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Supporting Document for Stafford Local Plan Hearing

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1.0 Introduction - By Jones Lang LaSalle

This document has been prepared by Brock Carmichael Architects, Jones Lang LaSalle, WSP Environmental Limited and Cameron Rose Associates on behalf of Akzo Nobel UK Limited ('ANUK') in response to the proposals identified by Stafford Borough Council ('The Council') in Policy Stafford 2 – North of Stafford of the Plan for Stafford Borough, to identify a Strategic Development Location ('SDL') for housing on its landholding at Beaconside, north of Stafford.

This document aims to describe the evolution of the proposals and demonstrate how the level of housing development proposed on ANUK's land could be delivered, taking into account housing need, site constraints and the infrastructure, which the Council has identified as being required to support housing development in this location.

This document sets out work carried out by ANUK and its consultants, with specific reference to public consultation and baseline evidence, which has been carried out and prepared. This evidence is then summarised in the form a constraints plan and two Masterplan Proposals Options for the Site (Option A & Option B).

It is intended that this document will assist the Inspector during his consideration of North Stafford as one of the main proposed SDL's for growth in Stafford.

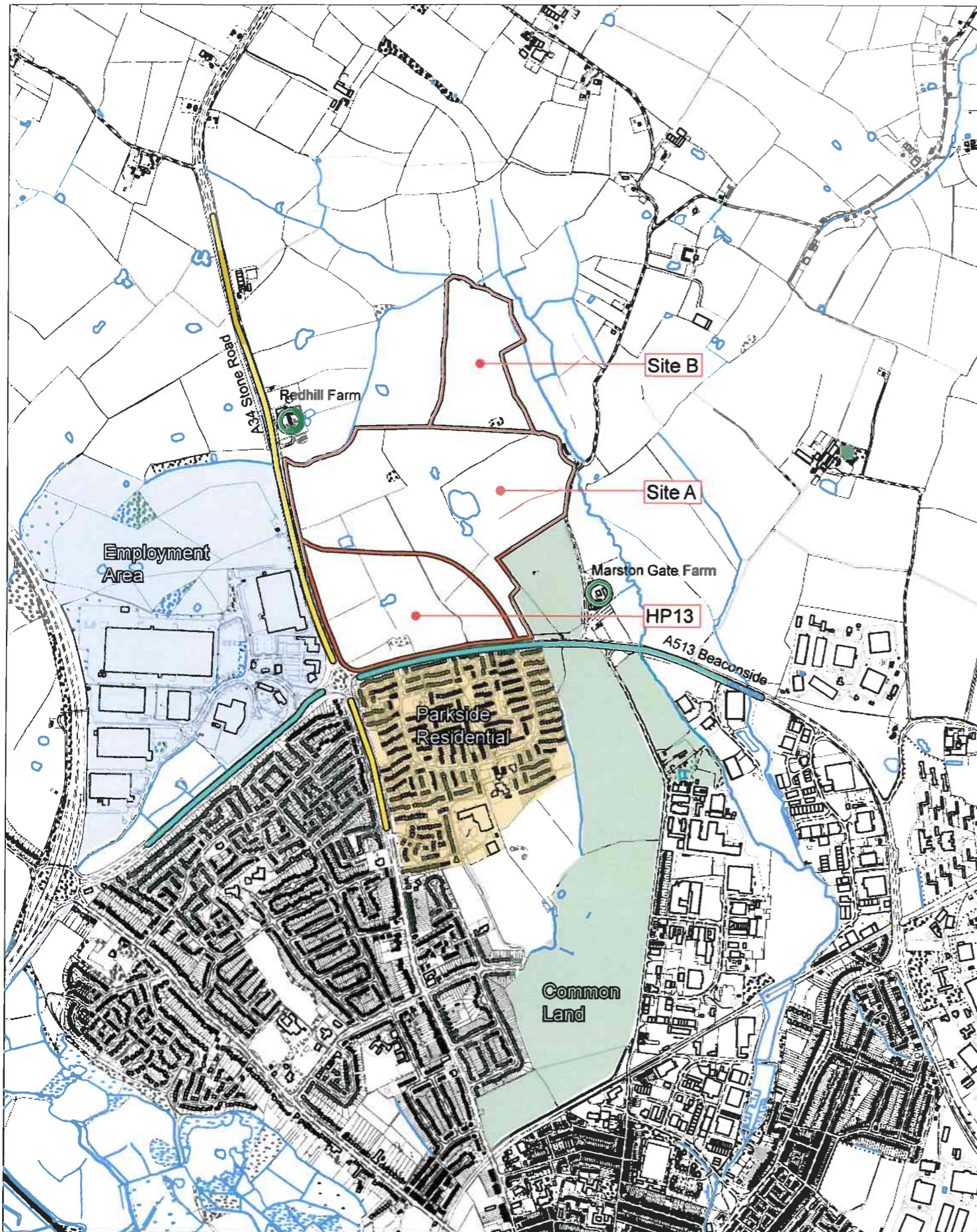
It is considered that the Plan for Stafford Borough - Stafford Area Inset Plan, Development North of Stafford Town Diagram, The Stafford Town Key Diagram and the Stafford North Concept Diagram should be amended by a Main Modification to reflect Masterplan Proposal Option B, insofar as its relates to ANUK's land.

2.0 Akzo Nobel UK Ltd

ANUK is a leading global supplier of decorative paints, with a global portfolio of strong brands, based in the Netherlands. In the UK, ANUK has around 30 sites and employs approximately 4,900 people. The Company has extensive landholdings at Beaconside in Stafford, as part of its legacy portfolio.

ANUK, through Jones Lang LaSalle, is promoting its Beaconside Site in the Plan for Stafford Borough, comprising of approximately 44 hectares of agricultural land to the north of Stafford Town urban area and east of the A34 (Stone Road) ('The Site'). The Site was purchased for development as a new headquarters but this never materialised and it has been farmed since acquisition.

3.0 Site Description



Site Location Plan

Context – Site Description

The Site, which is the main subject of this document comprises approximately 44.47 hectares of undeveloped land, to the north of Stafford Town urban area and to the east of the A34 (Stone Road).

The surrounding area to the Site comprises of agricultural land along the north and eastern boundaries, with Redhill Farm to the north and west of the Site. Marston Gate Farm is located to the east, on Marston Lane. Marston Brook and Sandyford Brook are located to the east of the site.

The Parkside residential estate is located to the south of the Site, beyond the A513 (Beaconside), with Stafford Common Site of Biological Importance to the south and east. Prime Point and Prologis Park employment areas are located to the west of the Site, across the A34.

The emerging Local Plan ('The Plan for Stafford Borough') will replace the Adopted Stafford Local Plan 2001, a number of land areas have been identified in the Publication (Submission) version of The Plan for Stafford to allocate SDL's for new employment and residential development.

The majority of the Site (Site A - 33.19 ha) forms part of an area proposed as a SDL for housing and employment growth within Policy Stafford 2 of the Plan For Stafford Borough. Further strategic housing areas within Policy Stafford 2 are proposed to the east of the Site with an area of employment land identified to the west of the Site.

An 11.28 ha area of land (The 'finger of land' in the northern part of the Site (Site B) is not currently identified and allocated for housing within the SDL boundary within the Plan For Stafford Borough.

The Site is currently undeveloped and predominantly under agricultural use, 60 per cent of which is classified as Grade 3b (moderate quality), 35 per cent is classified as Grade 3a (good quality), and the remainder (in the south east corner) classified as Grade 4 (poor quality). The remaining land comprises road network and seasonal and permanent ponds.

The finger of land comprising Site B extends some 470m further north of the area of Site A, which is currently identified within the proposed SDL boundary. The finger of land is irregular in shape and contains a slightly higher proportion of Grade 3a (good quality) and Grade 4 (poor quality) agricultural land. The Grade 4 land is contained in the north western, the north eastern and the south eastern corners of the finger of land.

The Site is subject to a farm business tenancy, which the landlord (ANUK) can bring to an end, if it obtains an implementable planning permission during the term, by serving at least 6 months' notice to expire on either 1 October or 1 April in any year. If termination is at the end of the term (30 September 2016) then either party can terminate by giving at least 12 months but not more than 24 months written notice to expire on the last day of the term.

ANUK obtained outline planning permission (Ref 10/13362/OUT) for 409 houses on land to the south of the Site ('HP13') within the proposed SDL, in 2012 following allocation of the site for residential development in the Adopted Stafford Local Plan. The outline

planning permission (10/13362/OUT) provides for improvements to the Redhill roundabout and the part dualling of Beaconside, along the southern boundary of the Site. This piece of land has now been sold to Taylor Wimpey. Reserved matters consent for the construction of 257 dwellings was obtained by Taylor Wimpey (Ref 13/18533/REM) on 19 August 2013.

The improvements to the Redhill roundabout and Beaconside will need to be fully implemented by Taylor Wimpey within 6 years of the transfer date (December 2012), otherwise after 5 years ANUK can serve notice on Taylor Wimpey to complete the works within a time frame and failure to do so would enable ANUK to step in and complete them on their behalf, subject to compensation payable to ANUK.

Staffordshire County Council obtained outline planning permission (12/07038/OUT) for Use Classes B1 (Business) (b) and (c), B2 (General Industry) and B8 (Storage or Distribution) development (outline), on land to the west of the A34 (within the proposed SDL) in October 2012. A non-material amendment (13/18188/AMN) to application 12/07038/OUT was approved by the Council in March 2013. Reserved matters for the layout of Phase 1 (13/18450/REM) was approved by the Council on 8 May 2013.

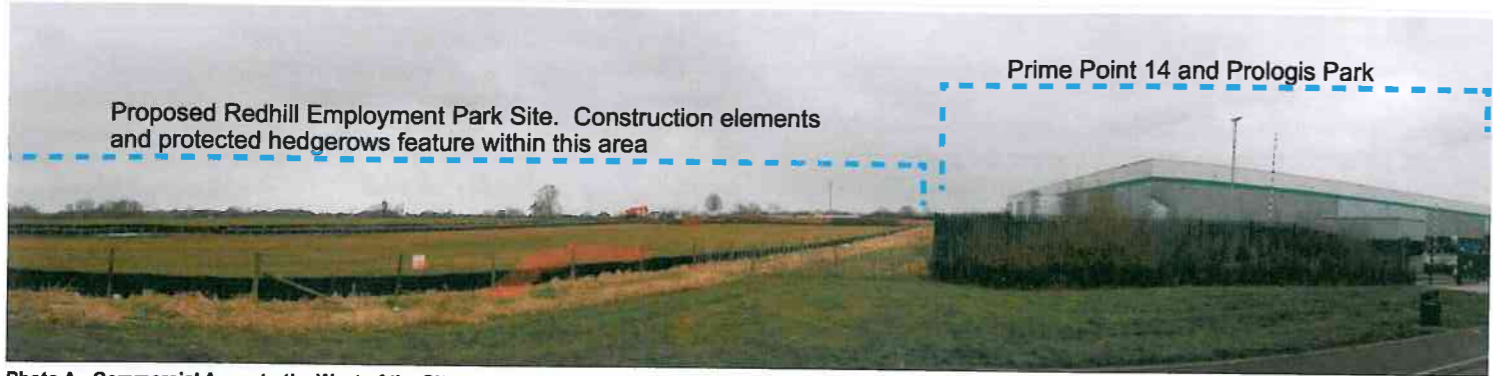


Photo A - Commercial Areas to the West of the Site



Photo D - Beaconside. Mature Hawthorn hedgerows to the left of the view



Photo B - Site of Biological and Geological Importance



Photo E - View from Stone Circle Challenge PROW; Brown fields highlight site in backdrop; Prologis Park visible to right of view



Photo C - View from Marston Lane highlights gaps in linear green corridors; Sweeping topography



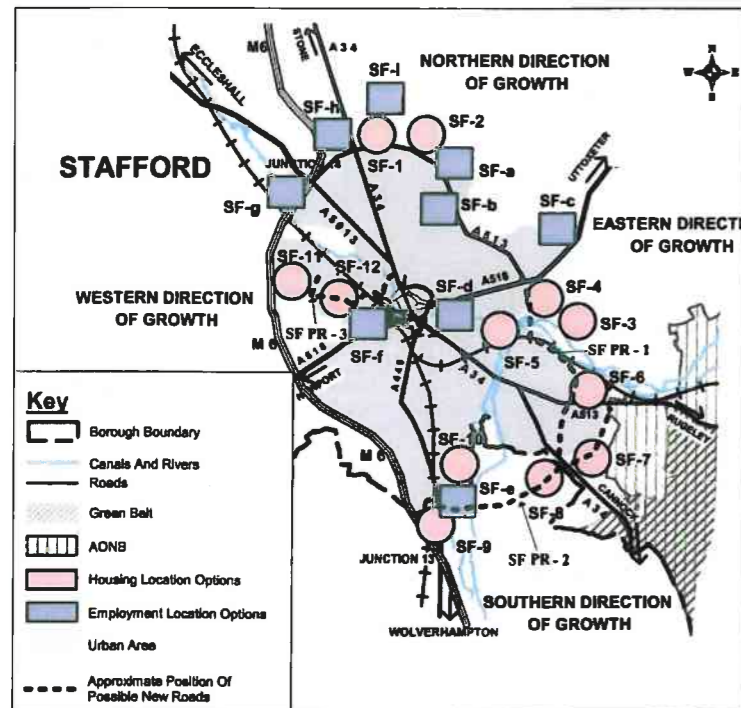
Photo F - Parkside residential area

4.0 Planning Context

It is important to consider the framework against which growth options in north Stafford have emerged through the Plan for Stafford Borough, summarised below as follows:

February 2009 – Delivering the Plan for Stafford: Issues and Options

- Confirms Stafford town as being a Growth Point by the Government.
- Strategic Vision identifies County Town of Stafford as the focus for employment and housing growth.
- Options considered included growth scenarios of 7,000 and 9,000 new homes in Stafford Town over the period 2006 - 2026.
- Sets out a range of options for new homes and new employment considered around Stafford town.
- Options included 3,800 new houses across two sites north of Stafford (SF-1 and SF-2).



Extract from Delivering the Plan for Stafford: Issues and Options - Housing and Employment Location Options, February 2009

February 2010 – Draft Core Policies

- Sets out a range of policy areas from climate change and environmental quality, through to housing and the local economy, which will be needed to deliver the spatial strategy for the Borough.

November 2010 The Plan for Stafford Borough: Local Choices

- New Coalition Government declares an intention to abolish Regional Spatial Strategies
- The Council seek views on a new housing target of 500 per annum (including new homes for service personnel) for the Borough with the majority of new homes focussed around Stafford Town.

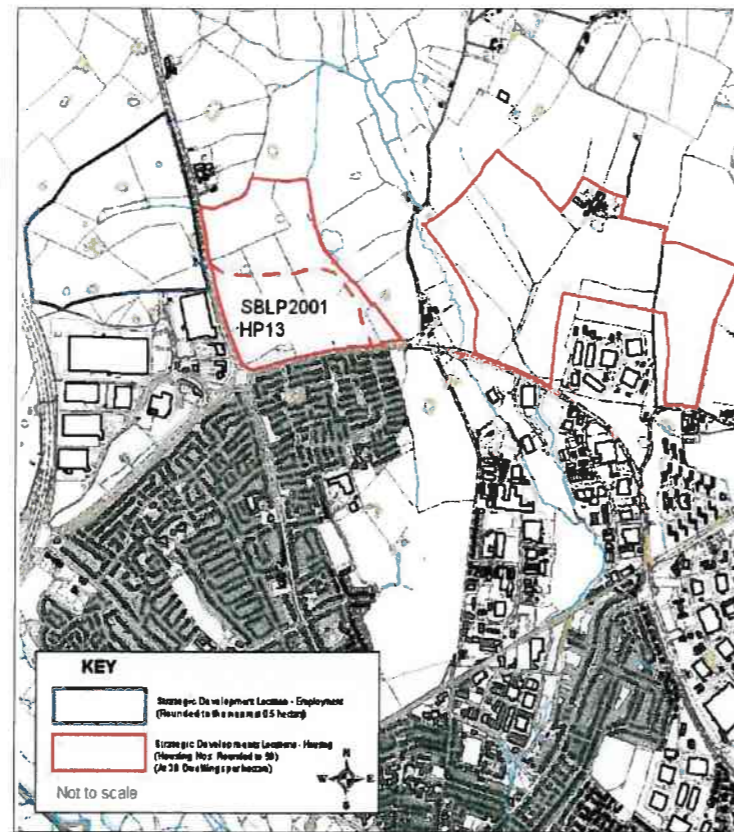
September 2011 – The Plan for Stafford Borough: Draft Publication

- Proposes housing target of at least 500 dwellings per year over the

plan period (2011- 2031), including military housing requirements and provision for gypsies.

