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From: planningcomments@staffsmoorlands.gov.uk
Sent: 26 November 2025 00:52
To: Planning Comments (SMDC)
Subject: Comment Received from Public Access

[REDACTED]

Application Reference No. : SMD/2022/0267 Site Address: Land At Blythe Park Sandon Road Cresswell Staffordshire
Comments by: Cllr Luke EmeryDraycott-in-the-Moors Parish Council
From:

Rookery Crescent
Cresswell
Stoke-on-Trent
Staffordshire

Phone:

[REDACTED]

Submission: Objection

Comments: Good morning, Mr. Phillips,

Thank you for your diligent work managing the application relating to the reserved matters for this application, pursuant to SMD/2018/0789, as part of the proposed development for the land at Blythe Park.

The design of the three-storey apartment buildings, as revised in the November 2024 document titled "CRESSWELL HOUSE TYPE PLANNING DRAWINGS REV-B 25.11.24" and uploaded on 05/02/2025 remains wholly inappropriate for the context of the rural environment. The Strategic Housing Market Assessment (SHMA) notes, in section 7.95, "an over-representation of smaller 1/2 bed apartments could be detrimental to the viability of many proposed developments in the District. As such, a rational, balanced approach needs to be taken using the modelled approach to guide, rather than dictate, the proposed mix of units.". While the applicant is seeking 159 dwellings within the western parcel of the land at Blythe Park, it is clear that this density is not feasible without being detrimental to the character and appearance of the hamlet. Insisting on this current design would impose harm on the community which outweighs the benefit; with the need for one and two bed properties being better addressed by smaller properties which suit the both the needs and aspirations of the local demographics. Section 7.42 of the SHMA makes the point that, "the Practice Guidance also states that any assessment of need should be realistic in taking account the particular nature of that area".

It is already understood that, as a development, this site is not sustainable; a key point in the planning officers reasoning for recommending refusal at the outline stage. It is not clear that the design of these buildings would enhance the sustainability in a way which offsets other requirements of the NPPF in high-quality development.

Please consider this as an objection to the proposed details of this application, SMD/2022/0267.

Many thanks and kind regards,

Luke

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