

Alsager Town Centre Supplementary Planning Document



Statement of Consultation

Introduction

Under Regulation 17 of The Town and Country Planning (Local Development) (England) Regulations 2004, it is a requirement of Local Planning Authorities to carry out consultation on all proposed Supplementary Planning Documents (SPD's), and to publish a statement setting out who has been consulted during the preparation of the draft SPD. This includes a summary of the issues raised and how these issues have been addressed (see below).

Pre-production Consultation

This took place on an informal basis and included attending meetings of both Alsager Town Council and the Alsager Partnership. It also included organising meetings and workshops that were open to relevant Council Officers, Councillors, Town Councillors and members of the Alsager Partnership, notes of these meetings where taken have been included in Appendix A. A pre-production draft of the Alsager Town Centre Strategy was made available to relevant Council Officers, the Portfolio Holder for Planning, Town Councillors and members of the Alsager Partnership, alongside a short questionnaire during August 2008. All the comments made during this period have fed into the production of the SPD.

Statutory Consultation

The period of formal public participation on the Draft Alsager Town Centre Strategy SPD was conducted between 17th August 2009 and 2nd October 2009. The document was made available at various deposit locations throughout the Borough included the Council Offices at Sandbach and the Alsager Library, along with a copy of the Sustainability Appraisal Report and the Habitats Regulations Report. Each of the aforementioned documents has also been made available on the Council website and in various formats upon request. Also during the consultation period the Council held a Public Meeting and an exhibition at Alsager Library. The exhibition took place between 21st and 26th September 2009, whilst the Public Meeting took place at the Alsager Civic Centre on 28th September 2009. A note of the Public Meeting can be found in Appendix B.

Statutory consultees (as outlined in Planning Policy Statement 12 - Local Development Frameworks, Appendix E) were consulted specifically via letter. In addition those individuals on the Council's Local Development Framework consultation database that had requested to be informed of the publication of the draft SPD were also sent a letter or email highlighting the current consultation.

Statutory Consultation Summary of Issues Raised and Responses

Comments / Issues Raised	Response
<p>Diane Clarke, Network Rail By Email 16/09/09</p> <p>As the policy is designed to reinvigorate Alsager town centre, then it would logically follow that Alsager Station would be utilised to a greater degree than previously and actively encouraged for usage as it is 10 minutes from the town centre and also provides a more environmentally friendly way to travel than motor vehicles.</p> <p>Therefore, if there is likely to be greater footfalls at Alsager Station there may be an opportunity for S106 investment. Following on from discussion with the station surveyors they believe that heated waiting shelters & CCTV could be added to the station for the comfort and security of passengers.</p>	<p>It is not possible to alter the area covered by the Alsager Town Centre Strategy, to include the Train Station, as this document supplements the Local Plan and maintains the town centre as shown in the Proposals Map. However, the train station has been included as an area with potential to act as a key gateway.</p> <p>Further text has also been added to paragraph 10.3 to include the train station 'New and improved linkages for safe, legible and unobstructed routes into the town centre from neighbouring residential areas <u>and the train station</u> are essential'.</p>
<p>Sarah Anderson By Email 12/09/09</p> <p>It mentions the benefits of pedestrian open areas, and I would like to endorse this. But I would like to go further. Enclosed pedestrian space is the most attractive - squares, piazzas, etc. It would be great if we could somehow manage to create a pedestrianised town square. One possibility might be the old town yard which is now redundant. It needs to have interesting shops and cafes around to attract people.</p> <p>The plan mentions leisure, and the need for youth activities, but it is very</p>	<p>Further text has been added to paragraph 11.3 to encourage enclosed public space.</p> <p>Further text has been added to paragraph 9.4 to</p>

Comments / Issues Raised	Response
<p>light on suggestions. I cannot understand why we do not have a dedicated youth club building and leader (as I had in my town down south in my youth during the 1960s). This could be a centre for various activities and events for young people - art, music, sport. My own children (now in their thirties) suggested that there should be the equivalent of a pub for children i.e. without alcohol of course, but the same social opportunities (including watching major sports events, live music, quizzes, etc).</p> <p>The area around the civic centre and library is a prime site for a signature building and pleasant surroundings. We could think big and demolish the old buildings there and create a new multi-purpose building to better meet the needs of this growing community. We need more small meeting rooms (e.g. for U3A) as well as the large hall. The Library now does much more than lend books. This could be a fantastic community facility with some imaginative and bold thinking.</p> <p>Somewhat more difficult I know, but wouldn't it be great if we could move the traffic out of the town centre, e.g. by re-routing it completely around the town. I suppose this would mean a bypass. Possibly less ambitious, the junction in the middle of town is rather awkward, particularly turning right (either way) off Crewe Road. Some remodelling of the junction would help.</p> <p>I very much hope that you will publicise this plan rather more than has</p>	<p>encourage youth facilities.</p> <p>Paragraph 13.8 to 13.10 does highlight the potential of this area.</p> <p>This is considered to be a Highways Issue rather than planning and therefore no amendments have been made to the SPD. However, Highways have stated that the re-modelling of Bank Corner junction will only happen through redevelopment. The development of the Fairview Car Park may have an impact and as part of any planning application would be expected to provide details of any improvements such as junction designs and linked signals as a result.</p> <p>As part of the consultation of the Alsager Town</p>

Comments / Issues Raised	Response
<p>been done to date. I picked it up from a reference in the free press, but it was a very small article. This is an important document for Alsager residents to consider and should be much more widely publicised, for example, with a specific public meeting.</p>	<p>Centre Strategy a public meeting was held in Alsager, an exhibition was held in the Alsager Library, the document was published on the Council website, a Press Release was produced and a Public Notice was put in the local newspaper.</p>

Comments / Issues Raised	Response
<p>Samantha Turner, 4NW</p> <p>By email 10/09/09</p> <p>The following Guidance and Strategies, produced by 4NW (and its predecessor, the North West Regional Assembly), may also be useful.</p> <p><u>North West Best Practice Design Guide (May 2006)</u></p> <p>This best practice guide provides an introduction to the many aspects of design that need to be considered in the planning process, and is illustrated by case studies.</p> <p>http://www.nwra.gov.uk/documents/?page_id=4&category_id=105</p> <p><u>North West Green Infrastructure Guide (2008)</u></p> <p>This guide has been prepared to support the RSS Green Infrastructure Policy EM3, by providing more detailed information on the concept of GI and initial guidance on producing a Green Infrastructure Plan.</p> <p>http://www.greeninfrastructurenw.co.uk/resources/GIguide.pdf</p> <p><u>Northwest Integrated Appraisal Toolkit</u></p> <p>The broad aim of the Integrated Appraisal Toolkit is to highlight the economic, social and environmental impacts of policies, projects and development proposals and to provide useful decision support information that will help to enhance the delivery of public benefits whilst in accordance with the principles of sustainable development.</p> <p>RSS climate change Policy DP9 promotes its use as a basis for assessing and strengthening the climate change mitigation and adaptation elements</p>	<p>The Council has considered these documents during the drafting of the Alsager Town Centre Strategy SPD and has now included an additional reference to these documents.</p>

Comments / Issues Raised	Response
<p>of plans and strategies.</p> <p>http://www.sdtoolkit-northwest.org.uk/toolkit/index.php</p> <p>In writing any guidance or SPDs, it is important that the RSS should be considered as a whole. However there may be certain policies that will be particularly relevant to specific subject or geographical areas – the following paragraphs provide some pointers. It is also important to note that RSS includes a range of subregional area based policies, alongside the more generic policies.</p> <p><u>Design / Sustainable Design and Construction / Landscape / Historic Environment</u></p> <p>Spatial Principles Policy DP7 promotes environmental quality at the strategic level with a wide range of measures. Within this context, EM1 promotes integrated enhancement and protection of the region's environmental assets, including landscape, nature, historic environment, trees, woodlands and forests. A series of policies then give a steer on environmental design and construction including EM5 Integrated Water Management, EM16 Energy Conservation and Efficiency and EM18 Decentralised Energy Supply. Policy L4 on Housing Provision encourages the use of Code for Sustainable Homes standards.</p> <p><u>Renewable Energy / Climate Change</u></p> <p>Policy DP9 sets out a regional approach to reducing emissions and adapting to climate change. It sets out a range of reduction and adaption measures that local authorities and others will need to taken on board as an urgent regional priority. It also indicates that policy makers should use the North West Integrated Appraisal Toolkit as a basis for assessing and</p>	<p>The Council has considered a number of relevant policies from the RSS during the drafting of the Alsager Town Centre Strategy SPD.</p>

Comments / Issues Raised	Response
<p>strengthening the climate change elements of their plans and strategies.</p> <p>EM18 deals with decentralised energy supply, requiring authorities to set out targets in their Development Plan Documents for decentralised and renewable of low carbon energy sources to be used in new developments. A target is also set within EM18, to be used in advance of targets being set in DPDs.</p> <p><u>Open Space / Green Space / Nature Conservation / Trees</u></p> <p>EM1 is a key policy here, promoting integrated enhancement and protection of the region's environmental assets, including landscape, nature and biodiversity, the historic environment, trees, woodlands and forests.</p> <p>Policy EM3 Green Infrastructure should also underpin any consideration of open space and green space provision. Plans and proposals should aim to deliver wider spatial outcomes that incorporate environmental and socio economic benefits. EM3 also details a wide range of actions Local Authorities and their partners should take in relation to conserving, managing and creating green infrastructure.</p> <p><u>Sustainable Transport / Parking Standards / Travel Planning</u></p> <p>Spatial principle policy DP5 deals with managing travel demand, reducing the need to travel, and increasing accessibility. RT2 supports this by providing more detail on managing travel demand. RT3 and RT9 are also relevant, dealing with public transport, walking and cycling. Consideration should also be given to the current RSS Partial Review which includes a revision of regional parking standards.</p>	

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<p><u>Planning Obligations / Developer Contributions</u></p> <p>RSS has no specific policy on this but many may have some relevance, for example Policy DP4 – Making the Best Use of Existing Resources and Infrastructure, L1 Health, Sport, Recreation, Cultural and Education Services Provision, L5 Affordable Housing and EM1 Integrated Enhancement and Protection of the Region’s Environmental Assets.</p> <p><u>Masterplans and Area Briefs</u></p> <p>For SPDs and other guidance covering a specific area, e.g. masterplans, a wide range of RSS policy may be relevant. Thematic policies on the economy, housing, transport and the environment should be considered. Also Policies RDF 1-4 set out the spatial priorities for development across the North West, including priorities for development, rural areas, coast and Green Belt. Chapters 10 to 13 of the RSS set out broad strategies for each sub region in the North West, and provide more detailed policies for the different parts of each sub region.</p> <p>A further consideration for area briefs and masterplans will be the sequential approach as expressed generally in Policy DP4, and also in Policies W3, in relation to office development and W5, in relation to retail development.</p> <p>It is important that masterplans and area briefs promote good quality, sustainable design and construction (see policies listed above).</p>	

Comments / Issues Raised	Response
<p>Kelvin Jordan</p> <p>By email 05/09/09</p> <p>I am fully supportive of the strategy for Alsager centre, and the strengths and weaknesses of the town centre have been nicely summarised.</p> <p>Two observations I have about how Alsager is seen by people living outside the town:</p> <p>1) many seem to think it is in Stoke-on-Trent. Regardless of the connotations this may have, it is incorrect and people get confused when they see the Cheshire signs in the town. Can something be done about this? Is it possible to change the address to Alsager, Cheshire rather than Alsager, Stoke-on-Trent even if the postcode can't be changed?</p> <p>2) On the way into Alsager town centre along Crewe road the first thing you see is "takeaway alley", a row of Chinese, Indian, kebab and fish and chip takeaways. Apart from wonder at how they manage to survive economically given the competition, it does not create a good impression. Another high quality restaurant would help the town.</p>	<p>Unfortunately, this is not an issue that can addressed by the Alsager Town Centre Strategy SPD. It is an issue that would need to be raised with Royal Mail who currently determine post addresses and postcodes.</p> <p>Current Local Plan policies look to try and prevent a concentration of non-A1 uses (shops) within the Primary Shopping areas.</p> <p>The policies contained in para.8.8 and 8.10 look to create a greater mix of uses, now including restaurants, without creating any detrimental impacts on the town centre.</p>

Comments / Issues Raised	Response
<p>Linda Maddock By email 04/09/09</p> <p>I live in Rode Heath, which is a long walk but an easy drive from Alsager town centre, and I visit the town at least once a week (I work in Newcastle). As it is my local shopping town, I will be affected by any changes that are made. I have therefore read through the Strategy document and would like to submit my responses to the questions therein:</p> <ol style="list-style-type: none"> 1) Yes 2) No 3) Yes 4) Yes 5) Yes 6) Not more frequently, but indoors would be a useful alternative in bad weather. 7) I read somewhere in the report that there is only one food shop in Alsager. There are currently three – the Co-op, Sainsbury's and the shop that took over Kwik save's premises (Nissa?), so we don't have quite such a dearth of food purchasing opportunities as the report suggests. The problem lies more with other household products, which can only be purchased at Bands SJB. 	<p>Acknowledged. No changes required.</p> <p>Acknowledged. No changes required.</p> <p>Acknowledged. No changes required.</p> <p>Acknowledged. No changes required.</p> <p>Acknowledged. No changes required.</p> <p>Acknowledged. No change required. Current policy looks to retain market and promotes opportunity for indoor market if appropriate.</p> <p>The appendix has now been amended to include reference to both the Sainsbury Local and to Nisa.</p>

Comments / Issues Raised	Response
<p>8) Yes</p> <p>9) I don't agree with Fairview Car Park being used for events which are intended to bring in people from a wider area, because the very fact that the event is on the car park means that visitors have nowhere to park! I also don't want "street art", fancy lighting columns, trees, etc installing on the car park because all these do is take up vital parking spaces, create difficulties in parking vehicles and produce "outfall" by way of bird dirt and all the other detritus that drops from trees onto cars. At present, the car park is a lovely open, clear area where you can park easily and without added unnecessary problems.</p> <p>10) Yes</p> <p>11) Yes</p> <p>12) For similar reasons to my above comments, we don't want another food store putting on the car park, even if it has its own car park. This would still result in a loss of a great many parking spaces.</p>	<p>Acknowledged. No changes required.</p> <p>The policies contained within the Alsager Town Centre SPD aim to ensure that the needs of both the pedestrian and car users are balanced. It is intended that an appropriate layout will be provided that ensures drivers have an easy to navigate car park, whilst pedestrians feel safe. Any public art, lighting and/or trees would also need to be well considered, as stated in the SPD, to ensure that they provide a suitable environment for all car park users.</p> <p>Acknowledged. No changes required.</p> <p>Acknowledged. No changes required.</p> <p>The policy contained within the SPD does seek to ensure that any retail development, on the town centre park area, '<i>retains an appropriate level of car parking for the town centre and the development itself</i>'. Any proposal for the site will be considered by a Development Management Officer and a Highways Officer who will review the number of parking spaces proposed to ensure they are appropriate.</p>

Comments / Issues Raised	Response
<p>Carrie Pletscher By email 26/08/09</p> <p>Please find below my response to the consultation questions on Alsager Town Centre SPD.</p> <p>1) Yes</p> <p>2) Pride: train station; good transport links. (we moved to Alsager primarily to provide our teenage children with better independent travel opportunities)</p> <p>3) Yes</p> <p>4) Yes</p> <p>5) Yes. Would also like to see policy on 'Landscaping'; Victorian style annual bedding displays are popular with some sections of the public and are in keeping with some of the existing architecture. However, they are high maintenance and environmentally less sustainable than other attractive, contemporary styles of planting. i) European Perennial Planting (as seen at Trentham Gardens) is much less labour intensive (stems and seedheads cut down annually in Spring), more environmentally sustainable (no annual glass house growing, use of compost, plastic pots, transport) and wildlife friendly. ii) Wildflower areas increase wildlife habitat and reduce maintenance whilst being beautiful and sustainable (see the innovative example by Newcastle Borough Council on open space at junction of A34 and A5011 at Talke).</p>	<p>Acknowledged. No changes required.</p> <p>Further text has been added to para. 4.8 to include reference to the Train station and the good transport links.</p> <p>Acknowledged. No changes required.</p> <p>Acknowledged. No changes required.</p> <p>It is not appropriate for a planning document to provide landscaping policy to the suggested level of detail. However, the Streetscape Team have stated that the new trend for 'pictorial meadows' (such as those found at the junction of the A34 and A5011 at Talke) is not the most appropriate in terms of resources or sustainability, as although they look great while in flower they have to be left to seed and this can leave the area looking untidy. These areas also need to be cut, collected and disposed of creating additional resource and sustainability issues. Whilst over time these beds can become</p>

