LAND AT BOSCOMOOR LANE DEVELOPMENT VISION

Prepared by Pegasus Group on behalf of Richborough Estates DECEMBER 2022 | BIR.5222_01



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on behalf of Richborough Estates. December 2022. Project code BIR.5222. Document ref BIR.5222_O' Contact: Ellie Liggins-Hughes

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INTRODUCTION





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1.1 The land at Boscomoor Lane represents a logical and appropriate extension to the highly sustainable settlement of Penkridge. The site is sustainable, is well located to a wide range of existing services and facilities and offers an opportunity to deliver new homes alongside supporting infrastructure as part of a balanced growth strategy for Penkridge.

RICHBOROUGH ESTATES

- 1.2 Richborough Estates is a responsible and specialist strategic land promotion business founded with the aim of working in partnership with landowners. Our projects are located throughout the country ranging from residential schemes of around 50 dwellings to large urban extensions, including sites located within the Green Belt.
- 1.3 Richborough Estates oversees the entire planning process from start to finish and works closely with local communities, Planning Officers and key stakeholders to create the most mutually beneficial schemes. Richborough Estates is seeking to apply this approach to the proposed development which is the subject of this Promotional Document.
- 1.4 Richborough Estates has an interest in the land at Boscomoor Lane. The extent of land controlled by Richborough is shown edged red on the Location Plan on Page 6 of this document.

DOCUMENT PURPOSE

- Green Belt and Allocated for housing.
- Framework").
- development and its key benefits.
- its release from the Green Belt.

1.5 South Staffordshire Council is currently in the process of reviewing their Local Plan to identify and direct growth within the District to 2039. This will include consideration of an appropriate housing requirement and a spatial strategy for distributing growth, informed by an updated settlement hierarchy. The Regulation 19 Local Plan produced by South Staffordshire Council shows the site being removed from the

1.6 This Promotional Document presents an analysis of the site and its surroundings and sets out in detail the case for the removal of the site from the Green Belt. This includes a review of the current and emerging planning policy position and an assessment of the site against the five purposes of the Green Belt contained in the National Planning Policy Framework ("The

1.7 This document also sets out the Vision for the site, informed by a consideration of the constraints and opportunities and an Indicative Masterplan demonstrating how the Vision can be achieved through a well-designed scheme. The document concludes with a concise summary of the site, the proposed

1.8 Overall, this Promotional Document presents a sustainable site to supports the site's allocation in the Regulation 19 Plan and 1.9 This document has been prepared with input from the following Consultant Team:

Planning: Pegasus Group

Urban Design: nineteen47

Landscape: Tyler Grange

Access & Movement: Hub

Flood Risk & Drainage: BWB

Heritage: CgMs



nineteen47





















PLANNING POLICY CONTEXT

NATIONAL PLANNING GUIDANCE

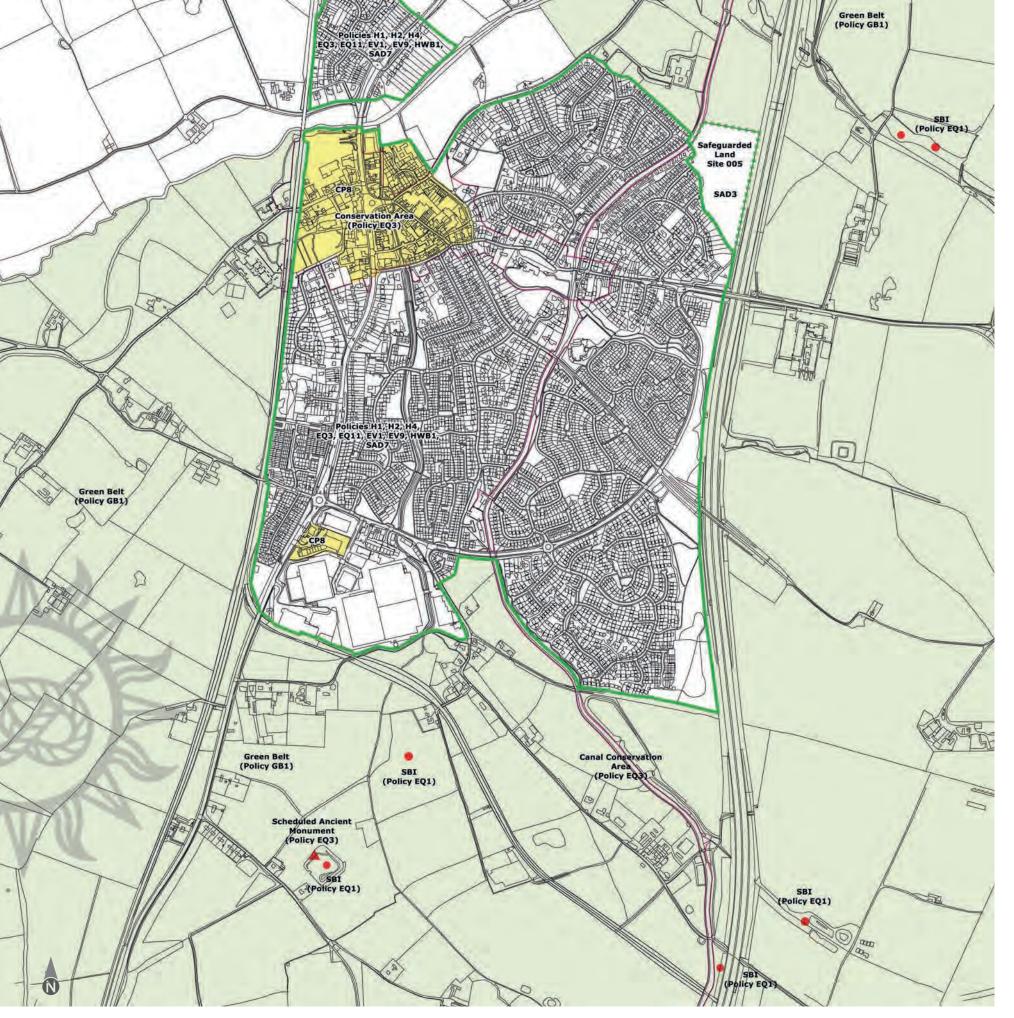
- 2.1 A revised National Planning Policy Framework (NPPF) was introduced in July 2021. The Government recognises that the planning system should be genuinely plan-led, with succinct and up-to-date local plans providing a positive vision for each local authority; a framework for addressing housing needs and other economic, social and environmental priorities that span a minimum 15 year period from adoption.
- 2.2 Paragraph 139 of the Framework states that once the general extent of a Green Belt has been approved, it should only be altered in 'exceptional circumstances' through the plan-making process and that the amended Green Belt boundary should be "capable of enduring beyond the plan period". There are exceptional circumstances which justify alteration to the Green Belt boundary in South Staffordshire District and the site offers an opportunity to release Green Belt in a sensitive manner, without harming its purposes and functions, as set out in paragraph 138 of the Framework.
- historic environment.
- would boost the supply of housing in the District.

