

DELEGATED DECISION REPORT

SMD/2026/0239
Valid 22/05/2026

**LAND ADJACENT TO THE
HOLLIES WOODSIDE VIEW
OAKAMoor**

**PROPOSED DWELLING
(FULL - MINOR)**

MAIN ISSUES

- Impact on Conservaiton Area
- Impact on Character and Appearance of the Area
- Impact on residential amenity of neighbours

DESCRIPTION OF SITE

The application site is toward the far western end of Churnet View Road. It provides a plot of land between 10 Woodside Cottages, the western end to a row of early 20th Century Cottages on the opposite side of the road to the site, and The Hollies, a recently built semi-detached two storey dwelling at the eastern end of a row of 7 new properties (5 detached, 2 semi-detached). The linear row of seven dwellings adjacent, and to the west of, the application site was constructed under an approval granted in 2018.

Apparently under the same ownership as the developed land to the west, the application site was not included as part of the same scheme and was outside the scope of that permission. It appears from aerial photographs that the land was cleared of vegetation and became used, while the other land was developed, as an area of storage for building materials and equipment. The site is largely covered by a loose stone surface. The site is now enclosed to its front, northern boundary, by temporary Herris fencing and conifer hedge. The rear, southern edge of the site, falls away steeply towards the River Churnet and, at its edge, the land merges with the wild foliage of the riverbank. The western boundary is flanked by the side wall of 'The Hollies' and there is river edge woodland to the east.

Churnet View Road extends to the west of the village of Oakmoor, following the line of the River Churnet to the south and the edge of Carr Wood to the north. Prior to the recent development being carried out, the road and the linear row of housing, terminated at No. 10 Woodside Cottages and the edge of the application site.

The established row of 19th Century and early 20th Century houses on the northern side of Churnet View are predominantly brick built and present a consistent pattern of strong gabled frontages. The new dwellings to the west have to some degree replicated that character – they are brick built with strong gable presentations and have tiled full pitch roofs.

For the purposes of the SMDC Local Plan, Oakmoor is identified at policy SS9 as a 'smaller village' as defined in the settlement hierarchy at policy SS2. The Oakmoor Conservation Area includes much of the village and extends with a peninsula to the

west to include the ribbon development of Churnet View, the river, and the woodland to the south of the riverbank. Smaller villages do not, in the adopted 2020 version of the Local Plan, have defined 'development boundaries'.

PROPOSAL

The application seeks consent for one detached residential dwelling (3-bedroom). The proposed design consists of a square dwelling with a pyramid roof. The garden amenity space to be located to the east of the dwelling, with a two-car tandem drive to the eastern most side of the application site.

The dwelling would occupy a broad square shaped footprint that would occupy much of the depth of the site. The dwelling would be brick built and, the form indicates, make use of cedar panelling, although it is not clear from the drawings where that would be applied. The dwelling would have a large, hipped roof that would rise in a pyramid arrangement to a single point. Front door would be centrally placed with a small, peaked roof porch canopy.

The rear elevation would present a row of full height glazed panels at ground and first floor.

There appears to be a discrepancy or error made on the submitted plans in that the side elevation that would face east is labelled as 'front elevation to road (north)', and the side elevation that would face west toward the neighbour is labelled as 'rear elevation to river (south)'.

The proposal is submitted as a 'self-build' project for the applicant and therefore an exemption from BNG regulations is relied upon.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan (adopted 9th September 2020)

- SS1 Development Principles
- SS2 Settlement Hierarchy
- SS9 Smaller Village Area Strategy
- SS10 Other Rural Areas Area Strategy
- DC1 Design Considerations
- DC2 The Historic Environment
- H1 New Housing Development
- NE1 Biodiversity and Geological Resources
- NE2 Trees, Woodland and Hedgerows
- T1 Development and Sustainable Transport

National Planning Policy Framework

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2015/0161 Outline permission with some matters reserved (except access and layout) for housing development of 7 detached dwellings. APPROVED.

