

**Chelford Parish Council**  
**Neighbourhood Plan**  
**Regulation 14 Consultation**

30<sup>th</sup> October, 2018 - 11<sup>th</sup> December, 2018

**Feedback Response Form**

<b>About you:</b>	
Please complete either section A or section B	
<b>Section A: Individual Responses</b>	<b>Section B: Organisation Responses</b>
	Organisation Name: (Mandatory) <b>JONES HOMES (NORTH WEST) LIMITED</b>
What is your postcode? (Mandatory) <b>SK9 7LF</b>	Organisation Postcode: (Mandatory) <b>SK9 7LF</b>
	Type of Organisation: (Mandatory) <b>RESIDENTIAL DEVELOPER</b>

**General Comments:**

I am generally in favour of the Plan Agree <input checked="" type="checkbox"/> Disagree <input type="checkbox"/>	I would like to see changes to the Plan Agree <input checked="" type="checkbox"/> Disagree <input type="checkbox"/>
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Comments on the Plan overall:

**Specific Comments:**

Policy Number		Do you agree? (delete as appropriate)	Comments / suggested changes - please be as clear and concise as possible
Housing	Policy HP1: Housing Development and Scale	<del>YES</del> / NO	INCLUDE LAND IN APPENDIX 1 AS A PROMISED HOUSING ALLOCATION. TO ACCORD WITH CHESHIRE EAST SADPD 2018
	Policy HP2: Housing Mix	YES / <del>NO</del>	
	Policy HP3: Housing Design	YES / <del>NO</del>	

The Natural Environment	Policy NE1: Biodiversity	YES / <del>NO</del>	
	Policy NE2: Landscape	YES / <del>NO</del>	
	Policy NE3: Trees and Hedgerows	YES / <del>NO</del>	
The Green Infrastructure	Policy GI1: Green Space	YES / <del>NO</del>	
	Policy GI2: Open and Recreational Space	YES / <del>NO</del>	
	Policy GI3: Public Rights of Way and Footpaths	YES / <del>NO</del>	
Community Infrastructure and the Local Economy	Policy CI1: Community Facilities and Amenities	YES / <del>NO</del>	
	Policy CI2: Heritage Assets	YES / <del>NO</del>	
	Policy LE1: Local Economy	YES / <del>NO</del>	
	Policy DI1: Digital Infrastructure	YES / <del>NO</del>	
Transport	Policy T1: Transport	YES / <del>NO</del>	

Jones Homes (North West) Ltd  
Emerson House Heyes Lane  
Alderley Edge Cheshire SK9 7LF  
Tel: 01625 588400  
E-Mail: [joneshomes@emerson.co.uk](mailto:joneshomes@emerson.co.uk)  
DX: 15421 Alderley Edge  
[www.jones-homes.co.uk](http://www.jones-homes.co.uk)



**RE: REPRESENTATION IN RESPECT OF LAND OFF KNUTSFORD ROAD, CHELFORD  
TO THE PRE-SUBMISSION DRAFT NEIGHBOURHOOD PLAN – OCTOBER 2018 –  
ON BEHALF OF JONES HOMES (NORTH WEST) LIMITED.**

Whilst overall Jones Homes (North West) Limited are supportive of the Plan, there is one addition which is requested.

Policy HP1 – the policy should be amended to allocate Site CFD1 which is identified to be a housing allocation to be included in the settlement in the Cheshire East SADPD for housing, enclosed as Appendix 1.

