



# CROSS GREEN FEATHERSTONE

# A NEW NEIGHBOURHOOD FOR FEATHERSTONE

Cross Green will provide a mix of homes for all ages, needs and means as well a school, community hub, rail halt and open green spaces to promote a healthy and active community.



Our vision is to create a beautiful new neighbourhood for South Staffordshire designed to respond to the challenges of the climate emergency by embracing sustainable design and connecting people with nature.



# THE PROSPECTUS

This Development Vision document has been prepared by Taylor Wimpey UK Limited ('Taylor Wimpey') and demonstrates that land at Cross Green ('the site'), provides a unique opportunity to create a sustainable, distinctive and attractive residential development which safeguards the potential for the longer-term delivery of a rail-based parkway station. The site is promoted for an infrastructure led residential development, adjacent to strategic employment growth, which responds to the site's context and emerging policy requirements, to ensure a high quality, sustainable new village is created.

In summary:

- The site provides an opportunity to deliver a new village in close proximity to employment opportunities, in the vicinity of, Junction 2 of the M54 in line with the recommended areas of search for strategic development identified within the Greater Birmingham Strategic Growth Study.
- The site safeguards land to support the delivery of a rail-based parkway station along the adjacent West Coast Mainline.
- Primary site access is achieved via the approved new link road to ROF Featherstone, supported by South Staffordshire District Council as the preferred route (Option 7).
- The site is not affected by any overriding physical, environmental or technical constraints.
- The Development Framework Plan demonstrates that the site could accommodate approximately 1,200 new homes, alongside significant new supporting infrastructure.
- The Development Framework Plan also includes land for a new primary school, community hub/village centre and a network of green and blue infrastructure.
- The site would deliver on the three aspects of sustainable development as per the requirements of the NPPF.
- The development is truly deliverable and would be completed swiftly by one of the UK's leading housebuilders.
- Taylor Wimpey is committed to engaging with South Staffordshire District Council, key stakeholders and the local community in preparing a Strategic Masterplan to deliver a high-quality development which delivers real benefits for the area.

# GROWTH WHERE IT IS NEEDED

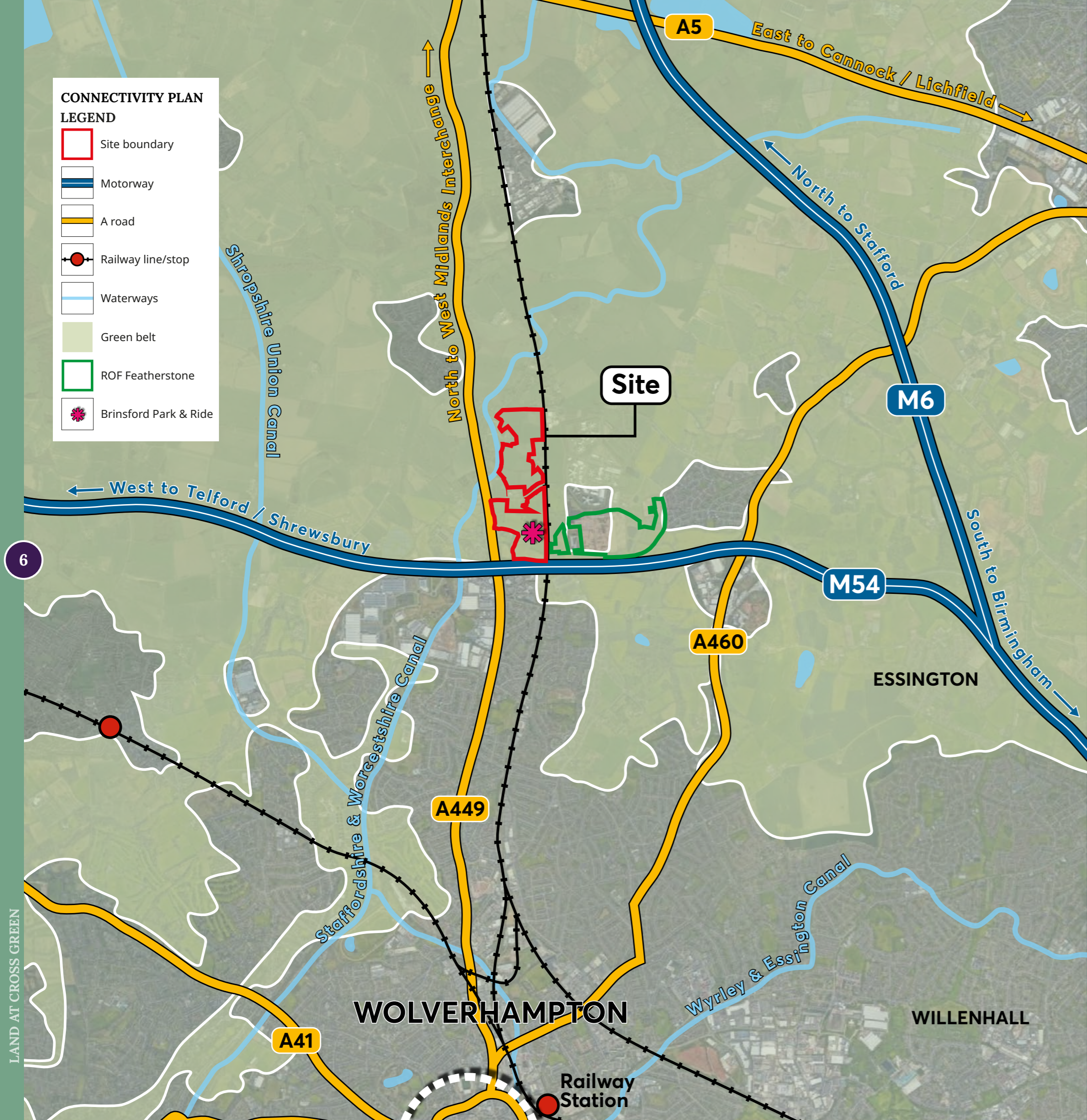
Located to the south of Cross Green and equidistant between Featherstone and Coven, Land at Cross Green is in a sustainable and logical location to accommodate housing growth to meet the needs of the Borough as well as contributing towards meeting the significant housing shortfall from the Greater Birmingham and Black Country Housing Market Area ('HMA').

Within the adopted Local Plan (Core Strategy 2012 and Site Allocations Document 2018), the Site is not allocated for a specific use and is located within the Green Belt. The Site is well located off Junction 2 of the M54 between Coven, a sustainable 'Local Service Village' in the adopted plan, and ROF Featherstone.

