

Cheshire East Local Plan

Alsager Town Strategy



Alsager

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1 Introduction	2
2 Background	5
3 Vision	7
4 Objectives and Strategy for realising the Vision	8
5 Development Options	14
6 Development Principles	19
7 Town Centre	22
8 Infrastructure Priorities	24
9 Glossary	26
10 Appendix 1	31





1 Introduction

1.1 The Alsager Town Strategy has been put together by representatives of the local community working closely with Cheshire East Council, Alsager Town Council and Alsager Partnership and was approved by Alsager Town Council on 31st July 2012.

1.2 This 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 National Planning Policy Framework (NPPF) (March 2012) 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. It identifies the need for planning to encourage and not act as an impediment to sustainable growth. Local Authorities should plan proactively to meet the development needs of business and support an economy for the 21st century.

Local Plan

1.5 The Local Plan will be the new Development Plan for Cheshire East, it will guide the future planning and development of our towns, villages and countryside up to 2030. 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 Alsager

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 consultation identified that Alsager had good health facilities and a strong sense of community. Whilst the shopping facilities, job prospects and the affordability of homes within the town were identified as areas needing improvement in the town.

1.10 Following on from the Place Shaping Consultation, the Council worked closely with the local community to develop this Town Strategy to guide the future planning of Alsager. A total of three workshops were held with a panel of representative stakeholders including the Town Council, surrounding Parish Councils, Cheshire East Councillors, Alsager Partnership, business groups and other environment and community groups.

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. Diagram 1 below, shows what was discussed at each workshop.

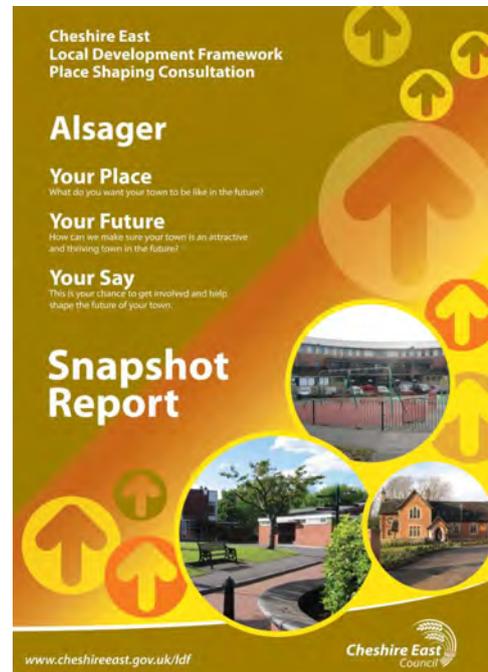


Diagram 1: Content of the Panel Workshops



1.12 This document was published for consultation to seek the views of the local community, businesses and other stakeholders. 222 responses were received to this consultation, with many of these being generally supportive of the document, the full results of the consultation can be found on Cheshire East Council's website (www.cheshireeast.gov.uk/localplan). This consultation proved particularly valuable and has led to a number of amendments and changes to this document.

1.13 This Town Strategy, as agreed by the Stakeholder Panel and approved by Alsager Town Council, sets out a Vision for Alsager, 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 strategic themes which add detail to the Objectives. The Town Strategy also identifies areas that are considered suitable for future development.

Next Steps

1.14 This Town Strategy document will form part of a suite of documents and assessments that will inform the Cheshire East Local Plan. The Local Plan will be made up of a number of key documents, including the Core Strategy, Site Allocations Plan and Infrastructure Plan. Diagram 2 highlights the relationship of the Town Strategy document to the Local Plan. This shows how the Town Strategy will provide a steer to the content and direction of the Local Plan.

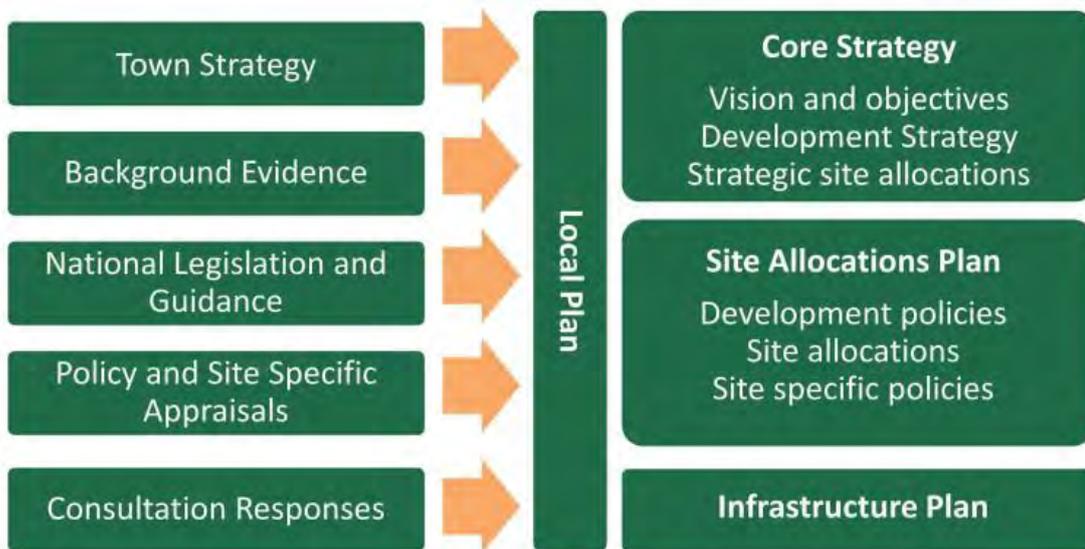


Diagram 2: Relationship between the Town Strategy and the Local Plan

1.15 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 Background

2.1 Alsager is located in the south east of Cheshire East and has a population of 12,460. It is close to the boundary of the Borough and therefore has links both within the Borough to the nearby towns of Crewe and Sandbach but also externally to the Potteries conurbation.

