

An aerial architectural rendering of a residential development, Walton Garden Village. The drawing shows a dense cluster of houses with varied rooflines, interspersed with trees and winding paths. The entire image is overlaid with a semi-transparent green filter. The text is positioned in the lower right quadrant of the image.

Walton Garden Village

Design and Access Statement

Hallam Land Management Ltd

July 2014

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Walton Garden Village

Our Vision for a 21st Century Garden Village

Our aim is to develop a contemporary Garden Village – a place that responds to the demands of modern life and yet is in harmony with its setting.

We propose a new community of 225 homes, with a local shop and community parks to meet the needs of a wide cross section of the community - this is what we mean by a new 'village'.

We aim is to evoke the spirit of the early garden village pioneers who rightly knew that development and nature – town and country - could successfully co-exist; who felt that our towns must grow but that buildings need to be in harmony with their countryside settings. The communities they built met all or most of their own needs on their doorstep - with generous open spaces and a soft, gradual and often imperceptible transition to the countryside beyond, and in the process considerably improving the ecological and landscape quality of the land they developed and the lives of those living in the new communities.

Many of these successful principles have been lost in the drab, uniform and uninspiring estates that have shot up around our towns. And yet, Garden Villages are the places many of us aspire to live, especially if we are bringing up children.

This is the spirit found in places like Letchworth and Welwyn, Bournville and Hampstead, but also of smaller less well know villages such as Rhiwbina near Cardiff – modest, well planned new communities, catering for all sections of society. With cottages, bungalows, terraces, semi-detached houses and larger free-standing villas; a place where you are more likely to know your neighbours, shop at the local store and walk your children to the local school – complete communities in their own right – emulating historic village communities.

We aim to create a strong identity through design, both of the homes and also the places where people meet; the streets, lanes, squares, crescents and parks – these are the common ground that binds the community physically and socially. Consistency helps create the identity, and this would be part 'of the place', reflecting local styles and building traditions, because it is both unique and also part of Stafford.

The landscape will give the place its 'garden' character, helping set the village into its wider landscape with avenue trees and planted squares, crescents and courtyards. Planting creates structure with seasonal colour and variety, with large gardens and parks to run and play, essential for children.

Our new Garden Village will also be 'of our time'. We must minimize the impacts on climate change; build energy efficient, adaptable homes and provide transport options that allow the community to lead sustainable and affordable lifestyles.

Walton Garden Village can set a precedent for new urban growth in Stafford; a place to aspire to, and a model of how a new community can be created while being part of the existing, with homes and open spaces carefully integrated to shape a new and attractive countryside edge to the town.



Figure 1: Walton Garden Village





1.0 Introduction

1.1 Background

This Design and Access Statement has been prepared to accompany the planning application for up to 225 new dwellings, a local shop and green infrastructure made by Hallam Land Management Limited to Stafford Borough Council. The application is made in outline with all matters reserved except the point of access to the existing highway, where detailed design proposals are submitted.

The Design and Access Statement (D&AS) has been prepared in accordance with Department for Communities and Local Government Circular 01/2006, as amended and updated which requires most planning applications to be accompanied by a Design and Access Statement.

The Design and Access Statement describes the objectives, concepts and framework within which the detailed design proposals would be brought forward. It also illustrates how the design would respond to the character and qualities of the location, setting and site, and form an attractive new community in Stafford. The access proposals to the development are also described. The applicant would use the D&AS as a basis for the preparation of the detailed design proposals, following the objectives and frameworks set out in the D&AS.

The D&AS should be read in conjunction with the supporting technical assessments that accompany the planning application. These are listed in Appendix 1. The D&AS is informed by these assessments.

1.2 The Design Process

The Design and Access Statement supports the outline application and provides the basis for reserved matters applications for infrastructure and building design. The design process starts with the D&AS with the principles then forming the basis for a detailed Design Code which provides a basis for the individual infrastructure and building designs. The Code also provides the basis for the selection of developers, and it is proposed that consultation is undertaken on the detailed design proposals when they are prepared before they are submitted for approval, to ensure they properly reflect the views of the community. This sequence is shown in the diagram.

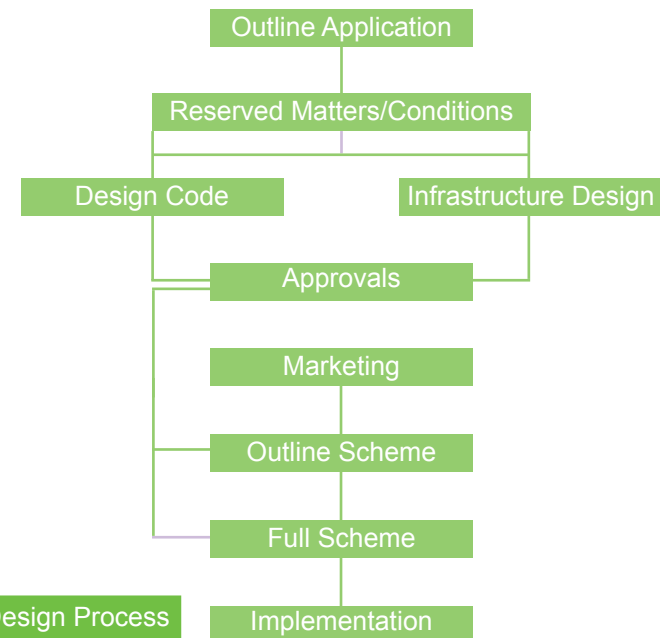


Figure 2: Design Process

1.3 Document Structure

The D&As is presented in 13 sections, as follows:

1. Introduction – outlines the purpose and structure of the document;
2. Location and Setting – describes the site location and its strategic setting;
3. Policy Context – describes the relevant national and local design policy context within which the proposals are being brought forward;
4. The Site – provides the analysis of the features influencing the design of the development;
5. Local Character – describes the design character of the local setting;
6. Objectives – sets out the overall guiding objectives for the development;
7. Design Framework – provides an explanation of the key design concepts influencing the development and sets out the organizing structure for developing the designs;

There are 4 appendices:

- A1** Application Submission - Lists the technical reports supporting the application;
- A2** Application Plans – provides copies of the planning application plans;
- A3** Building for Life 12 Assessment; and
- A2** Contacts - provides a list of the key contacts.

8. Proposals – describes the proposals and illustrates how the development would be implemented;
9. Illustrative Master Plan - describes the Illustrative Masterplan and its key elements;
10. Access – describes the proposals for vehicular, cycle and pedestrian access, and the public transport proposals;
11. Appearance – provides a broad framework within which matters such as architectural treatment, materials, colours, and boundaries would be designed;
12. Involvement – describes the results from the public consultations and the design changes that have been made in response to the consultations; and
13. Conclusions - provides conclusions to the Design and Access Statement.

Figure 3: Planning Application Boundary





2.0 Location and Setting

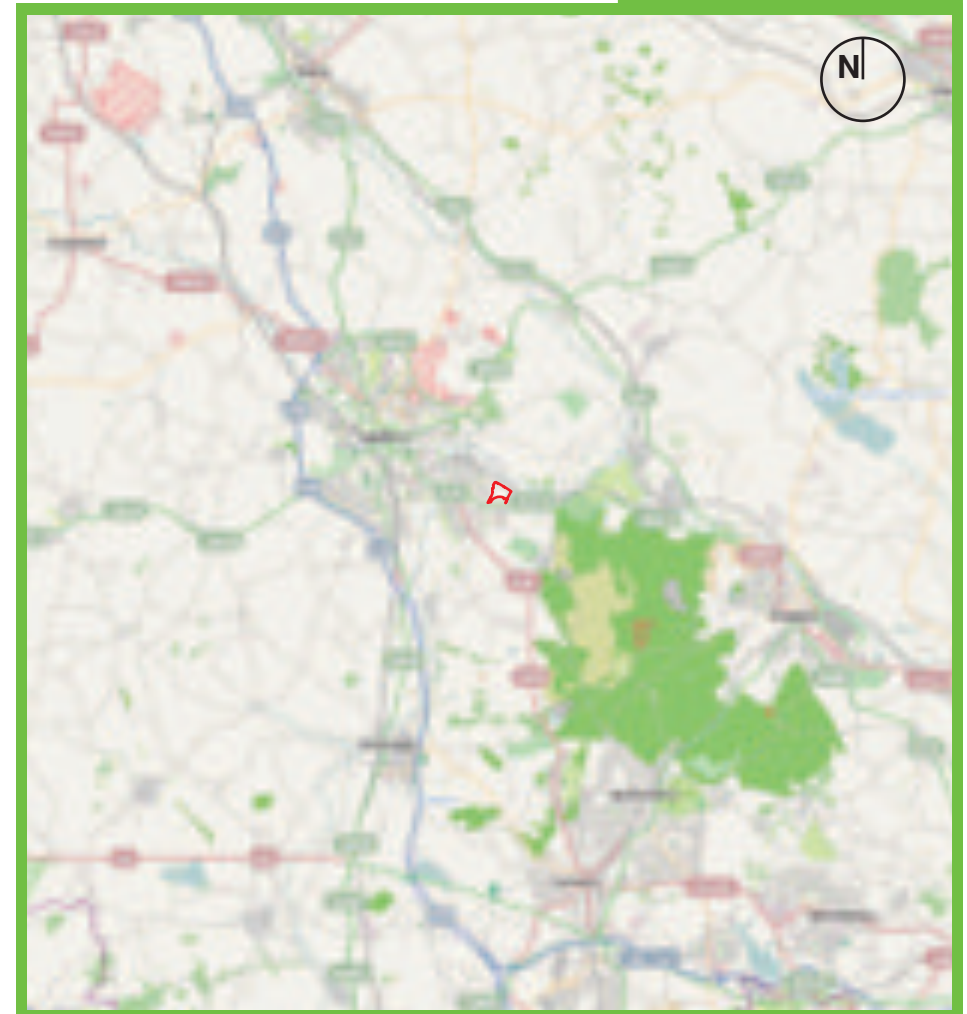
2.1 Strategic Location

Stafford is a borough of 130,000 people located some 44 kilometres (27 miles) north west of Birmingham. The site is located on the south east side of the existing town. The site is located off the A513 Stafford to Rugeley Road and is some 4km from Stafford town centre. The A513 joins with the A34 Cannock Road some 900m to the west to become a major arterial route into the town centre. The A513 is a lower key route. The M6 motorway is some 5km to the south west of the site at Junction 11 where it joins with the M6 toll road. Stafford railway station is located in the town centre and is at the junction of the Trent Valley Line and the Rugby-Birmingham-Stafford Line, and it is an important main line interchange station on the West Coast Main Line.

The site falls with the parish of Berkswich, and on the edges of the wards of Baswich and Weeping Cross. Walton-on-the-Hill is to the south of the site and is a much-expanded village but has no shops. Baswich is a 20th century housing estate and includes a local centre with schools, shops, health centre, pub and library. Walton High School, on The Rise, is significant as one of the largest and best performing schools in the district. The characteristics of the communities and local facilities are considered in Sections 2.2 and 2.3 below.

The site has the main line railway to the north and beyond that the Staffordshire and Worcestershire Canal and the River Sow. The canal and river are strategic green infrastructure corridors connecting the town to countryside destinations. Cannock Chase, which is an Area of Outstanding Natural Beauty (AONB), a Site of Special Scientific Interest (SSSI), and European Special Area for Conservation (SAC), is about 1km to the south and a popular recreational destination in the West Midlands. Shugborough Hall and grounds, again a popular destination, is to the south, and Brocton Golf Course some 3km to the south.

Figure 4: Strategic Location

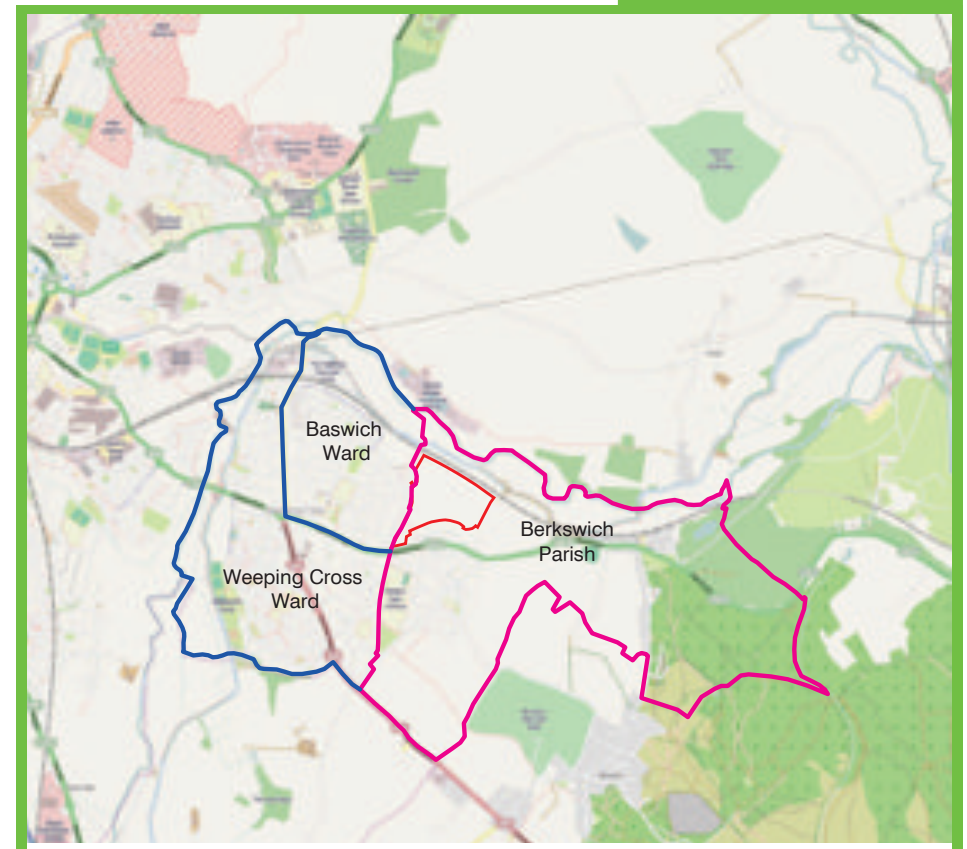


2.2 Local Communities

The site is located on the edge of the Baswich Ward and east of Weeping Cross Ward. The site is within Milford Ward, and also within the parish of Berkswich, which includes Walton on the Hill.

The Census in 2011 provides a useful picture of the socio-economic characteristics of the local population. There are around 13,000 people in the wards and parish. In general the local population is older and wealthier than the Stafford average. The population is better qualified and unemployment lower. The number of retired people and people over 60 is also much higher than the Stafford average. The working age (16-74) population represents some 71% of the total population, whereas in Stafford this figure is 74.3%. The number of larger houses is considerably higher than the Stafford average with 91% either detached or semi-detached compared with 69% in Stafford Borough. Car ownership is higher, and use of the car high compared with Stafford, which partly reflects its edge of town location.

Figure 5: Local Boundaries



2.3 Local Facilities

The local facilities near the site are shown in Figure 7 and are described below. The area is well served already with facilities.

- **Health** - Stafford Hospital is some 5km to the north. The Weeping Cross Health Centre is within 850m of the site.
- **Emergency Services** - the Stafford Police Station is located in the town centre and the Staffordshire Police HQ is to the east of the town.
- **Shopping and other services** - the town centre is some 3.5km away and provides a full range of shopping and other services. The nearest local shops are at Weeping Cross Local Centre and include a butcher, bakers, hairdressers, travel agents and a Co-op convenience store. There is also a pub (now shut), medical practice and library. There is a public house and restaurant at Milford to the south. There are no local shops at Walton on the Hill.
- **Sport and Recreation** - the nearest sports fields are at Weeping Cross. There are also playing fields at the schools, and extensive playing fields at Walton High School. The Wildwood Park that includes pitches, play areas and allotments is 600m to the south. There are also play areas at Weeping Cross/Baswich. Walton Tennis Club is near to the southern edge of the site, and the Scouts Centre is alongside the site.
- **Schools and Education** - the local primary school is Leasowes School, which is 1km from the site. There is also St Anne's Catholic Primary School near the site and the Berkswich Church of England Primary School. Walton High School is one of the largest in Stafford and is located near the site and within an easy walking distance.
- **Employment** - much of the employment in Stafford is located on the eastern and northern fringes served of the A513 that connects to the M6 motorway. There are major employers on the south side of the town include the town's largest industrial employer Alstom. The town centre is also a major location for employment. There are several retail and other commercial uses in the south that also provide considerable local employment. The site is well connected by public transport to these sites.

Figure 6: Local Centre at Weeping Cross



Figure 7: Local Facilities





3.0 Policy Context

3.1 Introduction

The existing planning policy context is considered fully in the Planning Statement that accompanies the planning application. In this section we highlight the key design policy and design guidance that is relevant and influences the approach to design of the development.

