

Design

Supplementary Planning Document

April 2016



Section	Page
Preface	ii
1. Introduction and purpose of SPD	1
2. District Design Profile	5
3. Planning Policy Context	8
4. Design Principles	13
a) General Principles	13
b) Topic Specific Guidance	21
• Development Management	22
• Biodiversity Enhancement	30
• Climate Change and Sustainable Construction	34
• Designing out Crime	42
• External Lighting	44
• Green Belt and AONB	47
• Historic Environment	51
• Trees and Landscape	56
• Equestrian	63
• Hot Food takeaways	67
• Shopfronts and signage	68
c) Area Specific Guidance	
• A5 Corridor	73
• Hednesford Town centre	76
• Mature Suburbs (Etchingill, New Penkridge Road area and Slitting Mill)	79
• Existing Employment Areas in the Green Belt	81
5. Cannock Chase Local List	84
<u>Appendices:</u>	
A. Character Area Descriptions and key design guidelines	90
B. Residential Development Space Standards including Garden Sizes	91
C. Tree Assessment requirements and guidance	100
D. Landscape Scheme requirements and tree planting guidance	106
E. Local List Nomination Sheet	115

PREFACE

This Design Supplementary Planning Document (SPD) has been prepared to help deliver design quality in new development in Cannock Chase District to enhance the best of the District's buildings, townscapes and landscapes based on a clear understanding of local character and pressures. It promotes this through a series of local design and sustainable building guidelines and recognised good practice principles to set the context for consideration of development proposals.

'Supplementary Planning Documents should be used where they can help applicants make successful applications or aid infrastructure delivery, and should not be used to add unnecessarily to the financial burdens on development' (National Planning Policy Framework(NPPF) 2012, Para. 153).

This SPD therefore seeks to build upon and provide more detailed advice and guidance on the policies in the Cannock Chase Local Plan (Part 1) 2014 and has been prepared in accordance with Regulation 11-16 of the Town and Country Planning (Local Planning) (England) Regulations 2012.

Cllr Gordon Alcott, the Council's Deputy Leader and Economic Development and Planning Portfolio Leader, says:

'I support the Design SPD in bringing together a range of guidance to help applicants make successful planning applications providing well designed and locally distinctive new development which benefits the District's urban and rural areas. When adopted it will form a material consideration in determining planning applications.'



1. INTRODUCTION AND PURPOSE

Design Quality

1.1 Design includes not only the style of buildings but the spaces in and around them and the quality of the relationship between buildings and their surroundings – how places work as well as how they look. Good design which enhances the quality of the built and natural environment adds to the quality of life for the whole community and, by making areas more attractive, enhances the local economy too. It can revitalise and regenerate places by promoting a positive image and contribute to enhancement of health and wellbeing. The link between environment and health is well known as pointed out by Winston Churchill:

'We shape our buildings and afterwards our buildings shape us' (1943).'

1.2 The guidance focuses on principles for creating better places and applies to extensions and conversions of existing buildings as well as the design and layout of new buildings. The interaction between many of these principles supports several design objectives, reinforcing the overall message. The surroundings of buildings – green and rural or paved and urban – are also a key component of good design, helping development fit comfortably into its setting. Good design is about imaginative solutions so the guidance is not prescriptive and does not attempt to propose specific design solutions; its main purpose is to provide a practical tool, highlighting key principles to assist developers. The role of ongoing upkeep and maintenance, particularly in relation to landscape context for development, is highlighted. Innovative designs of buildings and/or landscapes are encouraged. The District has benefitted over a number of years



Introduction and Purpose

from a strong Council commitment to good design of buildings and landscaping, however a recent Government focus on enhancing the local distinctiveness of places has allowed a more local emphasis to design to be adopted now.

- 1.3 One way of recognising this local emphasis is for new development to reflect the best existing qualities of a place to help ensure that, whilst it has its own identity; it helps retain the distinctive qualities that make this District different. Through a Design Profile and 20 Character Area Descriptions (Appendix A) the SPD identifies and defines in a systematic and objective way the key characteristics of built form and landscape which make different areas of the District special. From this key design guidelines are set out to contribute to conserving local distinctiveness as the District evolves into the future. Suggestions and general preferences emerging from informal early public consultation on the Design SPD/Characterisation Study have been incorporated.



Role of SPD

- 1.4 The guidance provides specific criteria for Development Management providing a basis for consistent decision making. It assists management of change and provision of long term, high quality solutions addressing past and current issues, particularly relating to degree of sympathy with site context to help new development to fit well into its surroundings. Particular issues/pressures include the need for developers to refer to local context, avoid over development in terms of size and footprint, acknowledge the contribution of existing trees and landscaping and avoid use of standard designs and low quality materials providing short term, high maintenance solutions and 'anywhere' design. Together with promoting detailed design



Introduction and Purpose

appraisal of site and locality it will help developers to create designs which meet user's requirements and offers scope for innovative design whilst reflecting the District's special character. At the end of the day well designed development will better hold its value and be a more attractive product.

1.5 This SPD supports the District's Local Plan (Part 1) 2014, particularly Policy CP3: Chase Shaping: Design. Cannock Chase District has for many years provided local planning guidance to assist developers, some of which was in need of updating. In addition a number of new national policy considerations have increased in prominence, such as climate change and improving security through better design, which were not previously covered so by addressing such matters in a local context the Design SPD seeks to support national planning policy too. Development proposals designed to address these matters at the outset are likely to have better and speedier success in the decision making process.

1.6 *Applicants will be expected to have considered the contents of this SPD prior to submitting a planning application. Its adoption will ensure that it becomes a material consideration with considerable weight in decision making. Applicants should also refer to the Council's Validation Document which sets out the information requirements to accompany applications. This is available from the Council's website*

<http://www.cannockchasedc.gov.uk/residents/development-control>

Contents and How to Use this SPD

1.7 The SPD expands and details policy, sets out quality standards and considerations required from development including specific criteria for Development Management (e.g. space about dwellings), provides the basis for consistent decision making and addresses social, sustainable, visual and functional issues to respond to local context. *The Council encourages all developers and householders to consider this guidance as a whole. Figure 2 under Section 4a of the Design SPD provides signposting to enable applicants to access and utilise the information within this SPD according to the type of development proposal.*

1.8 The SPD is split into the following sections:

- District Design profile – a summary of key characteristics of the area to be taken into account in development
- Policy Context – an overview of the key policy drivers and considerations for the SPD
- Principles for Design –
 - a) General Principles: for good urban design through the planning application process, links to generic national guidance and other local SPD

- b) Topic specific advice: provides broad principles for consideration in designing development linked to the Design Profile and General Principles e.g. design aspects of climate change/biodiversity, green infrastructure/trees/landscaping, residential development criteria, Green Belt/AONB/equestrian, shopfront design/security, signage, frontages, historic areas etc.
- c) Area specific advice: guidance for particular areas of District warranting specific support to conserve or enhance e.g. A5 corridor, Hednesford Town Centre, mature suburbs at Etchinghill and New Penkrige Road and Existing Employment Areas in the Green Belt
- Cannock Chase Local List: associated with the character and appearance of the District are numerous undesignated heritage assets valued by the local community in contributing to the special qualities of the area. In response to local encouragement the Council therefore invites the local community to nominate buildings and features which merit inclusion on a Local List to be used to inform consideration of development proposals.

Early Consultation

1.9 Consultation was undertaken on preparatory work for this Design SPD in 2010-11 to support the development of Local Plan (Part 1), including consultation on a Characterisation Study (2011) which analysed the locally distinctive design features across the District. This analysis informed the identification of 20 'Character Areas' which were distinguishable by virtue of their design, such as density, historic development influencing architectural styles and key landscape features. Bespoke design principles for each of these character areas were developed in individual Character Area Descriptions, which then informed a wider District Design Profile. The Profile represents an amalgamation of prominent design features overall, such as the influence of the Cannock Chase AONB and green landscaping across the District.

1.10 Views were sought via the consultation on the appropriateness of the Study and its conclusions, particularly the Character Area Descriptions and District Design Profile content. Consultation was also undertaken on the potential Design SPD content and views were sought on what guidance should be developed in terms of topic areas. The draft Profile was updated following informal public consultation which showed the work was well supported and provided useful feedback on a number of points, including local design preferences and features of interest, as well as the proposed content of the SPD. A summary of the consultation process and how the responses informed the development of the SPD is available to download from the Council's website or on request

<http://www.cannockchasedc.gov.uk/residents/planning/planning-policy/supplementary-planning-policy-documents>

2. DISTRICT DESIGN PROFILE

2.1 Cannock Chase District lies within southern Staffordshire on the northern edge of the West Midlands conurbation. At the heart of the District lies the heathland and forest of Cannock Chase Area of Outstanding Natural Beauty (AONB) and more than half of the District is designated as Green Belt. The District's historic focus was coal mining, but this has now diversified into manufacturing, transport and communications. To the north of the Chase is the built up area of Rugeley and Breerton. Rugeley is a historic market town with a variety of architecture and diverse townscape.



South of the Chase is the urban area of Cannock and Hednesford, Cannock still retains elements of its historic core and spreads north into Hednesford, a distinct small town, mainly developed since the 19th Century. On the south-western edge of Cannock is the small settlement of Bridgtown and in the south-east of the District is Norton Canes, a village mainly developed post-war. Other small settlements stand within the rural areas,

on the fringes of the Chase and southern farmlands. The District's medieval origins, mining legacy and industrial/agricultural heritage provide assets generating a range of recreation and tourism opportunities.

2.2 Green infrastructure forms a major element of the character and appearance of the District. It ranges from the rural areas where the soft green landscape predominates to the urban areas where buildings and hard surfacing are more common but are nevertheless softened by mature town centre trees and green spaces, suburban garden hedges and street trees, well landscaped modern business parks and residential areas and a multitude of green links



throughout. The topography reinforces this impression of 'greenness' with characteristic views across the District from the high ground of Hednesford Hills and the Chase as well as between buildings and over rooftops towards the surrounding woodlands and heaths. Key highway routes focus on Cannock, Rugeley and Hednesford.

2.3 A 'characterisation' of the District has been carried out dividing it into 20 Character Areas. These were based upon identification of key features of the urban structure, including periods of historic development, type of built form/density/uses/materials, landmarks, key views, gateways, green infrastructure etc. The condition of the Character Areas was also evaluated to identify where conservation and enhancement opportunities exist, having particular regard to key issues and pressures on the townscape, in order to develop local design principles. The Design Profile was updated following informal public consultation which showed the work was well supported and provided useful feedback on a number of points, including local design preferences and features of local interest, as well as the proposed contents of this SPD. Full descriptions of the Character Areas are included within Appendix A to this document. The map below provides an overview of the Districts defined character areas. The full Characterisation Study is available to view online at

<http://www.cannockchasedc.gov.uk/residents/planning/planning-policy/supplementary-planning-policy-documents>

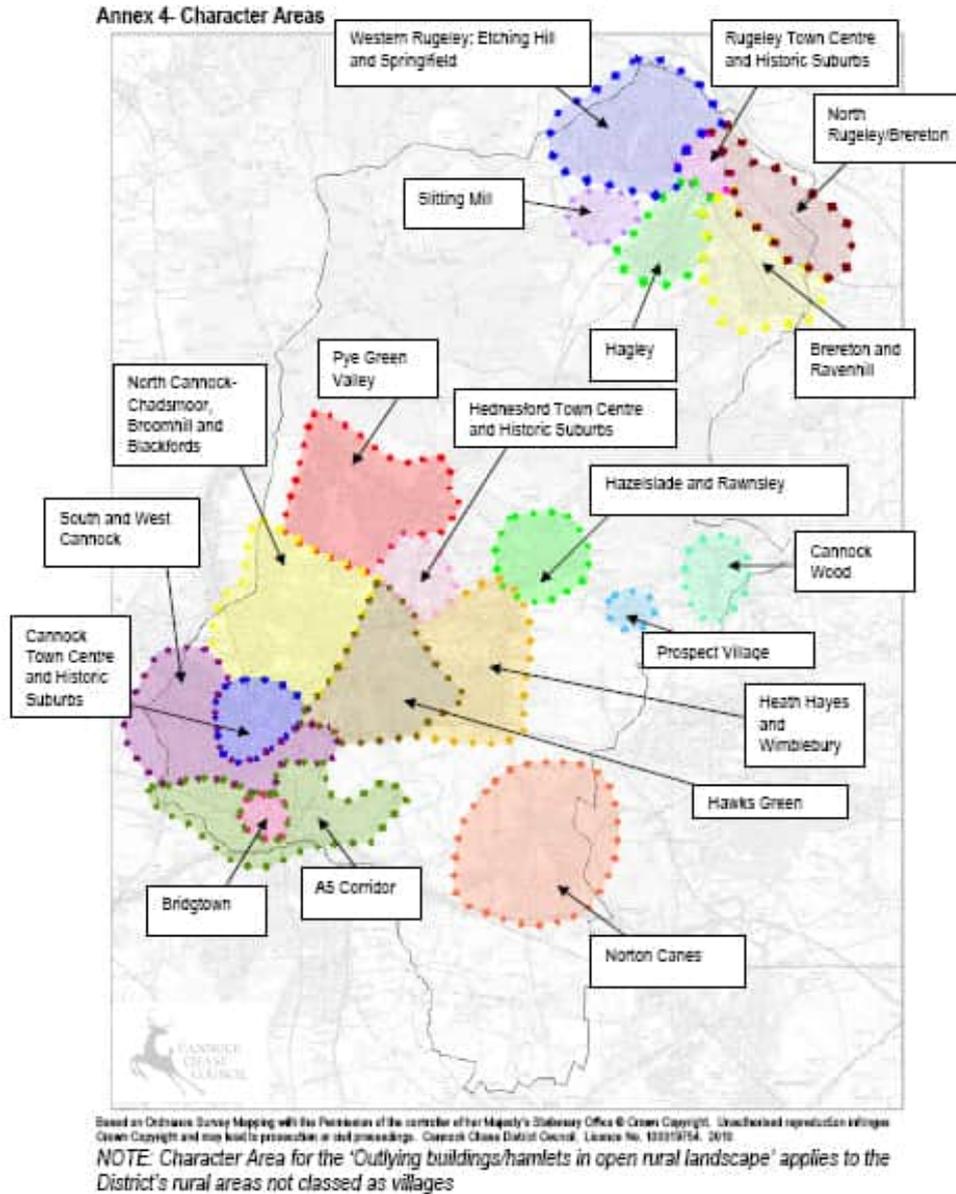


Figure 1. District Character Areas- extracted from Design SPD Technical Appendix (Jan 2011)

3. PLANNING POLICY CONTEXT

National Policy

3.1 The National Planning Policy Framework NPPF (2012) places a strong emphasis on good design in development. The Ministerial Foreword considers that ‘confidence in development itself has been eroded by the too frequent experience of mediocrity’ and consequently ‘our standards of design can be so much higher’.



National Planning Policy Framework



3.2 One of the 12 core principles of the NPPF at paragraph 17 sets out how planning should ‘always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings’.

3.3 The NPPF seeks to drive up standards of design primarily through a specific chapter on ‘Requiring Good Design’ highlighting the key role it has to play in delivering overall sustainable development. The following key extracts are of most relevance to the purpose and content of this Design SPD:

- Design policies should avoid unnecessary prescription or detail and should concentrate on guiding the overall scale, density, massing, height, landscape, layout, materials and access of new development in relation to neighbouring buildings and the local area more generally (Para. 59);
- Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative (Para. 60);
- Securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment (Para. 61);
- In determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area (Para. 63);

- Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions (Para. 64);
- Applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community (Para. 66).

3.4 *Paragraph 58 is also especially important as it refers to the key elements of good design that local authorities should seek to address in their planning policies and guidance. These elements include ensuring that a development functions well and adds quality to the local area in the short and longer term; establishes a strong sense of place, which is attractive and comfortable for people; optimises the potential of the site to accommodate sustainable development, taking account of all land use needs e.g. open space; responds to existing local character, whilst not stifling innovation; creates a safe environment i.e. 'designing out crime'; and creates a visually attractive place through good architecture and landscaping.* The NPPF encourages local authorities to have local design review arrangements in place to help ensure these high quality design principles and related standards are being implemented (Para. 62).

3.5 National Policy is elaborated in Planning Practice Guidance (PPG) for design produced in March 2014. The PPG restates that 'Local planning authorities are required to take design into consideration and should refuse permission for development of poor design. Local planning authorities should give great weight to outstanding or innovative designs which help to raise the standard of design more generally in the area. This could include the use of innovative construction materials and techniques. Planning permission should not be refused for buildings and infrastructure that promote high levels of sustainability because of concerns about incompatibility with an existing townscape, if those concerns have been mitigated by good design'.

3.6 In making planning policies and decisions the following issues should be considered:

- local character (including landscape setting)
- safe, connected and efficient streets
- a network of greenspaces (including parks) and public places
- crime prevention
- security measures
- access and inclusion
- efficient use of natural resources
- cohesive & vibrant neighbourhoods

Well designed new or changing places should:

- be functional;
- support mixed uses and tenures;
- include successful public spaces;
- be adaptable and resilient;
- have a distinctive character;
- be attractive; and
- encourage ease of movement.

Where appropriate the following should be considered:

- layout – the way in which buildings and spaces relate to each other
- form – the shape of buildings
- scale – the size of buildings
- detailing – the important smaller elements of building and spaces
- materials – what a building is made from

3.7 The PPG refers to the planning processes and tools that we can use to help achieve good design. In development plans the promotion of good design should be sought at all stages in the planning process through:

- careful plan and policy formulation
- the use of proper consultative and participatory techniques
- where appropriate the preparation of masterplans, briefs and site specific policies.
- employment/use of appropriately qualified professionals

3.8 In the evolution of planning applications and proposals there are established ways in which good design can be achieved. These include:

- pre-application discussions
- design and access statements
- design review
- design codes
- decisions on applications
- the use and implementation of planning conditions and agreements

3.9 The qualities of well designed places are similar across most developments. However it is useful to consider what they can mean in practice for particular places or development types:

- housing design
- town centre design
- street design and transport corridors

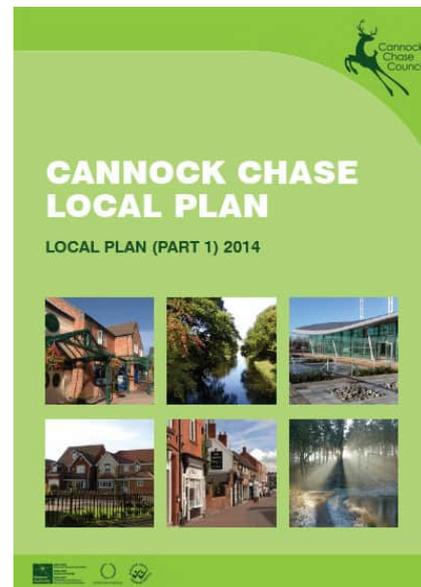
3.10 The PPG has recently (2015) been updated to include new housing standards ('Housing- Optional Technical Standards') reflecting updated building regulations and the associated streamlining of a number of former

housing assessment standards, namely the Code for Sustainable Homes, Lifetime Homes and Secured by Design. These updated standards have been considered and the Design SPD has been amended accordingly to reflect these recent changes. A key change arising from the updated PPG is that Local Authorities can no longer set construction standards for housing beyond that stipulated in the guidance. The PPG provides for a limited number of 'optional' standards which go beyond building regulation requirements e.g. for higher water efficiency that a Local Authority can adopt in their Local Plan policies, where there is evidence to support this. The PPG also provides a national space standard for new dwellings, which again Local Authorities can choose to adopt. They cannot however set any locally prescribed space standards.

Local Policy

3.11 The Cannock Chase Local Plan (Part 1) was adopted in June 2014. The principle of producing a Design SPD (alongside other potential design-related SPD) is set out in **Policy CP3 - Chase Shaping**. This policy sets out a number of key design principles to guide planning proposals and the decision making process. The supporting text to this policy, within Objective 1, outlines how the characteristics of the area have been analysed and then reflected in the District Design Profile. This SPD supports the implementation of this policy (alongside others in the Local Plan (Part 1)) by providing practical advice and guidance to applicants and decision makers. Other Local Plan (Part 1) policies which refer to the need for design guidance are:

- **Policy CP12 Biodiversity and Geodiversity** (to provide guidance on how to implement policy requirements related to important and protected habitats and species across the District);
- **Policy CP14 Landscape Character and Cannock Chase AONB** (to provide guidance on how to implement policy requirements to take into account the special and protected landscape value of the AONB and other non-protected landscape character across the District);
- **Policy CP15 Historic Environment** (to provide guidance on how to implement policy requirements to take into account the heritage value of designated and non-designated assets across the District);
- **Policy CP16 Climate Change and Sustainable Resource Use** (to provide guidance on how to implement policy requirements to take into



account general sustainability issues e.g. energy efficiency measures or hazards related to the coal mining legacy of the District).

- 3.12 Elements of Local Plan (Part 1) Policies CP7 and CP16 have recently been superseded by the changes brought about by the updates to the PPG regarding 'Housing-Optional Standards'. These changes are reflected within the SPD- for further information please refer to the 'Policy Position Statement' on housing standards available on the Council's planning policy web pages.
- 3.13 Policy CP3 of the Local Plan (Part 1) makes reference to the potential need for bespoke guidance on specific issues, including the upgrading of existing employment areas in the Green Belt and the reuse of rural buildings. This SPD has therefore incorporated guidance on these topics.
- 3.14 The Design SPD also links to other SPD's produced by the Council, namely an SPD on Developer Contributions and Housing Choices (2015) which contains details of local Open Space, Sport and Recreation (OSSR) standards.
- 3.15 A number of existing local guidance documents have been reviewed and will be superseded upon final adoption of this Design SPD. These are the Trees, Landscape and Development Supplementary Planning Guidance (1999) and the House Extensions Guide (2003). The Staffordshire Residential Design Guide (2001) is also largely superseded by this Design SPD, however Staffordshire County Council Highways may still utilise the 'Access layout' aspects of the Guide in relation to residential road layouts.
- 3.16 There are a number of Neighbourhood Plans currently in production within the District, namely for the Brereton and Ravenhill neighbourhood area and Hednesford Town neighbourhood area. It is expected that these plans will look to include further locally distinctive design policies and guidance for their respective areas, which will draw upon, complement and take forward the guidance within the Local Plan (Part 1) and this SPD.

4a. DESIGN PRINCIPLES: GENERAL PRINCIPLES

- 4.1 There are some general design principles which developers should be aware of as a starting point to creating a new development and ‘place-making’. These include a commitment to achieving a high quality development.
- 4.2 The following 3 steps are important for both outline and full applications and help to ensure that proposals have better and speedier success throughout the planning process. Signposting to the relevant SPD sections is also provided:

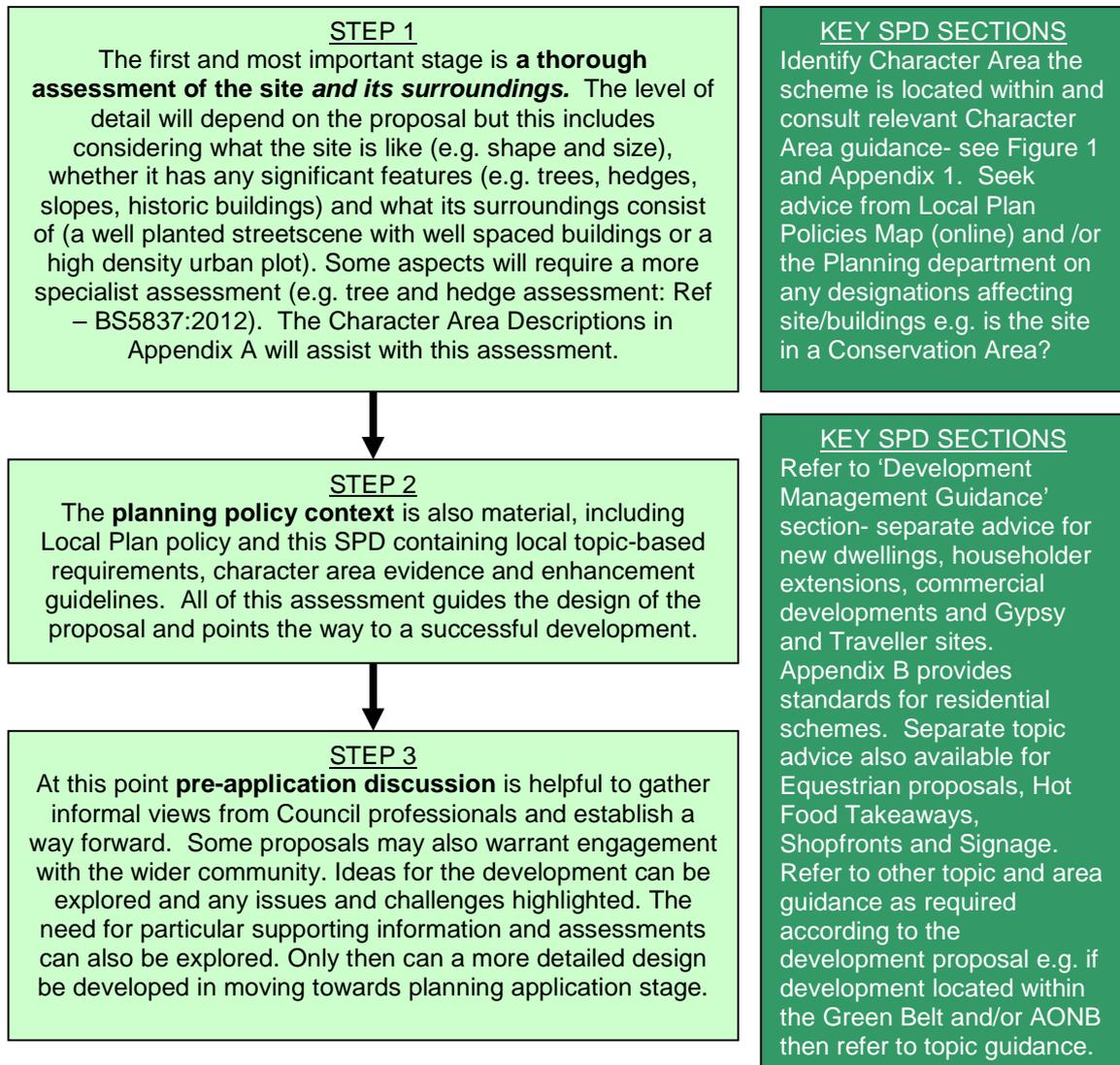


Figure 2. Key Stages for preparing a development proposal

4.3 National guidance on best practice design and place making is available including the following:

- **‘Urban Design Compendium’** (3rd ed. 2013) www.homesandcommunities.co.uk provides guidance, summarises principles of urban design, how they can be applied and processes which lead to successful places. Case studies show how these principles and process work in practice. It is intended to be useful to everyone from local residents and businesses to house builders and architects.
- **Planning Practice Guidance** (updated 2014) planningguidance.planningportal.gov.uk provides guidance on a variety of topics including design, advertisements, flood risk, the historic environment and the planning process, including the benefits of pre-application advice. Also sets out optional housing standards and guidance for Council’s on how to apply them locally.
- **Design and Access Statements** www.planningportal.gov.uk explains what they are and when they are required
- **‘Design and Access Statements: how to write, read and use them’** (2006) CABE webarchive.nationalarchives.gov.uk
- **‘Building for Life’** (2008, relaunched 2012) an industry owned and Government endorsed guide for new home and neighbourhood design. It enables stakeholders involved in housing to consider all the elements of what makes ‘a good place to live’ at the design stage. www.hbf.co.uk
- **‘Design Manual for Roads and Bridges’ (2015), ‘Manual for Streets’ and ‘Manual for Streets2’** (2010) key principles in the design of inclusive and sustainable roads, bridges, public spaces and streets. <http://www.standardsforhighways.co.uk/> and www.gov.uk
- **Secured by Design** (2004 onwards) – Police design guidance on designing out crime in different types of developments including parking. www.securedbydesign.com (NB. Elements of this are now incorporated into Building Regulations).
- **‘Building in Context’** (2002) explains how to achieve high design standards in historically sensitive contexts with case studies to illustrate good practice. webarchive.nationalarchives.gov.uk
- **‘Sustainable Urban Drainage Systems’** Environment Agency guidance to improve water management in urban settings. www.rtpi.org.uk and DEFRA Draft National Standards for SUDs http://www.susdrain.org/news/articles/defra_suds_update_draft_national_standards.html
- **Biodiversity by Design (2004)** shows how enhancing biodiversity can form an integral part of masterplanning. www.tcpa.org.uk
- **‘Green Infrastructure Guidance’** (2009) explains the benefits of a variety of green infrastructure in place making and planning. www.naturalengland.org.uk

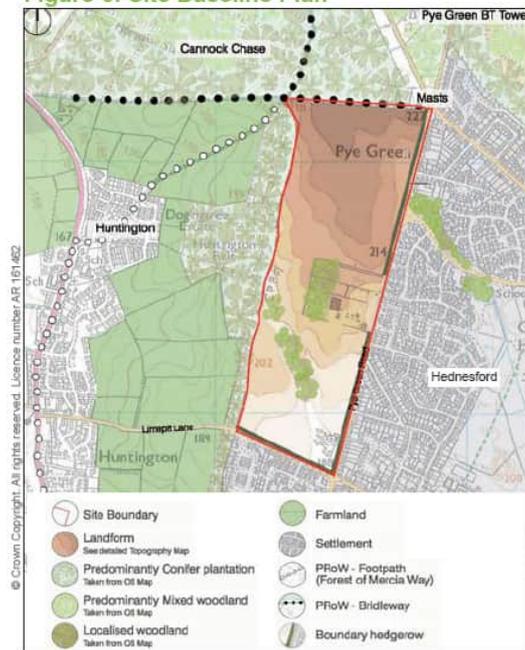
Box 1- Local Example of Site Analysis and Policy Context Review

The Development Brief for the Land West of Pye Green Road (adopted 2011) provides a local example of how a site and surroundings' analysis can be undertaken in order to inform a successful masterplan for a site. Whilst this was a large housing development scheme (with other supporting uses such as shops) the analysis applied can be equally utilised in smaller scale schemes in developing their proposals. In analysing the site it took account of national and local policy issues e.g. designated sites.

Figure 5: Site in Local Context



Figure 6: Site Baseline Plan



These figures identify the site in its local context and key baseline features such as immediate surrounding uses (i.e. built areas and farmland), the landform (topography) of the site and existing on site features such as woodland areas. A number of other figures then show how the applicants have identified and analysed other key features of the site and its surroundings, including landscape designations such as the AONB and Local Green Space Network (see overleaf); ecological features (including designated sites); existing transport routes that could link up to the site (such as path and cycle ways); existing services and facilities (such as schools and shops); and the existing built character of the area. This analysis all informs how the site should be developed in order to be sustainable, of high quality design and complement the local area. It also ensures the proposal is in line with national and local planning policies

Box 1- Continued...

Figure 12: Landscape Designations Plan

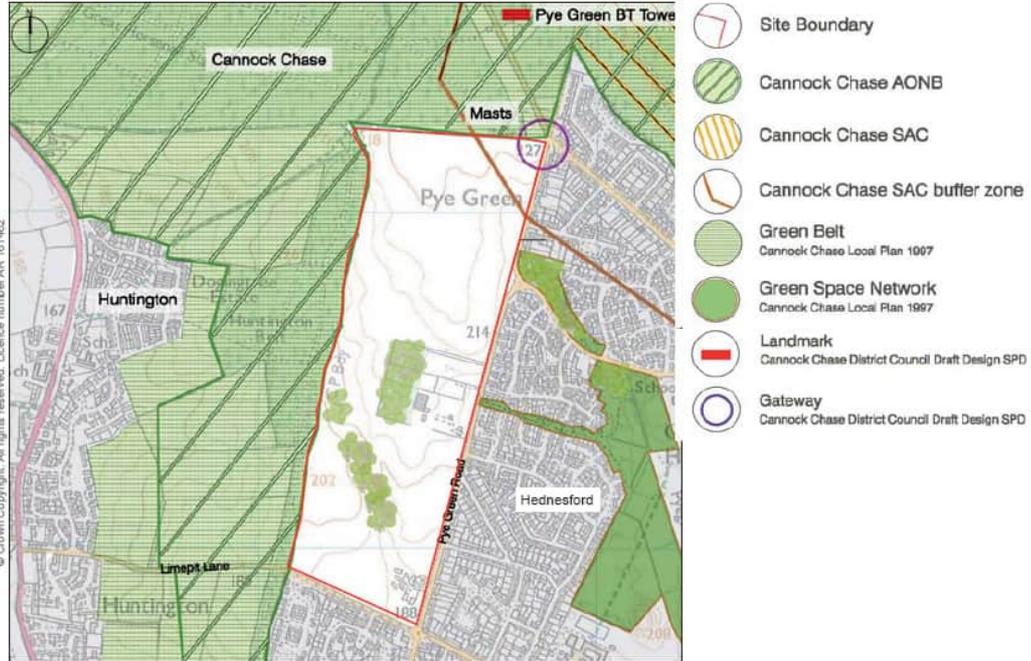
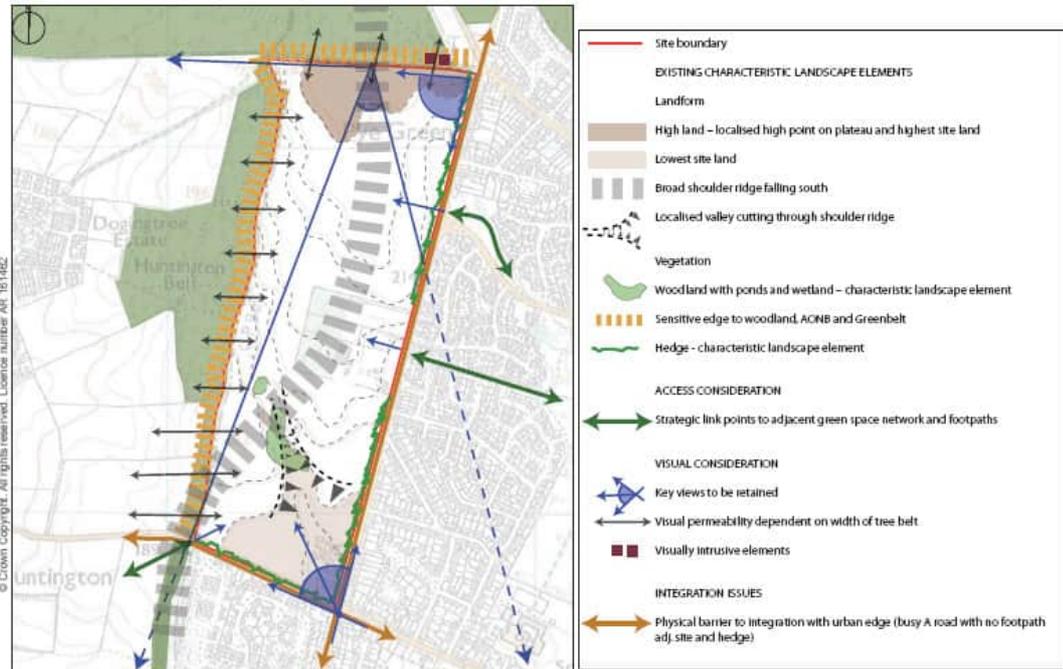


Figure 13: Landscape Analysis Plan



Pre-application discussion

4.4 Pre-application discussion of proposals at an early stage is encouraged. If any particular issues can be foreseen early on it is much easier for the applicant to take them into account and adjust the design accordingly. Advice can also be provided on putting the application together and the process which will be followed during decision making.

4.5 It cannot be emphasised enough that whilst this assistance is freely given it is up to applicants to adequately resource themselves and engage specialists to advise them on matters of technical content within planning applications. Such experts should have appropriate qualifications and experience to enable them to discuss matters of detail. The Council will then make an objective assessment of the information submitted; it cannot provide a free design service.

4.6 Natural England and the Environment Agency have recently introduced a Discretionary Advice Service (DAS) for pre-application discussions to offer applicants advice on the natural environment, flooding and other environmental issues in relation to site specific proposals. More information on this can be accessed via <https://www.gov.uk/discretionary-advice-service-get-advice-on-planning-proposals-affecting-the-natural-environment-in-england>

Validation of planning applications

4.7 In order for development proposals to be properly assessed there is a need for applicants to provide appropriate supporting and background information, either about the site, the proposal or both, to help all participants understand the proposal. Without this information the application will not be considered valid. The Council's current 'Validation of Planning Applications' document provides a guide to national and local information requirements for a variety of types of planning application. It sets out the circumstances when particular specialist reports and surveys are required, the information required and the policy basis for this requirement e.g. Transport Assessments. Detailed advice on the information expected for commonly required documents, notably Tree Assessments and Landscape Schemes (including tree planting) requirements, can be found in Appendices C and D to this SPD.

Design and Access Statements

4.8 A Design and Access Statement is required to accompany major applications and some smaller more sensitive schemes. This is a short report providing a framework for the applicant to explain how a proposed development is a suitable response to the site and its setting and showing that it can be

adequately accessed by prospective users. It should explain the design principles and concepts used and show how the site context has influenced the design; explain the approach to access and how any specific issues have been addressed, for instance suitable car parking provision to service the scheme. Further information is available in the national guidance listed above and in the Council's Validation Document.

Design/Heritage Champions

- 4.9A Heritage Champion, who is usually a local councillor, can be nominated by the Council to undertake the role of championing heritage. It is up to each Heritage Champion to interpret the role in a way that fits with their interests, position and local conditions. Historic England supports them as they undertake the role through newsletters and opportunities for training and high level networking, and they have the opportunity to influence the national heritage agenda. Cannock Chase Council has benefited from a local councillor fulfilling the role of Heritage Champion for a number of years, each supporting the contribution that heritage makes to the District.
- 4.10 In a similar way a local councillor may wish to take on the role of Design Champion to champion design quality in the built environment by promoting the importance of good design at every opportunity.

Design Review Panel

- 4.11 The NPPF paragraph 62 requires 'local design review arrangements' to be put in place to provide assessment and support to ensure high standards of design, and in assessing applications that local planning authorities should have regard to the recommendations from the design review panel. Major projects, where appropriate, should be referred for a national design review. Local Plan policy CP3 supports this by confirming that a local design review panel will provide assessment of design sensitive development proposals in support of high standards of design.
- 4.12 Any major schemes in the Midlands warranting design review can be submitted to MADE, an organisation dedicated to improving the quality of the built environment. It operates as part of the Design Network with eight other services around England. MADE offers a design review service in the form of independent, objective, expert feedback on the design of new developments via a panel of experienced professionals. The panel meet regularly to consider schemes that will have a significant impact on their area and provide written comments summarising the panel's views. The service is free to Local Planning Authorities; the applicant pays a fee - it is an opportunity for them to save time and money by getting design issues resolved early. Such design support has potential to help build capacity amongst Local Authority teams

and elected Members. Use of this service would also conform to the NPPF requirements for local design review and could be helpful for particularly complex schemes submitted in the District which raise a variety of issues.

Key points from early local feedback

4.13 Early consultation on the District Characterisation and proposed Design SPD in 2010-11 through stakeholder presentations and local residents, including young people's workshops, provided feedback emphasizing the importance of design including the design of spaces around buildings as well as the buildings themselves. A summary of the consultation process and how the responses informed the content and development of the Design SPD is available on the Council's website or on request.

<http://www.cannockchasedc.gov.uk/residents/planning/planning-policy/supplementary-planning-policy-documents>

4.14 Key points raised:

- the importance of developments fitting in with their surroundings and having some individual character
- a preference for new houses to be fairly traditional in design whilst business and public buildings had more scope to be modern or contemporary
- historic buildings and green spaces proved the most popular features of local areas
- to improve their area most people favoured more trees and greenery with new development that reflected existing character
- a preference for hedges and green planting around boundaries rather than walls and fences
- quality and quantity of green space was popular, with many people being willing to pay more for these features
- concern that the size of rooms and houses overall seems to be getting smaller, with little garden space.

4.15 In addition a number of local design related issues were highlighted in the evidence gathering and consultation process carried out in preparation of Cannock Chase Local Plan Part 1 (adopted 2014). These included the need to:

- design out crime to contribute to achieving safe local communities
- enhance links to leisure space, particularly for the disabled, to contribute to healthy living objectives
- consider the design and 'buffering' of urban fringe development to soften visual impact on surrounding rural areas
- promote integrated walking and cycling networks to contribute to sustainable transport

Design Principles

- ensure that developments have regard to wildlife movement in order to achieve well managed and appreciated environments
- promote mitigation of climate change in design of buildings and landscapes to support a greener future.

These matters have been addressed in this guidance where possible.

4b. DESIGN PRINCIPLES: TOPIC SPECIFIC GUIDANCE

4.16 Cannock Chase Council has for many years provided local guidance to assist developers to cover particular local development issues. Adding a local dimension to more widely used best practice general design principles and national guidance ensures new development in the District more accurately reflects local requirements and enhances its special qualities. This section sets out a series of Topic Specific Guidelines to apply to individual sites, buildings and spaces, as appropriate.

4.17 Use of these guides and standards to design a development proposal from the outset will help to ensure that it has better and speedier success in the decision making process. Any development may need to draw on elements of one or more of the following:

- Development Management Guidance
- Biodiversity Enhancement
- Climate Change and Sustainable Construction
- Designing Out Crime
- External Lighting
- Green Belt and AONB
- Historic Environment
- Trees and Landscape Guidance
- Equestrian Development
- Hot food Takeaways
- Shopfront and Signage

DEVELOPMENT MANAGEMENT GUIDANCE- Local Plan Policy CP3

One of the main aims of the planning system is to protect amenity and the environment in the public interest. Amenity means the characteristics of the area which make it a pleasant or attractive place in which to live, work and travel through. This includes the way buildings look and are laid out and the appearance of the spaces between them, the presence or absence of trees and shrubs and how visible are all the trappings of modern life – cars, bin stores, utility cabinets etc. The view from the road – the public realm – is of particular importance because everyone sees it.

Each locality has particular characteristics which can be reinforced or lost as a result of development. These are highlighted in the District Character Area Descriptions (see Appendix A). Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances helps new development have some individual character and contribute to sense of place. Design detail is also important – it can minimise opportunities for crime and reduce energy use, ensure ease of access by future inhabitants including the elderly and local consultation has shown that many people would be willing to pay more for quality and quantity of green space. Early consultation with key stakeholders on detailed design issues e.g. authorities who may be asked to adopt and/or maintain features such as amenity land or highways within the development can help ensure good quality design that is maintained and has longevity.

Guidance on the design of Gypsy and Traveller sites is included to help inform the new developments which are likely to come forward in order to meet the accommodation needs set out in the Local Plan (Part 1)- Policy CP7. This guidance draws upon the recently revoked DCLG ‘Designing Gypsy and Traveller Sites’ good practice guidance (May 2008) and brings out the key points to be considered. Many aspects of the Design SPD guidance will be equally applicable to the development of Gypsy and Traveller sites as for any other development scheme e.g. in relation to landscaping, appropriate schemes based on the site context, layout and capacity will need to be considered to ensure clear private and public realm divisions and privacy for individual occupiers.

Key Local Issues/Pressures

- Development not in sympathy with surroundings
- ‘Over development’ of sites
- ‘Generic’ designs and materials
- Poorly considered overall layouts not maximising site potential
- Public consultation in connection with the Characterisation Study including stakeholders’ presentations and local residents (including young people’s) feedback supported the need to address these matters.

National Guidance

There is plenty of general advice available on what constitutes good design, e.g. the following websites and documents:

www.designcouncil.org.uk (Cabe publications)
www.gov.uk – ‘Manual for Streets’ (2007) - shows how design of residential streets can be enhanced to create places with local identity

Local Guidance

Existing CCDC advice leaflets available

- Planning and Building Regulations requirements for extending or altering your property
- Detached buildings and other structures built on land around your home
- Construction of hard surfaces around your home

and 'Manual for Streets 2' (2010) - for guidance for wider application in urban and rural situations
www.lifetimehomes.org.uk
<https://www.gov.uk/government/publications/starter-homes-design> - Starter Homes Design Guide (DCLG 2015)
Model Standards 2008 for Caravan Sites in England (DCLG)

- Planning and Building Regulation requirements for conservatories
- Construction of walls, gates and fences

Key Design Principles for Residential Sites

NEW DWELLINGS

Layout and density

- The initial **site appraisal** process to understand the locality as well as opportunities and constraints of the site itself should stimulate a wide variety of design responses.
- Development close to public transport facilities will be considered most **sustainable**, as will the reuse and adaptation of existing buildings.
- Development should normally respect the established **density** of the neighbourhood with higher density development close to town centres/public transport interchanges, reducing to lower density at the edges of settlements.
- **Higher density** developments close to inner urban areas will rely on a formal pattern of development where buildings contain and enclose spaces by use of continuous building frontages. There may be a varied building line and a harmonised range of materials and architectural detail.
- **Lower density** developments are more appropriate on edges of towns or in smaller settlements. This type of suburban environment is a challenge to design for and it will be important to establish a strong design concept to produce an environment of variety, quality and visual interest. Infill sites may give scope for individual designs and established landscaping should be carefully safeguarded to help the new development fit into its setting.
- On the largest sites it may be necessary to create different **character** zones within the development, e.g. higher density around a community focus – shops, school etc.
- Large scale housing developments should also adopt a flexible approach and even standard **house types** should allow creation of a diverse and interesting environment with a sense of place. Development should be adapted to topography and significant landscape features should form focal points. Particular care will be needed on the edges of open countryside to avoid an abrupt transition. Edge of settlement development should appear as part of its organic growth, and the impact on distant views should be treated with particular sensitivity.
- **Appropriate consideration and space must be given to retained trees** to ensure their long term benefit to the development
- **The effects of shade** from existing/proposed trees or buildings on or adjacent to the site must be fully considered.
- Sites in **prominent locations** on main roads and gateways will require particularly high design standards and application of the 'precautionary principle' – use of caution in advance to protect the environment from harm.
- **Aspirational housing** will be encouraged on appropriate sites around the District using high quality design and materials, spacious layout/lower density and well planted surroundings in keeping with the character of the area.
- **Affordable housing** should be indistinguishable from market housing on site and built to the same standard.