2.2 Alsager was a small farming village until the 19th century when, due to its rail connections and rural character, it became a popular place to live for managers from the nearby Potteries. During the Second World War, a large armaments factory was built outside the town at Radway Green, and the town grew to house the influx of munition workers. This site remains the town's largest employer. More recently the town was noted for the presence of the Alsager campus of Manchester Metropolitan University, but in 2006 the process began of transferring staff and departments to the Crewe campus.

Ambition for All

2.3 '[Ambition for All](#)', the Cheshire East Sustainable Community Strategy for the period 2010 to 2025 sets out how, over the next 15 years Cheshire East will continue to prosper. The activities outlined in the strategy are intended to improve the quality of life of all the people of Cheshire East and contribute to the achievement of sustainable development. The Strategy provides a high-level vision for Cheshire East and includes:

Ambition for All

Cheshire East's Sustainable Community Strategy
2010 to 2025



- Nurturing strong communities, including the delivery of services as locally as possible and ensuring that communities feel safe;
- Creating conditions for business growth, including making the most of our visitor, tourism, heritage and natural assets and ensuring there is a good range of available employment sites and premises in all parts of Cheshire East with good transport links, to attract new and expanding businesses;
- Unlocking the potential of our towns;
- Supporting our children and young people;
- Preparing for an increasingly older population including the provision of an adequate supply of suitable extra care housing;
- Ensuring a sustainable future by providing affordable and appropriate housing to meet future needs, by promoting energy efficiency and the use of renewable energy, by ensuring that all major developments are located with good access to local amenities, cycle and walking routes, by developing a green infrastructure plan to safeguard, manage and enhance our green assets, giving priority to the redevelopment of our vacant brownfield sites and by recognising the importance of mineral extraction to the local economy; and
- Driving out the causes of poor health including investment in green infrastructure to encourage active and healthy lifestyle choices.



Corporate Plan

2.4 The Council has prepared a Corporate Plan for the period 2010 to 2013. Key, relevant actions to deliver those objectives include:

- Maximise developer contributions to improve infrastructure, culture, leisure and green spaces;
- Meet targets in relation to the provision of affordable housing;
- Reduction in carbon emissions;
- Growth in the Cheshire East economy and the visitor economy.



3 Vision

3.1 The Alsager Town Strategy creates a clear Vision for future development in Alsager, it provides a clear expression of what the Town Strategy is seeking to achieve and positively directs the planning process in the local area until 2030. The vision aims to be both ambitious and realistic.

Vision for Alsager

By 2030 Alsager will grow to create a town with:

- **A strong feel of community and a healthy population**
- **A distinctive character and village feel**
- **A vital, viable and vibrant town centre that supports local independent businesses**
- **A balanced local economy providing a variety of employment opportunities through the provision and retention of suitable employment land**
- **An appropriate level and mix of new housing**
- **A reduced need to travel**
- **Improved footpaths, cycle ways and public transport systems**
- **Excellent leisure, cultural, sociable and sporting facilities**
- **A network of greenspaces throughout the town**
- **Easy access to the open countryside**

Growth in the town will be accommodated in a manner to help Alsager become a sustainable, thriving and prosperous town where people can live, shop and take part in leisure, sporting and sociable activities.



4 Objectives and Strategy for realising the Vision

4.1 To deliver this vision a clear strategy for the future of Alsager has been formulated. This strategy focuses on the key challenges that Alsager needs to address to meet the vision. It addresses the issues facing Alsager and looks to maximise local strengths and opportunities.

4.2 It is also important to remember that this strategy should not be read in isolation, it will provide a more detailed approach for Alsager in line with the overall strategy for Cheshire East

4.3 To achieve the vision for Alsager it will be necessary:

Objective 1: Creating Sustainable Communities

To provide good quality housing, with a range of types, sizes and tenures, in sustainable locations to meet the current and future needs and aspirations of the town.

To maintain a high quality of life within Alsager by providing appropriate infrastructure, facilities, services and amenities, that are accessible to all, to meet the health, education, social, sporting, cultural and leisure needs of the residents.

To maintain and enhance the community links and interactions with the surrounding areas including those in Cheshire East and the Potteries.





Strategic Theme 1: Sustainable Communities

- Provide good quality housing, with a range of types, sizes and tenures to meet the current and future needs and aspirations of the town, including homes for older people, families and those with specialist support requirements;
- Identify and allocate appropriate sites for new housing development to deliver in the order of 1,000 new homes by 2030;
 - **Priority will be given to development located on previously developed land**, in particular at the former Manchester Metropolitan University Campus and Twyfords;
- Ensure that new housing development is sustainable, well designed and appropriate to the character of the area.
- Improve the provision and quality of community facilities such as the Civic Centre and the Library;
- Provide excellent leisure and sporting facilities by creating a new Sports and Leisure Hub at the former Manchester Metropolitan University Campus;
- Retain and create accessible and useable open spaces (for example, Cranberry Moss, Wood Park, Milton Park and the Green); and
- Allow for opportunities to enhance the social, sporting and cultural facilities within Alsager.





