

# Welcome... from Lone Star Land

Welcome... and thank you for attending our exhibition for the proposed residential development at land off Cherrybrook Drive, Penkridge.

Lone Star Land (LSL) are pleased to present proposals to the local community of Penkridge and we look forward to receiving your comments.

LSL are land promoters who are currently working on behalf of the landowners to bring forward proposals that address the current housing need within South Staffordshire District. Once planning permission is obtained for the residential development of the site, the landowner will sell the site on to a future developer/housebuilder.

There is currently an identified shortfall in housing supply within South Staffordshire. Penkridge is defined as a 'Main Service Village' within the adopted South Staffordshire Core Strategy due to its wide range of services facilities and public transport infrastructure, and as such is considered to be one of the most sustainable locations for new housing development within the District. The Site has been identified by South Staffordshire Council as a reserve housing site since 1996.

Please give us your views as they can help to shape the final plans. We are here to answer any questions that you might have and to listen to your feedback.



Site development constraints

## The Development Proposals

It is proposed to construct up to 110 new dwellings and the draft Masterplan shows how this number of homes could be accommodated.

Public open space is incorporated into the development proposals, both along the length of the eastern part of the site and in the area adjoining the Canal and existing residential properties to the south west. This equates to 1.3 hectares.

The Site will have a single access point, via Kentmere Close.

Car parking provision within the development will be in full accordance with South Staffordshire's adopted standards to ensure that there is no overspill parking on the surrounding roads.

A footpath is to be provided to the north of the site as part of the proposals, linking to development site to the existing 'Broom Bridge' crossing the canal. This will provide a direct pedestrian link from the development to Penkridge Middle School, and will also improve west to east accessibility within the village as a whole.



LONE STAR LAND

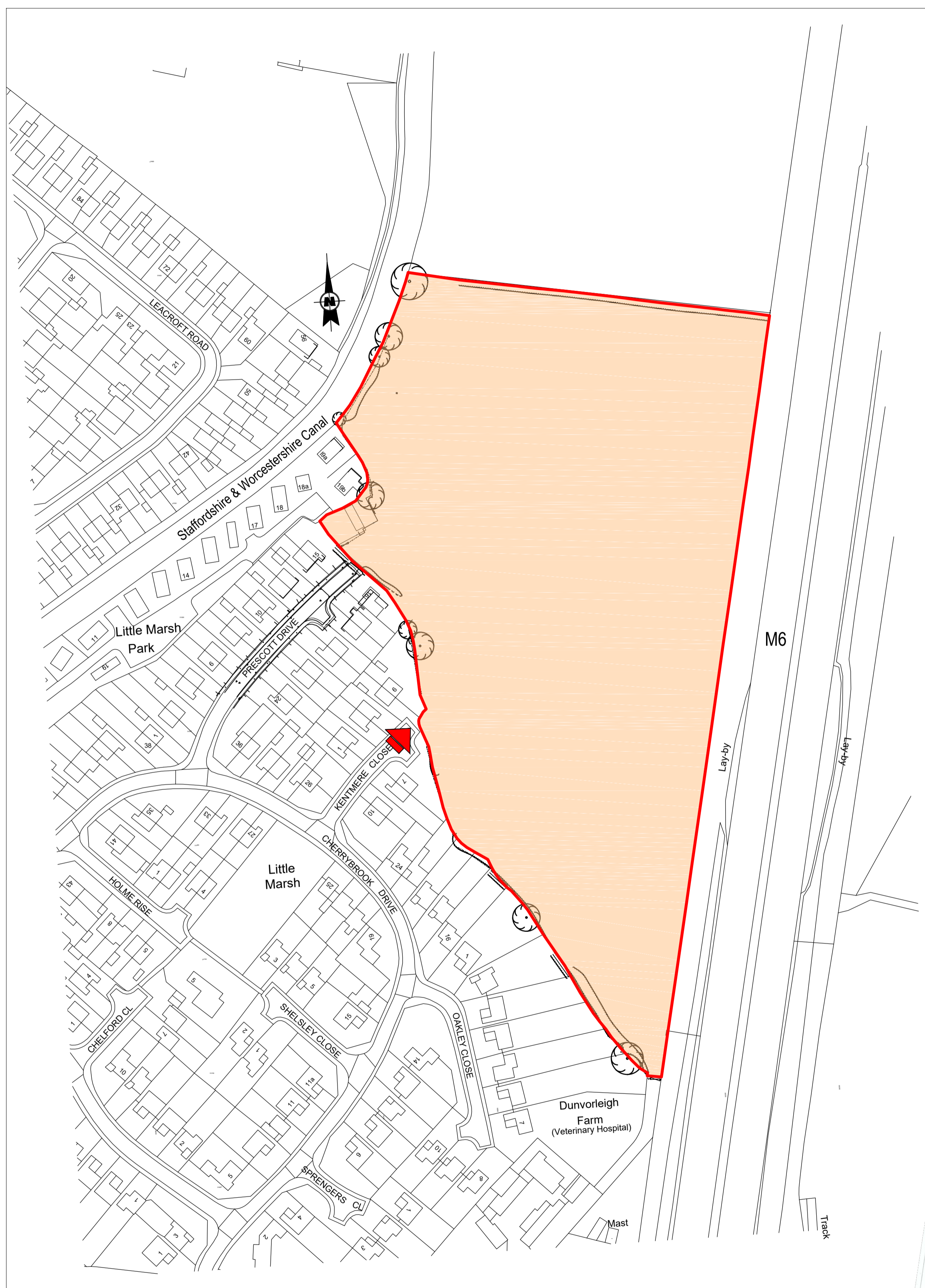
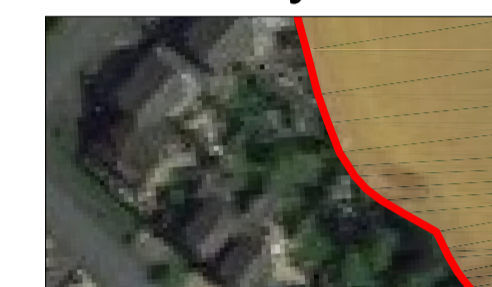
## The Site

