



Watling Street, Cannock
LANDSCAPE APPRAISAL

February 2024

FPCR Environment and Design Ltd

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Rev	Issue Status	Prepared / Date	Approved/Date
-	Draft	RC / 13.09.23	JJ / 06.09.23
-	First Issue	RC / 22.02.24	JJ / 23.02.24

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1 INTRODUCTION

- 1.1 FPCR Environment and Design Limited (FPCR) were appointed by St Modwen Developments Ltd to assess a site at Watling Street, Cannock with respect to Landscape Character and Visual Resources. This appraisal has been prepared following a site walkover undertaken in October 2016 and in September 2022.

Context

- 1.2 The site lies to the south of the Cannock Chase District within Southern Staffordshire (Figure 1: Site Location). It is well located in relation to the strategic highways network, being situated directly to the south of the A5 Watling Street and in close proximity to the M6 (Toll).
- 1.3 There are various settlements present within the surrounding area including Brownhills, Norton Canes, Great Wyrely, Cannock and Pelsall. A range of commercial and industrial estate developments are present, typically situated by the outskirts of existing settlements.
- 1.4 As well as the existing Business Park on Watling Street, other developments nearby include Moss Farm/Farm Shop, the Esso Garage with additional, associated retail units and the public house by the Watling Street/Walsall Road roundabout. Cannock Extension Canal lies in close proximity to the west of the site. Norton Canes Moorings is situated to the west of the Canal at North Lanes.
- 1.5 The site is visually well screened from all the existing settlements in the local area. Established tree belts are present along the entire perimeter of the site and there are substantial woodlands present through the surrounding landscape.

Site Description

- 1.6 The site covers expansion land of 5.5ha situated immediately to the south and west of the existing Watling Street Business Park, shown as Site Allocation SE2 on the Policies Map of the Cannock Chase District Local Plan Pre-Submission Regulation 19 (December 2023).
- 1.7 The existing Business Park, currently 1.8ha, provides over 150,000 square feet of warehousing, offices and open storage, accommodating a range of occupiers and uses. An open storage facility is currently located within the southern part of the existing Business Park. The main entrance/site access is off the A5 / Watling Street, with an internal circulation road serving the various units/buildings.
- 1.8 Established tree belts/hedgerows are present along the perimeter of the existing Business Park, and around the pond located at the southeastern corner of the Business Park. Consequently, the existing buildings are well screened from the surrounding area.
- 1.9 The expansion land adjoining the Business Park comprises of 4 fields the majority of which are in arable use with the exception of a woodland copse located by the Cannock Extension Canal. The field boundaries are very well defined by an established framework of hedgerows and tree belts, and generally intact aside from small gaps for agricultural accesses.

2 BASELINE

Topography

- 2.1 The topography of the landscape in the vicinity of the site is relatively flat with gentle slopes within the western part of the site (Figure 5). Land within the site lies at around 155m AOD to 144m AOD, falling to the west. A pond is located within the southeastern part of the existing Business Park. Other localised features include disused basins adjacent to the Cannock Extension Canal.
- 2.2 Topography within the wider landscape is more varied with prominent hills situated at Brownhills (up to 180m AOD at Shire Oak Hill) to the southwest, and at Heath Hays (up to 200m AOD) to the north. Other landforms include shallow valleys along the watercourses such as Wash Brook and Crane Brook. Another local feature includes Chasewater which is located to the north of the M6 (Toll).

Policy

Cannock Chase Local Plan - Part 1 (2014)

- 2.3 The local plan sets eight strategic objectives, the following of which and associated landscape policies of relevance to the site and proposed development.
- 2.4 Policy 'CP3 'Chase Shaping – Design' sets out the requirement for high standards of design of buildings and spaces which contribute to meeting the Vision. The policy sets out a number of key requirements of high-quality design which will need to be address in development proposals, including the following of relevance to landscape and the site covered by this appraisal:
- *Be well-related within the development and to existing buildings and their surroundings in terms of ... landscaping ...*
 - *Successfully integrate with existing trees, hedges and landscape features of amenity value and employ measures to enhance biodiversity and green the built environment with new planting designed to enhance local distinctiveness ...*
- 2.5 Policy 'CP8 – Employment Land' supports the Local Plan 'Strategic Objective 4: Encourage a vibrant local economy and workforce'. The policy identifies the Watling Street Business Park as a site for redevelopment that will be subject to further guidance supported by Local Plan Part 2 policies and Supplementary Planning Documents.
- 2.6 Policy 'CP12 Biodiversity and Geodiversity' set out how biodiversity and geodiversity assets in the district will be protected, conserved, and enhanced. It states '*...Full consideration should be given to the designing of biodiversity into development schemes via site layout, features such as sustainable drainage systems, green roofs and small scale green infrastructure.*'
- 2.7 The policy identifies a range of key measures, including the following:
- *... support for the protection, conservation and enhancement of existing green infrastructure to facilitate robust wildlife habitats and corridors at a local and regional scale ...*
 - *supporting development proposals that assist the delivery of national, regional and local Biodiversity and Geodiversity Action Plan (LBAP/GAP) targets by the appropriate protection, incorporation and management of natural features and priority species;*

- 2.8 Policy 'CP14: Landscape Character and Cannock Chase Area of Outstanding Natural Beauty (AONB)' requires that consideration of landscape character in all developments. It identifies measures to protect, conserve and enhance the landscape character of the district, including:
- *The consideration of landscape character in all development proposals in order to protect and conserve locally distinctive qualities, rural openness and sense of place and maximise opportunities for restoring, strengthening and enhancing distinctive landscape features including trees, woodland, canal corridors, sensitive edges of the rural areas and creating green infrastructure links in conjunction with new development ...*
 - *Supporting development proposals across the rest of the District that help to facilitate the AONB Management Plan objectives, particularly the need to protect and enhance green infrastructure, including green roadsides, enhance green linkages ...*
- 2.9 Policy 'CP16 Climate Change and Sustainable Resource Use' states that all development proposals should contribute to tackling climate change including by:
- *... Account should be taken of the landform ... landscaping ...*
 - *Incorporating landscaping and sustainable design measures that assist adaptation to climate change and minimise all forms of pollution, particularly via the use of multi-functional green infrastructure ...*

Cannock Chase District Local Plan Pre-Submission - Regulation 19 (December 2023)

- 2.10 The Pre-submission Local Plan is intended to run up to the period 2040 and includes the following strategic objectives and associated policies of relevance to landscape, the site and the proposed development.
- 2.11 'Strategic Objective SO1: To deliver high quality development that protects the historic environment and is appropriate, distinctive, attractive and safe.'
- 2.12 Policy 'SO1.2: Enhancing the quality of the Built Environment' states that '*...Development proposals will demonstrate conformity to Local Plan Policies and the relevant Local Design Guide and will deliver a high quality of building design and layout which is:*
- *Visually attractive, as a result of good architecture, layout and landscaping*
 - *Sympathetic to local character ...*
 - *inclusive of green infrastructure, tree planting and other public space ...'*
- 'All major development proposals ... will include a Design and Access Statement that will set out:*
- *How the design will respect the local distinctiveness and character of the surroundings in terms of ... landscape*
 - *What would be built on the site...the details of... landscaping ...'*
- 2.13 'Strategic Objective SO2: To create community facilities and healthy living opportunities across the District '
- 2.14 Policy 'SO2.2: Safeguarding Health and amenity' states that '*...All major development proposals ... will include a Design and Access Statement that will set out how the proposal will safeguard*

health and amenity by aligning with the relevant Local Design Guide and the requirements of other relevant Local Plan Policies, particularly by:

- *Linking to, or adding to, green infrastructure (in line with Policy SO2.4: Providing Opportunities for Healthy Living and Activity).*

2.15 Policy 'SO2.5: Providing opportunities for healthy living and activity through active design' states that 'Major development proposals will, in accordance with the principles of Active Design and the relevant Local Design Guide, set out how opportunities to support healthy living and active travel would be created or enhanced, by: ...

