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Staffordshire Moorlands District Council
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Stockwell Street
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Submitted via email - planning@staffs Moorlands.gov.uk

Dear Rachael,

Amendments to Application Ref. SMD/2021/0780
Land to the East of Froghall Road and north of Ayr Road and Cheltenham Avenue, Cheadle

Following a review of comments received from Officers and consultees, I am pleased to submit the following amendments to application ref. SMD/2021/0780, which comprises a an application described as *"Reserved Matters application (access, layout, scale, appearance and landscaping) for residential development comprising 135 dwellings, with associated access, public open space and infrastructure"* [the application] on Phase 2 of Land to the East of Froghall Road and North of Ayr Road, and Cheltenham Avenue, Cheadle [the Site].

BACKGROUND

The application was made pursuant to the Hybrid Planning Permission ref. SMD/2018/0180 which provided approval for *"1) full permission for 125 dwellings and access to proposed primary school and 2) outline permission for up to 135 dwellings and primary school with all matters reserved."* The Hybrid permission was recently amended pursuant to S73 application ref. SMD/2021/0456, which was approved on 30/04/2025.

Phase 1 of the development for 125 dwellings is substantially completed. This Reserved Matters application relates to Phase 2 of the development, which is yet to commence.

The application was originally submitted in November 2021 and was subsequently amended several times in response to comments received from Officers and consultees. The most recent amendment was made in January 2025, with the scheme proposing 135 dwellings, as illustrated on Planning Layout (Rev V). The new amended layout also proposes 135 dwellings.

To support the amended proposal, several application documents have been updated where



necessary. As such, the following documents are submitted with this letter and will supersede those documents previously submitted:

- Affordable Housing Statement (Rev C)
- Planning Obligations Summary (Rev B)
- Topographical Survey Sheet 1 & 2 (Ref: PH2350/AS)
- Planning Layout (B&W) (Ref: ARCH/PL/PH2 Rev Y)
- Planning Layout (Colour) (Ref: ARCH/PL/PH2 Rev Y)
- M42 Layout (Ref: ARCH/M4(2)/PH2)
- Housetypes Drawings (Elevations, Floor Plans):
 - Addlebrough - Persimmon
 - Audley - Persimmon
 - Barndale - Persimmon
 - Burnham - Persimmon
 - Dallington – Persimmon
 - Deepdale - Persimmon
 - Gilwood - Persimmon
 - Greenwood - Persimmon
 - Kielder - Persimmon
 - Kingley - Persimmon
 - Solwood - Persimmon
 - Wareham – Persimmon
- Landscape Masterplan and Planting Plans (Ref: 8060-L-13 to 24-I)
- Streetscenes (Ref: AR2.CH.22-001)
- Material Plan and Schedule (Ref: ARCH/MP/PH2)
- Surface Treatment Plan (Ref: ARCH/STP/PH2)
- Boundary Treatment Plan (Ref: ARCH/BTP/PH2)
- Bin & Cycle Store Plan (Ref: BIN/CYCLE_SD_01)
- Garage Details (Ref: Ga1.1_MA_R21 & Ga2.2_MA_R21)
- Air Quality Assessment (Ref: MAN.1033.AQ.050.R.002)
- Sections (Ref: AR2.CH.SSEC-001 & AR2.CH.SSEC-002)
- External Works Plans (Ref: 882655 LDE DR D 40-20 Rev P7)
- Transport Statement (Ref: Technical Note 03)
- Parking Plan (Ref: ARCH/EVC/PH2)
- Parking Schedule
- Mine Shaft Remedial Measures (Ref: 8512PHNW250203L)

A document register providing the current application documents and amended documents to



supersede those documents is provided under a separate cover.

