

This application is for reserved matters approval (layout, scale, appearance and landscaping) of a scheme for 155 dwellings approved under outline planning permission, Ref. 23/00979/OUT, at land off Bar Hill, Madeley.

The application site lies to the northwest of Bar Hill (A525), outside the village envelope of Madeley but falls within the housing allocation set out under policy MD29 of the Local Plan.

The 12-week period for the determination of this application expired on 27th February 2026 but an extension of time has been agreed to 26th August 2026.

RECOMMENDATION

Permit, subject to conditions relating to the following matters: -

- 1. Link to outline planning permission and conditions**
- 2. Approved plans**
- 3. Facing materials**
- 4. Boundary treatments**
- 5. Provision of cycle and bin storage**
- 6. Landscaping scheme**
- 7. Drainage details**
- 8. Arboricultural details**
- 9. Parking and turning areas to be bound in a suitable material**
- 10. Garages shall not be converted for living purposes**
- 11. Surfacing details**
- 12. Private road management and maintenance scheme**
- 13. Cycle Provision**

Reason for Recommendation

The principle of the use of the site for residential development and the use of the main access was established through the granting of the outline planning permission. The proposed development represents a good quality design and there would be no significant harm to the visual amenity of the area, including views from the wider landscape. All technical issues have been addressed within this application or are covered by conditions of the outline planning application. It is therefore accepted that the proposed development is a sustainable form of development that accords with the development plan policies identified and the guidance and requirements of the National Planning Policy Framework and should be approved.

Statement as to how the Local Planning Authority has worked in a positive and proactive manner in dealing with the planning application

Following the submission of additional information the scheme is considered to be a sustainable form of development that complies with the provisions of the National Planning Policy Framework.

Key Issues

This application is for reserved matters approval (layout, scale, appearance and landscaping) in relation to a scheme for 155 dwellings approved under outline planning permission, Ref.

23/00979/OUT. The application site lies to the northwest of Bar Hill (A525), outside the village envelope of Madeley.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Borough Council's Local Plan 2020-2040 was formally adopted on 08 July 2026. The Plan forms part of the statutory Development Plan for the Borough and its policies carry full weight in the determination of planning applications in the Borough.

The principle of development has been established with the granting of outline consent. In addition, the site is formally allocated in the adopted Local Plan for 150 dwellings (as local plan reference MD29). The principle of development on this site is established and supported through the Local Plan and its spatial strategy, subject to an assessment of the sites performance against the allocation and wider policies contained within the Local Plan (read as a whole) and any other material considerations. For housing sites, it is also important to note the sites contribution towards maintaining a deliverable supply of housing throughout the local plan period.

The main issues for consideration in the determination of this full planning application are:-

- Design and visual impact,
- Highway safety,
- Landscape and open space,
- Affordable housing,
- Residential amenity, and
- Drainage.

Design and visual impact

Paragraph 131 of the NPPF states that good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Furthermore, paragraph 135 of the Framework lists 6 criteria, a) – f) with which planning policies and decisions should accord and details, amongst other things, that developments should be visually attractive and sympathetic to local character and history, including the surrounding built environment and landscape setting while not preventing or discouraging appropriate innovation or change.

Policy PSD7 of the Local Plan requires that development proposals should accord with the National Design Code, National Design Guidance, and any adopted local design guide or code. Further to the above, the policy requires that developments should contribute positively to an area's character and identity, creating or reinforcing local distinctiveness and sense of place in terms of:

- a. Height, scale, form and grouping;
- b. Choice of materials;
- c. External design features
- d. Massing of development
- e. Green infrastructure; and
- f. Relationship to neighbouring properties, street scene, and the wider neighbourhood

Policy SE10 of the plan requires that development proposals should protect and enhance the character, quality, beauty, and tranquillity of the Borough. The policy then sets out further guidance on how proposals should be assessed in respect of their impact on landscapes.

Policy DES1 of the Neighbourhood Plan states that new development should complement the local context and should avoid the appearance of overdevelopment and over urbanization, taking account of the rural character of the area.

Policy MD29 of the Local Plan requires that amongst other considerations, any development of the site should be landscape led with buildings or structures designed to ensure they are not intrusive in significant views from the surrounding area, including the area of open countryside on its western edge. Where possible existing hedgerows and trees should be retained on the site, particularly to the tree-lined driveway used to access the existing property at Moor Hall Farm,

The application site covers 8.65ha of arable farmland. The site's eastern and western boundaries comprise established tree lines and the northern boundary is a mature hedgerow with some scattered small trees. The southern boundary is made up of a mixture of trees, hedges and boundary treatments which make up the rear gardens of properties that are located on Bar Hill. The surrounding land uses to the west and north are agricultural fields while a railway line is located to the east.

