

Persimmon Homes

Land at

Cherrybrook Drive

Penkrige

Vision Document

February 2021

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Rev	Issue Status	Prepared / Date	Approved / Date
B	Final	SGL / 19 Feb 2021	SGL / 19 Feb 2021
A	Final	DB / SGL / 03 Feb 2021	SGL / 03 Feb 2021
-	Draft	SGL / 14 Aug 2020	SGL / 14 Aug 2020

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masterplanning ■ environmental assessment ■ landscape design ■ urban design ■ ecology ■ architecture ■ arboriculture ■ graphic design

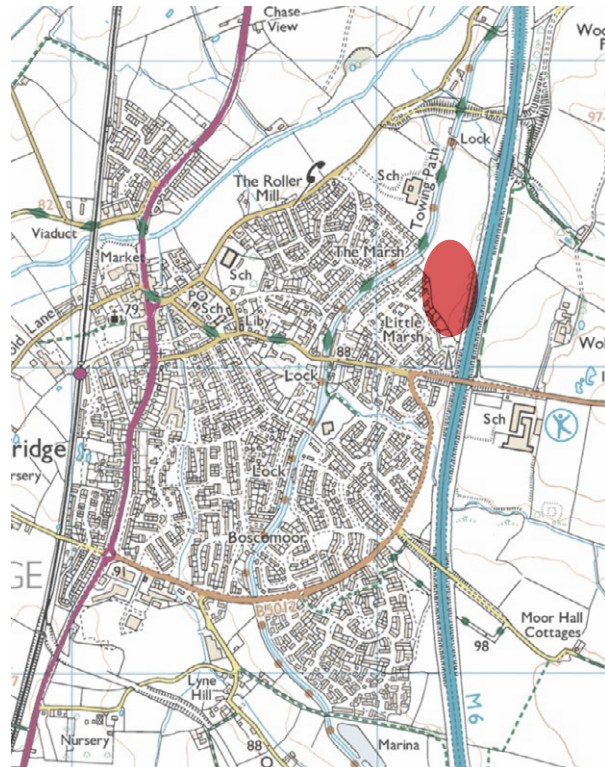


Introduction

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 Penkrige 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 Penkrige

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 Penkrige 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.

Penkrige 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.

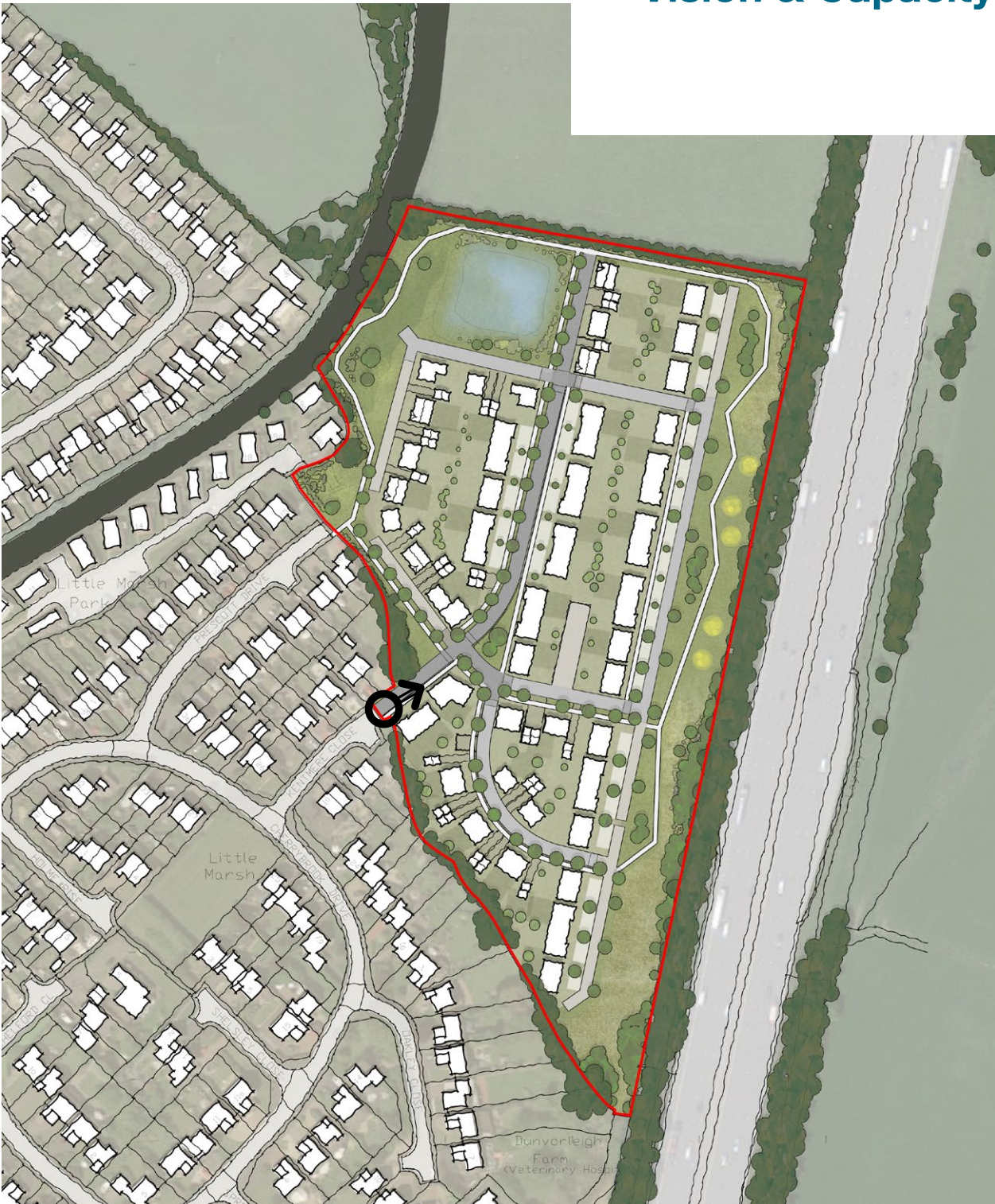
Economic


- 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.