3.2 National Planning Policy Framework (NPPF) and Practice Guidance (PPG)

The NPPF was published in March 2012 and came into effect immediately. It replaces all former national planning policy guidance and statements. The NPPF identifies the importance of good design. Chapter 7 of the NPPF is entitled Requiring Good Design, and states:

The Government attaches great importance to the design of the built environment. Good design is indivisible from good planning, and should contribute positively to making places better for people.

Although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.

In determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area.

The Planning Practice Guidance published in March 2014 supports the NPPF. The Guidance states in answer to the question Why does good design matter?

Achieving good design is about creating places, buildings, or spaces that work well for everyone, look good, last well, and will adapt to the needs of future generations.

Good design responds in a practical and creative way to both the function and identity of a place. It puts land, water, drainage, energy, community, economic, infrastructure and other such resources to the best possible use – over the long as well as the short term.

And in answer to What is a well designed place? it states:

Well designed places are successful and valued. They exhibit qualities that benefit users and the wider area. Well designed new or changing places should: be functional; support mixed uses and tenures; include successful public spaces; be adaptable and resilient; have a distinctive character; be attractive; and encourage ease of movement.

3.3 Stafford Local Plan

The new Local Plan – The Plan for the Borough of Stafford – was submitted in August 2013 and considered at a Hearing in October and November 2013. Following modifications the Council adopted the new Local Plan on 19th June 2014.

The key policies include Policy Stafford 1 – Stafford Town, that reflects the role of the town as the head of the settlement hierarchy, and identifies 7,000 new homes (with 5,233 homes still to be provided), increasing the range and type of housing including a greater number of specialist houses and extra care provision for the elderly, and providing a range of development locations for new homes over the Plan period.

The Plan identifies three key locations (Strategic Development Locations SDLs) for the majority of the new housing development at north, west and east of Stafford.

The communities policies deal specifically with new development and include:

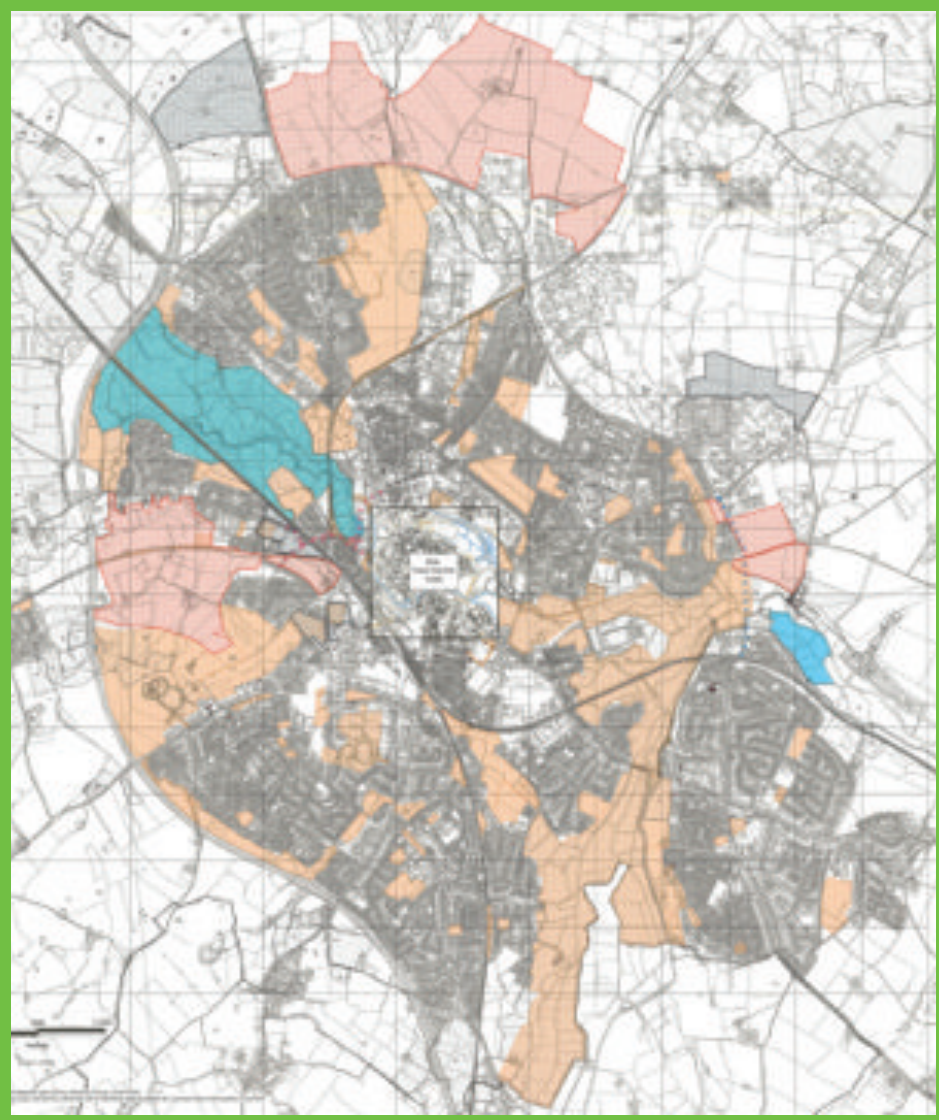
- Policy C1 Dwelling Types and Sizes; New housing development must provide an appropriate mix of dwelling types, tenures and sizes, including a proportion of affordable housing;
- Policy C2 Affordable Housing, identifies a requirement for 30% affordable housing in Stafford town;
- Policy C3 Specialist Housing, encourages retention and additional provision of specialist housing, and
- Policy C7 Sport and Recreation, encourages additional provision and where related to development for that to preferably be on site.

The environment policies include:

- Policy N1 Design, that provides a range of measures to enhance design quality including through use, form, space and movement,
- Policy N2 Climate Change, includes for sustainable design features to facilitate a reduction in the consumption of natural resources, improve the environmental quality and mitigate against the impact of climate change,
- Policy N4 Natural Environment and Green Infrastructure, identifies a series of measures to help protect, enhance and improve the Borough's natural environment, and in relation to new developments be set within a well designed and maintained attractive green setting, demonstrated through a detailed management plan where appropriate; and provide a variety of spaces to meet the needs of people and nature; provide safe opportunities for sustainable transport,

Figure 8: Local Plan Extract

- Policy N5 Sites of European, National and Local Conservation Importance, states that the highest level of protection will be given to European Sites, and new developments will be required to include appropriate tree planting, to retain and integrate healthy, mature trees and hedgerows, and replace any trees that need to be removed.
- Policy N6 Cannock Chase SAC - deals with the impacts on Cannock Chase Special Area of Conservation (SAC), and states that: development will not be permitted where it would be likely to lead to an adverse effect upon the integrity, directly or indirectly, of the Cannock Chase Special Area of Conservation (SAC). Large developments within 400 metres and 12 miles of the SAC will be required to provide targeted alternative green space within or close to the development site.
- Policy N8 - Landscape Character, states that as well as protecting existing landscape assets new development should reinforce and respect the character of the settlement and the landscape setting, through the design and layout that includes use of sustainable building materials and techniques that are sympathetic to the landscape.



3.4 Local Design Guidance

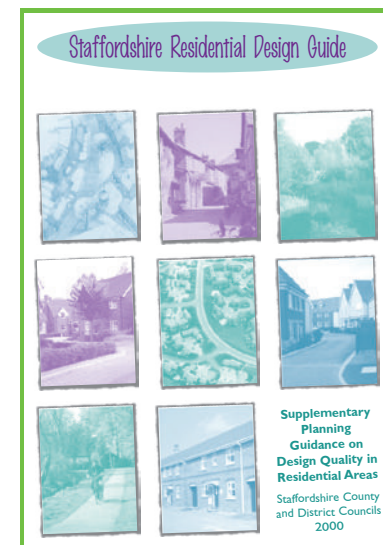
Stafford have prepared a draft Supplementary Planning Guidance on Urban Design in March 2012. The guide includes a methodology or process for developing the design of large scale projects, and identifies a series of qualities that the projects should achieve including:

- Character - A place that reinforces the distinct character of Stafford Borough.
- Continuity and Enclosure - Create streets and public spaces that are easily distinguished.
- Quality Public Realm - Creating a place with public spaces that are safe, easily maintained and accessible to all.
- Ease of Movement - Creating places that are easy to get to and move through.
- Legibility - Create a place that is easy to understand for both visitors and residents.
- Adaptability - Create places that are easily adaptable to change.
- Diversity - Creating places that have variety and mix of uses.

The guidance identifies a range of best practice measures to help deliver these qualities. The Guide also includes specific policies on car and cycle parking and space about dwellings.

Staffordshire County Council prepared a Residential Design Guide in 2000, that sets out an ideal Design process to be followed and principles of sustainable design including Mixed Use Movement, Surface Water Biodiversity Energy Conservation, Security and Crime, Defensible Space, Promotion of Neighbourliness, Privacy, Management and Maintenance, Carriageway and Footway Materials and Soft Landscaping.

The Guide also includes elements of Design Character of different types of developments including infill development and greenfield developments, and more detailed guidelines on access.



3.6 Best Practice Design Guidance

There are a wealth of national design guidance documents to help promote well-designed, safe, healthy and sustainable new communities. Amongst the main relevant documents are the following:

- By Design, Urban Design in the Planning System; Towards Better Practice. DETR 2000
- Urban Design Compendium. English Partnerships (Now HCA)
- Delivering Quality Places. English Partnerships (Now HCA)
- Better Places to Live. CABE (Now Design Council/CABE)
- Manual for Streets. DFT, DGLG
- Building for Life 12.
- Planning and Access for Disabled People. DGLG
- Secured by the Design New House Scheme 2010. Association of Chief police Officers.



4.0 The Site

4.1 Area and Dimensions

The site forms a broadly triangular shape which at its widest point from Milford Road to the railway line is about 765m and the site is 620m wide between the existing rear gardens on Stockton Lane in the west and Green Gore Lane in the east. The site is 29.3 hectares overall.

4.2 Existing Uses

The site is in agricultural uses with the majority of the land used as arable farmland. There is also rough ground alongside the railway that includes scrub and plantation woodland. The scrub continues as a strip of land alongside the railway. This scrubland is steeply sloping and has undulations that do not make it effective as farmland, and some of the land is occasionally grazed.

Figure 9: Site Dimensions



Figure 10: View from the South



4.3 Existing Access

Strategic Access

The site is located off the A513 Stafford to Rugeley road and is some 3.5km from Stafford town centre. The A513 joins with the A34 Cannock Road some 900m to the west to become a major arterial route into the town centre. The M6 motorway is some 5km to the south west of the site at Junction 11 where it joins with the M6 toll. Stafford Railway Station is located in the town centre and is at the junction of the Trent Valley Line and the Rugby-Birmingham-Stafford Line, and it is an important main line interchange station on the West Coast Main Line. London Euston is 1 hour 40 minutes away and Manchester is 57 minutes away by train.

Local Access

The access to the site is off Falmouth Avenue to the north west of the site, which is a low-key gated farm access and used only occasionally, or from Green Gore Lane to the east of the site, which is a partly surfaced and partly unsurfaced farm track which leads over the canal. Falmouth Avenue is a short residential street of 17 houses. Green Gore Lane also serves the Walton Parish Hall, Tennis Club and Scout Centre, and is a private lane. There is also a public footpath crossing the south west part of the site.

Existing Bus Routes

The site is served by the Service 825 Arriva Midlands from the town centre to Rugeley and beyond, which run at 30-minute frequencies during peak times with a bus stop immediately outside the site on Milford Road. The town centre is 10 minutes by bus from the site. There are also half-hourly services from Baswich adjacent to the site (Service Number 1 Stafford town centre –Baswich) with stops at Leasowes Primary School and Babbacombe Avenue.

Figure 11: Green Gore Lane Gate



Figure 12: Falmouth Avenue Gate



Figure 13: Existing Access



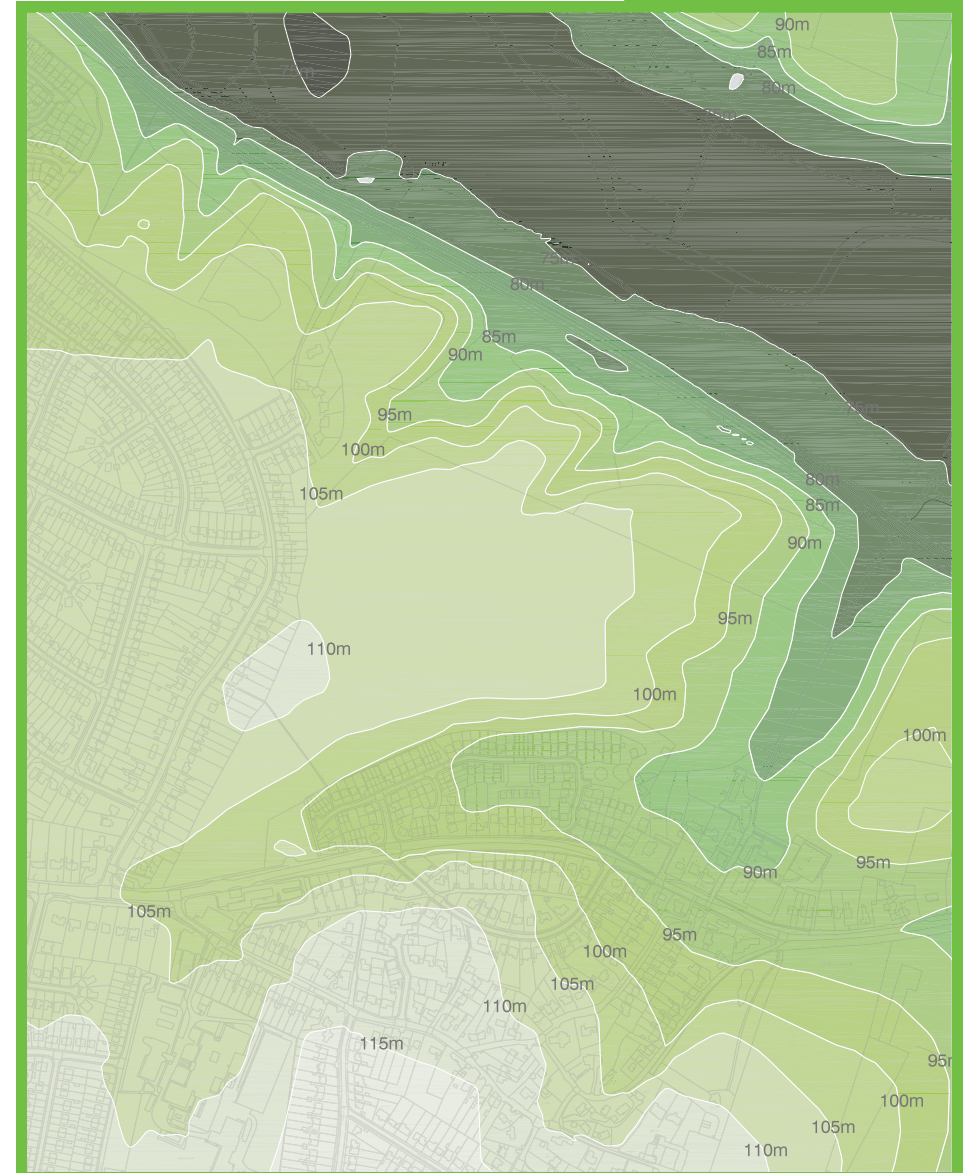
4.4 Topography

The site forms a fairly level plateau or bluff sloping gradually then steeply to the River Sow valley to the north and less so towards Cannock Chase to the east. The ground drops towards Milford Road but then rises again to Walton on the Hill. The highest level of the site is at 110m AOD, but most of the proposed development is at 105m AOD, which is the same height as the adjacent estate at Baswich/Weeping Cross. Walton on the Hill is at a higher elevation than the site at 115m AOD. The lowest point of the site is at about 85m to the north and east (a fall of 25m). The fall to Milford Road from the crest is 5m.

Figure 14: Site View from South West



Figure 15: Site Topography



4.5 Landscape Boundaries

The boundary to the north is to the main line railway and has steeply sloping and undulating land facing northwards. There is plantation woodland in the north west corner of the site and tree and gorse/heather along the site boundary, which would remain and be reinforced. The boundary to the housing to the west has a broken edge and some mature trees mostly within the gardens, although there is a strong group of trees at the south western corner of the site alongside Milford Road within the site boundary.

The boundary to the Walton Fields development to the south includes a steep embankment that has been weakly planted up as part of that development and a stronger edge is required to the development. The boundary to the east is to Green Gore Lane and is a simple fence with no planting, although there are some mature trees on the southeastern corner, beyond the site boundary within the Scouts Centre.