2.3 Furthermore, paragraph 11 of the Framework sets out that sustainable development has three overarching objectives: economic, social and environmental. The proposed development accords with each of these objectives, contributing to building a strong, responsive and competitive economy, supporting strong, vibrant and healthy communities and continuing to protect and enhance the natural, built and

2.4 Chapter 5 of the NPPF sets out how local authorities should boost significantly the supply of housing in order to deliver sufficient supply of homes. The land at Boscomoor Lane, Penkridge represents a deliverable site that is available, achievable and viable and the provision of housing on the site

XX. Ministry of Housing, Communities & Local Government

National Planning Policy Framework



CONSERVATION AREAS | NOT TO SCALE

BOSCOMOOR LANE, PENKRIDGE | DEVELOPMENT VISION

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- within the Core Strategy.
- the site:
- Green Belt (Policy GB1)
- Canal Conservation Area (Policy EQ3)
- date.

EXISTING DEVELOPMENT PLAN

2.5 The Development Plan for South Staffordshire currently comprises the adopted Core Strategy (adopted 11th December 2012) and the Site Allocations Document (adopted 11th September 2018).

2.6 The Core Strategy establishes the strategic policies for the District, notably the housing requirement and distribution of housing (Core Policy 1 and Core Policy 6), whilst the Site Allocations Document provides a range of allocations to deliver the requirements set out

2.7 The policies map identifies the following designations relevant to

2.8 Penkridge does not lie within a Neighbourhood Area Designation and therefore a Neighbourhood Plan has not been progressed to

SOUTH STAFFORDSHIRE LOCAL PLAN REVIEW

- 2.9 The current adopted development plan commits South Staffordshire District to carrying out an early review of the development plan in order to respond to the increasing need for development, both within South Staffordshire and the wider Greater Birmingham and Black Country Housing Market Area (GBBCHMA). The review process will also ensure consistency with the new National Planning Policy Framework (NPPF), which seeks a requirement for local planning authorities to keep their Local Plan up to date by undertaking a review at least every five years.
- 2.10 Richborough Estates supports South Staffordshire District Council's decision to carry out a review to ensure an up to date planning policy framework is in place in the District to 2039.
- 2.11 South Staffordshire has committed to the delivery of a minimum of 4,000 additional dwellings to contribute towards meeting the housing shortfall within the wider GBBCHMA. This results in the requirement of 9,098 dwellings across the plan period. This represents a significant uplift compared with past delivery experienced within the District.
- 2.12 The Publication Plan is the final draft Local Plan that is consulted on prior to submission of the Local Plan to the Secretary of State for independent examination. The Publication Plan has allocated the site at Boscomoor Lane due to its lower Green Belt harm and sustainable location. Penkridge is a high-ranking settlement within the proposed Policy DS5 Spatial Strategy. Tier 1 settlement such as Penkridge hold a range of services and facilities.

Green Belt **Exceptional Circumstances Topic Paper** November 2022

> EVIDENCE BASE DOCUMENT DRAFT LOCAL PLAN REVIEW 2018-2039 (Regulation 19)

CASE FOR GREEN BELT RELEASE

- 2.13 Given the need to accommodate an increased amount of housing and employment land, the Council concluded there were exceptional circumstances to release Green Belt land through the adoption of the Site Allocations Document. The need to consider Green Belt release through the Local Plan Review process is acknowledged through the Spatial Housing Strategy and Infrastructure Delivery Consultation document to support the preferred strategic option for growth. There are exceptional circumstances that exist for the targeted release of Green Belt land in Penkridge to meet identified housing needs in a sustainable location.
- 2.14 The Green Belt Exceptional Circumstances Topic Paper (November 2022) identifies that Penkridge is a Tier 1 village and therefore one of the most sustainable locations for development within the District. The Topic Paper sets out that whilst land is being allocated to the north of Penkridge outside of the Green Belt, the site at Boscomoor Lane has also been selected as it reflects a lower Green Belt harm and is within a highly sustainable location.