- In **rural locations** the emphasis must be on fitting the development into the broader landscape using siting, layout, materials and planting. Sites on **urban fringe/edge of rural areas** need landscape buffering.

Staffordshire character

- Historically most buildings in Staffordshire had steeply pitched roofs to accommodate clay plain tile, slate or thatch. They presented a small sharply defined roof area to the road. Larger properties had additional rooms beneath parallel roofs or gabled at right angles. Modern broad roof spans, standard house types with regular eaves and ridge heights make a repetitive roofscape, unrelieved by chimneys which help to break up the roof lines. In sensitive areas it is often desirable to revert to more traditional proportions that relate to existing development.
- Local warm orange-red brick is a characteristic feature of the older buildings in the District; Staffordshire was well endowed with clay suitable for brick and tile making and local brickyards operated into the 20th Century. Painting of external brickwork not only alters the appearance of areas but increases maintenance responsibilities too (see also Historic Environment section).
- Staffordshire has its own vocabulary of detail and repertoire of local building materials. The skilful interpretation and use of such details as an integral part of house design will give individuality to new housing (see Character Area Descriptions Appendix A). Traditional detail such as decorative bargeboards and crested ridge tiles have been rediscovered in an effort to lend individuality to standard house designs, however these have also become standardised, being applied regardless of the style of local houses.

Detailed design

- New dwellings provide the opportunity to apply **energy conservation** and water recycling technologies (see Climate Change guidance) as well as include measures to **encourage biodiversity** (see Biodiversity guidance)
- **Spatial separation and garden space** should refer to Appendix B of this document.
- **Roads and new accesses** require a high visual quality as well as meeting highway 'movement' criteria, includes variation in width to reduce speed, hard and soft landscaping detail, appropriate boundary treatments and appropriate links to surrounding public realm. (See 'Manual for Streets' 2007 and 'Manual for Streets 2' 2010). Inclusion of adequate highway drainage and lighting is also very important.
- **Design and materials** for parking areas, including surfacing and planting, are important and boundary treatment should help screen views of vehicles from road with natural surveillance from windows and defensible private space (see Designing out Crime guidance)
- **Sufficient car parking spaces** for each dwelling should be provided to avoid parking on the highway. *Car parking standards will be included in Local Plan (Part 2).*
- **Communal parking areas** should be well integrated within a development avoiding large areas of hard surfacing, using porous paving, appropriate soft planting and appropriate lighting with surveillance from windows to maximise safety and security (see Trees and Landscape and Climate Change guidance).
- **Electric vehicle charging points** should be considered for all developments.
- Secure **cycle parking** should be designed as an integral part of flats/apartments developments to encourage its use
- **Entrances to buildings** should face the road to provide active frontages, with pedestrians and cyclists considered prior to motorists with direct path links to surroundings

- **Buildings at corners** or road junctions should have windows facing both streets, providing interest to the street scene
- Design of **boundary treatments** should be appropriate to context in type, height and materials. Good quality treatments will be long lasting and enhance the built development.
- Gardens and amenity space should allow appropriate space for **bin storage** in a unobtrusive yet convenient location, especially on flats or communal developments
- **Utility cabinets and service boxes** should be sited in unobtrusive positions as part of the design of a scheme and not added as an afterthought on frontages and entrances to new development.
- **Garages** should have a minimum size of **6 x 3 metres** (internal measurements) if they are to be considered as providing a parking space. **Parking spaces** should be a minimum of **2.4 x 4.8 metres** in size.

Gardens

- Gardens provide **health, social and physical benefits** for occupiers and contribute to sustainable development (eg drying clothes, cycle storage, composting etc)
- **New residential development should provide for private outdoor garden space of a usable size and shape, fit for purpose**, in proportion to the size of the dwelling and its locality, particularly where garden size is important to distinctive local character. Appendix B sets out space guidelines. 'Permitted development' rights may be removed by condition where garden space is considered to fall near a usable minimum.
- Should consider **existing trees and hedges** and allow space to protect & ensure their retention, long term health and amenity value. The loss of trees and hedges of existing or future amenity value will be resisted, but if their condition or lifespan is limited then removal and replacement with new planting will be required. This means buildings, changes in level and laying of services should be outside the root protection area of trees and beyond the edge of the tree canopy and 2m away from hedges. Good design avoids overshadowing of gardens or rooms reducing light, usability and amenity value of gardens. (see Trees and Landscape guidance)
- Some parts of the District are characterised by their '**leafy**' **appearance** where reinforcing this aspect will be of particular importance eg Etchingill area of Rugeley and New Penkridge Road area of Cannock (see Mature Suburbs guidance)
- **Front gardens** are a valuable resource and an important aspect in determining the character of a street.
- **Biodiversity benefits** should be incorporated in conjunction with any development eg native planting and ponds, green roofs, sustainable urban drainage systems (SUDS), bird and bat boxes and connections to the local green infrastructure network via gardens, hedgerows and grass verges.

EXTENSIONS

The above guidance for New Dwellings applies, plus the following specific advice:

Detailed Design

- **Should complement the existing dwelling and surroundings/street scene** in scale and character
- **Should not normally be larger in volume or higher than the existing property** (specific limits apply in the Green Belt), shape should follow the existing or parallel lines and position should respect existing form by extending off one wall rather than a corner;

side extensions have a better appearance if stepped back from the front elevation.

- **Should avoid significant loss of privacy, outlook, daylight or sunlight to neighbours** and should not be visually overpowering when viewed from neighbouring dwellings. Guidelines for spatial separation and garden sizes are set out in Appendix B.
- **Should use the same materials** -brick, render, boarding, tile or slate -as the existing dwelling and those compatible with the wider area. Older houses may require reclaimed materials, also the same detailing of eaves, verge etc
- **Should repeat the proportions, design and materials of existing windows and doors** and their details and follow the main lines of the existing openings.
- Extensions to dwellings in the Green Belt should not normally exceed a maximum of 50% of the original ground floor area.
- Some designs have proved visually undesirable in practice so will not be accepted as a precedent for future approvals.
- **Should consider and not impact on trees and hedges within adjacent properties.**
- Extending a dwelling may affect the **off-street car parking** available at the property - there should be no reduction in parking space and there may be an increased requirement if extra bedrooms are proposed
- **Hard surfacing front gardens** for parking space should retain appropriate planting and frontage boundary treatment to benefit the street scene and use porous paving to minimise surface water run off in order to be considered acceptable

Property boundaries

- In some cases there may be no overriding planning reason why extensions should not be built up to property boundaries however owners should consider future maintenance requirements.
- The Party Wall Act 1996 provides a framework for preventing and resolving disputes in relation to party walls, boundary walls and excavations near neighbouring buildings. Copies of a booklet explaining work covered and duty of owners is available from CCDC.

Key Design Principles for Commercial Sites

- **Site design** should find ways to reflect key characteristics of the local area (see Character Area Descriptions Appendix 1), in particular retaining/enhancing the appearance of the District's high quality business parks, historic town centres and A5 corridor.
- **Cladding colour and design** of large footprint buildings should be chosen to best fit site context; mid range to darker colours will be less obtrusive, broken up by brickwork detail to help reduce overall impact. In mixed use areas compatibility with setting will be particularly important.
- **Large roof expanses** have a great visual impact when seen from higher ground. Use of 'green' roofs can help alleviate this as well as providing valuable habitat areas (see Climate Change guidance)
- **Large car parks** should be appropriately drained and landscaped (see Trees and Landscape and Climate Change guidance). Sufficient car and lorry parking spaces should be provided according to the particular characteristics of the scheme.
- Provision for **sustainable transport** will be encouraged including adequate footpath access into sites from local transport links
- **Fencing** is often highly visual and should be designed to ensure security but be of a style and colour that reduces its impact. The use of hedges or appropriate shrub planting can soften the effects whilst adding to the security aspects. Use of galvanised palisade fencing to prominent and/or public boundaries would be resisted.
- **Environmental improvements** to the site should complement building design and site context (see Trees and Landscape

guidance)

- **Outside storage** including bins should include adequate screening to reduce visual impact
- **Signage** should be designed to be effective but appropriate to its context (see Shopfronts and Signage guidance)
- **External lighting** schemes should be designed to ensure security but avoid lightspill and maintain dark skies (see External Lighting guidance)
- **Utility cabinets** should be planned as part of the overall scheme and sited to avoid impact visually on frontages and on new planting (see Trees and Landscape guidance)

Key Design Principles for Gypsy and Traveller Sites

Overall

- Consultation with the intended occupiers of the site is key in order to ensure that the site layout and design is compatible with the particular circumstances of the site e.g. the design of a site intended to accommodate a single, extended family will potentially differ to that of a larger site intended for one or more families. In addition, the design and site requirements of a permanent site will differ to that of a transit site and/or temporary stopping place e.g. a permanent site will require sufficient amenity blocks.
- Liaise with the local Fire Officer to ensure compliance with the relevant fire safety regulations in relation to mobile homes and sites.

Permanent Sites

- Caravan sites require a greater degree of land usage per household than for smaller houses. Gypsy and Traveller sites are designed to provide land per household which, on average, is suitable for a mobile home, touring caravan and utility (amenity) building, together with space for parking for two vehicles and a small garden area, where possible. Smaller pitches should be able to accommodate a utility building, a large trailer, drying space for clothes and parking for at least one vehicle.
- Consultation suggests that a maximum number of 15 pitches per site are conducive to providing a comfortable environment which is easy to manage. However, smaller sites of 3-4 pitches can also be successful, particularly where designed for one extended family.
- The site boundary must provide clear demarcation of the perimeter of the site, so as to prevent nuisance for existing residents. Current model standards state a clear gap of 3metres should be provided within the inside of the site perimeter boundaries as a fire prevention measure (the most up to date standards to be confirmed via the local Fire Officer). Perimeter boundary treatment should be appropriate to the character and visual amenity of the surrounding area.
- Consultation suggests that communities prefer a circular or horseshoe design, rather than the more traditional linear layout of pitches. This enables greater vision of the whole site to enhance security. However, on larger sites with a broader spectrum of residents, more seclusion and privacy may be preferred. This could be achieved via hard (fencing) and soft (hedges) landscaping approaches for screening.
- To avoid disputes and provide defensible space, it is important to provide clear delineation of public communal areas e.g. play areas and private space, with boundaries that indicate clearly where individual pitches begin and end. When designing a site to include communal areas and soft landscaping, consideration needs to be given to preventing it from being used for unauthorised parking or unauthorised pitching of caravans.
- Current model standards state that in order to ensure fire safety it is essential that every trailer, caravan or park home must be not less than 6 metres from any other trailer, caravan or park home that is occupied separately. Other structures are allowed in the

separation zone if they are made of non-combustible material e.g. brick built amenity block (the most up to date standards to be confirmed via the local Fire Officer).

- Access roads and the site design itself should be capable of providing sufficient space for the manoeuvrability of average size trailers of up to 15 metres in length. Movable fencing and gates adjacent to the roadside which are capable of short term removal can assist with manoeuvrability and access on/off site. Access roads should also be designed to the satisfaction of the local Fire Authority to ensure sufficient access for emergency vehicles.
- The utility (or amenity) buildings provided on site should contain hot and cold water supply; electricity supply; a separate toilet and hand wash basin; a bath/shower room; a kitchen and dining area; secure storage space for harmful substances; storage for food, cleaning equipment etc; and space for connection of a cooker, fridge/freezer and washing machine. The inclusion of a day/living room area could also be considered to provide a living room space alongside the kitchen area.

Transit sites

- Much of the guidance in relation to permanent sites also applies to transit sites. However, there are some differences based on the fact that these sites are not intended to be in use all year round.
- Less or different soft landscaping may be appropriate given that there are not permanent residents on site to maintain it and that the lengths of stays are relatively short.
- Pitch sizes should generally be able to accommodate two touring caravans, two car parking spaces and private amenities. A smaller utility (amenity) building can be more appropriate, incorporating a toilet, hand wash basin and shower. Portable facilities may be considered given that the sites are likely to be empty for periods of time.



Housing of different density, layout and design to suit location of site

Buildings as focal points



Buildings as focal points



Visual impact of large roofs



'Green roofs' reduce impact



Visual impact of cabinets



Use of planting to soften boundary treatments and parking areas



Careful retention of existing trees adds maturity to development



Large buildings in a rural setting



Extensions subordinate to main house



BIODIVERSITY ENHANCEMENT- Local Plan (Part 1) Policy CP12

Topic Summary

Each locality has particular existing biodiversity characteristics which can be reinforced or lost as a result of development. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Biodiversity enhancements particularly complement other topic areas within this guidance, namely Trees and Landscape and Climate Change and Sustainable Construction. By incorporating biodiversity considerations into all development proposals, as far as possible, the opportunity for habitats and species to be able to adapt to a changing climate is strengthened. The use of local species within landscaping schemes will also contribute towards more resilient habitats and enhance the local character.

The significance of the biodiversity designation will inform the measures required to mitigate any impacts and enhance the site as per Local Plan policy i.e. any developments impacting upon European or nationally significant sites will need to clearly demonstrate how their proposal accords with the statutory legislative and national policy requirements. Such measures will be undertaken in consultation with statutory agencies such as Natural England. The focus of this local guidance is therefore upon the measures that can be taken within all development proposals to account for biodiversity, including the opportunities to create biodiversity value where none, or very little currently exists on site. Such improvements can make a valuable contribution to overall habitat networks across the District, including those significant, designated sites.

Key Local Issues/Pressures

- Significant wildlife sites are already well covered by requirement for species surveys and mitigation schemes, however small to medium infill sites are often most vulnerable and have significant potential for biodiversity enhancement.
- Loss of wildlife-rich brownfield sites
- Loss of bird nesting sites and roosting opportunities for bats due to renovation of buildings and use of modern construction methods
- Scope for greater connectivity of urban landscape for wildlife
- Wildlife sensitivity to lighting, particularly close to dark areas
- Loss of wildlife feeding resource due to over tidy gardens, small gardens and development of 'spare' land
- Plenty of new tree planting around the district in the last few decades but few old trees (100years+) remain which have most value ecologically.
- Incorporating biodiversity measures in and around developments mitigates harm rather than creating net gain.
- Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people's) feedback emphasised the importance of quality and quantity of green space.

National Guidance

There is plenty of general advice available on incorporating biodiversity into existing and new developments via the following websites and documents:

Climate Change Adaptation by Design (T&CPA et al)

Local Guidance

Staffordshire Requirements for Biodiversity and Geological Conservation (2008) Staffordshire County Council

Natural England publications:

Climate Change and Biodiversity Adaptation

Biodiversity by Design: A guide for sustainable communities T&CPA

Accessible Natural Green Space Standards in Towns and Cities

Green infrastructure Guidance

Living Roofs

Staffordshire Wildlife Trust

Buglife

Freshwater Habitats Trust

Swift Conservation

Butterfly Conservation

Key Design Principles

- **Increase network of green infrastructure**, including woodlands, restored mining sites, parklands and canal routes
- Increase **connectivity/permeability** of landscape to allow wildlife movement through urban areas (e.g. retain, supplement and reinstate hedgerows and green links between larger open spaces and the countryside)
- **Increase green corridors** particularly in central urban area of Cannock
- **Consider whole ecosystem** as wildlife feeding resource and avoid development of all wild spaces and untidy edges
- **Every development could make some provision for wildlife** (e.g. a nestbox, a native tree) at a very small cost to the developer yet a cumulatively large benefit to wildlife
- Include **roosting and nesting opportunities** for bats and birds which can be incorporated into the structure of buildings. These provide long life opportunities and do not become an ongoing maintenance liability. Flat roofs can provide ideal nesting habitats for ground nesting birds if treated appropriately.
- Development of **brownfield sites** should contribute to conservation objectives as well as accommodate development
- **Include habitat creation** and restoration, incorporating ponds and other wetland features into sustainable drainage schemes. Maximise opportunities for lowland heathland habitat creation.
- **Use trees in hard surfacing** and 'living fences' using climbing plants or green walls.
- **Use locally native species** including plants which provide fruit, berries, seeds, nectar, shelter, foraging and nesting opportunities
- **Incorporate wild flower grass mixes** in areas where these do not need to be kept short
- Consider the use of plots containing arable plants to provide pollen sources for insects and a splash of summer colour
- **Minimise lighting** and direct it towards the ground to avoid light intrusion affecting wildlife activity, particularly on sites next to dark areas (also benefits energy conservation)
- **Large commercial buildings** could have 'green roofs' to mitigate loss of green space from building and hard surfacing (would also benefit appearance when viewed from high ground of Hednesford Hills and The Chase, as well as adjacent districts), similarly 'green walls'. Such roofs could provide ideal sites for nesting birds if treated appropriately.
- **Mention Biodiversity measures** in Design and Access Statements. Details/implementation may be secured by condition.

Examples of local good practice at Hawks Green:

The development of the Hawks Green area incorporates many good design features. Where possible existing high value features such as old hedgerows, mature trees, species rich grassland and wetland features have been retained.

Habitat corridors run through the development and the green space requirement of several individual phases of developments have been combined to create a large nature conservation area. This nature conservation area is designed and managed to give a feeling of being in a rural setting. It should be noted that combining green space requirements into larger areas is preferable on an ecological basis but also makes future management far more viable. In this case the approach makes it possible to graze areas with cattle and create extensive species rich hay meadows.

Arable plots Attractive and easily maintained areas have been created that provide a valuable refuge for rare and threatened arable plants. These plots only require a single annual cultivation in spring or autumn.



Wildflower Meadows

Extensive species rich hay meadows have been created. Hay meadow developed from a little used area of regularly mown amenity grassland now full of wild flowers including three species of orchid.



Woodlands

Where possible native species have been used to create well structured woodland with a good dense shrub layer that is ideal for birds. The dense shrub layer aids the security for adjoining properties. Paths and corridors through the development planted to mimic long established woodland rides provide a rich habitat for birds and insects.

Wetlands

Sustainable Urban Drainage has been designed to create wetland areas rich in wildlife. Ponds have been designed with varied gradients that result in the formation of areas of permanent standing water and seasonally wet areas. These micro habitats provide ideal conditions for a wide range of amphibians and aquatic invertebrates. Photograph shows SUDS pond rich in wildlife.



Hawks Green Map

This illustrates the green spaces and corridors detailed above (light green) running through the urbanised areas which then help to connect two locally designated biodiversity sites (dark green) on a larger scale. This illustrates the connectivity which can be achieved on a local scale to help strengthen overall biodiversity and enhance designated sites. Photo shows green link pathway.



© Crown copyright and database rights [2016] Ordnance Survey [100019754]

You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.



Green Roof at Chasewater Innovation Centre provides a wildlife habitat



Bird and bat boxes are a low cost, small scale feature which can be incorporated on most developments successfully.

CLIMATE CHANGE AND SUSTAINABLE RESOURCE USE- Local Plan (Part 1) Policy CP16

Topic Summary

Good design will give careful thought to maximising opportunities for low carbon places with greater resilience to the impacts of climate change. Increasing resilience will reduce future costs for households and businesses and will contribute to the sustainable development objectives for the District. This guidance considers mitigation of and adaptation to higher temperatures, increased flood risk and water conservation, energy efficiency in both new and existing building design and sustainable travel, and aims to raise awareness and aspirations in achieving realistic solutions. It provides overarching information on principles such as the 'Energy Hierarchy' as well as detailed information on how to address issues at a site level scale. Information on other relevant issues such as dealing with the mining legacy of the District is also provided.

Key Local Issues/Pressures

- Flood risk areas in District, particularly at Rugeley town centre, parts of central Cannock and along southern District boundary.
- To address water quality management issues, particularly along Burntwood Brook, Saredon Brook and River Trent
- To address water efficiency generally
- To address air quality management along the A5 though Bridgtown; between Churchbridge & Norton Canes; at and candidate AQMA(s) such as Five Ways Island, Heath Hayes.
- To promote new buildings adaptable to occupiers changing needs, and appropriate surroundings incorporating appropriate green infrastructure, important for shading and green cooling
- To address increased sensitivity of biodiversity assets to climate change
- To address the urban heat island effect and moderate temperatures
- To encourage micro generation as a key opportunity for the District. District's use of renewable energy is below the regional average at less than 1% of all its energy supply.
- To improve energy performance and wider sustainability of existing building stock where opportunities arise. The majority of existing housing is likely to be still in use in 2050 so there also is a significant need for retrofitting. the District's largest carbon emitting sector is the domestic one, with gas being the main source of emissions
- Viability and safeguarding of sensitive locations- overall choices will weigh up the longer term costs of climate change and benefits of mitigation, as well as amenity and visual impacts. Designing energy efficiency into development from the start will usually be cheaper than 'retrofitting'.

National Guidance

- NPPF and associated Technical Guidance– states Local Authorities should adopt proactive strategies to mitigate/adapt to climate change (NPPF para 94) and sets out requirements for matters such as flood risk. Paragraph 100 encourages use of opportunities offered by new

Local Guidance

Climate Change has not been covered in Council guidance before but the opportunity is now taken to address the local dimension of this issue which is increasing in importance. However, the following pieces of local evidence and data

development to reduce the causes and impacts of flooding.

Paragraph 013 sets out benefits of passive solar design

http://planningguidance.communities.gov.uk/blog/guidance/design/what-planning-objectives-can-good-design-help-achieve/#paragraph_013

- BREEAM standards help to promote renewable energy and carbon emission reduction in a way that flexibly allows for varying opportunities across development types. Advice is available via the following websites and documents: www.breem.org
- www.energysavingtrust.org.uk The Energy Saving Trust provides guidance for homeowners on energy efficiency and renewable energy technologies.
- <http://www.carbontrust.com/resources> the Carbon Trust provides guidance for businesses, including several useful guides on renewable energy technologies.
- Guidance on CHP systems from <http://chp.decc.gov.uk/cms/> including tools for assessing the feasibility of a CHP system <http://chp.decc.gov.uk/cms/tools/>. More information on heat mapping and heat loads for District heating/CHP systems are available at <http://tools.decc.gov.uk/nationalheatmap/> and <http://chp.decc.gov.uk/developmentmap/index.php>.
- www.tcpa.org.uk 'Planning for Climate Change' 'Climate Change Adaptation by Design'
- www.climatechangeandyourhome.org.uk guidance on adaptation of existing traditionally constructed houses whilst preserving their special character, including a section on micro renewable energy
- www.defra.gov.uk National Technical Standards for Sustainable Drainage March 2015
- www.environment-agency.gov.uk Surface Water Management Advice Note, EA Flood maps <http://maps.environment-agency.gov.uk/wiyby/wiybyController?ep=maptopics&lang=e>
- www.susdrain.org guidance on suds, green roofs, green infrastructure, surface water management
- The SuDS Manual CIRIA 2007

sources are useful reference documents:

- Authority's Monitoring Report (ongoing) - provides information on renewable/low carbon opportunities within the District.
- Strategic Flood Risk Assessment (2014) – links to SuDS suitability maps http://www.cannockchasedc.gov.uk/sites/default/files/volume_2_cannock_10.pdf
- Surface Water Management Plans (2011)
- County Wide Renewable and Low Carbon Energy Study (2010)
- A guide for the redevelopment of land affected by contamination (Staffordshire Contaminated Land working group- updated periodically) https://www.cannockchasedc.gov.uk/sites/default/files/staffs_contaminated_land_leaflet_0.pdf

Staffordshire County Council, as Lead Local Flood Authority with responsibility for surface water flood risk management, is currently developing local SuDs guidance. This takes forward the National Standards for SuDs and aims to provide more locally specific and applicable information for applicants. When published this guidance is also likely to form an important part of design guidance for development schemes, and it may be adopted as an addendum to this Design SPD (subject to consultation). The County are consulted on high risk and/or large scale schemes- they offer standing advice for low risk and/or small schemes.

Key Design Principles

Overall site assessment

- **Consider the natural assets of the site which could provide climate change benefits e.g. south facing orientation, good quality landscape features for screening, shelter and shading, reusable building materials, suitability for sustainable drainage.** Take appropriate account of landform, layout, building orientation, massing and landscaping to maximise site benefits and minimise energy consumption. Utilising measures that are part of a 'Passive Design' approach which is the maximizing of natural systems for the heating and cooling of a building. The National Planning Practice Guidance (paragraph 013) provides further information on passive solar design. Could include: orientating buildings to take advantage of passive solar gain and let in natural light, e.g. orientating buildings within 15-20 degrees south and minimizing the shading of neighbouring properties (via spacing and by placing tallest buildings to north of site for instance); introducing appropriate shading (trees or artificial shading) to help prevent summer overheating; higher performing (in terms of thermal insulation) windows, doors or cavity wall insulation and using heavyweight building materials that have more 'thermal mass' to absorb heat and release it slowly, keeping building temperatures more stable; using green roofs which provide natural cooling in summer and thermal insulation in the winter. The 'Energy Hierarchy' (see diagram below) emphasises the importance of reducing energy demand first.
- **Consider opportunities for renewable/low carbon energy solutions taking account of the site assets e.g. south facing slopes could incorporate solar panels whilst developments located near to an existing waste heat source or within a higher heat density area could consider District heating/Combined Heat and Power systems (generally for larger scale developments).** These are systems which generate electricity and heat via the same process at a local level i.e. the heat created from generating electricity is utilised instead of being wasted, as in traditional types of power generation. Larger scale District heating/Combined Heat and Power (CHP) systems are generally feasible where there is a heat density of 3,000kW/km² or more (either existing and/or arising as a result of the new development). Schemes of at least 50 new dwellings per hectare or developments with a heat demand of over 4,500 hours a year are generally the most suitable for viable schemes (source- Energy Saving Trust/Carbon Trust). Densely populated areas such as town centres are particularly well suited. Mixed use schemes with a range of energy users are also most likely to be viable. Smaller scale micro-generation technologies such as solar panels, ground source heat pumps or biomass boilers (and micro-CHP systems) are generally considered viable across the whole of the District.
- **All developments of 1ha or more, those within high risk flood zones, and/or within areas at another risk of flooding (such as surface water flooding) will need to undertake site-specific flood risk assessments and address issues arising via site design and other mitigation measures (see below info on SuDs).** Site-specific flood risk assessments should take into account all potential sources of flooding. Use Sequential Test approach to inform site layout where appropriate, including space for sustainable drainage measures, and build resilience into design for example by means of raised floor levels, dry pedestrian access/egress routes. Online Environment Agency map (link above) show risk areas; provides guidance for when an assessment is needed; and on how to undertake an assessment.
- Set development back from watercourses behind an 8m wide buffer strip and look for opportunities to undertake watercourse restoration and enhancement to make space for water.
- Take account of climate change appropriate to the predicted lifetime of the development. Incorporate sustainability measures in accordance with, or preferably exceeding, national zero carbon buildings policy and standards including adaptable housing to meet 'lifetime needs'
- Maximise reuse of buildings on site and of recycled and locally sourced materials.

Renewable and Low Carbon Energy

- **Evidence highlights the potential for renewable and low carbon energy generation in the District.** Given the District's physical constraints and topography, its sensitive environmental designations and close proximity to residential property, there is limited potential for larger scale energy generation schemes such as wind turbines. There is some potential in principle for watercourses to fuel hydro power schemes, subject to technical assessment. Locating development within existing urban areas increases the potential viability of district heating/combined heat and power solutions (see above 'Overall site assessment'). Micro generation technologies, particularly biomass in the rural areas, are a potential smaller scale option throughout the District.
- **As with other types of new development the installation of energy infrastructure should be appropriate to the local environment.** Sites located in environmentally sensitive areas, such as the Area of Outstanding Natural Beauty, where preservation of landscape and scenic beauty is a key consideration or Listed Buildings/Conservation Areas where preservation or enhancement of the character and appearance of the historic environment is a material consideration, may have reduced scope for installation of energy infrastructure. The visual impact of such infrastructure should always be borne in mind as solar panels particularly can be very visually apparent in the streetscene. Conflict with existing trees causing shading of solar panels will require a balanced decision, bearing in mind the wider benefits of trees. Application/acceptability of measures will be dependant both on site specific physical and environmental characteristics and financial viability considerations.

Flood Risk and Sustainable drainage systems (SuDS)

- **SuDS should be incorporated within all new developments and as far as possible retrofitted into existing developments.** Consider the varied collection of SuDS techniques - there are numerous ways they can be incorporated, dependant on topography and geology of the site/area. Typically they involve a move away from piped systems to softer engineering solutions inspired by natural drainage processes. The principle is to reduce the speed at which rainwater reaches watercourses by a variety of means, thus reducing the potential of flash flooding. SuDS can range from small scale permeable paving or soakaways (underground chambers that allow water to drain away where the surface is less permeable) for an individual property to larger scale swales (akin to grassed, natural drainage ditches) serving a whole development. The most commonly found components are: pervious surfaces, infiltration devices, filter drains and strips (all infiltration solutions); swales and basins, green roofs, and ponds, wetlands and bio-retention areas (all storage solutions). They will also need an appropriate maintenance strategy.
- Site-specific assessments should be undertaken to determine the most appropriate solution, but the District's Strategic Flood Risk Assessment provides a broad level analysis of where infiltration and storage SuDS are and are not suitable (see link above- Figures SS1-CC and SS2-CC- the non-shaded areas are generally suitable for both types of SuDS). In areas which are not suitable for either infiltration or storage solutions, then rainwater harvesting and green roofs can be considered. Information on the range of options and their technical suitability for different situations is available from national websites and documents (and the forthcoming Staffordshire County Council SuDS guidance document).
- Surface water run off rates from new developments should be at or below Greenfield rates wherever possible (or at least show a reduction from current rates on Brownfield sites). If a proposed development results in an increase in surface water runoff the Environment Agency will expect to see SuDS forming part of the proposed mitigation.
- Keep hard standing areas to a minimum and use SuDS measures appropriate to their scale for all new hard surfacing (from single driveways to commercial car parks);
- Consider the use of 'green roofs' for all new large commercial buildings. Roofs create large hard surfaces from which rainwater

must drain. They can provide valuable alternative habitat particularly for ground nesting birds.

- SuDS are a key tool for helping reduce flood risk but can also help improve water quality. In addition SUDS measures may have wider benefits – e.g. on a larger scale balancing ponds provide wildlife habitat and amenity space at Kingswood Lakeside and Mill Green Local Nature Reserve and on a smaller scale domestic water butts benefit the gardener.

Air quality management

- Incorporate air pollution mitigation measures where appropriate, particularly along the A5 frontages within the A5 Air Quality Management Area, or in the case of significant developments that add to the cumulative air quality impact of developments in the district. Measures include soft landscaping especially tree planting, green roofs and walls and watercourse enhancement to help absorb air borne pollutants
- Consider impacts of development on local traffic speed, flow and volume to seek reduction in emissions and air pollutants, particularly within the A5 Air Quality Management Areas (AQMA) and candidate AQMA. Incorporate sustainable transport solutions, including cycle routes and cycle park provision, improved public transport links or other appropriate mitigation measures.
- Adopt innovative and sustainable solutions e.g. electric vehicle charging points within new developments, designating car parking spaces for low emission vehicles.
- Cannock Chase District is subject to smoke control orders. This means that where biomass installations or wood burning devices are to be used they should be 'exempted appliances' as listed at <http://smokecontrol.defra.gov.uk/appliances.php?country=e> to avoid being in contravention of the smoke control orders.

Green Infrastructure

- The District's Green Space Network, gardens, green corridors and road frontages in addition to the wider countryside, comprise a 'green infrastructure' resource which is seen as playing a multi-functional role in mitigating and adapting to climate change. Trees are an important element of green infrastructure, contributing to urban cooling and providing micro-climate effects that can reduce energy demands on buildings. They therefore represent a key resource that can significantly contribute to climate change adaptation.
- Open spaces in Cannock and Rugeley help alleviate flood risk (Mill Green nature reserve and Hagley Park playing fields); contribute to biodiversity habitat and provide wildlife corridors/amenity benefits which can provide shading and help to ameliorate higher temperatures. Countryside around the urban areas, including Cannock Chase AONB and the southern farmlands, provide distinctive landscape context for the District with important amenity and wildlife benefits. Development schemes of all scales provide the opportunity to enhance green infrastructure in a variety of ways to mitigate climate change, from incorporating new open spaces, green boundaries and green roofs to strengthening existing habitats using native species.

Other

- All new residential developments to achieve water efficiency standards of 110 litres/person/day (currently equivalent to Building Regulation Part G2 for Water Efficiency optional higher standard). Consider installing low-flush and low-flow appliances (including smaller capacity baths and sinks), grey water recycling and rainwater harvesting systems. See the Energy Saving Trust website.
- All new non-residential developments to reference BREEAM 'Very Good' standards as a minimum benchmark. This 'Very Good' rating has minimum standards for energy monitoring (installation of energy metering, monitoring and management systems); water consumption (demonstrating a 12.5% improvement in consumption over what the 'baseline' consumption for the building would be

without additional measures- can be achieved via low-flush and flow appliances, grey water recycling and rainwater harvesting); water monitoring (installation of water monitoring systems); sourcing of materials (all timber and timber based products used on the project are 'Legally harvested and traded timber'- see BREEAM manual for definition); and site ecology (there is no negative change in the ecological value of the site, with improvements where possible). Further information on the BREEAM standard is contained within the BREEAM manual and technical guidance.

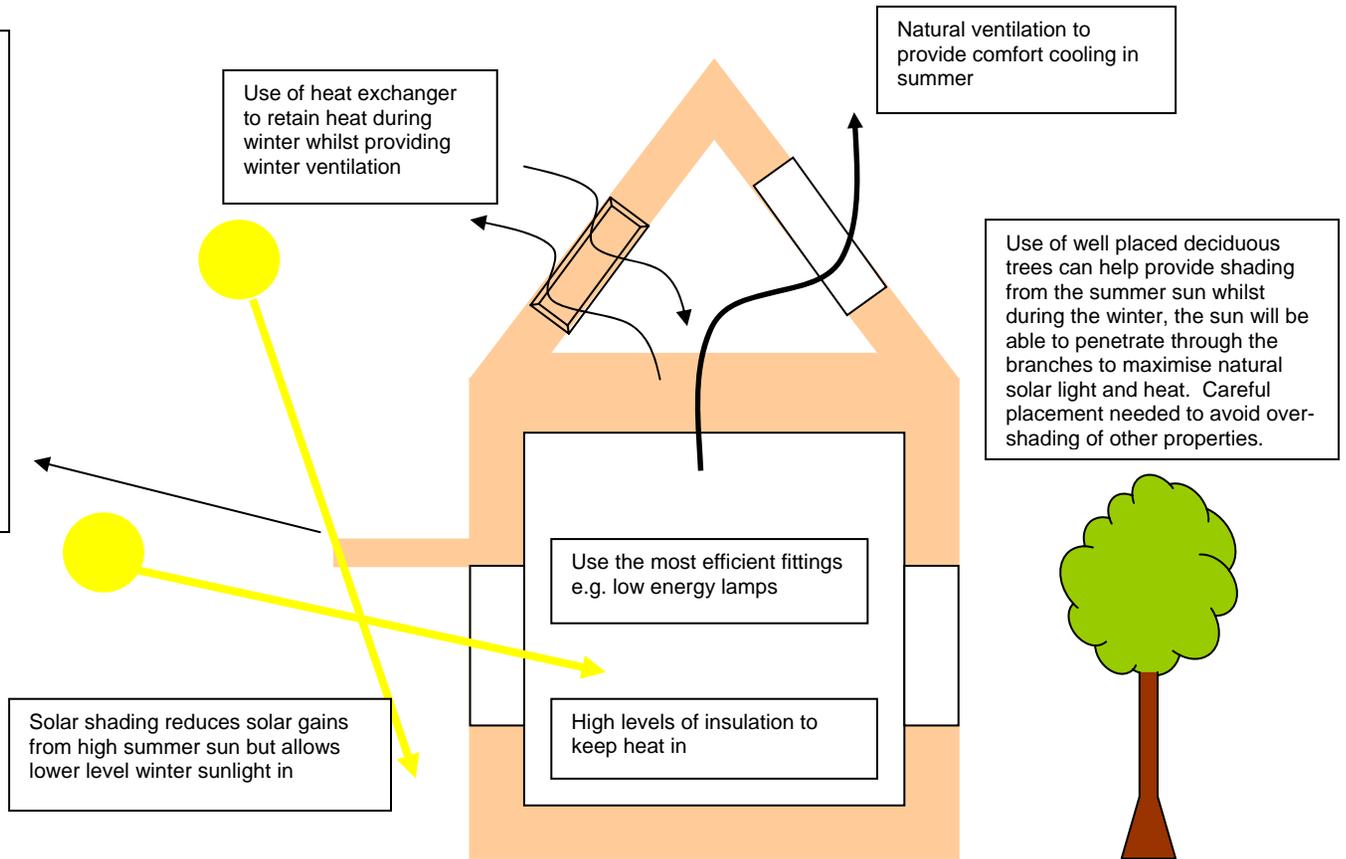
- Energy efficiency and wider sustainability improvements to existing domestic and commercial properties can be undertaken in a variety of ways. See the BREEAM, Energy Saving Trust and Carbon Trust resources.
- Incorporate appropriate facilities for recycling and refuse storage in an accessible yet unobtrusive position within the site.
- All developments to address any mining hazards or mineral resource issues- information on hazards and mineral resource areas is available from the Council e.g. mine shafts, fissures, areas with mineral resource potential. Where such hazards are on site, treatment and/or avoidance measures may be required including mine shaft capping. Where mineral resources are underlying a site then prior extraction may be required, depending upon the nature of the development and extent of the resource. Further guidance on addressing hazards and prior extraction should be sought from the Coal Authority and Staffordshire County Council Minerals Team. Cannock Chase Council will liaise with these agencies as part of a planning application on such issues.
- Take into account other site specific issues, including contaminated land. The Council's Environmental Health team are able to offer site specific advice and provide up to date guidance on this issue (see link to current guide on contaminated land above).
- **Planning applications should include a concise statement describing proposed climate change and sustainable construction measures, either as part of a Design and Access Statement or as a short Planning Statement to accompany smaller schemes where a Design and Access Statement is not required.** Applicants are not required to submit BREEAM assessments (or undertake a detailed appraisal according to the points/credits systems of these schemes). Instead the Planning/Design and Access Statement should be used to set out in general terms how they are considering and addressing the sustainable design issues. This requirement is not intended to be onerous but to ensure consideration of climate change matters at an early stage of scheme design, much of which will be required later to meet Building Regulations in any case. The benefit of early consideration is that a more comprehensive approach to site planning can be incorporated. Pre-application discussion should therefore cover how a development will meet sustainability objectives.

The Energy Hierarchy

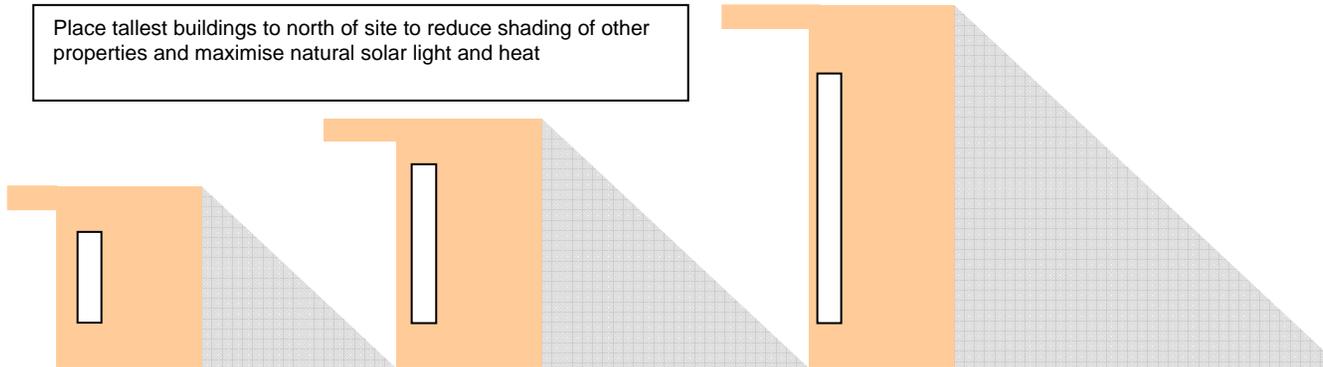
1	<u>Minimise energy needs:</u> The most important level in the hierarchy. Good design can help minimise a development's energy needs by making best use of sunlight, thermal mass and microclimate to provide natural lighting, heating and cooling of buildings. Considering use of embodied energy in building materials and the type of construction materials chosen; use of local traditional building materials will preserve local character whilst reducing the need to transport materials long distance.
2	<u>Maximise energy efficiency:</u> making energy use, heating and cooling systems as efficient as possible. Use of local energy sources, in particular decentralised heating systems (energy generated off the main grid) e.g. combined heat and power and renewables will be a priority.
3	<u>Maximise use of zero and low carbon energy sources:</u> as much as possible of remaining energy demand should be met through these sources e.g. solar, wind, bio fuel and geothermal energy. Types of technology which have been used in this area include air source heat pumps and biomass boilers.



Canopies providing solar shading at new properties on Elizabeth Road estate, Cannock



Place tallest buildings to north of site to reduce shading of other properties and maximise natural solar light and heat



Orientate main living areas/ glazed areas so they are south facing to maximise natural solar light and heat during winter from lower level sun. Solar shading measures to be used to provide protection from heat of high summer sun.

These figures (adapted from TCPA, 2006) illustrates how passive design measures can be incorporated into the design of a new building and site



Cherry Tree Road, Rugeley- 12 houses

Housing developments at Cornwall Mews and Cherry Tree Road achieved Level 4 of the former Code for Sustainable Homes (44% reduction in carbon emissions over 2006 levels) via the installation of renewable air source heat pumps; enhanced insulated building fabric; and 100% of internal lights to be dedicated as low energy. Internal water consumption of 105 litres/person/day is achieved by a low capacity bath, dual flush toilet and flow restrictors in appliances. Water butts have also been installed for rainwater harvesting. Points towards the Code have also been achieved by providing internal recycling bins in the kitchens; using permeable paving; using a site waste management plan to sort, re-use and recycle construction waste and by providing a composter in the gardens.



Cornwall Mews, Hednesford- 8 houses

A Photovoltaic panel (PV) pilot scheme was completed at 39 Council owned bungalows in **Norton Canes** in 2012. Since then 65% of tenants reported a saving in electricity costs and a detailed evaluation of 3 of the properties over 12 months suggests that electricity use has decreased by around 30%. Chase Community Solar Ltd (CCS) has been working with Cannock Chase Council on the development of a scheme which expects to see the installation of solar photovoltaic

(electricity) panels on between 150 and 400 Council bungalows across the district in 2016. The tenants, mainly elderly, will receive the electricity generated by the panels free of charge, providing a saving on their bills estimated at between £100 and £200 p.a. (though this can vary depending on usage). This may be the first scheme in the UK funded by a community share offer which funds solar panels on the roofs of council houses.



Kingswood Lakeside, Cannock- this development area has been laid out to incorporate various SuDS solutions including balancing ponds and swales which also have important green infrastructure and biodiversity benefits.



DESIGNING OUT CRIME- Local Plan (Part 1) Policy CP3

Topic Summary

High quality development involves secure and safe design. It is recognised that the design of development can directly influence the safety and security of users and with this in mind the Police initiative 'Secured by Design' (SBD) has been developed since 1989 to encourage the building industry to adopt crime prevention measures in the design of developments to assist in reducing the opportunity for crime and the fear of crime, creating a safer and more secure environment. Independent research shows that SBD has been proven to reduce crime risk by 75% by combining minimum standards of physical security with well tested principles of natural surveillance and defensible space. SBD focuses on crime prevention for houses and commercial premises and promotes the use of security standards. The website provides advice for developers and promotes a 'Developers Award', a certificate given to developments which are built to SBD guidelines. The 'Parkmark' safer parking scheme is awarded to parking facilities where the parking operator has put in place measures which help to deter criminal activity and anti social behaviour. Further advice on SBD and Parkmark is available from Staffordshire Police at www.staffordshire.police.uk. The recent updates to housing standards brought in via the updated PPG and Building Regulations do now incorporate the dwelling-scale requirements of SBD into mandatory Building Regulation requirements. As a result, the guidance for individual dwellings is no longer applicable. However, the wider site-based principles and guidance (and elements applicable to individual commercial buildings) are still to be utilised.