- *Providing well designed, safe and convenient routes for walking and cycling which are integrated with green and blue infrastructure and connected to wider networks (in line with Policy SO5.1: Accessible Development).*
- *Linking to existing green infrastructure, safeguarding the 'Strategic Green Space Network', or providing additional green infrastructure (in line with Policy SO7.8: Green Infrastructure).*

2.16 'Strategic Objective SO4: To encourage a vibrant local economy and workforce.'

2.17 The site is listed as Employment site allocation 'Ref SE2' under Policy 'SO4.2: Provision for new employment sites' which goes on to state that ...' Proposals for new employment development should safeguard and enhance ... accessibility to green infrastructure....'

2.18 'Strategic Objective SO5: To support the provision of sustainable transport and communications infrastructure.'

2.19 Policy 'SO5.1: Accessible Development' states that '...Development proposals will set out, as appropriate, how and when the development will contribute to the delivery of...

- *...routes for active travel ... which are integrated with green and blue infrastructure and linked with wider networks*
- *A design and layout of the development which will ... create new green infrastructure within the development which links to the 'Strategic Green Space Network' (as required by Policy SO7.8)....'*

2.20 'Strategic Objective SO 7: To protect and enhance the natural environment.'

2.21 Policy 'SO7.1: Protecting, conserving and enhancing biodiversity and geodiversity' states that '...Opportunities to improve biodiversity in and around the development will be considered as part of the design, especially where this can secure measurable net gains for biodiversity or enhance public access to nature where this is appropriate. ...'

2.22 '... All development proposals will seek to preserve, restore and re-create priority habitats, ecological networks...'

2.23 Policy 'SO7.4: Protecting, conserving and enhancing Landscape Character' states that 'All development proposals in the District will protect, conserve and enhance landscape character by:

- *Protecting and conserving local distinctiveness, scenic qualities, rural openness and sense of place.*

- *Maximising opportunities to conserve and enhance existing landscape features of the site including trees, hedgerows, woodlands, and watercourses especially where these form part of the historic environment.*
 - *Locating and designing the development to respect the surrounding scenic quality and providing sensitive edges to the adjacent areas.*
 - *Locating and designing the development to avoid the erosion of relative tranquillity and prevent impacts of light pollution from artificial light on intrinsically dark landscapes.*
 - *Protecting, conserving and enhancing the Cannock Chase National Landscape, as required by Policy SO7.5 and the Green Belt (as required by Policy SO7.6).*
 - *Creating new green infrastructure within the development which links to the 'Strategic Green Space Network' (as required by Policy SO7.8). All major development proposals must be supported by a Landscape and Visual Impact Assessment.'*
- 2.24 *'...Development proposals should be designed to make a positive contribution to townscape and landscape (as required by Policy SO1.2: Enhancing the Quality of the Built Environment). Additional guidance will be included in the relevant Local Design Guide. ...'*
- 2.25 *' ...Landscape and Visual Impact Assessments will be required for major developments with wider landscape impacts, and may be required for minor developments that are within, or visible from, the Cannock Chase National Landscape or Special Area of Conservation. ...'*
- 2.26 Policy 'SO7.8: Protecting, conserving and enhancing green infrastructure' states that *'The Policies of this Local Plan seek to protect, conserve and enhance existing green infrastructure in accordance with its importance to heritage, biodiversity, geodiversity, landscape beauty, and its value to facilitate movement, sport and recreation. ...'*
- 2.27 *'...New development proposals will set out how the development will impact or enhance the directly affected and adjacent areas of green infrastructure, including the 'Strategic Green Space Network'. New areas of green infrastructure, with links to existing green infrastructure, should be created within the development wherever possible. Additional areas of green space of particular importance to local communities which have been allocated in neighbourhood plans as Local Green Space will be afforded the same level of protection as the Green Belt. ...'*
- 2.28 *"Strategic Objective 8: To support a greener future'.*
- 2.29 Policy 'SO8.3: Sustainable Design' states that *'...All major development proposals must incorporate sustainable design. Applicants will be required to provide a Sustainability Statement (as part of the Design and Access Statement) to set out how the design will:*
- *Protect, improve and enhance existing woodlands and habitats, and integrate new green and blue infrastructure with sustainable drainage systems (SuDS) and pedestrian and cycle routes;*
 - *Provide a contribution to the creation of urban forests, woodlands and street trees as an integral part of the development or as part of a linked off-site scheme. ...'*
- 2.30 Policy 'SO8.4: Managing Flood Risk' states that *'...All major development proposals will:*
- *Reduce the risk of flooding and maximise flood protection by including features such as trees and planting, water bodies, retention ponds and filter beds, and permeable paving. Surface*

drainage requirements should work with the local topography to create low maintenance sustainable drainage systems.'

- 2.31 *'Policy SE2: Watling Street Business Park Extension'. This policy states the following in relation to landscape:*
- 2.32 *'... Vehicle parking will be provided as an integral part of the scheme, with ... generous planting to limit impact on visual amenity and ameliorate impact on climate change. ...'*
- 2.33 *'A Landscaping Strategy will be required to ensure that the development form and layout minimises the adverse visual impact on the remaining Green Belt and is designed taking into account site topography and existing defining features of the landscape. The development will incorporate new or enhanced attenuation ponds and SuDS features to provide suitable drainage systems on the site, subject to the findings of a site-specific flood risk assessment. ...'*

Cannock Chase Urban Forestry Strategy 2019-2024

- 2.34 The strategy is an evolution of the 2013 to 2018 Urban Forestry Strategy and the previous 2008 Urban Forestry Strategy. The aim of the strategy is to *'...establish Cannock Chase District Council's commitment and continued strategic direction for the protection, planting and maintenance of the trees and woodland within the authority. ...'* The following policies are of relevance to landscape in the context of this landscape appraisal:
- 2.35 Policy 7 of the strategy states *'The Council will ensure that the tree and woodland populations are protected enhanced and where appropriate expanded'* including by the following measures:
- *To utilise and enforce planning powers to retain and protect trees and woodlands.*
 - *The removal of trees and woodlands shall be resisted, unless there are sound arboricultural or other reasons to indicate otherwise.*
- 2.36 Policy 10 states *'The Council will encourage new and replacement tree and woodland planting, using appropriate tree species where compatible with the conservation of other important habitats'* including by the following measures:
- *The Council will expect all new site developments to contribute to the overall tree population, either through on-site planting schemes or through the donation of funds dedicated to planting, by the Council, in the locality ...*
- 2.37 Policy 11 states *'The Council will resist development, which it considers makes inadequate provision for the retention of trees and woodlands'*.
- 2.38 Annex 4 of the strategy outlines a 'Right Tree in the Right Place' Framework, which states the following in relation to landscape:
- *Consider the existing use of the space and would the presence of trees be positive.*
 - *Establish the landscape type and what constraints this will place on species selection.*
 - *Establish existing habitats and ensure that tree and woodlands would be complimentary to or adding value.*
 - *Establish the history of tree cover and whether new trees or woodland would be appropriate.*

- *Establish if the area is subject to alternative management plan e.g. Heathland, Wetland.*

Cannock Chase District Nature Recovery Network Mapping (March 2020)

- 2.39 Staffordshire Wildlife Trust was commissioned by Cannock Chase District Council to carry out a strategic assessment of the district's biodiversity and habitat networks as part of the evidence base for the new local plan. An overall strategic areas map was produced based on the combination of all the habitats analysed as part of the strategic mapping exercise. The mapping places the site within a wider strategic area for habitat creation or restoration. This means the wider strategic area is considered to have *'some high quality semi-natural habitat but additional high quality semi-natural habitat would improve the function of the network.'* Specifically, the site falls within a Habitat Connectivity Opportunity (HCO) Area for Woodland and Heathland.

Cannock Chase Open Space Assessment 2022-2040 (November 2023)

- 2.40 The assessment sets out the open space requirements for Cannock Chase District Council up to 2040 with the following aim of relevance to landscape within the context of the site covered by this landscape appraisal: *'... ensuring accessibility to unrestricted open space...'*
- 2.41 According to the Assessment, the site's eastern boundary is adjacent to an area of semi-natural open space. This is not currently accessible from the site due to vegetation along the site's eastern boundary.

