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**SCENTAREA LIMITED**

**LAND AT BLYTHE BUSINESS PARK, CRESSWELL**

**APPROVAL OF RESERVED MATTERS APPLICATION FOR PHASE 1**

**OCTOBER 2017**

*your earth our world*



**Wardell Armstrong**

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**OCTOBER 2017**

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A-082-P-03A	Office Area / Amenities Floor Layout	1:200 @A1/1:400@A3
A-082-P-04C	Scheme Proposals (Elevations and Section)	1:100 & 1:200 at A1/

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## 1 INTRODUCTION

### 1.1 Background

1.1.1 This Planning Supporting Statement has been prepared by Wardell Armstrong LLP on behalf of Scentarea Limited in support of an application for the approval of reserved matters pursuant to outline planning permission SMD/2014/0576:

*Outline Planning Application with all matters reserved (save access) for creation of up to 168 residential dwellings (Use Class C3), up to 33,480 sqm of use class B1, B2 and B8 floorspace, ancillary uses to include community centre and a shop (Use Class A1), together with highway works landscaping, public realm, car parking and other associated works at land at Blythe Park, Sandon Road, Creswell, Staffordshire for Scentarea Ltd.*

1.1.2 The outline application was minded for approval at planning committee on 26<sup>th</sup> February 2015 after referral to the Secretary of State (SoS). Following SoS response the application was then referred back to planning committee for approval of conditions and terms of the planning obligation on 13<sup>th</sup> August 2015. It was subsequently approved subject to the signing of the agreed Section 106 Agreement. When signed the decision was granted on 24 May 2016.

1.1.3 This application is for the approval of reserved matters relating to Phase 1 of the development. The main details submitted with this application are in relation to the proposed use of the Phase 1B site as a manufacturing facility (Use Class B2) for a greenhouse manufacturing company - The Greenhouse People Ltd – within the parameters approved for employment use.

1.1.4 This application seeks approval of the following matters relating to Phase 1A, 1B and 1C only:

- Design, scale and appearance
- Layout and access arrangements
- Landscaping scheme.

1.1.5 Reserved matters in relation to the other phases within the approved outline will be the subject of future applications.

1.1.6 The reserved matters detailed within this application are in accordance with the drawings that formed part of the outline planning approval. These drawings are referred to below and are located in Appendix 1:

Drawing Reference	Drawing Title	Scale
A-082-P-01A	Greenhouse People Unit Site Plan	1:500@A1/1:1000@A3
A-082-P-02A	Scheme Proposals (Elevations and Floor Plans)	1:200 & 1:400@A1/ 1:400 & 1:800@A3
A-082-P-03A	Office Area / Amenities Floor Layout	1:200 @A1/1:400@A3
A-082-P-04C	Scheme Proposals (Elevations and Section)	1:100 & 1:200 at A1/ 1:200 & 1:400@A3
A-082-P-05B	Plot 1 Site Road Site Plan	1:800@A1
A-082-P-06	Site Plan, Highways, Site Road @ Plot 1	1:1250@A1
A-082-P-07	Site Location Plan Phase 1	1:2500@A3
A-082-P-08	Site Plan (As Existing)	1:1250@A1
A-082-P-09	Site Cross Sections	1:2000@A3
ST15807-009	Proposed Surface Water Drainage Layout	1:200@A0
17001-103c	General Arrangement Cresswell Road Roundabout	1:200@A1

## 1.2 Planning History

1.2.1 There have been two previous applications for development on this site:

Reference Number	Date	Description
SMD/2014/0576	Approved 24/05/2016	Outline Planning Application with all matters reserved (save access) for creation of up to 168 residential dwellings (Use Class C3), up to 33,480 sqm of use class B1, B2 and B8 floorspace, ancillary uses to include community centre and a shop (Use Class

		A1), together with highway works landscaping, public realm, car parking and other associated works at land at Blythe Park, Sandon Road, Cresswell, Staffordshire for Scentarea Ltd.
SMD/2009/0848	Withdrawn	Construction of an electricity generation station and associated operations.

### 1.3 Pre-Application Consultation

- 1.3.1 Pre-application discussions were undertaken with Staffordshire Moorlands District Council (SMDC) in July 2017 and general advice about the proposals was given.
- 1.3.2 SMDC confirmed that the details submitted within this application were acceptable subject to conformity with the overall design concept and design parameters set out within the outline planning permission.

## **2 DESCRIPTION OF THE SITE**

### **2.1 Site Location**

- 2.1.1 The site is located within the village of Cresswell, approximately 1.5km south east of Blythe Bridge and approximately 12 km south east of Stoke-on-Trent town centre.
- 2.1.2 The site is located adjacent to Blythe Business Park, which accommodates a range of office, industrial and distribution premises.
- 2.1.3 The site is located approximately 1km south of Uttoxeter Road which connects to the A50. It is located approximately 2.5km from Blythe Bridge railway station which is situated on the Derby to Crewe line.

### **2.2 Description of the Site and the Surrounding Area**

- 2.2.1 The wider site comprises approximately 15.58 hectares of predominantly agricultural land, located to the south of the existing Blythe Business Park in Cresswell, Staffordshire.
- 2.2.2 The overall application site comprises two parcels of land, connected via road and bisected by the existing Blythe Business Park.
- 2.2.3 The original application described the two main parcels of land as Area A, the parcel of land to the east of Blythe Business Park, and Area B, the parcel of land to the west of Blythe Business Park.
- 2.2.4 Area A is bound by the existing Blythe Business Park to the north west, the Crewe to Derby railway line to the north east and agricultural fields to the south east and south west.
- 2.2.5 Area B is bound by Sandon Road to the north west, Blythe Business Park to the east and existing residential dwellings to the south.
- 2.2.6 The site subject to this Reserved Matters application is "Phase 1", comprising the following elements predominantly within Area A:
- Phase 1A – New/re-aligned access road. This includes realignment of the existing access road, construction of new bridge over Fulford tributary and new road section to join proposed new roundabout junction on Sandon Road.  
*The planned construction period is January 2018 to November 2018*
  - Phase 1B – Commercial Development Plot 1. This comprises of a proposed 10,600m<sup>2</sup> warehouse/assembly unit on a 6.8 acre plot.

*The planned construction period is January 2018 to November 2018*

- 2.2.7 Phase 1B makes up a small portion of the total for “Area A”.
- 2.2.8 In addition to the above phases, it is proposed that Phase 1C, (within Area B) the new entrance roundabout, is considered as part of this Reserved Matters application. The new roundabout and site entrance will be constructed under a Section 278 (S278) Agreement and construction is planned from January 2018 to July 2018.
- 2.2.9 The agreed phases are shown on Drawing Number A-004-22 Rev C.
- 2.2.10 This application will only consider Phase 1A, 1B and 1C only. Phases 3, 4, 5 and 6 will be considered under future Reserved Matters applications.