The number of SBD developments in this District are relatively small however wider application of these standards is encouraged. Recent research conservatively estimates the carbon cost of crime within the UK to be equivalent to the total carbon output of 6 million homes. At current domestic burglary rates the marginal carbon costs of building a home to SBD standards will be recovered within 4 years. The environmental benefits of SBD are supported by independent research proving that SBD housing developments suffer up to 75% less burglary, 25% less vehicle crime and 25% less criminal damage. Therefore there are significant carbon cost savings associated with building new homes to the SBD standard i.e. less replacement of windows as a result of criminal attacks. Good design will give careful thought to how appropriate safety and security measures can be accommodated in a way sympathetic to the amenity of the local area.

Key Local Issues/Pressures

- The need to enhance crime prevention as part of new developments including building security and attractive design of surroundings (car parking etc) to deter crime
- Overcoming impact of bright security lighting, particularly on commercial premises in otherwise residential or darker areas e.g. along Trent and Mersey Canal corridor
- Public consultation in connection with the Characterisation Study including stakeholder's presentations and local residents (including young people's) feedback supported designing out crime and welcomed better locks but raised concern at excessive lighting, especially affecting the Chase. Staffordshire Police highlight SBD can complement other sustainable construction standards.

National Guidance

- <http://www.securedbydesign.com/professionals/guides.aspx> free downloads of design guidance including 'Secured by

Local Guidance

Designing out Crime has not been covered before in Council guidance but the opportunity is now taken to address the local

Design' principles

- www.theilp.co.uk the Institute of Lighting Professionals: free downloads including:
 - *'Lighting Against Crime' 2012 – external lighting and recommended levels of illumination to combat crime, fear of crime and anti-social behaviour*
 - *'Getting Light Right' 2013 – a layman's guide to domestic security lighting*

dimension of this issue and encourage safer and more secure developments, based upon national guidance. Development proposals designed to address the issues outlined at the outset are likely to have better and speedier success in the decision making process. See also section on External Lighting.

Key Design Principles

- Design of new development in conjunction with **SBD** advice from Staffordshire Police will be encouraged
- The importance of natural surveillance is highlighted.
- Sensitive landscape design creates a place that provides a sense of place and community identity, and well designed public spaces tend to be well used and offer fewer opportunities for crime.
- Long term management /maintenance must be considered at an early stage if the full benefits are to be raised.
- Where **communal parking areas** are essential the parking bays should be in small groups, close to the owners which they serve, well lit, open to natural surveillance or visible from regularly habitable rooms and be served by obvious pedestrian routes. Prickly species of planting helps to deter criminal activity.
- The most suitable level of **street lighting** is currently from EN 13201-1:2003 Table 5 in a high crime/risk area; well positioned lighting will deter and reveal potential intruders. High pressure sodium units or LED's should be used where possible, as low pressure units emit poor light quality and colour definition.
- **Street lighting layouts** should be carefully designed to cover all areas and not create shadows
- **Householders are referred to ILP guidance on security lighting of residential properties 'Getting Light Right'**
- All **perimeter doors to buildings** should have opaque, vandal resistant, compact lights, operated by photo electric cells fixed above them at the highest inaccessible point. Police advice is that occupants should be advised that these lights have an insignificant running cost per annum and therefore no switch should be fitted.
- **Lighting of commercial premises** close to dark areas (e.g. Trent and Mersey Canal Corridor) should accord with national and local External Lighting guidance



Overlooked parking areas, well designed and lit public spaces help 'Secured by Design' principles create a sense of community

EXTERNAL LIGHTING– Local Plan (Part 1) Policy CP3

Topic Summary

Each locality has particular existing amenity characteristics which can be reinforced or lost as a result of development. The District covers a wide range of urban and rural areas of varying environment and amenity. Good design will give careful thought to how development requirements can be accommodated on a particular site including the need for any lighting and choice of character and appearance.

Poorly designed lighting schemes result in obtrusive light. Dark skies are one of the special qualities of the rural landscape and artificial lighting introduces a suburban feel and can detract from the landscape beauty of the AONB. Energy use is also an increasingly important consideration. At the same time the safety and security of the public is of the utmost importance, lighting facilitates a night time economy and extends hours of use of recreation facilities and it can enhance the appearance of buildings at night, so any scheme should be carefully directed and sensitively designed. In general schemes should adhere to the guidance of the Institute of Lighting Professionals (ILP).

Key Local Issues/Pressures

- Brightly illuminated advertisements in built up areas, particularly on commercial premises in otherwise residential or darker areas
- Wildlife sensitivity to lighting, particularly close to dark areas e.g. canal corridors
- Lightspill affecting dark skies/rural areas e.g. Cannock Chase. Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people's) feedback raises concern at excessive lighting, especially affecting the Chase.

National Guidance

- There is plenty of general advice available on incorporating external lighting into existing and new developments via the following website and documents:
- www.defra.gov.uk DEFRA 'Artificial Light in the Environment' policy update 2013
- www.historicengland.org.uk 'External Lighting for Buildings' 2007
- www.cpre.org.uk
- www.britastro.org/dark-skies/
- www.theilp.org.uk the Institute of Lighting Professionals: free downloads including:
- **Guidance Notes for the Reduction of Obtrusive Light 2011:**
'Obtrusive light... is a form of pollution.... Sky Glow (the

Local Guidance

Previous Council guidance has not covered External Lighting before however the opportunity is now taken to address the local dimension of this issue. The ILP guidance recommends that local planning authorities specify various zones for external lighting within their development plans. Development proposals designed to address the issues outlined at the outset are likely to have better and speedier success in the decision making process.

brightening of the night sky), Glare (the uncomfortable brightness of a light source when viewed against a darker background and Light Intrusion (the spilling of light beyond the boundary of a property or area being lit) are all forms of obtrusive light which may cause nuisance to others and waste money and energy. Think before you light. Is it necessary? What effect will it have on others? Will it cause a nuisance? How can you minimise the problem?...Good design equals good lighting'

- 'Getting Light Right' 2013 – a layman's guide to domestic security lighting

- 'Crime' 2012 – external lighting and recommended levels of illumination to combat crime, fear of crime and anti-social behaviour

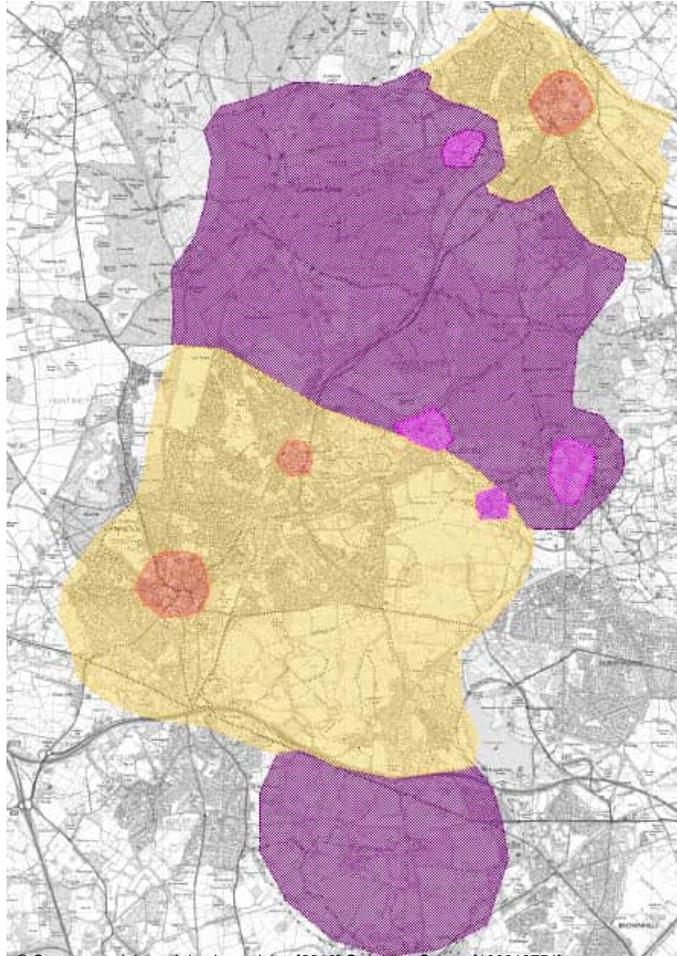
- 'Bats and Lighting in the UK' 2012 – to raise awareness of the impact of light on bats and suggest mitigation for different scenarios. Also explanation of facts about the lighting industry.

Key Design Principles

- **Most work involving lighting, particularly of the householder type, is unlikely to require planning permission. However a lighting scheme of such nature and scale typically undertaken by specialist lighting engineers can be deemed 'development' and will require planning permission.**
- **The ILP recommends a four zone approach** with different degrees of darkness/brightness of lighting, and all four are present in this District with zones of transition between them (see also map below):
 - E1 (intrinsically dark) – Cannock Chase/Little Wyrley
 - E2 (low district brightness) – rural villages
 - E3 (medium district brightness) – the suburbs
 - E4 (high district brightness) – the town centres
- The ILP provides guidance on appropriate levels of illumination within each of these zones which development proposals will be expected to adhere to.
- External lighting may have an impact on the significance and setting of heritage assets so lighting should be sensitive to the historic environment, however it also has the opportunity to positively highlight key buildings and features to add vitality to an area such as a town centre.
- **Guidance for householders** on lighting their properties for security etc is provided in a user-friendly leaflet 'Getting Light Right' (see National Guidance)
- Where **commercial development** exists on the urban edges and where green corridors run through commercial areas the impact of lighting can be a particular issue as zones of high and low brightness come into contact. The Trent and Mersey Canal runs through Rugeley close to the town centre and the Conservation Area Appraisal highlights the issue of lightspill into the Canal

corridor from certain sites which have an observable effect on bat activity. It goes on to make a recommendation for the use of 'sustainable lighting' to avoid increasing light levels in the canal corridor; that occupiers of properties close to the corridor will be encouraged to avoid lighting which spills into the corridor to avoid adversely affecting wildlife; that lighting of new development close to the canal should be designed to avoid light spills into the corridor and lighting of existing properties bordering the canal will be encouraged to follow sustainable principles.

- At night light from commercial undertakings some distance from the Chase lights up the night sky significantly. Encouragement to reduce this impact will be pursued as resources permit.



This is illustrative- there will be areas of greater or lesser 'brightness' within these broad areas e.g. the southern suburban area incorporates areas such as Heath Hayes which have well developed built suburbs lying adjacent to areas of undeveloped open fields to the east and south. Therefore local analysis should also be undertaken to take account of site specific circumstances.

© Crown copyright and database rights [2016] Ordnance Survey [100019754]
You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.

GREEN BELT AND AREA OF OUTSTANDING NATURAL BEAUTY (AONB)- Local Plan (Part 1) Policy CP14

Topic Summary

Cannock Chase is a semi-rural district with some 60% of the area designated as Green Belt. The aim of the Green Belt is to restrict development and the sprawl of urban areas on the edges of the Green Belt and around the villages within. The essential characteristics of Green Belts are their openness and their permanence.

In addition Cannock Chase is one of the UK's 46 designated Areas of Outstanding Natural Beauty (AONB) and one of only 2 in the Midlands because of its beautiful landscape (the largest surviving area of lowland heathland in the Midlands), wildlife and its history. The AONB also has extensive areas of forest and woodland along with areas of designed parkland, sand and gravel quarrying and mixed agriculture, and overlaps some areas of built development including at Etchinghill, Rawnsley and the villages of Cannock Wood, Hazelslade and Slitting Mill. The key issue is to protect the landscape and beauty of the designated area and its setting maintaining tranquility, peace and openness, with careful attention being paid to its habitats and landscapes.

These designations are testament to the openness and quality of the natural landscape within the District and the importance of ensuring the right balance is maintained in conserving and enhancing the area whilst maintaining it as a living, working environment.

Key Local Issues/Pressures

- Potential impact of new development on views through the local landscape including renewable energy and telecommunications installations
- Scope for landscape buffering to the urban/rural fringe
- Hard surfacing, lighting, suburban kerbs and footways should be kept to a minimum and brightly coloured signage and street furniture avoided to reduce urban impacts in rural area
-
- Scope to respect and enhance the forms of historic farmsteads and locally distinctive buildings and features
- Need to maintain and enhance existing hedgerows and grass verges/ stone edging along highways, use of traditional maintenance methods to create stockproof barriers and permit views over in conjunction with development proposals

National Guidance

- NPPF Paras. 79-92 on Green Belts: <https://www.gov.uk/government/publications/national-planning-policy-framework--2>
- NPPF paras 115-116 on AONB's
- Natural England: <http://www.naturalengland.org.uk/ourwork/conservation/designations/aonb/cannock.aspx>
- CPRE: <http://www.cpre.org.uk/what-we-do/housing-and-planning/green-belts>

Local Guidance

- AONB Partnership: <http://www.cannock-chase.co.uk/>
- 'Cannock Chase AONB Highway Design Guide'
- Cannock Chase AONB Management Plan 2014-2019: http://www.cannock-chase.co.uk/assets/downloads/74646AONBmanagementplan2014-19_1.pdf
- English Heritage/Staffordshire County Council – 'Staffordshire Farmsteads Guidance: Farmsteads Assessment Framework, Farmsteads character statement and Local Authority

<ul style="list-style-type: none"> • Green Belt Statistics (UK Government): https://www.gov.uk/government/collections/green-belt-statistics • EH 'The Conversion of Traditional Farm Buildings: A guide to good Practice' 	<p style="text-align: center;">Summary'</p> <p>http://www.staffordshire.gov.uk/environment/eLand/planners-developers/HistoricEnvironment/Projects/Historic-Farmsteads.aspx</p> <p>As a general principle unless a proposed use or development is in accord with Paras. 79-92 or 115-116 of the NPPF then it would be unlikely to be supported. Where development would be acceptable in principle then good design and careful landscaping will minimise its impact on the openness and landscape beauty of the District.</p>
---	---

Key Design Principles

General Principles

- The siting and screening of new buildings should minimise prominence in the public view, including on the fringes of the rural area.
- Native planting should be used wherever possible on planting schemes and the use of landscaping to enhance, soften and screen new development is required. Conifers are an alien feature in the natural landscape and would not normally be appropriate.
- External materials used for any new development should be sympathetic to the local vernacular (e.g. plain tiles/slates and Staffordshire red brick) and aim to enhance the Green Belt and outstanding natural beauty of the AONB, seeking to improve the existing building to which they are related.
- Fencing should be minimal and of the traditional post and wire or post and rail variety to retain the rural character. Screening with trees and hedges will generally be more appropriate than walls and fences. Where a solid boundary treatment is appropriate its visual impact should be mitigated by soft hedgerow planting in front or the use of powder coated wire fencing in conjunction with soft landscaping.
- See also Appendix A: Character Area Description for 'Outlying Buildings/Hamlets in Rural Areas' and detailed design advice in the Staffordshire Farmsteads Guidance.

Conversion of existing buildings

- Conversion of an existing building offers the opportunity to reuse an often historic building without affecting openness of the Green Belt and in addition enhancing the character of the rural area.
- Sympathetic conversion is encouraged as changes in farm practices render traditional farm buildings redundant, leading to disrepair and eventual loss.
- Traditional farm buildings can be of particular historic or aesthetic value and there is often a direct connection between architectural design and original use. Barns were designed as a workplace and for storage of cereals, livestock and equipment. Their particular features, such as simplicity and spaciousness, and appropriate use of local materials contribute to their character. Conversion schemes should take into account the constraints of the existing building in order to preserve its character.
- Conversion of old buildings, particularly agricultural buildings, can however have a significant deleterious impact on protected species of wildlife, particularly bats and barn owls. Provision must be made to take account of such species prior to development

commencing, and a wildlife survey will routinely be required. Conversion should preserve and enhance the integrity of the building.

- A business use will often result in less damage to the character and appearance of the building than a residential use due to the need for fewer modifications.
- See also Historic Environment Guidance.

Extensions/outbuildings to existing buildings

- Where extensions or alterations to existing buildings are considered appropriate they should not result in a disproportionate addition to the size of the original building.
- Extensions should not normally exceed 50% of original building ground floor footprint in the Green Belt in accordance with Local Plan policy CP14.
- Matching materials and design details will help an extension or outbuilding fit into its setting and enhance the attractiveness of the area.
- Outbuildings should be located in an unobtrusive position.

New/replacement dwellings

- Where new buildings in the Green Belt are considered appropriate the foot print should not normally exceed 50% increase on the original ground floor footprint of the building in accordance with Local Plan policy CP14, and 'permitted development' rights for further extensions are likely to be removed
- The siting of all new buildings should be sensitive to the openness of the Green Belt and landscape character of the AONB and not in prominent or isolated locations
- Screening should be provided by hedging and trees rather than walls and fences to enhance the green rural context
- Materials and design should be appropriate to location, including size, scale, massing and appearance

Equestrian uses and the erection of stables

- See Equestrian Development Guidance.

Leisure and tourism uses

- Leisure and tourism uses appropriate in the Green Belt should be designed to be unobtrusive in the landscape through careful siting, use of materials and planting

Telecoms Apparatus

- Siting should minimise impact on visual qualities of any location, including colour of cabinets, and avoid road verges where possible in favour of sites with opportunities for better screening

AONB highway design

- Retain and maintain locally distinctive highway features e.g. granite setts used as kerbs along many roadsides on the Chase such as Penkridge Bank Road
- Use of natural barriers to deter parking on verges, e.g. large stones/logs complementing the numerous small car parks

- Encourage repair and replacement of traditional estate fencing, traditional maintenance of hedges and post and rail fences; beech hedging is a popular choice for parklands and residential properties, native species such as blackthorn and hawthorn are common adjacent to farmland, however a more diverse native mix is encouraged
- Encourage traditional materials and designs for bus shelters and other street furniture, with timber benches for walkers at information points
- Encourage retention of grass verges with scope for indigenous planting of heather and gorse at approach to villages
- Sparring use of highway signage; road markings with coloured surfacing are not normally appropriate in the AONB



Granite setts used in kerbing



New screening and retention of mature screening helps preserve character of the rural areas



Low impact extension to property in the AONB Impacts upon views across and in proximity of the AONB need to be considered carefully

HISTORIC ENVIRONMENT- Local Plan (Part1) Policy CP3, CP14 and CP15

Topic Summary

Each locality has particular existing historic environment characteristics which can be reinforced or lost as a result of development. These are highlighted in the District Character Profiles (see Appendix A) and include heritage assets - buildings, sites and areas - identified as having a degree of significance in terms of heritage interest, both statutorily designated and locally identified. Some areas will include Listed Buildings which are statutorily protected. Conservation Area designation gives protection to areas of historic townscape and there may also be Locally Listed buildings and features to consider. Other buildings with heritage interest may come to light during consideration of planning proposals. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances and surroundings helps new development have some individual character so reference to the Character Area profiles will help with more specific guidance. Local consultation has shown that historic buildings are one of the most popular features of neighbourhoods and that people feel protective of their local historic environment.

Building conservation is not about 'freezing' buildings and areas in their past but adapting them sympathetically to meet modern requirements without losing their character or historic value. History has a high profile in many people's lives and can be a focal point for the economy, including the tourist economy. However the historic environment is vulnerable to unsympathetic change from repairs and alterations using modern materials and techniques and the right expertise and appropriate materials and craftsmanship are needed to ensure investment is worthwhile and the building or area can continue to thrive. Development sympathetic to the historic environment raises the design and environmental quality of the District.

High quality design is required for all schemes, particularly those affecting Listed Buildings, Conservation Areas and Local List buildings and features and developers should adequately resource themselves with the appropriate professional expertise from the start. Development within the wider setting of historic features and landscapes may also have a visual impact and in such cases will need careful consideration and design. A Heritage Statement should support all applications that affect a heritage asset and/or its setting. Advice on content of a Heritage Statement can be found in the Council's Validation Document but it should assess the significance of the heritage asset and how that significance may be affected by the proposed development. This may require a photo montage and/or a landscape Visual Impact Assessment.

Archaeology may exist in both urban and rural areas but particularly within the boundaries of historic towns, within the curtilage of historic buildings and along historic routeways. There is always the possibility of unknown archaeology being of national importance. It has the potential to help understand origins, development and growth of settlements so any development proposals involving disturbance of the ground in such areas may require an archaeological assessment by a qualified professional to accompany the planning application. Advice is available from CCDC (Planning Services) and SCC (Historic Environment Team).

Key Local Issues/Pressures

- Incremental change and lack of maintenance leading to loss of historic features
- Adaptation of historic buildings and areas to modern needs
- Size and scale of new development in comparison with the modest size of many historic buildings
- Use of unsuitable modern materials and techniques
- Public consultation in connection with the Characterisation Study, including stakeholder's presentations and local residents (including young people's) feedback, supported the need to ensure that development fits in with its surroundings retaining individual character and guidance for modernising older traditional properties.

National Guidance

There is plenty of general advice and information available to building owners assist with development in the historic environment via the following websites:

www.spab.org.uk

www.historicengland.org.uk (Historic England)

www.english-heritage.org.uk (English Heritage Trust)

www.climatechangeandyourhome.org.uk

www.ehtf.org.uk

www.imagesofengland.org.uk

www.heritagegateway.org.uk

www.staffspasttrack.org.uk

English Historic Towns Forum publications including:

- 'Making Better Applications for Listed Building Consent'
- 'Manual for Historic Streets'

CABE publications including:

- 'Building in Context'

Historic England publications including:

- 'The Historic Environment in Local Plans' Good Practice Advice Note 1(2015)
- 'Managing Significance in Decision Taking in the Historic Environment' Good Practice Advice Note 2 (2015)
- 'The Setting of Heritage Assets' Good Practice Advice Note 3 (2015)
- 'Seeing the History in the View' (2011)
- 'Traditional Windows, their Care, Repair and Upgrading' (2015)
- 'Guidance on Conservation Area Appraisals'
- 'Guidance on the Management of Conservation Areas'

Local Guidance

Local information

- Staffordshire County Council Historic Environment Record (HER)
- Staffordshire County Record Office
- SCC List of Archaeological Contractors available for work in Staffordshire (historic building recording, archaeological assessments and other specialisms)
- SCC Extensive Urban Surveys of Cannock and Rugeley
- CCDC Conservation Area Appraisals and Management Plans

Local History Groups can be good sources of local historic information:

- Landor Society www.landor-localhistorysociety-rugeley.btck.co.uk
- Friends of the Museum of Cannock Chase www.cannockchasedc.gov.uk/museum
- Bridgtown History Society www.bridgtownhistory.co.uk
- Norton Canes Historical Society www.nortoncanesparishcouncil.co.uk
- Cannock Conduit Trust
- Brereton and Ravenhill Heritage Committee

- ‘Understanding Historic Buildings – a Guide to Good Recording Practice’
- ‘Streets for All’
- ‘The Conversion of Traditional Farm Buildings’
- ‘Retail Development in Historic Areas’
- ‘Heritage Works’
- ‘Enabling Development’
- ‘Conservation of Historic Places’

Key Design Principles

Alterations and Additions to Listed Buildings

- Buildings are Listed on the national statutory List for their **special architectural or historic interest** and there is a general presumption in favour of their preservation. Listing should not be seen as a bar to all future change however controls seek to protect them from unsuitable and insensitive alteration. The need to preserve the setting of a Listed Building may affect development on nearby sites.
- **Traditionally constructed buildings** do not perform in the same way as modern ones and need to be treated differently. Modern materials and techniques are often incompatible and can lead to long term deterioration. Poor ‘period style’ features look incongruous and not authentic on a genuinely historic building.
- The **upgrading of property does not have to be at the expense of historic fabric and character**. Traditional materials can be long lasting but eventually decay. Each loss detracts from the historic and financial value of each building. Routine maintenance and conservative repair with matching materials is key to conserving the value of your heritage asset for future generations. Adaptation to modern needs in a well designed way based on the right expertise should be seen as an investment. Any work likely to have a significant impact will require a well thought out justification, finding ways to maximise benefits and minimise damage.
- The **cumulative impact of many minor alterations** can have a negative impact and Listed Building Consent will normally be required for any works of alteration or extension which would affect its character as a building of special architectural or historic interest. It is a criminal offence to carry out such works without consent. Controls apply to all works, both inside and out. Consent is not normally required for repairs but if they involve alterations which would affect the character of the building then consent is required. Advice is available from CCDC.
- **Use existing design features as a guide** to the design of new works to reinforce the building’s character, appearance and local distinctiveness.
- **Use good quality, appropriate materials and careful craftsmanship** in executing work. This will cost money, however suitable reclaimed or new traditional materials are available and it is a better investment to do a series of small repairs well than the alternative. There are reclaim yards in this area where bricks, tiles, chimney pots and other period features may be found and local joiners and craftspeople capable of carrying out traditional work are available. Advice is available from CCDC.
- **Use history as a focus for the future:** looking after old buildings and features keeps them in use and retains their desirability, ensures new development is sympathetic, the sense of place of the area is enhanced, that heritage leads the regeneration process, sustainability is maximised and supports the owners investment.

New development in Conservation Areas

- **A Conservation Area is ‘an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.’** There are currently 8 Conservation Areas in the District and a series of Conservation Area Appraisals and Management Plans offer more specific advice on what matters and why.
- **‘Townscape’ distinguishes the special interest of a Conservation Area from the merits of individual buildings within it, including the interrelationship of buildings and spaces.** Boundaries, trees and hedges, building materials and significant views also contribute to character and appearance. (See Trees and Landscape guidance). The local distinctiveness of particular areas is greatly to be valued and needs to be reinforced. High quality places attract investors, residents and businesses so making best use of existing buildings and areas lies at the heart of a sustainable future.
- **Conservation Areas are not intended to prevent change but to ensure that it takes places in an appropriate way.** Eg good design of development along the Trent and Mersey Canal corridor can enhance the Conservation Area, and help sustain the Canal’s tourism and economic regeneration potential.
- **New development in (and close to) Conservation Areas needs to pay particular regard to its surroundings.** Size, scale, design and materials, boundary treatment and planting details are all important in creating an addition which complements, and preferably enhances, the Area. New development has the opportunity to better reveal the significance of conservation areas. Copying historic architecture may not be the best solution; through careful design new buildings can respect the architectural character of a historic area and fine buildings of any type, style and age can enhance the visual environment and contribute to a sense of community. The use of imaginative design as appropriate is encouraged. Photographs and photomontages should support such applications.

Managing change to Locally Listed Buildings and in the historic environment generally

- Key historic buildings and townscape areas in the District are designated as Listed Buildings and Conservation Areas. There are also 5 Scheduled Ancient Monuments which are statutorily protected too. However **many other buildings, features and areas are valued for their special local architectural or historic character, their contribution to the local scene or their local historical associations.** The most significant of these will be included on the forthcoming CCDC Local List which is being prepared in conjunction with this District Design SPD. Other features of historic interest are noted in documents such as the SCC Extensive Urban Surveys of Cannock and Rugeley, the SCC Historic Environment Record and the HE Historic Farmsteads Survey. Buildings may also come to light through the development process.
- **Such buildings and features have no statutory protection but any impact on them will be taken into account in considering planning applications and will need to be given weight in decision making.** A responsibility to be aware of their local contribution remains and this will be assessed on a case by case basis. The heritage interest of a building or feature affected will need to be described by a developer and the viability of its retention considered, with harm or loss justified or mitigated in terms of the public benefits of the overall scheme. If the assessment does not warrant retention of the building a record may need to be made and deposited in the HER. Advice is available from CCDC. See also guidance on reuse of buildings in the Green Belt and AONB.

Modern infrastructure in the historic environment

- Includes all small scale modern additions in historic areas eg utility cabinets and masts, satellite dishes, small scale renewable energy items, air conditioning units, extractor ducting and flues, burglar alarm boxes. Left to the installer these are often located in prominent positions and the cumulative visual impact can be significant. Careful planning can minimise visual impact.
- Should be located discreetly with wiring and cables installed tidily
- Can often be hidden within buildings or chimney space
- Standard boxes can often be painted to blend with prevailing colour of wall or other background
- Some microgeneration equipment is 'permitted development' (see current legislation) but where it is permitted it is subject to general conditions that its siting minimises its effect on the external appearance of the building or amenity of the area. Listed Buildings are usually exempt from 'permitted development' and special conditions apply in Conservation Areas.



Extensions and alterations to listed buildings



New development in/adjacent to conservation areas

A few of the District's unlisted heritage assets

TREES AND LANDSCAPES- Local Plan (Part 1) Policy CP3 and Policy CP14

Topic Summary

Each locality has particular existing landscape characteristics which can be reinforced or lost as a result of development. These are highlighted in the District Character Area Descriptions (see Appendix A). Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances helps new development have some individual character.

Trees are widely recognised to improve the quality of life and add character, shape, colour and biodiversity to the street scene as well as the local area. Tree Preservation Orders (TPO's) help ensure that trees of amenity value are safeguarded, particularly in conjunction with development proposals. Developers who remove trees to avoid difficulty or damage them through careless work are reducing the long term value of their asset; estate agents will confirm that 'leafy' areas attract higher prices. Local consultation has shown that many people would be willing to pay more for quality and quantity of green space, so existing trees, hedges or other vegetation are valuable assets on any site. They will also contribute to climate change mitigation (see Climate Change guidance). Retaining existing planting requires care, attention and forward planning; trees are living things and damage to root systems by ground works including compaction of soil will not only shorten their life but may cause failure, endangering future occupiers or neighbours. Damage to tree canopies will also affect their natural beauty. Trees need space to grow if they are to fulfil their potential into the future and new buildings near to trees will be expected to allow for this. The Council will endeavour to ensure that good trees are respected and that good landscaping raises the design and environmental quality of the District, contributing to health, amenity, sustainability, biodiversity and climate change objectives.

Protection and enhancement of existing landscapes and creation of new landscapes are material considerations in determining planning applications. Most developments will require new landscaping proposals, both hard and soft features, to enhance the surroundings of new buildings and importantly, reinforce the landscape characteristics of the wider area. New planting should be designed using species and locations appropriate to the site of which it forms part, taking account of size and habit on maturity. Landscaping will be expected to be implemented and maintained in accordance with approved details.

Key Local Issues/Pressures

- Design tends to focus on buildings with no adjustment for site characteristics
- Light coloured cladding to large roofs of industrial/commercial buildings is intrusive in the landscape especially when viewed from high ground (Hednesford Hills) or tall buildings (Ramada Hotel).
- Boundary treatment type and position is an issue particularly in industrial and commercial areas.
- Existing landscape of District is well-treed but many of these trees are mature/over mature. A characteristic feature of late 19th/early 20th C house building was planting tree specimens in gardens creating attractive townscape (e.g. larger houses in Church Street, Rugeley). These are reaching the end of their life and will struggle to survive in changed environments.
- Lack of forward planning and token assessment of sites with vague and generic tree assessment and planting proposals

- District and local centres would benefit from investment in the public realm, particularly Norton Canes and Hawks Green. Most small shopping forecourts around the District would benefit from public realm enhancement.
- Public consultation in connection with the District Characterisation Study including stakeholder's presentations and local residents (including young people's) feedback supported the need to address landscape matters. To improve their area people most favoured more trees and greenery and new development that reflected the character of the area.

National Guidance

There is plenty of general advice available on treatment of trees and the landscape in existing and new developments and via the following documents and websites:

- BS 5837:2012 Trees in Relation to Design, Demolition and Construction
- CABE 'Grey to Green'
- Woodland Trust 'Ancient Tree Guides'
- www.naturalengland.org.uk 'Green Infrastructure Guidance'
- www.historicengland.org.uk 'Streets for All'
- Arboricultural Association. www.trees.org.uk
 - Approved contractors scheme
 - Registered consultants scheme
- Forestry Commission www.forestry.gov.uk
 - Pest alerts

Local Guidance

High quality design, implementation and maintenance/management is required for all landscape schemes and developers should adequately resource themselves with the appropriate professional expertise from the start.

An Arboricultural (Tree) Assessment which includes an accurate location and assessment of the trees should support all planning applications where:

- there are trees within the site or trees that may influence the site (e.g. through crown spread or extent of the root protection area)
- hedgerows within 5m of the site
- all sites covered by Tree Preservation Orders
- any proposals within a Conservation Area.

A Landscape Scheme should support all applications apart from extension of time, Listed Building Consent, advertisement applications and outline applications where landscaping is a reserved matter, also householder and change of use dependant on scale of change to external environment.

BS5837:2012 'Trees in Relation to Design, Demolition & Construction' provides accessible details of appropriate steps from Site Assessment through to the construction phase and beyond which all developments should follow.

An Arboricultural Impact Assessment, which includes a Tree Protection Plan and appropriate Method Statements, helps plan operations from the outset so impacts of the proposed development can be foreseen and either avoided or mitigated.

Vague and generic statements cause doubt, delays and unforeseen expense on site and will not be acceptable in documents which support planning applications. Guidance should be used to tailor proposals to the circumstances of a specific site so that not only the developer but also neighbours and others are aware of likely implications and a proper professional assessment of the application can be made. See further detail in Appendix C.

Key Design Principles

Trees

- **Trees can offer many benefits** including:-
 - Providing **visual amenity** including seasonal change, softening or complementing the effects of the built environment and adding maturity to new developments.
 - Providing opportunities for **wildlife** especially in urban areas,
 - **Making places more comfortable** in tangible ways by contributing screening and shade, reducing wind speed and turbulence, intercepting snow & rainfall, reducing glare and reducing particulates
 - **Creating, enhancing and defining spaces**
- **Existing trees are important factors on or near to a development site.** Root systems, stems and canopies, with allowance for future movement, growth and shading, need to be taken into account in all projects as does the space for new trees to establish and grow. All these are material considerations in a planning decision.
- **Trees are vulnerable to disturbance, injury, environmental change as well as pests and diseases.** Construction work can exert pressure on existing trees as can changes in their immediate environment following development. A tree that has taken many decades to reach maturity can be irreparably damaged very quickly and easily, especially by compaction of root zones. The effects of the damage may not become apparent till years after completion of the development.
- Trees can be legally protected by Tree Preservation Orders, by being within a Conservation Area or via planning conditions. Formal consent is required to carry out works to protected trees.
- **Existing trees and hedges on development sites, whether formally protected or not, require proper assessment** in conjunction with preparation of development proposals (see BS5837:2012)
- Only by thorough analysis of the value of the existing trees and landscape and the overall impact of the development proposals can proper judgements be made on the design of the development
- **New tree planting is also needed to ensure continuity and/or increase in tree cover within the District.** This is particularly important in the older residential areas where there tends to be a higher percentage of older mature trees.
- **Working/access space needs to be allowed between trees and construction areas.**
- **Trees not only need space to grow above ground but they need appropriate space below ground** - root zones - otherwise they fail to establish and/or develop which impacts on the overall quality of the development. Root zones can be formed under paved areas, especially car parks, with appropriate treatment to allow trees to establish (eg. www.green-tech.co.uk or similar)
- **Co-ordination of existing and proposed tree planting locations and service requirements is paramount to enable appropriate schemes to be implemented.**

Key Public Realm Design Principles

- Good practice pointers from national guidance include reduce street clutter, high quality street furniture, new tree planting and appropriate lighting in public realm
- Take opportunities to improve hard surfacing and outdated/deteriorating street furniture at small local shopping forecourts all around District which form an important community focus. A redesign should include soft landscaping and enhanced street furniture.
- New/replacement lamp posts and other street furniture should suit scale of area as well as technical lighting purposes. Traditional or contemporary designs may both be appropriate providing finish is high quality.
- Materials used in hard surfacing should be durable and readily maintainable to maximise their shelf life and long term appearance.

Key Landscape Design Principles for Residential Sites

- **Good design involves a co-ordinated process** covering all aspects of site and building, demands understanding of a complex and specific set of circumstances.
- **Adapting design to a specific site will reap rewards** - more attractive to potential purchasers and more acceptable to the local community.
- The main purpose of requiring full landscape details at planning application stage is to enable the assessment of the balance of hard, soft and built development on a site - the overall quantity and arrangement of landscape areas is paramount.
- The landscape submission can only be produced following the collation of appropriate information including existing and proposed site features, layout and site services.
- **Need to look at site landscape context first**, how it relates to character of locality and how new design can enhance this. Consider basic character of locality, appearance of streetscene and surroundings of site, whether urban or rural and how site development could enhance it visually and environmentally, improving amount of greenery wherever possible. The landscape adjacent to the site must inform the design to achieve integration. This does not restrict the use of imaginative or novel designs being proposed. (See Character Area Descriptions in Appendix A for specific guidance).
- **Consider character of site itself, its natural assets and how these can benefit design and layout of proposed development and wider area, including climate change**

Key Landscape Design Principles for Commercial Sites

- **Boundary treatment security and safety can be achieved without compromising appearance** (e.g. high quality unobtrusive fencing set back behind a good planting scheme provides an attractive and prestigious first impression for a business)
- Recent business parks in the District (e.g. Towers and Kingswood Lakeside) have successfully used Design Guides to achieve a high quality result.
- **Large expanses of hard surfacing and parking should use a variety of materials, be ameliorated with soft landscaping**, including new tree planting with appropriate root zones, to enhance appearance and use SUDS in the interests of sustainability (see Designing Out Crime guidance)
- **Connectivity of development with surroundings is important to make the site work; good design is not just about appearance.** Planned paths in appropriate places assist circulation and avoid pedestrian 'short cuts' which destroy planting, look poor and mean the scheme has not assessed accessibility appropriately and is poor value for money. Careful design of planting is needed beside parking spaces to avoid trampling.
- **Commercial and communal landscape schemes will require production of a suitable Management Plan as well as a Maintenance Plan.** Management Plans set out the long term (30 years plus) aspirations for the landscape scheme, whilst a Maintenance Plan details the yearly work required to achieve these

mitigation. An accurate and detailed site survey/assessment of existing trees and landscape features, habitats, levels, boundaries, street frontages and links to surroundings is key to achieving site-specific design and maximising site potential

- **Existing trees need proper recognition and space to be retained as a 'ready-made' landscape feature.** Where tree removal is acceptable space will need to allow for enhancement (e.g. one tree out replaced with two or more trees and or use of larger or more appropriate species)
- **Garden size should be in proportion to the size of dwelling and its locality,** particularly where important to distinctive local character
- **House frontages and boundaries are a key element of design and are one of the most visible to all** and should have a soft element (e.g. grass, shrubs, hedges and trees) in most cases, not just hard surfacing.
- New planting should complement surroundings, native or ornamental and be appropriate for the site and development.
- Developments should include trees in back gardens which may be achieved by giving residents a choice from a selection of types when purchasing the property, gives them 'ownership' and has proved successful in ensuring trees are retained as well as looked after.
- In mature suburbs (eg Etchinghill, Rugeley and New Penkridge Road, Cannock) new development within existing gardens should maintain essential character of frontages and spaciousness of plots (see Mature Suburbs guidance)
- **Need to ensure there is sufficient space for existing trees to develop and grow without need for constant cutting back**
- **New services must be planned as part of the overall scheme to avoid tree root protection zones and new tree planting locations.**
- **Sustainable Urban Drainage Systems (SUDs) should be used to minimise surface water run off and local flooding** through use of absorbent surfaces, soakaways,

aspirations to cover the first 5 years of establishment. Related funding and/or the establishment of a management body will be needed to safeguard a viable extent of greenspace and/or habitat together with suitable access for livestock and machinery/equipment.

- **Opportunity for key routes through District (e.g. A5 Watling Street) to be enhanced with frontage tree planting and 10m wide landscaped buffer zones as sites are redeveloped.** Would assist health (the A5 is an Air Quality Management Area), climate change and environmental objectives as well as improving appearance of heavily used route (see A5 Corridor guidance)
- **Large footprint commercial buildings would benefit from 'green' or gravel roofs** (see Climate Change guidance). Views from the high ground of Hednesford Hills and the high and undulating countryside around the Chase are one of characteristics of District, so roofscapes of development on surrounding lower ground, especially large commercial roofs, take on special importance. They offer biodiversity benefits too.

swales, filter strips and storm water balancing basins, dependant on ground conditions, which may affect site layout. Maintenance and safety aspects will need to be carefully considered (see Climate Change guidance)

- **Provision of bin storage in apartments/communal developments should be accessible yet well screened from view**
- **Utility cabinets required on/close to highway frontages should be planned as part of the overall scheme and sited to avoid impact visually and on new planting.**
- **Provision for cycle storage is good practice in all new development**



Buildings in an existing landscape

New landscape settings



Front garden walls with and without hedge to soften



Tree planting opportunities along A5



Broad green corridors through new development create natural amenity, recreation and wildlife opportunities



Play areas create a more formal focal point and recreation opportunityand public art adds to local distinctiveness



Balancing ponds for sustainable drainage, amenity and wildlife

Grass verges and paving variations help define spaces

EQUESTRIAN DEVELOPMENT- Local Plan (Part 1) Policy CP14

Topic Summary

Parts of the District, especially round the fringes of the Chase, have seen an increase in the use of land for equestrian activities – construction of stables and tack rooms, new fencing around paddocks and equipment including jumps as well as larger buildings and maneges (riding arenas). The areas of the District where such activity is focussed are inevitably rural in nature and designated as Green Belt/Area of Outstanding Natural Beauty. General design guidance can be found in the section relating to these areas, however more specific guidance on particular equestrian issues is provided here. Whilst most small scale equestrian related development can usually be assimilated into its surroundings with careful siting and management, some aspects can have a significant visual impact. Each locality has particular existing landscape characteristics which are highlighted in the District Character Profiles. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site.

Key Local Issues/Pressures

- ‘Clutter’ associated with horse keeping affecting appearance of countryside (jumps, horse walkers, storage of trailers, sub division of fields with white tape); livery stables resulting in further proliferation of ‘clutter’
- Stable size with larger buildings potential for future conversion to other uses
- ‘Maneges’ (surfaced riding areas) becoming more common with potential impacts upon sensitive landscape areas
- Mobile ‘horse shelters’ (which may not require planning permission)
- Risk of overgrazing and pressure from trekking on bridleways which may damage habitats and landscape
- Lighting, particularly on columns
- Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people’s) feedback emphasised the importance of the quality of green space and of development fitting in with its surroundings.

National Guidance

The use of land for agricultural purposes does not require planning permission including when horses are grazed, bred or kept for agricultural purposes. Neither is it required where horses are kept within the curtilage of a dwellinghouse for the personal enjoyment of the occupant, where stables can be erected within ‘permitted development’ size limits. However in other circumstances, where horses are kept for recreational purposes, planning permission may be required, including for all (non-agricultural) stables outside a residential curtilage.

- **NPPF:** National Green Belt policy states that the fundamental aim is to prevent urban sprawl by keeping land permanently open. Inappropriate development is by definition harmful and should not

Local Guidance

Generally previous Local Plan policies on equestrian uses have operated well. In the Green Belt these presumed in favour of equestrian uses and facilities which preserved the openness of land and for the conversion of existing buildings for stabling, and required new free standing stables to be closely related to existing buildings or well screened from public view, of a high standard of design and constructed of materials appropriate to their surroundings. There was also a presumption against indoor equestrian centres and other significant built development associated with the keeping of horses for non-agricultural purposes. The approach set out in these former policies is updated and carried forward as design guidance here in order to

be approved except in very special circumstances. Paras 89-90 set out the exceptions and forms of development which are not inappropriate providing they preserve the openness of the Green Belt.

- www.gov.uk/keeping-horses-on-farms - welfare standards and advice
- British Horse Society Welfare department – Guidelines for the keeping of horses: stable sizes, pasture acreages and fencing

maintain the quality of our rural areas.

The Cannock Chase AONB Partnership leaflet 'Horse Sense in the AONB' (2013) encourages best practice.