SMD/2018/0195 Reserved matters application in relation to SMD/2015/0161 seeking consent for external appearance of the buildings and the landscaping of the site.
APPROVED.

CONSULTATIONS

Publicity

Site Notice expiry date: 6th July 2026
Neighbour consultation period ends: 6th July 2026
Press Advert: N/A

Public Comments

None

Town / Parish Comments

No response within consultation period

Environmental Health

No response within consultation period

Staffs Wildlife Trust

No response within consultation period

Staffordshire County Council Highways

Conditional

The site is located on a private (unadopted) section of Churnet View Road, approximately 164 metres west of the adopted highway. The surrounding area comprises a small development of relatively modern dwellings, which are set behind a gated access. The site frontage appears to straddle the gate line, with the dwelling itself located within the gated section, whilst the vehicular access serving the parking area is positioned within the open, ungated section of the site.

The adopted section of Churnet View Road is a D classified road (Road No. D1143). This section benefits from a system of street lighting and includes a footway along part of the northeastern side, which terminates at No. 19 Churnet View Road. The unadopted section of Churnet View Road does not provide footways or street lighting. Overall, Churnet View Road primarily serves residential properties. The proposal is for the construction of a 3-bedroom dwelling within land on the southern side of Churnet View Road adjacent to The Hollies.

Access to the site will be off the private section of Churnet View Road.

Drawing 1122-300 Revision A shows parking provision for 2 vehicles and is in accordance with Staffordshire Moorlands Parking Standards which state: Detached/Semi-detached property of up to 3 bedrooms - 2 spaces (2.4 x 4.8m) for residents and visitors within the curtilage of the dwelling.

It is considered the proposal would not have a detrimental impact on the highway. I therefore have no objection to the proposal (application number SMD/2026/0239) subject to the following being conditioned:

The development hereby permitted shall not be brought into use until the parking area has been provided in accordance with the approved plan drawing 1122-300 Revision A. The parking area shall thereafter be retained unobstructed as a parking area for the life of the development.

SMDC Conservation Officer

In summary, the proposed detached dwelling design would appear incongruous within the street scene, and fails to take design reference from the established character of Woodside View and Woodside Cottages on Churnet View Rd. As a result, the proposed dwelling is considered harmful to the character and appearance of the Oakamoor conservation area. In terms of planning policy this is less than substantial harm (NPPF para 215). Therefore, it is recommended that the application be refused in order to preserve the character and appearance of the conservation area in accordance with S72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990.

SMDC Waste Collection

There should be sufficient storage space at each of the proposed dwellings for 3 wheeled bins and a food waste caddy. Bins will need to be presented at the curtilage of the property for collections.

SCC Flood Risk Management

As non-statutory consultees for the Proposed dwelling.

We offer the following comments in good faith:

We note from the new Risk of Surface Water Maps issued by the EA, that Land Adjacent to The Hollies Woodside

View, Oakamoor and its surroundings are at very low yearly chance of surface water flooding and very low yearly

chance of surface water flooding between 2040 and 2060.

Based on our surface water modelling the building is free from surface water now and in future, hence, the nature of the proposals will not result in no significant change to the impermeable area and little change to the surface water runoff generated by the site.

Therefore, the Flood Team have no further comments to offer on this application.

OFFICER COMMENTS**Local Plan Approach to Rural Housing Development**

As defined by the Local Plan settlement hierarchy at policy SS2, the site is to the western extremities of the 'smaller village' of Oakamoor, it has the appearance of a vacant building plot at the end of recent development and forms a gap within otherwise established development.

Local plan policy SS9 is applicable to the 'smaller' villages. Here there is some support in a limited way, for new housing development, including small infill schemes and rural exceptions housing in appropriate locations (all in accordance with Policy H 1).

SS9 requires new development to reflect and enhance each village's special character and heritage by protecting and enhancing the setting and historic character of the village, including heritage assets.