Objective 2: Town Centre

To improve the vibrancy, prosperity, distinctiveness and quality of Alsager Town Centre, by encouraging and supporting an appropriate range of shops and services, enhancing the street scene, improving links between different parts of the centre and opening up links between Milton Park and the town centre.

Strategic Theme 2: Town Centre

- Focus retail development within the town centre;
- Create a distinctive character within the town centre including a focal point of activity;
- Allow for a more diverse range of shops;
- Support the role of independent shops and give schemes to enhance or expand such facilities positive consideration;
- Create better links between Milton Park and the town centre;
- Improve community facilities and spaces;
- Create shared street surfaces and reduce street sign clutter along Crewe Road and Lawton Road;
- Make sure that the town has inclusive access for all; and
- Retain the village feel.





Objective 3: A Balanced Local Economy

To develop economic well-being and a balanced local economy that provides:

- access to employment opportunities;
- for new business to develop;
- innovative and new technologies; and

that retains existing businesses and allows them to grow.

Strategic Theme 3: Balanced Local Economy

- Improve access to and opportunities for employment for local people, particularly in light of recent job losses at the former Manchester Metropolitan University Campus and Twyfords;
- Encourage small businesses to develop, through the provision of incubator units;
- Allow existing businesses to grow;
- Safeguard and improve existing employment areas at BAE Systems, Radway Green Business Centre and Excalibur Trading Estate;
- Encourage connections between schools and local industry;
- Support the development of the service industry; and
- Promote more home working through support for the provision of fast broadband.

Objective 4: Infrastructure and Services

To meet existing infrastructure needs and provide for requirements generated by new development, by investing in new and improved infrastructure.

Strategic Theme 4: Infrastructure and Services

- Work with utility providers to ensure that the appropriate infrastructure is provided to enable new development within the town;
- To provide appropriate facilities, services and amenities, that are accessible to all, to meet the educational, health, care, social, sporting, cultural and leisure needs of the residents; and
- Explore the need for additional burial provision in Alsager.



Objective 5: Connectivity

To make it safer and easier for the community to travel to jobs and key services by sustainable forms of transport such as public transport, walking and cycling, to help to reduce the need for travel.

Strategic Theme 5: Connectivity

Promote sustainable forms of travel by:

- Improving the provision, quality and safety of cycle routes;
- Improving the provision, quality and safety of footpaths;
- Improving rail and bus links and their integration;
- Developing an efficient, accessible and fully informative bus service and rail station;
- Retaining car parking provision within the town centre, to support linked trips;
- Supporting appropriate low carbon technologies; and
- Increasing the communication connectivity within the town, including improvements to the broadband network.





Objective 6: Village Character

Strengthen the quality of life throughout Alsager by supporting initiatives that build stable, safe, healthy and strong communities; planning for well designed, sustainable and inclusive developments; and ensuring that all development respects the local village character of Alsager.

Conserve and enhance the 'village feel' of Alsager by ensuring that easy access to the open countryside is maintained, existing heritage assets are conserved, that the network of green spaces is enhanced and that the town centre remains the focal point of the town.

Strategic Theme 6: Village Character and Environment

- Maintain the character and village feel of Alsager;
- Maintain the Green Belt between Alsager and the Potteries;
- Conserve and enhance the network of greenspaces throughout the town;
- Maintain and improve access to the open countryside; and
- Protect and enhance heritage assets and buildings and spaces of architectural and cultural importance.



Photograph courtesy of Rachel Gilbert

Strategic Theme 7: Deliverability and Viability

- Develop flexibility to respond to market conditions; and
- Examine the feasibility and viability of schemes in the delivery of the overall vision for the town.



5 Development Options

Why does Alsager need more development?

5.1 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 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.

5.2 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% 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 Alsager the need is for 36 affordable houses each year (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, 466 are on the waiting list for Alsager (Housing Waiting List, July 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 (NPPF).

5.3 There have been relatively small numbers of homes built in Alsager in recent years; an average of 10 homes each year for the last five years. 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.
- Providing funding for infrastructure, through the Community Infrastructure Levy.
- Stimulating 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.
- Supporting the continued vitality of the town centre and local services.

5.4 Given the Government's intention to revoke the Regional Spatial Strategy (RSS) decisions on housing supply will rest with local planning authorities without guidance provided by 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, population forecasting, the Strategic Housing Market Assessment (SHMA) and the Strategic Housing Land Availability Assessment (SHLAA).



