





Cannock Chase AONB Design Guide

Part 1: Overview of Cannock Chase AONB
July 2020

'Special and Connected'

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Introduction

INTRODUCTION

The Cannock Chase Area of Outstanding Natural Beauty (AONB) covers an area of 68 sq kms within Staffordshire. It was designated in 1958 with the primary purpose of conserving and enhancing its natural beauty.

Like all AONBs, Cannock Chase is a living and working landscape. To meet local needs there will be a continuing demand for new development and alterations to existing buildings in, and in proximity to, the protected area. Buildings form an integral part of the landscape in terms of their siting, historical importance and cultural associations, strength of local vernacular, use of materials and boundary treatments.

The AONB Management Plan 2019-24 emphasises the importance of maintaining the quality and distinctiveness of the landscape character of Cannock Chase. It calls for new development to be of the highest quality befitting one of the nation's finest landscapes, and for unsuitable new development to be resisted. The Plan has been prepared by the AONB Partnership, which includes its 5 constituent local authorities (Staffordshire County Council, Cannock Chase Council, Lichfield District Council, South Staffordshire Borough Council, and Stafford Borough Council), and is a material consideration.

This Design Guide has been prepared in response to the policies and actions contained within the Management Plan. It aims to promote good practice and encourage future building development that is landscape-led, does not detract from the natural beauty of the AONB, and enhances the local character. The Design Guide also highlights those landscapes that are particularly sensitive to new development. It identifies where certain types and styles of development may not be appropriate as they would not assimilate into the landscape in a way that would be consistent with the nationally designated status of the AONB.



The landscape setting of Brocton

DISTINCTIVE CHARACTER OF CANNOCK CHASE AONB

Cannock Chase AONB consists of a generally open landscape which lies between the urban areas of Cannock to the south and Rugeley to the north east with Stafford further to the north west. The smallest inland AONB, the area has a unique and diverse landscape character. There are extensive areas of forest with open heathlands and panoramic views from the plateau, which contrast with the enclosed woodlands, plantations and small valleys which follow watercourses down to the more lowland areas. These more peripheral areas contain arable and pastoral farmlands with coalfields and restored extraction areas towards the south. There are also a number of large estates which include Shugborough in the north, Hatherton in the south west and Beaudesert in the south east. These feature large houses, historic farmsteads and formal gardens.

The AONB Management Plan states:

"Whilst it is the smallest inland AONB in the UK, its influence, reputation and reach stretch far beyond the boundary. Sitting in the densely populated West Midlands, the natural beauty of the AONB sits at the heart of the area connecting landscapes, natural processes, habitats, history, culture and communities to it" (Cannock Chase AONB Management Plan 2019-2024 para. 2.2)

The Management Plan identifies six factors contributing to natural beauty which include Landscape quality, Scenic quality, Relative wildness, Relative tranquillity, Natural heritage features and Cultural heritage.

A detailed landscape character assessment of Cannock Chase District was published in November 2016. A review of the landscape character of the AONB was commissioned by the AONB Partnership and carried out in August 2017. The 2017 character assessment review identified 9 different landscape types for the Chase with urban areas also identified. The greatest extent of the AONB is identified as Forest Heathlands which consist of an elevated landform with a mix of woodlands and heathlands, straight roads and areas of plantation.

PURPOSE OF THE DOCUMENT

This Design Guide has been produced to promote awareness and understanding of the AONB's unique character and sense of place, with the aim of protecting and enhancing the area through encouraging high quality design that is led by, and respects the area's distinctive character.

An analysis of the AONB's built character, the setting of buildings, the key characteristics of local settlements and their relationship with the landscapes of Cannock Chase is provided. These, in turn, inform the guidance, which aims to inspire and encourage design that responds to and respects that unique character. It also outlines how development can make a positive contribution to conserve and enhance the AONB landscape and its natural beauty.

The document helps to deliver the strategic objectives and Landscape Policies within the AONB Management Plan 2019 -2024, as follows:

Strategic Landscape Objective:

- Maintain the quality and distinctiveness of the AONB's landscape character; and
- Enhance the setting of the Chase within its wider urban and rural landscape

Landscape Policies:

"LCP1: Development proposals within the AONB should be of high quality design and environmental standards, respecting local distinctiveness, be complementary in form and scale with their surroundings and should take opportunities to enhance their setting and minimise their carbon footprint and negative impacts on the local environment.

LCP8: Development and land management proposals in the area, which by virtue of their nature, size, scale, siting, materials or design can be considered to have a negative impact on the natural beauty and special qualities of Cannock Chase AONB, should be resisted.

LCP9: In the immediate vicinity of the AONB the character of the public realm (eg landscaping around roads and buildings, public lighting and signage) should be designed and maintained so that it reinforces and complements the landscape character and quality of the Chase and provides a welcoming experience for those entering the AONB."

WHO IS IT FOR

The Design Guide is intended for anyone proposing new development as well as those preparing local plans and other community planning guidance that has the potential to affect Cannock Chase AONB. This includes development within and on the immediate fringes of the AONB which has the potential to affect the setting of the designated area and views into and from the AONB. The guide provides advice on best practice which is useful to anyone proposing alterations to their property who wishes to help conserve and enhance the AONB's special unique character. The audience therefore includes householders, property owners, developers, agents, consultants and designers along with planning officers and decision makers involved in assessing and determining planning applications.

Those preparing local plans and other community planning guidance will benefit from using the Design Guide as an evidence base and to inform emerging policy.

STATUTORY FRAMEWORK

AONBs were established under the National Parks and Access to the Countryside Act 1949, which recognised these areas as the finest countryside in England and Wales that warranted protection. Special policies apply to these areas to ensure they are conserved and managed appropriately to protect them for this generation and for the future. Cannock Chase was designated in 1958 and is one of 46 AONBs in England, Wales and Northern Ireland recognised as a nationally and internationally important landscape.

The significance of AONB's was confirmed by the Countryside and Rights of Way (CROW) Act 2000, which also places a duty on all public bodies to "have regard to the purpose of conserving and enhancing the natural beauty of the area of outstanding natural beauty". The Act requires local authorities or Conservation Boards to jointly produce a Management Plan for AONB's in their area setting out how the AONB will be conserved and enhanced. Management plans are reviewed every five years under Section 89 of the Act.

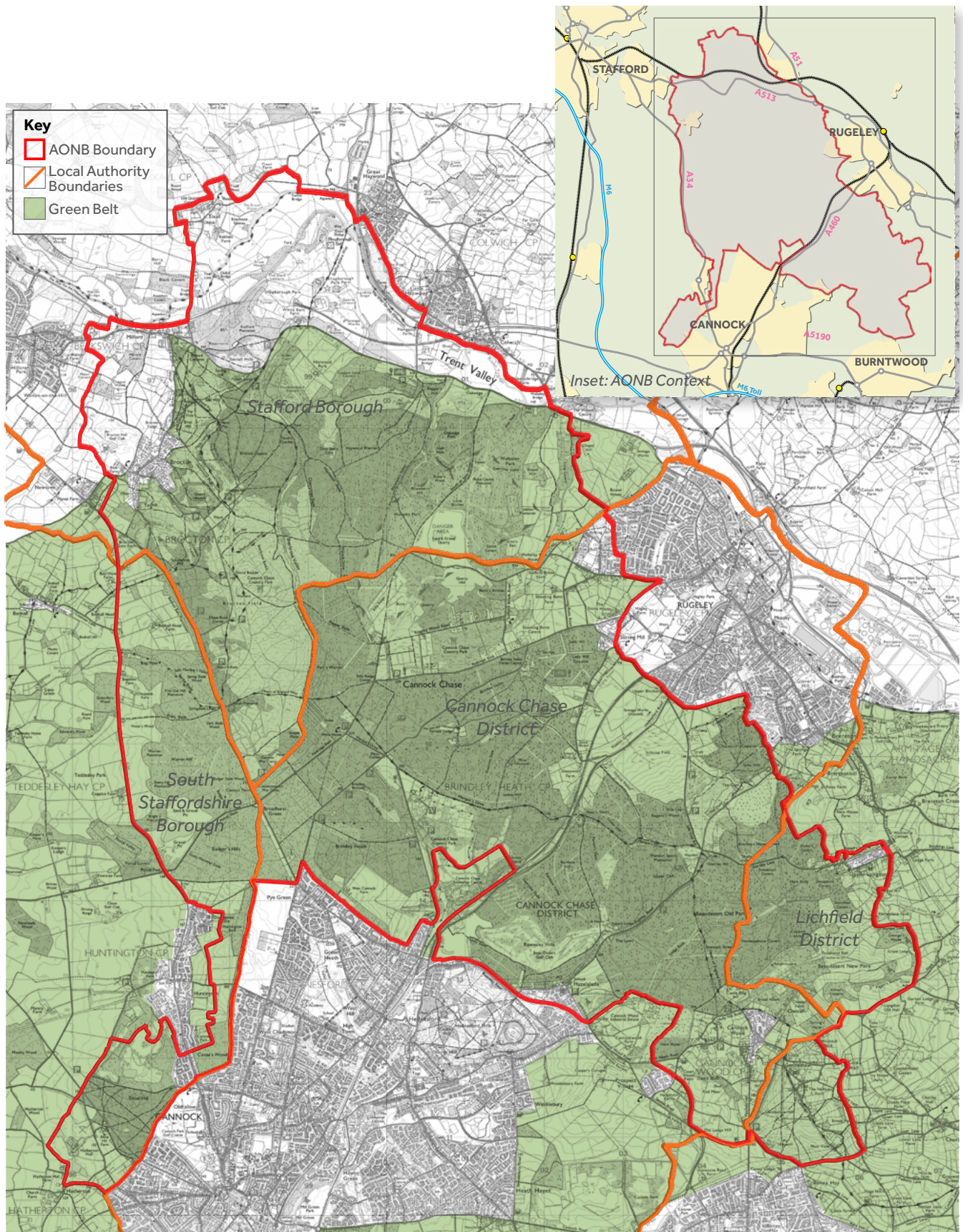


Figure 1: Location of Cannock Chase AONB

PLANNING CONTEXT

National Planning Policy Framework (February 2019)

The National Planning Policy Framework (NPPF) sets out the Government's economic, environmental and social planning policy which, in combination, give the Government's vision of sustainable development. The NPPF emphasises the need for well-designed places, promoting healthy and safe communities and conserving and enhancing the natural environment. The need for well-designed places is covered in **Section 12 'Achieving well-designed places'** which states:

"The creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities..." (para. 124).

Also:

"Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions, taking into account any local design standards or style guides in plans or supplementary planning documents..." (para. 130).

Section 15 covers '**Conserving and enhancing the natural environment**' with paragraph 172 giving AONB's the highest status of protection:

"Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas, and should be given great weight in National Parks and the Broads. The scale and extent of development within these designated areas should be limited. Planning permission should be refused for major development other than in exceptional circumstances, and where it can be demonstrated that the development is in the public interest. Consideration of such applications should include an assessment of:

- a) the need for the development, including in terms of any national considerations, and the impact of permitting it, or refusing it, upon the local economy;*
- b) the cost of, and scope for, developing outside the designated area, or meeting the need for it in some other way; and*
- c) any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated."* (para. 172)

Planning Policy Guidance (March 2019)

The Planning Policy Guidance (PPG) is an online resource which provides overall guidance on the NPPF and the planning system. The resource includes information on specific topics such as 'Design: process and tools' with further guidance on '**Planning for well-designed places**'.

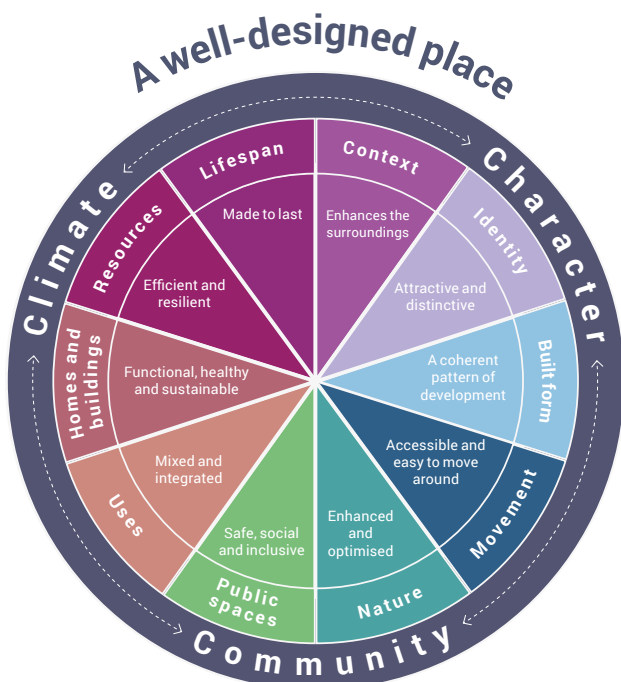
The PPG also provides specific guidance notes relating to **Landscape** with specific reference to National Parks, the Broads and AONB's.

The National Design Guide (October 2019)

The National Design Guide forms part of the Government's planning practice guidance and sets out the characteristics of well-designed places through ten identified characteristics. These characteristics reflect the Government's priorities and provide a common overarching framework.

The ten characteristics of well-designed places are:

- **Context** – enhances the surroundings
- **Identity** – attractive and distinctive
- **Built form** – a coherent pattern of development
- **Movement** – accessible and easy to move around
- **Nature** – enhanced and optimised
- **Public spaces** – safe, social and inclusive
- **Uses** – mixed and integrated
- **Homes & buildings** – functional, healthy and sustainable
- **Resources** – efficient and resilient
- **Lifespan** – made to last



The ten characteristics of well-designed places as defined by the National Design Guide 2019

Local Planning Documents & Supplementary Planning Documents

Cannock Chase AONB stretches over five local planning authorities, each of which provide policy guidance through a number of planning documents including Local Plans, Supplementary Planning Documents (SPDs) and Neighbourhood Plans.

The local authorities are:

- **Cannock Chase District Council**
- **Lichfield District Council**
- **South Staffordshire Borough Council**
- **Stafford Borough Council, and**
- **Staffordshire County Council (for minerals and waste).**

At a district level, Cannock Chase, Lichfield, South Staffordshire and Stafford Borough Council set out policies relating to design within their local plans that apply generally to development. Policies relating to designations found within the AONB such as Sites of Special Scientific Interest (SSSI), Special Areas of Conservation (SAC), Conservation Areas, Scheduled Monuments and Local Nature Reserves are also included. These should be read in conjunction with specific policies relevant to the AONB. Current policies are highlighted below, though these will be subject to change as Local Plans are reviewed.

(A full list of planning documents and SPD's referred to in the production of this Design Guide is included within Appendix 1).

Cannock Chase District Council

Cannock Chase Local Plan Part 1 (2014), Policy CP14 - 'Landscape Character and Cannock Chase Area of Outstanding Natural Beauty (AONB)' refers to the requirement for landscapes to be protected, conserved and enhanced, conserving locally distinctive qualities and strengthening and enhancing distinctive landscape features. There is reference to the reuse and sympathetic adaptation of existing buildings which make a positive contribution to their landscape setting. The policy includes specific requirements for proposed development in the AONB and a requirement for development of adjacent land forming the setting of the AONB to avoid an adverse impact on the landscape and scenic beauty of the area.

Lichfield District Council

The **Lichfield District Council Local Plan Strategy 2008-2029** highlights the statutory obligations to protect and manage the AONB. The AONB is acknowledged as an important asset for tourism and recreation within the District:

"Only a small part of the Cannock Chase Area of Outstanding Natural Beauty (AONB) falls within the District, however its presence in the sub-region is of wider significance because it provides a natural recreational resource, tourist attraction and important landscape." (Para. 11.3).

The character and significance of the natural and historic landscape is highlighted within Policy NR5: 'Natural & Historic Landscapes' which states that the landscape will be safeguarded through decisions which protect, conserve and enhance sites of international, national, regional and local importance. It also refers to effects of development and states that development should not negatively impact upon landscapes with geological, archaeological or historical importance within the district and that a full Historic Environment Character Assessment should take place if development or land use changes may affect national or locally important landscape assets.

South Staffordshire Borough Council

The importance of the AONB is highlighted within the **South Staffordshire Core Strategy (2012)** which acknowledges its statutory obligation to protect and manage this landscape.

Core Policy 2: 'Protecting and Enhancing the Natural and Historic Environment' notes that the LPA will promote developments and initiatives which protect and improve the natural and heritage assets, including the AONB. The strategy underlines the importance of partnership work to implement this policy with regard to the AONB.

Policy EQ4: 'Protecting and Enhancing the Character and Appearance of the Landscape' notes that design of new development will need to take full account of the distinctive qualities of the landscape, retaining and strengthening local distinctiveness, and that thorough scrutiny will be particularly vital for development within the AONB in order to conserve and enhance the landscape.

Stafford Borough Council

Cannock Chase AONB is highlighted within **The Plan for Stafford Borough 2011-2031 (2014)** as an example of the rich variety and biodiversity within the Borough. The document notes the challenge of *"sustaining the attractive and distinctive quality of the natural and built environment"*. The 2031 vision states that the approach to sustainable housing development will benefit the AONB through delivering green spaces and maintaining landscape character.

Policy E6: 'Tourism' also refers to the AONB noting that tourism within the Borough is dependent upon high quality natural and built environments, including assets such as the AONB and Shugborough Park.

Policy N7: 'Cannock Chase AONB' highlights the need to conserve and enhance the special character, heritage and distinctiveness of the locality and conserve and enhance important viewpoints, avoiding proposals that might adversely affect the landscape and scenic beauty of the AONB and its setting.

Staffordshire County Council

The Staffordshire and Stoke-on-Trent Joint Waste Local Plan (JWLP) 2010-2026 notes that the AONB and its setting must be safeguarded. Policy 4.2 'Protection of Environmental Quality' states that development should not give rise to harmful impacts and the AONB will be taken into consideration in determining impacts. The main policy is further explained, clarifying that *"There will be a presumption against waste development within Cannock Chase AONB, except in exceptional circumstances."* (Para. 5.122). The JWLP states that any proposals in the AONB should refer to the Cannock Chase AONB Management Plan, specifically the objectives and purposes which relate to protection of the landscape character, visual impacts and protection of the peace and tranquillity of the AONB landscape.

The Minerals Local Plan for Staffordshire 2015-2030.

Policy 4: 'Minimising the impact of mineral development' sets out in 4.1 the environmental considerations that need to be taken into account in assessing impacts. These include having regard to the relative importance of Cannock Chase AONB, together with its setting. The Policy requires that proposals protect and enhance valued landscapes and are informed by and sympathetic to landscape character.

Permitted Development Rights within the AONB

Under the Town & Country Planning (General Permitted Development Order 2015) (as amended) proposals may require planning permission by virtue of being in the AONB, where additional permitted development right restrictions apply. Users of the guide should contact the relevant local planning authority for advice as to whether their proposals require planning permission before commencing on any proposals.

STATUS OF THE DESIGN GUIDE

The Design Guide has been produced to support the implementation of the Cannock Chase AONB Management Plan, by providing information on how the character of the AONB can be conserved and enhanced. Cannock Chase AONB straddles five local planning authorities which each have their own policies and guidance relating to design and new development. This guide should be read in conjunction with planning policy and SPD documents as set out under Planning Context.

Using this document will help public bodies to meet their statutory duties to have regard to the purposes of conserving and enhancing the natural beauty of the AONB in exercising or performing any functions in relation to, or so as to affect AONB land (Section 85 of the Countryside and Rights of Way Act 2000).

HOW TO USE THIS GUIDE

The document is split into 2 main sections: **Part 1 Overview of Cannock Chase AONB** and **Part 2 Building Design in the AONB**. Part 2 is further subdivided into Principles of Good Design and Detailed Design for specific development types. A User Guide is included on the following page.

Principles of Good Design uses characteristics from the National Design Guidance to highlight key considerations in the design process which should be considered for all development.

The Detailed Design chapters provide a limited amount of additional, more detailed advice on landscape and local building design for specific development types.

Specific advice has been developed for:

- **Domestic including extensions and conversions**
- **Commercial, industrial and employment**
- **Signage, lighting and street furniture**
- **Agricultural and other rural development**

These chapters should always be read alongside the Principles of Good Design and should not be read in isolation.

The information included within this document is relevant to the AONB but it should be read in conjunction with other existing national and local policy and guidance as well as existing local policy and strategy documents that also influence planning decisions in the AONB. These include but are not limited to:

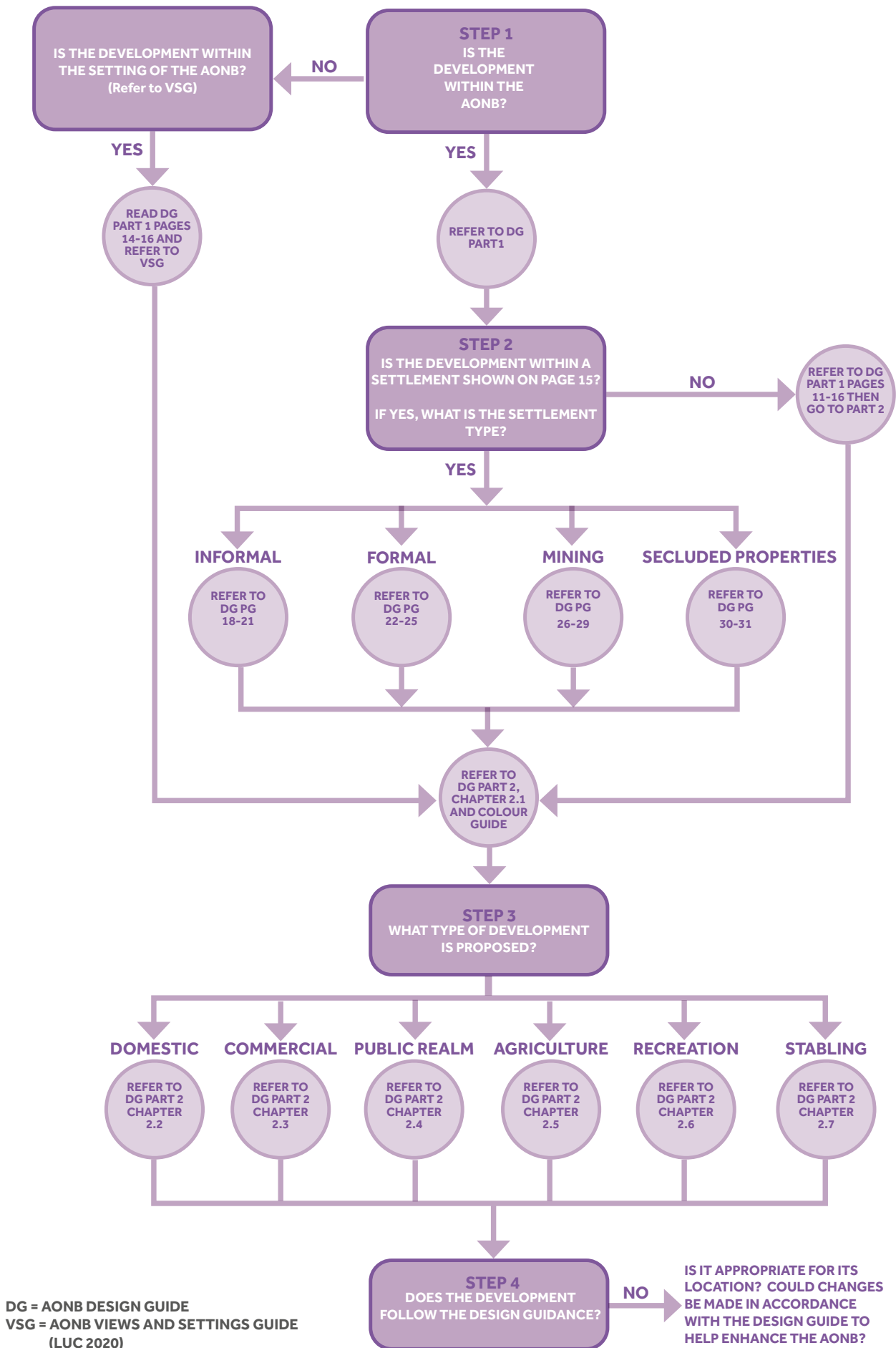
- **National Planning Policy Framework**
- **Local planning policy – including Neighbourhood Plans, Local Plans and county and district level Supplementary Planning Documents (SPDs)**
- **Cannock Chase AONB Management Plan**
- **Cannock Chase AONB: Review of AONB Landscape Character Framework**
- **County and local Landscape Character Assessments**
- **County and local Historic Landscape Character Assessments, and**
- **Local Village Design Statements.**

A list of recommended documents is included at Appendix 2.

The Design Guide does not cover all aspects of the design and construction process. Further advice should be sought on issues such as: building regulations and building control; the planning process and its requirements for obtaining planning permission; Landscape and Visual Impact Assessment and Environmental Impact Assessment; accessibility and legibility; listed buildings and Conservation Areas; and sustainability initiatives such as 'BREEAM'.

Landscapes and buildings are constantly evolving and changing. Changes to the built environment that respect and consider the character of the landscape create positive change by strengthening landscape character. To sustain the area's natural beauty it is important to ensure that future development is locally characteristic and distinctive in terms of its design, siting and the materials used. This requires good, individual and well-considered design. This in turn will have a positive effect on resident's and visitor's appreciation of the AONB, who are attracted to the area's high-quality landscape and natural beauty.

Figure 2: User Guide



Understanding Cannock Chase AONB

LANDSCAPE CHARACTER CONTEXT

The AONB lies within National Character Area 67 'Cannock Chase and Cank Wood' as defined by Natural England. Cannock Chase is identified as one of three 'distinct areas' within the wider character area.

The Cannock Chase AONB Landscape Character Review Stage 2 (2017) identifies nine distinctive character areas within the AONB. The majority of the central area is covered by the Forest Heathlands character area which features semi-natural oak and birch woodlands, conifer plantations and areas of open

heathland and is often the character most associated as the landscape of the Chase. The settled farmlands and heathlands which make up 7 of the remaining landscape types, located towards the fringes of the Chase, make the connections between the central semi-natural landscapes of the Chase and the surrounding farmland and settlements, while the Sandstone Estatelands reflect the more formal parkland character found in the Chase.

The character areas are shown in the figure below.