Figure 16: South West Border



Figure 17: Edge to Green Gore Lane



Figure 18: Western Edge to Gardens



4.6 Drainage and Flood Risk

The site currently drains naturally to its periphery and there are no watercourses or ponds on the site. The steeply sloping character of the site means that it drains freely and there is little if any standing water in a storm event. The future drainage of the site would follow this natural pattern, although new receiving swales and ponds would be required to control the rate of surface water run-off to existing 'greenfield' run off rates. The land sloping to the south would outfall to existing sewers. The runoff to the north and east would outfall via sewers to the existing watercourses, after filtration.

Figure 19: Indicative Drainage



Figure 20: Habitat Survey

4.7 Ecology

The site is not subject to any specific designations for its nature conservation value. There are two trees subject to Tree Preservation Orders.

An ecological assessment accompanies the planning application.

That concluded that the habitats within the site boundary comprised mostly of arable land with smaller areas of semi-improved grassland, plantation woodland, scrub and ruderal vegetation. Native hedgerows, domestic ornamental hedgerows and fences divided and bordered the site. Mature, native trees were scattered within the arable land, grassland and woodland, with a smaller number within the hedgerows.

Two statutory designated sites of international conservation importance are located within 5km of the site boundary. Cannock Chase is situated approximately 1.4km south-east of the site boundary and is designated as a Site of Special Scientific Interest (SSSI) covering ~1,250ha of land. Almost all of this land is designated as a Special Area of Conservation (SAC) under the provisions of the European Habitats Directive, due to the extensive occurrence of the Annex I lowland dry heath habitat.

The habitats on the site - the mixed plantation woodland, trees, hedgerows and semi-improved grassland are considered to be no more than of parish level significance. Typically the site has low species and structural diversity but is likely to still be important as undisturbed corridors of movement through the local area, especially the northern part of the site.

The likely fauna including reptiles, invertebrates and badgers are likely to be of parish or no more than parish levels. The northern part of the site has a mosaic of habitats and could support local BAP species such as grass snakes and also the north of the site supports foraging badgers which shelter and breed within setts to the west.



4.8 Historic Environment

Archaeology

A desk-based archaeological assessment was undertaken by consultants CgMS in November 2013.

There are no Designated Heritage Assets (Listed Buildings, Scheduled Monuments, Conservation Areas, Registered Battlefields or Parks and Gardens) within the site.

The nearest features of historic interest include:

- St Thomas' Priory, a scheduled monument is c.1km north-west of the site.
- Walton Bridge, a Grade II Listed Building located c.100m north of the site.
- The Staffordshire and Worcestershire Canal Conservation Area boundary about 100m north of the site.
- The Walton-on-the-Hill Conservation Area is around 250m south-east of the site.

On the site there are two historic features of note:

- a Medieval/Post-Medieval woodland boundary earthwork bank, possibly defining an ancient woodland [HER 40261]. According to the Historic Environment Record, the bank has been partially destroyed during construction of the railway line. No bank or earthwork were identified during the site visit. The significance of the possible woodland boundary now relates solely to its historic interest; and
- Stockton Farm, an 18th century farmstead which was

demolished in the 20th century [HER 54905]. The foundations of this structure are of negligible archaeological interest.

The DBA established that the site has a low potential for significant, i.e. non-agricultural remains of all periods. Any archaeological remains that survive within the site are likely to be of no more than low importance.

Figure 21: View from the north



Figure 22: Conservation Designations

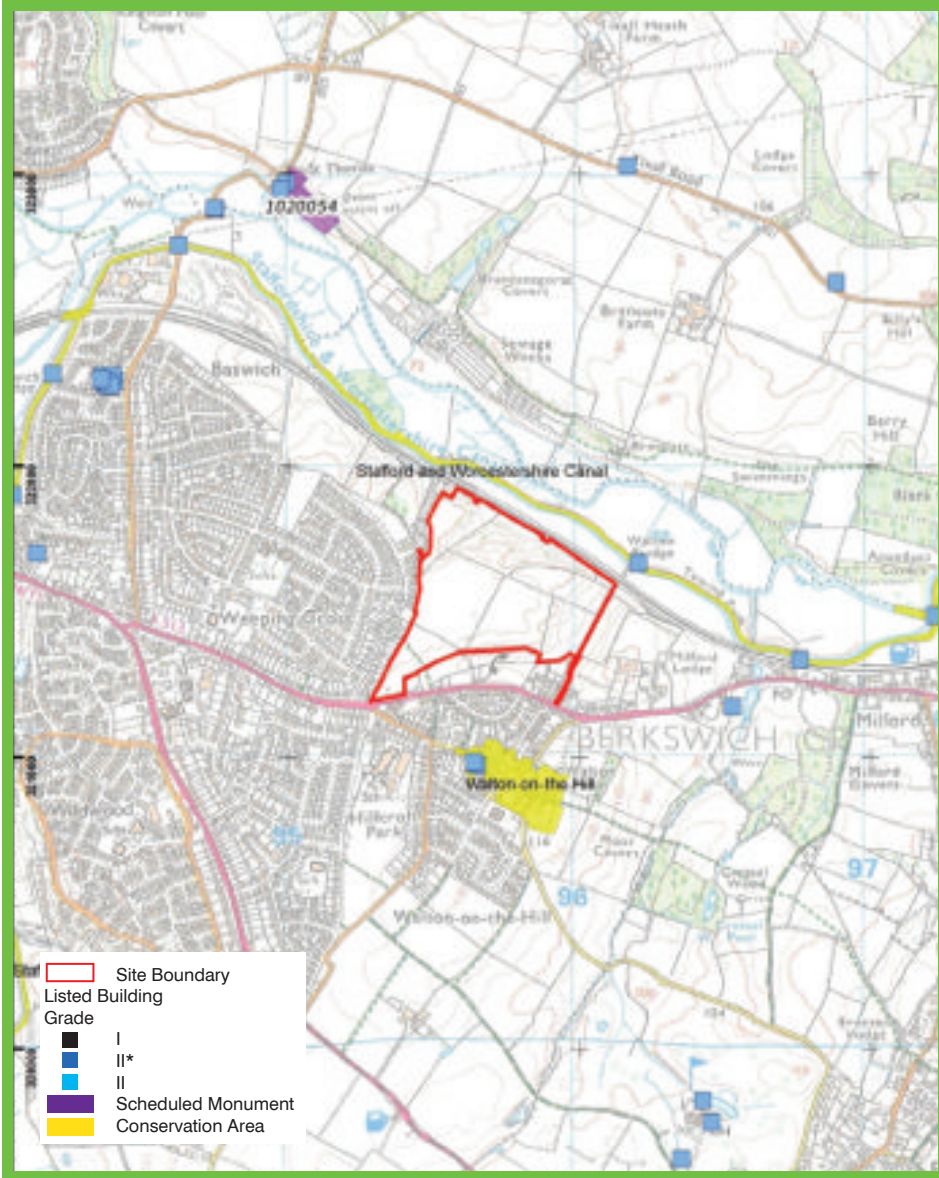
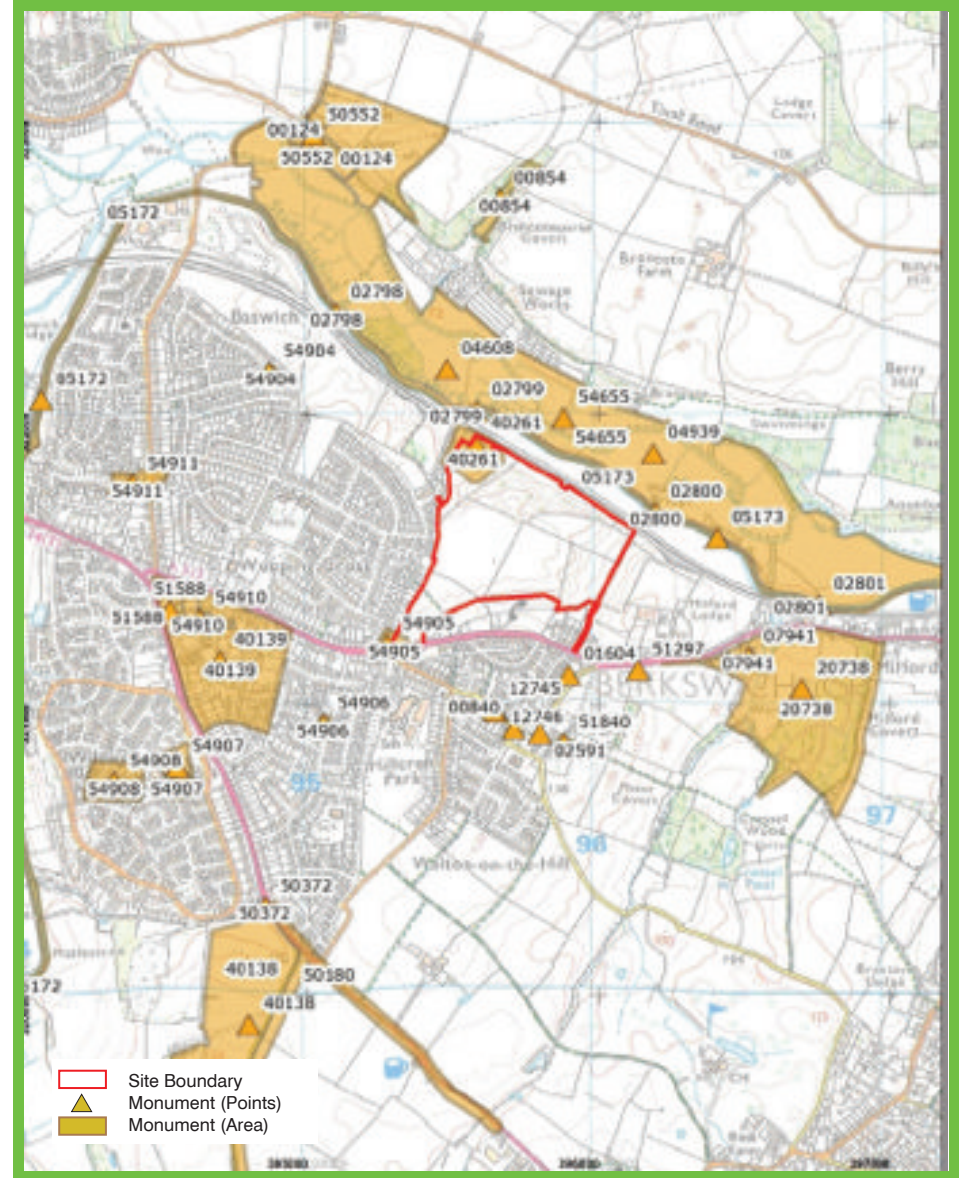


Figure 23: Monument Record



4.9 Agricultural Land Quality

A soil assessment was carried out by Land Research Associates and accompanies the planning application submission. That found that the majority of the site is classed as Grade 3a and Grade 3b agricultural land quality. Parts of the site near the railway are also Grades 4 and 5, and the woodlands are not classified.

Grade 3a is generally considered to be within the 'best and most versatile' range, although it is not untypical of the fringes of the town and any expansion into green fields is likely to encounter similar quality land. Grade 3b is considered to be poorer quality and less significant. Much of the better quality soils can be retained on site and re-used in the landscaping of the public realm including the squares and crescents, and in the gardens to the development. The losses of the fields do not jeopardize the integrity of the agricultural holding or tenancy.

Figure 24: View from the South



Figure 25: Agricultural Land Quality



Figure 26: View Locations

4.10 Views

The local views of the site are mostly confined to locations close to the site and there are views from Milford Road, the bottom of The Rise and views from certain locations across from Walton on the Hill. There are also views from along Green Gore Lane and from the canal of the sloping edges of the site.

There are more distant views of the site from the north beyond the canal and river, and from the south from elevated locations within Cannock Chase, although these distant views of the site invariably include a backdrop of the existing edges of the town and of Walton on the Hill. While the development of the site brings the urban edge forward in this specific location the planting of extensive new woodland and creation of the parklands themselves helps to reduce the visual impact of the development and help blend it into the views of the existing town.

The Landscape and Visual Impact Appraisal with the application considers the impacts of the development in further detail.



Figure 27: View 1 North



Figure 28: View 2 East



Figure 29: View 3 South



Figure 30: View 4 West



4.11 Site Influences Summary

In this section we summarise the analysis of the site and synthesise the key influences that affect the proposed site plan and design. In the next section we then propose a set of objectives to guide the development and a framework within which the design would be progressed.

The key influences are

- The **access** to the site is limited to two existing low key access points and a new access from Milford Road would be required, with the existing access points becoming pedestrian only accesses and could be used for emergency vehicle access should the main access be blocked;
- The **topography** of the site slopes steeply to the north and east and is mostly unsuited to built development. The northern part of the site is also close to the railway and has the better ecological potential;
- The **landscape boundaries** to the site vary in their quality. The most significant is the boundary to existing gardens along the western edge of the site, which is mostly intact but also largely within existing gardens and could be strengthened within the site. The boundary to the more exposed northern edge could also be improved with woodland planting and through the planting-up of the existing hedgerow. The planting to the south to existing development could also be improved. There are a few major individual oak trees on the site that should be retained and protected. There are two trees within the site subject to TPO's;
- The site **drainage** is to the north, east and south, following the natural topography of the site. There is no flood risk and the site drains well naturally and would be suitable for a sustainable drainage system;
- The **Public Right of Way** (PROW) crosses the site;
- There is little **ecological** interest across the site, and the interest that does exist is largely of parish or no more than parish level significance. Those areas of greatest potential would remain undeveloped and become parklands, and there is considerable potential to further enhance the ploughed field to promote its bio-diversity potential through woodlands, grasslands and the SuDS system;
- There is little known **archaeological** interest on the site. The sites that are know of on the site are likely to have been affected by development and have little remaining value;
- The site is mostly Grade 3a and 3b **agricultural land quality** and not unusual in the context of the urban fringes of Stafford; and
- The local **views** of the site are limited but none the less important and care would be taken to create a high quality view and to retain landscape wherever possible to help screen or mitigate for the impacts. The longer range views are invariably of the site in the context of the surrounding urban development, and again tree planting would help soften and filter views to reduce the impact in views from a distance of the development and town.

Figure 31: Site Influences Summary





5.0 Local Character

5.1 Introduction

In this section we briefly review the key aspects of the character of local development and identify potential design references that can inform the character of the new development.

5.2 General Character

The local built character is made up of developments on the southern edges of the town of Stafford and also the villages of Milford to the east, which borders Cannock Chase. The south-eastern edges of Stafford are made up largely of 20th century urban expansion with large private housing estates at Weeping Cross/Baswich and Walton on the Hill, which absorbed the pre-existing ribbon developments along Milford Road and Cannock Road. Some of this frontage development has a particular character with large individual houses and wide tree-lined streets. The suburban development beyond this is very much of its time with large suburban houses of reasonable quality but architecturally mostly undistinguished. The key aspects of local character are considered below.

5.3 Walton on the Hill

Walton on the Hill has an historic core centred on the church of St Thomas with several notable individual properties, and is now a Conservation Area, designated in March 1977.

The core is informal and set around narrow lanes with no footways. It includes a few notable individual historic properties with the historic village. Some of the older properties have stone boundary walls, and large gardens and hedges and trees are a feature. Suburban infill and estates now border the village core. Firstly, development along The Rise, School Lane, Lichfield Road, the Crescent and Old Croft Road, and then by a single large development at Walton Heights, which means the historic village core, is hardly now discernable. The new development is relatively low density with grass verges and large housing plots. Walton Fields (Bluebell Hollow) is a modern higher density scheme with a character at variance to much of its surroundings. The properties are dense, have little frontage and urban in character and contribute little to the local character.



5.4 Milford

Milford is to the east of the site and close to Cannock Chase. It is a small and mostly a linear village with houses around Milford Hall. Generally, properties are a single plot deep to the road, and then extend along the roads surrounding Milford Common. There are many large properties with large well-planted gardens and set within mature hedgerows and trees. There are also white painted brick estate cottages in terraces, and mock-timber framed villas with distinctive low-slung roofs and ornate chimneys. Hedges and garden trees are also very distinctive alongside Milford Road.



5.5 Weeping Cross Frontage

This comprises large individual properties set alongside the road behind long well planted front gardens. Most date from around the 1930-1960s, with several modernized and in-filled plots. They generally follow a typical English suburban style. Again verges with street trees are distinctive, and strong boundary hedges sometimes above low stone walls fronting some of the larger properties. There are also occasional groups of semi-detached and terraced housing in an arts and crafts style. Red/purple brick and white render and painted brick with clay roof tiles are strong consistent elements in the frontage houses. There are three interesting houses fronting Milford Road at the entrance to Stockton Lane in white painted brick with large grass lawns.