THE SITE AND SURROUNDING CONTEXT





THE SITE AND SURROUNDING CONTEXT

LAND AT BOSCOMOOR LANE

- 3.1 The site adjoins the southern edge of the urban area of the village, immediately south of Wolgarston Way and to the south of the Staffordshire and Worcestershire Canal. The site is visually contained, enclosed by development on three sides, and includes an area of agricultural land and a residential dwelling with associated garden.
- 3.2 The site comprises two irregular-shaped grassland fields separated by a typical gappy hedgerow, amounting to approximately 3.8 hectares. To the north, Wolgarston Way with associated residential properties overlooks the northern part of the site from a raised vantage point. A small number of properties to the south of Wolgarston Way influence the north western corner of the site.
- 3.3 To the east of the site lies a large number of existing residential properties beyond the Staffordshire and Worcestershire Canal with views across the site. The Cross Britain Way runs along the Canal's western edge adjacent to the site. Development fronting the Canal should respect the character and locality with a set back to retain the good quality tree stock and hedgerow.

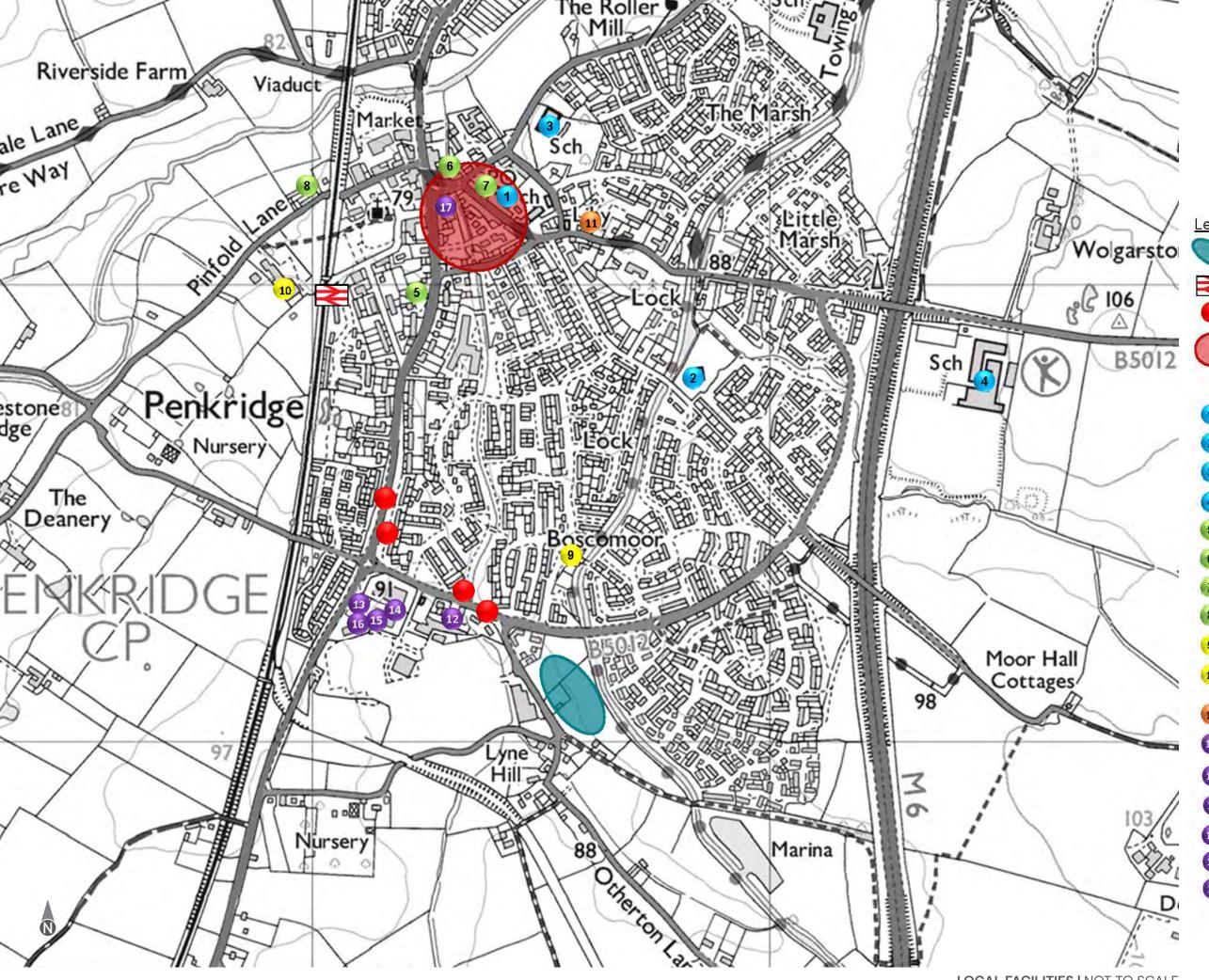
- intervisibility.