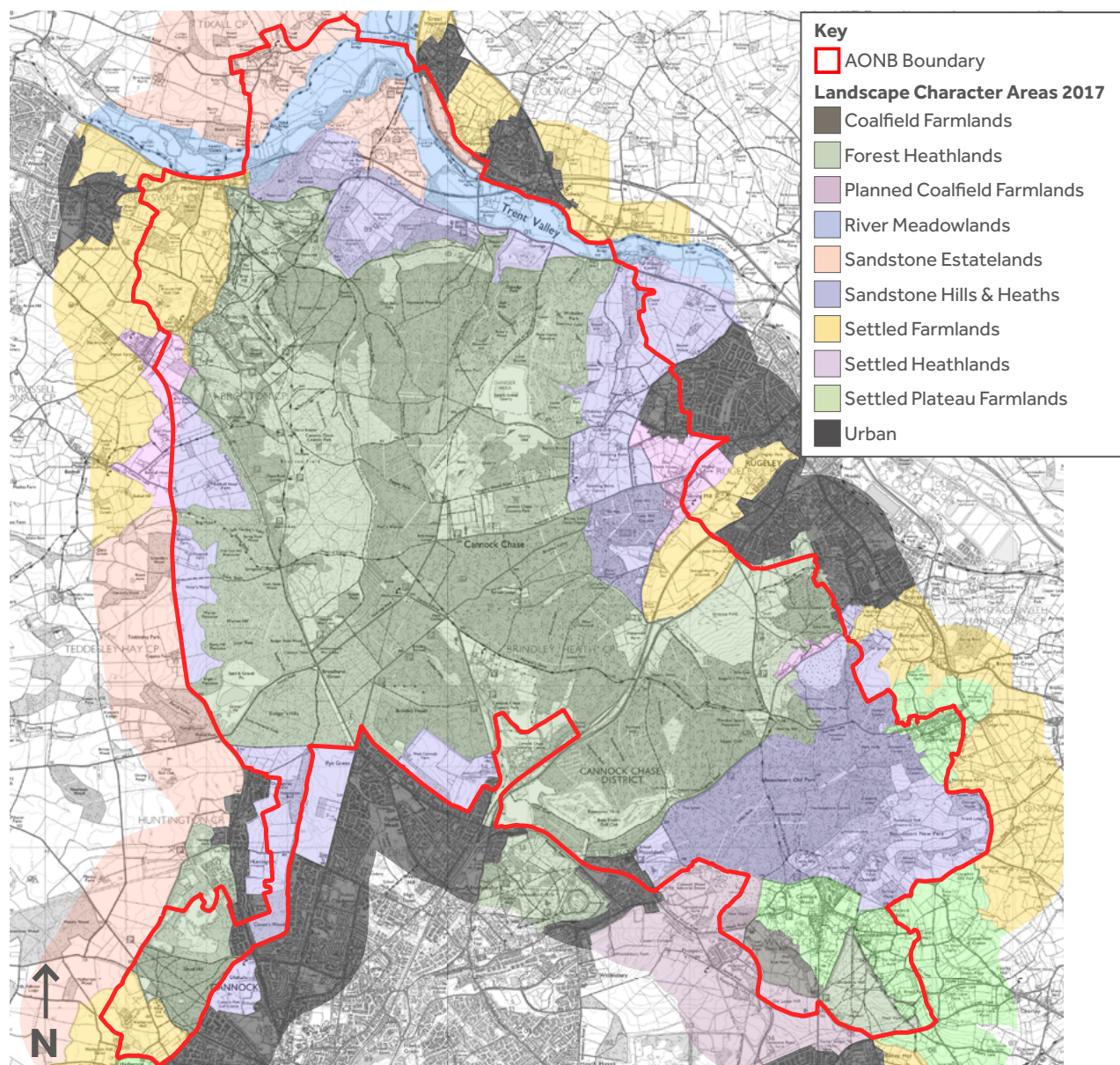


Figure 3: Landscape Character Plan taken from The Cannock Chase AONB Landscape Character Review Stage 2 (2017)

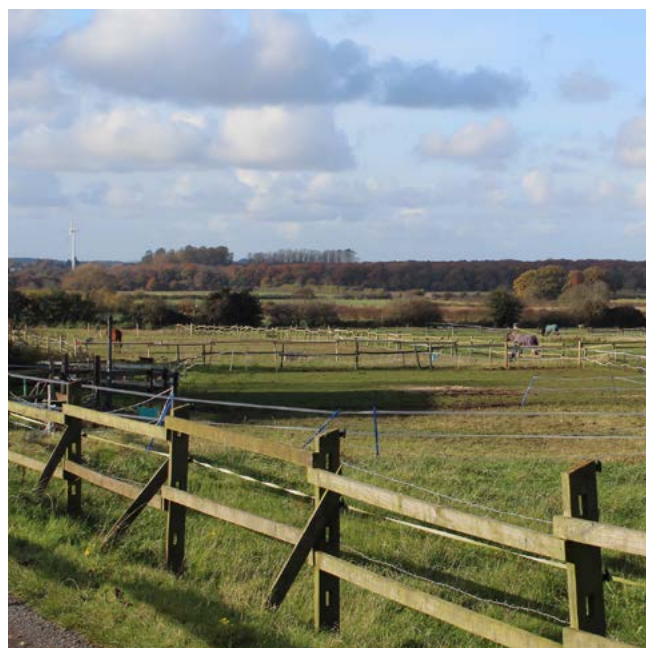
LANDSCAPE AND BUILT CHARACTER OVERVIEW

The character of the Cannock Chase AONB is primarily of a historic landscape of lowland heathland, forest and lowland broadleaved woodland with areas of open grassland and small villages located towards the edges of the area. These settlements act as 'gateways' into the largely unsettled 'chase' landscape. Smaller agricultural areas are found on the lower lying peripheries which also often include areas of horse grazing with associated outbuildings.

The importance of the Chase AONB is reflected in the range and number of environmental and heritage designations found within the area. There are five Sites of Special Scientific Interest (SSSI) including the extensive Cannock Chase SSSI which covers an area of over 1264ha of the former Royal Chase. The Chase also features an extensive Special Area of Conservation (SAC) and several Local Nature Reserves.

Heritage designations include numerous listed buildings, Scheduled Monuments and Registered Parks and Gardens such as the Shugborough Estate and the WWII German Cemetery. The presence of historic parklands within the Chase creates areas of formal landscape character which feature historic buildings and structures of interest.

Historically Cannock Chase once formed part of a private hunting forest of the Bishop of Lichfield but following Dissolution of the Monasteries in the mid 16th century, manors were created. The modern extent of Cannock Chase AONB reflects the four medieval manors of Cannock, Haywood, Longdon and Rugeley with some post medieval 'Piecemeal Enclosure' reflected in surviving field patterns. Other, more dispersed settlements reflect squatter enclosure or assarting and encroachment onto common land.



Lowland agricultural land with horse grazing near Hatherton Hall

A number of industrial activities have been carried out within the Chase including glass-working, papermilling and iron-working. The former coal mining industry, which, at one time, featured large-scale collieries operating at Brereton Hays Wood and Cannock Wood, is now non-existent, although strong influences are still evident in the character of the landscape and settlements in the area. Some sand and gravel extraction is still being carried out.

There are many military associations with Cannock Chase. Training camps from the First World War were constructed within the Chase outside Brocton and Rugeley and significant infrastructure in the form of roads, railways, a power station and water supply were all constructed from 1914. A German prisoner of war camp was established at Brocton which was utilised between 1917-1919 and the Cannock Chase German Military Cemetery now lies within the Chase, off Camp Road. Some former military buildings are still evident within the Chase such as the First World War hut at the Cannock Chase Visitor Centre which was relocated from the village of Gayton.

Today, as well as being a working landscape and setting for a number of small villages and settlements, Cannock Chase provides opportunities for recreation; a number of camp sites and outdoor activity centres together with numerous tracks and trails for walking, horse riding and cycling are all readily accessible within the AONB.

Further information is included within the State of the AONB Report, (LUC 2018) and the Historic Environment Assessment Cannock Chase AONB (SCC 2015).



Lowland heath and grassland near Brocton

SETTLEMENTS AND BUILDINGS IN THE LANDSCAPE

The overall pattern of settlement within the AONB is of relatively small villages, located predominantly towards the peripheries of the area. The villages have different forms and origins. Some have a formal layout and are of planned origins with historic centres, while others developed from squatter enclosures and feature a more scattered layout. Elsewhere, individual or small clusters of properties are found which are not associated with any of the settlements within the Chase.

The majority of the villages within the AONB demonstrate expansion over time reflected by the mix of historic styles and preferences. Villages such as Milford, Tixall and Brocton have a clustered form, evident from the earliest OS maps, with Brocton centred around a triangular 'village green'. The expansion of villages such as Huntington and Hazelslade reflect the development of the local coal industry with greater expansion through modern housing estates with regular street patterns and uniform building styles. Etchinghill, Slitting Mill and Cannock Wood have a less formal pattern of expansion. These villages feature houses scattered along a triangular road pattern which have experienced infill development, resulting in a mix of ages and architectural styles.

There are patterns in the relationship between the settlements and the surrounding landscape. The combination of topography and extent of woodland coverage causes the small scale hamlets and villages to be largely hidden within views. Where buildings are visible, they are generally viewed on a rising landform, as clusters of settlement located off straight roads, set within a structure of mature trees (Cannock Wood/ Etchinghill).



View towards Upper Longdon from Castle Ring

Upper Longdon has an elevated location on a slight ridge and the light coloured buildings are visually prominent against the muted colours of the landscape.

Brocton has expanded in close association with the rising landform and appears to graduate into the surrounding woodland and heathland. Other settlements have a much harsher edge with a clear delineation between the settlement edge and the adjacent countryside, for example, on the north eastern edge of Cannock at Pye Green.

The larger settlements on the fringes of the AONB are more visible within views, especially to the south towards Burntwood and the north east towards Rugeley.

A number of formal estates are present within the AONB and these influence the character of the surrounding landscape. The estates feature large houses with numerous buildings, some of which have been converted for alternative uses such as Brocton golf club, or as residential conversions, while Shugborough House and farm are managed by the National Trust.

Some settlements are located on the boundaries of the AONB but still have close connections to the wider AONB through physical or visual connectivity. Little Haywood and Great Haywood lie just outside the AONB on the north eastern boundary, but have a strong estate village character and are closely associated with Shugborough Estate. Other areas share intervisibility across the AONB boundary such as Rawsley and Burntwood located outside of the AONB, which have close visual connections with Hazelslade and Cannock Wood, both within the designated area.



Shugborough House within the Shugborough Estate, in the north of the AONB.

Larger towns such as Rugeley and Cannock about the eastern and southern boundaries of the AONB. These settlements have expanded towards the AONB boundary over time.

There are some areas on the edge of the AONB that are likely to experience a higher sensitivity to new development through visibility or location. These 'Sensitive Edges' are identified on Figure 4 and are considered below. The visual relationship of the AONB and its setting is explored within the Cannock Chase AONB Views and Setting Guidance (LUC 2020). Chapter 5 of the Views and Setting Guidance identifies 10 Setting Zones and provides Spatial Guidance for each of these zones. The relationship between the Sensitive Edges and the Setting Zone guidance is identified below.

- **1. Land on the north western edge of Rugeley**

This area is likely to be under pressure from further expansion of Rugeley due to its relatively low lying landform and location adjacent to main roads. The area shares intervisibility across the AONB boundary. This area is included within Setting Zone C of the Views and Settings Spatial Guidance and is included within Viewpoint 6.

- **2. Land to the east of Slitting Mill**

This area has associations with the edge of Rugeley with views possible towards the town. The expansion of Rugeley could effect the visual setting of the village. This area is included within Setting Zone C of the Views and Settings Spatial Guidance.

- **3 & 4 The Cannock Chase Business Centre sited at the former West Cannock Colliery and land adjacent to Hazelslade Industrial Estate**

Both of these areas are located outside of the AONB boundary and are currently contained by landform or woodland, but the character could easily be altered in the event of forestry felling, or new development within these sites. These areas are included within Setting Zone F of the Views and Settings Spatial Guidance.

- **5. The Eastern edge of Huntington**

This area lies between the settlement edge and a narrow part of the AONB and forms the separation between Huntington and Pye Green. This area is included within Setting Zone F of the Views and Settings Spatial Guidance.

- **6. The area north of Burntwood**

This area currently shares intervisibility with the edge of Cannock Wood and is visible from adjacent elevated areas such as Gentleshaw Common. This area is included within Setting Zone F of the Views and Settings Spatial Guidance.

Development is not necessarily precluded from these areas, but the design and effects of any potential development on landscape character and views should be thoroughly considered. Development in these areas should consider analysis through Landscape and Visual Appraisal (LVA) and should also consider the use of colour studies to ensure that materials are appropriate to the AONB and do not cause undue impacts to the views and setting.

The relationship between the AONB and its setting is highlighted within PPG guidance notes which states the following:

"Land within the setting of these areas often makes an important contribution to maintaining their natural beauty, and where poorly located or designed development can do significant harm. This is especially the case where long views from or to the designated landscape are identified as important, or where the landscape character of land within and adjoining the designated area is complementary. Development within the settings of these areas will therefore need sensitive handling that takes these potential impacts into account."

(Paragraph 042 Reference ID: 8-042-20190721, 27.07.19)

Further information and guidance is also available on the Historic England website www.historicengland.org.uk.



Rawnsley has close visual associations with Hazelslade and the adjacent AONB landscape, despite lying outside the designated area.

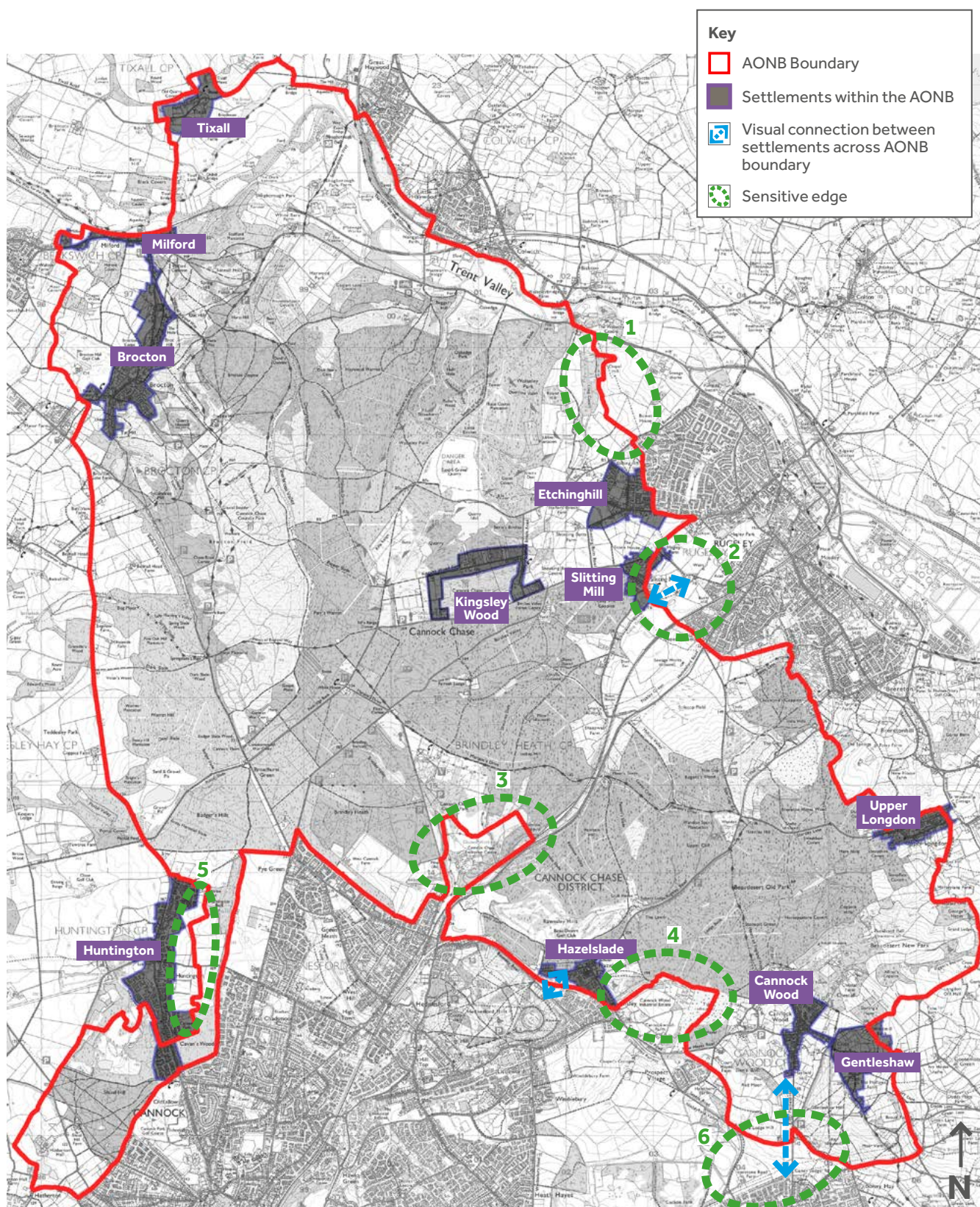


Figure 4: Settlements, Visual Connectivity and Sensitive Edges

Other development within the AONB includes recreation uses such as at Cannock Chase Forest, some small retail uses including village shops and Post Offices, industrial uses relating to the ongoing extraction industry with some small employment development and a low number of care homes.

Farmsteads are also found within the AONB. Detailed analysis of the type and character of the surviving farmsteads is included within the Staffordshire County Council Staffordshire Farmsteads Character Statement and Staffordshire Farmsteads Assessment Framework. Those within the AONB, consist of a number of different types and forms, mostly dating from the 19th century.

Despite the apparent mix of building styles, there are common occurrences associated with older buildings that define the primary features and characteristics which make Cannock Chase distinctive.

- Two common materials are used for residential properties. A local orange/red brick is most common in the formal estate villages to the north and light render is a common feature of properties to the south east.
- Some older timber frame properties are evident in Brocton and Upper Longdon.
- There is a relatively consistent use of Staffordshire blue clay tiles for roofing across all settlements which range in colour depending on the season, from a grey blue to a dark purple.
- Local features also include large chimneys (Upper Longdon) and decorative barge boards (Upper Longdon, Tixall).
- Windows are generally white timber with some eyebrow rooflines, and arched window frames at ground floor.
- Stone buildings are features of both the Shugborough Estate and Slitting Mill.



Use of red brick at Milford and white render at Upper Longdon



Timber framed property at Brocton



Large chimneys at Upper Longdon & decorative barge boards at Tixall



White painted windows at Brocton & Milford



Stone feature buildings at Shugborough & Slitting Mill

VILLAGE CHARACTER TYPES

Within the AONB there are three distinct village character types, identified through a combination of their origins, materials and layout. A further character type covers large detached properties found at a number of locations throughout the Chase, but mainly at its centre at Kingsley Wood/Penkridge Road.

These character types are summarised as follows:

- Informal Settlements - Cannock Wood & Gentleshaw, Etchinghill, Slitting Mill & Upper Longdon**

These villages are of informal origins and generally lack a traditional village centre. Located on higher landform, properties are mainly mixed infill development along straight roads. Materials are mixed, but often feature white rendered properties.

- Formal/Cluster Settlements - Brocton, Tixall & Milford**

These villages are more formal and often of clustered origins with traditional buildings focussed around a village centre. Materials are mixed but often feature red brick properties.

- Mining Villages - Huntington and Hazelslade**

These villages have close relations with former industrial development, mainly collieries. They expanded quickly and feature relatively large modern housing estates.

- Secluded Properties**

This type includes isolated properties found either as individual properties, small clusters or as short terraces, located predominantly within the central part of the Chase. The developments are generally large scale, detached residential properties located within large gardens and set back off the road with mature boundary hedgerows or fences with large gates. Terraces sometimes lack frontages but are still located within large plots. Many of the properties show modern expansion or alteration.

The characteristics and overarching development issues relating to these settlement types are explored in the following pages.

For each settlement type a colour swatch has been identified. The colour swatches have been sampled from the local landscape and settlement context. The swatches are an analysis of existing colours found within the settlement and surrounding landscape and help inform a palette of colours suitable for use within the settlements. See Chapter 2.1 for further information.

One settlement of each type is analysed as located on Figure 5.

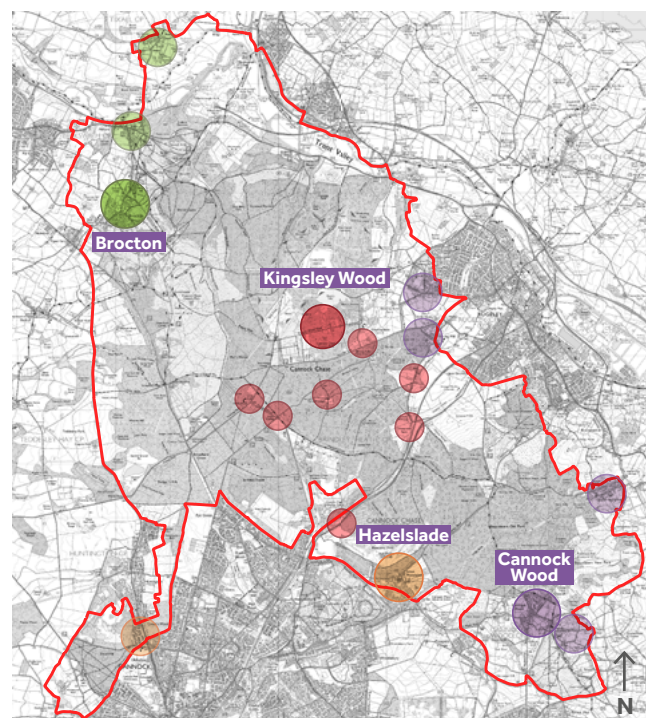


Figure 5: Location of Featured Villages

Settlement Types Key

- Informal Settlement Type
- Featured Settlement
- Formal/Cluster Settlement Type
- Featured Settlement
- Mining Villages Settlement Type
- Featured Settlement
- Secluded Properties Settlement Type
- Featured Settlement

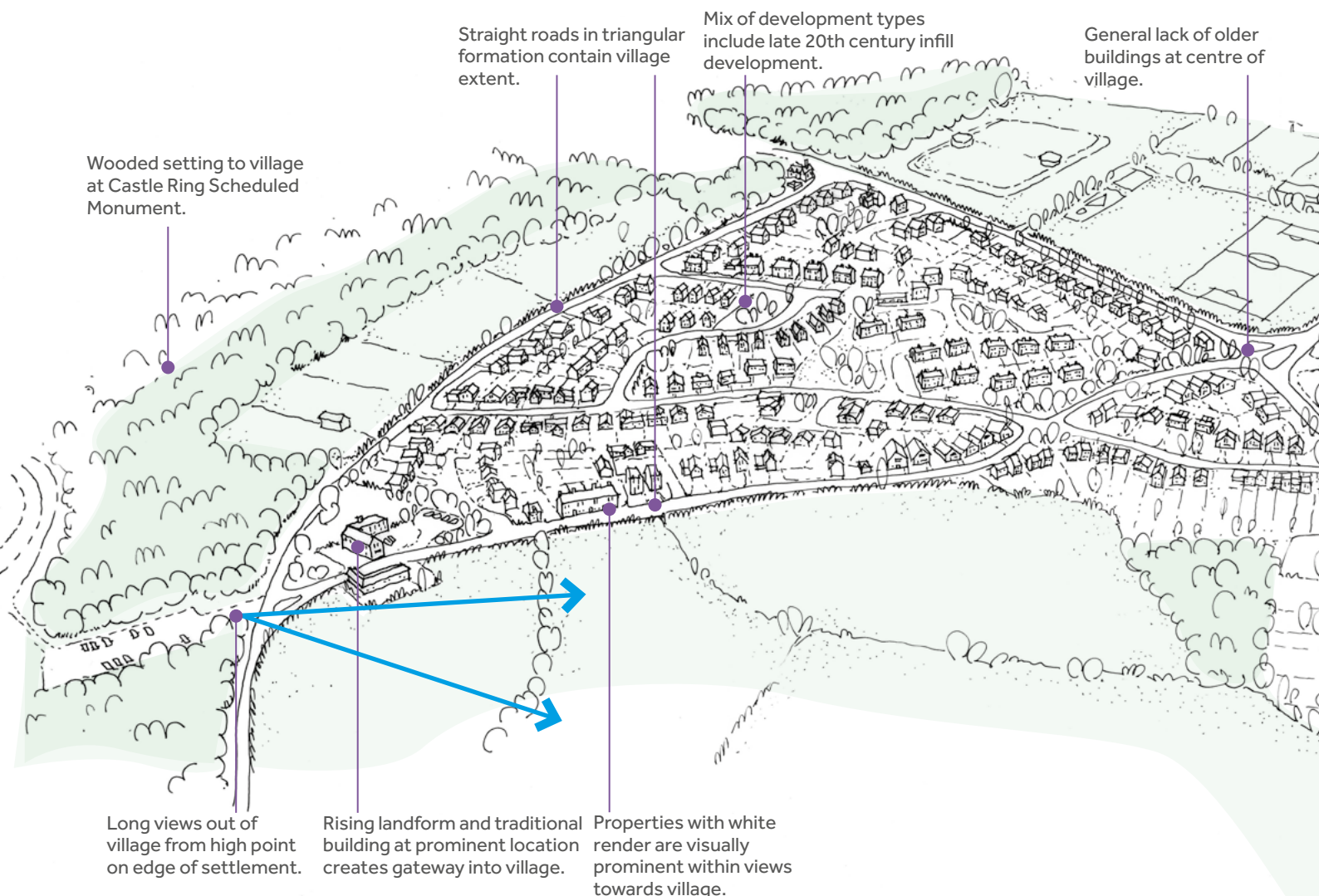
INFORMAL SETTLEMENT TYPE

Settlements within this type include:

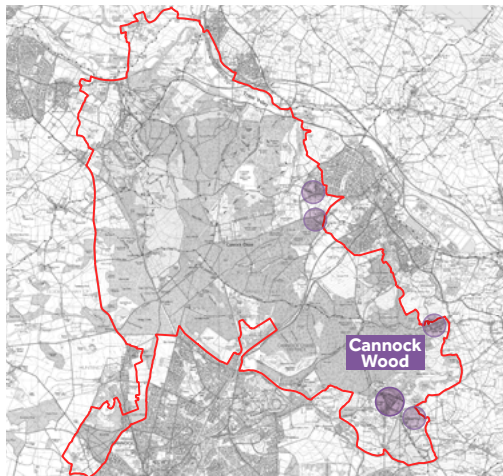
- Cannock Wood (shown here) & Gentleshaw
- Etchinghill
- Slitting Mill
- Upper Longdon

Special Characteristics of Informal Settlement Type

- Close association with AONB landscape such as areas of woodland and heathland.
- Located on higher landform allowing long views across surrounding area.
- Where edges of settlements are located on high ground, they are set against the dark skies of the AONB.
- Settlement developed as a result of informal enclosure with scattered older buildings and mixed modern infill.
- Some ribbon development along straight roads.
- Settlements often feature straight roads, often in triangular pattern, with roads defining settlement extents.
- Settlements feature a mix of styles and materials but light coloured render is common along with red brick and clay roof tiles.
- Perimeter roads are informal lanes with pavements to one side only and limited levels of street lighting.