PROPOSED AMENDMENTS

The above documentation provides the following amendments to the proposed scheme:

- Alterations to proposed housetypes to reflect updated Building Regulations. The scale and density of the development remains consistent with the originally submitted proposal, with built form generally being 2 storeys in height with some bungalows and 2.5 storey dwellings provided.
- Amendment to housing mix proposed, as follows:

Beds	October 2024 Ref: ARCH/PL/PH2 Rev V	% of Overall Mix	July 2025 Ref: ARCH/PL/PH2 Rev Y	Difference	% of Overall Mix
1	8	6%	4	-4	3%
2	53	39%	65	+12	48%
3	32	24%	37	+5	27%
4	42	31%	29	-13	22%
Total	135	100%	135	-	100%

- Amended proposal includes a policy compliant 44 dwellings (33%) for affordable housing tenures, including:
 - 18 (40%) for Intermediate tenures.
 - 26 (60%) for Affordable Rent.
- Landscape plans have been updated to reflect the amended Layout and housetypes. This provides suitable landscaped buffers to the eastern and southern boundaries, including to Cecily Brook.
- The internal road layout has been amended, with plots relocated to reflect this amended road alignment. An emergency link has been added to the east of Plot 235 to provide a loop for emergency vehicles.
- Six bungalows have been introduced to the north of the site (Plots 179-184).
- Interface distances between principal windows of proposed dwellings and neighbouring properties to the northwest exceed the minimum 22m as set out in the SMDC Space About Dwellings Supplementary Planning Document.
- Parking has been provided in accordance with the parking standards outlined in Appendix 2 of the Staffordshire Moorlands Local Plan [SMLP]. This includes a mixture of front driveways, side parking, and parking courts.



PLANNING ASSESSMENT**Housing Mix and Design**

As outlined above, the proposed amendments have been amended in response to the concerns raised by the Officers in relation to the housing mix. The housing mix has been amended to reduce the number of 4-beds and increase the number of 2 and 3-bed properties. Consequently, the overall mix now provides 51% 1 and 2-bed dwellings, and 49% 3 and 4-bed dwellings. This mix responds to the Staffordshire Moorlands Strategic Housing Market Assessment [SHMA], which seeks an appropriate quantum of smaller dwelling sizes, whilst also ensuring that the scheme remains viable.

The proposed housing mix based on Planning Layout (Rev Y) is set out below:

	Affordable	Market	Percentage
1 Bed	4	0	3%
2 Bed	25	40	48%
3 Bed	15	22	27.5%
4 Bed	0	29	21.5%
Overall	44	91	100%

Of the affordable housing dwellings proposed, 31 (70%) are 1- or 2-bed and 13 (30%) are 3-beds. This split is the result of extensive discussions with the Council's Housing Enabling team and seeks to meet specific housing need in the locality.

It is noted that the 2017 SHMA is now over eight years old and relies on data which has been superseded by more up-to-date data, such as the 2021 Census, the 2022-based Subnational Population Projections, the 2018-based Sub-National Household Projections and the 2023 Mid-Year Population estimates. It is important to note that the 2017 SHMA is a Borough-wide study that does not consider housing mix requirements at a more localised level. Since the Covid-19 pandemic, peoples' working patterns have since changed with the introduction of more home working. This would not have been reflected in the Staffordshire Moorlands Local Plan as it was adopted in 2020. As a result, this has meant people are seeking larger dwellings to accommodate a home office.

When assessing other developments recently approved in the Staffordshire Moorlands District, none of the applications are reflective of the 60% 1 / 2 bed and 40% 3 / 4+ bed mix recommended in the 2017 SHMA. The application which is closest to the recommended mix is Pottery Gardens Phase 1 (ref: SMD/2018/0180) which has a mix of 52% of 1 / 2 beds and 48% 3 / 4+ beds. The



table below demonstrates the findings.