5.6 Baswich

Baswich is largely a varied modern housing estate built in phases in the 1960s and 1970s to a simple geometric and regular layout, with houses set on wide, often tree-lined avenues, with a commercial and community focus at a central local centre, which includes shops, primary schools, health centre, library and pub. More modern development on the northern edge is also typical of its period with standard designs, and again has little to distinguish it architecturally.



5.7 Local Character Summary

The strongest elements in the local character include;

- Combination of large free standing houses on large plots, but also with semi-detached properties, terraces and bungalows
- Strong treed avenues with verges and well-planted gardens, with hedges, low walls and quality timber fencing;
- Materials – dark red/maroon coloured brick for walls beneath a Staffordshire blue or brindled (red/brown/blue) clay roof tile, sometimes patterned;
- White painted brickwork on cottages and individual houses;
- For cottages generally modest widths at 5-6m, with 8m heights and 40 degree or steeper roofs. Often with single storey extensions at right angles to main roofs;
- Eaves and gable details marked by stepped course of plain or decorative brickwork;
- Projecting roofs with deep overhangs in some cases
- Timber windows, sash or side hung and set into the walls to improve weathering, creating slight shadow line to enliven the simple faces;
- Window heads often with arched heads of bricks on their edge and sometimes in contrasting blue brick;
- Dormer windows
- Brick chimneys, sometimes of an ornate design

Figure 32: Local Character





6.0 Objectives

The objectives are to achieve a development that:

- Achieves an **exemplary standard of design** befitting the new edge of the urban area;
- Creates a **strong and distinctively designed** new community in Stafford;
- Creates a **sustainable development** that minimizes its impact on the environment;
- **Is respectful of existing residents** by setting development back from existing housing and screening new development;
- **Is connected**, and provides links between the existing and new communities and local facilities;
- Creates a **new parkland setting** that is accessible to local people and provides an attractive place to spend time and provide local play facilities;
- Responds to the **parkland setting**, with high quality frontage development to create an attractive edge to the town;
- Retains and strengthens the landscape planting around the site to **soften the impact of development**, to provide seasonal colour and interest, and promote bio-diversity; and
- Ensure **high quality of access** by vehicles and pedestrians.

Figure 33: Walton Garden Village



Figure 34: Sketch View of Square





7.0 Design Framework

7.1 Introduction

The Design Framework provides an overall organising structure for the development and sets the key three-dimensional requirements that the final design should respond to. The framework comprises a series of components or 'layers', which combine to provide the overall framework.

Each of the components is described briefly below.

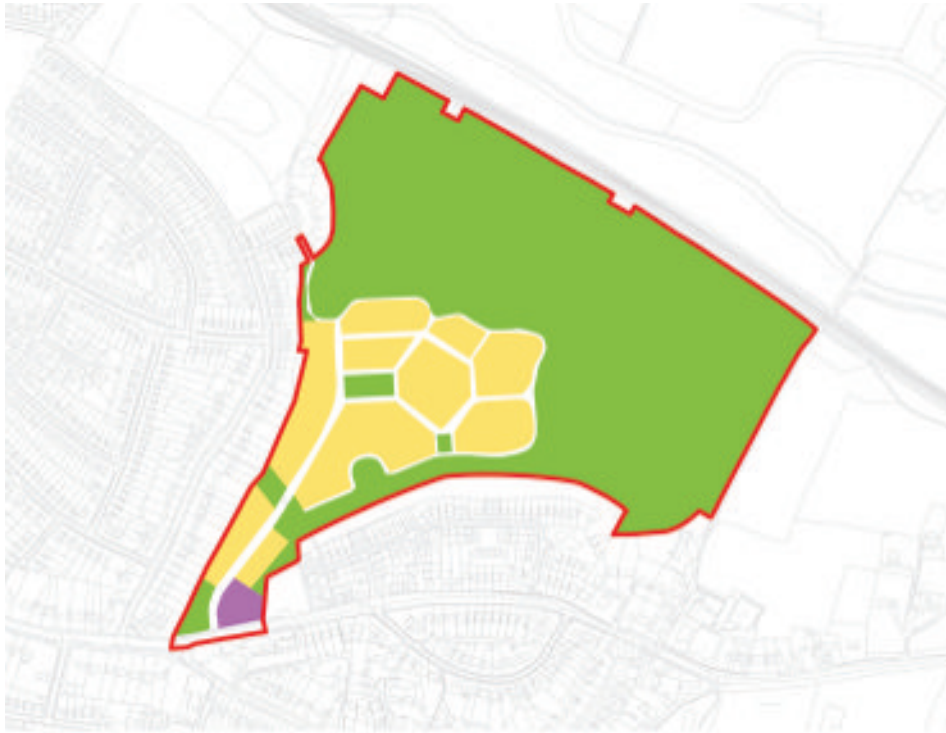
7.2 Site Boundaries

The site boundaries are formed by the existing ownership and are defined by the existing fence lines and edge planting. On the built development edge to the west the development is set back to protect the existing edge.



7.3 Land Uses

The land uses are residential, A1 retail (small convenience shop) and open spaces, with a structure of development fronting Milford Road and on the plateau with parkland on the surrounding steeper slopes.



7.4 Access Structure

The access structure provides for vehicle and pedestrian links into the site from the adjacent communities, with circulation through the site on direct routes, and connections to the routes surrounding the site.

The key vehicle access route is also defined, with a primary circulation structure of avenues, streets and lanes within the development.



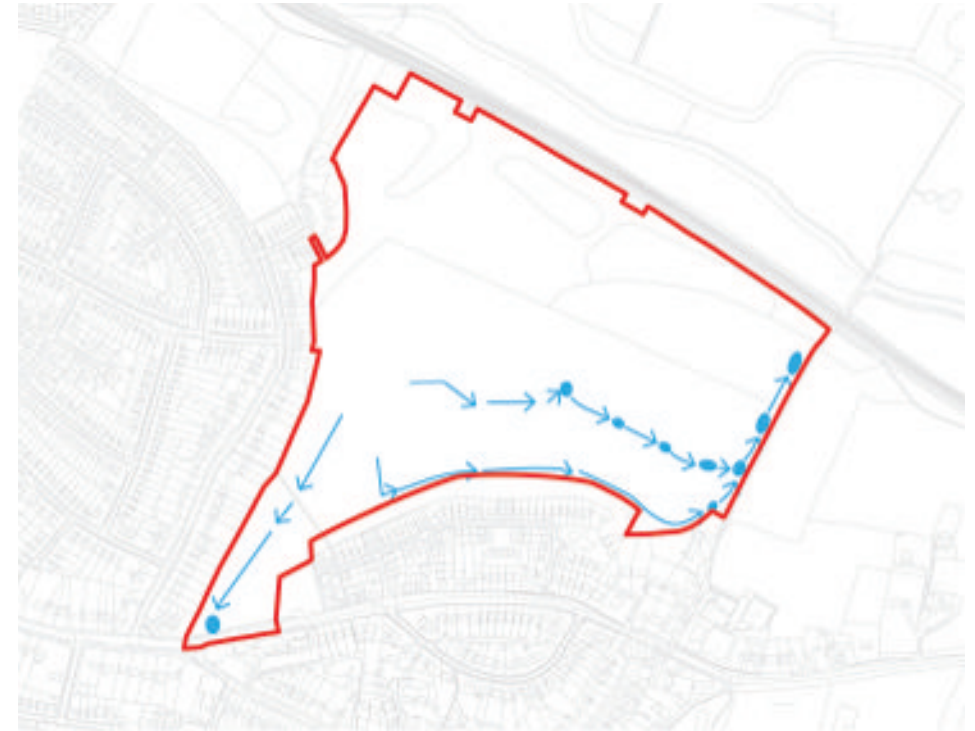
7.5 Landscape and Open Space Structure

The landscape structure provides the enhanced boundary planting to the west to help protect existing housing from the new development and retain its privacy, to define the main routes and spaces within the development at the entrances and points of connection, and the scale and position of the park and play area.



7.6 Drainage and Utilities

The landscape corridors provide the routes for sustainable drainage of the site, which will flow along the natural contours of the site and flow on eastwards and then northwards towards the outfall. Part of the site falls towards Milford Road with a pond near the entrance and out-falling to the existing sewer. The swales would follow the avenue verge. The diagram shows the main principles. Utilities would enter the site at the main access point off Milford Road.



7.7 Building locations and significant frontages

The combined infrastructure sets the frame within which the buildings are located. These form a grid of broadly regular blocks. The significant frontages are to Milford Road, The Avenue, Squares and Crescent, and the informal edges to the surrounding parklands.



7.8 Three-dimensional Structure

The three dimensional structure sets the height of the buildings. The residential buildings are predominantly 2-storeys with occasional 2.5 storeys. The 3-storey development is only facing Milford Road. Single storey bungalows may also be appropriate.

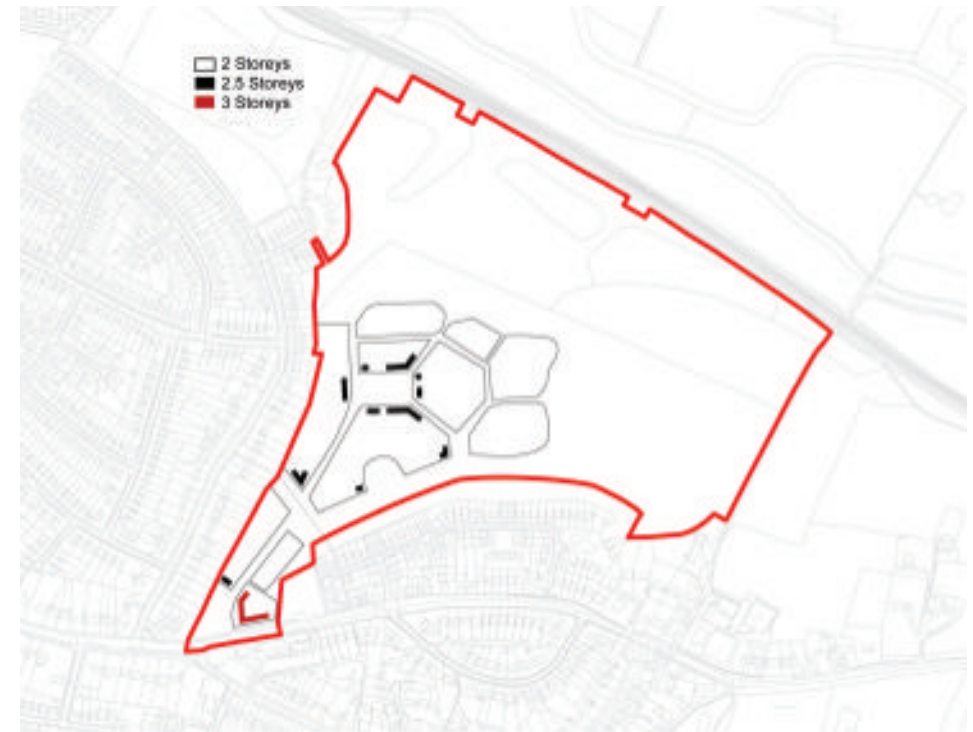


Figure 35: Design Framework





8.0 Proposals

8.1 Introduction

In this section we describe the proposals in further detail. In Section 9.0 we describe the access proposals further. Section 10.0 provides guidelines for the eventual appearance of the development.

8.2 Use and Amount

The proposals are for:

- up to 225 residential dwellings accessed from a dedicated highway access off Milford Road, with emergency vehicle access from Falmouth Avenue and Green Gore Lane;
- local convenience shop of 250 sq. m : and
- green infrastructure.

Housing

The housing would be a mixture of sale and affordable homes, with a target of 30% affordable homes to meet local authority requirements. The types of housing would include a variety of sizes including 1, 2, 3, 4 and 5-bedroom homes, and a variety of forms including detached, semi-detached, terraced and possibly bungalows. A typical mix is shown below in the table to illustrate the variety.

Table 1: Typical Housing Mix

Accommodation	Percentage	Number
1 bed	Up to 5%	Up to 11
2 beds	20-25%	43-56
3 beds	40-45%	90-101
4 beds	25-30%	56-69
5 beds	5-10%	11-22

Based on 225 dwellings

Green Infrastructure

The proposals would create over 20 hectares of new green infrastructure, accessible to the whole community. The aim is to create multi-functional green space providing bio-diversity and recreational potential. The proposed open spaces are in three main forms:

- **Formal Spaces** within the housing area – these comprise the central village square, crescent and other squares and courtyards proposed within the housing areas. These are spaces overlooked by housing and help provide structure and character to the development. There planting would be more formal with colourful varieties to provide amenity and visual interest throughout the year.
- **Existing rough ground** – this is the land between the development and the railway and includes the small woodland copse. This land remains largely unaffected and public access would be provided for with footpath routes and some new planting to improve its amenity and bio-diversity potential.
- **New parklands** – new parklands would be created on the current arable fields, and the character would be softened with new informal woodland planting, shrubs and grasses to reflect the parkland setting and character of Cannock Chase. The new park would also accommodate the sustainable drainage system with swales and ponds along the eastern edge of the scheme.

The parks are described further in Section 9.0 The Illustrative Master Plan.

Layout

The layout is illustrative at this stage and is designed to demonstrate that the total amount of development proposed can be readily achieved, and the principles identified in the Framework Plan can be successfully implemented.

The layout is described further under the Illustrative Master Plan in [Section 9.0](#) and shows how the development could come forward based upon the Parameters Plan.

Figure 36: Sketch Illustration 3 - View from South Showing New Access Off Milford Road



8.3 Scale

- Building Heights

The housing would be predominantly 2-storeys, with occasional 2.5-storey with buildings at 3-storeys onto Milford Road. These heights are consistent with the surrounding development and would not overlook or overshadow existing housing.

The illustrative cross sections show the relationship of the development in general terms to the existing development at Stockton Lane and Falmouth Avenue, and at Bluebell Hollow.

- Building Types

The building types would be dwelling houses in detached (potentially including bungalows), semi-detached and terraces. Apartments may be suitable in the shop unit block on Milford Road.

- Density

The density of the housing area would be approximately 20-30 dwellings per hectare gross of incidental open space areas within the housing area.

Figure 37: Illustrative Plan



Figure 38: Indicative Cross Sections

Section 1: Milford Road New Entrance

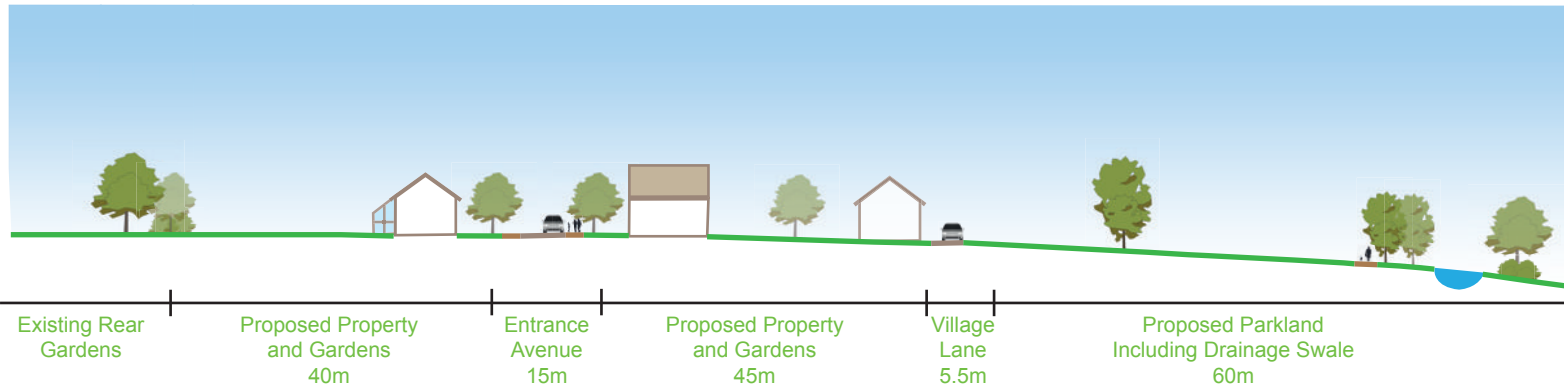


Location

Section 2: Backs of Stockton Lane Properties to Crescent and Bluebell Hollow Embankment