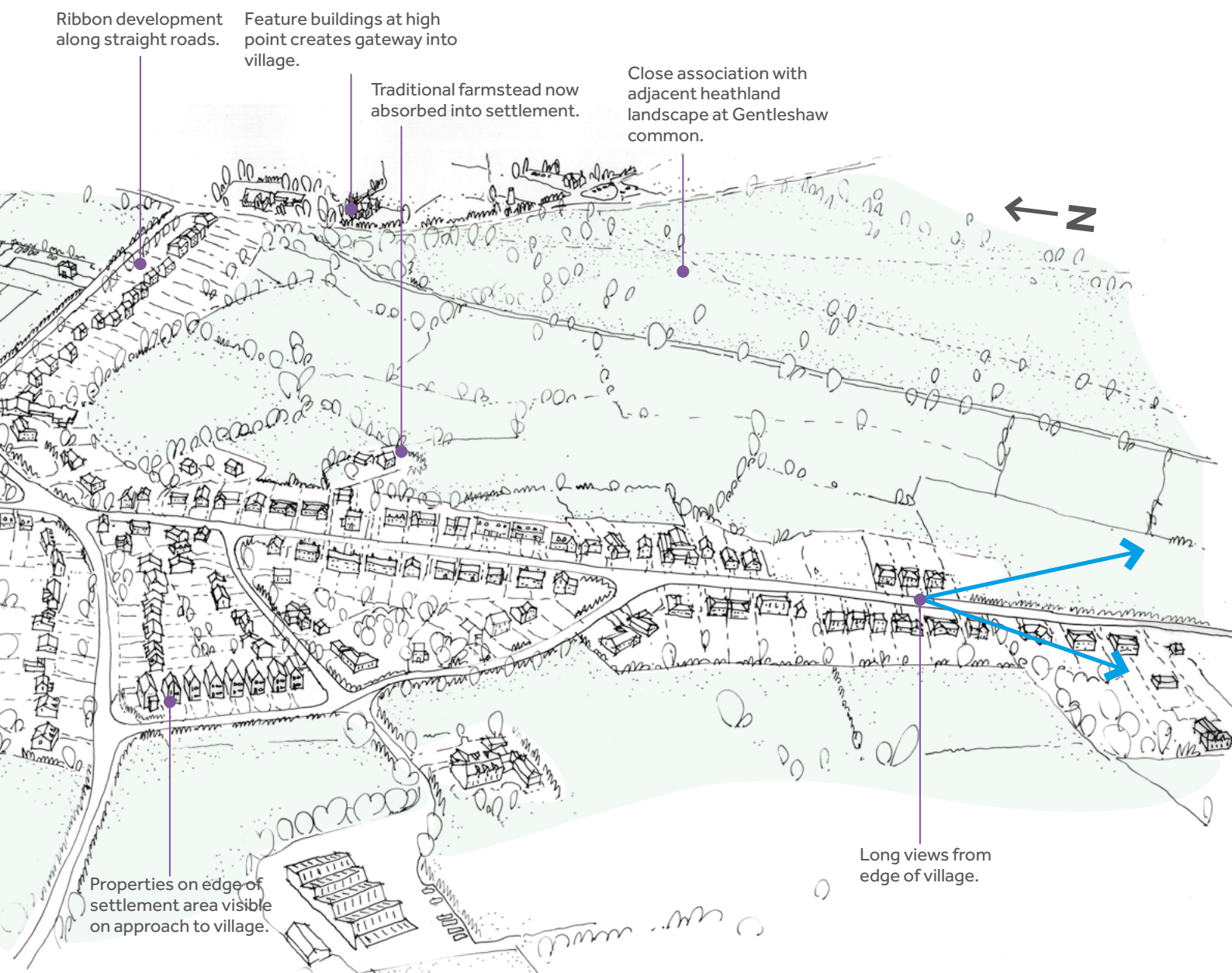


Aerial View of Cannock Wood



CHECKLIST: Informal Settlements

- ✓ Consider visibility of proposed development, especially on edges of settlement.
- ✓ Use appropriate materials palette to strengthen historical character.
- ✓ Minimise use of lighting as far as possible.
- ✓ Where lighting is necessary use low level lighting, especially at prominent locations, to maintain tranquillity, sense of wildness and avoid light pollution.
- ✓ Relate development to surroundings through choice of materials and planting species selection.



ANALYSIS OF CANNOCK WOOD - INFORMAL SETTLEMENT TYPE

Cannock Wood is of the informal settlement type. Located within the southern part of the AONB it forms a gateway village to the AONB from the south. The village falls within the Settled Plateau Farmlands Landscape Character.

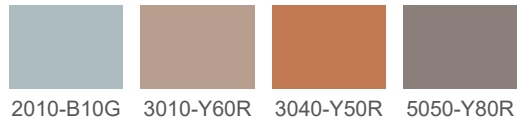
Settlement Pattern and Materials

The settlement has a clustered form but with no obvious or planned settlement centre. The village has developed from infilling along the main routes resulting in a mixed character of ages and styles of buildings. Housing is generally low density, mostly single or double storey and detached or semi-detached with some good sized plots.

The material palette is mixed but features red brick walls with some light coloured render, clay tiles and painted windows which are mostly white but with some feature colours.

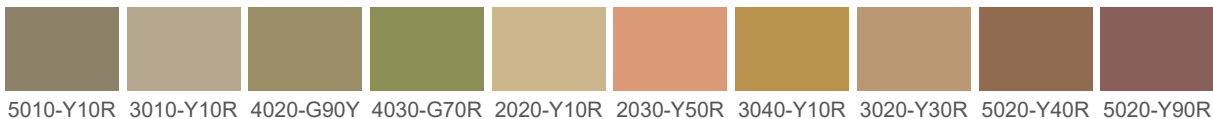


Details

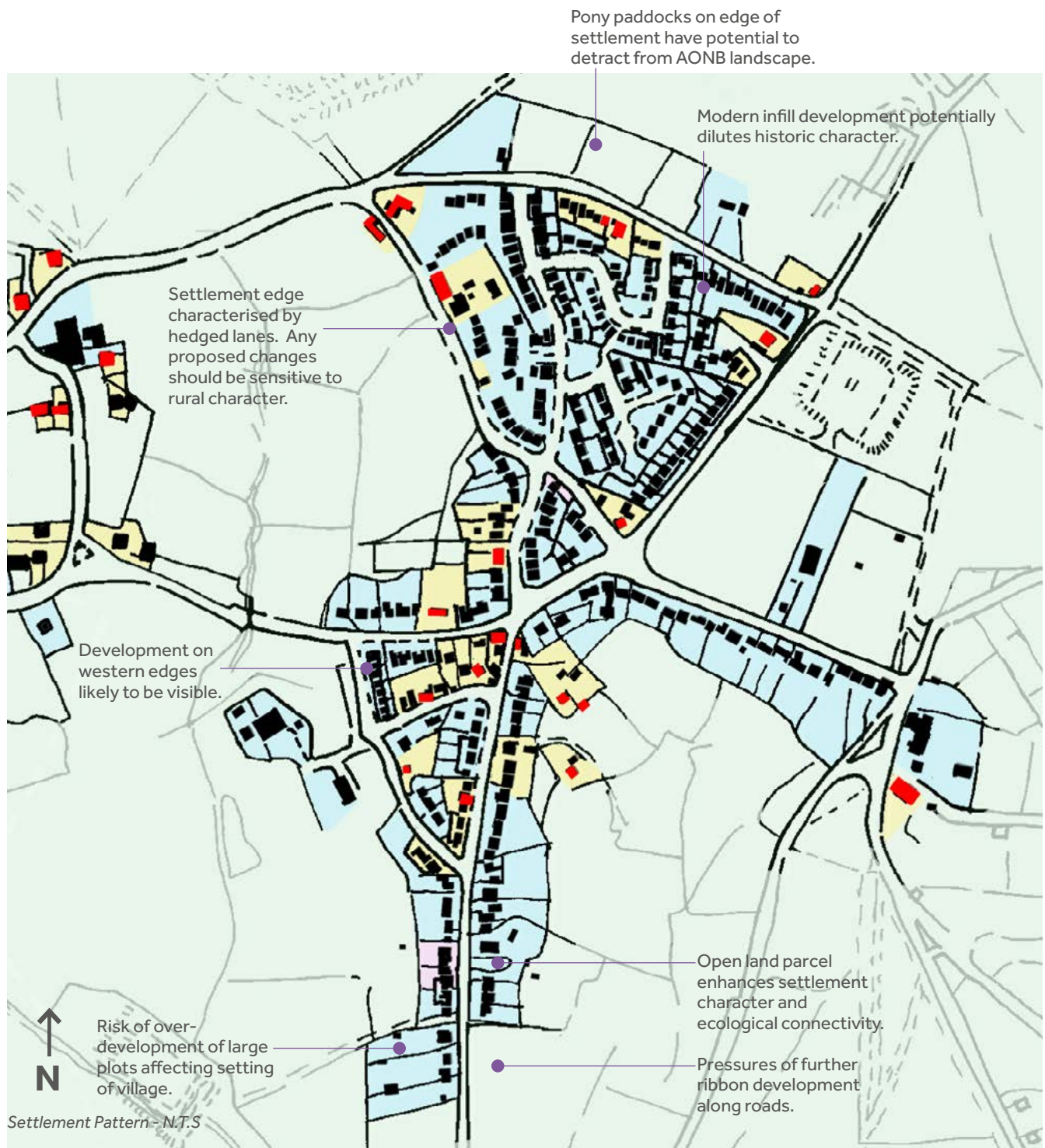


Colour Study

The colour swatches on this page demonstrate an analysis of existing colours found within the settlement and surrounding landscape of Cannock Wood.



Settlement Constraints and Opportunities



Key

- AONB Boundary (village lies wholly within AONB)
- Historic Character (Development predominantly dates from pre 1890)
- Early 20th Century Character (Development predominantly dates from 1890- 1940. May include some buildings and some modern infill)
- Denotes building evident on OS map 1843-1912
- Modern Character (Development predominantly dates from 1920 onwards. May include some scattered older buildings)

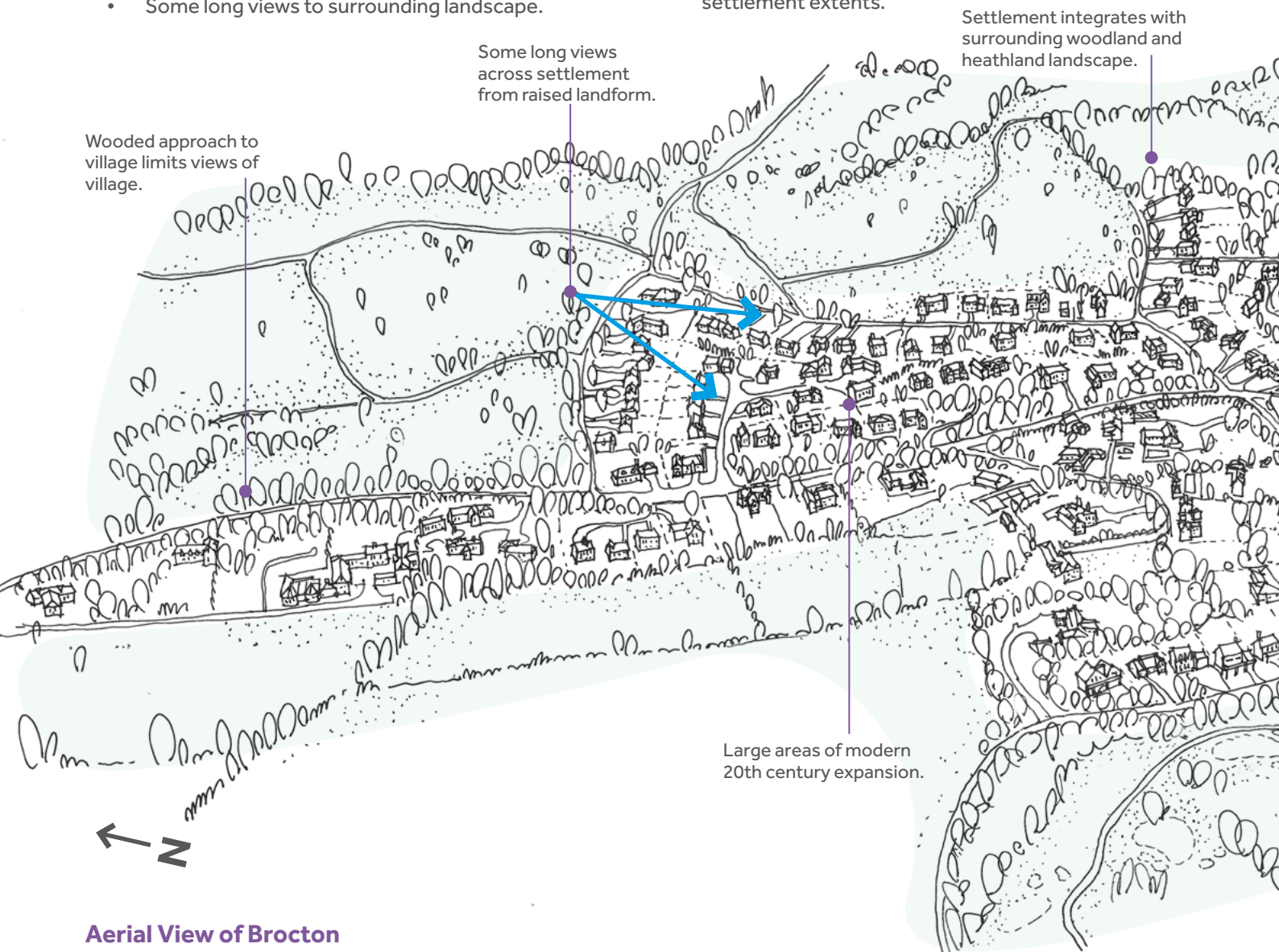
FORMAL/CLUSTER SETTLEMENT TYPE

Settlements within this type include:

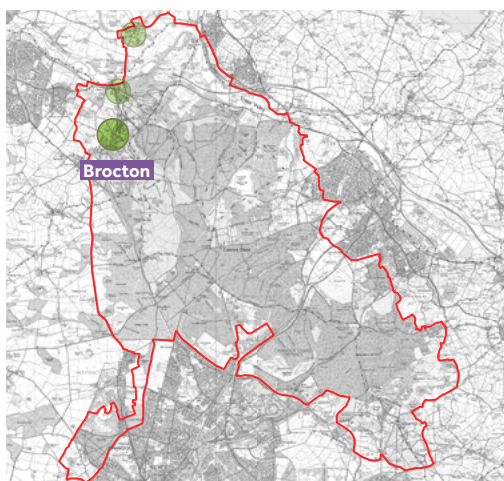
- Brocton
- Tixall
- Milford

Special Characteristics of Formal/Cluster Settlement Type

- Generally located on lower lying landform, although Brocton has expanded up to higher levels.
- Where edges of settlements such as Brocton are located on high ground, they are set against the dark skies of the AONB.
- Brocton and Milford have a close association with the woodland and heathland landscape of the AONB which includes Cannock Chase Special Area of Conservation (SAC).
- Settlements integrate into surrounding landscape with softer edges.
- Some long views to surrounding landscape.
- Traditional materials are more evident, especially red brick with clay roof tiles.
- Settlements originated from formal, planned enclosure origins and feature an historic centre with traditional buildings often focussed around a green or common.
- Large areas of more modern 20th Century expansion.
- Generally more enclosed with wooded approaches limiting views towards the settlements.
- Woodland and landform generally constrains settlement extents.



Aerial View of Brocton

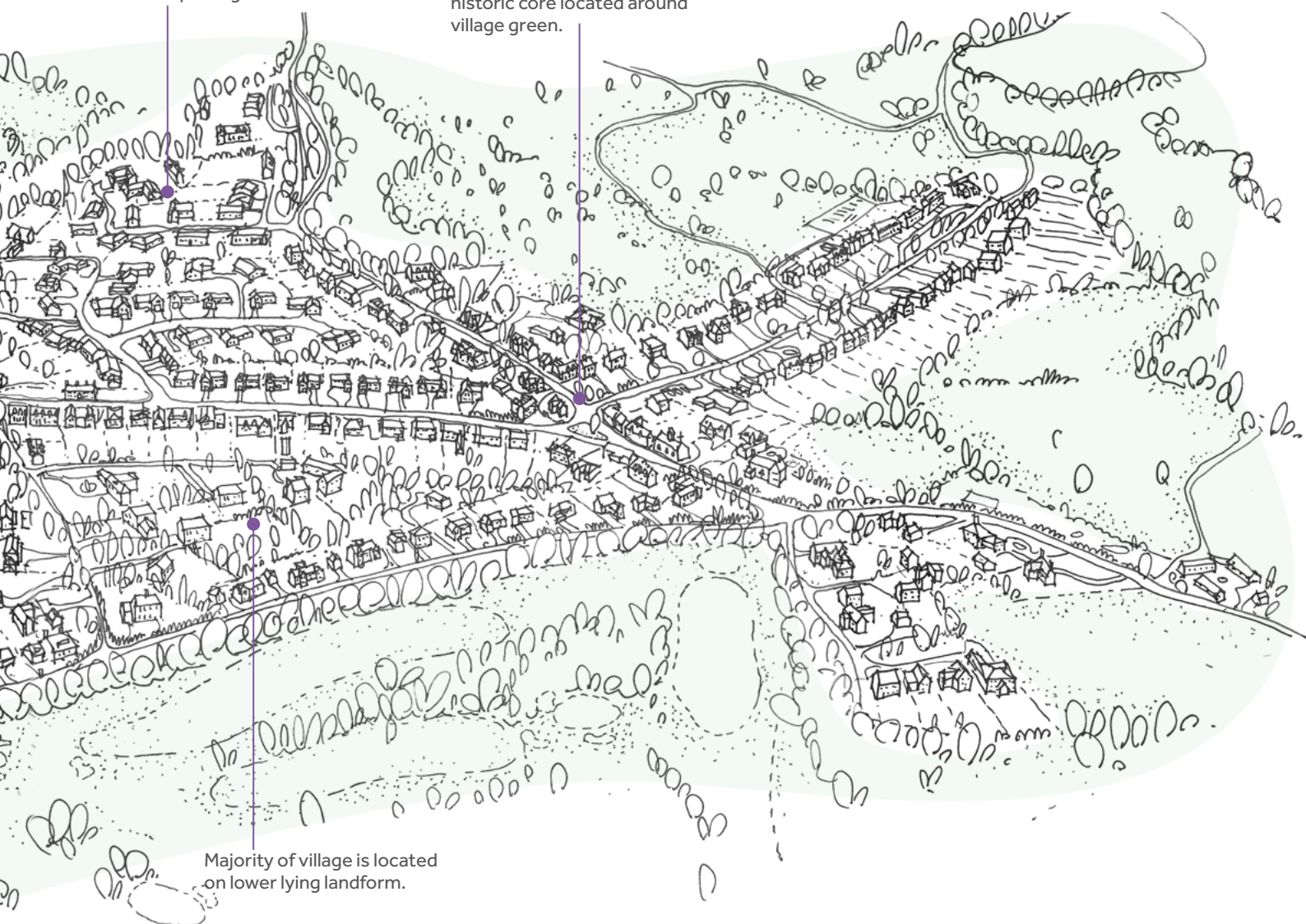


CHECKLIST: Formal/Cluster Settlements

- ✓ Select materials from local palette to reflect historical character of village.
- ✓ Consider close proximity of SAC where appropriate and ensure habitats are not affected by development proposals.
- ✓ Reflect context of proposed development with consideration given to adjacent character i.e. historic core or more modern peripheral development.
- ✓ Minimise use of lighting as far as possible.
- ✓ Where lighting is necessary, consider use of low level lighting to avoid light pollution at edges of settlement to maintain tranquillity and wildness of AONB setting.
- ✓ Treatment of highways should be in keeping with existing relatively low key character.

More modern development extends up rising landform.

Village centre with distinct historic core located around village green.



Majority of village is located on lower lying landform.

ANALYSIS OF BROCTON - FORMAL/CLUSTER SETTLEMENT TYPE

Brocton is an estate village located on the north western edge of the AONB in the Settled Farmlands Landscape Character Area. Brocton is considered to be one of the earlier settlements developed within the AONB and has several examples of old traditional buildings. The settlement has been extended considerably through the 20th Century.

Settlement Pattern and Materials

A clustered village, Brocton consists of a mixture of housing types with the village green forming the village centre. Brocton Hall Golf Course forms a key feature to the west of the village.

Brocton has a medium to small street scale with Pool Lane forming the main route through the settlement. Lanes leading off this, particularly in the more historic parts of the settlement are more rural in character. Buildings include detached, semi-detached, terraced, cottages and bungalows. Materials include slate, stone, brick, render, timber infill and tile. Density is low with properties generally set within mature good-sized plots. Boundary treatments include stone and brick walling, timber and metal fencing and hedges.



Details



1070-G90Y 3005-Y80R 3040-G90Y 4010-Y30R 5020-Y50R

Colour Study

The colour swatches on this page demonstrate an analysis of existing colours found within the settlement and surrounding landscape of Brocton.

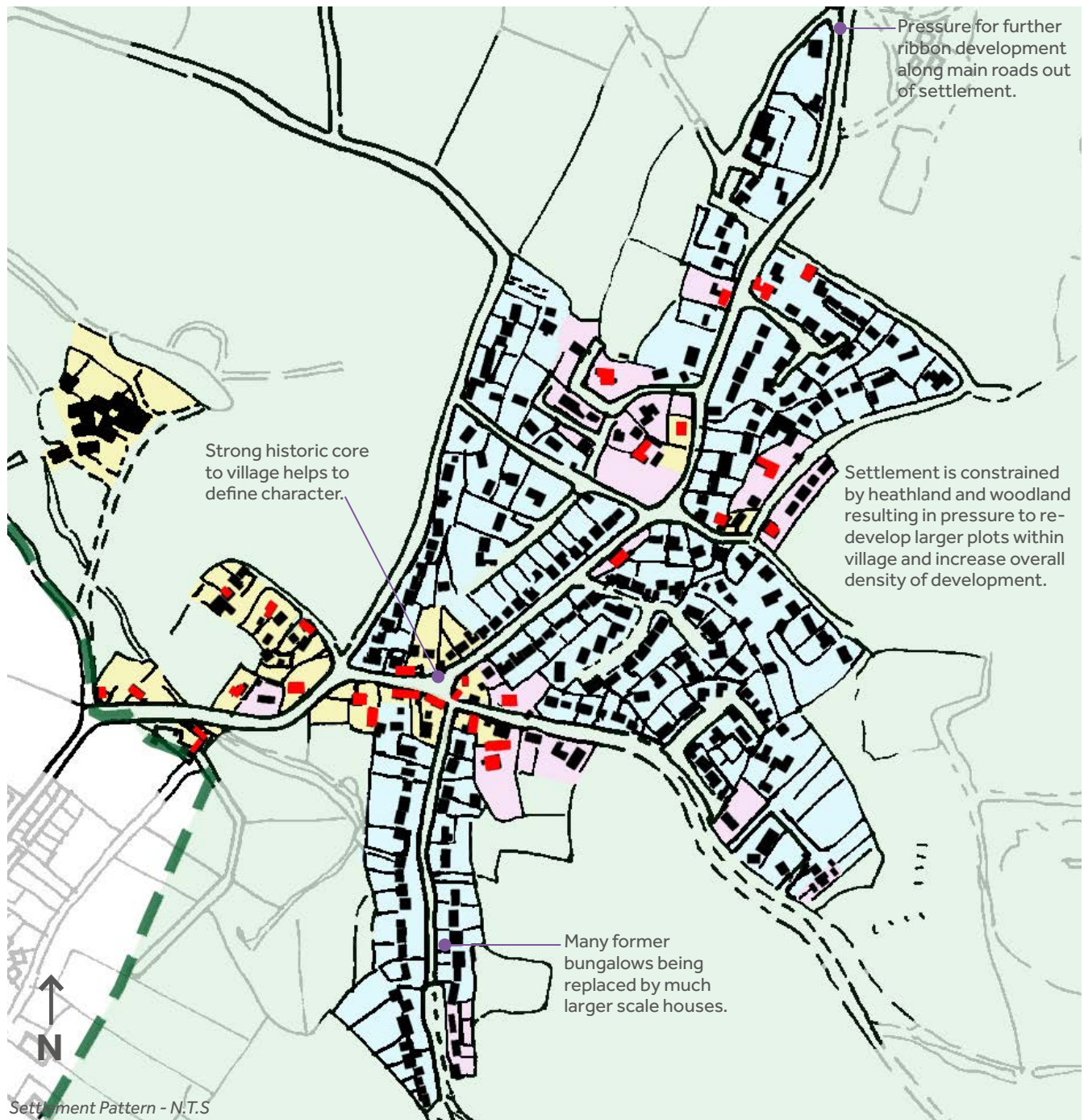


5030-Y70R 4030-Y60R 3040-Y60R 1050-Y10R 0505-Y10R 0300-N 3010-Y60R 6010-Y90R 6000-N 8000-N








5030-G90Y 2030-G80Y 5010-G50Y 5005-Y50R 4502-R 6010-Y70R 8010-Y30R 4020-Y30R 1010-Y10R 0502-Y

Settlement Constraints and Opportunities



Key

- | | |
|---|--|
|  AONB Boundary |  Early 20th Century Character
(Development predominantly dates from 1890- 1940. May include some buildings and some modern infill) |
|  Historic Character
(Development predominantly dates from pre 1890) |  Modern Character
(Development predominantly dates from 1920 onwards. May include some scattered older buildings) |
|  Denotes building evident on OS map 1843-1912 | |

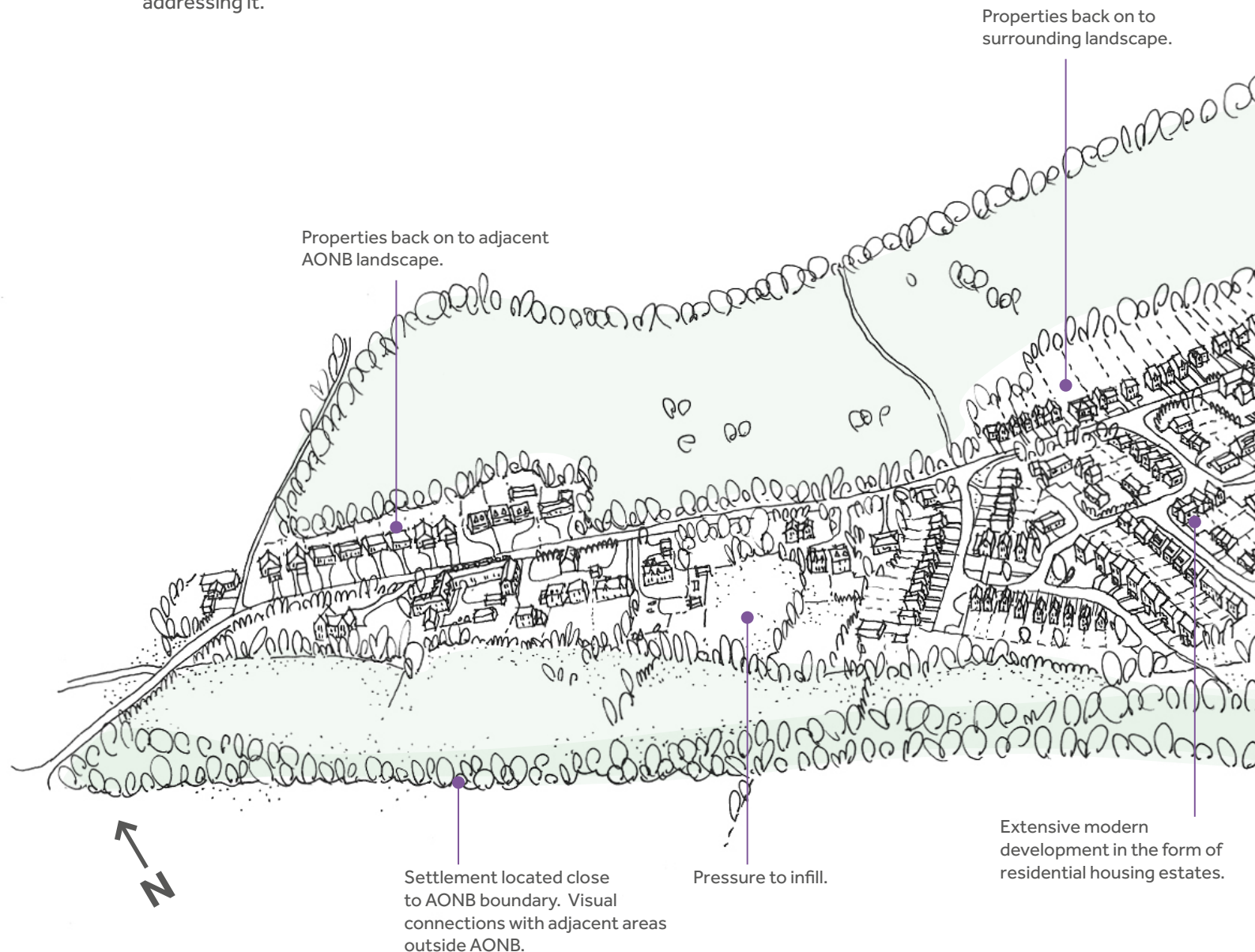
MINING VILLAGES SETTLEMENT TYPE

Settlements within this type include:

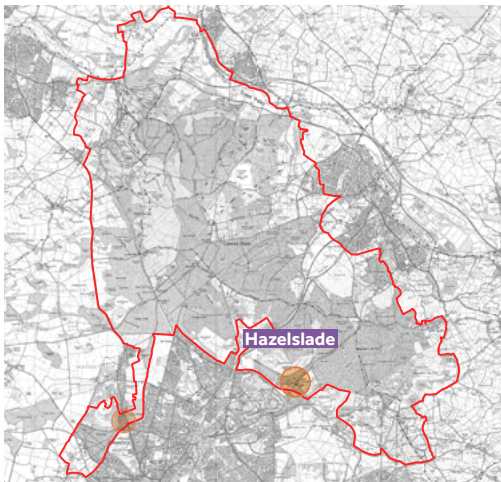
- Hazelslade
- Huntington

Special Characteristics of Mining Villages Settlement Type

- Generally a low number of old buildings (pre 1890) within the AONB boundary.
- Located on lower lying landform, within southern part of AONB.
- Extensive modern expansion in the form of modern housing estates.
- Hard edges to settlement with properties often backing onto AONB landscape rather than addressing it.
- Long straight roads developed to provide housing for local miners, are common allowing vistas along the roads.
- Located on the boundary of the AONB with close associations with neighbouring areas outside the AONB.
- Potential to be affected by adjacent development outside of AONB.