### **3 DESCRIPTION OF THE PROPOSED DEVELOPMENT**

#### **3.1 Background**

3.1.1 Outline planning permission was granted for the following development description:

*Outline Planning Application with all matters reserved (save access) for creation of up to 168 residential dwellings (Use Class C3), up to 33,480 sqm of use class B1, B2 and B8 floorspace, ancillary uses to include community centre and a shop (Use Class A1), together with highway works landscaping, public realm, car parking and other associated works at land at Blythe Park, Sandon Road, Cresswell, Staffordshire for Scentarea Ltd.*

3.1.2 All matters were reserved in this application except for means of access.

3.1.3 Condition 1 imposed on the outline planning permission (Ref. SMD/2014/0576) states:

3.1.4 *No phase of the development (as approved under Condition 07) except for works of site clearance and demolition hereby permitted shall be commenced until full details of the layout, scale, appearance and landscaping (hereinafter called “the reserved matters”) for that phase have been submitted to and approved in writing by the Local Planning Authority. The development shall not be carried out otherwise than in accordance with the approved details.*

3.1.5 The approval of reserved matter is for Phase 1 (1A, 1B and 1C) of the overall development. This is in relation to the proposed use of the Phase 1B site as a manufacturing facility for a greenhouse manufacturing company to serve The Greenhouse People Ltd.

3.1.6 This application seeks approval of the following matters relating to Phase 1 only:

- Design, scale and appearance
- Layout and access arrangements
- Landscaping scheme.

3.1.7 Reserved matters in relation to the other phases within the approved outline development scheme will be the subject of future applications.

3.1.8 To ensure the delivery of the wider scheme at the earliest opportunity, as part of this application for Phase 1, the Applicant is seeking also to provide the main road infrastructure route to support the individual development of parcels of land (i.e. to

facilitate Phase 1B and future phases). This also comprises Phase 1C, the access off Sandon Road, as shown on Drawing Number A-082-P-06.

### **3.2 Design, Scale and Appearance**

#### **Phase 1A**

3.2.1 Phase 1A is the new/realigned access road, including the construction of a new bridge over the Fulford tributary and new road section to join the proposed roundabout on Sandon Road.

3.2.2 The roadway and footpath details are provided on Drawing Number A-082-P-06.

#### **Phase 1B**

3.2.3 Phase 1B is the "Plot 1" Commercial Development which comprises 10,600m<sup>2</sup> of warehouse and assembly unit on a 7.2 acre plot.

#### ***Plot 1: Warehouse Assembly Unit***

3.2.4 Plot 1 consists of a warehouse assembly unit and landscaped area. The total site area is 6.8 acres. The total floorspace is 115,702 sq ft, which includes 9,460 sq ft of offices (first and second floor). The proposed unit would have a standard pitched roof warehouse design.

3.2.5 The proposed building dimensions will be (157500) 157.5m length x (62000) 62.5m width x 11.775m height to the eaves. The height to the haunch is 10.0 m. The height to the ridge is 15.200m. This is broadly in accordance with the Building Height Parameter Plan submitted at the Outline Stage which stated that building heights would be between 10-12m. Paragraphs 3.2.21 to 3.2.24 provide further detail on the user requirements of the proposed tenant for the warehouse.

3.2.6 The proposed Finished Floor Level is 156.350m.

3.2.7 There will be a concrete service yard located to the north east of the assembly unit, as shown on Drawing Number A-082-P-01. The service yard dimensions are 130.0m x 52.0 at the widest distance.

3.2.8 Within the service yard there will be a vehicle wash area located in the north eastern corner. This will utilise recycled water supply in agreement with the design engineer's proposals.

#### ***Elevations***

3.2.9 The proposed warehouse unit has been designed for its intended use:

- 3.2.10 The north west elevation, fronting on to the staff parking and outdoor display area is shown on Drawing Number A-082-P-04. From this elevation, the warehouse unit is essentially split into two halves, comprising a “northern” and “southern” half.
- 3.2.11 The northern half of this elevation comprises a main entrance and a staff entrance. The main entrance comprises composite microrib wall cladding to the office areas in Gull Grey BS18 B 17 with RAL 5003 Blue cill and jamb trims, together with windows. The windows will have aluminium frames and curtain walling in RAL 7016 Anthracite. The southern side of the building comprises composite vertical cladding to the walls in Gull Grey, BS18B17. The roof, as seen from the north west elevation, will comprise composite microrib cladding wall at the upper gable in Merlin Grey BS18 B25 with RAL 5003 Blue framing panels.
- 3.2.12 The north east elevation, adjacent to the concrete service area comprises a number of doors to access the building. In total there are 13 No. vehicular access doors and 4 No. pedestrian access doors. This is shown on Drawing Number A-082-P-04. Each of the vehicular access doors will comprise RAL 5003 dark blue plastisol coated insulated sectional doors with matching aluminium trims.
- 3.2.13 On the left hand side (i.e. eastern side) of the elevation there are 5 access doors each of the dimensions 3.0 m x 4.8 m (clear opening) and 1 No. larger door of the dimensions 5.0 x 4.8m (clear opening), in addition to 2 No. pedestrian entrances 0.92m x 2.08m (door leaf).
- 3.2.14 On the right hand side (i.e. western side) of the elevation there are 7 No. vehicular access doors and 2 No. pedestrian entrances. Four of the entrances are dock levellers, dimensions 2.59 x 3.0m (clear opening). This means that loads can be moved in or out of the lorry in a single horizontal movement. The 4 No. dock levellers are plastisol coated insulate sectional doors with all associated gear set at finished floor level with the ground level in front set at 1250mm to suit delivery vehicles. At the far right hand side of the building the offices can be seen. The extent of the offices is framed by RAL 5003 Blue aluminium flat panels to frame the horizontal clad areas to the offices.
- 3.2.15 Along the entire length of the building there is a cantilever canopy over the dock levellers and loading bay at a height of 6.0m (to the underside).
- 3.2.16 Along the entire length of the building there is a low level red colour facing brickwork wall to a height of 300mm above finished floor level. The facing brickwork is to extend along the area of the dock leveller and associated retaining wall to the recessed ground level. This is shown on Drawing Number A-082-P-04.

3.2.17 The south west elevation will comprise 80mm composite vertical wall cladding in Gull Grey BS18 B17. There will be two pedestrian access doors along this elevation.

3.2.18 The south east elevation will include two pedestrian fire exit doors.

#### *Materials*

- Pedestrian Fire Exits – RAL 5003 colour trims to the fire exit doorways with matching blue metal faced doors and frames
- Roof – Single skin goosewing grey cladding sheets with RAL 5003 pressed aluminium trims the verges and fascia. RAL 5003 aluminium rainwater goods.
- Cladding – Kingspan KS1000RW 80mm composite vertical wall cladding Gull Grey BS18 B17; Gull Grey BS18 B17 to the rear elevation only. Upper section of cladding on north east elevation is Kingspan KS1000RW 120mm composite roof cladding in Goosewing Grey BS10 A 05.

#### *Floorplan*

##### Ground Floor:

3.2.19 The total floor space (Gross Internal Area, GIA) is 105,674 sq ft. The building will be split into different areas to service TGP. The areas are shown on Drawing Number A-082-P-02 and include the following:

- Offices/Amenities
- Accessories
- Fulfilment zone
- Forklift charging
- Glass store
- Raw material store
- Timber and metal machine workshops
- Treatment
- Parts store
- Packing zone
- Garden building zone
- Box store

First Floor:

3.2.20 The first floor offices, located in the north-west corner of the building, comprise 5,014 sq ft, as shown on Drawing Number A-082-P-02.