Design Guide Supplementary Planning Document (2016)

- 2.42 The Design Guide sets out detailed guidance/good practice advice for new development and to protect/enhance the district's historic environment. The existing Watling Street Business Park site is identified within the Design Guide as a key site for potential design and environmental improvements to help enhance appearance and attractiveness to business within its green belt setting.
- 2.43 Potential enhancement opportunities identified by the Design Guide include:
- *Retain existing tree planting and supplement with new where opportunities arise, particularly on unit frontages and at estate entrances. Around perimeter of estates where site open to longer distance landscape views, native planting would help reinforce screening ...*
 - *...Green roofs would address biodiversity issues as well as landscape impact*
 - *...Refurbishment of entrances to some estates... with appropriate hard/soft landscape treatment*

Staffordshire County Council Climate Change Adaptation & Mitigation (October 2020)

- 2.44 Section 3.1.2.1 relates to measures to reduce overheating and states *'At a masterplanning level, incorporating areas of green and blue infrastructure into the urban landscape can help to reduce the urban heat island (UHI) effect, in addition to providing attractive routes for pedestrians and cyclists, habitats for a variety of species, and helping to control surface water run-off...'*

- 2.45 *'... New development should demonstrate a consideration of climate change with regards to the type, location, and management of on-site landscape design. Specifically, green roofs, living walls, green spaces and tree planting should be used wherever possible to provide natural cooling to the development site....'*

Landscape Character

- 2.46 The landscape context of the Project has been evaluated at two levels:
- i) By reference to the following previously published assessments of the area:-
 - National - the Character Map of England published by Natural England.
 - Staffordshire County – Planning for Landscape Change
 - Cannock Chase District – Landscape Character Assessment
 - ii) Through FPCR's assessment of the area's character.

National Character: Natural England Character Area 67 'Cannock Chase and Cank Wood'

- 2.47 At a broad scale the majority of the site lies within Natural England's National Character Area (NCA) No. 67 Cannock Chase and Cank Wood, which covers a large part of the Birmingham and Black Country conurbation. Consequently, the landscape is extremely varied including extensive areas of urban development interspersed with farmland. There are no major rivers within the area but canals are a significant feature and major transport routes also cross the NCA.
- 2.48 With regards to future changes as a result of development within the NCA, this provides opportunities for enhancing both the landscape quality and biodiversity value through green infrastructure.
- 2.49 Key characteristics for the area are described below. However, because of the broad area that the Cannock Chase and Cank Wood covers, many of the key characteristics are not particularly relevant to the site itself.
- *A varied landscape ranging from the open heathlands and plantations of Cannock Chase, through towns, reclaimed mining sites and new developments, to dense urban areas.*
 - *The dominant rounded central plateau is mainly formed of the Coal Measures of the South Staffordshire Coalfield, with other prominent hills in the south at Wren's Nest, Castle Hill, Rowley Hills and Barr Beacon.*
 - *Extensive coniferous plantations, woodlands and historic parklands occur across the NCA, even within the urban areas where they are predominantly small and include lots of young plantations.*
 - *Away from the unenclosed landscape of Cannock Chase, fields generally have a regular pattern and are frequently enclosed by mature hedgerows with some hedgerow trees. Here farming is generally mixed with arable cultivation in large fields. Livery is concentrated around the flanks of the Chase.*
 - *Heathland and associated acid grassland were once much more extensive, although significant tracts still remain. Post-industrial sites and remnant countryside within the urban areas provide a mosaic of additional valuable habitats.*

- *The major rivers of the Trent and Tame lie adjacent to the NCA, both of which lie in broad flood plains. Streams and small rivers such as the Sow and the Penk drain radially from the higher ground into these rivers.*
- *The canal network is a notable feature and contributes significantly to the drainage of the urban areas.*
- *Industrial archaeology from the industrial revolution is a characteristic feature.*
- *The predominant building material of the 19th- and early 20th century buildings is red brick, with more modern structures within the urban areas.*
- *The settlement pattern is complex and contrasting, with some areas densely populated and others relatively sparse. The conurbation includes a mosaic of urban areas, former industrial land and patches of farmland, with an extensive urban fringe.*
- *The extensive networks of canals and railways reflect the industrial history of the area. Major roads include the M6, the M6 Toll and the A5.*

Planning for Landscape Change Supplementary Planning Guidance (Staffordshire County Council 2000-2001)

2.50 This Supplementary Planning Guidance was originally prepared to support the Staffordshire and Stoke on Trent Structure Plan. Although this has now been revoked, the guidance is included as part of the pre-submission Local Plan evidence base, as a means of informing decisions relating to land use and land management.

2.51 The Landscape Character Assessment places the site within the Coalfields Farmland landscape character type (Figure 4), which is described as:

'...sparsely wooded landscape of former mining villages and small to medium sized hedged fields on undulating plateaux close to large population centres...This is an area close to, and being pressurised by, the urban fringe, with post war ribbon development and visible adjacent built-up areas. Characteristic landscape features: flat landform, mixed arable and pasture farming; heathy pioneer woodlands; commons; medium scale hedged field pattern; hedgerow oaks; well treed brook courses; narrow winding lanes; canal. Incongruous landscape features: Derelict land; busy roads; industrial estates; urban edges; old industrial artefacts.

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

District Character: Review of Landscape Character Assessment for Cannock Chase District (2016)

2.52 The initial Landscape Character Assessment of Cannock Chase District was undertaken to assist Cannock Chase District Council in identifying areas for landscape conservation, improvement or regeneration. A review in 2016 updated the original assessment. The LCA places the site within

the 'Planned Coalfield Farmlands' Landscape Character Type (LCT) within Land Cover Parcel 22f (Figure 3). The Planned Coalfield Farmlands is described as being of moderate strength of character and condition, *'a varied industrial/urbanised landscape of former mining villages and disturbed/restored land, set within a matrix of planned farmland originally reclaimed from woodland and heath'*.

2.53 The 2016 review describes the following key characteristics for the 'Planned Coalfield Farmlands':

- *Low rolling plateau*
- *Restored opencast sites with immature landscape features*
- *Pockets of planned farmland enclosed by thorn hedges/fences*
- *Patches of secondary woodland on older restored sites*
- *Wet heathland character in less disturbed areas*
- *A vacant landscape lacking in settlement, often adjoining a well-defined urban edge*
- *Large scale urban elements including pylons major roads and distribution warehouses.*
- *Heathy origins strongly evident throughout*

2.54 The Vision Statement for the Planned Coalfields Farmlands Cover Parcel 22 includes the following:

'Any expansion of the industrial land to the south of the A5 should be accompanied by appropriate woodland planting to contain the development and to strengthen the heathy character of the area. A matrix of mixed woodlands, wet grassland, secondary woodland and heathland would unify this area and would contribute to the Biological Enhancement Area Initiative.'

Analysis of Local Landscape Character

2.55 FPCR have undertaken an initial landscape assessment, supported by information collected through a desk study of the ordnance survey maps and aerial photography, followed by a site walkover undertaken during September 2022. From this analysis of local landscape character a number of conclusions have been drawn, as follows:

- At a district level the site falls within the Planned Coalfield Farmlands, Landscape Character Type (LCT). The site is not covered by any local landscape quality designation.
- The site is situated within the Cannock Chase District, immediately adjacent to the existing Watling Street Business Park. The area is influenced by various built developments including the existing Business Park and main roads such as Watling Street.
- The existing Watling Street Business Park is urban in character comprising of warehousing, offices and open storage. Green infrastructure is limited to perimeter hedgerow/tree belts and a pond in the southeastern corner.
- Agricultural land is typically in arable use, and comprises small to medium scale, rectilinear field pattern.

