

Pedestrian Movement

The previous Phase 1 development prioritised pedestrian and cycling modes of transport, which is also reflected within this proposed phase of the development.

A network of pedestrian and cycle links were established during the design of the first phase of the development. These links connected to the existing Woodlands Lane to the north-east. Woodlands Lane allowed for wider access to the surrounding area and Blythe Bridge via an existing Public Right of Way (PROW) that runs through this phase. It is proposed that this PROW will be retained within the overall residential development.

This network of routes provides excellent permeability through the development for both the residents and the wider public.

The layout establishes links not only in the main direction from North to South, but also provides several cross connections to the green corridors around the edges of the site. The development therefore sits comfortably within its context and is well-connected to its surroundings.

Private driveways, shared surfaces and main junctions are marked through surface changes thus improving the pedestrian experience. On the sides of carriageways, footpaths will be specified to standard widths, with drop kerbs and crossing points at convenient locations to ensure the safety of pedestrians.

Entrances to the buildings will comply with current building regulations. All homes will have a path providing a safe and level route from the public highway to the principal access.



4.5 LANDSCAPE



Introduction

The detailed landscape proposals will be designed in association with the design team, client and local authority requirements in order to create continuity across the wider development, whilst also creating a visually distinctive, sustainable and contemporary neighbourhood. The proposals reflect the desire for a high-quality scheme with hard landscape treatments and fittings in keeping with the architectural design and finishes.

Landscape Design Objectives

A set of landscape design objectives has been formulated following a detailed site analysis and review of background information, surveys, investigations and planning guidance documentation. Principle design objectives for the site are to:

- Create a new distinctive neighbourhood and enhance the quality and role of the site within its local setting, connecting with adjacent properties and field patterns.
- Provide a landscape infrastructure that is suited to the local conditions and which has low maintenance requirements;
- Create a strong entrance sequence which utilises and enhances the existing landscape resource of the site, by retaining key trees and introducing a new tree lined avenue with understorey planting through the centre of the site will help create a hierarchy and sense of place;
- Provide a bold and clear planting structure across the site, using planting mixes that blend into one another to create a unified landscape;
- Provide new trees that are appropriate to the character and setting;
- Provide a new local amenity play spaces using natural materials as 'doorstep parks' for the use of all residents;

- Retain and enhance views both from within the site and from surrounding public viewpoints, encouraging natural surveillance particularly to play areas and open spaces;
- Provide open lines of sight with accessible routes and spaces; and
- Enhance the habitat and biodiversity value of the site.

Street & Gardens

A hierarchy of streets and spaces has been created, providing a structure to the landscape. The main element that creates the hierarchy is the design approach to the main avenue, which will be delineated with large stature native lime trees that will provide a sense of permanence and splendour to the neighbourhood. The lime trees will be under-planted with low flowering shrubs and ground covers that will contribute year-round colour and textural quality to the street scene.

Front gardens will be defined by low, managed evergreen hedges, which will create a frame around each of the front gardens, containing some looser more informal groundcover and shrubs within the front gardens. Each street will have its own distinctive palette of front garden plants that will help to reinforce the sense of hierarchy and variety in character across the site and help to create a unified language to the neighbourhood.

Site Entrance

The arrival sequence from the adjacent Phase 1 development and overall amenity space within the site will be open, generally informal and inviting, with low level native and semi-ornamental planting under large street trees, providing a sense of welcoming arrival into the new neighbourhood. The secondary and tertiary streets will be characterised by generally smaller native trees, to the attenuation areas and POS species such as field maple, alder and river birch will be introduced. In key locations such as at the terminations of viewlines

(e.g. cul-de-sacs) key feature trees will be introduced. All trees will be suitable to the site conditions to ensure establishment and longevity.

Play Spaces

Integrated informal POS areas and formal play spaces (LEAP) are proposed within the development. These spaces will together form the heart of the residential development and will provide communal facilities which are open and welcoming to all residents.

The intention is to create 'ecological corridors' linking the scheme into its surrounding context. Existing trees and vegetation to the site boundary will be integrated through the scheme with new tree and shrub planting to open spaces and incidental planting areas.

The design will incorporate predominantly free draining hard surfacing, reducing surface water run-off whilst giving the open space a more natural and user-friendly feel. These corridors will create important wildlife corridor for small mammals and birds and will combine the following:

- Grasses, ferns and scented shrubs will create exciting adventure spaces throughout the year.
- Spring flowering shrubs and bulbs mixed with evergreen hedges and autumn flowering trees will help create a 'natural feel'.
- The use of native grasses and shrubs will help encourage wildlife such as butterflies and birds, further enhancing the sensory experience.

Public Open Spaces

Integrated informal POS is a main feature of this phase of development, the retention of three large ponds and two additional ponds creates important wetland and marginal habitat value, these areas will be more wildlife focussed, planted with native woodland copse and species rich grassland with an community orchard further enhancing the overall POS. Existing vegetation is to be retained wherever possible with tall ruderal/ scattered scrub some of which forms part of the receptor site for GCN.