3.4 To the west, the final phase of the Persimmon Homes Estate off Boscomoor Lane forms a further urban influence to the site. Public footpath 'Penkridge 19(a)' with associated hedgerows and mature trees provide the boundary to the south of the site, separating it from the fields beyond whilst restricting

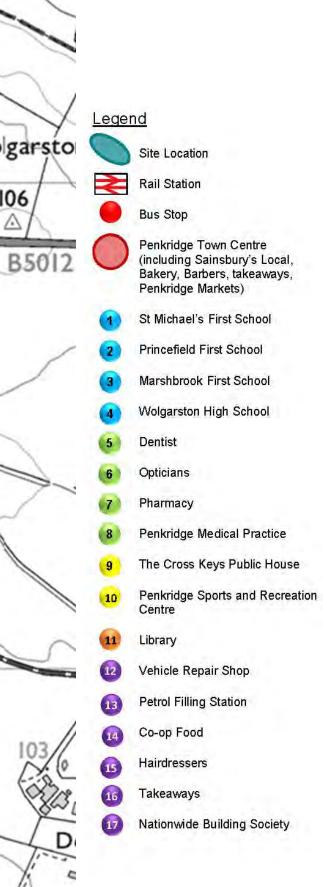
3.5 The hedgerow field boundaries provide containment and structure and are also characteristic features within the local landscape. They should be retained and enhanced where possible to strengthen the visually-contained nature of the site.

SURROUNDING AREA

- 3.6 The site is located adjacent to the current built up area of Penkridge with good access to a range of services and facilities, including being within walking distance of its many facilities and bus links.
- 3.7 The site provides an opportunity to deliver much needed housing, together with all necessary supporting infrastructure.



LOCAL FACILITIES | NOT TO SCALE



LOCAL FACILITIES, AMENITIES & SERVICES

3.8 There are a number of local facilities within walking distance of the site, the key facilities are details below.

LOCAL FACILITY	APPROXIMATE WALKI
Vehicle Repair Shop	125m
The Cross Keys Public House	160m
Opticians	374m
Convenience Food Store	430m
Hairdressers	430m
Restaurants and Takeaways	430m
Petrol Filling Station	454m
Dentist	1.1km
Nationwide Building Society	1.2km
St Michael's First School	1.2km
Princefield First School	1.4km
Pharmacy	1.6km
Penkridge Sports and Recreation Centre	1.6km
Penkridge Medical Practice	1.6km
Marshbrook First School	1.6km
Wolgarston High School	1.7km

LOCAL FACILITIES DISTANCES FROM SITE









ACCESS & MOVEMENT

SUSTAINABLE TRANSPORT

- 3.9 The site will provide pedestrian access onto Boscomoor Lane, to the west of the site. A public footpath runs to the south of the site, connecting south to Otherton and the marina whilst also providing a connection to the canal towpath that runs along the western side of the Staffordshire and Worcestershire Canal.
- 3.10 On the northern side of the B5012 there are a number of footpaths that run through green areas that provide a link towards the centre of Penkridge. These provide pleasant traffic free walk route to local facilities within the town centre.
- 3.11 It is also understood that as part of the proposed residential development to the west of Boscomoor Lane (which is currently under construction), there is a planning condition which requires a new Pelican crossing to be provided across Boscomoor Lane (B5012).
- 3.12 The towpath provides a traffic-free cycle route that runs to the east of the proposal site and provides a link to Stafford in the north. A shared use footway/cycleway is also located alongside the A449.

- safe for use by cyclists.
- Town Centre.
- Birmingham.
- well as for leisure purposes.



3.13 Residential roads to the north of the B5012 within the vicinity of the site are subject to a 30mph speed limit and considered

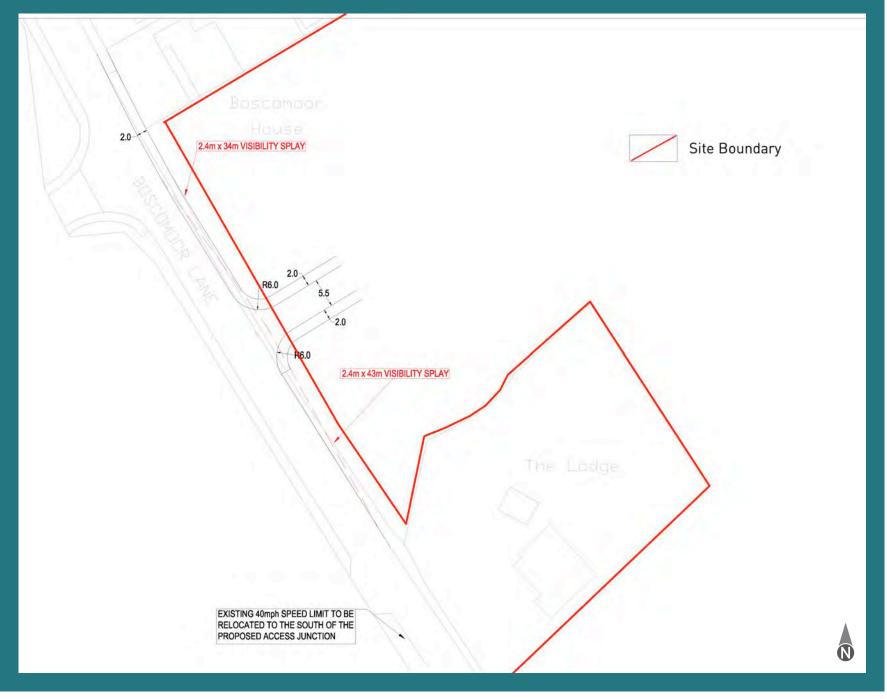
3.14 The nearest bus stops to the site are located on Wolgarston Way, with the nearest being located within 400m of the centre of the proposed development site; bus services 813, 817, 817a, 875 and 878 run from this location and travel to Stafford town centre, Coven, Penkridge town centre, Robaston and Cannock