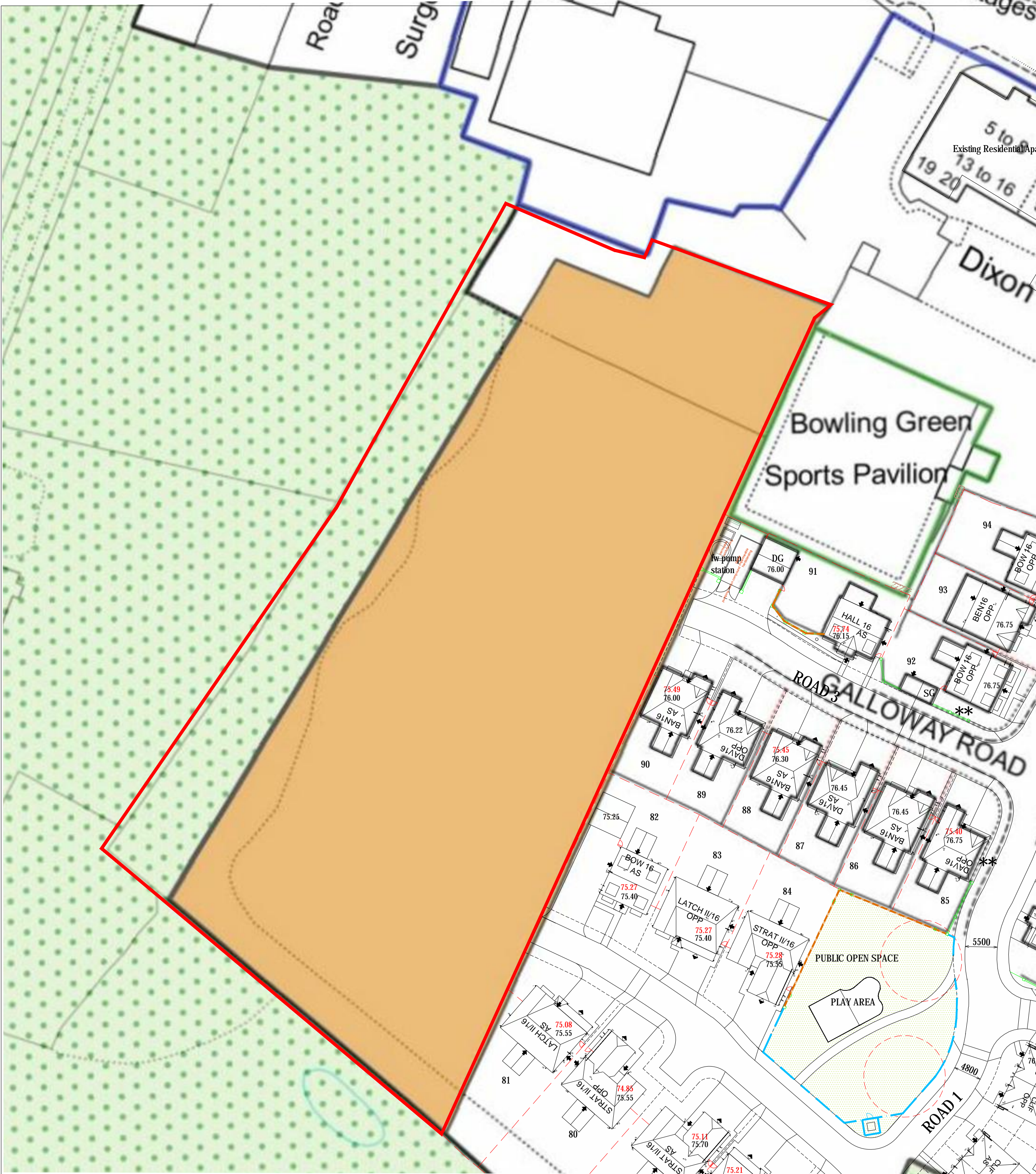
Neighbourhood Plans are able to suggest Green Belt boundary changes and as this change would tally with the Cheshire East Local Plan SADPD 2018, it seems appropriate to have the land as a housing allocation in the Neighbourhood Plan.

I can confirm the car park which exists to the south and east of Chelford Farm Supplies will not be developed for housing a part of Jones Homes' plans, just the land to the south of it. The area to be developed for housing is edged red in Appendix 2.

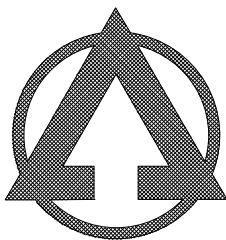
I attach a Delivery Statement in support of that allocation and look forward to hearing from you discuss further if it assists.

Yours faithfully,





The Contractor is responsible for checking dimensions and any discrepancy to be verified with the Architects before proceeding. Figured dimensions to be worked to only.  
DO NOT SCALE



Scale in metres



Rev	Date	By	Description	Chk'd
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location
Land Adjacent to Cricketers Green Chelford