Aerial View of Hazelslade



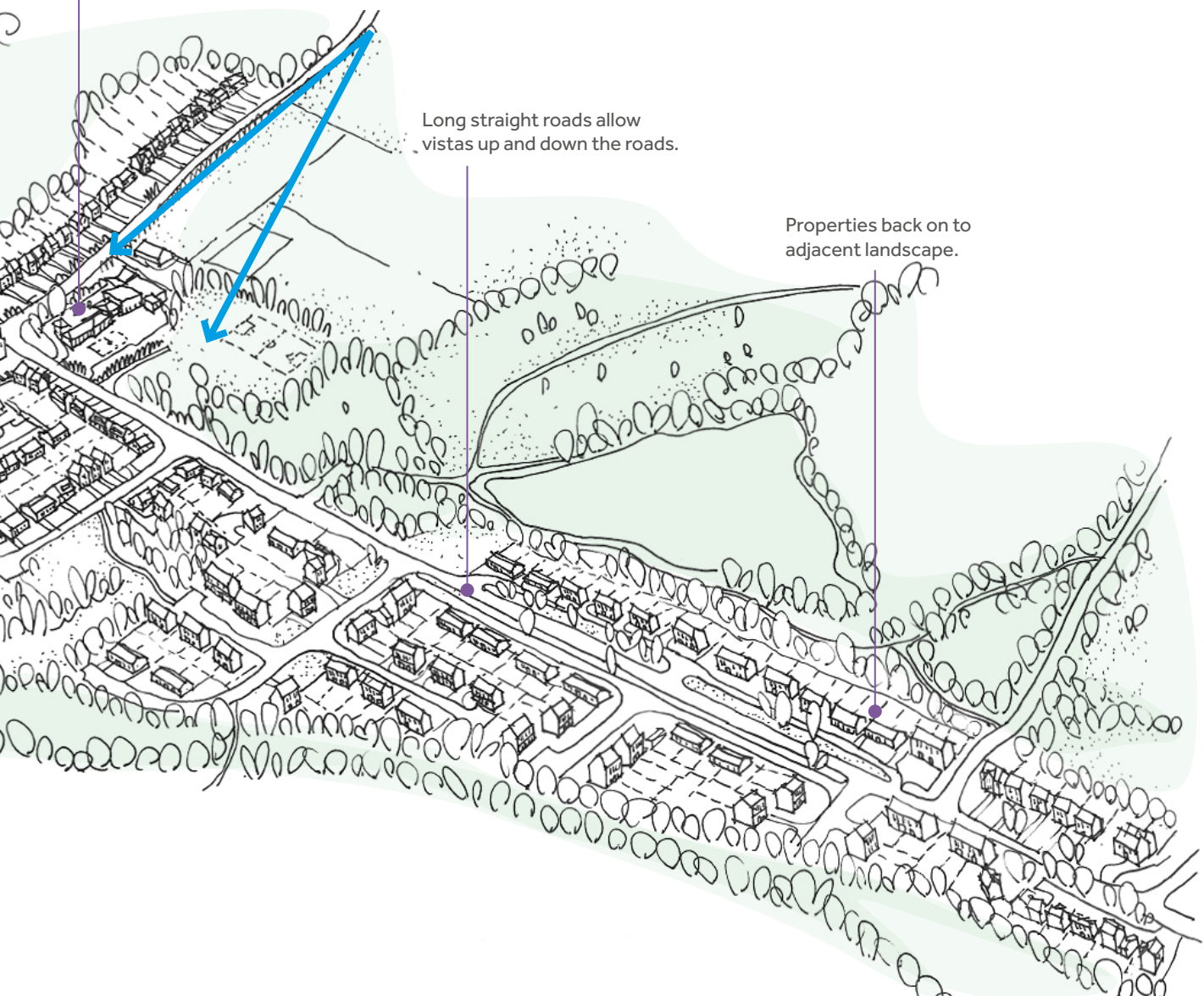
CHECKLIST: Mining Village Settlements

- ✓ Consider relationship of any new development with adjacent landscape.
- ✓ Development outside of the AONB boundary should consider potential effects on the scenic quality of villages and surrounding landscape within the boundary.
- ✓ Consideration should be given to position of potential development avoiding new development on rising landform that could result in external visibility and impacts on scenic quality.

Relatively low number of old buildings (pre 1890) within the settlement.

Long straight roads allow vistas up and down the roads.

Properties back on to adjacent landscape.



ANALYSIS OF HAZELSLADE - MINING VILLAGE SETTLEMENT TYPE

Hazelslade is a mining village located to the south west of the AONB adjacent to the edge of Rawnsley. The village is located in the Coalfield Farmlands Landscape Character Area.

Settlement Pattern and Materials

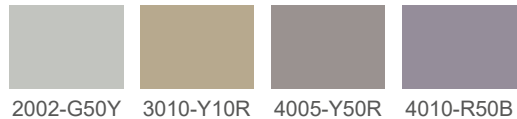
Hazelslade has a clustered form and is roughly triangular in shape with development predominantly along Cannock Wood Street and Rugeley Road. The settlement is constrained by Bentley Brook to the south west, woodland to the north and Hazelslade Local Nature Reserve to the east which includes evidence of early mining in the area. The road layout is relatively uniform. Cannock Wood Street features small 'greens' either side of the road creating an open character along this route.

The settlement itself has a relatively contained character with mature woodland present on most of the settlement edge. There are, however, visual connections with the adjacent area of Rawnsley to the south which is located outside of the AONB.

There are a low number of old buildings (i.e. buildings from the 19th century and earlier) within the settlement which predominantly features modern housing constructed of red and buff brick with tile roofs.



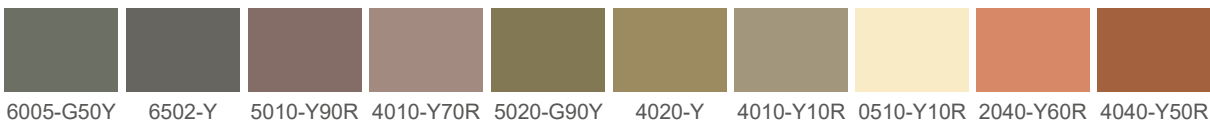
Details



2002-G50Y 3010-Y10R 4005-Y50R 4010-R50B

Colour Study

The colour swatches on this page demonstrate an analysis of existing colours found within the settlement and surrounding landscape of Hazelslade.

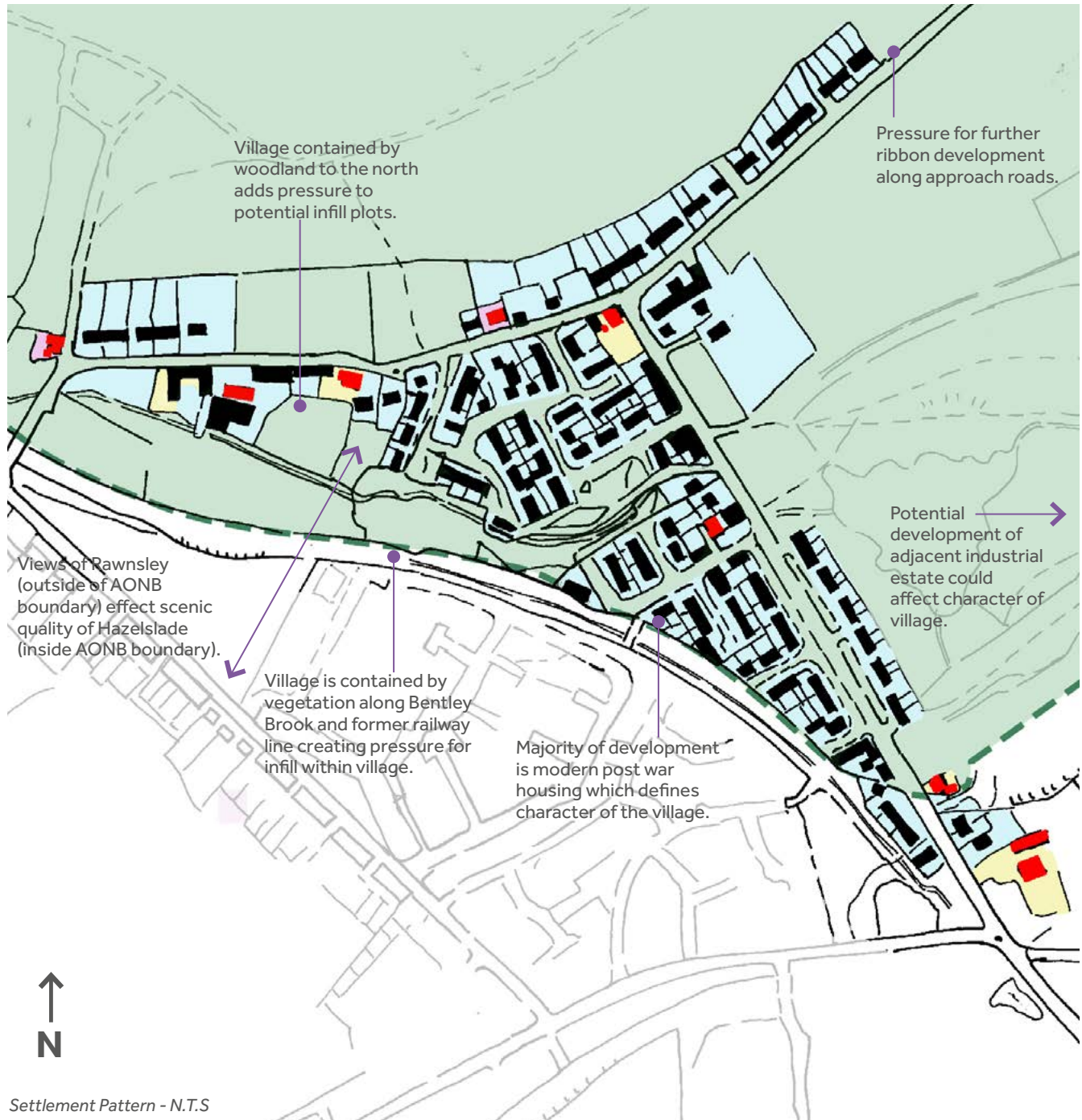


6005-G50Y 6502-Y 5010-Y90R 4010-Y70R 5020-G90Y 4020-Y 4010-Y10R 0510-Y10R 2040-Y60R 4040-Y50R








8005-G80Y 2040-G60Y 5010-G90Y 4005-Y20R 6005-Y20R 3040-Y70R 3040-Y40R 5010-Y70R 6010-Y50R 7005-Y80R

Settlement Constraints and Opportunities



Key

-  AONB Boundary
-  Historic Character (Development predominantly dates from pre 1890)
-  Denotes building evident on OS map 1843-1912
-  Early 20th Century Character (Development predominantly dates from 1890- 1940. May include some buildings and some modern infill)
-  Modern Character (Development predominantly dates from 1920 onwards. May include some scattered older buildings)

SECLUDED PROPERTIES SETTLEMENT TYPE

Properties within this type can be found at:

- Kingsley Wood Road
- Penkridge Bank Road
- Properties in and around Birches Valley

Special Characteristics of Secluded Properties Settlement Type

- Close association with AONB landscape of woodland and heathland which includes, in some areas, the Cannock Chase Site of Special Scientific Interest and Special Area of Conservation.
- Away from main roads, the properties generally have a tranquil setting.
- Development is of low density.
- Where properties are located on high ground, they are set against the dark skies of the AONB.
- Large gardens with long frontages featuring mature boundary hedges and trees or tall fences and walls with gates.
- Limited visibility of buildings within the plots.
- Predominantly large properties, although some are smaller and/or single storey.

ANALYSIS OF KINGSLEY WOOD - SECLUDED PROPERTIES SETTLEMENT TYPE

These properties are found at various locations, but are mainly focussed within the central area of the Chase. The type includes isolated properties found either as individual properties, small clusters or as short terraces. Clusters of large properties include those found on Kingsley Wood Road and Penkridge Bank Road. Those located within the central area are within the Forest Heathlands Landscape Character Area.

Settlement Pattern and Materials

This character type covers properties which are distinctive due to their location. The type consists of large detached properties which are either isolated or found in small clusters such as those at Kingsley Wood Road but also includes short terraces. The properties are not associated with particular village settlements but are remote, often surrounded by mature woodland or boundary planting which gives them an enclosed and secluded character.

Properties vary in age and style, with many showing signs of alteration or expansion over time. There is no distinctive palette of materials with bricks of varying colour and light renders often used with clay roof tiles.



Colour Study

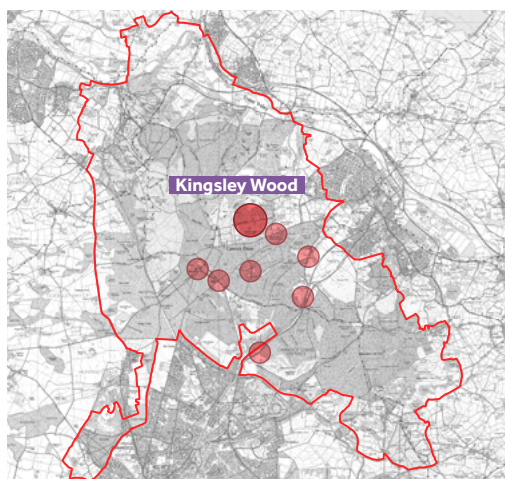
Due to the disparate nature of this type of development, the style and context of the buildings varies, and it is, therefore, not appropriate to define specific baseline colour analysis. The use of colour in new development should always be carefully considered and appropriate materials and finishes selected.

Aerial View of Kingsley Wood Road



Key

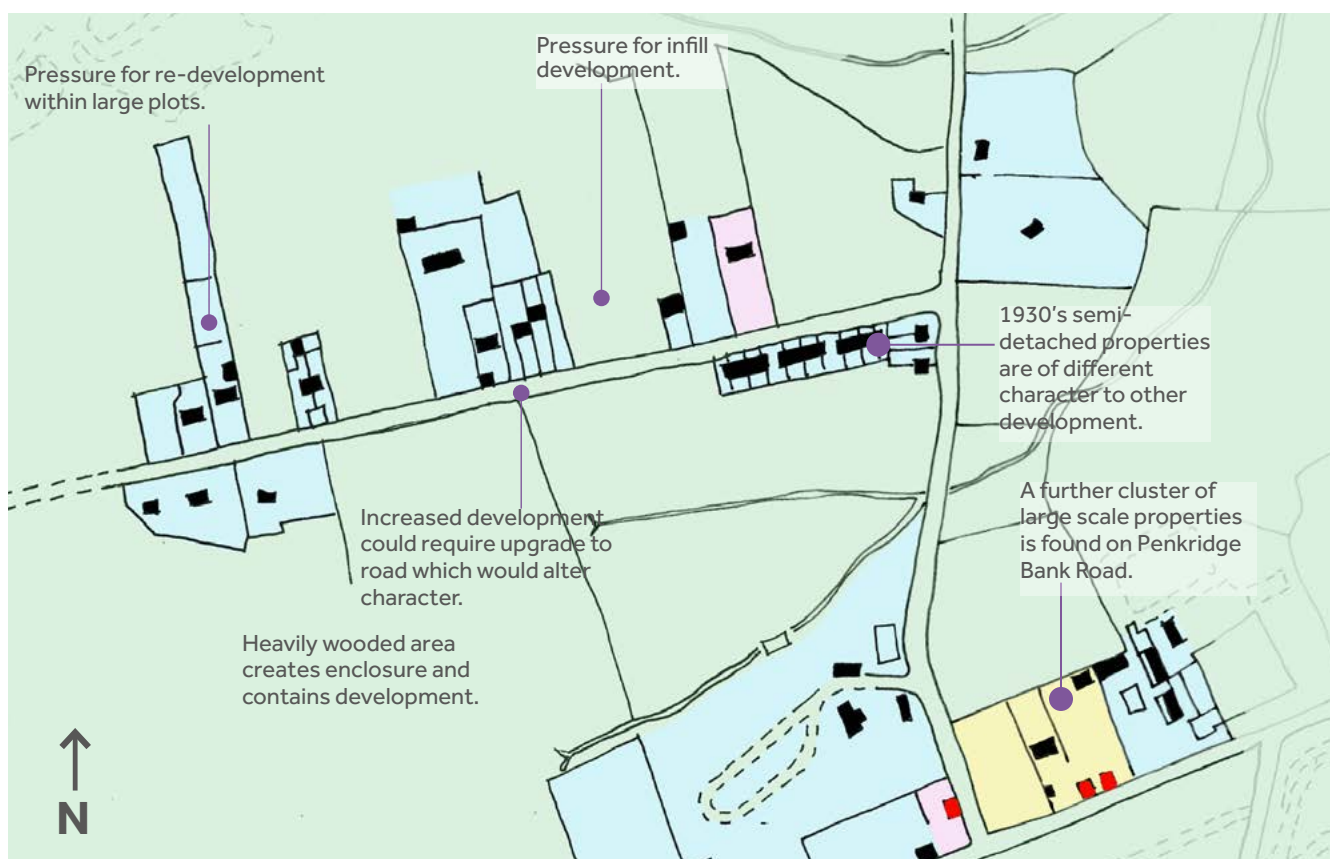
-  Cannock Chase Site of Special Scientific Interest
-  Cannock Chase Special Area of Conservation



Settlement Constraints and Opportunities




CHECKLIST: Secluded Properties



- ✓ Ensure new development proposals are appropriate to existing character in terms of plot size, scale and density.
- ✓ Consider any effects of development on surrounding habitats and species within the designated SSSI and SAC.
- ✓ Ensure proposed development does not result in urbanising road treatment in more isolated locations.
- ✓ Ensure proposed planting associated with new development is appropriate for landscape setting at the heart of the AONB with native species chosen to reflect the natural context.
- ✓ Minimise use of lighting.
- ✓ Where lighting is necessary, consider appropriate low level lighting so as not to effect the dark skies, sense of wildness and tranquillity of the central Chase areas.



Settlement Pattern - N.T.S

Key

-  AONB Boundary (area lies wholly within AONB)
-  Historic Character (Development predominantly dates from pre 1890)
-  Denotes building evident on OS map 1843-1912

-  Early 20th Century Character (Development predominantly dates from 1890- 1940. May include some buildings and some modern infill)
-  Modern Character (Development predominantly dates from 1920 onwards. May include some scattered older buildings)





Cannock Chase AONB Design Guide

Part 2: Building Design in the AONB

July 2020

'Special and Connected'

Overarching Principles of Good Design

PRINCIPLES OF GOOD DESIGN

Contemporary & Sustainable Design

The following chapters provide detailed guidance and examples of the local vernacular found within the settlements of Cannock Chase and highlights the traditional characteristics of building design within the AONB. The style of architecture and methods of construction of new development should be current and in keeping with sustainable design objectives, and contemporary design is not precluded by the guidance within this document.

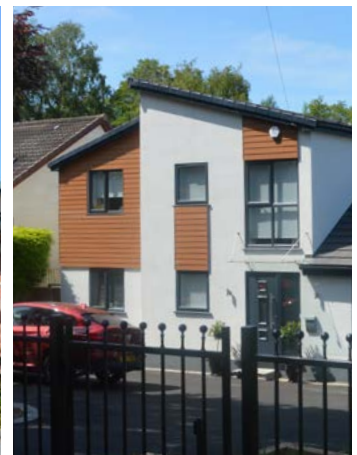
Development within the AONB should be of enduring high quality built form with associated public realm and landscape that sensitively responds to the setting. This can be achieved through using best practice contemporary design that is rooted in local character and which avoids a pastiche of architectural styles. Local characteristics including block form, settlement layout and plot arrangement, and materials and colours selected from the local character of the surrounding area can assist in creating development proposals that positively respond to the context of the AONB.

Cannock Chase is a nationally and internationally important landscape. Any proposed development within the AONB must be of outstanding design to ensure the unique character and special qualities of the AONB remain unspoilt.

The NPPF at paragraph 79 states that development of isolated homes in the countryside should be avoided but does identify circumstances where this may be acceptable and this includes development that is of exceptional quality, in that it:

- *is truly outstanding or innovative, reflecting the highest standards in architecture, and would help to raise standards of design more generally in rural areas. and*
- *would significantly enhance its immediate setting, and be sensitive to the defining characteristics of the local area.*

This document provides baseline character and design guidance that can be applied to any potential contemporary and innovative design associated with a paragraph 79 development proposed within the AONB.



Examples of more modern contemporary design responses within the AONB.

Ten Characteristics of Good Design

A number of overarching principles should be considered for any type of development. These are outlined within the National Design Guidance as ten identified characteristics as follows:

Context

An understanding of the context of a proposed development is vital if it is to assimilate into its surroundings. It is important to review the landscape and settlement character of the area, identifying the appropriate Settlement Type as outlined in Chapter 1.2 where necessary. This ensures any constraints and opportunities which may affect the proposed development are understood. The local topography, for example, should be a key influence on the design with proposals working in harmony with the landscape to reflect existing site levels to minimise cut and fill. Engineering solutions which alter the intrinsic character of the area will not be acceptable.

Reference to the AONB Landscape Character Assessment will help to identify key landscape features which could be retained as part of a development, as well as opportunities for new or enhanced features to strengthen the overall character. Many of the settlements within the AONB are set within a context of mature tree cover which contributes to their character. Development proposals should be informed by a tree survey and seek to maximise tree retention as far as possible, unless the condition of the tree requires removal.

Site edges and transitions are also important considerations. The edges of sites need to be carefully managed to avoid visual intrusion. Where sites abut the countryside, transitions need to be soft so that development sits appropriately in the landscape avoiding hard built edges. New edges should be defined by existing or new green infrastructure consistent with the local landscape character, which should be scalloped rather than creating an abrupt linear edge. In some locations, such as the informal settlement types which tend to be located on higher ground, buildings are more visible within the landscape. In these situations, it will be appropriate to carry out a Landscape and Visual Assessment to assess the possible effects of proposed development on the local landscape and visual resource.

Local planning policy documents can provide useful information to guide development proposals. These include Neighbourhood Plans which include policies relating to design, environment and designations to help inform the design process.

Further detailed guidance is available within local planning authority SPD's (see Chapter 1), existing Design Guides and Village Design Statements. Advice can be sought from Local Planning Authorities who can provide guidance on the type of planning permission or consent which will be needed.

There may be local designations which may restrict development such as being located within a Conservation Area, or being a listed building, or within the setting of a listed building. Conservation Area management plans and appraisals should be taken into consideration. Cannock Chase features a large SAC and settlements such as Milford and Brocton and properties at Kingsley Wood share a close association with the SAC. Where proposed development abuts the SAC boundary, care should be taken to prevent negative impacts on the habitats of the SAC.

Proposals located within open countryside are generally restricted by planning policy, but may be appropriate in some cases. If the site is in open countryside, an understanding of the context will help to reduce impacts. For example, planting can be used to enhance local landscape character or reduce visibility as well as enhance local green infrastructure and habitats for wildlife.

Consideration should be given to proposed development within areas identified as 'Sensitive Edges' (see Chapter 1.2 Figure 4). Proposals in these areas should follow further guidance within the AONB Views and Settings Guide (LUC 2020).

Identity

Understanding the immediate context of a development will guide the scale, form and layout of new buildings. This includes reviewing the location of the proposed development within the settlement, for example, is it within the historic core of a formal settlement or within an area which comprises mostly modern 20th century development within a Mining Village type?

Identity is also defined by the position of a building along the street, the location associated with the adjacent landform, the choice of materials and boundary treatments and external surfacing materials which can all be selected to ensure new development is appropriate to the local context. In some cases it will be appropriate to carry out a colour study to ensure appropriate material and finishes are selected (see Chapter 1.2 and pages 39-41).

Built form

The layout and street pattern of building developments should reflect the existing nature and settlement type.

Plot size and building style should be appropriate to the settlement type (see Chapter 1.2) with buildings designed to relate to the local scale and proportion so as not to dominate an existing street scene.

Sight lines should be considered at a local scale, especially in relation to key views into and out of a settlement. The visual relationship between the villages and immediate neighbouring countryside is important to settlements within the Chase. Buildings can also be used to create focal points or frame a view.

Enclosure and containment, including the setting within the landscape and built form, should relate to the local scale and density. It is important to remember that the retention of incidental open spaces within settlements such as 'greens' are an important feature of settlement character and should be retained.