3.15 Penkridge Rail Station is located approximately 1.2km north of the site. The station provides regular services to a variety of local and national destinations including Liverpool, Crewe and

3.16 The location of the proposed development site is therefore seen to be in a sustainable location in terms of the availability of alternatives to the private car that offer a realistic alternative to the private car for commuting and travelling to schools as

ACCESS

- 3.17 Vehicular access to the site is proposed to be achieved directly off Boscomoor Lane along the western frontage of the site, as shown on the indicative masterplan. The access proposals include a footway which links the site access junction to the existing footway provision further north on the eastern side of Boscomoor Lane. In order to achieve a 2.0m wide footway link, Boscomoor Lane has been narrowed from approximately 6.3m to just over 5.5m in width.
- 3.18 It is considered appropriate to provide pedestrian access alongside the proposed vehicular access. Footways 2.0m in width have been proposed on both sides of the carriageway.
- 3.19 A 2.0m wide footway will then be provided on the eastern side of Boscomoor Lane, which will provide a link to the existing footway provision further north which goes on to connect to existing footways along the B5012.
- 3.20 A Transport Assessment will be completed to assess impacts across the wider network, this will include speed survey work. The Transport Assessment will take account of any local committed development sites and any committed highway improvements.
- 3.21 Suitable mitigation will be provided as part of the development proposals including any identified off-site highway works and contributions.



PROPOSED SITE ACCESS | NOT TO SCALE



CONSTRAINTS AND OPPORTUNITIES | NOT TO SCALE

HERITAGE & ARCHAEOLOGY

- surrounding area.
- south-east corner.
- any impact on teir significance.

THE WEST MIDLANDS GREEN BELT

- South Staffordshire District Council.
- a minimum of 80 new homes.



3.22 CgMs Heritage has undertaken an initial appraisal of the extent and nature of known built heritage assets within the site and

3.23 The site is located immediately west of the Staffordshire and Worcestershire Conservation Area, which includes the canal and towpath. In addition, there are several canal bridges and locks located within this Conservation Area which are recognised locally as non-designated heritage assets, the closest being Lyne Hill Bridge (No 83) which is located adjacent to the site's

3.24 Located approximately 0.5km south-west of the site is the Grade II listed Otherton Farmhouse, which has several associated historic outbuildings. As there is the potential for limited inter-visibility between the site and the farmstead, their significance may be affected by the development of the site.

3.25 The identified built heritage assets are not considered to be a constraint to the development of the site as future development will incorporate mitigation measures to minimise

3.26 The site comprises Green Belt land located entirely within

3.27 As part of the Plan review the Council have published a Green Belt Exceptional Circumstances Topic Paper (November 2022). The Topic Paper indicates that the site is proposed to deliver

3.28 The below details the Councils stance in relation to Boscomoor Lane.

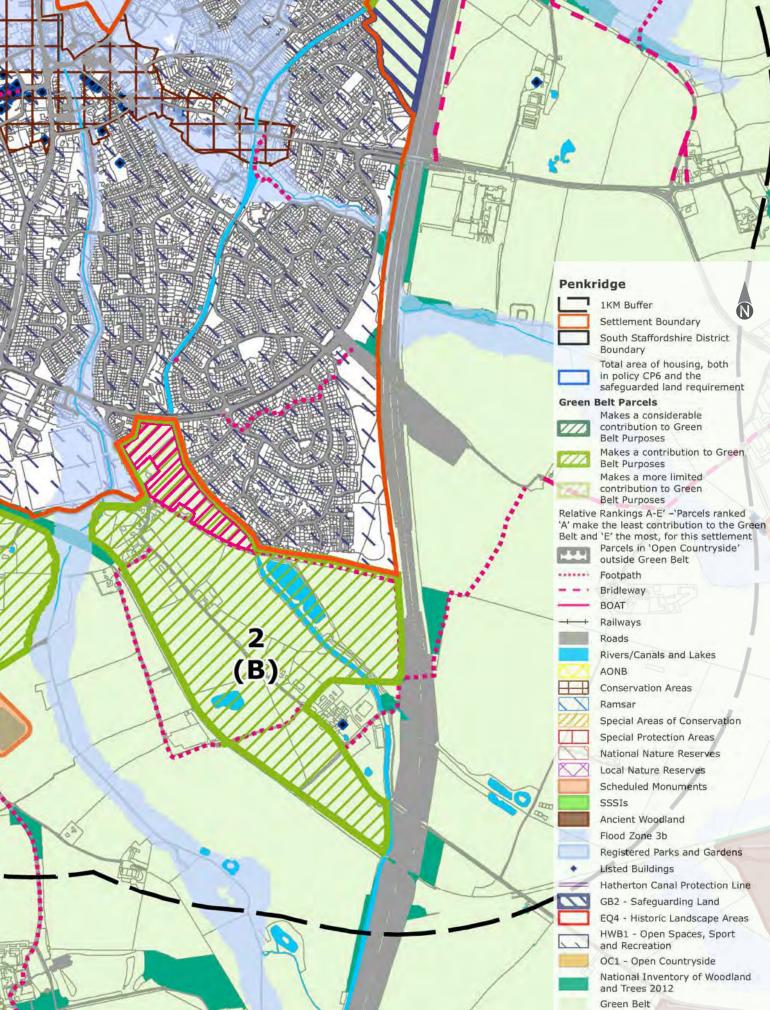
"Penkridge is identified as a Tier 1 village and therefor one of the most sustainable locations for development within the District. In line with this classification, Tier 1 villages including Penkridge were identified for a significant proportion of the district's housing growth.