title
Draft Allocation OVERLAY

scale	size	drawn by	checked by	date
1:500	A2	WDC	KP	2.10.18

drawing no.	rev
SK 2.10.18-1	-



JONES HOMES  
EMERSON HOUSE, HEYES LANE, ALDERLEY EDGE, CHESHIRE. SK9 7LF  
Tel: (01625) 588400 Fax: (01625) 588270





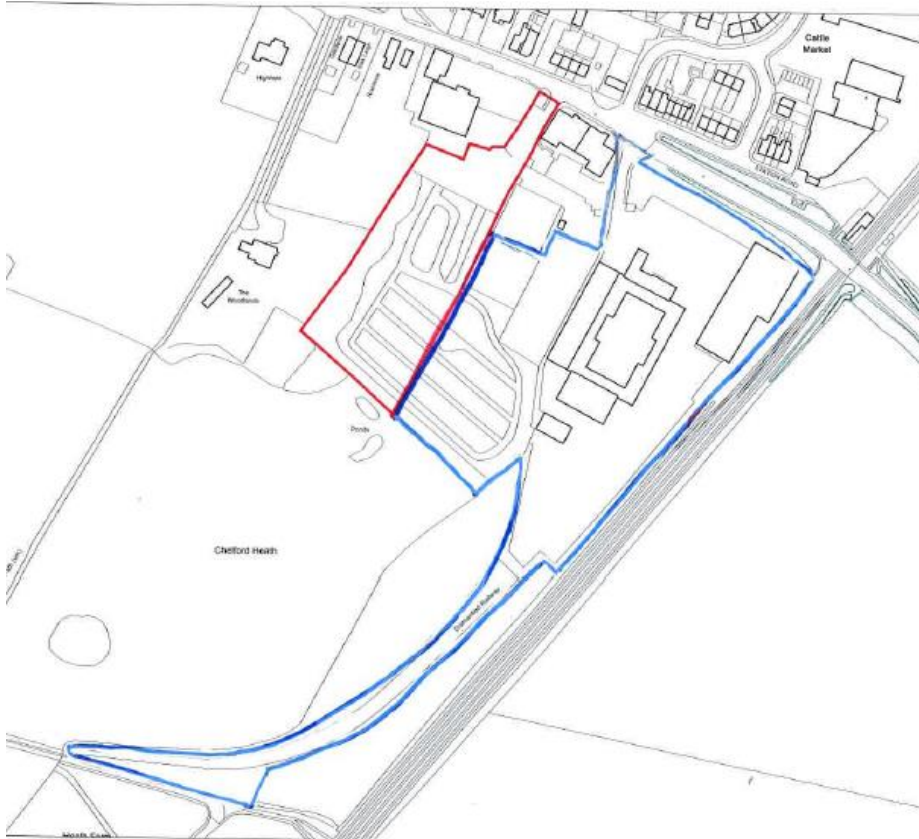
location					
Land Adjacent to Cricketers green Chelford					
title					
Draft Allocation development edge overlay on image					
scale	size	drawn by	checked by	date	
1:50	A4	WDC	KP	8.11.18	
drawing no.				rev	
SK 8.11.18				-	



JONES HOMES  
EMERSON HOUSE, HEYES LANE, ALDERLEY EDGE, CHESHIRE. SK9 7LP  
Tel: (01625) 588400 Fax: (01625) 588270

October 2018

# Delivery Statement



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SITE CFD1  
LAND OFF KNUTSFORD ROAD  
CHELFORD

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# Contents



**associates limited**  
architecture | building surveying | urban design

**cheshire woodlands**   
arboricultural consultancy

1. Introduction
2. The site
3. Case for Green Belt release
4. Sustainable Design Principles
5. Site Considerations
6. Deliverability
7. Site Vision
8. Benefits & Conclusions

Appendix 1 – Ecology Survey Results Plan

Appendix 2 – List of Labour/Services used



# 1. Introduction

This document has been prepared on behalf of Jones Homes (North West) Ltd to support the allocation of land off Knutsford Road, Chelford for housing. This document demonstrates the suitability, availability and deliverability of the site for residential purposes.

Jones Homes has undertaken a range of technical assessments to understand the deliverability and suitability of the site.

The site has the capacity to deliver up to 22 new homes together with associated infrastructure which will complement the neighbouring development. The site will be able to deliver a flexible housing mix that provides a range of market and affordable homes.

In summary, subject to the necessary Green Belt boundary adjustments, the allocation and subsequent development of this site would be wholly appropriate as an extension to the existing settlement of Chelford and could come forward during the emerging plan period. This will bring future benefits to the area and contribute to the housing needs of Chelford and the wider Macclesfield area.



## 2. The Site

The site lies immediately adjacent to the settlement of Chelford. The settlement of Chelford has a station, medical centre, school, shops, post office and newsagent.

The site is approximately 1 hectare and consists primarily of land which was used as an overflow car park for the cattle market. The cattle market now has planning consent for residential development and plans to relocate, as such the car park is redundant.

Planning consent has been granted on land to the east of the site for residential development by Jones Homes and that is under construction. Consequently the land is bound to the north, east and west by residential development. To the south is the strong tree belt of Chelford Heath.