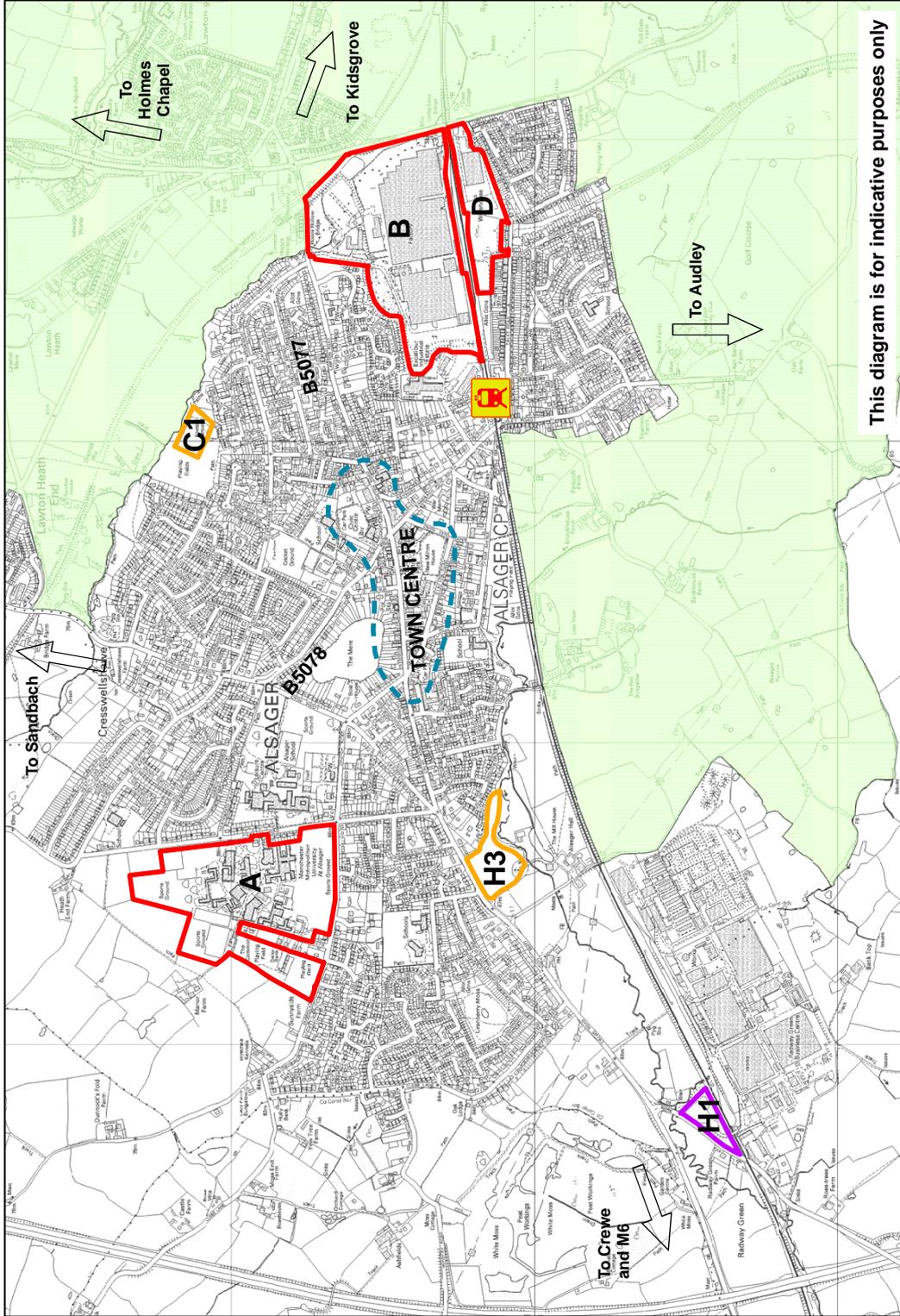
Development Options

5.5 The Draft Alsager Town Strategy identified a selection of Potential Development Options within and adjacent to Alsager, these were consulted on between 2nd March and 2nd April 2012. 222 responses were received in relation to this consultation and these were reported, including a number of alternative sites, to the Stakeholder Panel in June 2012. Following this Stakeholder Panel meeting it was decided to take forward the sites detailed in Diagram 3 and Table 1.

5.6 The Stakeholder Panel and the Town Council consider that priority must be given to the redevelopment of brownfield sites within Alsager, such as the former MMU Campus and Twyfords.

5.7 Diagram 3 identifies the areas within and adjacent to Alsager, that offer opportunities for development in the future. A brief description of the areas and their potential for development is set out below.





This diagram is for indicative purposes only

Diagram 3: Development Sites and Areas



Development Sites and Areas		
Area	Development Uses	Comments
A	Mixed Use (discussed in more detail in next section)	<ul style="list-style-type: none"> Former Manchester Metropolitan University Campus Mixture of brownfield and greenfield Area of 22.27ha Surrounding uses include residential development, school, leisure centre, and open countryside Existing Development Brief for mixed use development including 300 homes Development to create a Sports and Leisure Hub
B	Mixed Use (discussed in more detail in next section)	<ul style="list-style-type: none"> Twyfords Site Site is brownfield Area of 28.37ha Surrounding uses include industry, residential and open countryside This site could deliver around 450 new homes Adjacent to the railway
C1	Residential (Replacement facilities on Area A)	<ul style="list-style-type: none"> Alsager Football Ground Greenfield site Surrounding uses include public open space, residential and open countryside This site could deliver around 30 new homes Would require replacement of the existing Football Ground on Area A.
D	Mixed Use (Including residential and employment)	<ul style="list-style-type: none"> Cardway Cartons Mixture of brownfield and greenfield Part of site in employment use Surrounding uses include residential, allotments and industry Adjacent to the railway This site could deliver around 50 new homes and 2ha of employment land Would require the retention of a level of employment and open space.
H1	Employment	<ul style="list-style-type: none"> Radway Green North Unused parking area



Development Sites and Areas		
Area	Development Uses	Comments
		<ul style="list-style-type: none">• Surrounding uses include employment and open countryside• Adjacent to the railway and a waterway adjacent to the site• This site could deliver around 1ha of employment land
H3	Residential	<ul style="list-style-type: none">• Radway Green North• Agricultural land• Greenfield site• Surrounding uses include residential and open countryside• Adjacent to a waterway• This site could deliver around 60 new homes

Table 1

5.8 It should be noted that these sites would be subject to further appraisal before being taken forward in the Cheshire East Local Plan. Evidence and assessment work which will inform the Local Plan includes transport assessments, sustainability appraisal, employment land review, viability studies and other assessments and evidence based sources.