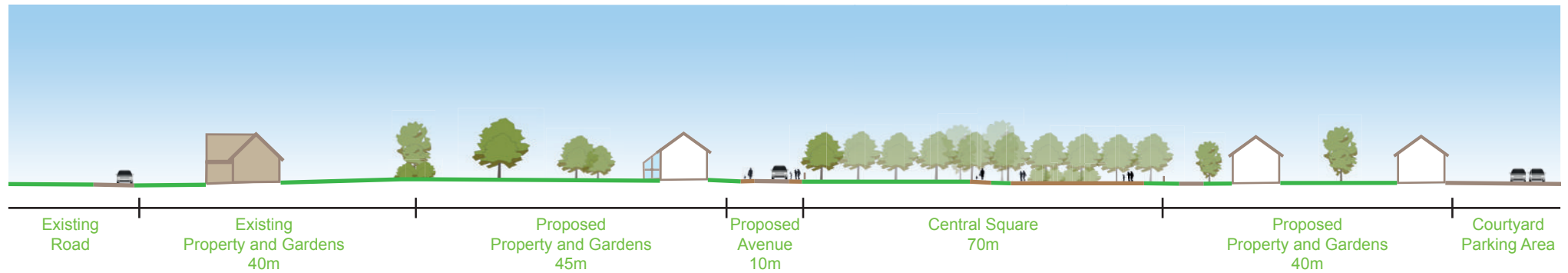
Location



Section 3: Stockton Lane through Central Square to Courtyard



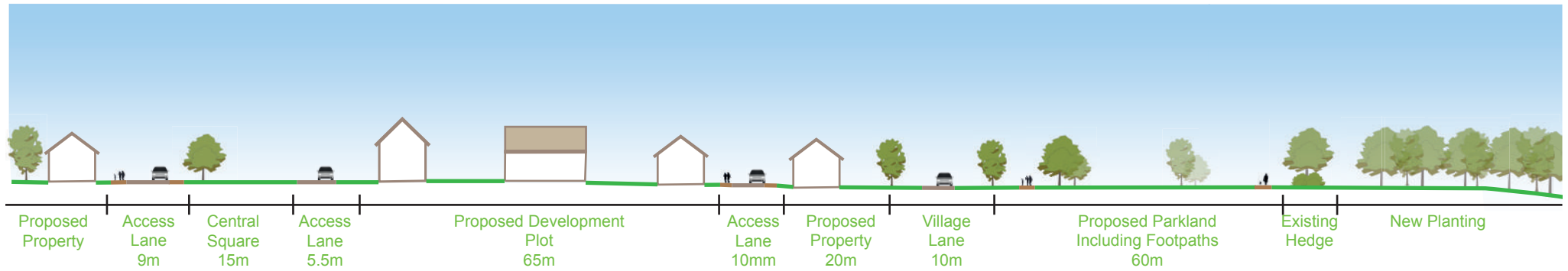
Location



Section 4: Central Square through Development to New Ridge Planting in North



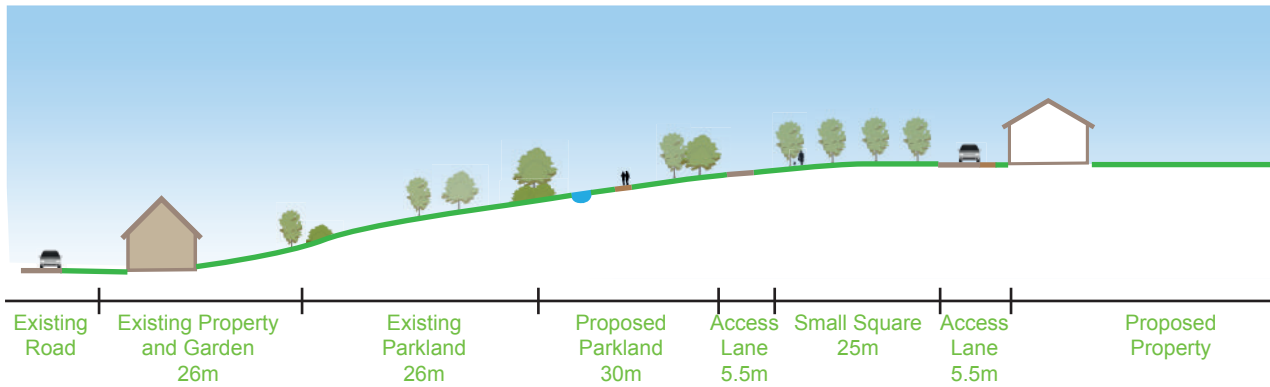
Location



Section 5: Houses on Bluebell Hollow through Small Square and Local Street



Location



8.4 Secure by Design

Creating a safe place is a fundamental priority for the development and this would be achieved through the layout of the development into streets and blocks, and a clear demarcation of private and public areas.

The houses would overlook the streets and the parking courtyards with habitable rooms to provide natural surveillance throughout the day and night. The public areas including the streets, play areas and parking courts would be lit to ensure they are safe and attractive to use. No areas would be hidden or screened from view.

Buildings would be designed to avoid blank walls, high boundary fences and walls and dead ends. Locating windows and doors on corners and gable ends is a key principle and is a feature of the local context, although the security and privacy of the individual house would also be assured.

The detailed proposals would be prepared in accordance with standards and best practice outlined in Safer Places Secured by Design, By Design Planning and Access for Disabled People and Manual for Streets. The detailed design schemes would be submitted for Secured by Design accreditation.

Figure 39: Illustrative Model View 1



8.5 Landscape

The landscape proposals are summarised here. A Green Infrastructure Strategy document is included as part of the application:

- retain existing structural planting wherever possible and retain the existing trees around the edges of the site;
- complement and emphasise the street infrastructure;
- provide definition, colour and visual interest all year round,
- structure the parkland area, and provide a sense of enclosure and security to the park for users;
- provide screening to the boundary to the existing housing to the west;
- help promote improved bio-diversity across the site;
- accommodate the swale drainage system as a feature within the parkland;
- contribute to delivering the local Green Infrastructure objectives;
- the creation of extensive areas of new accessible multi-functional greenspace on the northern and eastern slopes of the site providing a large recreational resource for the local community; and
- new informal recreational walking routes, including a new 'circular greenway' providing links from the urban area to surrounding countryside including the 'Way of the Millenium' path ;

The strategy would see planting selected from locally occurring indigenous species to soften the relationship between the development and the adjacent housing and countryside. Occasional ornamental trees would be appropriate to provide visual interest and definition to various parts of the scheme, including the square, entrances and within the housing areas.

The detailed landscape proposals are reserved for later approval. Further details are provided in the Landscape and Visual Impact Appraisal, including proposed species list for each landscape character area.

Figure 40: Parklands



Table 2: Indicative Landscape Character Areas

Area	Location	Character
A	Entrance	Landmark / feature planting Colour throughout the year
B	Main Avenue	Medium/large trees Mown Grass Feature trees at pedestrian crossing
C	Housing	Evergreen hedges Small ornamental flowering trees Ornamental shrubs Climbers
D	Main Square	Formal gardens Medium / Large Trees Play Area Ornamental trees Perennials
E	Periphery park edge	Locally occurring native trees and woodland Diverse shrub planting for year-round interest
F	Wooded Slopes	Large locally occurring native trees Woodland grass/native bulb mix
G	Meadow Slopes	Large locally occurring native trees Meadow grassland mixes
H	Swales and Ponds	Timber bridges/decking and seats Locally occurring native wetland trees, shrubs and water-edge planting
I	Existing Habitats	Maintained and strengthened Informal grazing Grassland managed for bio-diversity benefits

Figure 41: Landscape Strategy



Figure 42: Landscape Character



Figure 43: Illustrative Views 2



Figure 44: Illustrative Views 3





9.0 The Illustrative Master Plan

9.1 The Illustrative Proposals

The master plan is illustrative at this stage and is designed to show how the principles set out in the Framework in Section 7.0 can be implemented. It is based on the fixed land use areas of the Parameters Plan. The application is in outline except for the main access off Milford Road where details are submitted. The intention, should the proposals be approved, is that a detailed Design Code would be prepared consistent with the Framework and illustrative master plan, to guide the detailed design of the scheme, and this process is outlined in Section 1.2 of the D&AS. The Code would be consulted on with local people and we envisage it would form a condition attached to the planning permission and therefore, be subject to approval of the planning authority.

9.2 Garden Village Character

The Garden Village character derives from a high degree of design consistency across the built development with strong and characterful landscape planting, within the public realm and gardens. Buildings include varieties of terraces, cottages and also larger free-standing villa forms (for one or two houses).

The characteristic Garden Village architectural features are generally those of Arts and Crafts architecture with broad sloping roofs (cat-slide roofs), projecting eaves, projecting gables and recessed doorways, often behind integrated porches. Limited areas of decoration such as gable end features, feature windows and stained glass provide visual incident in what can be an otherwise uniform appearance. Materials are brick, and also painted brick and render, often on feature buildings such as at corners.

The landscape combines structural planting with avenues of round headed trees, evergreen hedges as boundaries sometimes with walls and close boarded timber fencing, with feature planting with flowering trees and shrubs in public squares and courtyards, and soft natural planting to the development edges. This is a style very consistent with the local character of Weeping Cross and Walton on the Hill described in Section 5.0.

9.3 Coherent Structure

The Illustrative plan proposes a structured layout with a co-ordinated relationship with buildings having an ordered relationship to create and frame spaces within the scheme. For instance these include:

- The entrance area and Avenue;
- The Central Square or Green, which is framed by buildings and includes the play area;
- The Crescent, which surrounds the existing oak tree, with individual villas;
- The small square, with a bosque of trees and framed by buildings; and
- The park edges, with a variety of houses overlooking informal parkland;

These features are considered further in Section 9.7.

9.4 Three-Dimensional Character

The buildings would be 2-storey but with emphasis at the key frontages and corners at 2.5 and 3-storey on Milford Road. Where buildings are grouped to enclose space then the treatment of those buildings would relate to each other to create an overall composition.

9.5 The Proposals Annotated

Figure 45 shows the main features of the illustrative master plan. These are shown below and the main features are then described further in Section 9.6.

1. **Main access and feature buildings**
2. **Access Avenue**
3. **Existing Footpath retained**
4. **Local Shop with housing**
5. **Existing footpath retained within new avenue**
6. **Emergency access from Falmouth Avenue**
7. **Central Square/Green with Play Area**
8. **Crescent Green focused on oak tree**
9. **Small Square**
10. **Parking Courtyards**
11. **Access Lanes**
12. **Edge lanes**
13. **Pedestrian paths**
14. **Swale and pond drainage system**
15. **Woodland planting**
16. **Informal grassland**
17. **Emergency access from Green Gore Lane**

Figure 45: Design Features



9.7 Key Elements of the Illustrative Plan

1. Entrance and Avenue

The entrance to the site is formed by the development block to the east which contains the local shop and housing at 3-storeys, the access off Milford Road and the drainage pond. The pond would be set within a 'water garden' with some permanent water and gently sloping sides and would be overlooked by housing to the north. Existing trees along the boundary to the site would be retained and the existing tree on Milford Road would be retained if possible.



Swale Pond Feature



Tree Lined Avenue

Figure 46: Entrance & Avenue



Figure 47: Central Square

2. Central Square

The central square is a main feature of the development and would include the children's play area. The local lane network radiates out from the square, putting it at the heart of the development. The square would be defined with structural and amenity planting, and have a low defining simple metal fence. Benches and seats would be provided around the square. The play area would have its own secure fencing. The square could have through-access lanes around it or these could be limited to two or three sides with access on the third or fourth sides for the facing properties only. A taller feature building at three-storées might define the corner of the square.



Square Overlooked by Housing



Strong Defining Planting



4. Village Lanes

The village lanes are the local access lanes to serve the properties and run into the courtyards and around the edges of the development area. They are low-key 4.5m wide or narrower without separate footways. In this way they are similar to the lanes at Walton on the Hill. They would be bordered by garden walls and fences, housing and garages, with occasional street trees. The lanes would have simple finishes with either tarmac or bound gravel surfaces.



Providing Access to Housing



Shared Surfaces

Figure 48: Village Lanes



Figure 49: Courtyards

5. Courtyards

The courtyards provide common parking areas for the housing that surround them. They are informal spaces with bound gravel or tarmac surfacing and could have marked parking bays and garages. They also provide access to garages for individual properties located at the ends of the gardens. Houses may be located within the larger courtyards to provide definition and aid security. Feature trees and landscaped edges would help soften the courtyards.



Buildings Line & Overlook Routes



Parking & Landscape



6. Informal frontages

The parkland frontages to the development are especially important and significant features of the development. The scheme has some 800m of development frontage to the surrounding parklands, and with the development on the upper plateau, the houses would be visible from the park. The development edge is designed to create variety with a mix of properties and spaces, with planting to breakup the line of the development. On the south side for instance, there is the existing footpath avenue of trees, the crescent and small square, set behind an access lane and path, with the hedge and tree planting to filter views. The edge follows the shape of the contours, with access lanes on higher ground or at the base of the shallow depressions, which would aid walking out into the park. Properties fronting the park would generally have parking courts or rear garages to limit the visual impact of parked cars.



Planted Low Key Edge Lanes



Outward-Facing Housing

Figure 50: Informal Frontages



7. Parklands

The parklands are proposed as informal accessible open spaces for the enjoyment of the surrounding population. They would include extensive new tree planting, with individual trees and feature woodland groups, and extensive amenity grasslands to improve the landscape and promote bio-diversity. A network of new paths is proposed to provide access around the park, and the routes reflect many of the informal paths that local people already walk. The parks also include for the surface water drainage system from the development, which would be channeled through a series of informal swales or shallow depressions, to a series of ponds that flow eastwards and then northwards, to an outfall and connecting to the receiving watercourse. This system limits the run-off to existing green field rates, and also naturally treats the water by passing it through vegetation. The swales and ponds would be planted with suitable shrubs and grasses.



Wide Vistas Across Parkland



Informal Paths

Figure 51: Parklands





10.0 Access

10.1 Introduction

The proposals for access to the site are explained fully in the Transport Statement. We summarise the proposals in this section of the D&AS.

10.2 Highway Access

The access to the existing highway network would be formed by a single new access off Milford Road. This would be a T-junction with a right turning lane marked out on Milford Road. This requires some slight road widening to accommodate the changes, and would also require the existing bus stop layby to be moved marginally to the east.

The Transport Statement demonstrates that the new junction would not lead to issues with the operation of Milford Road or The Rise.

The Junction would provide access to the main avenue that would run up into the site and then form a loop around the site. The main avenue is proposed as a 20mph route with occasional traffic calming as necessary.

The strategy is shown in [Figure 52](#).

The point of access to the existing highway network is submitted for detailed approval. The access design proposals have been agreed in principle with the Highways Authority Staffordshire County Council.

10.3 Emergency Vehicle Access

Two emergency vehicle accesses are also proposed. The first would be off Falmouth Avenue where there is an existing farm access to the site. The second would be off Green Gore Lane. Both accesses would be gated at all times except when emergency vehicle access is required. The access from Green Gore Lane would also provide a service access for maintenance vehicles that need to access the community park.

10.4 Public Transport

Existing bus routes run along Milford Avenue along the front of the site, and there is a layby and bus stop alongside the proposed entrance to the site. The existing service provides frequent services to Stafford town centre. As most of the proposed housing is within 400m of the bus stop, it is unlikely that operators would wish to operate services within the development itself, although routes would be agreed with the operators in due course.

10.5 Cycle access

There is no separate cycle access to the development and cyclists would use the main carriageways to access the development. The low speed of the main access at 20mph would make this a safe and attractive route for cyclists.

10.6 Pedestrian Access

Pedestrian access to the development would be from the following points:

- A – the main access off Milford Road and alongside the main carriageway. Footways are proposed on each side of the Avenue;
- B – the existing public right of way (PROW) from Stockton Lane to Bluebell Hollow, which remains and would be framed by an avenue of trees;
- C – from Falmouth Avenue, at the northern emergency vehicle access via a stile or gate; and
- D – from Green Gore Lane from the point of the second emergency vehicle access, again as a stile or gate.
- E – a ‘circular greenway’ route to the north providing public access to the northern green spaces.

These are shown in the access strategy plan. Figure 52, along with the existing footpath PROW.

10.7 Car Parking

A variety of parking solutions are appropriate within the housing area, including on-plot parking and garages on-plot, shared parking courts within the housing blocks with some on-street parking for visitors. The detailed design layout would resolve the final arrangement of parking and would depend on the total amount of parking generated and house builder’s preferences. The potential approaches are shown in the illustrative proposals plan. The parking ratio would be approximately 2 spaces per dwelling overall.

Figure 52: Access Strategy





11.0 Appearance

11.1 Introduction

The appearance of the development is reserved for later approval. In this section we identify some key factors that would be taken into account in developing the detailed building designs. Some of the features referred to are shown in the image grids opposite that show general illustrations to be used as a reference for the detailed design (Figure 54).

