

Cheshire East Local Plan

Draft Macclesfield Town Strategy Consultation





Just as people make plans, towns need to make plans too...

Cheshire East is facing many challenges over the next twenty years or so. These include responding to the issues around climate change and the need to move to a low carbon future, providing the infrastructure to enable local businesses to compete in a more globalised economy and enabling the increases in housing need to be accommodated. These challenges will need to be faced in a period of a slow growing national economy and reduced levels of infrastructure investment by the Government.

It will therefore be important to have a clear strategy to tackle these issues and to indicate how we want our towns to change and grow.

Cheshire East has been working closely with local community representatives in the spirit of localism to prepare Town Strategies for Crewe, Handforth, Knutsford, Macclesfield, Nantwich and Poynton; these documents will go on to play an important part in the production of Cheshire East's Local Plan.

This is your chance to make a difference



I want to encourage everyone to help us prepare the Town Strategies through this consultation so that we can make sure that Cheshire East continues to be a great place for us, our children and grandchildren to enjoy. In doing so, I would ask you to be positive about change. Successful towns and communities are those that can adapt to changing circumstances and evolve in a sustainable way. I urge you to get involved and give us your views to help determine the future of your town.

Cllr David Brown

Cheshire East Council - Strategic Communities Portfolio Holder and Deputy Leader of the Council



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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.

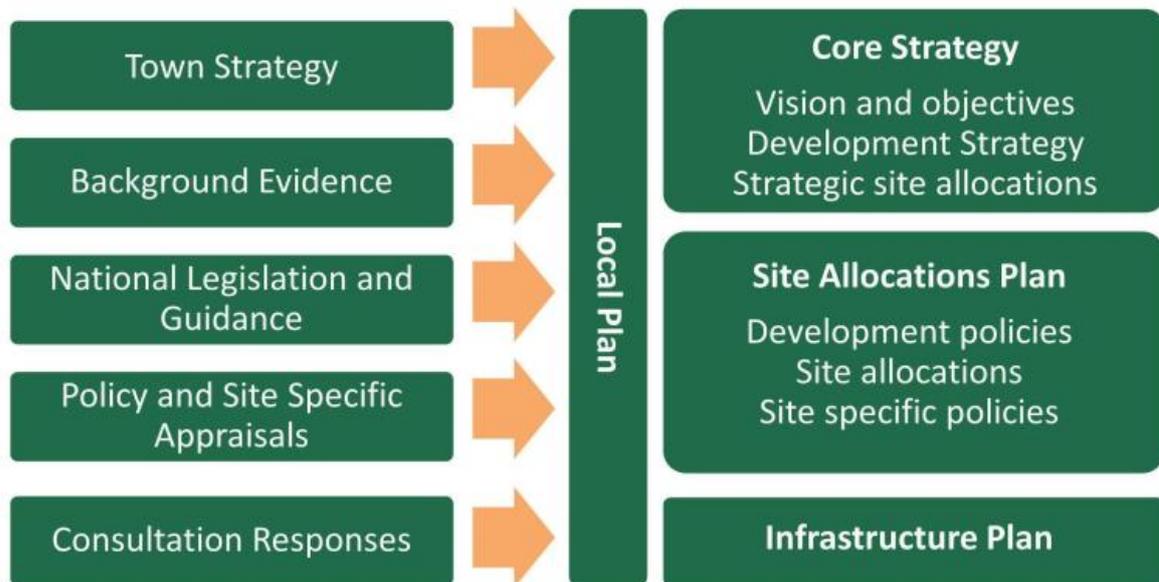


Figure 2 Relationship of the Town Strategy to the Local Plan

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.