There are no designated geological or landscape features within or surrounding the site and there are no major watercourses or wetlands present in the area that put the site at risk of flooding. There is a badger presence and TPO trees on the boundary but these do not prevent development.

The site is located in a highly sustainable location. It is well served by a range of key local amenities and facilities including, school, community centre, play park, open space, health centre and station. The connectivity and accessibility to and from these facilities has been improved through the neighbouring development by Jones Homes which provides a pedestrian crossing to Knutsford Road.

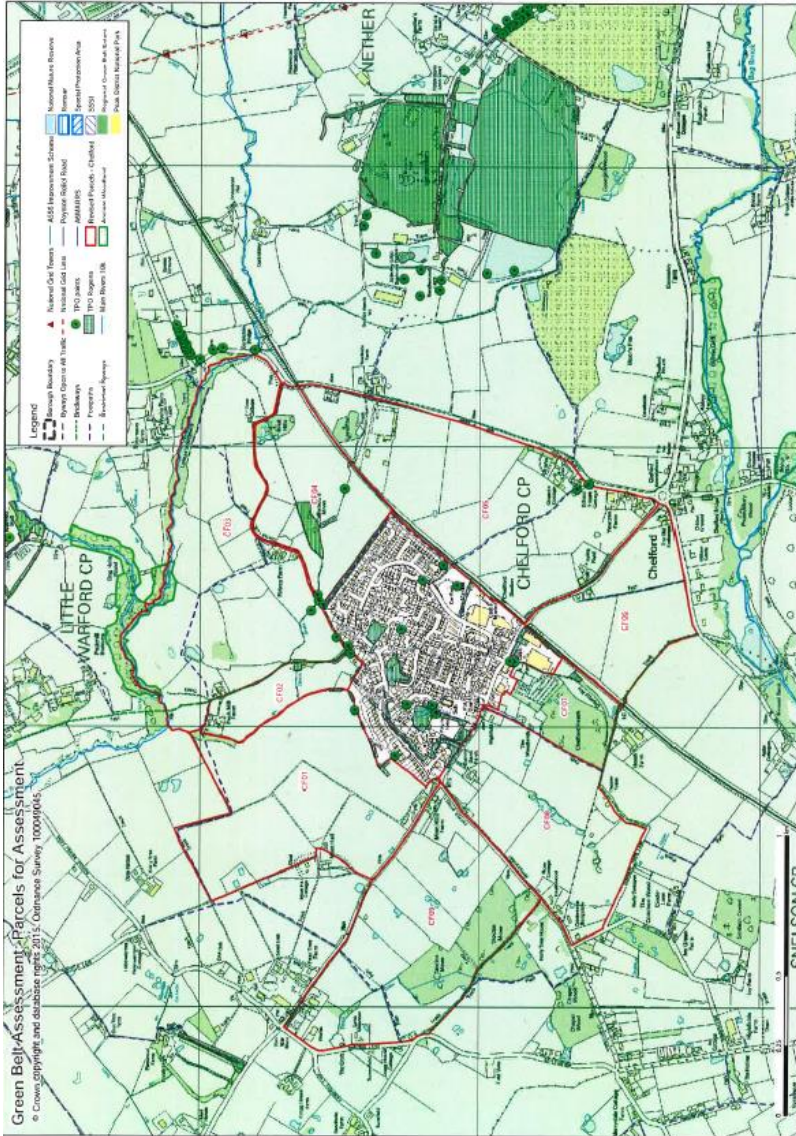
An aerial image of the site is shown on the next page.

## 2. The Site





### 3. Green Belt Release



The site is part of the larger site assessed as CF07 in the Arup's Green Belt Assessment (illustrated below) which concludes the land makes a significant contribution. There are no sites in Chelford that make no contribution or a contribution so the lowest designation in Chelford is significant contribution. The assessment states the site has firm boundaries to the west and east. It does not perform the function of preventing towns merging. It criticises the boundaries to the north as being weak and describes it as agricultural land and detached from the urban development. This site was also used as a car park and as such is partially brownfield.

The Arup description is not characteristic of this particular piece of land proposed for Green Belt release. This piece has a strong TPO tree lined boundary to the south and east and is bounded to the north and west by built form and the land is used for car parking.

This view has also been taken by Cheshire East Council in the Chelford Settlement Report to inform the SADPD which views the land as an independent piece of Green Belt, which is bounded by Chelford Heath and its release would not undermine the overall function of the Green Belt.

The local service centres are required to provide 1125 units in Part 2 of the Plan. This site would be appropriate to provide circa 25 units towards this as an extension to the site which is currently under construction by Jones Homes.