11.2 Architectural Quality

The prominent location of the site on the south eastern edge of the town, forming a new urban edge to the countryside, demands that the proposals achieve a very high quality of design. It is important that the design both responds to its prominence but also respects the urban and countryside edges, reflecting the transition from urban to rural environments and responds to the opportunities for better access to the countryside for local people.

The housing should both respond to the urban location but also seek to soften the edges of the development to respond to the open parkland beyond the site, with features to exploit the setting, such as projecting bays, oriels, gables and dormers, with natural materials, colours and tones that moderate the transition.

11.3 Local Character and Styles

Stafford has many high quality residential suburbs, with some of the most distinctive created in the late Victorian and Edwardian period and influenced by the Arts and Crafts styles; the local area around the site has many examples. Often developments are in small groups, but there are many fine terraces and individual villas and semi-detached houses.

The predominant style therefore is Arts and Crafts with the attendant architectural aspects of that style including gables, the low slung roofs, chimneys and dormers, with bargeboards and hanging tiles, brick and render, casement and mullioned windows, stained glass and projecting bays, amongst other detailed features. Some of these elements are also a characteristic of the estate cottages nearby the site.

The detailed design would explore ways to reflect these local traditions in the new development in contemporary and relevant ways to the 21st Century lifestyles that the houses would accommodate.

11.4 Materials

The predominant materials palette within the local urban area is shown in the collage in Figure 54. The strong influence is of red and purple brick, with occasional patterned brick, along with stucco, render, clay tiles, slates, painted timber in black, white or natural tones such as green (and occasional contrasting colours such as red), timber framing and occasional use of local stone for boundary walls and at the base level of buildings.

11.5 Colours

The colour range follows the material tones above with generally natural reds, browns and greys predominating, with white and buff render. Occasional strong colours are also a feature on doors and gates, and stained glass panels and patterns can also be a feature.

11.6 Details

External building details locally often include distinctive porches, dormer windows in the roofs, mullioned windows, bays and small feature windows. Doors are generally plain and wooden. Timberwork features within gables ('magpie work') and bargeboards or simple patterns in the brickwork. Stained glass features in the larger and more individual houses. Finials on the gables or on the ridges are also sometimes a feature as are chimneys, often on the gable ends of individual houses.

11.7 Boundaries

Boundaries are often soft with hedges with overflowing garden trees and shrubs. Larger properties sometimes have brick or stone walls and railings with gateposts, with evergreen architectural feature planting within the gardens. Boundary walls (with climbers) also soften walls between properties, which also maintain the continuity of the built form, and are particularly important on the main streets.

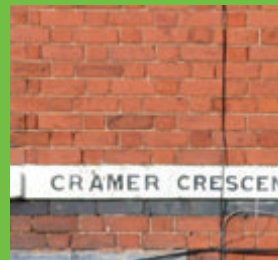
The boundary edges of the site would remain soft and have a character consistent with the parkland and countryside edge with hedges and trees with timber or simple 'estate' fencing in black painted metal, where necessary.

Figure 54: Appearance

Buildings



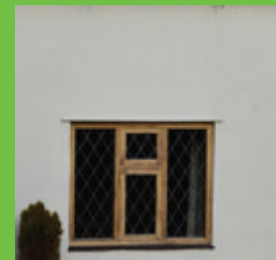
Details



Materials



Colours





12.0 Sustainability

12.1 Introduction

In this section we describe how the development would represent sustainable development and the measures that would be applied to ensure the scheme addresses issues of climate change. The various measures are described below.

12.2 Measures

These issues would be addressed through a range of measures that are proposed or would be explored as the design is developed. The various measures are described below.

(i) Achieving CfSH

The Code takes a whole house approach and measures the sustainability of a dwelling against nine different categories: energy/carbon; water; waste; materials; surface water run-off; and health and well being, which have mandatory performance standards; and pollution; ecology; and management. To achieve the levels of the Code, a number of points must be accumulated across all categories and the mandatory requirements must be met. Depending on the number of points gathered, a star rating is then awarded (one star being the lowest achievable level and six stars incorporating zero carbon).

The proposals would meet the Government's objectives for the CfSH. The majority of the new homes would be developed to Level 6. A range of potential low carbon energy sources may be applied (in addition to super-insulated homes), including ground source heat pumps, solar stores (such as water bodies), solar water heating, photo-voltaics and gas technologies, biomass and HVAC heat saver systems.

(ii) Opportunities for Innovation and Exemplar Homes

We also consider that the high profile location on the edge of the town and in an attractive location offers an opportunity for high quality, exemplary sustainable homes that exhibit particular technologies or passive design features to demonstrate these technologies to builders and to local residents and potential occupiers. Given the scale of new development proposed in the district as a whole, there is an opportunity to demonstrate to other schemes how design and technologies can be successfully applied to modern new build homes to reduce their environmental impacts.

The opportunity exists for these homes to be located close to the site entrance and be easily accessible from Milford Road, perhaps as a first phase of the development, and initially to be 'Exhibition Homes'. The model of Home World 1981, Energy World 1986 and FutureWorld 1994 are examples of this approach at a larger scale in the new city of Milton Keynes and similar approaches are being applied in developments such as South Loughborough. We would welcome an opportunity to discuss how we can achieve this with the local authority.

(iii) Designing Adaptable Homes

The aim is to make the homes attractive to a wide range of potential occupiers and to encourage a stable community with opportunities for starter homes through to homes that may suit more elderly occupants. Adaptability for most new build modern homes is not an issue, and most house builder's house types adapt readily to accommodate changing requirements, such as increased corridor widths, generous stair widths and ground floor bedrooms. A proportion of homes would be built to Lifetime Homes standards, and for others the principles would be followed as far as possible. Most larger sized homes can be extended by adding additional rooms and conservatories and rooms combined or sub-divided depending on requirements.

(iv) Minimising Waste and Encouraging Recycling

Waste is likely to arise from the construction of the homes and through the occupation of the homes by residents and in serving the local shop, as well as arising from management of the open space area.

The aim is to reduce the construction waste to a minimum and a Construction Code of Practice would be agreed with the authority prior to construction beginning to demonstrate how construction waste is to be minimised.

Encouraging recycling of waste and effective storage and disposal of non-recycleable waste by providing separate bins within the home can also reduce household waste. The homes would also have adequate gardens and storage space for the composting of garden and food waste for each dwelling. Waste arising from the shop would be stored and disposed of off site. Waste arising from the park can be composted and used in the management of the park and a suitable composting site would be provided.

The proposals would meet the local authority's existing waste collection requirements.

(v) Encouraging Sustainable Movement

The proposals seek to reduce as far as practical use of the car, especially for local journeys. The site is located alongside existing transport infrastructure, and immediately alongside a bus stop route to the town centre. Local shops are close by, and the proposed local shop would reduce the need to travel for day to day shopping needs. Both the primary and secondary schools are easily walkable from the proposed development and there is no need to use a car. There are also footpaths around the site that provide recreational routes along the canal and River Sow, and to the wider countryside including Milford Common, Shugborough Hall and Gardens and Cannock Chase AONB. The site is well located to access local services and facilities.

(iv) Generous and Attractive Open Spaces

Extensive new open spaces would be provided within the development including formal spaces within the housing area such as the square, crescent and smaller squares and courtyard spaces, and the extensive new 'parklands' created around the development.

Open spaces would be designed to provide pleasant and attractive spaces to enjoy, and help set the development into its wider landscape setting and screen the impact of the development. Open spaces would be planted with locally occurring indigenous species and drought and flood tolerant species. Generous family gardens, consistent with the Garden Village Vision, are also proposed.

(v) Encouraging Biodiversity

The site offers relatively little as it currently stands, with the limited interest along the margins of the site where the land has not been intensively farmed. The margins would be retained and extended with development set back from the edges to encourage wildlife, including birds, bats and varied plant species. The Swale/ SUDS system would also provide semi-permanent and wet areas that could further encourage bio-diversity.

(vi) Providing Sustainable Drainage

The proposals incorporate a sustainable drainage system of channels, holding ponds and permanent water areas. These control the flow of storm drainage from the site to existing green field run-off rates. The system would create bio-diverse natural corridors for wildlife and would be managed to encourage its wildlife and amenity potential.

(vii) Optimising the Efficiency of Infrastructure

The location at the edge of the existing urban area means that maximum advantage can be taken of the capacity within the existing highway and utility infrastructures. Developing on the edge of the existing urban area is always more sustainable than locations further away as infrastructure can be more efficiently utilised and the need for additional infrastructure reduced.

(viii) Contributing to Social Sustainability

This is also the case with social sustainability. Local shops can be used by new residents, helping support local trade; children from the development would attend local schools (which can be extended to accommodate the additional demand), children would mix together and social bonds made. Further local facilities such as play areas and community centres can also be supported by the new development, which would provide facilities to bring the new communities together. The development would be physically and socially seamless with its surrounding neighbourhoods, integrating the new community immediately into the local area and town of Stafford as a whole.



13.0 Involvement

13.1 Process

The proposals were the subject of consultation with local people during May, June and July 2014 with a community consultation event and meetings with stakeholders. The full process is described in the Statement of Community Involvement, prepared by VW Communications and submitted alongside the planning application.

The consultation process has included:

- A website explaining the proposals and providing a route to comment on the proposals www.milfordpark.co.uk;
- Meetings with elected district and parish councilors;
- A meeting and presentation to Berkswich Parish Council on 1st July 2014;
- Leaflet distribution to over 1,000 local households;
- A public exhibition of the proposals held at Walton High School on 9 June 2014 attended by over 200 people;
- A further leaflet distribution in July 2014 to local organisations and by email to those attending the exhibition informing them of the response to the consultation and changes made to the plans; and
- Meetings with local stakeholders including Walton High School and Leasowes Primary School and Weeping Cross Health Centre.

The key design issues raised by the consultation and the response in the design proposals are described in the table that follows.

The majority of the issues raised concerned the impact of the development on local public services such as healthcare and education. Transport and possible congestion were also important local issues that people thought the development would exacerbate.

Residents who live alongside the development were concerned about the proximity of the new housing and potential overlooking. Several that did respond on the design proposals considered them to be a good response to the setting and the site, and agreed with the aspirations for high quality development.

The key issues raised relevant are listed in the table, alongside the response we have made in the master plan.

Figure 55: Consultation Event at Walton High School



Welcome to the Exhibition

Please take a look at the exhibition boards, feel free to question a member of our design team who are preparing the proposals, and you can help us by filling in a questionnaire.

Your views are important to us in developing our ideas and we will take them into account in progressing the proposals.

Hallam Land Management Limited

This Presentation.....

.....looks about 6 minutes and illustrates some of our plans and ideas for the development, further exploration is provided in the exhibition.

Our proposals are for:

A new 'Garden Village' with

- Up to 225 new homes, with a variety of types and tenures
- A local convenience shop on Millford Road
- Extension new parklands, more than half the site would become public park, with new trees, meadows and footpaths
- An access from Millford Road, with gated emergency access from Green Gore Lane and Fairbairn Avenue

The Need for New Housing

Our proposals respond to the critical need for new homes, nationally and in this area.

We build fewer homes nationally now than we did in the 2000's, despite there being 12 million more people.

Average house prices in Stafford are 5.15 times higher than average incomes - far too young people the prospect of owning their own home is but a distant dream.

The growth in Stafford's population over the last decade has been significant, with a 10% increase in the number of people aged 16-24.

The Site Today

The site is mostly intensively farmed land, and it includes the rough ground down to the railway line and as far as Green Gore Lane.

Dat surveys show that this land has few features of ecological significance, there are two fine old oak trees and a hedgehog, which would be conserved.

There is a footpath crossing the site that would be retained.

The Site Today - Aerial View

Our Plans

The next few slides show our emerging plans and highlight some of the features of the proposals.

Starting with our draft plan, then an artist's view and then a fly-through of our simple model of the proposals.....

Illustrative View

A Garden Village

Our aspiration is to create a 'Garden Village' with characterful new homes, focused on a village green or square, with tree-lined avenues and attractive local lanes.....

Figure 57: Presentation 2 9th June 2014

with high quality housing reflecting local styles.....



.....and attractive and pleasant streets and lanes



New Parks and Landscapes

More than half the site would become new parklands for the enjoyment of the community as a whole

New play areas would be created for younger children close to where people live

New footpaths would lead to existing routes to access the countryside beyond the site, and existing routes would be retained

The site would have a high number of trees that would



New younger children's play area close to the new homes.....



extensive new country parklands for the local community



With places to sit and enjoy



And new informal play areas



and informal swale surface water drainage system.....



Sustainability

We feel the site is sustainable because:

- It is close to local facilities including schools, health centres, shops and community facilities people don't have to travel far for local facilities.
- The impacts of the development are not significant. There will be existing facilities nearby for those affected by the site such as the loss of trees, but overall the impacts are minimal and can be mitigated for.
- It will be less than in the local area because we have a green parkland area nearby.

It is also for us as a family, design, to create a better quality of life for the community.



What Happens Next

We will consider all the views we hear or receive from you

Where we can, we will take these views on board if they help improve the proposals

We then have some technical work to complete before we are ready to submit our application, which we hope to do shortly

We will continue to consult with local stakeholders, such as the parish council, and other groups should they wish to meet with us

Look for updates on this development on our website www.waltongardenvillage.co.uk

Please tell us what you think

Fill in a questionnaire or speak to one of our team who are preparing the proposals

If you have any further queries or want to be kept informed of progress please contact **Victoria Walker**

victoria@wecomesolutions.co.uk

T: 07415 563005

Thank You



Figure 58: Consultation Boards



Welcome

Welcome to today's exhibition, which outlines the proposals for a high quality housing development north of Milford Road in Stafford.

The Aspiration for the Site

This development provides an opportunity to help meet local housing needs, with a mix of approximately 225 homes and a small local shop. It would be carefully designed to fit the character of the local area and more than half of the site would become open space with new planting to significantly improve the landscape character and biodiversity.



Why are new homes needed?

- There is a critical UK wide housing shortage due to issues such as population increase, the fact we are all living longer and because many more of us now live alone
- This supply shortage is pushing up prices so the average age of an 'unassisted' first-time buyer is now around 35 (up from 30 in 2007)
- The national shortage threatens the economy and in Staffordshire, the average house price is nearly six times average income (a 35% increase since the year 2000)
- There are many people in the local area wanting to get onto the housing ladder, or who can't afford to buy their own home, as well as elderly residents seeking the opportunity to downsize. This development would help local people find high quality homes without needing to leave the area.

National Planning Policy Framework and the Local Plan

The Government's NPPF seeks to achieve sustainable development by "providing the supply of housing required to meet the needs of present and future generations". The Borough Council is producing a Local Plan which will identify locations to meet the future housing needs. One of its key objectives is to focus new housing in sustainable locations that have access to a range of facilities, services and sustainable modes of transport. The focus for accommodating housing growth is at Stafford itself.

The Vision

- Hallam Land Management (HLM) is promoting this site. The aims are to:
- Create a high quality scheme and a place where local people would want to live
 - Create a rich natural landscape with new planting, open space and green corridors
 - Build a vibrant community that also promotes walkability, safe cycling and green travel
 - Bring new residents into the area to support existing shops and services
 - Support local infrastructure improvements, potentially including education, transport and healthcare upgrades as required to ensure the development is sustainable



The Site



Artist's impression of the proposal

The site lies north of Milford Road and Bluebell Hollow and to the east of Stockton Lane.

It provides an opportunity to deliver a well-designed extension to the existing urban area set within extensive new planting and green space to protect the character of the area, views and landscape character as well as promoting a rich and biologically diverse setting.

Do you agree with our understanding of the site?

- We consider the following key to informing 'the vision'
- Respond to the site's natural topography and use of landscape and planting to protect views
 - Provide accessible 'Public Open Space' within the site
 - Deliver new accessible green spaces and links
 - Improve transport and pedestrian / cycle connectivity
 - Create a sustainable development with access to local facilities and good connections via sustainable forms of transport

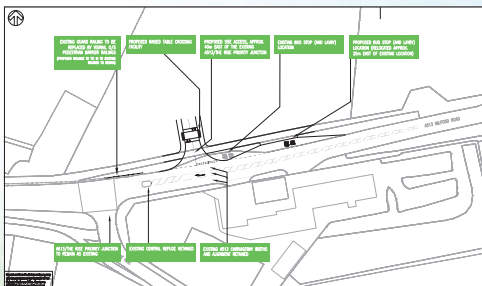




Transport

Movement and Access

- The main access to the site for vehicles and pedestrians/cyclists would be from a new priority junction with a right turn bay on Milford Road. There would be no through traffic
- The street would run up to a square at the heart of the neighbourhood
- Access for emergency vehicles would be via a tracked access on Green Gore Lane. It would be gated at all times to prevent general vehicular access, but still providing connectivity for pedestrians and cyclists
- The existing footpath from Falmouth Avenue across the site to Milford Road via Bluebell Hollow would remain and be lined with trees. A pedestrian access point would also be located off Falmouth Avenue
- A series of new footpath routes would also be constructed around the site, connecting to those which lead to the wider countryside and existing leisure walks in the area
- The development would be within a short walk of schools, shops, health and recreational facilities and it is within easy reach of a bus stop on a bus route which connects it with Stafford Town Centre
- Sustainable Travel would be actively promoted through a Travel Plan



Environment

Environment and Ecology

- Our Environmental Assessment looks at accessibility, landscape and visual impacts, bio-diversity, ecology and other areas. It outlines how we can carefully mitigate any effects through the design and delivery of this proposal.
- We all live in homes that were once greenfields and as such, we are aware that any development would affect some views. Our aim has been to approach this sensitively and set the new housing back from the existing urban edge, with longer gardens and well-landscaped boundaries. Tree-lined streets and the retention of footpaths would also soften the edges.
- As the site is currently predominantly farmed, there is very little biodiversity. By retaining mature trees and hedgerows and planting more native trees, shrubs, grassland and hedgerows we can enhance habitat opportunities and provide green corridors.