Although residential properties of varying scales and character are located to the south of the site and to the east beyond the railway line, the nature and character of the land is open agricultural land which clearly goes beyond the existing the settlement boundary of Madeley. A mix of 2, 3 and 4 bed dwellings are proposed with a mix of detached, semi-detached, terraced houses and bungalows. The dwellings would all be either single or two storey in height and would be constructed from brick or render and tile.

The proposal is a landscape led scheme, which contains a strong visual buffer on its northern, southern and eastern boundaries which will help the scheme to retain a semi-rural character which is prevalent through the majority of Madeley. The density of housing throughout the site would be consistent, with the exception of the central part of the site which would contain a large section of open space and a SuDS basin.

The use of open landscaped areas close to the access to the site would further help to the reduce the impact of the scheme when viewed from Bar Hill but still provide a clearly defined entrance to the development. In addition to the above, a good separation distance between existing properties on Bar Hill and new dwellings would exist, which would soften the visual impact of the development when seen from these properties.

Detailing within the house types would be simple and unfussy with traditional architectural features such as pitched, hipped and gabled roofs (a mixture of render and brick), window cills and heads, soldier courses as well as porch canopies. Corner dwellings would be dual aspect to provide active frontages on both sides and to avoid blank elevations. The house types are attractive in appearance and raise no concerns in terms of visual amenity. It is considered that the design of the dwellings and the materials palette proposed would provide a consistency throughout the site and would also provide sufficient articulation and focal points to create variety and interest in the street scene.

The position, type and design of boundary treatments would be acceptable, and these details can be secured through an appropriately worded condition. Where frontage parking spaces are provided, these areas are generally broken up with landscaping. Improvements have been made to the layout of the development following comments provided by officers, which include the provision of additional landscaping between parking areas at the front of properties and improved relationships between certain dwellings to secure higher levels of amenity.

To conclude, it is considered that the proposal would be acceptable in terms of its design and impact on the form and appearance of the area and landscape character, and therefore accords with the requirements of Policies PSD7, SE10 and MD29 of the Local Plan and Policy DES1 of the Neighbourhood Plan.

Highway safety

Paragraph 115 of the NPPF ensures that appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location and that safe and suitable access to the site can be achieved for all users.

Paragraph 116 of the NPPF 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.

Policy IN2 of the Local Plan sets out that new development should make appropriate provision for access by sustainable modes of transport to protect the integrity of the highway network and the Council will work with developers to ensure that development proposals which contribute towards an accessible, efficient and safe transport network that offers a range of transport choices and improves accessibility through sustainable modes of travel will be supported.

Policy IN3 states that appropriate levels of parking provision should be made in accordance with the standards contained within Appendix 3 (Parking Standards), but the policy also recognises that a departure from these standards may be justified on a case-by-case basis.

The access arrangements into the site as well as the impact of the scheme on the local highway network have already been found to be acceptable in the determination of the original outline permission. A reassessment of these matters is therefore not required in the determination of this application.

The submitted plan demonstrates that parking provision for all new dwellings would meet the council's parking standards, in addition to there being provision of additional visitor car parking close to the southern boundary of the site, which will be available for use by residents on Bar Hill Road.

The majority of the development site, with the exception of the small section of highways serving plots 117 to 121 and plots 186 to 188 will be built to an adoptable standard. Bin storage details have been provided with the application which demonstrate that bins can be positioned to the rear of properties which will help to keep frontages of properties clear. It is important to note that waste collection is a matter covered by building regulations.

The Highway Authority do not raise any objections to the proposal.

Subject to the implementation of conditions as requested by the Highway Authority, the development is considered to accord with the relevant policies of the development plan as well as the aims and objectives of the NPPF.

Landscaping and open space

Policy SE10 of the Local Plan requires that proposals protect and enhance the character, quality, beauty, and tranquillity of the Borough. The policy also notes that all proposals for major development (or other development that has potential for significant visual and landscape effects) should be accompanied by a Landscape and Visual Impact Assessment (LVIA) proportionate to the scale and likely impact of the proposals. The LVIA should identify

the sensitivity of the landscape and the magnitude and significance of landscape and visual impacts resulting from the proposals, as well as an assessment of the cumulative impacts of the proposals alongside any other planned or committed developments in the area, where applicable.

The development would provide 3ha of open space which is comprised of a mix of areas of amenity green space, two local area of play (LAP), a Locally Equipped Area of Play (LEAP), and landscape strips along the boundaries of the site, as well as areas for BNG and sustainable drainage.