Extensions should relate to the scale of the existing building and immediate surroundings.

Movement

New development must consider the movement of people including walking, cycling, access to facilities, services and parking. Links to public transport are also important.

Street pattern is an important consideration to ensure a good flow of movement through an area. Review the street pattern and historic setting of the existing settlement including the location of the settlement core, how and where the settlement may have expanded and areas where historical character is stronger.

Nature

New development will inevitably impact on biodiversity. Biodiversity Net Gain is an important tool which can be used to ensure that new developments result in overall benefits to biodiversity (CIEEM 2019). The approach, which will be required under the forthcoming Environment Bill 2020, requires new development to deliver a measurable biodiversity gain ('net gain'), where appropriate, through the provision of suitable natural habitats and ecological features. (Further information is available on government websites).



Brocton village is identified as a Formal/Cluster settlement which has a close association with the adjacent heathland landscape.



Etchinghill (left) features a pattern of development along straight roads, while Hazelslade (right) features more cul-de-sac development.



Open spaces provide important spaces for people and for wildlife. Hazelslade Nature Reserve is located in an area associated with historic mining.

Improving conditions for nature on the Chase is a key theme in the AONB Management Plan. The AONB actively encourages actions that conserve and enhance wildlife.

Within Cannock Chase AONB, there is a close association between the settlements and landscape. Careful consideration should be given to any existing natural assets such as trees, hedgerows, watercourses and habitats such as the local heathland and woodland and natural heritage features. These assets should be retained and enhanced to create a quality of place which prioritises the landscape quality, enhances biodiversity yet retains the relative wildness and tranquillity of the AONB.

Existing field boundaries are a characteristic of the landscape and act as ecological corridors and should be retained as far as possible. Opportunities for further planting to restore the historic field pattern and create linkages with habitats such as woodlands and meadows should be taken.

Protection of bat roosts and nesting birds is required by law (with certain exceptions), whether this be associated with buildings or within trees and hedgerows. Where intrusive works to buildings are proposed, surveys for bats and nesting birds should be carried out to avoid damage to the protected species or their habitat. Enhancements through the provision of bat boxes and bird boxes, such as Swift boxes and House Martin cups, providing roosting and nesting opportunities are actively encouraged.

SuDS systems and source management form an important factor within any design and should be part of the initial design process to ensure an integrated approach to provide biodiversity enhancement.

Public Spaces

Public open spaces should be well considered, overlooked, safe and easily accessible providing opportunities for relaxation, leisure and interaction with nature. There is great opportunity for social interaction and improved well-being to be considered as part of any development within the AONB due to the strength of local landscape character and quality of the natural and cultural heritage within the area.

'Green Infrastructure' can provide important green space for both residents and nature allowing natural links to connect key spaces and features.

Allotments, ponds, play areas, open space, sport pitches, informal meadows, woodland, amenity grassland and walking and cycling routes should all be considered.



Incidental Open Space in Upper Longdon, with seating taking advantage of the relationship between the village and the Chase Landscape



A modern property in Upper Longdon which reflects traditional styles and materials found locally.



Dwelling set back from road frontage behind wide front garden, and locally characteristic stone wall

Uses

Places should provide an integrated approach offering a mix of uses to support activities, including to live, work and play.

New homes could provide opportunity for home working whilst a mix of tenure would provide housing to suit residents at any stage of life.

Facilities and transport should be considered either through providing new amenities or ensuring any new development is located appropriately to ensure access to local transport and amenities.

Homes and buildings

Homes and buildings should be well designed with consideration of material choice, siting and orientation so as to maximise the location.

Buildings should relate to the existing environment and be well integrated into the surroundings. This can be achieved by reviewing the local context and character to inform appropriate use of scale and materials.

Buildings should also relate well to public spaces and provide access to local networks and facilities.

Care should be taken to protect the significance of heritage assets to reflect the historic character of the AONB. Additional advice and consents should be sought for work on assets in Conservation Areas and listed assets. Some development may not be appropriate for heritage assets.

Resources

Renewable energy sources should be considered for any new properties. This might include solar, wind, biomass and heat source pumps.

The visual impact of any sources would, however, need to be considered so as not to unduly impact the scenic quality of the AONB landscape.

Sustainable building approaches should be reviewed with a consideration towards support for local materials and the possible use of local timber.

The use of recycled materials should be considered although the carbon footprint of any materials used would have to be reviewed to consider manufacturing, transportation and end of life.

Lifespan

In the long-term places should be robust and easy to use. Developments should be adaptable and be able to evolve so as to cater for changing needs.

Places that are well design will be resilient and durable with clear management and maintenance strategies to allow longevity.

Evolving technology should be considered to ensure places can change to the way people live as required.

CHECKLIST: Overarching Design Principles

- ✓ All proposed development must adhere to principles of 'good design'.
- ✓ Prior to the commencement of any development, the Local Planning Authority should be consulted to confirm whether or not planning permission is required.
- ✓ **Context** - Check local planning policy documents, SPD's and Design Guides relevant to your location. Consider restrictions on Permitted Development Rights. Carry out a review of the site within its landscape context, review the Landscape Character Assessment and identify features to be retained or opportunities for appropriate new features to enhance the local character.
- ✓ **Identity** - Review the setting of the site context to understand the settlement character type to inform appropriate scale, density, materials and age. Consider the use of an appropriate colour palette.
- ✓ **Built Form** – consider density, plot size and scale in relation to the settlement type.
- ✓ **Movement** – review street pattern, consider enclosure, containment and key views.
- ✓ **Nature** – consider how to protect and enhance the sites natural assets.
- ✓ **Public Spaces** – consider accessibility, safety and well-being.
- ✓ **Uses** – consider live, work, play, facilities and transport.
- ✓ **Homes and Buildings** – consider materials, siting and orientation to ensure well integrated development.
- ✓ **Resources** - consider sustainability and renewable energy sources.
- ✓ **Lifespan** – consider longevity, resilience and durability.

COLOUR PALETTE

Materials Palette

Section 1.2 of this Design Guide provides a sample of winter colours for each settlement type within Cannock Chase AONB. These colours reflect commonly occurring tones and hues of native trees, vegetation, rocks, soils and distinctive built form.

Many factors affect the perception of a material within its environment such as the material's age, the distance from the object and the direction and intensity of light. As such, developing a palette from sampled swatches requires a degree of adjustment.

The following pages illustrate the process that should be applied to these sample swatches to inform colour decisions within both new developments and alterations to existing dwellings. For this purpose, Cannock Wood has been chosen as an example scheme, lying within the overall 'Informal Settlements' type.

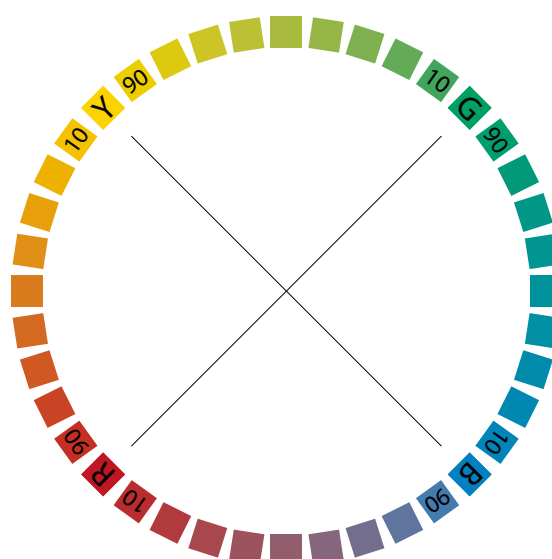
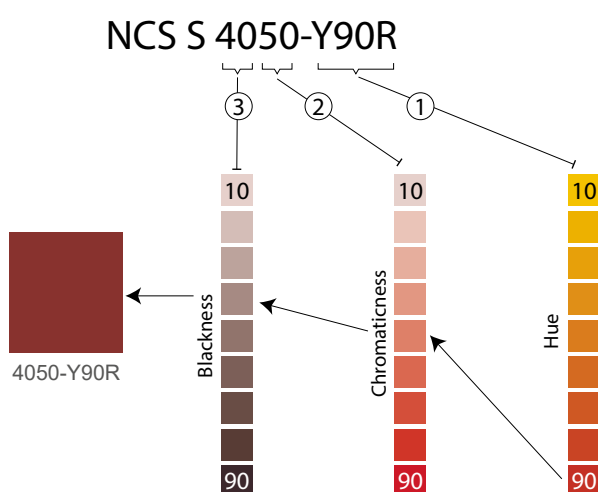
Natural Colour System

The colour reference system used to describe colour in this document is the Natural Colour System (NCS). This system is based on human perception of colour, rather than the physical process of producing a colour.

The diagram shown below breaks down the NCS notation into its competent parts:

1. Hue,
2. Chromaticness, and
3. Blackness.

These three elements are combined to give an accurate reference to a colour.



Considerations

The colours set out on the following page provide an example of a broad palette of acceptable tones and hues for specific materials within the Informal Settlements Character Area at Cannock Wood.

This colour palette has been developed from the baseline colours identified on the previous page and developed in order to integrate future built development in Cannock Wood and it's environs into the Cannock Chase landscape.

Developing a palette from the sampled swatches requires a degree of adjustment.

Coloured surfaces, particularly when viewed from a distance, will seem brighter. Furthermore, weathering usually results in a lighter finish. These effects can be offset by choosing a darker colour for the main palette.

The column to the left shows the main palette of colours for Cannock Wood. These integration/ darker colours have been selected to aid the integration of built form within the landscape/townscape context. These are for larger surfaces and elevations and should be the predominant palette when choosing materials/finishes. the columns are divided into materials including brick/tile/metal/render.

Occasional contrast/accent/lighter colours are acceptable in some cases, subject to detailed site analysis and these are shown in the central column.

Accent colours are offered to compliment or provide contrast to the main elevations and have generally been created to "pair" with integration colours. However, at this broad level, they provide a guide only, and suitable matching of integration and accent colours should be determined on a site-by-site basis.

Accent colours can be used to emphasise detailing and architectural features. These colours tend to appear more prominent within views and, as such, should be used sensitively.

The final column shows neutral colours which can be used as transitions between new and old properties and also to guide the use of tone if suggesting alternative hues at a detailed stage.

It is accepted that it is not always possible to source materials with a precise colour match with the colours overleaf, particularly where materials are natural and colour variation is a feature. It is also accepted that colours can weather and change over time, particularly strong or dark colours.

Alternative colours (hues) may be used but it is recommended that they sit within the tonal range of the colours as set out. As a general rule of thumb, materials with a matt finish, which sit within the approximate tonal range of the relevant palette, will be appropriate

A site specific analysis of local colour, using the NCS colour system, could be considered to accompany certain planning applications. For larger schemes, such as care homes and employment sites, an ECA (Environmental Colour Assessment) could be useful to demonstrate how certain materials and colours have been selected.

Example Palette - Informal Settlements - Cannock Wood

	Main Palette ¹	Accents ²	Transition/Neutrals ³
Brick/ Stone/Timber	 3040-Y60R	 3010-Y60R	 3502-R
	 3040-Y50R	 3005-Y50R	 3500-N
	 4030-Y40R	 2020-B40G	
Tile/Slate	 4020-Y30R	 2020-Y30R	 4502-Y
	 4020-G70Y	 4010-R70B	 4500-N
	 6020-Y20R	 4005-Y20R	
Metal	 5020-Y40R	 3220-Y80R	 5502-Y
	 5010-Y30R	 3010-Y40R	 5000-N
Render/ Paint	 6010-Y10R	 5010-R10B	 6502-Y
	 6030-Y20R	 6005-Y20R	 6500-N
	 8005-Y50R	 5005-Y50R	
	 6020-Y90R	 4020-Y90R	 7502-R
	 7020-Y80R	 7005-B80G	 7000-N
	 7010-Y70R	 5010-Y70R	
	 7502-Y	 2502-Y	 7502-Y
	 7020-G70Y	 5010-R70B	 7500-N
	 8010-Y70R	 4010-Y70R	
	 2010-Y40R	 0502-Y	 25w02-Y
	 2020-G70Y	 0505-Y20R	 2000-N
		 1010-Y10R	

1. These are integration colours for larger surfaces and elevations and should be the predominant palette when choosing materials/finishes. These colours have been selected to aid the integration of built form within the respective landscape/ townscape context.

2. These are accent colours and should be used either to contrast or compliment the integration palette. They can be used to emphasise detailing and architectural features or sparingly and where appropriate as a main elevational colour. These colours tend to be appear more prominent within views and, as such, should be used sensitively, in particular where using render.

3. These are neutral colours and can be used as transitions between new and old properties and also to guide the use of tone if suggesting alternative hues at a detailed stage. Transition/Neutrals are not intended for use over a large area, such as a rendered elevation as they are too light.

Detailed Domestic Design Guidance

PLOT ARRANGEMENT

New development should reflect the village type with plot sizes being of appropriate scale and form so as not to detract from the existing local character. Mining Villages such as Hazelslade tend to have a higher density pattern while Informal settlements such as Cannock Wood and Formal settlements such as Brocton have areas of both higher and lower density. Where appropriate, space should be made within the plot to accommodate gardens and parking and to allow trees and shrubs to be planted to soften the buildings.

- Consideration should be given to the existing character and settlement type to ensure new development does not negatively affect the density of the location. In some places there may be scope to sub-divide large plots, however, this should be in keeping and appropriate to the local context.
- New development should be carefully located, especially when sited towards the edges of settlements, so that it does not contribute to unnecessary ribbon development or coalescence between settlements.
- Consideration should be given to additional features such as bin stores within the plot to avoid detracting features within the street scene.



The low density of development within Brocton allows a high proportion of landscape and tree cover, which contributes to the character of the village



Recycling and waste bins are often unsightly at front of properties. Bin stores can help to improve the streetscene.



A modern property at Upper Longdon reflects the location of the building within the plot creating a similar frontage treatment to an adjacent traditional property.

CHECKLIST: Plot Arrangement

- ✓ New development should not negatively affect the density of the location.
- ✓ New development should be carefully located, especially towards the edges of settlements.
- ✓ Bins should be stored away efficiently and preferably in bin stores.

WALLS

Using locally relevant materials is important in order to maintain the unique character of the AONB. Historically, use of red brick or render (white or off-white) are most prominent.

Brick

Within the AONB, red brick is the most dominant material used for construction. It is found within all settlements and used for many traditional buildings, including schools, houses and churches, as well as boundary treatments. Brick types within the AONB vary due to the subtle changes in the soil types. Although brick tones are predominantly reds and oranges, there are subtle changes in hues.

- The tone and texture of any brickwork should be carefully considered so that it compliments the local characteristic brickwork.
- Examples of lighter buff brick or blue brick are found occasionally but these should only be used where there is a local precedent.
- Handmade or reclaimed bricks are preferable over machine made bricks and should be used where possible. However, traditional-style machine made bricks would be acceptable in order to reduce costs.
- Use of multiple shades of brick should be considered to avoid too much uniformity and emulate the varied tone and texture that is present within traditional clay brick buildings in the AONB. However, the brick tones should not be starkly different from one another.



Gentleshaw Church



Houses at Brocton



House at Cannock Wood

Render

There is a high percentage of properties featuring white (or off white) render. This is found particularly within the Informal Settlement Type particularly Cannock Wood, Upper Longdon and in many modern developments such as those within Hazelslade.

- Render should only be used in well-designed developments where the impact on short and long distance views has been assessed (see reference to Sensitive Edges, chapter 2.1), or, where there is precedent for use of render in the immediate context.
- Where coloured render is used, it must be respectful of the local colour palette.
- Earthy or muted tones are preferable over brighter colours as this is more appropriate for the AONB.
- Garish or reflective colours should be avoided particularly when visible from a long distance.
- Colours that appear glossy or shiny, or stand out in the landscape should be avoided.

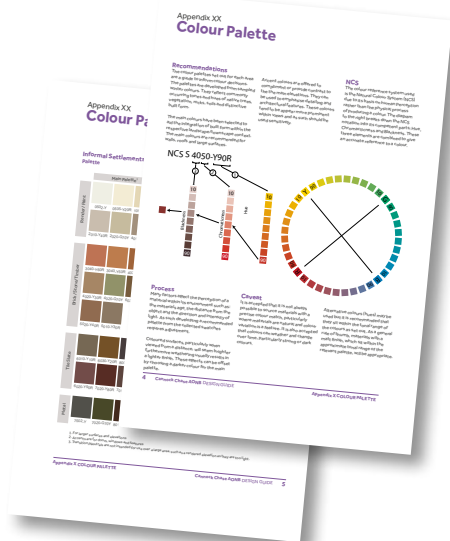
For colour palettes and colour recommendations relating to each settlement type within the AONB, please refer to Chapters 1.2 and 2.1.



Traditional rendered properties at Cannock Wood and Brocton



Property at Cannock Wood



Stone

Stone buildings are less common in the AONB. They tend to be older, focal buildings such as the Stone House at Slitting Mill or the Village Hall at Tixall.

- Where stone is used, it is typically laid in large, regular blocks. When considering the use of stone, it is important to reflect the style of construction that is used locally.
- It is preferable that stone is sourced locally to the AONB to achieve the characteristic tone and texture present within existing stone buildings. However, a close visual match is also acceptable.
- Traditional lime mortar is preferable over cement based mortar as it is softer and visually more characteristic of the type of stone buildings found within the AONB. This is particularly relevant when replacing existing lime mortar.



The 'Stone House' on the edge of Slitting Mill contributes positively to the character of the village



Village Hall at Tixall located within Tixall Conservation Area

Timber

Some examples of timber framed properties can be seen particularly in the Formal Villages such as Brocton. The use of timber is less commonplace but where it is present, is usually combined with red brick, render or painted brick.

Brocton features a line of timber framed buildings along The Green with a large property located on the southern approach to the village. Within Brocton, the brickwork on the timber framed properties has often been painted white. These properties have a stone base.



Attractive traditional timber framed properties at Brocton

- Where possible, timber should be sourced locally to the AONB in order to reflect the traditional usage, however, this is not essential. Timber sourced locally is a more sustainable resource as it will need to travel a shorter distance.
- Timber should generally be painted, unless part of a timber-framed building or as part of a contemporary design.
- Contemporary timber frame or timber cladding may be used where it reflects the local character. Timber such as oak, can be left to weather naturally to allow its natural colour to show.
- Good quality contemporary design responses using timber are to be encouraged where it is appropriate and does not negatively impact the character of the AONB.



Good examples of traditional timber details found within the AONB

For colour palettes and colour recommendations relating to each settlement type within the AONB, please refer to Chapters 1.2 and 2.1.



Examples of timber cladding that have weathered over time and sit well within the surroundings

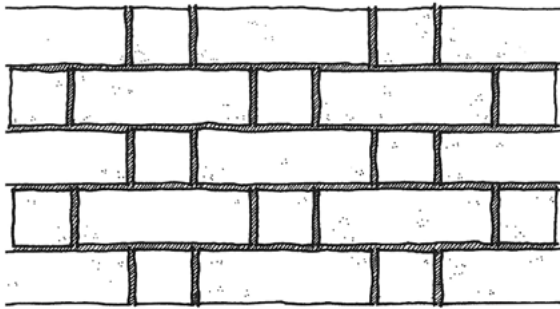
CHECKLIST: Walls

- ✓ Red brick is the most dominant material used for construction. New brick buildings should be in keeping with the AONB.
- ✓ Use of multiple shades of brick should be considered.
- ✓ Where coloured render is used, it must be respectful of the local colour palette.
- ✓ Colours that appear glossy or shiny, or stand out in the landscape should be avoided.
- ✓ Stone for walls should be in keeping with the existing character and should be sourced locally to the AONB.
- ✓ Traditional lime mortar is preferred over cement based mortar.
- ✓ Timber frame or cladding may be used where it reflects the local character.

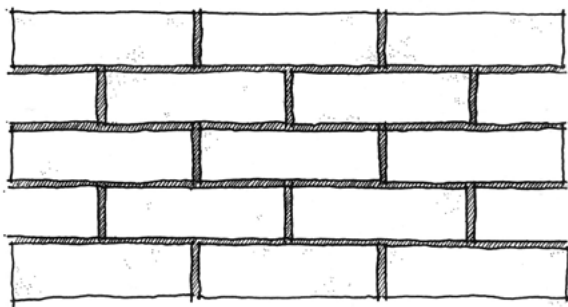
JOINTING AND BONDS

The jointing and bonds of brickwork can alter the overall appearance of a building in its setting. Jointing patterns tend to relate to the age of the building. Traditional buildings feature very thin lime mortar joints while more modern buildings have wider mortar joints. Brick bonding within the AONB tends to be mostly flemish bond (and variations upon) or stretcher bond.

- Proposed brick bonding should be appropriate for the character of the AONB.
- Proposed brick bonding should be in keeping with the character of the settlement and the local context.



Flemish bond



Stretcher bond



Brick bonds and types found within the AONB

WINDOWS

Cannock Chase AONB displays a variety of different window styles. The solid to void ratio should be a key consideration in order to create rhythm and visual cohesion. Smaller scale, older buildings generally feature smaller windows due to the traditional building techniques creating smaller openings. These are usually timber framed. Larger sash windows with more decorative lintels are more common on larger farmhouses or substantial Georgian properties. Windows recessed into reveals is a traditional feature found within the AONB which gives articulation to elevations. The position of openings defines a buildings character and helps to add rhythm and symmetry to an elevation.

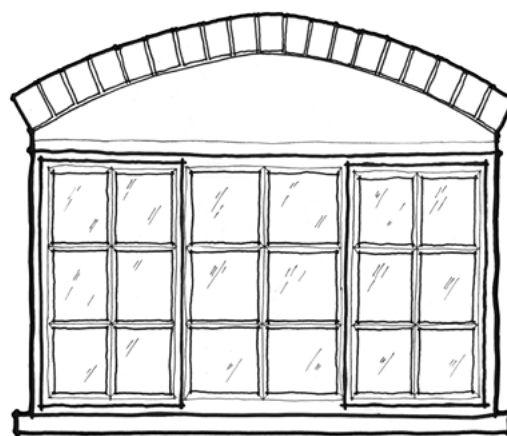
- Window openings should be kept in proportion with the size and scale of the building.
- Smaller windows on the principal elevations should be used where possible. Larger windows or large expanses of glass should be kept to rear elevations only.
- Darker coloured windows may be acceptable where contrasted with lighter coloured render.
- Imitation lead windows should be avoided.
- Timber should be used instead of uPVC. Timber should be painted unless in a timber-framed building or as part of a contemporary design. The paint colour should be in keeping with the character of the AONB.
- Windows should be set into a reveal. This is a detail found traditionally and works well to provide relief and interest to a facade.
- Brick arches over windows are a key characteristic of the AONB and may be used to positively contribute to the local character. Brick arches are a particular characteristic of buildings at Cannock Wood.
- For buildings located within a conservation area, extra care should be taken when choosing an appropriate colour.
- uPVC windows or fixtures will not be appropriate particularly for older properties pre-dating 1900 and properties within Conservation Areas.
- Additional guidelines will apply if an applicant wishes to make changes to the windows of a listed building. Listed building consent may need to be granted for works to go ahead.



Good examples of timber window frames and sills in Brocton. This is a notable characteristic of the AONB



Traditional wooden windows which are in keeping with the scale and character of the property



Three lantern casement window with brick arch

Bay Windows

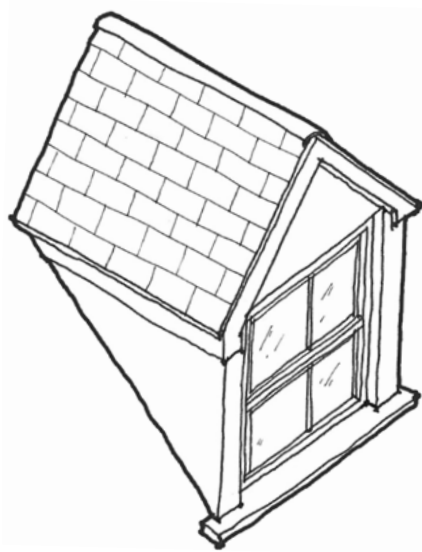
Bay windows are found within the AONB but are not a common feature.

- Bay windows should only be used if a precedent is found within the immediate context.

Dormer Windows

Gabled dormer windows are characteristic of the AONB. These often have decorative bargeboards and feature ridge tiles. One and a half storey properties with dormer windows are a characteristic of the Formal Villages of Brocton and Tixall.

- Dormer windows should be modest in scale and appropriate for the style of the building.
- They should generally be gabled with simple bargeboard details. Flat roof dormers are found on some properties, so they could be acceptable in some cases, or as part of a contemporary design.
- Dormer windows should be low on the roof and designed to let light into roof spaces as opposed to creating more space in the eaves.
- Simple, casement style windows should be used which should preferably be constructed from timber.



An example of a typical gabled dormer window appropriate for the AONB



Good examples of dormer windows in Shugborough and Cannock Wood

Large Windows

Large areas of glazing on new buildings can be used to take advantage of long range views at the settlement edge. However, this can sometimes appear out of character with the rest of the settlement.

- Use of non-reflective glass will help to reduce glare and its impact on the surrounding area.
- Breaking up large areas of glazing with glazing bars will help to reduce the overall impact.



Large area of glazing broken up with glazing bars at Brocton and Cannock Wood

CHECKLIST: Windows

- ✓ Windows should be in proportion with the size and scale of the building.
- ✓ Colours must be muted and in keeping with the character of the AONB.
- ✓ Smaller windows should be used on the principle elevations.
- ✓ Use of timber windows is generally preferred over uPVC windows.
- ✓ Where dormer windows are used, they should be appropriate for the character of the building and the AONB.
- ✓ Dormer windows should be low on the roof and designed to let in light to roof spaces.
- ✓ Large areas of glazing should be non-reflective and broken up by glazing bars where possible.

PORCHES

Adding a porch to a new building can create interest, particularly in a detached building. There are two dominating styles of porch found within the AONB. Modest buildings tend to have simple, gabled porches with tiled roofs and minimal ornamentation. Hipped porches are a common and a distinctive feature of the AONB.

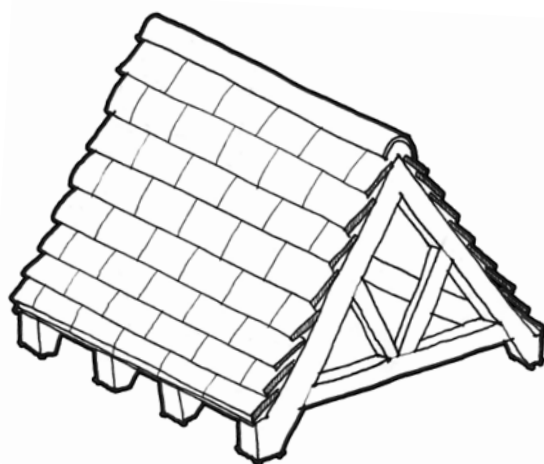
- A porch should not be added to an old building purely for ornamentation as this can appear out of place.
- Porches should be an appropriate size and scale for the size of the building. A large porch may not be appropriate for a simple, modest building.
- Porches within the AONB are typically pitched with an open front and tiled to match the roof tiles.
- Gabled porches should have a roof pitch that matches the pitch of the main roof.
- The materials used should be in keeping with the style of the rest of the building. The roof tiles should match the existing roof as closely as possible.
- A porch should be well designed and suitable for the building. It should generally be no higher than the first floor sill and not much wider than the doorway.
- Additional guidelines will apply if an applicant wishes to add a porch to a listed building. Listed building consent may also need to be granted for works to go ahead. Adding a porch to a listed building may not be appropriate at all.