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<p>6) Yes, if this would encourage higher quality stalls.</p> <p>7) Yes</p> <p>8) Re 9.2: The loss of buildings used for community uses/purposes will not be considered acceptable unless it can be shown that it no longer makes a positive contribution to the social or cultural life of the community (<i>and that all options to increase this contribution have been explored and found to be unviable</i>), or that suitable alternative provision will be made in line with Policy RC12.</p> <p>9) Yes</p> <p>10)Yes. Would like to see it specified that paving should also be ethically sourced and permeable or designed to route surface water drainage. Would like to see great emphasis on encouraging interaction between different groups in the community and also between the community and the landscape (water features that encourage children to interact; areas that encourage public to congregate; regularly changing show features such as display gardens or art by local schools, community groups, artists, businesses)</p> <p>11)Yes</p> <p>12)Yes, but would like to see greater emphasis placed on the development</p>	<p>slowly filled with weeds and will need to be redone adding further resource implications.</p> <p>The Council cannot guarantee the quality of the market stalls.</p> <p>Acknowledged. No changes required.</p> <p>Further text has been added to create a new paragraph 9.3.</p> <p>Acknowledged. No changes required.</p> <p>Further text has been added to Appendix G to promote the use of more sustainable paving materials.</p> <p>It is hoped that a Public Art Strategy will be created that encourages community involvement with all displays. This is highlighted in paragraph 7.11.</p> <p>Acknowledged. No changes required.</p> <p>Further text has been added to paragraph 13.10</p>

Comments / Issues Raised	Response
<p>of the public space in the Civic Quarter which is currently a well-kept but barren and uninspiring site considering it's prominent position and potential for creating a vibrant and welcoming landmark open space.</p>	<p>to address this issue.</p>
<p>Susan Plowright By email 21/09/09 It would have been better if the spatial planners had known where Alsager is. Five miles west of Crewe! I don't think so. Please amend Alsager Town Centre SPD if you want to be taken seriously as planners.</p>	<p>The first paragraph of the SPD states that Alsager is 5 miles to the east of Crewe, this is correct.</p>
<p>Alan Hubbard, National Trust By email 20/08/09 Having briefly reviewed the consultation document I can advise you that on this occasion it does not raise any particular matters that the National Trust would wish to comment upon.</p>	<p>Acknowledged. No changes required.</p>
<p>Edward Gibbins By Email 24/09/09 I notice one or two references in the Alsager SPD to surveys by Erinaceous Planning. Were these surveys carried out on behalf of the local authority? The SPD for Alsager, shows (Appendix C) that the proposals maps for the retail developments may be found on www.congleton.gov.uk I could not find the item on this site, and switched to Cheshire East site</p>	<p>The surveys undertaken by Erinaceous Planning were carried out on behalf of the former Congleton Borough Council. Appendix C, the Proposal Map for the Local Plan can be found at http://www.cartoplus.co.uk/congleton/congleton</p>

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<p>which does not appear to have the item either. Kindly point me in the right direction.</p>	<p>.htm or paper copies are available for inspection at the Council offices at Sandbach.</p>
<p>APMarshall By email 24/09/09 The aims are admirable. How they are to be achieved is less clear. Some of the questions I ask are the following:</p> <ol style="list-style-type: none"> 1) Who is going to pay for the proposals? Are any developers interested? If so, which ones, and what are their records of past achievement? Citizens have a right to know. 2) What is the time-scale? <ol style="list-style-type: none"> 3) At what stage are the former supermarket proposals? Is there a retailer so keen to come to Alsager that they will pay for a new library and Civic Centre? What is wrong with the existing buildings? <ol style="list-style-type: none"> 4) Is the new bar, The Bank Corner, included in proposals to demolish the 	<p>The document is a supplementary planning document and as such it will be a material consideration in the determination of any planning applications within the town centre. It is through this approach that many of the policies and proposals will be implemented.</p> <p>The Council has been in discussion with developers in relation to a number of sites within Alsager however, pre-planning application discussions are commercially confidential.</p> <p>There is no timescale defined as this document is intended to guide development as it occurs rather than providing details of forthcoming development.</p> <p>The Council has been in discussion with developers in relation to a number of sites within Alsager however, pre-planning application discussions are commercially confidential.</p> <p>As highlighted within the SPD the library and the Civic Centre are both dated and could be improved if there was opportunity.</p> <p>The Bank Corner Public House is included</p>

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<p>corner of Sandbach Road South and Crewe Road, and if so, why?</p> <p>5) Will we be assured that there will not be less green grass area in the village centre?</p> <p>5) At what stage is the application for the playground behind the Co-op to become a village green?</p>	<p>within the Policy for No. 2-12 Lawton Road and 43-45 Sandbach Road South, however, the policy does not propose demolition. Instead the policy considers this site as an opportunity for redevelopment, this may indeed be a similar redevelopment to that that has already occurred at the Bank Corner Pub. It would be for any landowner or developer to determine the most suitable or feasible development.</p> <p>The playspace next to Fair View Car Park, Milton Park and the access to the Mere from Crewe Road are all identified as areas of Protected Open Space in the Local Plan and therefore any development would need to comply with Policy RC2 of the Local Plan.</p> <p>The area of open space in front of the Civic Centre and Library is not identified as Protected Open Space however, para. 13.10 of the SPD looks to ensure this public space is replaced if this area is included within any development proposals.</p> <p>An application to identify the open space behind the Co-op as a village green was submitted by Alsager Town Council, however, the Town Council have requested that at present the</p>

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<p>6) If the Town Yard is to be redeveloped, where else will the contents be housed?</p> <p>7) May the criteria for deciding which architectural proposals are 'suitable' be made public?</p>	<p>application is held in abeyance.</p> <p>The Council Yard off Brookhouse Road is one of a number of Council Depots which is currently being considered as part of a review of the provision of Council services. The site will only be redeveloped if it is considered surplus to current requirements.</p> <p>The suitability of any development that requires planning permission will be considered by a Development Management Officer. This officer will base their recommendation to Council (or for a delegated decision) on policies contained within the Development Plan and any other material consideration, including this SPD, other SPD and SPG and national policy and guidance.</p>

Comments / Issues Raised	Response
<p>Dr Jill Collens, Archaeology Planning Advisory Service</p> <p>By email 28/09/09</p> <p>Thank you for your letter about the Alsager Town Centre draft SPD. The document provides useful guidance to influence new development within the town, however the lack of adequate reference to the historic environment means that the objective to create a distinctive character could ignore the vital role that the historic environment plays in place-shaping and local distinctiveness. The draft PPS15: 'Planning for the Historic Environment' emphasises this point. The assessment of Alsager carried out by Cheshire Historic Towns Survey</p> <p>(http://www.cheshire.gov.uk/Planning/Regenerationresources/Historic/NHE_HE_DL_Alsager_Arch_Assess.htm)</p> <p>provides useful background, mapping the development of settlement on the town and providing a context for the current image and character of the town centre.</p>	<p>Reference has been made to this document to allow people with an interest in the history of Alsager to study this area further.</p>
<p>Barbara Hurst</p> <p>By email 28/09/09</p> <p>1) Page 13. Yes basically - most of the inhabitants are proud of the town.</p> <p>2) All the Churches add to the areas of pride, all architecturally different but all play a part in providing a place of worship and form a very bit part of the history of the town and we trust also the future.</p> <p>3) I agree in the main but am still concerned that Alsager is split into two</p>	<p>Acknowledged. No amendments required.</p> <p>Further text has been added in relation to the churches as an area of pride.</p> <p>Acknowledge. No amendments required, as this</p>

Comments / Issues Raised	Response
<p>halves.</p> <p>4) Why not develop the area opposite St. Mary's Church with small cafes and bars in a semi circle with garden frontage.</p> <p>5) I agree it is vital we keep the frontage in line with a semi rural locality but at the same time we must make them look inviting to people to encourage people to stop and look.</p> <p>6) I think once a week is adequate for an outside market considering other towns are close by which have a weekly market. In view of our climate during the winter indoor facilities would be good.</p> <p>7) I agree we need shopping facilities that provide competition at the moment I drive to Kidsgrove to Tesco and Aldi which gives me more choice but without a car this would not be possible as shopping bags are heavy to carry on buses.</p> <p>8) We do need to keep up to date with leisure facilities as these attract our young people as much as the elderly. It is of prime importance to maintain community facilities within the town centre. The Alsager U3A have done an awful lot to encourage people to mix and learn more with</p>	<p>is already raised within the vision. It is hoped that this document will help to bring together the two halves of Alsager Town Centre.</p> <p>Milton Park, including the area opposite St Mary's Church is identified as Protected Open Space and therefore it is not considered appropriate to develop this area with small cafes and bars.</p> <p>Acknowledged. No amendments required. It is the intention of the proposals within this section to maintain the character of the area whilst providing attraction to the visitors to the town centre.</p> <p>Acknowledged. No amendment required. Current proposals are in line with this comment.</p> <p>Acknowledged. No amendment required.</p> <p>Further text has been added to paragraph 9.4 to encourage facilities for young people and for the older generation.</p>

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<p>have done an awful lot to encourage people to mix and learn more with well over 1,000 members and this is still growing. Due to the ages members need to be centrally located.</p> <p>9) It is important to consider pedestrians as most people live a distance from the town centre</p> <p>10) Yes I agree it is in the hands of the Planning Dept to see this is carried out and not to let their visions be swayed</p> <p>11) If all the partnerships work together there should be no reason why the vision for the regeneration of Alsager Town Centre cannot come to fruition. But don't let it get too top heavy with management but allow the residents of Alsager to maintain an interest and they will respond by staying in Alsager for work, rest and play.</p> <p>12) Yes I agree to all the proposals but care must be made with 13.12 (e) being most important so that we don't generate a ghost town with good facilities but with valued customers having nowhere to park at a reasonable rate.</p>	<p>Acknowledged. No amendment required.</p> <p>Acknowledged. No amendment required.</p> <p>Acknowledged. No amendment required. It is hoped that this will be encouraged through a variety of partnership working, as promoted within this section of the SPD.</p> <p>Acknowledged. No amendment required.</p> <p>Cheshire East Council has made the decision to introduce car parking charges in order to ensure a uniform approach to car park management throughout the Borough; to benefit the town centre by removing long stay parking within the central locations freeing up spaces for shorter stay customers and visitors, to discourage non-essential car use; and encourage the use of more sustainable and healthy forms of travel.</p>

Comments / Issues Raised	Response
<p>Derek Brown By email 29/09/09</p> <p>The consultative document rightly states that the MERE is a cause of local pride and is of considerable environmental benefit.</p> <p>Questions: 1/ Who owns the Mere? 2/ If it is in the public domain, why is it effectively closed to the public? 3/ How could this extremely valuable and attractive asset be better used for the benefit of Alsager residents/taxpayers and to attract visitors to the town.</p> <p>The Mere should be a focal feature of Alsager not a hidden backwater.</p>	<p>The Council do not own the Mere, the only section of land owned by the Council is the area off Crewe Road, known as Northolme Gardens.</p>
<p>Jane Holtom, Delissimo By email 7/10/09</p> <p>First of all, thank you to all of you who have taken the time and effort to put together the Alsager Town Centre Strategy. It is clear that a great deal of time and effort has been spent on the vision to develop and regenerate Alsager town.</p> <p>As you know from the points I raised at the meeting in the civic centre, my husband and I run Delissimo, an independent food and homeware shop. The following points are raised from our perspective and anecdotal comments from our customers.</p>	<p>Acknowledged, thank you. No changes required.</p> <p>The SPD is unable to amend the Principal Shopping Areas are identified in the Local Plan, however, it can make recommendations which will be considered during the process of creating the LDF. Therefore further text has been added</p>

Comments / Issues Raised	Response
<p>My first point concerns the areas identified as principal shopping areas. The area highlighted around the library stops abruptly at the bank corner traffic lights. There has been development along the Crewe road (where our shop is) and I recommend that this area is extended to include shops along to Sainsbury's Local, adjacent to St Mary's church.</p> <p>However, I feel that the town is still split in two and we have customers who will not make the walk along to the other marked principal shopping area as it is too far, even though there are shops and food outlets dotted pretty much along the whole way. I think this is partly because there is a bit of a gap partly due to the grassed area in front of Milton Park and the distance is perhaps more perceived than actual.</p> <p>It would be great to see Milton Park promoted and utilised as a channel and focal point from one end of town to the other, with entrances clearly signed – the cut through by the skateboard area, the gate opposite our shop and the main drive (or maybe make a new entrance at the back of the grassed area). It might be possible to include the square that was suggested in the meeting here.</p> <p>I don't know how much work has been done on the movement of pedestrians through the town and how that can be influenced by the suggested developments, but just to give you a little insight into what has happened since the play area in Milton Park has been developed (a great asset to the town) – we often get families who park on the FREE car park, walk through to the library, round the corner to Delissimo to pick up take away coffee, ice creams and other park essentials, then through the single gate opposite our shop into the park. A family Saturday morning filled!</p>	<p>to para. 8.6 to recommend the extension of the Principal Shopping Area.</p> <p>This need to draw the town centre together in to one cohesive whole is highlighted within the vision of the SPD.</p> <p>It is hoped that by looking again at the area defined as the Principal Shopping Areas this will help to draw the two areas together more than has previously occurred.</p> <p>Further text has been added to paragraph 10.4 to highlight the need to improve access to and through Milton Park.</p>

Comments / Issues Raised	Response
<p>My second point follows on from the first and is covered to some degree in the planning document. I think that the mish mash of tarmac, bollards, even some of the planting tubs clutter up the pavements and surrounding areas. Could this be replaced with new surfaces, co-ordinating and identifying main areas of the town?</p> <p>I do have a concern about the traffic management through the town centre, specifically at bank corner traffic lights. I don't know what the collision incidents are there but I have seen so many near misses with drivers continuing to drive through lights when they have changed to amber and red. With the new development of the supermarket, and hopefully increased footfall into the town, and not just through it, I hope that some provision can be given to filter lanes or re-routing of traffic to help avoid accidents, and hopefully reduce the risk taking that some drivers take. The same drivers do not seem to have a problem obeying the lights at Lawton traffic lights just along the road so I think it must be to do with the filtering system.</p> <p>Finally, and if nothing else is done, PLEASE, PLEASE, PLEASE can we have improved, clear, simple signage, maps etc for the car parking, park, library, BUT MAINLY THE CAR PARKS, as I believe that many potential visitors just drive straight through Alsager as they are unaware of where they can park.</p>	<p>The SPD highlights a number of policies within the Accessibility and Public Spaces sections which should improve the quality of the public spaces and footpaths.</p> <p>This is considered to be a Highways Issue rather than planning and therefore no amendments have been made to the SPD. However, Highways have stated that the re-modelling of Bank Corner junction will only happen through redevelopment. The development of the Fairview Car Park may have an impact and as part of any planning application would be expected to provide details of any improvements such as junction designs and linked signals as a result.</p> <p>Reduction in signing proliferation is a Government initiative and the SPD highlights signage within a number of policies, such as paragraph 10.7, and in Appendix G.</p>

Comments / Issues Raised	Response
<p>John Poulson, Secretary – Alsager Chamber of Trade By email 05/10/09</p> <p>I have seen the exhibition in the Library and attended the public meeting and agree with all the comments that people made at the meeting.</p> <p>I fully support anything that enhances the future of Alsager, but I do feel as other people have said that the chances of this document being a success are negated by the introduction of car park charges.</p> <p>Since the meeting two more businesses have stopped trading in Alsager (Bargain Booze and Living) and no matter what the document says, car park charges will deter residents and visitors from coming to Alsager.</p> <p>If Spatial Planning want to see positive results from all the good work they have put into this document they should also oppose the introduction of car park charges.</p>	<p>Acknowledged. No changes required.</p> <p>Cheshire East Council has made the decision to introduce car parking charges in order to ensure a uniform approach to car park management throughout the Borough; to benefit the town centre by removing long stay parking within the central locations freeing up spaces for shorter stay customers and visitors, to discourage non-essential car use; and encourage the use of more sustainable and healthy forms of travel.</p> <p>It is not possible for the SPD to amend the decision previously taken by the Council in relation to car park charges.</p>
<p>Ann Hurlstone By email 04/10/09</p> <p>3.14 states that the SPD is intended to contribute to the implementation of the Cheshire East Interim Sustainable Community Strategy and says that the strategy co-ordinates the resources of the local public, private and voluntary organisations towards common purposes.</p> <p>Comment: If you do not already do so, do you think it might be a good idea to include Churches on your list of consultees, as many of the priorities you list for the Sustainable Community Strategy seem to be in line with concerns of the Church community. There is a large membership within</p>	<p>One of the Officers responsible for the production of the Sustainable Community Strategy has been contacted and he has stated that faith groups will be involved with the future stages of production of the Sustainable Community Strategy. It should be noted that the current Interim document was prepared by drawing together the key points and issues of the previously produced documents for each of the former authorities.</p>