The site is within parcel 'S32Fs3' within the 2019 Green Belt Study. The parcel identified the site as having a low-moderate harm rating.

Although land is being allocated to the north of Penkridge outside of the Green Belt, this site has also been selected for allocation reflecting its lower Green Belt harm and sustainable location. The site is within walking distance of a rail station and has good access to a nearby local centre, whilst also being on land of significantly less Green Belt harm than most other sites in both Penkridge and other Tier 1 and 2 villages. Therefore, given the need to release Green Belt at a strategic level and the merits of the site in relation to other Green Belt options in the district, the release of this Green Belt site is required to meet the housing target."

- 3.29 As indicated within the Topic Paper, the land at Boscomoor Lane, does not satisfy the fundamental aims of the Green Belt. Richborough Estates supports the conclusions of the Councils assessment that the site should be released from the Green Belt.
- 3.30 The conclusions of the Green Belt evidence has been taken forward in the Regulation 19 version of the Local Plan which confirms there are exceptional circumstances to justify the removal of the site from the Green Belt and allocate it for housing development.

(B) C) A SOUTH STAFFORDSHIRE GREEN BELT STUDY | NOT TO SCALE









VIEWS

- vegetation adding to the contained nature.
- and the existing properties to the east.





3.31 Views from within the site are limited and localised due to the urban influence restricting distant views and mature boundary

• Viewpoint 1 shows the view from Wolgarston Way from the bridge over the Staffordshire and Worcestershire Canal to the north of the site. Views are possible across the northern field parcel, with glimpsed views towards the under- construction development off Boscomoor Lane to the west. The internal hedgerow separating the two irregular-shaped fields is gappy and provides only glimpsed views through at certain points when facing south. The viewpoint represents transient users and a number of residents of Wolgarston Way who would experience this view as part of their day-to-day experience.

• Viewpoint 2 shows the view facing north west along the Cross Britain Way route adjacent to the Canal. It shows the maintained boundary hedgerow allowing for clear views between the site

- Viewpoint 3 shows the view from the footpath Penkridge 19(a), on the bridge above the Canal facing north. The raised vantage point allows for glimpsed views towards the southern part of the site between intervening trees and boundary hedgerows.
- Viewpoint 4 represents a view from where footpath 'Penkridge 19(a)' meets Boscomoor Lane to the west of the 5 site. Existing properties limit views across the site in addition to the boundary hedgerow and trees. Properties adjacent to the Canal to the east of the site are visible in the distance, providing a further urban influence to the view.
- Viewpoint 5 shows the view further along Boscomoor Lane towards the site's north west corner facing south east. It shows the existing properties off Boscomoor Lane adjacent to the site boundary, with the entrance to the Persimmon development to the right which provides an urban influence to this boundary.
- Viewpoint 6 shows the view from Wolgarston Way facing south east. Existing properties in the locality provide the urban context, although this view does highlight the level 6 change from the road to the site.
- 3.32 Overall, the main receptors of the site with potential visiblity are transient users and residents of Wolgarston Way and Boscomoor Lane and recreational users of footpath 'Penkridge 19(a)' which runs along the site's eastern boundary adjacent to the Canal. With the design carefully ensuring the retention of key features such as the internal hedgerow and boundary vegetation, the visual context will remain largely unchanged with a limited nature and extent of views. No distant views are possible, with the proposed development providing no uncharacteristic features.







VIEW LOCATIONS | NOT TO SCALE



BOSCOMOOR LANE, PENKRIDGE | DEVELOPMENT VISION

ECOLOGY

- 3.33 There are no statutory sites of nature conservation importance at an international (e.g. Special Areas of Conservation) or national (e.g. Sites of Special Scientific Interest) scale located within a 2km radius of the site.
- 3.34 There are no local nature conservation or wildlife sites within or adjacent to the site.