ROF Featherstone is one of the four free standing Strategic Employment Allocations in the District and is expected to deliver a total of 36ha of employment land. The Council has been clear in its evidence base that the delivery of ROF Featherstone is a key priority for the District. The proposed access point to deliver ROF Featherstone runs through Land at Cross Green. Allocating Land at Cross Green for residential development will deliver the proposed access to ROF Featherstone and ensure that housing growth in the District is being directed close to the new jobs being created.

The Council is currently reviewing their Local Plan. Within the Preferred Options (2021) and the previous Publication (2022) versions of the emerging Local Plan, Land at Cross Green was proposed to be allocated for 1,200 dwellings as well as a range of other significant benefits which included a community hub/village centre, a new major access road from the A449 to ROF Featherstone, safeguarded land to deliver a future rail-based park and ride ('Brinsford Park and Ride'), a new primary/first school, playing pitches and a network of green and blue infrastructure.

The Council's evidence base previously concluded that Land at Cross Green was suitable for residential development and the delivery of housing and key infrastructure adjacent to ROF Featherstone and i54 was considered by the Council to be a key benefit. Both the access road and Brinsford Park and Ride remain key infrastructure priorities for the Council within the revised Publication (2024) plan. Therefore, Land at Cross Green continues to be a logical location for future housing growth.



# A healthy lifestyle and community



# A PLACE WITH A GREEN HEART

Land at Cross Green will deliver homes designed around a centralised area of public open space and radiating greenways. In addition, a new school and community gardens will provide places to learn, meet and relax.

The vibrant neighbourhood will feature up to 1200 homes for people at all stages of life. This will include affordable starter homes, family homes and later living.

The landscape led approach to development will provide a significant new green infrastructure network that provides the opportunity to deliver play spaces both equipped and natural, a community

garden and a range of new habitats to support wildlife.

A network of green cycleways and footpaths will connect key areas within the neighbourhood and link seamlessly with newly constructed development to the east to provide active travel opportunities and contribute to residents' health and wellbeing.



# SUSTAINABLE LIVING

Land at Cross Green will be a beacon for beautiful and sustainable design. The high quality new housing will be designed to achieve low carbon living and be built to last.

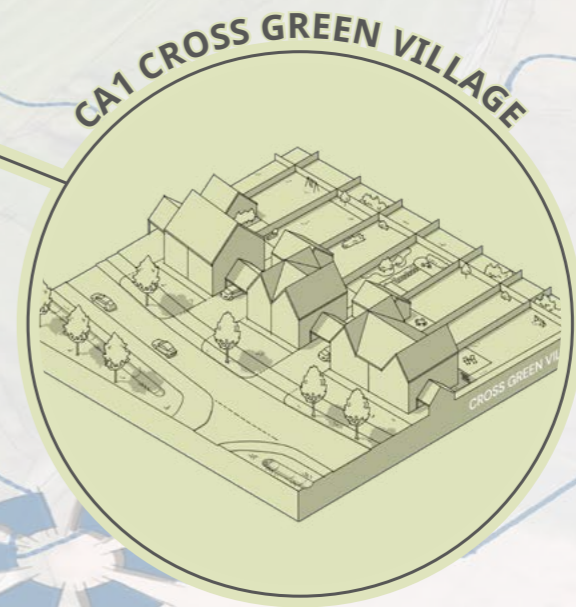
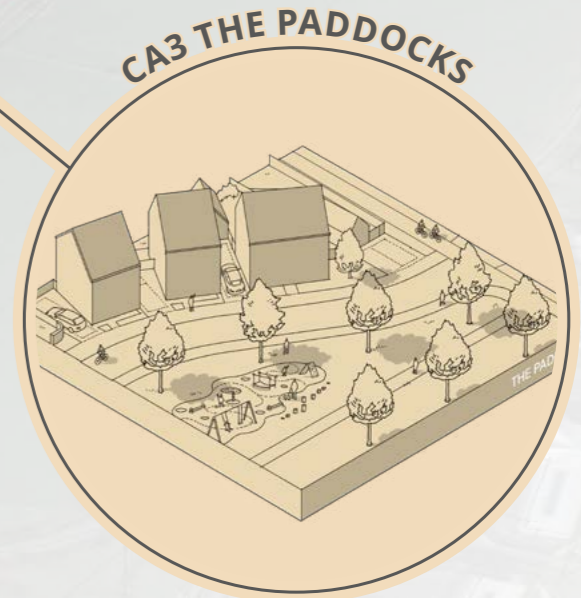
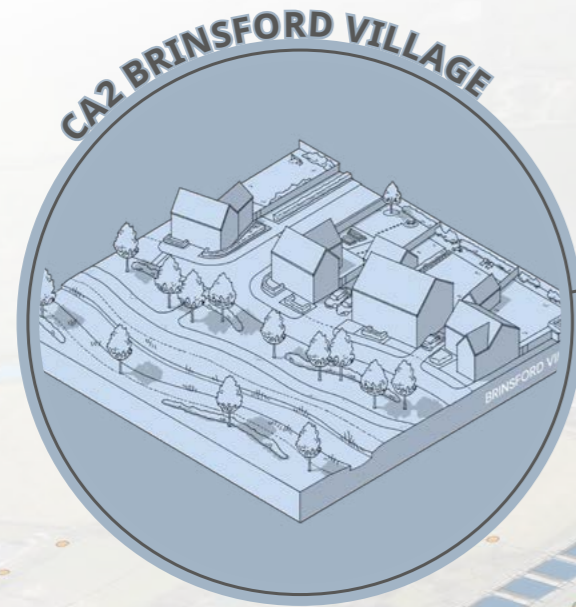
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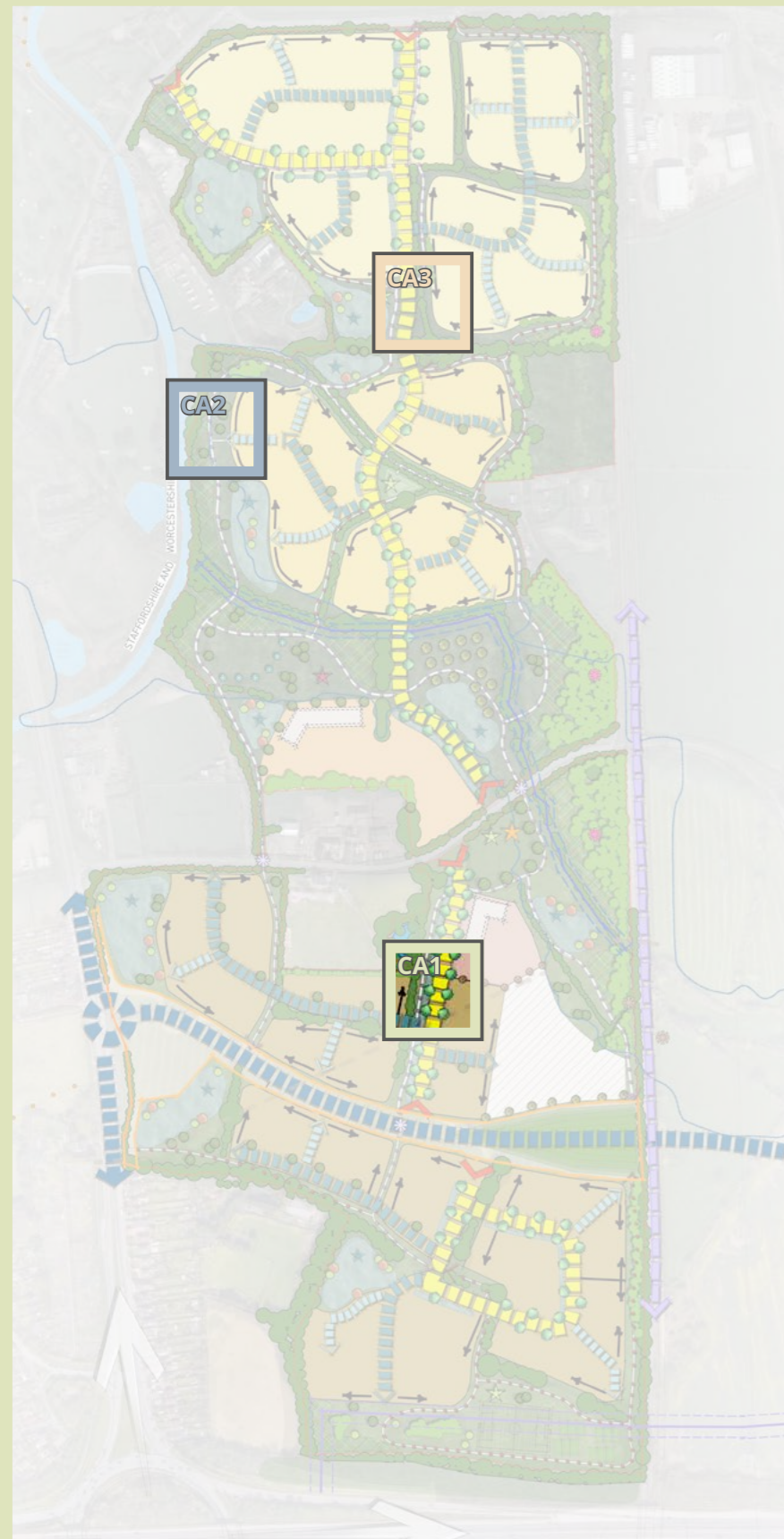
- Homes will be built to consume less energy by using the latest materials and techniques to maximise insulation, air tightness and heat recovery. No fossil fuel heating systems will be installed beyond 2025, creating an uplift in energy efficiency of 75-80%.
- Materials will be procured from sustainable sources and construction waste recycled as far as is possible.
- Electric vehicle (EV) charging points will be provided for all dwellings with on plot parking, together with access to communal EV charging points for the whole development.
- Sanitaryware and appliances that meet the highest water efficiency standards will be installed.
- Every home will be built with the space and technology to allow for comfortable home working via superfast data connections needed for modern living. Great design will provide flexibility to cater for future demands of residents.
- The design will incorporate extensive, multi-functional green spaces, making a major contribution to the wider community concept.

