

**Planning Application for the Erection of a
Convenience Goods Foodstore (Use Class E),
Car Parking, New Vehicular Access and
Landscaping.**

**Land at the junction of Riversfield Drive and High Street,
Rocester, Staffordshire ST14 5JU.**

On behalf of SEP Properties Limited.

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Author: Chris Edge

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Appendices contents.

Appendix 1	Pre-application report from East Staffordshire Borough Council dated 14.12.21
Appendix 2	Staffordshire County Council Local Highways Authority Pre-Application Advice dated 12.01.22 and 28.01.22



1. Introduction

- 1.1. Pegasus Group is instructed by SEP Properties Ltd ("the Applicant") to submit an application for full planning permission for a new building at land at the junction of High Street and Riversfield Drive to provide a new convenience store. The description of the proposed development is:

"Erection of a part single storey / part two-storey building to incorporate a Class E retail unit along with car parking, new vehicular access, servicing arrangements and landscaping."

- 1.2. This Planning Statement provides the background to the application, including details of the site and surrounding area together with the relevant planning history, policy context and detailed design of the proposal. It also includes a proportionate Retail Assessment as required by the relevant development plan policy and confirmed by pre-application advice received.
- 1.3. The planning assessment explores whether the proposal is compliant with the policies in the Local Development Plan and considers the proposal against other material considerations including the National Planning Policy Framework.
- 1.4. This planning application follows a request for pre-application advice submitted to the Local Planning Authority (LPA) in September 2021 with a follow up virtual meeting with the planning officer in November. The written advice was received in December. A copy of that written advice is included in **Appendix 1**.
- 1.5. Since the pre-application advice was received, it has been necessary to amend the proposed site layout in light of pre-application advice received from the Local Highways Authority, Staffordshire County Council in January 2022 which confirmed an-principle objection to the junction spacing between High Street/Riversfield Drive junction and the proposed access into the Site from High Street (**Appendix 2**). The proposed development is set out in section 3 of this Statement.
- 1.6. This Statement should be read in conjunction with the other supporting documents, comprising:
- Suite of Supporting Plans prepared by Gould Singleton Architects;
 - Design and Access Statement prepared by Gould Singleton Architects;
 - Built Heritage Statement prepared by Pegasus Group;
 - Transport Statement prepared by Pegasus Group;
 - Plant Noise Guidance Assessment prepared by Noise Solutions Limited;
 - Car Park Noise Assessment prepared by Noise Solutions Limited;
 - Delivery Noise Assessment prepared by Noise Solutions Limited;
 - Preliminary Ecology Appraisal prepared by Dr Stefan Bodnar;
 - Preliminary Arboricultural Assessment prepared by Middlemarch Environmental;
 - Arboricultural Impact Assessment and Arboricultural Method Statement prepared by



Middlemarch Environmental; and

- Flood Risk Statement and Drainage Strategy prepared by Pegasus Group



2. The Site and Surrounding Area

The Site

- 2.1. The Site is located to the east of the junction of High Street and Riversfield Drive within the settlement of Rocester. The Site Location Plan confirms the extent and location of the Site.
- 2.2. The Site is flat and presently undeveloped and is grassed over with a number of mature trees to its northern, eastern and western boundaries. There is a well-established laurel hedgerow to the southern boundary. The total site area is 0.1 hectares.
- 2.3. The Site is set back from the High Street by a wide footway and the northern and western boundaries are delineated by red brick walls with mature vegetation along the south and east boundaries.

Surrounding Area

- 2.4. Within the immediate surrounding area, land is predominately in residential use with predominately two storey dwellings to the east and west of the Site although there is a three storey apartment building located along Riversfield Drive.
- 2.5. To the south of the site, and adjacent to it, is Riversfield House which is predominately three storeys in height (with some four storey elements) which was a Hotel/B&B. A planning application was approved on 25.11.21 (Reference: P/2021/O1110) for the change of use from a hotel (use class C1) to a care home (use class C2).
- 2.6. On the opposite side of High Street is the village hall which is located adjacent to a chapel. Further east of the Site is the small commercial area of Rocester which includes a Pub, small convenience store and other retail uses at the junction of High Street, Mill Street and Ashbourne Road.
- 2.7. The Site is located within the Rocester Conservation Area and there are two Grade II Listed Buildings located in close proximity to the Site to the south of High Street; Rose Cottage and 58 High Street.
- 2.8. A small part of the north western corner of the Site is located within Flood Zone 2.

Site and other Relevant Planning History

- 2.9. With reference to the LPA's online search facility, a number of planning applications are visible for this Site. However, all of these relate to the Riversholme Hotel which is located adjacent to the south of the Site. It appears that both of these sites were one site at some point in the past. Taking this into account a full list of the planning history for this wider site is included below:
 - Application Reference CU/22167/001: Change of Use to junior day school. Approved 03.05.94 (Riversholme Hotel)
 - Application Reference CN/22167/002: Change of Use to junior day school. Approved 01.06.94 (Riversholme Hotel)



- Application Reference CU/22167/003: Change of use from school to hotel and licensed restaurant. Approved 10.12.97 (Riversholme Hotel)
- Application Reference PA/22167/004: Construction of a single storey extension to form gents toilet. Approved 26.05.98 (Riversholme Hotel)
- Application Reference PA/22167/006: Erection of two storey side and single storey side and rear extensions. Approved 25.11.98 (Riversholme Hotel)
- Application Reference P/2014/01179: Erection of a dwelling. Approved 25.11.14 (Land Rear Of 54 High Street)
- Application Reference P/2019/00859: Pruning of yew tree to give a 1m clearance around BT cable and 2 metres clearance from house and crown raise to give 4.5m clearance over drive and pruning of holly tree to give 1m clearance around BT cable and 2m clearance around house. Approved 21.08.19 (Adj The Old Coach House)
- Application Reference P/2021/01110: Change of use from hotel (Class C1) to residential care home (Class C2). Approved 25/11/2021 (Riversholme)

3. The Proposed Development

3.1. This Statement supports an application for the following development:

"Erection of a part single storey / part two-storey building to incorporate a Class E retail unit along with car parking, new vehicular access, servicing arrangements and landscaping."

3.2. The proposed convenience store will be part two storey / part single storey with the back of house area proposed to be over the sales floor and located to the front of the proposed shop. The convenience store will extend to 293 sq.m gross floorspace on the ground floor and 141 sq.m to the first floor with a total gross floorspace proposed of 434 sq.m.

3.3. The store will be positioned within the eastern part of the Site and will have a dual pitched roof to the first floor and a mono pitched roof on the ground floor. The benefits of the proposed location of the store and the reason for it are explained fully in the Design and Access Statement and take account of the identified site constraints, namely, the need to preserve views onto Riversfield House from High Street, tree retention, protecting the setting of the adjacent Listed Building and the identified area of the Site which is more at risk of flooding. All of these identified site constraints have dictated the site layout and location of the shop within the Site and have been carefully considered prior to the submission of this planning application.

3.4. A total of 14 parking spaces are proposed with a new vehicular access taken from Riversfield Drive. Covered cycle parking will be provided for 10 bicycles. Servicing will take place from this access point and cages taken into the front of the store which provides a goods lift access to the back of house area above. Plant is not being applied for as part of this planning application but is indicatively shown within the ground floor roof which will provide visual and noise attenuation. The Plant Noise Guidance Report prepared by NSL proceeds on this basis.

3.5. The proposed development will require the removal of a number of trees from within the Site including five Category B trees and one Category A tree. A number of other Category C and U trees are proposed to be removed too. There is space within the proposed layout for compensatory planting.

3.6. As stated in the introduction, the proposed site layout has been amended over that which was presented at the pre-application stage and that which the LPA's pre-application response dated 14.12.21 was based upon. This is because of the Local Highways Officer pre-application advice received on 12.01.21 which is included at **Appendix 2** of this Statement. A further amendment to provide site access from Riversfield Drive was submitted and commented upon on 28.01.22.

3.7. The proposed changes have a consequential change to the previously proposed layout to include the removal of Tree T8 as well as the partial removal of the boundary brick wall to the western boundary of the Site. These changes also mean that no access is to be provided into the Site from High Street and no delivery bay is proposed on High Street. All vehicle movements will take place from the access point on Riversfield Drive and all servicing will take place within the store car park.



- 3.8. Overall, the layout of the proposed development has responded to the identified site constraints whilst providing the required size of convenience store required and car parking spaces.

4. The Co-operative Group

- 4.1. The proposed convenience store will most likely be occupied by the Co-op as a Co-op Food store. The Co-op have a long standing requirement for a new Co-op Food store in Rocester.
- 4.2. The Co-op (which includes Co-op Food) is a different kind of business. It is owned by over 4 million individual members who decide how the business is run. Unlike conventional businesses with shareholders, the Co-op re-invests its profits in its members and in local communities.
- 4.3. The Co-operative Group was formed in Rochdale in 1844 and now provides the following services: food retail, funeral care, insurance, legal services, and digital services. Co-op Food operates over 2,700 foodstores throughout the UK and employs over 61,000 people. It recently won the prestigious 'Retailer of the Year' at the 2019 Grocer's Awards.
- 4.4. Co-op Food is the only food retailer supermarket in the UK to sell 100% British meat and is the UK's leading supporter of Fairtrade. The Co-op was the first retailer to sell Fairtrade bananas in the UK, and now the entire range of Co-op own brand hot beverages are also Fairtrade. Other Co-op initiatives include a partnership with the One Foundation, which has raised £7m from sales from Co-op's Fairbourne Springs bottled water, which has supported 1.5 million people over 10 years, through water, hygiene and sanitation projects in Africa. For every litre of Fairbourne Springs bottled water which is purchased, 3p is donated.
- 4.5. The Co-op's Membership scheme contributes 1% from the sale of all own-brand purchases to local charities, which are selected by Members and rotated every six months. Furthermore, 5% of the cost of all own-brand purchases is returned to customers to spend on future shopping trips. As a result, the wider community will directly and indirectly benefit from a new Co-op store. In 2019, the Co-op donated £19m to local causes through this Membership scheme.