The site is 4.2 hectares of agricultural land which lies to the north/north west of the existing residential development focused around Cherrybrook Drive. It is immediately adjacent to properties on Prescott Drive, Kentmere Close and Oakley Close.

The M6 Motorway runs along the eastern boundary of the site, and the Staffordshire and Worcestershire Canal adjoins the western site boundary.

The site is enclosed on three sides by existing built development in the form of housing, the M6 Motorway and the canal, this provides a logical extension to the village. A residential development in this location is within walking distance of the villages amenities and facilities, and is also well connected to public transport infrastructure.

Application Boundary



Location Plan Scale 1:1250



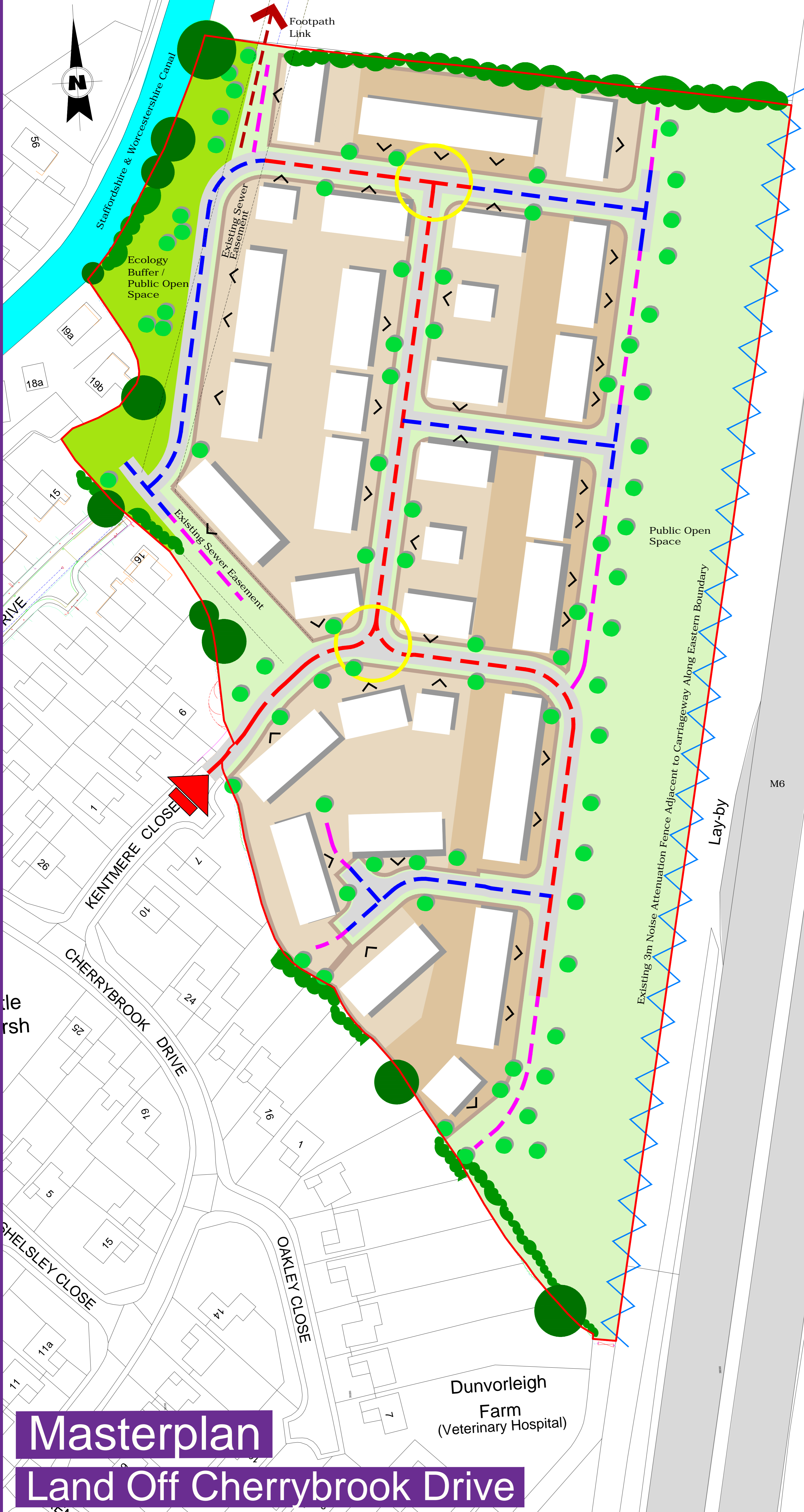
Location Plan Scale 1:2500

# Location Plan

# Land Off Cherrybrook Drive

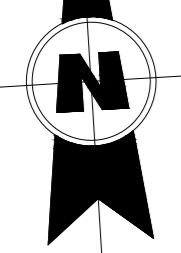


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KEY	
	Application Site Boundary
	Residential Area - medium density
	Residential Area - low density
	Residential Frontage
	Vehicular Access Points
	Primary Street
	Secondary Street
	Shared Private Drive
	Focal Areas
	Footpath Links
	Ecology Buffer / Puplic Open Space
	Puplic Open Space
	Existing Trees / Hedgerow
	Proposed Trees
	Potential Noise
	Staffordshire & Woresestershire Canal (Conservation Area)
	Existing Sewer Easement

# Masterplan Land Off Cherrybrook Drive



95  
19a  
18a  
19b  
15  
91  
6  
1  
26  
CHERRYBROOK DRIVE  
24  
25  
10  
16  
1  
5  
15  
10  
11a  
11  
14  
7

Footpath Link

Staffordshire & Worcestershire Canal

Ecology Buffer / Puplic Open Space

Existing Sewer Easement

Existing Sewer Easement

Existing 3m Noise Attenuation Fence Adjacent to Carriageway Along Eastern Boundary

Lay-by

M6

M6

Lay-by

Dunvorleigh Farm (Veterinary Hospital)

# Planning Context

## Planning Designations

The Site is located outside but adjacent to the settlement boundary of Penkridge, and has been allocated as a reserve housing site by South Staffordshire Council since 1996. It is also adjacent to the Staffordshire and Worcestershire Canal Conservation Area.

The Site is not covered by any other statutory or planning designations, there are no habitats of ecological significance affected by the development and it falls within flood zone 1 (lowest probability of flooding).

The planning application to be submitted in February 2018 will include relevant studies to support the proposed development, including:

- Transport Assessment and Travel Plan
- Acoustic Report
- Air Quality Assessment
- Heritage Assessment
- Landscape and Visual Impact Assessment