Key Design Principles

- **Existing buildings** can provide an opportunity for stabling without detriment to the countryside so favourable consideration will be given to conversion of such buildings, providing no conflict of use is likely to arise and provision is made for retention of protected species which would otherwise be displaced
- **Freestanding stables need to be sensitively located** in order to minimise their effect on their surroundings and where possible they should be sited so that they closely relate to existing natural screening. Isolated positions within open fields where they would be conspicuous would be unacceptable. Additional screening may be required in appropriate circumstances.
- Careful consideration will be given to the location and nature of buildings and other developments on the fringes of the **AONB** in order to conserve its setting. Within the AONB conservation of the natural beauty is the primary objective, having full regard to the economic and social wellbeing of the area, so the effects of a proposal on the landscape and environment will be a major factor to be taken into account.
- Stables need to be of a **size** that is comfortable for their purpose but not large enough to enable easy conversion to other uses. In general each loose box within a stable block will need to be approximately 10-15 sq m in floor area. The height need not exceed 2.3m to the eaves, but all stables should have a pitched roof in the interest of visual amenity.
- **Materials** used in the construction of stables should reflect the nature and purpose of the building and be sensitive to the countryside location. The use of stained wood on traditionally designed and well constructed stable buildings can be acceptable, providing that the structure is properly maintained. Doors, window frames and roofing materials should be finished in a recessive colour. Stables constructed of brick and tile should be purpose-built with the use of plain tiles and bricks that reflect the local character of the area. A temporary condition may be imposed on consents for wooden stabling facilities in the green belt and AONB to ensure they do not become an eyesore in the future
- Erection of **fencing** to enclose a paddock and removal of an existing hedgerow can have a detrimental effect on landscape quality which is of particular importance in the AONB. Existing planting should be retained and supplemented wherever possible and fencing should be painted or stained in a recessive colour. Additional screening will be required if outdoor storage of equestrian related materials is necessary. Wherever possible jumps and other equipment should be removed from the site when not in frequent use.
- Extensive areas of **hardstanding** should be avoided and permeable surfaces used instead.
- Applications for stable buildings should include details of drainage and the storage/disposal of bedding/manure.
- **'Clutter'** associated with equestrian uses introduces a degree of urbanisation in the rural area and larger groups of stables (over 4) particular livery causes such clutter to proliferate. Conditions may restrict use for livery to control this.

- **Supporting information to demonstrate that provision of stables will not lead to overgrazing or, in the case of trekking, to pressure on bridleways would assist consideration of relevant applications.**
- **Mobile ‘horse shelters’** should be moved on a regular basis to a new location if they are to avoid the need for planning permission. Location can be a significant issue and choice of unobtrusive positions is critical in maintaining an attractive landscape.
- Surfaced riding areas, known as **‘maneges’**, are becoming common. They can appear intrusive in the natural landscape so need care with siting and design/surfacing to complement their setting and avoid impact on amenity of neighbours. Siting should be near to stables and associated buildings to limit the dispersal of development in the landscape, and to existing field boundaries to take advantage of hedgerow screening. Surfacing should be designed to blend in with the surrounding landscape as far as possible (e.g. bark or recycled rubber chippings, rather than sand). Post and rail type fencing 1-1.5m high is preferred.
- **External lighting**, especially high level floodlights on columns, can be prominent and intrusive in the countryside. It can also result in ‘light pollution’ when in use. External lighting, apart from inconspicuous safety and security lighting, will normally be unacceptable, especially in sensitive areas such as the AONB. Where lighting is considered acceptable it shall be designed to avoid glare upwards or light spill outside the manege. The use of such lights will be controlled by conditions restricting times of operation. The use of demountable or other form of removable lighting columns should be considered.
- The establishment of a **new indoor equestrian centre**, usually requiring the erection of several buildings, will not be acceptable, being contrary to established green belt policies and principles. The use of land for commercial equestrian purposes e.g. livery, tuition, leisure rides etc can result in a significant visual intrusion into the countryside because of increased vehicular activity on roads within the vicinity and overloading the capacity of the local bridleway network.
- **Indoor riding schools** – the conversion of existing (farm) buildings to riding school uses may be acceptable providing the building is suitable for the proposed use, capable of conversion and the proposed use would not cause harm to the surrounding area. Provision of new indoor facilities will not generally be acceptable.
- **Typical conditions** to control such use are: *‘No horses or ponies shall be accommodated in the stables other than those grazed on the application site and the stables shall not be used for any business purpose.’ ‘The buildings shall not be used for commercial purposes for livery or in connection with any commercial equestrian activity.’*



Maneges – this example demonstrates successful siting of the surfaced area next to existing buildings with minimal clutter. It should be improved by use of planting and darker coloured surfacing materials to soften the impact of the fencing and surfaced area upon the surrounding landscape. Painting the fence in a darker colour would also reduce its impact.

Stable block- this provides an example of a traditional low scale stable block development. The use of stained timber, a low level roof, mature landscaping to the rear and minimal hard standing around the block all reduce the impact upon the sensitive landscape setting (within the AONB).



Stable block- the positioning of this block alongside an existing field boundary with screening (as opposed to in the open fields) reduces its impact upon the landscape. Its low level height, the absence of hard standing areas surrounding it and the use of recessive colours also reduce its impact. Should be improved by the use of better quality materials which are more durable, ongoing maintenance and additional screening to the rear of the block.

HOT FOOD TAKEAWAY- Local Plan Policy CP3 Chase Shaping

Topic Summary

Proposals for new hot food takeaways can often be very controversial. When the main areas of concern have been addressed (impact upon shopping centres, proximity to other night time uses/residential properties and highway safety from short term car-borne visits) there are also a number of design related impacts which need to be considered including the design and position of ventilation and odour extraction equipment and making provision for litter/waste removal. In town centres takeaways may be located within or adjacent to sensitive historic buildings and areas where design issues are even more critical.

Key Local Issues/Pressures

- The design and position of ventilation and odour extraction equipment and flues, especially in town centre conservation areas. In basic form flues are bulky additions with a shiny metal finish and need to project to some height, so are potentially very visually intrusive amongst small scale traditional buildings.
- Litter/waste and extra bins

National and Local Guidance

The NPPF supports the vitality and viability of town centres, promoting competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres. It encourages sustainable design and response to local character and history, by reflecting the identity of local surroundings and materials, while not preventing or discouraging innovation.

Key Design Principles

- **Extraction equipment** shall, as far as practicable, be incorporated into the existing fabric of the building, utilising existing chimneys and internalised flues.
- **External flues** should be sited unobtrusively not facing a public highway and should be painted in dark colours with a matte finish, or clad to match the appearance of the existing building, taking advantage of the building's design features to provide screening where possible whilst still meeting technical requirements enabling flues to deal with odour.(see also Historic Environment guidance).
- **Means to prevent litter** in the surrounding area should be considered, with the provision of external litter bins of an appropriate design and location for customers. Commercial waste disposal bins should be sited unobtrusively and screened from views.



Flue concealed within roofspace

SHOPFRONTS AND SIGNAGE – Local Plan (Part 1) Policy CP3

Topic Summary

Traditionally shopping areas consisted mostly of small scale independent shops with a variety of shopfront designs and signage. With the development of larger chain stores, longer shop frontages and standard signage began to dominate and remove individuality and local distinctiveness. In accommodating shopfronts and signage of all shapes, sizes and colours, ensuring the visual impact is sympathetic to the surroundings becomes critical in achieving attractive town centres and local places.

Each locality has particular existing characteristics which can be reinforced or lost as a result of development, as highlighted in the District Character Profiles, and each of the District's town centres comprise old and new buildings. Some areas will include Listed Buildings and Conservation Areas which are statutorily protected to conserve their historic fabric and appearance. Good design will give careful thought to how development requirements can be accommodated whilst maximising the opportunities offered by a particular site. Adapting to local circumstances helps new development have some individual character.

Local consultation and evidence gathering has shown the importance of developments fitting in with their surroundings and having some individual character/variety in design and 'sense of place'. Maintaining design standards in shopping areas benefits traders by making them more attractive places to shop so encouraging customers to visit. With increasing competition from out of town centres and internet shopping it is becoming more important than ever that traditional shopping areas are welcoming and attractive. Retailers invest to promote their own corporate image however are asked to recognise that the Council is investing in the quality of the overall environment. With co-operation and flexibility a corporate image can be adapted to complement local character without compromising the principles of good design. Improvements to a shopfront should wherever possible be accompanied by enhancement of the whole facade e.g. removing redundant fixtures and fittings, cables etc and painting previously painted surfaces to maximise the enhancement.

Key Local Issues/Pressures

- Unsympathetic modern shopfront designs in older buildings. (Although traditional shopfront designs are often more successful on older buildings it is the design/proportions and materials which really make a difference so well designed and detailed creative modern interpretations are welcomed).
- Deep fascia signs reaching first floor window cills
- Freestanding poster advertisements on pavements adding to 'street clutter'
- Bulky internally illuminated box signs, fascia and projecting signs where the whole face of the sign is lit
- Bulky and unattractive metal shutter boxes projecting from the shopfront with solid roller shutters

National Guidance

National guidance covers retail development and retail areas including:

- 'Retail Development in Historic Areas' – Historic England
 - 'Manual for Historic Streets' – Historic Towns Forum
- together with the NPPF which stresses the benefits of good design.

Local Guidance

Cannock Chase District has in the past provided local guidance on advertisements and shopfronts to assist developers, including a shopfront and advertisement guide for Rugeley town centre. Relevant parts are updated here to cover particular local development pressures which have become apparent in planning proposals. High quality design is required for all schemes affecting Listed Buildings and Conservation Areas (including Cannock and Rugeley town centres and North Street, Bridgtown – see Conservation Area Appraisals and Management Plans for these areas) and developers should adequately resource themselves with the appropriate professional expertise from the start. Hednesford town centre, though not a Conservation Area, is considered to merit special consideration (see Area Specific Guidance).

Key Design Principles

Shopfronts

- **Shopfronts and their surrounds of merit or historic interest** (often noted in Conservation Area Appraisals) may not be appropriate to replace or alter. They often comprise decorative mouldings and traditional features which are difficult to replicate and use better quality timber than can be found today. Their design is usually appropriate to the whole building façade so their repair and sympathetic refurbishment in order to retain and enhance their value will be encouraged and there will be a general presumption against their removal. North Street, Bridgtown has a particularly extensive collection of traditional shopfronts.
- Where appropriate, **new shopfronts** should relate well to the whole elevation of the host building in terms of design, proportions and materials and respect their neighbours. They should not cover or involve the removal of original architectural features of value to the building or its setting, nor other features worthy of retention.
- The use of **traditional materials** is encouraged, especially on Listed Buildings and in Conservation Areas. Timber shopfronts are usually more appropriate on buildings dating from prior to 1914. Framing the display windows with pilasters or columns on each side and a stall riser below can help to give visual support to the building. These should be faced in timber, brickwork or render to match the upper floors.
- The use of glossy and reflective materials will generally be discouraged. **Non traditional materials** in dark colours and matte finishes may be acceptable where they do not detract from the character of the building or street. However timber is a versatile material, is durable and can be repainted to change the appearance at minimal cost. Sensitive use of colour offers scope for improving the street scene; darker colours were often used on traditional shopfronts as they leave the window displays to provide the highlights.
- **New door entrances** should enable access for disabled people with entrances flush to the pavement.
- **Stallrisers below the shop window** give protection to the window and provide a visual anchor. They should be constructed of

substantial and hardwearing materials.

- **Where a separate door provides access to upper floors** this should be retained helping to sustain the provision of mixed uses in the street.
- In some cases where non-retail uses are permitted in retail areas a condition will require a **window display** to avoid dead frontages.

Signage

- **Fascia signs** should be in proportion to the scale of the shopfront. They should sit below the first floor window level to prevent the shopfront from dominating the rest of the building and should be demarcated at the top by a cornice or capping feature. They should also be contained at each end. If fascias are not present it can be effective to use individual lettering applied to the wall or behind the glass of the shop window itself.
- Not more than one **projecting sign** shall be permitted on any fascia and it shall be located at the same level as the fascia sign. The size should be in proportion with the fascia and the building as a whole. The box should be as slim as practicable and the frame in an appropriate subdued colour, not in plain aluminium. Too many signs can be self defeating.
- On **traditional shopfronts** use of a fascia sign in the form of a timber panel carrying a hand painted sign and a hand painted timber and ironwork hanging sign will be encouraged. The design of the bracket should be carefully considered.
- **Traditional hanging signs** may be located above fascia level provided that this does not detract from the character of the building.
- Any **illumination** shall be in scale with the fascia and the building as a whole and not create a 'cluttered' appearance. Spotlights or other individual lamps shall be contained in lamp holders in recessive colours. Narrow hooded overhead lighting may be appropriate if this can be successfully incorporated into the overall design. Sensitively designed external illumination is usually preferable to internal illumination, and halo illumination (lighting behind letters creating a halo effect) may be an option.
- **Internally illuminated box signs** where the whole face is lit will not normally be permitted in conservation areas. Where they are acceptable the box projection should be kept to a minimum and the frame should be in an appropriate subdued colour, not in plain aluminium.
- **Cabling for external lighting** should preferably be internal or hidden, and where external should be as unobtrusive as possible, painted to blend in with the background.
- Where businesses occupy **upper floors** the use of lettering applied to the window is often preferable to an external sign.
- There may be limited opportunities for **poster panel displays** in commercial areas providing that the design and scale is in keeping with its surroundings and it does not conflict with public safety criteria. Poster advertising in conservation areas should be clearly shown to enhance character and appearance of the area. Elsewhere poster displays will not normally be permitted in the interest of preserving residential or rural character.
- Staffordshire County Highways will review signage applications and will generally consider size, weight, fixings, luminance levels, and the headroom from the base of the sign to ground level in terms of public safety. Any impacts upon visibility or distractions for drivers will also be considered.

Shutters

- The Council seeks to bring life to shopping areas outside shopping hours and where additional security is necessary encourages the use of grilles in preference to perforated shutters to allow displays to remain visible, allow light into the street and provide more inviting town centres and local areas.
- **Security for shopfronts can be achieved in various ways, some less attractive than others. Alternatives are listed below from 1-5 in order of preference. All external shutters and grilles require planning permission:**
 1. **Security glazing (laminated security glass)**
 2. **Internal window security grilles**
 3. **External window security grilles, removable or roller type**
 4. **Open lattice or large punched hole metal shutters with a high degree of transparency, minimum 55% (where more robust types of shutter required)**
 5. **Solid metal roller shutters and perforated shutters are not normally acceptable and never on Listed Buildings or Conservation Areas. They create an environment perceived as unsafe when the shops are closed and can become a target for graffiti.**
- Security shutters and their storage arrangements should not adversely affect the shopfront, building or street scene. External solid shutters and those requiring a permanent bulky housing attached to the shopfront or fascia will not normally be permitted.
- The housing for shutters can be bulky and unattractive and should be built into the shopfront/concealed rather than projecting from the front.
- Both housing and grille/shutter should be coated or painted to match the shopfront.
- Where acceptable shutters should be confined to the window area only.
- Apron blinds or awnings are a traditional feature of shopping areas, retracting into a recessed compartment. Sensitively designed blinds of this sort may be in keeping with traditional shopfronts. However some blinds of this type are permanently open and create a solid projecting form which can obscure the detailing of a building. Others are covered in bright reflective materials uncomplimentary to the shopping area. Proper maintenance of all blinds is of critical importance.

Examples of local signage which are in scale to the buildings and surroundings; are attractive; distinctive and complement local character

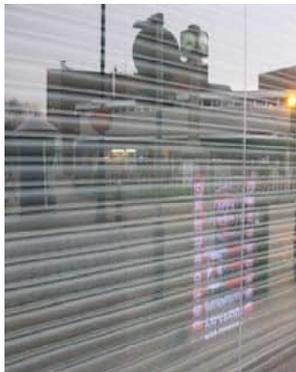




Small scale shopfronts – traditional and more contemporary



Security shutters – suitable options include internal to shop window, perforated and painted to match the shopfront



DESIGN GUIDANCE FOR THE A5 BETWEEN CHURCHBRIDGE AND LONGFORD ISLAND

Aim of guidance

The aspiration has developed to seek improvements to the commercial A5 corridor through Bridgtown, including to mitigate environmental issues following its designation as an Air Quality Management Area in 2006 and to enhance its economic attractiveness. **Key aims**

include:

- Seeking a less cluttered, greener, more attractive townscape/corridor benefitting local economy and improving the impression of Cannock Chase District to passers-by.
- The Air Quality Management Area designated 2006 includes a Management Plan with recommended actions and climate change matters which reinforce visual issues and road safety

Sources of useful information

- DOT 'Manual for Streets'2 and 'Design Manual for Roads and Bridges'
- Historic England 'Streets for All – West Midlands'
- Staffs County Council - Cannock Extensive Urban Survey
- Appendix A: CCDC Character Area Descriptions for Design SPD: A5 Corridor
- www.green-roof-systems.co.uk

Key features and Character

- **Busy main traffic corridor through District** (mostly 3 lane width with 2 traffic signal junctions at Walkmill Lane/North Street and Bridge Street/Lakeside Boulevard), largely a modern commercial street scene with some older residential frontages. Grass verges on one or both sides at west and east ends. 2 main character areas – western half and eastern half with change at Delta Way/B&Q: west is lower density, modern larger scale commercial buildings in landscaped settings, historically was open country with buildings around Longford crossroads; east is higher density, smaller scale and more tightly built up to road, residential and commercial, historic and modern buildings on the edge of Bridgtown. Interesting history/industrial heritage -Roman Road, brickworks, canals (route of Hatherton Canal), watercourses, farmsteads, mills, etc – potential for siting information board by laybys/B&Q.
- **Big variety of building footprints, heights (mostly one and two storey), materials, designs, signage, colours and landscaping including front boundary treatment.**
- **Corridor is an Air Quality Management Area designated 2006**
- **A few TPO protected trees** – mixed yew/oak etc around Longford House and 3 willows at Chenet House (adj Motorhouse). Significant mature trees and hedgerow along frontage of Sewage Treatment Works and mature hedgerow along front of Linkway Retail Park /adjacent vacant site. Smaller trees along front of Motorhouse and Finnings, Phoenix Centre and Watling Street bungalows. Consideration will be given to further Tree Preservation Orders.
- **Main positive features – historic buildings, some of modern buildings, frontage low brick walls, frontage greenery - trees/hedges/verges, watercourses close to road.**
- **Main negative features – lack of co-ordinated frontages (some poor quality), proliferation of signage particularly temporary**

'banner' signs, clutter and general 'tattiness', high traffic pollution levels(nitrogen dioxide) affecting residential environment in particular, lack of pedestrian/cyclist use and active frontages, so high traffic generation level.

- Key development sites each side of Finnings currently vacant.

Enhancement opportunities

- **Air quality management opportunities** – the more appropriate vegetation the better; improve attractiveness of route for pedestrian/cycles and keep traffic free-flowing to minimise pollution ('Pinch point' bid/funding for improvements at Walkmill Lane junction – alter road markings to take traffic further from bungalows – and Churchbridge junction – alter roundabout design/signals)
- **Landscaping of frontages to create a tree-lined route with appropriate hedging and other planting in an up to 10metre deep buffer area from back of footway to help unify varied streetscene, improve attractiveness and air quality.**
- **Creation of active frontages and potential for cycle lane and improved pedestrian routes across/along corridor** to make route more attractive/safer and less hostile to pedestrians/cyclists, less of a barrier to activity. Anecdotal information suggests cyclists commute to large business undertakings on A5 and there is potential for growth in this area.
- **Measures to improve free flow of traffic and enhance attractiveness for other road users** including pedestrians and cyclists
- **Retain existing planting and enhance with new** (amenity/biodiversity/air quality) including on verges, consider more TPO's to safeguard existing trees and devise guiding principles for new development. Front boundary treatments important - Good examples Longford House low brick wall, bungalows low fencing, Sewage Treatment Works trees and hedging. Poor example part of Finnings – poorly maintained pallisade fence and lack of planting. Scope for enhancement - gap in hedgerow at Linkway Retail Park could be replanted, front walls/hedge planting at east end of corridor could be rebuilt/replanted, landscaping on most other frontages could be enhanced, worn/over-run grass verges could be repaired, possibility of new tree planting on verges.
- **Limit signage/ make more effective and remove temporary banner signs.** Co-ordinate signage for groups of units off single access. A good example is Finnings – single large clear well lit sign at entrance so easily visible to approaching vehicles but minimal clutter including lighting set into ground.
- **Develop design code for signage and lighting**
- **Develop palette of suitable options for front boundary treatments** eg Low brick walls or green weldmesh/railing type fencing, possibly reinforced by hedge planting
- **Parking on frontages of some sites could be screened/softened**
- **Appropriate planting to soften frontage parking areas** including car sales
- **Developer contributions to tree planting on verges** where possible
- **Approach landowners for goodwill gesture of tree planting and front boundary enhancement on key sites based on economic development benefits**
- **Use of landscape management agreements**
- Use of **green/gravelled roofs** on large buildings and green walls in confined spaces
- **Comparatively small enhancements would make a big difference cumulatively**, especially where comparatively few landowners with long frontages to have a big effect. Even small enhancements would help.
- **Scope for watercourse enhancements close to A5** and creation of wetland habitat. Natural features could provide sink for air borne pollutants especially particulate matter and volatile organic compounds (VOC's) as well as environmental and visual benefits.



DESIGN GUIDANCE FOR HEDNESFORD TOWN CENTRE

Aim of guidance

As the result of a desire expressed by Hednesford Town Council and the 'Heart of Hednesford' Project to raise the appearance of the town centre to contribute to its viability and vitality some enhancement opportunities and guiding design principles are suggested below. **Key aims include:**

- To encourage development/change which preserves/enhances/conserves Hednesford town centre's local distinctiveness as a key contributor to its vitality and viability
- To support initiatives promoted by Hednesford Town Council and the 'Heart of Hednesford' Project to uplift the town centre through better quality design, materials, shopfronts and signs based on a community wish to restore buildings and enhance the retail offer
- To encourage links between the town, Park and Hednesford Hills based upon the Heritage Trail; better links between the Museum of Cannock Chase and the public transport 'hub' in the town centre; and improved links between the traditional shopping centre in Market Street and the new Chase Gateway and Victoria shopping areas.
- To provide a basis for community development of Neighbourhood Plan policies.

Sources of useful information

- Appendix A: CCDC Character Area Descriptions for Design SPD: Hednesford Town Centre
- Historic England 'Streets for All – West Midlands' and 'Streets for All – Practical Case Studies' (including 'How to Do a Street Audit')
- Shopfronts and Advertisements in Historic Towns – EHTF 1991
- Free downloads from www.helm.org.uk

Key features and Character

- **Compact town with rapid growth in the 19th C standing at foot of Hednesford Hills which create prominent green backdrop to town.**
- Hednesford forms a **gateway between urban Cannock and the rural Chase** beside a key north-south route. A good variety of shop units and services are provided
- **'Old Hednesford' historic settlement** away from present day town centre retains buildings dating from 16th C
- Present day town focussed on **Market Street with 19th C high/medium density character, predominantly 2 storey and some 3 storey terraced buildings with shops lining the winding main street and some modern/contemporary infill** eg Lightworks. Ground levels fall along Market Street from west to east.
- **Distinctive Anglesey Lodge** set back from road behind public gardens with town clock at west end of Market Street, recent change of use to public house will make this former hotel (more recently used as offices) more accessible to the community
- Red brick and grey tile predominate, with some render and yellow brickwork detail. **Unique and traditional detailing reinforce area's distinctive character.**
- **Ongoing regeneration/modernisation at each end of Market Street and area to the north providing larger scale retail units**

including supermarkets to complement traditional small town centre shops and new road layout/car parks/service areas with opportunities to integrate old and new and link to Hills/Park

- **Hednesford's buildings exhibit a variety of architectural styles** which were 'modern' in their time – the north side of Market Street was well developed by 1888 with a Market Hall opposite the 'Anglesey Hotel' and the Uxbridge PH at the Rugeley Road end. On the south side there were few buildings lower down the hill beyond Eskrett Street. Many of these building remain today. By 1902 infill development had taken place on the northern side of Market Street and by 1917 most of the rest of the southern side had been built up. The bank at no. 69 is noted on the map from this date and the post office and club are labelled. There are 'picture theatres' on Anglesey Street and Rugeley Road - Hednesford was clearly a self-contained town offering a variety of facilities. Post war further infill development has occurred and most buildings along Market Street have been 'modernised'.
- **Nearby landmarks mark local heritage and identity** – Our Lady of Lourdes Catholic Church (1927-33), the recent Miners Memorial and the refurbished Hednesford Park and Hednesford War Memorial
- **Key architectural positives:**
 - **decorative/architectural details** (eg plaque at 92/94 Market Street, windows at 98 Market St, chimneys and ridge tiles at 94 Market St, contrasting brick colour eaves and string courses, stone detailed frontage to former bank at 69 Market St including lion heads on doorway)
 - **distinctive buildings characteristic of their period** (e.g. Anglesey Lodge; former Club and Institute at corner of Cardigan Place, 3-7 Market St)
 - **remnants of good traditional shopfronts and windows** (e.g. at 3-7 and 11 Market St)
 - **well-designed modern signage** which complements its host building (e.g. 'Spice of Hednesford' at 13 Market Street.)
 - **attractive public realm** providing controlled vehicular access, short term accessible parking and attractive tree planting, with locally distinctive Miners Memorial as focal point
- **Key architectural negatives – extensive and ad hoc modernisation of buildings** in often very unsympathetic modern designs and materials (windows, shopfronts, signs and repairs) have cumulatively detracted from the appearance of the town, in common with many towns in Britain.

Enhancement opportunities

- Where planning permission is required for changes (e.g. new shopfronts and signs) the **use of appropriate design guidelines** can ensure proposals take account of agreed principles
- Some repairs and changes to buildings do not require planning permission so building **owners need to be convinced of the benefits of following design guidelines as a longer term investment in their property and the future of the town centre**
- **Small scale but significant enhancements can be achieved by influencing the design and materials used for any repairs and alterations owners may be considering anyway**, with maintenance and redecoration over the longer term strongly promoted.
- Larger scale enhancements (eg to the public realm) will require longer term planning and funding.
- **Repair rather than replacement:** historic features tend to be remnants of what once existed so have value. Regular maintenance of traditional building details helps to retain the distinctive appearance of the town. Small scale repairs are often cheaper than wholesale replacement.
- **Following the host building's existing design details will usually provide the most successful result:** upgrading of buildings does not have to be at the expense of their character and the better its condition and appearance the better any building will hold its

value as an investment. Details such as set back of windows within openings can make a difference

- **Careful use of matching materials appropriate to age of host building:** traditional materials on older buildings (eg timber, brick and tile/slate) and modern materials on modern buildings (eg upvc) Artificial/modern materials (eg upvc windows) and non-traditional details tend to be bland and lack the rich textures and colours of natural materials. But they are usually mass produced, easily available and fitted at less cost, so tend to be attractive to owners and are used everywhere. Whilst appropriate for modern buildings they can look out of keeping on historic ones.
- **Use of local craftspeople (eg joiners, carpenters and builders) to carry out traditional repairs to older buildings:** not only benefitting the buildings but the local economy, reinforcing the town's viability.
- **Even if use of modern materials on older buildings is unavoidable it is still possible to find ways of matching design details as closely as possible:** e.g. some double glazed UPVC sliding sash windows provide a good replica of a traditional window, with slim frames recessed within window openings
- **New shopfronts complementing the style, scale and proportions of the building and its neighbours with signage of an appropriate size and colour:** good design can go a long way towards enhancing the appearance of the building and the town
- **Careful design of new buildings and infill development:** to respect, complement and enhance the architectural character of an area. Fine buildings of any type, style and age can enhance the streetscene and contribute to a sense of identity.
- **Opportunity to harness community interest via initiatives such as development of Town Trail linking to District's Heritage Trail route.**



DESIGN GUIDANCE FOR MATURE SUBURBS

Aim of guidance

Over recent years the District's mature suburbs have become a focus of developer interest as a result of their spacious nature so the opportunity is being taken to extend local guidance to cover this topic. A fundamental aspect of character in these areas is the mature landscape setting for the buildings, from which conflict with new development often arises. The cumulative impact of development over time can progressively change the original qualities of the area. The Design and Access Statement should explain how this has been considered.

Public consultation in connection with the Characterisation Study including stakeholders presentations and local residents (including young people's) feedback emphasised the importance of the quality of green space and development fitting in with its surroundings. **Key aims include:**

- To encourage consideration of key features and character in designing development proposals which will enhance these areas and maintain the qualities of locally distinctive parts of the District

Sources of useful information

- www.historicengland.org.uk 'Suburbs and the Historic Environment' Encourages the analysis of the local environment and its variety of features to adapt to change whilst maintaining distinctiveness.
- Appendix A – Character Area Descriptions – South and West Cannock, Western Rugeley and Slitting Mill.

Key features and Character

- The mature residential areas of the District, such as Etchinghill, parts of Slitting Mill and the New Penkrige Road area of Cannock, are important assets forming desirable and attractive places to live. Maintaining their distinctive quality and character is essential in achieving sustainable communities.
- They are mostly found on the edge of the urban areas where densities are low and the transition to the rural landscape is important, they may also fall within the AONB (parts of Etchinghill).
- They usually consist of substantial houses and bungalows on large plots within well established gardens along roads leading to the open countryside of The Chase or Shoal Hill.
- The spacious nature and lower density of these areas has led to pressure for intensification of development, particularly on the larger plots with impacts on/loss of mature trees and shading effects on the new development itself. Whilst such development can have benefits by increasing housing stock and making efficient use of land, it can also affect local character, amenity and privacy unless development is designed to be sympathetic to the main features which make these areas unique.

Enhancement opportunities

- Particular consideration should be given to existing character and appearance of the area and how best to fit new development into its site
- Consider impact of new development including hard surfacing on spaciousness and established landscape of plots

- Plots need to be of appropriate size, width, depth and shape to reflect typical plot size and density in the area and avoid uncharacteristic subdivision of larger plots
- Mature trees are characteristic of these areas and gardens and subdivision of large gardens into numerous plots may be physically practical but appropriate assessment must be taken of the effect of the mature trees on the usability and enjoyment of these new small gardens
- Siting of buildings needs to respect established building lines and set backs from road, with separation distances between buildings typical of the area
- Buildings should be of height, mass, scale, materials, footprint and frontage width to reflect those in the area
- Large well stocked gardens give a sense of openness and tranquillity providing significant amenity value, not just for residents but from the public realm, and urbanization will be resisted
- Important existing landscape features need to be retained and protected and given sufficient space to grow without need for continual cutting back – both trees and hedgerows – with lawned areas retained in preference to hard surfacing and historic walls retained and repaired
- ‘Green’ views between and over buildings are important
- New planting should reflect features/ species present in the area and provide opportunities for biodiversity including maintaining wildlife corridors
- Access design should reflect width, design and surfacing materials of existing, where possible retaining the existing arrangement
- Hard surfaced areas and garaging should be sympathetically located and not dominate the road frontage
- Boundary treatment is likely to favour hedging and soft planting and avoid loss of soft green planted frontages/replacement with ‘urban’ style walling, fencing and railings
- Grass verges with soft edges should be retained where prevalent and kerbs limited to areas of a more urban nature
- Soft grass verges in semi-rural locations are vulnerable to damage by more intensive vehicle use
- Consider the overall impact on biodiversity from reduced size of mature gardens
- Architectural style may be less important as these areas are often characterised by individual designs so an overall high quality design is the key message



DESIGN GUIDANCE FOR EXISTING EMPLOYMENT SITES IN THE GREEN BELT

Aim of guidance

Existing employment areas in the Green Belt in this District have industrial origins historically. Key sites are Cannock Chase Enterprise Centre, Cannock Wood Industrial Estate, Watling Street Business Park and Lime Lane Business Area. It is envisaged that these will remain in employment related use for the foreseeable future however all are rated average or low in the 2011 Existing Employment Areas Study taking account of a variety of aspects including environmental quality. They therefore all have potential for environmental and design improvements to help enhance their appearance and attractiveness to businesses within their Green Belt setting. **Key aims include:**

- To encourage consideration of opportunities to enhance the estates for business use.

Sources of useful information

- DOT 'Manual for Streets'2 and 'Design Manual for Roads and Bridges'
- www.green-roof-systems.co.uk

Key features and Character

- **Rural or semi-rural woodland setting on high ground** so potential landscape impact from development - mature tree planting around perimeters of estates but little within them
- 3-12 ha in size and a **variety of units of varied age and quality providing a useful contribution to the local economy.**
- **Majority have good access to the main road network with an entrance on a key route through the District.**
- Parking mostly sufficient but **servicing/circulation/turning space potentially restricted.**
- Despite well surfaced entrance roads **internal access roads in disrepair** with areas in need of resurfacing and broken kerbs.
- Some poor public realm areas beyond main entrances.
- **Variety of frontage boundary treatment to units** from brick walling to concrete walls and galvanized palisade fencing.
- **Some sites have composite signs at entrance listing occupiers, others more ad hoc**
- Cannock Chase Enterprise Centre – small scale and well maintained, tree planting and pithead wheel feature provide character. Surrounded by AONB.
- Cannock Wood Industrial Estate – larger scale and busy, several remnant historic buildings with good detailing, but entrance gives poor impression with broken walling and assorted signage. Partly in and adjacent to AONB.
- Watling Street Business Park – medium sized facility with disused areas/buildings at rear, perimeter fencing recently improved using green 'weldmesh' type.
- Lime Lane Business Area – older buildings accommodate boat builders backing onto Cannock Extension Canal (a Special Area of Conservation) around ad hoc open access area with poor surface/ frontage to road.

Enhancement opportunities

- **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 of buildings.** This is particularly important at Cannock Wood Industrial Estate where the estate falls within/adjacent to the AONB and Cannock Chase Enterprise Centre which is close to the AONB.
- Size, scale, massing and design of new development/redevelopment should be appropriate to location and use.
- **External materials, particularly cladding colours, for new development should be sympathetic to their Green Belt setting** – darker more subdued colours (dark greys and greens) will be less visible in the landscape than pale greys and ‘green roofs’ would address biodiversity issues as well as landscape impact.
- **Refurbishment of entrances to some estates would create an enhanced impression to businesses and the community with potential economic benefits** using composite signs and appropriate hard/soft landscape treatment.
- **Front boundary treatments to units would in many cases benefit from repair and replacement as the opportunity arises**, to enhance street scene within estates.
- **Repairs and resurfacing of accesses to improve traffic flow and encourage pedestrian/cycle use would enhance use and appearance** of most estates.
- See guidance on Green Belt and Cannock Chase AONB, Landscape and Trees and Climate Change.



Cannock Enterprise Centre



Cannock Wood Industrial Estate



Watling Street Business Park



Lime Lane Business Area

5. CANNOCK CHASE DISTRICT LOCAL LIST

5.1 The Cannock Chase District Local List arises from a desire to recognise aspects of local heritage which are valued by the local community in contributing to the local distinctiveness, character and historic appearance of the area. Whilst the Government is responsible for compiling a List of buildings of special architectural or historic interest of national significance, which gives them statutory protection, and the Council designates Conservation Areas which enable areas of historic townscape to be preserved or enhanced, the Local List is an opportunity for local people to work with the Council to identify a variety of local heritage assets which may not meet the requirements for statutory protection yet are valued by the community and which they would like recognised in order to influence planning decisions.



5.2 Statement of Local Historic Significance

- At the heart of the District lie the green lowland heath and forests of Cannock Chase which separate the urban areas of Cannock and Hednesford from those of Rugeley.
- The medieval market town of Rugeley, with its diverse townscape and human scale, former village of Brereton and nearby historic settlement of Slitting Mill have identities distinct from the larger settlements south of the Chase.
- Cannock too has medieval origins and an 18th C core retaining its distinctive historic bowling green and conduit building. It spreads north into Hednesford, a mainly 19th C small town retaining 16th C origins.
- The settlement of Bridgtown which developed south of Cannock in a short period at the end of the 19th C retains a collection of distinctive shopfronts and in the south-east of the District is the mainly post war village of Norton Canes. Other small settlements and farmsteads occupy the fringes of the Chase and southern farmlands.

- The District's mining, industrial and agricultural heritage plus the remnants of designed landscape of the former Hagley Hall and walled garden of the former Beaudesert Hall offer a range of heritage assets across the District.
- Elements of historic transport infrastructure include the Trent and Mersey Canal, with associated bridges and wharves, the remnant Cannock Extension Canal and basin, the (relocated) Hednesford railway signal box and a collection of cast iron finger posts.
- Memorials and plaques commemorate local figures and events including local benefactors across the District
- A variety of buildings constructed by Linfords, the well regarded local building firm, add quality to the urban area
- A miscellany of small items add detail to the streetscene including historic post boxes, boundary stones, gateposts, a horse trough and historic brick walls
- A District Characterisation carried out as a basis for the Design SPD describes 20 Character Areas based upon key features of the urban structure (See Appendix A) and the SCC Extensive Urban Surveys of Cannock and Rugeley describe the historic development and significance of the towns in some detail.

Policy basis and purpose of Local List

5.3 The National Planning Policy Framework (2012) sets out a strategy for consideration of the historic environment in planning. It provides a definition of **Heritage Assets: buildings, monuments, sites, places, areas or landscape identified as having a degree of significance meriting consideration in planning decisions because of their heritage interest.** Heritage Assets include 'designated assets' (Listed Buildings and Conservation Areas etc) as well as assets identified by the Council, e.g. through Local Listing.

5.4 **The Local List does not bring additional controls above and beyond those required for planning permission but will be a material consideration in planning decisions that directly affect them or their setting.** Local List Heritage Assets, not designated statutorily but recognised by the Council as having heritage significance, do merit consideration in planning matters; the Council must take a balanced judgement in decision making having regard to the scale of any harm or loss and the significance of the Asset. Assets within Conservation Areas benefit further from the general control over demolition.

5.5 Cannock Chase Local Plan (Part 1) (2014) – sets out the intention for retaining historic character and fabric via a District Design SPD and creating a Local List of locally significant Heritage Assets. **Policy CP15 Historic**

Environment confirms that the local decision making process will be based on an assessment of significance of Heritage Assets, including their setting, in relation to development proposals, primarily informed by the Historic Environment Record, including the Local List. Assets will be safeguarded from development harmful to their significance according to their national or local status, with support for schemes sensitive to and inspired by their context. The historic environment will be promoted as a catalyst for regeneration.

5.6 Good practice guidance issued in 2012 by Historic England confirms that Local Lists can play an important role in celebrating heritage that is valued by the community. Lists provide sound evidence of assets which have a degree of significance meriting consideration in planning decisions and the sounder the basis for adding assets to the List the greater the weight the List has. Public nomination is a key element and candidate Assets need to be backed by sufficient detail and accuracy to demonstrate that they meet the selection criteria. The guidance recommends a process be put in place to allow for regular updating of the List. Owners should be advised of the intention and implications of Local Listing, their response needing particular attention, and a mechanism put in place for appeal. Final ratification of the Local List should be at an appropriate level within the Council.

5.7 Experience from other Councils suggests that Local Listing is a highly effective vehicle for highlighting the significance of particularly distinctive assets in the local area. A strong management strategy and policies provide a degree of certainty for developers and a strong platform from which the Council can negotiate.

Management of the Local List

5.8 Creation and maintenance of the Local List requires a formal procedure through which buildings and other features can be nominated and their suitability for the List assessed. Objective selection criteria, based upon recognised best practice and Historic England guidance and a workable procedure are proposed here for public consultation.

1. Set up of Local List

- Initiated via this proposal and authority for public consultation by the Council's Cabinet. Draft procedure and selection criteria set out based on good practice guidance on which public comment is invited in detail, would be finalised after consultation and ratified by Cabinet.
- Public support would be invited in principle via a suggested high profile newspaper feature, a display at Council offices and Cannock Chase Museum, direct contact with Local Members/Heritage Champion, Town

- and Parish Councils and local history groups. Also via notices in libraries and parish and other community halls, where possible.
- Nominations procedure set out via a simple information leaflet/form (Appendix F) requiring specific and accurate information – a statement of its significance to the community and why building/feature is noteworthy, location details and photographs taken from a public vantage point, plus contact details of nominee.
 - Nominations to be considered against agreed criteria and assessed periodically, it is suggested, by a panel of volunteers in conjunction with Heritage Champion. This process could also be used to assess challenges to Local Listing.
 - Evolving Local List would be linked to the Council's GIS and published via County HER and CCDC website

2. Selection Criteria

It is proposed that any building or feature shall meet one or more of the following criteria in order to be selected for the Local List:

- Of local historic interest serving as a reminder of the social, economic, cultural or military history of the District including archaeological interest or a link to a local figure
- Of architectural or landscape interest including innovative design, decoration, craftsmanship or plan form
- Making a positive contribution to the local distinctiveness, character and appearance of the District, including the interest of any group of buildings of which it forms part, landmark value or contribution to local identity
- Is unprotected by statutory listing though may be within a Conservation Area

3. Updating/review of List

- Regular review of Local List – to manage the process it is proposed to commence by putting in place the process and criteria. Once these are agreed, nominations will be invited across the District via ongoing publicity and considered/assessed in the agreed way, including the Brereton and Ravenhill Parish Plan Local List as a starting point and gradually rolled out across the District. The updated list would be ratified periodically at Planning Committee.

4. Grounds for Appeal

- Owners/occupiers will be advised of the intention to Locally List and the implications in writing
- The Council hopes owners will be pleased that their building has been recognised as an important part of the District's heritage.

- Any challenge should be made in writing within 30 days of notification – grounds are that the asset fails to meet the requirements of the selection criteria
- Challenge considered in agreed way similar to nominations and ratified by Planning Committee.

5. Guiding Principles for Management of Change at Local List buildings

- **No extra consent required but Local List ensures that special interest is not overlooked in development which could adversely affect Asset or surroundings**
- Many Local List buildings are occupied as homes and businesses and the intention is not to unduly restrict the freedom of owners to upgrade and adapt their property but to encourage this to be done in a considered way. **No additional liability will be placed on owners.**
- Development that does not require planning permission ('permitted development') is unaffected by the NPPF or Local Plan policies. The Council may consider whether the exercise of 'permitted development' rights would undermine the aims for Locally Listed heritage assets. In cases where it would, the Council has the opportunity for an 'Article 4 Direction' in tandem with Local Listing to ensure any development which would normally be permitted without consent is given proper consideration. (An 'Article 4 Direction is a tool available to enable the Council to respond to the particular needs of its area by withdrawing 'permitted development' rights which would normally apply so that planning permission is required. This mainly applies to minor changes to dwellings and to control over demolition.)
- The presumption is in favour of sympathetic repair and alteration. Guidance on good design, repairs, the value of retaining significant features, need to respect setting etc is set out in the 'Historic Environment Guidance'
- **Planning applications affecting a Local List building or feature will need to demonstrate how the design of the proposal has considered its defined significance**
- **There will be a presumption against demolition, unless applicants can demonstrate there is no viable use (or in certain cases prospect of appropriate re-erection) and allow recording e.g. via a photographic survey prior to demolition. In such cases the loss of the Local List building or feature will form a material consideration in the decision making process.**
- If an application to develop/demolish a building not currently Locally Listed but meeting the criteria is refused then a recommendation will be included in the decision to add it to the Local List

APPENDICES

- A Character Area Descriptions
- B Residential Development Guidelines including Garden Sizes
- C Tree and Landscape Assessment Guidance for Planning Applications
- D Tree and Landscape Scheme Guidance
- E Local List Nomination Form

APPENDIX A: Character Area Descriptions

20 Character Area Descriptions created during the District Characterisation Study 2011 (available to download individually at <http://www.cannockchasedc.gov.uk/residents/planning/planning-policy/supplementary-planning-policy-documents>)

- A5 Corridor
- Hednesford Town Centre and Historic Suburbs
- Hagley
- Hawks Green
- Brereton and Ravenhill
- Bridgtown
- Cannock Town Centre and Historic Suburbs
- Cannock Wood
- North Cannock –Chadsmoor, Broomhill and Blackfords
- Hazelslade and Rawnsley
- Heath Hayes and Wimblebury
- North Rugeley and Brereton
- Norton Canes
- Outlying Buildings/Hamlets in Rural Areas
- Prospect Village
- Pye Green Valley
- Rugeley Town Centre and Historic Suburbs
- Slitting Mill
- South and West Cannock
- Western Rugeley – Etchinghill and Springfields

Character Area Profile Legends and Glossary

Key Features Map



Term	Explanation
<i>Key View</i>	Views of the skyline or landscape across the District, often created by the lie of the land or landmark features. They help provide key first/lasting impressions of the District and they make a major contribution to the character of an area
<i>Landmark</i>	Notable buildings that stand out – they help create key first/lasting impressions of areas and are identified with particular places
<i>Node</i>	key movement points of the District, but not as prominent as gateways
<i>Gateway</i>	Key entrance/exit points of the District and communities across it e.g. major road junctions and where the urban and rural areas meet. Help create key first/lasting impressions of areas
<i>Primary key route</i>	The most popular roads used to access the District and pass through on journeys to the wider area e.g. Shropshire and the Black Country or Birmingham.
<i>Secondary key route</i>	Used primarily for key local journeys to neighbouring areas or within the District.
<i>Minor key route</i>	Similar to secondary routes but used on a lesser scale.
<i>Accessible Greenspace</i>	Accessible public green space throughout the urban areas used for leisure purposes. Countryside areas that aren't open to the public are excluded. Major greenspaces are identified because of their District-wide importance. The network of greenspace contributes to the character of an area.