***User Requirements***

3.2.21 The proposed user of the proposed commercial units is The Greenhouse People Ltd, hereafter referred to as “TGP”. TGP is a manufacturing company making domestic greenhouses. Approximately one third of the new factory will be production space and two thirds will be dedicated to storage of both raw material and finished goods.

3.2.22 A high quantity of stored product is essential for TGP due to the seasonal nature of the product, this enables them to cope with very busy period by having sufficient stock. In addition, sufficient storage enables the company to keep producing stock during very quiet periods, when, if there was insufficient storage, production would otherwise have to be slowed or even halted.

3.2.23 Most items are stored on either pallet racking or cantilever racking at a height of 9m or greater, on top of which up to 2.5m is needed for the height of the pallet of goods. Using tall racking in this manner is much more efficient in terms of floor space. If the eaves are lower than 10m then health and safety considerations become more profound, for example when objects such as lights or the haunch or even pipes and ducts can interfere with the operation of the factory in certain places for high level fork lifting.

3.2.24 The ideal warehouse would be 12m clear height to the underside of the haunch rather than 10m, so 10m to the underside of the haunch (as per the proposal) is seen as a compromise that is still workable.

**Phase 1C**

3.2.25 Phase 1C is the new entrance roundabout and site entrance under the S. 278 agreement.

3.2.26 The means of access to the site has already been approved under the outline planning permission. The single point of access to the site will be constructed from Sandon Road as illustrated on Drawing Number [A-081-P-06]. Further detail is provided on Drawing Number 17001-103.

### **3.3 Layout and Access Arrangements**

- 3.3.1 The means of access to the site has already been approved under the outline planning permission. The single point of access to the site will be constructed from Sandon Road as illustrated on Drawing Number [A-081-P-06].
- 3.3.2 The approved strategy is based on closing the existing vehicular access on Sandon Road to vehicular traffic and replacing this with a new roundabout to the centre of the site frontage. This will lead to a central internal access through the development area and into the business park.
- 3.3.3 The new entrance roundabout (Phase 1C) and access road (Phase 1A) would be constructed in advance of the new commercial development (Phase 1B).

#### *Phase 1C*

- 3.3.4 Phase 1 C incorporates the Cresswell Road/site access which together with access improvements at Uttoxeter Road/Cresswell Road is the subject of a S278 Highways Agreement between the Applicant and Staffordshire County Council. These junctions will comply with relevant highways safety standards and will achieve the required visibility splays.
- 3.3.5 The detailed design is provided on Drawing Number 17001-103 (produced by Motion). The development requires a construction of a new roundabout access to serve the site.
- 3.3.6 The drawing shows that there will be a designated right turn lane into the new access to the residences along Cresswell Road from both the north approach to the roundabout and to the south of the roundabout.
- 3.3.7 The roundabout will be 26m inscribed circle diameter (ICD) with a 3.6m wide overrun area and 8m central island.
- 3.3.8 The visibility splays are shown on Drawing Number 17001-103. There will be visibility splays of 15m 'forward visibility' from each approach to the roundabout. In addition, there will be a 2.4m x 120m visibility splay from the south and the north.
- 3.3.9 A new footway is incorporated into the design alongside uncontrolled pedestrian crossings with tactile paving, refuge splitter islands with non-illuminated bollards from each approach to the roundabout.
- 3.3.10 The new junctions will be constructed with asphalt as the finish.

### *Phase 1A*

- 3.3.11 Drawing Number A-081-P-06 shows the arrangement of internal roads. The new section of site road closely follows the alignment of the existing roadway, taking out the sharp bends and providing gentle radius's to ease flow of traffic through the site.
- 3.3.12 At the entrance to the site there will be a new gatehouse and site office as shown on Drawing Number A-082-P-06.
- 3.3.13 The access road will also provide a link to the existing developments to the north and south of the road. Footways will be provided adjacent to the access road. This will comprise a 1800mm wide footpath to be constructed including a pedestrian crossing.
- 3.3.14 Drawing Number A-082-P-06 outlines the details of the road alignment levels, junctions, construction methods and finishes.
- 3.3.15 The new junctions will be constructed with asphalt as the finish.

### *Phase 1B - Internal Access Arrangements*

- 3.3.16 The access to the warehouse will be via the site entrance to the north of the site off the new access road (see Phase 1A and Phase 1C). The road will be constructed of tarmac. At the entrance the road will spur off towards the service yard, with a second spur going alongside the north-western site boundary towards the car parking areas and outdoor display area.
- 3.3.17 As shown on Drawing Number A-082-P-01, there will be 6 No. visitor car parking spaces, including 2 No. disabled parking spaces. Further along the internal road, there will be 58 No. staff car parking spaces. This includes [2] No. disabled parking spaces. In total there will be 64 No. parking spaces, including 4 No. disabled parking spaces.
- 3.3.18 In addition to the car parking areas, there will be a cycle parking bay.
- 3.3.19 The car park will be linked to the warehouse by a footpath. This is shown in grey on Drawing Number A-082-P-01.

## **3.4 Landscaping Scheme**

- 3.4.1 The development has been designed to protect, enhance existing green infrastructural elements, as well as respond to the arboriculture, ecological, landscape, visual and hydrological requirements of the scheme as detailed in the approved outline scheme.

- 3.4.2 The proposed landscape strategy aims to retain and enhances the existing landscape features, provides a fully landscaped setting which enhances the landscape character, affords the opportunity for ecological diversity.
- 3.4.3 To ensure the development has a strong sense of place it is vital to create an identity through the implementation of a high quality public realm and environmental setting. The landscape strategy aims to facilitate individual landscape settings for the residential and mixed use development, and the wider industrial commercial scheme.
- 3.4.4 The proposals have been developed around the retention of large areas of existing green infrastructure with the formation of landscaped areas, to create a matrix of environments. The site is designed around a main Access Route which has a high-quality landscape, for which a series of character areas are accessed.
- 3.4.5 These different landscape components will create a matrix of landscape areas to enhance landscape character, bio diversity and green infrastructure throughout the development creating strong connections between the development and its surroundings.

***Landscape Character Zones: Industrial Development Area***

- 3.4.6 A variety of landscape characters are to be created across the site, these are linked by the Main Access Road which runs across the development. The Main Access Road creates an individual character zone, which is a prelude to the wider development. This character zone is detailed below:

***Primary Route (Main Access Road)***

- 3.4.7 The Primary Route creates the gateway to the site holistically linking the industrial and residential areas, and the individual development plots within. Given the potential diversity of built form height, mass and vernacular this road will provide a consistent landscape treatment throughout the site. The landscape planting has a large-scale approach in terms of the specimen trees and arrangement of planting, affording the route legibility in the hierarchy of the vehicle routes.
- 3.4.8 There will be an arrangement of native hedges (mixed species of local importance), existing and new tree planting, attenuation ponds with native aquatic planting punctuate and animate the route as one progresses along the road. The interconnectivity of hedgerows with attenuation ponds create a green corridor at the heart of the development, with further green corridors, wider landscape zones and

the mature vegetated boundaries of the site, which facilitates significant green infrastructure provision.

