

Cabinet Member for Strategic Communities

Agenda

Date: Tuesday, 17th July, 2012
Time: 2.00 pm
Venue: Mayors Reception Room
Municipal Buildings, Earle Street, Crewe, CW1 2BJ

The agenda is divided into 2 parts. Part 1 is taken in the presence of the public and press. Part 2 items will be considered in the absence of the public and press for the reasons indicated on the agenda and at the foot of each report.

PART 1 – MATTERS TO BE CONSIDERED WITH THE PUBLIC AND PRESS PRESENT

1. **Apologies for Absence**

2. **Declarations of Interest**

To provide an opportunity for Members and Officers to declare any personal and/or prejudicial interests in any item on the agenda.

3. **Public Speaking Time/Open Session**

In accordance with Procedure Rules Nos.11 and 35 a period of 10 minutes is allocated for members of the public to address the meeting on any matter relevant to the work of the meeting. Individual members of the public may speak for up to 5 minutes but the Chairman or person presiding will decide how the period of time allocated for public speaking will be apportioned where there are a number of speakers. Members of the public are not required to give notice to use this facility. However, as a matter of courtesy, a period of 24 hours' notice is encouraged.

Members of the public wishing to ask a question at the meeting should provide at least three clear working days' notice in writing and should include the question with that notice. This will enable an informed answer to be given.

For requests for further information

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4. **Draft Crewe Town Strategy** (Pages 1 - 42)

To consider a report seeking agreement to the publication of the Draft Crewe Town Strategy, for public consultation, to ultimately form part of the evidence base for the Cheshire East Local Plan.

5. **Draft Macclesfield Town Strategy** (Pages 43 - 74)

To consider a report seeking agreement to the publication of the Draft Macclesfield Town Strategy, for public consultation, to ultimately form part of the evidence base for the Cheshire East Local Plan.

CHESHIRE EAST COUNCIL

Cabinet Member for Strategic Communities

Date of Meeting: 17th July 2012
Report of: Strategic Director - Places
Subject/Title: Draft Crewe Town Strategy
Portfolio Holder: Councillor David Brown

1.0 Report Summary

- 1.1 This report seeks agreement to the publication of the Draft Crewe Town Strategy, for public consultation, to ultimately form part of the evidence base for the Cheshire East Local Plan.

2.0 Recommendation(s)

- 2.1 That the Portfolio Holder agrees:
- The publication of the Draft Crewe Town Strategy, for public consultation; and
 - The use of the finalised document as part of the evidence base for the Cheshire East Local Plan.

3.0 Reasons for Recommendation(s)

- 3.1 The Draft Crewe Town Strategy, along with Draft Town Strategies for the towns of Handforth, Knutsford, Nantwich, Poynton and Macclesfield will undergo public consultation during the summer of 2012. They will then be revised, to take into account the consultation responses and will form part of the evidence base for the Cheshire East Local Plan.

4.0 Wards Affected

- 4.1 The Wards affected lie within Crewe and its surrounding areas; they are as follows: Crewe Central; Crewe East; Crewe North; Crewe South; Crewe St Barnabas; Crewe West; Haslington; Leighton; Shavington; Willaston and Rope; Wistaston; Wybunbury.

5.0 Local Ward Members

- 5.1 Crewe Central – Councillor Irene Faseyi; Crewe East – Councillor Margaret Martin; Councillor David Newton; Councillor Chris Thorley; Crewe North – Councillor Mo Grant; Crewe South – Councillor Dorothy Flude; Councillor Steven Hogben; Crewe St Barnabas – Councillor Roy Cartlidge; Crewe West – Councillor Peter Nurse; Councillor Michelle Sherratt; Haslington – Councillor John Hammond; Councillor David Marren; Leighton – Councillor Derek Bebbington; Shavington – Councillor David Brickhill; Willaston and Rope – Councillor Brian Silvester; Wistaston –

Councillor Margaret Simon; Councillor Jacqueline Weatherill; Wybunbury – Councillor Janet Clowes.

6.0 Policy Implications (including carbon reduction and health)

- 6.1 The Draft Crewe Town Strategy will help to inform relevant Policies in the Cheshire East Local Plan and will include sites that could potentially be identified as Strategic Sites within the Cheshire East Local Plan Core strategy or development sites within the Site Allocations document.
- 6.2 A Sustainability Appraisal has been carried out for the Draft Crewe Town Strategy; it includes the requirements of a Health Impact Assessment. The Sustainability Appraisal will also be the subject of public consultation, at the same time as the Draft Town Strategies.

7.0 Financial Implications (authorised by Director of Finance and Business Services)

- 7.1 The publication of the Town Strategy for public consultation and its use in the development of the Local Plan will be managed within existing budgets. Any subsequent capital investment (e.g. funded by the Community Infrastructure Levy) will be considered as part of the Council's future strategic capital planning processes.

8.0 Legal Implications (authorised by Borough Solicitor)

- 8.1 Paragraph 17 of the National Planning Policy Framework sets out 12 principles that should underpin plan-making and decision taking. They include empowering local people to shape their surroundings. It is considered that the Town Strategy process provides a way of ensuring that this will happen.
- 8.2 Paragraph 155 of the National Planning Policy Framework also states that early and meaningful engagement and collaboration with neighbourhoods, local organisations and businesses is essential. Again, it is considered that the Town Strategy process provides a way of ensuring that this will happen.

9.0 Risk Management Implications

- 9.1 The Draft Crewe Town Strategy will undergo public consultation; further work will also be carried out in relation to the potential development sites in the document, with regard to their suitability for development and deliverability.

10.0 Background and Options

- 10.1 Public consultation has already taken place on Draft Town Strategies for Alsager, Congleton, Middlewich, Sandbach and Wilmslow. Stakeholder Panels were formed for those towns, who were assisted to write their Draft Town Strategies by Cheshire East Council (Broadway Malyan, in the case of Wilmslow). The Draft Town Strategies were agreed for the purpose of public consultation, by the relevant Town Councils.

- 10.2 This process is also taking place in the towns of Crewe, Handforth, Knutsford, Nantwich, Poynton and Macclesfield. In the case of Crewe, the Crewe Local Members have formed the Stakeholder Panel and they took part in two Workshops to develop the Draft Town Strategy. In addition, members of the All Change for Crewe Project Board/Groups and Parish Councils were invited to a workshop. A copy of the draft Strategy is attached. It sets out a vision for the town, key objectives, potential development sites and key infrastructure priorities. Although the Crewe Local Members have now agreed the content of the document, for the purpose of public consultation, a Crewe Town Council does not yet exist and therefore there is a need for formal agreement of the Portfolio Holder.
- 10.3 All of the Town Strategies will ultimately form part of the evidence base for the Cheshire East Local Plan and will help to inform Policy writing and the identification of Strategic Sites and sites for inclusion in the Site Allocations document.
- 10.4 The Cheshire East Local Plan will not however be bound by the content of the Town Strategies.

11.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

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1 Introduction

1.1 This draft Town Strategy for Crewe has been informed by Local Councillors, representatives of the All Change for Crewe Project Board/Groups and representatives of some of the surrounding Parish Councils of Crewe working closely with Cheshire East Council.

1.2 This Town Strategy represents a set of different options to achieve a jobs-growth led vision for Crewe; it is not a set of development proposals.

1.3 As part of the High Speed 2 rail proposals, from Birmingham to Manchester, there is the potential for a new hub station to be located at Crewe. This Town Strategy recognises the importance of High Speed 2; a Government announcement on the initial preferences for station locations and the line of the route of High Speed 2 is due to be made in Autumn 2012, followed by a formal public consultation in spring 2013. The content of such an announcement may mean that the Local Plan will need to reflect the opportunities that this could represent for Crewe in more detail than is shown in this Strategy.

1.4 Once finalised, the Town Strategy will feed into the Cheshire East Local Plan, which will set the planning policies in Cheshire East to 2030.

National Planning Policy Framework

1.5 The new National Planning Policy Framework (NPPF) encourages Local Authorities to have an up-to-date Local Plan in place as soon as possible. It says the purpose of planning is to help achieve sustainable development. 'Sustainable means ensuring that better lives for ourselves don't mean worse lives for future generations.' 'Development means growth... we must house a rising population... our lives and the places in which we live them can be made better, but they will certainly be worse if things stagnate.'

1.6 The National Planning Policy Framework also says that Local Authorities should use their evidence base to make sure that their Local Plan meets *the full objectively assessed needs for market and affordable housing in the housing market area*.

Local Plan

1.7 The Local Plan will be the new Development Plan for Cheshire East. It will contain planning strategy, policies and site allocations. It will be accompanied by an Infrastructure Plan that will set out the transport, social (for example schools) and other infrastructure required to support development.

1.8 The Local Plan will look at the social, economic and environmental needs of each town. It will help to deliver economic growth by identifying and unlocking development opportunities, and help us to co-ordinate the delivery of new and improved roads, public transport and utilities. It will help to improve our environment by setting improved design standards for new development; protecting nature conservation areas; promoting parks and open spaces; safeguarding heritage assets (such as Listed Buildings); encouraging the generation of renewable energy; and safeguarding the countryside by focusing development to the towns and larger villages.



1.9 The Local Plan will consider how much housing is needed, including the mix of types and sizes of new homes. It will look at possible sites and consider associated needs for new and improved schools and community facilities. It will also consider the needs for other types of land-use, such as employment, retail and leisure uses.

1.10 The National Planning Policy Framework is clear that at the heart of the planning system, there is a 'presumption in favour of sustainable development'. The Local Plan will enable the Council to guide this sustainable development to the most appropriate locations in Cheshire East, and to make sure that all new development contributes to future infrastructure needs. However, there will be tough choices to be made about where development should go.

Town Strategy for Crewe

1.11 During 2011, Cheshire East Council sought the views of residents, workers, visitors and shoppers on what they most liked about their town or village and what they wanted to see improved. This was called the Place Shaping Consultation. In Crewe, the factors most valued were community facilities such as libraries and theatres, health and educational facilities. The town centre and its appearance, traffic levels and employment opportunities were identified as being of most need of improvement in the town.

1.12 Following on from the Place Shaping Consultation, the Council has been working closely with representatives of the local community to develop this draft Strategy to guide the future planning of Crewe. Two workshops were held with Cheshire East Councillors representing Crewe and its surrounding Parishes. A workshop was also held with some members of the All Change for Crewe Project Board/Groups which was attended by business, community and environmental groups and representatives of some of the surrounding Parish Council areas.

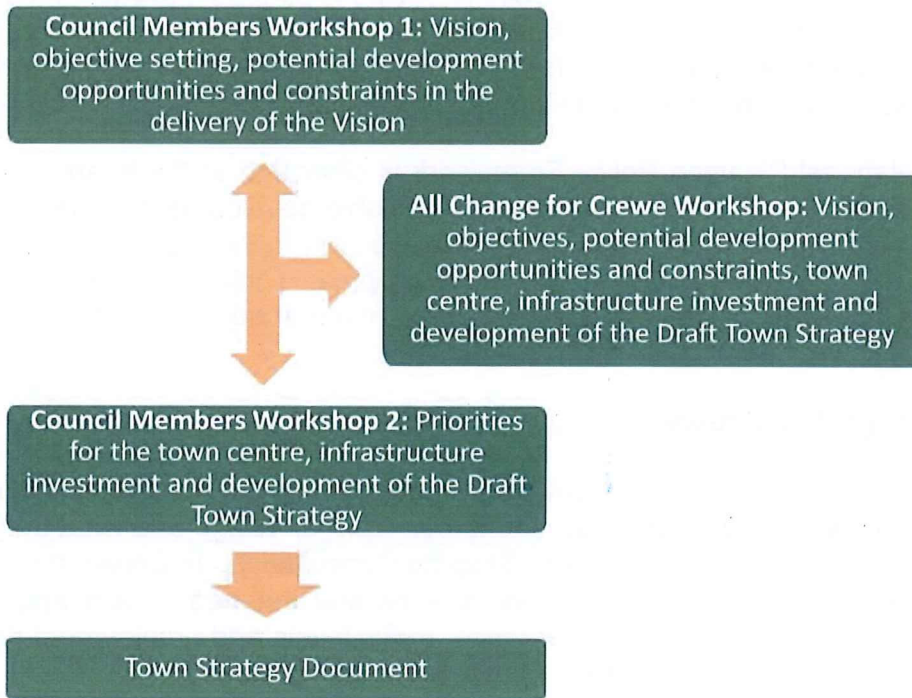


Figure 1 Content of Workshops

1.13 The workshops discussed how the Town Strategy should meet the future needs of the town, to deliver the All Change for Crewe strategy, to make it an even better place over the next 20 years. Figure 1 shows what was discussed at each workshop. This draft Town Strategy, as agreed by Crewe Local Councillors, sets out a Vision for Crewe, looking at what the town should be like by 2030. Following on from the Vision are a number of Objectives needed to realise the Vision, and a set of specific aims which add detail to the Objectives, that relate directly to the five key aims of the All Change for Crewe strategy. The draft Town Strategy also identifies a number of possible areas that may be suitable for future development.

1.14 This document has been published for consultation to seek the views of the local community, businesses and other stakeholders.



2 Next Steps

2.1 Once that all consultation responses have been considered, the Town Strategy will be amended as appropriate and will be used to inform the Cheshire East Local Plan. It is important to note that the Town Strategy itself will not introduce new planning policies, nor will it allocate any sites for development. Its purpose is to make sure that the views of the local community are properly taken into account when drafting the Local Plan. Any new planning policies or site allocations will be proposed through the Local Plan, taking into account all other background evidence (such as housing needs assessment, employment land review, retail study, transport assessments, flood risk assessments, sustainability appraisals and others), national legislation, national guidance, and site-specific appraisals.

2.2 The Local Plan will be made up of a number of key documents including the Core Strategy, Site Allocations Plan and Infrastructure Plan. Figure 2 illustrates the relationship of the Town Strategy document to the Local Plan. This highlights how the Town Strategy will provide a steer to the content and direction of the Local Plan.

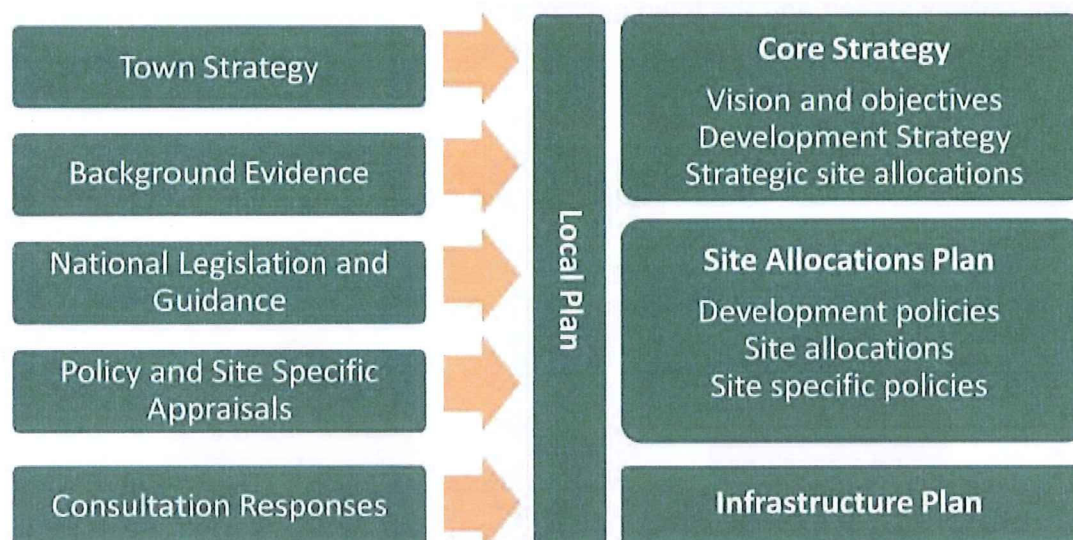


Figure 2 Relationship of the Town Strategy to the Local Plan

2.3 There will be further consultations on the Local Plan including consultation on an overall development strategy for Cheshire East in autumn 2012 and consultation on the draft Core Strategy early in 2013.

2.4 The Core Strategy and Site Allocations Plan will both be subject to separate 'examinations in public' with a Government-appointed inspector. At the examination, the Council will need to demonstrate that all reasonable alternatives to the final proposals have been properly considered. This draft Town Strategy and consultation responses received will form an important part of the Council's evidence in demonstrating that all reasonable alternatives have been considered prior to drafting the Local Plan.

2.5 The Council aims to adopt the Core Strategy in late 2013 / early 2014 with the Site Allocations Plan following later in 2014.