Comments / Issues Raised	Response
<p>the main Churches in Alsager and would give a good cross section of viewpoints.</p> <p>4.8 gives a list of areas of local pride which includes the Victorian Heritage of the town.</p> <p>Comment: Apart from the photographs in the library, there is little visible history of Alsager on display, and I know many people who would have liked some type of museum or permanent display of Alsager's past. I believe this could enhance the town, and would be an added feature for visitors. There have been books printed, but there must be relics in existence, i.e. the Air Raid Siren which was on top of the Council Offices building; the Bell which was on the Signal Box at the station and I am sure many more if they could just be gathered together !</p> <p>5.6 gives the Vision for the Town Centre.</p> <p>Comment: Bearing in mind that the strategy already notes the ageing population, I feel that a more specific item could perhaps be included regarding the commitment to provide adequate public transport to bring people in to the town centre, and also to make provision perhaps for a weekly bus to Freeport for the elderly.</p> <p>7.3 Image presented to visitors.</p> <p>Comment: Several people have commented that it would be nice to have a sign at the 4 gateways to Alsager saying something like "The People of Alsager Welcome Visitors" and I think this would perhaps be preferable to the signs currently in place.</p>	<p>As a planning document this SPD can not propose the development of a museum. It does not however, prevent others from looking to propose or to develop such a project.</p> <p>As a planning document it is not possible to propose to improve the public transport provision.</p> <p>As a planning document it is not within the remit of the document to specify the text to be included on the signage around the town centre. This may be an issue that could be discussed with the Town Council or the Alsager Partnership.</p>

Comments / Issues Raised	Response
<p>7.11 The public art strategy</p> <p>Comment: This sounds an exciting prospect, and I am sure the schools and residents will benefit from an enhanced appreciation of the arts. I am sure that nothing would be displayed which would be a distraction to passing motorists, or a safety hazard. Whilst the children's art posters about speeding on some lamp posts around the town are very commendable, I have heard some drivers say that they are very distracting as they cannot be read easily.</p> <p>7.34 Shop frontages</p> <p>Comment: Just a comment about the shop on the corner of Lawton Road/Sandbach Road South. Even though the people who run this at present are extremely pleasant and kind, it seems a pity that such a prominent part of the commercial zone is so unattractive, visually. It would be nice if something could perhaps be done to encourage a more attractive use of this sizeable plot in the future - but maybe that is something which is outside Cheshire East's control.</p> <p>8.7 Evening Economy</p> <p>Comment: It is noted that you have concerns about too many drinking establishments, and the well being and health of our young people should be of paramount importance.</p> <p>8.12 Licensed premises</p> <p>Comment: I have some doubts about your statement that "bringing licensed premises out onto footpaths also helps create a more relaxed feel</p>	<p>It is hoped that as and when a Public Art Strategy is produced this will consider carefully the type of public art that is appropriate to the area in which it is to be located. Where public art is included within any planning application proposal this will be considered by the Development Management Officer.</p> <p>This area has been identified as having potential for future development. The Council can not force this to happen but can encourage any future developments to be of the highest quality.</p> <p>Acknowledged. No amendments required.</p> <p>The text in paragraph 8.12 has now been amended.</p>

Comments / Issues Raised	Response
<p>to the environment". The only thing it seems to do is have a smoking area on the footpaths which pedestrians have to walk through.</p> <p>8.13 Town Centre Market</p> <p>Comment: The one day Wednesday market seems to be an adequate facility which seems to be ideally situated at present, and it would be a pity if the Fairview area were redeveloped or altered. I am not sure that any proposal to relocate the market to a public building or public space would be very attractive and may be a retrograde step. However, this is something which is quite difficult to imagine without specific plans to look at.</p> <p>9. Community facilities</p> <p>Comment: Facilities at Churches are often used for leisure, cultural and community facilities and perhaps these should be highlighted as a major asset and strength of the Town. St. Mary's Church for instance is a wonderful venue for concerts and other Churches have very adequate halls for hire. This should not be forgotten when looking at the provision of suitable cultural facilities.</p> <p>10.13 Car parking strategy</p> <p>Comment: This paragraph states that the regeneration of the town centre will generate a demand for car parking. Therefore, it is hoped that this will be taken into consideration when considering the future of the Fairview Car Park.</p>	<p>Acknowledged. No amendments required.</p> <p>Unfortunately it has not been possible within this document to list all the buildings within Alsager that provide a community facility or use. However, these uses would be considered if any future redevelopment of these sites were to be considered. It should also be noted that text has been included within paragraph 9.4 to highlight the variety of facilities which have community value.</p> <p>Acknowledged. No amendments required. This is highlighted within the policies for the Fairview Car Park area.</p>

Comments / Issues Raised	Response
<p>12.1 Partnership working</p> <p>Comment: You may already do so, but it might be a good idea to invite representatives from Churches to be involved in partnership projects. The Churches have quite a large membership and have quite a cross section of interests and viewpoints.</p> <p>13.3 Crewe Road frontage</p> <p>Comment: A cafe/wine bar is referred to on Sandbach Road (should this be Lawton Road?)</p> <p>13.13 Development Briefs</p> <p>Comment: Obviously the proposed development opportunities listed will be subject to Development Briefs and I am sure will be the subject of future public consultation.</p> <p>14.14 co-op store</p> <p>Comment: Reference is made to the store "sitting lower than Sandbach Road". Should this perhaps say "sitting lower than Lawton Road". There is often flooding at the frontage of the co-op and something really needs to be done about the drainage at the front of the store. (Many of our very elderly residents remember the pond which used to be in this location before the days of the co-op so it is little wonder that this is a problem area!!)</p>	<p>It is hoped that where and when appropriate faith groups, amongst others, will be involved within partnership working.</p> <p>Yes. This was written in error and has been amended.</p> <p>Acknowledged. No amendments required.</p> <p>Yes. This was written in error and has been amended.</p>

Comments / Issues Raised	Response
<p>Professor J. G. Dawber & Mrs. A. Dawber</p> <p>By email 02/10/09</p> <p>We obtained our own copies of the two relevant documents and we would like to congratulate the planning authority for such comprehensive and well produced documents. Obviously a great deal of thought and effort has gone into their preparation.</p> <p>We visited the Alsager library to view the display and one of us also attended the public discussion meeting held in the Alsager Civic Centre. After a very good power-point presentation, the meeting was thrown open to for questions and discussion. The disappointing feature of this was the amount of time people spent on raising the issue of car parking charges at the Fairview car park. The important thing was what was going to happen to our town centre facilities, not car park charges!!</p> <p>Having read the document and attended this meeting we feel fairly happy with the proposals and their aims and objectives.</p> <p>There are, however, one or two points which we would like to make. These mainly concern the redevelopment on the Library, Civic Centre and Council house. The Library and the Civic Centre are used very extensively by the people of Alsager and we are concerned that any redevelopment will not be disadvantageous. We are somewhat consoled by the statement 9.2 in the Local Development Framework document, and trust that this will be adhered to. The last thing that Alsager wants is some "flashy" replacement which does not offer facilities equal or better than the existing ones.</p>	<p>Acknowledged. No amendments required.</p> <p>Acknowledged. No amendments required.</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>We are also glad of the statement 8.10 in the same document in that nothing detrimental to the character of the area will be allowed to be developed, particularly in the provision of eating and drinking establishments.</p> <p>One final point concerns the redevelopment of Town Yard. The intentions behind the proposals are very well meant and will certainly be necessary when this site is vacated. However, our point concerns the adjacent United Reformed Church in Brookhouse Road. We have been members of this church for over 40 years. In the last few years the church has had a number of break-ins and the means of entry has been via Town Yard. The intruders have climbed over the walls and then broken windows at the back of the church to gain entry. It is something of an on-going worry for all the church members.</p> <p>In the redevelopment of Town Yard we wonder if some sympathetic thought could be given to its possible impact on this lovely small church, which has been in existence for over 125 years.</p>	<p>Acknowledged. No amendments required.</p> <p>Further text has been added to paragraph 13.7.</p>

Comments / Issues Raised	Response
<p>Dianne Wheatley, GONW</p> <p>By email 02/10/09</p> <p>Thank you for the opportunity to comment on the above-named draft document. We do have a few comments to make, which we hope that you will find helpful.</p> <ol style="list-style-type: none"> 1) Sections 4/5: in terms of the issues and vision for Alsager- I thought that the information on the issues in Appendix F was helpful in being Alsager-specific and could be incorporated more into the section in para 4.6. The vision then goes on to be quite generalised and I felt that these sections were missing a sense of the context/summary of how the SPD and actions of other partners hoped to address these issues- what actions were proposed. This could be looked at and developed. 2) There are references throughout the document to seeking contributions from developers towards infrastructure/improvements etc, and it would be helpful if the SPD showed the link to the parent LP policies context in this respect, as it does to the other policies. 3) I thought that there SPD was stronger when it talked specifically about Alsager, and thought that this could be developed in some of the sections, such as in design- talking about the problems Alsager faced in this respect and how the SPD hoped to improve things, so that this section doesn't read too much like a general Design SPD. 4) I liked the use of illustrations and photographs. 	<p>A new paragraph has been added to section 5 to highlight Appendix F.</p> <p>Amendments have been made to include reference to the Local Plan within the SPD.</p> <p>Further Alsager specific references have been made where possible including paragraph 7.6 and 10.4.</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>5) In terms of the development opportunity site at Fairview Car Park, it appears that the site has planning permission for retail development, but para 13.12 then goes on to talk about what type of development the Council is seeking on the site- i.e. a convenience store, and talks about it as a 'development opportunity'. Are the current permissions for a convenience store? Are they not likely to be built- is that why the Council has included this paragraph? The current wording is confusing in this respect. Also, you need to ensure that you are not making site allocations for additional retail provision through the SPD rather than through the DPD process.</p>	<p>The site has had a couple of permissions, and they are unlikely to be built. However, they have been ongoing discussions with a number of developers over the last few years and it is expected that there will be a new development on this site in the near future.</p>
<p>Catherine Hunt, Environment Agency By email 02/10/09 7 Distinctive Character: Paragraphs 7.26 & 7.27 – Refuse and Recycling</p> <p>The provision for storage of waste and recyclables needs to be made not just for aesthetic or public health issues but also to encourage and facilitate the ability of both residential and commercial properties to temporarily store and make recyclable materials/refuse available for collection. Targets for the reduction of municipal wastes /proportions going to landfill are in place for all local authorities and facilities being planned to enable the processing of various waste types to further reduce waste to landfill. This is supported in the Regional Spatial Strategy by Policy EM11 and paragraph 9.24 which indicates that "Every type of development ... including town centres... should: promote the minimisation of waste in site development such as the separation of different waste materials for recycling and reuse" and goes</p>	<p>A new paragraph has been added to the SPD (para. 7.28) to address this issue.</p>

Comments / Issues Raised	Response
<p>onto to say "...incorporate sufficient space to separate and store segregated waste streams waste and enable kerbside collection of materials".</p> <p>9 Leisure, Cultural and Community Facilities</p> <p>With regard to 9.4 we are in support of this principle and agree that community facilities should therefore aspire to be models of good practice in terms of sustainable design. We would recommend that any development aspires to achieve a BREEAM level 3.</p> <p>10 Accessibility</p> <p>We support the Council's decision to seek to provide a comprehensive system of safe and well signposted walking and cycling routes, both through and to the town centre and we encourage the use of walking, cycling and using public transport rather than the private car.</p> <p>We are pleased with the recommendations that 'the signage in Alsager Town Centre should be clear, unambiguous and avoid being unnecessarily intrusive' as this could help improve the town's legibility.</p> <p>11 Public Spaces</p> <p>We recognise the importance of open spaces often described as 'green lungs' and support the inclusion of these in any town centre. Open spaces can provide many benefits, including biodiversity, leisure and recreation.</p> <p>We support the inclusion of Section 11.9 which states 'this may included the creation of a network of tree lined streets and 'pocket parks' that provide green corridors for people and wildlife, and link to strategic open</p>	<p>Further text has been added to paragraph 9.6 to address this issue.</p> <p>Acknowledged. No amendments required.</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>space’.</p> <p>Sustainability Appraisal</p> <p>Objective 4 (p22) and section 1.10 (p43) refers to 2007 GQA chemical and biological water quality. Reference should be made to Water Framework Directive compliance as GQA has been superseded. More up to date Water Framework Directive compliance information for the Cheshire East area is available on the our website at www.environment-agency.gov.uk/wfd.</p> <p>We agree with the assessment that the Alsager Town Centre SPD is unlikely to have a significant impact on the water quality of the Midland Meres and Mosses protected areas.</p> <p>We are unable to comment on the water quality implications for the River Dee and Bala Lake SAC as these lie outside of North West Region. They lie within Environment Agency Wales and are part of the Dee River Basin District. However, to us it seems very likely that your assessment that the SPD would have No Significant Effect on these would be correct.</p> <p>With respect to water quality the Local Development Framework needs to make reference to River Basin Planning. This is a new approach to water management that is stipulated in the European Water Framework Directive legislation. The Cheshire East area and specifically Alsager Town Centre lie within the North West River Basin District. Further information on this is available on our website at www.environment-agency.gov.uk/wfd. River Basin Planning is the mechanism by which water quality is now managed and this requires close co-operation with stakeholders including local</p>	<p>Changes have been made to the Sustainability Appraisal to reflect this comment.</p> <p>Acknowledged. No changes required.</p> <p>Acknowledged. This will be considered during the production of future LDF documents.</p>

Comments / Issues Raised	Response
councils such as Cheshire East.	
<p>E.W.Foster</p> <p>By post 30/09/09</p> <p>This is a very detailed document and it is obvious that a lot of effort has gone into its preparation.</p> <p>My comments are set against the numbered questions calling for observations.</p> <p>3.7 Pg 7 The length of Crewe Road included in the report has been the scene of a number of accidents with two happening recently. Footpath widths vary and will need extra attention in the project. The talked of a crossing at the "West End" becomes urgent when school children are crossing the main road.</p> <p>Q1 Pg 13 Yes I do, the existing, well-tended Council gardens are much appreciated and should remain.</p> <p>Q2 Pg 13 Very difficult but if funds were available," blind" Tee road junctions could be improved by the purchase of empty properties. The spaces cleared could be planted with low growth shrubs to enhance the area and improve visibility splays.</p>	<p>As this was considered a Highways issue this has been raised with a Highways Officer who has stated that the <i>'Safe routes to school initiatives see auto qualification for Puffin crossings, however other development linked proposals would require developer contribution'</i>.</p> <p>Acknowledged. No amendments required.</p> <p>As this is a planning document and this is considered a Highways issue this has not been included within the SPD. However, it should be noted that if future redevelopment of the town centre follows a Manual for Streets approach as promoted by the SPD this may see the redesign of the public realm to provide a 20mph speed limit option which could reduce visibility</p>