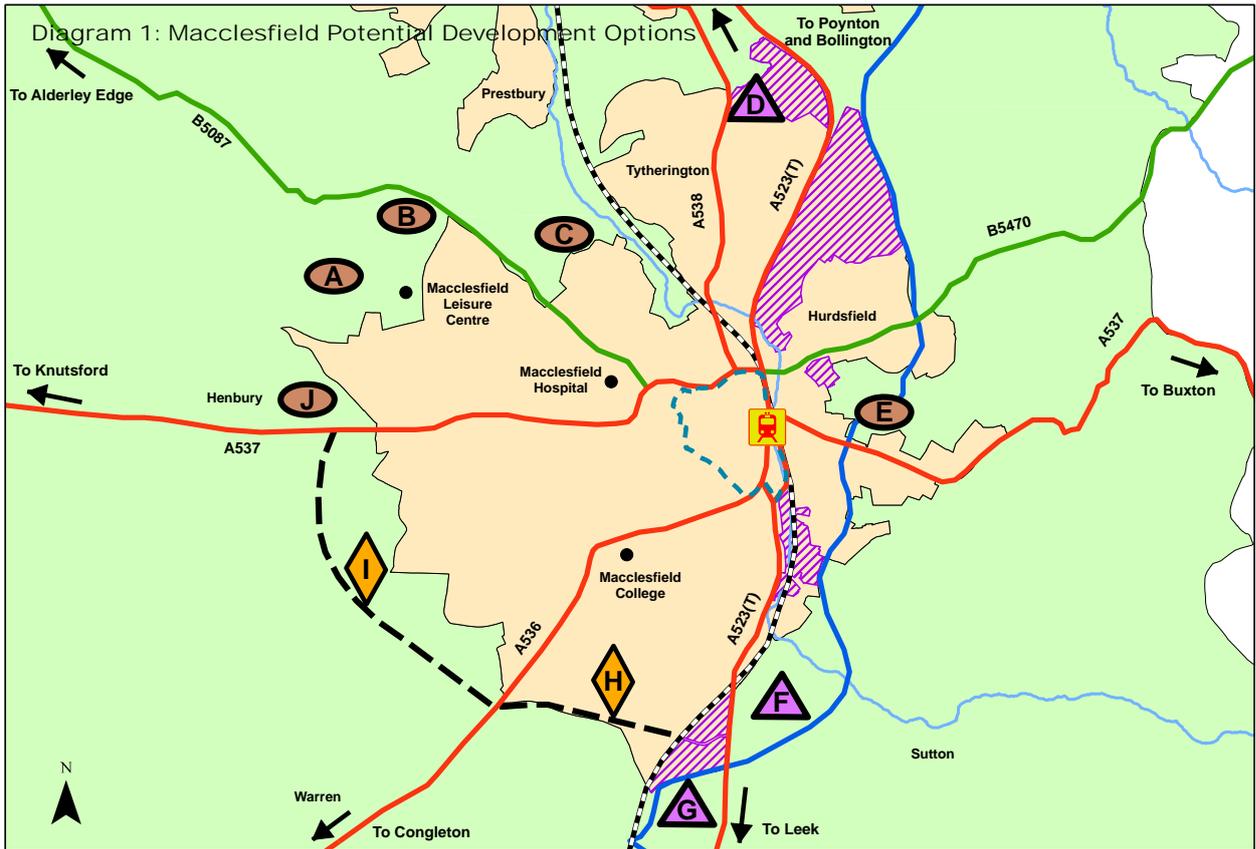


What are the options ?

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.

Legend

- | | | | |
|--|-----------------|--|--|
| | Railway Station | | Potential Housing or Employment Development Option |
| | A Road | | Potential Housing Development Option |
| | B Road | | Potential Mixed Use Development Option |
| | Canal | | Town Centre Area |
| | Railway Line | | Built Up Area |
| | Major Rivers | | Existing Employment Areas |
| | Green Belt | | |
| | New Road | | |

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.