3 Context

All Change for Crewe

3.1 From its inception, Cheshire East has identified Crewe as its biggest spatial priority and has developed the "All Change for Crewe" strategy in response to this. This vision proposes to:

- Plan for significant growth in housing and jobs;
- Radically improve strategic transport links and create a state-of-the-art broadband Internet network;
- Develop a more diversified 'knowledge economy' that attracts and keeps hi-tech firms and skilled workers;
- Enhance the attractiveness of Crewe as a place to live and work – including boosting schools and local transport;
- Develop key underutilised sites – including the Basford East and West investment sites, Crewe railway station and the town centre; and
- Improve the town's public image and leadership.



3.2 The delivery of the 'All Change for Crewe' programme and this strategy will assist in:

- The improvement of the skills of the residents of the town;
- Bringing forward strategic employment sites at Basford, creating about 6,000 jobs;
- Diversifying the types of jobs available to include more knowledge based and high technology businesses;
- Improving the town's transport links and high speed broadband infrastructure;



- Redevelopment of the town centre; and
- Making the town a better place to live, by improving the environment and creating new open spaces.

3.3 The Crewe Town Strategy has been written in the context of the 'All Change for Crewe' Strategy and reflects the 5 aims contained within it, to ensure the delivery of 'All Change for Crewe'.

Why is the 'All Change for Crewe' employment led 'growth' strategy needed for Crewe?

3.4 The All Change for Crewe Strategy has been driven by the need for Crewe...

To fulfil its potential

3.5 Crewe is the largest town in south Cheshire and a major economic hub. It has a strong business base with real potential to improve its performance with regional significance.

3.6 Crewe is connected and has potential to attract major employers and commercial operators:

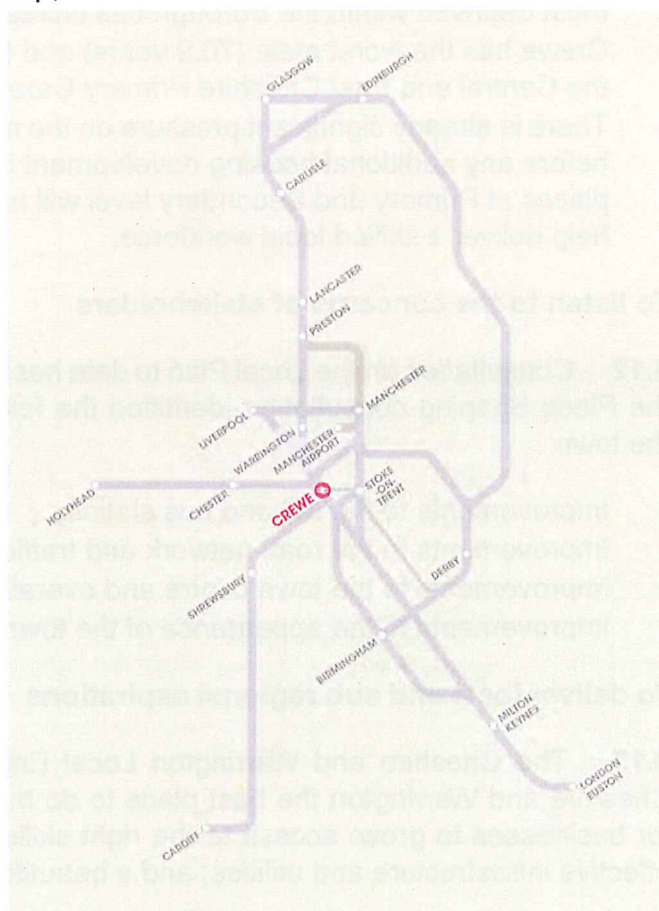
- 90 minutes by train to London non - stop;
- Direct trains to major centres including Manchester, Liverpool, Edinburgh and Glasgow;
- Accessible to the M6 - Junctions 16 and 17; and
- Direct connections to Manchester Airport, Liverpool John Lennon Airport, East Midlands and Birmingham Airport.

3.7 Growth will assist in the delivery of major benefits in the town including a redeveloped rail exchange and the regeneration of surrounding areas; an improved town centre and improved connectivity around the town.

3.8 Growth will increase the number and types of jobs that are available within Crewe, including the delivery of the large Basford East and West sites.

To take advantages of opportunities

3.9 This strategy seeks to take advantage of public and private sector opportunities and facilitate investment for the overall benefit of the town.





3.10 A major example of this is High Speed Rail 2 (HS2) which presents a unique opportunity for Crewe as a strategic location on the highway network to maximise the opportunities provided by High Speed Rail (HS2) including the potential for a new hub station at Crewe which would provide a step change for the growth strategy for Crewe.

To respond to key challenges in the town

3.11 Key challenges in the town include:

- Unemployment in Crewe is higher than the Cheshire East average and qualification levels are poor.
- There is a need to diversify the economy and employment base in the town to provide higher value jobs.
- The need to regenerate Crewe railway station and surrounding areas.
- There are a number of vacant units in the town centre, with some having relocated to the Grand Junction Retail Park, where they have larger units.
- There are issues with traffic congestion, in the town, at peak times of the day.
- There are shortages of outdoor sports space and facilities for teenagers and children within the town; there is also a need for more allotments.
- There are issues relating to deprivation and specifically health deprivation within Crewe. In terms of overall deprivation the number of areas of Crewe that are within the top 10% most deprived within the Borough has increased from 3 in 2004 to 5 in 2010.
- Crewe has the worst male (76.9 years) and female (77 years) life expectancy rates in the Central and East Cheshire Primary Care Trust.
- There is already significant pressure on the numbers of pupil places in parts of the town before any additional housing development is delivered. Sufficient high quality school places at Primary and Secondary level will need to be provided in good time in order to help deliver a skilled local workforce.

To listen to the concerns of stakeholders

3.12 Consultation on the Local Plan to date has identified key issues in Crewe, for example the Place Shaping consultation identified the following areas that needed improvement in the town:

- Improvements to the rail and bus station;
- Improvements to the road network and traffic levels;
- Improvements to the town centre and overall shopping facilities; and
- Improvements to the appearance of the town.

To deliver local and sub regional aspirations

3.13 The Cheshire and Warrington Local Enterprise Partnership (LEP) aims to make Cheshire and Warrington the best place to do business in the UK – the ideal environment for businesses to grow: access to the right skills; supportive and efficient public services; effective infrastructure and utilities; and a beautiful part of the country for people to enjoy.

3.14 In partnership with Cheshire West and Chester and Warrington Councils, Cheshire East Council has signed up to an ambitious growth strategy in a document called 'Unleashing the Potential'.



3.15 The overall aim is to achieve 'significant economic growth by accommodating an increase in population, housing, jobs and Gross Value Added'. The priority is 'super-charged' growth for Crewe with the aim of significantly increasing its economic productivity, with an approximate 25% growth in jobs and population.



4 Vision

Vision

Crewe is 'Open for Business' !

By 2030, as a "gateway to the north" Crewe will be a nationally significant economic centre; one of the leading advanced engineering and manufacturing centres in England; and a sought-after place to live and do business in Cheshire. Crewe will be recognised for its...

Knowledge Economy, with...

- A vibrant, diverse and growing business base, ensuring jobs-led growth, for a diverse range of skills;
- Improved educational attainment and a wide skills base, by all age groups;
- A wide range of high quality educational establishments, including Manchester Metropolitan University;

Connectivity and linkages, with...

- Its high quality communication links, especially for business;
- Improved transport links through and around the town, by public transport, cycle and on foot, ensuring that the railway station, Manchester Metropolitan University, retail park, town centre, employment areas and Leighton Hospital are all easily connected;

Physical development opportunities, with...

- A thriving retail and leisure destination offer;
- A range of attractive and high quality housing choices
- Its distinctive architectural styles, reflecting the town's heritage;

Liveability, local transport and aspiration, with...

- Abundant open spaces throughout the town, for a range of age groups, with its high quality new developments and a pleasant, healthy environment – through green-led growth – a place to 'live better';
- Its cultural quality eg. Lyceum Theatre and Queens Park;
- Green spaces surrounding the town and strong Green Gaps between the towns of Crewe, Nantwich and the villages of Haslington, Weston, Shavington and Willaston;

Image, perception and leadership, with...

- A safe, attractive and high quality environment;
- A community and urban environment that is proud of its industrial and rail heritage;
- An attractive, thriving, high quality, green town centre.



5 Development Principles

Development Principles

The following development principles will be used to deliver the vision.

Development should.....

- position Crewe as a nationally significant economic centre and a prime destination for investment and growth;
- reflect this town strategy to deliver great places and high quality, larger scale urban design;
- be focused and flexible to respond to market conditions;
- promote self containment and sustainable lifestyles, whilst ensuring that new developments link sustainably with the rest of the town;
- deliver sustainable development by considering the social, economic and environmental performance of a place as well as physical characteristics;
- introduce design codes to create a lasting, safe and well liked living environment for each site;
- Improve existing and provide new green infrastructure within new developments, to bind and link places in the town together; promote healthier lifestyles; provide sustainable transport choices; improve the overall environment; and make the town an attractive place to live, work and invest in; and
- reflect sustainability principles.





6 Objectives and Strategy

6.1 The strategic aims of the Crewe Town Strategy are complimentary and are based on those of 'All Change for Crewe'. They are set out in the following diagram:



6.2 In the delivery of the Crewe Town Strategy, the Council and its partners will aim to do the following:



Objective 1: Knowledge Economy, People and Businesses

- To create new and retain existing jobs, by providing a viable supply of quality employment land, business parks and premises to attract new and innovative businesses and enable existing businesses to grow;
- To ensure that a regenerated Crewe rail exchange helps to develop the skills and knowledge base of the town, via opportunities presented by its connectivity and wide catchment, to support business and growth objectives;
- To improve the skills and attainment levels of the town's residents of all ages and support leading educational institutions including schools, Manchester Metropolitan University (MMU) and South Cheshire College;
- To develop and promote opportunities for the town's visitor and night time economies;
- To maximise the opportunities offered by rail links and to use the unique opportunity that may be provided by High Speed Rail (HS2) to reinvigorate Crewe's status as a gateway to the north west, deliver growth through increased development activity and act as a focal point for business activity in the North West; and
- To develop flexibility to respond to market conditions and deliver economic wellbeing in the town.





Strategy: Knowledge Economy, People and Businesses

- To support start up, incubator units, small and growing businesses and existing employers in the town;
- To nurture new innovative businesses and develop a thriving and sustainable knowledge economy with high value-added employment uses;
- To support the regeneration of Crewe rail exchange and its surroundings areas and assist in the development of an expanded skills and knowledge base;
- To safeguard and improve existing viable employment areas in the town;
- To provide sufficient land for small and medium sized general employment uses;
- To support existing industries and major employers in the town including Bentley, Bombardier, Fujitsu, Mid Cheshire NHS Foundation Trust, Manchester Metropolitan University and others;
- To improve the town's night time and visitor economies making the most of existing assets in the town such as its rail heritage and Bentley;
- To improve skills and workforce development;
- To maximise the opportunities provided by rail links and those that may be provided by High Speed Rail (HS2) including the potential for a new hub station at Crewe, to secure a lasting economic legacy of growth across the subregion and beyond; and
- To secure excellent educational facilities to meet the needs of the current and future population of all ages, thereby securing a strong and integrated student presence, supported by successful educational institutions including schools, Manchester Metropolitan University (MMU) and South Cheshire College.



Objective 2: Connectivity and Linkages

- To ensure a redeveloped Crewe Railway Exchange fulfils its role as a strategic hub on the West Coast mainline, with a transport interchange in the town linking local public transport provision to national connectivity and acting as a catalyst for prosperity;
- To strengthen linkages and improve connectivity between the town centre; the Grand Junction Retail Park; Manchester Metropolitan University; employment areas; Leighton Hospital and Crewe Railway Station including direct road, cycle and pedestrian links, a transport interchange in the town centre and accessible and efficient public service provision;
- To encourage travel by sustainable means in order to reduce congestion;
- To deliver improvements to the existing road network, including new cycle and pedestrian routes to facilitate more sustainable transport movements within and around the town;
- To improve connectivity to the M6 Motorway; and
- To ensure that Crewe has the latest information and communication technology (ICT), including Next Generation Broadband and infrastructure to support its competitiveness and to help attract growing companies.

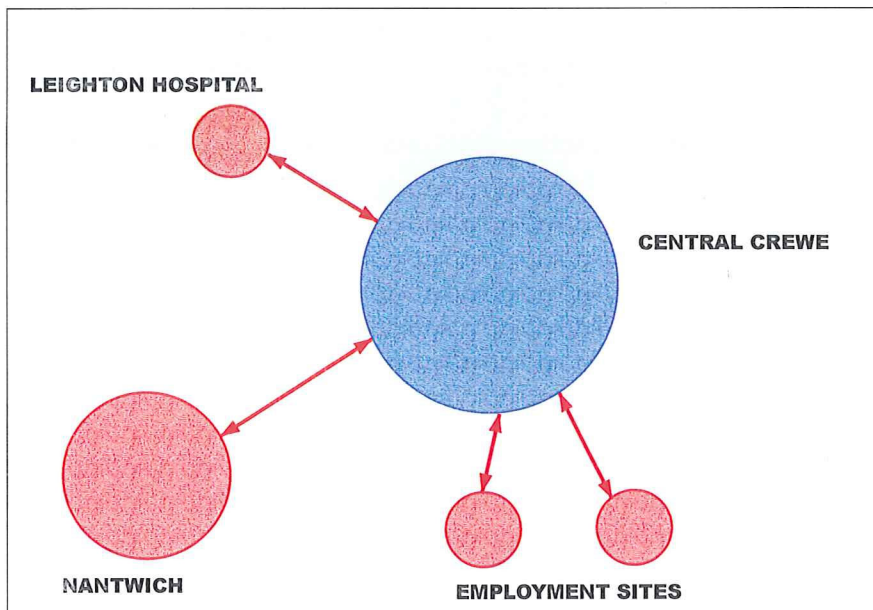
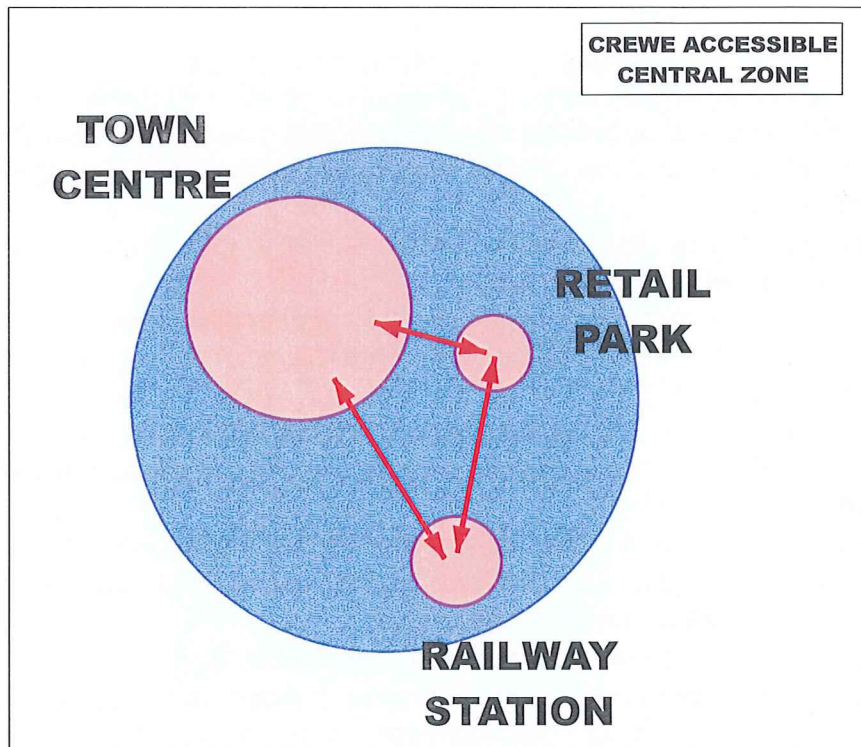




Strategy: Connectivity and Linkages

- To support flexible working and investment in new communication technologies, to allow home working and to support businesses reliant on e-technology in the town;
- To develop the economic relationship and connectivity of Crewe with the surrounding villages and rural areas whilst maintaining the character of those areas;
- To deliver effective linkages, including public transport, pedestrian and cycle links between Crewe town centre; the railway station, Grand Junction Retail Park; Manchester Metropolitan University; Leighton Hospital and employment areas;
- To secure appropriate access arrangements, including disabled access;
- To deliver improvements on road corridors in the north of the town ensuring that there are strategic road links from development sites to key areas including the town centre; Manchester Metropolitan University; Grand Junction Retail Park; Railway Station and employment areas;
- To deliver new strategic road links including the Crewe Green Link Road South and improve the A500 Barthomley Link to the M6 motorway;
- To deliver the Crewe Rail Exchange as a high quality gateway into Crewe, with a new station entrance, radically improved concourse, amenity provision, and station facilities, a new public transport interchange and improved access arrangements;
- To reduce congestion on roads by improving the ease of movement around the town for pedestrians, cyclists and by public transport. This will include the provision of cycle parking at key locations and the creation of new and improved green cycle and pedestrian links within the town and within new developments, creating links to schools and connecting the various areas of the town;
- To work with the Highways Agency to deliver improvements to Junction 16 and 17 of the M6 and to strengthen the excellent links that Crewe has to the West Coast Main Line, M6 Motorway, Airports in Manchester, Liverpool and Birmingham as well as the Mersey Ports;
- To take advantage of opportunities that may be presented by High Speed Rail 2 and to ensure that appropriate transport links within the town are provided; and
- Ensure car parking provision serves the economic function of the town centre.