A Co-op Convenience Store

- 4.6. The proposal is for a Co-op convenience store. The Local Shop Report 2016¹ defines a convenience store as a 'modern local shop'. A convenience store is typically characterised as follows:
 - Open for long hours, usually seven days a week (for this store, hours of 06.00 – 23.00 are proposed), and not subject to restrictions under the Sunday Trading Act – this reflects current lifestyle trends and the modern expectation that people can shop early in the morning and late into the evening;
 - Occupying small premises;
 - Providing a 'basket' or 'top-up' shopping trip rather than 'trolley' or 'main' food shop;
 - The average spend is £6.13;

¹ A report published by the Association of Convenience Stores



- The average shopper visits their local store 3.6 times per week;
 - Shoppers typically live within a quarter of a mile of their local store; and
 - The majority of shoppers travel to the store by foot.
- 4.7. Typical products include fresh fruit, vegetables and meat; bread and other bakery products; freshly prepared ready meals; as well as a limited supply of household items (such as nappies, cleaning products; toiletries etc).
- 4.8. The 'convenience' nature of shopping and the limited size of store means that the turnover of produce is rapid, resulting in the need for a daily supply of fresh products.
- 4.9. Deliveries are normally undertaken during trading hours and can be scheduled to avoid any particularly sensitive times or nearby uses, such as schools, if necessary.
- 4.10. An important distinction between a convenience store and a traditional supermarket is that a convenience store does not offer a 'one-stop-shop' meaning that very often shoppers will need to go elsewhere to complete their shopping trip. In this regard, a Co-op convenience store will complement existing local traders or services, providing considerable potential for linked trips and other spin-off trade, which often are to specialist or independent retailers.
- 4.11. A typical Co-op convenience store employs 20-25 people in both part-time and full-time roles. However, only a small number of staff are working at any one time.

5. Planning Policy

- 5.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that if regard is to be had to the Development Plan for the purpose of any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise.

The Development Plan

- 5.2. The Development Plan for the Site comprises the East Staffordshire Local Plan 2012-2031 (Adopted 2015). The following policies are of relevance to the proposal.

- Principle 1 – Presumption in Favour of Sustainable Development
- Strategic Policy (SP) 1 – East Staffordshire Approach to Sustainable Development
- SP2 – Settlement Hierarchy
- SP20 – Town and Local Centres Hierarchy
- SP21 – Managing Town and Local Centres
- SP24 – High Quality Design
- SP25 – Historic Environment
- SP27 – Climate Change, Water Body Management and Flooding
- SP29 – Biodiversity and Geodiversity
- SP35 – Accessibility and Sustainable Transport
- DP1 – Design of New Development
- DP2 – Designing in Sustainable Construction
- DP5 – Protecting the Historic Environment: All Heritage Assets, Listed Buildings, Conservation Areas and archaeology
- DP6 – Protecting the Historic Environment: Other Heritage Assets
- DP7 – Pollution and Contamination
- DP8 – Tree Protection

Material Considerations

- 5.3. Material considerations include the National Planning Policy Framework (NPPF), National Planning Practice Guidance (PPG), the Rocester Conservation Area Appraisal (RCAA) (July 2015) and Supplementary Planning Documents (SPDs). The RCAA is assessed in the Heritage Statement.

The National Planning Policy Framework (2021)

- 5.4. The overarching policy principle applicable to the proposed development is the presumption in favour of sustainable development (the ‘presumption’). This sets the tone of the



Government's overall stance and operates with and through the other policies in the National Planning Policy Framework (NPPF).

- 5.5. The NPPF sets out the Government's economic, environmental and social planning policies for England. Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations. The NPPF continues to recognise that the planning system is plan-led and that therefore Local Plans, incorporating Neighbourhood Plans, where relevant, are the starting point for the determination of any planning application, including those which relate to the historic environment.
- 5.6. The purpose of the planning system is to contribute to the achievement of sustainable development and the NPPF sets out three 'objectives' to facilitate sustainable development: an economic objective, a social objective, and an environmental objective. The presumption is key to delivering these objectives, by creating a positive pro-development framework which is underpinned by the wider economic, environmental and social provisions of the NPPF. The presumption is set out in full at **paragraph 11** of the NPPF
- 5.7. The NPPF confirms that the planning system is plan-led and that therefore, Local Plans, incorporating Neighbourhood Plans, where relevant, are the starting point for the determination of any planning application.
- 5.8. **Section 4** of the NPPF encourages applicants to engage in pre-application discussions with LPAs.
- 5.9. **Paragraph 81** of the NPPF confirms that the planning system should facilitate condition in which businesses can invest, expand and adapt. It goes on to state:

"significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development."
- 5.10. **Section 7** of the NPPF relates to ensuring the vitality of town centres. Paragraph 85 confirms that in regard to town centres, policies and decisions should take *"...a positive approach to their growth, management and adaptation."* It also sets out a sequential approach to the introduction of new town centre uses, where suitable and available town centre sites should be considered first, followed by edge of centre sites, before out of centre sites can be considered.
- 5.11. **Section 8** of the NPPF deals with promoting healthy and safe communities. This section recognizes the importance of community facilities and their role in promoting healthy, inclusive and safe communities.
- 5.12. At **Paragraph 92** of the NPPF, it states that local authorities should plan positively for community facilities (including shops) which enhance the sustainability of communities.
- 5.13. **Section 16** of the NPPF deals with the historic environment. Heritage Assets are defined in Annex 2 of the NPPF as:

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



includes designated heritage assets and assets identified by the Local Planning Authority (including Local Listing)”

5.14. The NPPF goes on to define a Designated Heritage Asset as a:

“World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under relevant legislation”

5.15. Detailed policy in respect of heritage assets is included within the Heritage Assessment prepared by Pegasus Group, submitted in support of the application and is not reproduced here.

5.16. With respect to highways impacts, Paragraph 111 states that:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”

5.17. In summary, it can be seen from the NPPF that not only does it provide a sound platform on which to promote economic growth, but a clear and demonstrable harm has to be demonstrated for a planning application to be refused.

Supplementary Planning Documents (SPDs)

5.18. The relevant SPDs in the determination of this planning application are as follows:

- East Staffordshire Design Guide SPD (2008)
- Parking Standards SPD (2020)
- Waste Storage and Collection Guidance for New Developments (2012)

6. Planning Assessment

6.1. This section of the statement assesses the acceptability of the proposals against the following key considerations. The list has been compiled with reference to the pre-application advice received from the LPA:

- The principle of the proposed development and Retail Assessment;
- The impact on residential amenity;
- Parking and highway issues;
- Ecological and Arboricultural issues;
- Flooding and Drainage issues; and
- Heritage and Design matters

The Principle of the Proposed Development and Retail Assessment

6.2. The proposed development is intended to bolster the convenience goods provision within Rocester within a sustainable location, accessible by a wide variety of transport modes which will lead to more sustainable patterns of shopping. The Site is located within the defined Settlement Boundary of Rocester according to the ESBLP Policies Map (Inset 7) and Strategic Policy (SP) 2 of the ESBLP. Policy SP2 confirms that Rocester is a Tier 1 Strategic Village and that new development should be concentrated within the settlement boundaries of the Main Towns, Strategic Villages, Local Service Villages and Rural Industrial Estates, as shown on the policies map. As a result, the principle of development of the Site is in accordance with the development plan.

6.3. In addition, SP20 states that centres (including rural centres such as Rocester) will be supported and strengthened to ensure that they continue to be the focus of communities. The proposal for a new convenience store within the settlement boundary of Rocester is therefore further supported by this policy.

6.4. The pre-application response received from the LPA stated that a retail assessment was required to support a planning application for a convenience store on the Site. Policy SP21 was cited as the relevant policy which states that in relation to retail development proposed in rural centres:

"Rural Centres

In rural centres retail and other uses (including leisure, entertainment, cultural and tourist uses as well as other mixed-uses) that would support the vitality and viability of the centres will be granted provided they:

- *are of a scale and nature that is appropriate to the size and function of the centre,*
- *would not lead to unsustainable trip generation from outside the catchment, and*

- *would not undermine the role or function of other centres within the retail hierarchy*

'Town centre' proposals will not normally be permitted outside defined town centres unless it can be demonstrated that there will be no negative impact on town and rural centres and the development would support existing tourism facilities meeting the criteria set out in Policy 15 Tourism."

- 6.5. According to the Policies Map for Rocester, there is no defined retail centre for Rocester and as such, the Site must be categorised as in-centre for retail planning purposes. Indeed, the pre-application response does not require any assessment of any sequentially preferable sites. However, if the LPA takes a different view, an assessment of sequential sites with respect to flood risk (within the Flood Risk Statement) confirms that there are no other suitable or available sites within the settlement boundary of Rocester.
- 6.6. In addressing the first criteria of Policy SP21 in relation to **scale**, the proposed development is for a convenience store to serve the settlement of Rocester only. The likely end occupier of the store will be the Co-op who have a long standing requirement for a Food store in this location. Their analysis of the catchment is that it will / is intended to extend to Rocester almost exclusively given the nature of the surrounding area and the fact that Rocester is not on the trunk road that means it will serve surrounding settlements
- 6.7. This leads on to the second criteria in relation **trip generation**. The submitted Transport Statement concludes that during peak times of operation of the foodstore, 2, two-way movements per minute will be associated with the proposed development. The TS confirms that based on experience of other convenience stores elsewhere and in particular with Co-op Food stores, that a large percentage of trips to the proposed development will not be 'new' and will be existing trips on the highway network. NPPF, paragraph 111 is clear that development proposals should only be refused where:
- "there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."*
- 6.8. The TS concludes that the proposed development would not result in a severe impact on the road network and that there cannot be any highways grounds for refusal of the planning application.
- 6.9. In relation to the proposed development and whether it will undermine the **role and function of other centres in the retail hierarchy**, our assessment is as follows. The proposed development is for a convenience goods foodstore which represents minor development to serve the catchment of Rocester and it is estimated that the majority of trade to the proposed foodstore will be drawn from within Rocester. As a result of this and given the low turnover of the proposed development, it is not expected that there will be any significant trade draw (and thus impact) on any other defined centre in the retail hierarchy.
- 6.10. This criterion of the policy appears to require some assessment of retail impact. However, a quantitative assessment of retail impact is not required by the ESBLP and nor is it required by



the NPPF as the proposed floorspace is well below the 2,500 sq.m threshold set out in paragraph 90. Importantly, the NPPF requirement is only for sites not located in-centre which we conclude the Site is.