The design strategy has been to split the play provision following discussion with the LPA and design team making the overall provision attractive to a wider age group, introducing natural play pieces along a more informal walk to the north of the site.

These spaces will together form the heart of the residential development and will provide communal facilities which are open and welcoming to all residents.

To the south of the site is an acoustic bund shielding the development from the A50 which is planted with a native buffer mix and lined with native trees.



Due to the nature of the ground (See section 3.3 of the Flood Risk Assessment), no infiltration techniques have been implemented.

The site does not pose any increased flood risk to the site itself or adjacent developments, and it is not susceptible to flooding by other means

[illegible]

A photograph of a pond surrounded by dense green foliage and trees. A small building is visible in the background across the water.

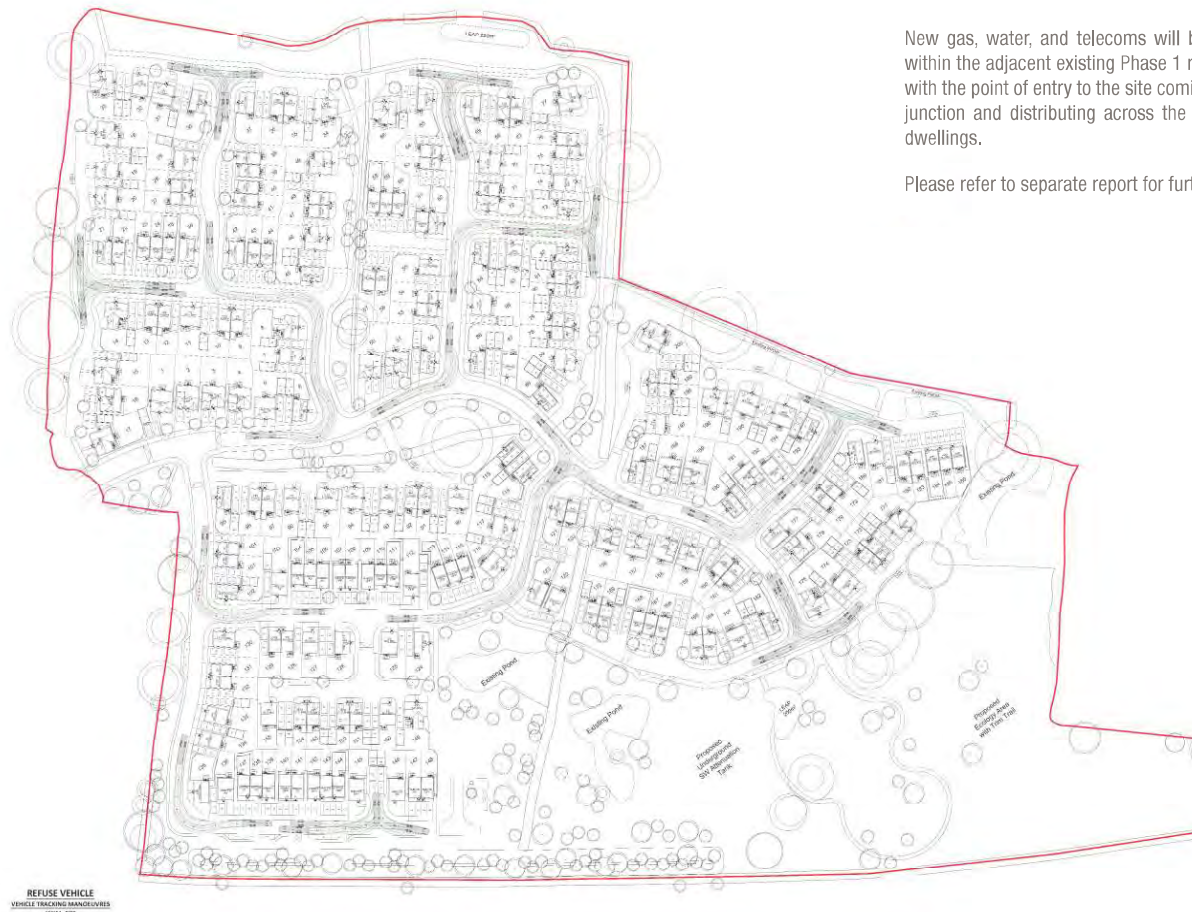
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4.7 HIGHWAYS ENGINEERING

The development will have a network of roads which will be offered for adoption through a Section 38 agreement with Staffordshire County Council. These roads will be fully compliant with the guidance provided in the local authority design guide in terms of layout, horizontal alignment, vertical alignment, visibility splays and construction make up. Within Phase 1 of the Blythe Bridge development a spine road has been constructed, which the Phase 2 spine road will connect onto. The proposed adoptable highway will be drained via a series of gullies which will not exceed the maximum contributing areas provided in the local authority design guide.

Accessed off the adoptable road network, will be a series of private roads / shared surfaces for residents to access dwellings, it is proposed that these roads will be designed to be fully compliant with Manual for streets and local authority guidance however will not be offered for adoption.