- 3.4.9 A formal line of specimen tree planting is to be situated along the road creating a bold avenue for legibility with native hedgerows (mixed species of local importance).
- 3.4.10 Ancillary tree planting within the landscape verges and private amenity spaces will have a diversity of columnar and broad canopies to add diversity. These trees will be of a lesser scale than the formal tree avenue and scattered informally to create a wider breadth of tree planting.
- 3.4.11 Mixed native hedgerow of locally important species to be planted to enclose and define each of the development parcels breaking up and reducing the visual presence of plot fencing to each development.

*Materials for the Primary Route:*

- 3.4.12 Tarmacadam roadways and pedestrian routes

*Landscape / Planting for the Primary Route:*

*Tree Planting:*

- 3.4.13 Typical species include: *Fagus sylvatic* 'Dawyck' (avenue), *Acer campestre*, *Alnus glutinosa*, *Quercus robur* for informal grouping of native trees. All tree planting to be native species of local importance.

*Hedgerow Planting:*

- 3.4.14 Typical species include: *Acer campestre*, *Crataegus monogyna*, *Ilex aquifolium*, *Prunus spinosa* and *Rosa canina*

*Shrub and Groundcover Planting (including Residential Plots):*

- 3.4.15 Predominantly native shrub planting (with a proportion of ornamental). Typical species include: *Euonymus fortunei* 'Silver Queen', *Hebe* 'Great Orme', *Lonicera pileata*, *Mahonia auditorium*, *Viburnum 'Davidii'*, *Hedera Hibernica*, *Vinca major*. All shrub and groundcover planting to be predominantly native species of local importance.

*Amenity Grass:*

- 3.4.16 Amenity grassland will vegetate the roadside verges between the formal tree avenue, shrub and groundcover planting. The grassland will be low growing / low maintenance

to contribute to lowering the carbon footprint of the development, such as Germinal Seeds Ltd. A22 Low Maintenance, or similar.

*Aquatic and Semi-Aquatic Planting (to Attenuation Ponds)*

3.4.17 Attenuation Ponds will hold and carry water seasonally creating habitat rich environments along the road. These ponds will be vegetated with aquatic and semi-aquatic planting. A marginal wetland grassland mix will be sown, such as Germinal Seeds Ltd. WFG9 – Wetland and Pond Area Mix, or similar.

**Landscape Character Zones: Phase 1 B**

3.4.18 A variety of landscape characters are to be created across the commercial areas, each having a defined use and corresponding landscape typology. The character zones respond to site constraints and opportunities to create a diverse and well-landscape setting for new employment. The character zones include the following:

- Estate Road (linking with the Primary Route);
- Car Parking and Service Yards;
- Landscape Buffer; and
- Landscape Zones to the perimeter of the development

3.4.19 Each character zone is described in detail below, focussing on the areas within Phase B for The Greenhouse People:

**Car Parking and Service Yard Area**

Character:

3.4.20 The service area will be landscaped so its mass does not dominate the public realm and be experienced as over-powering to road users, cyclists and pedestrian within the development.

3.4.21 The service area will be within ‘pockets’ of native structure planting, tree planting and bounded by landscape buffer planting around the periphery of the development. This structural landscaping will create ecological interconnectivity around the site wrapping each development plot to ensure that the effect of noise and lighting are offset, as well reducing the potential impacts on landscape and visual amenity.

3.4.22 There will be a mosaic of landscape types across the site. This will create a diversity in the landscape for visual amenity, seasonal interest and habitat creation.

3.4.23 Groups of native trees will be scattered informally around the car parking and yard which will seek to minimise the effect of lighting from the warehouse unit, as well as filter views of the scheme minimising the potential impacts on landscape and visual amenity. Informal arrangement of native shrubs and groundcover planting will be situated within either amenity grassland or meadow grassland. These trees will be of a lesser scale than the formal tree avenue and scattered informally to create a wider breadth of tree planting.

3.4.24 Mixed native hedgerow of locally important species to be planted to enclose and define the Phase 1B site, breaking up and reducing the visual presence of plot fencing.

*Materials for the Car Parking and Yard Areas:*

3.4.25 Tarmacadam vehicle route and pedestrian pathways. Block paved car parking. In situ concrete surfaced yard and car parking.

*Landscape / Planting for the Car Parking and Yard Areas:*

*Tree Planting:*

3.4.26 Typical species include: Acer campestre 'Elsrijk', Pyrus calleryana 'Chanticleer'

3.4.27 All tree planting to be native species of local importance.

*Hedgerow Planting:*

3.4.28 Typical species include: Acer campestre, Cornus sanguinea, Corylus avellana, Crataegus monogyna, Prunus spinosa, Rosa canina, Viburnum opulus

*Shrub and Groundcover Planting:*

3.4.29 Predominantly native shrub planting (with a proportion of ornamental)

3.4.30 Typical species include: Euonymus fortunei 'Silver Queen', Hebe 'Great Orme', Lonicera pileata, Mahonia aquifolium, Viburnum 'Davidii', Hedera Hibernica, Vinca major

3.4.31 All shrub and groundcover planting to be predominantly native species of local importance.

*Amenity Grass:*

3.4.32 Amenity grassland will vegetate the roadside verges between the formal tree avenue, shrub and groundcover planting. The grassland will be low growing / low maintenance to contribute to lowering the carbon footprint of the development, such as Germinal Seeds Ltd. A22 Low Maintenance, or similar.

*Meadow Grassland (Species Rich Wildflower):*

- 3.4.33 Grassland will be sown with Germinal Seeds Ltd. WFG18 Butterfly and Honey Bee mix, or similar.

***Landscape Buffer***

*Character:*

- 3.4.34 A mosaic of habitat with native structure planting, retained and enhanced landscape mitigation planting, retained and enhanced native hedgerow with mature, robust tree planting, as well as wildflower rich meadow grassland. These areas will create green corridors around the periphery of the site affording excellent wildlife habitat within the 'Dark corridors' at the edge of the development. The existing hedgerow and groups of trees will be enhanced as appropriate with species of local importance.

*Materials for the Landscape Buffer:*

N/a.

*Landscape / Planting for the Landscape Buffer:*

- 3.4.35 Typical species to enhance existing hedgerow: *Corylus avellane*, *Crataegus monogyna*, *Ilex aquifolium*, *Prunus spinosa*, *Rhamnus frangula*, *Rosa canina*, *Viburnum opulus*
- 3.4.36 Typical species to enhance existing hedgerows: *Acer campestre*, *Cornus sanguinea*, *Corylus avellana*, *Crataegus monogyna*, *Prunus spinosa*, *Rosa canina*, *Viburnum opulus*
- 3.4.37 Typical species for native structure planting: *Acer campestre*, *Cornus sanguinea*, *Corylus avellana*, *Crataegus monogyna*, *Prunus spinosa*, *Rosa canina*, *Viburnum opulus*, *Alnus glutinosa*, *Betula pendula*, *Malus sylvestris*, *Prunus padus*, *Prunus avium*, *Salix alba*, *Tilia cordata*
- 3.4.38 Typical heavy standard tree species (to offset and reduce the potential for impacts on landscape and visual amenity initially): *Acer campestre*, *Alnus glutinosa*, *Betula pendula*, *Malus sylvestris*, *Prunus padus*, *Prunus avium*, *Salix alba*, *Tilia cordata*

**3.5 Drainage**

- 3.5.1 The levels within Phase 1B have been set such that under design flood conditions the building will not be affected by floodwater. This is facilitated by the incorporation of a small bund located to the south and west of the car park, which will direct overland flows from higher land to the south into the Fulford Brook and away from the proposed building and yard area.