Flooding and drainage

- The site is not within a flood plain.
- Our Sustainable Urban Drainage scheme would ensure that the level of water run-off from the developed site is no more than the current greenfield run-off during a storm.
- We do this through permeable surfacing, encouraging collection and recycling and new channels and ponds within the development.



Next Steps

The proposals provide a sustainable location for new housing within easy reach of the centre of Stafford, helping to ensure the local economy remains vibrant and there are enough homes for those who need them.

Today's event has been organised in order to show you our ideas. HLM is currently preparing a planning application this year and welcomes your views before the proposals are finalised.

Get involved

If you have any questions about the proposals please ask a member of the team at today's event. The views of the local community are extremely important to us and we would be grateful if you could complete a questionnaire and provide your comments and any ideas you may have.

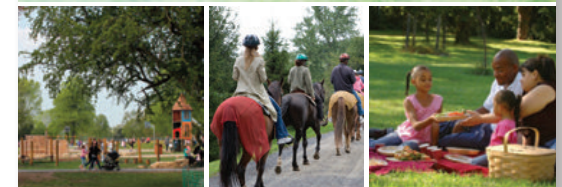
All feedback will be considered and changes will be made to the proposals where we can, and where they would improve the plans. Your comments and how we have responded will be described in the Summary of Community Involvement which will be submitted along with the planning application this summer.

Please complete and post your questionnaire at today's event or visit www.milfordpark.co.uk and complete the comment form online.

Please include your contact details if you would like to be kept informed.

You can also email:
Victoria@vwcommunications.co.uk or call 07413 563906 if you have any questions.

Thank you for attending today, we look forward to hearing your views.



The Draft Masterplan

The masterplan would deliver:

- Up to 225 new homes
- A variety of types and tenures and the opportunity to provide something for the ageing population, first time buyers and growing families, including affordable housing
- Major open space, planting, wildlife habitats and woodland
- A quality design appropriate to the character of the local area
- An attractive development that local people can be proud of



Consultation Issues (See Figure 59)

1. Access through the gate needs to be managed
2. Properties close to the rear boundaries would overlook gardens
3. Garages close to rear boundaries may affect trees
4. Existing footpath needs to be retained
5. Form of the highway access is inadequate
6. The need for the shop and parking
7. The proximity of houses overlooking adjacent gardens
8. The management and future development of the open space area
9. Is the children's play area necessary
10. The need to upgrade the Village Hall
11. The need for car parking for the new park
12. Existing informal routes need to be retained
13. The future of other land alongside is uncertain in the master plan

Figure 59: Consultation Issues



Table 3: Consultation Issues & Responses

Main Response from Consultation (1)	Response
1. The access from Falmouth Close will create impacts on the adjacent housing	There is an existing gated farm access already off Falmouth Avenue, although this is rarely used. There are only a few connections between the site and the public highway network to allow access to the site. As well as the main access from Milford Road we would need an access for emergency vehicles in the event of a blockage on the main access. This access provides one opportunity for that, a second emergency vehicle access is also proposed off Green Gore Lane to the east. The access would also allow a pedestrian route to be formed to access the new open space areas that are created within the development, where again there are limited connections. This would be a low-key access used infrequently and unlikely to give rise to any significant impacts on adjacent residential properties. No change to the plan is proposed at this stage.
2. The proposed housing is too close to the existing housing	The new housing along the proposed access avenue is generally around 50m from the rear of existing properties. There are existing long gardens and often a well-planted boundary to the site, and the new properties would have fenced and planted gardens. There are a few instances where the proposed distances are less; at the far north and south of the site and there more detailed design work would carefully ensure that the proposed housing does not impact on the existing housing, for instance by ensuring there would be no overlooking. We have made some adjustment to the plan to remove the properties closest to the boundary where that does not impact the scheme.
3. The garages are too close and will give rise to impacts	This is a similar point to the one made above. We have removed the proposed garages adjacent to the back fences of the existing properties, and again this would be an issue to be explored at the detailed design stage, and consultations would be undertaken with residents. Parking courts and garages are a good solution to allow more continuous development frontages and lessen the impact of cars on the street scene, consistent with the local character and may form one of a number of possible parking approaches.

Main Response from Consultation (1)	Response
4. The existing footpath would be less attractive	The existing footpath would remain and continue to provide a link between Stockton Lane and Bluebell Hollow and onwards to Walton on the Hill. It would be retained within an avenue of trees and the oak tree marking its route would also be retained and protected. The route would cross the entrance avenue into the scheme and this could be marked with a raised table crossing or block paving and dropped/flush kerbs to ensure it remains as attractive as it is today.
5. The proposed access is insufficient	The access into the site off Milford Road is a simple T-junction with a right turn lane off Milford Road. This has been tested and agreed as being sufficient with the Highways Authority. The new access would require some minor amendments to be made to the bus layby position. We are confident that the junction is sufficient for the level of traffic accessing and leaving the site, and would be safe. The access arrangements are described in section 10.0 Access of this Design and Access Statement and include a detailed plan of the access.
6. The shop would give rise to impacts	The shop is proposed to be a small-scale local convenience shop and would be used mostly by local people walking to the shop. The shop helps reduce trips out of the development for day-to-day needs and can meet the needs of local people too. There are no existing shops in Walton on the Hill. The location on Milford Road might allow some passing trade helping the viability of the shop (a local shop in Walton on the Hill closed) and a car park is proposed behind the building for a small number of cars. The scale of the store doesn't affect existing retail outlets, which are all over 1.5km away and much larger than the proposed store. The shop would be provided if there was clear market demand for it.

Main Response from Consultation (1)	Response
<p>7. New housing would overlook existing housing</p>	<p>This issue was raised specifically with regard to the overlooking of properties on Bluebell Hollow. The proposed properties are some 50m from the rear of the existing properties and divided by the existing steep planted embankment, and then as much distance again to the front of the proposed housing. A new hedge is proposed to mark the boundary of the site with new trees within the hedge with park planting fronting the housing, which is proposed as informal park with an access lane to the properties. The relationship is shown in Section 5 on page 64. The proposed development is two storeys in height. Given these factors we do not expect there to be any overlooking of existing properties.</p>
<p>8. Future management of the park is unclear</p>	<p>Extensive new natural parkland is proposed as well as formal small parks and courtyards within the housing area. The intention is that the parklands would be offered for adoption to the district council with a suitable commuted sum payment to cover future maintenance with a restrictive covenant to ensure the land is never developed, in perpetuity. If they are unwilling to adopt, then the open spaces could be offered to the parish council or a local trust could be formed with the responsibility being retained by the residents through an annual service charge, which is an increasingly popular method in new developments such as this. In all instances, the owner would only release the land subject to a restrictive covenant protecting the land from future built development.</p>
<p>9. Is there a need for a children's play area</p>	<p>The development of 225 new homes would give rise to a future population of around 530 new residents, and if the household composition is the same as the Stafford average, that would generate around 90 children under the age of 15. The Council's standards would require a children's play area to be provided and this would be located within the central green, which is well located and would be fenced and safe.</p>

Main Response from Consultation (1)	Response
10. Local community facilities are already stretched, such as the parish hall, with a lack of investment.	The village hall is located near to the site and the tennis club and scouts centre are also located on the edge of the site. The development would give rise to demand for new or improved community facilities. There are no common standards for meeting place provision (which this issue specifically refers to), although typically a hall is needed for every 2,500 people - the new development generates a need for about 1/5th of a hall. Contributions would also be made where new education and healthcare provision is needed, and provision of formal recreation open space off site, to ensure the development is sustainable and the impacts mitigated for.
11. How will the drainage system work?	The surface water drainage system comprises a series of drains feeding to open swales or shallow ditches, which follow the natural contours to feed a series ponds, which then outfall to existing watercourses or sewers. In this way, the rate of outfall from the site is the same as it is today despite the development. The swales and ponds would form part of the open space system and be attractive planted corridors that can add to the bio-diversity of the site. This is a common approach on almost all greenfield development sites now. The county council under recently published regulations would adopt the swales and ponds.
12. Would existing footpaths be maintained	There is only one formally designated footpath across the site, which has been discussed at point 4 above. We do recognize that there are informal paths used by local people across and around the site, although these are used at the discretion of the landowner and no formal rights exist. The plans allow for these routes (where they are obvious) and a whole system of new routes which lead from the development and access points to the new parks and would make them part of the whole community not just for the proposed development.

Main Response from Consultation (1)	Response
13. What happens to the land beyond the development?	The application area covers all the land right up to the railway line and that land would be for open space use, where it is currently farmland and no formal access exists. This would help make clear that the land is not proposed for development and would be landscaped and managed for public access and to enhance its bio-diversity – a bio-diversity management plan would be prepared to help achieve this. Again, that would fall within the management regime described under Issue 8 above.

(1) this is a summary of the main responses and fuller consideration of the comments made and the response can be found in the Statement of Community Involvement.



14.0 Conclusions

The Design and Access Statement is prepared in accordance with the guidelines and accompanies the planning application for up to 225 dwellings, a local shop and extensive open spaces proposed on land to the north of Milford Road in south east Stafford. The application is made in Outline with all matters reserved for approval except the point of access off Milford Road. The promoters Hallam Land Management Limited are making the planning application.

The development would create a new urban edge to the town and demands a very high quality development. The location has sensitive edges to existing open spaces with the canal and river valley to the north, and Cannock Chase AONB some 150m to the east and south. The proposals are for a new garden village – Walton Garden Village - and provide extensive new parklands accessible to the community as a whole.

The D&AS explains the proposals and describes the concepts and framework proposed to guide the detailed design. This is based on a close appreciation of the location, the site influences, local character and needs of nearby communities.

The D&AS describes an overall framework for the development that sets some structural organising principles, which are then illustrated to demonstrate that a high quality development appropriate to the location can be implemented.

The organisation of the site respects the existing residential development to the west and south, and the village of Walton on the Hill to the south, and Milford to the east, and the development responds to the visibility of the site (being on an elevated area of land) from the surrounding landscape.

The D&AS provides the basis for developing a very high quality design proposal and demonstrates that the site is suitable for the form of development proposed.

Figure 60: Walton Garden Village





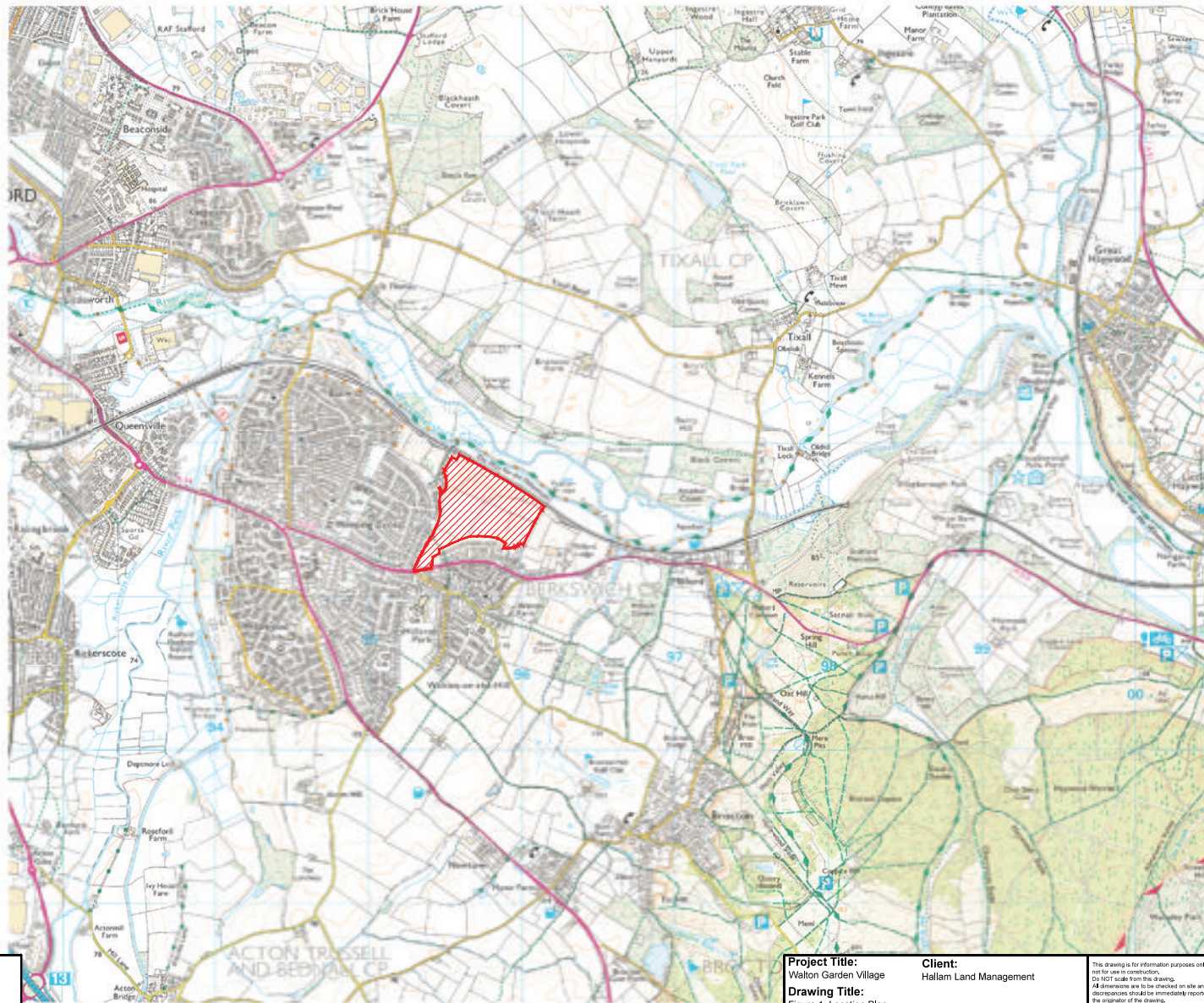
Appendix 01

Application Submission Documents


- Application Forms and Certificates
- Applications Drawings
 - Figure 1: Location plan
 - Figure 2: Site Plan
 - Figure 3: Proposed Access Arrangements
 - Figure 4: Parameters Plan
- Design and Access Statement
- Statement of Community Involvement

