

Staffordshire Local Plan Review

Examination in Public

Hearing Statement for Matter 7

Site Allocations Issues 1 and 2

Land at Cherrybrook Drive, site ref. 005.

On behalf of Persimmon Homes

Author: KF



Document Management.

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Contents.

1. INTRODUCTION	1
2. MATTER 7 – SITE ALLOCATIONS.....	3

Appendices.

Appendix 1 - Vision Document for Land at Cherrybrook Drive, Penkridge

Appendix 2 – Current Proposed Layout for Live Application LPA ref 25/00004/FULM

1. INTRODUCTION

- 1.1. Pegasus Group is instructed by Persimmon Homes (Persimmon) to respond to the South Staffordshire Local Plan Examination: Matters, Issues and Questions produced by the Inspectors appointed to hold an independent examination of the South Staffordshire Local Plan Review 2023-2041 (the Plan).
- 1.2. This Statement relates to Matter 7 and it's respective MIQ's as identified by the Inspectors. Separate Statements have been prepared and submitted in relation to Matters 3, 4, 5, 6 and 8, and this Introduction has been duplicated across all Statements.
- 1.3. Persimmon are promoting land at Cherrybrook Drive, Penkridge, which is identified as a proposed allocation in the Plan at Policy SA5 as 'Site Ref 005 Land at Cherry Brook' with a minimum capacity of 88 homes. For accuracy, it should be noted that the name of the site/road is 'Land at Cherrybrook Drive', and this should be amended throughout the Plan.
- 1.4. Persimmon Homes has previously submitted details of the Site through the Regulation 18 Preferred Options Plan, as well as the earlier iteration of the Regulation 19 Publication Plan document consulted upon in 2022. These earlier representations included the production of a Vision Document to demonstrate how the site could be delivered; the Vision Document is attached again for ease at Appendix 1.
- 1.5. The site extends to some 4.2ha and is located in the highly sustainable settlement of Penkridge. It sits immediately north of the existing residential area and adjoining the current settlement boundary for Penkridge.
- 1.6. The Site is subject of a long-standing allocation as 'Safeguarded Land' under Policy GB4 of the South Staffordshire Local Plan 1996. This was subsequently replaced by Policy GB2 of the Core Strategy upon its adoption in December 2012. Policy SAD3 of the Site Allocations Document (2018) retained the Site's 'Safeguarded Land' status. It is the last and only remaining of the 1996 safeguarded sites to be brought forward with a positive allocation, the others having all since been developed.
- 1.7. The site is also now the subject of a live full planning application for 88 homes under LPA ref 25/00004/FULM, as illustrated below.



- 1.8. Persimmon's previous submissions to the Regulation 19 consultation, remain before the Examination. This Hearing Statement though, necessarily reflects the current position in relation to the relevant MIQs, having regard to the SoCG agreement reached with the Council and signed by them on 10th June 2024, and the Inspectors' specific questions.
- 1.9. This Plan has been brought forward under the December version of the NPPF, and references throughout this Hearing Statement are to that NPPF unless expressly indicated otherwise.

2. MATTER 7 – SITE ALLOCATIONS

Issue 1: Whether the preferred site allocations are positively prepared, justified, effective and consistent with national policy. [Focus: Policies MA1, SA1, SA2, SA3, SA4, SA5]

Issue 2: Whether the preferred housing sites are justified, effective and consistent with national policy. [Focus: Policies SA1, SA2, SA3, SA4]

MIQ's 1

21. This section of the Hearing Statement is focussed solely on Policy SA3 and addresses the Inspectors' questions with reference only to the Tier 1 settlement allocation Penkridge 005, Land at Cherrybrook. It necessarily re-iterates elements of the Regulation 19 submission, but with a direction and focus on the MIQ's, across both Issues 1 and 2. It is also updated to reflect the live planning application for the site (see Introduction) which is registered under LPA Ref: 25/00004/FULM (the **Application**), It is further noted that many of the MIQs are worded in a manner that is for the Council to provide a response to, rather than the representor. All the land the subject of the allocation Penkridge 005 is in the control of Persimmon Homes, who have a live Application before the Council demonstrating the site's deliverability (**MIQ Issue 2, 1o**).