- Proposes that the Council will meet the housing requirements for Stafford Town, including Ministry of Defence personnel, by providing up to 5,500 new homes.
- Three Strategic Development Locations are proposed to deliver this housing:

- North of Stafford
- West Stafford linked to delivery of Western Access Improvement Scheme from Martin Drive to Doxey Road.
- East of Stafford linked to delivery of the Eastern Access Improvement scheme.



Extract from The Plan For Stafford Borough: Draft Publication, 2011

June / July 2012 – The Plan for Stafford Borough: Strategic Policy Choices

- Seeks views on key elements of the Plan for Stafford Borough, due to significant changes in national and regional planning, as well as responses received to recent consultations on the Plan.
- Considers alternative housing targets of 250, 500 or 750 dwellings per year.
- Proposes to continue to develop the Plan for Stafford Borough based on an average provision of 500 dwellings per year.
- Proposes that 72% of new housing should be focused on the County Town of Stafford.

January/February 2013 - The Plan for Stafford Borough: Publication [Pre-submission]

- Confirms Council's commitment to the Growth Point Status
- Total proposed housing requirement = 10,000 (up to 2031)
- Total proposed requirement for Stafford town = 7,200 new homes
- Three Strategic Development Locations in Stafford town:

- North of Stafford – 3,100 new homes and 36 Ha employment
- West of Stafford – 2,200 new homes
- East of Stafford – 600 new homes and 20 Ha employment

Publication [Pre-submission] Draft Policy Stafford 2 - North of Stafford, as amended by the Plan for Stafford Borough - Publication (Submission document) Schedule of Additional (minor) Modifications sets out a policy for the Strategic Development Location to the North of Stafford (See Plans overleaf also). This states:

'POLICY STAFFORD 2 – NORTH OF STAFFORD

Within the area North of Stafford identified on the Policies Map, a sustainable, well designed mixed use development will be delivered by 2031. Any application for development on a part or the whole of this area must be preceded by, and consistent with, a Master Plan for the whole Strategic Development Location which has been submitted and agreed by the Council. Development must deliver the following key requirements:

Housing

- Delivery of approximately 3,100 new homes with 30% being affordable housing in the context of Policy C2 through a mix of housing types, tenures, sizes and styles with proportions of 2, 3 and 4 bedroomed properties in the context of Policy C1;
- Provision to meet the needs of an ageing population through new extra care and specialist housing;

Employment

- At least 36 hectares of new employment land with comprehensive links for a range of transport modes across the A34 to housing development areas;

Environment

- A comprehensive drainage and flood management scheme will be delivered to enable development of the Strategic Development Location, which will include measures to alleviate flooding downstream and improve surface water management on Marston Brook and Sandyford Brook;
- The development will provide on-site renewable or low carbon energy solutions including associated infrastructure to facilitate site-wide renewable energy solutions in the context of Policy N2;
- Necessary measures to avoid and mitigate the impact of development on the Cannock Chase Special Area of Conservation including Suitable Alternative Natural Greenspace will be provided;
- Existing hedgerows and tree lines to be retained and enhanced to support the provision of a network of green infrastructure including wetlands and water corridors, play areas, green corridors allowing wildlife movement and access to open space;

Transport

- An access, transport and travel plan strategy for the Strategic Development Location that maximises travel and accessibility by non-car transport modes via safe, attractive and conveniently designed street, pedestrian and cycling connections within the development and to Stafford town centre, nearby existing and new employment areas. The strategy shall identify road access points to the site and between the site and the existing settlement. It shall also identify construction access arrangements that do not disrupt existing residents and improvements to transport capacity along the A34, A513 Beaconside Road and the Redhill roundabout;
 - There will be an interconnected network of streets serving the development producing discernible and distinctive neighbourhoods and places integrated and linked to existing areas;
- Design**
- The development takes place on a 'neighbourhood' approach with the provision of a mix of uses including local retail facilities, social

and physical infrastructure, a primary school, secondary education provision, a library service, health facilities and public open space;

xi. Proposals must relate to the whole Strategic Development Location or, if less, do not in any way prejudice implementation of the whole development;

xii. The development will be based on using sustainable construction methods in the context of Policy N2;

Infrastructure

xiii. Highway capacity improvements, either through or around the perimeter of the site, or along Beaconside, will be required North of Stafford. Enhanced bus services and improved bus reliability, through bus priority, will be required along the A34 between the site and the town centre as well as real time bus passenger information, increased frequency of existing and new bus services;

xiv. Suitable Alternative Natural Greenspace (SANGS) required through on-site / off-site provision / management at Cannock Chase;

xv. Gas infrastructure serving the employment land north of Primepoint will be re-inforced. Gas infrastructure up-grading not required for the housing development other than standard connections into the system;

xvi. Flood management scheme and less than greenfield surface water run-off to Sandyford Brook and Marston Brook through open water storage solutions, maximising opportunities for multifunctional open space provision;

xvii. Electricity connections and sewage capacity improvements required to meet additional housing development;

xviii. New primary school provision required as well as a new secondary school or extensions to existing secondary schools;

xix. A new Destination Park including children's play areas and multi-use games areas in association with SANGS requirement if provided on-site;

xx. Standard telecommunication connections will be provided to link to the Stafford exchange enabled with Superfast Fibre Access Broadband; Primary health care provision delivered by increased capacity at existing facilities.

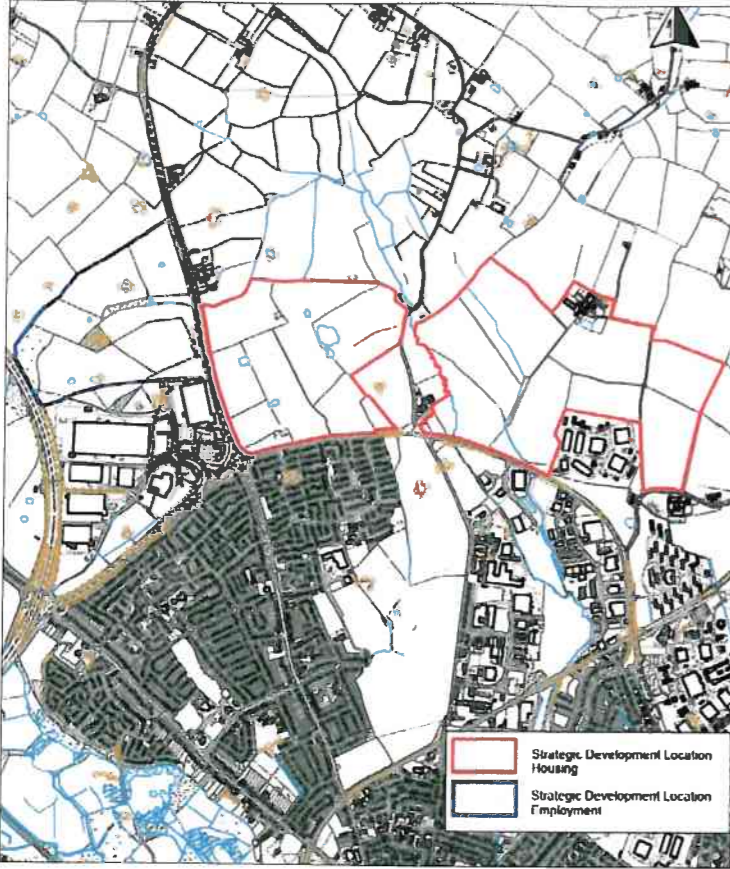
Developer contributions will be required to provide the strategic infrastructure needed to achieve a comprehensive sustainable development at this SDL.

ANUK has made representations at all relevant stages of The Plan for Stafford Borough ('The Plan') to promote and support of the residential development of its land. These representations are not repeated here. However, in summary:

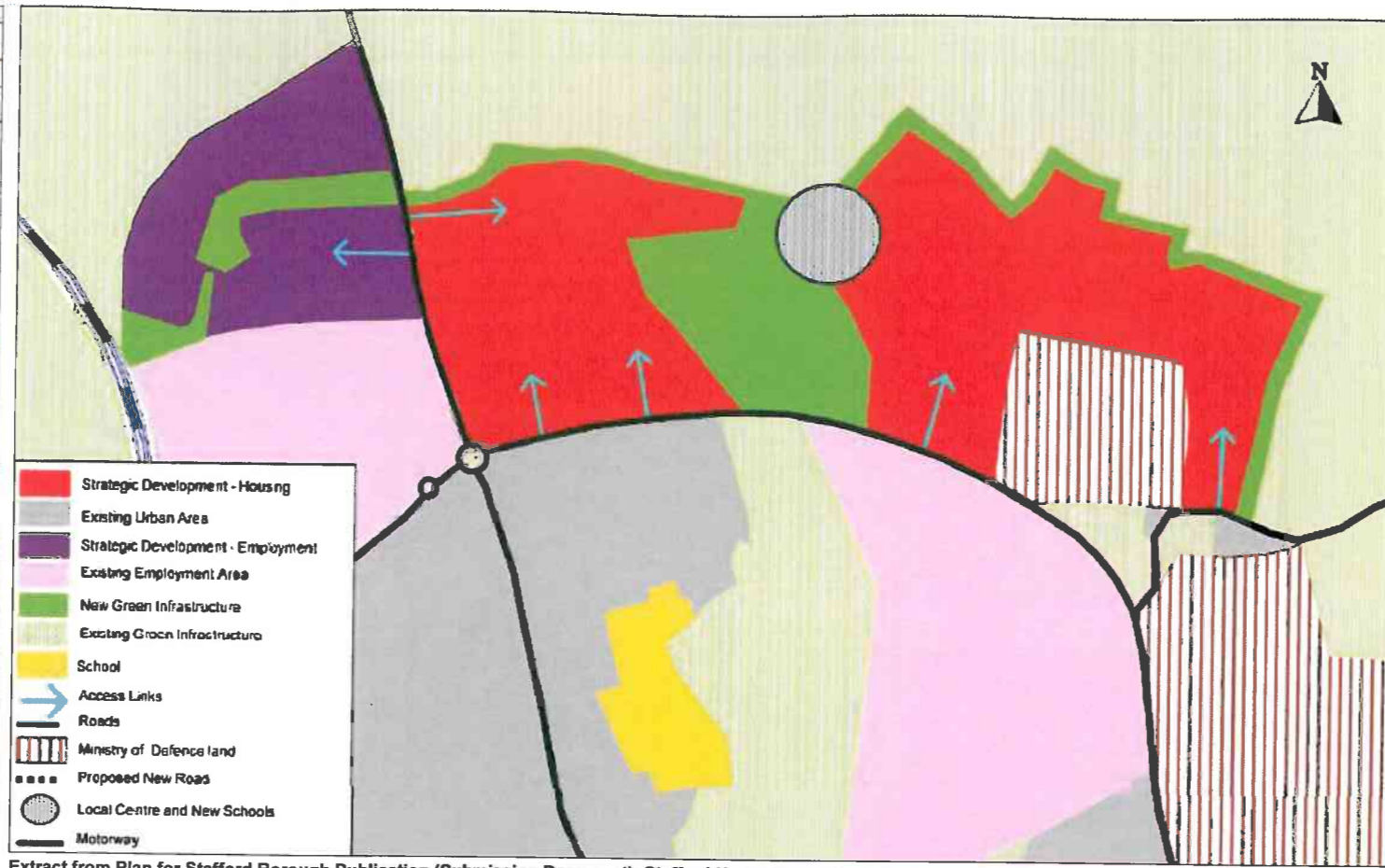
- ANUK endorses the SDL's for housing on part of its landholding within The Plan for Stafford Borough: Publication [Pre-submission].

- ANUK considers that the historic accumulated shortfall of housing prior to the start date of the Plan needs to be addressed within the Plan For Stafford Borough by adding it to the proposed housing target for the Borough.

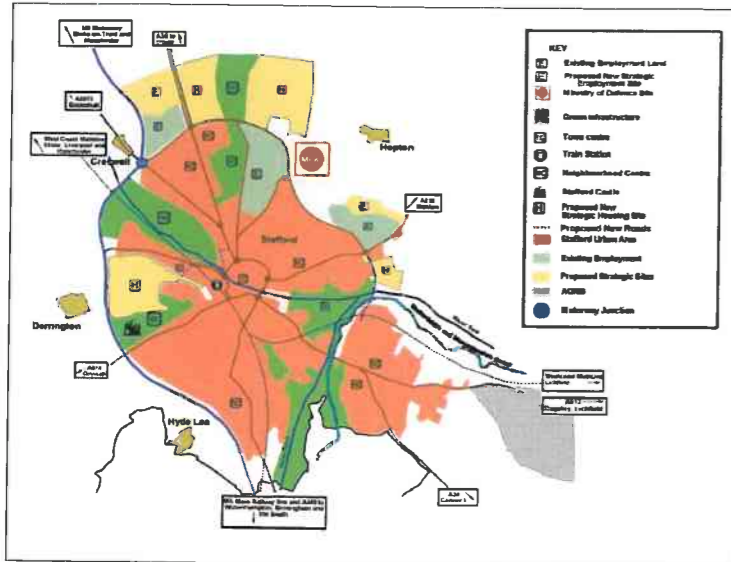
- ANUK disagrees with the Council that the SDL boundary and Concept Plan within The Plan for Stafford Borough provide the best way of delivering the housing development which is proposed, or which Stafford Council needs.



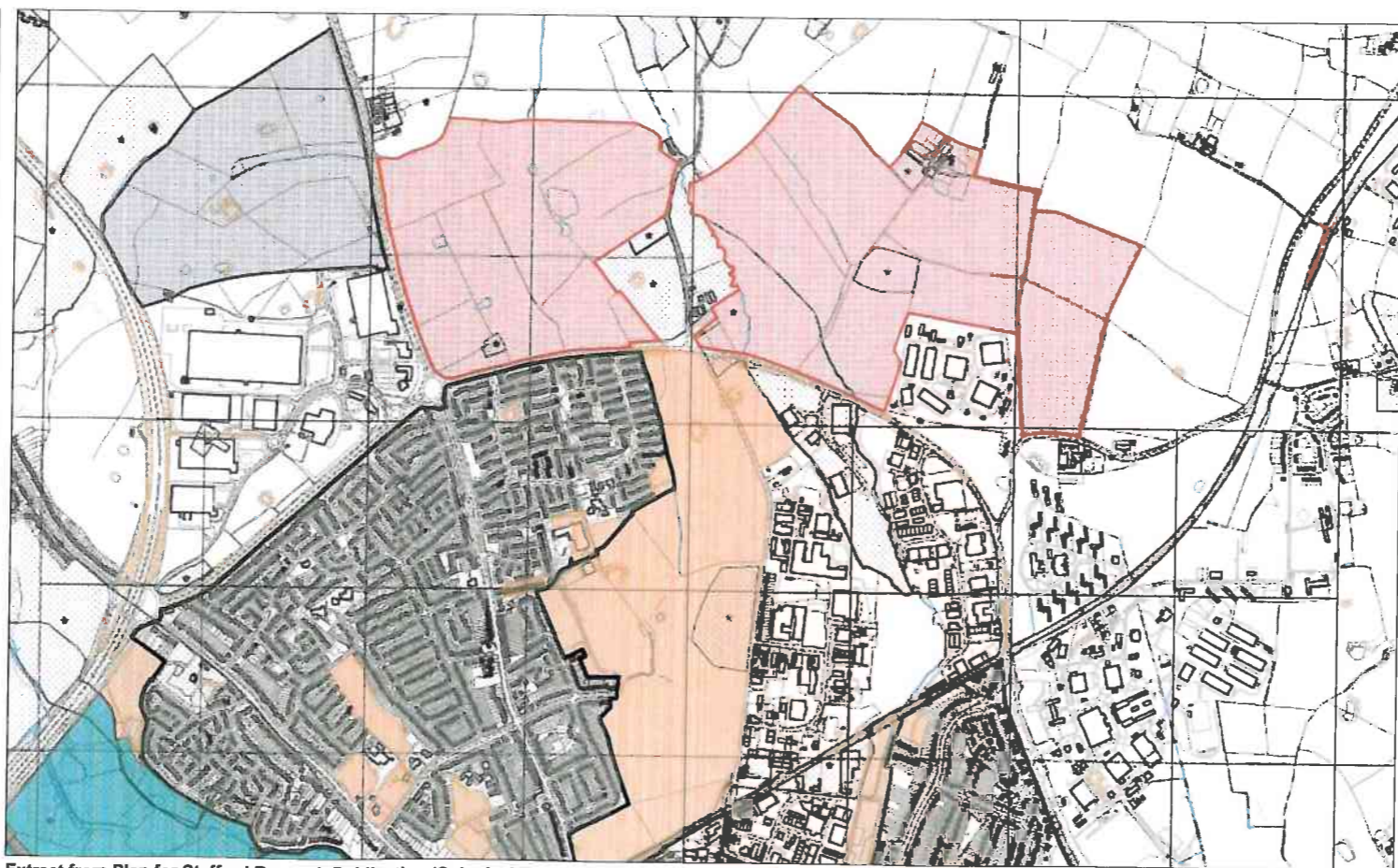
Extract from Plan for Stafford Borough Publication (Submission Document) - Development North of Stafford Town