Character Types Map

-  Historic Town Centre
-  Town Centre Redevelopment
-  Edge of Historic Town Centre
-  Historic Local Centre
-  Industrial - Victorian (Pre 1914AD)- houses
-  Inter War (1914-1945AD)- houses
-  Post War (1945-1990/2000AD)- houses
-  Modern (1990-2000AD onwards)- houses
-  Large Scale Industrial and Commercial

Landscape Character Types Map

-  River Meadowlands
-  Wooded Estatelands
-  Settled Farmlands
-  Sandstone Hills & Heath
-  Planned Coalfield Farmland
-  Coalfield Farmland

Term	Explanation
<i>Historic Town Centre</i>	Old town centres of Cannock, Rugeley and Hednesford- have medieval or early/mid 19 th century origins and surviving old buildings
<i>Town Centre Redevelopment</i>	Parts of the old town centre knocked down and rebuilt in modern style- often as indoor malls or markets
<i>Edge of Historic Town Centre</i>	Buildings that are often larger e.g. supermarkets or cinemas so have located on the edge for more space for the development
<i>Historic Local Centre</i>	Old local centres of Heath Hayes, Chads Moor, Bridgtown and Brereton that have long history and have surviving old buildings, mainly from the 19 th /early 20 th century
<i>Industrial-Victorian</i>	Residential areas built in the 18 th -early 20 th century. Includes traditional terraced houses and some large, grand estate buildings
<i>Inter War</i>	Residential areas built in the early-mid 20 th century (1914-1945). Often semi-detached properties or bungalows
<i>Post War</i>	Residential areas built between 1945-1990s. Often semi-detached or detached properties and are large estates
<i>Modern</i>	Residential areas built from 1990s/2000 to the present day. Similar to post-war but can also include flats/apartments
<i>Large Scale Industrial and Commercial</i>	Areas for businesses e.g. business parks at Kingswood Lakeside in Cannock or the Towers in Rugeley

<i>River Meadowlands</i>	Flat area created by the flooding of the River Trent. Meadows and trees are a key feature of this countryside. Some farming and industrial activities occur in this area.
<i>Wooded Estatelands</i>	Large, dense woodland is key feature of this countryside. Some valleys created by streams and rivers. Farming occurs in the area.
<i>Settled Farmlands</i>	Flatter areas which are mainly laid out for farming or horse grazing e.g. 'grassed' fields. Trees and hedgerows are a key feature, but they are not large woodlands.
<i>Sandstone Hills and Heath</i>	Heath plants and woodland, valleys and hills are key features of this countryside. Horse grazing and farming occurs in the area.
<i>Planned Coalfield Farmland</i>	Flat areas previously used for coal mining and since filled in. Rather than recovering from coal mining 'naturally' the restoration has been more planned, with planting of trees and heath plants purposefully e.g. at Kingswood Lakeside. Farming and industrial activities occur in the area.
<i>Coalfield Farmland</i>	Flat areas previously used for coal mining and since filled in. Mainly grass and woodland areas with some open water features. Farming occurs in the area. The area has been allowed to recover from coal mining 'naturally'.

'Further Information' Glossary

Term	Explanation
Character Type Descriptions	Character types refer to the categories given to the time and period of development in a particular area e.g. is it residential or commercial, built after 1945 or before. There are several character types as set out in the relevant legend above
Rugeley/Cannock EUS (2009/10) and HUCAs	Rugeley/Cannock Extensive Urban Survey-provided detailed analysis of the history and present day built form of the two town centres. HUCA = Historic Urban Character Area
Historic Environment Character Assessment and CHECZ/RHECZ	Provides analysis of historic sensitivity of selected areas in the District. CHECZ= Cannock Historic Environment Character Zone. RHECZ= Rugeley Historic Environment Character Zone
Landscape Character Assessment	Provides analysis of landscape features and their sensitivity/quality across the District. Heathland, Wooded Estatelands etc all refer to a particular type of distinctive landscape and are explained fully in the assessment (or summarised above)
Cannock Chase Local List	A list of buildings or structures which are of local importance

A5 Corridor

Character Description: Prominent route to/through the District, A5 part of strategic road network with enhanced prominence following construction of M6 Toll road and junctions. Built-up western section mainly mid-late 20th century/modern large scale commercial/industrial character area with some smaller scale early 20th century buildings, including residential, and some larger scale leisure use. Eastern section has rural character with limited roadside development, within Green Belt (see Outlying Buildings character area).

Key features are:

- A5 follows line of Watling Street, a Roman road, in a wide corridor. Western section retains its commercial character via modern developments.
- Area comprises former 19th century industrial landscape of colliery, canals, locks, coal pits and brick works, now largely gone but may be potential for surviving archaeology. Area adjoins adjacent Coalfield Farmlands landscape character area.
- Large commercial sites each side of western A5 comprise series of mostly modern buildings set back from road with ad hoc frontages/signage lacking significant tree planting on long stretches. East and north across Eastern Way and Kingswood Lakeside are distinct retail/business parks and innovative buildings in well-landscaped settings, with lakes and native woodland planting at Kingswood Lakeside.
- Small scale residential property (interwar bungalows and terraced Victorian housing) along frontages near Bridgtown, mostly light coloured render with frontage fences/walls/ hedges.
- Variety of design, scale and materials, dominated by large, 'bulky' developments in brick, cladding and glass.
- Saredon Brook to south of area fuelled many older industrial uses and is key natural landscape feature of historic interest.
- Area well served by transport routes including M6 Toll. 'Gateways' at Churchbridge and Longford Island, with landmark buildings e.g. Ramada Hotel and Longford House.
- Views along corridor constrained by railway bridge/roadside development at Churchbridge, elsewhere open views across level terrain with business parks visible on rising ground at Kingswood Lakeside/Eastern Way.

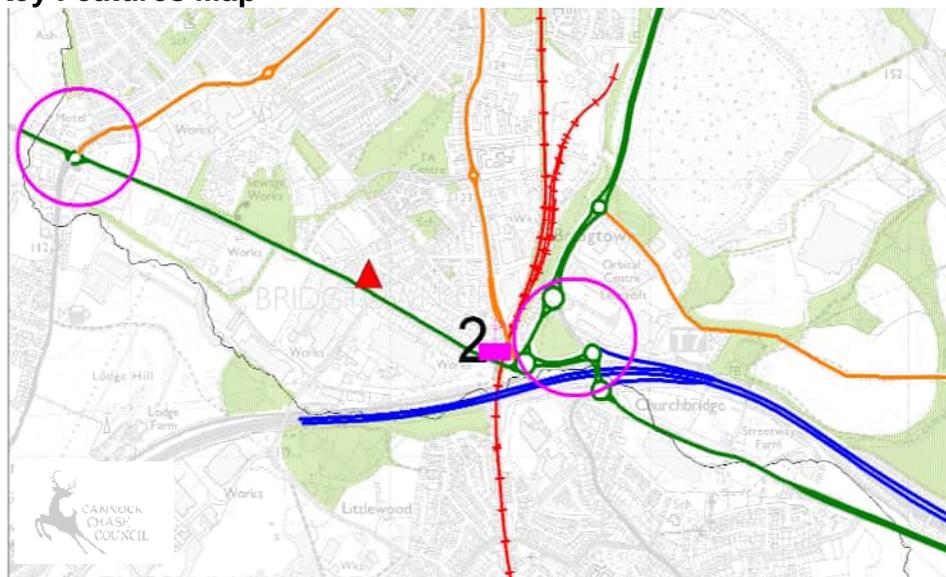
Key Local Design Principles or 'New development should':

- Reinforce commercial uses along western section of A5 recognising its key economic potential for District.
- Encourage use of high quality frontage treatment and signage to commercial development with soft landscaping providing a unifying feature, to create visual/road safety and environmental enhancement along this strategic corridor which is an 'Air Quality Management Zone'.
- Retain and supplement areas of mature tree planting at western end of corridor.
- Continue to promote high quality design and landscape principles of more recent development e.g Kingswood Lakeside.
- Recognise scope for variety of good quality design and materials throughout area whilst respecting scale of existing development.
- Recognise industrial heritage of area and seek to enhance surviving locally distinctive features and their settings, including proposed restoration of Hatherton Canal route through this area.
- Respect and enhance the forms of historic farmsteads in their landscape context.

Further Information:

- Cannock EUS (2009) – HUCAs 15-17
- Landscape Character Assessment (2008)- Coalfield Farmlands
- Cannock Chase Local List

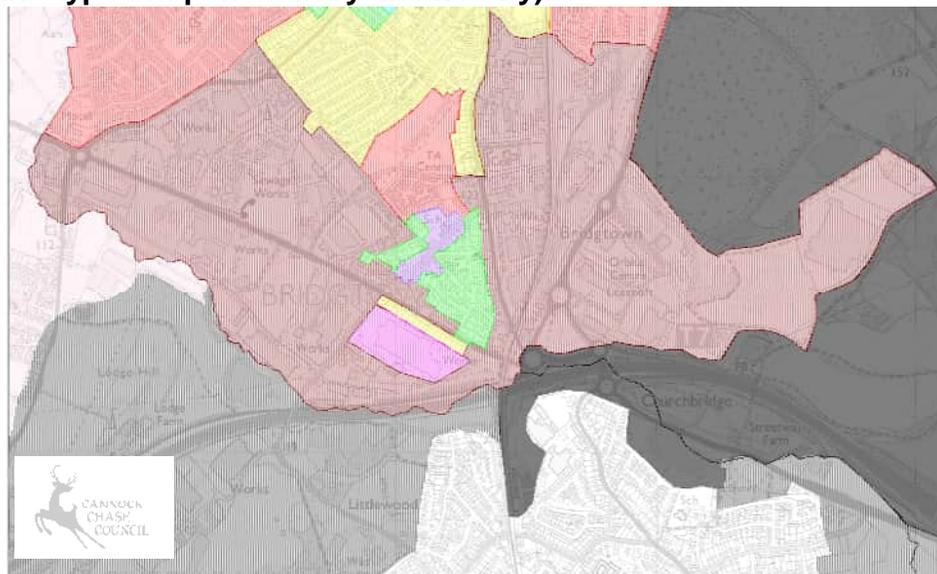
Key Features Map



Landmark 2- Ramada Hotel



Character and Landscape Types (period/time of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010

Hednesford Town Centre and Historic Suburbs

Character Description: A small town with strong links to former mining and horse racing industries that contributed to the areas rapid development in the 19th century. At foot of Hednesford Hills on edge of Cannock Chase. Suburbs largely 20th century in character but with remnants of former Industrial/Victorian properties. Town centre undergoing regeneration which aims to enhance the retail offer.

Key features are:

- The listed Cross Keys Inn, a former coaching inn, dating from 1746, lies at edge of character area in old centre of Hednesford, approx ¾ mile south of present day town centre. Despite town's possible origins in 11th century developing into a small village in 16th century most of surviving historic buildings and features date from 19th century, reflecting rapid growth of area related to expansion of coal mining.
- Area influenced by surrounding Heathland landscape character and prominence of Hednesford Hills designated 'common land'. Topography of Hills creates a unique green backdrop to the town.
- Present day town centre has 19th century character with predominantly 2 storey buildings with shops lining the winding main street, and some modern/contemporary infill e.g. The Lightworks. Ongoing regeneration plans will modernise this character further with new development/redevelopment at each end of the main street and to the north. Red brick and grey tiling dominates, with some rendering and yellow brickwork. Unique detailing to property in Market Street reinforces tradition and distinctive character. Mainly 2 storey, terraced properties with some 3 storey. High-medium density.
- Surviving 19th century 2 storey residential property and grid street pattern to east at Church Hill and elsewhere around town centre. Mid-20th century development to south with plenty of bungalows. Post-war development lower density, 1960s-70s in character, varied materials/detailing.
- Area acts as key 'gateway' between the wider Cannock urban area and the rural Chase/Hednesford Hills (urban-rural fringe character) along a key route which links north-south. Key landmarks are the listed Angelsey Lodge (1831) standing well back from road at west end of town centre and Hednesford War Memorial (1930s) on edge of Hills. The nearby Our Lady of Lourdes Catholic church dates from 1927-1933, built in 13th century style with French overtones.
- Distinct features reflect local heritage and identity e.g. town clock and Miners Memorial in front of the Library. Hednesford Park provides important landscape setting to north of town centre with community recreation facilities.

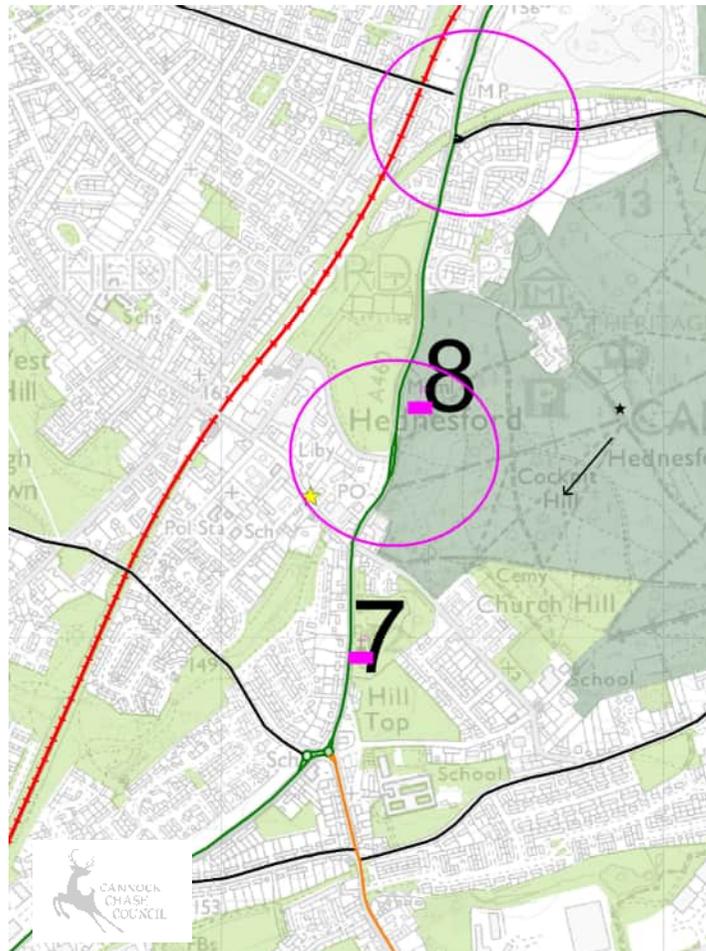
Key Local Design Principles or 'New development should':

- Preserve/enhance locally distinctive key features of Hednesford town centre and historic suburbs, including the winding street layout, small scale of development and key features of historic and local interest and their settings.
- Preserve/enhance the rural-urban fringe character including key landscape assets of Hednesford Hills, Park and mature trees visible around town. Draw upon this landscape character as inspiration for further 'greening' public spaces in the urban environment and buffering the urban edge.
- Encourage high quality shopfront and signage design and materials appropriate to the particular building within the town centre and support a wide range of mixed uses and small independent shops to enhance variety and vitality.
- Support high quality public realm design and materials with reduction of clutter, and pursue opportunities for public art to further enhance local identity e.g. next phases of Miners Memorial.

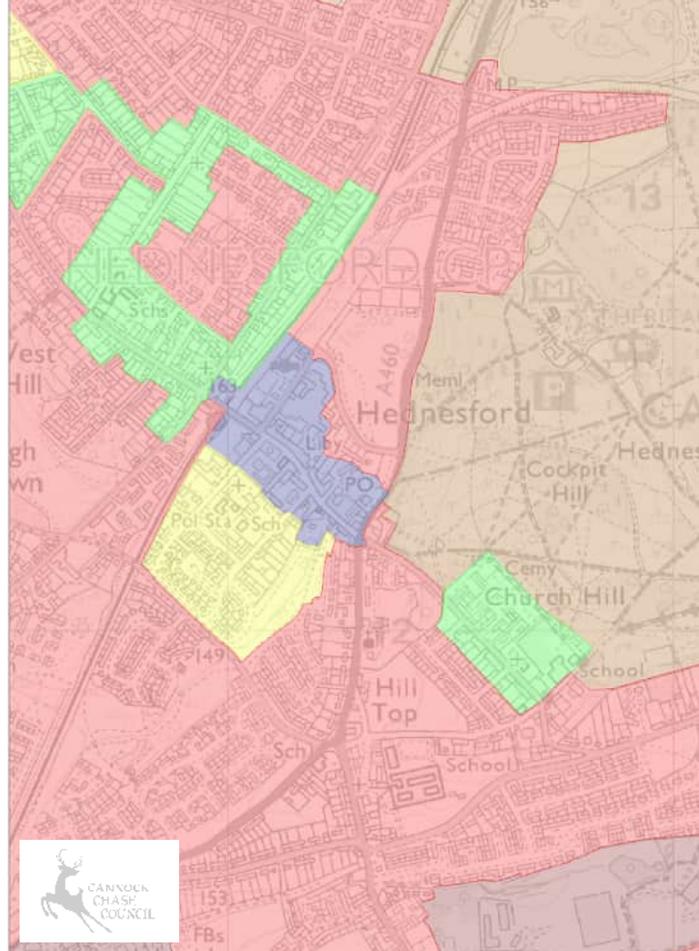
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Heathland
- Historic Environment Character Assessment (2009)- CHECZ 5-7
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Landmark 7 – Our Lady of Lourdes



Landmark 8 – War Memorial



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Hagley

Character Description: A residential suburban area to the south-west of Rugeley town centre of inter-war, post-war and modern character types of houses with associated community facilities e.g. schools, health centre, reaching out to the urban-rural fringe.

Key features are:

- Evidence of early settlement in Bronze Age burnt mounds. Archaeological potential in area though largely overlaid by 20th century development. Burnthill/Sandy Lanes are historic routes dating to 16th-17th century.
- Lies on sloping land falling from the Chase towards Trent valley to north - topography creates key view northwards overlooking large parts of AONB and urban Rugeley. Key view from Dinah's Knob overlooking Stile Cop.
- Surrounded by landscape character areas of Wooded Estatelands and Heathland. AONB and Green Belt to the south/west demonstrates sensitivity of the rural landscape and area acts as key gateway helping define rural-urban fringe.
- 2 storey inter-war properties to the north along Burnthill Lane are semi-detached and short terraces in pebble dash and render however area dominated by post-war residential development. To east, Pear Tree estate is distinct area of early post-war Coal Board housing, largely 2 storey semi/detached houses of render and pebbledash, very plain in style, with the few trees mainly on small areas of open space amongst the housing, but having extensive views over Rugeley town. Modern late 20th century development at Burnthill to the west comprises larger detached and semi-detached houses on smaller plots, often 3 storey including dormers, 'traditional' developers house types with elaborate detailing, in red and yellow brick, often with garages. Similar at Lower Birches with less ornamentation.
- Primary routes e.g. Sandy Lane/Hednesford Road lined with trees and landscaped frontages creating an attractive green entrance to Rugeley from Cannock and the Chase.
- Hagley High School and Rugeley Leisure Centre occupy valley historically associated with 18th century Hagley Hall and associated playing fields and Hagley Park create an important 'green wedge' between the built-up areas of Hagley and Western Springs. Leisure Centre locally considered a good example of attractive contemporary design.
- Neighbourhood centre at Queensway and community facilities along Sandy Lane e.g. Lea Hall Miners Club, Health Centre, and Rugeley Town railway station give sense of 'active' community and local focal points.

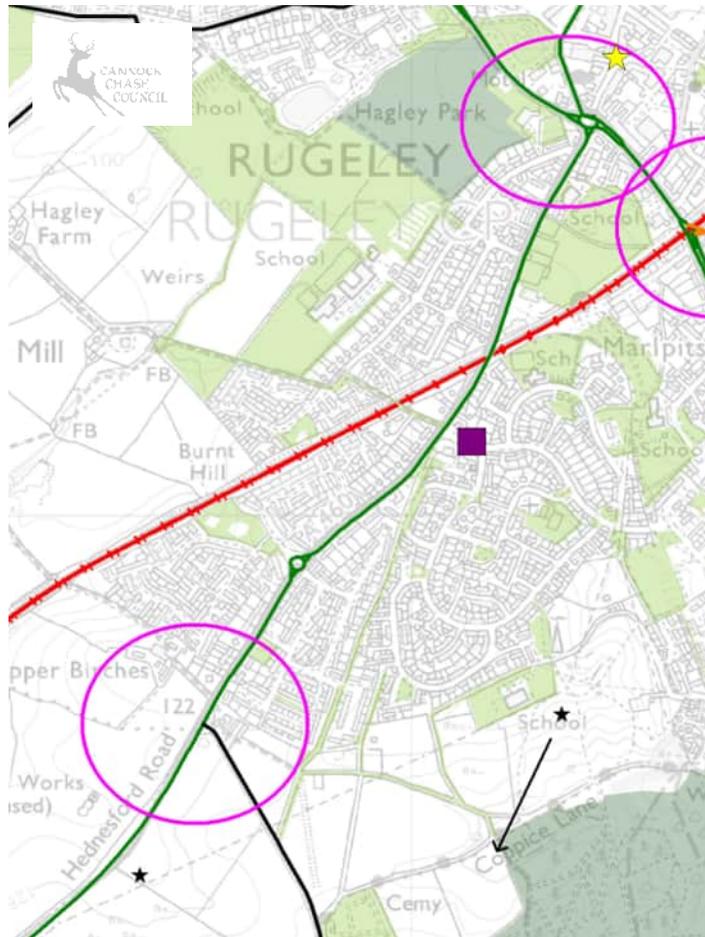
Key Local Design Principles or 'New development should':

- Reinforce gateway role of primary historic route to Rugeley using high quality design and soft landscaping appropriate to urban-rural fringe.
- Recognise scope for variety of good quality design and materials throughout area whilst respecting scale and density of existing development, however area characterised by housing estates of homogenous design types which are each more sensitive to introduction of innovation.
- Promote the permeability of cul-de-sac developments and links between key facilities via improved green links where appropriate.
- Consider visual impact of development on local views from nearby high ground.
- Buffer impact of the urban edges with planting relating to local landscape character.
- Respect and enhance the forms of historic farmsteads in their landscape context.

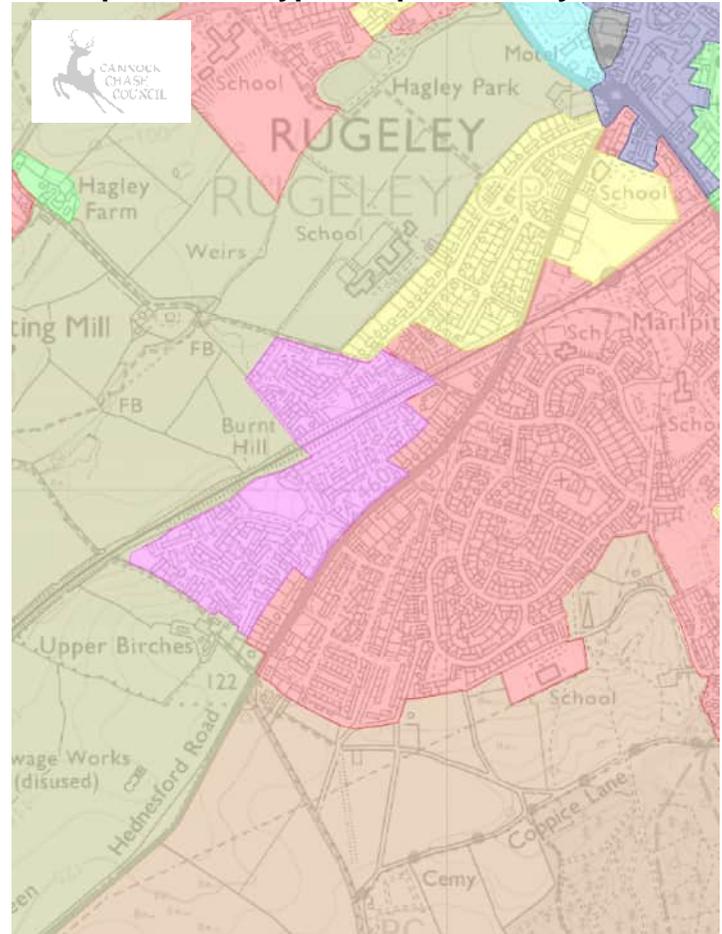
Further Information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Wooded Estatelands and Heathland
- Rugeley EUS (2009/10) - HUCA 21
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Hawks Green

Character Description: The western third of this area, along Eastern Way, consists of large scale commercial/industrial character type with business parks accommodating a range of unit sizes. Remainder of the area is predominantly residential with older post-war buildings at the northern end and a large modern housing estate including a local centre to the south.

Key features are:

- Area in 19th century was farmland surrounded by collieries and crossed by railway lines and canal, with settlement at nearby Hill Top and Cross Keys (former centre of old Hednesford) with scattered farms. Historic buildings survive including the listed former 16th century farmhouse and 18th century inn at Cross Keys and former 3 storey 18th century Newhall Farmhouse on Lichfield Road. Historic routes remain e.g. Hill Street through old Hednesford at Cross Keys and the bridleway of Hawks Green Lane.
- Lies within valley floor and adjoins Green Belt land to the south which is of the Planned Coalfield Farmlands landscape character.
- Interwar period housing developed along some main road frontages and from 1970's modern industrial development began on land reclaimed from earlier industrial uses, followed by housing and further industrial development continuing up to present day.
- Industrial areas planned around culs-de-sacs comprise mainly modern 'shed' type developments of brick with metal cladding and medium scale height and mass. In south of area more recent business park and office buildings of glass and metal construction.
- 1980's housing laid out to retain broad swathes of countryside with path routes through estates, a distinctive positive feature with amenity and wildlife value. Mainly medium density at 2 storey height, with some higher density, higher rise development on western side in 1990s, maximum 3 storeys. Character of residential areas is less varied due to larger scale of the two main developments - design is 'traditional' developer's house types with red and buff brick and some dark timber cladding detailing on 1980s properties. Lack of landmark features within the estates.
- Two key primary road routes through the District connecting Cannock, Rugeley and Hednesford bound the area as well as linking the District to the wider sub-region.
- District Centre purpose-built to serve the large residential estate, includes a supermarket, pub and several small scale retailers.

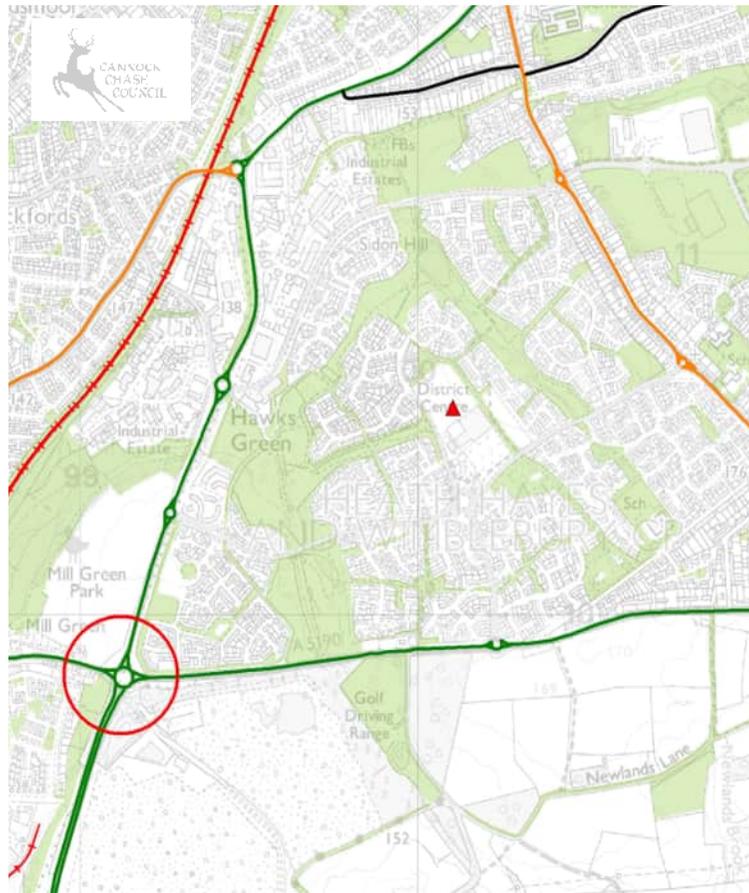
Key Local Design Principles or 'New developments should':

- Preserve and enhance green linkages within residential estates and encourage connectivity to wider area.
- Respect existing characteristic density, height and scale of the area.
- Preserve and enhance surviving elements of historic character including road frontages/building lines and locally distinctive features and their settings e.g. fingerpost at Hednesford Road/Lower Road junction.
- Promote enhancement and reinforcement of frontages along key primary routes with appropriate soft landscaping.
- Recognise the homogenous character of existing residential areas but with scope to add appropriate distinctiveness to the area guided by local features and/or history.
- Modern character of commercial areas allows for innovation in future design around this zone.
- Consider potential impact on local views from surrounding areas created by virtue of topography with consequent importance of choice of roof covering, particularly for large buildings e.g. Chadsmoor to the west overlooks large parts of this area as does Hednesford Hills.
- Respect the form of any historic farmsteads in their landscape context

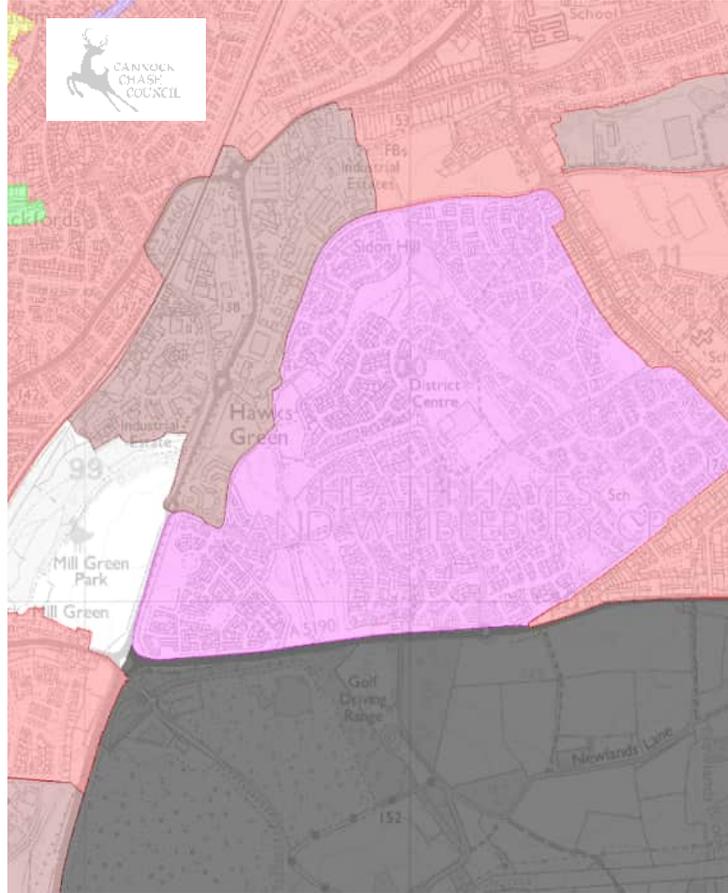
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)– Planned Coalfield Farmlands
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Brereton and Ravenhill

Character Description: Post-war development predominates, housing with associated churches, chapels and former schools. Historic local centre at core demonstrating legacy of the area. Industrial/Victorian housing at north end of area along Main Road/Brereton Road, mixture of interwar and modern housing with modern industrial estates on former colliery land to south-west.

Key features are:

- Historically collieries, gravel pits and brickworks on edge of Cannock Chase; farmland on lower ground surrounding village centre with its diverse range of buildings including grand houses and workers cottages. Industrial landscape included railways and tramway leading down to Trent and Mersey Canal wharf. Historic coaching inns e.g. Red Lion.
- Landscaped setting of Chase and rising ground to south and west form green backdrop of Heathland and Settled farmlands landscape character, with significant mature trees along road frontages of urban area, some protected by Tree Preservation Order.
- Historic village centre and Canal designated Conservation Areas. Range of significant listed buildings dating from 16th, 17th, 18th and 19th century including large detached 3 storey buildings on Main Road in Georgian and Regency styles. Parish Plan highlights buildings/features of local architectural/historic interest valued by community.
- 19th century housing on Main Rd/Brereton Rd includes cottage rows running back from frontage and on Armitage Road includes canal cottages. 1930's 'Coal Board' housing e.g. Springfield Terrace has distinctive 'dormer' design detail. Regular post-war housing layouts of semi-detached and short terraces, mostly 2 storey, some bungalows.
- Recent buildings include some innovative contemporary designs e.g. housing (Coulthwaite Way) and school (Redbrook Hayes Primary). Good examples of historic buildings converted to new uses e.g. former community centre converted to housing.
- Red brick predominates with some render; St Michael's Church and former barn rear of Brereton Hall in sandstone. Retention of front boundary walls help define streetscene.
- Petrol station, pubs, hotel and groups of shops on Main Road and Redbrook Lane. Ravenhill Park is key greenspace for local recreation.
- Topography creates key views e.g. to and from Stile Cop to the south-west, views of Brereton Hall and House from public footpath off Coalpit Lane, views in and out of area dominated by Power Station cooling towers. Wide ranging views from Stile Cop trig point being reduced by tree encroachment. Southern gateway to District on Main Road and to Chase on Colliery Road. Key landmarks are Cedar Tree Hotel (9); St Michaels Church (10); Brereton House (14); and Brereton Hall (15).

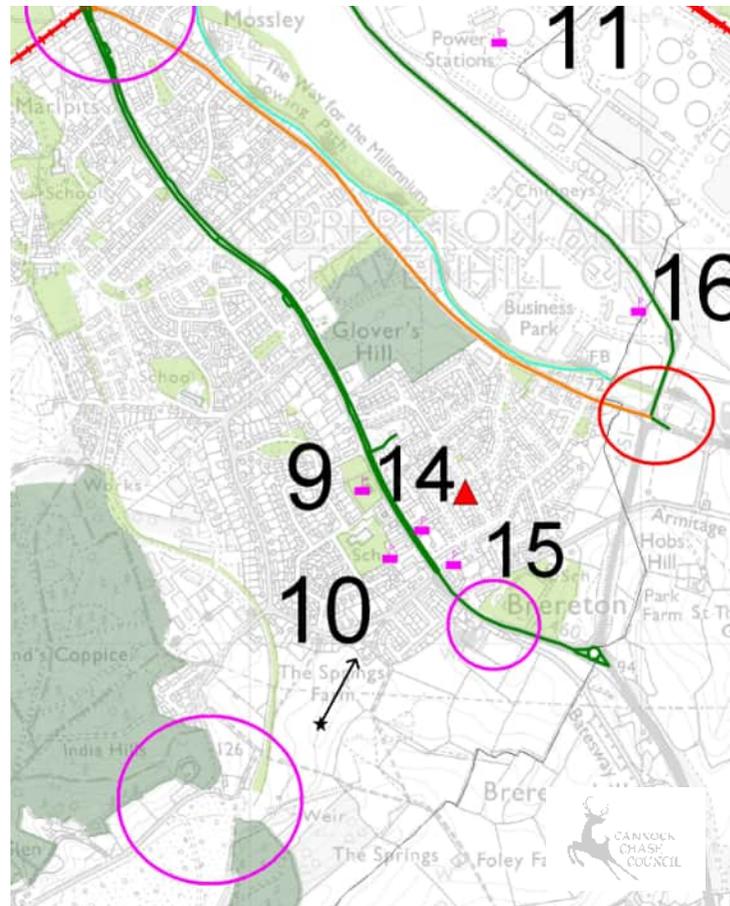
Key Local Design Principles or 'New development should'...:

- Preserve/enhance locally distinctive features and characteristic building lines, particularly in unique village of Brereton.
- Respect significance of 'green backdrop' with mature trees on road frontages and supplement where appropriate with new long-lived tree planting.
- In appropriate locations e.g. in/close to Brereton Conservation Area well designed 3 storey buildings may be acceptable, elsewhere generally 2 storey appropriate.
- Recognise scope for variety of good quality design and materials in modern areas with preference for red brick and red/blue tiles/slate in historic areas, using render sparingly/where appropriate.
- Support downgrading of Main Road A460 through Brereton village with environmental enhancements following completion of Rugeley By-pass.
- Respect and enhance the forms of historic farmsteads in their landscape context.
- Consider impact on key views and potential enhancement of 'gateways'.

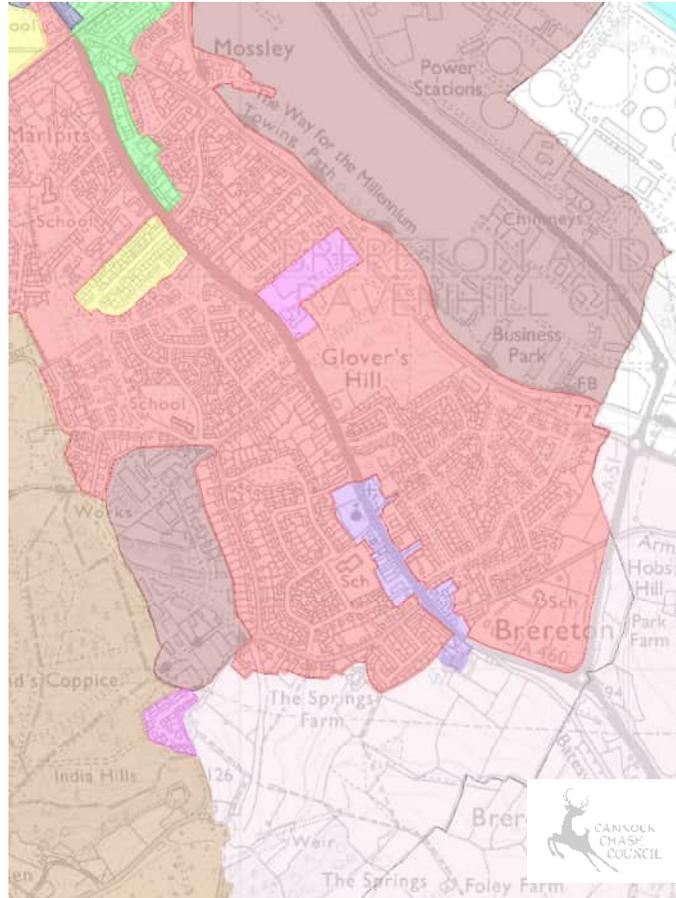
Further information:

- See character types descriptions for further information on the built character and detailing.
- Main Road, Brereton Conservation Area Appraisal and Management Plan
- Landscape Character Assessment (2008)- Heathland and Settled Farmlands
- Cannock Chase Local List
- Brereton and Ravenhill Parish Plan

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Landmark 9- Cedar Tree Hotel



Landmark 10- St Michael's



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Landmark 14- Brereton House



Bridgtown

Character Description: Much of the 19th century settlement of Bridgtown survives with small scale historic local centre along North Street surrounded by development of the Industrial-Victorian era. Area of post-war housing and industrial development is located on the northern edge. Area is enveloped by modern larger scale commercial and industrial land uses.

Key features are:

- Origins in 18th century factory development associated with edge-tool manufacture and later brick and tile works, plus development of Wyrley and Essington Canal.
- Location immediately north of Watling Street (A5 a primary key route) close to Churchbridge where road crossed Wash Brook and later railway crossed road. Largely sheltered from impact of the A5 by being fairly 'inward' looking as a community with the local centre at the core of the area.
- Existing streets were laid out on compact grid/linear pattern in late 1800s and housing erected together with associated non-conformist chapels and schools. Some of these buildings now converted to commercial use or redeveloped in 20th century.
- Together with the historic street pattern, a significant collection of Victorian shop fronts and outbuildings survive and now provide local shops and accommodate variety of small businesses. North Street designated a Conservation Area and underwent an environmental enhancement scheme of traffic calming and façade improvements in the 1990's.
- Remains of edge tool works/workshops and lower middle class housing survive on Walsall Road frontage.
- Now forms part of wider suburban Cannock, however, surviving Victorian detailing of facades, materials used and smaller scale nature of the properties make the area distinct. Key materials are traditional red bricks (many overpainted brown) with brown/grey tiling and white timber window and door frames. Chimneys and brick walls to some frontages form key features, with some round headed doors, windows and carriage entrances. 2 storey terraced/semi-detached properties dominate, on narrow plots. Medium-high density in character.
- Hard urban environment in centre with occasional trees and green spaces towards periphery.

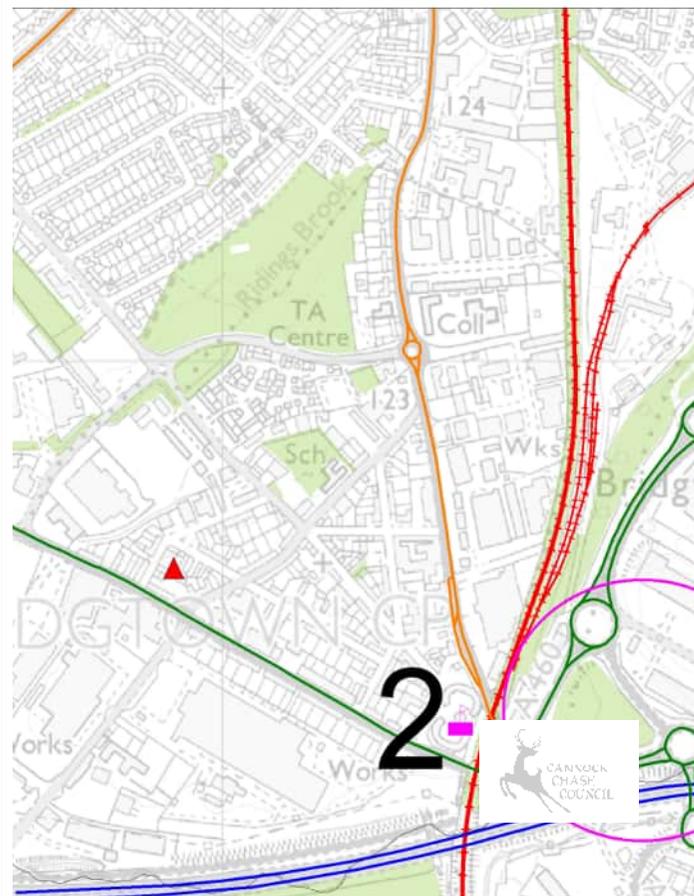
Key Local Design Principles or 'New development should':

- Preserve and enhance locally distinctive character and appearance of the historic area and its setting, including views in and out, and reflect small scale/domestic character of built form with characteristic height and density.
- Conserve the traditional tightly built street layout and characteristic building lines.
- Retain and reflect traditional materials and detailing e.g brick/tile and key details such as chunky chimneys which enliven roofscape, and well detailed doors and windows.
- Conserve existing features including Victorian shop fronts and rear outbuildings, which signpost distinctive historic uses such as butchers shops and slaughterhouses, and workshops with cast iron window frames.
- Promote variety of mixed uses and small businesses in and around the local centre, with reuse of significant buildings adding value to the townscape.
- Take opportunities for environmental enhancement of the urban area as appropriate.

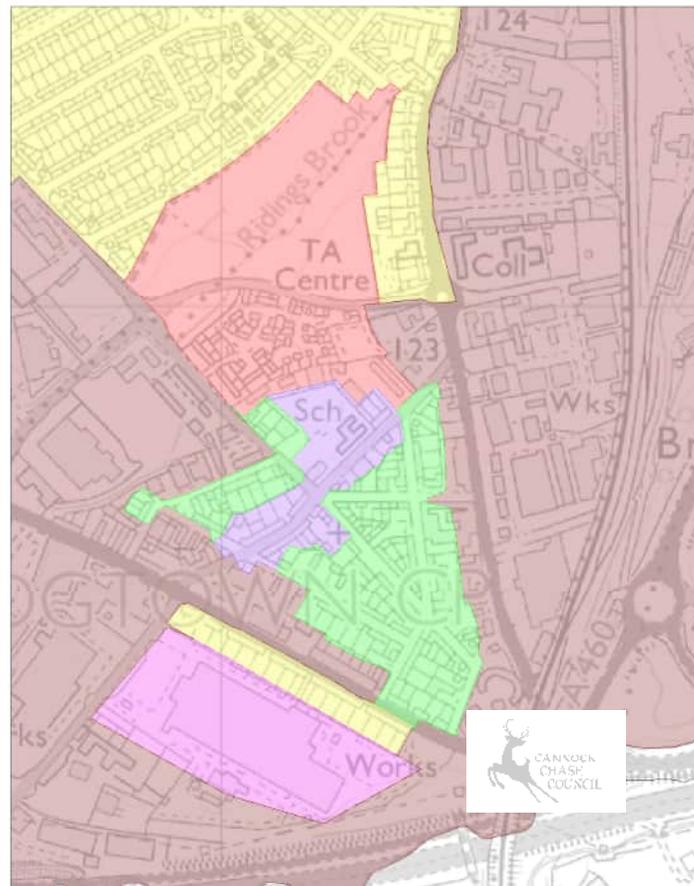
Further Information:

- See character types descriptions for further information on the built character and detailing.
- Cannock EUS (2009/10)- HUCA 13
- Bridgtown Conservation Area Appraisal and Management Plan (Management Plan forthcoming)
- Cannock Chase Local List

Key Features Map



Character Types Map (period/type of development)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Cannock Town Centre and Historic Suburbs

Character Description: Cannock town centre has origins dating back to the medieval period, with a market being established in the 13th century. Is the largest centre in the District, catering for a range of shopping and commercial needs. Contains a mixture of historic town centre core, town centre redevelopment and edge of town centre types, with industrial/Victorian housing areas beyond.