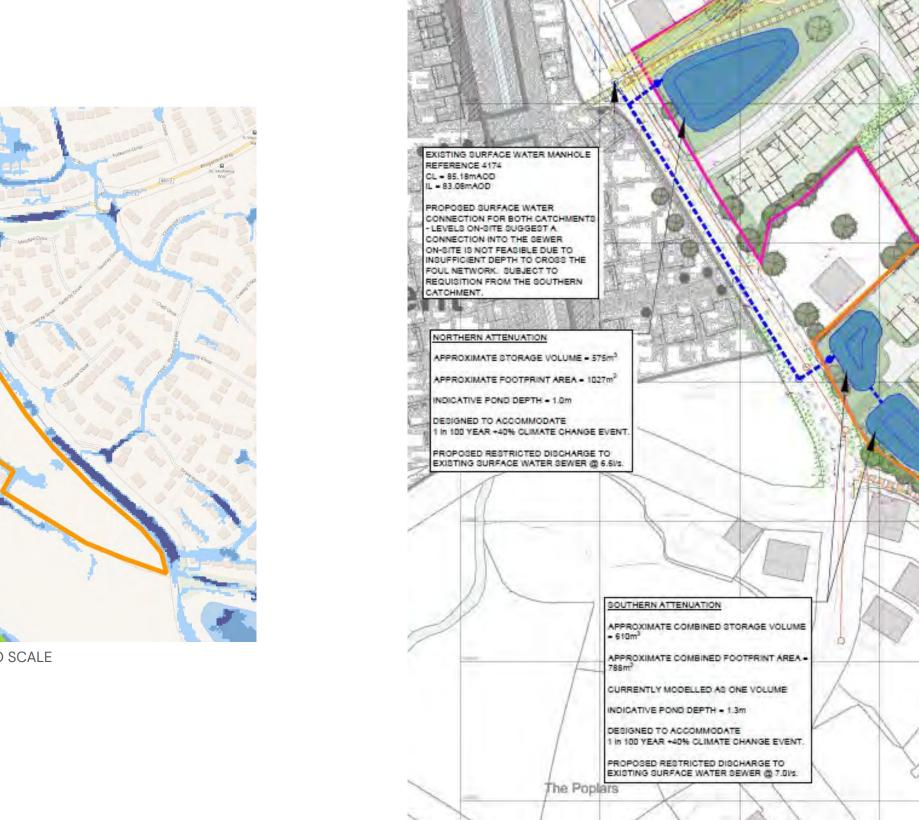
STAFFORDSHIRE AND WORCESTERSHIRE CANAL

FLOOD RISK & DRAINAGE

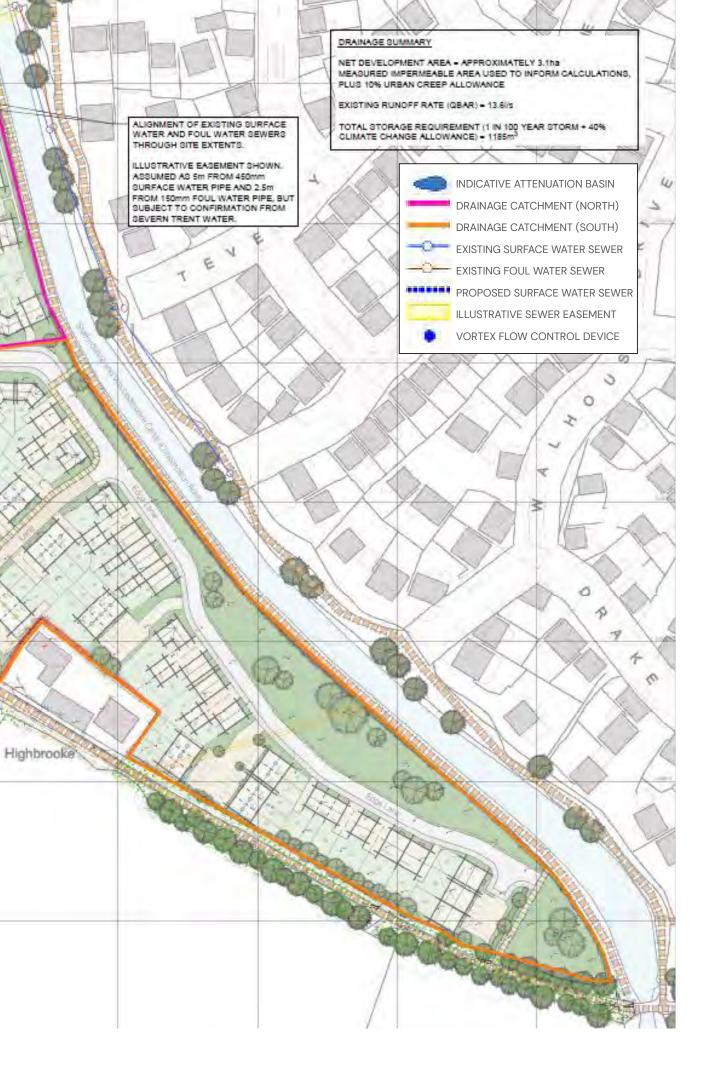
- 3.35 The published Environment Agency (EA) flood maps show the site is located entirely within Flood Zone 1, with the neatest EA Main River being the unnamed tributary of the River Penk, which is located approximately 50m west of the site.
- 3.36 The Staffordshire and Worcestershire Canal runs along the eastern boundary of the site. Further investigation is needed to better define the level of risk posed to the development, however, due to the controlled and maintained nature of canals, it is not expected to pose a barrier to development.
- 3.37 Underlying geology based upon British Geological Survey (BGS) mapping is identified to comprise of Sandstone with superficial deposits of till. Such a permeable geology has the potential for groundwater emergence. Further review of any available borehole records along with any relevant Strategic Flood Risk Assessment (SFRA) data, to understand the potential risk further.
- 3.38 A surface water and foul water sewer are present on the site, which will require a suitable easement. An alternative option could be to undertake a diversion of the sewers, both options would be subject to further consultation with STW at the appropriate juncture. The presence of the sewers on site is not thought to pose a significant flood risk to the development.
- 3.39 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 include an allowance for climate change. Example SuDS features that will be incorporated into the development wherever possible include attenuation basins, permeable paving and swales.





















VISION

VISION

- To produce a living environment of the highest standard, with a clear and recognisable identity which reflects the local vernacular of Penkridge and contextual views;
- To provide a sustainable development comprising a range of houses, including family homes and smaller properties and significant new areas of publicly accessible open space to serve the village of Penkridge;
- To create a safe, attractive and secure neighbourhood, streets and places which promote social interaction which will afford access and movement priority to pedestrians and cyclists, including connectivity with the existing network of footpaths to local services and facilities;
- To provide a locally inspired and meaningful new green space network which enhances the character of the site and the natural and historic environment and creates a robust and enduring new Green Belt boundary;
- To deliver suitable, proportionate and appropriate Green Belt compensation measures; and
- To create a development that will enhance the attraction of Penkridge as a place to live and work, incorporating valued aspects of local character, heritage, landscape, visual amenity and biodiversity.





