

**HOPE AND ANCHOR  
CELLARHEAD,  
STAFFORDSHIRE  
ST9 0DH,**



**DESIGN AND ACCESS  
STATEMENT**

In support of a Full Planning Application  
submitted in September 2013



Fig 1. Existing Hope and Anchor Pub car park

## INTRODUCTION

This design and access statement has been prepared on behalf of Ascent Housing Limited to support a full planning application proposing 22 new dwellings for rent and sale on a proportion of a former pub car park in Cellarhead, Staffordshire. Ascent Housing is a joint venture company formed between Harvest Housing Group, known locally as Moorlands Housing, and Staffordshire Moorlands District Council (SMDC). Moorlands Housing are a key local housing provider and manage properties in the surrounding area. Ascent have been formed as the delivery company with SMDC and aspires to develop approximately 400 new affordable homes over the next three years on sites across Leek, Biddulph and rural North Staffordshire.

**This statement should be read in conjunction with the planning statement prepared by KNIGHTS LLP, as well as the detailed planning application drawings and its accompanying documents:**

### **Tree Survey**

Prepared by TEP

### **Ecological Assessment**

Prepared by TEP

### **Ground Investigation and Risk Report**

Prepared by Betts Consulting.



Fig 2. Hope and Anchor Pub (currently closed)



Fig 3. Corner of A52 and Leek Road opposite the site

## BACKGROUND

The site is located approximately 8 km to the East of Stoke-on-Trent and 10 km South of Leek, at the crossroad between the A52 and Leek Road (A520), with an area of 0.49 hectares.

The site itself was formerly an extensive car park for the Hope and Anchor Pub, which has ceased trading many years ago. The car park is now overgrown and closed to public access. Our modest development proposal is to be constructed on part of the Car park while retaining ample parking provision for any future operator of the existing Public House/Restaurant. Vehicular access is provided via the existing access off the A52 Kingsley Road the retained car parking is accessed via the existing access off the A520 Leek Road.

## PLANNING HISTORY

A earlier development application was submitted in July 2013 for 28 units on the site application no 13/00707/FUL this application was subsequently withdrawn. In preparation of this planning application detailed meetings and pre-application advice has been provided by Mike Green and Robin Forrester of SMDC and comments have been taken on-board and integrated into the submission. The site does not form part of a



Fig 4. Aerial plan of the site.





Fig 5. Werrington shops (20 minute walk)

## USE

conservation area, however the adjacent 18th century Hope and Anchor Pub is Grade II listed (entry number 1281184) and the proposal has been carefully designed to compliment and respect this context. The Public House currently has an Listed Building Application submitted with SMDC and this is well advanced.

## LOCATION

Cellarhead is located to the Eastern edge of Werrington and is approximately 8 km to the East of Stoke-on-Trent. National vehicular links are provided by the M6 motorway which is 16 km to the East, as well as local links to the surrounding areas via the immediate A52, A520 (Leek Road) and the A50. Cellarhead itself has a population of under one thousand people, with the adjoining Werrington area taking this figure into several thousands. The site is located in the very North-west corner of SMDC's designated green belt. While this is a point of fact it needs to be carefully considered and balanced. This site is technically previously developed land.

## PUBLIC TRANSPORT

Despite being relatively rural, the site is well served by public transport links. The number 16 bus runs regularly from Stoke-on-Trent, through Cellarhead and on to Leek. This provides



Fig 6. Diagram of surrounding area.



*Gable roofs and chimneys*



*Tall and thin window proportions*



*Black banding to base of render*



*Mixture of cream render and red brick*

*Fig 7. Characteristics of local context*

## USE

access to rail links from Stoke, as well as additional stations in Blythe Bridge and Longton.