Comments / Issues Raised	Response
<p>Q3 & Q4 Pg15 The Vision is correct, but the Monday to Friday traffic congestion will hamper the projects completion. It may be outside the scope of these proposals but it is not too late to plan the routes of relief roads (A) to the South, (B) to the North of the town. If possible routes were "pencilled" in, future developments could be moulded to them.</p> <p>Pg17 (7.3) Could this happen? Good idea.</p> <p>Q5 Pg23 Yes.</p> <p>Q6 Pg26</p> <p>(a) They could start by re-wording the existing sign so that it read correctly WEDNESDAY MARKET !</p> <p>(b) The recent improvement to the entrance has made it more difficult to negotiate and some vehicles have to mount the kerb with their nearside wheels.</p> <p>(c) Wednesday is the day when the library is closed.</p> <p>Q7Pg27 Yes; There are no clothing outfitters in Alsager. I have asked neighbouring Proprietors but their replies were all about excess rents reducing profit margins.</p> <p>Q8Pg 28 Yes -But the council should act now to secure the most useful buildings, courts & fields of UMIST before they are all destroyed.</p>	<p>requirements.</p> <p>This is considered to be a highways issue and as such have not been included within this SPD. However, these points have been highlighted with the Highways departments.</p> <p>Acknowledged. No amendments required.</p> <p>Acknowledged. No amendments required.</p> <p>Acknowledged. No amendments required.</p> <p>Acknowledged. It is not possible for a planning document to control the level of rent charged and therefore no amendments have been made to the document.</p> <p>The MMU site at Alsager is not actually covered by this SPD, however, it does have its own SPD</p>

Comments / Issues Raised	Response
<p>Q9Pg31-Yes.</p> <p>Q10Pg33 -Yes in outline.</p> <p>Q11Pg35-Yes</p> <p>Q12Pg39-Once the Town Centre, Car Park and Council Yard have been built on, future residents will mourn the loss of open areas-which is surely not the aim of this planning document.</p> <p>A supermarket on the Radway site could be serviced by their own shuttle bus service</p> <p>Local Issues</p> <p>14.16 Many Alsager people shop in Sandbach</p> <p>14.17 See reply to Q7</p>	<p>and is also identified within the Local Plan, which seek to protect the facilities it provides.</p> <p>Acknowledged. No amendments required.</p> <p>Acknowledged. No amendments required.</p> <p>Acknowledged. No amendments required.</p> <p>Parts of this document do indeed look to redevelop sites such as the Car Park and the Council Yard, however it also looks to protect and improve the public spaces within the town centre. Together they should ensure that only appropriate development occurs and that an appropriate level of space is retained within the town centre.</p> <p>At present there are no proposals for a supermarket in this area and there are a number of national, regional and local planning policies that would normally seek to ensure that retail development occurs within the town centre.</p> <p>This may be the case but this hasn't been drawn out in the research mentioned.</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>14.25 The frequency of the Crewe Bus service has recently been reduced for part of the day.</p> <p>14.28 Many paths are substandard width, and need attention.</p> <p>14.32 Not 100% true. This is basically correct, but when will graffiti become punishable? (perhaps some day spray paint cans will then carry a warning notice.)</p> <p>14.33 The existing figures and predicted figures of the population would have been useful in this paragraph.</p> <p>The Mere comes in for several mentions; but what a host of problems exist :-</p> <p>Three drowned in my time. (I helped in the recovery of one body.) People falling through thin ice and having to be rescued. Very deep water in some places and weed patches in others. Also the riparian owners are covenanted against allowing commercial activities. Any Council activity would require twenty-four hour supervision to satisfy Health and Safety requirements so it is best left as a viewpoint and waterfowl feeding attraction.</p>	<p>Amendments have been made to the information contained in this section of the document.</p> <p>This issue has been raised with the Highways department. Whilst it is hoped that policies included within the SPD and in particular Appendix G should help to improve the quality of public spaces.</p> <p>Acknowledged. No amendments required.</p> <p>Further information has been added to this paragraph.</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>Nicole Johnson, Turley Associates on behalf of Sainsbury's Supermarkets Ltd</p> <p>By email 02/10/09</p> <p>Questions 3 and 4</p> <p>In the first instance we would like to offer our support for the intentions of the Town Centre Strategy. We feel it is entirely appropriate to devise a strategy for safeguarding the future of Alsager Town Centre. On this basis we support the 'vision' for Alsager outlined at paragraph 5.4. We also support the 'objectives' for Alsager Town Centre at paragraph 5.6.</p> <p>However, we do question the wording of 'Objective 2'. Objective 2 says:</p> <p><i>"To maintain Alsager Town Centre as a vital and viable town centre area, with a variety of shops to meet the needs of the local residents, as well as a number of specialise shops and stalls that draw in visitors from further a field"</i></p> <p>The wording of Objective 2 implies that Alsager is a vital and viable town centre that only needs to maintain its current status and does not need any enhancement. This is at odds with paragraph 8.15 of the Draft Town Centre Strategy and the findings of the Cheshire Town Centres Study 2006-2021. At paragraph 8.15 it is said that 81 % of respondents to a survey thought that '<i>an improved range and choice of food shopping would encourage more people to shop in Alsager</i>'. According to the survey of businesses summarised in the Town Centres Study, in Alsager 88% of respondents felt that the town needed an increased choice/range of shops to improve the centre.</p>	<p>Acknowledged. No amendments required.</p> <p>This objective has now been reworded to address this concern.</p>

Comments / Issues Raised	Response
<p>The Town Centres Study also states at paragraph ALS.08:</p> <p><i>With an Area Action Plan currently being prepared for the town centre, it is hoped that this will stimulate and deliver development opportunities which will enhance the vitality and viability of the town centre.</i></p> <p>Currently Alsager only has less than a 1% market share of available convenience goods expenditure and less than 0.5% market share for comparison goods expenditure within Cheshire. Alsager's convenience goods market share (0.7%) is the third lowest, ahead of only Middlewich (0.6%), Poynton (0.6%), Neston (0.5%) and Holmes Chapel 0.3%.</p> <p>On the basis of the above and our own observations of Alsager Town Centre we believe that the Town Centre Strategy should be making clear recommendations for improving vitality and Viability in Alsager.</p> <p>Question 7</p> <p>We agree with the principles of the proposed policies and proposals to create a vital and viable shopping area. However, we feel that they do not go as far as they could with directing new development. Firstly, at paragraph 8.16 the Draft Town Centre Strategy says that new retail provision should not undermine the vitality and viability of Alsager. In reality new retail development has definite potential to enhance a centre's Vitality and viability and this could be expressed at paragraph 8.16.</p> <p>This part of the Town Centre Strategy would also be a good opportunity to examine the suitability of the Principal Retail Areas. Earlier in the document key gateways and opportunity sites are explored. This analysis could be carried through to recommendations for amendments to the Principal</p>	<p>It is felt that the text in paragraph 8.16 is appropriate, although it is true that new development could enhance the vitality and viability of the town centre, it is important to ensure that it does not undermine the existing town centre developments.</p> <p>Further text has been included in para 8.6 to consider the Principal Shopping Areas in future LDF documents.</p>

Comments / Issues Raised	Response
<p>Shopping Area. The potential for altering the Principal Shopping Area could be explored with reference to the identified opportunity areas.</p> <p>Question 12</p> <p>Question 12 follows on from our comments regarding Question 7 above. The development sites identified provide the opportunity to expand the Principal Shopping Area but this aspect of the sites' potential has not been explored. The main examples of this are the Civic Quarter and Town Centre Car Park Development Sites. When combined these Development Sites provide a very good opportunity for Alsager to gain modern retail and civic facilities and enhance the Principal Shopping Area. However, the Draft Town Centre Strategy does not define the extent of the development sites nor approach the possibility for the two sites to be combined. Greater clarity would be beneficial for potential developers and Council Officers trying to interpret the document.</p> <p>Attached to this letter is a plan prepared by Sainsbury's Supermarkets Limited that demonstrates the potential of the two Development Sites. It illustrates that it is possible for the two sites to accommodate a modern foodstore and attractive purpose built council offices. The Cheshire Town Centres Study identifies that there is capacity in Alsager for new food and non-food retail floorspace which could support the provision of a scheme such as that shown on the attached plan.</p> <p>It is recognised that the detail for the Development Sites will come from the proposed Development Briefs. However, the Town Centre Strategy should provide the framework for the Development Briefs to be created. The Development Briefs should be able to take the aspirations of the Town</p>	<p>Further text has been added to para 8.6 to address the issue of the Principal Shopping Areas.</p> <p>For ease of reading and identification the two sites mentioned have been kept separate. However, this does not prevent development of the two sites as one.</p> <p>Acknowledged. No amendments required.</p> <p>It is felt that if the SPD is read as a whole, alongside Local, regional and national policy, there is sufficient guidance to prepare a Development Brief. It is important to remember</p>

Comments / Issues Raised	Response
<p>Jim Granter</p> <p>By email 01/10/09</p> <p>Please consider that small is sometimes more beautiful than big.</p> <p>With the Health Centre and the proposed new supermarket (to which I look forward) both being quite large buildings for this small town, we do not need any more to create "a distinctive character" or "landmark buildings".</p> <p>The Library, Civic Centre and a building with great potential culturally or for businesses (the current information centre - open mornings only) are of sizes that are appropriate in scale to their visual context and their function. Replacement by one big edifice dominating that corner site will be a disaster, if approved. The £70,000 reported to be the current maintenance / repair cost of the Civic Centre is an issue that does not logically lead to deciding upon a new one-stop multi-purpose pile.</p> <p>A <u>major impact</u> on the Town Centre which can be beautiful, distinctive and improve the whole experience of being there, or thereabouts, would be:</p> <ul style="list-style-type: none"> • <u>an integrated refurbishment of the whole surface of the pavement</u> on both sides of the centre, reaching as far as possible in all 4 directions from Bank Corner • using high quality and "distinctive", attractive but durable and <u>flat</u> materials and • incorporating street furniture such as seats, lamps and well placed signs or notices. 	<p>It should be noted that the SPD does highlight that any new development should be of an appropriate scale, form and massing, this will include any development of the Library and Civic Centre. Size is not the only way in which to create a landmark.</p> <p>This issue has been raised with the Highways section. Through the SPD it is hoped that longer term authority initiatives for public realm redesign and inclusion of developer funded improvements along frontages to brownfield sites in the town centre will help to improve these public spaces and footpaths.</p>

Comments / Issues Raised	Response
<p>Nothing has a greater impact on a room in a house as the beauty of the floor. All else is wasted effort and expense if the lowest surface is</p> <ul style="list-style-type: none"> • ugly, • badly designed, • higgledy-piggeldy in construction and materials, • awkward to move along and through and • eternally treated as an afterthought, • when it needs to be the first thought. <p>All the above characteristics describe our current surface(s) and have a fundamentally detrimental "impact" on everything else in the proximity.</p> <p>You will all be aware, of course, of the appalling state of the <u>road</u> surface approaching and through the town. Could this not effectively and efficiently be addressed at the same time as the above?</p>	
<p>Glennis Roper</p> <p>By email 30/09/09</p> <p>I attended the meeting at the Civic Centre Alsager on Monday evening. The meeting was poorly attended which was a great pity as I am sure that most Alsager residents are not aware of the massive changes that are being planned for our little town.</p> <p>There are a lot of fine ideas for Alsager but I wonder how many will actually happen. I am quite sure that you are planning and have a developer ready</p>	<p>Acknowledged. No amendments required.</p> <p>The SPD can not allocate land and therefore it can not identify the exact end use of any</p>

Comments / Issues Raised	Response
<p>with the funds to purchase the land that our Civic Centre, library and former civic offices occupy. I particularly asked what this proposed 'landmark building' was going to be and asked for reassurance that it would not be a supermarket but of course I did not received any assurance.</p> <p>I was also horrified to hear in answer to a question from the floor that any money raised from the sale of the Civic Buildings would not be earmarked for Alsager!</p> <p>The hub of community life in Alsager is centred on the Civic Centre, and the library and it is a beautiful setting with the well kept gardens. It is where the Christmas Tree is placed every Christmas. The annual Charities market is held there and now the Christmas market which attracts hundreds of visitors is centred there to. Should you persist in replacing all this with a supermarket you will destroy the heart of Alsager.</p> <p>I understand that it is against Government planning for a supermarket to be placed on land vacated by the MMU as it is classed as an out of town development. I think that it is earmarked for housing. There are no shops in that part of Alsager surely a supermarket there would open up the area. Most people that use a supermarket use a car and if not the Rural Rider bus serves the area concerned.</p> <p>The suggestion for an indoor market is ridiculous, every market is in decline, you only have to look at Sandbach and Crewe to look how they have declined over the past 20 years.</p> <p>In your wisdom you are introducing car park charges in the New Year. I</p>	<p>development.</p> <p>The sale of the land and any money raised is not a matter considered appropriate for inclusion within a SPD.</p> <p>Section 13.8 to 13.10 look to ensure that the most appropriate development occurs in this location, including the provision of a new or improved area of public space.</p> <p>As stated national, regional and local policy look to ensure that retail development normally occurs within the town centre.</p> <p>The SPD looks to maintain the market, it will be for the market owners and any developers to discuss the potential for an indoor market.</p> <p>Cheshire East Council has made the decision to</p>

Comments / Issues Raised	Response
<p>feel like most residents that you are going to drive business away from Alsager not encourage people to come here it is going to cost at least 50p to visit the library to change a book, that is before you relocate it to somewhere else in Alsager.</p> <p>In conclusion as an Alsager resident of nearly 50 years I am extremely concerned and worried about what is going to happen here and I just hope that you are not going to destroy the Alsager that we know and love. Yes we do need more variety of shops and a supermarket but not a supermarket on the Fairview car park or the site of the Civic Centre. The beautiful conservation area around St Mary's Church has been spoiled by the Sainsbury's supermarket in the former church hall I wonder how ever they managed to obtain planning permission for such an eyesore!!</p>	<p>introduce car parking charges in order to ensure a uniform approach to car park management throughout the Borough; to benefit the town centre by removing long stay parking within the central locations freeing up spaces for shorter stay customers and visitors, to discourage non-essential car use; and encourage the use of more sustainable and healthy forms of travel.</p> <p>No amendments required.</p>
<p>Mr Cotton</p> <p>By post 02/10/09</p> <p>Thank you for all the Public Consultation on the above document. When it is adopted I hope it will be applied rigorously in assessment of any relevant Planning Applications.</p> <p>I would like to make a few observations which are outlined below which are intended to be constructive not criticism of the document.</p>	<p>Acknowledged. No amendments required.</p> <p>The SPD will be a material consideration in any relevant planning application.</p> <p>This business has been highlighted by the Alsager Partnership and a number of people during the consultation as a good example of</p>

Comments / Issues Raised	Response
<p>Question 1</p> <p>I accept the issues and areas of pride indicated although I don't think the Bank Corner Pub should be singled out above other primary businesses.</p> <p>Question 2</p> <p>Although the two Conservation Areas are not strictly within the Town Centre I feel they should be included somewhere with the aim of merging them together linked through Milton Park into one Conservation Area.</p> <p>Question 3</p> <p>I agree with the overall vision.</p> <p>Question 4</p> <p>Is improving access WITHIN the Town Centre for cyclists really a valid objective? There seems little scope to do so and distances are all walkable.</p> <p>Improving access TO the Town Centre is certainly valid.</p> <p>Question 5</p> <p>I have always considered that any redevelopment of the Co-Op Store in Alsager should face the street (ie Lawton Road) not the car park. The main entrance should be on Lawton Road with windows not a blank wall facing the street.</p> <p>Therefore I am in favour of the policies and proposals and hope that Paras</p>	<p>development within the town centre.</p> <p>As this is a Town Centre Strategy is not felt appropriate to include policies looking to merge these two Conservation Areas. However, it is an idea which may be considered in greater detail during the consideration of the historic environment in other LDF documents.</p> <p>Acknowledged. No amendments required.</p> <p>It may be possible for people to cycle as part of a recreational pursuit within the town centre, stopping off to take part in other leisure activities or stopping as a visitor at any number of facilities or shops.</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>7.16, 7.17, 7.18 will be rigorously applied to any future Co-Op Planning Application.</p> <p>However, I feel the Gateways indicated on Diagram 4 are too close being actually at the Town Centre and have little scope for development of distinctive features since they involve residential property. I feel the gateways should be at a larger radius from the Town Centre where there is sufficient space to add some distinctive feature e.g.:</p> <p>Eastern Gateway – by Twyford's entrance possibly with some distinctive art incorporating the word Alsager.</p> <p>Western Gateway - Hassall Road corner</p> <p>Northern Gateway – Some distinctive feature incorporated in grass verge of service road at Lodge Lane / Sandbach Road North junction.</p> <p>Southern Gateway – Alsager station with appropriate signing to the Town Centre and a 'You are Here' Town map.</p> <p>Question 6</p> <p>The Council should support the existing outdoor market but I do not think it needs to be held more frequently. Since Alsager does not have an existing indoor market hall creating a new one would not seem a very efficient use of retail floorspace particularly if it were closed for part of the week.</p> <p>Specialist occasional markets could be organised in the existing Civic Centre or a Farmers Market appended to the existing market at intervals could be an option.</p>	<p>As this is a Town Centre Strategy it has not been possible to consider all the gateways suggested here. Although it is acknowledged that gateway features at these points may be beneficial for the town as a whole. The station site has however, been included as a potential gateway.</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>Question 7</p> <p>I feel the first sentence of Para 8.14 is too restrictive. We would be glad of new retail provision anywhere within the prescribed Town Centre boundary so the 'main focus' should not just be 'the Principal Shopping Areas'.</p> <p>Also I do not think that the whole of Fairview Car Park should be indicated as a development opportunity in Diagram 6. It is only the Co-Op store site that is the development opportunity with possibly a small portion of the Car Park.</p> <p>Question 8</p> <p>In itself Section 9 is satisfactory and I would agree with the proposed policies and proposals but could this Section in fact be included in Section 13 as the guidance for those development opportunities.</p> <p>Question 9</p> <p>I agree with the proposed policies but feel the sentiment at para 10.3 that the 'ease and effectiveness of walking should be enhanced' should be expressed more forcibly. See reasons and comments under Question 10.</p> <p>Any car parking strategy will have to take account of 'charges' and any</p>	<p>It is felt appropriate to encourage new retail development to be focussed within the Principal Shopping Areas, however, this does not prevent retail development from occurring elsewhere within the town centre. It should also be noted that the SPD also highlights the potential for further consideration of the Principal Shopping Areas in future LDF documents.</p> <p>Although the whole of the car park is identified as a development opportunity the text does highlight the need for any development to ensure that an appropriate level of parking remains.</p> <p>It is felt appropriate for Section 9 to remain a separate section as the retention of community, leisure and cultural facilities will apply to any developments within the town centre not just those developments on the sites identified.</p> <p>It is hoped that the final sentence of para 10.3 does express this more forcibly.</p>