- Locally increased vegetation includes established tree belt and woodland copse present along field boundaries, road corridors and along the Cannock Extension Canal. Larger scale woodland is located to the south of the site by Wyrley Common.
- Local topography is relatively flat with gentle undulations in places. Overall land falls towards the west. Existing features include ponds situated by the Watling Street Business Park and also by the Cannock Extension Canal.
- The local Public Right of Way (PRoW) network includes routes between Watling Street and Lime Lane. A combined footpath / cycleway runs alongside Watling Street adjacent to the existing Business Park. Other recreational routes include a towpath along the Cannock Extension Canal.
- The Cannock Extension Canal is designated (Site of Special Scientific Interest and Special Area of Conservation) for its nature conservation value. Further details are provided within an ecology assessment undertaken for the site by Ecology Solutions Ltd.

Visual Analysis

- 2.56 FPCR Environment and Design Ltd have undertaken a Landscape and Visual appraisal of the site. The interaction of urban fabric, vegetation and topography determines the potential for views to the site. A selection of representative photographs (Figures 7-20) illustrates the varying degrees of site visibility and the potential effect on receptors. In addition, views of the site (Figures 21-24) although not publically accessible have been included to demonstrate site features and characteristics. The photograph viewpoint locations are shown at Figure 6.
- 2.57 Receptors encompass residents, users of rights of way and views from highways and places of work. In overall terms, the first two categories of receptors are generally of higher sensitivity than the latter two, although the context of individual receptors can have a bearing on their sensitivity.
- 2.58 Key findings are summarised below:
- Views of the site from the surrounding landscape are much restricted due to the combined screening effects of existing urban fabric and vegetation cover. Within the vicinity of the site there is an established framework of mature tree belts and woodlands, which along with existing buildings situated within the Business Park often restrict local views.
 - Consequently, the site is well screened from both Watling Street and the Cannock Extension Canal. Occasional gaps in the vegetation cover allow glimpsed views towards the site. However, tree belts situated along the perimeter of the existing Business Park and proposed expansion land prevent views across the site itself.
 - Views towards the site from the public rights of way network are limited to footpaths situated within fields to the south and east of the site. Well established tree belts situated along the site's southern perimeter are a prominent feature within these views and prevent wider views to the north across the site.
 - There are no other longer distance views towards the site from the wider landscape or surrounding settlements.

- Established tree belts/hedgerows are present along the perimeter of the Business Park, and around the pond located at the southeastern corner of the Business Park. Consequently, the existing buildings are largely screened from the surrounding area. Localised close-range views into the Business Park are restricted to the existing main entrance on Watling Street.

2.59 In summary the site has a very restricted zone of visual influence and could potentially accommodate employment development with minimal harm upon local views.

3 CONCLUSION

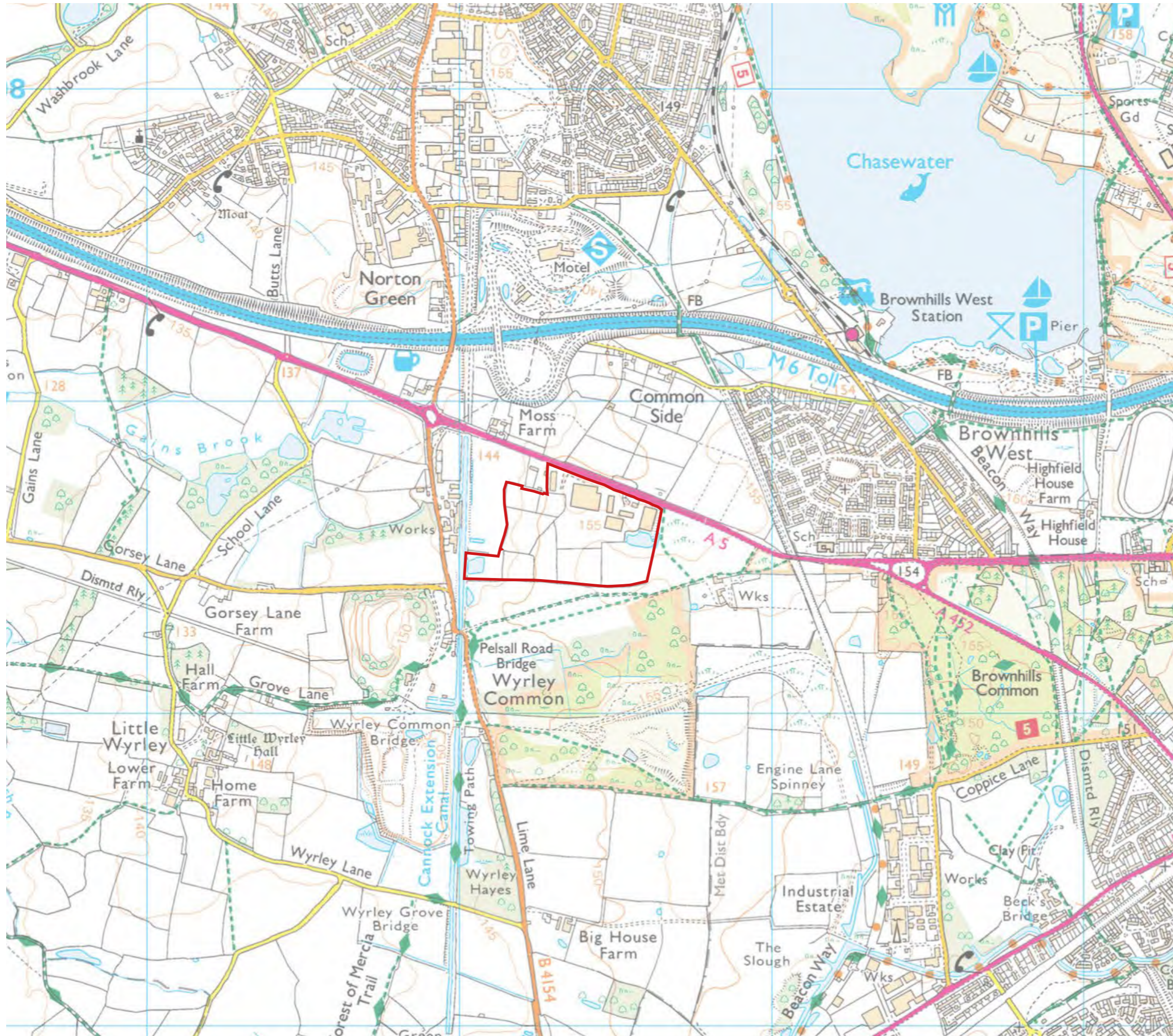
3.1 The site is situated within Cannock Chase, immediately adjacent to the existing Watling Street Business Park and forms a logical location for an extension of the existing employment site. The area is influenced by various built developments including the existing Business Park and main roads such as A5 Watling Street. It is identified as an allocated site for development within the Cannock Chase District Local Plan Pre-Submission (Regulation 19) documentation.

3.2 Views of the site from the surrounding landscape are much restricted due to the combined screening effects of existing urban fabric and vegetation cover. Within the vicinity of the site there is an established framework of mature tree belts and woodlands, which along with existing warehouse buildings situated within the Business Park often restrict local views. Consequently, the site has a very restricted zone of visual influence and could potentially accommodate an extension to Watling Street Business Park with minimal harm upon local views.

3.3 A well-designed employment development, as envisaged, could be accommodated within the local landscape with minimal adverse impact upon the wider landscape character and visual resources. The site has no substantive environmental constraints, and its development provides a range of opportunities:

- Highly desirable location for employment development, conveniently utilising the existing access to the Business Park from the A5, and proximity to the M6 (Toll).
- Highly sustainable location situated immediately adjacent to the existing Business Park, within walking / cycling distance of nearby settlements and existing bus stops on the A5.
- The site can be developed with minimal disruption to existing business operators.
- The existing hedgerows and tree belts can be retained and supplemented where possible with additional tree planting in accordance with the districts vision for the local landscape character area. Employment use development can be accommodated with minimal harm upon local views.
- Proposed Sustainable Urban Drainage (SUDs) would collect surface water run-off and enhance biodiversity.
- Expansion can be accommodated without detriment to the overall purposes and integrity of the Cannock Chas Green Belt.

3.4 In conclusion, the proposed development of the site would provide opportunities to address landscape related policies as well as strategic and environmental priorities and policies, including those of the Pre-submission Local Plan.