## ACCESS AROUND LOCAL AREA

Moorside High School is a two minute walk away from the site, with Werrington Primary School a twenty five minute walk (2 km) away. The centre of Werrington, a 20 minute walk (1.5 km) away, provides a wide range of amenities such as a Doctor's surgery, public house, library, hardware shop, butcher, post office, hair salon and grocery shops. These established community facilities result in the proposal being easily integrated in the area; all are accessible via existing pedestrian and vehicular links.

## LOCAL CONTEXT

The site's local context consists of the 18th century Hope and Anchor Pub, as well as further buildings at the crossroads that are most likely 19th century. Diagonally opposite the site, on the other side of the crossroads, a housing estate was built in the 1970s. Further housing was built along Cellarhead Road in Werrington also. This estate comprises predominantly of semi-detached and detached houses as well as short terraces on the crossroad itself. The majority of these properties are owner occupiers.

The site slopes downwards from the South-east corner to the Hope and Anchor Pub in the North-west corner. A raised level plain is situated along the Leek Road entrance, which formed part of the large car park. As previously mentioned, the existing entrance on the Kingsley Road is to be retained for the proposed scheme.

There are several trees that run along the eastern edge of the site, which will be retained where possible as part of the proposals. A new landscaping scheme will be introduced, to compliment the proposed development.

The characteristics of the immediate buildings have been considered in the development of the new housing proposal. Details such as chimneys, gable roofs and window proportions

## AMOUNT

are utilised, as well as using complimentary materials of brick, render and black skirting courses to bases of render dwellings.

In terms of the social context, the local area will benefit from the delivery of new affordable housing to meet local needs, providing a mixture of one, two and three bedroom properties. Of these homes, the housing has private gardens and the apartments have a communal garden.

The proposed development of 22 units across a site area of 0.49 hectare gives a density of 44 units per hectare. This results in a density that is appropriate to the location; respecting the context by following their housing patterns, utilising semi-detached and terraced units.

Provision of two bedroom four person and three bedroom five person houses gives a mixture of unit types across the site. Additionally, one bedroom two person apartments increase this



Fig 8. Proposed site layout.





Fig 9. Access point off Kingsley Road

## LAYOUT

diversity. All of the proposed units are two storey in height, matching the scale of those in the surrounding area.

These new dwellings replace the existing car park and utilise it's existing access points. The proposal will bring income to the area, as residents will be able to support local businesses and amenities.



Fig 10. Access point off Leek Road.

The layout of the site has been carefully designed to address the immediate context. Dwellings along Kingsley Road have fenestration to the gables addressing the road. Particular attention has been paid to these units by adding gabled frontages, bringing character to this site entrance.

The housing on Kingsley Road promotes supervision to frontages and prevents housing from turning its back on the context. Shared surfaces have been designed to the frontages to prevent dominance of car parking in the street scene, as well as encouraging vehicles to reduce their speed taking into account pedestrian movement. Existing trees along boundaries to the East of the site, as well as the Western edge backing on to existing housing, will be utilised to soften the boundaries at these site edges.



Fig 11. Visualisation of entrance off Kingsley Road



*Fig 12. Existing two storey buildings climbing the slope of the site*

## SCALE

A landscape buffer zone has been created between the development and the car park so that the car parking area does not dominate the street scene. This enables views to the listed pub to be retained, of which the character and scale is acknowledged in the proposed design.

Utilising the existing entrance point on the site will ensure safety, as no additional pressure is being placed on the road and pedestrian networks.



*Fig 13. Visualisation of two storey houses*



*Fig 14. Aerial View of Proposed Site*





*Fig 15. Development in Frodsham utilising shared surfaces.*

## LANDSCAPING

The scale of the development is designed to match that of the surrounding context. Therefore, all of the units are two storey with dual pitched roofs. This includes the apartments, which are also two storeys in height.

Please see drawing L05A for site sections showing the proposed scheme in relation to the immediate context, as well as the coloured street visuals shown below.

