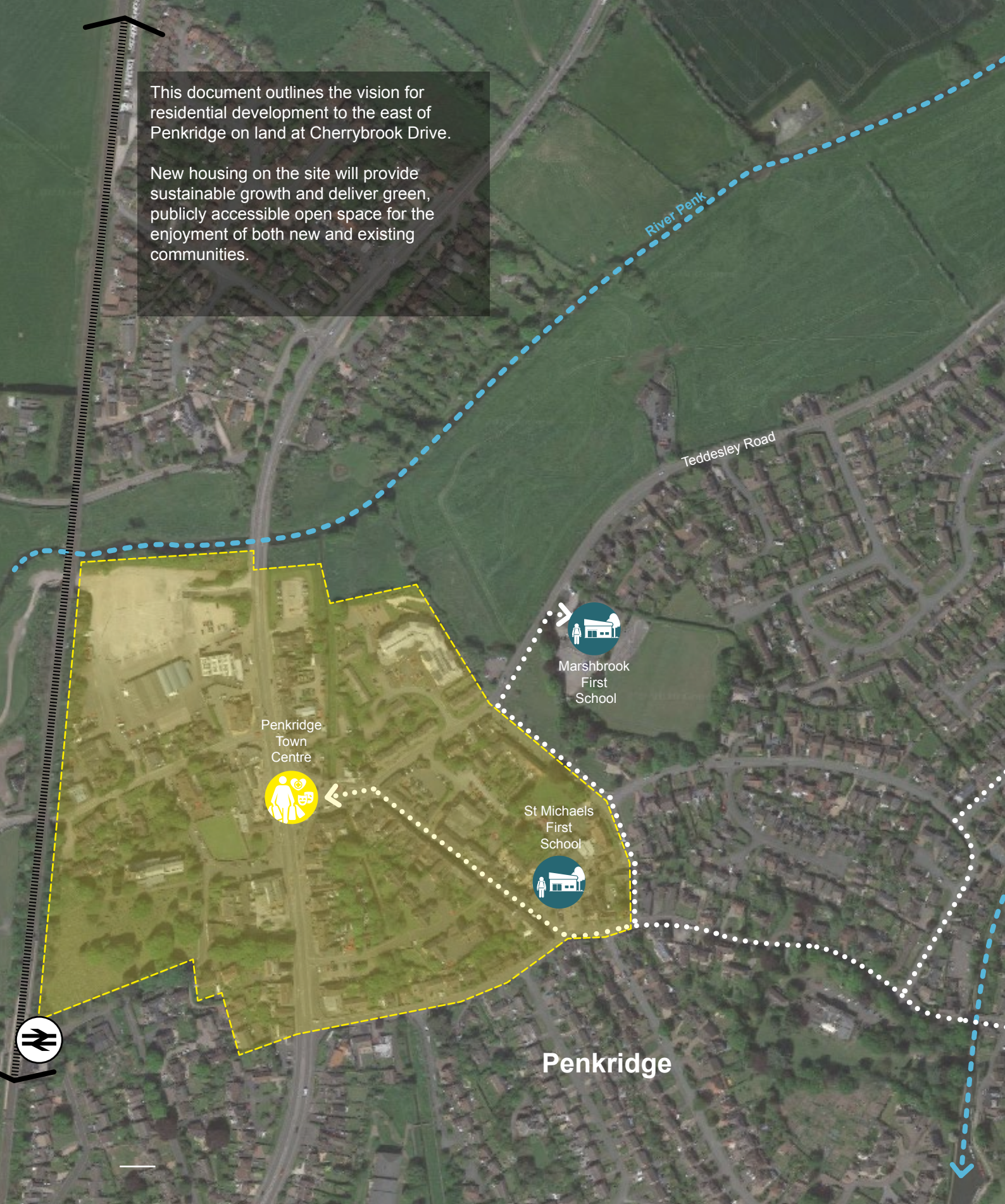


Figure 2: Site Location and Relationship with Penkrige

N.T.S



The 4.2ha development site is located east of the village centre and is well served by existing facilities.