It has strong defensible Green Belt boundaries, is no longer needed for car parking; is bounded on two sides by continuous built form and on the third side by interspersed residential properties.

When viewed from surrounding footpaths in the Green Belt the site is invisible due to the strong tree lined boundaries. From the settlement glimpses of the site are limited due to the built form fronting Chelford Road which hides it from view.



# 4. Sustainable Development Principles

This section of the document demonstrates the reasons why the site represents the most sustainable solution to the Council's housing need in accordance with national planning policy. The allocation of the site would perform a positive economic, social and environmental role in accordance with the overarching themes of sustainable development and presents a highly sustainable and logical option to meeting the growth needs of Chelford and the wider Macclesfield area.

- Economic Role
- Social Role
- Environmental Role

Economic – the proposed allocation of the site would contribute to building a strong, responsive and competitive economy in the Borough. In particular, the proposals to deliver an additional 25 new homes would generate economic benefits to the local economy in terms of construction, job creation, spend and local authority revenues:

- Employment of local people meaning more money is spent in the local area.
- Investment into the local area through the construction process.
- Approximately £220,000 in tax revenue.
- Approximately £28,300 in revenue generated by additional Council Tax revenue.
- The potential to generate jobs.
- Net additional spending annually in the local economy from the development's new residents which could support further jobs in the local area.

Social – A key objective of the social role of sustainable development is to support a strong, vibrant and healthy community. The development of 25 new homes will undoubtedly contribute to delivering a high quality, successful, strong and vibrant new community. The development of the site would provide:

- A range of open market and affordable housing to meet the needs of the local community.
- New community infrastructure potentially including contributions towards schools, health and community.
- Contribute to the existing community by providing people to sustain the existing facilities of the settlement.

Environmental – A key objective of the environmental roles of sustainable development is to protect and enhance the natural, built and historic environment. Technical work has been undertaken as part of the assessment of the site. The findings of this work are demonstrated in the subsequent section and show that with the site will have no impact upon its surroundings.

# 5. Site Considerations

- Ecology

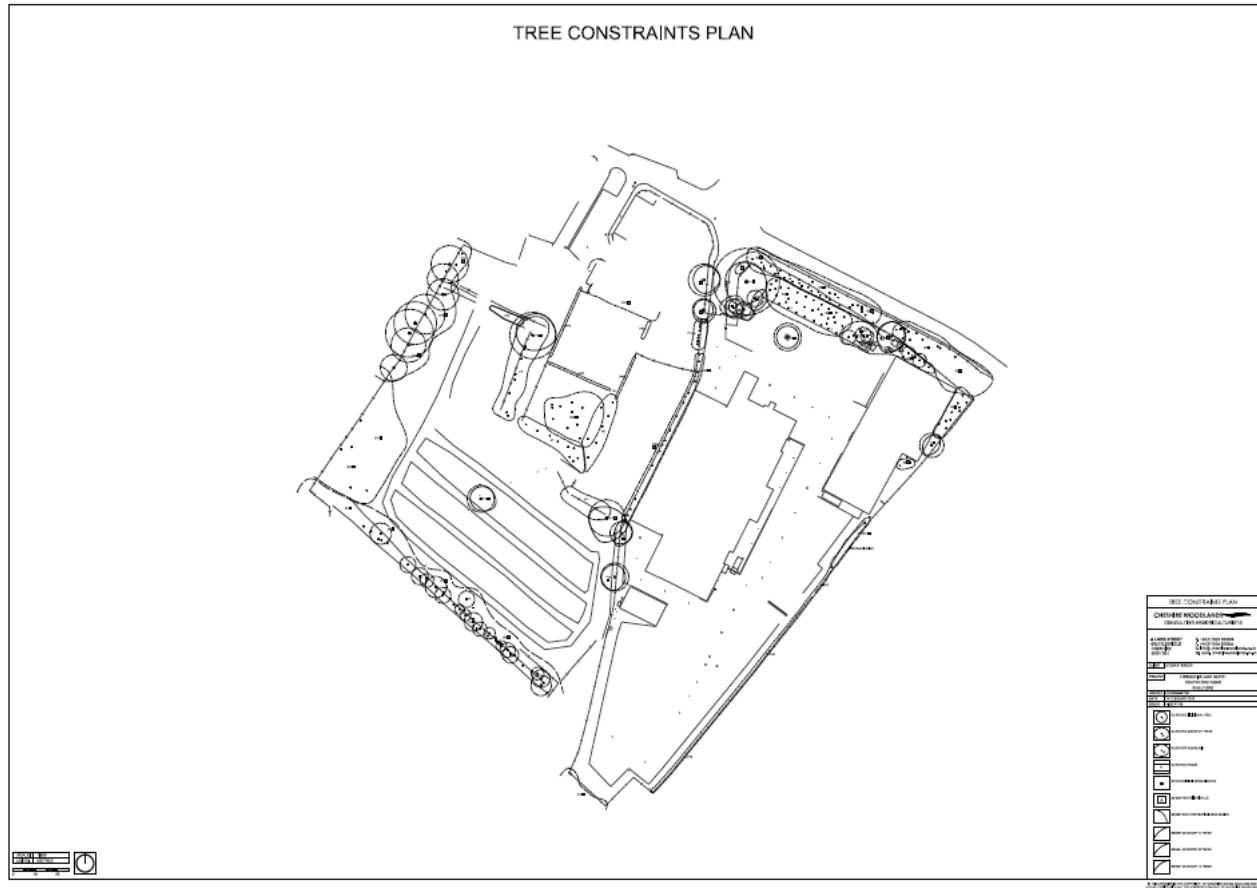
The Phase 1 Ecology Assessment does not raise any concerns that cannot be addressed through mitigation. Further assessment will need to be undertaken but it is not considered that this will be a barrier to development. The findings of the ecology survey are in Appendix 1.