- 3.5.2 Storm water runoff from the development area will be collected and controlled using sustainable drainage systems including ponds and permeable paving. The system has been designed to ensure that the peak rate of discharge from the site is no greater than would be expected from an equivalent greenfield site. Any flows in excess of this will be stored on-site in formal attenuation features.
- 3.5.3 Surface water will be discharged to the Fulford Brook, an Ordinary Watercourse.
- 3.5.4 The surface water drainage strategy is set out on Drawing Number ST15807-009.
- 3.5.5 A surface water attenuation pond will be located to the north-eastern corner of the Phase 1B plot. The surface water attenuation pond will provide 600m<sup>3</sup> of storage to accommodate the 1 in 100 year plus 40% climate change storm event. The approximate area of the pond at the top of the bank level is 845m<sup>2</sup>.
- 3.5.6 An underground geocellular tank will be located within the yard area to provide further surface water attenuation. This will accommodate the 1 in 30-year storm event, and any flows in excess of this will be temporarily stored above ground in the yard area. The levels of the yard have been designed specifically to ensure that flood water can be stored without impacting on the proposed building or off-site.
- 3.5.7 The main warehouse unit will facilitate rainwater harvesting by siphonic roof water drainage discharging to the north-western end of the building. The finished floor level is 156.35. The water from the roof will be collected in a tank located to the west of the building. The rainwater harvesting tank will have a capacity of 18,000 litres.
- 3.5.8 The water collected will be utilised for non-potable water within the office area, for example flushing of toilets.
- 3.5.9 A second rainwater harvesting system will be located to the east of the development in the yard, this will collect roof water from the canopy of the warehouse unit. The water collected from the canopy roof will be utilised for vehicle washing in the dedicated vehicle washing facility.
- 3.5.10 The vehicle washing facility will be located on the northern side of the yard. Water from this facility will be discharged to the foul drainage system.
- 3.5.11 The car parking area to the west of the proposed building will be serviced by macadam road surfacing draining laterally to concrete block permeable paving within the parking bays. Additional surface water attenuation will be provided in a shallow geocellular tank located below the car park, receiving surface water directly from the permeable concrete block paving above.

3.5.12 All surface water runoff will be treated appropriately prior to discharge into the attenuation features and/or the Fulford Brook. This will be achieved through a combination of SuDS features and traditional oil interceptors and vortex separators.

3.5.13 The offices will be served by a dedicated foul water drainage system. This will connect to an existing public combined sewer located to the north of the site as agreed with Severn Trent Water. The foul drainage system will also collect runoff from the vehicle wash facility.

*Access provisions*

3.5.14 The principles of Drainage and Flood Risk for additional areas of highway have been informed by and adopted from the Flood Risk Assessment. This comprises the limiting of discharges to green field rates with suitable provision for attenuation storage.

3.5.15 The access roundabout will include an attenuation scheme designed to limit the flow from approximately 0.15 ha of new highway to a discharge rate of 1.1 l/s.

3.5.16 The Uttoxeter road junction will include an attenuation scheme designed to limit the flow from approximately 0.04 ha of new highway to a discharge rate of 1 l/s.

3.5.17 Providing that the measures above are procured within the scope of the junction improvement works there will be no increase in the risk of flooding to downstream property as a result of the S278 highway works.

3.5.18 It is recommended that the highway authority accept the principles of this basis of design such that the detailed design can be developed and submitted for approval.

## 4 PLANNING POLICY CONTEXT

### 4.1 National Planning Policies and Guidance

#### **National Planning Policy Framework (NPPF)**

4.1.1 The National Planning Policy Framework (NPPF) was published in March 2012 and sets out the Government's planning policies for England and how these are expected to be applied, re-iterating the fact that planning law requires that all applications for planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise. The NPPF has superseded previously published planning policy statements and planning policy guidance notes. Paragraph 14 states that *"At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development...for decision-taking this means approving development proposals that accord with the development plan without delay"*.

4.1.2 Paragraph 19 goes onto indicate that *"planning should operate to encourage and not act as an impediment to sustainable growth...therefore significant weight should be placed on the need to support economic growth through the planning system"*.

4.1.3 Paragraph 17 sets out the 12 core land-use planning principles which are intended to guide and under-pin both plan-making and development management. The following key principles are of particular relevance to the proposed development:

- *To proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs;*
- *To secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings;*
- *To take account of the different roles and character of different areas and support thriving rural communities;*
- *To support the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change, and encourage the reuse of existing resources;*
- *To promote mixed use developments; and*

- *To take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.*

4.1.4 Also relevant to this application are paragraphs 18 to 22 discuss the commitment of the Government in supporting a strong, competitive economy. This includes “*securing economic growth to create jobs and prosperity through the planning system. The planning system should operate to encourage and not act as an impediment to sustainable growth*”.

4.1.5 Paragraph 28 sets out how planning policies should “*support economic growth in rural areas to create jobs and prosperity by taking a positive approach to sustainable new development*”. Of particular relevance, it states how “*local plans should support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well-designed new buildings*”.

4.1.6 Paragraphs 47 to 55 discuss the need to deliver a wide choice of high quality homes. Paragraph 52 details how “*the supply of new homes can sometimes be best achieved through planning for larger scale development such as new settlements or extensions to existing villages and towns...*”.

4.1.7 Paragraph 55 goes on to say that “*to promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities*”.

## **4.2 Development Plan**

4.2.1 The application site is located within the administrative area of Staffordshire Moorlands District Council. The current Development Plan comprises the Staffordshire Moorlands Core Strategy, the saved Policies Map of the Staffordshire Moorlands Local Plan (1998) and other supplementary planning documents.

### **Staffordshire Moorlands Core Strategy (March 2014)**

4.2.2 The Staffordshire Moorlands Core Strategy was adopted in March 2014. The Core Strategy identified a housing requirement of 300 homes per year and an employment land requirement of at least 24ha over the period 2011 to 2026. The Core Strategy also established the appropriate distribution of development across the District with the emphasis being on development in the market towns of Leek, Biddulph and Cheadle with a more modest scale of development in the villages that lie within the Rural Area.

4.2.3 The Core Strategy has 11 underlying Spatial Objectives. The Spatial Objectives relevant to this Reserved Matters application are set out below:

- **SO1.** To make provision for the overall land-use requirements for the District, consistent with national and regional policy, local evidence, the role of Staffordshire Moorlands within North Staffordshire and the role of each settlement;
- **SO2.** To create a distinct District where development minimises its impact on the environment, helps to mitigate and adapt to the adverse effects of climate change and makes efficient use of resources;
- **SO3.** To develop and diversify in a sustainable manner the District's economy and to meet local employment need in the towns and villages;
- **SO6.** To maintain and promote sustainable regenerated rural areas and communities with access to employment opportunities, housing and services for all;
- **SO8.** To promote local distinctiveness by means of good design and the conservation, protection and enhancement of historic, environmental and cultural assets throughout the District;
- **SO9.** To protect and improve the character and distinctiveness of the countryside and its landscape, biodiversity and geological resources;
- **SO10.** To deliver sustainable, inclusive, healthy and safe communities; and
- **SO11.** To reduce the need to travel or to make it safer and easier to travel by more sustainable forms of transport.