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CHARACTER AREAS - SKETCH LOCATIONS



# CA1 CROSS GREEN VILLAGE



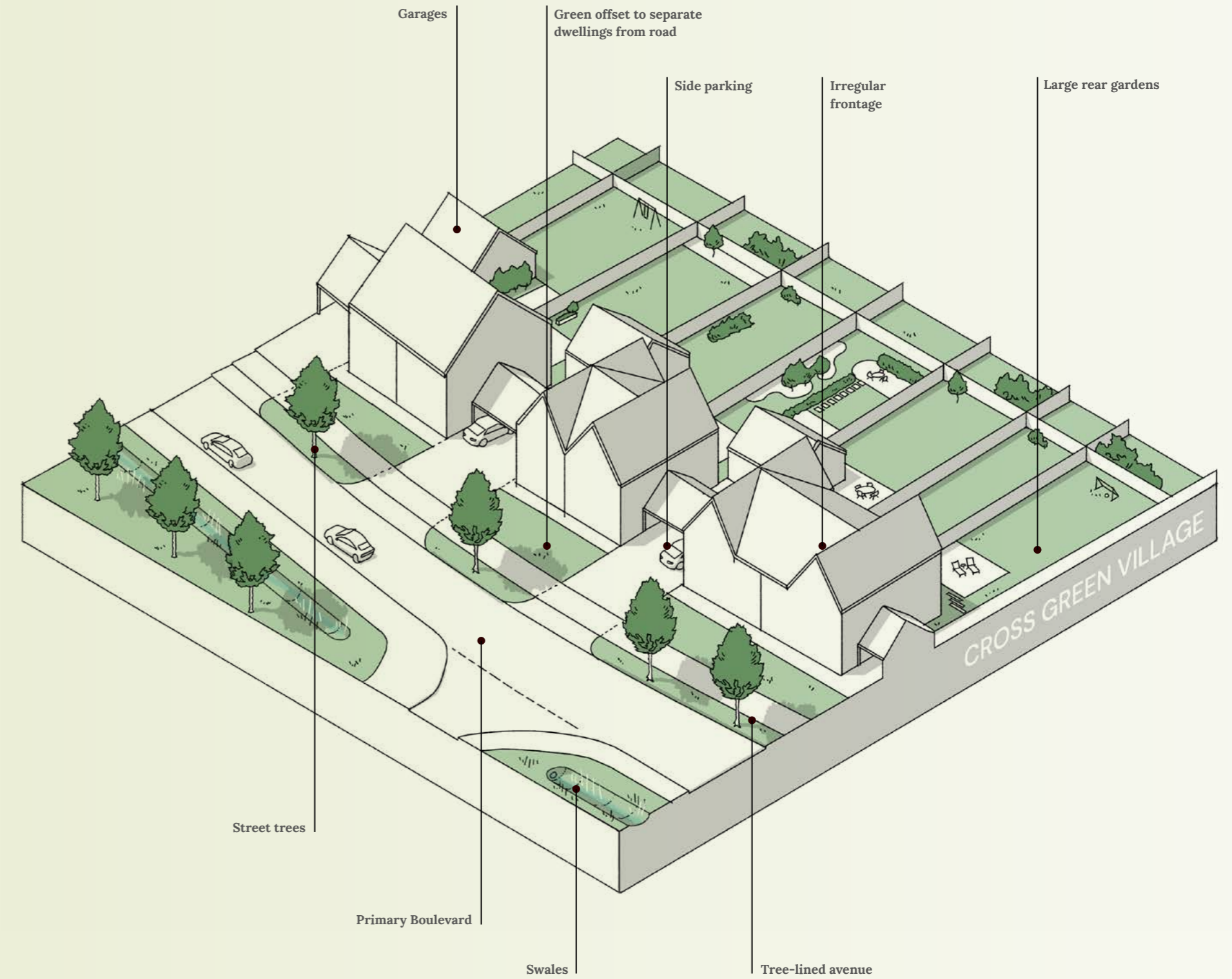
CHARACTER AREA LOCATION

**MATERIALITY** External finishes



<b>Roof</b>	<b>Front door</b>	<b>Windows</b>
Slate grey tiles	Anthracite/White	White UPVC