- Landscape and Visual Impact

The site is a car park and due to the urbanising impact of the development to the north and east and the strong boundaries to the south and west, it is considered that the site can be developed with minimal impact on the wider landscape. The site is not readily visible due to boundary trees and existing built form.

- Trees and Hedgerows

The trees on the sites boundary are to be retained and protected. The tree constraints plan and parameter plan established by the outline consent on the site are shown opposite. As part of a planning application tree management will be assessed.



# 5. Site Considerations continued

- Ground Conditions, Flood Risk, Drainage and Utilities

There are no known ground condition constraints that are likely to impact on the delivery of this site for housing. It is considered that suitable infrastructure can be installed that will ensure the site is adequately drained. According to the Environment Agency Flood Map the site is located in Flood Zone 1 and therefore has less than a 1 in 1000 annual probability of flooding.

- Archaeology and Heritage

There are no known archaeological constraints that would prevent the delivery of developing this site.

- Transport, Accessibility and Connectivity

The site benefits from excellent sustainable transport connections with Chelford railway station a stones throw away. A regular bus service is nearby on Knutsford Road.

The settlement has a village hall, park, school, medical centre, community rooms, shops and services including a post office. This is an entirely sustainable location for new residential development which can sustain the existing community facilities.

The site is proposed to be accessed through the existing Cricketers Green development and our highways consultants conclude the existing access for Cricketers Green can adequately accommodate the additional dwellings.

- Air Quality and Noise

There are no known air quality constraints. The site does fall within close proximity of a railway line and mitigation may be needed to reduce any potential impact on future residents. However, the boundary already benefits from tree planting and built form.

- Car Parking

The outline consent for the site indicated an element of employment land or car parking accessed off Knutsford Road to the north of the site. Parking will be retained on the area as part of the future development of the site.

- Summary

In summary, at this stage, there are no known technical constraints that will prevent development from coming forward on this site.



## 6. Deliverability

- Available

The site is available for development. Jones Homes (North West) Ltd has entered into an option agreement with the landowner with the intention of bringing the site forward for development. The site was used by Marshalls for overflow parking for the market but that arrangement is no longer in place.

- Suitable

The allocation of the site is demonstrated in Section 3 to be appropriate. As demonstrated above, there are no technical constraints that would prevent the site from being delivered and the Green Belt functions of this part of the parcel assessed by Arup to inform Part 1 of the Local Plan do not apply to this part of the site.

- Achievable/Deliverable

The site is considered to be achievable. Jones Homes has proven to have an excellent track record for delivery on both the adjacent site and the Macclesfield area. Recent Jones Homes schemes in Macclesfield have been particularly popular and have been delivered at a fast pace. In the past few years, Jones Homes North West has secured circa 5,000 units, either through housing allocations or safeguarded land and have taken an average of 2.4 months from receipt of decision notice to commence on site. This will give the Council comfort that subject to the site being released from the Green Belt that the site will come forward and be delivered. Indeed, should timing allow, it is envisaged this site would continue after the Cricketers Green development, which is under construction. The same staff that are employed on the existing development would retain employment there.

# 7. Site Vision

- Overall Scheme Vision

The overall scheme vision is to create an extension to the Cricketers Green development. This development has already been incredibly popular, particularly, with young professionals and families. This is down to its highly sustainable location providing easy access to sustainable transport options and a range of shops, services, leisure opportunities and public open space. The existing approved layout and indicative layout for this site are shown on the following page.