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 Site Boundary

client
St Modwen Developments
project
Watling Street,
Cannock
drawing title
Site Location

scale
1:12500 @ A3
drawing / figure number
drawn
RJC
issue date
05 Sept 2023
rev

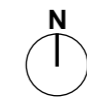
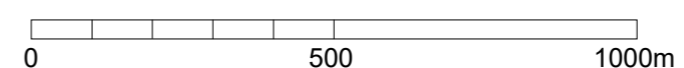


Figure 1

Scale: 1:12500 @ A3





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client
St Modwen Developments

project
Watling Street,
Cannock

drawing title
Aerial

scale
NTS @ A3
drawing / figure number

drawn
RJC

issue date
05 Sept 2023
rev

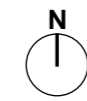
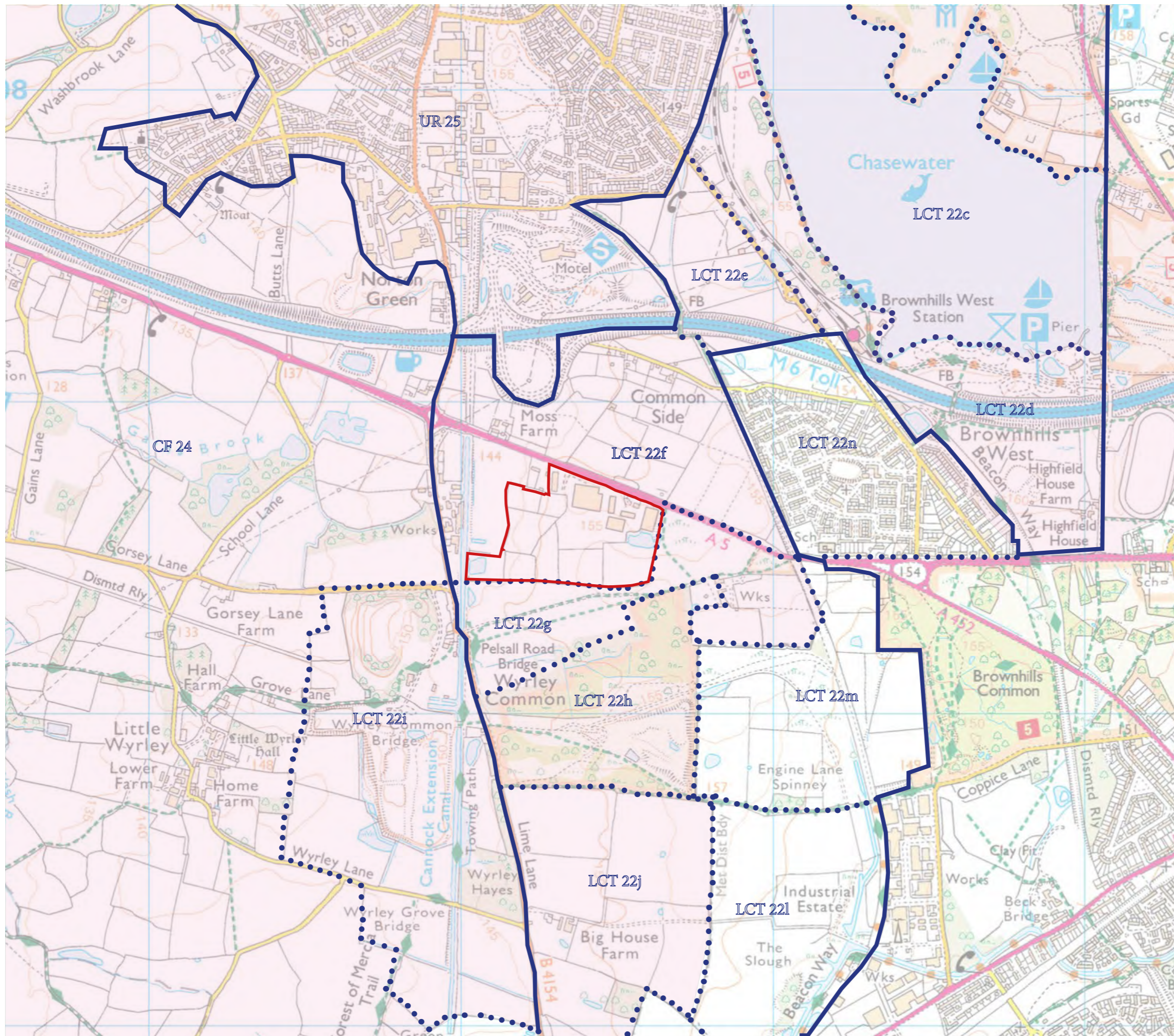






Figure 2



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-  Site Boundary
 -  Staffordshire County Council Landscape Character Assessment, 1996 - 2011
Coalfield Farmlands
 -  Landscape Character Assessment of Cannock Chase District, 2016
Landscape Character Type (LCT) Boundary
 -  Land Cover Parcel Boundaries for CP22
- note: the site is within LCT 'CP22 - Planned Coalfield Farmland' and is within Land Cover Parcel '22f'

client
St Modwen Developments

project
Watling Street,
Cannock

drawing title
Landscape Character

scale
1:12500 @ A3

drawn
RJC

issue date
05 Sept 2023

rev

Scale: 1:12500 @ A3

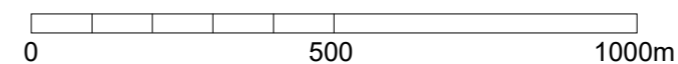
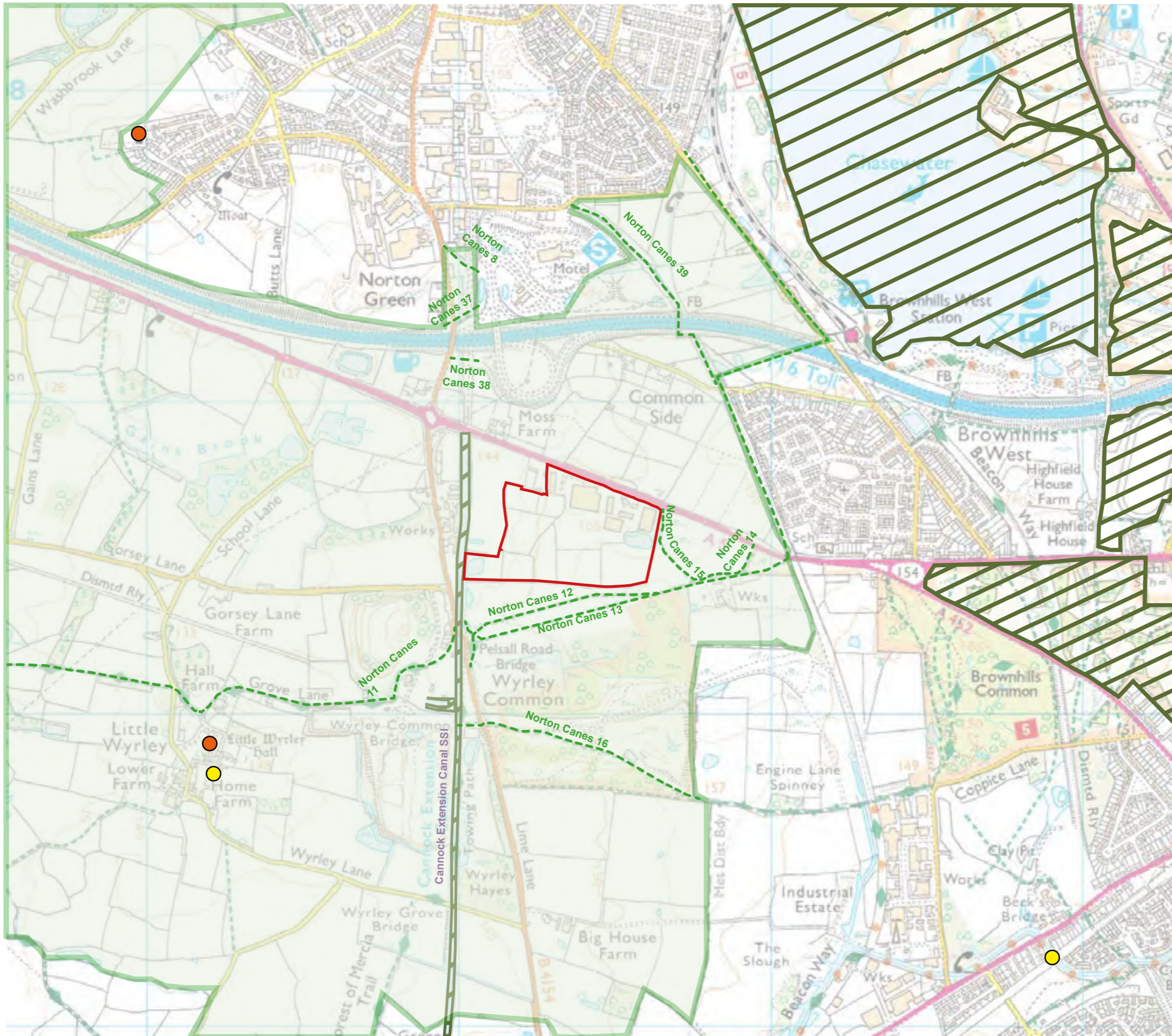