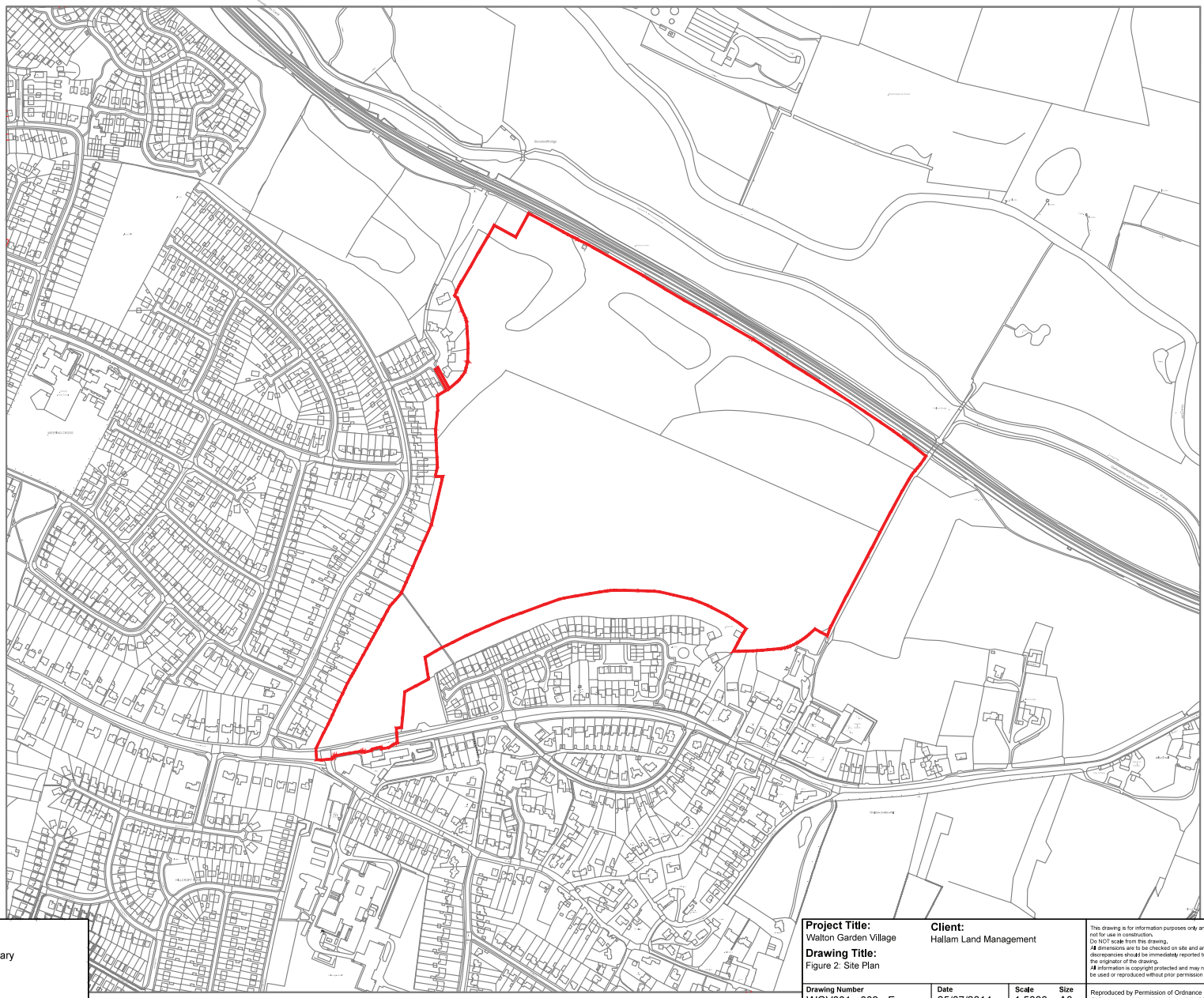
The application is supported by the following documents:

- Planning Supporting Statement
- Transport Statement and Framework Travel Plan
- Landscape and Visual Impact Appraisal
- Ecological Assessment
- Arboricultural Assessment
- Flood Risk Assessment
- Planning Noise Report
- Air Quality Assessment
- Soils and Agricultural Quality Baseline Report
- Desk Based Archaeological Assessment
- Socio-Economic Review



— Application Boundary

Project Title: Walton Garden Village		Client: Hallam Land Management		This drawing is for information purposes only and not for use in construction. Do NOT scale from this drawing. All dimensions are to be checked on site and any discrepancies should be immediately reported to the originator of the drawing. All information is copyright protected and may not be used or reproduced without prior permission.		Andrew Hiorns Town Planning	
Drawing Title: Figure 1: Location Plan						18, Liscart Road, Salford Greater Manchester, M6 6JL, UK T: 0161 874 1911 E: andrew@andrewhiorns.com www.andrewhiorns.com	
Drawing Number: WGV001 - 001 - B	Date: 27/06/2014	Scale: 1:25,000	Size: A3			Reproduced by Permission of Ordnance Survey on behalf of HMRSO. © Crown copyright and database right 2012. Ordnance Survey Licence Number 100019880	



— Application Boundary

Project Title: Walton Garden Village
Client: Hallam Land Management
Drawing Title: Figure 2: Site Plan
Drawing Number: WGV001 - 002 - E
Date: 25/07/2014
Scale: 1:5000
Size: A3

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	N	
	Scale 1:2500 @ A1	
	0 50 100 150 200 250m	
	Application boundary	29.10ha
Built Development		
	Residential Up to 225 homes. Includes homes, streets and private gardens but excludes Primary Street.	8.19ha
	Retail (A1 Use) Up to 250m ² GFS	0.28ha
	Proposed point of access (Refer to WPS application drawing)	
	Primary Street Deviation of approx. 20m either side of primary street as shown.	
Green Infrastructure		
	Existing Public Rights of Way	
	New Circular Recreational Route To connect with existing Public Rights of Way (Way for the Millennium) and Green Gore Lane.	
	Existing hedgerow, trees & vegetation to be retained	
	Greenspace Includes retained vegetation and watercourses, new habitat creation, woodland, hedgerows, tree planting, open space and play areas, grassland, wetlands and SuDS detention basins. Green space to include new informal recreation routes.	20.38ha
	Proposed Structural Planting Woodland, hedgerows and tree cover.	
	SuDS Detention Basins	
	LEAP	

Maximum building height above mAAD is 12 metres from ground level to ridge line, excluding any point features for retail buildings. Maximum building height above mAAD is 10 metres from ground level to ridge line, excluding any point features for residential buildings.

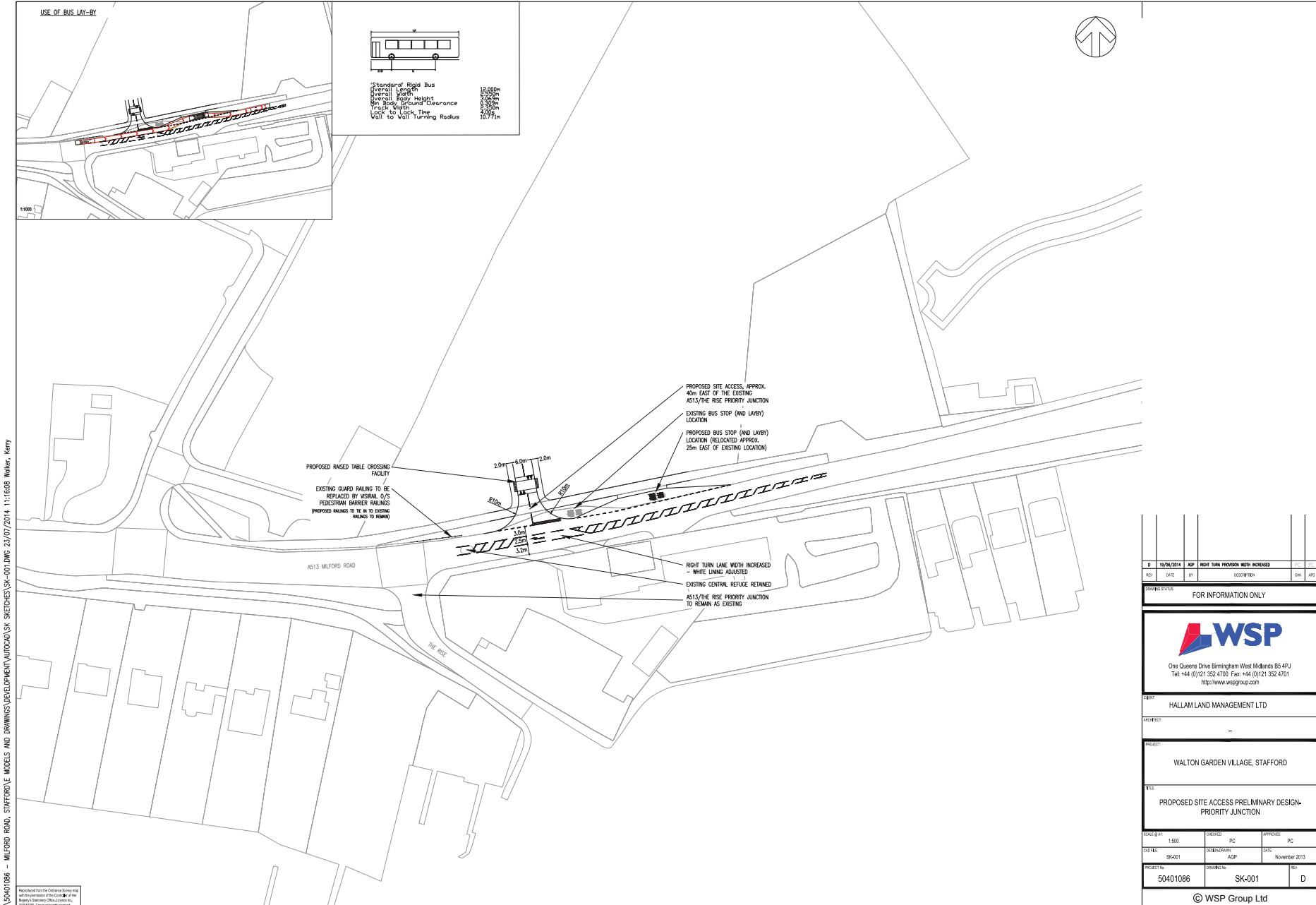
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Hallam Land Management
 Walton Garden Village (Land off Milford Road,
 north of Walton-on-the-Hill, Stafford)

PARAMETERS PLAN

July 2014
5872-L-02 E

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DATE	19/06/2014	BY	AGP	RIGHT TURN PROVISION WIDTH INCREASED	CHK	AGP
REV		DATE		BY	CHK	AGP
DRAWING STATUS						
FOR INFORMATION ONLY						
One Queens Drive Birmingham West Midlands B5 4PJ Tel: +44 (0)121 352 4700 Fax: +44 (0)121 352 4701 http://www.wspgroup.com						
CLIENT: HALLAM LAND MANAGEMENT LTD						
PROJECT: WALTON GARDEN VILLAGE, STAFFORD						
TITLE: PROPOSED SITE ACCESS PRELIMINARY DESIGN- PRIORITY JUNCTION						
SCALE @ A1:	1:500	DRAWN:	PC	CHECKED:	PC	APPROVED:
DATE:	SK-001	DATE:	AGP	DATE:	November 2013	
PROJECT NO:	50401086	DRAWING NO:	SK-001	REV:	D	
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Appendix 03

Building for Life 12 Preliminary Assessment

This section provides a summary of evaluation of the proposals against the criteria identified in the latest Building for Life 12 questions (September 2012), and shows where the evidence to support the conclusions is identified.

Integrating into the neighbourhood

1. Connections

Does the scheme integrate into its surroundings by reinforcing existing connections and creating new ones; whilst also respecting existing buildings and land uses along the boundaries of the development site?

Evaluation; there are few links between the existing surrounding development and the site because of the layout of that development but also because the development site has been in agricultural uses. The existing footpath from Stockton Lane is retained and would be within a tree-lined avenue to identify its significance. A new main access is created off Milford Road and this would also include pedestrian footways leading into the development site. New pedestrian access points would also be created off Falmouth Close, at the existing farm gate, and also off Green Gore Lane. The informal route of paths used by local people around the site would also be retained. Existing buildings along the boundaries would be protected with additional hedge and tree planting, and no existing properties are overlooked or over-shadowed.

Signal: Green

2. Facilities and Services

Does the development provide (or is it close to) community facilities, such as shops, schools, workplaces, parks, play areas, pubs or cafes?

Evaluation: The development site is close to local shops at Weeping Cross Local Centre, which is less than 1km walk from the site, and also local schools with Leasowes Primary school near the local centre and Walton High School which is opposite the site and less than 200m from the entrance to the site. Health facilities are also provided at the local centre. A new local convenience store is proposed at the corner of the site and fronting Milford Road to provide a local shop, as there is no local shop at Walton on the Hill. This local shop would not impact on the other local shops.

Signal: Green

3. Public Transport

Does the scheme have good access to public transport to help reduce car dependency?

Evaluation: There are existing bus routes that run along Milford Road, with a bus stop immediately outside the site entrance. That provides regular services between the town centre and Rugeley and beyond. There are also local services from Weeping Cross Local centre to the town centre, which are close to the site. The site therefore is well served by public transport even though it is located on the existing edge of the urban area.

Signal: Green

4. Meeting local housing requirements?

Does the development have a mix of housing types and tenures that suit local requirements?

Evaluation: The scheme proposes a wide range of house types and tenures to meet local market and affordable housing requirements. The affordable mix would follow the SHMA or any variations agreed with the local authority. A proportion of the homes could meet Lifetime Homes standards and be adaptable to meet the needs of elderly people. The aim is to achieve a rich mix of types and tenures and reflect the needs and requirements of the community as a whole.

Signal: Green

Creating a Place

5. Does the scheme create a place with a locally inspired or otherwise distinctive character?

Evaluation: The scheme aims to respond to the features of the site and its local and strategic settings and to create a place that reflects local building traditions and styles while also creating a new place that has a strong individual identity. The concept is of a garden village – with a strong design consistency across the scheme and set within a strong and generous landscape with avenue, squares, crescents and extensive parkland setting. The potential for views from the site is optimized and the edges of the scheme, which are potentially exposed, are softened with new landscape planting to ensure that the proposals themselves are absorbed into the local landscape.

Signal: Green

6. Working with the site and its context

Does the scheme take advantage of existing topography, landscape features (including water courses), wildlife habitats, existing buildings, site orientation and microclimates?

Evaluation: The design has been developed to respond to the particular characteristics of the site, which includes the steep and gradual slopes, the relatively level plateau. The existing known ecological constraints and the existing trees and hedgerows across the site, and the few distinctive individual oak trees, which are an existing feature. There are no existing buildings on the site but the new buildings aim to maintain a building line to Milford Road and also respect the positioning and views from existing properties, although inevitably some of the extensive views people currently enjoy will be affected, but the aim has been to maintain a pleasant outlook wherever possible. The natural slopes of the site have been reflected in the park design, with natural planting and the SuDS system.

Signal: Green

7. Creating well defined streets and spaces

Are buildings designed and positioned with landscaping to define and enhance streets and spaces and are buildings designed to turn street corners well?

Evaluation: The scheme follows a well defined structure of avenues, local streets, and local lanes at the countryside edges. The main avenues would be planted with trees at regular intervals and the streets and lanes with occasional trees including feature trees, to reflect their different roles within the scheme. The courtyards would also have planting to soften their impact and create garden courts, which would have amenity value too. There would be clear definition of the public and private realms and properties would overlook all public spaces so that there are no 'dead' or unseen spaces within the development.

Signal: Green

8. Easy to find your way around

Is the scheme designed to make it easy to find your way around?

Evaluation: Again, the proposals seek to create a well-defined legible and characterful public realm of avenues, streets, squares, lanes and courts, so that it is easy to navigate around. Routes also radiate out to the scheme edges from the central square to the parklands that would make pedestrian access to the parklands direct and easy. Key buildings overlook and demarcate the main routes and entrances, such as the main entrance from Milford Road and overlooking the key spaces, and defining, in an informal way, the parkland edges.

Signal: Green

Street and Home

9. Streets for all

Are streets designed in a way that encourage low vehicle speeds and allow them to function as social spaces?

Evaluation: All the routes within the scheme are designed to be 20mph or less and other than the main avenue and street, would be shared surface streets designed for both pedestrians and vehicles. The street system is a loop and no one should be within the scheme unless they live in the area or are visiting or delivering and so with no-through traffic the street system should be safe. The courtyards to the parking areas could also be gated to provide added protection, and the children's play areas would be fenced within the square or within the surrounding park. The crossing of the site entrance and the existing footpath across the avenue would be demarcated with block paving and could also be raised to slow traffic further.

Signal: Green

10. Car Parking

Is resident and visitor parking sufficient and well integrated so that it does not dominate the street?

Evaluation: Car parking would be accommodated in a variety of ways and the impacts of cars on the street scene can be minimised with parking areas set behind the building lines and in parking courts to the rear of the properties, as they are in historic garden villages. The parking areas would always be overlooked. Courtyard parking would be limited and spaces would be clearly associated with individual properties. The detailed designs would consider the parking solutions further.

Signal: Green

11. Public and Private Spaces

Will public and private spaces be clearly defined and designed to be attractive, well managed and safe?

Evaluation: The housing would overlook the gardens, greens and streets. The parking bays and courtyards are also overlooked. The streets would enjoy natural informal surveillance from the houses which would also ensure the development is safe, secure and attractive at all times. The streets system and the related tree avenues would form part of the public realm and alongside the parks could be maintained by the council, parish or through a separate Trust formed specifically for the task, which could be funded by the development and through subscriptions/charges on residents of the development. This is now a familiar method with new housing developments that include significant associated park land.

Signal: Green

12. External storage and amenity space

Is there adequate external storage space for bins and recycling as well as vehicles and cycles?

Evaluation: The development aims to meet and surpass the minimum standards and would include meeting the Government's Code for Sustainable Homes and Lifetime Homes where possible. All homes would have good-sized gardens and external areas for bin storage and to encourage recycling. Car parking is proposed for each dwelling and adequate external space is provided for cycle parking.

Signal: Green



Appendix 04

The Team

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