Penkridge 005 - Residential – Land at Cherrybrook – Min 88 homes

22. A copy of the current proposed layout for the site as supported within the live Application is attached at **Appendix 2**. This will be subject to revision to address responses currently being received, but provides a clear demonstration of the Site's capacity, and broadly the nature of a deliverable development. The application is consistent the Plan's Policy SA3, and the Plan's Appendix C Housing Allocation Map and supporting text (Plan pages 195/196).
23. A Tier 1 Settlement is categorised within Policy SA3 as providing a wide range of facilities, with access to employment and higher order services, and also with access to key rail corridors into the adjacent towns and cities. It is agreed that Penkridge is a sustainable and accessible settlement within South Staffordshire District, capable of supporting housing growth to meet housing need and accessible to public transport in line with the Plan's Spatial Strategy. The merits of Penkridge are discussed below in the context of draft allocation of Land at Cherrybrook Drive, Penkridge.

24. The recognition that Penkridge has sustainable qualities is long standing as evidenced in previous Local Plans. Core Strategy Policy 1 of the South Staffordshire Core Strategy (December 2012) categorised Penkridge as one of nine 'Main Service Villages' within the current settlement hierarchy.
25. Prior to that, the 1996 Local Plan (and the examining Inspector) recognised the role of Penkridge as a suitable location for new housing, with good services and access to public transport. The then allocation of land for the provision of 150 new homes at Penkridge was the largest residential allocation contained within that adopted 1996 Local Plan and Penkridge was the only settlement which included both a positive site allocation and an allocation for 'White Land' within the Plan (ie now Site 005).
26. It is recognised that Penkridge benefits from an excellent level of essential community services and access to a wide range of public transport and supporting infrastructure. Penkridge also benefits from the following community facilities:
- The Haling Dene Community Centre
 - Library (Open Monday to Saturday with varying opening times)
 - Two allotment sites (23 plots to the rear of Haling Dene Centre and 44 plots at Wolgarston Way)
 - Four play areas and one skate park
 - Burial ground
 - St Michael and All Angels Church
 - Leisure centre (with a swimming pool, gymnasium, 3G sports pitch and sports hall)
 - Medical Practice
 - Numerous shops and services
27. Penkridge is also supported by three first schools, with a campus of Staffordshire College situated 2km to the south of the settlement. Additional First School provision is proposed through Policy SA2 (Land North of Penkridge).
28. **Policy DS5** seeks to direct growth to the most accessible and sustainable locations within the District, and Penkridge's identification at the top of this hierarchy, within Tier 1, rightfully recognises that the settlement has a wide range of services and is well connected, making it an ideal location for development growth, consistent with the Spatial Strategy.

- 2.9. Policy DS5 also details that this sustainable growth will be delivered through appropriate allocations made through the Local Plan. The allocation of Land at Cherrybrook Drive is supported. The site has been identified for development since the 1996 Local Plan and has featured consistently in SSDC planning policy thereafter. This is continued recognition that Penkridge is a sustainable settlement and that development at the Site is both achievable and deliverable. This is also now recognised through the SoCG for the site **Core Document DC23 (the SoCG)**.

Residential Use of the Land

- 2.10. The Cherrybrook Drive site is capable of early development in the first five years of the plan period and will complement the larger, strategic scale allocations within the Plan (including that at Policy SA4, North of Penkridge) which will take longer to deliver. In doing so, local housing needs can be met continuously throughout the plan period. This is a matter confirmed as agreed with the Council within the SoCG which notes that it is anticipated the site will be completed within 5 years of being allocated upon adoption of the Plan(**MIQ Issue 2, 1j**).
- 2.11. The point is further reinforced through the live full Application, demonstrating Persimmon's commitment to deliver the site. It is significant that the site sits with Persimmon, a housebuilder, rather than a land promoter, where there would be a delay between the grant of any outline permission, a site disposal and then reserved matter submissions (**MIQ Issue 2, 1o**).
- 2.12. The use of this Site for residential purposes has been enshrined within Local Plan policy for nearly 30 years, since the adoption of the Local Plan in 1996. Within the Inspector's Report for that Plan, they assessed the Application Site's suitability for allocation as 'White Land', noting that it was within walking distance of facilities, as well as being well contained with the potential to create a strong northern boundary to the Site. That all remains the case today. It has, therefore, long been established in policy terms that the Site is sustainable, suitable, available and deliverable for residential development (**MIQ Issue 1, 1b**)
- 2.13. By its very nature, 'Safeguarded Land' is land located between the urban edge and the Green Belt which is also required to be well integrated with existing development. As part of the allocation process the 'Safeguarded Land' was rigorously assessed in terms of the impact of future development upon environmental and landscape quality. By virtue of its earlier