The site is safeguarded land released from the Green Belt by South Staffordshire Council. It is bounded by the established settlement edge of Penkrige to its southern and western boundaries. The Staffordshire and Worcestershire Canal (Conservation Area) abuts the north-west edge of the site. To the northern boundary features a hedgerow with agricultural land beyond. The M6 passes along the eastern boundary, beyond a belt of tree planting and existing acoustic fence.

1.0 Planning Policy

A Brief Review

The development site has been safeguarded for future development by South Staffordshire Council and removed from the Green Belt. Penkridge is high within the settlement hierarchy for the District and the site is suitable and ready for development should the supply of deliverable land for housing need to be reinforced in the near future.

South Staffordshire Core Strategy (CS) (2012)

Core Policy 1 of the 2012 CS sets out a spatial strategy and settlement hierarchy. This identifies Penkridge as a “*Main Service Village*,” a first tier settlement and “*the main focus for housing growth, employment development and service provision.*”

Policy GB2 relates to ‘Land Safeguarded for Longer Term Needs’ at Main and Local Service Villages. This policy retains the development site as ‘Safeguarded Land’, remaining outside the Green Belt for the purposes of meeting future housing needs. Part a) of policy GB2 identifies a sequential approach for site selection purposes. The site falls within the second most sequentially preferable category for the selection of sites for housing development.

Site Allocations Document (SAD) (2018)

This document is the second part of the Development Plan and sets out specific policies and proposals for future development and use of land.

Penkridge saw no further allocations through the adopted SAD in 2018 because it had already exceeded its minimum housing requirement figure in the adopted Core Strategy.

Policy SAD1 identifies the requirement for an early Local Plan review to be undertaken, in response to evidence of unmet housing need across the Greater Birmingham Housing Market Area, and in accordance with the Duty to Co-operate. The policy states that the reviewed Local Plan will be in place by 2022.

The development site at Cherrybrook Drive is allocated as ‘Safeguarded Land for Longer Term Development Needs’ under Policy SAD3.

Local Plan Review

Consultation on the Issues and Options for the emerging local plan has concluded, consultation on the Preferred Options has been pushed back to Summer 2021.

The review, required by Policy SAD1, requires the status of safeguarded sites and development options discussed in the 'Spatial Housing Strategy & Infrastructure Delivery' document (Oct 2019) to be carefully considered and the potential of safeguarded land to be released for development.

Five Year Housing Land Supply

The Council produced its latest 5YHLS update in April 2019 covering the period 1st April 2019 to 31st March 2024.

The housing requirement in the strategic plan is more than 5 years old. Under paragraph 73 of the NPPF the 5yr requirement must be based against local housing need (LHN). The LHN figure for SSC is 254 dwellings per annum compared to 174 dpa under the adopted CS.

Including a 5% buffer this places the 5yr requirement at 1,334 against a total claimed supply of 1,535 which equates to 5.75 years.

Rolling the 5YHLS window forward by one year (April 20/March 21 to April 25/March 26) the deliverable supply increases to 1,602 which equates to 6 year housing land supply.

Rolling forward another year the deliverable supply falls to 1,313 which is a 4.9 year supply.

Rolling forward another year the deliverable supply falls to 1,059 which equates to a 3.9 year supply.

The 5YHLS will be fine April 20 to March 21 but after this point the supply will start becoming marginal before reducing significantly in Spring 2022. New sources of supply will be required to prevent increasing deterioration.

The site at Cherrybrook Drive is available and readily deliverable. It could contribute meaningfully to the delivery of housing in the short term.

The site was subject to a planning application in 2018, which was ultimately refused at planning committee but received officer support and was subject to a range of technical work that informs this document and will guide future steps.