A tracking exercise has been produced to ensure that all vehicle manoeuvres can be safely completed by all relevant vehicles including, fire tender and refuse vehicles.



4.8 UTILITIES & SERVICES

The site is located immediately adjacent to the Phase 1 development by St Modwen Homes and south of the existing residential development of Blythe Bridge. A well-established network of existing utilities are readily available for this site from the residential estate north of Utttoxeter Road.

New gas, water, and telecoms will be supplied from within the adjacent existing Phase 1 residential estate, with the point of entry to the site coming in at the main junction and distributing across the site to all future dwellings.

Please refer to separate report for further details.

4.9 SAFETY & SECURITY

The proposed development will respond fully to the key attributes and guidelines for Safer Places. The following demonstrates the principles and approaches that will be adopted to achieve community safety and reduce opportunities for crime and anti-social behaviour within the development and the surrounding context.

Access and Movement

- Primary routes for pedestrians, cyclists and vehicles are direct and follow key desire lines in response to where people want to go.
- Little segregation occurs between movement modes making sure that movement routes are well used by all varieties of traffic from pedestrian to motor vehicle.
- Footpaths and cycleways are well overlooked by the surrounding dwellings.

Structure

- Windows and door openings will create active surveillance and frontages to the streets, footpaths and cycle routes.
- Continuous and active frontages will reduce the opportunities for graffiti on blank facades, such as gable ends.

Surveillance

- Natural and active surveillance from surrounding properties and movement routes will overlook publicly accessible spaces

Ownership

- Development layout and boundary treatments will clearly delineate between public, semi-public and private ownerships.
- Where side or rear boundaries to the public realm cannot be avoided in the layout of the site, appropriate high level walls and landscaping treatments that actively impede access will be used.

Physical Protection

- The perimeter of the site and the proposed layout achieves a base line level of security, reducing the number of unsupervised rear access passages.

Activity

- Public open spaces will be designed for a range of community functions thereby encouraging frequent use and community involvement.
- Public open spaces will be positioned and designed to achieve maximum active surveillance from the surrounding dwellings.
- All building entrances will be accessible and visible from the street, thereby encouraging movement between buildings and the street and bringing additional activity.

Management and Maintenance

- A good quality public realm will be provided, stimulating human activity and influencing the behaviours of users.
- Maintenance of the public realm will retain attractiveness of the street, increase safety and promote respect towards the environment.



4.10 SUSTAINABILITY

Key Sustainability Checkpoints

Consideration will be given to ensure the efficiency of the building envelope by maximising construction technologies with low embodied energy materials and highly rated green guide materials as well as exploring options for efficient energy services.

Some of the elements which will be addressed are as follows:

- High standards of thermal insulation and air tightness
- Energy efficient light fittings throughout, both for internal and external lighting
- A rated energy efficient white goods where provided
- High efficient boilers for water and space heating
- Water efficient devices such as low flow taps and showers
- The provision of 1x Electric Vehicle Charging Point on all plots with garages or a parking space directly adjacent to the dwelling

Transport

The site has excellent links to the existing public transport network, and the site is well located in relation to existing bus stops. St Modwen Homes will also aim to include suitable cycle parking provision where appropriate.

Social Inclusion

St Modwen Homes has given consideration to inclusive design and the social impacts of creating a new residential area.

Noise Strategy

Following specialist consultant review, it is felt that the current proposed site layout provides an appropriate response to noise generated from the main road along the Southwestern edge of the site. The layout sets the dwellings set back from the road and gardens are mostly screened by dwellings.

In those few instances where gardens are exposed to the road, it will be necessary to provide solid barrier fencing of minimum height 2m along the roadside boundary. For dwellings, habitable rooms overlooking the road will require appropriate acoustic rated glazing and trickle vents.





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SUMMARY



5.1 CONCLUSION

This design statement illustrates how the proposed development responds positively to and in accordance with the concept and design principles set out.

The proposal creates a high quality, legible development which forms a pleasant, interesting and enjoyable place to live. The proposed architectural style, whilst drawing from local traditions and vernacular house types, reinforces the distinctiveness of the development.

The final scheme has evolved over recent months and has benefitted considerably from the input of various parties. The comments from all parties have been carefully considered and the design proposal has been adapted to take these comments into account. The landscaping and formality of the proposal have been designed to help create a better sense of legibility throughout the site as a whole. On plot landscaping and appropriate boundary treatments help to emphasise this further.

The vehicular access off the A521 Road via the phase 1 development together will provide a balance of accessibility and integration with the public highway network along with other key pedestrian and cycle connections that integrate the development within the wider area.

The development is shown to be a sensitive extension of the urban form of the adjacent residential developments and opportunities to add to it's character are outlined.

Sustainability underpins the design approach in all the decisions made and consulted on in the comprehensive master planning approach itself.

The designs for individual homes and streets show how the understanding of local buildings can be synthesised with modern house building to produce a distinctive development with sense of place.







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