5.9 The other sites that were consulted on in the Draft Alsager Town Strategy, were also considered by the Stakeholder Panel and have been discounted, details of these sites have been included in Appendix 1.

5.10 Although Site G has been discounted as a development option it was noted that many respondents to the consultation had been keen to see employment retained in Alsager on appropriate sites. Therefore the Panel are supportive of Cheshire East undertaking further work to identify employment needs in Alsager and determining if more employment land is needed, potentially located near to the existing employment area at Radway Green.



Area B: Twyford

This site is considered appropriate for redevelopment for a range of uses.

Development of this site would be expected to include:

- A range of types and sizes of good quality, well designed homes (up to 450 dwellings).
- A proportion of affordable homes in line with the current policy.
- The retention of some of the existing employment uses on the site, including the retention of the existing office building.
- An appropriate level of amenity open space and children's play space.
- The retention of the Green Belt designation in the north east corner.
- Retention of the woodland areas to the north and east of the site.
- Improved pedestrian links to the town centre, the railway station and Talke Road.
- Further archaeological investigation on the site in relation to the heritage asset in the north east area of the site.



Plan of Twyford site

Development of this site could also include:

- An extra care development providing housing for the older population.
- Small scale local retail development in the region of 200-300sqm.
- Employment development including office and B1 starter units.
- Retention of rail access to the site.
- A community venue.
- Health related facilities.

- A Public House.
- Cemetery provision to the north eastern part of the site.
- A landscaped buffer.





7 Town Centre

7.1 The vibrancy, prosperity, distinctiveness and quality of Alsager Town Centre will be improved by creating a more flexible approach to the types of development that are acceptable within the town centre, whilst ensuring that development:

- Enhances the existing character of the town centre or helps to create a new distinctive character.
- Is well designed and creates a safe, accessible and well maintained environment.
- Integrates well with the existing development within the town centre.
- Enhances the street scene of the town centre and creates a high quality public realm.
- Improves links between different parts of the town centre.
- Focuses retail development within the town centre.
- Improving and enhancing the community infrastructure in the town centre to create a Civic Hub, accessible to all that includes facilities such as the Library and Civic Centre.
- Maintains an appropriate level of car parking within the town centre.
- Creates attractive frontages on to the main streets within the town centre.
- Increases visibility of the Mere where possible.

7.2 Within area K the Council will support a suitable retail convenience development provided that the resultant development is in line with the principles set out in the Alsager Town Centre SPD. Adjacent to this is the Civic Centre, Library and Council Offices, this area will be expected to be enhanced and improved to create a Civic Hub and focal point to the town centre.

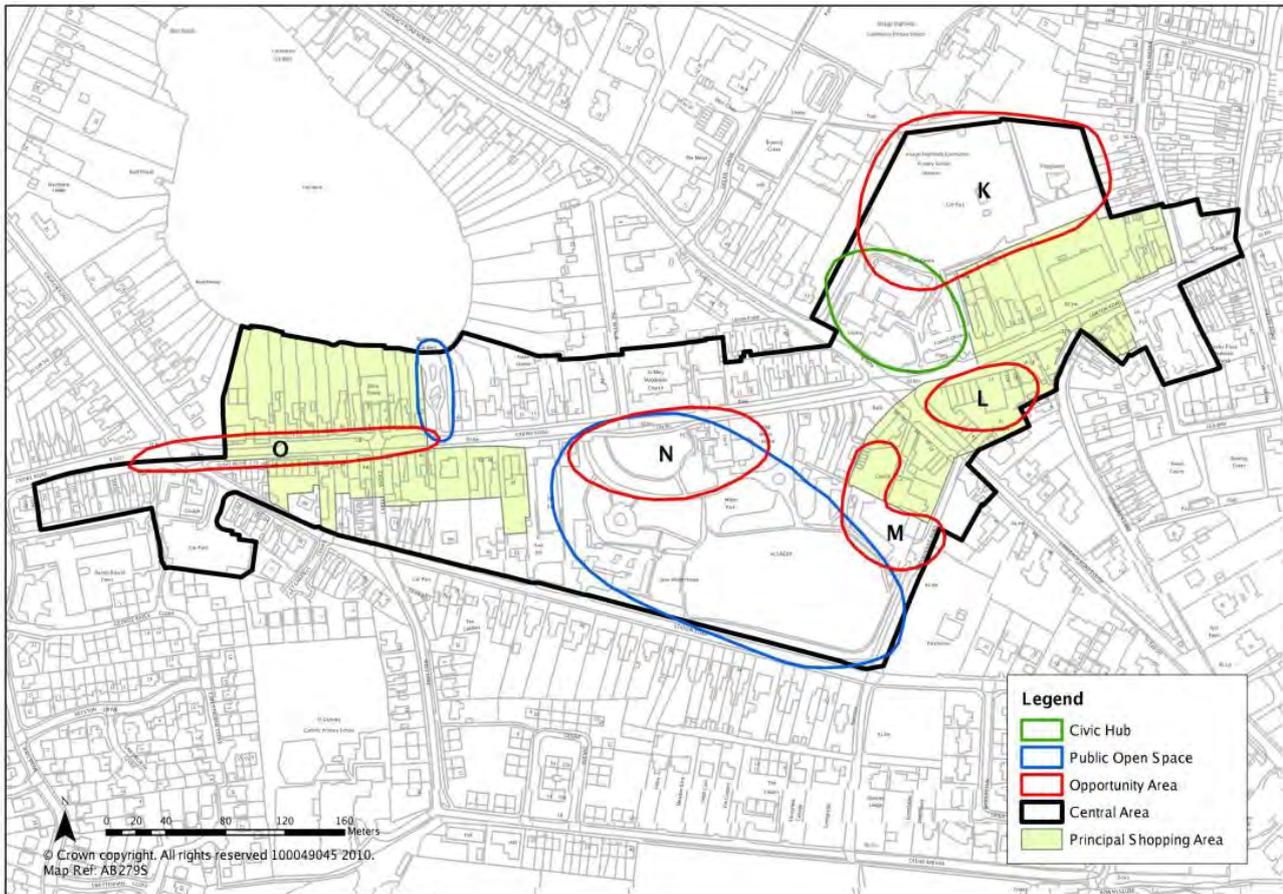
7.3 Area L is considered to provide a significant opportunity for redevelopment, that could provide a landmark location within the town.