- 6.11. In order to provide a proportionate assessment of whether the proposed development accords with this criterion of Policy SP21, a review has been undertaken of the most recent Retail Study prepared for the Council, which is the East Staffordshire Borough Council Retail and Leisure Study prepared by Peter Brett Associates in 2013. Given the age of this Study, it is now out of date and in need of updating to reflect modern shopping patterns and also changes to retail provision within the Borough.
- 6.12. Rocester is located within Zone 2 and the majority of convenience goods expenditure within this zone is spent within the Morrisons at Cheadle (24%) within Zone 2, followed by the Tesco in Uttoxeter (almost 20%) and predominately other shops in zones 1 and 2 equating to almost 65% of all convenience goods expenditure in Zone 2. There is outflow of expenditure to outside of the study area to Sainsburys in Ashbourne and Tesco in Meir. Main food and top up expenditure are not separated within the report and given the nature of the proposed development, it is not possible to confirm where this type of expenditure is being spent within this zone.
- 6.13. The earlier 2007 Retail Study prepared by Roger Tym & Partners confirms at paragraph 6.40 that the Spar in Rocester does attract a reasonable proportion of top up expenditure from Zone 2. Given the age of the reports and the wide area covered by Zone 2, it is difficult to assess how top up expenditure is spent within the study area and in Zone 2 in particular to draw any robust conclusion on potential impact. In our view, top expenditure within Zone 2 and within Rocester in particular is most likely to be spent within Rocester and / or within shops that are convenient to residents places of work or study.
- 6.14. Taking all of this into account and in relation to the impact on town centres, the proposed development is proposed within a defined centre, albeit a rural centre. The scale of the proposed convenience store has been assessed above and is to serve a localised role focussed on Rocester only. The convenience store will draw the majority of its trade from within the settlement of Rocester and will not have a significant adverse impact on other defined centres. It therefore follows that the impact on the role and function of other centres in the retail hierarchy will be limited. The impact is likely to be confined to Rocester as well as other shops in close proximity to residents places of work and study given this and as there is no requirement for a quantitative retail impact assessment, it is considered that the proposed development accords with this criterion of Policy SP21
- 6.15. In addition, and in relation to the principle of development, the proposed development accords with Policy SP1 because of the Site's location within the settlement boundary of Rocester which will provide easy access by foot and cycle as well as private motor vehicle to a new convenience store. We consider that ecological, arboricultural, heritage and design related matters have been addressed and the relevant parts of this policy complied within as set out in the planning application submission.
- 6.16. In addition, the NPPF supports sustainable development and protects impact on defined centres. The proposed development, located within the settlement boundary of a strategic village and of a scale appropriate to the role and function of the settlement is fully in accordance with the thrust of the NPPF in terms of the principle of development.



- 6.17. Given all of this, we conclude that the proposed development accords with Policies SP1, SP2, SP20 and SP21 of the ESBLP.

The Impact on Residential Amenity

- 6.18. The potential sources of harm to residential amenity are:
- The operation of the retail unit, including plant noise, noise from deliveries and operational noise; and
 - Any overlooking/loss of privacy impacts from the residential element of the proposals

Operational Noise Impacts

- 6.19. The plant design has not yet been finalised and therefore no details are submitted with this application. However, to assist LPA in the determination of the impact of the proposed development, a Plant Noise Guidance Assessment has been prepared by NSL which confirms the noise levels that plant must adhere to in order to be within acceptable noise levels at the nearest sensitive receptors. This assessment is based on its location within the ground floor roof. A suitably worded condition attached to the planning permission will ensure no detrimental impact on nearby residential properties.
- 6.20. The proposed opening hours for the retail unit are 07:00 to 23:00 daily and a further Noise Assessment prepared by NSL assesses the potential operational noise impact from customers arriving by car (which is likely to be the main source of noise from customers rather than those arriving on foot). The conclusion of this assessment is that peak noise levels resulting from car park activities and customers (07.00 to 09.00 hours and 17.00 to 19.00 hours daily on weekdays) are not likely to coincide with periods when ambient noise levels are lowest (i.e. 22.00 to 23.00 hours on Sundays). As such, it concludes that noise from cars and customers within the store car park will not lead to an adverse noise impact on nearest sensitive receptors.
- 6.21. Deliveries to the site will be made by HCVs which are typically no larger than 12 metre rigid and usually 10m rigid. Deliveries of ambient goods and fresh/frozen goods will normally take place between 07.00 and 20.00 and there will likely be 1-2 deliveries per day, lasting approximately one hour. This is excepting newspaper and magazine/sandwich deliveries which are generally made by a transit-type van earlier in the morning to ensure these are available to purchase upon store opening.
- 6.22. A limit to the delivery hours stated above (07.00 to 20.00) is offered as part of this application (again excepting newspaper/magazine and sandwich deliveries) which will ensure that the noise generated on the site is strictly controlled.
- 6.23. It is considered, with the proposed controls imposed to the delivery hours, that the proposals will not cause harm to the amenity of residents through the operation and servicing of the retail unit.
- 6.24. Our conclusion is that the proposed development accords with Policy DP7 of the ESBLP.



Overlooking and Privacy Impacts

- 6.25. Residential dwellings are located adjacent to the east and south east of the Site and are most likely to be potentially affected by the development of the Site for a convenience store. Residential dwellings to the north and west are not located adjacent to the Site and are unlikely to be affected in relation to overlooking and privacy concerns.
- 6.26. No windows are proposed to the western and southern elevations of the proposed convenience store and thus there is no overlooking impacts to the residential dwellings 50, 50a and 54 High Street. Riversfield House is located approximately 20 metres to the south of the boundary of the curtilage of the Site and is unlikely to be affected by overlooking and privacy issues. Importantly, no windows are proposed along the southern elevation of the proposed convenience store.
- 6.27. As a result, we conclude that the proposed development accords with Policy DP1 of the ESBLP.

Parking and Highways Issues

- 6.28. A Transport Statement (TS) has been prepared by Pegasus in support of the proposed development and follows pre-application advice with the LPA and the Local Highways Authority, the latter on both the originally proposed layout and the proposed layout (**Appendix 2**).
- 6.29. The site is located in a highly accessible area within the settlement boundary of the village of Rocester, which is identified as a Strategic Village in the ESBLP.
- 6.30. There are safe and lit footpaths to enable customers within the Site's walking catchment to access the store from the village of Rocester and the JCB HQ and JCB Academy. Additionally, there is a bus stop located adjacent to the Site on High Street which provides an hourly service during the day, 6 days a week to Derby and Uttoxeter. Sheltered, secure cycle parking is provided at Uttoxeter railway station which is located 7km to the south of Rocester. There are no national cycle network routes within the vicinity of the Site, however the topography of the local area is generally flat and appropriate for cycling.
- 6.31. The proposals include a new access into the Site and into a new car park from Riversfield Drive. A total of 14 parking spaces are provided which have been assessed against the estimated maximum demand of 10 spaces for a convenience store of this size and based on the likely operator. Experience of working with this operator over a number of years and based on evidenced dwell times for customers are also used to arrive at this number. Covered cycle parking for 10 bicycles will be provided in a convenient location alongside the western elevation of the proposed shop.
- 6.32. The proposed site layout includes provision for on-site deliveries to take place within the car park whereby HCVs can access and egress the car park in a forward gear from Riversfield Drive. A swept path analysis is included in the TS which confirms the HCV movements within the car park and which shows that a number of car parking spaces will need to be managed during deliveries. It is our experience that this type of arrangement has been accepted and successfully implemented across a number of other convenience stores for Co-op. The safe operation of deliveries can be secured by a condition attached to the planning permission requiring adherence to an approved Delivery and Servicing Management Plan.

- 6.33. In relation to trip generation and junction capacity, the TS states that adopting the ‘worst case’ scenario, the proposed development could result in 22 and 40 new two-way vehicle movements in the morning and evening weekday peak periods respectively. It goes on to state that given the majority of new trips are anticipated to be on the existing highway network and that whilst some of these are anticipated to be diverted into Riversfield Drive rather than continuing along the High Street, junction currently has sufficient capacity to accommodate the anticipated increase in turning movements.
- 6.34. The NPPF (paragraph 111) is clear that only development proposals that will have a severe impact on the operation of the highway should be refused. The TS confirms that any impacts will not be severe.
- 6.35. As a result, it is considered that the proposed development accords with ESBLP Policy SP35.

Ecological and Arboricultural Issues

Ecology

- 6.36. A Preliminary Ecological Assessment (PEA) has been prepared by Dr Stefan Bodnar. This Assessment was prepared to identify any ecological constraints to the proposed development; provide options as to how any identified ecological impacts could be avoided or minimized and if necessary, identify any further ecological surveys needed.
- 6.37. The summary of the PEA confirms that the Site is of ‘moderate ecological value’ consisting of species poor, semi-improved grassland, and semi-mature native trees. It confirms that there are no Statutory Designated Nature Conservation Sites adjacent to the site and there have not been any protected species recorded within the Site. It goes on to confirm that the site is of low suitability for badger, great crested newt and reptiles, and as a result no further surveys are recommended for these species.
- 6.38. It recommends that a tree protection area and root protection zone should be established to avoid damage during the construction phase around all retained trees and hedges and that site clearance should be undertaken outside of the bird breeding season (mid-March to mid-August) or undertaken under ecological supervision. The reports prepared by Middlemarch with respect to the impact on arboriculture deal specifically with these matters.
- 6.39. As a result, we conclude that the proposed development accords with Policy SP29 of the ESBLP.

Arboriculture

- 6.40. The LPA will be aware that the proposed site layout has changed slightly over that which was presented at the pre-application stage. The reason for this is set out above in relation to highways and parking. This amendment to the site access has led to a consequential impact in terms of the removal of a Category A Tree, Tree T8 as identified in the Preliminary Arboricultural Assessment (PAA). The Local Highways Authority pre-application objection to the proposed access from High Street was an in-principle one and as such, the only alternative was to access the Site from Riversfield Drive.
- 6.41. The PAA confirms that there are 14 trees within the Site, of which 2 are Category A trees; 6 are Category B trees and 5 are Category C trees. The remaining tree is a Category U tree.

- 6.42. Given that the Site is located within the Rocester Conservation Area, the felling and pruning of these trees is protected and permission is required for any works to them. As such, the PAA makes the following recommendations with regards the retention and protection of the trees on site:
- The retention of Category A and B trees across the site should be prioritised;
 - Category C trees have a low retention value;
 - Category U trees should not be considered necessary to retain unless they offer wildlife habitat potential; and
 - Development must be located outside of the Root Protection Areas (RPA) or canopy spread of any retained tree or where located within the RPA, it must be constructed in such a way that damage of the tree root system or crown can be avoided and an Arboricultural Method Statement should be prepared to set out what steps are to be taken to protect the trees during the course of development
- 6.43. The Arboricultural Impact Assessment (AIA) confirms that 12 trees are proposed to be removed of which, 5 are Category B trees (four Yew trees and a Cherry tree T1, T2, T4, T5 and T10) and 1 tree is a Category A tree (Yew Tree T8). The remainder are Category C or U trees. To mitigate against the loss of these trees, a total of 21 trees are proposed (indicatively) within the Site which can be secured by way of a planning condition.
- 6.44. In terms of the trees to be retained on Site, the AIA confirms that two trees may potentially be impacted by the proposed development and a detailed Arboricultural Method Statement (AMS) will need to be prepared in due course. This can be secured by a suitable condition.
- 6.45. Given all of this, we conclude that the proposed development accords with Policy DP8 of the ESBLP.