The proposal would provide a strong landscape led scheme which would help to soften the overall visual impacts of the development, and a strong landscape buffer would surround the majority of the site. Planting between parking spaces and around open spaces within the site would help to soften more urban elements of the proposal.

The Landscape Development Section has no objection to the proposal subject to conditions requiring that all works are completed to BS 5837:2012 standards, no work being completed within the root protection areas of retained trees. Whilst the landscape team have questioned whether the LAP and SUDs should be in close proximity, subject to fencing details around the SUDs feature, there is no evidence to suggest that there would be any safety issues arising from this arrangement.

The development would make a successful contribution in the creation of healthy lifestyles for occupants of the proposed development as well as existing residents within the village. For the reasons outlined above, the proposals are considered to accord with development plan policy and the guidance set out within the NPPF.

Affordable housing

Policy HOU1 of the Local Plan sets out the affordable housing requirements for different areas of the Borough, with greenfield sites being required to provide 30% affordable housing provision. The policy goes on to note that affordable housing should be integrated with the provision of market housing and suitably pepper potted across the development, achieving high quality design, and be indistinguishable from market dwellings unless specific circumstance suggests clustering and/or a distinctive design is appropriate.

The Section 106 Agreement (S106) associated with the approved outline planning permission provided 30% affordable housing which is in line with the requirements of local plan policy HOU1. The S106 provides that 50% of the affordable homes should be affordable rent and 50% shared ownership.

The submitted layout and Affordable Housing Statement demonstrates that these levels would be secured with the provision of 24 units as social rented and 23 as shared ownership. Whilst the layout of affordable housing is not strictly “pepper-potted” throughout the site, the houses are split into small clusters rather than being consolidated into a single area. Affordable dwellings are of an appropriate design and materials and are similar to the open market housing, ensuring that they are well integrated into the development, in accordance with Policy HOU1 of the Local Plan.

Overall, it is considered that the proposal would comply with Policy HOU1 of the Plan.

Residential amenity

Criterion f) within Paragraph 131 of the National Planning Policy Framework states that development should create places that are safe, with a high standard of amenity for existing and future users.

Paragraph 198 states that planning policies and decisions should also ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development.

Paragraph 199 states that planning policies and decisions should sustain and contribute towards compliance with relevant limit values or national objectives for pollutants, taking into account the presence of Air Quality Management Areas and Clean Air Zones, and the cumulative impacts from individual sites in local areas.

Policy SE12 of the Local Plan notes that development proposals should demonstrate they will not result in unacceptable harm to the amenities of existing or future residents, businesses, or sensitive uses in the vicinity. Development that would have an unacceptable adverse impact on existing amenity will not be permitted.

The outline application was supported by an Air Quality Assessment as well as a Noise and Vibration Assessment which concluded that the impact of the development on local air quality and impacts from the nearby railway line are predicted to be 'negligible'.

The interrelationship of the proposed dwellings with the neighbouring properties complies with the requires of Policy SE12 of the Local Plan, and the size of gardens serving each property is considered to be appropriate. No objections to the scheme have been received from the council's Environmental Health Team and for the reasons outlined above, the proposals are therefore considered to accord with development plan policy and the guidance set out within the NPPF.

Drainage

NPPF Paragraph 173 outlines that when determining any planning applications, local planning authorities should ensure that flood risk is not increased elsewhere.

Policy SE3 of the local plan requires that all development should follow the sequential approach to determining the suitability of land or development, direct new development to areas at lowest risk of flooding and where necessary apply the exception test, taking account of all sources of flooding identified in the Strategic Flood Risk Assessment.

Policy SE4 of the local plan states that development proposals should manage and discharge surface water through a sustainable drainage system. Smaller developments may be exempt from full Sustainable Drainage Systems (SuDs) implementation but should still incorporate appropriate measures to manage surface water runoff sustainably, such as the use of permeable paving, rain gardens, or soakaways, wherever feasible.

The site lies in Flood Zone 1 which is land/property with the lowest risk of flooding. The application is accompanied by a detailed Drainage Strategy which has been updated in line with the requirements of the Lead Local Flood Authority and Network Rail. The original outline application was subject to a condition requiring that a pre-commencement condition be attached to the permission, to ensure that the full detailed drainage design is submitted for review and that sufficient measures will be put in place to ensure no increase in flood risk occurs during the construction phase. As a result of this, a full drainage strategy has been

submitted in support of the application which has been subject to review by the relevant consultation.