7.4 Within Area M (Town Yard and parking area) the Council will support an appropriate redevelopment scheme where it enhances the links between the town centre and Milton Park and where the development provides an appropriate frontage on the Park. Any development will also be expected to contribute to the character of this area, enhance the biodiversity of Milton Park and to give consideration to the other surrounding land uses.

7.5 Area N has been identified as an area where the links between Milton Park and the Town Centre could be improved and any appropriate redevelopment of this area to create an enhanced entrance would be supported.



7.6 Area O (Crewe Road Frontage) is considered to have potential to provide an improved evening economy offer including the development of restaurants and cafés. This would provide a focus within this part of the town and would help stimulate the daytime and evening economy.



Plan of Town Centre (taken from Alsager Town Centre SPD)



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 only 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 (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 should publish a list of the types of infrastructure items required and their funding to ascertain the levels of Community Infrastructure Levy. The following is a list of infrastructure requirements to deliver the Vision and Strategy as proposed:

Essential Infrastructure

- Sports and Leisure Hub - providing sports pitches, changing facilities and potentially a community venue.
- Town Centre public realm
- Utilities - ensuring there is appropriate energy, water, waste water and connectivity infrastructure
- Education provision
- Play areas and amenity spaces

Important Infrastructure

- Enhanced community facilities - such as the Civic Centre and Library
- Affordable housing and specialist need housing (including sheltered)
- Public transport improvements
- Cemetery provision
- Cycle ways
- Footpaths

Desirable Infrastructure

- Electric car parking spaces
- Parking areas at Borrowpit Meadows
- Accessible paths at Borrowpit Meadows



8.4 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.

8.5 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.



9 Glossary

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

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.
Annual Monitoring Report	A report submitted to the Government by Local Planning Authorities assessing progress with and the effectiveness of a Local Plan.
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.
Community Infrastructure	The basic facilities, services and installations needed for the functioning of a community or society. It includes community buildings and halls, leisure facilities, education services, healthcare facilities and renewable energy installations.
Community Infrastructure Levy	A charge Local Authorities in England and Wales will be able, but not required, to charge on most types of new development.
Community Strategy	A strategy prepared by a Local Authority to improve local quality of life and aspirations, under the Local Government Act 2000.
Conservation Area	Areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.
Core Strategy	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	Defined under the 1990 Town and Country Planning Act as "the carrying out of building, engineering, mining or other operation in, on, over or under land, or the making of any material change in the use of any building or other land." Most forms of development require planning permission.
Development Plan	A document setting out the Local Planning Authority's policies and proposals for the development and use of land and buildings in the Authority's area. It includes Unitary, Structure, and Local Plans prepared under transitional arrangements.
Development Plan Document	Documents 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 Plan.

Green Belt

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 is to:

- 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
- assist urban regeneration by encouraging the recycling of derelict and other urban land

Green Belts are defined in a Local Planning Authority's Development Plan.

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

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.

Listed Building

A building of special architectural or historic interest. Listed buildings are graded I, II* or II with grade I being the highest. Listing includes the interior as well as the exterior of the building, and any buildings or permanent structures, for example wells within its curtilage. English Heritage is responsible for designating buildings for listing in England.

Local Development Documents

These include Development Plan Documents, which form part of the statutory development plan, and Supplementary Planning Documents, which do not form part of the statutory development plan. Local Development Documents collectively deliver the spatial planning strategy for the Local Planning Authority's area.



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.

The term is used to describe a folder of documents, which includes all the Local Planning Authority's Local Development Documents. A Local Plan is comprised of:

- Development Plan Documents, which form part of the statutory Development Plan;
- Supplementary Planning Documents

The Local Plan will also comprise of:

- the Statement of Community Involvement
- the Local Development Scheme
- the Annual Monitoring Report
- any Local Development Orders or Simplified Planning Zones that may have been added

Alternatively it is 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.

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 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.

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 has 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.

Site Allocations Plan Part of the Local Plan and will contain land allocations and detailed policies and proposals to deliver and guide the future use of that land.

Site of Biological Importance Locally important site of nature conservation adopted by Local Authorities for planning purposes.

Statement of Community Involvement This sets out the processes to be used by the Local Authority in involving the community in the preparation, alteration and continuing review of all Local Development Documents and development management decisions. The Statement of Community Involvement is an essential part of the new-look Local Plans.

Supplementary Planning Documents A Local Development Document that may cover a range of issues, thematic or site specific, and provides further detail of policies and proposals in a 'parent' Development Plan Document.