Flooding and Drainage Issues

- 6.46. A small proportion of the north western part of the Site, which is land to be used for the car park and additional tree planting, is located within Flood Zone 2 according to the Environment Agency's Flood Map. This equates to approximately 165 sq.m (or 16%) of the total Site area.
- 6.47. The proposed development of a shop and related development is categorised as a less vulnerable use and the flood risk vulnerability classification table within the Planning Practice Guidance confirms that less vulnerable development within Flood Zone 2 is appropriate development.
- 6.48. However, according to the guidance contained within the PPG, in such circumstances, a sequential assessment must be carried out to assess the availability of sites within Flood Zone 1. This was confirmed as required in the pre-application advice received from the LPA dated 14.12.21 (**Appendix 1**).
- 6.49. In preparing the sequential assessment, advice has been taken from the PPG (Paragraph: 033 Reference ID: 7-033-20140306) which states that:

"For individual planning applications where there has been no sequential testing of the allocations in the development plan, or where the use of the site being proposed is not in accordance with the development plan, the area to apply the Sequential Test across will be defined by local circumstances relating to the catchment area for the type of development proposed. For some developments this may be clear, for example, the catchment area for a school. In other cases it may be identified from other Local Plan policies, such as the need for affordable housing within a town centre, or a specific area identified for regeneration. For example, where there are large areas in Flood Zones 2 and 3 (medium to high probability of flooding) and development is needed in those areas to sustain the existing community, sites outside them are unlikely to provide reasonable alternatives."

- 6.50. Following this advice, the catchment area of the shop incorporates the settlement of Rocester only and sites have been assessed within the settlement boundary of Rocester only as to their suitability and availability to accommodate the proposed development.
- 6.51. A full assessment of the suitability and availability of other sites within Flood Zone 1 and within the settlement boundary of the village is included within the Flood Risk Statement (FRS) prepared by Pegasus. The conclusion of that assessment is that there are no other sites to accommodate the proposed development and the sequential test is satisfied.
- 6.52. In relation to drainage, the FRS concludes that infiltration is not possible due to the underlying geology which is mudstone. Other forms of SuDS have been investigated and assessed in the FRS within Table 6.1. Many of these have been discounted due to the site specific constraints as highlighted in that Table.
- 6.53. The proposed drainage strategy will include attenuation to be provided by way of underground cellular storage within the car park and a control valve limiting run off rates to the existing sewer on the adopted highway on Riversfield Drive. Permeable paving is proposed to limit surface water runoff. A stormwater filtration unit to provide water quality treatment. As a result, surface water will be restricted to no more than greenfield run off rates with an allowance for climate change.
- 6.54. As a result, the proposed development accords with Policy SP27 of the ESBLP.

Heritage and Design Matters

- 6.55. The site lies within the Rocester Conservation Area and adjacent to the Grade II Listed dwellings at 58 High Street and Rose Cottage. Therefore, the potential impact on these heritage assets has been carefully considered and is set out in detail in the accompanying Heritage Statement. The site layout and scale of the proposed development is also assessed within the Design and Access Statement.
- 6.56. The proposed layout of the Site has been carefully considered to respect the views from High Street onto Riversfield House and also to respect the setting of the Listed Buildings adjacent

and in close proximity to the Site. The pre-application advice received in respect of heritage matters stated that (inter alia):

"in my view it is likely that there would be demonstrable public benefits (creation of employment etc.) which could be set to outweigh the harm which arises and allow a planning permission to be granted."

- 6.57. Whilst there have been amendments to the proposed development since over that presented at the pre-application stage, the layout of the Site and interfaces between the proposed shop and Listed Buildings have not changed and it is expected that this conclusion is still valid in assessing the proposed development.
- 6.58. The Built Heritage Statement submitted in support of the proposed development concludes that the proposed development has been carefully considered in order to respond to the surrounding built historic environment, whilst also addressing wider constraints. It states that in developing the existing area of open space, a degree of harm is considered to arise to the heritage significance of both the Conservation Area and Riversfield House.
- 6.59. It goes on to assert that when considering the Rocester Conservation Area as a whole and the proposed development, that only a minor degree of harm would arise to the overall heritage significance of the asse and that the minor impact identified would be at the lower end of less than substantial harm. It also states that only a minor degree of harm is considered to arise to the non-designated Riversfield House, via a change in setting.
- 6.60. In concluding on the harm to heritage assets, it states that this harm should be considered against the benefits of the scheme as per Paragraphs 202 and 203 of the NPPF. It concludes that no harm is considered to arise to the Grade II Listed Rose Cottage, via a change in setting. Although the proposals would introduce new built form that would be visible from, and in conjunction with the asset, the overall experience and appreciation of the asset would not be changed.
- 6.61. In relation to waste, Section 8 of the East Staffordshire Council Waste Storage and Collection Guidance for New Developments document (2012) sets out the requirements for commercial waste. In response to this and the specific request within the LPAs pre-application advice on waste storage, we can confirm that waste will be backhauled on delivery HCVs which eliminates the requirement for separate storage of waste externally and the need for any bins. Waste and recycling is stored on cages within the back of house and taken back to the depot.
- 6.62. As a result of this assessment, we conclude that the proposed development accords with Policies SP24, SP25, DPI, DP5 and DP6 of the ESBLP.

7. Conclusion

- 7.1. This Planning Statement supports a planning application for the erection of a new convenience foodstore (Use Class E) with supporting and ancillary development at land at the junction of Riversfield Drive and High Street. In all likelihood, the foodstore will be occupied by the Co-op for a Food store who have a longstanding requirement for representation in the village.
- 7.2. The Site is located within the settlement boundary of Rocester which is a strategic village within the development plan. Development in principle is supported in locations such as this.
- 7.3. Pre-application advice was sought and received from both the LPA and the Local Highways Authority and that advice has been acted upon in formulating the proposed development for the Site. In particular, the proposal to incorporate a new access into the Site from High Street was not supported and amended proposals for an access off Riversfield Drive are now included. Whilst this has led to the removal of part of the western boundary wall and the loss of a further tree, the proposed development is considered acceptable for the reasons set out in this Statement.
- 7.4. The proposed development will would allow the provision of a new convenience store with associated community benefits and employment opportunities in a location where it can be accessed by a range of means of transport and will be of a scale appropriate to Rocester given its position in the retail hierarchy and will not have a significant adverse impact on other centres insofar as this is a relevant policy test for the proposed development.
- 7.5. It has also been shown that the proposed development would not have an unacceptable impact on residential amenity, heritage and highways grounds and it accords with the relevant planning policies.



APPENDIX 1

Pre-application report from East Staffordshire Borough Council dated 14.12.21

**Sal Khan CPFA, MSc
Head of Service (Section 151 Officer)**

Date: 14 December 2021

Chris Edge
Pegasus Group
First Floor
South Wing
Equinox North
Great Park Road
Bristol
BS32 4QL

Direct Line: 01283 508746
Direct Fax: 01283 508388
Reply to: Lisa Bird
Our Ref: QU\2021\ENQ\0394
(please quote this reference on all correspondence with us)

Dear Sir/Madam

**Re: Pre-application Enquiry at Land Junction Riversfield Drive & High Street
Rocester
Staffordshire
ST14 5JU**

I refer to your enquiry received by this department on the 16 September 2021 regard to the above mentioned proposal.

Please find attached the officer's report relating to the proposed development for your review.

I hope the information is of assistance to you. If you wish to discuss the matter further, please do not hesitate to contact me.

Yours faithfully

Lisa Bird

Lisa Bird
Planner
dcsupport@eaststaffsbc.gov.uk

Pre-Application Request Report

Reference Number	QU\2021\ENQ\0394	
Planning Officer	Lisa Bird	
Site Address	Land Junction Riversfield Drive & High Street, Rocester, Staffordshire, ST14 5JU	
Proposal	Pre Application regarding proposed convenience store, associated car parking and access	
Environmental Assessment	Screening opinion required?	No
Relevant Planning Policies/Guidance	Government Documents	<p>National Planning Policy Framework:</p> <p>Section 2: Achieving Sustainable Development Section 4: Decision-making Section 6: Building a strong, competitive economy Section 7: Ensuring the vitality of town centres Section 9: Promoting sustainable transport Section 11: Making effective use of land Section 12: Achieving well-designed places Section 14: Meeting the challenge of climate change, flooding and coastal change Section 15: Conserving and enhancing the natural environment Section 16: Conserving and enhancing the historic environment</p>
	Local Plan Policies	<p>Principle 1 – Presumption in Favour of Sustainable Development SP1 – East Staffordshire Approach to Sustainable Development SP2 – Settlement Hierarchy SP3 – Provision of Homes and Jobs 2012-2031 SP20 – Town and Local Centres Hierarchy SP21 – Managing Town and Local Centres SP24 – High Quality Design SP25 – Historic Environment SP27 – Climate Change, Water Body Management and Flooding SP29 – Biodiversity and Geodiversity SP35 – Accessibility and Sustainable Transport DP1 – Design of New Development DP2 – Designing in Sustainable Construction DP5 – Protecting the Historic Environment: All Heritage Assets, Listed Buildings, Conservation Areas and archaeology DP6 – Protecting the Historic Environment: Other Heritage Assets DP7 – Pollution and Contamination DP8 – Tree Protection</p> <p>http://www.eaststaffsbc.gov.uk/planning/planning-policy/local-plan-2012-2031</p>

	Supplementary Planning Documents	<p>East Staffordshire Design Guide Parking Standards East Staffordshire Historic Environment Assessment Waste Management</p> <p>You can access the documents mentioned above on the Council's website by following the link below:</p> <p>Planning Documents</p>
	Other Policies/Guidance	N/A
Key Considerations Affecting the Site	<p>Formal Designations</p> <ul style="list-style-type: none"> • Conservation area • Listed building (on or adjacent to the site) • Archaeology • Flood Zone 2 • Biodiversity (SSSI or likely presence of protected species) 	
	<p>Main Considerations:</p> <ul style="list-style-type: none"> • Principle of development • Landscape and visual impact • Impact on residential amenity • Highway matters • Impact on ecology • Impact on heritage assets and archaeology • Flooding and drainage • Impact on Trees 	
Relevant History	<p>CU/22167/001 – Riversholme – Change of Use to junior day school – Approved 03/05/1994</p> <p>CN/22167/002 – Riversholme – Change of Use to junior day school – Approved 01/06/1994</p> <p>CU/22167/003 – Riversholme - Change of use from school to hotel and licensed restaurant – Approved 10/12/1997</p> <p>PA/22167/004 – Riversholme - Construction of a single storey extension to form gents toilet – Approved 26/05/1998</p> <p>PA/22167/006 – Riversholme - Erection of two storey side and single storey side and rear extensions – Approved 25/11/1998</p> <p>P/2014/01179 - Land Rear Of 54 High Street - Erection of a dwelling – Approved 25/11/2014</p> <p>P/2019/00859 - Adj The Old Coach House - Pruning of yew tree to give a 1m clearance around BT cable and 2 metres clearance from house and crown raise to give 4.5m clearance over drive and pruning of holly tree to give 1m clearance around BT cable and 2m clearance around house – Approved 21/08/2019</p> <p>P/2021/01110 – Riversholme - Change of use from hotel (Class C1) to residential care home (Class C2) – Approved 25/11/2021</p>	

**Planning Officer's
Assessment**

On the basis of the information submitted the advice below constitutes an informal indication of the likely outcome of any formally submitted planning application including, where relevant, advice as to how the proposal could be improved to increase the chances of a successful outcome.