2.0 Understanding the Constraints

Site Constraints

The environmental and technical constraints of the site have been investigated and are illustrated at figure 3 and summarised as follows:-

- **Trees** are limited to scattered specimens along the south-western and western boundary with the existing residential edge and canal margins. **Woodland** planting is limited to a narrow belt alongside the northbound M6. None of the trees within the site or along its perimeter are protected by a Tree Preservation Order (TPO). The development proposals provide an opportunity to introduce new trees and blocks of tree planting to enhance the existing vegetation cover and biodiversity on site. The retention of existing tree cover, combined with new planting will create an attractive setting for new homes.
- The **boundary hedgerow** to the north of the site will be retained, reinforced and utilised to create a firm northern edge to development. Hedgerow gapping up and reinforcement will help to deliver a bio-diversity net gain.
- The **landform** of the site gently falls to the west where it meets the canal. The level change is slight and representative of the wider area. The fall provides an opportunity to deliver a gravity-based sustainable drainage scheme.
- The site is located within National Character Area '61: Shropshire, Cheshire and Staffordshire Plain' and is **not covered by any landscape designations**.
- **Views of the site are relatively minimal** and the site has a strong sense of enclosure given the tall hedgerow to the north, mature woodland belt to the east and scrub and settlement edge to the western and south-western boundaries. A short section of the Staffordshire Way passes along the Canal to the north-west of the site. The development proposals will respond to the potential for views from this route and surrounding residences.
- No **public rights of way** cross the site.
- **No ecological statutory or local designations cover the site**, or lie in close proximity to the site. The site falls within the Cannock Chase SAC zone of influence. The development can be carefully designed to provide sufficient mitigation to deal with any adverse impacts.
- **Limited flood risk**; the site falls within flood zone 1. The proposals will protect downstream areas of flood risk with new built development served by a sustainable drainage scheme.
- **No listed buildings fall** within the immediate context site. The Staffordshire and Worcestershire Canal, falling adjacent to the north-western edge of the site, is a Conservation Area and, as such, the development proposals will respond sensitively to this edge.
- A heritage assessment in 2018 established that the site has a low to moderate potential for **archaeological remains**, which is not considered to be sufficient to preclude or constrain development.
- An **underground foul water sewer and surface water sewer** pass through the site. These Severn Trent Water assets and easements can be readily accommodated.
- Environmental **noise** impact assessments have determined that suitable internal noise levels within habitable rooms and external amenity spaces could be achieved by appropriate site layout, building massing and appropriate mitigation where necessary. An existing 3m high noise attenuation fence and woodland belt are located against the M6.
- **Air quality** assessment confirm that the site is not located within or in close proximity to an Air Quality Management Area and that air quality will not have an adverse effect upon the amenity of existing or future residents.



- Site Boundary

- Potential Access
- Views from existing residential properties
- Noise and movement associated with M6
- Route of the Staffordshire Way
- Existing 3m Noise Attenuation Fence
- Existing Vegetation
- Staffordshire and Worcestershire Canal and Conservation Area
- Landform within the Site
- Underground Sewer and Easement

Figure 3: Constraints Plan
N.T.S.

3.0 Understanding the Opportunities

Natural Environment

Landscape character of the site is relatively simple, being in pastoral use, with limited landscape features. The containing **green framework** of existing hedgerows, trees and woodland belt will be reinforced by new planting along with enhanced areas of grassland and new wetland habitats. The enhancement of **ecological habitats** will allow the development to deliver a net-gain in biodiversity.

Landform within the site is low-lying and predominantly flat, providing an opportunity for the arrangement of development to respond to its setting.

Visibility is limited to close range views from residential properties to the south and west of the site, and a short section of canal towpath (Staffordshire Way) to the north-west. The development will feature a landscaped buffer to the Canal and a considered arrangement of built form that positively addresses this edge.

Climate change will be a key consideration through the design development. Positive measures will be afforded by the Green Infrastructure (GI) proposals together with other elements, from building materials and construction practices to the way buildings are powered and heated once complete. Persimmon are committed to minimising the carbon footprint of new homes and will seek to maximise its contribution towards positive climate change locally.

Social and Recreational Infrastructure

The development site will feature an **equipped area for children's play**, catering for children of all ages and responding to the setting.

The GI proposals on the site will deliver amenity green space, recreational walking routes and place a strong emphasis on biodiversity enhancement.

Permeability and Movement

The site is sustainably located and allows convenient **pedestrian and cycle access** with existing schools, the town centre, mainline station and other facilities and amenities.