Sustainability Appraisal 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 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:

- Social progress that 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.



Town Centres	Includes a range of different-sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a Local Authority's area.
Transport Assessment	An assessment of the availability of, and levels of access to, all forms of transportation.
Travel Plan	A plan that aims to promote sustainable travel choices, for example, cycling, as an alternative to single occupancy car journeys that may impact negatively on the environment, congestion and road safety. Travel Plans can be required when granting planning permission for new developments.
Tree Preservation Order	A mechanism for securing the preservation of single or groups of trees of acknowledged amenity value. A tree subject to a Tree Preservation Order may not normally be topped, lopped or felled without the consent of the Local Planning Authority.
Viability Study	A report, including a financial appraisal, to establish the profit or loss arising from a proposed development. It will usually provide an analysis of both the figures inputted and output results together with other matters of relevance. An assessment will normally provide a judgement as to the profitability, or loss, of a development.



10 Appendix 1

Diagram 4 identifies all of the areas that were considered in the Draft Alsager Town Strategy, whilst Table 2 and Diagram 5 detail all of the sites that were subsequently discounted by the Alsager Stakeholder Panel.

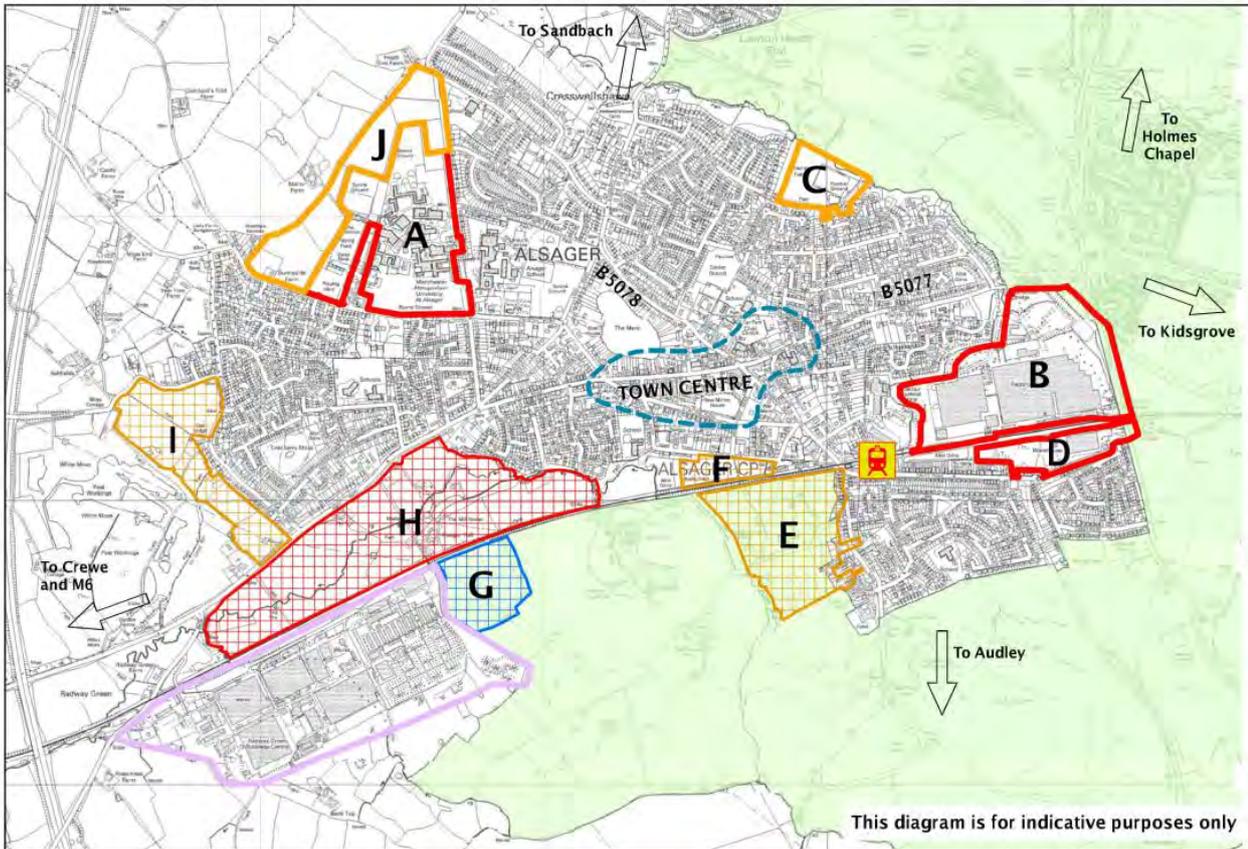


Diagram 4: Potential Development Options (as in the Draft Alsager Town Strategy)





Discounted Development Areas

Area	Potential Development Uses	Comments
C2	Residential	<ul style="list-style-type: none"> • Wood Park • Greenfield site • Surrounding uses include residential, Football Ground and open countryside • This site could deliver around 70 new homes
E	Residential	<ul style="list-style-type: none"> • Fanny's Croft • Greenfield site • Green Belt • Surrounding uses include residential and open countryside • Adjacent to the railway • Site is sustainably located with access to both the town centre and the railway station. • A masterplanning exercise would determine the precise boundaries and areas required for development, but this site could deliver up to 400 new homes
F	Residential (Potential for replacement facilities on Area A)	<ul style="list-style-type: none"> • Cedar Avenue Playing fields • Greenfield site • Surrounding uses include residential and open countryside • Adjacent to the railway • This site could deliver around 25 new homes
G	Employment	<ul style="list-style-type: none"> • Radway Green East • Agricultural land • Greenfield site • Green Belt • Surrounding uses include employment and open countryside • Adjacent to the railway • This site could deliver around 7ha of employment land.
H2	Employment and / or Residential	<ul style="list-style-type: none"> • Radway Green North • Agricultural land • Greenfield site • Surrounding uses include residential, employment and open countryside