4.2.4 These underlying objectives form the basis upon which the Core Strategy policies have established.

4.2.5 The following Core Strategy policies are considered to be of particular relevance to the determination of this planning application:

- Policy SD1 – Sustainable Use of Resources
- Policy SD3 – Carbon-saving Measures in Development
- Policy SD4 – Pollution and Flood Risk
- Policy DC1 – Design Considerations
- Policy DC3 – Landscape and Settlement Setting
- Policy C3 – Green Infrastructure
- Policy R1 – Rural Diversification

- Policy NE1 – Biodiversity and Geological Resources
- Policy T1 – Development and Sustainable Transport
- Policy T2 – Other Sustainable Transport Measures

### Sustainable Development Policies

#### **SD1 Sustainable Use of Resources**

##### 4.2.6 The policy states:

*The Council will require all development to make sustainable use of resources and adapt to climate change. This will be achieved by:*

...

*3. Requiring that development is located and designed to minimise energy needs and to take advantage of maximised orientation to achieve energy savings line with Policy SD3.*

*4. Ensuring all major-scale planning applications (10 or more residential units or 1,000+ square metres floor area) are accompanied by a Sustainability/Energy Statement. This should address the energy efficiency, water conservation, sourcing of construction materials, and site orientation aspects of the scheme, and where possible the feasibility of integrating micro-renewables. The degree of detail expected will depend on the scale/complexity of the proposal.*

*5. The Council will expect that all developers investigate the potential for re-using construction or construction waste materials, especially those sourced locally (which can include those minerals available on site, as appropriate) and integrates where possible on-site waste management facilities.*

*6. The Council will promote water conservation standards in approved schemes which exceed those set out in the Buildings Regulations (for example as expressed in the Code for Sustainable Homes and the BREEAM offices scale).*

#### **SD3 – Carbon-saving Measures in Development**

##### 4.2.7 The policy states:

*The Council will promote further carbon-saving measures in both new and existing developments (where this is consistent with other Core Strategy Policies), in the following ways:*

*1. Supporting developers who propose exceeding the thermal efficiency standards required by law for new buildings or extensions, at the time of the application. In the case of larger developments such as housing estates the Council will support measures such as ‘communal’ micro-renewables, or District Heating installations.*

2. *The Council will support measures by landowners/developers designed to contribute to existing or emerging District Heating networks (for example by connecting 'exporters', with receptors, of heat).*

3. *The Council will support measures designed to improve the sustainability of existing buildings (such as improved thermal insulation, water conservation, or the installation of micro-renewables).*

#### **SD4 – Pollution and Flood Risk**

4.2.8 The policy states:

*The Council will ensure that the effects of pollution (air, land, noise, water, light) are avoided or mitigated by refusing schemes which are deemed to be (individually or cumulatively) environmentally unacceptable and by avoiding unacceptable amenity impacts by refusing schemes which are pollution-sensitive adjacent to polluting developments, or polluting schemes adjacent to pollution sensitive areas, in accordance with national guidance.*

*Development proposed within the floodplain will be guided to first make use of areas at no or low risk of flooding before areas at higher risk, where this is viable or possible and compatible with other policies aimed at achieving a sustainable pattern of development. Development deemed acceptable within areas at risk of flooding due to national or other policies or other material considerations, must be subject to a flood risk assessment. Additionally, approved schemes must be designed and controlled to mitigate the effects of flooding on the site and the potential impact of the development on flooding elsewhere in the floodplain. In all cases, schemes will be determined after having considered both individual and cumulative impacts.*

*When considering planning applications and future allocations in the Site Allocations DPD, the Council will also have regard to all relevant Catchment Flood Management Plans affecting the District.*

#### Design and Conservation Policies

##### **DC1 – Design Considerations – p128**

4.2.9 The policy states:

*All development shall be well designed and reinforce local distinctiveness by positively contributing to and complementing the special character and heritage of the area in line with the Council's Design SPD. In particular, new development should:*

- *Be of a high quality and add value to the local area, incorporating creativity, detailing and materials appropriate to the character of the area;*
- *Be designed to respect the site and its surroundings and promote a positive sense of place and identity through its scale, density, layout, siting, landscaping, character and appearance;*

- *Create, where appropriate, attractive, functional, accessible and safe public and private environments which incorporate public spaces, green infrastructure including making provision for networks of multifunctional new and existing green space (both public and private) in accordance with the policy C3, landscaping, public art, 'designing out crime' initiatives and the principles of active design;*
- *Incorporate sustainable construction techniques and design concepts for buildings and their layouts to reduce the local and global impact of the development, and to adapt to climate change, in accordance with policy SD1;*
- *Protect the amenity of the area, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping;*
- *Promote the maintenance, enhancement, restoration and re-creation of biodiversity and geological heritage, where appropriate, in accordance with policy NE1;*
- *Provide for safe and satisfactory access and make a contribution to meeting the parking requirement arising from necessary car use;*
- *Ensure that existing drainage, waste water and sewerage infrastructure capacity is available, and where necessary enhanced, to enable the development to proceed;*
- *Ensure, where appropriate, equality of access and use for all sections of the community.*

### **DC3 – Landscape and Settlement Setting**

#### 4.2.10 The policy states:

*The Council will protect and, where possible, enhance local landscape and the setting of settlements in the Staffordshire Moorlands by:*

- 1. Resisting development which would harm or be detrimental to the character of the local and wider landscape or the setting of a settlement and important views into and out of the settlement as identified in the Landscape and Settlement Character Assessment;*
- 2. Supporting development which respects and enhances local landscape character and which reinforces and enhances the setting of the settlement as identified in the Landscape and Settlement Character Assessment;*
- 3. Supporting opportunities to positively manage the landscape and use sustainable building techniques and materials which are sympathetic to the landscape;*
- 4. Identifying through the Site Allocations DPD and protecting from inappropriate development, areas of visual open space where the intention will be to retain the land's open and undeveloped appearance. Where appropriate the Council will seek public access agreements with the landowners and seek proposals for the enhancement or improvement of these areas as part of the green infrastructure network in accordance with policy C3. In exception cases, limited development of areas of visual open space may be acceptable where this will bring about overriding improvements to the open space itself;*

## Sustainable Communities Policies

### **C3 – Green Infrastructure**

#### 4.2.11 The policy states:

*The Council will, through partnership working with local communities, organisations, landowners and developers, develop an integrated network of high quality and multi-functional green infrastructure that will:*