1. Principle of development

East Staffordshire Local Plan Policy SP1 lists principles in determining whether proposals constitute sustainable development. One principle is that proposals are located on, or with good links to, the strategic highway network, and should not result in vehicles harming residential amenity or causing highway safety issues. Another principle is that proposals are designed to protect the amenity of the occupiers of residential properties nearby, and any future occupiers of the development through good design and landscaping.

Strategic Policy 2 of the Local Plan considers the Borough's settlement hierarchy and sets out that 'new development should be concentrated within the settlement boundary of the Main Towns, Strategic Villages, Local Service Villages and Rural Industrial Estates, as shown on the policies map.

Policy SP20 of the Local Plan provides a hierarchy for town and local centres, stating that the Borough's town and local centres will be supported and strengthened to ensure that they continue to be the focus of communities.

Policy SP21 of the Local Plan relates to Managing Town and Local Centres and states that in planning permission for the provision or extension of local shopping facilities in existing local centres will normally be granted providing they meet the following criteria:

- the scale of provision is to meet local needs only;
- the site is readily accessible on foot or by bicycle;
- the intensification of any one use does not become detrimental to the amenity of residential or other adjoining uses; and
- the proposal would be compliant with the East Staffordshire Design Guide SPD (or any superseding document)

The application site is identified as a Rural Centre (Policy SP20) within a Tier 1 Strategic Village (SP2), as such the use of the land for the erection of a retail unit would provide a service function to the local community as requires in Policy SP20 in an appropriate location for service users, i.e. within a Rural Centre.

The extent of the Rural Centre is not defined in the Local Plan, however, there are a mix of uses along the High Street in both directions.

Policy SP21 requires several criteria which should be adhered to in order to provide a mix of uses that would support the vitality and viability of the rural centre. 'Town Centre' proposals will not normally be permitted outside town centres according to this policy, therefore it is recommended that any future application is accompanied by evidence that there will be no negative impact on town and rural centres.

Therefore it is considered that there is the potential for the proposal to be acceptable in principle in line with the provisions of policies SP1, SP2, and SP20 of the Local Plan subject to the necessary evidenced based case being made in relation to Policy SP21.

2. Landscape and visual impact including urban design (including provision for waste collection and bin storage)

Policy SP24 of the East Staffordshire Local Plan states that development proposals must contribute positively to the area in which they are proposed and reinforce character and identity through local distinctiveness. Policy DP1 expands upon this aim with specific reference to the design of new development. The Local Plan Policies are supplemented by the East Staffordshire Design Guide and the NPPF which indicates (in paragraph 130) that developments should have due regard to the future amenities of residents.

Specific details of the design of the development have not been provided at this stage. The submitted information indicates that the two storey element of the proposed building would be situated towards the front of the application site, with the single storey element to the rear.

The proposed building would be set back from the road and it is suggested that some form of wall or enclosed be considered to the frontage to retain the existing sense of enclosure.

Waste bins should have a designated area within the application site, well-screened from public vantage points.

The specific design of the building would be assessed during the course of any future application.

3. Highway matters (including sustainable transport e.g. cycle storage)

East Staffordshire Local Plan Policy SP1 lists principles in determining whether proposals constitute sustainable development. One principle is that proposals are located on, or with good links to, the strategic highway network, and should not result in vehicles harming residential amenity, causing highway safety issues or harming the character of the open countryside.

Policy SP35 of the East Staffordshire Local Plan relates to accessibility and sustainable transport, this is supplemented by the Parking Standards Supplementary Planning Document.

The proposal includes the provision of 14 parking spaces. The Parking Standards SPD requires 12 parking spaces for the retail floorspace proposed in relation to the Parking Standards SPD, not including staff spaces. Justification in relation to the level of parking proposed should be provided within any future application.

It is noted that a new access is proposed to the site and a bus stop is situated in close proximity. There are the potential for highways issues to arise, due to the bus stop and the proximity of the proposed access to Riversfield Drive. However, it is pointed out that the Highway Authority offer their own pre-application advice service and therefore have not been consulted on this pre-application advice request. It is recommended that contact be made with the Highway Authority prior to the submission of a formal application (see contact details below).

4. Impact on residential amenity

East Staffordshire Local Plan Policy SP1 lists principles in determining whether proposals constitute sustainable development. One principle is that proposals are designed to protect the amenity of the occupiers of residential properties nearby, and any future occupiers of the development through good design and landscaping.

The National Planning Policy Framework and Policy DP1 of the Local Plan seek to ensure new development will not have an adverse impact on the amenities of new or existing residents by way of loss of light, overlooking or overbearing. The National Planning Policy Framework indicates (in paragraph 130) that developments should have due regard to the future amenities of residents.

Policy DP7 of the Local Plan identifies that development will only be granted permission where they will not give rise to or be likely to suffer from, land instability and/or unacceptable levels of pollution in respect of noise or light, or contamination of ground, air or water.

The proposed building would be two storey in height to the front portion and single storey to the rear. There is a two storey dwelling situated close to the front of the application site at No. 50 High Street. There are further residential properties along the private access drive to the side of the application site.

Care must be taken to ensure that the proposal would have no significant adverse impact on occupiers of neighbouring properties, for example with specific reference to the 45 degree code (as defined in the Separation Distances and Amenity SPD), to ensure that there would be no overbearing or overshadowing impact or loss of light.

A Noise Impact Assessment will be required for the proposal to ensure that there will be no significant impact on nearby residents from any commercial noise created by the proposal.

5. Impact on ecology

Section 15 of the National Planning Policy Framework states that when determining planning applications local planning authorities should aim to conserve and enhance biodiversity.

Policy SP29 of the Local Plan relates to biodiversity and geodiversity and states that developments should seek to protect, maintain and enhance biodiversity and geodiversity within the Borough, providing criteria by which this can be achieved.

There are records of protected species on and within 500m of the application site. As such any future application should be supported with by a Preliminary Ecological Appraisal (PEA). Should the PEA require other survey work to be undertaken, this should be done prior to the submission of a formal application and is a prior to validation requirement.

6. Impact on heritage assets and archaeology

Section 16 of the National Planning Policy Framework states that proposals should not pose significant harm to any heritage asset and should aim to preserve or enhance the asset by way of sensitive and appropriate design.

Paragraph 184 of the National Planning Policy Framework states that Local Planning Authorities should recognise that heritage assets are an irreplaceable resource which should be conserved in a manner appropriate to their significance.

Section 16 of the National Planning Policy Framework states that proposals should not pose significant harm to any heritage asset and should aim to preserve or enhance the asset by way of sensitive and appropriate design. Policy DP5 of the Local Plan states that development which protects the character and setting of listed buildings and conservation areas will be permitted. Strategic Policy 25 of the Local Plan indicates, amongst other things, that development proposals should protect, conserve and enhance heritage assets and their settings, taking account of their significance as well as the distinctive character of the Borough's townscapes and landscapes. Such heritage assets may consist of undesignated and designated assets including conservation areas, listed buildings, scheduled monuments, archaeological sites, registered parks and gardens and historic landscapes which contribute to the Borough's historic environment and local distinctiveness.

The site is located within the Rocester Conservation Area, is in close proximity to listed buildings and is within an area of known archaeological interest.

The County Archaeologist has briefly reviewed the proposals and has confirmed that there is some clear archaeological potential (HUCA 2 on the Rocester EUS). The site is within Medieval Rocester and there is also some potential that there was some Roman activity in the area too. Therefore a staged archaeological evaluation comprising a geophysical survey followed by trial trenching would be appropriate. Ideally this work should be done as early as possible in the application process. For further information in respect of this please contact the County Archaeologist who's details are available towards the end of this report.

The ESBC Conservation Officer has also reviewed the proposals and considers that the information contained in the heritage statement is a genuine reflection of the circumstances around the proposal. His comments are as follows:

The proposal will result in harm through the development of a positive open space, structures have been carefully positioned to maintain views of other heritage assets within the conservation area (non-designated ones) and some frontage tree planting and walls providing enclosure can be maintained, there will still be harm (I would say certainly towards the lower part of the less than substantial scale, perhaps not right at the bottom end as the submission suggests, but still low down the scale) but the manner of the proposal has kept them as small as is practical and in my view it is likely that there would be demonstrable public benefits (creation of employment etc.) which could be set to outweigh the harm which arises and allow a planning permission to be granted.

7. Flooding and drainage

Section 14 of the National Planning Policy Framework seeks to ensure that new development is not at risk from flooding, or does not increase flood risk elsewhere.

Policy SP27 of the Local Plan provides criteria for dealing with development sites within flood risk areas.

The development is located within Flood Zone 2, at medium risk of flooding, therefore any future application should be accompanied by a Flood Risk Assessment and a Sequential Test to demonstrate that there are no sequentially preferable sites in terms of flood risk (i.e. no sites available within the lower risk Flood Zone 1 area). Drainage information will also be required to be provided with the application.

8. Impact on Trees

Policy DP8 of the Local Plan states that for proposals where there are existing trees of value on site, they must ensure that new developments are designed to:

- retain as many existing trees and other natural features as possible
- minimise harm to existing trees and other natural features either in the short or long term
- minimise conflict between trees and buildings in the future through the design, layout and construction of the development.

The ESBC Tree Officer has reviewed the submitted information and commented that any future application would require the submission of an Arboricultural Impact Assessment, including a constraints plan with the development clearly identified and a tree protection plan. Any future application will be required to provide clear justification for any proposed tree removal and measures for the protection of trees to be retained.