Discounted Development Areas		
Area	Potential Development Uses	Comments
		<ul style="list-style-type: none"> • Adjacent to the railway, waterway through site and pylons through site • This site could deliver around 100 new homes and around 2ha of employment land
I	Residential	<ul style="list-style-type: none"> • Rhodes Field • Agricultural land • Greenfield site • Pylons through site • Surrounding uses include residential, quarry and open countryside • This site could deliver around 200 new homes
J	Residential	<ul style="list-style-type: none"> • West of Former Manchester Metropolitan University Campus • Agricultural land • Greenfield site • Surrounding uses include residential, open space, open countryside and Area A (Former MMU Campus) • This site could deliver around 150 new homes and 4ha of additional sport facilities to supplement those provided on Area A • Would represent an extension to Area A (Former MMU Campus) and if progressed a Masterplan for both sites would be prepared

Legend	
	Residential Development Sites and Areas
	Mixed Use Development Sites and Areas
	Employment Development Sites and Areas
	Town Centre Area
	Green Belt

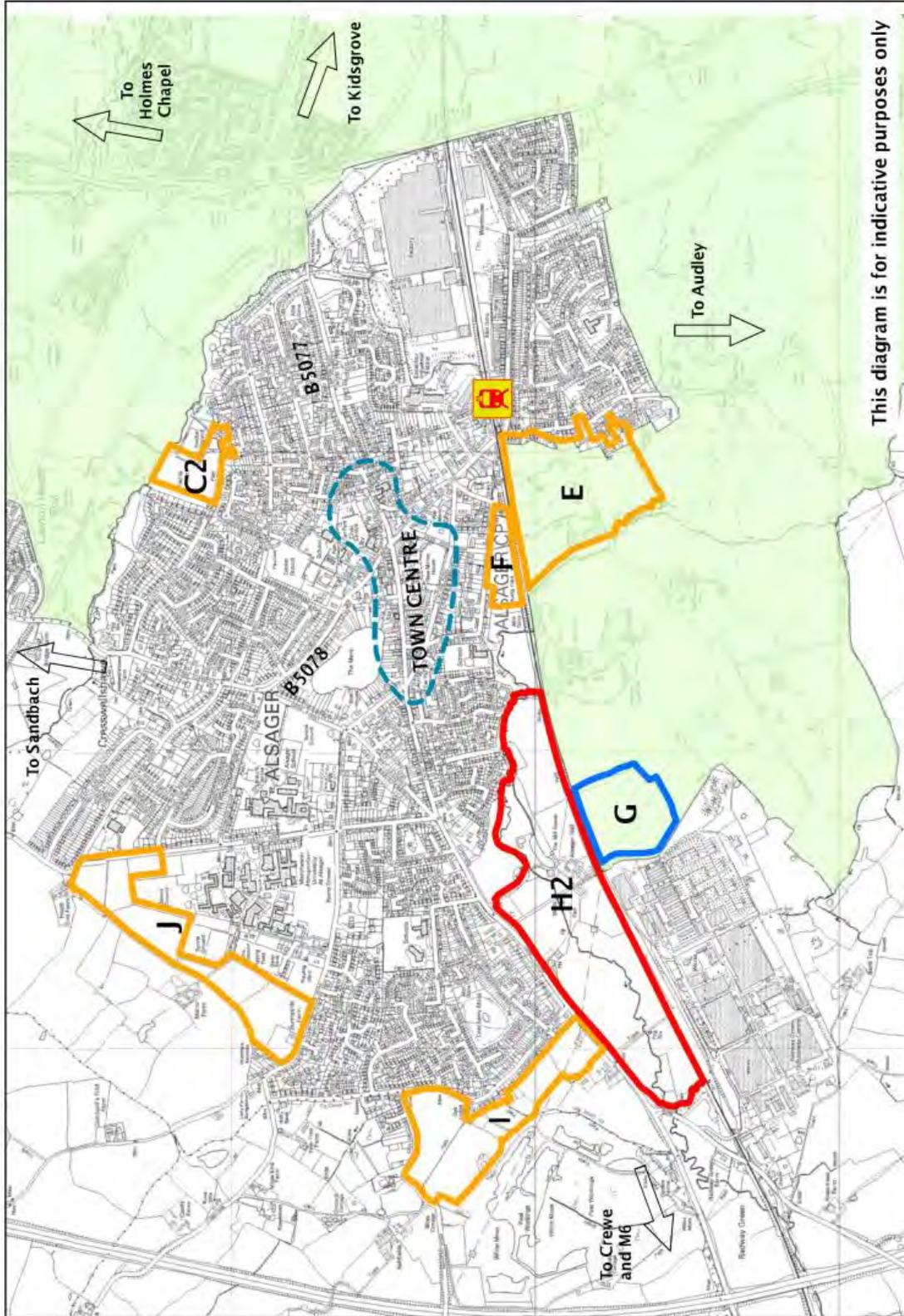


Diagram 5: Alsager - Discounted sites

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