Public transport will be readily available to all. Existing bus stops are located off Cannock Road, a 400m walking distance from the site. The station, just west of the town centre, offers regular services between Birmingham New Street and Liverpool Lime Street.

Vehicular access will be facilitated via Kentmere Close and a descending hierarchy of streets. Footways, associated with the street network, will connect to traffic free footpaths.

Placemaking

The **architectural theme** for the new **neighbourhood** will be to combine the best examples of locally distinctive materials and techniques within a range of contemporary house designs that are appropriate for modern living.



Nodes will be created within the development, such as at vehicular junctions and intersections with open green space. These nodes can be framed by variations in architectural character and/or distinctive landscape treatment using specimen trees or creating small 'village greens'.







Greenways and areas of public open space will be directly overlooked by frontage development to ensure high levels of passive supervision and community involvement.


Analysis and understanding of the constraints and opportunities informs the emerging concept set out in the following section.



- Site Boundary

-  Potential Access Point
-  Potential Development Area

-  Existing Green Corridor
-  Potential Green Corridor/ Area for Habitat Improvement
-  Potential Green Link through Development Area
-  Zone for Rear Gardens or Soft Frontage to Existing Edge
-  Zone for High-Quality Frontage to Conservation Area
-  Low Point for Sustainable Drainage

 **Figure 4: Opportunities Plan**
N.T.S

4.0 Vision & Capacity



- **Liveability** – integrating new and existing communities through the provision of new green spaces for the enjoyment of all.
- **Placemaking** – creating an attractive new canal-side development on the edge of Penkrige.
- **Vitality** – helping to support local businesses by bringing new residents into Penkrige.
- **Social Opportunity** – delivering attractive new homes, including affordable housing and a mix of market homes.
- **Embracing our Natural Environment** – establishing new green assets through efficient and sensitive use of land.

The overall Vision is to create a distinctive and high-quality place, which respects and enhances the character and assets of the site while ensuring connectivity with Penkridge.



Proposals for land at Cherrybrook Drive

The following pages illustrate how our vision could be delivered in order to deliver a high-quality place with clear and tangible social, economic and environmental benefits for the community.

Social

- Establishes a new canal-side residential development of up to 100 dwellings that is logical and sustainable.
- Attractive new homes would include a mix of affordable and market homes, all set within a landscaped public realm.
- The public realm will offer opportunities for informal recreation along new footpath routes with benches/picnic areas for rest and an equipped children's play area. Part of the eastern bank of the Staffordshire and Worcestershire Canal would become freely accessible for the community to enjoy. With an open, green and relaxed setting, the eastern bank would contrast with the linear formality of the existing towpath to the west of the canal.