Local examples of hipped porches that are in keeping with the character of the property



Simple, attractive gabled porches found in Brocton



A typical gabled porch within the AONB

- Porches should be appropriate for the scale of the door and the overall proportions of the building.
- A porch should not dominate the building in terms of size, level of ornamentation or detail.
- Consideration should be given to whether a porch is necessary at all. In certain cases, a porch may not be appropriate for the character of the local area or the building itself.



This overly large porch is out of proportion with the rest of the building. The door is on the side of the porch which is not characteristic of the area.



Examples of larger, more ornate porches that are appropriate for the style of the building

CHECKLIST: Porches

- ✓ Porches should be appropriate for the size and scale of the building.
- ✓ Detailing should be appropriate for the style and era of the building.
- ✓ The materials should match the rest of the building.
- ✓ The design should be in keeping with the overall character of the AONB.
- ✓ Gabled porches should have a roof pitch that matches the pitch of the main roof.
- ✓ Porches should not dominate the rest of the building.
- ✓ Consideration should be given to whether a porch is necessary at all.

DOORS

Doors found within the AONB tend to be simple and of timber construction which usually has a painted finish. They tend to be modest in scale and are appropriate for the size of the building. Doors sometimes feature one or more small panes of glass.

- Doors should be appropriate for the size and scale of the building.
- Similarly to windows, they should be timber which is then left as natural finish or painted in a colour that is in keeping with the character of the AONB. Doors are a good way of introducing appropriate contrast colours. See examples of colour palettes in Chapter 2.1 and 1.2.
- Doors for modest buildings should be simple and free from ornamentation. They should be designed to fit with the immediate local context.
- Double patio doors should be confined to the rear elevations.
- For buildings in a conservation area, extra care should be taken when choosing an appropriate door colour.



Front doors found within the AONB in appropriate colours and materials

LINTELS

Window and door lintels within the AONB vary and relate to the age of the building. Features include use of sandstone with some arched brick lintels to windows, however, they are usually simply ornamented and painted.

- Ornate lintels should be kept to larger, more substantial buildings.
- Modest buildings should have simple, stone or painted lintels that are either arched or flat.



Feature lintels seen on a traditional building with ornate details and an example of a simple characteristic dark painted lintel

For colour palettes and colour recommendations relating to each settlement type within the AONB, please refer to Chapters 1.2 and 2.1.

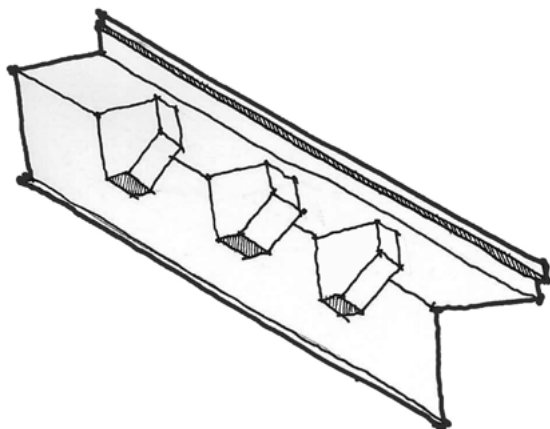
CHECKLIST: Doors & Lintels

- ✓ Doors should be appropriate for the size and scale of the building.
- ✓ Doors should be made from timber and either painted or left as a natural finish.
- ✓ Chosen materials and colours should be appropriate for the AONB.
- ✓ Lintels should be appropriate for the style of the building in terms of material choice and design.

DETAILING & ORNAMENTATION

Ornamentation within the AONB adds character to buildings. Common features include corbels, window shutters, pillars, arches, decorative ridge tiles and bargeboards. Such decoration is mostly found on larger Victorian houses and villas within the AONB. Porches sometimes have detailed bargeboards but this is less common. More modest dwellings in settlements are generally much more simple and free from ornamentation.

- Detailing should be in keeping with the character of the AONB and should be considerate of features found in the local context.
- Materials used should be those traditionally used for detailing like stone, timber, or brick.
- Detailing should reflect the local character and utilise traditional craftsmanship.
- Bargeboards should be appropriate for the style of the building.
- Decorative bargeboards may be suitable for Victorian buildings but this level of detail can spoil older buildings and should be avoided.
- Brick corbel or rafter feet detailing at the eaves is a feature commonly found within the AONB. Any interpretation of this should be in keeping with the local character and use an appropriate material type and colour.



A good example of rafter feet detailing commonly found within the AONB



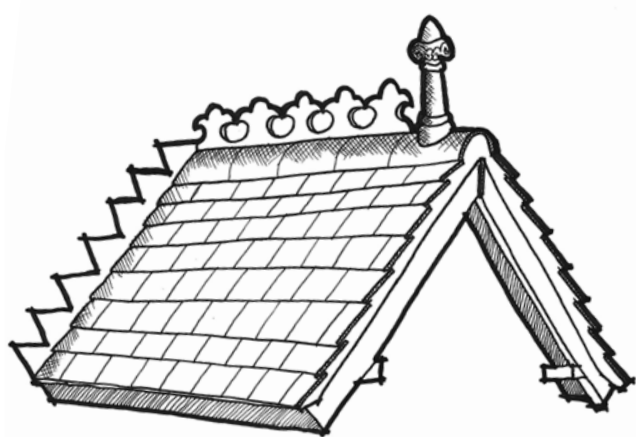
Brick corbel detailing features prominently within the AONB.



Some examples of ornate bargeboard details that are in keeping with the rest of the building

For colour palettes and colour recommendations relating to each settlement type within the AONB, please refer to Chapters 1.2 and 2.1.

- Decorative ridge tiles are characteristic of the AONB. These may be used where there is local precedent and where it is appropriate for the style of the building.
- Window shutters can be seen throughout the AONB. Where these are appropriate, they should be made from timber with a painted finish.
- Feature rafter feet are common throughout the AONB. Where present, they should be left as a natural timber finish or painted in an appropriate colour.
- Detailing to extensions or outbuildings should reflect that of the existing building. It is often most appropriate to use modest, simple details that do not detract from the buildings character.
- Additional guidelines will apply if an applicant wishes to make any changes to the detailing of a listed building. Listed building consent may also need to be granted for works to go ahead.



Attractive ornate ridge tile details are characteristic at Milford and Brocton



Attractive architectural details found within the AONB



Attractive architectural details found within the AONB

CHECKLIST: Ornamentation & Details

- ✓ Detail and ornamentation should be in keeping with the character of the AONB.
- ✓ Detailing to extensions or outbuildings should reflect that of the existing building.
- ✓ Details should be constructed using traditional materials such as stone, timber, and brick.
- ✓ Traditional craftsmanship should be utilised where possible.
- ✓ Ornate details should be kept to larger, more substantial buildings.
- ✓ Modest buildings should have simple detailing.

ROOFS

The roofscape of the AONB is one of the key defining built characteristics. As part of creating a 'sense of place', it is critical for new roofscapes to acknowledge the existing context and contribute positively to it. Roof styles within the AONB are varied but are mostly pitched or in some cases hipped.

- Roofs should be pitched with a central ridge.
- The roof style and configuration should reflect that of the local character.
- The roof covering should be a natural material (see p.53 for guidance on roofing materials).
- Flat roofs should be avoided as they negatively contribute to the character of the AONB. A flat roof may be acceptable if a green roof is used.
- Roof pitches should be kept to at least 40° however, a pitch of 45° or over is preferable.
- Steep roof pitches are characteristic of the AONB particularly on traditional buildings. The roof pitch of the immediate context should be observed and taken into account in the design of any new building or proposed extension.
- Roof lights should be small and discreet and should be designed to allow more light in, not create more space in the eaves. They should not disrupt the appearance of the building.
- Roof lights should be flush with the roof covering.
- Bargeboards should be appropriate for the style of the building. They should be made from timber and either left in a natural finish or painted.
- The use of solar panels may be appropriate in some cases but the visual impact must be carefully considered.
- Solar panels should not be placed on prominent elevations and should be kept low on the roof.
- Downpipes and gutters should be dark, discrete and minimal. They should be an appropriate material that is in keeping with both the character of the building and the wider area.



Solar panels facing onto the street negatively impact on the street scene and should be avoided

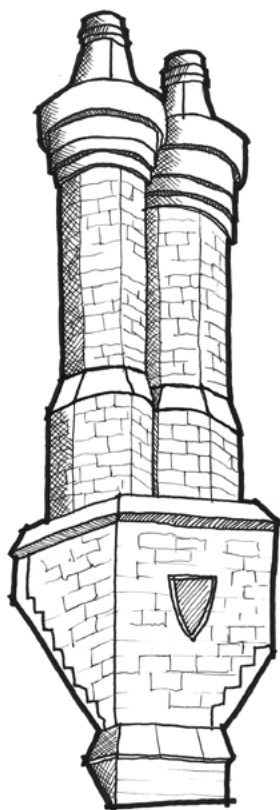


Attractive steep roof pitch to properties at Milford and Cannock Wood

Chimneys

Houses within the AONB characteristically have at least one chimney. Older buildings of timber frame construction often have large exterior chimneys. Chimneys are generally located at either end of the roof. They are sometimes symmetrical with two on opposing ends of the building. Victorian dwellings often have tall brick chimney stacks that feature ornate brick detailing. This type of chimney can be found across the settlement types, particularly in Milford and Upper Longdon. More modest dwellings tend to have shorter chimney stacks with less detailing. These are usually centrally located within the building.

- A chimney should be appropriate for the size and scale of the building.
- Incorporating a real working chimney should be considered where chimneys are a local characteristic.
- If the building does not have an open fire, consider incorporating the central heating flue or soil vent into the chimney stack.



Characteristic tall, ornate chimney stack found within the AONB



Modest and simply decorated chimney stacks at Slitting Mill



Characteristic symmetrical chimney stacks at Brocton and Etching Hill

Tiles & Roofing Materials

Staffordshire Blue clay tile is the dominant roofing material within the AONB. This type of clay tile roof is dark and matt, making it less visible at longer distances and less dominant within the landscape. Also found within the district are Rosemary tiles that are generally a terracotta colour, but weather to a darker colour.

- Staffordshire Blue clay tiles and Rosemary terracotta tiles are commonly found throughout the AONB and are the preferable roofing material choice. A close material match may be acceptable if neither tile type can be sourced.
- It is preferable that roof tiles are locally sourced to ensure that the tone and texture matches the existing roof tiles in the locality. However, this is not essential.
- Use of green roofs may be considered if a flat or very shallow roof is necessary. A green roof will help to lessen the impact of a flat roof on the surrounding landscape. A green roof can help to support local biodiversity.
- Use of concrete tile or any other roofing material that is not characteristic of the AONB should be avoided.
- For buildings in a conservation area, extra care should be taken when choosing an appropriate roofing material.
- Additional guidelines will apply if an applicant wishes to make any changes to the roof of a listed building. Listed building consent may also need to be granted for works to go ahead.



Property with a Staffordshire Blue clay tiled roof within the AONB



Staffordshire Blue clay tiled roofs at Brocton

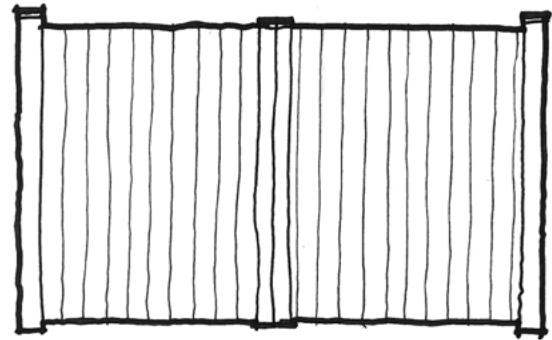
CHECKLIST: Roofs, Tiles & Chimneys

- ✓ The roof style and configuration should reflect the local character.
- ✓ Flat roofs should generally be avoided.
- ✓ A roof pitch of over 45° is preferable.
- ✓ Detailing such as bargeboards and gutters should be appropriate for the style of the building and settlement.
- ✓ Positioning of solar panels must be carefully considered.
- ✓ Chimneys should be appropriate for the size and scale of the building.
- ✓ Roof tiles should be locally sourced, Staffordshire blue clay tiles are preferable.
- ✓ Use of concrete tile or any other roofing material that is uncharacteristic of the AONB should be avoided.

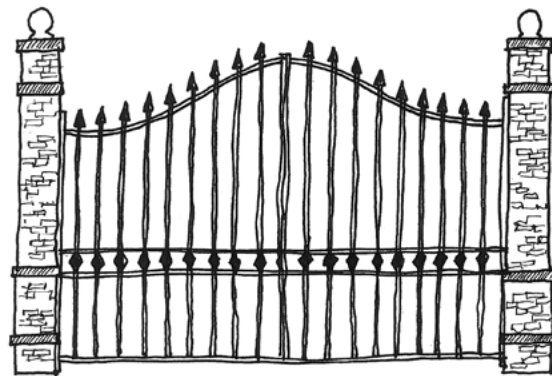
BOUNDARY TREATMENTS

There are a variety of different types of boundary treatment present within the AONB including brick walls, railings, and native mixed species of hedgerow. Hedgerows are often used to define a boundary where there is no pavement along a road. New boundaries should take into consideration the local characteristic boundary treatments.

- Characteristic boundary treatments should not be removed particularly where they are valuable to the enclosure pattern of the landscape.
- Fencing for residential boundaries is not characteristic of the AONB and should generally be avoided.
- Fencing may be used as a field boundary or where a residential garden borders open countryside.
- Railings should be simple and in keeping with the scale of the building.
- Some examples of ornate railings can be seen where there are larger properties set back from the road.
- Where gates are necessary, they should be in proportion with the scale of the building. Low timber or metal gates are preferred for modest properties. Larger, more ornate gates may be appropriate for more substantial properties.
- Gates should be visually permeable.
- Inconsistent boundaries should be avoided and instead, should reflect that of the immediate neighbours.
- Local building techniques should be observed like the characteristic stone coping on top of brick walls.
- Where brick walls are used, they should be in keeping with the style of the building and should be a brick type of similar tone and texture to the main building.
- Stone walls should use local stone where possible and should be in keeping with the character of the main building.
- Where hedgerows are a local characteristic, new hedgerows should be planted using native species.



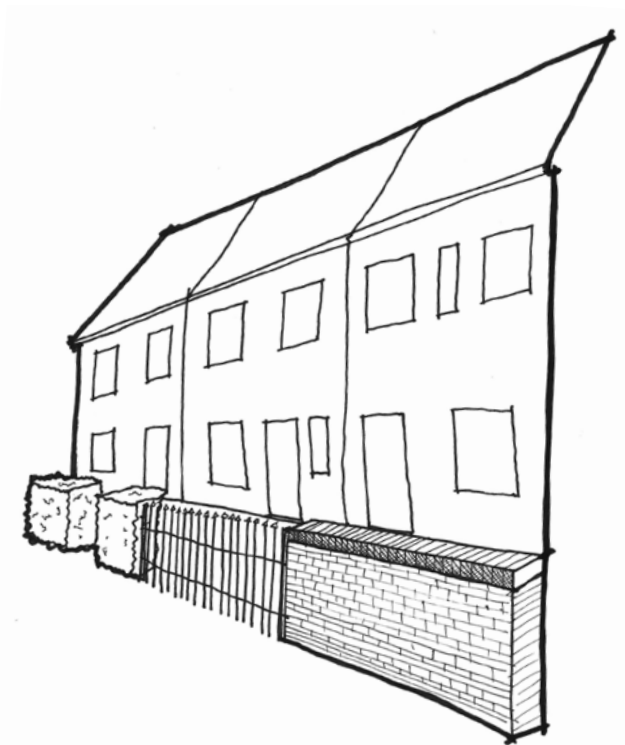
Solid timber gates are inappropriate for the AONB and should be avoided



Overly ornate gates such as this are inappropriate for most modest dwellings



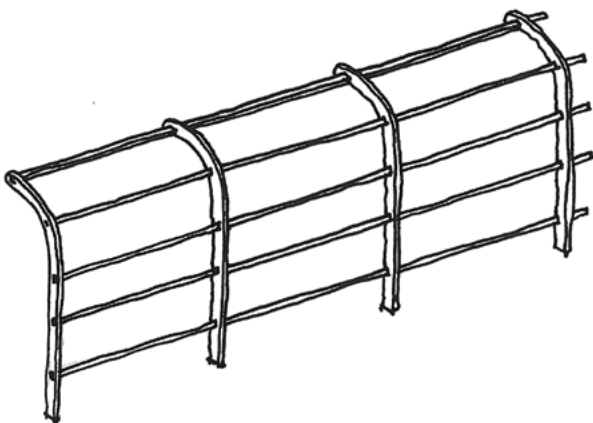
Simple ornamental railings with low brick wall at Upper Longdon



Sketch showing example of inconsistent boundary treatments which should be avoided



A good example of a low wall defining boundary at Slitting Mill



Estate railings are a more formal option



Characteristic brick and stone-topped walls



Sand stone wall characteristic of the AONB

CHECKLIST: Boundary Treatments

- ✓ Existing boundary treatments should be retained where possible.
- ✓ Where hedgerows are used, they should be of native species.
- ✓ Any boundary treatment should be appropriate for the style and proportion of the building.
- ✓ Brick types should match that of the main building.
- ✓ Boundary treatments should be consistent with that of the local context.
- ✓ Fencing to residential boundaries should generally be avoided.

LIGHTING

Dark skies are key to maintaining the natural beauty of the AONB. External lighting to properties can contribute to light pollution and negatively affect the peace and tranquillity of the rural landscape. Light pollution can also have a negative affect on nocturnal animals such as moths and bats.

- Low wattage bulbs should be used externally.
- Lighting should be kept at low-level and flood lighting should be avoided. This is particularly relevant at the edges of settlements where rural light pollution is a greater concern.
- Internally lit floor-to-ceiling windows should be avoided particularly at the edges of settlements in order to minimise light pollution.
- Downlights should be considered where possible in order to minimise the impact of bright lights on the immediate surroundings.
- Use of motion sensor lights for security should always be considered over lights that are permanently lit.

It is recommended that lighting is used in a limited capacity. The 2018 State of the AONB report (LUC 2018) identified Cannock Chase AONB as being a place where 'high levels of tranquillity and dark night skies can be experienced' (para. 3.4). This feature forms part of the statement of significance and is an important feature of the AONB. The report identifies that although the night skies of the AONB are comparatively dark, the AONB has 'the highest levels of light pollution of any AONB'.



Good examples of lighting within the AONB



Good examples of subtle lighting within the AONB

CHECKLIST: Lighting

- ✓ Dark skies should be conserved.
- ✓ Lighting direction, intensity and illumination period should be carefully considered.
- ✓ The lighting style should be appropriate.
- ✓ Overpowering lighting is to be avoided.
- ✓ Lighting levels should be kept to a minimum.

EXTERNAL AREAS & FRONT GARDENS

External treatments, particularly front gardens, should relate to the location and local context having regard to the village type within which the site is located. In some areas properties front onto the street, while others have small frontages separated by walls or hedges. Properties are also found with long frontages featuring drives, front gardens and outbuildings.

- Where appropriate, buildings should be set within the plot with space for front and rear gardens.
- Particularly at the edges of settlements, front gardens should reflect the local context with plant species and hard materials chosen to be appropriate to the setting.
- Native species should be planted within frontages where possible including hawthorn or beech hedges with small native trees to help the development tie into the existing landscape and provide wildlife benefits within the settlement.
- Native hedgerow planting is appropriate for boundaries that abut open countryside.
- Hard materials should be sourced locally. The use of gravel is appropriate in some locations while brick pavers can be used where a solid surface is required.
- Avoid unnecessary use of tarmac with concrete kerbs which can create an inappropriate urban character.



Beech hedges and low key frontages with no kerbs along the road at Brocton help the edge of the settlement tie in to the adjacent open landscape.



A hedge provides a dense and secure but green boundary to a property in Etchinghill while the use of gravel provides a softer setting to the building.

CHECKLIST: External Areas & Front Gardens

- ✓ Buildings should be set within the plot with space for front and rear gardens.
- ✓ Front gardens should be reflective of the local context.
- ✓ Frontages should be planted with native species.
- ✓ Unnecessary use of tarmac with concrete kerbs should be avoided.
- ✓ Hard materials should be locally sourced.

TERRACES & BALCONIES

Raised terraces, balconies and terraces on single storey roofs to serve the first floor are often used to create additional outside space. It is important, however, to carefully consider their scale and location so that they do not have a detrimental impact on the AONB.

- First floor balconies can be used to break up the massing of new buildings. Balconies should be in proportion with the scale of the building.
- Terraces and balconies should be in keeping with the character of the building and be of an appropriate style.
- Terraces and balconies should not overpower the existing building either in terms of scale or level of detail.
- Any proposed roof terrace or balcony should be respectful of close neighbours and not overpower neighbouring buildings.
- The materials and colours should complement that of the existing building.
- Particular care should be given towards the design of a roof terrace or balcony, should it be visible from the open countryside.
- Ground level garden decking and garden terraces should also be in-keeping with the scale, proportion and materials of the existing building.
- Additional guidelines will apply if an applicant wishes to add a terrace or balcony to a listed building. Listed building consent or scheduled monument consent may also need to be granted for works to go ahead.



Balconies and terraces should be unobtrusive and in keeping with the character of the rest of the building like the examples above



First floor balconies can be used to break up the massing of multi-storey buildings

CHECKLIST: Terraces & Balconies

- ✓ Terraces and balconies should be in proportion with the scale of the building.
- ✓ They should be in keeping with the character of the building.
- ✓ They should not overpower the building.
- ✓ They should be respectful of close neighbours.
- ✓ The materials and colours should complement that of the existing building.
- ✓ The balcony or terrace must not negatively impact the AONB and the open countryside.
- ✓ Garden terraces and decking should be in-keeping with the existing building.

GARAGES

It is important that the location of any new garage is in keeping with the character of the main building and located so that it does not interfere with the overall aesthetic of the streetscape.

- Garages should be set back from the main dwelling.
- They should be in keeping with the character of the AONB and appropriate for the style of the main building.
- Garages should not overpower the main building either in terms of scale or level of detail. A modest, simple design that uses muted colours will help it to be less dominant.
- It is important to ensure that the appropriate design considerations for heritage assets and their setting are adhered to. Additional guidelines will apply if an applicant wishes to add a garage to a listed building.
- The roof pitch should be similar to that of the main building.
- The materials and colours should complement that of the main building.
- A drive-through archway which leads to a garage should be considered as an alternative to a stand alone garage.
- An open, car-barn should be considered as an alternative.
- Large collections of garages away from the main building should be avoided.



A good example of an open car-barn type garage

PARKING

In order to help reduce the visual impact of parked cars on the AONB, it is important to consider how to stop parking from becoming visually dominant within the settlement.

- Parking should be kept to driveways and parking courts and should always be off-street.
- Frontage parking should be avoided and front gardens should not be turned into parking areas.
- Parking to the side of properties is preferred. This helps to reduce the overall impact of parking on the streetscape.
- Where frontage parking is unavoidable, driveway materials should be appropriate to the AONB and of a permeable construction (or similar).



Parking on greens or on the roadside could be avoided by using low knee rails or bollards

CHECKLIST: Parking & Garages

- ✓ Garages should not overpower the main building and should be set back from it.
- ✓ Materials and colours should be unobtrusive.
- ✓ Garages should be in keeping with the style of the main building and appropriate for the AONB.
- ✓ Parking should be kept to drives at the side of the property and always be off-street.
- ✓ Frontage parking should be avoided.
- ✓ Front gardens should not be used for parking.

CARE HOMES

There may be locations within the AONB where it is appropriate to place a small care home or extra care facility.

- The scale of the building should be carefully considered and should be appropriate for the character of the area.
- The location of the building should not have a detrimental impact on the settlement pattern.
- The density of the development should be in keeping with the character of the settlement.
- Materials and colours should be in keeping with the character of the AONB and relevant settlement character area (refer to Chapter 1.2).
- If an existing building is to be converted, the character should be carefully considered as part of the conversion.
- Parking provision should avoid detrimental effects on the settlement character.
- The impact of additional traffic into the area will need to be taken into account.

For colour palettes and colour recommendations relating to each settlement type within the AONB, please refer to Chapters 1.2 and 2.1.

EXTENSIONS & OUTBUILDINGS

A successful extension has the ability enhance the character, appearance and value of a building. A good approach to take is to look for the defining characteristics of the existing building and work to enhance them as opposed to overshadowing them. Adding an outbuilding or making use of an existing outbuilding is another option for adding space, particularly where a studio or workspace is needed.

Prior to commencing any development to extend a building, please check with the Local Planning Authority whether planning permission is required.

- An extension should be in keeping with the scale of the existing building and should be subservient so as not to overpower or overshadow it.
- A building that has been extended already should not be extended to the point where the new additions dominate the original structure.
- An extension should utilise materials that are appropriate for the character of the original building. Using reclaimed or locally sourced materials are preferred.
- A extension that is of a contrasting design to the existing building may be the most appropriate. For example, a lightweight glazed structure could work well alongside a brick or stone building.
- It is important to ensure that the appropriate design considerations for heritage assets and their setting are adhered to. Additional guidelines will apply if an applicant wishes to add an extension or outbuilding to a listed building. Listed building consent or scheduled monument consent may also need to be granted for works to go ahead.
- Good quality contemporary design is to be encouraged where it is appropriate and does not harm the character of the AONB.
- Where there is a small building on a large plot of land, the addition of an outbuilding should be considered over an extension.
- An extension should not overlook or be too close to neighbouring buildings.
- The roof pitch of the extension or outbuilding should match that of the original building.
- Outbuildings should have pitched roofs and timber doors and windows.
- Conservatories are only to be used to extend domestic properties and not converted barns or buildings whose original function was non-domestic.



Extensions

- Extensions should be located on the side or rear of the building and not on the principal elevation.
- The total habitable floor space should respond to the building and context and should generally not increase by more than 20-40%. Consideration should be given to the visibility of the extension from public viewpoints and impacts on the street scene.
- The ridge height of the extension must be no higher than that of the original building.
- The materials, roof pitch and window proportions should be the same as the original building.
- Side extensions should not be wider than the original building and should be set back from the principal elevation.

Outbuildings

- The materials, roof pitch and window proportions should be the same as the original building.
- Outbuildings should not be located forward of the principal elevation.

CHECKLIST: Extensions & Outbuildings

- ✓ Any addition should not overpower the original building.
- ✓ Care should be taken when extending an already extended building.
- ✓ Materials should be appropriate.
- ✓ An addition should not significantly overlook the neighbouring property.
- ✓ The roof pitch of an extension or outbuilding should be the same as the original building.
- ✓ Details such as doors must be in keeping with the character of the original building.