Key features are:

- Historic, medieval core street layout largely remains intact based on broad market place along with early surviving features such as the listed St Luke's Parish Church (dating from 14th and 15th century) and 14th century wayside cross, a Scheduled Ancient Monument. Listed historic buildings on Mill Street and High Green remain from 18th and 19th century and the town centre is designated a Conservation Area. Land levels fall to south of town centre.
- Churchyard and 18th century bowling green form prominent green focal points enhanced by mature tree planting.
- Town centre historic buildings mainly 2 and 3 storey, in red brick and light coloured render with tiled and slated roofs; St Luke's Church and Conduit Head in local red sandstone.
- Public art features and monuments signpost local history and character e.g. bandstands, memorials, water pumps. Pedestrian area is surfaced with modern red pavements.
- Retail, commercial and leisure uses predominate with residential areas beyond radiating out to the wider suburbs.
- Modern redevelopment on the town centre edge is mainly larger in scale and mass and of modern design e.g. Cannock Shopping Centre, Civic Centre and Hospital, up to maximum 5 storeys.
- Historic residential suburbs developed from the early 19th century such as along Old Penkridge Road. The Victorian scale, detailing and 'cottage' style together with some surviving former school buildings create a strong sense of place in these areas. Roof lines step down the gradient south of the town centre.
- North of the town centre is the extensive green space of Cannock Park, with the Leisure Centre and golf course, which form a valuable amenity space.
- 'Gateways' along primary road routes into the town. Key landmarks include St Luke's Church, the Technical College and the Civic Centre.

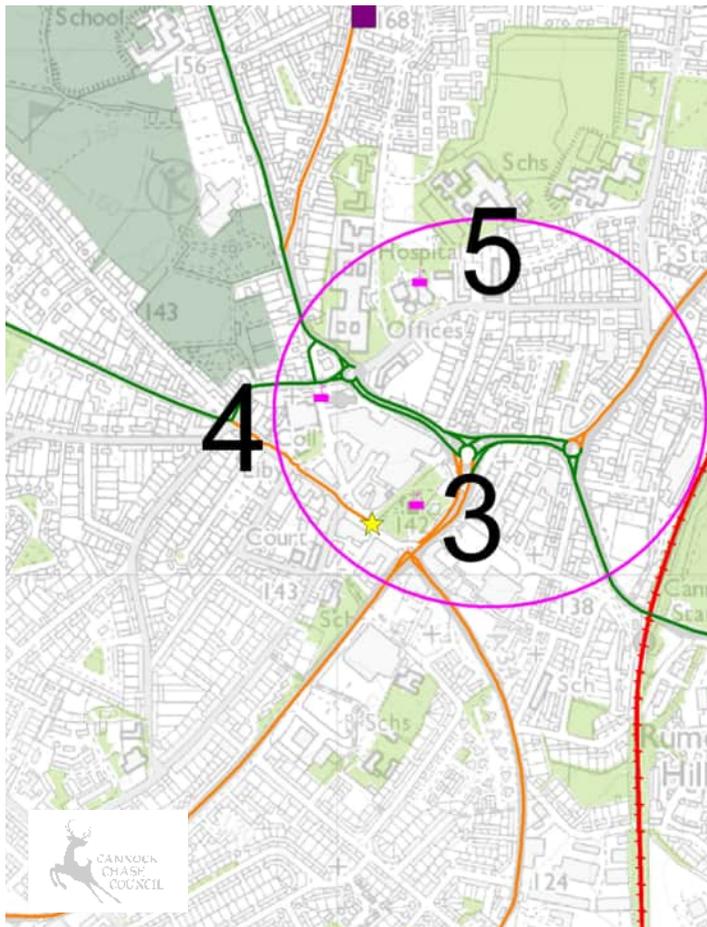
Key Local Design Principles or 'New development should':

- Safeguard historic street layout, e.g. around High Green and Market Place, and enhance links between key facilities wherever possible.
- Conserve locally distinctive key features and their settings e.g. bowling green, to reinforce strong local identity and attractiveness of town centre and low brick walls/hedges enclosing front gardens.
- Preserve and enhance character and appearance of historic areas and their settings, including views in and out. South end of town centre prominent to views from south.
- Protect significant trees and enhance green focal points which contribute to attractiveness of public spaces in town centre and garden trees and hedging in suburbs, supporting new planting wherever possible.
- Encourage high quality shopfront and signage design and materials appropriate to the particular building. Support wide range of mixed uses, small independent shops and markets to increase variety and vitality in town centre.
- Support high quality public realm design/materials and opportunities to reduce clutter in streetscene.
- Support local preference for non-intrusive traditional architecture with good quality contemporary schemes where appropriate.

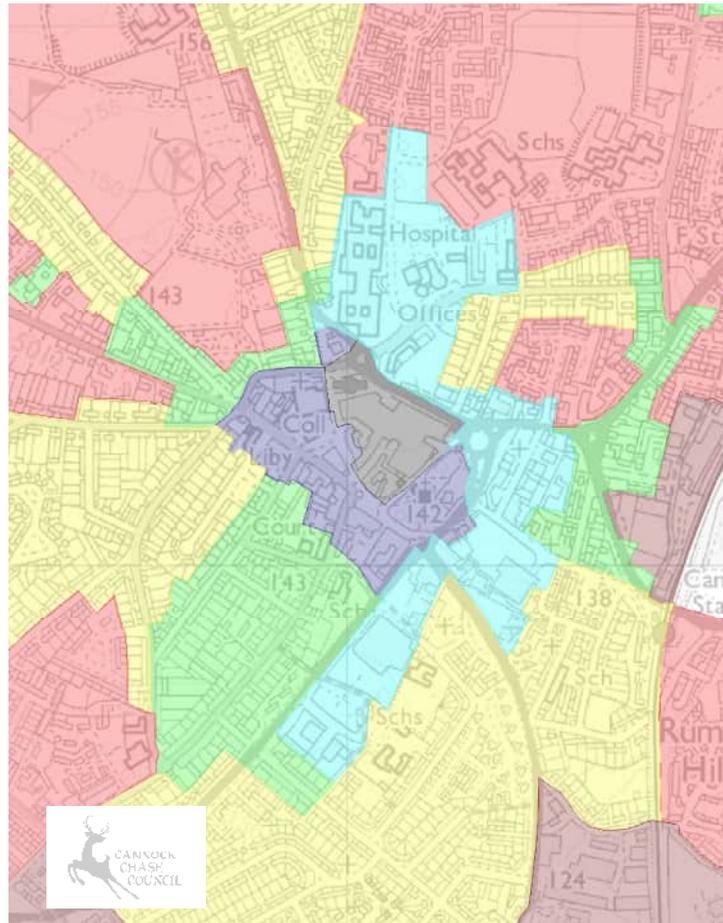
Further Information:

- See character types descriptions for further information on the built character and detailing.
- Cannock EUS (2009/10)- HUCAs 1-9, 11, 12
- Cannock Town Centre Conservation Area Appraisal and Management Plan (forthcoming)
- Cannock Chase Local List

Key Features Map



Character Types Map (period/type of development)



Landmark 3- St Augustine's Church



Landmark 4- Listed College Building



Landmark 5- Council Offices

Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Cannock Wood

Character Description: Rural village located within the AONB with outlying pockets of development and farms beyond main village. Mainly residential with community facilities, including a village hall, church, school, pub and local shop, scattered around village.

Key features are:

- Probable 17th century origins with growth in the 19th century associated with agriculture and nearby coal mining. Developed in 'linear' pattern along main roads with later infill development. Church and school at eastern end of village within Lichfield District (Gentleshaw).
- Village dominated by post-war residential development, with some surviving 19th century and mid-20th century property e.g. Wesleyan chapel built in 1836 in Chapel Lane. Main street layout likely to be original. Other key surviving features are historic farmsteads though adapted to modern farming practices.
- Post-war development varied in character, predominantly low-medium density with detached 2 storey properties on medium/large plots, but including bungalows. Incremental development has created variety in the style/design and materials. Earlier properties mainly traditional 'cottage-style'. Red/brown brick and blue/brown tiles predominate, with some rendered and painted brick properties
- Village lies within AONB surrounded by undulating Green Belt countryside. Settled Farmlands and Wooded Estatelands landscape character forms village setting and there are key views across area from vantage points including Castle Ring.
- Adjacent Castle Ring Iron Age hillfort (a Scheduled Ancient Monument) provides key cultural link and views across the landscape. Also Beaudesert, the former parkland, lodge and Victorian walled garden of the former Hall which dated back to Elizabethan times; the remains of the Hall stand in Lichfield District.
- Rural village feel reinforced by prevalence of roadside hedgerows and informal grass verges, particularly along traditional country lanes without pavements. Many protected mature trees and woodlands around village contribute to this character.

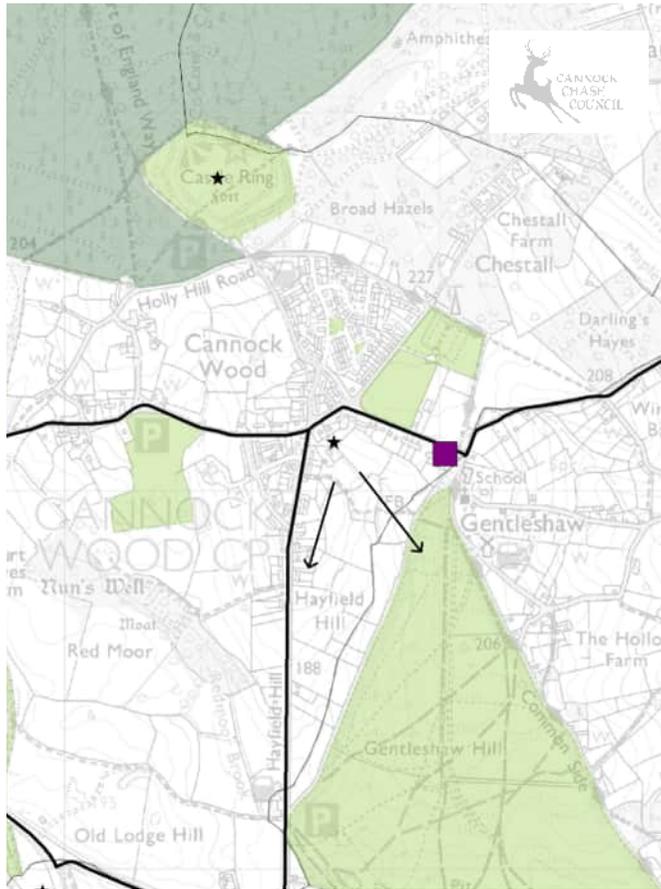
Key Local Design Principles or 'New developments should':

- Preserve and enhance locally distinctive and historic features including building lines along historic routes to retain traditional settlement form.
- Recognise scope for variety of good quality design/materials through area whilst respecting scale and layout of existing development, particularly in terms of density/plot size, allow space for safeguarding existing trees and hedges, appropriate new planting to enhance character.
- Respect variation between different residential styles in area, particularly promoting retention of locally distinctive historic features/detailing, typically 'cottage' style.
- Promote retention and enhancement of existing hedgerows and grass verges along highways.
- Support buffer planting around urban edge which complements wider AONB heathland/woodland landscape character as well as agricultural/farmland character.
- Support opportunities for enhancement of pedestrian links to surrounding rural areas, including to key distinctive features such as Castle Ring/longer distance footpaths and the historic site at Courtbanks Covert.
- Consider potential impact of new development on local views across rural landscape, particularly from around Castle Ring towards Gentleshaw Common. This landscape is very sensitive to change with any new development potentially having substantial impact.
- Respect and enhance the forms of historic farmsteads in their landscape context.

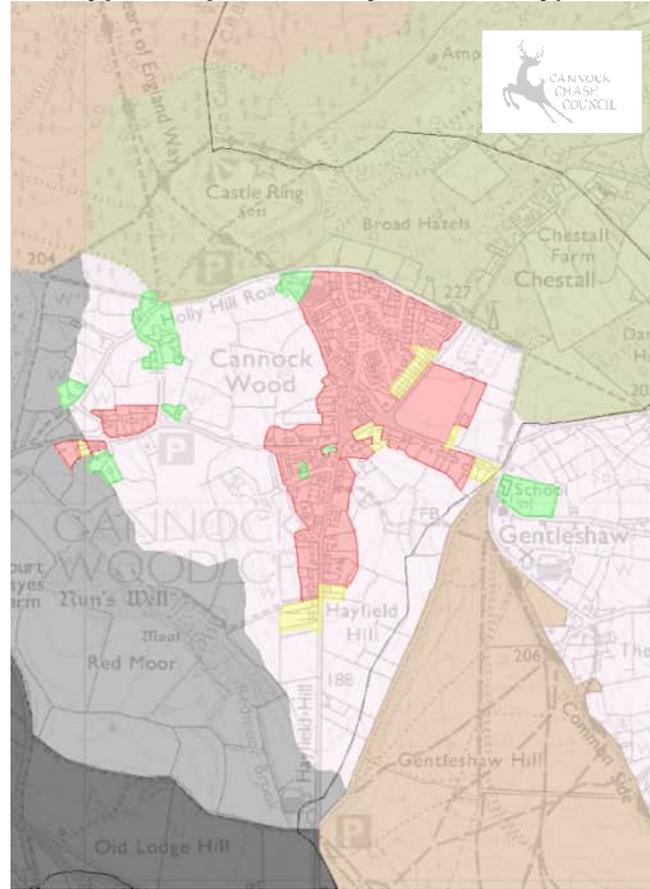
Further information:

- See related character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment- Settled Farmlands and Wooded Estatelands
- English Heritage Historic Farmsteads Survey (2010)
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



North Cannock: Chadsmoor, Broomhill and Blackfords

Character Description: Largely interwar and postwar character areas stretching northwards from the edge of Cannock town centre, comprise residential development with associated schools, pubs, churches, public open space and a cemetery. Shops and commercial uses in local centres at Chadsmoor and Blackfords, where there are some older 19th century buildings, and at Festival Court.

Key features are:

- Historically area of farmland with gravel pits and brickworks. Scattered settlement along main roads e.g. Chadsmoor and at road junctions e.g. Blackfords and High Town. In 20th century incremental development throughout area including new roads.
- Topography and woodland landscape create natural green setting to area with views towards Hednesford Hills and the Huntington Belt between and over buildings. Large publicly accessible space of Cavan's Wood lies on western edge, with Cannock Park to south-west.
- Higher density smaller scale traditional Victorian development around Blackfords and central Chadsmoor, with larger scale lower density interwar housing estates along main roads. Modern infill of gaps and post-war/modern large area infill to rear of these frontages at low-medium density.
- Incremental nature of development has led to variety in style and materials however coloured render/pebbledash or red brick predominate throughout with red/brown/blue tiles. 2 storey dominant but with significant number of bungalows. Traditional detailing such as chimneys contribute to 'roof-scape' variety on older housing.
- Significant mature trees along some road frontages in gardens and in highway. Many older properties retain traditional front boundary hedges and walls, though some removed for off-street parking/hard surfacing. Green 'avenues' with grass verges evident in many parts of area.
- Chadsmoor, the historic local centre, retains 19th century character alongside 1950/60s modern infill. Linear pattern with small scale terraced Victorian properties/shops with traditional detailing. Modern infill reflects small scale nature of centre. Accommodates variety of largely convenience based stores and restaurant/fast food outlets.
- Piecemeal public open space within the urban area may reflect incremental nature of development. Cannock Cemetery at junction of Pye Green/Cemetery Road, a traditional cemetery with brick built chapel and boundary walls, forms a distinctive local green space.

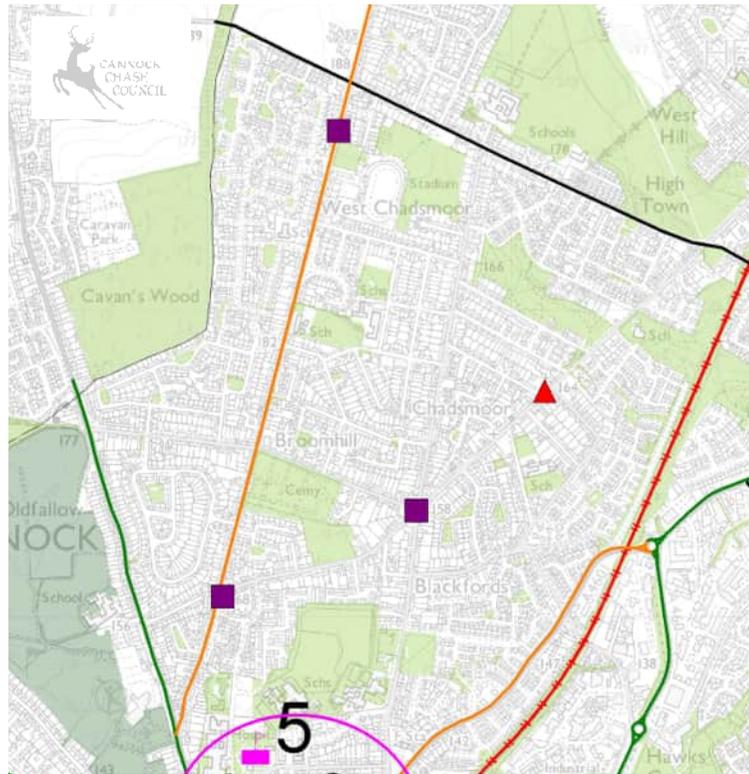
Key Local Design Principles or 'New development should':

- Preserve and enhance locally distinctive features and details e.g. the detail on the former 'Beehive Stores' corner shop at Chadsmoor local centre, and low brick walls/hedges enclosing front gardens.
- Recognise scope for a variety of good quality design and materials throughout area whilst respecting scale and density of existing development.
- Promote the small scale and mixed use character of Chadsmoor local centre, particularly encouraging convenience-based uses accessible to people's homes with public realm enhancement and removal of clutter.
- Promote and enhance 'green' aspect of area with tree and hedge planting on development frontages and retaining views of surrounding landscape between and over buildings.
- Enhance existing public open space, including green links through the urban area extending towards the Chase and adjacent countryside.
- Ensure the urban-rural edge to the west is buffered and views maintained via woodland planting on the urban fringe.
- Respect and enhance the form of any historic farmsteads in their landscape context.

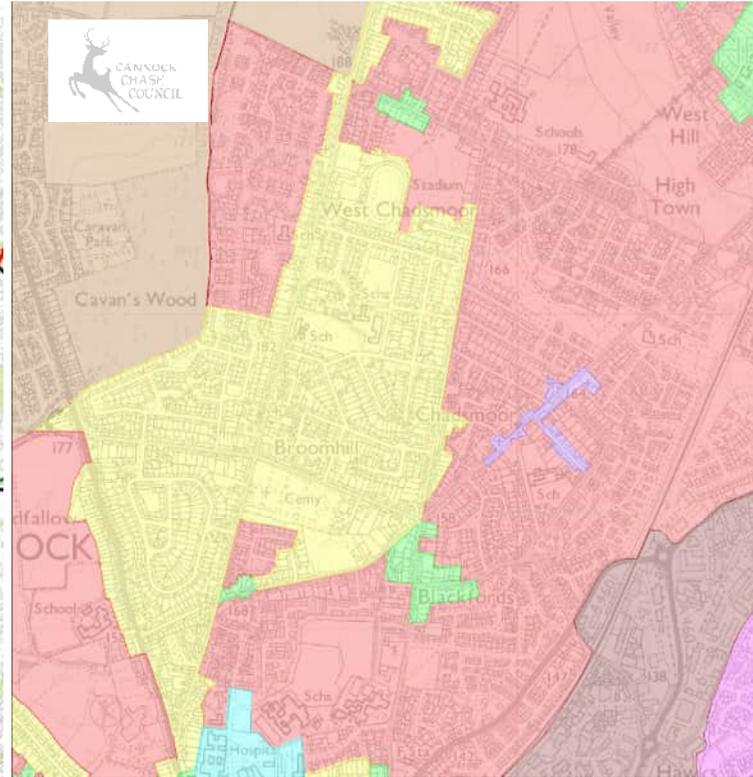
Further information:

- See character types descriptions for further information on the built character and detailing.
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Hazelslade and Rawnsley

Character Description: Outlying suburb, but with clear sense of 'village' identity by virtue of its fairly self-contained nature and location on the edge of the urban area bordering AONB and Green Belt countryside. Consists of mainly residential properties from post-war era but with some Industrial and Victorian houses and key features e.g. the Hazelslade Public House.

Key features are:

- Built area has origins in late 19th/early 20th century with some surviving properties along Littleworth and Rawnsley Road. Existing Rawnsley Farm probably pre-dates this development
- Old 19th century mineral railway line earthworks survive to the south of Littleworth Road demonstrating relationship of area to coal mining activities. Now serves as a 'green link' for walking and cycling, but is overgrown.
- Influenced by surrounding agricultural landscape, which retains its historic field patterns and some historic farmsteads e.g. Cannock Wood Farm to the south. Adjacent to AONB and Hednesford Hills with forestry and open landscape dominating rural fringe character. Hazelslade Local Nature Reserve provides key link to the wider countryside with water features attracting local wildlife.
- Surrounded by undulating topography of Heathland and Coalfield landscape characters creating a series of key views in and out of the area to the Chase, the surrounding landscape and over the settlement itself.
- Largely low density, post-war properties dating from 1960-70s with some more modern infill. Industrial and Victorian properties display some distinctive detailing and add to overall local character. Some properties along Littleworth Road create 'rhythm' along streetscene with consistent building/roof lines and detailing e.g. chimneys. Variety of materials but largely red/buff brick and brown/grey tiles. Largely 2 storey with plenty of bungalows.
- Hazelslade Public House marks 'gateway' between area and wider countryside. Rawnsley Cricket Club, local primary school, doctors surgery and small convenience shops along main roads provide community facilities.

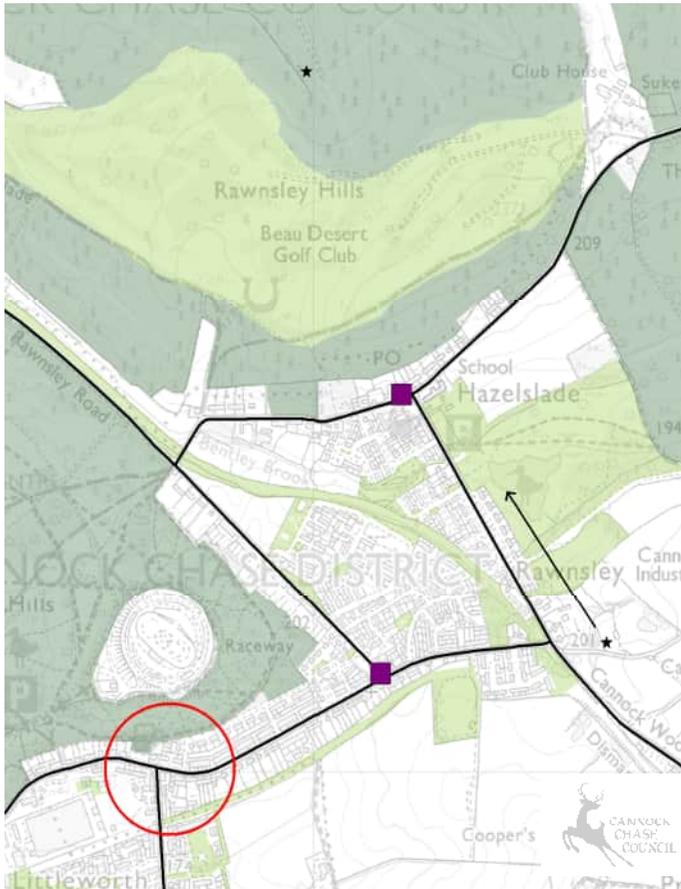
Key Local Design Principles or 'New development should':

- Preserve and enhance locally distinctive and historic features including strong rural-urban fringe landscape character, 'village' identity and characteristic building lines and detailing.
- Recognise scope for a variety of good quality design and materials throughout area whilst respecting scale and layout of existing development.
- Consider potential impact on local views from surrounding areas created by virtue of topography, with consequent importance of choice of roof covering, and upon landscape context taking opportunities for landscape buffering to the urban edge.
- Support opportunities for enhancement of existing open spaces, the redundant railway line as a green route through the area and other links to surrounding rural areas.
- Respect and enhance the forms of historic farmsteads in their landscape setting.

Further information:

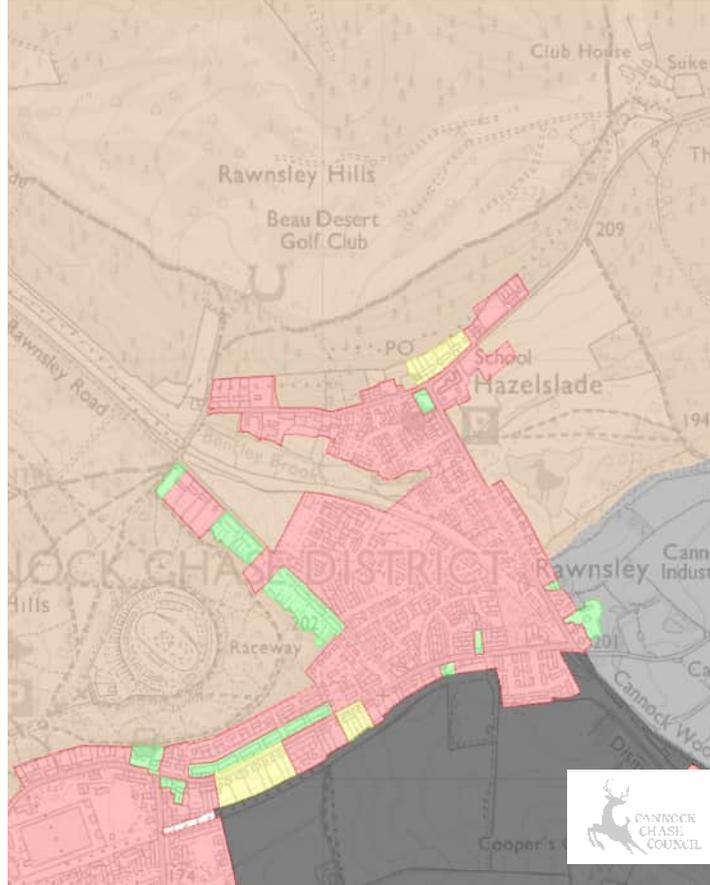
- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Heathland, Planned Coalfield Farmland and Coalfield Farmland
- Historic Environment Character Assessment (2009)- CHECZ 8-11
- Cannock Chase Local List

Key Features Map



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010

Character and Landscape Types (period/type of development and type of open countryside nearby)



Heath Hayes and Wimblebury

Character Description: Residential suburban area, that partly lies on the rural-urban fringe. Dominated by post war housing development but with a surviving 19th century local centre and residential properties at Heath Hayes.

Key features are:

- Heath Hayes core local centre and surrounding residential properties date from 19th century. Historic high street provides unique character based on the old road and plot layouts which largely remain with traditional small independent shops and old timber shopfronts. Some 19th century properties display unique decorative detailing contributing to strong sense of place e.g. Tennants Bakery shop.
- Undulating topography bounded by Green Belt countryside and Planned Coalfield Farmlands landscape character to the south/east and Heathland landscape character of Hednesford Hills on rising ground to north. Links into wider Cannock urban area to the west. Large public open space/nature reserve at Keys Park, formed from reclaimed Hednesford Brickworks site.
- Wimblebury now largely consists of post-war housing estates, focussed on its limited 19th century development around the Trafalgar Inn (Littleworth Road) and the Lamb and Flag (Wimblebury Road) public houses.
- Post-war housing is varied, however character dominated by influence of more recent large scale housing development at Keys Park/Wimblebury. Character here is less varied and is defined by larger semis/detached houses built on small plots – design is ‘traditional’ developer’s house types in red and buff brick/render with some decorative features reinforcing ‘traditional’ feel. Key green links throughout including water features (pond and brook).
- Industrial/commercial area at Keys Park is of contemporary design, with metal and glass structures. Its moderate size and scale means it sits well in the surrounding undulating green landscape.
- Fiveways Island and Heath Hayes Park form key gateway and unique landmarks marking access to/from the District and to the urban/semi-rural areas. Node at Littleworth Road/Wimblebury Road junction forms key local link between surrounding rural and urban areas.
- Key views along Wimblebury Road up to Hednesford Hills and across farmland to east reinforce semi-rural/urban setting. Topography creates views across the built-up area from Hills.

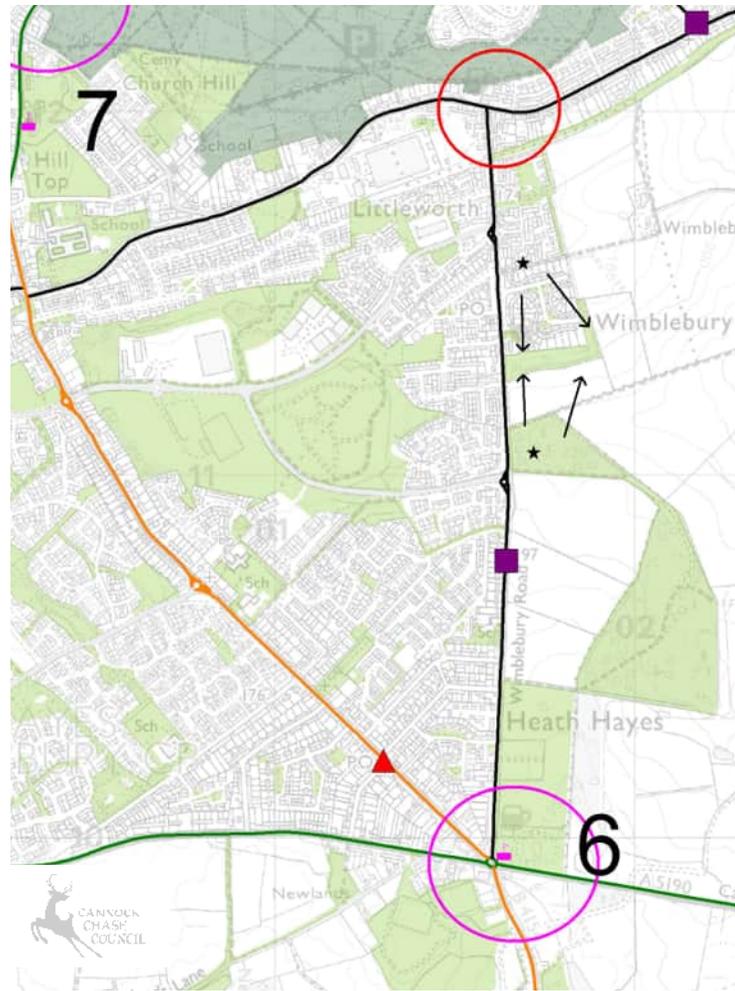
Key Local Design Principles or ‘New developments should’:

- Preserve/enhance historic character of Heath Hayes local centre and Wimblebury including locally distinctive features and their settings e.g. finger post at Five Ways, flamboyant detailing on houses on Littleworth Road.
- Preserve/enhance open space and green links through the housing estates with views of the wider landscaped setting between and over buildings.
- Respect strong built frontages along historic routes of Cannock Rd/Hednesford Rd/Wimblebury Rd with low brick walls/hedges to garden frontages.
- Retain/restore buffers of woodland and open space between the urban and rural areas of the fringe - enhance landscape character via woodland and heathland planting/restoration and enhance pedestrian links with open space.
- Acknowledge scope for variety of high quality design/materials. Continue to promote contemporary/innovative design for commercial development and high quality planting. Minimise clutter of utility cabinets on road frontages.
- Consider potential impact on local views from surrounding areas created by virtue of topography with consequent importance of choice of roof covering, particularly for large buildings.
- Enhance key ‘gateway’ at Five Ways and respect form of historic farmsteads in landscape context.

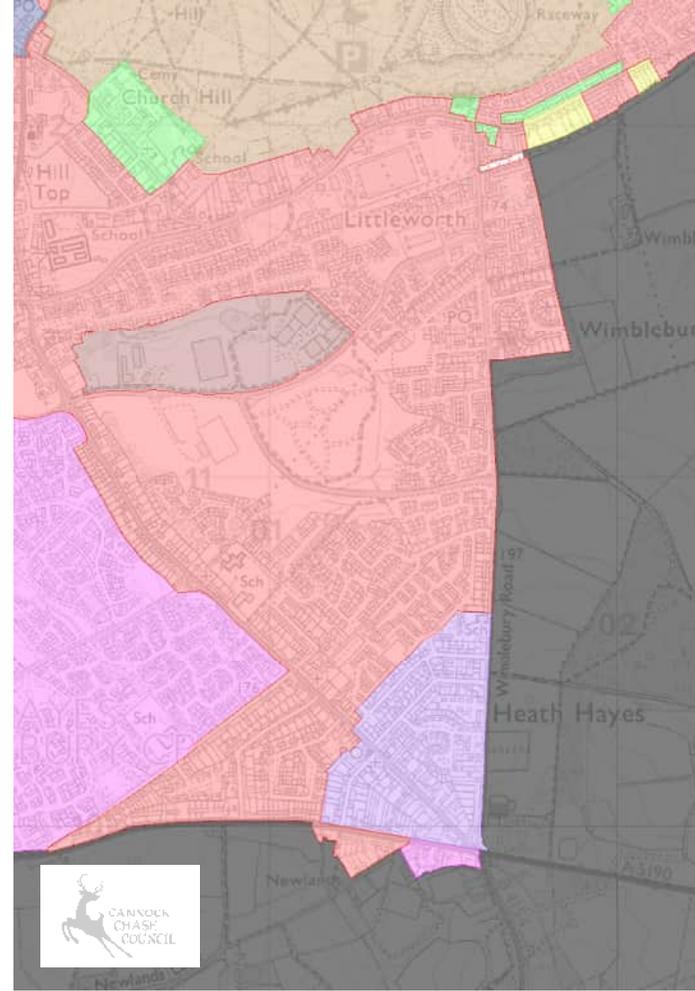
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment- Heathland and Planned Coalfield Farmlands
- Historic Environment Character Assessment CHECZ 8
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Gateway and Landmark 6-
Five Ways Island

Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannoek Chase District Council. Licence No. 100019754. 2010



North Rugeley/Brereton

Character Description: Predominantly large scale mid-late 20th century commercial and industrial area, with some recent larger scale leisure uses. Character is purpose-built bulky industrial and office units on large plots with parking and service yards accessed off main roads.

Key features are:

- Historically area was farmland between the Trent and Mersey Canal and River Trent before being developed in 20th century for industrial purposes. Canal formed part of 'Grand Cross' linking the Midlands to the estuaries at the four corners of central England.
- Area bounded to south-west by the Canal and to north-east by green space of Trent valley. Adjoins River Meadowlands landscape character to the north and lies on rural-urban fringe.
- Three main elements: Rugeley Power Station site (local landmark), Power Station Road industrial area and the more recent Towers Business Park on site of former Leahall Colliery.
- All well served by road access from Rugeley By-pass which runs through area, a primary route, providing gateway and node features at each end.
- Range of unit sizes from small to very large and mix of commercial uses. Buildings along Power Station Road tend to be older, of smaller scale, in red brick and cladding, often with open car parks/railings to road frontages and grass verges. Towers Business Park medium to low density, larger scale, functional style and individual modern/contemporary designs with extensive planting schemes external to site fencing in accordance with original brief. Low lying and open to views from surrounding areas.
- Positive landmark identified as Towers Point (just within Lichfield District). Power Station cooling towers form local landmark visible through area.

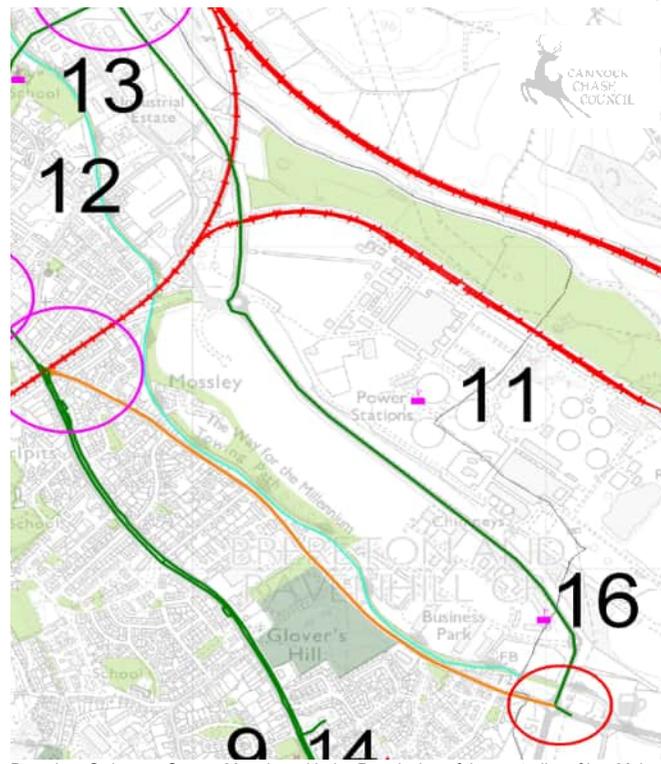
Key Local Design Principles or 'New development should':

- Retain commercial character of area with key economic potential for District.
- Continue to promote the high quality design and landscape principles of the Towers Business Park, especially along Bypass and Canal frontages, with predominance of good quality planting.
- Enhance frontages of older sites on Power Station Road and rear boundaries backing onto green/blue Canal corridor (and towpath) with planting/screening to create visual interest and enhance wildlife potential.
- Support retention of relatively tranquil character of adjoining rural landscape by continued buffering and management of the urban edge using appropriate species.
- Consider views of landmark cooling towers contributing to distinct identity.
- Enhance gateways using visual and environmental improvements to reinforce local identity.
- Contribute to public realm improvements along Canal towpath to enhance access for pedestrians, cyclists and wheelchair/pushchair users and to environmental enhancement of corridor, with lighting kept to a minimum to reduce urban impact on dark corridor.

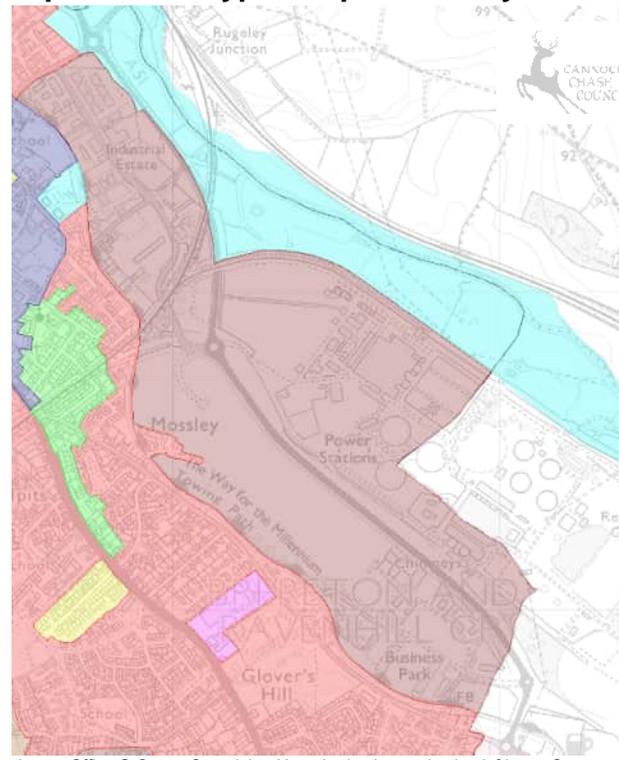
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- River Meadowlands
- Rugeley EUS (2009/10)- HUCA 15
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Landmark 11- Rugeley Power Station



Landmark 16- Towers Point

Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Norton Canes

Character Description: Norton Canes has possible medieval origins north of Watling Street (Roman Road) - two surviving moats may be associated with former manor houses. However this former agricultural and mining village largely developed to its current form from the post-war era. Dominated by post-war housing estates but with remnants of historic elements and a substantial 20th century/modern commercial business park area. Agricultural use remains a feature of the area, but on a smaller scale.

Key features are:

- Historically was farmland with collieries and scattered settlement along main roads, crossed by railways and canal, historic road layout of village and surrounding lanes largely retained. Legacy of coal mining has left range of related historical features such as lines of former mineral railways. The Listed St James Church stands at the old focus of settlement around Pinfold Lane, approx 1 mile from the current village centre.
- Semi-rural self-contained 'village' feel created by surrounding landscape of restored mining areas, agricultural fields and Chasewater Country Park, separating the settlement from surrounding urban areas. Surrounded by Planned Coalfield Farmlands and Coalfield Farmlands landscape character areas. Level terrain minimises views in and out of the village.
- Post-war, suburban residential estates wholly dominate village with a few 19th/early 20th century-style terraced properties, mainly detached and semi-detached. Inter-war semi-detached houses along roads remain in a mixture of plainer styles with more incremental ornately detailed properties influenced by Art Deco styles. Post-war housing often minimalist in style reflecting 1960-70s period whilst more modern estates replicate traditional details. Mixture of red/buff brick and render/wood/tile cladding, brown/grey tiles, mostly 2 storeys with some bungalows and some 3 storey modern development near centre. St James's Church is sandstone. Little significant mature planting within village consisting of occasional trees and garden hedges.
- Small scale, compact local centre reinforces village feel with key community focal points – Millennium Garden, Library, community centre and local shops.
- Few landmark buildings apart from St James Church (1) which is largely sheltered from view. Recent Library highlighted as positive landmark (17) and good example of contemporary design by local community.
- M6 Toll and A5 corridor create strong boundary to the south. Key 'gateway' to District and Norton Canes at Turf Island on A5.

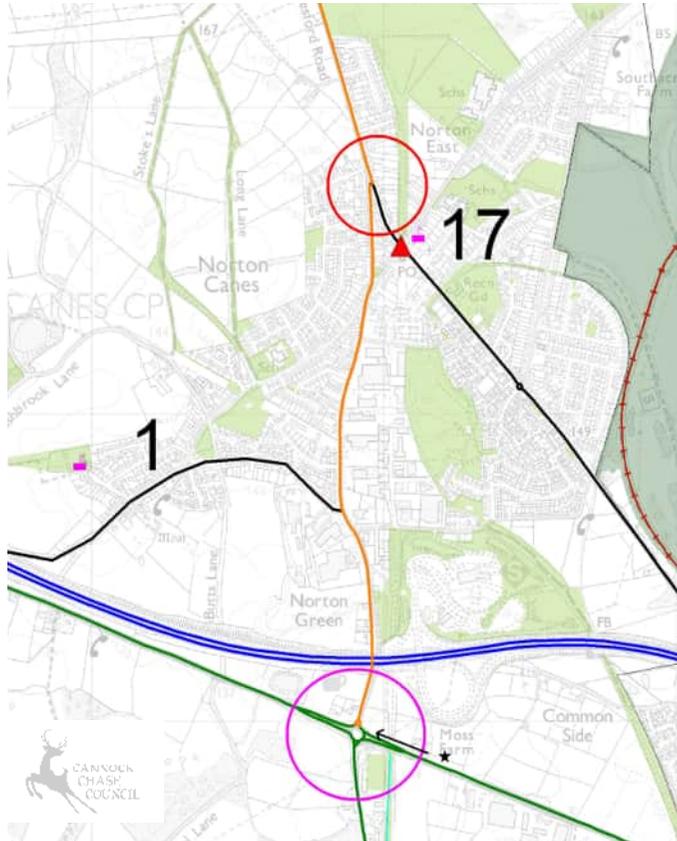
Key Local Design Principles or 'New development should':

- Contribute to enhancement of local centre design/facilities including public realm enhancement to create a focal point.
- Reinforce semi-rural 'village' scale with development reflecting existing built form with largely low-medium density and detached/semi-detached properties.
- Retain and enhance locally distinctive features e.g. the Batter, including traditional street layout and characteristics of surviving buildings and consider potential for small scale landmark or 'gateway' features to reinforce historic legacy and identity of area, particularly in and around local centre.
- Scope for variety of good quality design and materials through area whilst respecting scale of existing development.
- Contribute to enhancement of green links along former railway lines making best use of routes throughout the urban area, reinforcing connections to the surrounding accessible landscape, particularly Chasewater. Protection of existing trees and addition of new tree planting to enhance residential roads.
- Contribute to reduction in visual impact of Norton Canes Business Park on main route into village supporting enhancement of frontages and signage.
- Buffer the impact of the urban edges upon the surrounding landscape character via enhanced woodland planting.
- Respect and enhance the forms of historic farmsteads in their landscape context.