	1 bed	2 bed	3 bed	4+ bed	Total
Fole Dairy, Uttoxeter Road	0 (0.0%)	13 (27.1%)	26 (54.2%)	9 (18.8%)	48
Land at Barnfields Industrial Estate	0 (0.0%)	26 (17.8%)	72 (49.3%)	48 (32.9%)	146
Blythe Bridge Phase 2A	0 (0.0%)	4 (28.6%)	3 (21.4%)	7 (50.0%)	14
Land off Milltown Way	0 (0.0%)	6 (24.0%)	8 (32.0%)	11 (44.0%)	25
Land South East Of A521, Uttoxeter Road	0 (0.0%)	52 (26.0%)	75 (37.5%)	73 (36.5%)	200
Land Off Tenford Lane	0 (0.0%)	2 (5.0%)	31 (77.5%)	7 (17.5%)	40
Land at Ash Bank Road	6 (8.0%)	24 (32.0%)	31 (41.3%)	14 (18.7%)	75
Land off Cheadle Road	0 (0.0%)	21 (31.3%)	37 (55.2%)	9 (13.4%)	67
Land south of Thorley Drive	0 (0.0%)	1 (1.8%)	50 (87.7%)	6 (10.5%)	57
Froghall Road (Pottery Gardens Phase 1)	6 (4.8%)	59 (47.2%)	60 (48.0%)	0 (0.0%)	125
Total	12 (1.5%)	208 (26.1%)	393 (49.3%)	184 (23.1%)	797
Overall Housing Mix	1.5%	26.1%	49.3%	23.1%	100%
	27.6%		72.4%		100%

Source: SMDC Planning Portal (accessed July 2025)

Therefore, the proposed housing mix provides an appropriate response to housing need in the locality, with a mixture of 1-to-4-bedroom properties which will be suitable for first time buyers, downsizers, and families. As set out above, the proposed mix better reflects the aims of the SHMA in terms of the split of 1 / 2 beds to 3 / 4 beds when compared to other recently approved developments in the area, with the exception of Phase 1 of the development. Importantly, the housing mix also includes a policy compliant quantum and mix of affordable housing to meet specific needs in the locality.

In addition, as outlined in the submitted Affordable Housing Scheme, M4(2) Layout and Housetype Drawings, all of the dwellings will comply with the NDSS and 50% of dwellings will meet Building Regulations Part M4(2). Each of the affordable dwellings also comply with the 'Bed Space Criterion' requirements outlined in the S106 agreement pursuant to the Hybrid Planning Permission ref. SMD/2018/0180 (and the subsequent S73 approval).

Traffic and Parking

Access arrangements into the Site are not sought to be amended and include primary vehicular access from Froghall Road (via Phase 1) and Cheltenham Avenue. The internal road layout has changed with the reconfiguration of plots to follow this new alignment. An emergency link provided on the eastern edge of the site (adjacent to Plot 235) provides a loop for emergency vehicles.



The amended application is supported by a Transport Statement prepared by Eddisons who have concluded that the development can be accessed in a safe and efficient manner, the proposed layout can accommodate swept path requirements of refuse vehicle and fire and rescue service vehicles, and therefore the proposal is acceptable in highways terms.

A Parking Schedule forms part of the amended application and details the parking arrangement for each plot. All of the dwellings on Phase 2 will comply with the Council's parking standards. Furthermore, all dwellings will include Electric Vehicle Charging Points and Secure Cycle Storage sheds to promote sustainable travel and as set out in the amended Air Quality Assessment which is submitted with this application. The EV Charging Points are shown on the Electrical Car Charging Plan (ref: ARCH/EVC/PH2).

Ecology and Trees

The amended scheme follows a similar developable area to the scheme proposed previously, with large, landscaped buffer areas to the southern and eastern boundaries to enable the retention of existing trees and provision of enhanced planting. The existing hedgerow ('H17') will be retained as far as practicable, incorporated within a linear area of open space through the middle of the Site and adjacent the boundary with the School Land.

To support the amended scheme, amended Landscape Plans have been prepared by FCPR and demonstrate that the development will include extensive landscaping and tree planting throughout. This includes a 15m grassland buffer adjacent to Cecily Brook in order to enhance water vole habitats.

In terms of ecology, previously submitted Preliminary Ecological Appraisal (Ref: P.2005.24) remains relevant. This provides several recommendations to mitigate any adverse impacts on biodiversity and wildlife on and near the Site, including Reasonable Avoidance Measures (RAMS) for hedgehog, reptile, badger, amphibian, and water vole. It also provides recommendation for ecological enhancements to be provided on the Site, including enhancements for birds and bats.

Subject to the provision of the proposed landscape scheme and recommendations outlined in the Preliminary Ecological Appraisal, the proposed development will have a positive impact on biodiversity in the locality.