Conclusion

For the reasons set out above, it is the officer position that there is the potential for a formal application to be supported, however, in addition to demonstrating compliance with overarching sustainability and retail policies of the Local Plan, any detailed scheme would need to demonstrate that no material harm will occur to residential or visual amenities or highway safety,

Section 106 required?	Potentially in relation to highway matters
Additional Internal departments you may wish to contact prior to the submission of a formal planning application	<ol style="list-style-type: none"> 1. ESBC Environmental Health Department - 01283 508524 or pollution.team@eaststaffsbc.gov.uk 2. ESBC Building Consultancy – 01283 508609 or building.consultancy@eaststaffsbc.gov.uk 3. ESBC Environment Manager – Paul Farrer (regarding waste issues) – 01283 508599 or paul.farrer@eaststaffsbc.gov.uk

<p>Additional Bodies to consult prior to the submission of a formal planning application</p>	<p>You are advised to seek further advice from the following consultees prior to the submission of a formal planning application as there may be other considerations that affect the proposed development (Charges may apply), these include :</p> <ol style="list-style-type: none"> 1. The Environment Agency – 01543 404880 or swmplanning@environment-agency.gov.uk 2. Staffordshire County Council Highway Authority – 0300 111 8000 or highwayspreapp@staffordshire.gov.uk - SCC Highways offer a pre-application advice service for which there is a fee, further advice regarding this service can be found on their website www.staffordshire.gov.uk. 3. Severn Trent Water Ltd - 01902 793871 or net.dev.west@severntrent.co.uk 4. English Heritage – 0121 625 6848 or julie.taylor@english-heritage.org.uk 5. Staffordshire County Council Ecologist – sue.lawley@staffordshire.gov.uk 6. Staffordshire County Council Environment Team for archaeology pre-app advice at: https://www.staffordshire.gov.uk/environment/eLand/planners-developers/HistoricEnvironment/Historic-Environment-Advice-and-Guidance/Historic-Environment-Advice-and-Guidance.aspx 7. Staffordshire County Council Flood Risk Team – 01543 334064 or flood.team@staffordshire.gov.uk 8. Police Architectural Liaison Officer – Duncan Fisher – 07855 856437 or Duncan.fisher@staffordshire.pnn.police.uk
<p>Validation Requirements – the documents you will need to submit with the planning application</p>	<p><i>‘Please note the Local Plan 2012-2031 was adopted on 15th October 2015 and changes to local validation criteria are due to be consulted on early in 2016. Therefore upon validation there may be additional requirements to those currently listed. Of particular importance is the change in affordable housing policy where affordable housing is now required on proposals of more than 4 dwellings.’</i></p> <p>In order to submit a valid application you will need to submit <u>one copy</u> of the following documents via www.planningportal.co.uk or by emailing DC Support dcsupport@eaststaffsbc.gov.uk :</p> <ol style="list-style-type: none"> 1. The completed relevant application form 2. 1:1250 or 1:2500 Location Plan - The site area/property should be edged in a red line including the access to an adopted highway 3. 1:200 or 1:500 Block Plan – As existing and as Proposed. Please annotate the plan to show the position of the development, parking provision, boundary treatments and any other necessary information 4. 1:100 or 1:50 proposed elevations 5. 1:100 or 1:50 proposed floor plans 6. 1:100 or 1:50 proposed roof plan 7. 1:100 or 1:50 Proposed Section(s) 8. Flood Risk Assessment 9. Ecological Assessment - This is required as there are records of protected species present within the vicinity or your property. Please check the initial survey, if this states that further surveys are required these will also be required prior to validation. 10. Design and Access Statement 11. Heritage Statement 12. Noise Impact Assessment 13. Archaeological Assessment 14. Arboricultural Impact Assessment, including constraints plan showing the development and tree protection plan. 15. Retail Impact Assessment 16. The fee will be checked on submission. Cheques should be made out to East Staffordshire Borough Council or payment can be made by telephone using a credit or debit card once the application has been submitted by calling 01283 508606 or you can pay for

	<p>your planning application fees via our pay online facility.</p> <p>The above list is not exhaustive and the validation criteria should be referred to. (Link provided below).</p> <p>Link to application forms and guidance:</p> <p>Planning Application Forms and Guidance Validation Criteria</p>
<p>Publicity and Consultation</p>	<p>For larger developments officer to recommend appropriate publicity and consultation to be undertaken prior to submission of application.</p> <p>Statement of Community Involvement</p>
<p>Planning Officer's Signature and Date of Report</p>	<p><i>Lisa Bird</i> 8th December 2021</p>

Please note that the above advice constitutes the informal opinion of the planning officer based on the information as submitted only and does not prejudice any decision that the Council may make in respect of the site, pursuant to the submission of a formal planning application which may result in additional issues being raised, either because the submitted proposal differs from that presented at pre-application stage or because of the responses received following the statutory consultation and publicity process.



APPENDIX 2

**Staffordshire County Council Local Highways Authority Pre-Application Advice dated
12.01.22 and 28.01.22**

Chris Edge

From: Lydia Hyde <Lydia.Hyde@pegasusgroup.co.uk>
Sent: 21 February 2022 17:19
To: Chris Edge
Subject: FW: Pre Application 110007, Rocester

Lydia Hyde

Transport Planner

Pegasus Group

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First Floor | South Wing | Equinox North | Great Park Road | Almondsbury | Bristol | BS32 4QL

T 01454 625945 | E Lydia.Hyde@pegasusgroup.co.uk

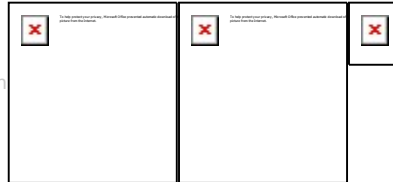
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From: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>
Sent: 28 January 2022 14:02
To: Tony Jones <Tony.Jones@pegasusgroup.co.uk>
Cc: Alan Harvey <alan.harvey@eaststaffsbc.gov.uk>; Lydia Dean <Lydia.Dean@pegasusgroup.co.uk>
Subject: RE: Pre Application 110007, Rocester

Hi Tony,

At present I cannot confirm that a scheme submitted along these lines will definitely be supported by the highway authority.

The access at present should have some form of radius, the parking provision is below the number required by ESBC parking policy and the proposed scheme for dealing with a delivery strategy requires some form of parking management programme or an "out of hours" strategy which will be difficult to control and there is also a need for some sort of agreement around the delivery vehicle if the rest of it is acceptable.

Whilst I wouldn't say it will definitely be objected to as there will clearly be additional information submitted but this proposal requires a number of relaxations that would not normally be acceptable.

Regards

Malcolm

From: Tony Jones <Tony.Jones@pegasusgroup.co.uk>
Sent: 27 January 2022 15:10
To: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>
Cc: Alan Harvey <alan.harvey@eaststaffsbc.gov.uk>; Lydia Dean <Lydia.Dean@pegasusgroup.co.uk>
Subject: RE: Pre Application 110007, Rocester

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Afternoon Malcolm

Many thanks for your comprehensive pre-app comments provided earlier this month. The design team has carefully reviewed these and amended the scheme as appropriate. A copy is attached.

The main changes are that: -

- (i) Access is proposed from Riversfield Drive;
- (ii) Servicing is proposed to be carried out within the site using a 10 metre rigid. The end occupier has agreed that it can deliver with these vehicle types, and we consider that the vehicle size used and management of the internal car park spaces during periods of delivery can be set out and agreed by a Service Management Plan; For the avoidance of doubt, we are not currently proposing a delivery bay on High Street, although this could be considered if the highway authority considers it a potential servicing solution;
- (iii) The proposed parking provision remains at 14 spaces, which we consider is sufficient based on our forecast of parking demand during the store's peak hours of operation and average dwell times of customers of circa 7 to 10 minutes.

Can kindly ask if you are able to confirm in principle that the amended layout addresses the issues you raised and that pending submission of the planning application and detailed review of any supporting Transport documents this is a scheme that the highway authority considers is acceptable.

I look forward to hearing from you in due course.

Tony Jones

Director

Pegasus Group

PLANNING | DESIGN | ENVIRONMENT | ECONOMICS | HERITAGE

First Floor | South Wing | Equinox North | Great Park Road | Almondsbury | Bristol | BS32 4QL

T 01454 625945 | E Tony.Jones@pegasusgroup.co.uk

M 07976 775162 | DD 01454 807395 | EXT 2024

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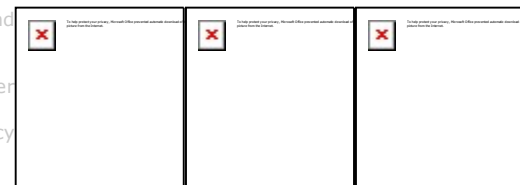
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*****IMPORTANT INFORMATION REGARDING PEGASUS GROUP & CORONAVIRUS / COVID-19*****



From: Lydia Dean <Lydia.Dean@pegasusgroup.co.uk>

Sent: 13 January 2022 16:56

To: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>

Cc: Tony Jones <Tony.Jones@pegasusgroup.co.uk>; Alan Harvey <alan.harvey@eaststaffsbc.gov.uk>

Subject: RE: Pre Application 110007, Rocester

Hi Malcolm,

Thank you for your response.

From your comments received on 12th January, we understand that the following has been confirmed:

- The development will predominantly rely on pass-by and diverted trips;
- Highway capacity is not anticipated to be an issue; and
- Any overspill parking on nearby roads with double yellow Traffic Regulation Orders (TROs), which is not anticipated by the application, is an enforcement issue.

Further to your comments, we would like to clarify a few points. Please find these detailed below.

Forecast Vehicular Trip Attraction

We understand that you have derived a trip rate including a number of sites that were not included in the stated parameters in the Technical Note. In order to fully comprehend your calculation, please could you confirm and justify the parameters used to result in the trip rates noted in your comments? We can then look to agree a trip rate to use in the Transport Statement.

Access

We recognise that your initial thoughts on the site access as stated verbally over the phone are echoed in the written comments.

Due to the nature of the proposed access being a vehicular footway crossover, it is argued that the access is existing. It is understood that the wall boundary has heritage considerations, but this does not apply to the area that has been more recently blocked up. We understand that the northern wall, where the access would be reopened, is date at the 20th century. We are currently investigating the time at which the access was sealed.

If considered appropriate, we propose the possibility of undertaking a Stage 1 Road Safety Audit at the Riversfield Drive access.

Given your comments, we will further look into an access from Riversfield Drive. If considered appropriate, we propose carrying out a traffic survey in the form of an Automatic Traffic Counter, to record the amount of traffic currently travelling along the carriageway. This will then give an idea of vehicle volumes and speeds that are currently using the carriageway. We also propose undertaking a manual turning count survey at the Riversfield Drive / High Street junction, to record the current levels of activity. Please could you confirm if this would be appropriate.

Parking

Please note that the anticipation of those walking to the site has not been included in the accumulation, only the trip rates. Therefore we consider this to be a robust calculation.

The assumptions used within the parking accumulation have been derived from other similar sites in similar locations, which similar facilities and with similar end-users. It is therefore considered that these assumptions are fair. There is evidence to suggest that the dwell times in convenience stores are approximately only seven minutes, demonstrating that a robust case is made with the assumption of a 15 minute dwell time.

It is noted in the comments that any parking occurring on the carriageways surrounding the site is likely to be an enforcement issue. With TROs within the vicinity of the site to prevent on-street parking, in the form of double yellow lines, we would agree that it is an enforcement issue. Although it is not anticipated that any overspill parking will occur, it is anticipated that some may informally use the village hall car park across from the development site.

Servicing

It appears that some clarification is required on the third servicing option from the High Street. We propose the construction of a servicing bay within publicly maintained highway on the High Street, close to the proposed site access. The plan of the bay is shown in Appendix F in the Technical Note, which is attached for ease of reference. This would be constructed at the same level as the carriageway, with the kerb of the footway realigned around the bay.

With this option, which is considered to be the most suitable, delivery vehicles would be able to either deliver or service the site without disrupting the flow of traffic on the carriageway.

If the bay were to be constructed, this would require the repositioning of the bus stop. We have initially proposed it to be moved approximately five metres south in Appendix F, meaning that the bus stop is simply set back. With this proposal, the loading bay could be used as both a servicing bay and a bus stop layby, further facilitating the flow of traffic along the High Street. We understand that this bus stop serves an hourly bus service, allowing time within the hour or prior to the first bus service of the day, for delivery or servicing vehicles to be able to access the site.