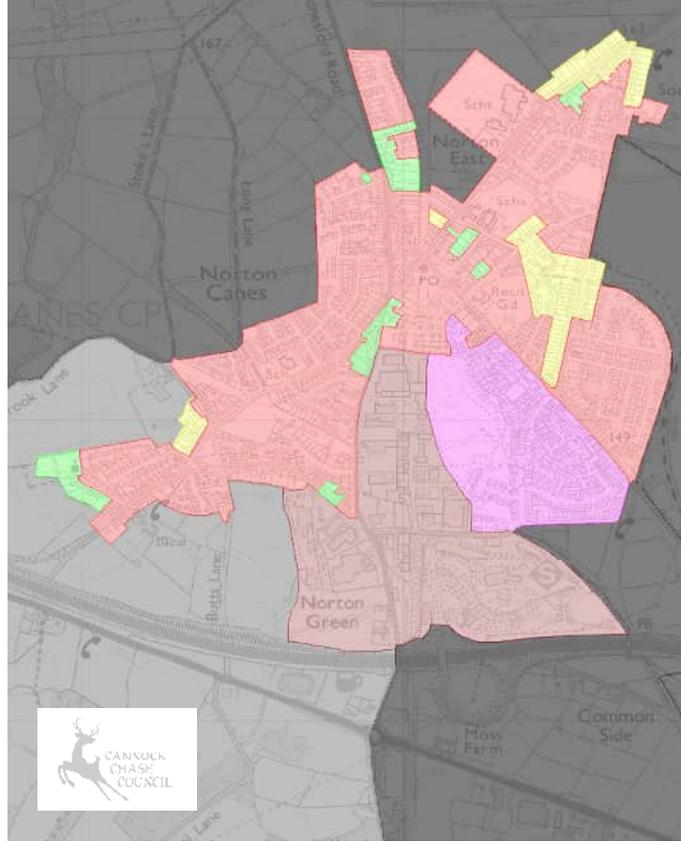
Further Information:

- See related character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Planned Coalfield Farmlands and Coalfield Farmlands
- Historic Environment Character Assessment (2009) CHECZ 13, 14, 16, 17, 18
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Landmark 1 St James



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Outlying buildings/hamlets in rural areas

Character Description: An arc through the north, centre and south of the District composed of open countryside across Cannock Chase and the southern farmlands, throughout which buildings range from scattered farms/houses to built up frontages/hamlets and villages. Potential traces of earlier farmsteads within urban areas, associated with historic paths and boundaries.

Key features are:

- The rural landscape, undulating in north and flatter in centre and south, is designated Green Belt and bounded by well defined edges to adjacent urban areas which expanded from small chains of industrial hamlets over former farmland. Farmland, especially where it survives with historic farmsteads in a variety of uses, is therefore of rarity and importance, providing key link to historic development of District. Trent valley crosses area in far north.
- Large part of northern area dominated by Chase, a medieval royal hunting forest exploited historically for coal mining, mineral and metal working and associated with numerous small farmsteads, small holdings and cottages. Area designated AONB. Elsewhere courtyard farmsteads developed within fields of regular/irregular boundaries resulting from piecemeal or planned development. Medieval parks e.g. Beaudesert fringed Chase. In late 19th/20th century Chase used for military training, for conifer plantations and as amenity area for surrounding conurbations. Reminders of these uses remain e.g. WW1 trenches on Chase (a scheduled ancient monument). Canals and railways cross area e.g. Chase Line from Walsall to Rugeley Trent Valley.
- Heaths, woods and fringes around Chase in north have scattered buildings, mainly detached Victorian and interwar houses, with few modern replacements, with roadside cottages and farmstead groups north-west of Slitting Mill.
- Horse grazing/stables are common features on urban fringe, often relating to small plots characteristic of this area.
- Farmsteads within and around Beaudesert Old Park in east include large planned farmstead at Chestall, typical of estates around Cannock, and small scale linear farmsteads

Key Local Design Principles or 'New developments should':

- Accord with Green Belt policy placing a strict limit on new development and with AONB policy to preserve natural beauty, wildlife and peace of Cannock Chase.
- Where development allowed, the landscape setting of trees, hedges and natural vegetation should be preserved/enhanced as a priority with householder 'permitted development' rights controlled and landscaped buffering to boundaries as appropriate. Siting of buildings should take advantage of screening opportunities provided by existing planting and land forms, and new boundary treatment should enhance the rural location with hard surfacing generally kept to a minimum.
- Preserve and enhance locally distinctive buildings/features and their settings.
- Respect and enhance the form of historic farmsteads in their landscape context.
- Ensure lighting is kept to a minimum to reduce urban impacts in dark landscape of the rural areas.
- Safeguard essential rural character of eastern section of A5 route.

Further information:

- Landscape Character Assessment (2008)
- Cannock Chase Local List
- English Heritage Historic Farmstead Survey (2010)

(with houses attached to working buildings, of a type found in upland areas and where smallholdings developed) which developed within landscape of very small irregular fields around heath, probably linked to industrial by-employment.

- In centre around Kingswood and north of Norton Canes a new reclaimed landscape exists with large scale modern urban elements, (major roads, distribution warehouses and pylons) in a newly landscaped setting with trees and lakes.
- Farmland character predominant along eastern section of A5 strategic highway with mature trees, boundary hedging and grass verges and scattered historic farmsteads/public houses. Modern industrial area on isolated former colliery site at Watling Street Business Park.
- In Coalfield farmlands to the south are medium-sized hedged fields and hedgerow oaks with estates and cottages, e.g. Little Wyrley. This southern group, south of Norton Canes, is District's most intact survival of historic farmsteads, the majority of which developed in piecemeal fashion around courtyards within a medieval and later landscape of small irregular fields.

Prospect Village

Character Description: A residential village of interwar and modern housing with associated modern community centre within a Green Belt setting of open countryside.

Key features are:

- Historically area comprised farmland, settlement largely developed during 1930's by Coal Board to cater for workers in nearby collieries e.g. at Cannock Wood Some farms still remain within the vicinity of the village.
- Well-defined boundaries to village surrounded by Green Belt countryside which here has a Planned Coalfield Farmland landscape character arising from its largely restored nature from former mining activities. Although located on high ground, the village is set within a 'dip' in the landscape so is largely sheltered from view.
- Two separate estates of inter-war and post-war residential developments combine to create the village, with some more modern infill. Regular two storey semi-detached houses are a feature, and development is generally two storey with fairly limited variety of styles and materials; predominantly brick (red/yellow) for post-war developments and cream render with red-brown tile for inter-war developments- chimneys are a key roofscape feature of the earlier properties. Fences/walls/hedges to front boundaries. Medium-low density overall.
- Key views from edge of village along Ironstone Road and Severns Road, looking north towards the AONB and south towards Gentleshaw Common/Cuckoo Bank.
- Modern community centre within public open space and park facilities on north side of village.
- Access to nature site adjacent to park. Mature tree planting in some front gardens helps contribute to the character of the area within its rural setting. Disused mineral railway line bounds village to north-east providing green link for walking/cycling.

Key Local Design Principles or 'New developments should':

- Respect existing fairly homogenous density and plot sizes to retain character of village.
- In older streets reflect regularity of layout, form and materials of existing buildings.
- More scope for variety of design and materials in post war streets whilst respecting scale of existing development.
- Preserve and enhance 'green' aspect of village with protection of existing mature tree and hedge planting, inclusion of new planting where appropriate, enhancement of public open space and appropriate buffering of urban edge.
- Support opportunities for enhancement of pedestrian links to surrounding rural areas.
- Support opportunities for enhancement of small-scale community-related facilities within village.
- Respect and enhance the forms of historic farmsteads in their landscape context.

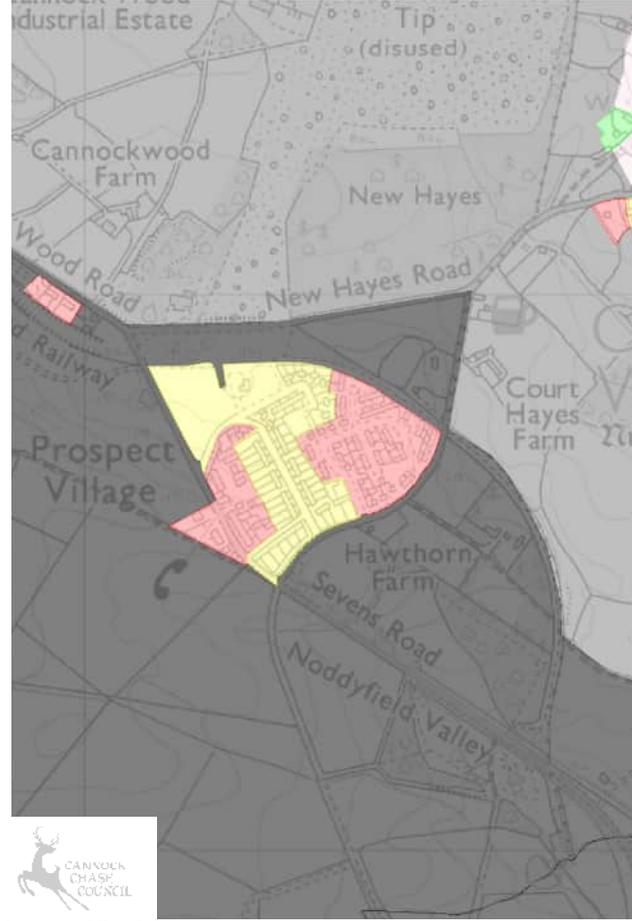
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Planned Coalfield Farmlands
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Pye Green Valley

Character Description: Residential suburban area consisting of predominately post-war housing, with remnants of 19th century properties. Lies adjacent to rural-urban fringe and contains large area of open green space - Pye Green Valley.

Key features are:

- Former colliery in Pye Green Valley means the green landscape is a restored one still in the process of restoration via heathland rejuvenation with limited redevelopment.
- Topography creates a number of key views towards the Chase, Hednesford Hills and over the urban area. The topography rises from east to west and south to north, reinforcing the contribution of the landscape to the character of the area.
- Valley heavily influenced by surrounding heathland landscape character having a semi-rural feel (particularly at the edges) providing transition between Chase and urban centres of Cannock/Hednesford.
- Largely post-war residential area on the urban-rural fringe with some historic 19th century properties to the east (near to Hednesford Town Centre and Historic Suburbs character area). Post-war properties are mainly low-medium density, semi-detached and detached houses in render and red brick. More contemporary design and materials used at Pye Green Valley Primary School at Rose Hill.
- 19th century buildings include former coal miners red brick terraced housing, West Hill Primary School and St John's Chapel (Station Road) which add character to area providing links to the area's historic development.
- BT phone mast in vicinity of the area (at Pye Green) acts as landmark in wider landscape, visible for long distance.
- Key 'gateway' between urban and rural areas at junction of Pye Green Road/Broadhurst Green/Bradbury Lane marks an entrance from the built-up area to Cannock Chase, a locally important asset to quality of life.

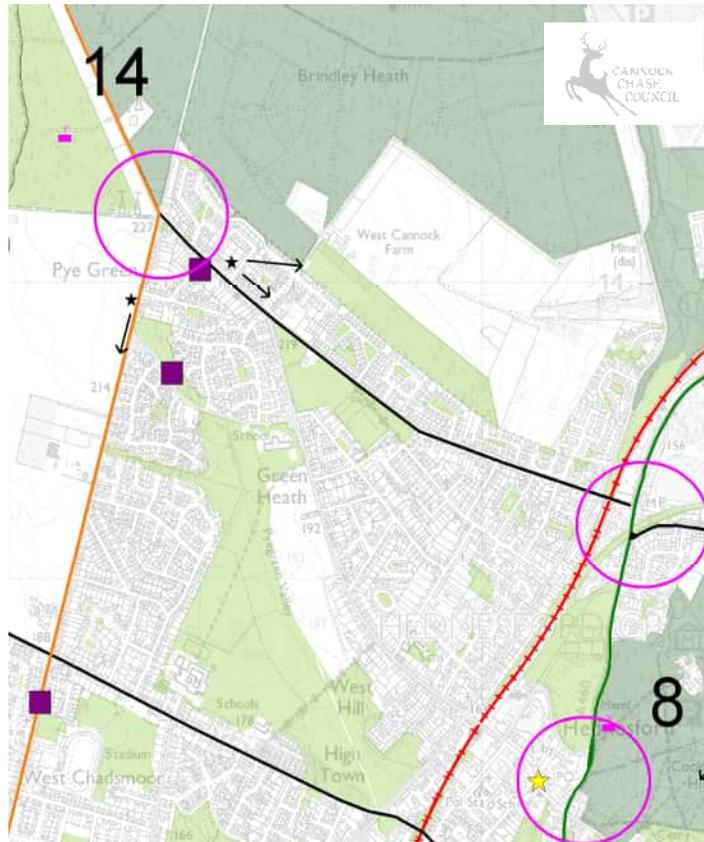
Key Local Design Principles or 'New development should':

- Preserve and enhance the semi-rural and rural-urban fringe character of the area by ensuring key views of and public links to green spaces and the Chase are retained and enhanced where appropriate and existing characteristic density, height and scale of area is respected.
- Preserve and enhance character of locally distinctive features including the impact upon their landscape setting.
- Acknowledge scope for a variety of good quality design and materials throughout area.
- Contribute to enhanced connectivity of green space linkages to wider urban area to the south including surrounding residential development.
- Design of potential medium-large scale development on site west of Pye Green Road should be sympathetic to semi-rural/fringe character, supporting the local preference for 'greening' of urban areas, with the space around buildings as important as the buildings themselves and creating appropriately sized gardens to family-sized homes.
- Respect the strong landscape character of adjoining land to the north by buffering the urban area and managing the visual impact of horiculture activities around the urban fringe.

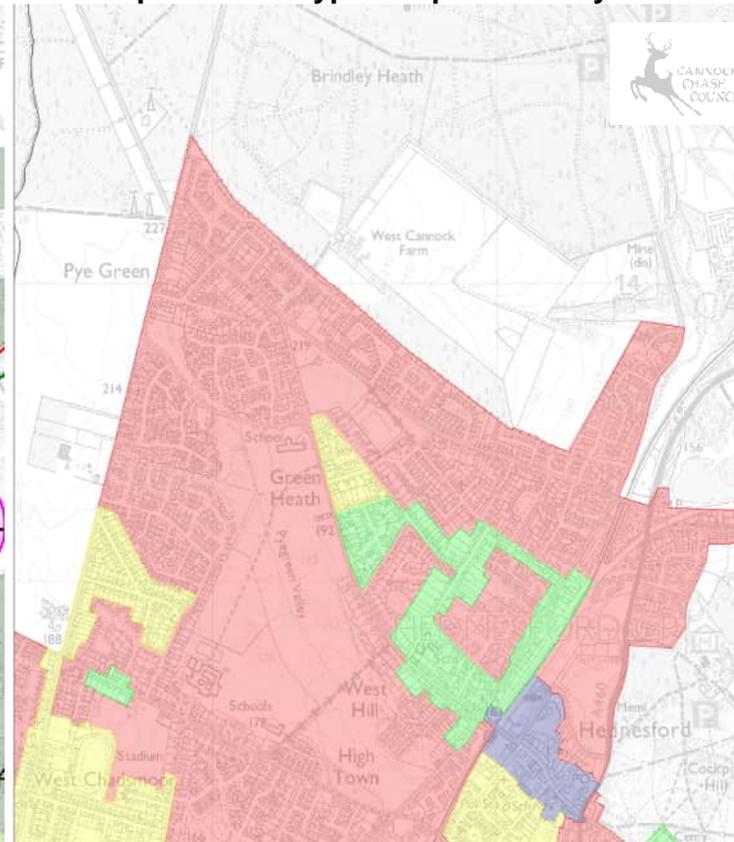
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment- Heathland
- Historic Environment Character Assessment CHECZ 3-4
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Rugeley Town Centre and Historic Suburbs

Character Description: Rugeley town centre has origins dating back to the medieval period, with a market being established in the 13th century. It serves as the main shopping centre for the north of the District. Area includes the historic town centre and its historic suburban residential areas including Industrial/ Victorian and Interwar houses, together with some edge of town centre larger scale buildings.

Key features are:

- Historic medieval core street layout remains largely intact with market place and tightly built-up winding main street. Early surviving features date back to 16th /17th centuries e.g. the Listed timber framed Red Lion pub and cottages in Market Street /Horsefair.
- Parish church (St Augustine's, which replaced the Old Chancel) at northern extremity of town, close to where grammar school and tithe barn once stood. Horse fairs and sheep fairs once took place on wide streets around town centre. 19th century town expansion in conjunction with development of mining industry – housing, schools, churches, chapels, public houses and park – and a wealth of 19th century properties remain. Town centre and historic suburbs designated as Conservation Areas and there are many features of local interest.
- Further expansion of town in 20th century included new road layout encircling town centre and larger scale buildings.
- Mainly mixed small scale retail/commercial uses in centre, residential areas beyond with community theatre lead to wider modern suburbs.
- Variety of domestic and town centre architecture providing diverse townscape unified by mass, height, scale and materials. Diversity of high quality detailing adds to local distinctiveness. Larger plots in Talbot St and Church St retain rear coach houses. Mainly 2 and 3 storey properties in town centre, mainly 2 storey terraced and semi-detached houses elsewhere. Typical local materials are orange-red brick and grey/red-brown tiles or blue slate, with some light coloured render. Modern developments typically concrete and 'bulky' e.g. market hall. High-medium density overall.
- Mature tree planting punctuates scene in town centre squares and Anson Street. Elmore Park trees visible between and over buildings. Mature trees soften streetscene in older residential suburbs with garden frontages of brick /stone walls, railings and hedges retained.
- Good examples of appropriate modern infill are Library and Penny Bank flats, and recent shopfronts enhance town centre.
- Church towers/spires form landmark features in wider area, clock tower is key town centre landmark. Gateways along primary routes into town. Trent and Mersey Canal forms waterway link to countryside.

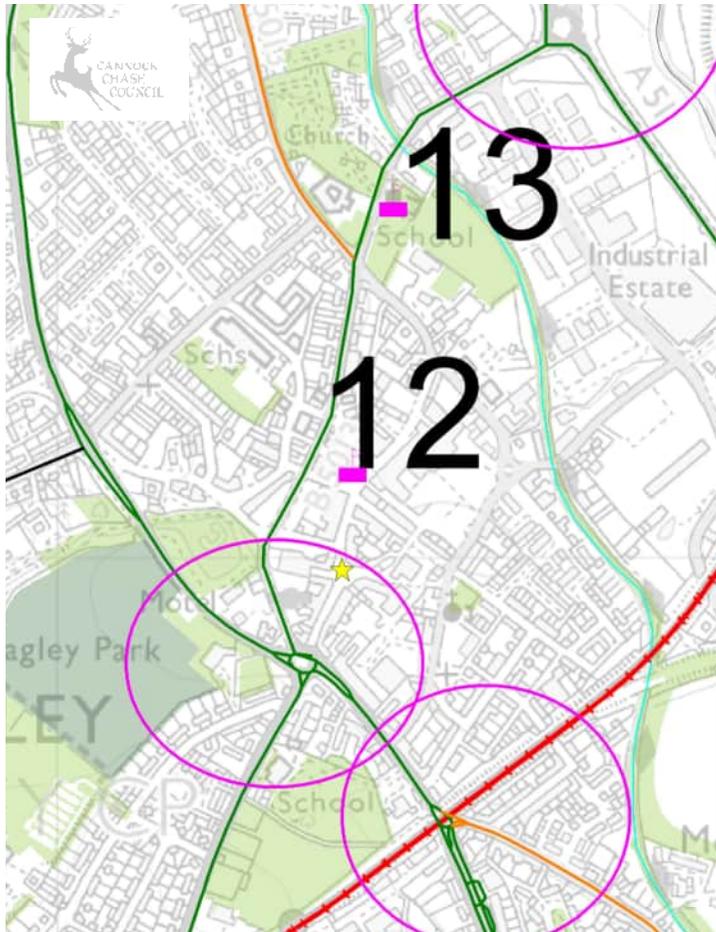
Key Local Design Principles or 'New development should':

- Safeguard historic street layout including links between key facilities/Canal and conserve locally distinctive features.
- Respect small scale built form (height, layout, and plot sizes/urban grain) and support local preference for non-intrusive traditional architecture, with good quality contemporary schemes where appropriate, mixing old with new.
- Preserve and enhance character and appearance of historic areas and settings e.g. promote screening of car parks around town centre edge.
- Promote tree planting and seating to enhance amenity of town centre open spaces with their spacious, level squares for pedestrians; protect suburban garden trees and hedging with appropriate new planting.
- Support high quality public realm design and materials and pursue opportunities to reduce clutter.
- Encourage high quality shopfront and signage design and materials appropriate to the particular building and support wide range of mixed uses, small independent shops (with their good service) and markets to increase town centre variety.
- Promote Canal references throughout area and information provision for residents/visitors.

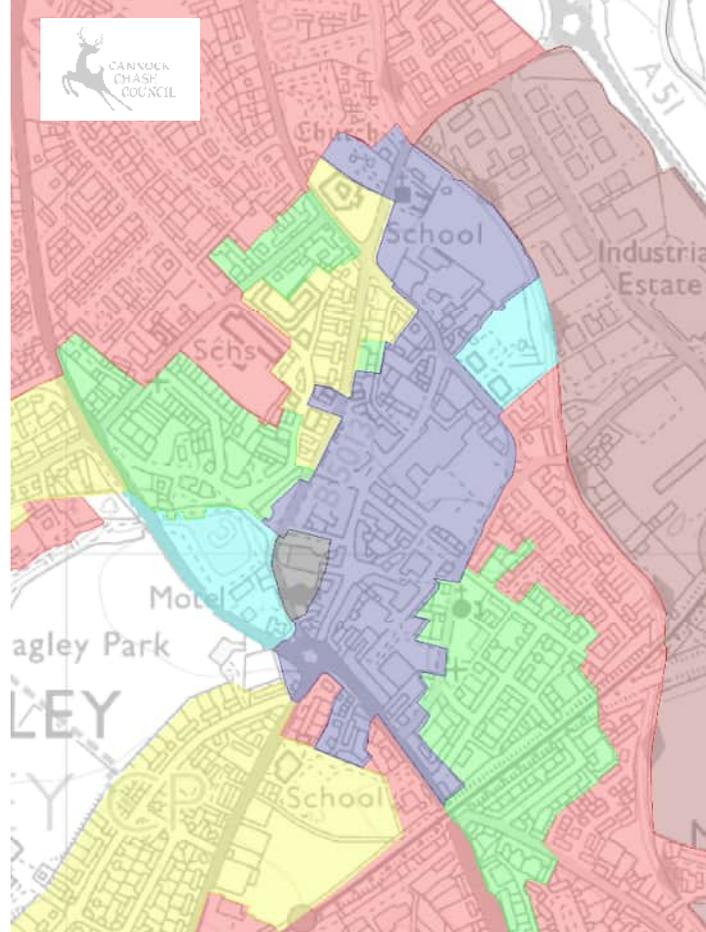
Further information:

- See character types descriptions for further information on the built character and detailing.
- Rugeley EUS (2009/10)- HUCAs 1-14
- Conservation Area Appraisals and Management Plans for Church Street, Talbot Street/Lichfield Street, Rugeley Town Centre (some forthcoming)
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Landmark 12- Tower Clock and former Market Hall



Landmark 13- St Augustine's



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



Slitting Mill

Character Description: Whilst the village is now dominated by post war residential character types, its name has its origins in its long history as an early iron workings settlement along the Rising Brook. There are some relics of this past but only a few historic buildings from later periods remain.

Key features are:

- Origins in 16th/17th century as an early iron working settlement- see Stone House Grade 2 Listed Building (possible home of local iron masters) and surviving earthworks/archaeological remains. Chase Heritage Trail passes via area highlighting importance of area to the Districts' historical development
- Character dominated by surrounding landscape of Wooded Estatelands. The village is also within the AONB and buffered by Green Belt all around, demonstrating the sensitivity of this landscape to change and development. Some agricultural use around the village contributes to the rural character.
- The village is well screened by virtue of the woodlands and topography that falls away from high points of AONB towards the River Trent Valley in the north. Village feels fairly 'secluded'
- Historic plots overlaid by 20th century development with scattered 18th/19th century remaining buildings. The main historic street pattern remains e.g. Slitting Mill Road and Post Office Lane
- Residential developments are fairly low density ranging from short 19th century terraces and cottages along Slitting Mill Road to substantial modern detached houses on large plots and a mix of modern houses and bungalows on culs de sac. Main materials are brick, render and pebbledash, with the Stone House built of sandstone.
- Many houses have frontage brick walls/hedges and mature trees in front gardens and along rural edges are predominant.
- The 'minor route' is an historic road that connects the village to the surrounding areas. Apart from in centre of village there is often one or no footway but just grass verges, adding to rural character.
- The Horns Inn stands in village centre, and nearby the Victory Hall and a red telephone box.
- A number of 18th century boundary stones in fields east of the village mark the boundary with Rugeley.

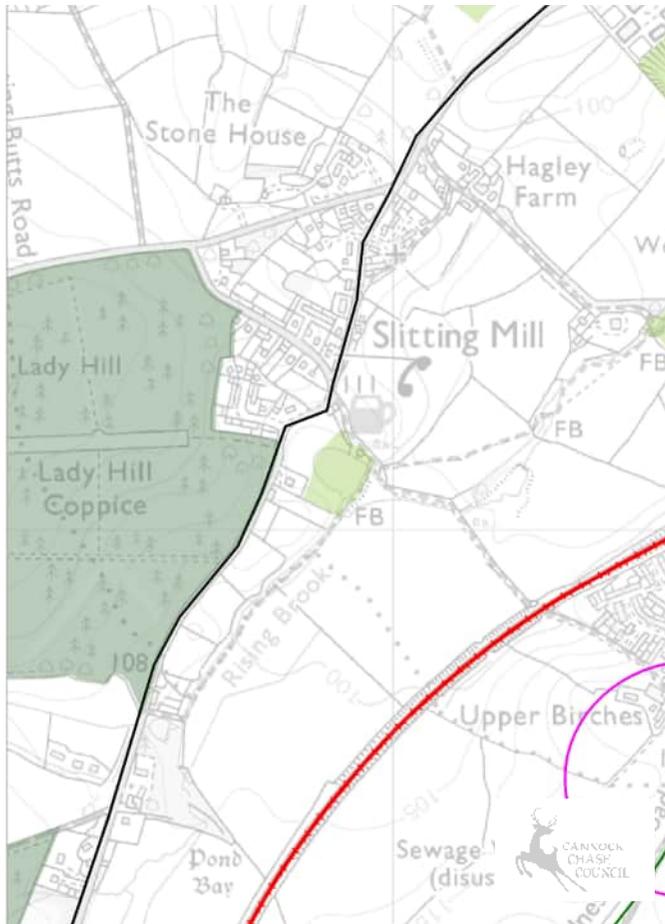
Key Local Design Principles or 'New development should':

- Ensure links to the unique history and local distinctiveness of the village are retained via preservation of the historic street pattern and key buildings and structures, with surviving landmark features on the outskirts of the built-up area protected e.g. the remains of former mill works along the Rising Brook.
- Preserve and enhance strong character and sensitivity of surrounding landscape with AONB, Green Belt and the Wooded Estatelands character all combining to create a unique rural setting.
- Scope for a variety of good quality design and materials for new development within village envelope whilst respecting scale and layout of existing development.
- Respect and enhance the forms of historic farmsteads in their landscape context.

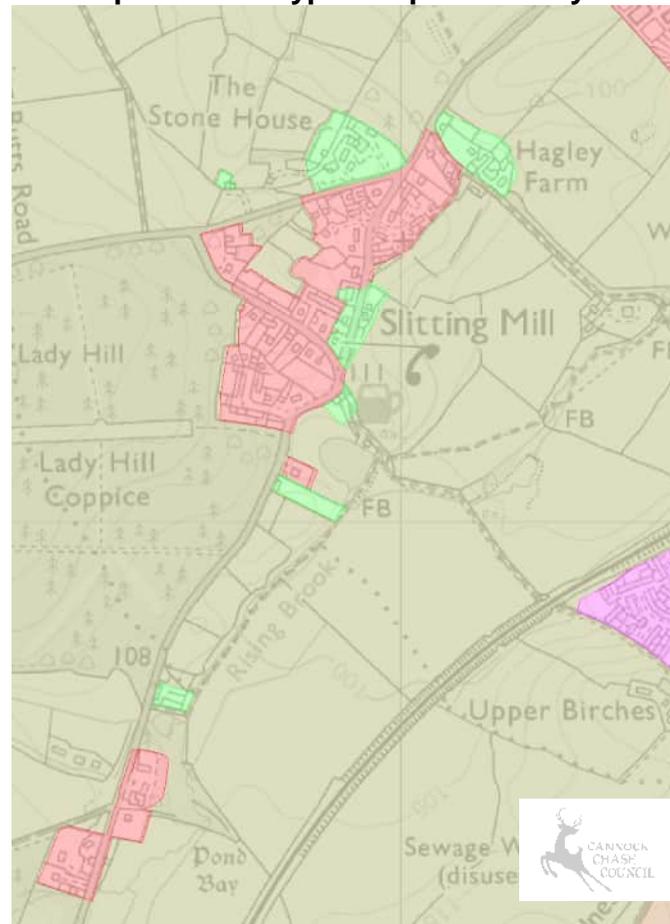
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Wooded Estatelands
- Historic Environment Assessment (2009)- RHECZ 3
- English Heritage Historic Farmstead Survey (2010)
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



South and West Cannock

Character Description: Area of predominantly residential development with some fringe town centre commercial uses along main roads. Limited industrial/Victorian housing with more extensive medium/low density 'leafy suburban' interwar and postwar housing, particularly in west of area and some modern retail development on edge of town centre.

Key features are:

- Historically area comprised farmland leading westwards to the heathland of Shoal Hill. Adjoins Green Belt land to the west, bordering South Staffordshire. Landscape character consists of Settled Farmlands and Heathland at Shoal Hill (to the north-west). Shoal Hill is key recreational and beauty spot defining character of western area.
- Large detached dwellings developed incrementally on landscaped plots along road frontages in west/south-west at first, then more extensively during 20th century. Detached houses and bungalows in well landscaped gardens still a feature of area today, set back from main road with relatively large front gardens. Extensive mature trees/tree groups, many protected by Tree Preservation Order, in western part around New and Old Penkridge Roads which, together with garden hedging, significantly contribute to 'leafy' character. Housing is varied in style consisting of 'bespoke' individual properties with own detailing and form. Scale and density of properties provides consistency and soft landscaping is a unifying feature.
- Denser development with semi-detached houses and terraces to the south of the town centre in late 19th/early 20th century, including former Cannock Workhouse (still standing along Wolverhampton Road), public houses (Listed 1930's Crystal Fountain), schools (Listed former National School on New Penkridge Road) etc. Beyond, more extensive suburban interwar and post-war estate development of semi-detached and smaller detached housing around circuitous road layouts, typical of its era. Homogenous character within estates, however there is variety between them. Bungalows a distinct feature in the southern area. Largely medium density and red/buff brick with render and brown/grey tiles.
- Larger scale modern retail and leisure development and car parks close to town centre including new avenue tree planting and landscaping.
- Several primary and secondary routes into the town centre cross this area and key 'gateway' to District at Longford Island on A5.

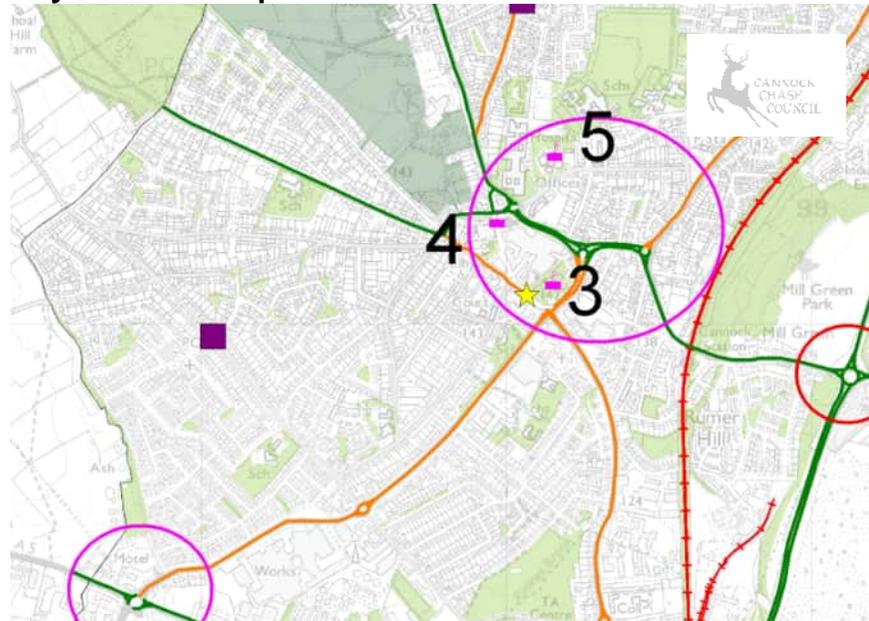
Key Local Design Principles or 'New developments should':

- Safeguard/enhance 'leafy character' of New Penkridge Road area with density of development, 'green' views over and between buildings and householder 'permitted development' rights controlled as appropriate. Promote retention and use of front garden boundary hedging to reinforce 'leafy' feel.
- Recognise scope for variety of good quality design and materials through area whilst respecting scale/density of existing development and preserving/enhancing locally distinctive features and detailing.
- Take opportunities for enhancement of main road corridors through area with new tree planting and environmental improvements and respect and reinforce building lines helping to define historic routes e.g. Old Penkridge Road.
- Buffer impact of the urban edges upon the surrounding landscape character with planting and promote pedestrian links towards Shoal Hill.
- Respect and enhance the forms of historic farmsteads in their landscape context.

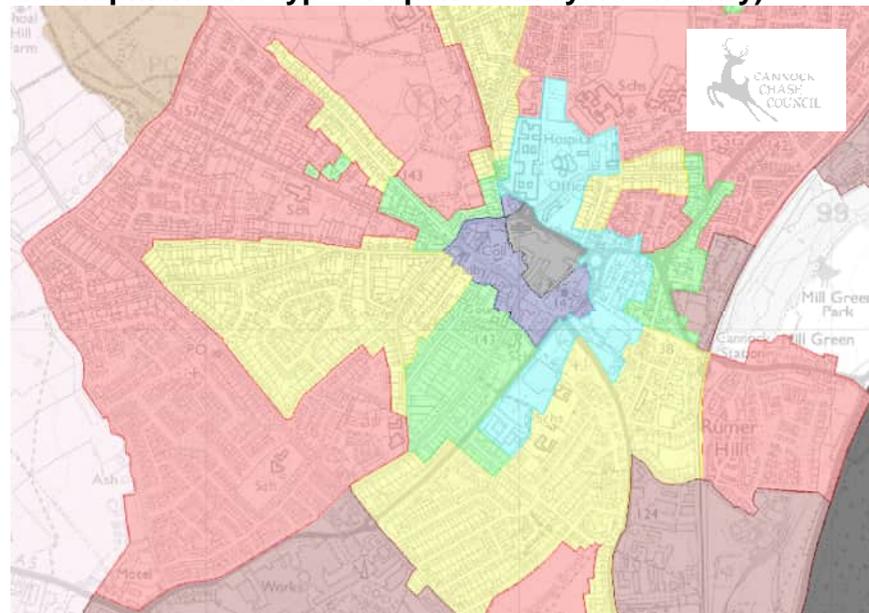
Further information:

- See character types descriptions for further information on the built character and detailing.
- Cannock EUS (2009/10) – HUCAs 7, 11, 12, 14, 18, 19
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010

Western Rugeley: Etching Hill and Springfields

Character Description: Post-war residential development of medium/low density with scattered older buildings along road frontages which contribute to local distinctiveness. Significant mature trees around Chaseley Road area contribute to 'leafy suburban' character.

Key features are:

- Former 17th century Hagley Hall stood in south of area, demolished apart from ancillary buildings and replaced with modern housing; garden landscape features survive. Remnant of historic development in 18th century listed 'Chaseley House'. Wolseley Road and Chaseley Road have at least medieval origins, serving as main links towards Stafford.
- Remnants of 19th /early 20th century development to north of character area around Wolseley Road and Station Road (including the setting of St Augustine's Church), to east where area adjoins Rugeley's historic suburbs and in west around Chaseley Road. These older/larger properties continue to be subject to redevelopment.
- Inter-war housing at Hagley Road/Park View Terrace/Green Lane includes 'Coal Board' housing with distinctive dormer design detail, 2 storey semi-detached and short terraces, in red brick.
- Post-war residential developments dominate the area. Mid and late 20th century suburban expansion followed development of Western Springs Road in 1950s. Mixture of 1960-70s style 'Radburn' influenced layouts at Springfields (where houses and dormer bungalows back onto roads/shared parking/garage areas, with path access to front doors), in red/buff brick with mature trees on open plan frontages. More 'traditional' forms of post-war housing to the south - 2 storey semi-detached and short terraces, plus 'link detached'. To west in Etching Hill, post-war properties are mainly larger detached and semi-detached in larger plots, with extensive mature trees/tree groups which, together with garden hedging and grass verges along lanes and 'green' views between and over buildings, create the 'leafy' character.
- Area runs into rural-urban fringe at edges, surrounded by Wooded Estatelands and River Meadowlands landscape character within Green Belt and AONB. Many trees in area protected by Tree Preservation Order contribute to sense of local character as do green links/routes running through residential estates. Etching Hill is key local landscape feature providing views of surrounding areas, but is possibly under-used by the wider population. Easy access between area and rural parts of District – Chase, fields and Canal.
- Key 'gateway' at Western Springs Road. Outward views of surrounding woods, fields and power station cooling towers.

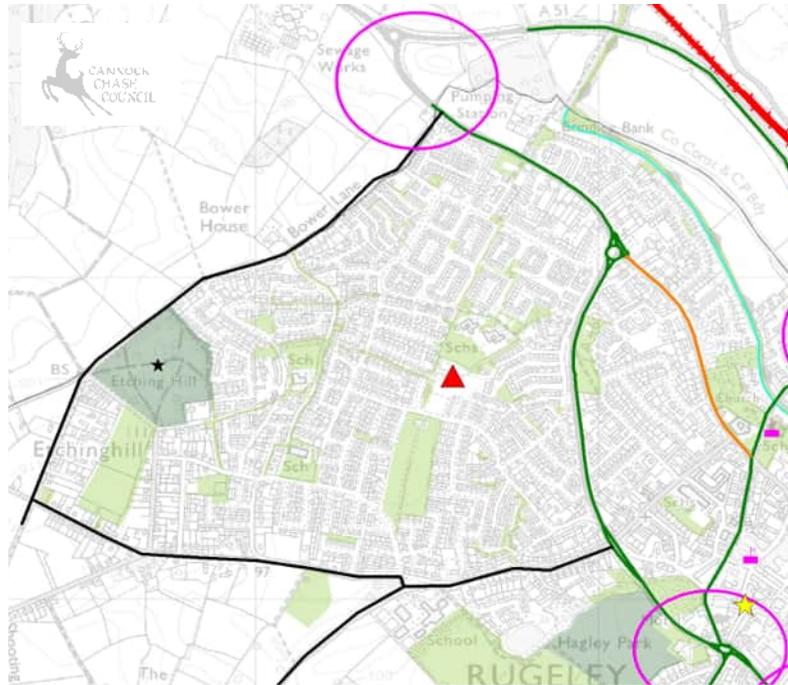
Key Local Design Principles or 'New development should':

- Safeguard/enhance 'leafy character' of Etchinghill area particularly with density of development, 'green' views between and over buildings and householder 'permitted development' rights controlled as appropriate. Promote use of hedging to front garden boundaries to reinforce 'leafy' feel.
- Preserve/enhance locally distinctive buildings /features/Canal and characteristic building lines.
- Recognise scope for a variety of good quality design and materials throughout area whilst respecting scale of existing development.
- Buffer impact of the urban edges by preserving and enhancing woodland coverage and relating landscaping works to the local landscape character e.g. to the River Meadowlands to the north.
- Support permeability of cul-de-sac layouts by improved green pedestrian linkages, enhance links to Etchinghill and pedestrian & cycle routes to surrounding rural areas.
- Respect and enhance the forms of historic farmsteads in their landscape context.