6.3 The following diagram(s) highlight the important connections in Central Crewe between the Town Centre, Grand Junction Retail Park and Railway Station and then the relationship between Central Crewe and Leighton Hospital, employment sites in and around Crewe and its relationship to Nantwich.





Objective 3: Physical Development Opportunities

- Create 6,000 jobs and deliver significant economic growth on the Basford Strategic Development Sites with a mix of uses focusing on high value knowledge and science based industries;
- To encourage a mix of uses in new development i.e. employment, housing and other community uses wherever possible;
- To provide high quality, well designed development in appropriate locations to meet the current and future needs of the town. This will include a mix of house types, tenures and affordability;
- To provide new and improve existing green spaces within new and existing developments, to enhance biodiversity and to provide a high quality and healthy environment;
- To deliver a mix of leisure, retail, cultural and heritage uses in the town centre;
- To deliver a thriving destination for retail and leisure spend to both a growing population and to visitors from further afield;
- Make better use of brownfield sites in and around the town;
- To promote the vibrancy and variety of Nantwich Road as an alternative, complementary mix of leisure and retail uses to the town centre;
- To provide for the facilities and infrastructure that a growing population requires to support the development of the town;
- To investigate the feasibility and implementation of low carbon initiatives; District Heating Energy Generation areas and geothermal heating opportunities in the town; and
- To ensure the future maintenance of the natural and built environment.



Strategy: Physical Development Opportunities

- To unlock the strategic sites at Basford for employment and other appropriate uses;
- To investigate the feasibility of self build and live/work units for economic and residential uses;
- To deliver sufficient employment land to fulfil the economic potential of the town (to be determined by the Cheshire East Employment Land Review);
- To deliver in the order of 6-7,000 new homes by 2030;
- To develop good quality, well designed and fit for purpose development in sustainable locations to meet the current and future needs of the town. Sites will be developed with abundant open spaces within them, that connect to existing open spaces within the town;
- To provide affordable, intermediate, open market and specialist housing (for the elderly and those with particular needs);
- To prioritise development on appropriate vacant brownfield sites;
- To improve the quality of the environment in the neighbourhoods of older housing areas and to bring empty properties back into use;
- To deliver a low carbon economy and investigate the feasibility of retrofitting energy efficiency and carbon reduction initiatives to existing houses and the implementation of District Heating Generation Areas and geothermal opportunities in the town;
- To deliver a retail-led redevelopment within the core of the town centre with anchor store(s) alongside an introduction of a wider mix of uses to generate and protect footfall.
- To increase and improve the town centre leisure and cultural offer and introduce residential development into the town centre to encourage a 24-hour culture, improved footfall, surveillance and safety;
- To deliver active street frontages and uses, commercial or otherwise, on ground floors to add visual interest, generate footfall and strengthen economic performance;
- To maintain the vibrancy of Nantwich Road and ensure that it is complementary to the aspirations of the town centre;
- To redevelop the Mill Street area, linking the Railway Station and the Town Centre for predominantly residential uses alongside a wider mix;
- To investigate the potential for expansion at the Cumberland Arena to provide a wet and dry leisure and community hub designed to a high standard, with improved access to the local community;
- To examine the feasibility and viability of schemes in the delivery of the overall Vision for the town; and
- To ensure that maintenance of the natural and built environment is included within future development proposals.



Objective 4: Liveability, Local Transport and Aspiration

- To regenerate key areas across the town, tackling areas of deprivation, including but not exclusive to the town centre, Mill Street, Hightown, West Street and Nantwich Road;
- To improve aspirations for all using the All Change for Crewe framework;
- To support the community to develop healthier lifestyles, contributing to increased wellbeing and reduced health inequalities;
- To safeguard and enhance heritage and natural assets, in and around the town, in particular Crewe Hall and Queens Park, which has a very wide heritage and recreational value;
- To create an attractive external environment thorough 'greening' of the urban area. Greening of the urban area and in particular new development will stimulate investment and economic growth; enhance biodiversity; increase habitat for wildlife; increase opportunities for leisure and recreation; improve the health of residents and commuters, through healthier lifestyles and ensure retention of skills in the town;
- To ensure new development enhances the landscape setting of the town;
- To deliver green infrastructure suitable for multi-functional use and ensure connectivity within existing and new open space networks; and
- To retain strong Green Gaps between the towns of Crewe and Nantwich and the villages of Haslington, Weston, Shavington and Willaston, to maintain the identity and character of the individual settlements.

Strategy: Liveability, Local Transport and Aspiration

- To regenerate neighbourhoods in the town including the replacement and refurbishment of housing stock, where appropriate in areas including the town centre, Mill Street, Hightown, West Street and Nantwich Road;
- To take opportunities to facilitate the provision of new and the improvement of existing green spaces, including cycle and footpath links, thereby ensuring the delivery of the positive physical and mental health benefits of a strategically planned and delivered network of high quality green spaces;
- To safeguard existing sites of biodiversity and geodiversity importance and to ensure that the enhancement of existing and the creation of new green spaces create areas of importance for wildlife, biodiversity and geodiversity;
- To deliver the actions within the Green Infrastructure Action Plan for Crewe, including increasing the quality, quantity, connectivity, accessibility and supply of green spaces, allotments, sports pitches and playground areas within the town;
- To obtain further grant funding and funding from S106/Community Infrastructure Levy, to ensure the continuation of the restoration of the key heritage and recreational asset, of Queens Park.
- To positively manage areas of flood risk; and
- To safeguard and enhance buildings, sites and areas of heritage and cultural importance.



Objective 5: Image, Perception and Leadership

- Promote a positive image of Crewe to those who live, work and want to invest in the town as a town that is 'open for business';
- To ensure Crewe is a clean and sought after place to live, work and enjoy leisure time; and
- To provide infrastructure to support an increase in population with integrated public and private service delivery.



Strategy: Image, Perception and Leadership

- To improve the public realm and attractiveness of the town for business and investment;
- To deliver landmark developments in key gateway locations including Macon Way, Earle Street, Dunwoody Way and West Street as high quality entry points to the town centre;
- To build upon public and private partnerships to assist in the delivery of the overall vision; and
- To secure integrated public and private service delivery to meet health and leisure needs.



7 Development Options

7.1 This strategy will complement the 'All Change for Crewe' programme to deliver major economic led growth in the town.

7.2 Through its Local Plan, Cheshire East has to ensure that there is sufficient land allocated for new homes; jobs; and retail, leisure and other commercial developments. In particular, there is a need to make sure that there is sufficient housing and employment to meet the needs of the town's current and future residents over the next 20 years or so. It is also important to make sure that sufficient affordable housing is provided for people who cannot afford to purchase market housing.

7.3 Key factors influencing the need for new housing include:

- The population of Cheshire East is expected to grow from 362,700 in 2009 to 379,300 by 2026 (Regional Spatial Strategy: Partial Review, Population Forecasts).
- The number of households is expected to increase by 24% from 154,000 to 191,000 by 2030 (Cheshire East's Strategic Housing Market Assessment, 2010).
- The demand for affordable housing. Across Cheshire East there is an identified need for 1,243 affordable homes each year. Within Crewe the need is for 256 affordable houses each year between 2009/10 and 2013/14 (Cheshire East's Strategic Housing Market Assessment, 2010).
- The social housing waiting list shows that across Cheshire East 10,952 people have applied for social housing. Of these, 2,414 are on the waiting list for Crewe (Housing Waiting List, May 2012).
- To ensure the managed release of sufficient land for development to meet the objectively assessed needs for market and affordable housing, in accordance with the requirements of the National Planning Policy Framework.

7.4 Additionally, new housing can provide benefits to local residents, it can:

- Stimulate the economy, by providing jobs in the building trade, generating additional spending power in the local community and by providing homes for people who come to work in the area;
- Provide the housing to meet the needs of the current and future community;
- Provide funding for infrastructure, through the Community Infrastructure Levy (see section 11); and
- Support the continued vitality of the town centre and local services.

What are the options ?

7.5 When considering options for development, there is a need to consider Crewe in its wider context. This is indicated in Diagram 1, highlighting the town's links to Nantwich and the wider transport network including the M6. This diagram should be considered jointly with Diagram 2 in considering the future of the town.

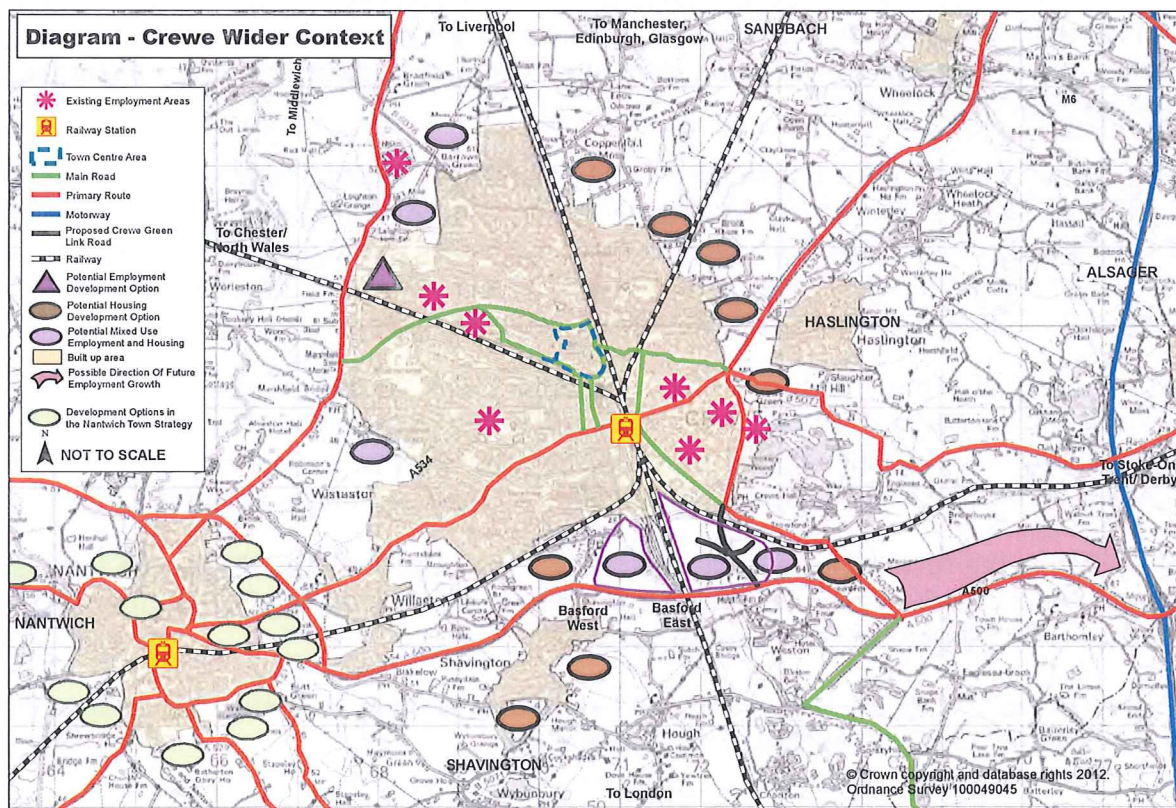


Diagram 1: Crewe Wider Context. This Diagram is for Indicative Purposes Only

7.6 Diagram 2 identifies a number of potential development options in and around Crewe that may offer opportunities for growth in the future.

7.7 During the Local Plan Examinations in Public, the Council will need to demonstrate that all reasonable options have been considered prior to drafting the plan. We are keen to gather a wide range of views on all of these potential areas in order to assist this process.

7.8 These sites will be subject to further appraisal and no decisions have been made about the overall suitability of these sites for development. It is not intended that all sites would be required to achieve the delivery of the vision for the town.

7.9 To deliver 'All Change for Crewe', over 14,500 new jobs will be created.

7.10 Phase 1 of the delivery of 'All Change for Crewe' will be focused on the two Basford Strategic Employment sites; expanding businesses already present in the town; the Crewe Green Business Park; University Way and in the town centre. In addition, new housing development will take place within the urban area of Crewe and on sites on the edge of Crewe, where employment development will also take place, to create mixed use developments with abundant open spaces within them.



7.11 Phase 2 of the 'All Change for Crewe' programme is represented by a possible direction of future employment growth on Diagram 1. This direction of growth seeks to deliver a step change of economic led growth in the town and take advantage of any future opportunities including High Speed Rail 2.

7.12 Within Crewe, at the end of the 2010/11 monitoring period, there were commitments for 887 dwellings; in addition the Strategic Housing Land Availability Assessment identified the potential for around 500 additional dwellings to be built within the town. Since that date, planning permissions have also been granted for 400 dwellings on Parkers Road; 650 dwellings at Coppenhall East and 51 dwellings at Gresty Green Road.

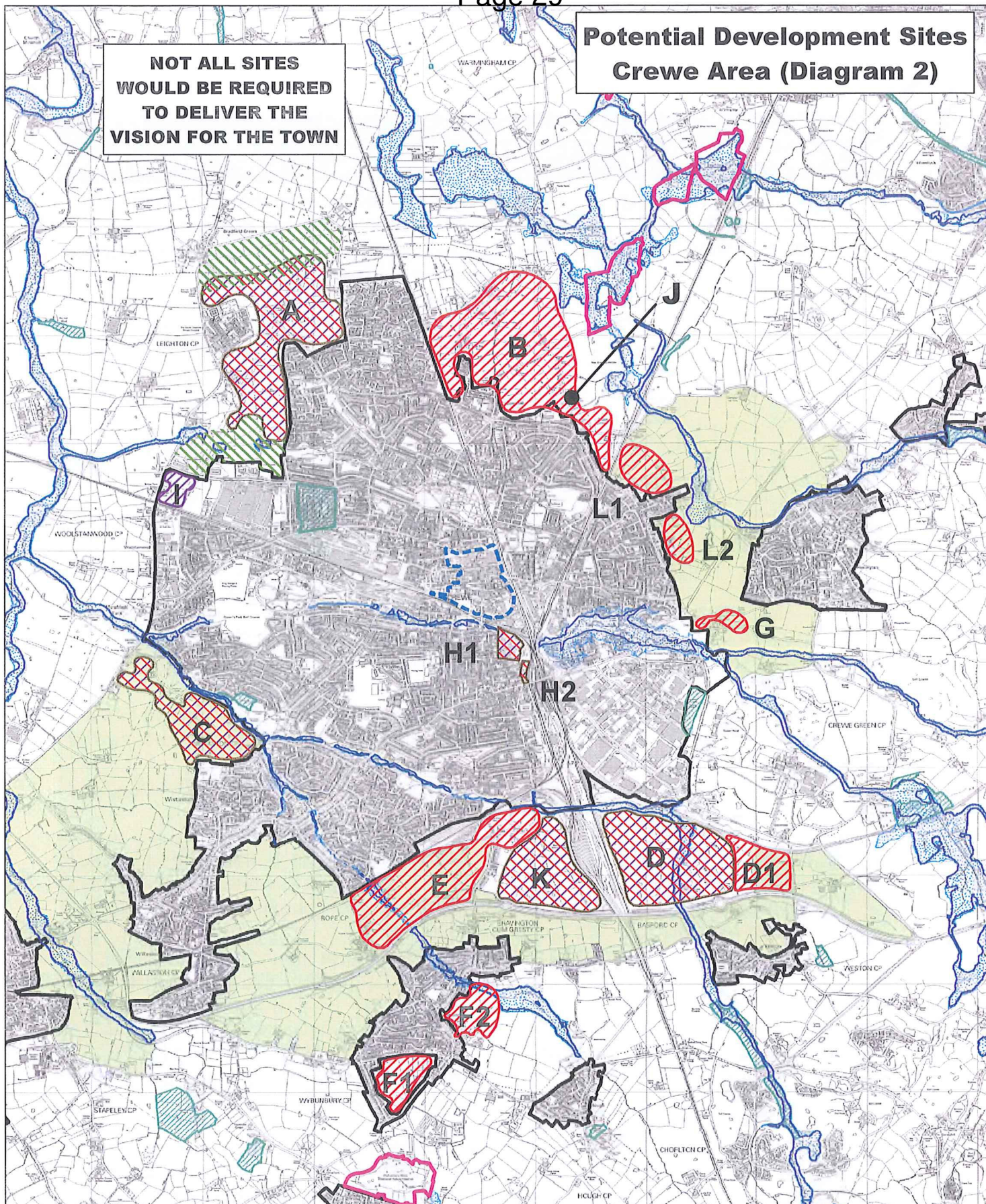
7.13 Taking all of the commitments into account, there would be a need to find sites for around 3,300 dwellings. It is likely that these sites would be located on the edge of the town and that they would be developed as either housing sites or mixed use sites, including abundant green spaces, employment, local centres and new Primary Schools.