Concerns were initially raised by the LLFA regarding the proposed drainage details, specifically with regard to overland flow routes on the sites western boundary and the storage of surface water in the basins throughout the site. Additional information has been submitted, and a meeting has taken place between the LLFA and the applicant to address the concerns raised. The outcome of the meeting and additional technical details has resulted in the LLFA now withdrawing their objections to the scheme.

In the absence of any objections from the LLFA and subject to a condition requiring that the proposal is completed in full accordance with the drainage details submitted, it is considered that the proposal is acceptable with respect of surface water management and flood risk.

Reducing Inequalities

The Equality Act 2010 says public authorities must comply with the public sector equality duty in addition to the duty not to discriminate. The public sector equality duty requires public authorities to consider or think about how their policies or decisions affect people who are protected under the Equality Act. If a public authority hasn't properly considered its public sector equality duty it can be challenged in the courts.

The duty aims to make sure public authorities think about things like discrimination and the needs of people who are disadvantaged or suffer inequality, when they make decisions.

People are protected under the Act if they have protected characteristics. The characteristics that are protected in relation to the public sector equality duty are:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

When public authorities carry out their functions the Equality Act says they must have due regard or think about the need to:

- Eliminate unlawful discrimination
- Advance equality of opportunity between people who share a protected characteristic and those who don't
- Foster or encourage good relations between people who share a protected characteristic and those who don't

With regard to this proposal it is considered that it will not have a differential impact on those with protected characteristics.

APPENDIX

Policies and proposals in the Development Plan relevant to the Full planning application decision:

Madeley Neighbourhood Plan

Policy HOU1:	Housing Development
Policy HOU2:	Housing Mix and Density
Policy DES1:	Design
Policy NE1:	Natural Environment
Policy TRA1:	Critical Road Junctions

Newcastle-under-Lyme Local Plan 2020-2040

Policy HOU1:	Affordable Housing
Policy PSD6:	Health and Wellbeing
Policy PSD7:	Design
Policy IN2:	Transport and accessibility
Policy IN3:	Access and Parking
Policy MD29:	Land North of Bar Hill, Madeley
Policy SE3:	Flood Risk Management
Policy SE4:	Sustainable Drainage Systems
Policy SE8:	Biodiversity and Geodiversity
Policy SE7:	Biodiversity Net Gain
Policy SE10:	Landscape
Policy SE11:	Trees, hedgerows and woodland
Policy SE12:	Amenity

Relevant National Policy Guidance:

National Planning Policy Framework (2024)
Planning Practice Guidance (2024 as amended)

Planning History

23/00979/OUT - Outline planning permission for the construction of up to 155 dwellings with some matters reserved – permitted

25/00898/FUL - Erection of 33 dwellings and associated works, including the formation of access roads, landscaping and associated infrastructure – pending consideration.

Views of Consultees

The **County Minerals Officer** raises no objections to the proposal.

The **Lead Local Flood Authority** raise no objections to the proposal.

Staffordshire Police have provided guidance on a number of security matters.

Madeley Parish Council note that the proposal should be considered against the policies of the Neighbourhood Plan.

The **Highway Authority** raises no objections to the proposal subject to conditions.

The **Landscape Team** raise no objections to the proposal but question whether the LAP and SUDS should be location within the same area.

The **Environmental Health Division** has no objections subject to conditions regarding a Construction Environmental Management Plan, noise levels and contaminated land.

Staffs County Council as **Education Authority** note that a S106 agreement has been sealed for the original outline application.

Network Rail states that the developer is requested to ensure that the development meets with NR requirements for works/developments adjacent to the railway boundary which include planning material considerations as well as obligations specific to the railway undertaker.

United Utilities raise no objections in principle to the development but require that the finished floor levels and dimensions for easements should be added into any drawings moving forward.

Active Travel England note that their standing advice should be applied in this case.

The **Public Rights of Way Officer** notes that if any public right of way needs diverting as part of these proposals the developer must apply to divert the public rights of way to allow the development to commence.

The **County Archaeologist** notes that the relevant condition of the outline permission can be partially discharged insofar as it relates to the Written Scheme of Archaeological investigation. The remaining elements of the condition, which relate to the satisfactory undertaking of the archaeological fieldwork, reporting and archive deposition, necessarily remain outstanding at this stage.

Representations

Two (2) letters of objections have been received from local residents, who have raised the following concerns:

- Flood Risk
- Tree protection
- Loss of agricultural land
- Parking and traffic
- Lack of local facilities

Applicant's/Agent's submission

The submitted documents and plans are available for inspection on the Council's website via the following link: -

<http://publicaccess.newcastle-staffs.gov.uk/online-applications/PLAN/25/00897/REM>

Background papers

Planning files referred to
Planning Documents referred to

Date report prepared

4th August 2026