Local Plan Housing policy H1 requires that, generally, all development will be assessed according to the extent to which it provides for high quality, sustainable housing and to which it meets identified housing needs, having regard to the location of the development, the characteristics of the site and the economics of provision. In addition, all housing development should be at the most appropriate density compatible with the site and its location, and with the character of the surrounding area. Outside of the development boundaries, limited infill residential development of an appropriate scale and character will be supported, provided that the development is well related to the existing pattern of development of a smaller village and will not create or extend ribbon development or lead to sporadic pattern of development; in all cases the development will not lead to a prominent intrusion into the countryside or have a significant adverse impact on the character and appearance of the countryside.

However, notwithstanding, the authority cannot demonstrate a 5-year supply of housing land, the development plan policies most important for determining the application shall be considered out of date, and it is paragraph 11 of the NPPF that applies. Planning permission should be granted unless - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

The provision of a single dwelling would make a small contribution to housing supply and there would be some small economic and community benefit associated with the development.

Impact on the significance of the designated heritage asset (Oakamoor Conservation Area)

Local Plan policy SS9 requires new development to reflect and enhance each village's special character and heritage by protecting and enhancing the setting and historic character of the village, including heritage assets.

Local Plan Policy DC 2 'The Historic Environment' states that the Council will conserve and where possible enhance heritage assets, including their setting in a manner appropriate to their significance. This will take into account the desirability of maintaining and enhancing their significance and will ensure that development proposals contribute positively to the character of the built and historic environment.

The NPPF states that in determining applications, local authorities should take account of sustaining and enhancing the significance of heritage assets. Any harm to the significance of a designated heritage asset (from its alteration or destruction, or from development within the setting), should require clear and convincing justification.

Where a proposed development would lead to less than substantial harm to the significance of a designated heritage asset, this should be weighed against the public benefits of the proposal, including securing its optimum viable use.

The conservation area encompasses the village situated on a wooded northern bank of the Churnet Valley. The area has been designated for its industrial origins, with various metalworks historically located along the river. The area is characterised by former industrial buildings and terraced workers housing along the river and more

sporadic and detached larger houses to the southwest, on elevated topography. Typically, buildings are constructed in rendered brick, with some stonework prevalent, and Staffordshire blue tile roofs.

The application seeks consent for one detached residential dwelling (3-bedroom). The proposed design consists of a square dwelling with a pyramid roof. The garden amenity space to be located to the east of the dwelling, with a two-car tandem drive to the eastern most side of the application site.

The existing row of dwellings along Woodside view have a predominantly uniform pattern, with gable front elevation details creating architectural interest to each dwelling. The design pattern of Woodside View successfully complements the established character of Churnet View Road. The architecture along Churnet View Road has a strong gabled character. Nearby no. 1 – 9 Woodside Cottages are distinctly inspired by Voysey's arts and crafts architectural style. The insertion of a pyramid roof at a height of 9.6m, which dominates the design of the proposed dwelling, will appear incongruous within the established street scene. The proposed design will appear inappropriate and is considered harmful to the character and appearance of the street scene and Oakamoor conservation area.

The proposed detached dwelling design would appear incongruous within the street scene, and fails to take design reference from the established character of Woodside View and Woodside Cottages on Churnet View Rd. As a result, the proposed dwelling is considered harmful to the character and appearance of the Oakamoor conservation area. In terms of planning policy this is less than substantial harm (NPPF para 215). Therefore, it is recommended that the application be refused as it fails to preserve the character and appearance of the conservation area in accordance with S72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990.

Impact on the Character and Appearance of the Area

All strands and elements of Local Plan policy converge to provide protection for the character and appearance of the locality and settlement setting through development that relates well to the form and pattern of existing development.

Specifically, SS9 (smaller villages) requires new development to reflect and enhance each village's special character and heritage by protecting and enhancing the setting and historic character of the village, including heritage assets.