- Main Design Considerations and Opportunities

The main considerations are to respect the tree belt, provide a mixture of open market and affordable homes, maintain access for the apartment to the north of the site and respect the bowling green adjacent to the site. There are opportunities to link to the Cricketers Green development and open space that it contains.

- Quantum of Development

There needs to be a careful balance between efficiently utilising the site and respecting its location on the fringe of the town. However, due to its location between a new residential development and a commercial property, it is considered that it does lend itself to a higher density of development than may have otherwise been the case in parts. The strong south and western boundary significantly reduces the impact on the wider landscape and acts as a barrier to future development. Development of a higher density to the north of the site would also be more appropriate given the apartment scheme and commercial premises to the north.

On balance, it is considered that a development of approximately 25 new homes would achieve a suitable quantum of development for this site. An indication of the housing design are shown on the following pages.

This Contractor is responsible for checking dimensions and any discrepancy to be verified with the Architect before proceeding. Figures dimensions to be worked to only.

NO NEXT SCALE





# Housing Design



# 8. Benefits & Conclusions continued

## Economic, Social & Environmental Benefits:

The site represents an available, suitable and sustainable site to be released from the Green Belt, having regard to the following benefits:

### Economic Role

- The proposed development will secure a number of economic and fiscal benefits in terms of job creation (direct and in-direct through construction and new employment land provision). Jones Homes are a local firm with a large number of local employees, contractors and suppliers, some of whom are listed in Appendix 2. Jones Homes provide local jobs for local people and invest in local businesses.
- The proposed development will provide for increased expenditure in the local economy which will support the continued viability and vibrancy of existing nearby services and facilities.

### Social Role

- The site has the potential to deliver a high-quality new residential led development delivering approximately 20 dwellings. These will make a valuable contribution towards meeting the full objectively assessed development needs of Chelford.
- The site provides the opportunity to deliver new housing, serving as a logical extension to the existing settlement, at a density of approximately 20 per hectare.
- Housing provided on the site will be well-integrated with its surroundings and the wider settlement on land that is no longer needed for its past purpose. It was a car park for the market, the market site itself will be lost to residential when an alternative site is available and the car park is no longer needed.
- The site occupies a sustainable location for development, with easy access to a range of services within walking distance of the site.
- The site has potential to secure safe and sufficient vehicular access from Knutsford Road without unacceptable impact on the local highway network.
- The site is well served by existing bus routes, and is nearby to a high quality rail link offering sustainable connections to the nearby cities, including Manchester.
- There is an opportunity to create integrated pedestrian linkages as part of the site's development, consistent with emerging Local Plan strategies, encouraging alternative modes of transport to private car, contributing towards a low-carbon economy, and providing improved access to nearby sources of recreation.

# 8. Benefits & Conclusions continued

## Environmental Role

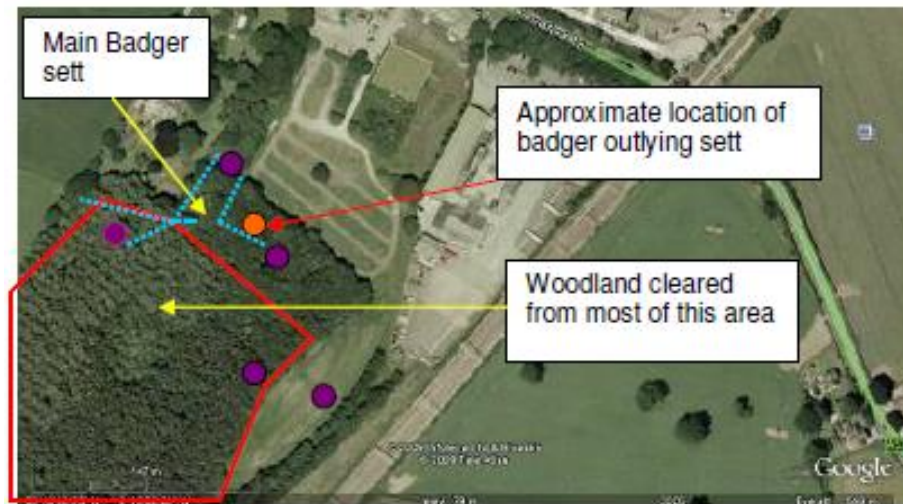
- The site has the potential to accommodate a residential development without having an adverse impact on local landscape character.
- The site does not perform well in terms of Green Belt function given it is surrounded by development and heavy tree belts.
- The proposed development will be set within a strong landscape framework which will assist in absorbing the proposed development into the surrounding landscape character.
- The Concept Masterplan for the site has taken full account of local landscape and nature conservation interests.
- The proposed development will retain existing landscape features, including mature trees and hedgerows, and this will be strengthened through the implementation of new soft landscaping at the edges of and within the site. It would be an extension to Jones Homes Cricketers Green development and would be accessed through it minimising impact on existing residents of Chelford.