The principles of the scheme is to provide private gardens to the rear of each house, and open access to the front. Manual for street principles are used for the development, with shared surfaces with material changes delineating public and private ownership. This arrangement provides interest in the street scene and minimises the amount of hard landscaping required; complimenting the rural setting of the scheme. As previously stated, this encourages pedestrian activity to the front of dwellings and encourages vehicles to slow down within the site. Additionally, the arrangement promotes natural surveillance of the areas in front of houses.

In addition to the visualisations shown of the proposal, this is demonstrated in the images to the left of other successful schemes by the practice.

A full landscaping scheme and strategy has been submitted for the proposal by our landscape architects at TEP, which can be found in the accompanying documents.



## APPEARANCE

### USING

Our scheme demonstrates good quality design and is of a scale which is appropriate for its context, using materials which are sympathetic to adjacent buildings.



Fig 16. Inspiration from local context.

John McCall Architects have produced this proposal based on specific requirements of Ascent Housing who will manage the properties for affordable rent. The general desire is to provide a high-quality living environment and reflects the distinctive characteristics of the area. The proposed dwellings, based on our client's current requirements, are :

#### Rent:

- 6 x one bedroom two person apartments
- 3 x two bedroom four person houses
- 3 x three bedroom five person houses

#### Shared ownership:

- 2 x two bedroom four person houses
- 3 x three bedroom five person houses

#### Sale:

- 3 x two bedroom four person houses
- 2 x three bedroom five person houses

The houses themselves are based on a traditional layout with front gardens and private rear gardens. A simple rectangular plan and dual pitched roof characterises the main volume of the houses. Projecting canopies to the front will form an entrance and give the scheme a distinctive character.



Fig 17. Proposed housetypes informed by local context



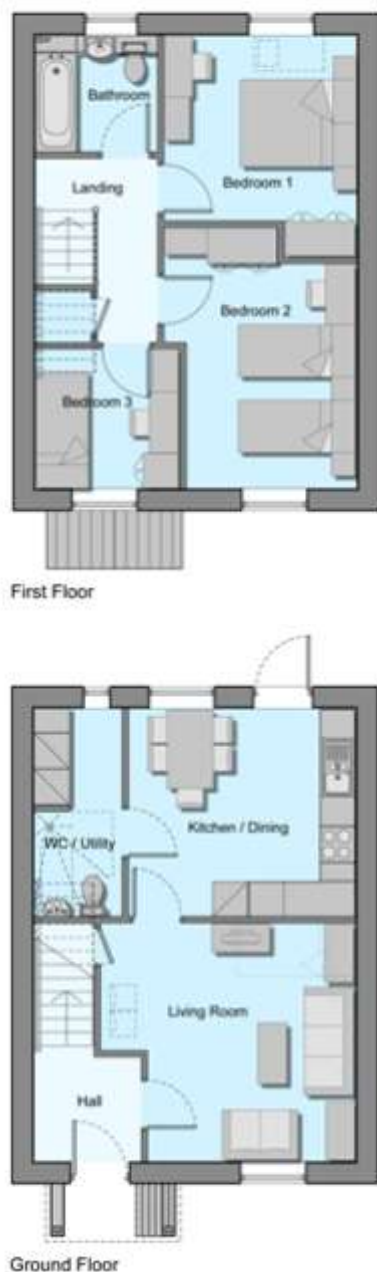


Fig 18. 3B5P house plans

## APPEARANCE

These features have been carefully considered in relation to the surrounding buildings. Therefore features such as gable roofs, chimneys, window proportions, black skirting and cill details are designed to reflect these characteristics.

The homes are predominantly dual aspect and laid out perpendicular to the existing dwellings so that window positions do not facilitate overlooking of the existing properties.

Gardens are single aspect and will be screened from the adjacent properties to prevent overlooking.

The proposed dwellings will be designed to meet level 3 of the Code for Sustainable homes and incorporate brickwork masonry facades, tiled roofs and rendered features of high-standard detailing. The aim is to provide robust, durable and low maintenance homes.