If the dual-use of the bay is not considered favourable, this proposal could also result in the bus stop being moved to a different location along the High Street. We welcome your advice on this.

Junction Modelling

As previously confirmed, the proposed development is anticipated attract predominantly linked and pass-by trips. If considered necessary, we are able to accommodate junction modelling at the roundabout junctions at either end of the High Street. It is considered that confirmation of which junctions require to be modelled, if any, is required. It is understood that this may be confirmed once the trip rates associated with the site are agreed upon.

We look forward to your response. If considered helpful, we would welcome a MS Teams call to discuss any of the above.

Kind regards,

Lydia Dean
Transport Planner

Pegasus Group

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First Floor | South Wing | Equinox North | Great Park Road | Almondsbury | Bristol | BS32 4QL


T 01454 625945 | E Lydia.Dean@pegasusgroup.co.uk

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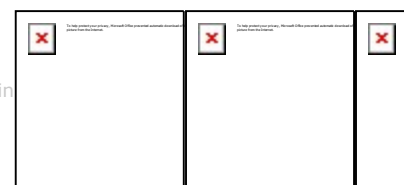
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*****IMPORTANT INFORMATION REGARDING PEGASUS GROUP & CORONAVIRUS / COVID-19*****





From: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>
Sent: 12 January 2022 11:42
To: Lydia Dean <Lydia.Dean@pegasusgroup.co.uk>
Cc: Tony Jones <Tony.Jones@pegasusgroup.co.uk>; Alan Harvey <alan.harvey@eaststaffsbc.gov.uk>
Subject: RE: Pre Application 110007, Rocester

Hi Lydia,

I have considered your plan Feas -1 and your Transport Technical Note in providing my personal opinion of the proposed development off High Street, Rocester.

The proposed development is described as:

It is proposed for the site to be developed as a Class E development with a total Ground Floor Area (GFA) of 437sqm. It is proposed that there will be 14 parking spaces on site, including one accessible parking bay.

I have assumed that there will be a condition imposed on any permission limiting the use of the site to this type of retail to limit changes within the use class and therefore removing the need to make an assessment of other possible uses within that use class

In summary I would conclude that the site is not suitable for the development as proposed primarily because it is too small to safely accommodate the required level of car parking and servicing facilities and the deficiencies of the proposed access.

I will address the various relevant headings from the Technical Note in turn below:

Forecast Vehicular Trip Attraction

The Technical Note does not include the predicted traffic generation figures but whilst your parameters are not totally unreasonable in a very quick assessment I included a few more counts which gave me rates of: ARR 103.2/DEP 103.2/TOT 207.1 which for a store with a floor area of 437sqm gives flows of: ARR 451/DEP 451/ TOT 902. With a peak hour rate of 15/100sqm or 66 trips in the hour.

Whilst there may be some difference in the precise figures I think we get a reasonable prediction of the likely traffic generation from these calculations although I do not anticipate highway capacity to be an issue with this proposal as whilst High Street is frequently not in free flow I would anticipate a store of this size to not be a significant generator of new trips but be reliant primarily on diverted or pass by trips. However changes in flow patterns as a result of changes in movements at the roundabouts at either end of High Street may need to be considered.

Existing and Proposed Access

The claim to an existing access into the site will need to be justified as it appears that whilst there may be a dropped kerb on high street the wall fronting the site appears to have been in place for some considerable time and is understood to be a heritage structure within the conservation area and therefore its "reopening" is not straightforward.

The radii of the proposed access "overlap" with those from Riversfield Drive and that is not an acceptable layout. The lack of spacing between the two junctions and particularly with the likely flows into the site is

likely to result in driver uncertainty in the area with drivers being unsure of which junction is being used which is likely to lead to vehicle/vehicle conflict to the detriment of highway safety.

Visibility from the proposed access is obstructed by the bus stop on the High Street. It is argued that as the bus stop is currently clear it is not a permanent obstruction but this is based on an assumption that it remains so and that there are no advertisements or a new stop provided at any time in the future.

Parking

It is acknowledged in the Technical Note that in order to comply with ESBC adopted Parking Standards Policy the development would be required to provide 31 parking spaces which the site is too small to provide. It is suggested that 14 spaces, a reduction in the standard of more than 50%, can be justified by a parking accumulation calculation assuming an average 15 minute dwell time leading to a demand for 13 spaces. It is suggested that there will be a high number of walk-ins due to the proximity of the college but it is not clear if this has been used in the parking accumulation calculations as they haven't been included in the Note. The calculation is heavily reliant on the assumptions from data from other sites being replicated on this site with no evidence that that will be the case.

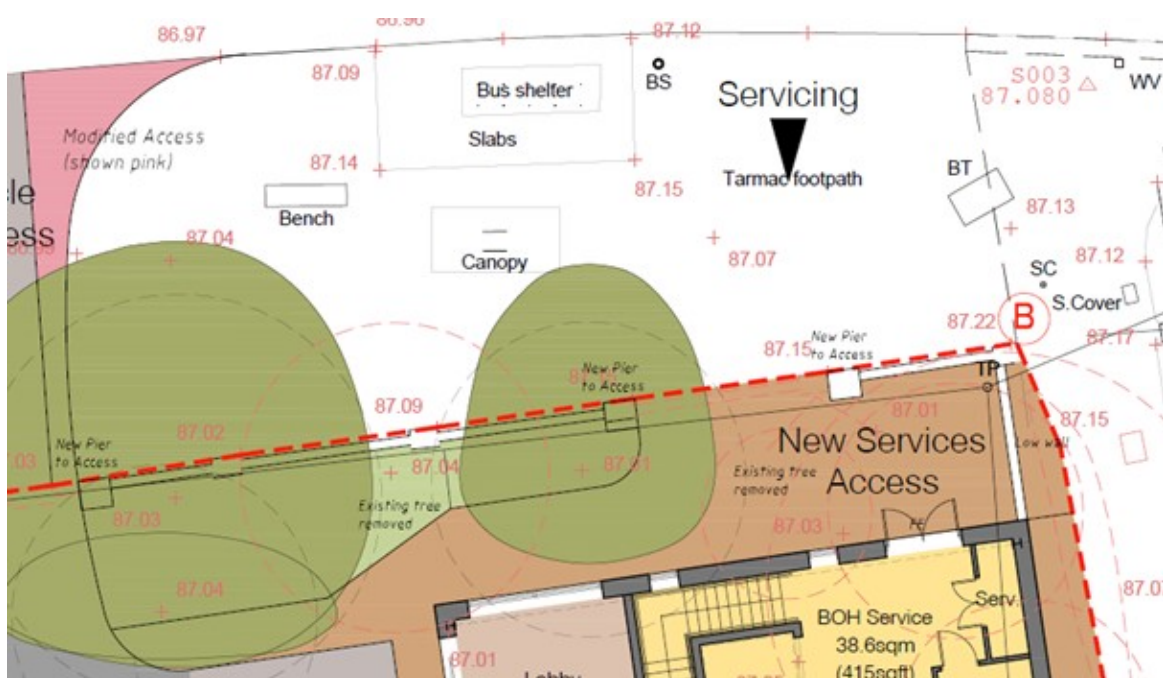
The site has double yellow lines across the frontage and into Riversfield Drive and the on-street parking further down High Street is frequently at or near capacity, and so whilst an assumed short dwell time may help in an accumulation calculation it does mean that should the car park be full, illegal, dangerous or inconsiderate parking on the surrounding highway is more likely as drivers are likely to take the view that they are only there for a short time and the risk of penalty is extremely low. It will probably be argued that that is an enforcement rather than a planning issue but it must be acknowledged that unless the developer funds the parking enforcement it is extremely unlikely that limited resource will be regularly deployed here.

Servicing

It is stated that the vehicles servicing the site will be "10.3m rigid or 12.1m articulated HCVs"

Having demonstrated that the site is too small to be serviced internally (option A) and impractical to be serviced from Riversfield Drive (option B) the suggested servicing option is to provide a parking space for delivery vehicles across the public highway blocking the footway which is stated as being 9.5m wide at this point.

The drawing clearly shows piers constructed at this point which will stop the service vehicle entering the site so it is unclear how a 10m or 12m vehicle will access the service yard without completely blocking the footway and encroaching on the carriageway.



This is unacceptable in safety terms and as a principle of using highway land as the service yard for a new development.

Junction Modelling

As stated earlier consideration will need to be given to the impact of traffic and changed movements at the roundabouts but it may be that modelling is not required depending on how the distribution data is calculated. This is an issue that cannot be confirmed either way at this stage and will come out as the scheme is developed.

I trust this makes my position clear at this time and whilst this is my personal opinion at this time it has been reached without consultation with other officers or members of the Council and cannot therefore be held as binding on Staffordshire County Council.

Regards

Malcolm

From: Lydia Dean <Lydia.Dean@pegasusgroup.co.uk>
Sent: 11 January 2022 16:53
To: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>
Cc: Tony Jones <Tony.Jones@pegasusgroup.co.uk>
Subject: RE: Pre Application 110007, Rocester

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Hi Malcolm.

Thank you for talking to me on the phone this afternoon.

Further to our conversation this afternoon, I understand that you will issue detailed formal comments by the end of this week, prior to you going on annual leave. Please find the pre-app submission transport documents attached to this email for ease of reference.

With reference to the Staffordshire Highway Pre-Application Guidance, we anticipate a written response reflecting the level of detail provided in the submitted documents. The technical note details site access arrangements, trip rates, parking provision and servicing arrangements for which we seek guidance, as well as the site layout provided. We would request particular guidance on the access and servicing arrangements.

We are seeking to work with you, the local highway authority, as closely as possible.

If you require any further information please contact myself or Tony Jones.

Kind regards,
Lydia

Lydia Dean
Transport Planner

Pegasus Group

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T 01454 625945 | E Lydia.Dean@pegasusgroup.co.uk

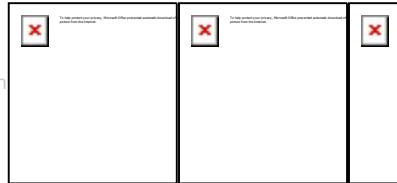
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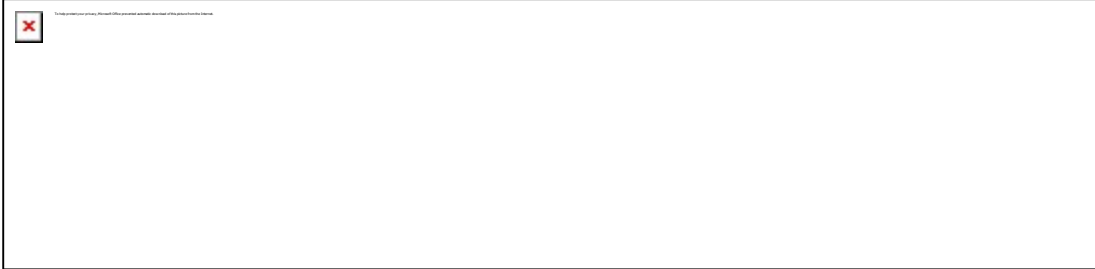
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From: Lydia Dean
Sent: 10 January 2022 17:26
To: 'Jones, Malcolm (Place)' <malcolm.jones@staffordshire.gov.uk>
Cc: Tony Jones <Tony.Jones@pegasusgroup.co.uk>
Subject: RE: Pre Application 110007, Rocester

Hi Malcolm,

I hope you had a good Christmas and Happy New Year.