INDICATIVE MASTERPLAN AND DESIGN PRINCIPLES







INDICATIVE MASTERPLAN & DESIGN PRINCIPLES





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BOSCOMOOR LANE, PENKRIDGE | DEVELOPMENT VISION

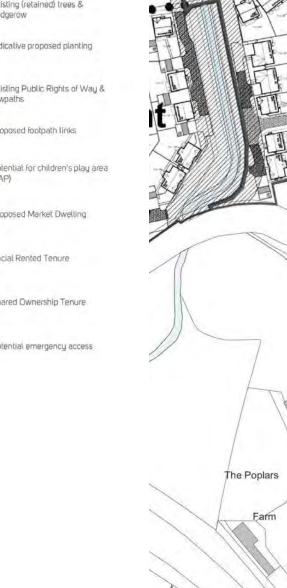


















DELIVERABILITY AND KEY BENEFITS





DELIVERABILITY & KEY BENEFITS

DELIVERABILITY

- 6.1 The site is a suitable area for housing as there are no physical, technical or environmental constraints preventing its development.
- 6.2 The Framework requires Local Planning Authorities to maintain delivery of housing land to meet their housing targets. To be considered deliverable, a site should be:
- Available. A site is considered available when there is confidence that there are no legal or ownership problems.
- Suitable. A site is considered suitable for housing development if it offers a suitable location for development and would contribute to the creation of sustainable, mixed communities; and
- Achievable. A site is considered achievable for development where there is a reasonable prospect that housing will be delivered on the site within five years, and in particular, development of the site is viable.

AVAILABLE

6.3 Richborough Estates has a legal agreement in place with the landowners and are in a position to progress with the promotion of the site for residential led development. There is no legal or ownership impediments which should prevent the land from being delivered for residential use.

SUITABLE

- reasons;
- It offers a suitable location for development and can be brought forward immediately following an allocation;
- It would form a natural extension to the established village of Penkridge.

ACHIEVABLE

- invest in the site to ensure delivery.
- therefore achievable.

6.4 The site is suitable for residential development for the following

6.5 The site has been fully assessed in terms of its environmental considerations and it has been demonstrated that the delivery of the site is achievable and deliverable, and a team of technical consultants has been appointed to support the delivery of this site moving forward. Where technical constraints are identified, Richborough Estates will provide appropriate mitigation and

6.6 Richborough Estates has reviewed the economic viability of the proposals in terms of the land value, attractiveness of the locality, level of potential market demand and projected rate of sales in Penkridge. These considerations have been analysed alongside cost factors associated with the site, including site preparation costs and site constraints. Richborough Estates can therefore confirm that the site is economically viable and

GREEN BELT COMPENSATION

- 6.7 The removal from the Green Belt requires Green Belt compensation measures to be delivered. There are a range of compensatory measures which can be delivered to remaining Green Belt Land in the vicinity of the site.
- 6.8 This could include contributions towards improving the canal towpaths where it is in the Green Belt to improvements to other walking routes linking Penkridge and Cannock Chase.

KEY BENEFITS

- 6.9 Development of the site will contribute to building a strong, responsive and competitive economy. In particular, the delivery of new homes at the site will bring economic benefits during the construction, operational and commercial stages.
- 6.10 Overall, the provision of much needed additional open market and affordable homes in the District will contribute to building a strong, responsive, and competitive economy in line with the objectives of the NPPF.



SUMMARY AND CONCLUSIONS





SUMMARY AND CONCLUSIONS

- 7.1 This Vision Document demonstrates that there is a need to accommodate an increased level of housing within the District to meet future housing needs and there are exceptional circumstances to justify the need for Green Belt release to accommodate this as part of the Local Plan review.
- 7.2 The site at Boscomoor Lane is deliverable and its allocation in the Regulation 19 Local Plan should be retained. The site provides a logical location for development in Penkridge which could accommodate the site allocation policy minimum 80 new market and affordable homes. The site is however capable of delivering circa 100 dwellings as well as public open space without undermining the purposes of the Green Belt or adversely impacting upon the environment.
- the site would:
- of a children's play facility;
- pedestrian permeability within the development;
- to support growth within Penkridge;
- services and facilities;
- compensation measures;
- enduring new Green Belt boundary; and
- and biodiversity.

7.3 In summary, this Promotional Document has illustrated that

• Positively contribute to the identified need for new housing and create a range and mix of housing types that will make a positive contribution to the District's housing requirements;

• Provide new Public Open Space with potential for the delivery

• Deliver green corridors encompassing existing hedgerows & field boundaries where possible. The corridors provide for

• Be sustainably located in an area of Penkridge bounded on three sides by the existing urban area and within close proximity of a wide range of services and facilities;

• Provide financial contributions towards strategic infrastructure

 Accommodate a high-quality residential development with safe, attractive and secure neighbourhood, streets and places which promote social interaction which will afford access and movement priority to pedestrians and cyclists, including connectivity with the existing network of footpaths to local

• Deliver suitable, proportionate and appropriate Green Belt

• Provide a locally inspired and meaningful new green space network which enhances the character of the site and the natural and historic environment and creates a robust and

• Create a development that will enhance the attraction of Penkridge as a place to live and work, incorporating valued aspects of local character, heritage, landscape, visual amenity



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