7.14 During the review of the Potential Development Options, the All Change for Crewe workshop (which included representatives of some of the surrounding Parish Councils) and workshop with Crewe Local Councillors indicated:

- Overall support for the retention of the Green Gap and a consensus view against the development options located in the Green Gap;
- Overall support for the mixed use development of sites D and K;
- Overall support for the employment development option sites I and J;
- Overall support for the mixed use development of the brownfield sites H1 and 2 and
- Mixed views and no clear steer on the the remaining sites.




**NOT ALL SITES
WOULD BE REQUIRED
TO DELIVER THE
VISION FOR THE TOWN**

Potential Development Sites Crewe Area (Diagram 2)



Constraints

-  Site of Biological Importance
-  Settlement Boundaries
-  Green Gaps
-  Green Buffer

-  Site of Special Scientific Interest
-  NW Floodzone 3
-  NW Floodzone 2

Potential Development Areas

-  Employment
-  Housing
-  Mixed Use
-  Town Centre Boundary





Area	Potential Development Uses	Comments
A	Mixed Use - housing, employment, local centre and primary school	<ul style="list-style-type: none"> The site lies adjacent to the north western edge of Crewe and adjacent to Leighton Hospital. The site could deliver either employment development and around 1,600 dwellings or around 1,800 dwellings (400 dwellings already have planning permission). Either option would also deliver a local centre and primary school. Development of the site would facilitate the delivery of the Leighton West Country Park, to the south of the site. Expansion land for Leighton Hospital will be safeguarded from development.
B	Housing, local centre and primary school	<ul style="list-style-type: none"> The site lies adjacent to the north eastern edge of Crewe. This area could deliver about 2,000 dwellings (650 dwellings already have planning permission), a local centre and a primary school.
C	Mixed Use - housing, employment and local centre	<ul style="list-style-type: none"> The site lies in the Green Gap, adjacent to the western edge of Crewe. This area could deliver either 1,000 dwellings and a local centre or employment development, around 750 dwellings and a local centre. The site would be accessed from Middlewich Road and Church Lane.
D	Mixed Use - employment, housing, a local centre and primary school	<ul style="list-style-type: none"> The site forms the Basford East Strategic Employment site and its development will facilitate the development of the site for employment purposes and the delivery of about 4,000 jobs. The site could also deliver around 1,000 dwellings; a local centre; hotel; GP Surgery; petrol filling station and primary school.
D1	Housing	<ul style="list-style-type: none"> The site could deliver around 500 dwellings. The site lies in the Green Gap, adjacent to the Basford East Strategic Employment site.
E	Housing	<ul style="list-style-type: none"> The site lies to the south of Crewe, with most of the site being in the Green Gap. The site could deliver about 1,200 dwellings (51 dwellings already have planning permission.)



Area	Potential Development Uses	Comments
F1	Housing	<ul style="list-style-type: none"> This site lies between the villages of Shavington and Wybunbury. The site could deliver 450 dwellings and a local centre.
F2	Housing	<ul style="list-style-type: none"> This site lies on the edge of the village of Shavington. The site could deliver 500 dwellings and a local centre.
G	Housing	<ul style="list-style-type: none"> This site lies in the Conservation Area of the village of Crewe Green and in the Green Gap. The site could deliver about 80 dwellings.
H1&2	Mixed Use	<ul style="list-style-type: none"> The sites could deliver around 140 dwellings; retail and offices. (Planning permission was given for 53 dwellings on part of this site, as part of a mixed use proposal.) They could also facilitate a pedestrian and cycle linkage between the town centre and the railway station.
I	Employment	<ul style="list-style-type: none"> The site lies on the western edge of Crewe and previously had planning permission for a mix of employment uses.
J	Employment (within site B)	<ul style="list-style-type: none"> A small area of site B that could be developed for a mix of employment uses.
K	Mixed Use - employment, housing, a local centre	<ul style="list-style-type: none"> The site forms the Basford West Strategic Employment site and its development will facilitate the development of the site for employment purposes and the delivery of about 2,000 jobs. The site could also deliver around 100-200 dwellings; a local centre; hotel; pub/restaurant and car dealership.
L1	Housing	<ul style="list-style-type: none"> The site lies in the Green Gap, on the north eastern edge of Crewe. The site could deliver around 300 dwellings
L2	Housing	<ul style="list-style-type: none"> The site lies in the Green Gap, on the north eastern edge of Crewe. The site could deliver around 160 dwellings

The sites detailed above represent a set of options to achieve a jobs-led growth strategy for Crewe. They are not proposals and not all of the sites would be required to deliver the vision for the town.



8 Town Projects

8.1 The physical environment in Crewe is influenced by major infrastructure including five railway lines interchanging at the station to the south of the town centre. Six key zones have been identified in and around the town.

8.2 Five of the key zones in Diagram 3 are reflected in the 'All Change for Crewe' Prospectus (2012). The Prospectus is a marketing document and a practical expression of, and focus for, ambitions and intentions for Crewe. The stakeholder panels requested that an additional zone be added, at Grand Junction Retail Park and that pedestrian and cycle links between the town centre, the railway station and Grand Junction Retail Park also be included. This is shown on the diagram below.

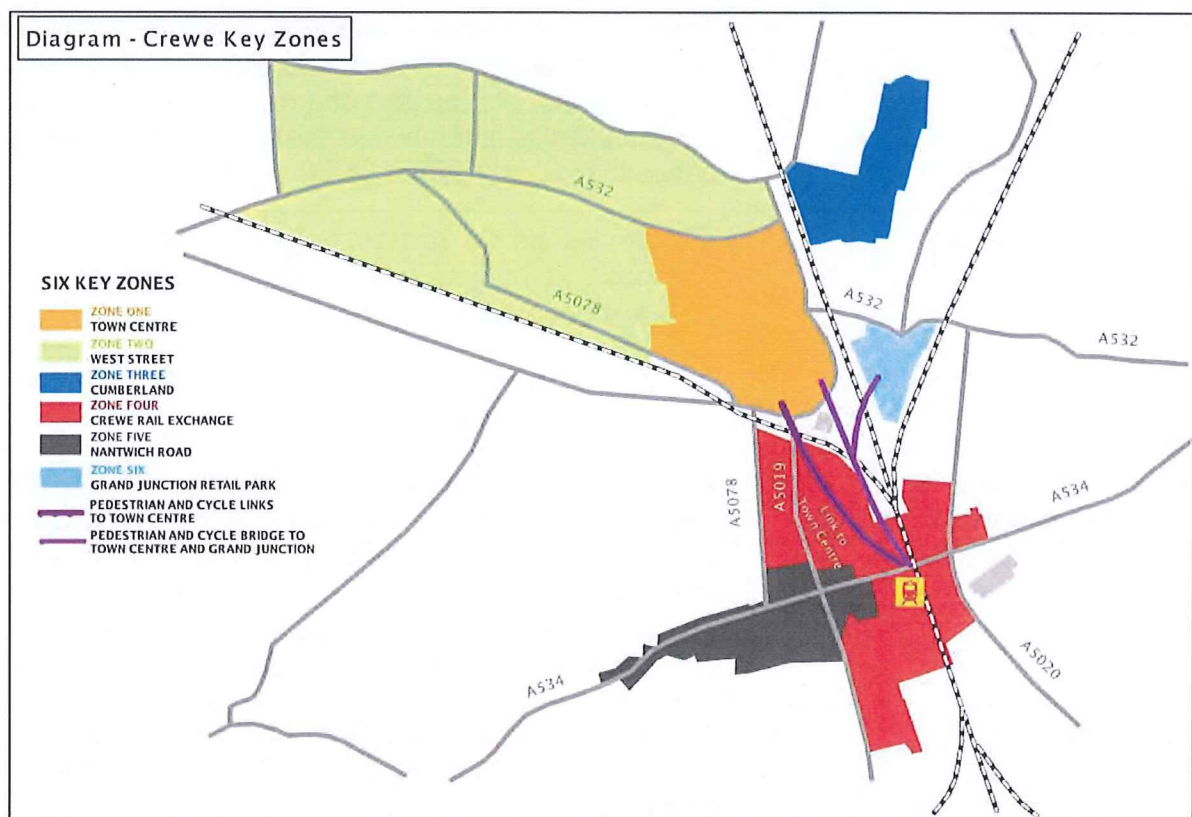


Diagram 3: Town Project Zones

Reference in Crewe Prospectus	Comments
Town Centre Core	<ul style="list-style-type: none"> The town centre core forms the focus of comparison retail offer and includes traditional retail uses within the Queensway and Market Street area, the Victoria Square and Market Centre shopping arcade. Opportunities should be taken for new investment in comparison retail and leisure, including at least one anchor store, national multiples, larger format stores and local



Reference in Crewe Prospectus	Comments
	<p>independent traders. There is an existing consent for a new Sainsbury's store on Vernon Way.</p> <ul style="list-style-type: none"> Food and leisure uses in this zone include the Lyceum Theatre, fronting onto Lyceum Square, and a cinema / bowling alley complex off Dunwoody Way. A wider mix of uses including enhanced food, leisure and cultural offer, and residential uses will be introduced into the town centre to encourage 24-hour use. The physical environment of the town centre core contains a number of surface level car parks and a number of public sector uses. Commercial car parking provision will be delivered to support uses within the area alongside consolidation of current car parking provision. Stronger physical connections will be delivered between the town centre and the Railway Station on Nantwich Road and with Grand Junction Retail Park. The introduction of student accommodation at Oak Street, with a mix of uses at ground floor, will help to link the town centre core to Mill Street. Opportunities should be taken to introduce high quality residential development around Chester Square and in the town centre. Investigate potential opportunity areas, including the bus station and car parks, for alternative uses, including retail and housing, with replacement car park provision, where appropriate. Provide a bus terminus in the town centre, with covered waiting areas and public conveniences. Ensure that a review of car parking charges is undertaken for Crewe town centre. Promote the market, with a unique theme and use it to facilitate small business start ups.
Civic and Cultural Quarter (part of Town Centre Core)	<ul style="list-style-type: none"> The Civic and Cultural Quarter in the town centre core includes the Municipal Buildings and Square, the Lyceum Theatre and Square, the Magistrates Court, and Crewe Library. The zone will be the focus for Civic functions and typified by high quality design, including integration of heritage within the public realm to reflect its prominent gateway position, where possible and appropriate. Opportunities will be taken to introduce commercial uses including office, retail, leisure and cultural uses. Opportunities will be taken to deliver landmark, well designed buildings and integrate them with the public realm.



Reference in Crewe Prospectus	Comments
West Street	<ul style="list-style-type: none"> • A key residential gateway to the town, with areas of social housing and student accommodation, if appropriate. • Growth in the town would result in investment in new and existing family housing in the area, with opportunities to reuse under-utilised community facility buildings along West Street. • There may be opportunities for longer term development at the western end of West Street on disused employment land at the Bombardier site. • Opportunities for the development of housing, at this key gateway location, in close proximity of the town centre, with strong links between this zone and the wider town will lead to an improved retail, cultural, leisure and evening economy offer.
Cumberland Arena	<ul style="list-style-type: none"> • An established community facility within Crewe, providing athletics facilities for the local and wider population. The facility has the potential to provide a high standard leisure and community hub, to meet strategic need across Crewe. • Ensure that any future facility on this site is easily accessible to the community.
Crewe Rail Exchange	<ul style="list-style-type: none"> • Comprising a variety of uses including the Railway Station; the Pedley Street car park; employment uses along Macon Way; the Fire Station on Weston Road and the ex Royal Mail sorting office building. • It is a poor entry point to the town for rail passengers and those accessing Crewe by car from the M6. The Crewe Rail Exchange represents the best opportunity to establish a high quality gateway into Crewe. This would include a new railway station entrance, improved concourse and station facilities, a new public transport interchange and improved access arrangements to relieve traffic congestion. • The opportunity to create a bus terminus at the railway station should be investigated. • Improved signage will be provided at the railway station, to ensure easy access to the town centre. • There are opportunities for a complementary mix of commercial uses to be introduced in this area, to support the interchange aspirations, alongside car parking. • The redevelopment of the Mill Street area would link the Railway Station and the town centre; this will include the creation of cycle and pedestrian links. • There are also aspirations for leisure development on Gresty Road with opportunities to explore potential development in association with the existing sporting hub at Crewe Alexandra Football Club.



Reference in Crewe Prospectus	Comments
Nantwich Road	<ul style="list-style-type: none"> Nantwich Road acts as a key gateway from the railway station and is a vibrant local centre with local independent retail traders. The focus within this zone is to maintain the culture and popularity of Nantwich Road. Development in this area will be small scale to support and enhance the current mix and appeal of the area, whilst supporting the aspirations of the town centre. New development should be of a high standard, in terms of layout, design and signage.
The following items were added by the stakeholder panel	
Grand Junction Retail Park	<ul style="list-style-type: none"> There is a need to improve links between the retail park and the town centre; to this end the feasibility of a pedestrian bridge link should be investigated. There is a need for a traffic management plan to be produced for the area, to ensure that traffic congestion is reduced. Retailers who want to extend existing or develop new units on the retail park need to fully demonstrate why they cannot be located within the town centre. There is a need to investigate the feasibility of providing facilities such as a children's nursery and public conveniences, within the retail park.
Pedestrian and Cycle Links	<ul style="list-style-type: none"> There are opportunities to improve pedestrian and cycle links between Crewe Railway Station and the Town Centre. This includes looking at the feasibility of a cantilever bridge to provide pedestrian and cycle links from the Railway Station to the Town Centre. The feasibility of a bus service connecting key areas of the town, including the railway station; MMU; Grand Junction Retail Park; the town centre; employment areas and Leighton Hospital needs to be considered.

8.3 A key consideration of this Town Strategy is the future of the town centre and whether any changes are required to the current town centre boundary. An outcome of the stakeholder workshops was to suggest an extension to the town centre boundary. Diagram 4 (below) shows the current extent of the town centre boundary, along with a proposed extension to include the site of the new Tesco store.

