



Staffordshire County Council
Town and Country Planning Act 1990
Development Management Procedure Order 2015

To: Staffordshire Moorlands
 Staffordshire Moorlands District Council
 Moorlands House
 Stockwell Street
 Leek
 ST13 6HQ

Application Type: FULL

Applicant:
 Keepmoat Homes Limited

Officer: David Plant

Our Reference: SMD20260188

District Reference: SMD/2026/0188

Date Received: 26-May-2026

Date Responded: 22-Jul-2026

Particulars of Development:

Full planning application for residential development including public open space, landscaping and associated infrastructure works

Location of Development:

LAND AT AUGUSTUS WAY, CHEADLE

Recommendation Summary: Conditional

Site Visit Conducted on: 03-Jun-2026

1. Before the proposed development is brought into use, details of the pedestrian connection to Thorley Drive via recreation ground (noted as potential on drawing PL01 C shall be first submitted to and approved in writing by the Local Planning Authority. The pedestrian connection shall thereafter be provided in accordance with the approved details are retained open for use by pedestrians at all times for the life of the development.
2. The development hereby permitted shall not be brought into use until details of the 2.0mx33m visibility splays at the junction with the access road constructed for phase 1 have been submitted to and approved in writing by the Local Planning Authority. The visibility splay shall thereafter be kept free of all obstructions to visibility over a height of 600 mm above the adjacent carriageway level and be provided in accordance with the approved plan prior to the development being brought into use.
3. The development hereby permitted shall not be brought into use until details of the 2.0mx33m visibility splays at all internal junctions have been submitted to and approved in writing by the Local Planning Authority. The visibility splays shall thereafter be kept free of all obstructions to visibility over a height of 600 mm above the adjacent carriageway level and be provided in accordance with the approved plan prior to the development being brought into use.
4. The development hereby permitted shall not be brought into use until the parking and turning areas have been provided in accordance with the approved plans. The parking and turning areas shall thereafter be retained unobstructed as parking and turning areas for the life of the development.
5. Any garages shall be retained for the parking of private vehicles and cycles. They shall not at any time be converted to living accommodation without the written approval of the Local Planning Authority.
6. No part of the development permitted by this consent shall be occupied until a revised Travel Plan to include amendments detailed below has been submitted to and approved in writing by the Local Planning Authority. The agreed Travel Plan shall thereafter be appended to the S106.

REASONS

ALL to comply with NPPF Paragraph 115, 116; to comply with SMDC Local Plan Policy DC1; in the interests of highway safety

1 To comply with SMDC Local Plan Policy T1 and T2; to improve facilities for pedestrians; to encourage alternative modes of transport.

2, 3 To provide adequate safe visibility at each junction in the interests of highway safety.

IMPORTANT INFORMATIVES TO BE INCLUDED ON DECISION NOTICE

This estate road and drainage layout will require Technical Approval under Section 7 of the Staffordshire Act 1983 and will require an agreement under Section 38 of the Highways Act 1980 if it is to be adopted as 'highway maintainable at public expense'. There are detailed issues that need to be approved in order to achieve technical approval under that process and the developer should be advised to contact Staffordshire County Council to ensure that approvals and agreements are secured before commencement of works. The obtaining of planning permission for this design/layout will not be considered as a reason to relax the required technical standards for the adoption of the road and drainage and any changes may necessitate the submission of further planning applications. If the road is to be private then the residents should be advised that they may be taking on the responsibilities and liabilities of the highway authority with regards to maintenance, snow clearance etc and are advised to take advice on public liability insurance against claims associated with those responsibilities. Please see <https://www.staffordshire.gov.uk/Highways/highwayscontrol/HighwaysWorkAgreements.aspx> and contact Staffordshire County Council at road.adoptions@staffordshire.gov.uk to ensure that approvals and exemptions are secured before commencement of works.

This recommendation is issued on the understanding that the developer enters into a S106 agreement to provide:

£47495.00 towards works identified in the Staffordshire Moorlands Transport Strategy, particularly footway upgrades on routes from the site to the town centre (dropped kerbs/resurfacing/crossing points), upgrade of the rights of way footpaths that link to the site.

£31200 for bus stop upgrades to the stop on Thorley Drive to include raised platform, covered bus shelter and RTPI

£7000 to provide dropped crossings and tactile paving between the site and the upgraded bus stop to cross Thorley Drive

£6000 for travel plan sum

£5000 for School Travel Plan Sum for work carried out by SCC School Travel Advisors at the new/expanded school to develop and implement its School Travel Plan.

(the £47495 was include in the outline approval for SMD/2020/0502)

NOTES TO PLANNING OFFICER

Application is for a residential development of up to 135 dwellings (including part of the site which has outline approval for up to 40 dwellings and which is currently subject to reserved matters application SMD/2026/0177)

Phase 1 of the Thorley Drive development appears complete.

Transport Assessment has been submitted which includes assessments of the Tape Street/Ashbourne Road mini roundabout junction and Tape Street/Well Street/Chapel Street Roundabout.

Assessment shows that the Tape Street/Ashbourne Road mini roundabout operates at a maximum base RFC of 0.85 in the AM peak, rising to 0.86 with the development flows. An increase of 0.01 in RFC and an increase in queue length of 1 vehicle cannot be considered severe.

Tape Street/Well Street/Chapel Street roundabout operates at a maximum base RFC of 0.93 in the PM peak rising to 0.94 with the development flows. While this is beyond the practical capacity of the junction,

this is the case with or without the development. An increase of 0.01 in RFC and an increase in queue length of 1 vehicle cannot be considered severe.

Site is an extension of an existing residential area and a previous residential development. Footways are available between the site and Cheadle town centre, including routes remote from the carriageway as described in the TA.

There is a connection described on the drawing as 'potential'. This would be extremely useful for pedestrian connectivity and should be provided - condition recommended above.

There is a nearby bus stop which is to be upgraded under S106.

Site can be considered to be in a sustainable location.

A Travel Plan has been submitted. Additions and amendments are required to it for it to be acceptable to SCC Smartr Travel. - The Residential Travel Plan is light on measures, a commitment to offering residents active travel vouchers and free bus taster tickets would be an appropriate addition. Regular active travel newsletters should be provided to residents to ensure ongoing promotion of the Travel Plan. Measures should also be included that relate to promoting active travel for the journey to school – collaboration with the expanded/new school on promoting initiatives being implemented, e.g. walking bus/park and stride.

These alterations should be carried out and the revised Travel Plan agreed and appended to the S106, for the avoidance of doubt.

Current records show that there were no Personal Injury Collisions on Ashbourne Road within 50m either side of the overall development access in the previous five years.

Assistant Director, Highways and the Built County
On behalf of the County Council as
Highway Authority