- *Support and improve the provision of open space, sport and recreational facilities for local communities and enhance the settings of neighbourhoods;*
- *Link existing and potential sites of nature conservation value and historic landscape features, create new wildlife habitats, increase biodiversity, and increase tree cover where it is appropriate to the landscape;*
- *Enhance the natural, man-made and cultural features that are crucial to the local landscape and create opportunities for the restoration of degraded landscapes and the enhancement of the urban fringe;*
- *Mitigate the negative effects of climate change and maximise potential climate change benefits including effective flood risk and waterways management;*
- *Create appropriate access for a wide range of users to enjoy the countryside, including improved linkages to and provision of formal and informal recreation opportunities and accessible woodland areas, encouraging walking, cycling and horse riding;*
- *Contribute to the diversification of the local economy and tourist development through the enhancement of existing, and provision of new facilities.*

*The Council will identify, protect and enhance Green Infrastructure assets through the Site Allocations DPD and the Green Infrastructure Strategy.*

## Rural Policies

### **R1 – Rural Diversification**

#### 4.2.12 The policy states:

*All development in the rural areas outside the development boundaries of the towns and villages will be assessed according to the extent to which it enhances the character, appearance and biodiversity of the countryside, promotes the sustainable diversification of the rural economy, facilitates economic activity, meets a rural community need and sustains the historic environment.*

*Appropriate development should not harm the rural character and environmental quality of the area or any sites designated for their nature conservation, or historical interest by the virtue of the scale, nature and level of activity involved and the type and amount of traffic generated or by other effects such as noise and pollution.*

## Natural Environment Policies

### **NE1 – Biodiversity and Geological Resources**

4.2.13 The policy states:

*The biodiversity and geological resources of the District and neighbouring areas will be conserved and enhanced by positive management and strict control of development by:*

...

5. *Ensuring development where appropriate produces a net gain in biodiversity, and ensuring that any unavoidable impacts are appropriately mitigated for.*
6. *Ensuring development promotes the appropriate maintenance, enhancement, restoration and/or re-creation of biodiversity through its proposed nature, scale, location and design. The Staffordshire Moorlands Biodiversity Action Plan, will be used to guide biodiversity enhancement measures to be include in development proposals as appropriate to the nature and scale of development proposed and other environmental interest, in particular supporting opportunities to increase grassland and heathland habitats including supporting targets in the UK and Staffordshire Biodiversity Action Plan.*
9. *Ensuring the provision and protection of green infrastructure networks in line with Policy C3.*

## Transport Policies

### **T1 – Development and Sustainable Transport**

4.2.14 The policy states:

*The Council will promote and support development which reduces reliance on the private car for travel journeys, reduces the need to travel generally and helps deliver the priorities of the Staffordshire Local Transport Plans, where this is consistent with other policies. This will be achieved by:*

1. *Ensuring that all new development is located where the highway network can satisfactorily accommodate traffic generated by the development or can be improved as part of the development.*
2. *Ensuring that major development is located in areas that are accessible by sustainable travel modes or can be made accessible as part of the proposal.*
3. *Referring to appropriate parking standards as laid out in national guidance, or any parking standards that may be produced locally.*
4. *Where appropriate all new development shall facilitate walking and cycling within neighbourhoods and town centres, and link with or extend identified walking or cycling routes.*

*Development which generates significant demand for travel or is likely to have significant transport implications (as identified within a Transport Assessment) will, where appropriate:*

- *Contribute to improved public transport provision*
- *Provide proactive facilities and measures to support sustainable transport modes including on-site features to encourage sustainable travel method e.g. cycle path links, cycle storage facilities, bus stops etc.*
- *Provide and actively promote travel plans*

## **T2 – Other Sustainable Transport Measures**

4.2.15 The policy states:

*In line with priorities set out in the NPPF and the Staffordshire Local Transport Plan, and through working with partner organisations, the Council will encourage and support measures which promote better accessibility, create safer roads, reduce the impact of traffic, or facilitate highway improvements. In particular, the Council will:*

- 1. Support, subject to feasibility assessment, new road schemes within the District (where not already identified as priorities in the Local Transport Plan) where:*
    - a. there would be evidence to suggest positive impact and need for the scheme;*
    - and*
    - b. it would be in accord with the general objectives and policies of the NPPF and the Local Transport Plan*
  - 2. Support, subject to feasibility assessment, strategic infrastructure improvements and links to major urban areas for example to road, rail, bus facilities in the District and the development of new rail or bus termini within the District*
- ...

## **4.3 Emerging Local Policy**

### **Staffordshire Moorlands Local Plan - Preferred Options**

- 4.3.1 The Planning Inspector who considered the Core Strategy determined that an early and comprehensive review of the Core Strategy for the period 2016 – 2031 would be required to take account of longer term development requirements. The review of the Core Strategy would also roll it forward into a single local plan combined with site allocations.
- 4.3.2 The Staffordshire Moorlands Local Plan is a District wide development plan which will replace the Staffordshire Moorlands Core Strategy, Biddulph Area Action Plan (AAP) and previous Local Plan to provide a framework for delivering development for the period 2016 to 2031.
- 4.3.3 The proposed site is also listed under Appendix 6 – Other Rural Areas
- 4.3.4 At paragraph 8.26 of the Preferred Options Plan, it states that ‘no rural employment allocations are proposed given that in May 2016 the Council granted outline approval

for a major residential and industrial scheme in the countryside at Cresswell covering approx. 8.58ha employment land. This satisfies the District's residual employment land requirement 2016-2031.

## **5 PLANNING POLICY APPRAISAL**

### **5.1 Introduction**

5.1.1 It is considered that the main issues associated with the planning application, within the Outline Planning Permission context as principle, are as follows:

- Design
- Impact on the character of the surrounding area
- Impact on the environment
- Suitability of landscaping
- Suitability of drainage
- Suitability of highways

5.1.2 The following appraisal highlights the primary policy considerations. Each of these issues are discussed in more detail below.

### **5.2 Design and scale**

5.2.1 The proposed warehouse unit has been designed for its intended use, a manufacturing facility to accommodate the Greenhouse People Ltd. It has a standard warehouse design with a modern appearance. Its design in terms of scale and appearance is not considered to be out of context with the existing buildings at the Blythe Business Park. The proposed unit is considered to be large in scale. Nevertheless, it falls within the confines of the approved employment land use area and sits within the context of other large-scale buildings to the west of the plot at Blythe Bridge Business Park.

5.2.2 However, the design also incorporates a number of sustainability measures which ensure high levels of performance and long term viability.

5.2.3 The proposed commercial unit subject of this Reserved Matters application follows sustainability principles, through passive design, mechanical and operational energy efficiency measures. The design also incorporates water conservation measures including rainwater harvesting to reduce demand.

5.2.4 The building materials have been carefully selected to ensure they are sourced sustainably. Where possible, materials will be used on site. Waste will be managed carefully during both construction and operation.

- 5.2.5 Post-construction, TGP intend to investigate options to install a biomass boiler using waste wood from their production process. This will provide space heating for the main work/store area and also be used to heat the offices via a wet system.
- 5.2.6 The design of the building meets the requirements of TGP and as set out in Section 3.2, the height of the building allows TGP to fully accommodate their manufacturing facility making it operationally viable as well as from a health and safety perspective.
- 5.2.7 The proposed design ensures that the proposal is in accordance with Policies SD1, SD3, and DC1.