CONVERSIONS OF FARM BUILDINGS

Disused agricultural buildings are a common feature throughout the AONB. When converting a farm building to residential use, it is important to maintain or convert existing agricultural buildings as opposed to leaving them to decay, particularly if they are of historic interest and add to the character of the landscape. Converting these buildings and re-using them in a sympathetic manner however, is essential.

Where a conversion facilitates extensive works to the fabric of the building, an assessment for roosting bats and nesting birds should be considered to avoid disturbance to protected species and their habitat.

- In order to retain its unique character, it is important to retain as much of the existing building as possible.
- Where an extension to the existing building is necessary, the agricultural character should still be retained.
- Additions such as conservatories are not appropriate and should be avoided.
- Original materials of value such as brick and roof tiles should be retained and re-used wherever possible.
- Raising the roof can significantly increase the size of the building which may be inappropriate.
- The roof structure should only be replaced if the structural integrity is compromised. As much of the character of the original roof should be retained and preserved.
- Where still recognisable, traditional courtyard arrangements should be retained in the conversion.
- New decorative elements should not be introduced that detract from the unique agricultural quality of the existing building.
- Downpipes and gutters should be dark coloured and discreet or in keeping with the character of the building.
- Private gardens and driveways should be carefully sited so as to not interrupt public views.
- Existing openings and the doors and windows themselves should be retained where possible.
- No, or very few, new openings should be added.
- Where it is necessary for windows and doors to be replaced, they should be sympathetic to the original design and materials.
- Any extension which alters the linear narrow form of the original building should be avoided.



Sympathetic conversion of agricultural building at Brocton

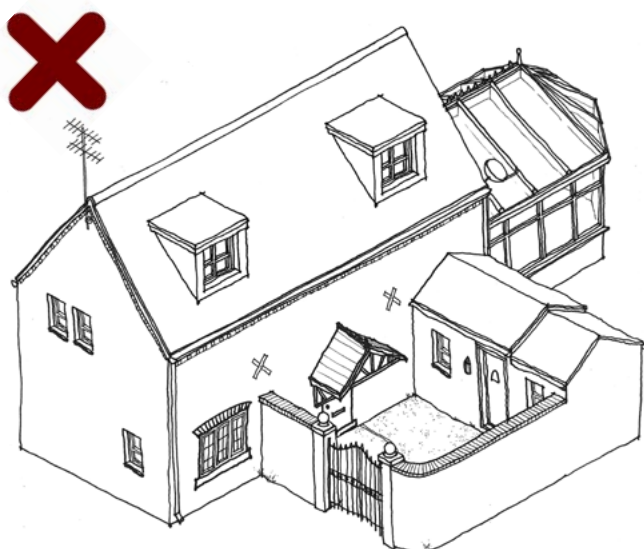


Original ventilation holes should be retained where possible

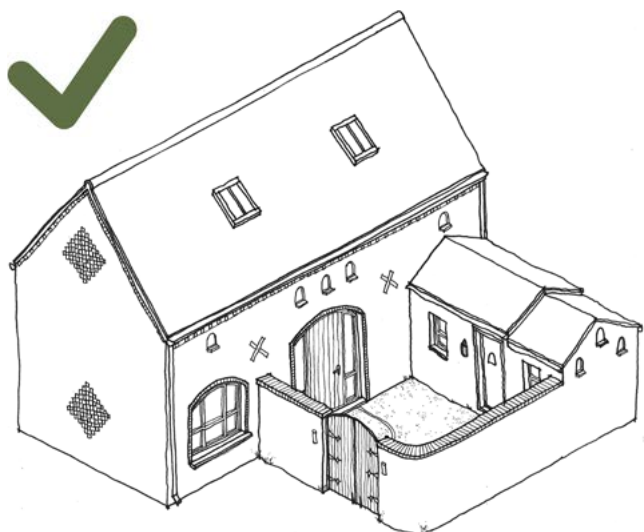
Prior to commencing any development to convert a building, please check with the Local Planning Authority whether planning permission is required.

It is important to ensure that appropriate design considerations for heritage assets and their setting are adhered to. It is recommended that applicants use advice on Historic England's website to consider what may be appropriate.

For colour palettes and colour recommendations relating to each settlement type within the AONB, please refer to Chapters 1.2 and 2.1.



Example of an unsympathetic conversion. the windows, door and gate are out of character with the original barn, an unattractive aerial has been added and some of the original features have been lost. The conservatory and dormer windows are out of character with the original barn.



Example of a sympathetic conversion. the original features such as door and window openings and the ventilation holes have been retained. The rooflights are small and discreet. Additions such as the gate are in keeping with the character of the original barn.

- Introducing inappropriate openings can have a very damaging affect on the unique character of the building. New openings should be introduced with care and should be in keeping with existing ones.
- Creating rooflights can be particularly damaging and should be done so with care. Rooflights should be small or kept to unobtrusive elevations.
- Features such as dormer windows, porches, hanging baskets and conservatories are generally a distinctly residential feature and should be avoided.
- Unique features that add to the character of the original building such as ventilation holes and hoists should be retained and restored where necessary.
- Suburbanising features such as elaborate gates and entrances are not in keeping with the agricultural character and should be avoided.
- Satellite dishes and aerials should be discreet and should not be placed on principle elevations.
- Swift boxes, bat boxes and House Martin cups can be used to encourage roosting and nesting.

CHECKLIST: Farm Building Conversions

- ✓ As much as possible of the existing building should be retained.
- ✓ Any new addition should be sympathetic and in keeping with the style of the existing building.
- ✓ Conservatories should be avoided.
- ✓ New window and door openings should be carefully considered.
- ✓ Original materials and unique details should be retained, restored and re-used.
- ✓ Any rooflights should be small or not placed on principle elevations.
- ✓ Dormer windows should be avoided.
- ✓ The roof structure should only be replaced if the structural integrity is compromised.
- ✓ Any original courtyard arrangement should be retained.

Commercial, Employment & Industrial

SHOPFRONTS & SIGNAGE

Some retail uses exist within the AONB, generally in the form of converted residences or other buildings like the stables and kennels at Milford. Post Offices and local shops are located within villages with other uses, including pubs, tending to be located in traditional buildings of local vernacular, although a modern style Indian Restaurant is found at Milford. The building styles for these uses all vary but generally feature elements of signage and lighting. Signage can easily become very imposing and detrimental, especially within a more sensitive setting.

- Commercial signage should be appropriate for the character of the AONB as opposed to maintaining a corporate image.
- Shopfronts should be well designed, attractive and in keeping with the character of the settlement.
- Shopfronts should be appropriate for the architectural era of the building and be respectful of the local character.
- Signage can easily become very imposing and detrimental, especially within a more sensitive setting.



More sympathetic treatment of signage at Milford



Small business at Milford - the frontage is dominated by incohesive treatment of signage.



Imposing treatment of signage at Hazelslade

- It is important that signage is appropriate for the character of the location. An overall consistent use of style can help create a cohesive approach.
- Signage should be simple and minimal. Multiple colours and styles should be avoided.
- Darker colours and muted tones are more in keeping with the character of the AONB and are more appropriate than brighter colours.
- Signage should be an appropriate scale and should not overpower the building.
- The materials used should be in keeping with the character of the AONB.
- Signage should be consolidated where possible to avoid clutter.
- Traditional shop fronts and heritage signage form an integral element of rural village centres and should be retained or replaced in a considerate manner. Replacement modern frontages may be considered out of character.
- Shopfronts and signage should be subtly lit so as to not interfere with the dark skies of the AONB.
- Any signage to shopfronts will need to respect the historic character of the AONB and protect the significance of heritage assets.



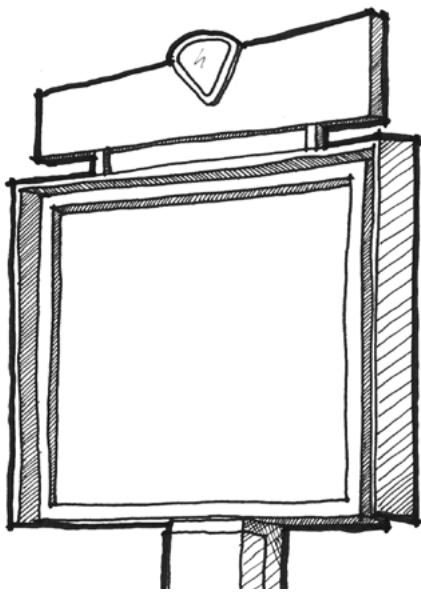
Bright, bold signage should be avoided



Subtle, attractive signage on a shopfront at Milford



Corporate signage can detract from the character of a building



Self-supporting signage is a good solution for shops and businesses. However, this should not overpower the building and should be in keeping with its character



Darker colours and muted tones are preferable

For colour palettes and colour recommendations suitable for use within the AONB, please refer to Chapters 1.2 and 2.1.



Garish and overpowering signage like these examples at Hazleslade should be avoided



Natural timber signage is appropriate within the AONB

CHECKLIST: Shopfronts & Signage

- ✓ Corporate image should not be overpowering.
- ✓ Shopfronts should be appropriate for the settlement and the style of the building.
- ✓ Signage should be simple and minimal.
- ✓ Signage should be appropriate for the character of the area.
- ✓ Multiple colours and styles should be avoided.
- ✓ Darker colours in muted tones are preferable.
- ✓ Natural materials such as timber are appropriate.
- ✓ Signage should be consolidated where possible to avoid clutter.

INDUSTRIAL & EMPLOYMENT USES

There are a small number of industrial and employment uses located within the AONB, but some are located close to the boundary such as the industrial estate at Hazelslade located on the former Cannock & Rugeley Colliery and the Cannock Chase Enterprise Centre at the former West Cannock Colliery. These developments are currently surprisingly contained within the heavily treed and undulating landscape, however are located within areas identified as Sensitive Edges (see Chapter 1.2 and Figure 4) as they have the potential to become of increasing influence due to their location close to the AONB boundary. Landscape and Visual impact Assessments may be required for larger scale developments in these locations. Materials should be carefully selected with a colour study considered to ensure buildings do not become overly dominant within the AONB or its setting. For colour palettes and colour recommendations suitable for use within the AONB, please refer to Chapters 1.2 and 2.1. Also refer to Chapter 2.2 for guidance on appropriate materials, roofs and other details.

- Any industrial or employment building should be appropriate for the character of the AONB.
- Such new development should not be placed in a prominent position where it may have a detrimental affect on the landscape.
- Landscape and Visual Impact Assessments should be considered for larger scale development proposals.
- Signage and corporate image should be simple and discreet.
- Colour studies should be considered for larger scale developments, especially if located within areas identified as 'Sensitive Edges'.



Indian Restaurant at Milford with minimal signage and corporate image



Imposing water works building at Milford



Large scale facade at West Cannock Enterprise Centre



Cannock Chase Information Centre with its minimal signage

QUARRIES

Mineral extraction in the form of stone and coal forms part of the industrial history of the AONB, with many small scale sand, gravel and coal pits evident on maps dating from 1843. The smaller scale quarries and gravel pits are now redundant but gravel extraction still occurs within the area, with large active quarries located to the west of Etchinghill and to the north of Huntington. The quarries are surrounded by woodland and are not generally visible within the landscape, although the entrances are visually prominent as a result of signage, lighting and fences.

For colour palettes and colour recommendations suitable for use within the AONB, please refer to Chapters 1.2 and 2.1.



Imposing signage and boundary treatments at the entrance to Rugeley quarry

- Any proposed expansion should be subject to appropriate analysis and review such as Landscape and Visual Impact Assessment to ensure no negative impacts on the wider AONB landscape and to inform mitigation.
- Any proposed new buildings should be located within the existing confines of the quarry to reduce unnecessary sprawl.
- Signage and lighting should be kept to a minimum and located at entrances only to reduce any impacts on the existing dark skies and character of the surrounding AONB landscape.
- The colour of fencing and security gates etc should be carefully chosen to be appropriate for the local context. Darker greens, browns and greys are more appropriate than bright colours such as red, blue and white.
- Colour studies should be considered for larger scale developments.

CHECKLIST: Quarries

- ✓ Any proposed expansion should be subject to appropriate analysis and review.
- ✓ New buildings should be located within the existing confines of the quarry.
- ✓ Signage and lighting should be kept to a minimum.
- ✓ Colour of fencing and security gates etc should be appropriate for the local context.

LIGHTING

In the case of commercial, employment and industrial premises, lighting can help to provide a safer environment. However, it may result in visual intrusion and add to the overall visual impact of the building. The wrong kind of lighting can be imposing and lead to unnecessary light pollution.

- It is important to consider the type of lighting to be used, the intensity, direction of illumination and period within which the lighting will be used.
- As dark skies are a particular feature of the AONB, it is important that this is retained and protected.
- The height of lighting columns should be kept to a minimum and flood lighting is to be avoided where possible.
- Only appropriate low levels of lighting should be proposed so as to reduce the overall impact.
- Commercial, employment and industrial premises should be lit from above, instead of from below, in order to minimise light pollution.
- The style of lighting to be used should be appropriate for the character of the AONB.
- Areas such as car parks and service yards should be lit appropriately and unnecessary flood lighting should be restricted.
- Lighting columns should generally be of minimal height. However, cowls can be used to limit the spill of light so a taller unit can cover a greater area. Yellow light should be used rather than bright white.

Refer to the lighting section in Chapter 2.2 for additional guidance on lighting.



Subtle down-lighting on a shopfront at Milford



Flood lighting should be avoided where possible

CHECKLIST: Lighting

- ✓ Lighting direction, intensity and illumination period should be carefully considered.
- ✓ The lighting style should be appropriate.
- ✓ Dark skies should be conserved.
- ✓ Overpowering lighting is to be avoided.
- ✓ Lighting levels should be kept to a minimum.

Public Realm

STREET FURNITURE

Street furniture comes in many forms and is used in a variety of locations and capacities, for example, as a single bench at a viewpoint or as part of a wider scheme of enhancements for recreational provision. Bollards are a key feature of the AONB and are often used along the side of the road to prevent parking on verges.

Any proposed street furniture such as bins, benches, signage and bollards should be in keeping with the character of the local area. Where multiple items are required such as bollards, bins and seating, a cohesive suite of furniture should be used.

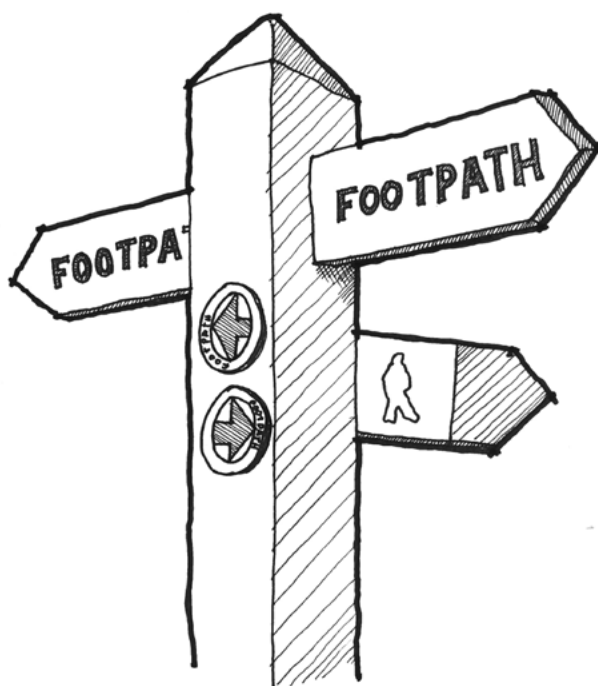
- Any proposed street furniture should be appropriate for the AONB.
- Bins should be discreet and should not display any garish branding or signage.
- Benches should be simple and preferably of timber construction.
- Lamp posts and lighting columns should be simple, unobtrusive and as low to the ground as possible.
- Bollards should be of a solid timber construction which should, where possible, be locally sourced.
- Bollards should be small, discreet and functional.
- Interpretation boards and signage for the purpose of outdoor recreation and leisure should be made from natural materials to help them blend into the surroundings. Use of bespoke design using materials that respond to the setting would be supported.
- Signage should be simple and where possible, kept to minimum.
- Any new street furniture within a Conservation Area should be appropriate for its character.
- There may be opportunities for enhancement to reveal the significance of heritage assets such as signage or interpretation boards to detail the historic character of the AONB or public art initiatives that reflect the historic character of the AONB.
- A level of consistency and uniformity across a type of street furniture is advocated.



Attractive timber bollards at Castle Ring



Street furniture should be simple and unobtrusive such as these examples



Footpath signage that is made from timber helps it to blend in with the surrounding landscape



A good example of timber signage within the AONB



An attractive timber-edged information board at Castle Ring

For colour palettes and colour recommendations suitable for use within the AONB, please refer to Chapters 1.2 and 2.1.

CHECKLIST: Street Furniture

- ✓ Street furniture should be appropriate for the AONB.
- ✓ Benches and bollards should be simple and preferably made from natural materials.
- ✓ Street furniture should be small, discreet and functional.
- ✓ Any interpretation boards and signage should be made from natural materials.
- ✓ Signage should be simple and where possible, kept to minimum.
- ✓ Where multiple features are required, a cohesive suite of furniture should be used.

PAVING & HARD SURFACES

The choice of paving and hard surfaces can have a significant impact on the overall aesthetic of a settlement. The unique character of the local area should always be taken into account.

- Large expanses of a single surfacing materials should be avoided.
- Where large areas of hard surfacing are required, the overall effect should be reduced through consideration of the layout and design and should be mitigated with tree planting.
- Conversely, using too many different materials can appear disjointed and unsightly.
- Proposed paving and hard surfacing should be in keeping with the local context.
- Where traditional materials are used locally, the same material should be continued in order to reinforce the local identity.
- Concrete paving should be avoided as this has an urbanising effect.
- Impermeable hard surfacing should be used to a minimal extent. Use of reinforced turf, gravel or alternative permeable surfacing materials such as setts bedded on sand should always be considered as an alternative to hard paving as these allow for surface water to drain through.



Large expanses of a single surfacing material should be avoided

CHECKLIST: Paving & Hard Surfaces

- ✓ Large expanses of a single material should be avoided.
- ✓ Use of too many materials can look disjointed and should also be avoided.
- ✓ The choice of surfacing should be in keeping with the existing context.
- ✓ Concrete paving is to be avoided.
- ✓ Grass or gravel is preferred instead of hard surfacing.
- ✓ Hard surfacing should be used minimally.



Examples of types of paving found in the AONB

Agricultural & Other Rural Development Buildings

DESIGN

Surviving farmsteads within the AONB tend to be located towards its periphery. Detailed analysis of the type and character of the farmsteads is included within the Staffordshire County Council Staffordshire Farmsteads Character Statement and Staffordshire Farmsteads Assessment Framework.

A number of different types and forms of farmstead survive, mostly dating from the 19th century. Some remain as working farms, while others have been converted to residential, retail or employment uses. Conversions of functional modern agricultural buildings to industrial uses are becoming increasingly common, representing a change to the character of the rural countryside beyond a traditional farming business.

Where works are planned to an agricultural building which facilitates extensive works to the fabric of the building, an assessment for roosting bats and nesting birds should be considered to avoid disturbance to protected species and their habitat.

Prior to commencing any development, please check with the Local Planning Authority whether planning permission is required. It is acknowledged that some farm related development is possible under Permitted Development Rights, however, the AONB would like to promote the principles of good design and would encourage careful consideration of all design proposals to protect the unique character of the AONB.

- The significance of the farmstead on the surrounding landscape should be carefully considered. Views in and out of existing farmsteads should not be disrupted by new buildings.
- The rural agricultural character of the farmstead should be maintained to retain the contribution to the overall character of the AONB.
- Proposed farmstead buildings should not copy existing styles but instead, interpret them in a contemporary way.
- Before any significant changes are made to the farmstead, key characteristics should be recorded so that future work in the local area can be informed by the character of historic farmsteads.



Modest-sized farmstead buildings in the AONB

- Buildings that are naturally lit through means of rooflights should be located on the least visually obtrusive elevation.
- Proposed farmstead building should respect the historic character of the AONB and protect the significance of heritage assets.
- Swift boxes, bat boxes and House Martin cups can be used to encourage roosting and nesting.

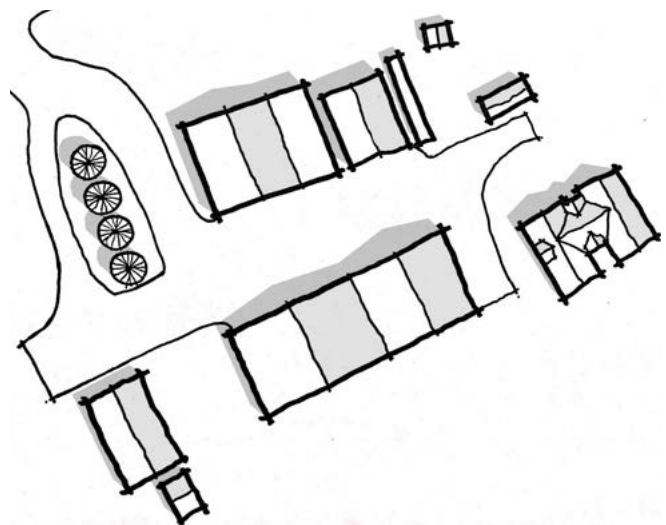
FARMSTEAD CLUSTER ARRANGEMENTS

Traditional farmsteads contribute to the overall character and distinctiveness of the AONB landscape. Any proposed changes to historic farmsteads should ensure that the distinctive characteristics are retained. Farmsteads within the AONB are characterised by their layout which include the main farmhouse and a series of working buildings broken up with yards in between. Some examples of the types of farmsteads found within the AONB are outlined in the following section. These farmsteads have expanded over time but the character of the original farmstead has been retained. This section should be read in conjunction with "Staffordshire Farmstead Character Statement."

Loose Courtyard

Loose courtyards are formed from a series of detached buildings loosely arranged around one or more yards. They consist of a farmhouse with a number of working buildings and may have other scattered farm buildings close by. Typically within Cannock Chase, loose courtyards plans have buildings to one or two sides of the yard.

- Loose courtyard arrangements offer little opportunity for new development.
- Care must be taken to ensure new development does not alter the type of farmstead. Joining buildings and altering the layout can result in the formation of a formal or regular farmstead layout.

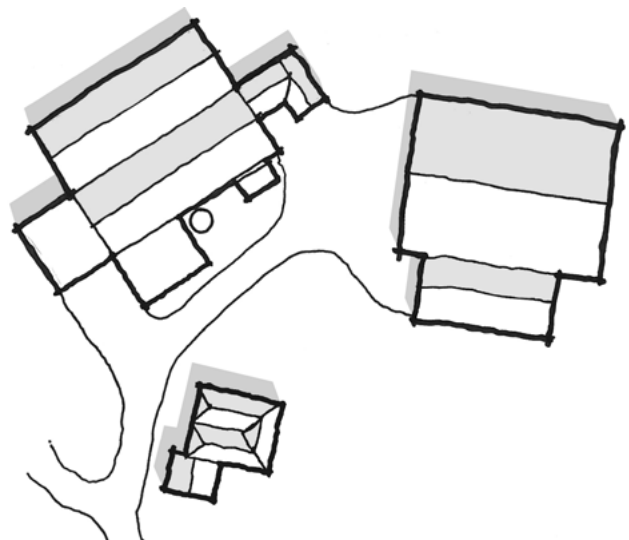


An example of a loose courtyard farmstead. Modern buildings have been added but the detached nature of the farmstead has been retained.

Regular Cluster

Regular cluster arrangements are characterised by the informal grouping of buildings. The yard is loosely defined by the surrounding farm buildings.

- Any new development should retain the informal character of the farmstead arrangement.
- The small scale character of the farmstead should be retained.

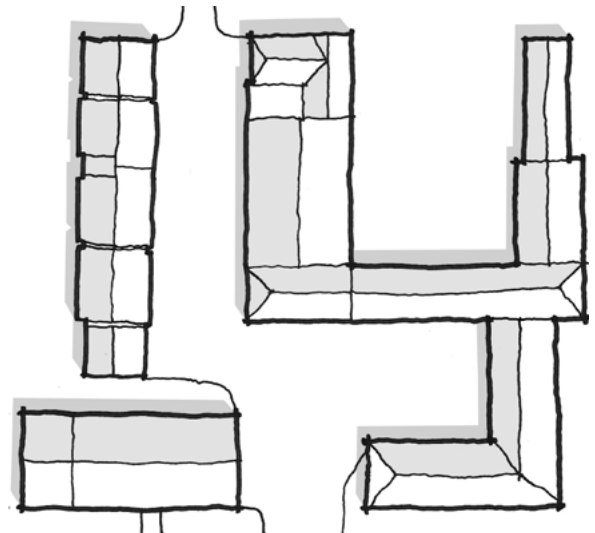


A typical example of a regular cluster arrangement

Regular Plan Courtyard

Regular plan courtyard farmsteads consist of a series of linked buildings formally arranged around one or more yards. Larger regular courtyards are often 'U,' 'F,' 'T,' 'H' or 'Z' plan shaped.

- Any new development should not simply repeat what is there already.
- Any new development should ensure that the original form is still evident.
- New development should respect the form of the original courtyard and not fill in the plan.

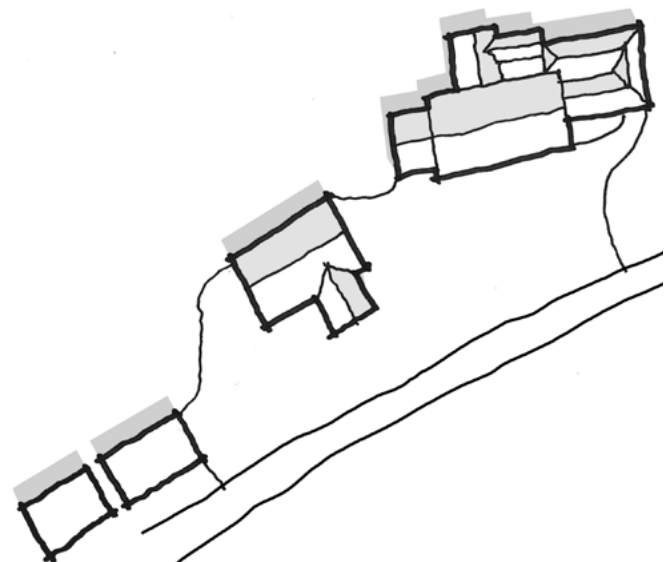


A good example of a regular 'U' plan courtyard arrangement with additional detached elements to main plan.

Linear

Linear farmsteads are formed when the farmhouse and working buildings are arranged in-line. They consist of either a single linear arrangement or two parallel linear arrangements. There is no defined yard as such.

- The small-scale character of the farmstead should be retained. Any new development should respect the linear arrangement of the original farmstead.



A good example of a linear arrangement found within the AONB

FARMSTEAD DETAILS

Traditional building details contribute significantly to the overall distinctiveness of the farmstead and should always be retained or re-used.

- Unique features such as ventilation holes and hoists should be retained and restored.
- Original materials of value like bricks and roof tiles should be retained and re-used wherever possible.
- Where new elements need to be added to an existing building, they should be made from materials used within the traditional farmstead and should be designed sympathetically.
- Existing openings and the doors and windows themselves should be retained where possible.
- Additional openings should not be added.
- Where it is necessary for windows and doors to be replaced, they should be sympathetic to the original design and materials.
- Adding rooflights can be particularly damaging and should be done so with care. Rooflights should be small or kept to unobtrusive elevations.