**INDICATIVE HOUSETYPES**



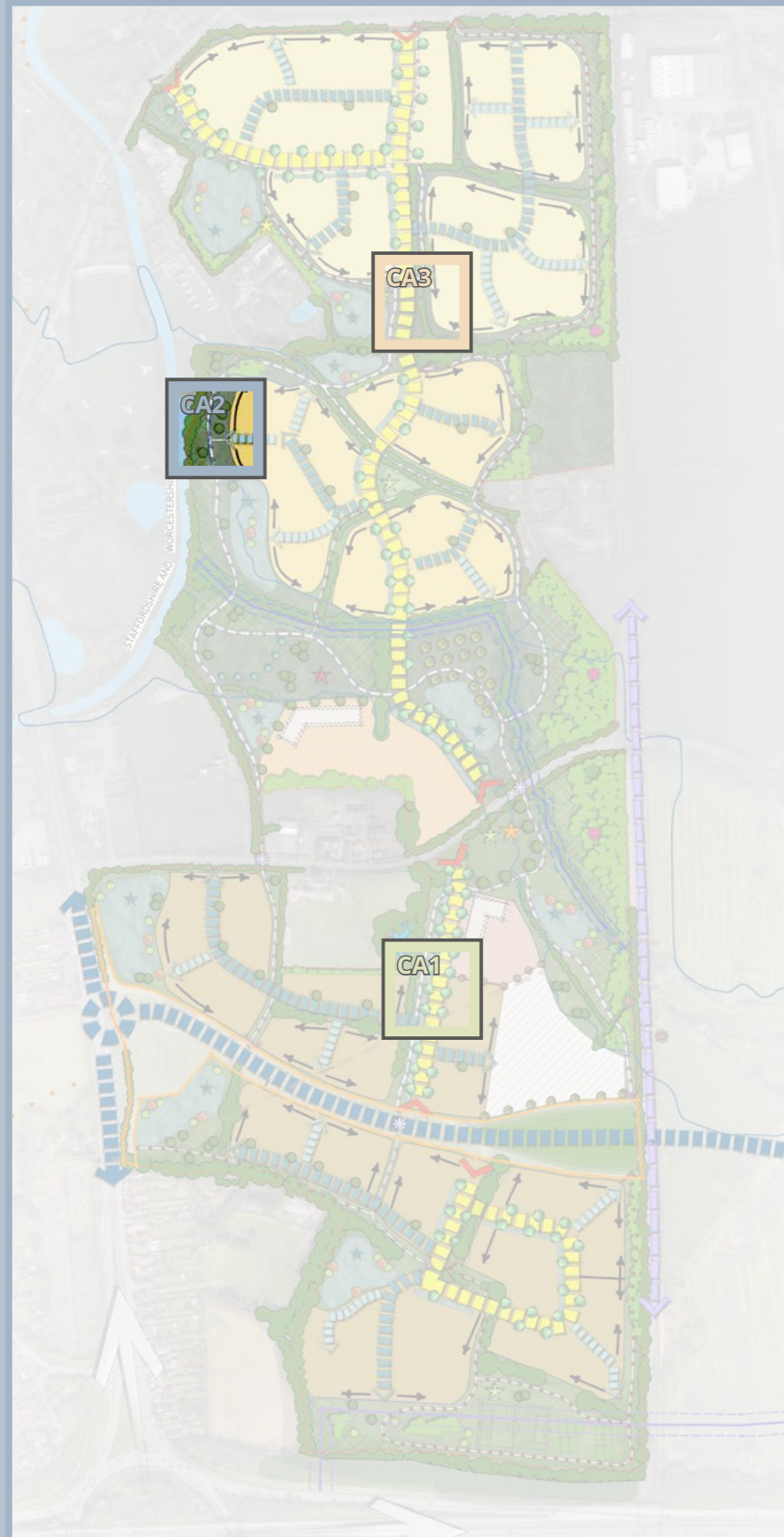
CA1 CROSS GREEN VILLAGE | SKETCH



CA1 - CROSS GREEN VILLAGE - SKETCH PERSPECTIVE



# CA2 BRINSFORD VILLAGE



CHARACTER AREA LOCATION