Extract from Plan for Stafford Borough Publication (Submission Document) - Stafford North Concept Diagram



Extract from The Plan for Stafford Borough (Submission Document) - Schedule of Additional (Minor) Modifications - Stafford Town Key Diagram



Extract from Plan for Stafford Borough Publication (Submission Document) - Development North of Stafford Area Inset

The Plan for Stafford Borough

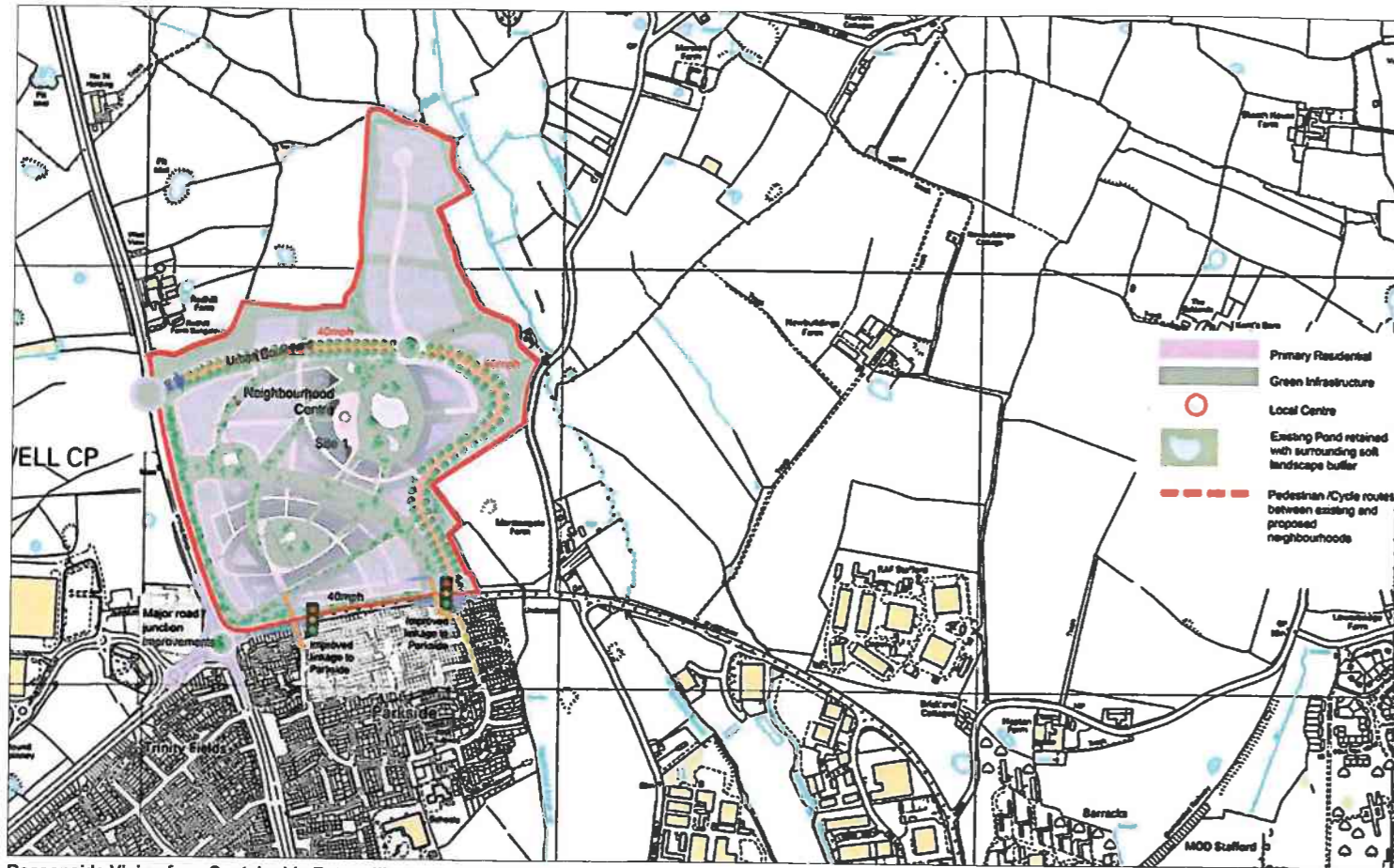
Stafford Area Inset

- Borough Boundary
- Stafford Settlement Boundaries
- Conservation Area Boundary
- Strategic Development Location - Housing
- Strategic Development Location - Employment / Mixed Use
- Western Access Improvement Scheme
- Eastern Distributor Road
- Green Infrastructure (GI)
- Sites of Special Scientific Interest (SSSI)
- Staffordshire Historic Environment Record (HER)
- Green Belt
- Special Area of Conservation (SAC)
- Cannock Chase Area of Outstanding Natural Beauty (AONB)



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5.0 Early Proposals



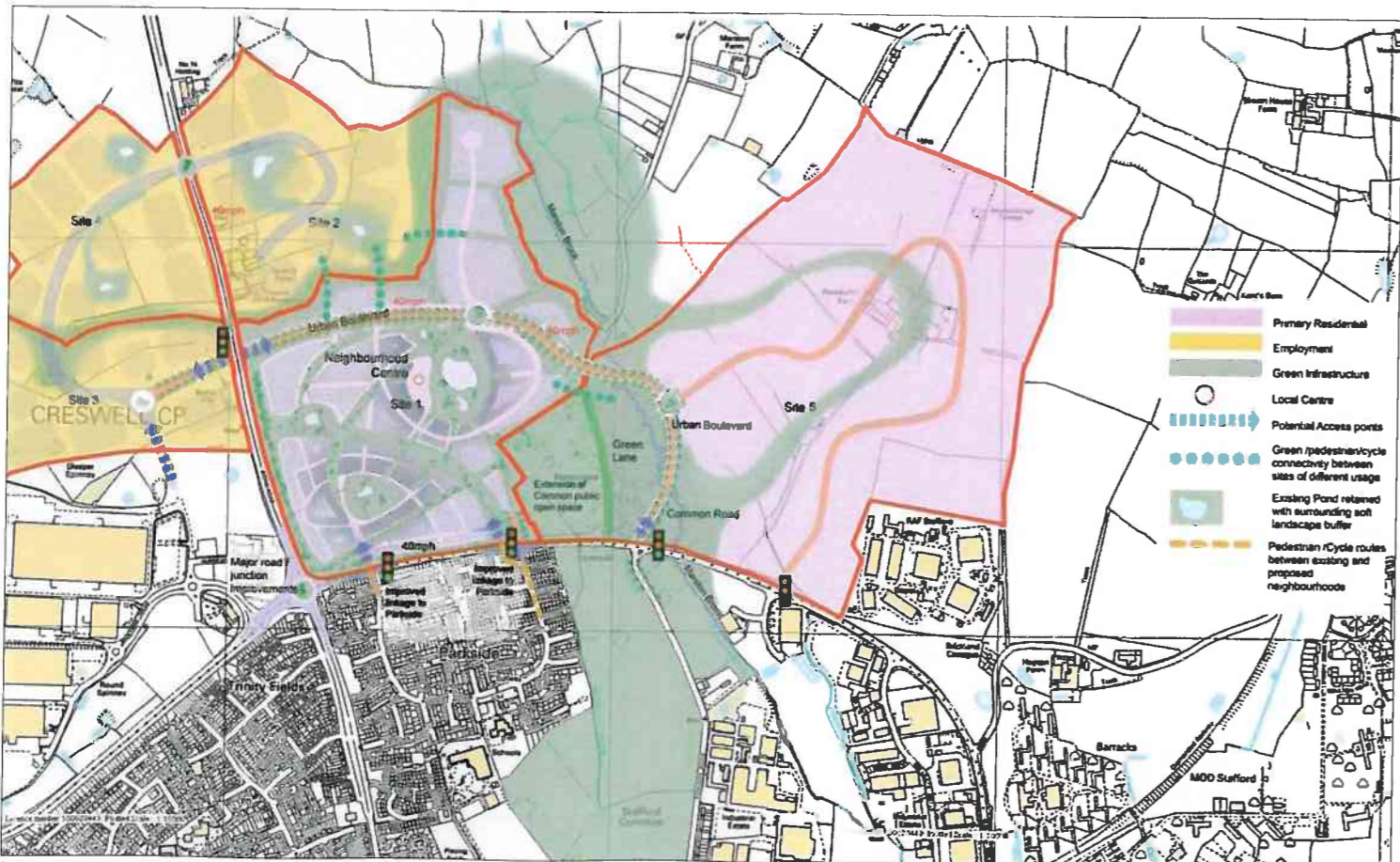
Beaconside Vision for a Sustainable Future Illustrative Masterplan

In April 2009, as part of consultation on the Delivering the Plan for Stafford: Issues and Options, ANUK submitted the 'Beaconside Vision for a Sustainable Future' document, which set out the detailed case for a major housing led allocation on the Site, in the wider context of a northern extension to Stafford Town.

The 'Beaconside Vision for a Sustainable Future' document included an Illustrative Masterplan for the Site, which at that time included 18 hectares of land already allocated for residential development in the Adopted Stafford Local Plan (HP13).

The Illustrative Masterplan promoted ANUK's land for a housing led development as part of a Strategic Framework for additional employment development, to the north and west of the Site and housing development to the east.

In September 2012, prior to the Plan for Stafford Borough – Publication (Pre Submission), ANUK submitted a Strategic Growth Diagram to the Council indicating how growth to the north of Stafford might be delivered in light of the Council's emerging Policy and Concept Plan for the area.

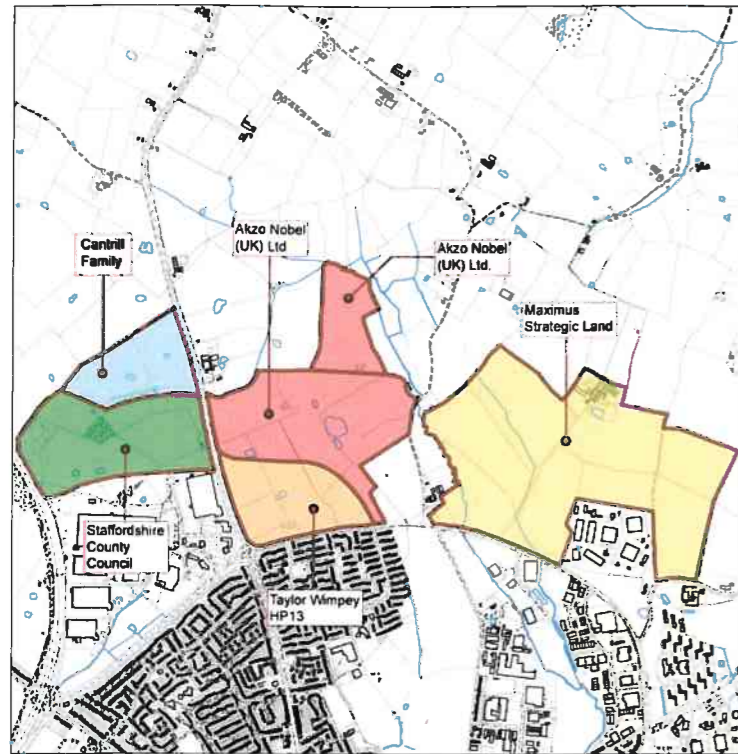


Beaconside Vision for a Sustainable Future Strategic Framework



Development, Strategic Growth Analysis - Produced by Brock Carmichael Architects

6.0 Collaborative Working Public Consultation



North Stafford Strategic Development Location Land Owners

In early 2012, following consultation on The Plan for Stafford Borough: Draft Publication, the Council encouraged the major landowners/developers who controlled land in the SDL's, to work together on the evidence base to help it to further consider the identification, location and delivery of the SDL's for the respective directions of growth.

The boundary of the North of Stafford SDL, as set out in the Stafford Borough Publication (Submission Document), is controlled by the following landowners/developers:

- Employment (36ha) (west of A34):
 - Staffordshire County Council (Redhill Employment Park)
 - Cantrill Family – Land north of Redhill Employment Park
- Housing (3,100 dwellings) – Land north of Beaconside
 - ANUK
 - Taylor Wimpey - HP13 Adopted Stafford Borough Local Plan, 2001 housing allocation
 - Maximus Strategic Land

The Council has already granted planning permission for the employment development of Staffordshire County Council's land and residential development (409 dwellings) of Taylor Wimpey's land.

ANUK has been working with Maximus, the Council and Staffordshire County Council on the evidence base to support the delivery of the remainder of the Strategic land to provide at least 2,700 dwellings. A series of meetings (co-ordinated by the Council) have taken place between the Council, ANUK, Maximus Strategic Land, Staffordshire County Council and other relevant stakeholders,

over the period 2nd March 2012 to 20th June 2013. The Cantrill Family and Taylor Wimpey have not attended these meetings.

Statement of Common Ground

On 14 November 2012, prior to the Plan for Stafford Publication (Pre Submission) draft ANUK agreed a Statement of Common Ground with Stafford Borough Council and Maximus Strategic Land, which established broad areas of agreement in relation to the proposed SDL's on the land north of Stafford, and the main areas where further work was required, including;

- Testing of design and layout options to deliver 3,100 new houses options.
- Testing access options.
- Economic viability testing for infrastructure costs.
- Consideration of SANGs and open space.

In agreeing the Statement of Common Ground, ANUK reserved the right to submit additional and separate representations to The Plan for Stafford Borough. The Statement of Common Ground is included as document reference E97 of The Plan for Stafford Borough Examination Library and is not repeated here.

Development of Initial Masterplan Options For North of Stafford

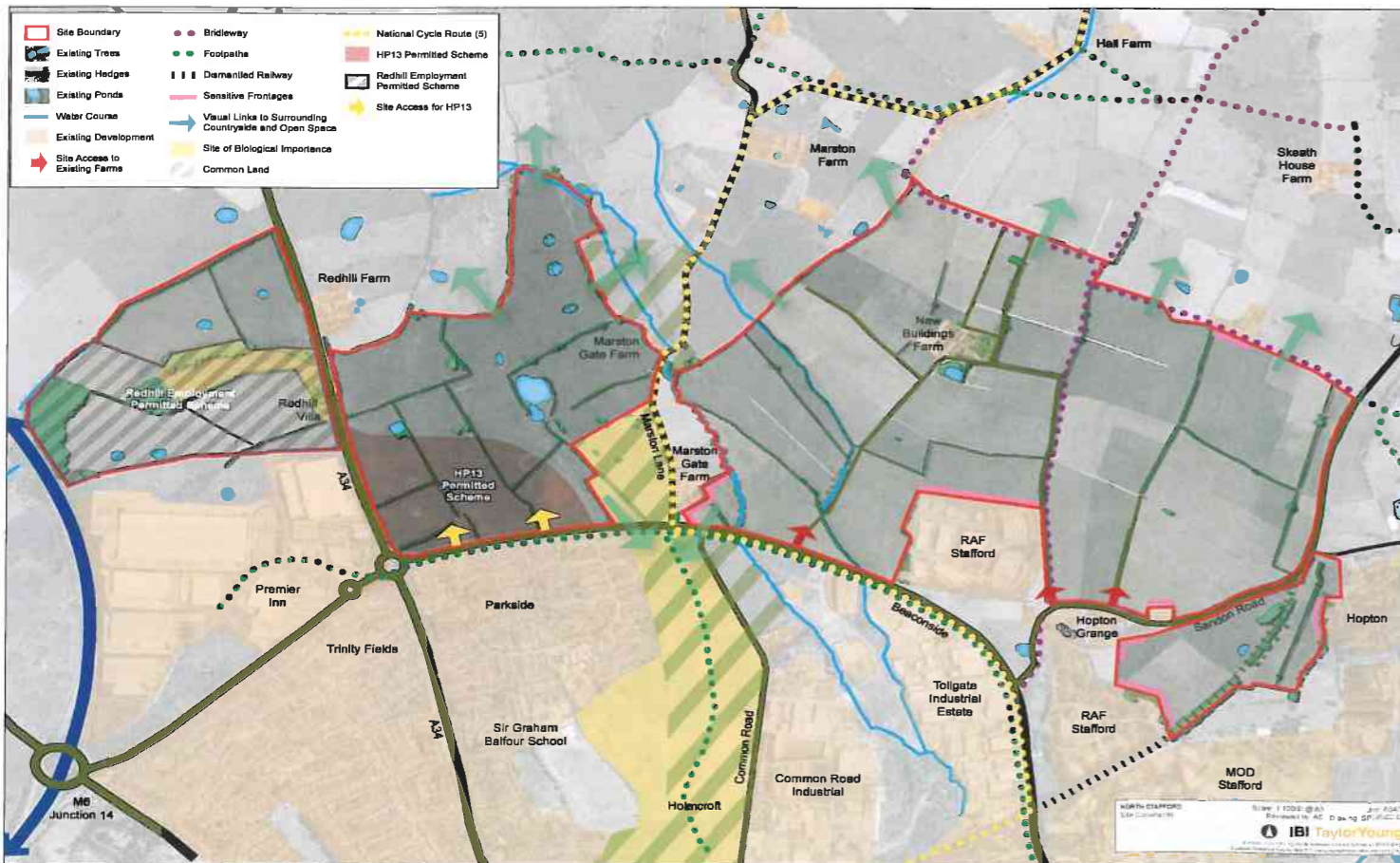
In October 2012 ANUK and Maximus jointly instructed masterplanning consultants (IBI Taylor Young) to prepare an initial constraints analysis and masterplan for the North of Stafford SDL.