identification as 'Safeguarded Land', the residential use of the Site was confirmed as acceptable in principle by SSDC, and that confirmation is now endorsed by this Plan's positive allocation, and through the SoCG.

2.14. Previously, Core Strategy (2012) Policy GB2 retained the allocation of the Site as 'Safeguarded Land', and the Site remained outside of the Green Belt for the purposes of meeting future development needs in the District. Policy SAD3 of the Site Allocations Document continued to retain the Application Site as a 'Safeguarded Land' allocation, again strengthening the role of the Site in the future delivery of housing within the District.

2.15. The above historic context clearly evidences the Council's lengthy support of the Site's capabilities to meet the identified unmet housing need in a sustainable manner. **(MIQ's Issue 1, 1b & Issue 2, 1a)**

Sustainable Connectivity **(MIQ's Issue 1, 1a & Issue 2, 1b)**

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

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

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

- 200m from the nearest bus stop (located along Cannock Road)

- 2.18. Penkridge is well served by frequent bus services running between Wolverhampton and Penkridge along the A449. The bus stops nearest to the Site are located along Cannock Road and are served by bus numbers 813, 817, 875, and 878 which run between Cannock, Stafford and Coven.
- 2.19. Penkridge also benefits from a mainline railway station on the Birmingham branch of the West Coast Mainline. The station is operated by West Midlands Trains, who also run the station's train services. There are two trains per hour southbound calling at stations to Birmingham New Street, including Wolverhampton. There are two trains per hour northbound to Stafford and Liverpool Lime Street Monday to Saturday peak times, and one train per hour at off peak times. On Sundays there is an hourly service each way.
- 2.20. When developed, the Site will encourage walking and cycling within the settlement, and also proposes to improve the connectivity to the east and west of the Canal. There is a footbridge across the Canal approximately 200 metres to the north of the northern boundary of the site. This footbridge provides a potential link to Penkridge Middle School located to the northwest of the site.
- 2.21. It is considered that a 'Tier 1 Settlement' such as Penkridge is a highly appropriate location for the release of a previously safeguarded site to meet the current shortfall in housing delivery without requiring any release of Green Belt land. The scale of development proposed is proportionate to the size of Penkridge and the level of services and facilities available within the settlement, which is reflected in its long-standing allocation as a safeguarded residential site. The proposed development would accord with the three dimensions of sustainable development identified within paragraphs NPPF Paragraphs 8.

Technical Assessment (Issue 2 1b)

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

"The proposed development is contrary to the policies for the control of the development on 'Safeguarded Land' within the adopted Core Strategy and Site Allocations Document and

is contrary to Policies GB2, EQ1, EQ4 and SAD3. Also the proposed development is contrary to NPPF Paragraphs 139 d), 170 d) and Paragraphs 193-202.”

- 2.23. In preparing the application a suite of technical reports was prepared which illustrated that the site could be delivered without compromising those matters material to an application’s determination. In summary, those consideration are addressed below and are now further supplemented by the live planning application before the Council. The Site’s in principle suitability for residential development is yet further confirmed by the Council’s signed SoCG for the Site (**Core Document DC23**), which confirms that the;

‘The Site is suitable, available now and achievable for residential development and will be delivered in accordance with the relevant Development Plan policies.’