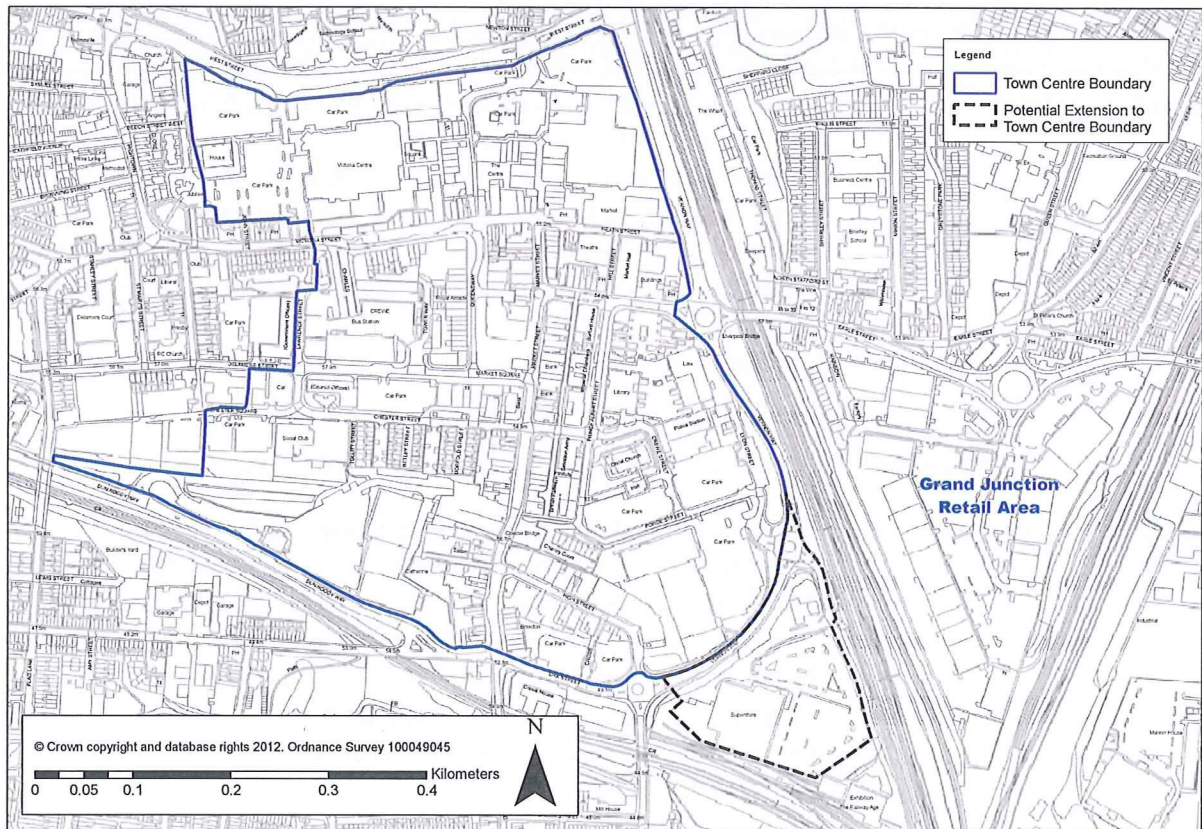


Diagram 4: Map of Crewe Town Centre





9 Environment

9.1 A key element of the vision for Crewe is the creation of inter-connected green spaces:

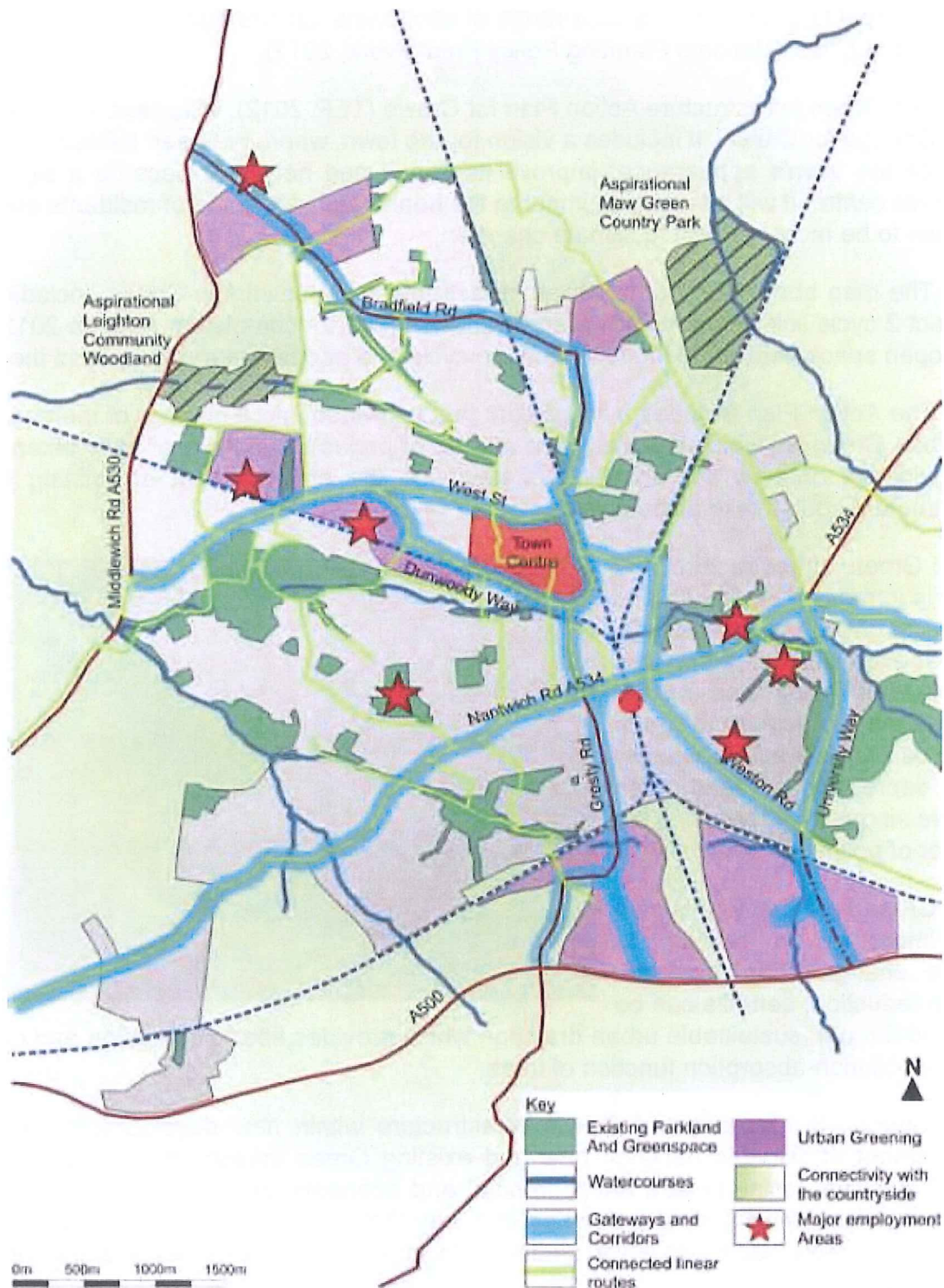


Diagram 5 : Crewe's Green Infrastructure Framework (source: Green Infrastructure Action Plan for Crewe, TEP 2012)



9.2 'Good quality of place can give cities a competitive advantage as they compete in an increasingly globalised economy' (Cabinet Office, 2009).

9.3 Green Infrastructure is 'A network of multi-functional green space, urban and rural which is capable of delivering a wide range of environmental and quality of life benefits for local communities' (National Planning Policy Framework, 2012).

9.4 The Green Infrastructure Action Plan for Crewe (TEP, 2012), will assist in the delivery of 'All Change for Crewe'. It includes a vision for the town, whereby Green Infrastructure will enhance the town's appearance; improve its image and help it to become a significant economic centre. It will also help to improve the health and well being of residents and help the town to be more resilient to climate change.

9.5 The map above shows the Green Infrastructure Framework in Crewe, including the Connect 2 cycle link between Crewe and Nantwich (due for completion Autumn 2012); the main open space network in the town and the cycle and pedestrian routes around the town.

9.6 The Action Plan includes a framework that is divided into a number of themes, such as 'Urban Greening' which includes case studies of projects that have already taken place and guidance on how the provision of new and the enhancement of existing Green Infrastructure should take place in the future.

9.7 Green Infrastructure will assist in improving the health and well being of the town's residents. Regular exercise in green spaces results in physical and mental health benefits. Access to green space can reduce stress, anxiety and depression. Trees can improve air quality, by reducing the number of pollutants in the air.



9.8 Green Infrastructure is also very important, in relation to climate change adaptation and carbon reduction; benefits can be provided through sustainable urban drainage which provides flood attenuation and cooling and the pollution-absorption function of trees.

9.9 Overall, the inclusion of Green Infrastructure within new developments and the improvement of linkages between new and existing Green Infrastructure, in Crewe, will provide positive social, health, environmental and economic benefits for the town. It will ensure that, as Crewe grows, it does so in a way that will ensure that the town is a high quality, sustainable place, with a high quality of life, improved residents' health and a cohesive community.



10 Infrastructure Priorities

10.1 The Community Infrastructure Levy is a levy that Local Authorities can choose to charge on new developments in their area. The proceeds of the levy will be spent on providing infrastructure to support the development of the area.

10.2 It is important to consider the infrastructure required to support the development proposals and the relative priorities for phasing (what order infrastructure is delivered over the plan period). The Town Strategy should establish priorities to guide future investment in the town through the Community Infrastructure Levy.

10.3 The Local Authority should publish a list of the types of infrastructure items required and their funding to ascertain the levels of Community Infrastructure Levy.

10.4 The following is a list of the main infrastructure requirements that will be required to deliver the vision, objectives and strategy for Crewe. They are directly related to each of the objectives which will in turn deliver each of the aims of 'All Change for Crewe'. N.B - they are not listed in any order of priority:

Objective	Infrastructure
1) Knowledge Economy, People and Businesses	<ul style="list-style-type: none"> Improved educational attainment, including apprenticeships and links with employers Provision of new schools, where required
2) Connectivity and Linkages	<ul style="list-style-type: none"> High Speed Broadband Integrated and improved public transport provision and exchanges in the town centre and at the railway station Highway improvements and sustainable transport initiatives, to reduce traffic congestion A500 Barthomley link road to M6 Improvements to Junctions 16 and 17 of the M6
3) Physical Development Opportunities	<ul style="list-style-type: none"> Affordable Housing Integrated community and sports facilities, including a new swimming pool Future maintenance of the built and natural environment Crewe Green link road Basford West link road Flag Lane link road Improvements to Crewe Green roundabout



Objective	Infrastructure
	<ul style="list-style-type: none"> Improvements to the A5020 Weston Road roundabout Low carbon energy initiatives
4) Liveability, Local Transport and Aspiration	<ul style="list-style-type: none"> Improvements to existing and the provision of new Green Infrastructure, throughout the town Improvements to existing and the provision of new pedestrian and cycle links throughout the town
5) Image, Perception and Leadership	<ul style="list-style-type: none"> Integrated health care facilities Better youth facilities Improvements to the public realm of Crewe and the image of Crewe

10.5 The list of priorities set out above will also be shaped by further evidence such as transport assessments and other important assessments to ensure the delivery of the Local Plan.

10.6 The resources received from the Community Infrastructure Levy are finite and will not be able to cover all the aspects the Council and community may wish. The Council, in the preparation of the Local Plan, will investigate the expected costs in infrastructure provision across the Borough, prepare a list of charges attached to development and set out how this should be spent. It is important to consider priorities or phasing of infrastructure so that it is clear in what order investment in infrastructure should be prioritised and delivered in the Local Plan.

10.7 The stakeholder workshops also identified their top ten infrastructure requirements, to deliver the Vision for Crewe. They are set out below (in no particular order):

- Improvements to the Barthomley Link to the M6 Motorway (i.e. Dualling; improvements to J16 and 17.)
- Green infrastructure - to include improved and new children's play areas; the provision of allotments and community gardens; improvements to existing and the provision of new pedestrian and cycle routes; a programme of enhancements to existing open spaces; the provision of new open spaces, including sports pitches.
- Continuing improvements to Queens Park, through further grant funding and funding from S106/Community Infrastructure Levy, to ensure the continuation of the restoration of this key heritage and recreational asset.
- Integrated and improved public transport provision, including connecting key parts of the town (railway station, MMU, retail park, town centre, Leighton hospital) and the villages with the town and the hospital.
- Integrated health care facilities, including more integrated health centres.
- Improved educational attainment by all ages, including improving links between employers and education providers to establish apprenticeship schemes.



- New or expanded and improved adult social care facilities.
- Improvements to existing residential areas, including West Street; Hightown and Nantwich Road.
- Maintenance of the natural and built environment, in new developments and existing areas of the town.
- Improved youth facilities, integrated into leisure provision wherever possible, that feel 'safe'.

10.8 Other infrastructure requirements that the stakeholder workshops identified that are not included in either of the lists above are also set out below (in no particular order):

- The delivery of Leighton West Country Park
- Completion of the Connect 2 cycle link between Crewe and Nantwich.
- Reduction in street sign clutter / improvements to parking arrangements
- Improved links / visibility between Crewe Town centre and Crewe Railway Exchange
- Better youth facilities
- Increased provision of cycle parking stands
- Improved disabled and mobility impaired access, particularly at the station
- Renewable energy projects
- New public transport facilities, associated with High Speed 2 (depending upon its route, yet to be confirmed)
- Sports facilities, including a new or improved swimming pool
- Enhanced community facilities, such as the library, possibly in the form of a 'Lifestyle Centre'
- Improvements to Manchester Metropolitan University, in accordance with their Estates Strategy
- New or expanded GP provision
- New or expanded dentist provision
- Expanded and improved health care facilities at Leighton Hospital, in accordance with their Estates Strategy
- Sufficient car parking provision for the town centre
- New cremators and/or improved crematorium
- Sufficient Police, Fire and Ambulance coverage, including appropriate accommodation





11 Further Information

The Consultation

- The consultation will be held between xx 2012 and xx 2012.
- An exhibition will be held at xx, held between xx 2012 and xx 2012.

Contact Information

- Email: ldfconsultation@cheshireeast.gov.uk
- Phone: 01270 685893
- Website: www.cheshireeast.gov.uk/localplan

CHESHIRE EAST COUNCIL

Cabinet Member for Strategic Communities

Date of Meeting: 17th July 2012
Report of: Strategic Director - Places
Subject/Title: Draft Macclesfield Town Strategy
Portfolio Holder: Councillor David Brown

1.0 Report Summary

- 1.1 This report seeks agreement to the publication of the Draft Macclesfield Town Strategy, for public consultation, to ultimately form part of the evidence base for the Cheshire East Local Plan.

2.0 Recommendation(s)

- 2.1 That the Portfolio Holder agrees:
- The publication of the Draft Macclesfield Town Strategy, for public consultation, subject to the replacement of an amended plan and the insertion of an additional plan; and
 - The use of the finalised document as part of the evidence base for the Cheshire East Local Plan.

3.0 Reasons for Recommendation(s)

- 3.1 The Draft Macclesfield Town Strategy, along with Draft Town Strategies for the towns of Handforth, Knutsford, Nantwich, Poynton and Crewe will undergo public consultation during the summer of 2012. They will then be revised, to take into account the consultation responses and will form part of the evidence base for the Cheshire East Local Plan.

4.0 Wards Affected

- 4.1 The Wards affected lie within Macclesfield and its surrounding areas; they are as follows: Macclesfield Central; Macclesfield East; Macclesfield Hurdsfield; Macclesfield South; Macclesfield Tytherington; Macclesfield West and Ivy; Bollington; Broken Cross and Upton; Gawsorth; Prestbury; Sutton.

5.0 Local Ward Members

- 5.1 Macclesfield Central - Councillor Ken Edwards, Councillor Janet Jackson; Macclesfield East - Councillor David Neilson; Macclesfield Hurdsfield - Councillor Gill Boston; Macclesfield South – Councillor Damien Druce, Councillor Laura Jeuda; Macclesfield Tytherington - Councillor Brendan Murphy, Councillor Lloyd Roberts; Macclesfield West and Ivy – Councillor Carolyn Andrew, Councillor Alift

Harewood; Bollington - Councillor Peter Hayes, Councillor Bill Livesley; Broken Cross and Upton - Councillor Louise Brown, Councillor Martin Hardy; Gawsworth - Councillor Lesley Smetham; Prestbury - Councillor Paul Findlow; Sutton - Councillor Hilda Gaddum.

6.0 Policy Implications (including carbon reduction and health)

- 6.1 The Draft Macclesfield Town Strategy will help to inform relevant Policies in the Cheshire East Local Plan and will include sites that could potentially be identified as Strategic Sites within the Cheshire East Local Plan Core strategy or development sites within the Site Allocations document.
- 6.2 A Sustainability Appraisal has been carried out for the Draft Macclesfield Town Strategy; it includes the requirements of a Health Impact Assessment. The Sustainability Appraisal will also be the subject of public consultation, at the same time as the Draft Town Strategies.

7.0 Financial Implications (authorised by Director of Finance and Business Services)

- 7.1 The publication of the Town Strategy for public consultation and its use in the development of the Local Plan will be managed within existing budgets. Any subsequent capital investment (e.g.funded by the Community Infrastructure Levy) will be considered as part of the Council's future strategic planning processes.

8.0 Legal Implications (authorised by Borough Solicitor)

- 8.1 Paragraph 17 of the National Planning Policy Framework sets out 12 principles that should underpin plan-making and decision taking. They include empowering local people to shape their surroundings. It is considered that the Town Strategy process provides a way of ensuring that this will happen.
- 8.2 Paragraph 155 of the National Planning Policy Framework also states that early and meaningful engagement and collaboration with neighbourhoods, local organisations and businesses is essential. Again, it is considered that the Town Strategy process provides a way of ensuring that this will happen.

9.0 Risk Management Implications

- 9.1 The Draft Macclesfield Town Strategy will undergo public consultation; further work will also be carried out in relation to the potential development sites in the document, with regard to their suitability for development and deliverability.

10.0 Background and Options

- 10.1 Public consultation has already taken place on Draft Town Strategies for Alsager, Congleton, Middlewich, Sandbach and Wilmslow. Stakeholder Panels were formed for those towns, who were assisted to write their Draft Town Strategies by Cheshire East Council (Broadway Malyan, in the case of Wilmslow). The Draft Town

Strategies were agreed for the purpose of public consultation, by the relevant Town Councils.