Public Consultation

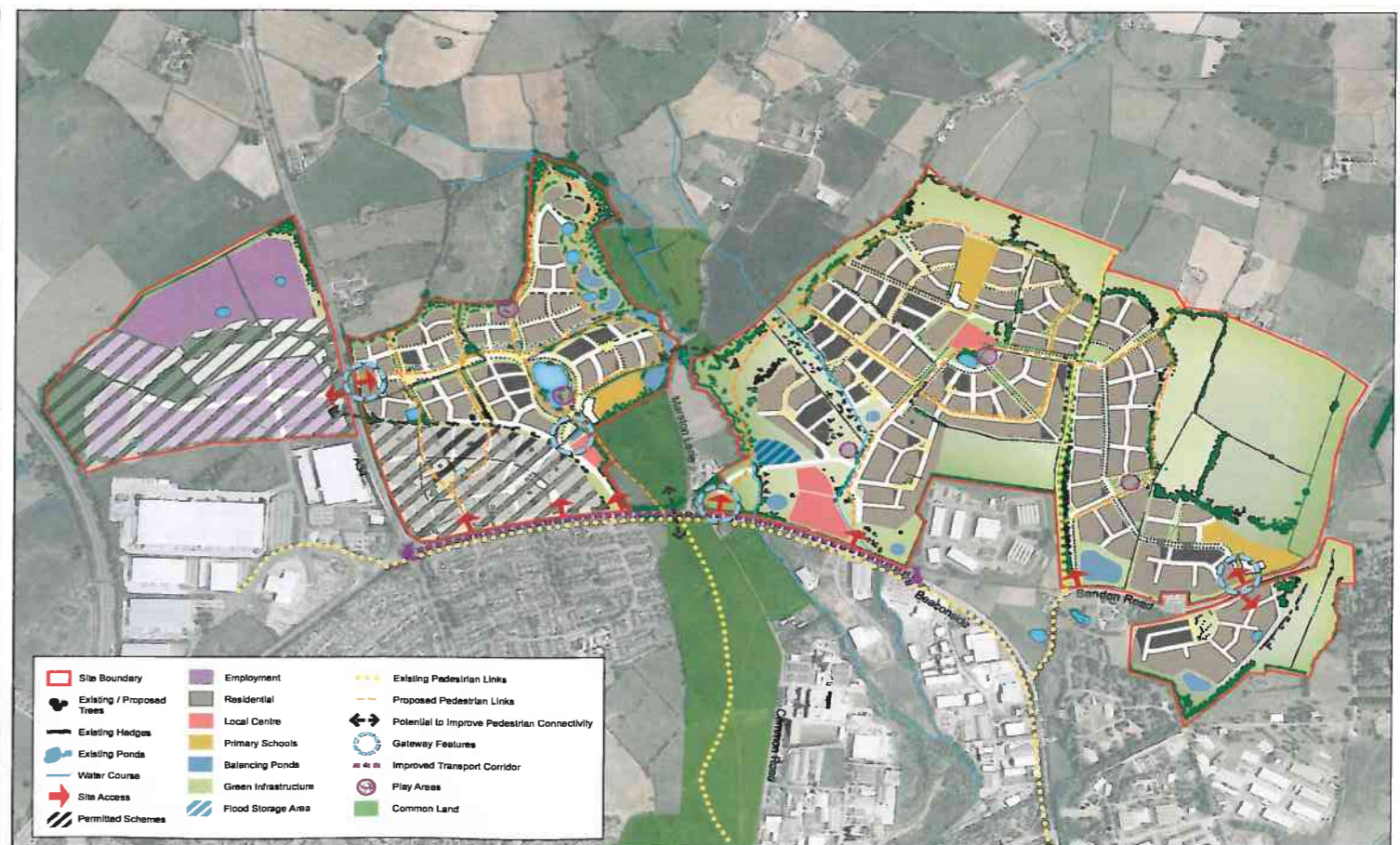
The overall masterplan was the subject of joint consultation with Maximus Strategic Land in late 2012/early 2013 and a consultation report: Akzo Nobel UK Ltd and Maximus Strategic Land, Consultation Report, Beaconside, Stafford, Pegasus Group Limited, Reference: Bir.2908, October 2013 has been prepared to document the results.

The Consultation Report indicates that there were a large range of issues raised by the local community in relation to potential development north of Stafford. However, the issue that drew most comments related to potential additional traffic along Beaconside, with consultees being particularly concerned about congestion and access points.

The other key area that attracted significant concern related to the impact of additional new dwellings on local facilities such as schools and doctors.



North Stafford Strategic Development Location Initial Constraints Analysis - Produced by IBI Taylor Young



North Stafford Strategic Development Location Initial Masterplan Options - Produced by IBI Taylor Young

7.0 Detailed Baseline Analysis of ANUK Site

Development Requirements

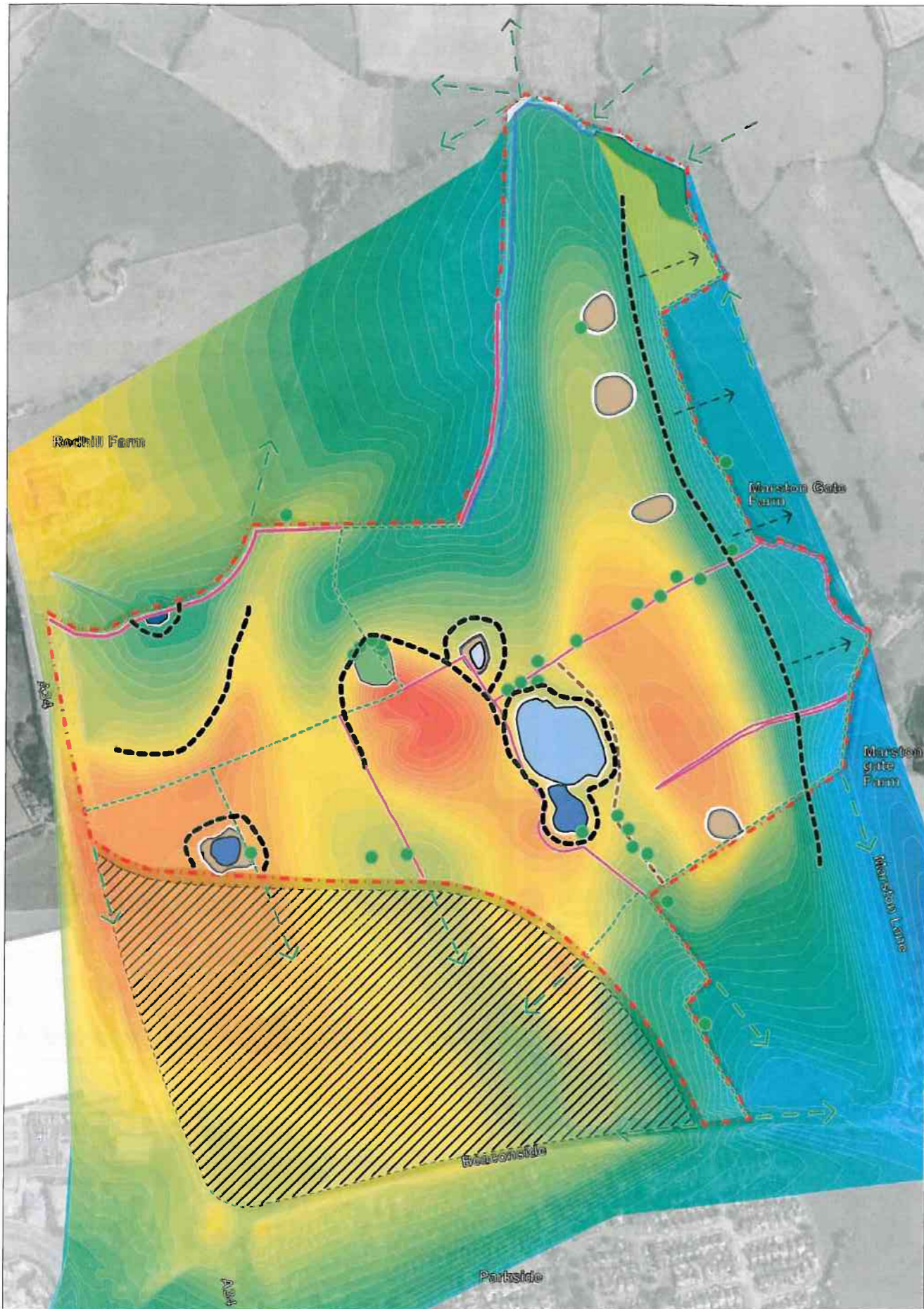
The Policy Stafford 2 - North Stafford SDL within the Plan for Stafford Borough (Submission Document) includes two housing sites which will deliver at least 3,100 new homes. Planning permission has been granted part of the SDL for 409 dwellings (HP13). Maximus Strategic Land is promoting a development of 2,000 houses on the land it controls. This means that approximately 700 homes, together with the infrastructure requirements listed within the Policy, are proposed on the extent of the ANUK Site which is currently within the proposed SDL.

Policy Stafford 2 states that development should take place on a 'neighbourhood' approach with the provision of a mix of uses including local retail facilities, public open space, social and physical infrastructure, primary school provision, community and health facilities.

The following pages outline the results of the baseline site analysis carried out on the ANUK Site. Each of the reports has been reviewed and summarised as a series of analytical diagrams illustrating the findings and recommendations. These form the basis of the Site wide constraints plans and in turn inform the proposed masterplan options.



7.1 Detailed Baseline Analysis - Topography



Typography Analysis Diagram

Analysis

The topography analysis has been based on a measured topographic survey carried out by Survey Operations in April 2009.

The topography information shows that there are steep falls into the valley along the north-eastern boundary of the site; these areas are not suitable for building upon. Critical analysis points have been identified and suggestions have been made in the following paragraphs.

The topography of the site goes from extremely high points to extremely low points over a very short distance. These areas in particular would not allow development of housing to take place, without the need for large amounts of excavation and the need for cut and filling of the land.

The area in the north of the Site suggests the need for a smoother transition into the landscape by providing a range of detached housing or with reference to Stafford Policy documents a centrally located Primary School. This allows for a less dense arrangement of housing to be in place.

The area which is particularly close to the road could provide an arrangement of terraced housing to create an acoustic barrier from the noise levels created from the A34.

Mitigation

Below are a list of possible mitigations to enable a more developed and deliverable piece of land.

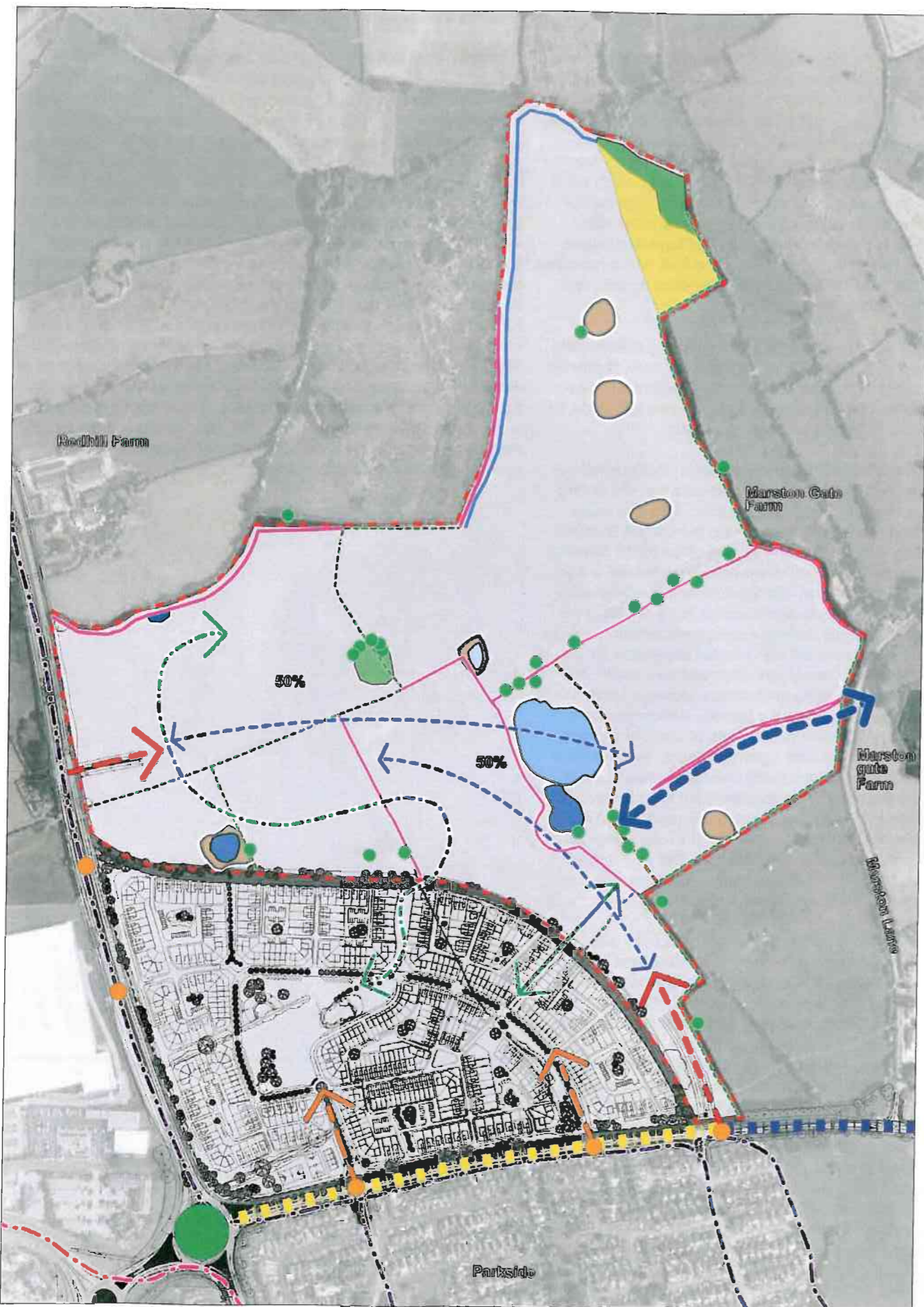
Incorporation of 'acoustic barrier blocks' such as continuous dwellings, located along the western site boundary. Such blocks can be single aspect, with habitable rooms facing into the site. Alternatively, where the provision of continuous dwellings is not appropriate it may be possible to use garages / substantial garden fences to bridge any gaps between detached or semi-detached dwellings.

Due to the nature of the topography of the site around the ponds and depressions there may need to be a setback/ separation between them and the building lines.