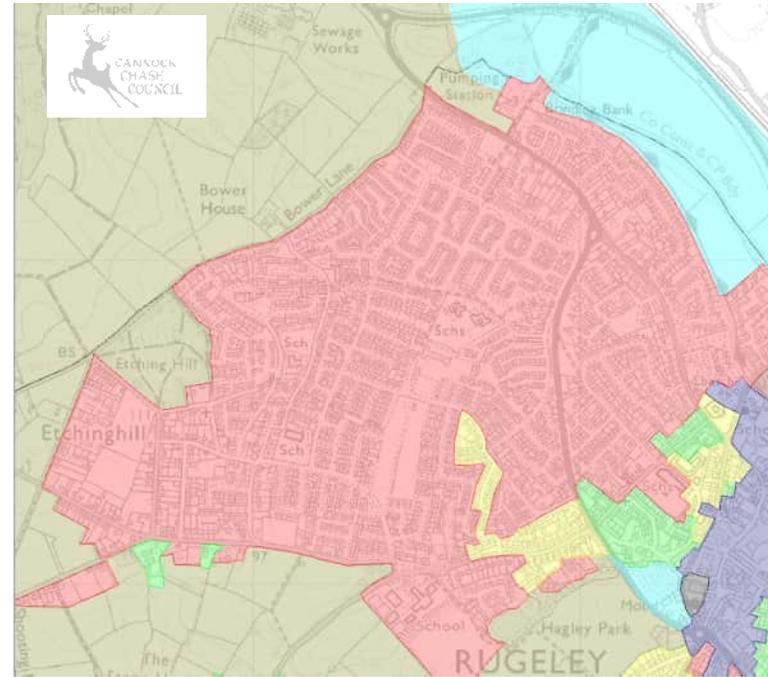
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- Wooded Estatelands and River Meadowlands
- Rugeley EUS (2009/10)- HUCAs 16-20
- Cannock Chase Local List

Key Features Map



Character and Landscape Types (period/type of development and type of open countryside nearby)



Based on Ordnance Survey Mapping with the Permission of the controller of her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Cannock Chase District Council. Licence No. 100019754. 2010



APPENDIX B: Residential Development Guidelines including garden sizes

Standard	Reason
<p>Minimum distance of 21.3 metres between front and rear facing principal windows (kitchens, living rooms, dining rooms and bedrooms) or no less than the existing distance where this is less than 21.3 metres. Facing windows at ground floor level can be more closely spaced if there is an intervening permanent screen e.g. wall or fence. This standard is particularly important for new dwellings which will face/back onto existing dwellings. Variations to this recommended minimum distance will be considered dependant upon the particular circumstances and type of development e.g. greater distances may be required where there are differences in levels. See Figure 1 below.</p>	<p>To retain sufficient privacy and outlook</p>
<p>Obscure glazing or windows with cill height of 1.7 metres or above can potentially be used as alternative to the above separation distance.</p>	<p>To retain sufficient privacy and outlook</p>
<p>Side facing first floor principal windows should not overlook neighbouring private amenity space at a distance of less than 10 metres. See Figure 2 below.</p>	<p>To retain sufficient privacy and outlook</p>
<p>45° daylight standard- no obstruction of light above a vertical angle of 25° measured from the centre of the windowsill within any horizontal sweep of 45° (excluding the 45° of the windowpane). The measurement for patio windows is taken from a height of 1.2m above floor level. See Figure 3 below. In the cases of attached or closely spaced detached dwellings this standard may not always be achievable. Where a neighbouring property has a principal window which faces the side rather than to the front or rear of the property, these standards will not be applied to that window. In these cases proposals will be considered on their individual merits taking into account outlook, amenity and overall design.</p>	<p>To preserve daylight and outlook</p>
<p>Where the side of one dwelling (blank elevation) faces the rear of a neighbouring property the minimum distance should be 13.7metres between the two storey parts of each dwelling. This distance should be greater if the proposed development is on higher ground and could be reduced if it is on lower ground, or only extends partially across the facing windows of the rear</p>	<p>To avoid overbearing</p>

Appendices

Standard	Reason								
property. In all cases for two storeys a minimum distance of 12.2metres should be achieved. The minimum distance for a single storey extension in this position is 10.7metres .									
<p>New Garden Size Guidance Minimum sizes recommended for gardens based on sizes used by other Councils and the need to reflect dwelling sizes:</p> <table border="0" data-bbox="319 627 957 896"> <tr> <td>1 or 2 bed dwelling</td> <td>40-44sqm</td> </tr> <tr> <td>3 bed dwelling</td> <td>65 sqm</td> </tr> <tr> <td>4+ bed dwelling</td> <td>80 sqm</td> </tr> <tr> <td>Flat with communal space</td> <td>30 sqm per flat</td> </tr> </table>	1 or 2 bed dwelling	40-44sqm	3 bed dwelling	65 sqm	4+ bed dwelling	80 sqm	Flat with communal space	30 sqm per flat	To provide amenity
1 or 2 bed dwelling	40-44sqm								
3 bed dwelling	65 sqm								
4+ bed dwelling	80 sqm								
Flat with communal space	30 sqm per flat								
Extensions- see written guidance below on set back standards for different types of extensions	To assist compatibility with streetscene								

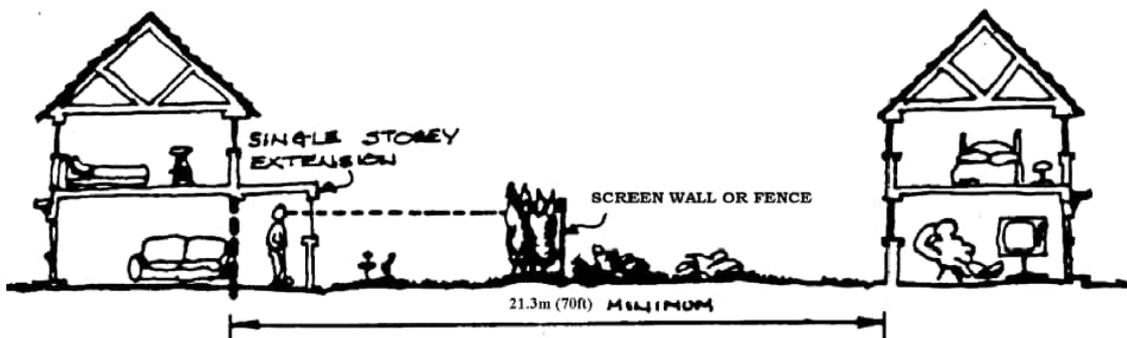


Figure 1. Principal Facing Windows

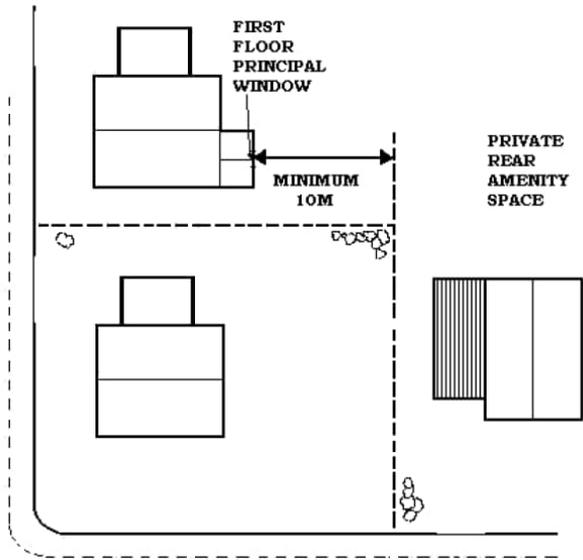


Figure 2. Side facing principal windows

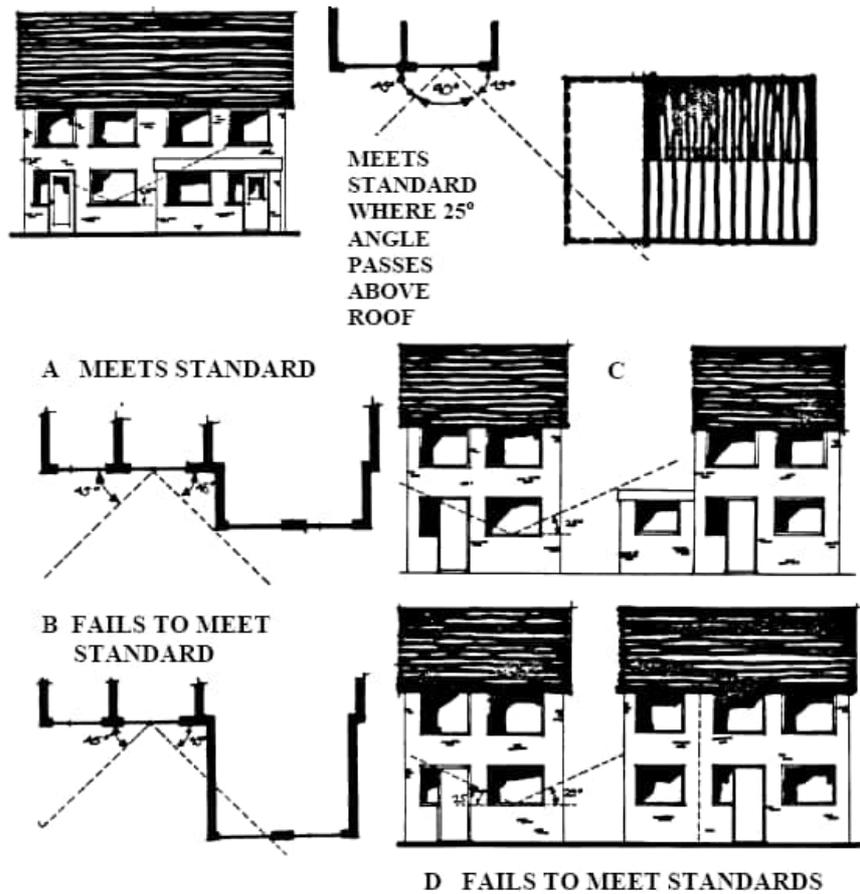


Figure 3. 45 degree standard

Different Types of Extensions

Side Extensions

Single-storey side extensions should normally be designed as an extension to the original form of the existing building incorporating a pitched roof with a gable, hip or lean-to as appropriate. Two-storey side extensions are usually prominently in view from a street and should be designed as an extension to the original form of the existing building, incorporating a pitched roof with a gable or hipped end as appropriate to the design of the existing building.

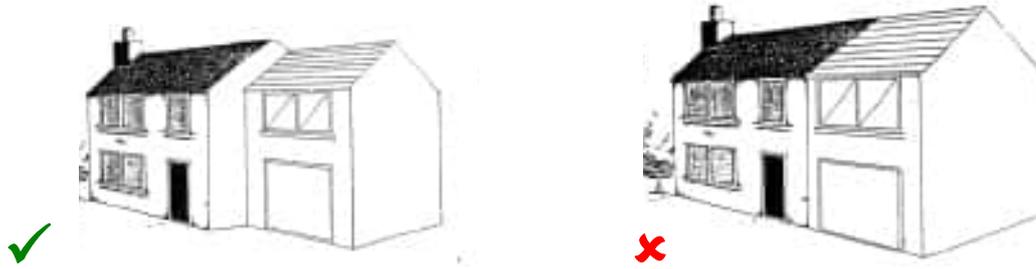


An extension is best designed to be subordinate to the existing building, i.e. not extending the full depth of the dwelling and should be set back from the front wall of the dwelling in recognition of its subordinate nature. Permitted development rights for ground floor extensions (up to 50% of the existing dwelling width) allow

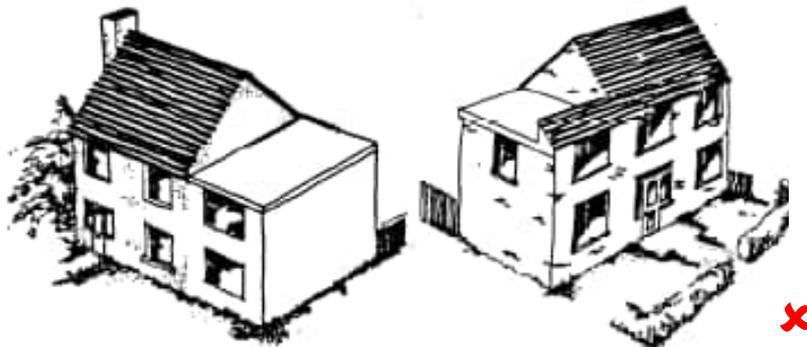
for ground floor developments to be built 'flush' up to the existing property frontage. However, in the instance of a two storey extension which is less than 50% of the existing dwelling width, the Council would recommend the setting back of the first floor by a minimum of 0.5m.

Single or two storey extensions which are between 50-75% of the existing dwelling width should be set back 0.5metres on ground and first floor. Any side extensions which are particularly wide, approaching the width or greater than the width of the existing dwelling can create a visually unbalanced effect. As a general principle, where a proposed extension exceeds 75% of the width of the house, the ground and first floor should be set back a minimum distance of 1.0m. A greater set back may be advised to provide a break in a particular long frontage.

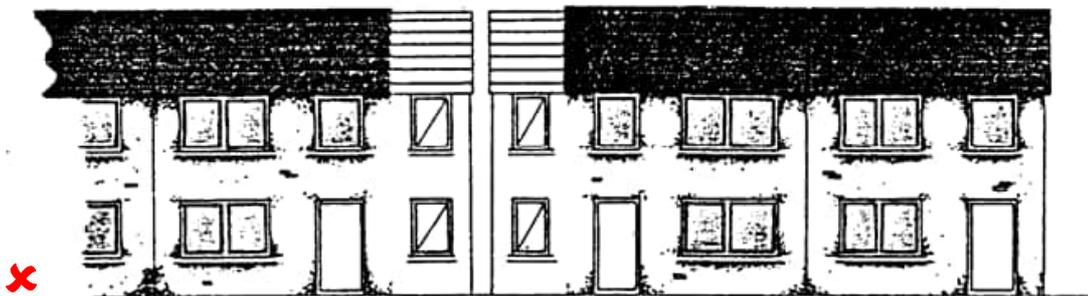




Flat roofed extensions to pitched roof houses always look incongruous, resulting in a general lowering of environmental standards. As a compromise, sometimes a small mono-pitched façade is proposed. However, it is considered that mono-pitches appear equally incongruous and detrimental to the streetscene and therefore such proposals will not be acceptable.

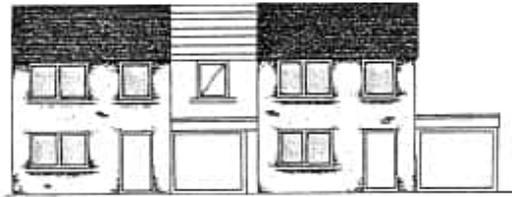


Where two-storey side extensions are proposed to be built up to the plot boundaries of detached properties, the cumulative effect of such extensions is likely to have an adverse effect on the streetscene, creating a cramped form of development or a terracing effect.



Such extensions can also pose detailed design problems where properties are link-detached (usually by single storey garages) or where semi-detached properties have adjoining garages sharing a party wall.

In the case of link-detached houses, a first floor side extension would not be acceptable if it is needed to be attached to the adjoining dwelling.



In the case of semi-detached properties, building above linked garages may only be practicable if both neighbours can combine to produce a matching design. Where there is a difference in level and/or a change in building line, it may not

be appropriate to build up to the boundary because of the awkward relationship that would produce between adjoining eaves and verges.

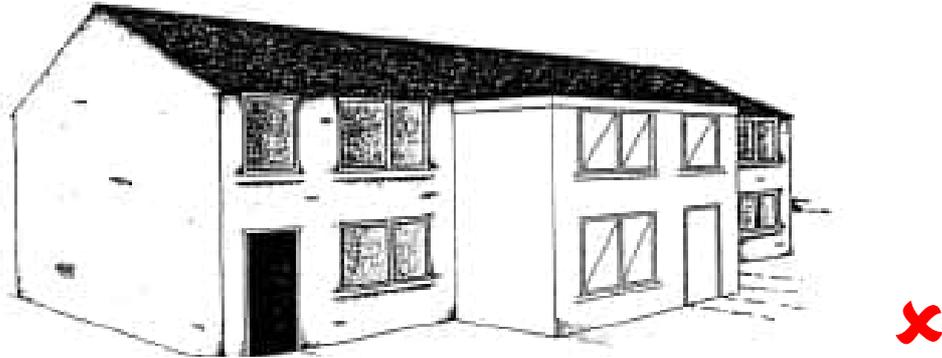
Extensions which wrap around the corner of the existing dwelling with flat roofs will not be acceptable where this form of extension conflicts with the original design. If, however, the original design of dwellings in a particular location incorporates this feature, this can be repeated. In other cases, when it is wished to incorporate a side extension with a front porch, a pitched roof should be provided. Again, it should be emphasised that mono-pitches will not be acceptable as they do not relate well to the original property and are detrimental to the streetscene.



Rear Extensions

The effects on neighbouring properties of rear extensions are usually of crucial importance. Two-storey rear extensions will not normally meet the recommended daylight standards when proposed abutting or close to the common boundary of an adjoining terraced or semi-detached house. When there is sufficient space to

build clear of boundaries, they should not infringe the guidelines as set out previously, i.e. 21.3m between facing principal windows and they should have pitched roofs. Flat roofs will not be acceptable.



Front Extensions

Front extensions are the most difficult of all to design satisfactorily, particularly to terraced or semi-detached houses. A block of terraced properties usually has a unity of design based upon a repetition of design details such as doors, windows, decorative brickwork, which set up a rhythm that a front extension would break to the detriment to the character of the street. In the case of semi-detached houses, each one of a pair is normally designed as the mirror image of the other. By following the design principles above a side extension to a semi-detached house can be satisfactorily assimilated into the street but a front extension, even if these principles are followed, will be likely to have a disruptive effect unless it is small enough to be absorbed within the greater unity of the design of the pair of houses and the streetscene as a whole. This is particularly the case where dwellings are arranged on a fixed building line and also applies to closely spaced detached houses of identical design.

There will therefore be a general presumption against front extensions other than porches or equivalent small additions such as canopies. This is unless it can be shown that the extension can be successfully assimilated into the streetscene.



Where a street comprises a variety of dwelling types or individually designed detached dwellings, there is more scope for building front extensions of a satisfactory design. The design principles should be followed and particular attention paid to not infringing the privacy guidelines unless an intervening screen can be provided.

Roof Extensions

The addition of rooms within the roof space may be the solution to some households need for additional space. However, many houses and bungalows were not designed to accommodate rooms in the roof because the angle of pitch is too shallow and, in order to provide the necessary headroom it is often necessary to push part of the room out into a box-like dormer at or above the height of the existing ridge, resulting in a grossly out of scale incongruous extension. Box-like roof extensions to the front are not acceptable as they are inevitably unsympathetic to the design of existing dwellings. If the roof pitch is too shallow to enable a dormer to be kept below ridge height it will not be possible to extend in the roof space.

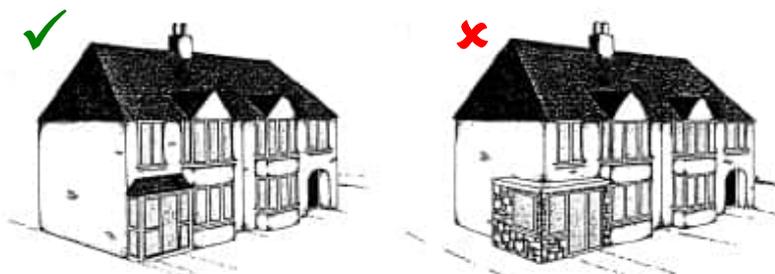
On a steeply pitched roof, it is possible to provide additional habitable



accommodation largely within the existing roof space, extending beyond it merely to provide light in the form of small dormer windows. Carefully placed and sympathetically designed dormer windows are acceptable. They should be subordinate to the existing roof and follow the vertical lines of existing doors and windows, and be constructed in matching materials. Design materials should follow those of the existing dwelling. Hipped or gabled dormers may be appropriate. Alternatively, recessed dormers or roof lights may be the solution where it is particularly important not to disturb the existing roof form.

Porches and Canopies

It is equally important for these relatively small extensions to be designed sympathetically. A poorly designed porch, perhaps one out of a manufacturer's standard range, can spoil the appearance of a house, e.g. stone clad flat roofed porched look



incongruous on brick built pitched roof houses. Flat roofed porches which wrap around the corner of a dwelling normally look out of place. The cumulative effect of a variety of porches on a terrace of otherwise identical houses can be visually disastrous.

Simplicity in design, use of compatible materials, preferably a lean-to, hipped or gabled roof where appropriate should be used. A simple lean-to canopy may be a suitable alternative to an enclosed porch if all that is required is weather protection outside the front door. Small fully glazed porches which do not obscure the original lines of the dwelling are also usually acceptable.

In conclusion, the design principles of following the built form of the existing dwelling, use of matching materials and following the main lines of existing openings are usually applicable to porches as any other form of extension.

APPENDIX C: Tree and Landscape Assessment Guidance for Planning Applications

Information Requirements to support planning applications on sites where trees are a factor:

Stage	Minimum Detail Required	Additional Detail at Discretion of LPA
Pre-application/ layout	<ul style="list-style-type: none"> • Topographic survey • Arboricultural Assessment in accordance with BS5837:2012 • Draft Tree Retention and Removal Plan • Draft Tree Protection Plan 	<ul style="list-style-type: none"> • Draft Arboricultural Impact Assessment
Application	<ul style="list-style-type: none"> • Topographic survey • Arboricultural Assessment in accordance with BS5837:2012 • Tree Retention and Removal Plan including Schedule of Tree Works • Tree Protection Plan • Arboricultural Impact Assessment • Hard and soft landscape details • Service details • Proposed levels 	<ul style="list-style-type: none"> • Arboricultural Method Statements • Any play area details – equipment and surfacing
Reserved Matters/ Discharge of Conditions	<ul style="list-style-type: none"> • Arboricultural Method Statement • Hard and soft landscape details • Landscape Management and Maintenance Details • Any play area details - equipment and surfacing 	<ul style="list-style-type: none"> • Arboricultural monitoring (on complex or large sites)

The basic requirement to enable any useful discussion is a Arboricultural (Tree) Assessment in accordance with BS5837:2012 showing all trees within the site and any on adjacent land which may impact on the site. This will reveal the opportunities and constraints likely to affect development of the site and enable design and assessment of a proposal. More detailed technical information is required to accompany a planning application, including information about site levels, tree impact, any special engineering and services plus information on how the health of the retained trees will be safeguarded during and after the development.

All information must be produced in accordance with BS5837:2012 Trees in Relation to Design, Demolition and Construction. This standard sets out a

logical sequence of events relating to what information is required, why & when and has tree care at the heart of the process.

Details of Assessments and Surveys:

Topographical (Land) Survey (Ref BS5834:2012 section 4.2):

- Accurately plotted and to a recognizable and appropriate scale
- Site contours preferably at 1.0m levels
- Spot levels of roads, structures and base of all trees
- Show existing hard and soft landscape features
- Show accurate crown spread of all trees, based on the 4 cardinal points (N. E.S.W) that may influence the site e.g. through crown spread or extent of the root protection zone.
- Accurate plotting of all existing trees with a stem diameter greater than 100mm at 1.50m above ground level (or other designation agreed in writing with the Council) on or adjacent to the site. Where woodland is within or adjacent to a site the woodland should be accurately plotted with all boundary trees shown. Hedgerows should be accurately plotted identifying which side of a boundary line the hedge was planted on.
- All boundary treatments and features
- Existing services both under and over ground including invert levels and inspection chambers or fixed equipment
- On complex or large sites a full hydrological and soil survey may be required
- A topographical negative will allow interpretation of requirements for changes in levels in relation to tree cover and should be submitted with any applications

Arboricultural (Tree) Assessment (Ref BS 5837:2012 Section 4.4):

- An accurate survey of all existing trees on or that may influence the site e.g. through crown spread or extent of the root protection zone including the following details:
 - all trees individually numbered as specimens or distinct individuals. Group numbering may be acceptable where the trees are growing together.
 - tree species, approximate age and physical condition
 - tree height, diameter at breast height (DBH) and crown spread must be shown (the four cardinal points of the crown spread should be shown and the location of the trunk, to indicate any uneven growth characteristics)
 - consideration should be given to wildlife value, rarity, defects, hazard trees, safe useful life if development is permitted and any other value that will allow a clear indication of the tree's amenity and landscape contribution.
- All sites with trees on or near them should be evaluated prior to trees being identified for removal and independent of layout design being finalised
- Assessment should be site specific and not include comments such as 'remove to facilitate development'.

Arboricultural Impact Assessment (AIA)(Ref BS5837:2012 Sec 5.4)

Should be presented as a formal report including:

- The Topographical (Land) Survey
- The Arboricultural Assessment.
- A detailed assessment of the impact of the development on the trees and vice versa. It must be site specific and not generic in its approach.
- A Tree Protection Plan showing issues to be addressed by any Arboricultural Method Statement.

Tree Protection Plan (TPP)(Ref BS5837:2012 Sect 5.5)

Should include:-

- Trees identified for removal
- Trees identified for retention.
- Proposed tree works.
- Extents of Tree Protection Zones
- Position of tree protection fence.
- Areas for storage and mixing.
- Contractor's car parking.
- Areas designated for landscaping.
- Proposed services
- Any other requirements for space.
- All changes in ground level
- Changes in level including retaining walls.
- Position and space required for specialist foundations

Arboricultural Method Statement (AMS) (Ref BS5837:2012 Sect 6.1)

- Where any works are proposed within the 'Root Protection Area' (RPA) and/or crown spread of a tree, an AMS will be required in order to demonstrate that the proposed works are practical and can be undertaken without adverse impacts on retained trees
- Such works may include the following:-
 - Removal of existing structures and hard surfaces.
 - Installation of temporary ground protection within the RPA's
 - Installation of services within the RPA's.
 - New hard surfaces with the RPA's
 - Specialist foundation and the effect they will have on finished levels and finished heights.
 - Retaining structures to facilitate changes in level.
 - Landscaping works.
- The AMS should also include:

- An auditable system of monitoring.
- A list of relevant contacts.
- The AMS must be site specific and written in a way that is definitive and enforceable. Words such as 'ideally', 'should' and 'if' must be avoided as they imply that this is an option. Appropriate wording in the AMS includes 'shall' or 'must' when describing on-site operations and protective measures.

Arboricultural Monitoring

On large or complex sites a programme of arboricultural monitoring may be requested from the tree consultant, to be submitted to the Local Planning Authority at key stages of the development process.

PROTECTED TREES

Trees can be protected by Tree Preservation Orders, Conservation Area designation and via planning conditions. Tree Preservation Orders may cover single specimens, groups or woodlands. Conservation Area protection extends to all trees above a specified size within the designated area. Trees and hedges on development sites may also be protected by conditions attached to planning permissions.

Tree Preservation Orders (TPO's)

TPO's are used to protect trees if their removal and the subsequent loss of visual amenity would have a significant negative impact on the local environment, now or in the future. Trees protected by TPO remain the responsibility of the land owner and as such the serving of an Order does not transfer any maintenance responsibility or liability to the Local Planning Authority. A formal written consent is required from the Local Planning Authority to carry out any works or to fell **before works are carried out**, unless a suitable exception can be demonstrated. Exceptions to the requirement to submit a formal application are covered by Regulation 14 of the Town and Country Planning (Tree Preservation)(England) Regulations 2012 which can be provided on request by the TPO Officer. All applications for tree works must be submitted on the standard 'applications for tree works' form with all of its sections fully complied with. Failure to meet this requirement will result in non-validation. Details of the application procedure can be obtained from the Local Authority Tree Protection Officer, who is available to attend pre-application meetings.

Works must be specified and carried out in accordance with BS3998:2010 (Tree Work – Recommendations) Conditions can be applied to consents to fell including a condition to replant. Trees felled in contravention of the Act, or under exemption due to them being dead or that they impose an immediate risk of serious harm are automatically required to be replanted (Section 206 – Town and Country Planning Act 1990). Young replanted trees may also be protected by TPO and in the case of those replaced subject to Section 206 are automatically protected by the original; Order, even if they do not match the description in the plan and first schedule.

TPO contravention is a criminal offence meaning that large fines or custodial sentences are possible. It should be noted that with the introduction of the Legal Aid, Sentencing and Punishment of Offenders Act 2012 (Fines on summary conviction) Regulations 2015, fines on summary conviction are no longer limited to £20,000 for wilful destruction. Fines for the wilful destruction of a TPO tree issued by the Magistrates Court are now unlimited. A full (detailed) planning permission can also give consent for works to TPO trees, but an outline planning consent cannot.

Trees in Conservation Areas

Trees in Conservation Areas are protected in a similar way as a result of their visual contribution to the character and appearance of an area. Conservation Areas are designated by the Local Planning Authority to recognise their special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. It recognises that historic and architecturally interesting buildings exist in a particular urban or rural context which provides a setting for the buildings. Trees can make a significant contribution to a Conservation Area, providing a leafy backdrop to the buildings as well as framing views and acting as focal points. One of the consequences of designation is that it becomes an offence to cut down, top, lop, uproot, wilfully damage or wilfully destroy any tree in the Area except with the consent of the Local Planning Authority. Further details of this control and exceptions to it can be obtained from the Local Authority Tree Protection Officer.

Planning Conditions

Existing trees and hedges on development sites may be protected by conditions attached to planning permissions, which may require retention of trees and hedges and their protection in accordance with an approved scheme (see BS 5837:2012) and to secure other tree and landscape matters supporting the application.

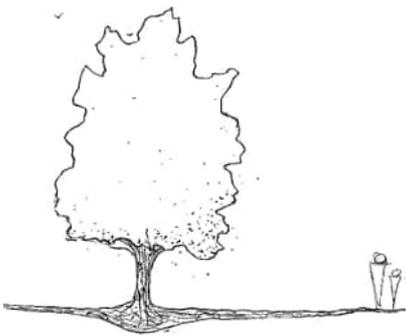


Fence designed to accommodate existing mature tree

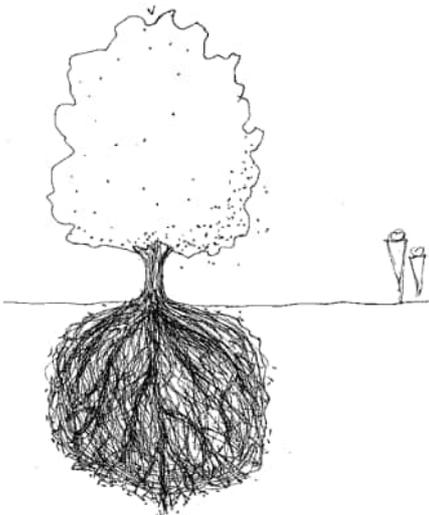


Addressing a change in levels adjacent to existing trees

Tree roots- myth versus reality



Roots spread outwards



Roots same as canopy spread below

APPENDIX D: Tree and Landscape Scheme Guidance

A landscape scheme consists of both soft (planting) and hard (paving and boundary treatment) landscape elements and relates to the space around buildings. It is not simply a matter of adding a few trees and shrubs in the gaps left over after designing the building but is about the considered design, form and function of the whole site - how the site works, how people will use the spaces and how they will move around and through them. A good scheme will be appropriate to the scale and use of the development and locality, designed to ensure the development complements and fits with its surroundings and will not restrict the use of imaginative or novel designs. A poor scheme will fail to enhance either the development or locality and may result in major issues which either cannot be corrected or are expensive to correct.

Unlike buildings, which once erected have a fixed size and shape in space and time, plants continually change not only in size and shape but also in the different effects they produce throughout each year and as the scheme matures and the habit/form of the plants change.

It is a fact that **whilst the landscape scheme may only represent a small percentage of the total cost of a scheme it is often the most visual element and reflects the image of the development to both the users and general public.** A poorly designed and implemented scheme not only gives a bad impression but also increases maintenance costs and liabilities for the end users. Best practice techniques will be sought to maximise chances of survival. Whilst landscape schemes generally represent only a small percentage of the total scheme cost, a successful scheme on a difficult site will have a significant positive overall effect.

The selection of plant species requires careful consideration of a wide range of factors. These including the type of location, the proposed use of the site, orientation, microclimate, soil type, the desired effect and level of maintenance & management. The latter factor is often overlooked as is the potential of variation in uses of some sites.

Each plant species has different growth rates and ultimate sizes. These changes and effects have to be carefully considered not just at the planting stage but for 10, 20, 50 years plus. It must be realised that as a landscape scheme develops it can and does alter both the visual and physical characteristics of the whole site.

The choice of plant size to be used depends not only on the desired initial effect of the scheme but also the density at which they are planted, the growth rate of each species, their ultimate size and also the purchase cost. Likewise the density of planting depends on size of plants used, required desired effects, growth rate and ultimate size.

Different types of planting have different maintenance requirements, not only throughout the year but as the scheme develop and matures. The speed at which various types of planting matures differs considerably and therefore the maintenance and management requirements will change. These factors need to be taken into account at the design stage.

The design of a landscape scheme therefore involves specialist technical knowledge and awareness of a wide variety of factors. The use or advice of appropriate professionals is essential to ensure success in both the short and long term and prevent the development of potential problems, and whilst the Council is able to offer advice the design of the scheme is the responsibility of the developer.

Landscape Scheme

The following details are considered essential on the proposed landscape drawings. **Existing site layout and features should be shown on the 'existing' site survey and other appropriate plans; only retained and proposed features should be shown on the 'proposed' landscape plans**

Buildings – location of retained and proposed new buildings including levels.

Structures - location of all retained and proposed hard features including walls, fences and other structures or 'furniture', including substations, pumping stations, storage areas (e.g. bins, cycle & trolley stores and their appropriate access), signs, lighting, gates, benches and bollards etc. These should be of a style and quality suitable to the nature of the development, integrated into the site layout and adjoining landscape.

Hard surfaces including footpaths and car parks - location of all retained and proposed hard surfacing with construction details (compaction, edging and surface finishes) and drainage falls. The use of permeable surfaces will be required especially for areas within tree protection zones. Tree planting in small planting beds within and or in paved areas & car parks will require appropriate root zones to be formed under and/or extending into the paved areas, supported by appropriate technical design details. Car parks generally will require the planting of semi-mature trees within and/or around the perimeter to break up the expanse of hard surfacing. Pedestrian, wheelchair and cyclist access and circulation around buildings should be adequately addressed.

Levels - contour details of existing and proposed ground levels at a minimum of 1.0 metre intervals. These may be shown on specific plans, including sections if necessary. Proposed contours must give a natural appearance and be safe and easy to maintain, with slopes that are neither too steep not too uniform. Typically gradients steeper than 1:6 will be unacceptable. Engineered slopes must be finished with concave bases and convex tops to create a more naturalistic appearance.

Services – existing and proposed service runs and their easements, annotated to indicate their type and depth. If exact locations of proposed services are unknown at application stage, indicative locations or zones must be estimated based on existing information such as outfall & connection points. Zones may be large enough to contain several service run options. Services should run under paved areas so as not to sterilise soft landscape design & implementation. The requirements of services and site landscaping (tree planting) must be fully co-ordinated at the design stage to avoid conflicts or future issues.

Land drainage – Details of measures such as land drains and soakaways to prevent standing water on soft landscape areas or running water on footpaths. Additional measures will be required where this or other drainage (shown as part of services above) is considered inadequate. SUDS must be integrated within the overall landscape scheme.

Storage of materials and movement of plant during construction - access points and routes of vehicle movement, location and movement of plant and sites for storage of materials, including soil, on areas to be planted should be shown. Such areas will be assessed for any impact such as compaction that will require associated decompaction/preparation.

Ground preparation – A detailed specification for preparation of any ground which will receive new planting. Adequate ground preparation is the key to good establishment and long term survival and can rarely be re-executed. Where soil has been imported as part of a development, a method statement detailing its history (i.e. storage, handling and placement) will be required. Where any excavation or work is to be undertaken in root protection areas, appropriate method statements will be required. Where any of the proposed soft landscape scheme is on reclaimed ground, details of site investigation and a specification for proposed amelioration will be required. Many sites within Cannock Chase District are known to have poor existing ground conditions. Compacted ground will need to be dealt with through the method of complete cultivation. Where planting is proposed on ground formerly built on, additional ground preparation will be required. The specification submitted should demonstrate that the applicant has adequately anticipated the extent and scale of the technical operations required.

Existing vegetation – location of all existing vegetation to be removed or retained. Details for protection of vegetation to be retained during construction works must be marked on the drawing. It will be in the applicant's interest to maintain as much existing vegetation as possible resulting in less new planting, particularly semi-mature trees. Appropriate consideration must be given to the growth characteristics and ultimate size of any retained vegetation, especially trees, as well as new planting. Buildings and hard surfaces must be located accordingly to cater for such growth without the need for constant cutting back. Not only does this increase the maintenance liability in terms of costs but it will not be considered a sustainable solution. A higher level of large planting stock will be required on bare sites or where vegetation has been lost. A schedule of proposed management works for the retained vegetation and habitat must be included to ensure its long term survival through appropriate management and replacement works

Planting plan – soft landscape works should be shown in the form of a planting plan. The planting plan should be accurate and to scale. It should show the extent of soft areas and clearly identify planting positions of trees, shrubs and other plants singly or in groups of the same species. All planting areas should be keyed to a planting schedule and large mixes, such as woodland and grasses, should be keyed separately. The plant schedule should include the full name of each plant, its size, its form (e.g. containerised, rootballed etc as per the National Plant Specification, published by the Horticultural Trades Association), and its density or centres at planting. Schemes should consider the following points though the scheme should respond to the site and its context:

- A significant amount of structural planting (i.e. zones of dense tree and shrub planting, usually native, to buffer neighbouring sites and internal boundaries, along the site frontage and roadsides).
- An appropriate use of native and/or ornamental species suitable for the sites end use
- A suitable choice of species for the site conditions (i.e. soil, microclimate, orientation and drainage)
- A simple mix containing a large number of plants of a small number of different species
- A significant proportion of trees as part of the creation of the Forest of Mercia and to maintain and increase the tree cover within the District.
- Medium to high planting densities to achieve fast and successful establishment as appropriate
- Specimen trees planted preferably within areas of shrubs or ground cover, rather than grass
- The use of hedges to define boundaries and or screen fences and walls

Planting specification - a specification of the planting methods including details of stakes, guys and shelters for trees. It should include plant lifting, handling, storage, planting, backfilling, firming in, mulching, shelters etc and be in line with best horticultural, arboricultural and urban forestry practice.

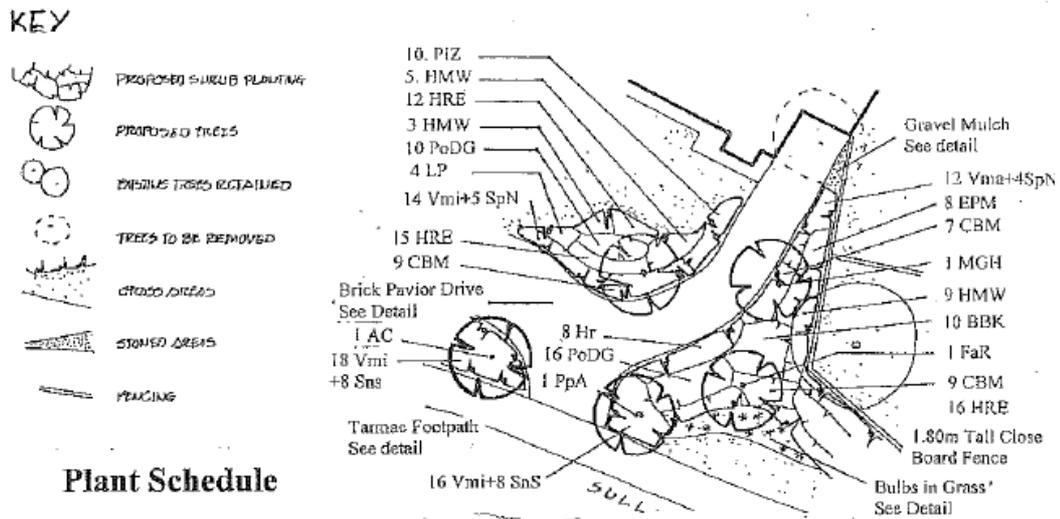
Establishment Specification – a specification for maintenance to achieve establishment over the 5 year planning condition period. It should include details on promoting healthy vigorous stock through, for example, weed control, fertiliser, pruning, and replacement of dead, dying or missing stock and be in line with best horticultural, arboricultural and urban forestry practice.

Management Plans – a document specifying the long term (20, 30, 40, 50 years+) aims and objectives for the landscape of the site. The regular yearly work to achieve these aims and objectives are covered within a Maintenance Plan/Schedule.

Public Open Space – an area to be adopted as Public Open Space will have additional site specific requirements. Failure of Public Open Space will ultimately be the responsibility of the Council so assessment will be more rigorous especially in relation to the following points:

- **Footpaths** – paths to be adopted as ‘Highway’ should be annotated on the drawings. These will be assessed as part of the Highway approval process.

- Water features – existing and proposed water features, including dry balancing areas/SUDS. Creation of new /enhancement of existing water courses and ponds will be sought. Culverting should be avoided and bridges are likely to be required. All such features should look natural.
- Play areas – proposed play areas will need to be in accordance with the Council's Parks & Open Spaces policies/requirements. The details of equipment & safety surfacing will generally be dealt with separately to the landscape details, however the play area location, layout & integration within the development will be dealt with as part of the landscape scheme.
- Establishment Method Statement – areas of land to be adopted as Public Open Space will require a detailed Establishment Plan to ensure that a well established landscape is produced at the handover stage. The Establishment Plan should include full details of all operations necessary to ensure the satisfactory growth and establishment of the scheme including, but not limited to, weed control, pruning, litter picking, fence maintenance, grass cutting, yearly replacement of failed, damaged or vandalise stock, etc. It should cover a minimum period of 3 years (3 full growing seasons). The acceptance by the Council of Public Open Space will depend not just on the planting visible at the end of the period but also on completion of the approved maintenance operations throughout the establishment period (i.e. performance based criteria). This will be achieved via agreed quarterly joint site inspection. It will be the responsibility of the developer to rectify the situation over an agreed period of time whilst continuing with the maintenance.



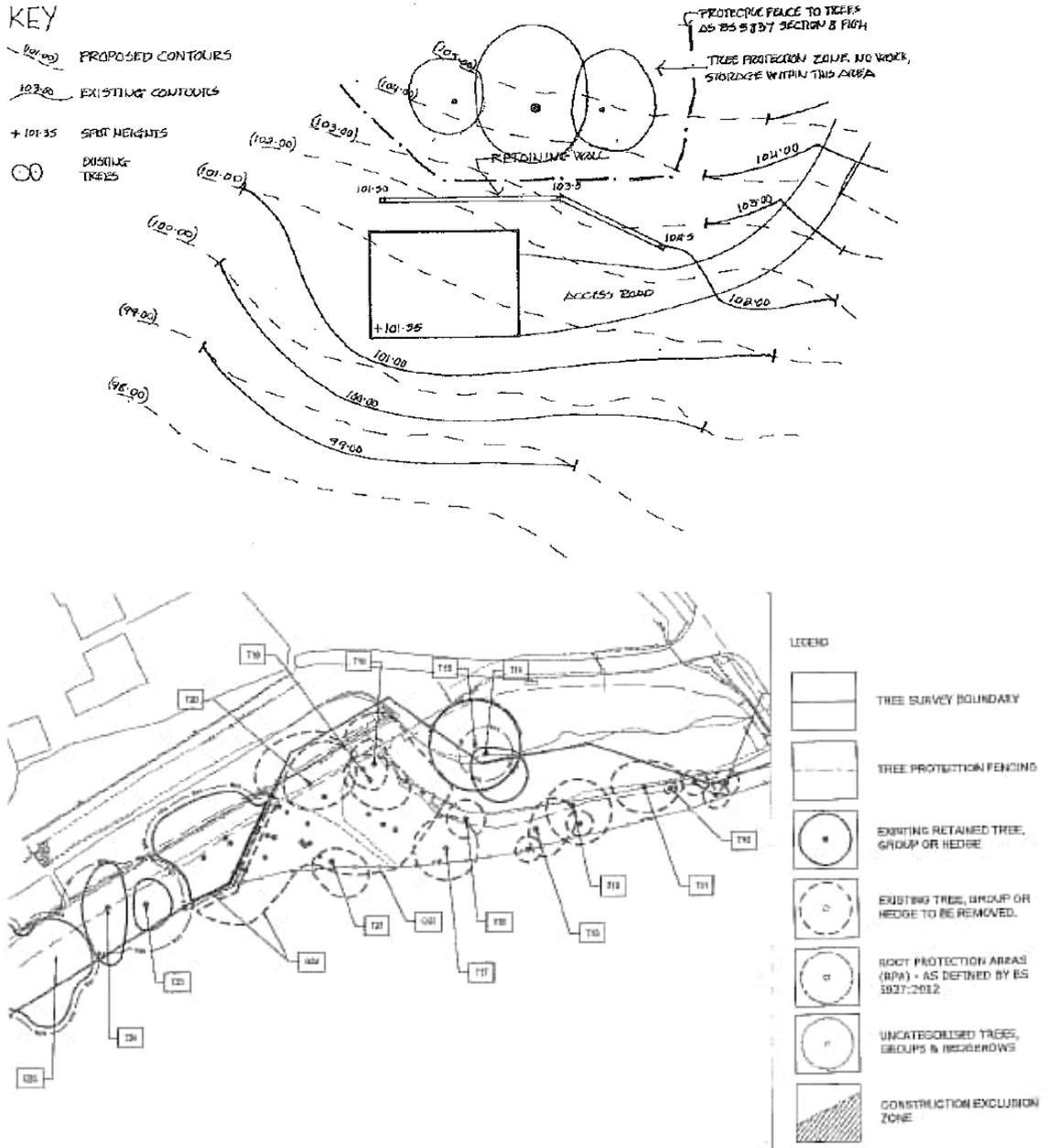
Plant Schedule

Key	Species	Size	Density	No.
Trees				
Ac	Acer campestre	14-16cms		1
FaR	Fraxinus angustifolia 'Raywood'	16-18cms		1
MGH	Malus 'Golden Hornet'	14-16cms		1
PpW	Prunus padus 'Watereri'	16-18cms		1
Shrubs				
BBK	Buddleia davidii 'Black Knight'	40-60cms 3L	1.5	10
CBM	Ceanothus 'Blue Mound'	30-40cms D 3L	2	25
Hr	Hebe Rakiensis	30-40cms 7.5L	2.5	8
HRE	Hebe 'Red Edge'	20-30cms D 3L	3	43
HMW	Hebe 'Mrs Winder'	40-60cms 5L	2	17
LP	Lonicera pileata	40-60cms 5L	2.5	4
PoGD	Physocarpus opulifolius 'Darts Gold'	30-40cms 3L	3	26
PIZ	Prunus laurocerasus 'Otto Luyken'	30-40cms 3L	2.5	10
SpN	Salix purpurea Nana	40-60cms 3L	2.5	4
SnS	Spiraea nipponica 'Snowmound'	40-60cms 3L	2.5	13
Vma	Vinca major	20-30cms iL	6	12
Vmi	Vinca minor	20-30cms iL	6	32
Climbers				
Cja	Clematis 'Jackmanii'	60-80cms 2L		6
CmR	Clematis montana 'Rubens'	60-80cms 2L		4
Bulbs				
		Grade		
	Crocus tommasinianus	5/6	30	250
	Galanthus nivalis 'Lutescens'	5/6	20	100

D Diameter

Examples of Tree and Landscaping Plans

Appendices



Examples of Tree Protection and Levels Plans

Appendices



Root box constructed under paving



Well prepared planting beds prior to adding soil



Well prepared planting beds prior to adding soil



Good quality landscape scheme



Good quality tree protection and staking



APPENDIX E: Local List Nomination Form

CANNOCK CHASE DISTRICT LOCAL LIST NOMINATION FORM

The Cannock Chase District Local List arises from a desire to recognise aspects of local heritage which are valued by the local community in contributing to the local distinctiveness, character and historic appearance of the area. It is an opportunity for local people to work with the Council to identify a variety of local heritage assets which may not meet the requirements for statutory protection yet are valued by the community and which they would like recognised in order to influence planning decisions.

Any building/feature will need to meet one or more of the following selection criteria in order to be considered for Local Listing:

Selection Criteria

1. Of local historic interest serving as a reminder of the social, economic, cultural or military history of the District including archaeological interest or a link to a local figure
2. Of architectural or landscape interest including innovative design, decoration, craftsmanship or plan form
3. Making a positive contribution to the local distinctiveness, character and appearance of the District, including the interest of any group of buildings of which it forms part, landmark value or contribution to local identity

In order to qualify for Local Listing the building/feature must not already be protected by statutory listing though it may be within a Conservation Area.

Nominations can be made via the form below. The evolving Local List will be published via the County Historic Environment Record and Council website. Owners/occupiers of affected properties will be advised in writing of the intention and implications.

The Council hopes owners will be pleased that their building has been recognised as an important part of the District's heritage. However, any challenge to adding a property to the Local List should be made in writing within 30 days of notification on grounds that the building fails to meet the selection criteria.

Appendices

Name and address of building/feature	
Grid Reference	
Relevant selection criteria	
Statement of significance - why building/feature is noteworthy (in not more than 200 words).	
Photographs	Please attach photographs (taken from a public vantage point)
Contact details of nominee	