Landscape and Visual Impact

- 2.24. The site is not located within any national or local statutory landscape designations, with the Cannock Chase National Landscape (AONB) over 3.5 kilometres to the east. Residential development at the site would not adversely affect any highly sensitive landscape.
- 2.25. The site is generally well enclosed with views into the site predominantly screened or filtered by the site boundary hedgerows, woodland and scrub. Development would not significantly alter the characteristics of the wider landscape, by virtue of its containment with existing vegetation and the enclosed nature of the landscape. A residential development on the site would fit within the existing village and field pattern and would not be out of scale with the surrounding landscape. The current application LVA concludes that;

‘Overall, it is considered that the proposed development and associated Green Infrastructure are of a relatively modest scale and nature in the context of Penkridge and could be accommodated within the Site and local landscape without resulting in any unacceptable landscape or visual effects.’

Traffic and Transport (Issue 2, 1k)

- 2.26. Vehicular access to the site is proposed to be taken from Kentmere Close, via Cherrybrook Drive. The Proforma sheet at page 193 of the Publication Plan, should be updated to reflect this for clarity, and not simply refer to Cherrybrook Drive. This was emphasised in 2022 following consultation on the previous iteration of the Publication Plan but remains

unchanged. It has also been confirmed through the SOCG that access will be from Kentmere Close, via Cherrybrook Drive (**Core Document DC23, second bullet**)

- 2.27. A transport Assessment accompanying the current application confirmed that the proposed access would be of sufficient width to accommodate traffic and it further provides supporting evidence that access from Kentmere Road is safe, and that sufficient highway capacity exists, and there are no ransom strips or land ownership issues which would prevent delivery.
- 2.28. This was also confirmed in reference to the 2018 Planning Application (ref: 18/00307/OUT) when the County Highways Department raised no objection to the use of Kentmere Close as an access point to the site, confirming both its safety, capacity and suitability for residential development.

Heritage Matters (MIQ's Issue 2, 1i)

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

Ecology and Biodiversity

- 2.30. An Ecological Assessment prepared for the site concluded there are no significant ecological constraints to site development. It also recommended biodiversity enhancements, such as the incorporation of new planting comprising native and wildlife friendly species, particularly within the proposed areas of open space adjacent to the Canal and attenuation basin. This would help achieve net biodiversity gain (**MIQ's Issue 2, 1g**).

Flood Risk and Drainage (MIQ Issue 1, 1f; Issue 2, 1g)

- 2.31. As the site exceeds 1 hectare, a Flood Risk Assessment was prepared to support the Application. The site is identified on the Environment's Agency's online flood map as being

fully located within Flood Zone 1. A drainage strategy developed for the site proposed an attenuation basin within the north western corner of the site, which would provide an opportunity for surface water treatment, having both ecological and amenity benefits. The FRA and Drainage Strategy confirmed that the site complies with the requirements of the NPPF to locate new development avoiding areas which are subject to flood risk (NPPF §165) and would not have any adverse impact upon water quality.

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

Noise (Issue 2, 1g)

- 2.33. A noise assessment undertaken for the site demonstrated that suitable noise levels within habitable rooms could be achieved through appropriate glazing and ventilation systems. The Acoustic Report concluded that prevailing noise could be adequately controlled to meet with the requirements of the NPPF §191. Moreover, given that the predominant noise source locally is from the M6, the national government policy of ending the sale of new petrol and diesel cars from 2030, would indicate that over time, this will be a reducing noise environment, as electric cars generate materially less noise.

Air Quality (Issue 2, 1g)

- 2.34. The Air Quality Assessment confirmed that the site is not located within or in close proximity to an Air Quality Management Area. The proposed residential development would not be considered to have any significant air quality effects once operational, and mitigation would therefore not be required. The development operational traffic emissions were assessed, and it was concluded that this would have an insignificant effect on local air quality NPPF §192.

Conclusions re Matter 7 and Site 005

- 2.35. From the technical work undertaken to support the Application, it has been demonstrated that the site has both the capacity and qualities to be suitable for residential development. Persimmon Homes supports the principle of the allocation of Land at Cherrybrook Drive for development and also the allocation of Penkridge as a Tier 1 settlement.