Comments / Issues Raised	Response
<p>Question 12</p> <p>In section 12 development up to 2026 was mentioned. No mention of environmental issues has been made so far. Yet if we are talking of new build by 2026 that would have to last at least for the next 50 years possibly into the next century they should all be carbon neutral. The technology exists today and will improve in the future. This environmental feature should be explicit in the requirements somewhere but not hidden under other titles like possibly Design Criteria.</p> <p>Perhaps an additional Development Brief could be included</p> <p>Eg All new build to be carbon neutral. All refurbishments / modifications / conversions to include as many energy reduction measures as possible.</p> <p>This issue should also be carried through into the Sustainability Appraisal.</p>	<p>It is not felt necessary to include further policies on sustainability of buildings within this SPD as other planning policy documents look at the sustainability of development, this includes national, regional and local policy.</p>
<p>Sustainability Appraisal</p> <p>I am not competent technically to comment objectively on the SA and remain somewhat confused as to its value because it seems to me that both the SPD and the SA can each be massaged until they agree with one another.</p> <p>Some of the objectives are so broad that it is not difficult to come up with agreeable comments in the columns of the matrix. No real mechanisms of how the targets will be achieved are discussed so it is difficult to see how effective the Annual Monitoring Report will be.</p> <p>However, one observation I will make is that in Section 5 under environment whilst renewable forms of energy are mentioned energy</p>	<p>Acknowledged. These comments will be considered as part of the SA process.</p>

Comments / Issues Raised	Response
<p>reduction, measures specifically in buildings are not. Any new build developments considered over the time scale of the SPD should be carbon neutral. Experience from pilot projects in other parts of the country should be taken into account. Similarly the requirement for energy reduction measures to be applied to all premises within the town centre, existing or modified should be highlighted. Not only does it affect the environment but it affects the economic viability of individual businesses and therefore the viability of the whole town centre.</p>	
<p>Mr and Mrs Clare By post 02/10/09 Proposed redevelopment of Village Centre We are writing to object to the above proposals as we think these changes will totally ruin the village centre. At the moment the layout of the centre gives the impression of space and the gardens are always clean, tidy and colourful, which is a joy to see. LIBRARY. We use information can be obtained, and various events that the library put on. COUNCIL OFFICES. Any problems or questions we have can be sorted out there and then with the office staff, also they give a variety of information leaflets and brochures etc. Payments for various services can be made and the staff are very helpful. CIVIC CENTRE. What would we do without the civic centre? The civic centre is well used, for various charity functions:- which is a</p>	<p>It is hoped that policies contained within this document will ensure that any development within the town centre are appropriate and are of the highest possible quality. It is intended to ensure that public space is maintained or replaced with equivalent or better quality developments where appropriate.</p> <p>Acknowledged. No amendments required.</p> <p>At present it is the Council's intention that the Civic Centre, the library and the Council offices should remain within Alsager town centre. However, it would allow for these buildings to be replaced with newer buildings or for the existing buildings to be redeveloped or refurbished.</p>

Comments / Issues Raised	Response
<p>meeting place, having a cup of tea with scones or sandwiches.</p> <p>Alsager Animals in need, St. Lukes Hospice, The Gardening club, and various other charities have coffee mornings in the Civic Centre.</p> <p>There are Youth Bands which have evening events, which are very popular, also various other shows.</p> <p>The blood donor unit visits regularly, there are groups for Mums and their pre-school children,</p> <p>You should call in the Civic Centre when there are events, have a coffee and see how busy they are, sit down and have a chat with some of the people in there. You will be surprised how many people meet in the Civic Centre and how many people, especially the elderly, look forward to the next meeting.</p> <p>CAR PARKING.</p> <p>Many of the staff from the shops use the car park.</p> <p>The elderly are brought in by a carer to help them do their shopping.</p> <p>People going to the shops or Civic Centre.</p> <p>Mums taking their children to school or play groups.</p> <p>If the car parking charges go ahead many drivers will park down side streets taking up half of the kerb. In Cedar Avenue and Station Road there are many elderly people some using wheelchairs etc. If vehicles park on the kerb, thus avoiding paying parking charges, then life gets more difficult for the elderly. Many disabled who have to use motorised chairs have to</p>	<p>The policies contained within the Alsager Town Centre SPD aim to ensure that the needs of both the pedestrian and car users are balanced. It is intended that an appropriate layout will be provided that ensures drivers have an easy to navigate car park, whilst pedestrians feel safe. Any public art, lighting and/or trees would also need to be well considered, as stated in the SPD, to ensure that they provide a suitable environment for all car park users.</p>

Comments / Issues Raised	Response
<p>drive on the road because of cars/vans obstructing the path.</p> <p>GARDENS.</p> <p>The gardens are a credit to the council gardeners, they are always clean and tidy, the borders are so colourful and well kept, the seats around the area gives us a chance to sit down and have a chat and a rest.</p> <p>TOWN YARD</p> <p>The town yard which is on Brookhouse Road adjoining the park should be made part of the park giving extra facilities:-</p> <p>Toilets for the Parents to take their children to.</p> <p>Facilities for various functions and events giving the park extra space.</p> <p>THE PARK.</p> <p>The work that has been done in the park is wonderful and given parents a lovely place to take their children. It is well used and the children and parents are getting more exercise and fresh air, which is a great deal better than children sat in the house playing games.</p> <p>The ongoing improvements in the park have made such a difference to the surrounding areas.</p> <p>If youngsters have nothing to do then we are asking for trouble.</p> <p>We have so much going on in the centre of Alsager please don't spoil it. If anything should be done in the centre then improve the Civic Centre, the library and the Council Offices.</p>	<p>Acknowledged. No amendments required.</p> <p>This document can allocate land and as such can not specify what type of development should occur on this site. It does however, highlight the need for this site to provide a link between the town centre and Milton Park.</p> <p>Acknowledged. No amendments required.</p> <p>Section 9 and paragraph 13.9 both highlight the need to retain important community, leisure and cultural facilities including the Civic Centre, the</p>

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<p>You will rip the heart out of the community spirit that we have if we loose these facilities in the heart of Alsager.</p> <p>POST CODE</p> <p>If you are considering doing any change you should consider changing the postcode:- Our house insurance, car insurance and any other insurance would be cheaper.</p> <p>Seriously ill patients would be able to get the drugs that they need instead of being a post code lottery, we have experience of this because we have been in this position and it was a traumatic time. If our post code had been a Cheshire post code then there would have been no problem.</p>	<p>library and the Council Offices.</p> <p>Unfortunately it is not possible for this document to make any changes to the postcode for the area.</p>
<p>Mrs S Dyke</p> <p>By post 02/10/09</p> <p><u>Aspects to keep</u></p> <ul style="list-style-type: none"> Centre of the community in Alsager. Library – Civic Hall – Gardens (in front of Civic) – Information / Council Offices – Fairview. Whether updated or rebuilt – to remain in the same central location <p><u>Aspects to Alter</u></p> <ul style="list-style-type: none"> An enlarged supermarket on the present Co-Op site with landscaping to give atmosphere – not a giant ‘hangar’ Frontage to shops from Carpet Shop to Grapevine (in Lawton Road), to be made safer for pedestrians ie steps to ease the change 	<p>Section 9 and paragraph 13.9 both highlight the need to retain, or replace, important community, leisure and cultural facilities including the Civic Centre, the library and the Council Offices. Paragraph 13.10 considers the provision of soft landscaping in the Civic Quarter.</p> <p>It is hoped that design related policies within this document, the Local Plan, regional and national planning guidance will all help to ensure that any future development is of the highest quality.</p> <p>It is hoped that paragraph 10.7 will help to address this issue</p>

Comments / Issues Raised	Response
<p>of level by the vets, uniform paving of a decorative nature to replace the patchwork tarmac.</p> <ul style="list-style-type: none"> • Smarten up shop fronts in Crewe Road e.g. take-aways • Create a Park entrance through the middle of the semi-circular flower beds in Crewe Road • Buy up empty properties backing on to the Mere – create more public access. • Tidy up area between Wine Shop and Alcocks TV Shop to create an attractive entrance to the Park. • Impose Health and Safety Regulations to remove dilapidated garage. 	<p>address this issue.</p> <p>It is hoped that paragraph 13.3 and paragraphs 7.35 to 7.38 will help to encourage this.</p> <p>Further text has been added to paragraph 10.4 to improve the access to and through Milton Park.</p> <p>Paragraph 11.9 does consider the potential to exploit areas such as the Mere.</p> <p>Paragraph 11.9 does consider the potential to exploit areas such as Milton Park, whilst paragraph 10.4 looks to improve the access to and through the Park.</p> <p>It is not possible to address this issue within this document.</p>

Comments / Issues Raised	Response
<p><u>Aspects to Introduce</u></p> <p>A development of the Town Yard (when vacated) that enhances activities in the Park. A café / restaurant with windows overlooking the Park which could serve shoppers and park visitors. To include toilet / baby changing facilities which would enable people to spend longer in the Park and make concerts etc more accommodating for families and elderly residents.</p> <p>The character of Alsager is already established – it needs some investment.</p> <p>Open spaces – like the gardens in front of the Civic Hall – are just as important as buildings. There is a shortage of green spaces in the town – we do not want to lose what we have.</p> <p>Please do not clutter up Bank Corner or the Town amenities with Market Stalls. They can look untidy and are alright where they are – tucked away behind the shops.</p> <p>Beautiful trees are worth more than public art.</p> <p>Do not try to make Alsager something it can never be – a ‘bustling’ shopping centre. Residents value its village atmosphere. Although a wider choice of convenience shopping would be a welcome there is not the room for an area of shops selling comparison goods. There is scope for</p>	<p>This document can allocate land and as such can not specify what type of development should occur on this site. It does however, highlight the need for this site to provide a link between the town centre and Milton Park.</p> <p>Text has been included within paragraph 13.10 to ensure that the public space in front of the Civic Centre is replaced with a high quality scheme if it were to be developed. There is also an entire section of the document related to Public Spaces to ensure that they are of an appropriate quality. Whilst any areas of Protected Open Space are covered by Policy within the Local Plan.</p> <p>Acknowledged. No amendments required.</p> <p>Acknowledged. No amendments required.</p> <p>The document identifies the suggested requirements for both convenience and comparison goods as identified in the retail study of 2006. Whilst the objectives do highlight</p>

Comments / Issues Raised	Response
specialist shops of a range comparable to the existing businesses.	the importance of specialist shops and stalls.

Comments / Issues Raised	Response
<p>Mr D. Beasley</p> <p>By Post 18th September 2009</p> <p>Thank you for providing the opportunity to view proposals for the improvement of Alsager town centre as detailed in the Draft Supplementary Planning Document. I found the document to be laid out well and, with the exception of the maps, easy to read.</p> <p>The document is interesting and informative in a number of different ways. Firstly, it provides a background history and geography of the town centre and a resume (description) of what the town centre currently consists of, both materially (buildings and economy) and socially (people and their activities). It enables the resident to perceive that with which they are familiar in the context of the wider scene, and awakens them to likely future change.</p> <p>Secondly, the inclusion of details of the restraints and requirements imposed by 'the system', and to which planners are subject, enables the reader to understand something of the constraints implicit in formulating and enacting planning policy.</p> <p>To me the document demonstrates that the perception of what the town is, and how its function, appearance and quality of life, may be improved, is in capable and sympathetic hands. I believe that the objectives of the proposals are more or less universally acceptable as ideals and, if implemented, would result in a model townscape and social community. I hope that support for the proposals will be reflected in the public response to the consultation document.</p>	<p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>However, at a third level, because they are a 'vision', the proposals lack reality. The inevitable shortage of finance, stemming from the financial difficulties of both State and County, will impinge on investment in both the public and private sectors and will delay, if not defeat, many of the stated objectives. Consequently, a prioritisation of the objectives is necessary.</p> <p>The fact that planners are concerned with the appearance of shop frontages, or of 'gateways' or of linking the town's two shopping areas, counts for little! The burning issues for most townsfolk relate to the provision and precise location of a superstore, and of the future of the Fair View Car Park. It will be only when the detailed plans for these sites are published and when the views and opinions of towns folk towards them are taken into account, that the people of the town will perceive that the 'consultation' has been genuinely meaningful.</p> <p>Question 1: Do you think that the issues and areas of pride which have been identified are appropriate and reflect the current situation in Alsager Town Centre? Yes.</p> <p>Question 2: Would you like to contribute any further issues or areas of pride, which should be considered by this SPD? Yes.</p> <ol style="list-style-type: none"> 1. The skateboard and children's adventure playground in Milton Garden. 2. A U3A membership of over 1,000 elderly residents, with the organization being based in the Civic Hall. <p>Question 3: Do you agree with the proposed vision for Alsager Town Centre? & Question 4: Do you agree with the proposed objectives for the</p>	<p>As this document is not time limited it is felt appropriate to have some aspirational objectives, although it is acknowledged that some may take longer to come forward than others.</p> <p>Acknowledged. No amendments required.</p> <p>It is intended that SPD will provide guidance for the developers of any future development within the town centre and will be a material consideration in any planning application made.</p> <p>Acknowledged. No amendments required.</p> <p>The SPD has been amended to make reference to the U3A and to the children's play area in Milton Park.</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>Alsager Town Centre SPD?</p> <p>Yes to both... but!</p> <p>All visions are idealistic, but are comforting, altruistic 'umbrella' introductory statements. That expressed in the Alsager SPD is less grandiose and pretentious than many. It appears to me to have been distilled into a series of common sense, and widely acceptable objectives. To that extent I am in agreement with most of Section 5 of the document.</p> <p>Nevertheless there is one statement in 5.4 that I wish to comment on. "The objective should be to link these areas (the two shopping areas) with a consistent high quality of public realm". The term 'Public Realm' is not defined in the Glossary, but there already is some quality of land use in this area. It is found on both sides of Crewe Road in the form of 'The Avenue' Conservation Area on the northern side and the lawn extension of Milton Garden on the southern side. One hopes that the enhancement of this important area will not imitate the unworthiness set by the wanton disregard shown by the planning authority towards 'The Avenue' Conservation Area. For a food store to be permitted to be built within one of only two Alsager conservation areas and abutting the hall of a Grade 2 listed building (St Mary Magdalene Church), has created a distasteful precedent and one detrimental to confidence in the conduct and implementation of the 'Vision'. Further, the Store's potential for impeding traffic flow along Crewe Road and risking pedestrian safety along its footpath, was ignored in favour of the access requirements of a powerful commercial interest. This is in conflict with the ethos of the SPD regarding both accessibility and the provision of a safe environment. Whilst realising that 'trade-offs' are an inevitable product of development negotiations, one</p>	<p>A definition of public realm has now been added to the glossary. It is agreed there is some good quality public realm in this area and this should be maintained and the same high quality principles promoted elsewhere.</p>