KEY:

- - - Site Boundary
- Standing Water
- A small section of Marston Brook which runs along the northern boundary of the site.
- Intact Hedge - Species poor
- Defunct hedge - Species poor
- Fence
- Scattered broadleaved trees
- Other tall herb & Fern
- Depressions/ former pits which are dry and consist of mainly bramble.
- Existing Trees & Special Species
- +24.0 m Above Base Level
- +0.0 m Base Level
- Topographical Constraints
- Falls (steep) into valley
- HP13 Site Development

7.2 Detailed Baseline Analysis - Highways Access



Highways Analysis Diagram

Analysis

Policy Stafford 2 - North of Stafford of The Plan for Stafford Borough Publication (Submission Document) states, so far as is relevant in relation to highways and access:

'viii. An access, transport and travel plan strategy for the Strategic Development Location that maximises travel and accessibility by non-car transport modes via safe, attractive and conveniently designed street, pedestrian and cycling connections within the development and to Stafford town centre, nearby existing and new employment areas. The strategy shall identify road access points to the site and between the site and the existing settlement. It shall also identify construction access arrangements that do not disrupt existing residents and improvements to transport capacity along the A34, A513 Beaconside Road and the Redhill roundabout.

ix. There will be an interconnected network of streets serving the development producing discernable and distinctive neighbourhoods and places integrated and linked to existing areas;

...

xiii. Highway capacity improvements, either through or around the perimeter of the site, or along Beaconside, will be required North of Stafford. Enhanced bus services and improved bus reliability, through bus priority, will be required along the A34 between the site and the town centre as well as real time bus passenger information, increased frequency of existing and new bus services;

...

A range of high level transport evidence has been produced by/on behalf of Staffordshire County Council (as highways authority), as evidence to support the Stafford growth agenda. In 2008, Atkins consultants produced a SATURN transport model and undertook a Transport Study to help understand the impact of this growth. The model was used, together with Accession analysis, to assess the global traffic impact of housing growth of 7,000 and 10,000 dwellings, the relative merits of concentrating development in different locations, and employment growth of 17,000 to 20,000 new jobs.

The key conclusion to emerge from this work is that at peak times all growth options will significantly impact on the highway network. The accommodation of this level of development will require new strategic and local highway infrastructure, intensive sustainable transport improvements and initiatives that reduce the need to travel by car in peak periods.

KEY:

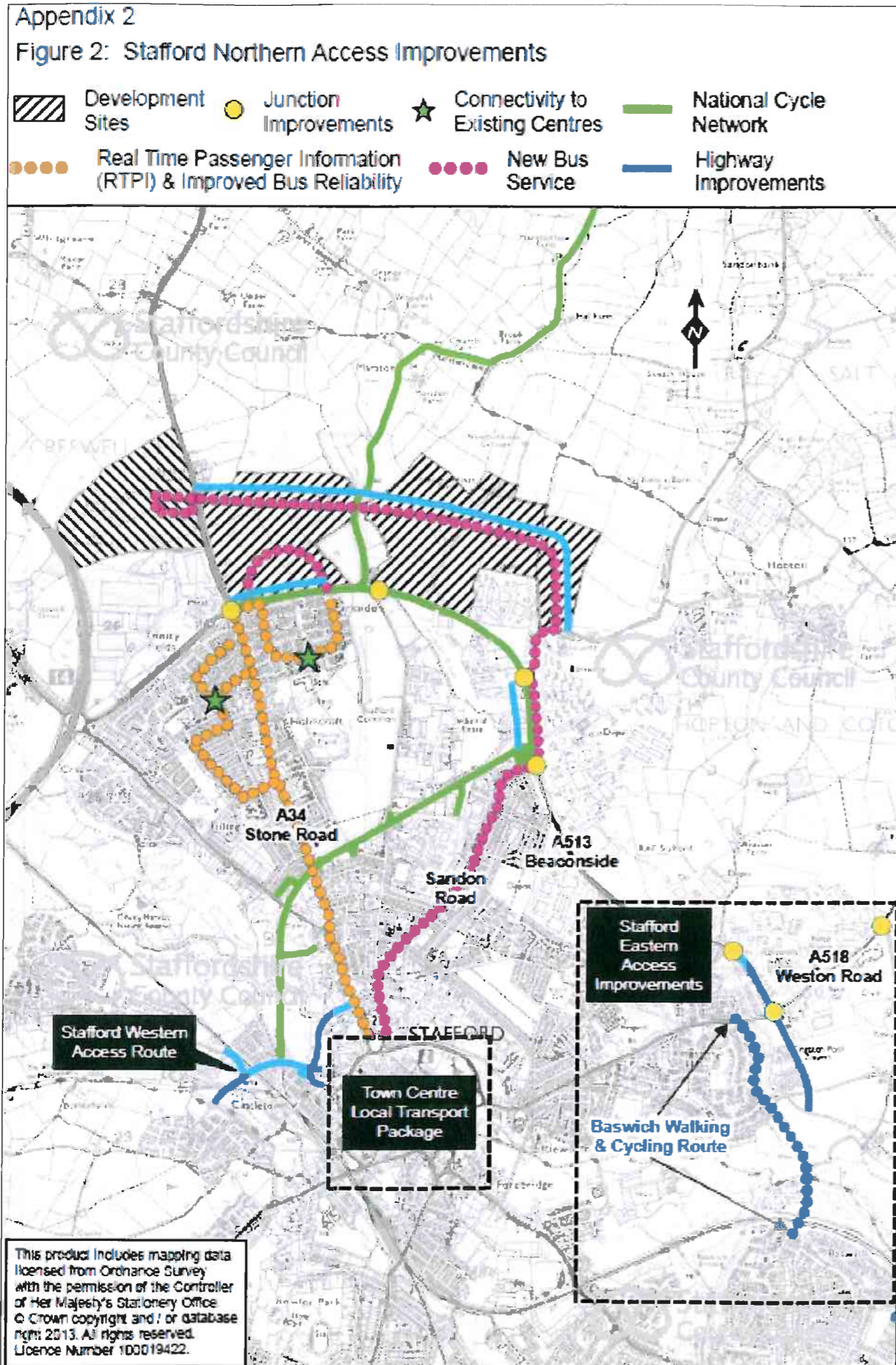
- | | | |
|--|---|--|
| - - - Site Boundary | ● Existing Trees & Special Species | - - - Current cycle route |
| ■ Standing Water | - - -> Highways Road Proposal | ■ Potential Link Road |
| — A small section of Marston Brook which runs along the northern boundary of the site. | - - -> Highways Road Proposal (HP13 Site) | - - -> Bus Gate/ Bus route with associated pedestrian and cycle access |
| - - - Intact Hedge - Species poor | ● Junction Improvements | → Pedestrian & cycle access |
| □ Defunct hedge - Species poor | ○ - - -> Development Access | ▨ HP13 Site Development |
| - - - Fence | ■ Proposed Dual Carriageway | |
| ■ Scattered broadleaved trees | ■ Proposed Dual Carriageway extension | |
| ■ Other tall herb & Fern | - - - Local bus routes | |
| ■ Depressions/ former pits which are dry and consist of mainly bramble. | | |

In 2012 and 2013 Staffordshire County Council carried out further assessments to identify in more detail the infrastructure requirements in the North, West and East of Stafford.

Transport evidence produced by the County Council in 2013 concludes that significant transport investment would be required to deliver 3,100 new dwellings in the North of Stafford. The proposed package of Stafford North Access Improvements consists of the following:

- Highway capacity improvements
A Local Distributor Road provided through the development sites together with junction and link improvements along Beaconside required for enhancing safety and capacity. Minimising the number of new junctions required to access the development sites is also essential. A Local Distributor Road would remove substantial levels of traffic from the A34 north of Redhill roundabout and along the northern section of Beaconside. However delays would still be expected, particularly along sections of the A34 Stone Road and southern sections of Beaconside that would require further mitigation through junction improvements and sustainable transport.
- Bus connectivity
A new bus service through the site will make use of the new local distributor and will be within easy walking distance for residents. Real time bus passenger information will be provided and bus priority on A34 Stone Road.
- Enabling active travel
Local facilities will be required that are appropriate to the scale of the housing development and will be conveniently accessed by walking and cycling to internalise trips. High permeability within the site and walking and cycling connectivity to existing local facilities is essential.
- Sustainable travel promotion
Workplace Travel Plans, sustainable travel initiatives targeted at local residents and implementation of School Travel Plans will be required to minimise car travel.

The Stafford Northern Access Improvements are indicated on Figure 2 in Appendix 2 Stafford Borough Integrated Transport Strategy 2013 – 2031 (See below) and in the Transport Evidence to Support a Northern Direction of Growth published in May 2013 by Staffordshire County Council.



Mitigation

The development of ANUKs land holding in North Stafford has been structured from the outset to be deliverable in its own right whilst providing an opportunity to release highway network capacity to enable other development to be delivered. This is evidenced by the delivery of the HP13 site via the recent grant of planning permission; the HP13 site provided an opportunity to deliver highway improvement works to the A34, Redhill Roundabout and Beaconside which will in time release significant capacity to not only accommodate the HP13 related development traffic but also pave the way for other sites to be delivered. This is demonstrated by the Staffordshire County Council employment scheme, to the west of the A34, which has been delivered without the need for any highway mitigation measures other than an access facility from the A34.

ANUK consider that the delivery of their remaining land holding will continue along the same principles; in that it will seek to provide integrated transport infrastructure that not only provides for its own residential development proposals but also to act as a key stone in the delivery of North Stafford as an area for growth.

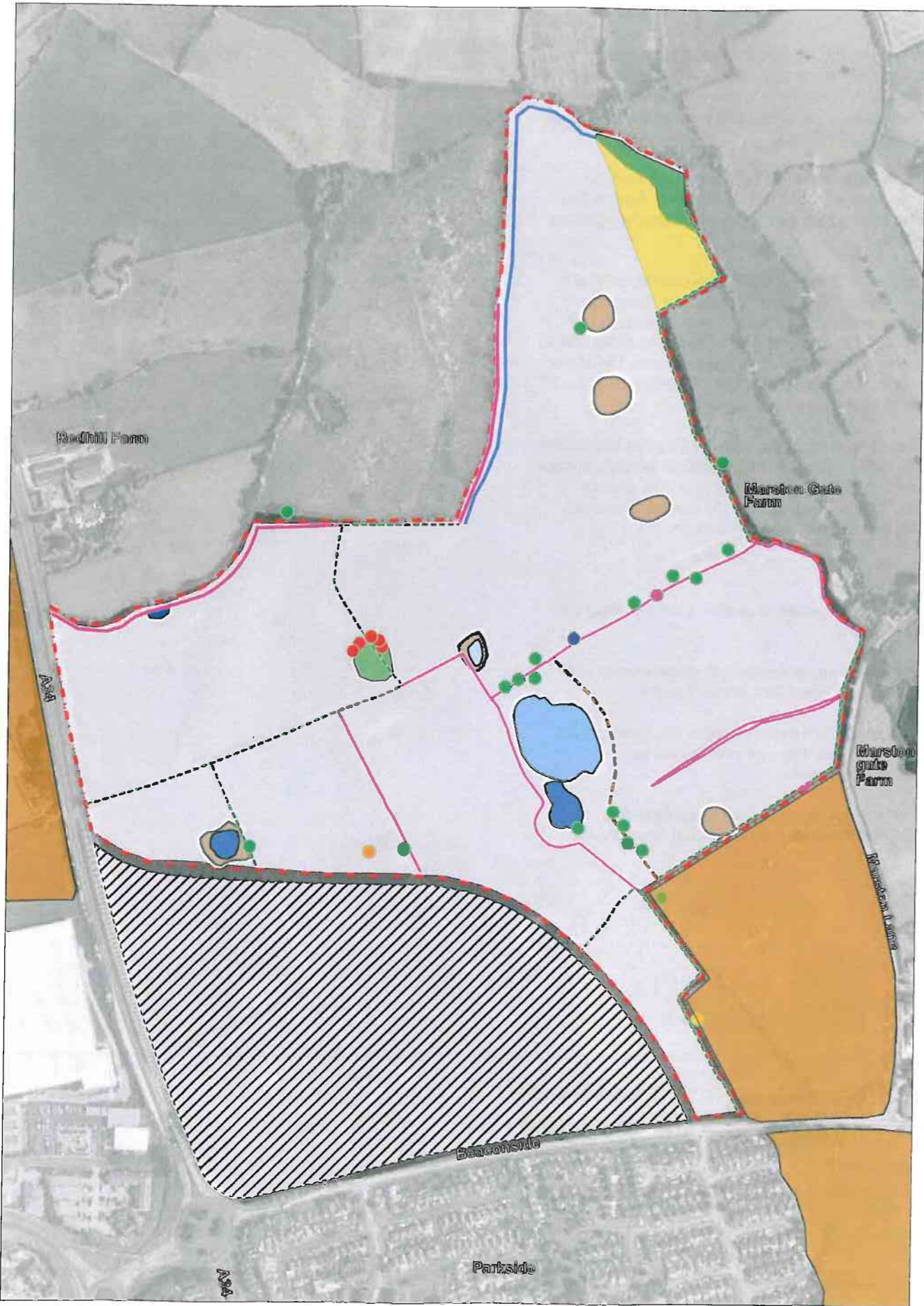
The integrated transport infrastructure proposal is underpinned by the concept of a northern link road which connects the A34 to Beaconside, thus bypassing the Redhill roundabout. This link recognises the west bound movements identified in the SATURN model and observed during the detailed assessment of the HP13 planning application submission. The extent of the northern link road will be defined to the west by its junction with the A34; which will be delivered as a staggered signal junction with the currently 'under construction' Staffordshire County Council employment scheme. To the east, the extent of the link road will be variable, dependent on time of delivery. Having worked closely with Staffordshire County Council and the neighbouring land holding of Maximus Strategic Land, ANUK consider that the full link through to the Sandon Road provides a solution for the delivery of growth to the North of Stafford and aids the mitigation of existing and future highway impact. However, it is recognised that this is a significant piece of infrastructure and will not be realised from the outset, this consideration must be given to the progressive development of the northern link road, with ANUK site being able to deliver the first phase of the link road alongside connections and improvements to Beaconside. This northern link proposal therefore recognises the aspiration presented in the Stafford Borough Integrated Transport Strategy.

However, it is important to understand the mechanism by which this link can be delivered. As noted previously, the ANUK land holding acts as a key stone in the delivery of north Stafford growth area; in that it can provide the first section of the north Stafford link road up to Marston Lane over which it must pass to enter into Maximus Strategic Land's area of development beyond. It is considered that this would be a road to nowhere until such time as the remaining Maximus land is delivered; therefore a secondary link is proposed, which would remain in place following the completion of the full extent of the northern link road. This secondary link would connect the northern link road, prior to its crossing point of Marston Lane, to a point on Beaconside to the east of the HP13 development site and the Parkside area residential access. This link provides the short term benefits required at the Redhill Roundabout to ensure that network impact resulting from the ANUK land holding is not severe, whilst also providing a future link to the northern link road for traffic travelling along Common Road and Tollgate Drive. This secondary link has been included in the SATRUN modelling completed by Staf-

fordshire County Council in order to provide a robust analysis.

Of notable importance will be the method by which sustainable transport measures are integrated within the development. Such measures are particularly important with due regard to the employment and education based trips in the AM and PM peak periods. The location of the Site relative to employment sites is excellent and will be further enhanced through the completion of the neighbouring employment site being developed by Staffordshire County Council. Therefore connectivity to this Site will be achieved via the proposed aforementioned staggered signal junction, which will also include a Toucan crossing. It is proposed that the provision of a Toucan Crossing at this location will provide the terminal point of a cycle route which runs along the entire eastern side of Stafford along Beaconside. The missing link of the cycle route provided for by the HP13 development, provides a connection through the HP13 site to the northern land boundary. Provision within the sale of the HP13 site enables two connections to be created between the sites, one of which could be vehicular (refer to bus gate above). These connection points provide a deliverable opportunity to integrate cycle and walking infrastructure between the sites and onward connections to the Beaconside and the Staffordshire County Council employment scheme currently being constructed.

7.3 Detailed Baseline Analysis - Ecology



Ecology Analysis Diagram

Analysis

A preliminary ecological survey and protected species surveys were undertaken by WSP Environmental Ltd in 2013.

- The site comprises of agricultural land including arable fields and fields of improved grassland, separated by species poor hedgerow. The hedgerows comprised predominantly of hawthorn and blackthorn interspersed with elder, holly, infrequent species of hazel, ash and oak and occasional species of alder, sycamore and crack willow. The hedgerows are not considered to be important and although some hedgerows are intact along some field boundaries the majority have significant gaps and have been grazed by livestock.

- There is limited tall ruderal vegetation including common nettle, great willowherb, false oat and creeping thistle but this is associated primarily along ditches, drains and adjacent to hedgerows. Other habitats include scattered scrub, improved grassland, ditches, ponds and running water.