This Delivery Statement has undertaken an assessment of the site, its context and its development potential. In doing so, it has been demonstrated that there are planning and design reasons for the site to be allocated within the new Local Plan for housing.

In conclusion, the site is available and offers a suitable location to help the Council meet its future development needs. Should the Council support the release of this site to meet the housing needs of Chelford in the Allocations Plan, Jones Homes would look forward to developing the concept plan into a high quality residential development that reflects the local environment.



# Appendix 1



- ..... Badger paths
- Foraging activity

*Two badger setts were recorded outside the application site boundary. The location of only one of these is shown on the plan provided with the ecological assessment. A plan showing the location of all setts recorded should be provided prior to the determination of the application.*

*In addition, the section of railway track adjacent to the proposed development must be surveyed for badgers and a report submitted to the LPA prior to the determination of the application.*

# Appendix 1

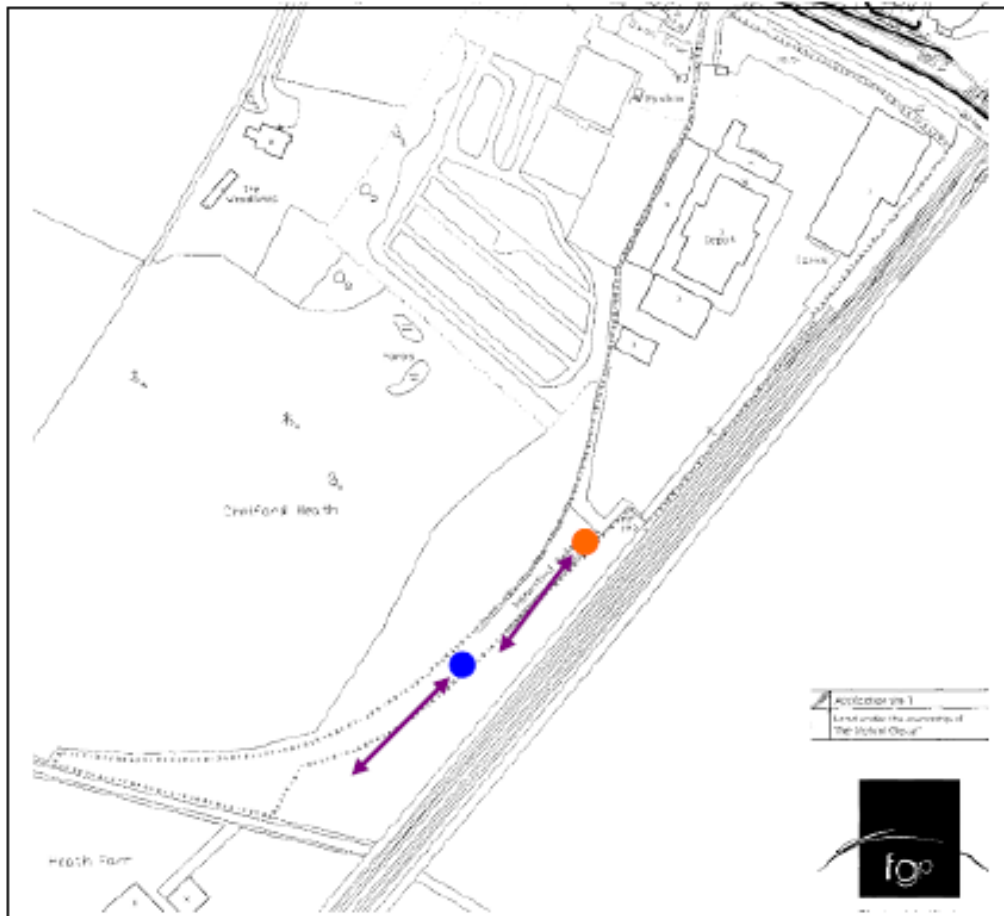


Figure 9: Location of burrows & foraging activity



Figure 9: Rabbit burrowing

● Badger outlying sett (single hole)

● Rabbit burrow

↔ Badger foraging activity