Simple and in keeping farmstead buildings at Shugborough

CHECKLIST: Farmstead Details

- ✓ Unique details, features and materials should be preserved and re-used.
- ✓ New elements should be added sympathetically.
- ✓ Existing openings should be retained.
- ✓ Rooflights should be small and kept to unobtrusive elevations.
- ✓ New openings should not be added.



Typical farmstead details from within Tixall conservation area

Materials and Colours

Using materials and colours that are in keeping with the character of the AONB is important to ensure that the farmstead fits into its context. General guidance in the 'Walls' section of chapter 2.2 should also be considered. Boundary treatments used on public frontages or close to settlements should be appropriate for their location. Preferable treatments include the use of native hedgerows, timber post and rail fencing or estate railings.

- Traditional materials that are characteristic of the AONB like brick, stone and timber should be used where possible. These tend to be more durable and help to ensure the longevity of the farmstead.
- Where it is not feasible to use traditional materials, it is important to consider the impact of the chosen material on the local landscape.
- Farmstead buildings within a wooded setting may benefit from being timber clad if it is a characteristic of the area as this can help the building to fit into the surrounding context.
- It is preferable for timber to be left to weather naturally.
- The use of matt paints, wood stains and non-reflective finishes will help to minimise the impact of a building on the landscape.
- Any materials used should reflect the muted, earthy tones of natural materials present within the landscape. Use of darker colours and materials can help a building blend more harmoniously with its setting.
- The use of too many materials and colours can make a farmstead appear disjointed. A mix of two or three complimentary materials and colours is advised.
- In particularly sensitive locations, traditional building materials and techniques found locally should be used.

For colour palettes and colour recommendations relating to each settlement type within the AONB, please refer to "Chapter 2.1: Materials Palette."



Mix of unattractive farm buildings within AONB



A modest, unobtrusive small farmstead building

CHECKLIST: Materials & Colours

- ✓ Traditional materials and build techniques should be used wherever possible.
- ✓ Timber cladding will help the building to blend into a wooded backdrop.
- ✓ Materials and finishes should be non-reflective.
- ✓ Colours should be muted, earthy tones to reflect the surrounding landscape.
- ✓ Use of poor quality materials is to be avoided.

Scale and Siting of Development

When thinking about locating proposed farmstead buildings, it is important to consider its relationship with the landscape and existing farmstead. Buildings placed in inappropriate locations can have a damaging impact on the surrounding context. For some large scale agricultural developments, a Landscape and Visual Appraisal will be expected to support an application and demonstrate that landscape and visual mitigation has been fully considered in the design process.

- Proposed farmstead buildings should be of an appropriate size and scale for their surroundings.
- Buildings should be sited on low-lying ground as opposed to hilltops or ridges. This helps to reduce the overall impact of the building on the surrounding landscape. Siting development in prominent locations such as hilltops or ridges should be avoided.
- Farmstead buildings should not be sited in isolated positions away from existing development.
- Small clusters of farmstead buildings are preferable over larger, single buildings as this will have less of an impact on the wider context. This is more reminiscent of how traditional farmsteads in the local area would have been designed.
- New farmstead buildings sited near to listed buildings, scheduled monuments or conservation areas should be designed and located sensitively. Expansion of existing farmsteads in or near these areas should be avoided.
- Single-span portal frames can be visually damaging on areas of open countryside in the AONB and should be avoided.
- Overall impacts of a larger building can be limited by using a series of shorter span, portal frames. This creates a lower roof height than a single-span portal frame.
- Siting a building in front of a block of trees will help to reduce the impact of the building on the surrounding landscape.
- Buildings should be sited to allow adequate space for farm machinery to manoeuvre. It would be preferable to locate main areas of external circulation where they are not overlooked directly and could disrupt views.
- The building should be integrated into the landscape through the use of trees, hedgerows and other planting, which can help to filter views and screen larger buildings



Smaller, low-lying buildings have less of an impact on the landscape

CHECKLIST: Scale & Siting of Development

- ✓ Buildings should be in keeping with the character of the AONB.
- ✓ Buildings should be sited in isolated locations.
- ✓ Small clusters are preferable over large, single buildings.
- ✓ Buildings should not be sited near anywhere of historic interest such as a listed building.
- ✓ Single-span portal frames should be avoided.
- ✓ Siting a building near a block of woodland will help to reduce its environmental impact.

Roof Design

The roofscape of the AONB is one of the key defining built characteristics. It is critical for new roofscapes to acknowledge the existing context and contribute positively to it.

- The roof style and configuration should reflect the local character and immediate context.
- The roof pitch should reflect that of existing buildings within the farmstead and should be pitched with a central ridge. Shallow roof pitches are generally characteristic of traditional farmstead buildings within the AONB.
- Flat roofs should be avoided as they negatively contribute to the character of the AONB. A flat, green roof may be acceptable.
- Rooflights should be small and discreet.
- Downpipes and gutters should be dark, discrete and minimal. They should be an appropriate material that is in keeping with the character of the building and the wider area.
- The design of the roof should take into account loading from wind and snow.
- The roof covering should allow weathering to occur so that, over time, the building blends in with its surroundings.



Shallow roofs are characteristic of the AONB

CHECKLIST: Roof Design

- ✓ Roof pitch should be in keeping with the character of the AONB.
- ✓ The roof pitch should reflect that of the neighbours and the existing farm buildings.
- ✓ Flat roofs should generally be avoided.
- ✓ Rooflights, downpipes and other additions should be small and discreet.
- ✓ The roof design should take into account weather loading.
- ✓ The roof covering should weather so that it blends with the surroundings.

Recreation and Leisure Facilities

RECREATION & LEISURE BUILDINGS

Within the centre of the AONB, development is often associated with recreational uses. Buildings tend to be of low level timber construction like at Cannock Chase Forest with the cycle hire, café and Forestry Commission office.

Prior to commencing any recreation of leisure development, please check with the Local Planning Authority whether planning permission is required.

- Timber and other natural materials should be used as much as possible.
- Buildings should be low-lying in the landscape to minimise their visual impact. Single storey development is preferred.
- The roof pitch should be shallow in order to keep the overall height to a minimum.
- Buildings should be appropriate colours and materials to allow them to blend more seamlessly into the surroundings.
- Buildings should be integrated into the landscape through the use of trees, hedgerows and other planting.
- Signage should be in keeping with the character of the building.
- Any proposed recreational building or facility will need to respect the historic character of the AONB and protect the significance of heritage assets.

Guidance on materials and other details can be found in chapter 2.2 of this document.

For colour palettes and colour recommendations suitable for use within the AONB, please refer to Chapters 1.2 and 2.1.



Unobtrusive mix of recreation and facilities at Forest Lodge

CAR PARKING

Car park design at recreation and leisure facilities should seek to minimise detrimental impacts on the landscape. For further information on Car Park design please refer to Cannock Chase AONB Car park improvements: A guide to key landscape principles.

- Car parking should be integrated into the landscape as much as possible and should not be located in prominent locations that may have a negative impact on views.
- Car parking should not dominate the local landscape. Large areas of hard standing should be broken up with areas of planting and subtle use of materials.
- Roadside parking should be avoided.
- Car parks should be well laid out and easily navigated. Infrastructure, such as interpretation and signage, should be appropriate to the character of the AONB and avoid introducing visual clutter.
- Permeable surfacing materials like gravel and grasscrete should be considered over hard surfacing.



Large areas of hard surfacing should be avoided



A more 'naturalised' approach to car parking is generally preferred



Grasscrete should be considered as an alternative to hard surfacing

CHECKLIST: Car parking

- ✓ Car parking should be integrated into the landscape and should not dominate.
- ✓ Roadside parking should be avoided.
- ✓ Large areas of hard surfacing should be avoided where possible.
- ✓ Permeable surfacing materials are preferred.

CARAVAN & CAMPSITES

A number of caravan, campsites and holiday parks are located throughout the AONB particularly within the Cannock Chase forest. Glamping sites have also become popular in recent years and have begun to appear within the AONB.

- Caravan and campsites should be integrated into the landscape as much as possible.
- They should not be located in prominent locations that may have a negative impact on the landscape or views.
- They should not dominate the surrounding landscape.
- They should not be visible from the road.
- Any signage should be appropriate for the character for the AONB.
- Lighting should be low to the ground and flood lighting should be avoided.

See section on Recreation and Leisure Buildings above for guidance on buildings. Guidance on signage can be found in chapter 2.3. Guidance on street furniture and paving can be found in chapter 2.4.



Silver Trees Holiday Park located within the AONB

CHECKLIST: Caravan & Campsites

- ✓ Caravan and campsites should be integrated into the landscape and should not dominate.
- ✓ They should not be visible from the road.
- ✓ Any signage should be appropriate for the character for the AONB.
- ✓ Lighting should be low to the ground and flood lighting should be avoided.

PLAY AREAS

Play areas of various types are located throughout the AONB which cater for a range of ages and users.

- Brightly coloured play equipment is to be avoided.
- More natural play areas and timber play equipment are preferred.
- Play equipment should be integrated into the landscape as much as possible.
- Play equipment should not be located in prominent locations that may have a negative impact on the landscape or views.
- Play equipment should not dominate the surrounding landscape.
- Large areas of hard surfacing should be avoided where possible.
- Permeable surfacing materials should be considered over hard surfacing.

Guidance on street furniture and paving can be found in Chapter 2.4.



Timber play area at Marquis Drive Visitor Centre



Timber play area at Marquis Drive Visitor Centre

CHECKLIST: Play Areas

- ✓ Brightly coloured play equipment is to be avoided.
- ✓ More natural play areas and play equipment are preferred.
- ✓ Play equipment should be integrated into the landscape and should not dominate.
- ✓ Large areas of hard surfacing should be avoided where possible.
- ✓ Permeable surfacing materials should be considered over hard surfacing.

LIGHTING

In the public realm, lighting can help to provide safe environments. However, where used inappropriately, can be imposing and lead to unnecessary light pollution particularly in sensitive areas such as woodland or open countryside.

- As dark skies are a particular feature of the AONB, it is important that this is retained and protected.
- Lighting should generally be minimal and low to the ground. Flood lighting should be avoided where possible.
- Light spillage should be avoided and up-lighting is banned.
- It is important to consider the type of lighting to be used, the intensity, direction of illumination and period within which the lighting will be used.
- The style of lighting to be used should be appropriate.
- Unnecessary flood lighting should be restricted.
- Only appropriate low levels of lighting should be proposed.
- Lighting should not be imposing, particularly in a sensitive setting.

Refer to the lighting section in Chapter 2.2 for additional guidance on lighting.



Focused down-lighting at Milford



Lighting should be low to the ground and low power

CHECKLIST: Lighting

- ✓ Dark skies should be conserved.
- ✓ Lighting direction, intensity and illumination period should be carefully considered.
- ✓ The lighting style should be appropriate.
- ✓ Overpowering lighting is to be avoided.
- ✓ Lighting levels should be kept to a minimum.

Stabling and Manèges

LOCATION

The location and siting of stabling and manèges should be considered with regard to potential negative effects on views within the AONB. In general, paddocks with stable buildings located on particularly elevated or sloping sites will be more visible and prominent in views. Detrimental effects can be magnified through poor material choices and lack of maintenance. Due to potential impacts, both environmentally and visually, it is important to consider the layout, location and siting of horse paddocks to ensure effects are minimised and do not have a detrimental effect on the character of the AONB.

- Stabling should be rationalised where possible to avoid unnecessary clusters that can clutter the landscape.
- Proposed stables and manèges should be of an appropriate size and scale for their surroundings.
- Siting development in prominent locations such as hilltops or ridges should be avoided.
- Stabling should not be sited in isolated positions away from existing development.



Stables should be discreetly located



Stables should use neutral coloured materials and allowed to weather so that they blend with their environment

DESIGN, MATERIALS & COLOUR

It is important to consider the materials used in horse paddocks to ensure that they do not have a detrimental effect on the character of the AONB. Structures used for stabling should be considered in terms of the appropriate material and colour choices for each specific location. Inappropriate stabling and fencing materials can detract from otherwise important or key views.

- Material and colour choices should be in keeping with the character of the AONB.
- Materials for buildings should be neutral in tone and allowed to weather so that they blend with their environment.
- Surfacing materials for exercise areas should be considered carefully. Muted and recessive coloured materials are preferred.
- Colour choice should reflect those used within the local area so as to remain in keeping and appropriate for the existing context.
- Maintenance is key to ensure structures are kept neat and tidy to avoid sites becoming cluttered.

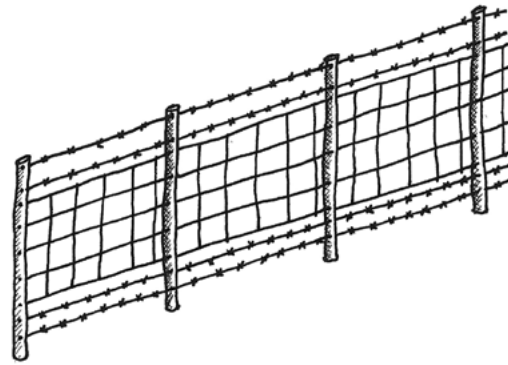
CHECKLIST: Location & Design

- ✓ Unnecessary clusters of stables should be avoided.
- ✓ Stables and manèges should be of an appropriate size and scale.
- ✓ Stabling should not be sited in isolated or prominent positions.
- ✓ Stable buildings should be in keeping with the character of the AONB and reflect the local vernacular.
- ✓ Stables and paddocks should be well maintained.

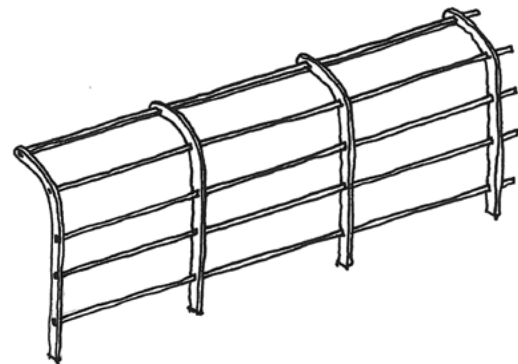
BOUNDARY TREATMENTS

Fencing choice can have a particular impact on the local character, particularly when used on public frontages or adjacent to settlement, with the choice of material potentially creating a detrimental effect. Timber or wire fencing should all be chosen carefully with colour and maintenance in mind. Hedges and tree cover provide shade, shelter, and habitat for wildlife, and filter views across the landscape, enhancing the natural beauty of the AONB.

- White tape fencing is highly visible in the landscape, creating a negative visual effect particularly if poorly set out and maintained.
- Post and rail fencing is a preferable treatment to white tape fencing.
- Hedgerows are desirable, however, maintenance must be appropriate to ensure gaps are minimised and the hedgerow is managed appropriately.
- Hedge planting would need to be protected from damage caused by browsing, and maintained to avoid becoming gappy.
- Where gates are necessary, they should be low timber gates used for agricultural purposes.



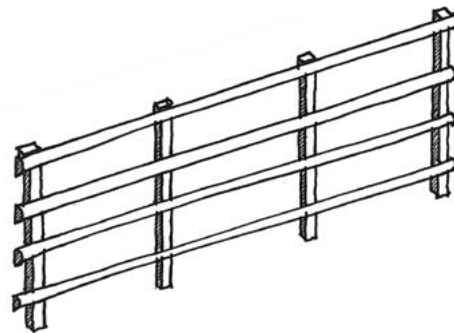
Post and wire fencing should be avoided on public frontages



Estate railings are a more formal option



White tape fencing can detract from public frontages and should be avoided in these locations



Post and rail fencing is a preferable choice

CHECKLIST: Boundary Treatments

- ✓ Boundary treatments for public frontages and close to settlements should be considered carefully.
- ✓ White tape fencing in these locations is to be avoided.
- ✓ Hedgerows and fencing should be properly maintained.

LIGHTING

Lighting should be kept to a minimum except for where required for safety purposes. Heavily lit areas are likely to result in negative visual effects on the neighbouring settlements and views especially around dusk and at night. Inappropriate lighting can also be detrimental to local wildlife including moths and bats.

- As dark skies are a particular feature of the AONB, it is important that this is retained and protected.
- It is important to consider the type of lighting to be used, the intensity, direction of illumination and period within which the lighting will be used.
- The style of lighting to be used should be appropriate.
- Flood lighting should be avoided.
- Use of directional lighting is encouraged in order to minimise light pollution.
- The use of cowl to limit light spill should be considered.
- Only appropriate low levels of lighting should be proposed.
- Lighting should not be imposing, particularly not in a sensitive setting.

Refer to the lighting section in Chapter 2.2 for additional guidance on lighting.



Discrete lighting should be used



Flood lighting is to be avoided

CHECKLIST: Lighting

- ✓ Lighting should be dim to protect the dark skies of the AONB
- ✓ An appropriate style of lighting should be used.
- ✓ Bright or flood lighting should be avoided.



Department
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Food & Rural Affairs



South
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Cannock Chase Area of Outstanding Natural Beauty is supported by:

Defra, Cannock Chase Council, Lichfield District Council, South Staffordshire Council, Stafford Borough Council, Staffordshire County Council, Forestry Commission England, Natural England, Historic England, National Trust, RSPB, Staffordshire Wildlife Trust, British Horse Society, Cemex UK Operations Ltd, Country Land and Business Association, Friends of Cannock Chase, Hanson Aggregates, National Farmers Union, Ramblers, Staffordshire Parish Councils' Association, Swinnerton Cycles Forest Centre Ltd, Walton Chasers, West Midland Bird Club.

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Cannock Chase AONB Design Guide

Part 3: Appendices

July 2020

'Special and Connected'

Appendix 1

PLANNING POLICY DOCUMENTS

The following Local Planning Policy Documents should be read in conjunction with this Design Guide:

- **Cannock Chase District Council**, Cannock Chase Local Plan Part 1, 2014
- **Lichfield District Council**, Lichfield District Council Local Plan Strategy 2008-2029
- **South Staffordshire Council**, Adopted Core Strategy, 2012
- **Stafford Borough Council**, The Plan for Stafford Borough 2011-2031, 2014
- **Staffordshire County Council**, Staffordshire and Stoke-on-Trent Joint Waste Local Plan 2010-2026

The following Supplementary Planning Documents should be read in conjunction with this Design Guide:

- **Cannock Chase District Council**, Design Guide; 2016
- **Lichfield District Council**, Historic Environment SPD, 2015
- **Lichfield District Council**, Rural Development SPD, 2015
- **South Staffordshire Council**, Design Guide SPD, 2018
- **South Staffordshire Council**, Green Belt and Open Countryside SPD, 2014
- **South Staffordshire Council**, Village Design Guide SPD, 2009
- **Stafford Borough Council**, Design SPD, 2018
- **Stafford Borough Council**, The re-use of rural buildings Draft SPD, 2010
- **Stafford Borough Council**, Great Haywood and Shugborough Conservation Area Appraisal, 2013
- **Stafford Borough Council**, The Staffordshire and Worcestershire Canal Conservation Area Appraisal, 2015
- **Stafford Borough Council**, The Trent and Mersey Canal Conservation Area Appraisal, 2014
- **Stafford Borough Council**, Tixall Conservation Area Appraisal, 2015
- **Staffordshire County Council**, Planning for Landscape Change SPD, 2001
- **Staffordshire County Council and District Councils**, Supplementary Planning Guidance on Design Quality in Residential Areas, 2000
- **Longdon Parish Neighbourhood Plan 2017-2029**, Longdon Parish, 2018

Appendix 2

OTHER DESIGN AND GUIDANCE DOCUMENTS

The following documents provide further general design advice and should be considered when developing design proposals within the AONB:

- **Ashmead Price**, Review of AONB Landscape Character Framework Stage 2, 2017
- **Cannock Chase AONB**, Cannock Chase AONB Horsiculture Survey, 2015
- **English Heritage**, The Conversion of Traditional Farm Buildings: A good practice guide,
- **GOV.UK**, National Design Guide, 2019
- **Historic England**, Adapting Traditional Farm Buildings, 2006
- **Ministry of Housing, Communities & Local Government and Department for Transport**, Manual for Streets, 2007
- **Nottingham Trent University**, Building For Life 12, Third Edition, 2015
- **Staffordshire County Council**, Historic Environment Character Assessment for Cannock Chase AONB, 2015
- **Staffordshire County Council**, Historic Structures and Areas Practical Conservation and Design, 2015
- **Staffordshire County Council and English Heritage**, Staffordshire Farmsteads Assessment Framework, 2015

Appendix 3

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The following documents have been consulted in the production of this Design Guide:

- **Ashmead Price**, Review of AONB Landscape Character Framework Stage 2, 2017
- **Cannock Chase AONB**, Cannock Chase AONB Horsiculture Survey, 2015
- **Cannock Chase AONB Joint Committee**, Cannock Chase AONB Management Plan 2019-2024, 2019
- **Cannock Chase District Council**; Cannock Chase Local Plan Part 1, 2014
- **Cannock Chase District Council**, Design Guide, 2016
- **Colwich Parish Council**, Colwich Neighbourhood Development Plan 2011-2031, 2016
- **English Heritage**, The Conversion of Traditional Farm Buildings: A good practice guide,
- **Lichfield District Council**, Local Plan Strategy 2008-2029
- **Lichfield District Council**, Rural Development SPD, 2015
- **Ministry of Housing, Communities and Local Government**, The National Planning Policy Framework, February 2019
- **Ministry of Housing, Communities & Local Government and Department for Transport**, Manual for Streets, 2007
- **Stafford Borough Council**, Design SPD, 2018
- **Stafford Borough Council**, The Plan for Stafford Borough Part 1 (2014) and Part 2 (2017), 2014
- **Stafford Borough Council**, The re-use of rural buildings Draft SPD, 2010
- **Staffordshire County Council**, Historic Environment Character Assessment for Cannock Chase AONB, 2015
- **Staffordshire County Council**, Historic Structures and Areas Practical Conservation and Design, 2015
- **Staffordshire County Council**, Staffordshire and Stoke-on-Trent Joint Waste Local Plan (2010-2026)
- **Staffordshire County Council and English Heritage**, Staffordshire Farmsteads Assessment Framework, 2015
- **Staffordshire County Council and English Heritage**, Staffordshire Farmsteads Character Statement; 2015
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- **South Staffordshire Council**, Green Belt and Open Countryside SPD, 2014

Appendix 4

GLOSSARY

Assarting – The act of clearing of wooded land for agricultural purposes.

Bargeboard – A timber fitted to the outer edge of a gable to protect the roof timbers from weathering, sometimes these are carved for decorative effect.

Bay window – A window built to project outwards from an outside wall.

Biodiversity – The variety of plant and animal life in the world or within a particular habitat.

Brick bond – The pattern in which brickwork is laid.

Built environment – Man-made structures, features and facilities viewed collectively within the landscape.

Carbon footprint – The amount of carbon dioxide released into the atmosphere as a result of an activity.

Casement – A window frame hinged on one side so that it opens like a door.

Chimney stack – The part of the chimney which is visible above the roof.

Cluster settlement – A rural settlement with a historic core of traditional buildings focused around a village centre.

Common – An area of land over which people have certain traditional rights but not necessarily ownership.

Conservation Area – An area with high historic or architectural interest designated by a local planning authority to achieve a degree of protection under planning law.

Corbel – A shelf or ledge formed by projecting bricks out from the face of a wall.

Dispersed settlement – A Dispersed or Scattered settlement consists of scattered development. It contrasts with a Cluster settlement as it lacks a village centre.

Dormer window – A window that projects vertically from a sloping roof.

Eaves – The lower edges of a roof, usually projecting beyond the walls of the building to provide weather protection.

Elevation – The front, sides or back faces of a building.

Enclosure – Former open land that has been partitioned, usually into a regular pattern of fields and brought into more intensive agricultural production.

Estate railing – A traditional form of metal railing, typically formed from metal posts, sometimes with curved tops and a number of horizontal metal rails.

Floodlight – A large and powerful light typically used to illuminate the exterior of a building.

Gable – the triangular portion of a wall between the edges of a sloping roof and the wall below it.

Green roof – A roof that is partially or completely covered with vegetation and a growing medium and can include plants such as turf or sedum.

Heritage Asset – A building, monument, site, place or landscape identified as having a degree of significance meriting consideration in planning decisions because of its heritage interest.

Horse paddock – An enclosed area used to keep and graze horses.

Hipped roof – A roof where all sides slope down to walls, i.e. there are no gable ends.

Infill development – Developing vacant land parcels within existing settlements.

Landscape – The European Landscape Convention defines landscape as 'an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors'.

Landscape character – A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.

Lime mortar – A traditional form of mortar which uses lime, and an aggregate such as sand, with water to bind construction blocks.

Linear farmstead – A farmstead with a linear form where the farmhouse and working buildings are arranged in a line.

Lintel – The horizontal beam that can be found across the uprights of a door or window and which carries the weight of masonry or brickwork.

Listed Building – Building Listed by Planning Authority and protected by Planning law for its architectural or historic interest or its group value.

Local distinctiveness – the features of a place and its communities which contribute to its special character and sense of place.

Loose courtyard type – A farmstead formed from a series of detached buildings loosely arranged around one or more yards.

Manège – An enclosed area in which horses and riders are trained.

Mature tree – A tree which has reached at least 75% of its final height and spread.

Massing – The overall shape and size of a building, taking into account the building scale and volume.

Appendix 4

Parkland - A planned landscape which features open pastoral land with scattered trees, avenues and woodlands.

Pastoral - Land used for the grazing of cattle and sheep.

Permeable - Surfaces that allow water to penetrate through to the ground below, reducing surface water run-off and risk of flooding during heavy rainfall.

Rafter feet - The ends of rafters which are visible at the base of the roof.

Recessed windows - A window which is slightly set back within a wall.

Regular cluster courtyard type - A farmstead characterised by an informal grouping of buildings which loosely define a yard.

Regular plan courtyard type - A farmstead which consists of a series of linked buildings formally arranged around one or more yards.

Render - A durable protective coating to an external wall.

Renewable energy - Energy from renewable sources, meaning energy from non-fossil fuel sources, namely wind, solar, aerothermal, geothermal, hydrothermal and ocean energy, hydropower, biomass, landfill gas, sewage treatment plant gas and biogases.

Reveal - The depth a window is set back into a wall.

Ridge - The elevated crest of the roofline.

Ridge height - The highest part of a roof structure.

Sash window - A window with sliding panels which move vertically or horizontally.

Scale - The size of a building in relation to its surroundings, or the size of parts of a building or its details.

Sustainable development - Development which meets the needs of the present without compromising the ability of future generations to meet their own needs.

Tranquillity - The quality of calm experienced in places with mainly natural features and activities, free from disturbance from manmade ones.

Vernacular - A distinctive and local building style which has developed in response to local conditions, opportunities and locally available materials.

Ventilation holes - Small openings in the wall of buildings to enable airflow.

Appendix 5

SETTLEMENT SURVEY SHEETS

These are available on request, please contact Cannock Chase AONB.