Figure 3

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-  Site Boundary
-  Public Rights of Way (PRoW)
-  Grade II Listed Building
-  Grade III Listed Building
-  Cannock Chase Green Belt
-  Sites of Special Scientific Interest (SSSI)
-  Special Area of Conservation

note: Cannock Extension Canal SSI is a designated Special Area of Conservation

client
St Modwen Developments

project
Watling Street,
Cannock

drawing title
Landscape Designations

scale
1:12500 @ A3

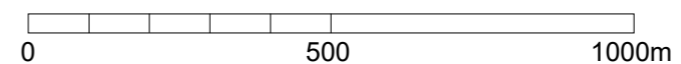
drawn
RJC

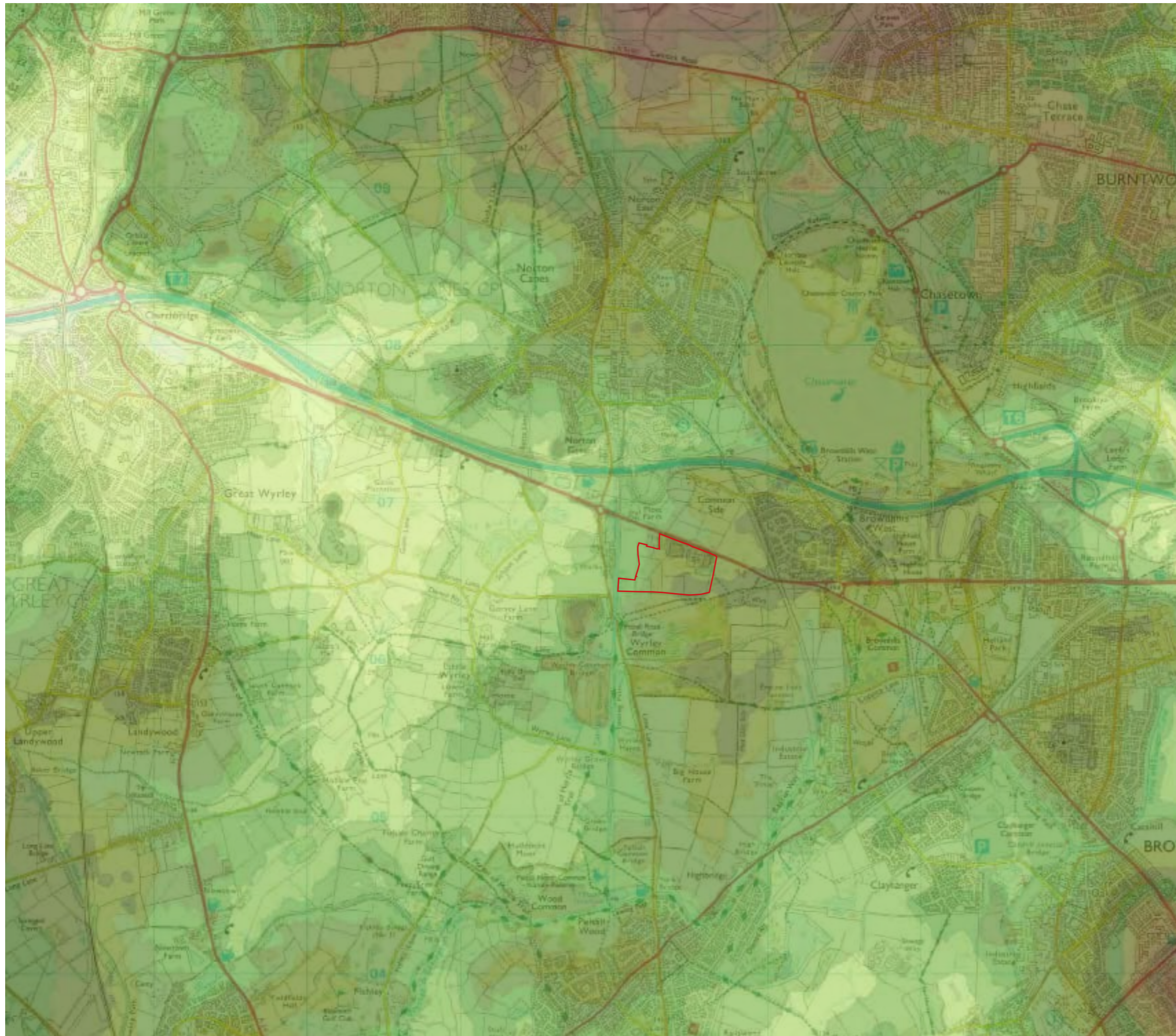
issue date
05 Sept 2023



Figure 4

Scale: 1:12500 @ A3


























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Key

-  Site Boundary
-  210m - 215m AOD
-  205m - 210m AOD
-  200m - 205m AOD
-  190m - 200m AOD
-  185m - 190m AOD
-  180m - 185m AOD
-  175m - 180m AOD
-  170m - 175m AOD
-  165m - 170m AOD
-  160m - 165m AOD
-  155m - 160m AOD
-  150m - 155m AOD
-  145m - 150m AOD
-  140m - 145m AOD
-  135m - 140m AOD
-  130m - 135m AOD
-  125m - 130m AOD
-  120m - 125m AOD
-  115m - 120m AOD
-  110m - 115m AOD