Local Plan housing policy H1 states that all housing development should be at the most appropriate density compatible with the site and its location, and with the character of the surrounding area. Outside of the development boundaries, development considered to be infill of an appropriate scale and character will be supported, provided that the development is well related to the existing pattern of development of a smaller village.

Local Plan design policy DC1 requires all development to be well designed and to reinforce local distinctiveness by positively contributing to and complementing the special character and heritage of the area.

The existing row of dwellings along Woodside view have a predominantly uniform pattern, with gable front elevation details creating architectural interest to each dwelling. The design pattern of Woodside View successfully complements the established character of Churnet View Road. The architecture along Churnet View Road has a strong gabled character. Nearby no. 1 – 9 Woodside Cottages are distinctly inspired by Voysey's arts and crafts architectural style.

The proposed dwelling would have an unusually broad square footprint that would appear disproportionately large and poorly spaced on the plot, essentially filling the depth of the site and dominating the plot and the dwellings adjacent.

The dwelling would not incorporate or reflect any of the architectural detailing or shape of the surrounding dwellings that promote continuity and uniformity in their presentation of an established vernacular. The proposed dwelling would have an incongruous roof form that would, with the mass and height of a pyramid hipped roof, fail to relate to the prevailing roofscape of full pitch roofs.

By reason of its design, scale and positioning, the proposed dwelling would appear incongruous, obtrusive and poorly related to the surrounding built environment.

In all these regards there would be conflict with policies SS9, H1, DC1, and DC2 of the SMDC Local Plan 2020 and the terms of the NPPF.

Impact on the Amenity of the Adjacent neighbour

Local Plan Policy DC1 requires that development protects the amenity of the area, including creation of healthy active environments and residential amenity, in terms of satisfactory daylight, visual impact, sunlight, outlook, privacy, soft landscaping as well as noise, odour and light pollution.

The width of the side wall facing the adjacent neighbour to the west would be broad and essentially fill the depth of the site. The dwelling would be set back in the plot, staggered to the rear of the adjacent dwelling so that its side wall would flank the whole of the neighbour's rear garden. The set back would result from a curvature in the road and an effort to provide some relief from the carriageway edge.

While the side wall of the proposed dwelling would project some 6m beyond the rear wall of the adjacent dwelling, the centre of the neighbour's adjacent patio window would appear to be around 8m from the side wall. This would mean that a 45-degree horizontal sight line taken from the centre of that patio window would not be obstructed and there would be no breach of the Council's Space About Dwellings guidance in those regards. It is also of note that the side elevation would include only two small bathroom windows, and so the neighbour's garden would not be overlooked

However, nevertheless, a large two storey elevation with significant roof height and mass would flank the majority of the neighbour's garden. It would limit outlook and sense of space from within the property, appear very obtrusive and overbearing, and overshadow to the extent it would limit and block morning sunlight.

There would be an unacceptable impact on the neighbour's living conditions and amenity in those regards and conflict with policy DC1 of the Local Plan.

CONCLUSION / PLANNING BALANCE

The Local Planning Authority cannot demonstrate a five-year supply of deliverable housing sites. The provision of a single dwelling would make a small contribution to housing supply and there would be some small economic and community benefit associated with the development in those regards. The development would also occupy a gap between development within a smaller village, where, in principle, there would be support for such development.

However, it is considered that the design, scale and position of the proposed dwelling would relate poorly to the surrounding built environment and appear as a prominent and obtrusive intrusion within that context.

In those regards, the application of the policies in the NPPF that protect an area of particular importance, the setting of Oakamoor Conservation Area, a designated heritage asset, provide a strong reason for refusing the development; and, harm to the character and appearance of the area and an adverse impact on the neighbour's amenity and living conditions would be adverse. These adverse impacts would significantly and demonstrably outweigh the benefits that would be associated with the development.

There would be conflict with policies SS9, H1, DC1, and DC2 of the SMDC Local Plan and the terms of the NPPF.

OFFICER RECOMMENDATION : REFUSE

Case Officer: Ben Hurst

Recommendation Date: 17/07/2026

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council