## MATERIALITY

The materials proposed have been chosen to sit comfortably within the location while allowing the scheme to have its own sense of identity and modernity. The selected palette should provide a balance between a contemporary solution and a scheme that is in keeping with its surroundings.

Externally we propose to use 'traditional' materials including: red brick or cream render facades, black brick skirting courses and small format tiled roofs. This common palette of materials, colours and features similar to that of neighbouring properties has been incorporated into the design of each house type. This provides a coherent integrated appearance and sense of identity to the development.

## BOUNDARY TREATMENT

Open shared surfaces will be utilised to the front of properties as previously discussed. Changes in material combined with soft landscaping will ensure delineation between public and private spaces is clear.





First Floor



Ground Floor

Fig 19. 2B4P house plans



Apartment Type A

Fig 20. 1B2P apartment plans



Apartment Type B

## ACCESS

The boundaries to rear gardens at the edge of the site will comprise of a mixture of 1.8m close boarded timber fences, existing landscape and new hedging providing a safe and secure environment. This will be softened with new landscaping as indicated on the TEP landscape drawing.

## POLICY

As part of the requirement to comply with the Building Regulations, Code for Sustainable Homes and Building for Life, the intention is that all units are accessible by persons of varying abilities in a high quality environment.

## ACCESS TO AND WITHIN DWELLINGS

The proposed scheme provides car parking for 28 spaces across the site. Sufficient car park spaces has been retained next to the Hope and Anchor Pub, to serve the property should it come back into use. Vehicular access has been carefully designed using the existing road junction on Kingsley Road the A52.

All external footpaths will be at least 1000mm wide and any required external ramp be of a maximum gradient of 1 in 12. Level access areas 1200mm x 1200mm will be provided to all entrances of the proposed dwellings.

Shared surfaces between vehicles and pedestrians have been designed into the scheme, to encourage lower traffic speeds and promote pedestrian priority. This also helps to lesson the impact of 200% car parking, which was required by the local highways department in part due to the rural context of the site.

The proposed new dwellings will be designed to Lifetime Homes standards and will therefore be adaptable if required to incorporate

changing needs of the residents. The dwellings will meet Level 3 of Code for Sustainable Homes as well as Secured by Design standards.

## **KEY DEVELOPMENT CONSIDERATIONS**

The Hope and Anchor should be considered in its context as a previously developed Brownfield Site within the context of its greenbelt location. This Brownfield site is in dire need of redevelopment and is arguably a less damaging proposal on the environment than a greenfield site at Caverswall.

The scheme will crucially allow the funding revenue to bring the listed pub back into a good watertight condition which will make the building a more attractive commercial proposition for potential operators as a pub or restaurant. This will not only provide a community resource but potentially provide local employment opportunities.

There is a recognised need for affordable housing in the local parish's of Caverswall, Cookshill and Dilhorne all of these locations are within the greenbelt. As we have demonstrated within the sequential test of sites the Hope and Anchor is the best location to provide the affordable housing as it is close to a well served bus route, shops, schools and other community services.

This modest development proposal of 22 units of which 17 are affordable dwellings is of an appropriate scale in terms of Werrington/Cellarhead and should be considered as natural organic growth, rather than a significant urban extension of the area it also importantly recycles what is an already developed site which is currently unattractive.

This proposal is real and deliverable and not speculative as Ascent are committed to providing local affordable housing for local people within the SMDC area and building work would be commenced within months and completed within a year.

## CONCLUSION

In developing this proposal, we believe that we have taken on board the council's aspirations with regards to:

- sustainable development objectives,
- national planning policy guidance,
- regional planning policy guidance,
- social, economic and environmental considerations.
- Rural Housing provision.

We also believe that the proposed scheme will provide an intervention of high quality, which will complement the existing surroundings and satisfy a key theme of Staffordshire Moorlands Council in the promotion of a cohesive and sustainable community.