- 10.2 This process is also taking place in the towns of Crewe, Handforth, Knutsford, Nantwich, Poynton and Macclesfield. In the case of Macclesfield, a stakeholder panel was established comprising Cheshire East Members, representatives of Make it Macclesfield Forum, other representatives of local community groups and adjoining Parish Councils. The Stakeholder Panel took part in two workshops to inform the Draft Town Strategy. A copy of the draft Strategy is attached. It sets out a vision for the town, key objectives, potential development sites and key infrastructure priorities. Following consideration by Macclesfield Local Members on 5th July amendments have been made however it is intended to amend one of the diagrams and to insert an additional diagram. Subject to these changes the Macclesfield Local Members have considered the content of the document, for the purpose of public consultation, however as a Macclesfield Town Council does not yet exist, there is therefore a need for formal agreement of the Portfolio Holder.
- 10.3 All of the Town Strategies will ultimately form part of the evidence base for the Cheshire East Local Plan and will help to inform Policy writing and the identification of Strategic Sites and sites for inclusion in the Site Allocations document.
- 10.4 The Cheshire East Local Plan will not however be bound by the content of the Town Strategies.

11.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

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1 Introduction

1.1 This draft Town Strategy for Macclesfield has been drafted by Cheshire East Council in association with representatives of the local community.

1.2 Once finalised, the Town Strategy will feed into the Cheshire East Local Plan, which will set the planning policies in Cheshire East to 2030.

National Planning Policy Framework

1.3 The new National Planning Policy Framework (NPPF) encourages Local Authorities to have an up-to-date Local Plan in place as soon as possible. It says the purpose of planning is to help achieve sustainable development. 'Sustainable means ensuring that better lives for ourselves don't mean worse lives for future generations.' 'Development means growth... we must house a rising population... our lives and the places in which we live them can be made better, but they will certainly be worse if things stagnate.'

1.4 The National Planning Policy Framework also says that Local Authorities should use their evidence base to make sure that their Local Plan meets *the full objectively assessed needs for market and affordable housing in the housing market area*.

Local Plan

1.5 The Local Plan will be the new Development Plan for Cheshire East. It will contain planning strategy, policies and site allocations. It will be accompanied by an Infrastructure Plan that will set out the transport, social (for example schools) and other infrastructure required to support development.

1.6 The Local Plan will look at the social, economic and environmental needs of each town. It will help to deliver economic growth by identifying and unlocking development opportunities, and help us to co-ordinate the delivery of new and improved roads, public transport and utilities. It will help to improve our environment by setting improved design standards for new development; protecting nature conservation areas; promoting parks and open spaces; safeguarding heritage assets (such as Listed Buildings); encouraging the generation of renewable energy; and safeguarding the countryside by focusing development to the towns and larger villages.

1.7 The Local Plan will consider how much housing is needed, including the mix of types and sizes of new homes. It will look at possible sites and consider associated needs for new and improved schools and community facilities. It will also consider the needs for other types of land-use, such as employment, retail and leisure uses.

1.8 The National Planning Policy Framework is clear that at the heart of the planning system, there is a 'presumption in favour of sustainable development'. The Local Plan will enable the Council to guide this sustainable development to the most appropriate locations in Cheshire East, and to make sure that all new development contributes to future infrastructure needs. However, there will be tough choices to be made about where development should go.

Town Strategy for Macclesfield

1.9 During 2011, Cheshire East Council sought the views of residents, workers, visitors and shoppers on what they most liked about their town or village and what they wanted to see improved. This was called the Place Shaping Consultation. The factors most valued in Macclesfield was the availability / access to areas for walking (walk the dog, canal walks and country walks), proximity to health facilities (doctors, health centres, hospitals and other health facilities) and that it enjoyed a strong sense of community. The town centre as a whole, shopping facilities, the appearance of the town and job prospects/employment opportunities were identified as being in most need of improvement in the town.



1.10 Following on from the Place Shaping Consultation, the Council has been working closely with representatives of the local community to develop this draft Strategy to guide the future planning of Macclesfield. Two workshops were held with a panel of representative stakeholders including business groups, some of the surrounding Parish Councils, Cheshire East Councillors and other environment and community groups. Figure 1.1 (below) shows what was discussed at each workshop.



Figure 1 Content of Workshops

1.11 The workshops discussed how the Town Strategy should meet the future needs of the town to make it an even better place over the next 20 years. Whilst the views of the representative stakeholders were not unanimous, nevertheless a draft strategy was formulated for consideration by Macclesfield Local Cheshire East Council Members. This draft Town Strategy, as reviewed by Macclesfield Local Councillors and agreed for consultation by the Cabinet Member for Strategic Communities, sets out a Vision for Macclesfield, looking at what the town should be like by 2030. Following on from the Vision are a number of Objectives needed to realise the Vision, and a set of specific aims which add detail to the Objectives. The draft Town Strategy also identifies a number of possible areas that may be suitable for future development.

1.12 This document has been published for consultation to seek the views of the local community, businesses and other stakeholders.

2 Next Steps

2.1 Once all consultation responses have been considered, the Town Strategy will be amended as appropriate and will be used to inform the Cheshire East Local Plan. It is important to note that the Town Strategy itself will not introduce new planning policies, nor will it allocate any sites for development. Its purpose is to make sure that the views of the local community are properly taken into account when drafting the Local Plan. Any new planning policies or site allocations will be proposed through the Local Plan, taking into account all other background evidence (such as housing needs assessment, employment land review, retail study, transport assessments, flood risk assessments, sustainability appraisals and others), national legislation, national guidance, and site-specific appraisals.



2.2 The Local Plan will be made up of a number of key documents including the Core Strategy, Site Allocations Plan and Infrastructure Plan. Figure 2 illustrates the relationship of the Town Strategy document to the Local Plan. This highlights how the Town Strategy will provide a steer to the content and direction of the Local Plan.

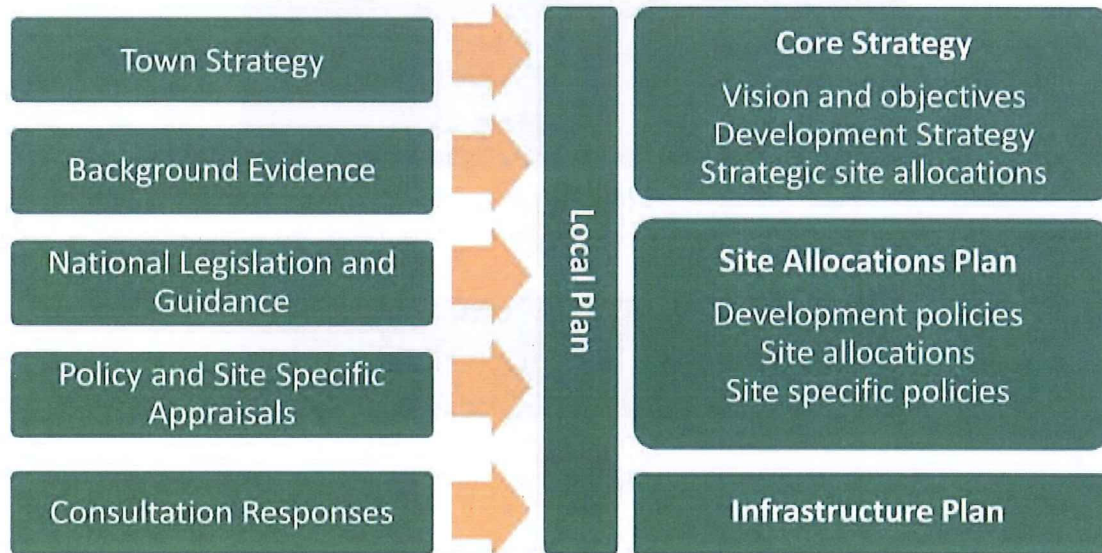


Figure 2 Relationship of the Town Strategy to the Local Plan

2.3 There will be further consultations on the Local Plan including consultation on an overall development strategy for Cheshire East in autumn 2012 and consultation on the draft Core Strategy early in 2013.

2.4 The Core Strategy and Site Allocations Plan will both be subject to separate 'examinations in public' with a Government-appointed inspector. At the examination, the Council will need to demonstrate that all reasonable alternatives to the final proposals have been properly considered. This draft Town Strategy and consultation responses received will form an important part of the Council's evidence in demonstrating that all reasonable alternatives have been considered prior to drafting the Local Plan.

2.5 The Council aims to adopt the Core Strategy in late 2013 / early 2014 with the Site Allocations Plan following later in 2014.

3 Background Material

3.1 A number of documents have informed the development of the town strategy. These documents include:

- Macclesfield Economic Masterplan (2010)
- Town Centre Macclesfield Economic Masterplan (2010)
- SMDA Economic Masterplan and Actions Plans (2010)
- Open Spaces Assessment 2012



4 Vision

Vision

Macclesfield is a unique historic market/silk town on the edge of the Peak District, well positioned in relation to Manchester Airport and has direct intercity rail links to Manchester and London. The vision for the town is:

"By 2030 Macclesfield will continue to be a unique, distinctive and appealing destination set in a visible landscape setting, with a vital and vibrant town centre, where the community comes together to enjoy a wide range of facilities, events, along with its rich history and heritage assets. It will be a town where businesses thrive and where there is a good range of shopping and leisure activities both during the day and the evening. It will be a safe and desirable place with sustainable development, where people want to come to live, work and play".





5 Objectives and Strategy

Objectives and Strategy

5.1 The Council and its partners will aim to:

Objective 1: Economic Prosperity

- To develop a sustainable, diverse and prosperous economy which attracts investment, and generates a range of employment opportunities.
- To provide a long term supply of suitably located employment land and buildings in order to attract new businesses, particularly high technology businesses and other high growth sectors, and allow existing businesses to grow, including the South Macclesfield Development Area.
- To develop a thriving town for tourists, visitors and shoppers alike.



Strategy: Economic Prosperity

- Support existing industries based in the town and safeguard and improve existing viable employment areas in the town.
- Deliver sufficient employment land which will fulfil the economic potential of the town, and which will encourage employment opportunities.
- Deliver additional industrial and commercial premises at South Macclesfield Development Area.
- Safeguard and improve existing viable employment areas in the town.
- Support flexible working and investment in new communication technologies including High Speed Broadband, to allow home working and to support businesses reliant on e-technology within the town
- Support social enterprise, start-up businesses and the development of small businesses.
- Provide grants for the refurbishment of buildings for employment and leisure uses.
- Support the development of visitor and tourism-related facilities including new hotel facilities.
- Build on the silk heritage of the town to promote tourism and business links with countries linked by the Silk Road, particularly China.
- Revitalise the manufacturing base, especially for specialist textiles.



Objective 2: Town Centre

- To create a vibrant town centre by enhancing the provision of residential, retail, arts, leisure, tourism and cultural facilities and improving the public realm whilst strengthening its historic heart and making the most of its historic heritage.
- To promote and strengthen the markets.
- To create a town centre that is accessible for all, improving connectivity and linkages to and within the town centre.
- To improve the appearance of the town centre in terms of its streets and public spaces.
- To require high quality design and materials linked to its historic heritage.

Strategy: Town Centre

- Promote Macclesfield town centre as a focus for shopping, business, leisure, tourism and community facilities.
- Support the redevelopment of appropriate parts of the town centre.
- Preserve, enhance and showcase heritage assets.
- Enhance the appearance of the town centre, maintaining and improving natural assets, providing enhanced green and open spaces and taking opportunities to provide quality landscaping.
- Take opportunities to improve the quality of developments by requiring high quality design linked to its historic heritage.
- Improve the retail offer of the town centre with particular emphasis on attracting and retaining a good mix of multiples and independent shops.
- Support and enhance the existing market provision and alfresco activity.
- Enhance the leisure offer and improve restaurants and cultural facilities.
- Support the provision of community facilities including a community and performing resource and a theatre/entertainment venue.
- Enhance the streets and public spaces, gateways, public conveniences and signage in the town.
- Promote appropriate alternative uses of vacant town centre units and derelict buildings.
- Increase opportunities to live in the town centre.
- Improve access and linkages, including disabled access, around the town centre providing better links with Railway and Bus Stations.
- Recognise the value of museums and libraries to the town centre.





Objective 3: Housing

- To provide the opportunity for everyone to live in a good quality home, sited in a well designed neighbourhood, which they can afford, through a mix of housing types and tenures in appropriate locations to meet the current and future needs and aspirations of the town.
- To increase the number of people living in the town centre.



Strategy: Housing

- Deliver in the order of 3,500 homes on new sites by 2030, including sites that already have planning permission.
- Provide a mix of housing types and tenures across the town, including affordable and elderly persons housing, to meet current and future needs of the town.
- Ensure that new housing development is sustainable, designed to a high standard and is appropriate to the local character and heritage of the area with the required infrastructure in place.
- Secure more spacious, high quality residential development with adequate parking provision.



Objective 4: Access and Transport

- To encourage convenient and affordable transport choices through improved integration of bus and rail travel, and through improved walking and cycling routes.
- To deliver improvements to Macclesfield Railway Station.
- To deliver new road infrastructure that improves connectivity around the town.
- To ease traffic congestion.

Strategy: Access and Transport

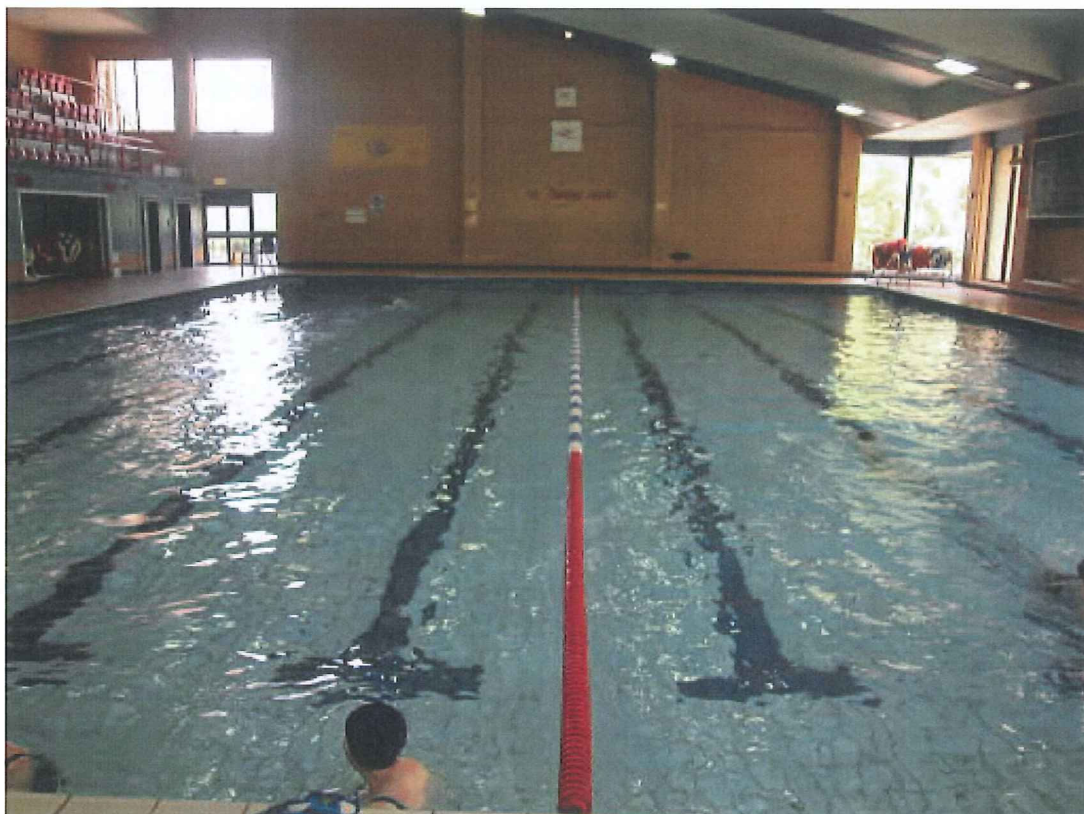
- Deliver the development of the South Macclesfield Link Road in conjunction with the development of the South Macclesfield Development Area.
- Improve pedestrian links into and across the town centre.
- Provide town centre car parking, and cycle parking, to support the role of Macclesfield as a destination for shopping, employment, leisure and tourism.
- Improve the integration of public transport links in the town, including improving the railway station and links from the railway station to the town centre.
- Maintain and strive to improve the existing level of bus and rail services, and to strive to improve accessibility to the leisure centre.
- Improve accessibility to and within the town for all members of society.
- Develop high quality pedestrian and cycle links networks to improve access to the countryside and to link parks and open spaces.
- Improve transport links to Manchester Airport.
- Improve road access to the M6 motorway.
- Support improvements to the A523 and links to South East Manchester Multi Modal Study (SEMMS) relief road.