Comments / Issues Raised	Response
<p>hopes that the outcome of decisions made relating to the Fair View Car Park and the proposed new food store will be more environmentally and socially responsible than has been the case with the Crewe Road development.</p> <p>The grassed area and ornamental flowerbed located along Crewe Road presents a site with the potential for a further conflict of interest between proposed development (of linkage) and current amenity. The land provides access to Milton Garden, and is a pleasant area in which to sit and relax. Also, the only public and disabled toilet provision in the town is located here. It is a poor site for this facility due to a lack of parking space. A second facility, in the Fair View Car Park area, is needed.</p> <p>Question 5: Do you agree with the proposed policies and proposals to create a distinct character for Alsager Town Centre? If not, please explain why, for example should the policies or proposals be expressed differently or are there other issues they should focus on?</p> <p>Yes.</p> <p>There are two buildings of considerable contemporary architectural merit recently added to the townscape of Alsager- Cranberry Point (retail+residential) and Alsager Medical Centre (NHS + Community Services).</p> <p>Although lying outside the town centre, both occupy prominent positions on its approach ('Gateway' locations?).</p> <p>Question 6: Should the Council provide support for the market to be held more frequently (No) or to be held indoors as well as outdoors? No.</p>	<p>Acknowledged. No amendments required.</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>Question 7: Do you agree with the proposed policies and proposals to create a vital and viable shopping area within Alsager Town Centre?</p> <p>Yes.</p> <p>This proposal involves the two most prominent issues of concern to Alsager residents. The apparent inadequacies of the existing Civic Hall, Town Library and Council buildings, and the desirability of replacing them, do not appear as priorities to townsfolk. They count for nothing when the burning issues for most townsfolk relate to the provision of additional facilities for food shopping in a superstore, and the impact of its size and location on the future of the Fair View Car Park.</p> <p>Public demand for increased food shopping facilities has been demonstrated by past surveys. The present day major provider is the Co-op store. This store is handicapped by its small size (floor area), and also by its inefficient and dangerous access, and its visual ugliness. A single retail outlet (still the Co-op?) should replace it. Its floor area should represent an expansion over that of the present store, yet be related statistically to the population of its catchment area. It would extend across the land currently occupied by 2-12 Lawton Road and would be fronted by shrubs/flower beds. The site of the building would be set back to incorporate the area of its present rear car park and part of the field presently housing a children's play area. I would advocate that this play area should be abandoned. A replacement already exists in the form of the nearby Milton Garden play area. The land that the field currently occupies would become an integral part of the Fair View Car Park, doubling up as the site of an outdoor, Wednesday market. Laterally, the Store's car park would integrate with the Fair View Car Park, resulting in a 'Crewe Asda'</p>	<p>Acknowledged. No amendments required.</p> <p>It is intended that this SPD will provide guidance for all future developments within Alsager including the development of a new foodstore.</p>

Comments / Issues Raised	Response
<p>type car park.</p> <p>Such a development would leave the Library, Civic Centre and One Stop Shop in their present locations. However, a future combination of the land they occupy could house a new public building incorporating their separate functions, and one served by access from the Fair View Car Park. Such a building, following the line of the road, could become the landmark building referred to in 13:9.</p> <p>Question 8: Do you agree with the proposed policies and proposals for leisure, cultural and community facilities within Alsager Town Centre?</p> <p>Yes.</p> <p>Question 9: Do you agree with the proposed policies and proposals to make Alsager Town Centre accessible?</p> <p>Yes.</p> <p>However, Alsager is so small as to make many suggestions excessive. As much car parking space as possible should be made available at Fair View. Thought could be given to the insertion of small traffic islands at sites illustrated on the accompanying sketch. Although there is generally excellent provision of 'dropped' kerbs, there are a few locations where an insertion, or repair, is necessary.</p> <p>Question 10: Do you agree with the proposed policies and proposals to provide for high quality public spaces within Alsager Town Centre?</p> <p>Yes, although there already is a major area of P.O.S. in the form of Milton Garden. The introduction of the skate board and children's playground</p>	<p>Acknowledged. No amendments required.</p> <p>It is expected that the highways department, the development management officer and any developer of this site will negotiate an appropriate level of parking for the town centre and the development proposed.</p> <p>It is hoped that the new text included within paragraph 10.4 has addressed the issue of access to Milton Park.</p>

Comments / Issues Raised	Response
<p>facilities represents a major forward step in its beneficial use. Access to Milton Garden could be improved by direct access through the small car park behind the NAT West bank.</p> <p>Question 11: Do you agree with the proposed policies and proposals for a well managed town centre?</p> <p>Yes- but who constitutes the Alsager Partnership? What is its standing and is it an elected body?</p> <p>Question 12: Do you agree with the proposed development opportunities? If not, please explain why, for example should the policies or proposals be expressed differently or are there other issues they should focus on?</p> <p>Yes</p>	<p>Acknowledged. No amendments required.</p> <p>The Alsager Partnership was formed in 2006 to improve the economic, social and cultural health of the Alsager Area and is the result collaboration between Alsager Town Council, Cheshire East Council, and representatives from the community and businesses.</p> <p>The Objective of the Alsager Partnership is to "To promote for the public benefit, the improvement of the economic, social and cultural health of the Alsager Area."</p> <p>Acknowledged. No amendments required.</p>

Comments / Issues Raised	Response
<p>English Heritage By Post 08/09/09</p> <p>I refer to your letter dated 14th August 2009 consulting English Heritage on the above document I see from the SWOT Analysis in Appendix E that Alsager's Victorian architecture is identified as one of the town's strengths and its heritage as an opportunity with the historic environment needing further protection and enhancement Whilst the spatial portrait briefly covers the history of the town I suggest that the SPD would benefit from further analysis of what makes up this special character,</p> <p>An objective of the SPD is "to create a distinctive character for the Town Centre" it is not clear how much of this creation is to be new and how much it will rely of protecting and enhancing existing historic environment assets, My records show only one listed building within the study area however there will be buildings, features and spaces of local value and it would be beneficial if these were identified as part of the SPD to help inform future development proposals and schemes for enhancement</p> <p>The Vision for Alsager Town Centre is supported however it is suggested that reference to protecting and enhancing the town centre's historic environment is included in the objectives.</p> <p>Section 7 of the document is called "Distinctive Character" yet it does not identify or describe any elements of the town centre's historic environment which currently make or could potentially make a positive contribution, English Heritage supports the drive for architectural quality and we refer</p>	<p>Much of the Victorian character of the town is actually outside of the town centre with only a very small number of properties within the town centre showing this same quality of character.</p> <p>It is expected that the creation of a distinctive character will be mostly through the development of new buildings. Further text has been added to paragraph 7.35 to give greater consideration to the historic value of buildings.</p> <p>Due to the small number of buildings of historic interest within the town centre it is felt inappropriate to include this within the objectives of the town centre strategy.</p> <p>It is expected that the creation of a distinctive character will be mostly through the development of new buildings. Further text has been added to paragraph 7.35 to give greater</p>

Comments / Issues Raised	Response
<p>you to our joint publication with CASE <i>Building in Context</i>. This section refers to the retention of traditional shop fronts and this supported, however it would be helpful to include relevant illustrations of Alsager town centre, This section could also cover enhancement schemes aimed at safeguarding and improving distinctive character.</p> <p>Section 10 refers to reducing street clutter and this is supported. I enclose for your information our guidance on <i>How to do a Street Audit</i>; other publications in our <i>Streets for All</i> series will also be helpful.</p>	<p>consideration to the historic value of buildings.</p> <p>Acknowledged. No amendments required.</p>
<p>Mr R J Cox By Post 03/09/09</p> <p>1) Fairview Car Park and Fairview Recreation Ground</p> <ul style="list-style-type: none"> a) I feel that Cheshire East Council should not sell of any part of this area nor hand over control of it to any private developer. b) The possible building of a superstore on this site – I note that there is no analysis of the potential effects of such a store on other businesses in Alsager. More Charity Shops? c) Any sale of the Fairview Car Park or recreation ground would be irreversible. Any bad effects would be irreversible. <p>2) Emphasis on Shops in the Development Plan</p> <p>The assertion that Alsager is under-shopped and that overall spend can be massively increased seems to me naïve for the following reasons:</p> <ul style="list-style-type: none"> i) 80%+ of people who live in Alsager work outside Alsager and 	<p>This is a planning document and as such does not make decisions in relation to the sale of land.</p> <p>A retail study was undertaken in 2006 which considered the level of spend available within Alsager this concluded that there was capacity for between 860sqm and 1,720sqm (net) of convenience floorspace.</p> <p>A retail study was undertaken in 2006 which considered the level of spend available within Alsager this concluded that there was capacity for between 860sqm and 1,720sqm (net) of convenience floorspace.</p>

Comments / Issues Raised	Response
<p>therefore shop on their way home.</p> <ul style="list-style-type: none"> ii) There is no way Alsager will compete with Shopping Centres and hypermarkets with free car parking. Money spent on car parking in Alsager will reduce the spend in shops and deflect current motorist customers elsewhere. iii) No cognisance has been taken of the rise of internet shopping, already 6% of total retail spend and rising e.g. could a bookshop in Alsager compete with Amazon? iv) Arguably the UK as a whole is 'over-shopped' e.g. bankruptcy of Woolworths, withdrawal of C&A from British markets, problems at B&Q and so on. 	<p>convenience floorspace.</p>
<p>3) Social and Community facilities in Town Plan</p> <ul style="list-style-type: none"> a) I would like to see more power of decision delegated to Alsager Town Council from Cheshire East Council. b) If Alsager is to retain any sort of identity, it needs to retain as a minimum the library, the Civic Centre and some sort of Cheshire East Council Office. c) One would like to see the library expanded to make good partially the loss of the MMU Alsager Campus library that many teachers were able to use. d) One would like to see Cheshire East Council consult with the organisers of the University of the Third Age to see if teaching facilities in the Civic Centre could be improved by the provision 	<p>This is a planning document and can not control the level of decision making power given to Alsager Town Council or the provision of resources for the U3A.</p> <p>This document seeks to ensure that the library and Civic Centre are retained within the town centre.</p>

Comments / Issues Raised	Response
<p>of such low cost items as white boards.</p> <p>N.B. It is hard to over-estimate the benefits of the role played by the U3A in Alsager in involving in communal life people who might otherwise be isolated at home.</p> <p>3) Alsager Market</p> <p>I see this as a most useful venture in that some stallholders fill gaps where local provision of shops has been eliminated by hyper/supermarket competition. In my case, I appreciate the presence of a fishmonger and a green grocery stall (greengrocers in Alsager have failed). Other people doubtless have other priorities.</p> <p>Conclusion</p> <p>a) Cheshire East Council has little power to influence sites which it does not own.</p> <p>b) My major concern, shared by most people in Alsager, is that the Council will wreck the centre of Alsager by selling part of Fairview Car Park for a supermarket.</p>	<p>Acknowledged. No amendments required.</p> <p>The SPD is intended to provide guidance for any future developments within Alsager Town Centre and it will be a material consideration in any decisions on future planning applications, regardless of land ownership.</p> <p>No amendments required. The SPD is intended to set out principles and policies to ensure that any development is the best and most suitable it can be.</p>

Appendix A: Notes of Workshops / Meetings

Alsager – Next Steps Workshop

Meeting of Alsager Town Council and Alsager Partnership
with Planning Officers

Review of Current Work

Presentation given by Joanne Dutton, highlighted the objectives for the town centre which have been subject to consultation and supported by local residents, these are:

- To improve the vitality and viability of Alsager Town Centre;
- To stimulate private and public sector investment in the town centre in terms of both built development and environmental improvements; and
- To secure enhanced community facilities.

Work undertaken by consultants has highlighted a number of opportunity sites within Alsager town centre these are:

1. Council Yard, Brookhouse Road
2. The Civic Quarter
3. The Town Centre Car Park, Playground and Co-op
4. Crewe Road Frontage

However, there are a number of areas where further work is needed:

- Creation of a positive identity for Alsager
- Public realm
- Pedestrian flows and accessibility for other modes
- Quality of built environment and design
- Building on, and linkages with, the historic environment
- Building on, and linkages with, Milton Park
- Potential for gateway or landmark developments
- Links between the opportunity sites

Vision for the Town Centre – Ideas of the Town Council and Partnership

A discussion was held regarding the vision for the town centre and the following points were raised:

- Barriers to pedestrian movement will need to be overcome e.g. the road ways which dissect the centre and road and rail routes which dissect the town more generally. Consideration needs to be given to transport routes and flows – Cheshire County Council are believed to have undertaken some work in this area which could be investigated to determine if there are feasible / viable alternatives to the current situation. Links to Milton Park and other open spaces in and around the town centre
- Links to other elements of the town such as historic and cultural heritage, to walking routes within the town and to other areas such as residential and employment. Ensuring an appropriate level of retail offer – discussion regarding whether this should be just for the

local residents are providing a wider offer to attract people into the centre – support was provided for both as it will be important to provide retail opportunities to meet local needs but some retailers may require a wider market in order to be successful – this potential relates to the ‘destination’ shopping which is mentioned later.

- Issues in relation to the Village Green – whether it receives Village Green status, how and if it will be protected, could alternatives be provided? Consideration was given to the role of the town centre within the settlement – its relationship with other sites such as the MMU needs to be considered – and in relation to other uses which can attract visitors such as the Alsager Football Club, the cultural associations and heritage trails

Lindsay Lewis then ran through the note of the Alsager Partnership Strategy Workshop which had highlighted a number of recommendations for the town centre – which can help to contribute to the vision of the town centre. Including:

- Maintaining green spaces with the town centre
- Maintaining the ‘village’ atmosphere
- Encouraging people to shop locally (reducing the carbon footprint)
- Creating a greater range and diversity of shops
- To provide a convenience retail offer to meet local needs, which should be located within the town centre
- Retention and improvement of the civic centre facilities potentially including a wide range of leisure activities and meeting rooms
- One Stop Shop and Town Council facilities under one roof
- Enlarged and improved recreational space at Milton Park, potentially including the development of a café
- A modern, well maintained play area close to the Civic Centre
- Improved views and access to the mere
- Potential for a museum and / or gallery space to create a focal point for local heritage
- Improvements to the built environment including:
 - General image of town centre
 - Public realm
 - Shop front improvements
 - Quality of roads, pavements and lighting

Potential Next Steps

Presentation given by Joanne Dutton which provided a number of potential options for the types of documents which could be prepared by the Council to take forward the planning policy for the development and enhancement of Alsager Town Centre.

These options were as follows:

1. Alsager Town Centre Area Action Plan(AAP)
2. Alsager Town Centre Supplementary Planning Document (SPD)
3. Alsager Town Centre Informal Masterplan
4. Development Briefs for Opportunity Sites
5. Alsager Town Centre SPD & Development Briefs for Opportunity Sites
6. Alsager Town Centre Informal Masterplan & Development Briefs for Opportunity Sites
7. Alsager Town Centre AAP production postponed until further work has been undertaken on the Core Strategy

Information was provided on each of the key options.

Option 1: Alsager Town Centre Area Action Plan (AAP)

PPS12 states that

“Area action plans should be used to provide the planning framework for areas where significant change or conservation is needed. A key feature of area action plans will be the focus on implementation. They should:

- i. deliver planned growth areas;
- ii. stimulate regeneration;
- iii. protect areas particularly sensitive to change;
- iv. resolve conflicting objectives in areas subject to development pressures; or
- v. focus the delivery of area based regeneration initiatives”

Cost / Benefits of an AAP		
Financial <ul style="list-style-type: none"> Evidence Base Production of document 3 stages of public consultation <ul style="list-style-type: none"> printing posting Examination <ul style="list-style-type: none"> Inspector Programme Manager Venue MOST EXPENSIVE 	Staff Resources <ul style="list-style-type: none"> Evidence Base Supporting documentation (SA and HRA) 3 stages of public consultation <ul style="list-style-type: none"> Exhibitions data input 	Risk <ul style="list-style-type: none"> Could be found unsound or request to withdraw Before the Core Strategy Required to prove ‘need’ for document
	Time <ul style="list-style-type: none"> Government Guidance suggests it takes 3 years to write a DPD 	Status <ul style="list-style-type: none"> The AAP will form part of the ‘Development Plan’ and provides the framework for planning decisions.