Residential Amenity

As set out above, the amended scheme has been designed to ensure that interface distances in excess of 22m are provided to existing neighbouring properties to the northwest. The amended application is supported by an updated Topographical Survey as well as External Works Plans and



Sections through the site. These provide existing and proposed site and finished floor levels, as required by Condition 39 of the Hybrid permission.

The submitted documentation demonstrates that proposed plots to the northwest will be slightly lower than existing properties adjacent to that boundary. Each of the proposed dwellings will comfortably comply with the interface distance requirements set out in the Space About Dwellings SPD. When assessing back-to-back distance and taking into account level changes, the proposed development will have no adverse impact on the existing outlook and daylight to neighbouring properties. This is further assisted by the introduction of bungalows to the north of the site.

In regard to the amenity of the proposed dwellings, all dwellings will achieve compliant interface distances internally, both in terms of back-to-back and back-to-side elevations. The External Works Plans include details of garden levels and retaining walls that are proposed throughout the site.

The amended application is also supported by a Noise Report prepared by Hepworth Acoustics (Ref: P17-430-R02v3) which concludes that there will be no adverse noise impacts on the proposed dwellings. The report has recommended acoustic fencing on the western boundary adjacent Plots 145 and 162 – 167. This has been provided, as illustrated on the submitted Boundary Treatment Plan.

As such, it is considered that the proposed development provides a high quality living environment for future occupiers and does not give rise to any significant adverse impacts on the residential amenity of existing properties.

Contamination and Mining Legacy

Condition 37 of the Hybrid permission requires the submission of a layout plan which identifies an appropriate zone of influence for mine entry 104344-003 on the application site and the definition of a suitable 'no-build' zone for the mine entry, together with a scheme of remedial measures for the mine entry and implementation timescales of those remedial works.

The following documents were previously submitted with the application:

- Phase I and Phase II Geo-Environmental Site Assessment (Ref: 11-156-r1)
- Coal Mining Desk Based Assessment (Ref: 11-156-L3)
- Ground Stability Non-Residential Report (Ref: NH.MA (PER70/103))
- Mine Entry Appropriate Zone of Influence Plan (Ref: ARCH/PL/MEZ)



In addition to the above, this application is supported by the 'Outline Proposals for Treatment of Mine Shaft' report prepared by Coopers. This sets out the detailed remedial measures proposed for the mineshaft, as required by Condition 37. It is considered that further detailed designs and implementation of the remedial measures are already secured via the existing planning condition and will be informed by discussions with the Mining Remediation Authority (previously the Coal Authority).

Planning Obligations

An updated Planning Obligations Summary is submitted with this letter and reflects the amended Layout. This confirms that the proposal will include £1,110,749.32 of financial contributions towards highways, education, sports pitches, and play provision within the locality.

OTHER MATTERS

Drainage and Flood Risk

As set out in previous discussions with the LLFA, detailed drainage design has been reserved by relevant pre-commencement conditions (Condition 44 and 45 of the Hybrid permission).

Accordingly, a separate discharge of condition application will be submitted to include details of foul and surface water drainage design which will be compliant with the requirements of these are conditions and reflective of the amended scheme and the levels set out in the submitted External Works Plans.

CONCLUSION

The proposed amendments to the scheme address previous comments received from Officers and consultees, whilst also ensuring that the proposed dwellings will achieve compliance with current Building Regulations.

It is considered that the proposal continues to provide a high-quality development on an allocated site that accords with the core parameters outlined in the Hybrid Planning Permission. The development will provide much-needed housing to meet local housing needs in the area, including the provision of a policy-complaint level of affordable housing. Furthermore, the proposal would not give rise to adverse impacts on residential amenity, traffic and parking, flood risk and drainage, ground conditions, or biodiversity and trees in the locality.

The reserved matters application was originally submitted in November 2021 and has been held in abeyance awaiting the resolution of matters on Phase 1. These matters have now been resolved and as such, there is no reason why the application cannot be determined. Persimmon are keen to progress on site as soon as possible and deliver much needed housing for the local community.

It is therefore considered that following the necessary consultation process, the proposed



development can be progressed towards a positive recommendation.

If you require any further information, please do not hesitate to contact me.

Yours sincerely



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