### **5.3 Impact on the character of the surrounding area**

- 5.3.1 The site does not lie within or in close proximity to any designated landscape recognised in adopted national and local policy or statutory legislation. The site is located within a valley which serves to enclose views with major transport routes and pylon lines along the valley corridor. Moreover, it is located adjacent to the existing Blythe Bridge Business Park an area characterised with light industry and office buildings.
- 5.3.2 The proposed commercial unit would contribute, alongside the future phases of commercial development, to forming an eastern extension of the Blythe Business Park, the tall structures of which would largely screen the development from the west.
- 5.3.3 One of the main considerations is the visual impact from the south looking into the site and the interface between the development and the countryside.
- 5.3.4 The warehouse has been sympathetically designed, such that there will be no operational activity on the southern elevation. A detailed landscaping scheme has been produced giving particular attention the south of the warehouse unit including a bund which will be planted with trees to provide effective screening and will mitigate the view from the south and screen the interface between built development and the surrounding countryside.
- 5.3.5 There will be some visual effects to the site from the public footpath as a result of the nature of the southern arable boundary. Nevertheless, the proposal would be seen within the general site context of existing buildings in the immediate surrounding area.
- 5.3.6 A photomontage has been produced which shows the rear of the building with the view from the south west.

- 5.3.7 As shown on the photomontage, the proposed landscaping scheme incorporates proposed planting along the southern boundary which would serve to reduce the magnitude of change by filtering views and breaking up the visual mass of the new buildings. The photomontage package will be issued to assist the Planning determination process.
- 5.3.8 The new commercial unit would be seen within the context of the existing development, including the employment units of a similar type and scale which would reduce receptor sensitivity to change.
- 5.3.9 As a result of the above, it is considered that the proposals are in accordance with section 11 of the NPPF and Policies SS6c, DC1 and DC3 of the SMCS.

#### **5.4 Impact on the environment**

- 5.4.1 The existing site is agricultural land. In conjunction with the proposed works to the highways, a small quantity of existing vegetation including a section of hedgerow and trees along the western boundary adjacent to Sandon Road would be removed. No trees, shrubs or hedgerows will be removed other than those which are directly required to accommodate the development.
- 5.4.2 The River Blithe corridor would be protected and buffered and the development layout has retained the majority of trees.
- 5.4.3 The proposed landscaping scheme has ensured that any unavoidable impacts are appropriately mitigated and no significant harm is anticipated to arise from the development in consideration of the environment.
- 5.4.4 The proposals are in accordance with policies NE1, C3 and DC1, as well as section 11 of the NPPF.

#### **5.5 Suitability of landscaping**

- 5.5.1 The development has been designed to protect and enhance existing green infrastructural elements, as well as respond to the arboriculture, ecological, landscape, visual and hydrological requirements of the scheme as detailed in the approved outline scheme.
- 5.5.2 The proposed landscape strategy aims to retain and enhances the existing landscape features, provides a fully landscaped setting which enhances the landscape character, affords the opportunity for ecological diversity.

- 5.5.3 To ensure the development has a strong sense of place it is vital to create an identity through the implementation of a high quality public realm and environmental setting. The landscape strategy aims to facilitate individual landscape settings for the residential and mixed-use development, and the wider industrial commercial scheme.
- 5.5.4 The proposals have been developed around the retention of large areas of existing green infrastructure with the formation of landscaped areas, to create a matrix of environments.
- 5.5.5 These different landscape components will create a matrix of landscape areas to enhance landscape character, biodiversity and green infrastructure throughout the development creating strong connections between the development and its surroundings.
- 5.5.6 As a result of the above, it is considered that the proposals are in accordance with section 11 of the NPPF and Policies SS6c, DC1 and DC3 of the SMCS.

## **5.6 Suitability of drainage**

- 5.6.1 The Reserved Matters proposal is located across flood zones 2 and 3. A flood risk assessment was undertaken as part of the Outline Application and as part of the current Reserved Matters proposal a detailed surface water drainage strategy has been prepared.
- 5.6.2 To mitigate against potential flooding impacts, the levels within Phase 1B have been set such that under design flood conditions the building will not be affected by floodwater. This is facilitated by the incorporation of a small bund located to the south and west of the car park, which will direct overland flows from higher land to the south into the Fulford Brook and away from the proposed building and yard area.
- 5.6.3 A number of flood mitigation measures are included within the sustainable drainage design, including attenuation ponds and permeable paving. Additional surface water attenuation is provided beneath the car park. Rainwater harvesting will be facilitated using storage tanks.
- 5.6.4 The surface water drainage strategy has been designed to mitigate the effects of flooding on the site and the potential impact of the development on flooding elsewhere in the flood plain.
- 5.6.5 It is considered that the proposals are in accordance with section 10 of the NPPF and with policies SD1, SD4 and C3 of the SMCS.

## **5.7 Suitability of highways**

- 5.7.1 It has been demonstrated that the proposals will not have a severe impact upon the local transport networks. The Reserved Matters proposal includes the proposed 'Phase 2' of the development which comprises a roundabout and junction upgrades along Sandon Road/Cresswell Lane. This is in addition to committed improvements to the Uttoxeter Road/Cresswell Lane junction in order to address an existing capacity problem in this location.
- 5.7.2 As a result of the proposed junction improvements and the conjoined approach to implementation under the same phase of development, it is considered that the access arrangements meet the highway standards set out in SMCS Policy T1.

## **5.8 Summary**

- 5.8.1 It has been demonstrated that the proposed development is consistent with the Development Plan and represents sustainable development in accordance with the principles accepted by the Outline Consent.
- 5.8.2 The environmental matters including highways, drainage, landscape and the character of the area, have all shown to be acceptable within the context of the detailed design and proposed mitigation measures.

## 6 SUMMARY AND CONCLUSION

6.1.1 This Planning Supporting Statement has been prepared by Wardell Armstrong LLP on behalf of Scentarea Limited in support of an application for the approval of reserved matters pursuant to outline planning permission SMD/2014/0576:

*Outline Planning Application with all matters reserved (save access) for creation of up to 168 residential dwellings (Use Class C3), up to 33,480 sqm of use class B1, B2 and B8 floorspace, ancillary uses to include community centre and a shop (Use Class A1), together with highway works landscaping, public realm, car parking and other associated works at land at Blythe Park, Sandon Road, Creswell, Staffordshire for Scentarea Ltd.*

6.1.2 This application is for the approval of reserved matters relating to Phase 1 of the development. The main details submitted with this application are in relation to the proposed use of the Phase 1B site as a manufacturing facility (Use Class B2) for a greenhouse manufacturing company - The Greenhouse People Ltd – within the parameters approved for employment use.

6.1.3 This application seeks approval of the following matters relating to Phase 1A, 1B and 1C only:

- Design, scale and appearance
- Layout and access arrangements
- Landscaping scheme.

6.1.4 The detailed designs submitted with this application demonstrate how landscape, highways and drainage have been considered to ensure that the proposals are sensitive to the existing site and that environmental impacts are mitigated appropriately.

6.1.5 It has been demonstrated that the proposed Reserved Matters application is consistent with the Development Plan and represents sustainable development in accordance with the wider design philosophy and principles accepted by the Outline Permission.

6.1.6 Reserved matters in relation to the other phases within the approved outline will be the subject of future applications.

## **DRAWINGS**

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