Option 2: Alsager Town Centre SPD

PPS 12 states that:

“Supplementary planning documents may cover a range of issues, both thematic and site specific, which may expand policy or provide further detail to policies in a development plan document. They must not however, be used to allocate land. Supplementary planning documents may take the form of design guides, area development briefs, master plan or issue-based documents which supplement policies in a development plan document”.

Cost / Benefits of a SPD		
Financial <ul style="list-style-type: none"> Evidence Base Production of document 1 stage of public consultation <ul style="list-style-type: none"> printing posting Potentially LEAST EXPENSIVE 	Staff Resources <ul style="list-style-type: none"> Evidence Base Supporting documentation 1 stage of public consultation <ul style="list-style-type: none"> Exhibitions data input 	Risk <ul style="list-style-type: none"> Can not allocate land and therefore does not provide the same level of policy as a DPD
	Time <ul style="list-style-type: none"> Experience suggests it takes 9 months to prepare an SPD 	Status <ul style="list-style-type: none"> A material consideration in the planning process

Option 3: Alsager Town Centre Informal Masterplan

CABE define a spatial masterplan as a sophisticated model which:

- Shows how streets, squares and open spaces of a neighbourhood are to be connected
- Defines the height, bulk and massing of buildings
- Sets out suggested relationships between buildings and public spaces
- Determines the activities and uses which will take place in the area
- Identifies the movement patterns for people on foot, or by bicycle, car or public transport, as well as looking at the needs of service and refuse vehicles
- Sets out the basis for the provision of utilities and other infrastructural elements
- Relates the physical form of the site to social, economic and cultural contexts and takes account of the needs of people living and working in the area
- Shows ways in which new neighbourhoods can be integrated into existing communities, and built and natural environments

Cost / Benefits of an Informal Masterplan		
Financial <ul style="list-style-type: none"> • Evidence Base • Production of document • Could involve further consultants work for some elements • Consultation <ul style="list-style-type: none"> ○ Printing ○ Posting 	Staff Resources <ul style="list-style-type: none"> • Evidence Base • As much or as little consultation as required not set out in guidance 	Risk <ul style="list-style-type: none"> • Does not carry the weight of a DPD and is therefore limited in scope
	Time <ul style="list-style-type: none"> • This will depend on the detail of the document but could be from 6 months to 2 years. 	Status <ul style="list-style-type: none"> • A material consideration in the planning process (but weight will depend on consultation undertaken and relation of document to current policies)

Option 4: Development Briefs for Opportunity Sites

A development brief is a document providing detailed information to guide developers on the type of development, design and layout constraints and other requirements for a particular site.

They can have differing levels of weight dependent upon the level of consultation undertaken.

Cost / Benefits of a Development Brief		
Financial <ul style="list-style-type: none"> • Evidence Base • Production of document • Consultation (if undertaken) <ul style="list-style-type: none"> ○ Printing ○ Posting 	Staff Resources <ul style="list-style-type: none"> • Evidence Base • As much or as little consultation as required not set out in guidance 	Risk <ul style="list-style-type: none"> • Does not carry the weight of a DPD and is therefore limited in scope
	Time <ul style="list-style-type: none"> • This will depend on the detail of the document but could be from 3 months to 1 year. 	Status <ul style="list-style-type: none"> • A material consideration in the planning process (weight will depend on consultation undertaken and relation of document to current policies) • Could be linked to the sale of the land

This was followed by a discussion as to the best document to take forward to ensure the most appropriate development of the town centre. A number of issues and concerns were raised in relation to:

- Out of town retail and how it could be limited or prevented
- How to get the most effective, efficient and best usage out of the town centre car park, playground and Co-op site
- The risks associated with each option including costs, time taken to produce the document and the potential for the documents to be found unsound or unable to fulfil the requirements of the town centre
- The weight given to each document

A decision was then made the most appropriate way forward for Alsager Town Centre at this time is to produce a Town Centre Strategy SPD, which will include elements that could be included within the Masterplan such as the connections and relationships between buildings, the patterns of movement and elements in relation to design. Development Briefs should then be prepared for the relevant opportunity sites, which can be identified within the SPD.

It was agreed that further meetings be held to ensure that both the Town Council and the Partnership feel they have ownership of the documents which are produced.

It was also agreed that both the Town Council and the Partnership would be kept up to date via email to ensure that the links that have been made are maintained and that the current enthusiasm for the production of the document is maintained.

Next Steps

A recommendation will be made to the Council, (both the Borough Council and the Shadow Authority) based on the decision made at this meeting, to remove the Alsager AAP from the Local Development Scheme (LDS). The report will also provide information in relation to how the development of Alsager Town Centre will be taken forward, and again this will reflect the decision made at this meeting to prepare an SPD, covering some elements of a Masterplan, with Development Briefs prepared for appropriate sites.

The Planning Officers will bring together the current and new information in relation to Alsager Town Centre and will produce a draft copy of the SPD. The draft SPD will then be brought to a further meeting of the Town Council and Alsager Partnership to allow for further discussion, to ensure that the document is appropriate to meet the vision for Alsager, prior to the document being made available for public consultation.

The Planning Officers will work together with the Property Services team to determine the most appropriate method for the preparation of a Development Brief. This is likely to involve discussion with landowners to ensure that the Development Briefs cover the most appropriate areas.

Glossary

Allocation	Land which is acceptable in principal for development for a particular purpose and which is not already in use for that purpose and is therefore 'allocated' within the Development Plan. The development of such sites is still dependent on planning permission being obtained.
Area Action Plan	AAP Plans for areas of change or conservation for a specific geographical area. Their purpose is to deliver planned growth, stimulate regeneration, protect areas sensitive to change through conservation policies, make proposals for enhancement and resolve conflicting objectives in areas where there is significant development pressure. Area action plans are development plan documents, which means they carry the full weight of the planning system in determining planning applications.
Development Plan	The adopted statutory land use and spatial plans for an area. The development plan sets the policies and proposals for the development, conservation and use of land and buildings in the authority's area. Currently, the development plan includes the Regional Spatial Strategy, the Cheshire Structure Plan, the Cheshire wide Minerals and Waste Local Plans and the 'saved' policies of the Congleton Local Plan. In the future it will include Development Plan Documents, which may supersede the 'saved' policies of the Local Plan. The development plan - with its polices and proposals - is the most important consideration for local planning authorities when they make a decision on a planning application.
Development Plan Document	DPD The term 'Development Plan Document' covers any document within the Local Development Framework that is part of the Development Plan. A Development Plan Document has to be independently tested by a Planning Inspector and carries full weight in relation to planning applications, which distinguishes it from a supplementary planning document. Development Plan Documents

		include the Core Strategy, Area Action Plans and Site Allocations.
Local Development Framework	LDF	A portfolio or folder of planning documents collectively setting out the spatial planning strategy for a local area, it will eventually replace the Local Plan.
Local Development Scheme	LDS	A programme setting out the proposed documents within the Local Development Framework and the timetable for their production.
Local Plan		These were produced by District Councils, such as Congleton Borough Council, a Local Plan once adopted, provided detailed policies to guide development in the whole of the local authority area and includes detailed proposals for specific sites. The Local Development Framework will replace the Local Plan as it is produced.
Planning Inspectorate		Body that considers the appropriateness of planning policies, taking into account public consultation responses.
Planning Policy Statement	PPS	A series of statements issued by the Government, setting out policy on different aspects of planning. Local Planning Authorities must take their content into account in preparing their LDF.
Supplementary Planning Document	SPD	A Local Development Document that holds less weight than a Development Plan Document when determining planning applications an SPD provides additional guidance to development plan policies. It is not subject to an independent examination, but is subject to community and stakeholder involvement.

Sources of Further Information

You can find out about the planning system and how it works at www.planningportal.gov.uk

Further information on Local Development Frameworks can be found in PPS12 and the Government guidance document 'Creating LDFs'. PPS12 and Creating LDFs can be found on the Communities and Local Government website at:

<http://www.communities.gov.uk/planningandbuilding/planning/planningpolicyguidance/planningpolicystatements/planningpolicystatements/pps12>

The Planning Inspectorate has recently published a document called "Local Development Frameworks: Lessons Learnt Examining Development Plan Documents (PINS June 2007)". This document focuses on the lessons learnt from examining Core Strategies, however, there are a number of points which are relevant to any DPDs and some which are specific to Area Action Plans. This document can be found on the Planning Inspectorates website at: http://www.planning-inspectorate.gov.uk/pins/appeals/local_dev/index.htm

More information in relation to Masterplans can be found in CABE's document 'Creating Successful Masterplans' which can be found on their website at: <http://www.cabe.org.uk/default.aspx?contentitemid=451>

To access a downloadable copy of the Draft North West Plan ~ Regional Spatial Strategy (RSS) or to find out more information about regional planning, visit the North West Regional Assembly (NWRA) website at: <http://rpg.nwra.gov.uk/planning/spatial.php> or for a hard copy contact the NWRA by telephone on 01942 737921.

And obviously further information on the Congleton LDF can be found on the Council's website: www.congleton.gov.uk or by speaking to one of the planning officers on the Council's usual telephone number.

Example Documents

These documents just provide a couple of examples of each type of document option, they are not necessarily best practice.

Area Action Plans

- Walker Riverside AAP (Newcastle)
http://www.newcastle.gov.uk/wwwfileroot/regen/ldf/Walker_Riverside_AAP.pdf
- Biddulph Town Centre AAP
http://www.staffs Moorlands.gov.uk/site/scripts/documents_info.php?documentID=330&pageNumber=4

Town Centre SPDs

- Aldershot Town Centre SPD
<http://www.rushmoor.gov.uk/index.cfm?articleid=6882>
- Royston Town Centre Strategy SPD
http://www.north-herts.gov.uk/royston_town_centre_strategy_jan_2008_part_1.pdf

Masterplans

- Burgess Hill Town Centre Masterplan SPD
<http://www.midsussex.gov.uk/page.cfm?pageID=4311>
- Ilkeston Town Centre Masterplan
This document had been prepared as an AAP but has been withdrawn as an AAP and is now just used as a Masterplan.
<http://www.erewash.gov.uk/Environment/Planning/localDevelopmentFramework/masterplans/ilkestontowncentremasterplanplan.htm>

Development Briefs

- Prospect Hill Town Centre SPD (Site Development Brief)
<http://redditch.whub.org.uk/home/rbc-planning-prospect-hill-linked.pdf>
- Neston Town Centre Development Brief
Ellesmere Port and Neston Borough Council wish to bring about the delivery of a major redevelopment scheme in Neston town centre comprising: the creation of new public space adjacent to the High Street together with new and improved pedestrian routes and environment, a new food store of around 33,500ft² gross and a limited amount of commercial/additional retail /residential development.
http://www.ellesmereport-neston.gov.uk/documents/document_display.htm?pk_document=3022

Alsager Town Centre Strategy



Joanne Dutton

Approach

- Executive Meeting 25th June recommendation to Council:
 - Cease work on the Alsager Town Centre Area Action Plan (AAP)
 - Prepare an Alsager Town Centre Supplementary Planning Document (SPD)
 - Development Briefs for Opportunity Sites – notably Fairview Car Park

National Policy Context

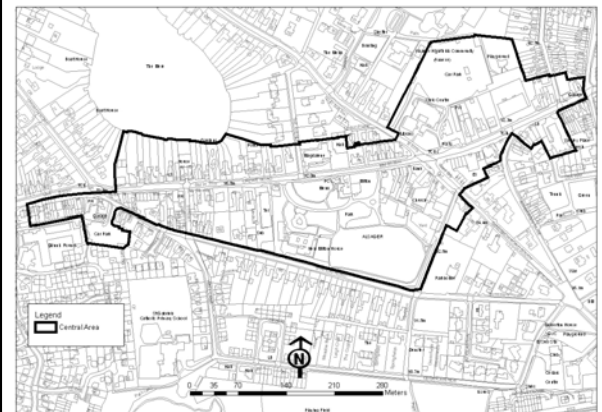
- PPS1: Delivering Sustainable Development
 - policies should promote high quality inclusive design.
 - focus developments that attract a large number of people, especially retail, leisure and office development, in existing centres to promote their vitality and viability.
- PPS6: Planning for Town Centres
 - Government's key objective for town centres is to promote their vitality and viability by:
 - planning for the growth and development of existing centres; and
 - promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all.

National Guidance

- CABE's Design Reviewed – Town Centre Retail
 - key principles:
 - **Good urban design** – the principles of which are set out in 'By Design', and include the importance of character, legibility, ease of movement, adaptability and a mix of uses.
 - **Good architecture** – buildings with civic quality that enhance their internal and external environments through their scale, massing, proportions and detailing.
 - **Good for retail** – the development must work for retail and leisure providers in their core business, selling products to customers.
 - **Good for everyone** – the development must minimise any negative impacts on the environment and promote a safe and inclusive environment for all who want to use the town centre, including those with special access needs.

Regional Policy Context

- Draft RSS: Policy W5 – Retail Development
 - *'investment, of an appropriate scale, in centres not identified . . . will be encouraged in order to maintain and enhance their vitality and viability, including investment to underpin wider regeneration initiatives, to ensure that centres meet the needs of the local community'.*



Local Policy Context

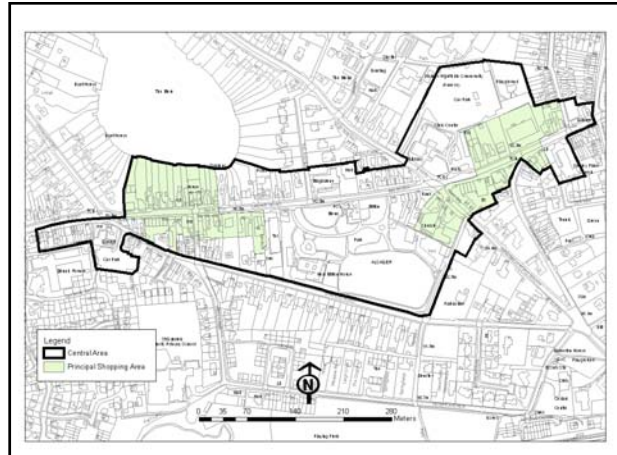
- Congleton Borough Local Plan First Review

- **S4 - Principal Shopping Areas**

Within the principal shopping areas as defined on the proposals map proposals for further non-retail uses at ground floor will not be permitted (other than proposals involving the change of use of A1 premises to A2 or A3 uses).

Proposals for the change of use of existing A1 ground floor retail uses to A2 or A3 uses will only be permitted where all of the following criteria are satisfied:

- The proposed use is complimentary to adjacent shopping uses in terms of its operational characteristics;
- The proposed use retains a display frontage appropriate to a shopping area;
- The proposed use does not lead to a concentration of non a1 uses;
- The proposal accords with other policies of the local plan.



Local Policy Context

- **S5 - Other Town Centre Areas**

Within the town centre not otherwise defined as a principal shopping area, proposals for non-retail uses at ground floor level will be permitted where the proposed use is a commercial, leisure, entertainment, community or civic use appropriate to the town centre, or for residential use on the periphery of the town centre, where all of the following criteria are satisfied:

- The proposed use does not on its own or in combination with other existing non-retail uses detract from the overall town centre function of the area;
- There is no detrimental impact on the amenities of any future occupier from existing adjacent uses;
- The proposal has no detrimental impact on the amenities of adjacent properties;
- The proposal accords with other policies of the local plan.

Local Policy Context

- **S6 - The Use Of Upper Floors Within Town Centres**

- Proposals for the use of upper floors within town centres for non-retail use, including b1 office use or conversion into self-contained flats, will be permitted where the proposal meets the following requirements:

- A reasonable standard of accommodation is capable of being provided;
- No detrimental impact on the amenities of any future occupier, from existing adjacent uses;
- No detrimental impact on the amenities of other occupiers of the property or adjacent properties;
- Separate access to the accommodation is provided;
- No detrimental alterations are required on principal facades;
- Availability of car parking in the vicinity;
- Accordance with other policies of the local plan.