- The main ecological features of the Site include the ponds and mature trees scattered through the Site which have the potential to support badger, bats, breeding and wintering birds and Great Crested Newts. Further surveys have confirmed that there are no Great Crested Newts present.

- Bat surveys have confirmed that Common and Soprano Pipistrelle, Noctule and Myotis species use the Site for foraging; additionally two Common Pipistrelles were confirmed to be roosting in a cluster of mature trees towards the centre of the Site. An outlier badger sett was also identified in the same area.

- Breeding bird surveys undertaken at the Site identified 32 bird species, most of which are widespread in their distribution and are generally opportunist nesting species. Of the species recorded only 8 species are of conservation concern. 3 species are red listed and 5 are amber listed. No Schedule 1 species were found on the Site. Given the arable agricultural use of the Site the optimal breeding habitat is very limited and constrained to hedgerows, trees and scrub habitat.

- Wintering bird surveys undertaken at the Site recorded 35 wintering bird species; all of these species are widespread in their distribution and are generally opportunist over-wintering species. Similarly to breeding habitat, the Site offers limited wintering opportunities as most of the Site is arable land with most of the wintering opportunities confined to the hedgerows, trees, scrub and ponds. Only 16 of 35 species are of conservation concern. 10 are red listed and 10 are amber listed. Four Schedule 1 listed species are relevant to the Site although these wintering species are considered highly unlikely to be breeding on the Site. There are no statutory or non-statutory designated sites within the Site itself although there are a number in the surrounding area.

Natura 2000 sites (i.e. statutory designated sites including Special Areas of Conservation [SAC], Special Protection Areas [SPA] or Ramsar sites) within 10km of the Site include:

Channock Chase Special Area of Conservation (SAC) situated 7.7km to the south-west of the Site;
Pasturefields Salt Marsh SAC located approximately 7.3km to the east of the Site; and

West Midlands Mosses SAC/Midland Meres & Mosses Phase 1 Ramsar approximately 9.9km to the east of the Site.

Statutory designated sites within 2km of the Site include:

Doxey and Tillington Marshes Site of Scientific Interest (SSSI) located approximately 1.5km south west of the Site; and
Astonfields Balancing Lakes Local Nature Reserve (LNR) located approximately 1.4km south east of the Site.

There are also four non-statutory designated ecological sites within 2km of the Site, these include:

Stafford Common Site of Biological Importance (SBI) located adjacent to the south-east of the Site;

Redhill Farm Wet Woodland SBI located on the opposite side of the A34 from the Site (approximately 25m from the Site);

Astonfield Balancing Lakes LNR/SBI located approximately 1.4km to the south-east of the Site; and

Astonfields SBI located approximately 1km to the south-east of the Site, designated for area of derelict land with brine waste tips colonised by species-rich grassland.

Mitigation

Below are a list of possible mitigations to enable a more developed and deliverable piece of land.

- The main ecological features of the Site include the ponds and mature trees scattered through the Site which provide habitat for bats, badgers and birds.

- To mitigate effects of ecological species the ponds, particularly the large pond in the centre of the Site will be retained with aquatic / marginal planting around to improve the biodiversity.

- Hedgerows and mature trees to be retained and additional native planting along hedgerows undertaken to increase habitat for birds and foraging and commuting areas for bats. If it is not possible to retain existing hedgerows and scrub then new areas should be planted as part of the landscaping. The hedgerows offer opportunity to maintain connectivity across the Site for bats. Bat boxes on existing and newly planted trees can also provide additional habitat for bats.

- Landscaping planting should be of native species consisting of a species mix similar to that already found on the site and as far as possible should be of local provenance.

The proposals include for a significant amount of greenspace including SANGS provision (as discussed below) to mitigate effects on the surrounding SAC's. Open space is provided throughout the site and includes those areas of the site which are higher in biodiversity such as the existing ponds and trees. The open space will allow green corridors throughout the site linking to the wider area to the north, east and Stafford Common SBI to the south east of the Site.

KEY:

- - - Site Boundary
- Standing Water
- - - A small section of Marston Brook which runs along the northern boundary of the site.
- - - Intact Hedge - Species poor
- Depressions/ former pits which are dry and consist of mainly bramble.
- Defunct hedge - Species poor
- - - Fence
- Scattered broadleaved trees
- Other tall herb & Fern
- Existing Trees
- Group of five category 1* trees located within a small area of broad leaved woodland.
- Category 1 tree, an Oak which has a small hole in the trunk and raised bark.
- Category 1* tree, an Oak with multiple woodpecker holes.
- Category 1 tree, an Ash with a large hole in the trunk.
- Category 1 tree, an Ash with a large hole in the trunk.
- Site of Biological and Geological Importance
- HP13 Site Development

7.4 Detailed Baseline Analysis - Flood Risk



Flood Zone Analysis Diagram

Analysis

WSP Environmental Ltd undertook a Flood Risk Assessment (FRA) for the Site in 2012. The Environment Agency Flood Zone map shows the Site to be within Flood Zone 1 (low risk). This is land designated as having less than a 1 in a 1000 year annual probability of river and sea flooding in any year.

However, given that the Site is located adjacent to the Marston Brook which is not considered within the Environment Agency (EA) flood maps, the EA confirmed that further hydraulic modelling of the Site would be required.

Hydraulic modelling was undertaken in 2013 and confirmed that the majority of the Site was Flood Zone 1. However, there are small areas of the Site designated as Flood Zone 2 (medium risk) (between a 1 in 100 and a 1 in a 1000 year annual probability of river and sea flooding in any year), Flood Zone 3a (high risk) (1 in 100 or greater probability of flooding) and Flood Zone 3b (High risk) (1 in 20 probability of flooding) as shown on the diagram.

The FRA has confirmed (in consultation with the EA) that attenuation required for the Site will be approximately 24,500m³ to retain surface water runoff onsite for up to the 1 in 100 year plus 30% climate change storm event. This will be less than the current Greenfield runoff rate which will reduce flood risk downstream.

Mitigation

Below is a list of possible mitigations to enable a more developed and deliverable piece of land.

Sensitive development (residential properties) will be located within Flood Zone 1 only outside of Flood Risk Zones 2 and 3.

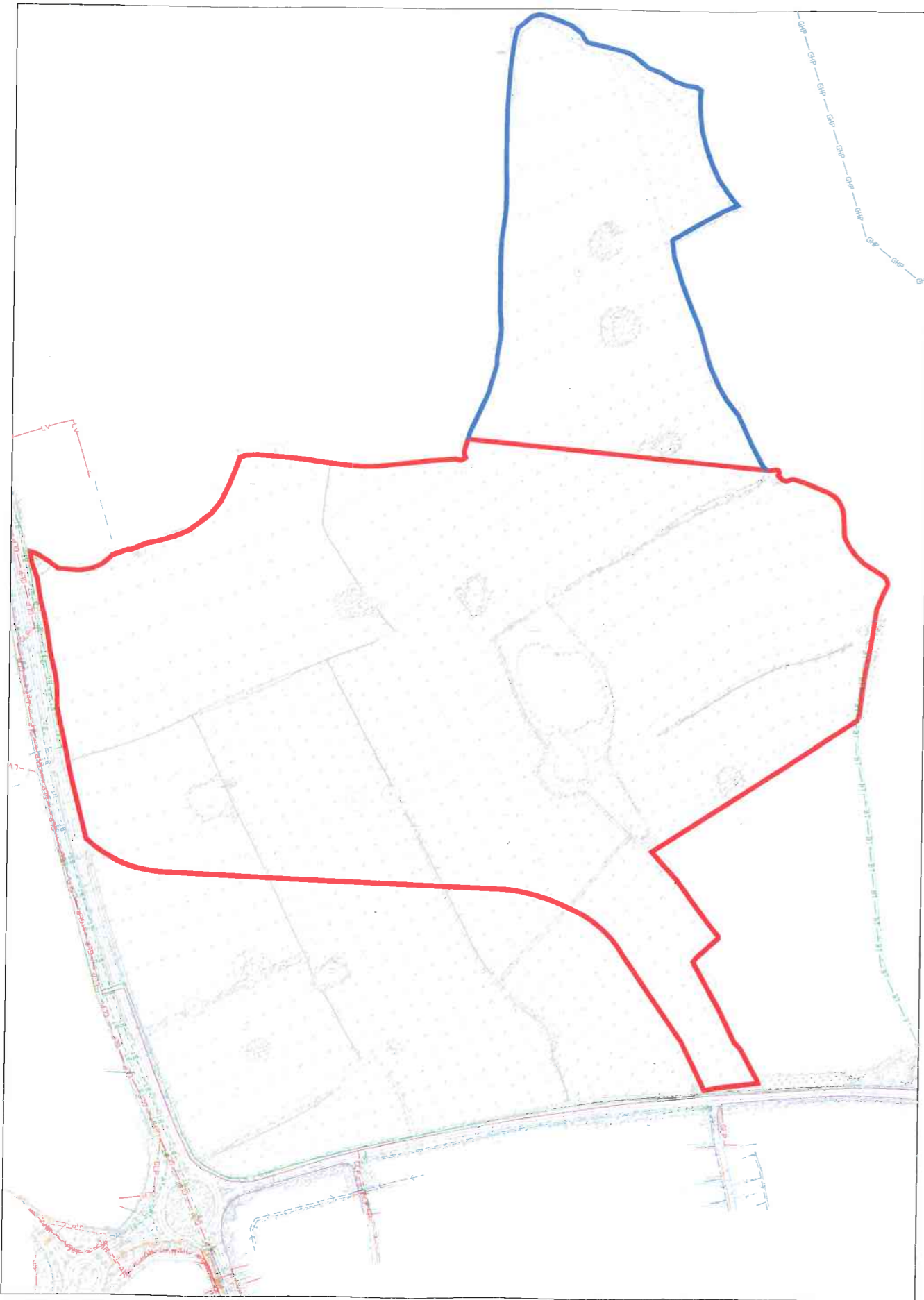
SUDS will be incorporated where possible within the development. An appropriate attenuation and drainage strategy will be incorporated into the detailed design.

As the attenuation on site will be better than Greenfield, the development of the Site will benefit third party land downstream.

KEY:

- - - Site Boundary
- Standing Water
- A small section of Marston Brook which runs along the northern boundary of the site.
- Intact Hedge - Species poor
- Depressions/ former pits which are dry and consist of mainly bramble.
- Defunct hedge - Species poor
- Fence
- Scattered broadleaved trees
- Other tall herb & Fern
- Existing Trees & Special Species
- Flood Zone 3b (1 in 20 year)
- Flood Zone 3a (1 in 100 year)
- 1 in 100 year plus climate change (+20%)
- Flood Zone 2 (1 in 1000 year)
- Flood Zone boundary lines
- HP13 Site Development

7.5 Detailed Baseline Analysis - Utilities



Combined Utilities Plan

Analysis

A utilities assessment has been undertaken for the proposed development which identified the existing services and additional services required for the proposed development.

Existing Utilities

Utility records indicate there are no electric distribution mains, gas mains, water mains, sewer mains or telecommunications plant present within the site boundary.

A number of water mains, foul sewers and low pressure gas mains are however, indicated in the highways bounding the site.

There are three low voltage electricity distribution mains in the vicinity of the site including Redhill Roundabout Substation, Shackleton Way Substation and Barlaston Close Substation.

The Audley-Alrewas 1050mm diameter gas distribution pipeline is located approximately 50m east of the development site.

The proposed development is located on the periphery of the Lammascote and Baswich foul drainage catchment areas which drains into the Lammascote and Baswich foul pumping stations respectively. Both pumping stations convey flows to the Brancote sewage treatment works located approximately 3.5km east of Stafford town centre.

Additionally, BT, Virgin Media and Cable and Wireless plant is located within the highways/footways surrounding the development which serve the local area.

Given the presence of existing services in the vicinity of the site, constraints to the development of the site are minimal. Anticipated works to existing services comprise diversion and/or protection of services within the highways surrounding the development to accommodate site access.

The presence of the Audley-Alrewas gas main is not considered to constrain the development given the distance outside of the site boundary; however consultation with National Grid will be undertaken during detailed design to ensure there is no risk to the gas main during development.

Requirements for supplying the proposed development

Western Power Distribution (WPD) has advised that there is insufficient capacity in the local 11kV electricity network to service

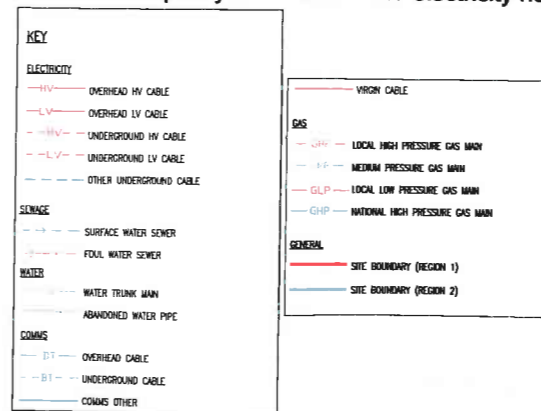
the site. However, a major refurbishment project is underway at Stafford 132/11kV substation which it anticipates will provide the capacity to serve the proposed development. National Grid Gas UK and Fulcrum have advised that no major reinforcement works are anticipated for gas services.

Severn Trent Water (STW) has advised that no major reinforcement works are anticipated for potable water.

STW has advised that capacity in the local foul sewer network is limited and that reinforcement works will be required to serve the development. It has advised that reinforcement works would be funded and implemented under its asset management plan to ensure capacity is available when required.

New BT connections will be required for all residential units.

The findings of the utilities assessment and the required costs associated with the infrastructure outlined above generally accord with those detailed within the Stafford Borough Infrastructure Strategy (2012).



7.6 Detailed Baseline Analysis - Acoustics (without HP13 Site Development) - Daytime



Acoustics Analysis Diagram without HP13 Site Development - Daytime

Analysis

Acoustics surveys were carried out by WSP Environmental Ltd and a document/ report was produced in 2013. Analysis on the Acoustics of the site and without the HP13 development in the Day-time has been determined from this document.

Noise levels of 52 La eq, 16h are predicted, within the eastern section of the site. These result in a BS8233 'Reasonable' criterion being achievable with windows open (highlighted in light blue). It can be established that houses can be developed in these areas without using thermal glazing windows or other mitigations.

The 55 dB criterion applicable within principal outdoor amenity areas can be achieved within significant portions of the site (greater than 50%) without the consideration of mitigation.

The highest noise levels are in the site regions closest to Stone Road, which are of 75dB Laeq, 16h. Developments close to these roads are advised to have an offset of 41meters and should focus the orientation of the buildings away from the primary noise source.

Any location on the site experiencing noise levels in excess of 52dB Laeq, 16h it is necessary for mitigation to be considered in order to ensure a level of protection for the future occupants of the proposed development.

Notes

This assessment has been made assuming free field conditions and it is likely that with the construction of the HP 13 site and implementation of the layout of the proposed development site that the noise levels across the site are likely to be reduced. This will be investigated as part of the detailed design works and appropriate mitigation measures implemented as appropriate to achieve the noise criteria.

Mitigation

Below are a list of possible mitigations to enable a more developed and deliverable piece of land.

- The installation of roadside barriers and bunds or a combination of both.
- Locating noise sensitive rooms with their facades facing away from the relevant noise source of concern (this is applicable to dwellings fronting Stone road and Beaconside)
- Installation of glazing and ventilation with appropriate sound

KEY:

Site Boundary	40<=...<42 LAeq, 16h	70<=...<100 LAeq, 16h
Standing Water	42<=...<47 LAeq, 16h	HP13 Site Development
A small section of Marston Brook which runs along the northern boundary of the site.	47<=...<50 LAeq, 16h	
Intact Hedge - Species poor	50<=...<52 LAeq, 16h	
Defunct hedge - Species poor	52<=...<55 LAeq, 16h	
Fence	55<=...<60 LAeq, 16h	
Scattered broadleaved trees	60<=...<65 LAeq, 16h	
Depressions/ former pits which are dry and consist of mainly bramble.	65<=...<70 LAeq, 16h	
Existing Trees		

reduction performance to ensure satisfactory internal noise levels within habitable rooms and areas experiencing noise levels in excess of 52dB.

-Locating primary outdoor amenity areas (usually rear gardens) of dwellings so that they are well screened from the noise source in area above 55dB.

-Incorporation of 'acoustic barrier blocks' such as continuous dwellings, located along the western site boundary. Such blocks can be single aspect, with habitable rooms facing into the site. Alternatively, where the provision of continuous dwellings is not appropriate it may be possible to use garages/ substantial garden fences to bridge any gaps between detached or semi-detached dwellings.