Further to an attempted call, please could you either respond to the below or contact myself or Tony Jones to discuss the pre-application submission?

Further to our previous verbal discussion in late December, please could you provide formal comments in response to the site layout within the submission. Particular points that we would like to confirm with you are listed in the email below.

Please do contact myself or Tony with any queries or clarifications.

Kind regards,
Lydia

Lydia Dean

Transport Planner

Pegasus Group

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T 01454 625945 | **E** Lydia.Dean@pegasusgroup.co.uk

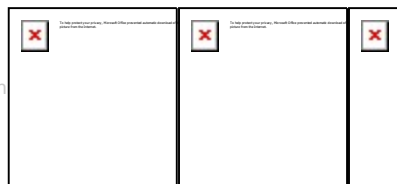
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From: Lydia Dean
Sent: 23 December 2021 16:40
To: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>
Cc: Tony Jones <Tony.Jones@pegasusgroup.co.uk>
Subject: RE: Pre Application 110007, Rocester

Hi Malcolm,

Thank you for your email below.

Further to your comments below, please could you specifically provide some guidance on the following points that were outlined in the pre-app submission report:

- Please could you confirm if the parameters suggested for the site trip attraction at paragraph 1.14 are suitable;
- Please could you confirm if the 14 spaces proposed on site are appropriate, with reference to the initial parking demand calculations undertaken;
- Please could you confirm whether any junction modelling is required;
- Please could you confirm the suitability of each servicing option stated at the site, with particular detail on the construction of the loading bay proposal directly to the north of the site; and
- If the loading bay were to be constructed, please could you provide guidance on the relocation of the bus stop.

Considering the heritage factors surrounding the changing of the access point to be from Riversfield Drive, please could you advise if there are any traffic surveys that could be undertaken to support the current proposed access strategy?

If you'd like further clarification on any of the above, please do contact myself or Tony Jones.

I hope you have a merry Christmas.

Kind regards,

Lydia Dean

Transport Planner

Pegasus Group

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First Floor | South Wing | Equinox North | Great Park Road | Almondsbury | Bristol | BS32 4QL

T 01454 625945 | **E** Lydia.Dean@pegasusgroup.co.uk

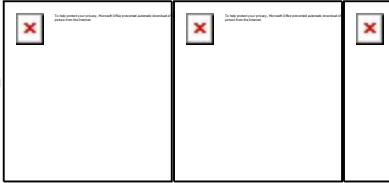
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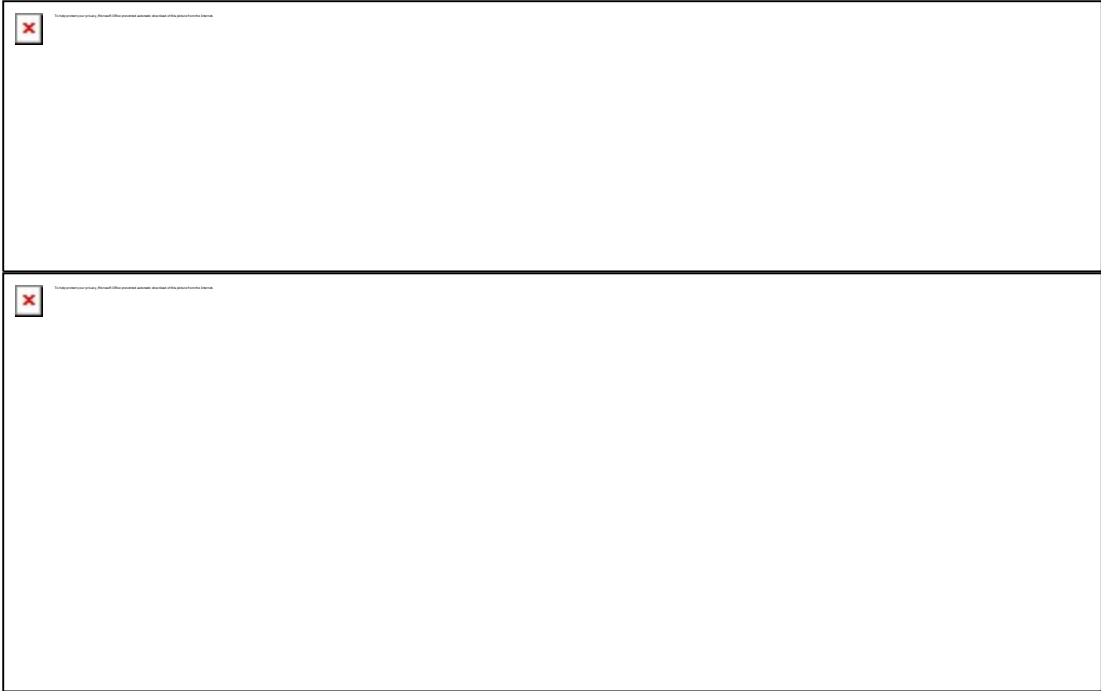
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*****IMPORTANT INFORMATION REGARDING PEGASUS GROUP & CORONAVIRUS / COVID-19*****



From: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>

Sent: 23 December 2021 13:54

To: Lydia Dean <Lydia.Dean@pegasusgroup.co.uk>

Cc: Tony Jones <Tony.Jones@pegasusgroup.co.uk>

Subject: RE: Pre Application 110007, Rocester

Hi Lydia,

In terms of traffic generation I would be happy to accept a reasonable average from TRICS as long as it isn't finessed too much otherwise we would look at the 85th %ile.

In terms of parking the starting point will be East Staffs Parking Standards which are currently:

Use Class	Car Parking Spaces ²
Class A1 (retail)	
Food Stores (convenience)	1 per 14m ²
Non-food Stores (comparison)	1 per 20m ²
Car Showrooms	1 per 40m ² showroom & 1 per 100m ² outdoor display

For servicing you will need to demonstrate that a reasonable design vehicle can enter and leave the site in a forward gear without having a detrimental impact on the operation of the car park or pedestrian/cycle access.

All in all pretty standard stuff as I don't think tis site needs any particular assessment out of the ordinary.

Hope this helps

Malcolm

From: Lydia Dean <Lydia.Dean@pegasusgroup.co.uk>

Sent: 22 December 2021 16:26

To: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>

Cc: Tony Jones <Tony.Jones@pegasusgroup.co.uk>

Subject: RE: Pre Application 110007, Rocester

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Hi Malcolm,

Thank you for speaking to me yesterday.

As discussed, there are heritage restrictions on the western boundary of the site, regarding the wall itself and a category 'A' tree. This lead us to proposing the access from the northern site boundary.

However, we note that you would prefer an access from Riversfield Drive than from the High Street, predominantly due to the access being located within 15 metres of the existing junction at Riversfield Drive / High Street.

Whilst we further consider this option, would it be possible for you to please details your initial thoughts on the forecast trip attraction, parking and servicing arrangements at the site?

Please do contact myself or Tony Jones in the meantime if you have any queries.

Have a good Christmas.

Kind regards,

Lydia Dean

Transport Planner

Pegasus Group

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First Floor | South Wing | Equinox North | Great Park Road | Almondsbury | Bristol | BS32 4QL

T 01454 625945 | E Lydia.Dean@pegasusgroup.co.uk

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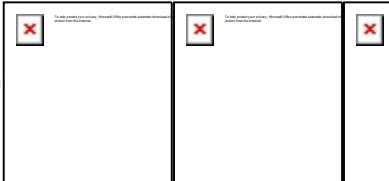
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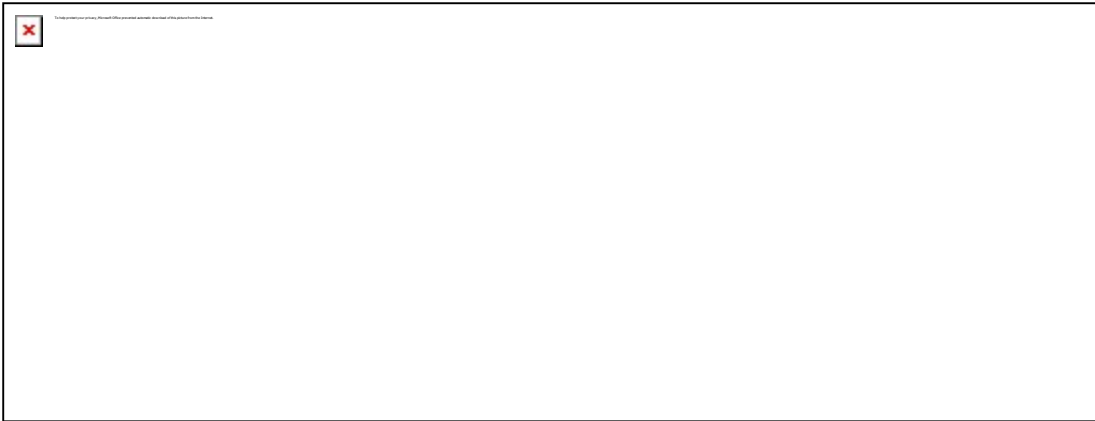
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From: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>
Sent: 21 December 2021 10:26
To: Lydia Dean <Lydia.Dean@pegasusgroup.co.uk>
Subject: RE: Pre Application 110007, Rocester

Hi Lydia,

Thanks for your patience.

My initial thoughts are that the lack of junction spacing is potentially an issue and was wondering if it's possible to take access from Riversfield Drive? The red line plan looks like it might be possible.

Once that issue is resolved I think anything else can be resolved fairly straight forwardly.

Cheers

Malcolm

From: Lydia Dean <Lydia.Dean@pegasusgroup.co.uk>
Sent: 21 December 2021 09:43
To: Jones, Malcolm (Place) <malcolm.jones@staffordshire.gov.uk>
Cc: Tony Jones <Tony.Jones@pegasusgroup.co.uk>
Subject: Pre Application 110007, Rocester

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Good morning Malcolm,

Further to my voicemail this morning, I understand that you are allocated to the Pre Application enquiry 110007, with the site location on the High Street, Rocester.

Please could you confirm when we should be expecting a response? We would welcome a discussion with yourself if considered helpful.

Kind regards,

Lydia Dean
Transport Planner
Pegasus Group

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First Floor, South Wing, Equinox North, Great
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T 01454 625945
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