client
St Modwen Developments

project
Watling Street,
Cannock

drawing title
Topography

scale
1:25000 @ A3

drawn
RJC

issue date
05 Sept 2023

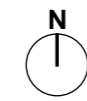
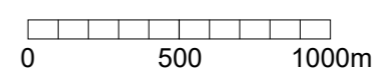
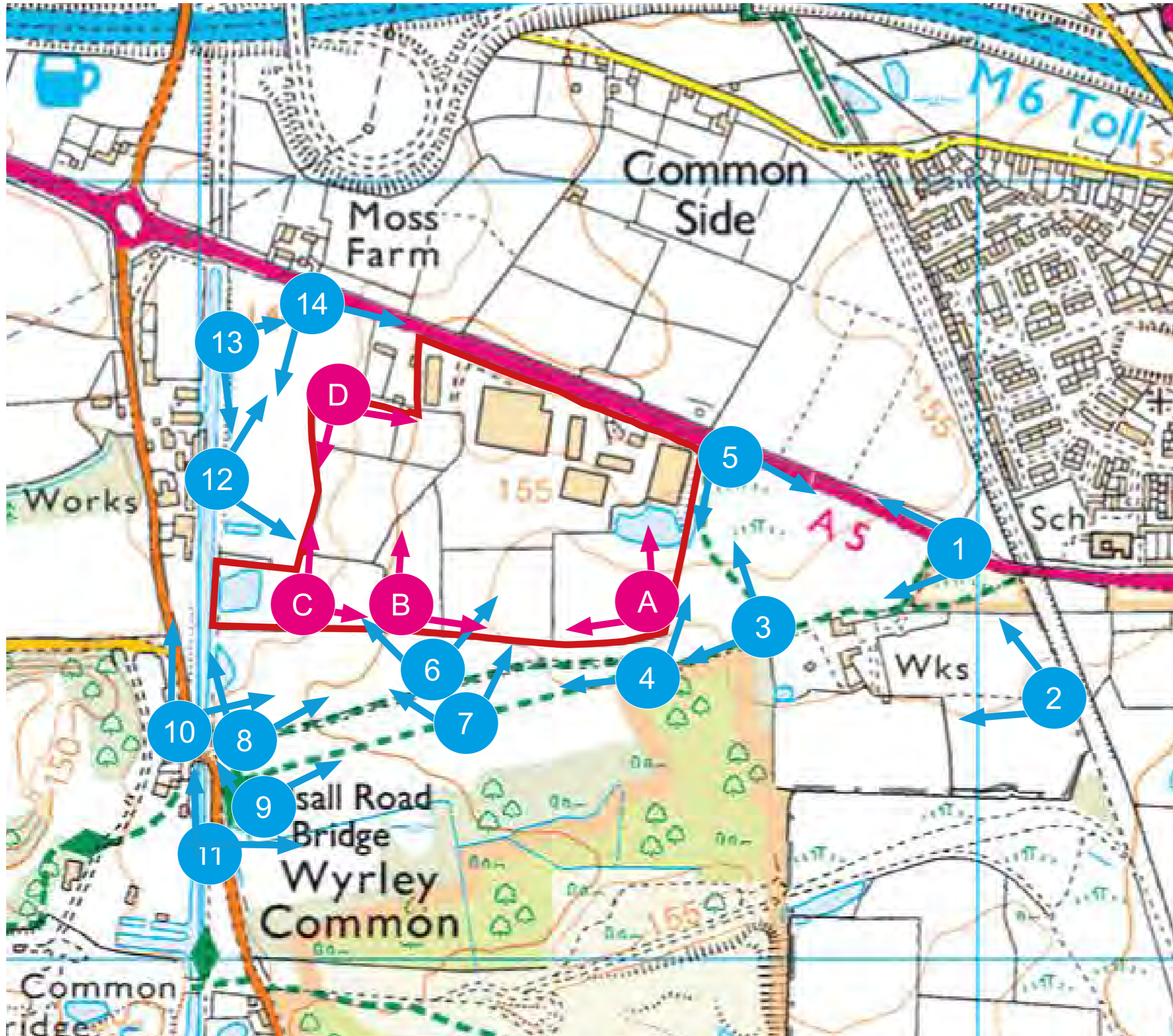


Figure 5




Scale: 1:25000 @ A3





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-  Site Boundary
-  Key Photograph Viewpoint locations (with reference)
-  Site Photograph Viewpoint (with reference)

client
St Modwen Developments

project
Watling Street,
Cannock

drawing title
Visual Appraisal

scale
1:5000 @ A3

drawn
RJC

issue date
05 Sept 2023

rev
-

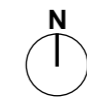
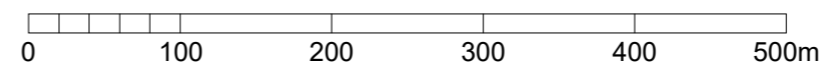


Figure 6

Scale: 1:5000 @ A3



PRoW Norton
Canes 14



PHOTO VIEWPOINT 1: View from the Public Right of Way (PRoW) / lane by the A5 / Watling Street

Overhead Cables

Approximate Site Location
(beyond vegetation)

A5 / Watling Street



PHOTO VIEWPOINT 1: continued



Photo Viewpoint 1
Date & time of photo: 23 Sept 2022, 13:46
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 65°
Direction of View: 270°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
Projection: Cylindrical
Enlargement factor: 100%

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Approximate Site Location
(beyond vegetation)

Staffordshire Crane Hire



PHOTO VIEWPOINT 2: View from the disused railway line

Disused
Railway Line



PHOTO VIEWPOINT 2: continued



Photo Viewpoint 2
 Date & time of photo: 23 Sept 2022, 14:04
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 285°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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PHOTO VIEWPOINT 3: View from the public footpath to the west of the site

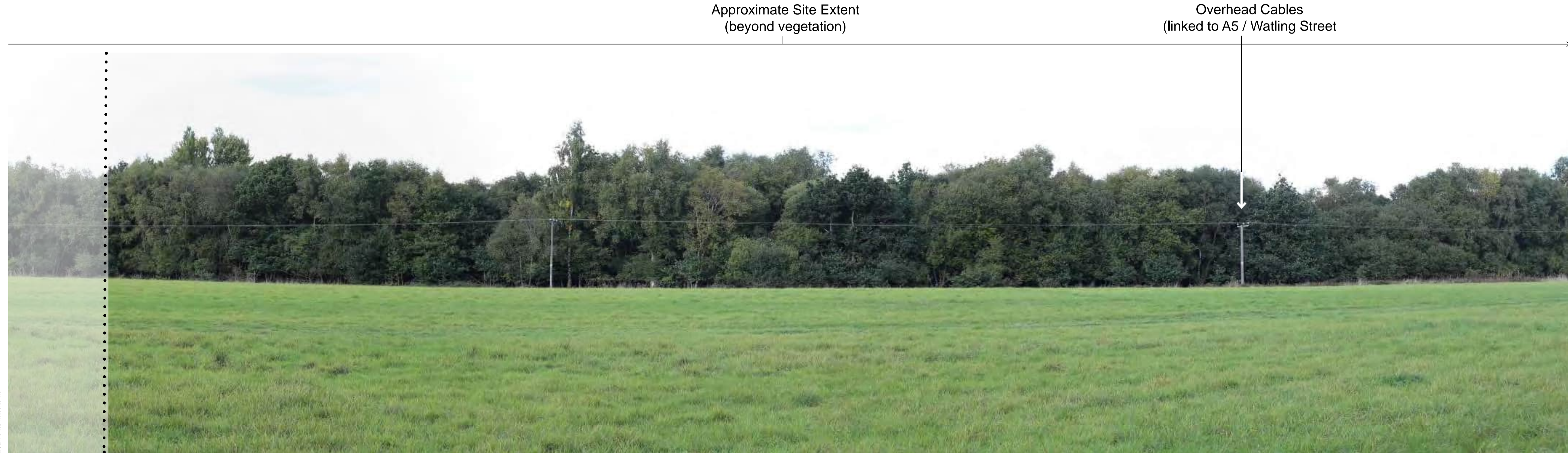


PHOTO VIEWPOINT 3: continued

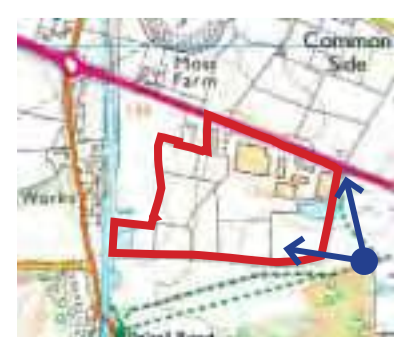


Photo Viewpoint 3
 Date & time of photo: 23 Sept 2022, 13:36
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 315°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.
 Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Cannock Extension Canal
(beyond vegetation)

PRoW Norton
Canes 12

Approximate Site Extent
(beyond vegetation)



PHOTO VIEWPOINT 4: View from the public footpath to the east of the site

Approximate Site Extent
(beyond vegetation)

A5 / Watling Street
(beyond vegetation)



PHOTO VIEWPOINT 4: continued

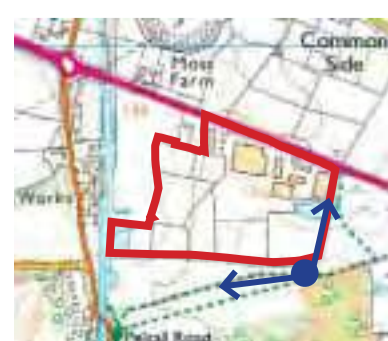


Photo Viewpoint 4
Date & time of photo: 23 Sept 2022, 13:27
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 65°
Direction of View: 285°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
Projection: Cylindrical
Enlargement factor: 100%