## MATERIALITY External finishes

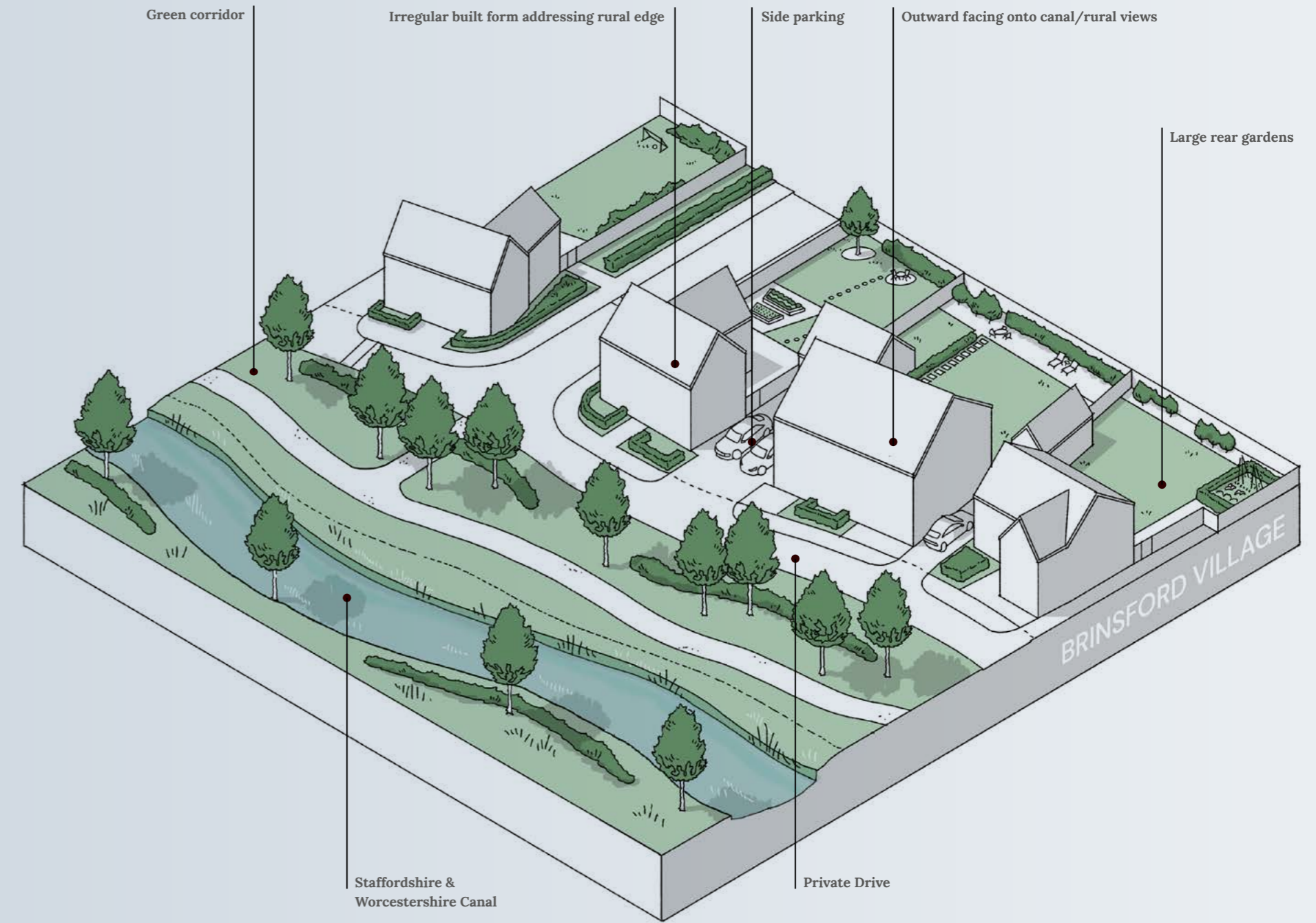


Smoked orange multi brick      White roughcast render      Hanging tiles



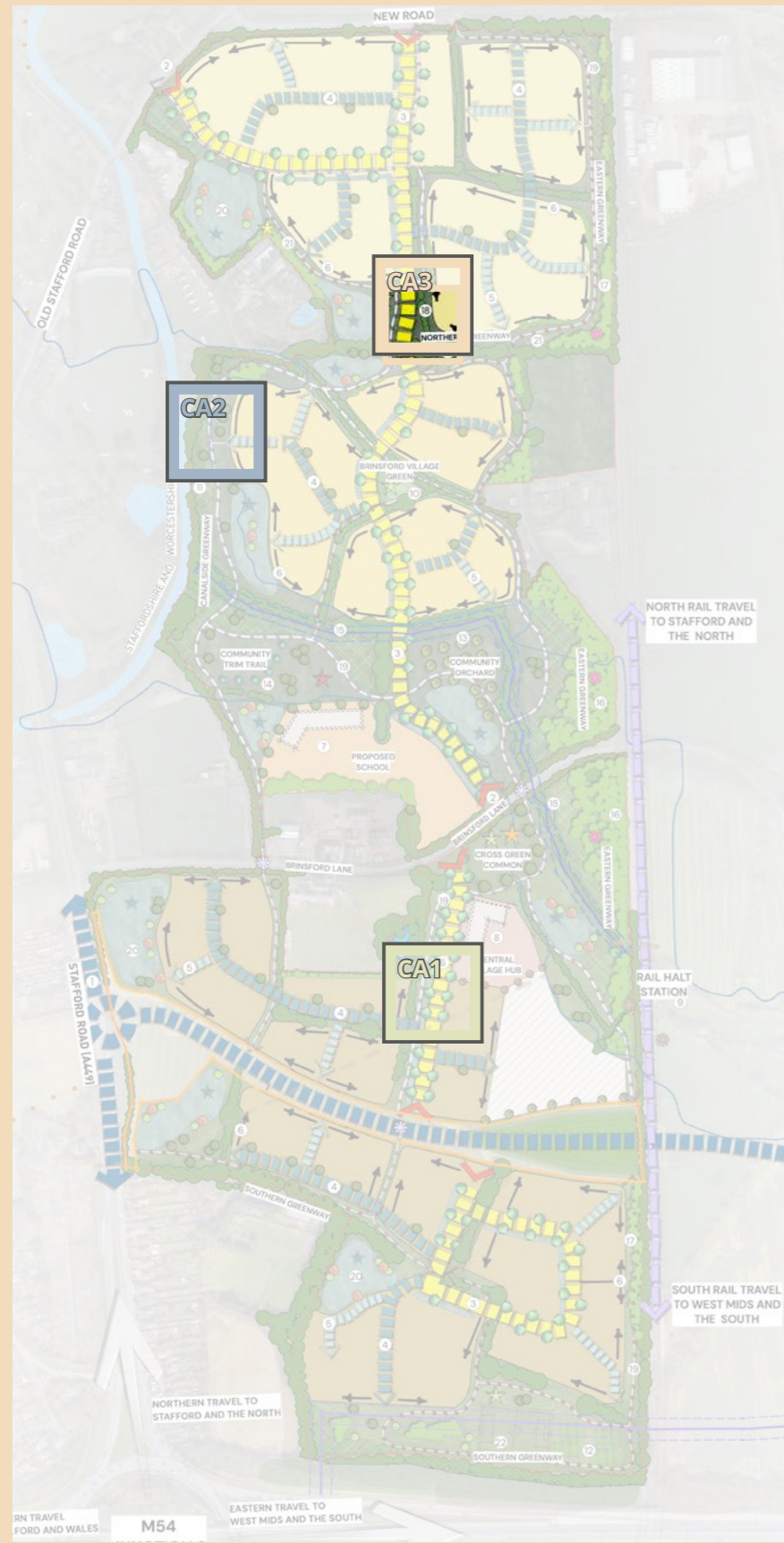
Slate grey tiles      Peat brown tiles      Anthracite/White