- Flood Risk Assessment/Drainage Strategy
- Affordable Housing Statement
- Ecological Appraisal

A draft Section 106 agreement will also be submitted with the planning application, containing contributions towards affordable housing, education, healthcare, open space, highways, and other community facilities.



The site is bounded by hedgerows which will be retained where possible

## Planning Policy Context

The Government continues to emphasize housing delivery as a central priority, a position reinforced by the recent Housing White Paper published in September 2017. This focusses on building houses to meet identified need within the country as a whole.

The National Planning Policy Framework (NPPF) seeks to “boost significantly the supply of housing” as one of its main aims (Paragraph 47). This places certain requirements on local planning authorities to ensure that their Local Plans meet the full, objectively assessed need for market and affordable housing in the housing market area, and to identify five years’ worth of deliverable housing land against their requirements.

It is acknowledged by the Council that the housing requirement figures contained within the adopted Core Strategy are outdated, as they are not based on the methodology of identifying full, objectively assessed needs required by the NPPF.

Based on more up to date assessment of housing need completed in March 2017, the Council does not currently have sufficient land to meet five years’ worth of housing against its needs. As a result, and in accordance with national policy, the Council’s own housing policies are not ‘up-to-date’.

The Site has been allocated as ‘Safeguarded Land’ for future residential development since the adoption of the previous South Staffordshire Local Plan in 1996. This removed the land from the Green Belt for the purpose of meeting future housing needs in the District, when the need arose.

The proposed development will bring forward a site which has been safeguarded for residential development for more than 20 years, to contribute towards the Council’s current housing supply deficit.

### Thank you for taking the time to view our proposals

Your comments and suggestions will be taken into consideration when formulating the final planning application submission.

All your comments and feedback will be provided to South Staffordshire Council as part of the planning application.

### How do I comment?

Please fill in the questionnaire /comments forms available and leave with a representative.

Alternatively, please take your time and e-mail your comments to: [janet.rowley@wyg.com](mailto:janet.rowley@wyg.com)

or return by post to

**WYG, 3rd Floor, 54 Hagley Road, Birmingham, B16 8PE**