Objective 5: Community Facilities

- To provide infrastructure, services and facilities needed to sustain the existing and future residents of the town.
- To deliver new or improved accessible leisure facilities for all age groups, to increase the amount of high quality public spaces, open space facilities including in particular allotments, outdoor sports provision and children's play provision.



Strategy: Community Facilities

- Secure new or improved, well connected sports, recreation, play and open space facilities, including new facilities for sports clubs in the town.
- Build stronger links between schools, businesses and the community to secure training and employment opportunities for young people.
- Improve and enhance community facilities including the development of a Leisure and Community Hub, a multi functional facility including a theatre/entertainment venue, and a town centre community and performing space.
- Enhance local health facilities to meet the needs of neighbourhoods current and future populations.
- Ensure that school facilities are improved especially when connected with new housing.
- Enhance the role of libraries and museums in the town.
- Improve the quality and spread of leisure facilities.



Objective 6: Environment

- To preserve and enhance areas of special historic and natural value in and around the town.
- To improve the access to its countryside recreational facilities.
- To improve and enhance key recreational routes.
- To promote energy efficiency and the use of renewable energy in new and existing developments.
- To deliver high quality design and materials in all new development.



Strategy: Environment

- Protect and enhance buildings, sites and spaces of heritage and cultural importance.
- Safeguard and increase the supply, quality and accessibility of green spaces, allotments, sports pitches, parks and playground areas throughout the town.
- Provide energy efficiency and renewable energy in new and existing developments and encourage the development of renewable energy projects of an appropriate scale, in appropriate places.
- Safeguard and enhance sites of nature conservation and geological importance.
- Enhance the essential character of the townscape and countryside in and around Macclesfield.
- To improve and enhance the Macclesfield Canal, Bollin Valley and Middlewood Way.
- To make the best value of brownfield and derelict land in the town.
- To minimise the development of greenfield areas.
- To value the attractiveness, accessibility and integrity of surrounding countryside including the Green Belt.



Objective 7: Deliverability

- To ensure Macclesfield has the latest information and communication technology (ICT) and infrastructure to support its competitiveness and to help attract growing companies.
- To provide for the facilities and infrastructure that a growing population requires to support the development of the town.
- To ensure the future maintenance of the natural and built environment.

Strategy: Deliverability and Viability

- Develop flexibility to respond to market conditions and deliver economic wellbeing in the town.
- Examine the feasibility and viability of schemes in the delivery of the overall Vision for the town.





6 Development Options

Why does Macclesfield need more development?

6.1 Through its Local Plan, Cheshire East has to make sure that there is sufficient land allocated for new homes, jobs, retail, leisure and other commercial developments. In particular, there is a need to make sure that there is sufficient housing to meet the needs of the town's current and future residents over the next 20 years or so. It is also important to make sure that sufficient affordable housing is provided for people who cannot afford to purchase market housing.

6.2 Key factors influencing the need for new housing include:

- The population of Cheshire East is expected to grow from 362,700 to 379,300 by 2026 (Regional Spatial Strategy: Partial Review, Population Forecasts).
- The number of households is expected to increase by 24 per cent from 154,000 to 191,000 by 2030 (Cheshire East's Strategic Housing Market Assessment, 2010).
- The demand for affordable housing. Across Cheshire East there is an identified need for 1,243 affordable homes each year. Within Macclesfield the need is for 318 affordable homes each year between 2009/10 and 2013/14 (Cheshire East's Strategic Housing Market Assessment, 2010).
- The social housing waiting list: in Cheshire East, 10,952 people have applied for social housing and are on the waiting list. Of these 1,749 are on the waiting list for Macclesfield (Housing Waiting List, May 2012).
- The requirements set out in the National Planning Policy Framework to ensure the managed release of sufficient land to meet the objectively assessed needs for market and affordable housing.

6.3 Macclesfield is surrounded by Green Belt and has few opportunities for development within the settlement and outside of the Green Belt. As such there have been relatively small numbers of homes built in the town in recent years. These constraints and the lack of recent development is increasing the pressure on the housing market, creating a latent demand and potentially increasing issues with affordability and access to housing. Therefore it is likely that new housing can provide benefits to local residents by:

- Providing housing to meet the needs of the current and future community and enabling people to have a home.
- Providing funding for new infrastructure by collecting contributions from developers under the Community Infrastructure Levy and Section 106 agreements. New infrastructure could include a wide range of facilities including transport projects, improvements to walking and cycling routes, better parks and play areas and new local services and community facilities, amongst others.
- Stimulating the local economy by providing jobs in the building trade, generating additional spending power in the local community and providing homes for people who come to live in the area.
- Supporting the vitality of the district centre and local services through increased spending and more service users

6.4 Given the Government's intention to revoke the Regional Spatial Strategy (RSS) decisions on housing supply will rest with local planning authorities without the framework of regional numbers and plans. While the housing requirement must be evidence-based and consistent with national advice, there will no longer be a requirement to conform to a top-down regional target. The housing supply numbers with the Cheshire East Local Plan will be based on a variety of evidence and information including the potential development options considered in this document and the consultation responses received, population forecasting figures, the Strategic Housing Market Assessment (SHMA) and the Strategic Housing Land Availability Assessment (SHLAA).



What about the Green Belt?

6.5 The National Planning Policy Framework states that 'once established, Green Belt boundaries should only be altered in exceptional circumstances through the preparation or review of the Local Plan'. As this document will feed into the Cheshire East Local Plan this is an opportunity to review the current Green Belt boundaries.

6.6 The National Planning Policy Framework also provides some further details about what should be considered when defining Green Belt boundaries. This includes:

- Meeting identified requirements for sustainable development.
- Not including land which it is unnecessary to keep permanently open.
- Identifying areas of 'safeguarded land' between the urban area and the Green Belt, in order to meet longer-term development needs stretching well beyond the plan period.
- Ensuring that Green Belt boundaries will not need to be altered at the end of the development plan period.
- Defining boundaries clearly, using physical features that are readily recognisable and likely to be permanent.

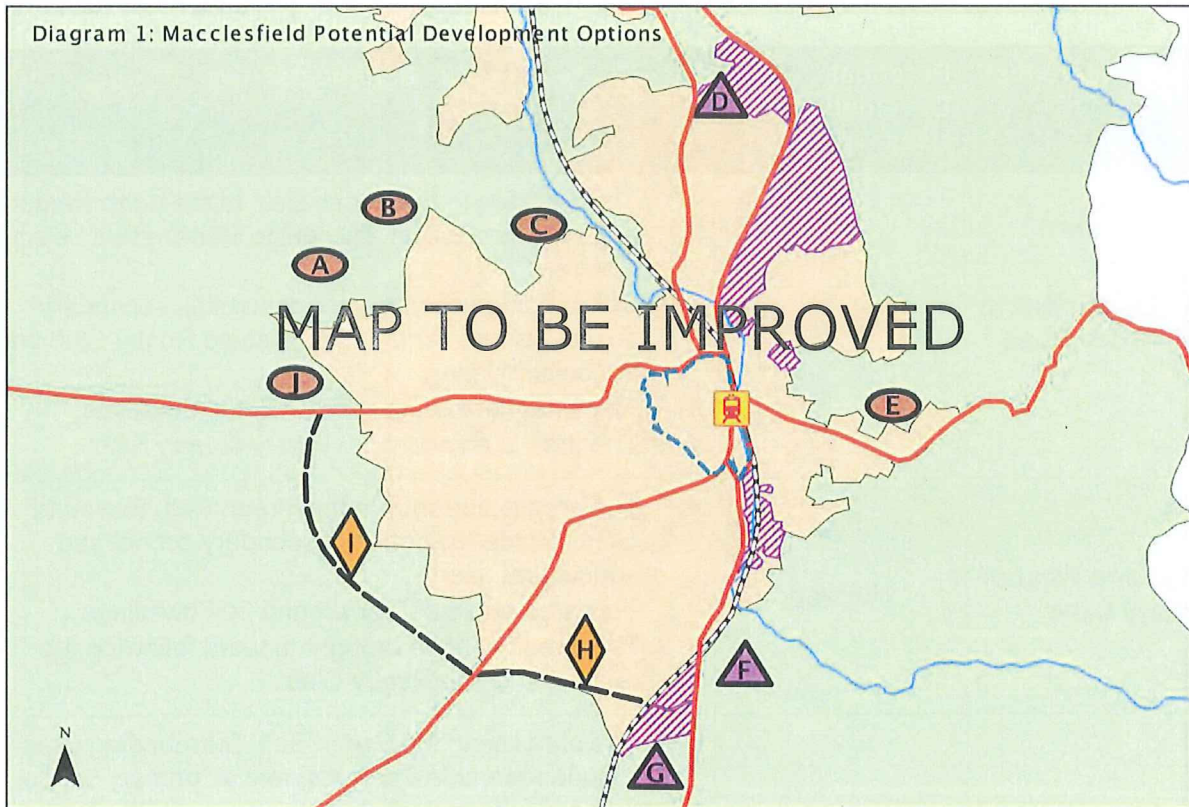


What are the options ?

6.7 Diagram 1 identifies a number of potential areas within and adjacent to Macclesfield that may offer opportunities for growth and redevelopment in the future.

6.8 During the Local Plan Examinations in Public, the Council will need to demonstrate that all all reasonable options have been considered prior to drafting the plan. We are keen to gather a wide range of views on all the potential areas in order to assist this process.

6.9 These sites would be subject to further appraisal and no decisions have been made about the suitability of these areas. It is not intended that all areas will be developed to achieve the delivery of the vision for the town.



Please note that options identified on this map are not proposals and not all potential options identified would be required in order to achieve the vision for Macclesfield. The sum total of development envisaged requires significantly less land than the options shown on the map.



6.10 The Council is interested to hear the views of everyone including residents, businesses, community groups and all other stakeholders on these potential development areas and their potential uses in the future. Consultation responses received to this strategy document and the outcomes of further evidence and assessment work will influence the scale of development for the town and which potential development areas are included in the Local Plan. Evidence and assessment work which will inform the Local Plan includes transport assessments, sustainability appraisals, an employment land review, viability studies and other assessments and evidence based sources.



6.11 The following table provides a brief description of the areas and their potential for development:

Area Reference	Potential Development Uses	Comments
A - Land to North of Birtles Road	Housing	<ul style="list-style-type: none"> The area lies in the Green Belt, to the north western edge of Macclesfield adjacent to Macclesfield Leisure Centre. Surrounding uses include residential, secondary school, leisure centre, Macclesfield Rugby Club and agricultural land. This area could deliver around 900 dwellings. The area is adjacent to Whirley Quarry SBI.
B - Land West of Priory Lane	Housing	<ul style="list-style-type: none"> The area is currently in the Green Belt. Surrounding uses include residential, secondary school and agricultural uses. This area could deliver around 300 dwellings. This area could be brought forward following the relocation of the Rugby Club.
C - Land North of Prestbury Road	Housing	<ul style="list-style-type: none"> The area lies in the Green Belt. Surrounding uses include Riverside Park, residential, primary school and agricultural uses. This area could deliver around 360 dwellings. The area is adjacent to Ancient Woodland - Upton Wood.
D - Land at Tytherington Business Park	Housing or Employment	<ul style="list-style-type: none"> The area lies to the northern edge of Macclesfield. Surrounding uses include Tytherington Business Park and residential uses. The area could deliver 150 dwellings or employment. The area is currently allocated for high quality business and commercial uses and these would attract inward investment into the town.
E - Land between Hurdsfield Road and Buxton Road	Housing	<ul style="list-style-type: none"> The area lies to the eastern edge of Macclesfield and is in the Green Belt. Surrounding uses include residential, agricultural land and reservoirs. This area could deliver around 240 dwellings.
F - Land East of London Road	Housing and/or Employment	<ul style="list-style-type: none"> The area lies to the southern edge of Macclesfield between the West Coast Railway Line and Macclesfield Canal. It is in the Green Belt. Surrounding uses include agricultural land, residential, Macclesfield Town Football Ground, Lyme Green Business Park and Byrons Wood. This area could deliver around 1200 dwellings or it could be deliver high quality business uses or a mixture of housing and employment.



Area Reference	Potential Development Uses	Comments
G - Land at Gaw End Lane	Housing and/or Employment	<ul style="list-style-type: none"> The area lies to the south of Lyme Green Business Park and it is in the Green Belt. Surrounding uses include Lyme Green Business Park, residential and agricultural land. This area could deliver around 850 dwellings or it could be deliver high quality business uses or a mixture of housing and employment.
H - South Macclesfield Development Area	Mix Use	<ul style="list-style-type: none"> Surrounding uses include residential, Danes Moss Land Reclamation area, Macclesfield Town Football Club, agricultural uses and Lyme Green Business Park. This area could deliver a mix of employment, residential (around 450 dwellings), retail, the relocation of Macclesfield Town Football Club and a new distributor road.
I - Land between Congleton Road and Chelford Road	Mix Use	<ul style="list-style-type: none"> The area lies to the south west of Macclesfield and is in the Green Belt. Surrounding uses include mainly residential and agricultural land. This area could deliver a mix of employment, residential (around 3,000 dwellings), retail, community facilities and will be required to contribute to the South West Link Road (between Congleton Road - Chelford Road). A Site of Biological Importance is included within the area and it is adjacent to Ancient Woodland - Cock Wood.
J - Land between Chelford Road and Whirley Road	Housing	<ul style="list-style-type: none"> The area lies to the west of Macclesfield and the east of Henbury and is in the Green Belt. Surrounding uses include residential, primary school and agricultural land. This area could deliver around 700 dwellings.

6.12 Please note: it is not intended that all the sites would be required to achieve the delivery of the vision for the town.

6.13 During the development of this Strategy, the Stakeholder Panel undertook a review of the Potential Development Options identified within Diagram 1. This review was performed in order to allow the Panel an opportunity to consider the initial suitability of the Potential Development Options, subject to the results of more detailed assessment.

6.14 Following the initial consideration of Development Options the Stakeholder Panel considered which sites it preferred or least preferred, based on their perceived suitability for development. There was overall support for potential development of the land at Tytherington Business Park, although opinion was divided as to whether that would be employment or housing, and for the development



of South Macclesfield Development Area, for a mix of uses. In addition, there was overwhelming consensus against using those sites located to the east of Macclesfield, while there was no clear steer on the other sites.

6.15 Macclesfield will deliver in the order 3,500 new homes by 2030 and enough employment land to meet the needs of the area.

6.16 As at March 2012, there are commitments (that is sites with planning permission) for 588 dwellings in the town (141 awaiting Section 106 Legal Agreement, 160 with full planning permission, 19 with outline planning permission and 268 on sites under construction). Other brownfield sites within the town could have a capacity for about an additional 450 dwellings over the Local Plan period.

6.17 Within the existing built up area of the town, preference will be given to the use of vacant buildings and brownfield sites for housing. However in addition the Strategic Housing Land Availability Assessment identified the potential for around 150 additional dwellings additional on land within the town that comprises of part brownfield land.

6.18 Taking the commitments and brownfield sites into account, there would be a need to find sites for around 2,300 dwellings to meet the housing needs of the town's residents over the next twenty years and to support the prosperity of the town.

6.19 The amount of employment land that will be required in the town will be subject to the completion of the Cheshire East Employment Land Review.