Appendix 1: Vision Document for Land at Cherrybrook Drive, Penkrige

Persimmon Homes

Land at

Cherrybrook Drive

Penkridge

Vision Document

February 2021

Contents

Introduction and Site context/Location:

- The Cherrybrook Drive Site

1.0 Planning Policy:

- A Brief Review

2.0 Understanding the Constraints:

- Site Constraints
- Constraints Plan

3.0 Understanding the Opportunities:

- Site Opportunities
- Design Concept

4.0 Vision & Capacity:

- Vision
- Proposals for land at Cherrybrook Drive

Next Steps...

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Introduction

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

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

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



Site Location



Figure 1: Site Context

N.T.S

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

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

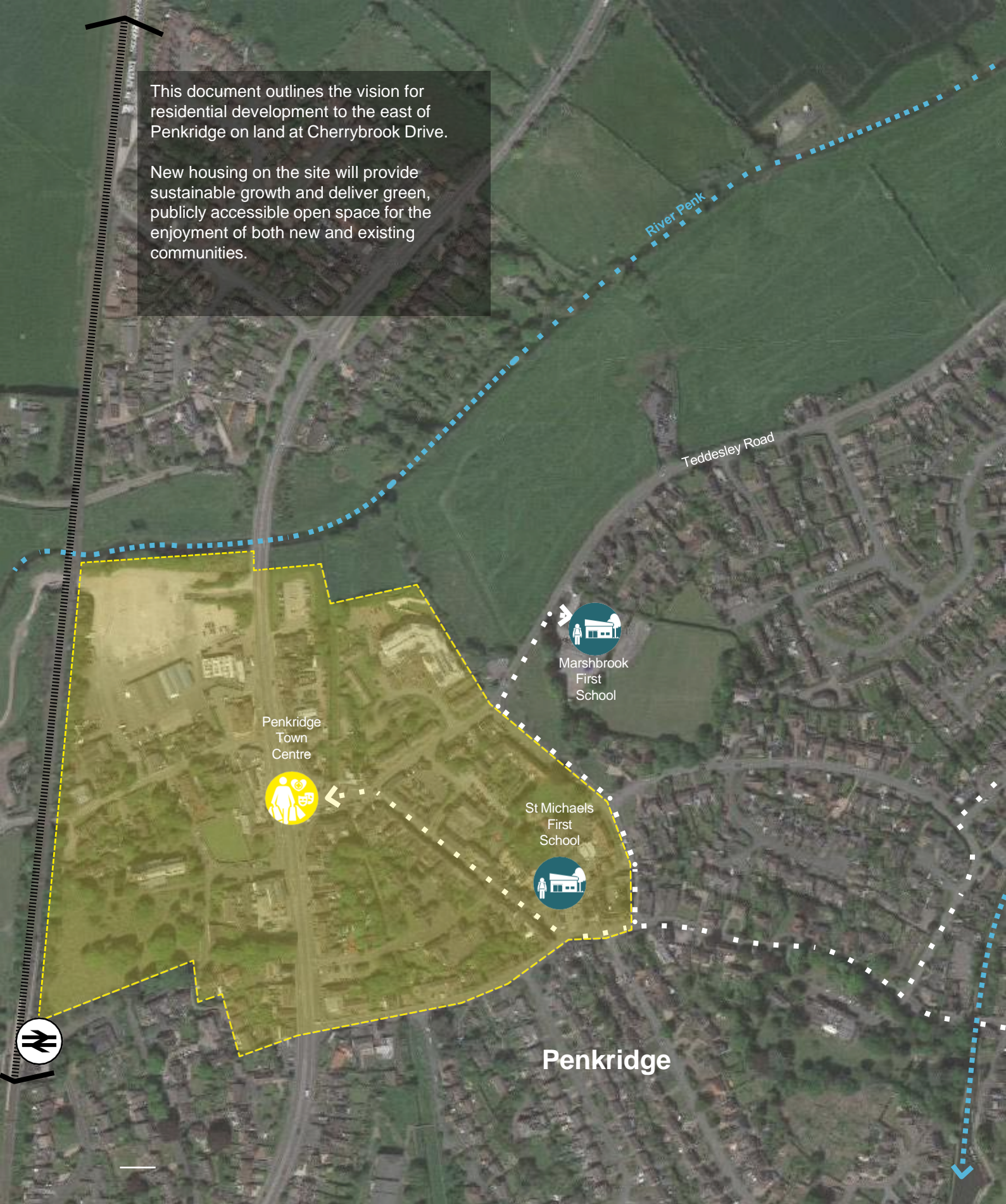
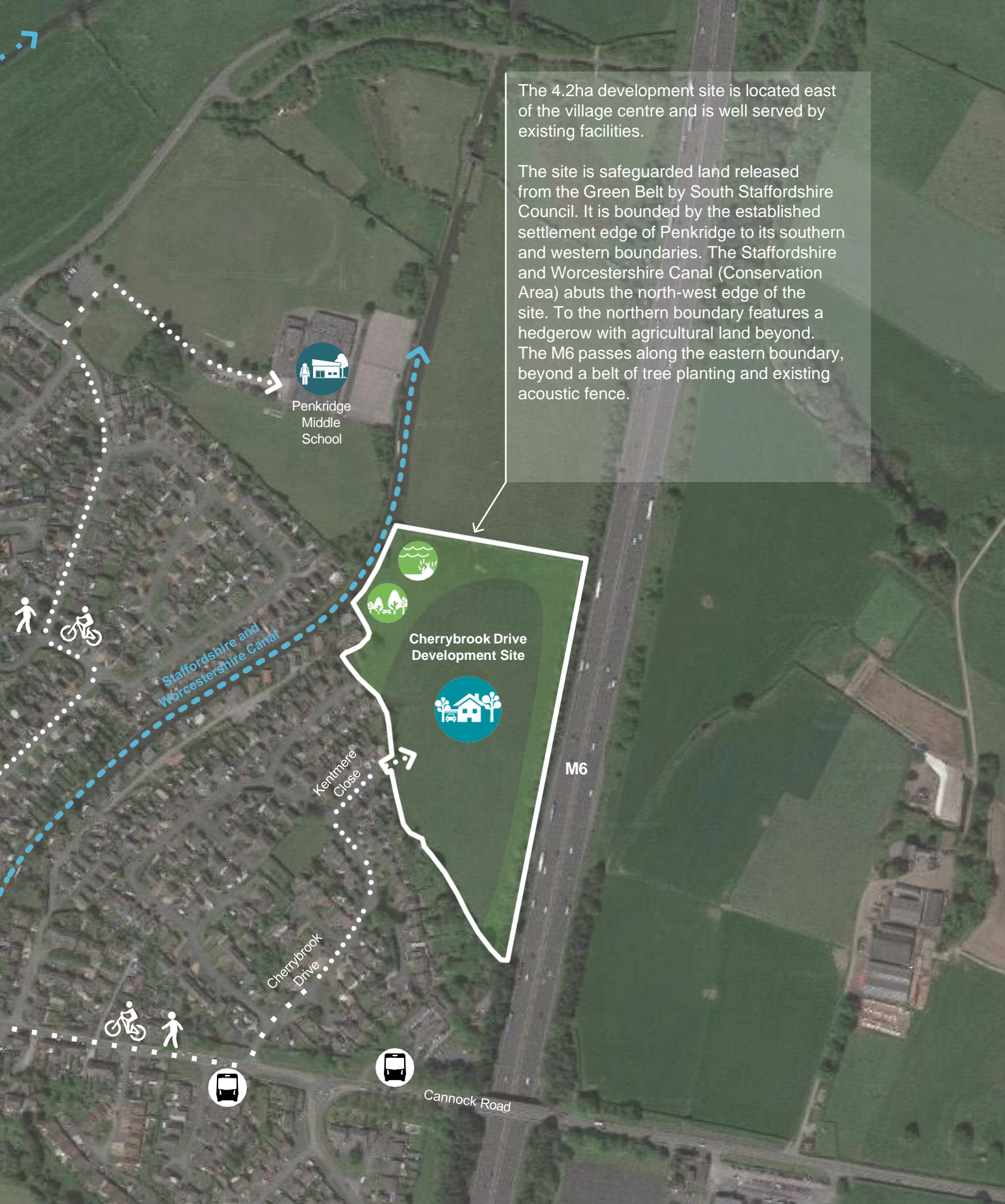