-Thermal double glazing should be used at a distance of 41m from Stone road and 34m from Beaconside. At closer distances, better performing glazing may be required.

7.7 Detailed Baseline Analysis - Acoustics (Without HP13 Site Development) - Night-time



Analysis

Acoustics surveys were carried out by WSP Environmental Ltd and a document was produced in 2013. Analysis on the site without consideration for the HP13 site in the night-time has been determined from this document.

Night time noise contours presented in the diagram show noise levels below 47 dB LAeq,8h are predicted across more than half of the Site which is considered to be 'reasonable' according to the BS8233 criteria without the need for mitigation.

Noise levels below 42dB are predicted within the eastern most sections of the site, well removed from Beaconside and Stone road. Within these areas it is expected that the BS8233 'Good' criterion could be achieved with the windows open, without mitigation.

The highest noise levels that are predicted within the site are closest to Stone road, where noise levels are in the region of 65dB LAeq, 8h. Houses built within this zone need to allow for mitigation.

Any areas that are experiencing noise levels in excess of 47dB LAeq 8h it is necessary to consider mitigation. This equates to be around 50% of the site.

Notes

This assessment has been made assuming free field conditions and it is likely that with the construction of the HP 13 site and implementation of the layout of the proposed development site that the noise levels across the site are likely to be reduced. This will be investigated as part of the detailed design works and appropriate mitigation measures implemented as appropriate to achieve the noise criteria.

Mitigation

Below are a list of possible mitigations to enable a more developed and deliverable piece of land.

- The installation of roadside barriers and bunds or a combination of both, these should be applied in the areas closest to Stone Road.
- Locating noise sensitive rooms with their facades facing away from the relevant noise source of concern (this is applicable to dwellings fronting Stone road and Beaconside).
- Installation of glazing and ventilation with appropriate sound reduction performance to ensure satisfactory internal noise levels within

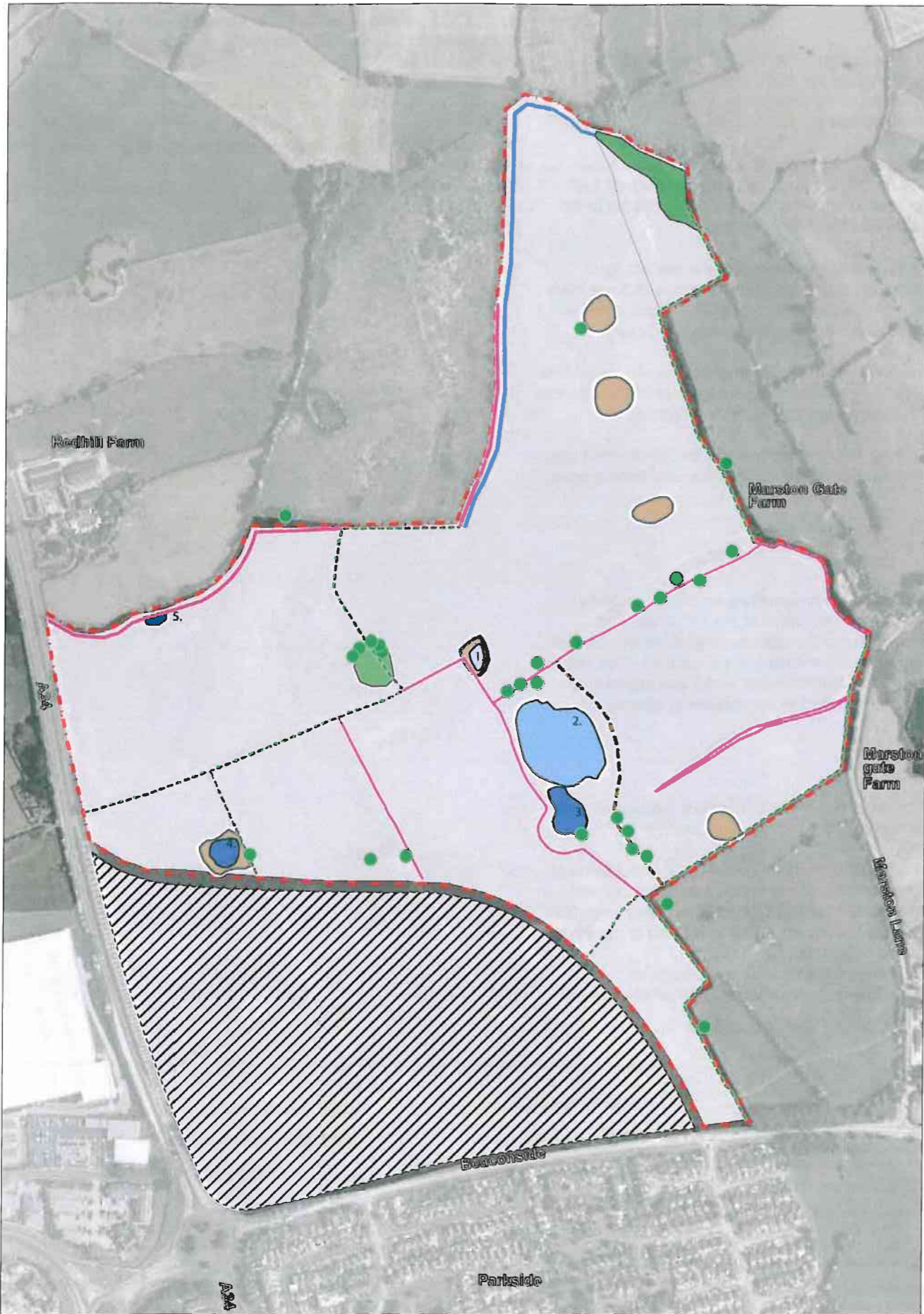
- Habitable rooms where levels are in excess of 47dB.
- Incorporation of 'acoustic barrier blocks' such as continuous dwellings, located along the western site boundary. Such blocks can be single aspect, with habitable rooms facing into the site. Alternatively, where the provision of continuous dwellings is not appropriate it may be possible to use garages/ substantial garden fences to bridge any gaps between detached or semi-detached dwellings.
- Thermal double glazing should be used at a distance of 41m from Stone road and 34m from Beaconside. At closer distances, better performing glazing may be required.

KEY:

- | | | |
|--|---------------------|-----------------------|
| Site Boundary | Existing Trees | 65<=...<70 LAeq, 8h |
| Standing Water | 40<=...<42 LAeq, 8h | 70<=...<100 LAeq, 8h |
| A small section of Marston Brook which runs along the northern boundary of the site. | 42<=...<47 LAeq, 8h | HP13 Site Development |
| Intact Hedge - Species poor | 47<=...<50 LAeq, 8h | |
| Defunct hedge - Species poor | 50<=...<52 LAeq, 8h | |
| Fence | 52<=...<55 LAeq, 8h | |
| Scattered broadleaved trees | 55<=...<60 LAeq, 8h | |
| Depressions/ former pits which are dry and consist of mainly bramble. | 60<=...<65 LAeq, 8h | |

Acoustics Analysis Diagram without HP13 Site Development - Night-time

7.8 Detailed Baseline Analysis - Standing Water



Standing Water Analysis Diagram

Analysis

A preliminary ecological appraisal of the Site was carried out by WSP Environmental Ltd in 2013, which identified five ponds across the Site.

There are also a number of dry depressions/ former pits to the north of the Site which consist mainly of bramble and are of limited ecological value.

A small section of Marston Brook also runs along the northern boundary of the Site and has the potential to be incorporated in the developed masterplan.

Pond 1 is a small depression that has retained water and is surrounded by scrub and willow. Pond 4, like pond 1 is also a small depression which has retained water although it is not surrounded by scrub and willow.

Ponds 2, 3 and 4 have limited associated vegetation adjacent to them due to being heavily grazed by cattle. However, the ponds themselves offer foraging habitat for bats and birds.

Pond 5 is a farmland pond and has been fenced off from cattle and is surrounded by bramble with steep banked sides. Great Crested Newt surveys undertaken in 2013 have confirmed the absence of this species from the Site.

Mitigation

Below are a list of possible mitigations to enable a more developed and deliverable piece of land.

- Ponds 2 and 3 are the largest of the five ponds and would both prove to be key features with the masterplan and could be included in SANGS provision. Although pond 2 is an artificial pond it is very large and suggests these two ponds could be a key central node for the Site.
- Pond 1 also holds the opportunity to become a key feature in the development.
- Furthermore, pond 4 may also provide a feature within the development parcels, although the size, shape and proximity to the boundary are all factors to consider in the future development.
- Pond 5, which is located within Flood Zones 2 and 3 may also be incorporated into the masterplan and may potentially form an area for flood attenuation.
- Overall, the proposals will allow the incorporation of all five ponds within the masterplan and where feasible will be connected creating green corridors across the Site.

KEY:

- - - Site Boundary
- A small section of Marston Brook which runs along the northern boundary of the site.
- Intact Hedge - Species poor
- Defunct hedge - Species poor
- Fence
- Scattered broadleaved trees
- Existing Trees
- Pond 1 a depression which has retained water, surrounded by scrub and willow.
- Pond 2 an artificial pond created to provide water for the cattle, the vegetation surrounding the pond is intensively grazed.
- Pond 3 is adjacent to pond 2 and slightly smaller than Pond 2. Apart from this one difference the characteristics of the two ponds are the same.
- Pond 4 is a slight depression which has retained a small amount of water.
- Pond 5 is a farmland pond which has been fenced off from cattle, it is surrounded by bramble and has steep banked sides.
- ▨ HP13 Site Development

7.10 Detailed Baseline Analysis - Open Space and Recreation

Appendix G of the Plan for Stafford Borough sets out standards for the provision of open space and recreation facilities, based upon the Open Space, Sport and Recreation Assessment Update, June 2013.

The table at Paragraph 18.2 of the Stafford Open Space, Sport and Recreation Assessment Update, June 2013 summarises the provision required across the whole North Stafford SDL on the basis of the recommended quantity standards:

Quantity Standards	Standard (m2) per person	Ratio to people	Notes
Allotments			
Urban	3.5 sq m per person	1 plot to 100	
Rural	1.6 sq m per person	1 plot to 100	
Artificial Turf Pitches			
Borough-wide	0.6 sq m per person		Up to 6 additional ATPs and two half size ATPs
Athletics			
No Standard	No standard		
Bowling greens			
Borough-wide	0.16 sq m per person		Ideal green size of 37m X 37m, minimum size 25m X 25m
Play Provision			
Borough-wide	0.45 sq m per person	Destination / strategic site to 8,000 people	
Golf			
Borough-wide	1 hole to 1100 people		
Grass pitches			
Cricket	5.0 sq m per person		
Mini-soccer	1.0 sq m per person		
Junior football	2.6 sq m per person		
Adult football	3.8 sq m per person		
Football sub-total	7.4 sq m per person		
Mini-rugby	0.4 sq m per person		
Midi rugby	1.0 sq m per person		
Adult rugby	1.4 sq m per person		
Rugby sub-total	2.8 sq m per person		
Total	14.6 sq m per person		
Greenspace			
Amenity	16 sq m per person		
Parks and Gardens	1 sq m per person		
Urban total	15 sq m per person		
Rural all types	10 sq m per person		
Tennis and multi-courts			
Borough-wide	0.45 sq m per person		
Teenage Facilities			
Borough-wide	0.15 sq m per person		Min site size 650 sq m
Urban	0.3 sq m per person		
Rural	0.2 sq m per person		
Indoor Sports			
Sports halls	0.09 sq m per person		
Swimming pools	0.04 sq m per person		
Tennis courts	0.04 sq m per person		

Quantity Standard	North of Stafford
Proposed dwellings	3,100
Average occupancy	2.33
Residents	7,223
Allotments (ha)	2.5
3G Artificial turf pitches (sq m)	4,335
3G Artificial turf pitches (pitches)	0.6
Local Play (sq m)	1,800
Destination play (sq m)	1,445
Grass pitches (ha)	10.6
Multi-functional greenspace (ha)	10.8
Tennis and multi-courts (sq m)	3,250
Teenagers – local (sq m)	1,445
Teenagers – destination (sq m)	720
Sports halls (sq m)	650
Swimming pools (sq m)	290
Indoor tennis courts (sq m)	290

7.11 Detailed Baseline Analysis - SANGS



SANGS Analysis Diagram

Analysis

A preliminary SANGS appraisal report was carried out by WSP Environmental Ltd in June 2013.

The Site lies approximately 7.8km from the Cannock Chase SAC at its nearest point.

Policy Stafford 2 of The Plan For Stafford Borough requires that development provides Suitable Alternative Natural Greenspace (SANGS) through on-site / off-site provision / management at Cannock Chase. Cannock Chase SAC Partnership have not yet provided a method for the calculation of either a monetary value of contributions that developers should make or for calculating the area of SANG provision that would be deemed appropriate to offset potential impacts in relation to the Cannock Chase SAC. WSP have therefore undertaken a review of the SANG requirements specific to Cannock Chase SAC.

The Cannock Chase delivery plan suggests four SANGS of 30 – 35ha will be required to draw visitor pressure away from Cannock Chase based on Stafford's total housing requirements. Based on the deliverability of up to 700 units an appropriate level of SANG provision would be in the order of 10ha with an upper requirement in the order of 20ha.

WSP suggest that the Site incorporates approximately 14ha of SANGS provision which includes for a 2.1km circular walk which can be extended to a 2.5km walk using the adjacent common land.

There is potential to provide links to the common land adjacent to the North and South and national cycle route with potential future options to link to existing public rights of way to the North.

The links from the Site to the common land allow the recommended distance of a 2.3 to a 2.5km circular walk to be achieved.

As the SANGS are over 4ha consideration should be given to parking for visitors, however the Site is intended for local use, and is within easy walking distance of the rest of the Site (400m) therefore parking is not essential.

By using SANGS quality criteria it is considered that the Site has moderate quality due to the view points and habitat range.

The Site has the potential to become part of a larger SANGS, however still not being a strategic SANG. The Site would only partially be bisected by road access to the site, which would be designed to cross the narrowest points of the

SANGS development area.

This model uses a high proportion of land that is likely to be constrained for development. The land is able to utilise the large amount of steep ground to the North of the site if it is not developable.

Paths highlighted should be easily used and well maintained but most should remain unsurfaced to avoid the site becoming too urban in feel.

Notes

Below are a list of notes to consider when developing the SANGS land to enable a more developed and deliverable piece of land.

- The Site is not capable of forming part of one of the strategic '30-35ha sites' but will provide for a 'stand-alone' SANG for on-site residents.
- The Site has a high urban influence.
- All SANGS areas larger than 12ha must provide a variety of habitats for users to experience.
- Formal Recreation uses such as sports provisions are not likely to be acceptable within the SANGS development area.
- Access within the SANGS must be largely unrestricted with plenty of space provided where it is possible for dogs to exercise freely and safely of lead.
- SANGS must be free from unpleasant intrusions (e.g. sewage treatment works smells etc).

KEY:

- | | |
|--|---|
| Site Boundary | Depressions/ former pits which are dry and consist of mainly bramble. |
| Standing Water | Existing Trees |
| A small section of Marston Brook which runs along the northern boundary of the site. | SANGS grassland |
| Intact Hedge - Species poor | New Planting |
| Defunct hedge - Species poor | Common Land |
| Fence | Green Links |
| Scattered broadleaved trees | Paths |
| Other tall herb & Fern | HP13 Site Development |

7.12 Combined Constraints Analysis



Combined Constraints Analysis Diagram

Analysis has been combined from the Detailed Baseline Analysis diagrams in the previous pages, these constraints will have an immediate effect on the development of the masterplan. A recap of combined mitigation information is as follows;

The amount of arable land could possibly allow for allotment spaces to be included in the communal areas to encourage community engagement and create a sense of place.

Improved grassland – should not be disturbed, these areas should be developed as SANGS.

The existing fence suggests a definable boundary that could be retained and enhanced within the plot developments.

The defunct hedges would be able to be redeveloped as the species are poor.

Any Badger siting needs to allow 30m in diameter buffer zone when developing the masterplan, if trying to retain the species.

Incorporation of 'acoustic barrier blocks' such as continuous dwelling, located along the western site boundary. Such blocks can be single aspect, with habitable rooms facing into the site. Alternatively, where the provision of continuous dwellings is not appropriate it may be possible to use garages / substantial garden fences to bridge any gaps between detached or semi-detached dwellings.

Due to the nature of the topography of the site around the ponds and depressions there may need to be a setback/ separation between them and the building lines.