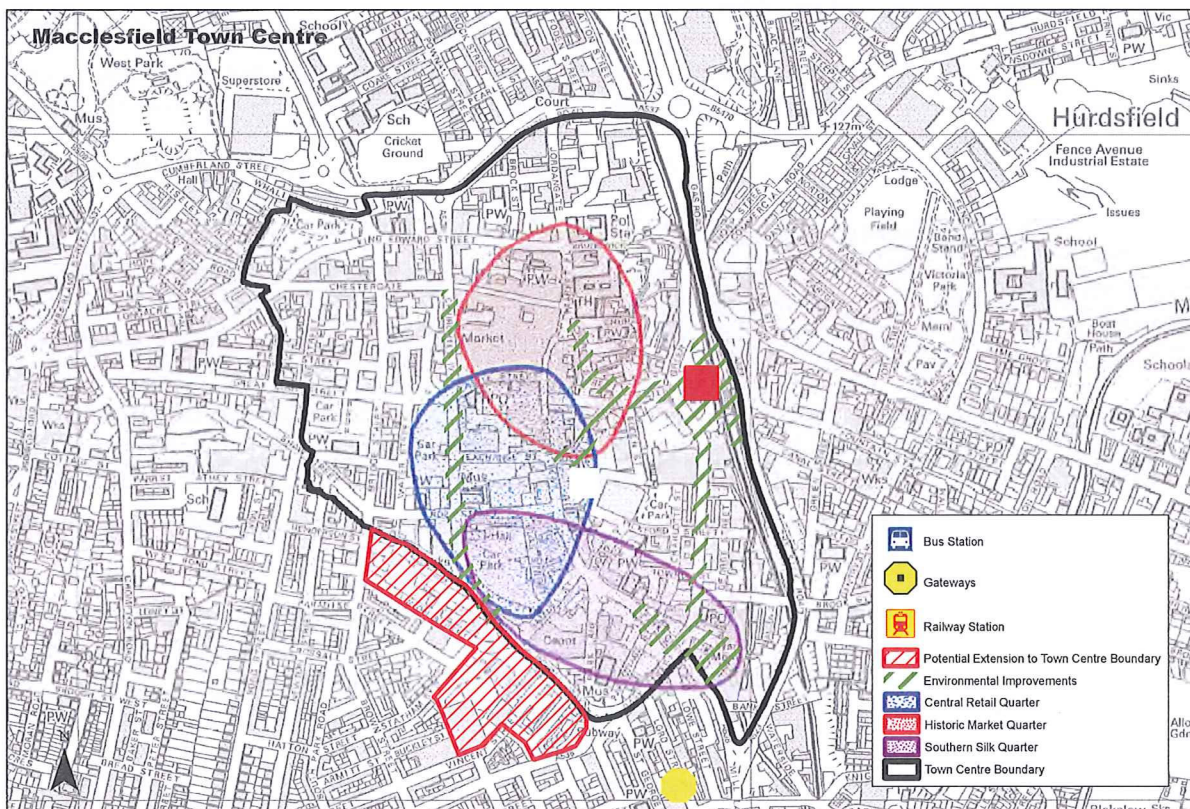


7 Town Centre

7.1 The key objective of the town strategy is for Macclesfield to continue to be a unique, distinctive and appealing destination with a vibrant, accessible town centre that cherishes its historic heart while providing a range of business, residential, shopping, tourism, arts and leisure activities. This section also reflects the contents of the Town Centre Macclesfield Economic Masterplan.

7.2 Throughout the town centre it is essential that high quality materials and design are achieved along with:

- the towns heritage assets, including historic buildings and its silk legacy, are managed, protected and enhanced as appropriate to the asset
- improvements are made to the accessibility of the town centre for all modes of movement including pedestrian links across the town
- Environmental improvements are made particularly with regard to open spaces and streetscape.
- Housing provision should be encouraged.





Area	Comments
Historic Market Quarter	<p>This is the traditional heart of the town where there are a significant number of historic buildings and where the primary retail offer is focused. It includes the pedestrianised shopping street, Chestergate, the Town Hall, St Georges Church, Market Place and Waters Green.</p> <ul style="list-style-type: none"> • Opportunities will be taken to strengthen this area as the hub by encouraging independent retailers, café culture and promoting/consolidating the market activity. • It is important to encourage high quality design, particularly in shop fronts and signage. • Links to the railway station should be improved. • Opportunities to make environmental improvements should be taken and encouraged to improve pedestrian areas, linkages across the town centre, and traffic movements.
Central Retail Quarter	<p>This area focuses on the pedestrianised Upper Mill Street and the area south of Exchange Street where there will be new development.</p> <ul style="list-style-type: none"> • Opportunities should be taken to improve the quality of the shopping experience • There should be links from this area to the Historic Market Quarter • Opportunities should be taken to make environmental improvements to improve accessibility, pedestrian movement and the urban fabric.
Southern Silk Quarter	<p>This area includes the Silk Museum and Park Green Conservation Area. This area is critical to achieving the key objective to promote the heritage of Macclesfield.</p> <ul style="list-style-type: none"> • This area will be promoted as a focus for leisure activities including a theatre/entertainment hub. • It is important to enhance this gateway to the Central Retail Quarter and to improve the public realm. • Opportunities should be taken to increase access to the River Bollin and to secure pedestrian linkages.

7.3 A key objective of the town strategy is a vibrant and accessible town centre with a strong retail core, while showcasing its unique historic heritage.

7.4 Key messages from the Town Centre Macclesfield Economic Masterplan include:

- The importance of the historic heritage and character of the town centres
- The need to strengthen linkages between the different quarters
- The importance of high quality design in all developments
- The retail and leisure offer should be increased
- Improvements should be made to the public realm and the environmental quality
- Improvements are needed to the linkages and signage across the town centre and to the bus and railway stations.

7.5 The stakeholder panel workshops considered the future of the town centre and whether changes need to be made to its current boundary to capitalise on any future development opportunities on brownfield sites in and around the town centre. Consideration was given as to whether the town



centre boundary should be extended to include Union Street and the existing bulky goods retail units off Statham Street (see diagram below). If it was to be extended, then within that area, town centre uses such as retail, office and leisure uses would be acceptable.

Diagram to be inserted

7.6 The outcome of the stakeholder panel workshops was that opinion was divided as to whether the town centre boundary should be extended or not. Overall the conclusion was that, given what is happening nationally, the town centre boundary should not be extended to include the land shown in the diagram however consideration should be given to its consolidation.

7.7 The importance of the conservation areas and the need to enhance and protect these environments was emphasised and also the importance of encouraging further housing opportunities into the town centre.



8 Infrastructure Priorities

8.1 The Community Infrastructure Levy is a levy that Local Authorities can choose to charge new developments in their area that they can spend on providing infrastructure to support the development of their area.

8.2 It is important to consider the infrastructure required to support the development proposals and the relative priorities for phasing (in what order infrastructure is delivered over the plan period). The town strategy should establish priorities to guide future investment in the town through the Community Infrastructure Levy.

8.3 The Local Authority will publish a schedule of infrastructure required to deliver development in the town and their funding to ascertain the levels of Community Infrastructure Levy. The following is a list of potential infrastructure requirements, identified by the Stakeholder Panel, to deliver the Vision and Strategy as proposed. The top ten requirements are listed first, with the remaining requirements listed below, not in any order of priority:

8.4 The top priorities for infrastructure requirements in the town, identified at the stakeholder workshops (in no particular order):

- Protection, enhancement and celebration of Macclesfield's Heritage including Silk Heritage
- Completion of South Macclesfield Link Road (Congleton Road to London Road)
- Environmental improvement scheme to town centre public realm
- Improvements to car parking provision including modernising for future technology
- Road infrastructure improvements, particularly to London Road/Cross Street area
- Improvements to education facilities including access and setting
- Improved health care facilities/provision including at Macclesfield Hospital, in accordance with their requirements and improved access
- Green infrastructure including further provision of allotments
- Renewable energy
- Deliver a large multi functional leisure/conference facility

8.5 Other infrastructure requirements (in no particular order):

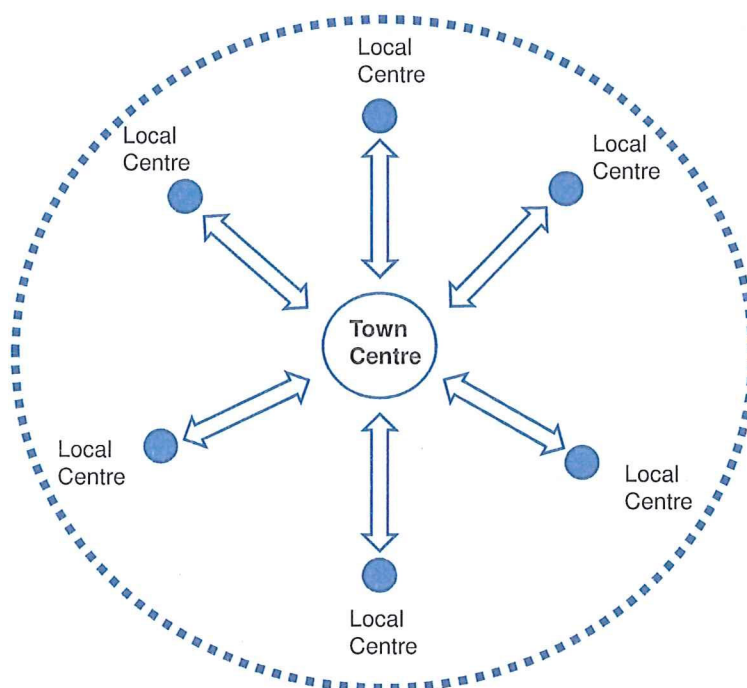
- High speed broadband
- Reduction in street sign clutter/ improved signage
- Improved links between the town centre and Macclesfield railway station and improved links both to and across the town
- Completion of a South West Macclesfield Link Road (Congleton Road to Chelford Road)
- Improvements to car parking, public realm and environment around the railway station
- Increased provision of cycle parking stands
- Improved disabled and mobility impaired access
- Affordable housing and special needs housing to meet the needs of the town
- Improved public transport provision
- Improved sports facilities, including new facilities for Macclesfield Town Football Club
- Enhanced community and leisure facilities, including the development of a Leisure and Community Hub
- Enhancement of the River Bollin and Macclesfield canal corridors
- Improve the provision of public conveniences

8.6 The list of priorities set out above will also be shaped by further evidence and assessments including transport, employment, viability and others to ensure the delivery of the Local Plan:



8.7 The resources received from the Community Infrastructure Levy are finite and will not be able to cover all the aspects the Council and community may wish. The Council in the preparation of the Local Plan will investigate the expected costs in infrastructure provision across the Borough, prepare a list of charges attached to development and set out how this should be spent. It is important to consider priorities or phasing of infrastructure so that it is clear in what order investment in infrastructure should be prioritised and delivered in the Local Plan.

8.8 The following diagram highlights how the Council will seek to achieve an appropriate balance between the town centre and local facilities:



9 Further Information

Consultation Information

- Dates of Consultation:
- Dates of Exhibition and Venue:

Contact Information

- E-mail: ldfconsultation@cheshireeast.gov.uk
- Phone: 0300 123 5014
- Website: <http://www.cheshireeast.gov.uk/localplan>



10 Glossary

10.1 This Glossary provides definitions of the uncommon words, terms and abbreviations used in this Report.

Affordable Housing	Housing, whether for rent, shared ownership or outright purchase, provided at a cost considered affordable in relation to incomes that are average or below average, or in relation to the price of general market housing.
Agricultural Land Quality (Classification)	Classification of land by DEFRA (Department of the Environment, Food and Rural Affairs) according to quality. The Agricultural Land Classification (ALC) provides a method for assessing the quality of farmland to enable informed choices to be made about its future use within the planning system.
Brownfield	Previously developed land that is or was occupied by a permanent structure, including the curtilage of the developed land and any associated fixed surface infrastructure.
Climate Change	Long-term changes in temperature, precipitation, wind and all other aspects of the Earth's climate. Often regarded as a result of human activity and fossil fuel consumption.
Community Infrastructure	Community Infrastructure is the basic facilities, services and installations needed for the functioning of a community or society. Community Infrastructure includes community buildings and halls, leisure facilities, education services, healthcare facilities and renewable energy installations.
Community Infrastructure Levy (CIL)	A charge local authorities in England and Wales will be able, but not required, to charge on most types of new development in their area.
Core Strategy	A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area, having regard to the Community Strategy.
Development	'The carrying out of building, engineering, mining or other operations in, on, over or under land, or the making of any material change in the use of any buildings or other land (section 55 of the Town and Country Planning Act 1990).
Development Plan Document	A document prepared by Local Planning Authorities outlining the key development goals of the Local Plan.
Employment Land	Land identified for business, general industrial, and storage and distribution development as defined by Classes B1, B2 and B8 of the Town and Country Planning (Use Classes) Order. It does not include land for retail development nor 'owner-specific' land.
Employment Land Review	A review of the employment land portfolio within the Borough to form part of the evidence base for the Local Development Framework.



Green Belt	<p>A designation for land around certain cities and large built-up areas, which aims to keep this land permanently open or largely undeveloped. The purposes of the Green Belt are to:</p> <ul style="list-style-type: none"> • Check the unrestricted sprawl of large built up areas; • Prevent neighbouring towns from merging; • Safeguard the countryside from encroachment; • Preserve the setting and special character of historic towns; and • Assist urban regeneration by encouraging the recycling of derelict and other urban land. <p>Green Belts are defined in a Local Planning Authority's Development Plan/Local Plan.</p>
Greenfield	Land (or a defined site) usually farmland, that has not previously been developed.
Infrastructure	Basic services necessary for development to take place, for example, roads, electricity, sewerage, water, education and health facilities.
Infrastructure Plan	<p>National planning policy formally requires local authorities to demonstrate sufficient infrastructure exists, or will be provided, to support their strategies for new development as set out in their Local Plan documents.</p>
Intermediate Housing	Housing which is available at prices and rents above those of social rent, but below market levels
Local Development Framework (LDF)/Local Plan	<p>Through the Localism Act 2011, the Government refers to the statutory development plan as "the Local Plan". To reflect this, it is proposed that in future the Cheshire East Local Development Framework will be renamed the "Cheshire East Local Plan".</p> <p>A non-statutory term (LDF) used to describe a folder of documents, which includes all the Local Planning Authority's Local Development Documents. An LDF is comprised of:</p> <ul style="list-style-type: none"> • Development Plan Documents (which form part of the statutory development plan); and • Supplementary Planning Documents. <p>The LDF will also comprise of:</p> <ul style="list-style-type: none"> • The Statement of Community Involvement; • The Local Development Scheme; • The Annual Monitoring Report; and • Any Local Development Orders or Simplified Planning Zones that may have been added.



Local Plan

Through the Localism Act 2011, the Government refers to the statutory development plan as "the Local Plan". To reflect this, it is proposed that in future the Cheshire East Local Development Framework will be renamed the "Cheshire East Local Plan".

Also: An old-style development plan prepared by district and other Local Planning Authorities. These plans will continue to operate for a time after the commencement of the new development plan system, by virtue of specific transitional provisions.

Local Planning Authority

The Local Authority or Council that is empowered by law to exercise planning functions. Often the local Borough or District Council. National parks and the Broads Authority are also considered to be Local Planning Authorities.

Natural Assets

Natural assets are assets of the natural environment. These consist of biological assets (produced or wild), land and water areas with their ecosystems, subsoil assets and air. They include sites which have identified as having importance for nature conservation at a local, national and international scale.

Open Countryside

The rural area outside the towns and villages, but excluding the Green Belt areas.

Open Space

All space of public value, including public landscaped areas, playing fields, parks and play areas, and also including not just land, but also areas of water such as rivers, canals, lakes and reservoirs, which can offer opportunities for sport and recreation or can also act as a visual amenity and a haven for wildlife.

Place Shaping Consultation

This is a stage in preparing new plans for places in Cheshire East. It looks at the challenges facing each town or village, and ideas about how each place can be improved. It will then look at the options for the plan for each place. From this, a strategy for each town or village will be produced and the proposals will be incorporated into the draft Cheshire East Local Plan Core Strategy and Site Allocations documents.

Previously Developed Land

Land that is or was occupied by a permanent structure (excluding agricultural or forestry buildings), and associated fixed-surface infrastructure. The definition covers the curtilage of the development. Planning Policy Statement 3 (Housing) provides a detailed definition.

Public Realm

Those parts of a village, town or city (whether publicly or privately owned) available, for everyone to use. This includes streets, squares and parks.

Renewable Energy

Energy flows that occur naturally and repeatedly in the environment, for example from the wind, water flow, tides or the sun.

Section 106 Agreement (s106)

A legal agreement relating to monies paid by developers to the Council in order to offset the costs of the external effects of development, for example to fund new school places, provide new green spaces or improve the road layout.



Site Allocations Document	The Site Allocations document is part of the Local Plan and will contain land allocations and detailed policies and proposals to deliver and guide the future use of this land.
Sustainability Appraisal (SA)	An appraisal of the economic, environmental and social effects of a plan from the outset of the preparation process to allow decisions to be made that accord with sustainable development.
Sustainable Development	<p>A widely used definition drawn up by the World Commission on Environment and Development in 1987: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The Government has set out four aims for sustainable development in its strategy 'A Better Quality of Life, a Strategy for Sustainable Development in the UK'. The four aims, to be achieved simultaneously, are:</p> <ul style="list-style-type: none"> • Social progress which recognises the needs of everyone; • Effective protection of the environment; • Prudent use of natural resources; and • Maintenance of high and stable levels of economic growth and employment.
Transition Town	<p>A Transition Town is a community in a process of imagining and creating a future that:</p> <ul style="list-style-type: none"> • addresses the twin challenges of diminishing oil and gas supplies and climate change • and creates the kind of community that we would all want to be part of.