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A5 / Watling Street

PRoW Norton Canes 14
(beyond vegetation)

PRoW Norton Canes 13



PHOTO VIEWPOINT 5: View from the public footpath to the east of the site

PRoW Norton Canes 13

Site
(beyond vegetation)



PHOTO VIEWPOINT 5: continued

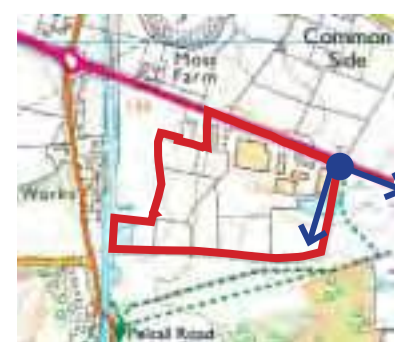


Photo Viewpoint 5
 Date & time of photo: 23 Sept 2022, 14:19
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 150°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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PRoW Norton
Canes 12

Approximate Site Extent
(beyond vegetation)



PHOTO VIEWPOINT 6: View from the public footpath to the south of the site

Approximate Site Extent
(beyond vegetation)

PRoW Norton
Canes 12



PHOTO VIEWPOINT 6: continued

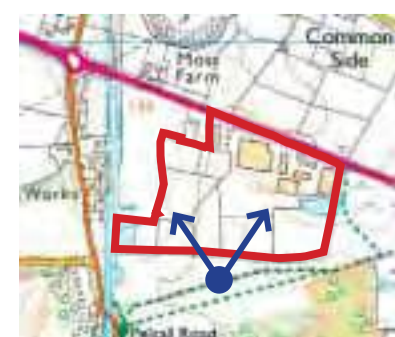


Photo Viewpoint 6
 Date & time of photo: 23 Sept 2022, 13:18
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 345°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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PRoW Norton
Canes 13

Approximate Site Extent
(beyond vegetation)



PHOTO VIEWPOINT 7: View from the public footpath to the south of the site

Approximate Site Extent
(beyond vegetation)

PRoW Norton
Canes 12

PRoW Norton
Canes 13



PHOTO VIEWPOINT 7: continued



Photo Viewpoint 7
Date & time of photo: 23 Sept 2022, 13:20
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 65°
Direction of View: 345°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.
Visualisation Type: Type 1
Projection: Cylindrical
Enlargement factor: 100%

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Approximate Site Extent
(beyond vegetation)



PHOTO VIEWPOINT 8: View from a public footpath adjacent to Lime Lane

Site
(beyond vegetation)

PRoW Norton
Canes 12



PHOTO VIEWPOINT 8: continued

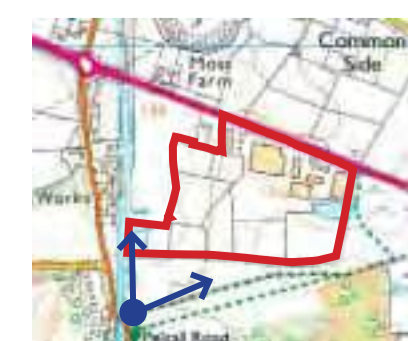


Photo Viewpoint 8
Date & time of photo: 23 Sept 2022, 14:33
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 65°
Direction of View: 55°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
Projection: Cylindrical
Enlargement factor: 100%

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PHOTO VIEWPOINT 9: View from a public footpath adjacent to Lime Lane



PHOTO VIEWPOINT 9: continued



Photo Viewpoint 9
 Date & time of photo: 23 Sept 2022, 14:37
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 45°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.
 Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Lime Lane

Bridge

Cannock Extension Canal

Site
(beyond vegetation)



PHOTO VIEWPOINT 10: View from Lime Lane Bridge over canal

Bridge

Lime Lane



PHOTO VIEWPOINT 10: continued

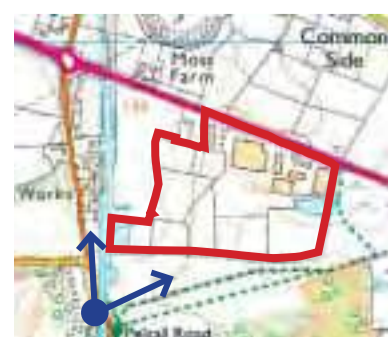


Photo Viewpoint 10
 Date & time of photo: 23 April 2022, 14:50
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 45°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Site
(north of bridge, beyond vegetation)

Lime Lane



PHOTO VIEWPOINT 11: View from Lime Lane to the south of bridge over the canal

Lime Lane



PHOTO VIEWPOINT 11: continued

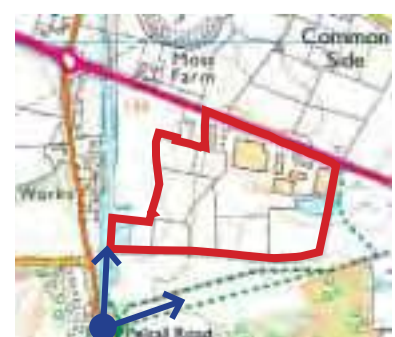


Photo Viewpoint 11
Date & time of photo: 23 Sept 2022, 14:59
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 65°
Direction of View: 45°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
Projection: Cylindrical
Enlargement factor: 100%

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Cannock Extension Canal

Approximate Site Extent
(beyond vegetation)



PHOTO VIEWPOINT 12: View from the towpath on the Cannock Extension Canal

Approximate Site Extent
(beyond vegetation)

Cannock Extension Canal



PHOTO VIEWPOINT 12: continued

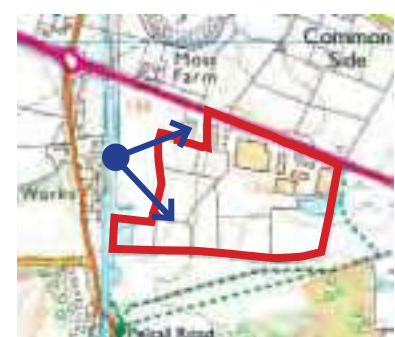


Photo Viewpoint 12
 Date & time of photo: 23 Sept 2022, 15:07
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 90°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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A5 / Watling Street
(beyond vegetation)

Esso Garage & shops

Existing Watling Street Business Park /
Approximate Site Extent (beyond vegetation)



PHOTO VIEWPOINT 13: View from the towpath on the Cannock Extension Canal

Approximate Site Extent
(beyond vegetation)

Boundary vegetation adjacent to
Cannock Extension Canal



PHOTO VIEWPOINT 13: continued



Photo Viewpoint 13
 Date & time of photo: 23 Sept 2022, 15:15
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 90°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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A5 / Watling Street

Esso Garage & shops

Existing Watling Street Business Park /
Approximate Site Extent (beyond vegetation)



PHOTO VIEWPOINT 14: View from the A5(T) by Moss Farm

Approximate Site Extent
(beyond vegetation)

Boundary vegetation adjacent to
Cannock Extension Canal



PHOTO VIEWPOINT 14: continued



Photo Viewpoint 14
 Date & time of photo: 23 Sept 2022, 12:22
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 125°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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PHOTO VIEWPOINT A: View from the south eastern corner of the site



PHOTO VIEWPOINT A: continued



Photo Viewpoint A
 Date & time of photo: 23 Sept 2023, 13:32
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 300°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.
 Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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PHOTO VIEWPOINT B: View from the southern boundary the site



PHOTO VIEWPOINT B: continued



Photo Viewpoint B
 Date & time of photo: 23 Sept 2022, 13:13
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 60°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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PHOTO VIEWPOINT C: View from the south western corner of the site



PHOTO VIEWPOINT C: continued



Photo Viewpoint C
 Date & time of photo: 23 Sept 2022, 13:09
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 65°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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PHOTO VIEWPOINT D: View from the north western part of the site



PHOTO VIEWPOINT D: continued



Photo Viewpoint D
 Date & time of photo: 23 Sept 2022, 15:28
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 65°
 Direction of View: 135°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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