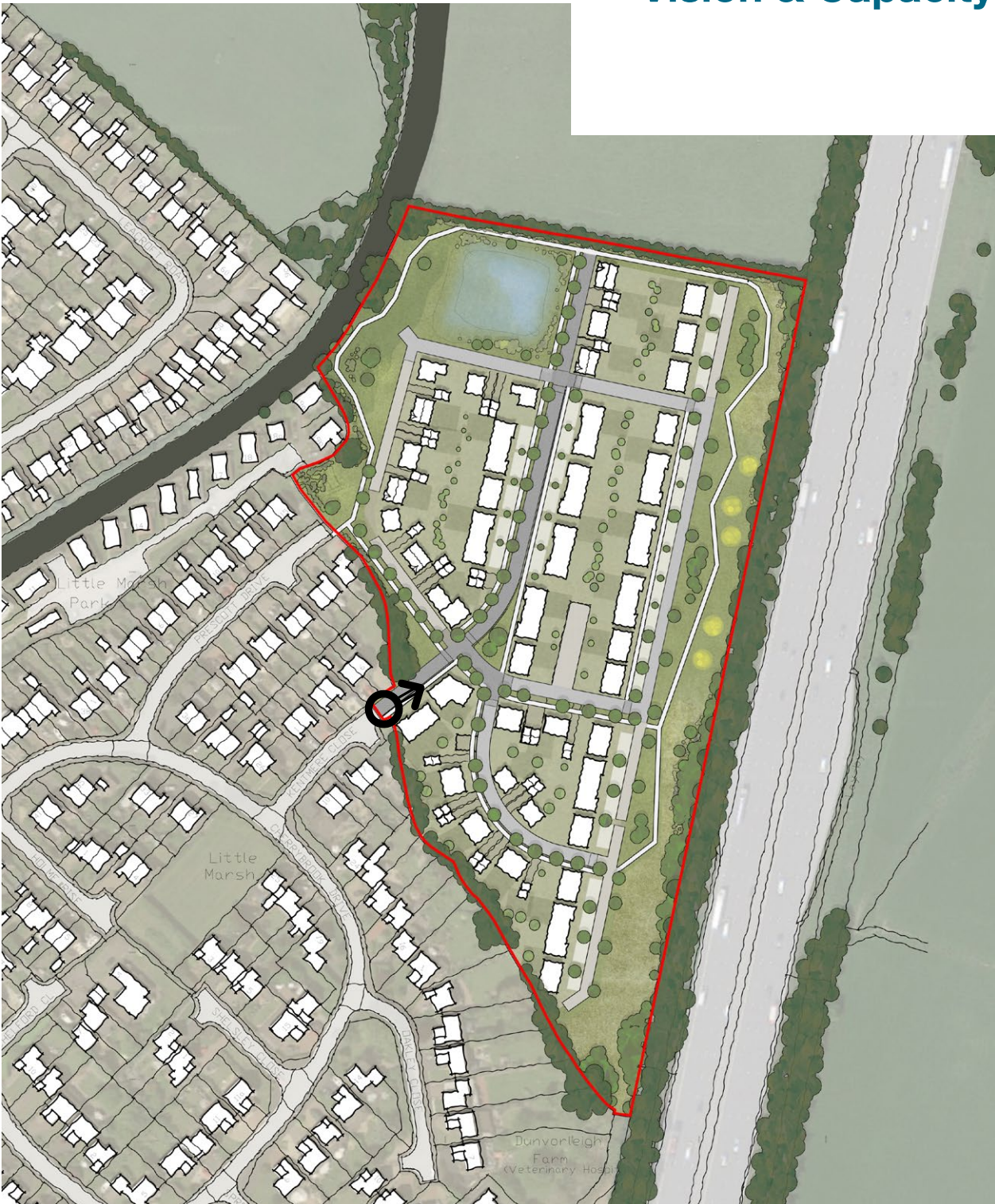
Economic

- Provides much needed housing for the area, with the potential to bring new residents and potentially a wider demographic to the area, which in turn will aid the viability of existing businesses and facilities in Penkridge.
- Easily accessed by sustainable travel modes, such as on foot and cycle and using nearby bus and rail connections.
- The site's edge of settlement location makes it convenient for Cannock to the east.



Environmental








- Retains existing vegetation; trees, hedgerows and formalise existing drainage patterns as part of a new sustainable drainage network.
- The Cherrybrook Drive development would create a notable area of landscaped and publicly accessible green space, which is mostly absent from the existing adjoining settlement area.
- Development would protect and improve existing wildlife habitats as well as create new features to improve the overall local biodiversity. Enhancing and reinforcing existing features would deliver a bio-diversity net gain across the site.
- The 2018 planning application, covering the Cherrybrook Drive site, demonstrated that any adverse impacts on the Cannock Chase SAC can be readily mitigated.






- Cherrybrook Drive Site Boundary

-  Potential Access Point
-  Potential Development Area (up to 100 new homes)

-  Existing Vegetation
-  Green Corridor with Areas for Play and Habitat Improvement
-  Potential Green Verge and Trees through Development Area
-  Low Point for Sustainable Drainage
-  Looped Recreational Walking Route
-  New Tree, Shrub and Amenity Planting
-  Focal Greenspace

 **Figure 5: Cherrybrook Drive Masterplan**
N.T.S

Next Steps...

Consultation

Persimmon intend to engage and consult with the Council, key stakeholders and existing community and will participate in the emerging local plan process.