Figure 2: Site Location and Relationship with Penkridge

N.T.S



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

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

Penkridge
Middle
School

Cherrybrook Drive
Development Site

M6

Kentmere
Close

Cherrybrook
Drive

Cannock Road

1.0 Planning Policy

A Brief Review

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

South Staffordshire Core Strategy (CS) (2012)

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

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

Site Allocations Document (SAD) (2018)

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

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

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

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

Local Plan Review

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

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

Five Year Housing Land Supply

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

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

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

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

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

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

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

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

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

2.0 Understanding the Constraints

Site Constraints

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

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



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



Figure 3: Constraints Plan
N.T.S

3.0 Understanding the Opportunities

Natural Environment

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

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

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

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

Social and Recreational Infrastructure

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

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

Permeability and Movement

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

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

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

Placemaking

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



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

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

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



- Site Boundary

-  Potential Access Point
-  Potential Development Area







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



Figure 4: Opportunities Plan
N.T.S

4.0 Vision & Capacity



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

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



Proposals for land at Cherrybrook Drive

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

Social

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

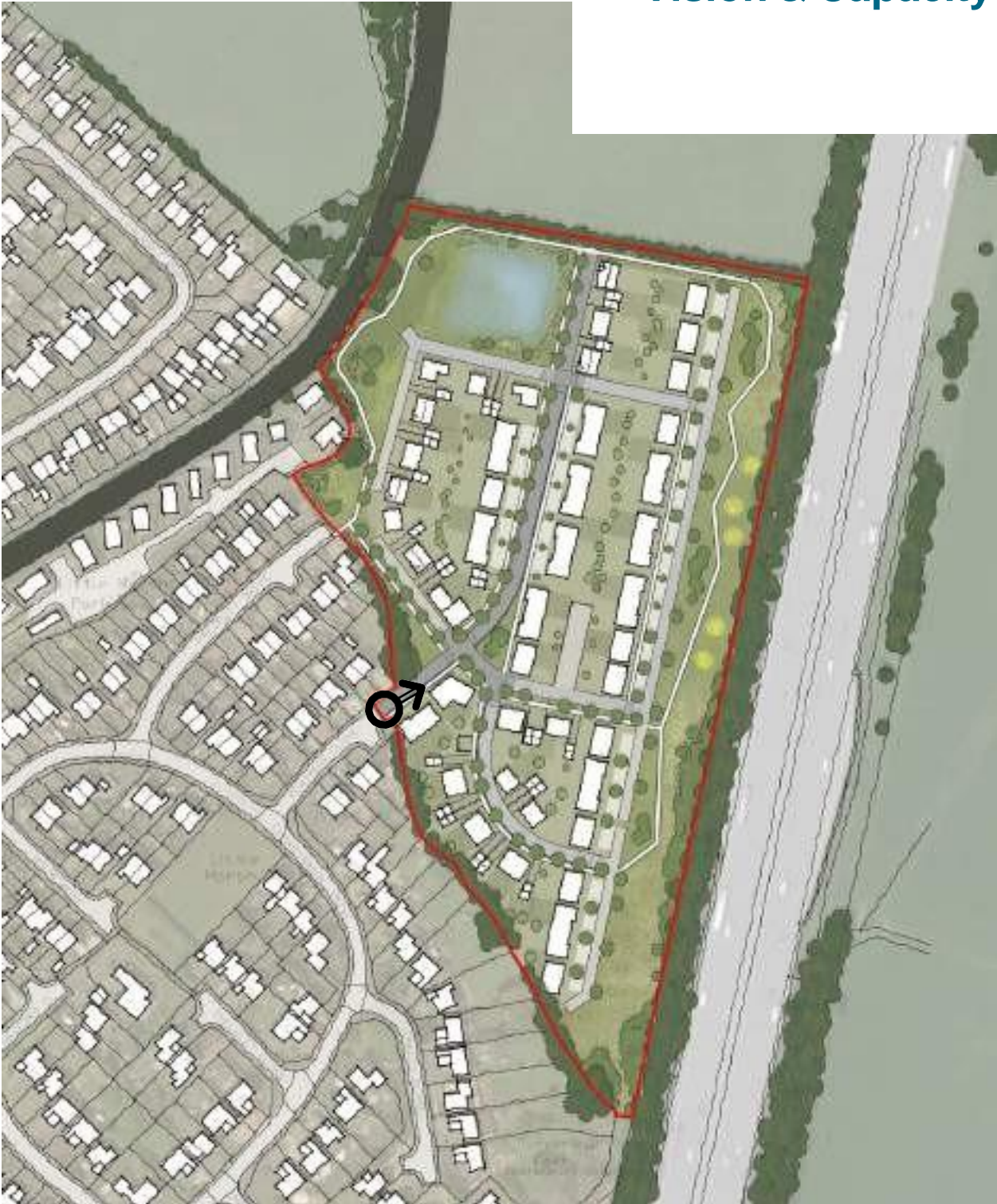
Economic

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

Environmental

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














- Cherrybrook Drive Site Boundary
-  Potential Access Point
-  Potential Development Area (up to 100 new homes)
-  Existing Vegetation
-  Green Corridor with Areas for Play and Habitat Improvement
-  Potential Green Verge and Trees through Development Area
-  Low Point for Sustainable Drainage
-  Looped Recreational Walking Route
-  New Tree, Shrub and Amenity Planting
-  Focal Greenspace



Figure 5: Cherrybrook Drive Masterplan
N.T.S

Next Steps...

Consultation

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



Appendix 2 – Current Proposed Layout for Live Application LPA ref 25/00004/FULM



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KEY

- Application site boundary
- Affordable Rent
- Shared Ownership
- First Home
- Proposed vehicle access
- Proposed pedestrian links
- Existing trees vegetation
- Proposed trees and vegetation
- BCP Bin collection point
- Approximate size and location of sub-station
- Dwelling access point
- Garden access
- Meter box positions
- Local Area of Play (LAP)

ACCOMODATION SCHEDULE
Cherrybrook Drive, Penkrige

House Type	Code	Bedrooms	Area (sqft)	No.	Total Area (sqft)	
Wareham	Wa	2 Bed	884	7	6,188	
Dallington	Dg	3 Bed	1,044	6	6,264	
		Total Affordable Rent		13	12,452	50%
Wentwood	We	2 Bed	680	2	1,360	
Haldon	Ha	2 Bed	792	5	3,960	
		Total Shared Ownership		7	5,320	27%
Haldon	Ha	2 Bed	792	3	2,376	
Rendlesham	Re	3 Bed	947	3	2,841	
		Total First Homes		6	5,217	23%
		Total Affordable		26	22,989	50%

Wentwood	We	2 Bed	680	2	1,360	
Addleborough	Ar	2 Bed	792	14	11,088	
Galloway	Ga	3 Bed	948	13	12,324	
Shenwood	Sh	3 Bed	1,010	4	4,040	
Barndale	Be	3 Bed	1,092	10	10,920	
Rivington	Ri	4 Bed	1,088	5	5,490	
Kennet	Ke	4 Bed	1,244	6	7,464	
Greenwood	Gw	4 Bed	1,324	2	2,648	
Lambridge	Lb	4 Bed	1,378	6	8,268	
		Total Private Market		62	63,692	70%
		Total		88	86,591	

Gross Site Area	10.98 Acres	4.88 Hectares
Net Developable Area	5.81 Acres	2.35 Hectares
Net Density	15.15 Units / Acre	37.45 Units / Hectare
Coverage	14,904 SQFT / Acre	3,423 SQM / Hectare

Town & Country Planning Act 1990 (as amended)
Planning and Compulsory Purchase Act 2004

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