## INDICATIVE HOUSETYPES



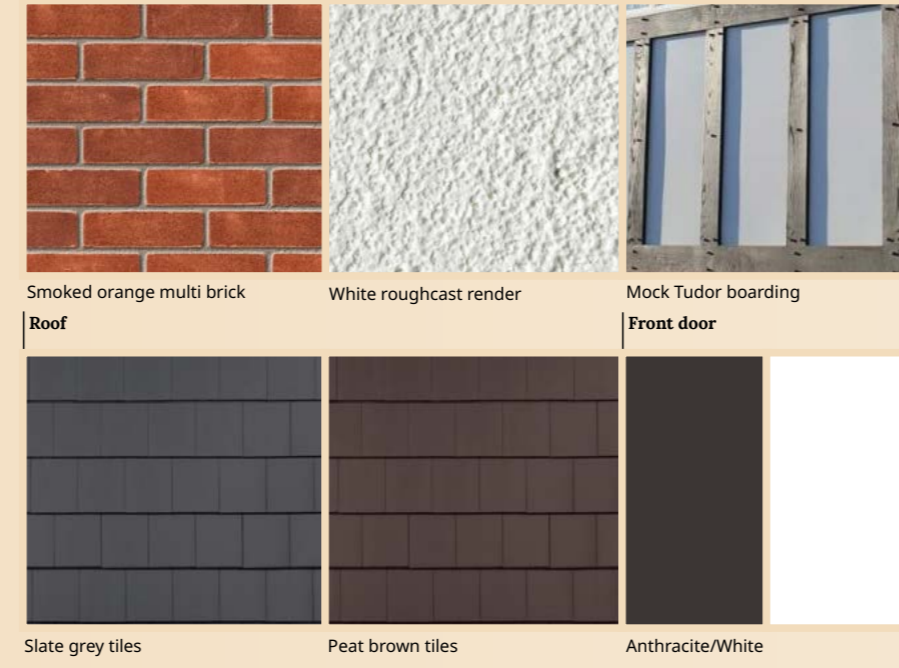


# CA3 THE PADDOCKS

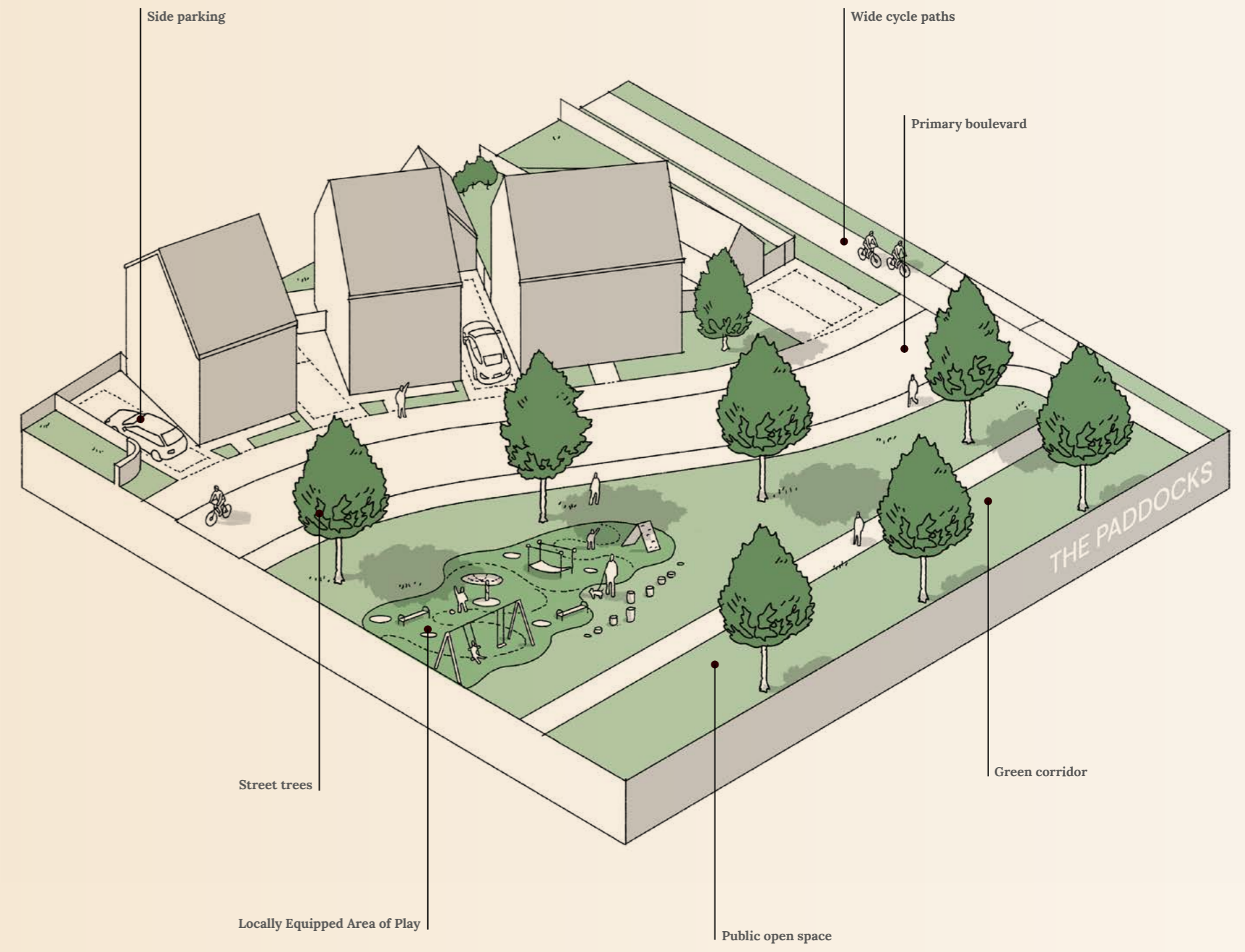


CHARACTER AREA LOCATION

## MATERIALITY External finishes



## INDICATIVE HOUSETYPES



CA3 THE PADDOCKS | SKETCH





# ECOLOGY

- Baseline ecological investigations have been undertaken in 2022 and 2024 by the Environmental Dimension Partnership (EDP), comprising of a desk study and Habitat Assessment survey. All surveys were undertaken with reference to best practice guidance where available.
- There are three designated sites of international importance within 10km of the Site and no sites of national importance within 5km of the Site. The Cannock Extension Canal Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI) is located 9.7km east, Motte Meadows SAC and SSSI is located 9.8km north-west, and the Cannock Chase SAC, SSSI and Local Nature Reserve (LNR) is located 10.5km north-east of the Site. There are also 14 non-statutory designated within 2km, the closest being the Coven Heath Local Wildlife Site located 0.3km west of the Site.
- The Site predominantly comprises of livestock-grazed improved and species-poor semi-improved grassland with a single field of semi-improved neutral grassland to the south. The fields are delineated by a network of hedgerows, treelines and watercourses. Pockets of scrub, tall ruderal vegetation and hardstanding are also present across the Site in addition two ponds.
- The habitats across the Site could provide suitable opportunities for foraging and commuting habitat for protected and notable species of birds, bats, terrestrial mammals, reptiles and amphibians.
- In terms of protected species, the habitats within and adjacent to the Site provide suitable opportunities for foraging and commuting habitat for protected and notable species of birds, bats, terrestrial mammals, water vole, otter reptiles and amphibians. Surveys within the Site to date have also identified a number of trees of suitability to support roosting bats and five badger setts. A focused suite of Phase 2 surveys and an ecological assessment will be required to inform any future application coming forward for the Site, and to support the design of a robust masterplan (including mitigation and enhancements), subject to the likely impacts.
- Wherever possible, the proposed layout will retain habitats of higher ecological value which have been identified as important for foraging and dispersing species. Where habitats or species of interest may be impacted by the development, they will be mitigated and/or compensated for accordingly by the development.
- There are opportunities to enhance the Site for biodiversity through creation and enhancement of habitats valuable to protected and notable species, such as meadow grassland, orchard, species-rich hedgerow and an attenuation feature designed to be beneficial for wildlife, and native tree and shrub planting.



# DRAINAGE

- An unnamed tributary of the Waterhead Brook flows from south-east to north-west through the site. A bespoke site-specific hydraulic model of the watercourse and local surface water sewers has been developed to confirm the current floodplain extent and future floodplain after climate change has been considered. The hydraulic analysis has shown that the potential flooding is likely to be relatively shallow, of a short duration, and generally confined to the low-lying areas next to the watercourse.
- The layout has been arranged sequentially to avoid the climate change floodplain and locate development in the areas at lowest risk. This not only ensures that the development will be at a low risk of flooding, but it also means that the development will not result in a loss of floodplain, which could otherwise affect downstream risk.
- The preserved floodplain corridor provides an opportunity for water sensitive landscape enhancements and watercourse improvements, that can be combined with the proposed sustainable drainage strategy to create a development that promotes the water environment as an amenity and ecological asset.
- Flood resilience will be offered throughout the development by setting finished levels a minimum of 600mm above peak climate change flood levels. Access/egress routes will also be raised or located outside of the floodplain to enable safe dry movement throughout the development.