The installation of roadside barriers and buds or a combination of both, should possibly be installed along the A34 (Stone Road) boundary.

Locating noise sensitive rooms with their facades facing away from the relevant noise source of concern (this is applicable to dwellings fronting Stone road and Beaconside).

Installation of glazing and ventilation with appropriate sound reduction performance to ensure satisfactory internal noise levels

KEY:

- - - Site Boundary
- Standing Water
- A small section of Marston Brook which runs along the northern boundary of the site.
- Intact Hedge - Species poor
- Defunct hedge - Species poor
- Fence
- Scattered broadleaved trees
- Other tall herb & Fern
- Depressions/ former pits which are dry and consist of mainly bramble.
- Existing Trees & Special Species
- Arable Land
- Improved Grassland
- Existing Green Corridors Off-site
- Archeological Find - Historic Environmental Record (HER) 50658 (Medieval Ridge and Furrow)
- +24.0 m Above Base Level
- +0.0 m Base Level
- Topographical Constraints
- Falls (steep) into valley
- 41 m building barrier (Stone Road)
- 34 m building barrier (Beaconside)
- Highways Road Proposal
- Highways Road Proposal (HP13 Site)
- Junction Improvements
- Development Access
- Proposed Dual Carriageway
- Proposed Dual Carriageway extension
- Local bus routes
- Current cycle route
- Potential Link Road
- Bus Gate/ Bus route with associated pedestrian and cycle access
- Pedestrian & cycle access
- SANGS grassland
- New Planting
- Common Land
- Green Links
- Paths
- Flood Zone boundary lines
- HP13 Site Development

within habitable rooms. This will be kept to a minimum and might not be necessary at all.

Thermal double glazing should be used at a distance of 41m from Stone road and 34m from Beaconside. At closer distances, better performing glazing may be required.

Northern link road providing an immediate connection to Beaconside at a point between Common Road and the HP13 eastern access point;

Future proofing carriageway infrastructure by creating a link through to Marston Lane, which at this time is considered to be a point at which the northern link would oversail into the Maximus development land beyond;

Staggered signal junction on the A34 with the Staffordshire County Council employment scheme. This will provide a double stop line arrangement which will provide excellent capacity for this area of growth; and

Bus gate provision between the HP13 site and the proposed ANUK land to the north. A bus service through the HP 13 site could be further extended into the proposed ANUK land to the north and indeed provide a much needed bus connection to the Staffordshire County Council employment site.

Note:

The combined diagram helps to identify definitive design and development constraints of the site. These constraints will allow for critical design considerations resulting in a more appealing and practical masterplan being developed.



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8.0 Masterplan Proposal - Option A based upon Current Allocation Boundary



- (B) Marston Brook
- (C) Dense scrub/ trees
- (E) SANGS footpath
- (F) Neighbourhood Green
- (G) Play Area
- (H) Elderly Extra Care
- (I) Allotments
- (J) Playing Fields
- (K) Potential Road Link
- (L) Enhanced ecology
- (M) Staff parking
- (N) School Playing Field
- (O) Hard Play
- (P) Two form entry Primary School
- (Q) Carpark
- (R) District Centre
- (S) Young Persons Housing
- (T) Ponds
- (U) Access into the Site
- (V) Integrated pedestrian connections to HP13

Masterplan Proposal Option A shows that the current allocation boundary would only be capable of delivering circa 473 dwellings, taking account of the infrastructure requirements set out within Policy Stafford - 2 (including SANGS and open space) and site constraints.

Masterplan Proposal Option A takes cognisance of the wider planning context and site adjacencies, highways requirements, existing ecology, flood risk analysis, acoustic considerations, existing landscape and topography and water bodies. The plan aims to reconcile these site constraints with the SANGS and open space provision and housing development density by establishing:

- **Neighbourhoods**, housing 'clusters' to meet the Borough's housing density requirements are proposed to be set within landscape corridors, public open space and SANGS provision to establish clear and identifiable residential home zones orientated to look out onto the public open space.
- **Defined Access**, A landscaped spine road serves the site from the A34 to the West and A513 Beaconside Road to the South with cycle and public transport provision. The potential to connect to the adjacent site to the East via Marston Lane has been included.
- **Housing Aspects**, The housing neighbourhoods face onto the new spine road and secondary roads providing attractive landscape settings overlooked and animated by the new homes.
- **Traffic calming**, The roads have been designed to slow down, inhibit and calm traffic entering the site, using traffic islands and a hierarchy of home zones and shared surfaces.
- **Enhanced Ecology**, The plan conserves, incorporates and enhances the existing ecological and arboreal features within the SANGS and green open space provision
- **Network of Footpaths**, A network of public footpath loops and green open spaces links together the neighbourhood housing clusters, the district centre and school with the SANGS provision and the wider countryside and common land to the south and to the north east.
- **Public Amenity**, The disposition and integration of the SANGS and open space provision provides opportunities for residents convenient access to amenities such as allotments, sports, leisure and recreation, children play areas, youth zones and spontaneous play activities.
- **School and District Centre**, The school and district centre has been conveniently located to benefit from wider community use and to avoid congestion within the centre of the site at peak times



Masterplan Option A - Areas and Figures

Site Area	33.19 ha
Total Number of Dwellings	473
Net Housing Area	11.83
Dwellings per Net ha	40
Total Population	1,135.2
SANGS	10.87 ha
Open Space Provision	5.56 ha
School	2.16 ha
District Centre	0.60 ha
Residual Infrastructure (estimated)	3.08 ha

Plot Number	Area	Number of Dwellings
1	1.12	45
2	0.74	30
3	1.20	48
4	1.02	41
5	3.12	125
6	0.02	1
7	0.89	36
8	1.41	56
9	1.28	51
10	1.03	40
Total	11.83	473

		Provision Per Person	Required Provision Based Upon No of Houses (m2 save for golf which is illustrated as holes per person)	Notes/ Context Based Upon Open space, Sport and Recreation assessment Update, June 2013
Allotments	Urban	3.5	3857.32	
Play Provision	Borough Wide	0.45	495.94	Across the SDL the Council require developers to provide or fund a destination play area in the new park with an area of around 1,400-1,500sqm plus a number of smaller play facilities within the housing areas totalling approximately 1,800sqm. At least some, if not most, of this local play provision should take the form of natural play within multi-functional greenspaces.
Greenspace	Grass Pitch Total	14.6	16090.51	
Greenspace	Amenity	16	17633.44	A network of secondary greenspaces is required within the housing areas, designed for informal activities such as kickabouts, and linked by green corridors. As many dwellings as possible should look out onto a greenspace.
Greenspace	Parks & Gardens	1	1102.09	
Greenspace	Urban Total	15	16531.35	With reference to the concept plan within the Local Plan Developers are asked to create attractive, safe green corridors from the two housing areas roughly parallel with Beaconside Road that link to a new destination park in between the two housing sections in the SDL and then across Beaconside Road into the Common. They should also link north to the proposed local centre and any new school(s). If there is a need for a new secondary school in the Strategic Development Location, the new destination park can incorporate the school's playing fields and a floodlit artificial turf pitch.
Tennis and Multi Courts	Borough Wide	0.45	495.94	Application of the quality standard suggests that the Council can require developers in the northern SDL to provide between four and five tennis or multi-courts. At least one should form part of each teenage facility (see below) and others might be provided within greenspaces across the SDL in locations where floodlights and noise will not be unacceptable to nearby residents.
Teenage facilities	Urban	0.3	330.63	The open space study suggests that the Council should require developers within the SDL should make or fund provision for teenagers, ideally as part of the new park. The open space study suggests that it will probably be sensible to combine the "local" and "destination" components of 720 and 1,445sqm respectively into a single teenage area with at least a floodlit multi-court, a skateboard area and a shelter.

Masterplan Option A - Open Space Provision Table

8.1 Masterplan Proposal - Option B based upon Whole Akzo Nobel Land Ownership



- (A) Potential Cultural build or Cohousing
- (B) Marston Brook
- (C) Dense scrub/ trees
- (D) Cricket Pitch and Pavillion
- (E) SANGS footpath
- (F) Neighbourhood Green
- (G) Play Area
- (H) Elderly Extra Care
- (I) Allotments
- (J) Potential Road Link
- (K) Enhanced ecology
- (L) Staff parking
- (M) School Playing Field
- (N) Hard Play
- (O) Two form entry Primary School
- (P) Carpark
- (Q) District Centre
- (R) Young Persons Housing
- (S) Ponds
- (T) Access into the Site
- (U) Integrated pedestrian connections to HP13

Masterplan Proposal Option B provides a better and more considered masterplan which shows that development of circa 700 dwellings can be delivered on ANUK's wider Site, taking into account of the infrastructure requirements set out within Policy Stafford - 2 (including Suitable Alternative Natural Greenspace and open space) and site constraints. In addition, to providing for the level of housing proposed for the Site, ANUK considers that Masterplan Proposal Option B also provides a better and more considered masterplan solution, which utilises existing topographic features and ownership boundaries with increased amenity, open space and SANGS provision, including a Green Corridor extending north from Stafford Common. It will also make full use of the existing infrastructure provided by the planning permission at HP13 and round off the settlement.

Masterplan Option B features:

- **Neighbourhoods**, housing 'clusters' to meet the Borough's housing density requirements are proposed to be set within landscape corridors, public open space and SANGS provision to establish clear and identifiable residential home zones orientated to look out onto the public open space.
- **Defined Access**, A landscaped spine road serves the site from the A34 to the West and A513 Beaconside Road to the South with cycle and public transport provision. The potential to connect to the adjacent site to the East via Marston Lane has been included.
- **Housing Aspects**, The housing neighbourhoods face onto the new spine road and secondary roads providing attractive landscape settings overlooked and animated by the new homes.
- **Traffic calming**, The roads have been designed to slow down, inhibit and calm traffic entering the site, using traffic islands and a hierarchy of home zones and shared surfaces.
- **Enhanced Ecology**, The plan conserves, incorporates and enhances the existing ecological and arboreal features within the SANGS and green open space provision.
- **Network of Footpaths**, A network of public footpath loops and green open spaces links together the neighbourhood housing clusters, the district centre and school with the SANGS provision and the wider countryside and common land to the south and to the north east.
- **Public Amenity**, The disposition and integration of the SANGS and open space provision provides opportunities for residents convenient access to amenities such as allotments, sports, leisure and recreation, children play areas, youth zones and spontaneous play activities.
- **School and District Centre**, The school and district centre has been conveniently located to benefit from wider community use and to avoid congestion within the centre of the site at peak times.

Northern Area

The incorporation of the Northern peninsula is fundamental to the sustainability of the proposal and the amenity of all residents by,

- Increasing the diversity and mix of homes to meet the Borough's housing targets and local demand.
- Extending the network of footpaths and the extent, variety and disposition of SANGS and open space.
- Providing space suitable for a community based cricket club
- Providing greater diversity of a 'community green' open space as a focus to new housing.



Masterplan Option A + B - Areas and Figures

Site Area	44.47 ha
Total Number of Dwellings	691
Net Housing Area	16.37
Dwellings per Net ha	42.2
Total Population	1,658.4
SANGS	14 ha
Open Space Provision	8.26 ha
School	2.16 ha
District Centre	0.60 ha
Residual Infrastructure (estimated)	3.08 ha

Plot Number	Area	Number of Dwellings
1	1.12	47
2	1.20	51
3	0.74	31
4	1.02	43
5	3.75	158
6	3.91	165
7	0.02	1
8	0.89	38
9	1.41	60
10	1.28	54
11	1.03	43
Total	16.37	691

		Provision Per Person	Required Provision Based Upon No of Houses (m2 save for golf which is illustrated as holes per person)	Notes/ Context Based Upon Open space, Sport and Recreation assessment Update, June 2013
Allotments	Urban	3.5	5635.11	
Play Provision	Borough Wide	0.45	724.51	Across the SDL the Council require developers to provide or fund a destination play area in the new park with an area of around 1,400-1,500sqm plus a number of smaller play facilities within the housing areas totalling approximately 1,800sqm. At least some, if not most, of this local play provision should take the form of natural play within multi-functional greenspaces.
Greenspace	Grass Pitch Total	14.6	23506.44	
Greenspace	Amenity	16	25760.48	A network of secondary greenspaces is required within the housing areas, designed for informal activities such as kickabouts, and linked by green corridors. As many dwellings as possible should look out onto a greenspace.
Greenspace	Parks & Gardens	1	1610.03	
Greenspace	Urban Total	15	24150.45	With reference to the concept plan within the Local Plan Developers are asked to create attractive, safe green corridors from the two housing areas roughly parallel with Beaconside Road that link to a new destination park in between the two housing sections in the SDL and then across Beaconside Road into the Common. They should also link north to the proposed local centre and any new school(s). If there is a need for a new secondary school in the Strategic Development Location, the new destination park can incorporate the school's playing fields and a floodlit artificial turf pitch.
Tennis and Multi Courts	Borough Wide	0.45	724.51	Application of the quality standard suggests that the Council can require developers in the northern SDL to provide between four and five tennis or multi-courts. At least one should form part of each teenage facility (see below) and others might be provided within greenspaces across the SDL in locations where floodlights and noise will not be unacceptable to nearby residents.
Teenage facilities	Urban	0.3	483.01	The open space study suggests that the Council should require developers within the SDL should make or fund provision for teenagers, ideally as part of the new park. The open space study suggests that it will probably be sensible to combine the "local" and "destination" components of 720 and 1,445sqm respectively into a single teenage area with at least a floodlit multi-court, a skateboard area and a shelter.

Masterplan Option A + B - Open Space Provision Table

9.0 Sustainability Appraisal

WSP Environmental Ltd has carried out a Sustainability Appraisal of Masterplan Proposals Options A & B.

The two Options for the Proposed Development have been appraised to determine how the proposals meet the sustainability objectives and where further actions / enhancement measures could be integrated into the scheme.

The SA matrix (presented in the Appraisal) identifies that, although both options for the Proposed Development are at an early stage, a number of key sustainability principles have already been addressed. The findings of the SA also illustrate that there are no significant differences between the sustainability of Option A and Option B.

However, Option B performs better against the housing related objective through its provision of a higher number of dwellings to meet local need.

10.0 Deliverability

Jones Lang LaSalle conducted the sale of the first phase of development at Beaconside, Stafford at HP13, which resulted in a sale to Taylor Wimpey of 44 acres to provide circa 400 dwellings. Jones Lang LaSalle would consider this to be an abnormally large singular transaction in the market and this was symptomatic of the developer's confidence in pent up demand in this area.

Despite the size of the site, this sale attracted 4 bids from competing volume PLC housebuilders for the entire site and we had a further 5 expressions of interest from the medium tier privately owned developers seeking to acquire parcels of up to 150 dwellings. This represents firm evidence of the depth in the market and desire from developers to deliver housing in this area.

We would also be confident that any future land sales would attract a similar interest from the volume PLCs for a site of up to 400 units, and in addition if the land were to be phased in parcels up to 150 dwellings, this would increase the potential audience of interested developers to a further 6 to 8 large private regional developers who could all have an interest in acquiring land and delivering accommodation at this location.

Developer's appetite to acquire land is fuelled by consumer demand and a key barometer for future market improvements in trading volume is the 'Monthly Mortgage Approvals'. In August 2013, the British Banking Association reported the highest number of mortgages approved in 5 years and an increase of 25% from August 2012. This is in large part due to the government's support to mortgage lending and also due to confidence in the market. As mortgage liquidity improves and purchasers return to the market, increased market activity will continue to support developer's desire to invest in land for development which will underpin demand for locations such as North Stafford.

11.0 Conclusion

The evidence base in relation to the ANUK Site, collated by both ANUK and the Council suggests there are no insurmountable constraints to the development of the Site. However, the evidence base and Masterplan Proposal Option A show that, taking account of the infrastructure requirements (including SANGS and open space) and site constraints it will not be possible to deliver the minimum 700 dwellings proposed without a Main Modification to the plan for Stafford Borough, which reflects Masterplan Option B.

The findings of the Sustainability Appraisal illustrate that there are no significant differences between the sustainability of Option A and Option B. However, Option B performs better against the housing related objective through its provision of a higher number of dwellings to meet local need.

It is considered that the Plan For Stafford Borough - Stafford Area Inset, Development North of Stafford Town Diagram, The Stafford Town Key Diagram and the Stafford North Concept Diagram should be amended by a Main Modification to reflect Masterplan Proposal Option B, insofar as its relates to ANUK's Site.



Initial Masterplan Option 2 - Produced by Brock Carmichael Architects

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