Local Policy Context

- Policy GR1: New Development

- requires all new development to be of a high standard, to conserve or enhance the character of the surrounding area and to have regard to the principles of sustainable development.

- Policy GR2: Design

- requires development to meet a number of design criteria.

- Policy GR9: Accessibility, Servicing and Parking Provision

- provides the criteria that must be met for all developments requiring access, servicing or parking facilities.

- Policy S11: Shop Fronts and Security Shutters

- provides the criteria for new shop fronts, alterations to shop fronts and replacement shop fronts.

- Policy RC1: Recreation and Community Facilities Policies

- provides the policy to ensure that recreational and community facilities accurately reflect the needs of the Borough and that their development does not adversely affect the surrounding area.

- Policy RC11: Indoor recreation and community uses,

- provides the criteria that must be met for the development of indoor recreation and community facilities.

National Issues

- Competition from **retail parks** which have a competitive advantage in terms of ease of access and abundant free surface level car parking can result in loss of trade or relocation of traders
- Superstores** selling an **increased range of non-food goods** (including clothing) as they seek new profit and growth opportunities
- Growth in unit sizes** to meet occupier requirements for fewer, larger units
- Growing disparity between large destination centres and medium and smaller centres** as key operators focus their attention on a limited number of locations

Local Issues

- Image and character of Alsager **town centre**
- Unfulfilled shopping potential and loss of trade to other Towns
- Deficiencies in recreation, leisure and culture
- Civic Centre and other public buildings – appearance and fit for purpose?
- Infrastructure – quality of roads and paving, pedestrian facilities, signage in and around town
- Ageing population
- Fear of crime and anti-social behaviour

Local Issues

- Do you agree with this list of issues for Alsager Town Centre?
- Are there any other local issues which need to be considered as part of the Town Centre Strategy?

Local Pride

- Character of Alsager ‘the Village’
- Natural environment – the Mere, Milton Park and town centre trees and planting
- Bank Corner Pub
- Civic Centre – good location and well used
- “Destination businesses”
- Market
- Pro-active community

Local Pride

- Do you agree with this list of strengths and areas of pride for Alsager Town Centre?
- Are there any other local strengths or areas of pride which need to be considered as part of the Town Centre Strategy?

Objectives

Issue / Pride	Objective
Image and character of Alsager town centre	To create a distinctive character for the Town Centre that will inspire a sense of pride amongst local residents, workers and visitors.
Character of Alsager ‘the Village’	
Unfulfilled shopping potential and loss of trade to other Towns	To maintain Alsager Town Centre as a vital and viable town centre area, with a variety of shops to meet the needs of the local residents, as well as a number of specialist shops and stalls that draw in visitors from further a field.
Market	
“Destination businesses”	
Deficiencies in recreation, leisure and culture	To support a good range of high quality, accessible, leisure, cultural and community facilities, to meet the needs of local residents, workers and visitors.
Civic Centre and other public buildings – appearance and fit for purpose?	
Civic Centre – good location and well used	

Objectives

Issue / Pride	Objective
Infrastructure – quality of roads and paving, pedestrian facilities, signage in and around town	To improve accessibility within the Town Centre for all pedestrians and cyclists and to the Town Centre by pedestrians, cyclists and all other means of transport.
Ageing population	
Natural environment – the Mere, Milton Park and town centre trees and planting	To provide an accessible, high quality, safe and attractive public realm and new public spaces that will form the heart of civic life.
Bank Corner Pub	
Fear of crime and anti-social behaviour	To provide a well managed and safe Town Centre.
Pro-active community	

Objectives

- To create a distinctive character for the Town Centre that will inspire a sense of pride amongst local residents, workers and visitors.
- To maintain Alsager Town Centre as a vital and viable town centre area, with a variety of shops to meet the needs of the local residents, as well as a number of specialist shops and stalls that draw in visitors from further a field.
- To support a good range of high quality, accessible, leisure, cultural and community facilities, to meet the needs of local residents, workers and visitors.
- To improve accessibility within the Town Centre for all pedestrians and cyclists and to the Town Centre by pedestrians, cyclists and all other means of transport.
- To provide an accessible, high quality, safe and attractive public realm and new public spaces that will form the heart of civic life.
- To provide a well managed and safe Town Centre.

Objectives

- Do you agree with these objectives, for Alsager Town Centre?
- Are there any other objectives which should be included as part of the Town Centre Strategy?

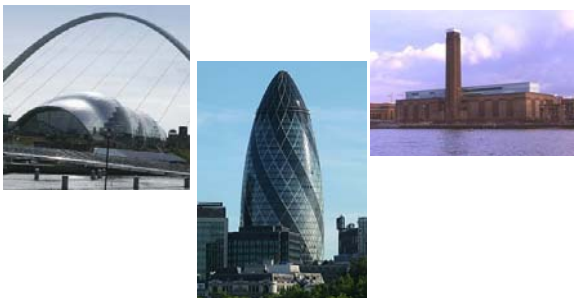
Distinctive Character

- Gateways
- Landmark Buildings
- Public Art
- Design of new development
- Shop Fronts
- Do you have any other suggestions?

Gateways

- Signage – Welcome to Town Centre?
- Public Art
- Buildings
- Change in quality of materials for paving, surfacing, street furniture etc?

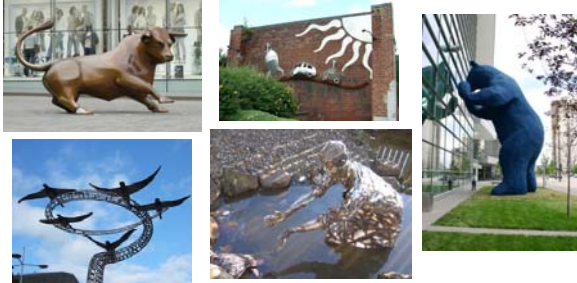
Landmark Buildings



Landmark Buildings

- Landmark buildings create vistas and views and help people to navigate their way around
- Role of religious buildings
- Importance of road intersects
- Should the strategy promote landmark buildings on Bank Corner?
- Or at other locations within the town centre?

Public Art



Public Art

- Should be encouraging each development to provide it's own public art?
- Should we be looking for each development to contribute to one specific installation?
- If it was to a specific piece who would determine what and where? Potentially there may need to be a Public Art Strategy.

Design of New Development

- Quality of materials
- Size and Scale (i.e. plot widths of 5-7m to create rhythm and height of buildings to create harmony with others)
- Active frontages
- Appropriate servicing and storage
- Creation of views
- Appropriate Shop Fronts

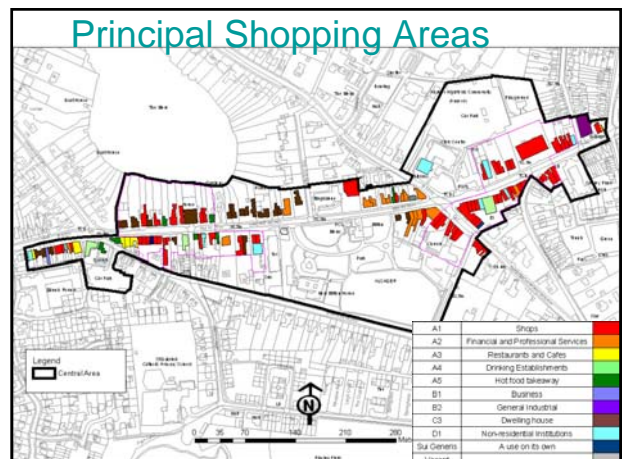
Shop Fronts



Vital and Viable Shopping Area

- Principal Shopping Areas
- Town Centre Market
- The Evening Economy
- New Retail Provision
- Do you have any other suggestions?

Principal Shopping Areas



Principal Shopping Areas

- Local Plan Policy looks to ensure that the Principal Shopping Area retain the A1 retail uses
- Current uses show that this is working better on the Lawton Street area than the Crewe Road Area
- Could others areas be identified for a concentration of uses i.e. services near Bank corner?

Town Centre Market

- Should this be maintained?
- Is the current location the right (or only) location?
- Could it be indoors as well as outdoors?
- Could it be expanded?
- Or more frequent?

Evening Economy

- Impact of MMU closure?
- Significant numbers of Takeaways – should they be maintain or should the Strategy look for change?
- Is there a demand for the creation of an evening economy in Alsager?
- If so, what elements should the strategy encourage?
 - Given that 60% of those questioned felt that '*Alsager would not be a better place to shop if more cafes and restaurants were provided*'.

New Retail Provision

- When asked if they thought '*an improved range and choice of food shopping would encourage more people to shop in Alsager*' 81% agreed.
- Cheshire Town Centre Study 2006 to 2021, capacity for:
 - convenience floorspace 860sqm - 1,720sqm (net)
 - comparison floorspace 1,380sqm - 1,971sqm (net)
- Strategy can not allocate but can identify this need and the capacity

Leisure, Cultural and Community Facilities

- Protection and enhancement of existing facilities
 - When asked if they '*used the existing community and leisure facilities in the Town Centre*' 85% agreed.
- Should there be additional leisure, cultural and community facilities within the town centre? If so, what and where?
- Do you have any other suggestions?

Accessibility

- Permeability
- Legibility
- Access to the town centre
- Do you have any other suggestions?

Permeability

- How easy is it to walk, cycle or drive around the town centre?
- Direct access
- Desire Lines
- Lack of pedestrian crossings on the Crewe Road end of the town centre

Legibility

- Signage – quality, location and decluttering
- Views and vistas

Signage



Access

- Can access by Car be improved?
- Can access by Public Transport be improved?
- Can access by Pedestrians be improved?
- Can access by Cyclists be improved?
- Can access by those who are less mobile be improved?

Access



Public Spaces

- Enhancing Public Spaces
 - When asked if they thought that '*improvements to the public spaces would make Alsager a more attractive place to visit*' 85% agreed.
 - Clear definition between private and public spaces
 - Active frontages in public areas
- Public Art
- High quality street furniture and use of appropriate materials
- Do you have any other suggestions?

Successful Public Spaces



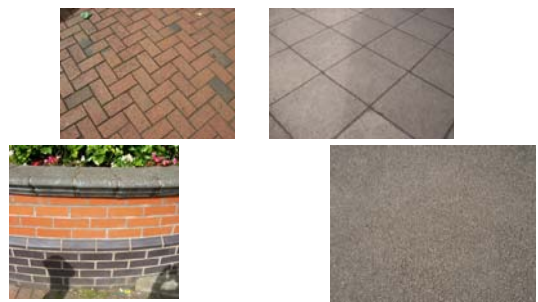
Alsager's Public Spaces



Street Furniture



Materials



Town Centre Management

- Partnership Working
 - Some elements of the strategy will require more than just planning input
- Developer Contributions
- Do you have any other suggestions?

Area Specific Policies

- Crewe Road
- Milton Park
- 2-12 Lawton Road and 43-45 Sandbach Road South
- Civic Quarter
- Fairview Car Park
- Do you have any other suggestions?

Crewe Road

- Currently dominated by takeaways
- Impact from the closure of the MMU Campus?
- Should the strategy look to decrease the numbers of takeaways in the area?
- And encourage retail uses (A1) or restaurants (A3) or professional services (A2)?
- Links to previous policy ideas



Milton Park



- Protection and / or enhancement
- Access
- Signage
- Creation of links from the Park to the Street – Green Trail? Public Art?

2-12 Lawton Road and 43-45 Sandbach Road South

- Build on current improvements – such as 'The Bank' Pub
- Enhance existing shop frontages
- Potential for longer term redevelopment if current building is not or can not be enhanced?



Fairview Car Park

- Land owned by the Council and identified by developers as suitable for retail development, with 2 outstanding planning permissions
- The site is currently used as a car park, for the weekly market and as a neighbourhood recycling point
- Development Brief to be prepared for this site

Civic Quarter



- Opportunity for improvements and enhancements to all the buildings within this area
- Importance of maintaining these facilities within the Town Centre
- Important that these buildings are accessible and fit for purpose
- Consideration of future use and management

Appendix B: Note of Public Meeting

Alsager Town Centre SPD Public Meeting 28th September 2009

Notes of public comments

Councillor David Brown opened the meeting followed by a presentation from Joanne Dutton.

Comments

David Beeston?

If the document came to pass, Alsager would be a splendid place to live. The document lists a number of sites, but they are not prioritised. First priority should be the supermarket and associated car parking because this will influence the rest of the town centre. Asked whether the money from the sale of the car park would be spent in Alsager.

Sarah Anderson

Impressed by document and pleased to see that CE thinking strategically about Alsager. Considers enclosed public spaces to create a good image - maybe something that could be considered for Brookhouse Road. Slightly concerned about the concept of 'signature' buildings at the X roads. Could block the view of the town.

Ted Gibbins

The document lacks crucial details as to market research. It should include that information to enable proposals to be challenged. Alsager is a dormitory town, people travel to the Potteries, Manchester etc to work. Many residents are retired and not looking for employment. People like to do their shopping at lunch time where they work.

Sainsburys has opened in Alsager and is providing a good service.

Report says one of the strengths of the town centre is the free parking. But proposals such as the supermarket, public art and tree planting will reduce parking

Even in cities people travel miles for shopping.

Car park charges will have an adverse impact on the town centre. He personally never found it difficult to park even on Market days.

A town of this size cannot support a museum.

The document proposes change for the sake of change.

Clive Waterman

Proposals will not work because people who use the car park are those who use the civic centre, the town centres shops etc.

The Civic Hall will fail if car park charges are introduced. Many of the organisations who use the Civic Hall will close down because people can't afford to pay for parking.

John Band

Asked why Sainsbury's was allowed to build.

Mrs Dyke

4 years ago people were packed into the Civic Hall because of the threat to the car park, the Civic Hall etc

The Park project has come to a standstill, nothing has happened on the Supermarket and car park charges are to be introduced. The Civic Hall is still under threat.

The town has a glut of supermarkets.

The report refers to No's 2 – 12 Lawton Road but what about the eyesore on the other side of the road?

There's no detail on when things will happen or where the money's coming from.

It's all 'pie in the sky'.

Peter Smith

Town Council and others have not built on their well established links with the High School – it would have been a good idea to asked school pupils for comment.

Disappointed that the document does not refer to the railway station. It would be good location for a 'gateway' for those coming into town from the Audley direction.

Welcome reference to 'specialist shops and stalls'

Difficult to find parking spaces on Market days after 11.00 am.

There would be benefit in having an indoor market.

Hopes that Kimberley will take away from the meeting that the car park is called 'Fairview' – he is frightened by the gaudy green that the Co-op uses for its store décor.

Councillor Derek Hough

Has been involved in the production of the document and is proud of it. The meeting 4 years ago was packed and controversial. There has been progress since then but the same views have been aired tonight. Generally people want to encourage the use of the town centre. People don't want a commuter town with no facilities, we want a strong vibrant community. A planning application for the supermarket has not come forward, not because of Congleton Borough Council or Cheshire East but because of developer. The developer will have to take into account this document which looks to cater for local needs. We could improve the public realm with seating.

If you liken Congleton to Alsager, CE owns the car park, the civic hall, the one stop shop and the town yard. What happens to the money from the sale of these assets? We can't promise it will stay in Alsager. We have to be honest and say to the developer and say "You can have the car park but instead of paying us money you must repair the Civic Hall".

There is a need to retain and improved Alsager as a good place to live.

Lindsay Lewis

It is a shame that there aren't many young people here tonight. Young people have had an input to the Partnership and we are looking for opportunities for young people to express their views.

The area of the study should include the station and accessibility from it to the town centre. Connectivity to the town centre is important.

The document contains many ideas but where is the money? CE must take it seriously and work with people of Alsager to take it forward. Some things can be done without huge resources e.g. an indoor market

Mrs Dyke

I'm not negative, but it is important to understand what the SPD means. What will happen to the Civic Hall if it is sold?

Ted Gibbins

If a new supermarket opens, other shops will close. There is a need to compare Alsager with like towns.

If something new is created, there will be casualties in the retail sector.

If the document has weaknesses then it should be amended.

Jane Holton

Her shop (on Crewe Road) is outside the green area (Principal Shopping Area) and would like clarification on the proposal to concentrating take-aways in that part of the centre.

There is a problem of accessibility in the use of upper floors for retailing.

Nevertheless, overall it is a goods document.

John Band

Should consider using the Garages on Bank Corner as a gateway to the park.

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www.cheshireeast.gov.uk

This information is available in other formats on request