- An appropriate Surface Water Management Strategy which complies with the latest local and national advice will be implemented on the site to attenuate the increase in surface water runoff caused by development. Surface water will continue to be directed to the local watercourse, as existing, and the discharge rate will be restricted to the equivalent greenfield (pre-development) runoff rate, preventing an increase in the flows leaving the site and thus ensuring that the development does not have a detrimental impact upon flood risk elsewhere.
- Through the application of Sustainable Urban Drainage Systems (SuDS), the additional surface water will be stored within the site and subjected to multiple stages of treatment to guarantee that the water quality in the wider drainage network is protected. Wherever possible, SuDS features will be above ground to enhance the aesthetic amenity of the development and provide valuable habitats for the local wildlife. The attenuation provided will be appropriately sized to accommodate future climate change. Example SuDS features that will be incorporated into the development include attenuation basins, swales, raingardens, and bioretention/tree pits.



# TRANSPORT

- A Strategic Transport Assessment (STA) was prepared to support the proposed allocation at Cross Green. This was informed by discussions with South Staffordshire Council, Staffordshire County Council, the City of Wolverhampton Council, and National Highways.
- The proposed allocation is key in delivering the Brinsford Park & Ride site which is identified as a scheme within the latest Infrastructure Delivery Plan. Once developed, this station would provide access to the West Coast Main Line which connects Wolverhampton to Stafford, Manchester, Liverpool, Glasgow, Birmingham and London Euston. In addition to serving the occupants of the Cross Green site, this facility would have wider benefits for the local area, increasing connectivity and sustainable travel patterns.
- There are significant opportunities for enhancing bus provision as part of this development, including connections south into Wolverhampton where there are significant local employment, retail and leisure facilities. As set out in the STA, the site can be designed to accommodate bus penetration throughout the development, ensuring that travel by public transport provides a viable and attractive alternative for local trips.
- A range of measures for facilitating and encouraging travel by active modes have been identified following discussions with the local highway authorities. In addition to the foot/ cycle infrastructure being provided as part of these new road being delivered by ROF Featherstone, the STA sets out a series of improvements that could be provided along the A449, New Road, Cat & Kittens Lane, Dark Lane, Brinsford Lane, and canal towpath, ensuring that the site would be well integrated with the existing area.
- It has been demonstrated that primary vehicle access to the site can be provided off the new road connecting Cat & Kittens Lane to the A449 which is to be provided as part of the ROF Featherstone scheme. These works include the construction of a new roundabout onto the A449 which operates as a strategic north-south corridor linking into Stafford and the West Midlands.
- Secondary access points can be delivered onto Brinsford Lane which bisects the site, as well as onto New Road to the north. These further increase the permeability of the development and assist with the distribution of development traffic across the local highway network.
- The development site is ideally located in relation to the strategic road network, with access to the M54 provided via Junction 2 using the A449. The analysis undertaken to date demonstrates that this junction would operate within capacity in the future with the proposed allocation.
- Junction capacity modelling was undertaken as part of the STA work when considering the highways impact of the development proposals and the assessment considered locations where mitigation may be required. Overall, the analysis demonstrated that with appropriate mitigation the traffic generated by the proposals could be accommodated on the local highway network.







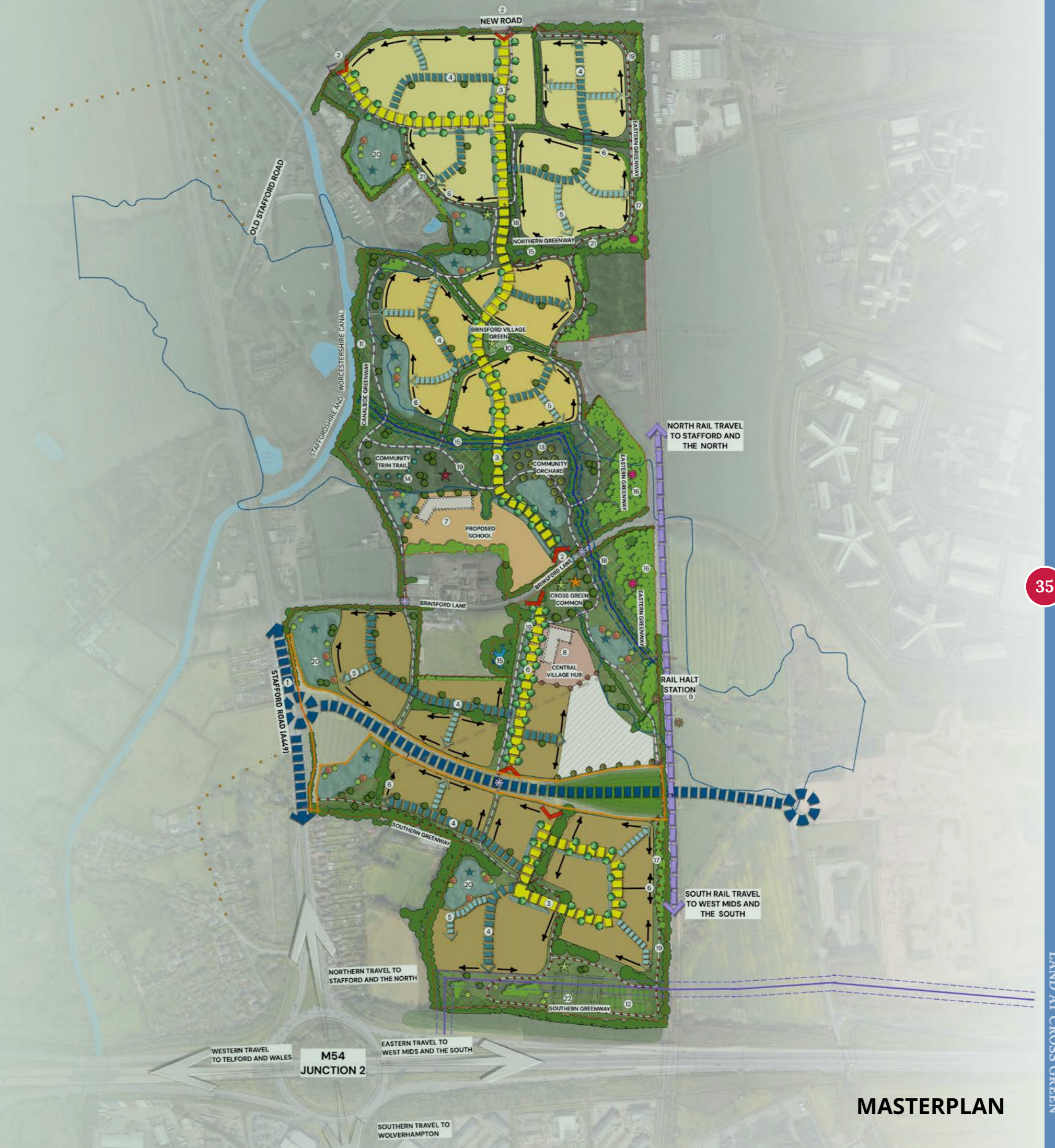
# EDUCATION

- Provide new Primary School Education provision to widen the options for current and future parents in the area (which is consistent with paragraph 99 of the NPPF);
- Provide new Early Years provision to wider the options for current and future parents in the area;
- Provide land to enable the Education Authority to have the flexibility to deliver Education provision consistent with their needs, such as providing new SEND provision within any new Primary School provision.

# THE MASTERPLAN LAND AT CROSS GREEN

## Key Principles:

1. Potential access via new roundabout and district road off existing Stafford Road (A449);
2. Potential access via Brinsford Lane, New Road and Old Stafford Road;
3. Primary residential movement providing green forms of movement;
4. Secondary movement routes providing access to larger parcels of development;
5. Tertiary movement routes providing access to smaller clusters of development;
6. Private lanes with outward facing dwellings providing passive surveillance over proposed open space;
7. Potential location for proposed primary school;
8. Possible location for a central village hub providing opportunities for retail and community uses;
9. Newly proposed rail halt station providing sustainable forms of movement;
10. A series of landscaped village greens offering locations for equipped areas of play and sporting pursuits;
11. Newly created "canalside walk" linear park providing a landscaped buffer to the existing canal network providing leisure and social opportunities for residents;
12. Community allotments to benefit new and existing residents;
13. Planted community orchard returning the area to its historic land use;
14. Proposed location for community trim trail providing opportunities for community exercise and social inclusion;
15. Maximum retention of existing vegetation and ecology on site;
16. Wetland woodland planting aiding bio-diversity and ecology on site;
17. New structural woodland planting to create an acoustic barrier to existing and proposed movement infrastructure;
18. Series of themed greenways helping to retain existing ecology with opportunities for enhanced planting and open expanses of amenity greenspace;
19. Maximum provision for pedestrian movement to provide maximum permeability throughout the development;
20. Utilisation of existing site low points for sustainable urban drainage solutions;
21. 20m noise contour buffer; and
22. Potential football pitches



# THE BENEFITS OF LAND AT CROSS GREEN

Land at Cross Green will be a beautiful, well-designed sustainable neighbourhood where people can live, work and play in ways that support health and wellbeing, while mitigating climate change and contributing to the success and vitality of a new community.

Land at Cross Green can potentially provide:

- Up to 1200 homes to meet local needs;
- A new primary school;
- A central village hub providing opportunities for retail and community uses;
- Series of themed greenways helping to retain existing ecology with opportunities for enhanced planting and open expanses of amenity greenspace;
- Planted community orchard returning the area to its historic land use;
- Community allotments to benefit new and existing residents;
- New access road to serve ROF Featherstone site;
- Land safeguarded for parking;
- Newly proposed rail halt station providing sustainable forms of movement;
- Wetland woodland planting aiding bio-diversity and ecology;
- Maximum provision for pedestrian movement to provide maximum permeability throughout the development;
- Maximum retention of existing vegetation and ecology on site;
- Football pitches; and
- Community trim trail providing opportunities for community exercise and social inclusion;
- Landscape buffer for heritage assets

This is a suitable, achievable and deliverable site which can, if allocated, assist South Staffordshire Council in realising its ambitions for sustainable growth.



BENEFITS OF CROSS GREEN

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