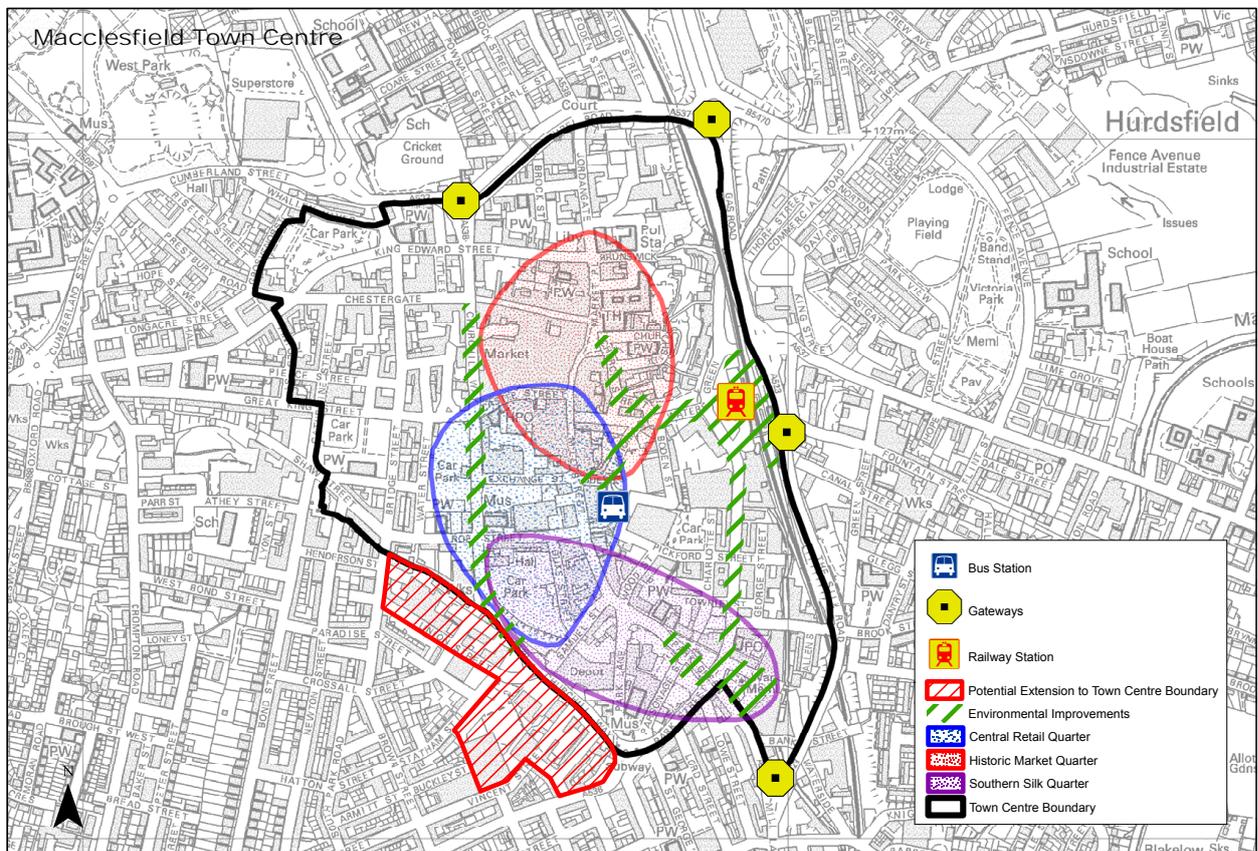


7 Town Centre

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 show casing its unique historic heritage.

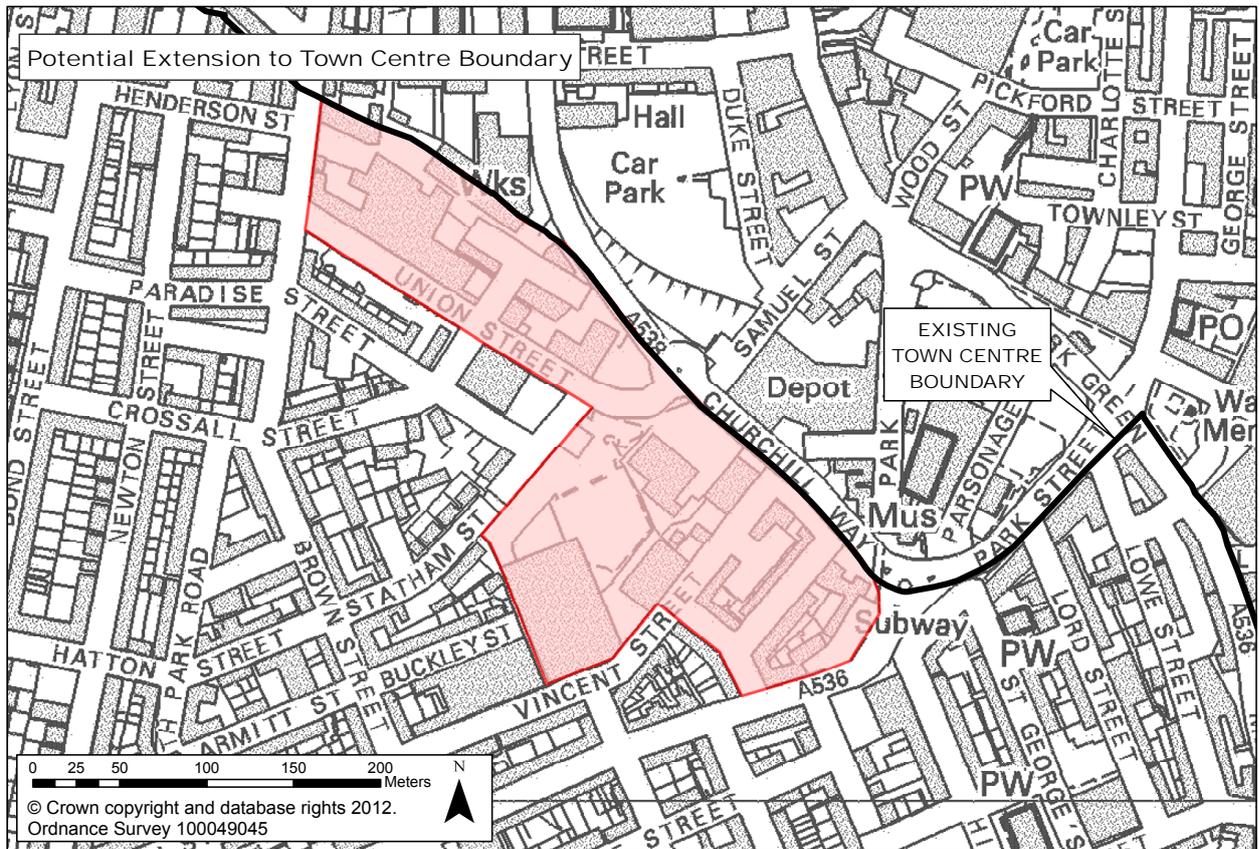
7.4 Key messages from the Town Centre Macclesfield Economic Masterplan include:

- 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.



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):

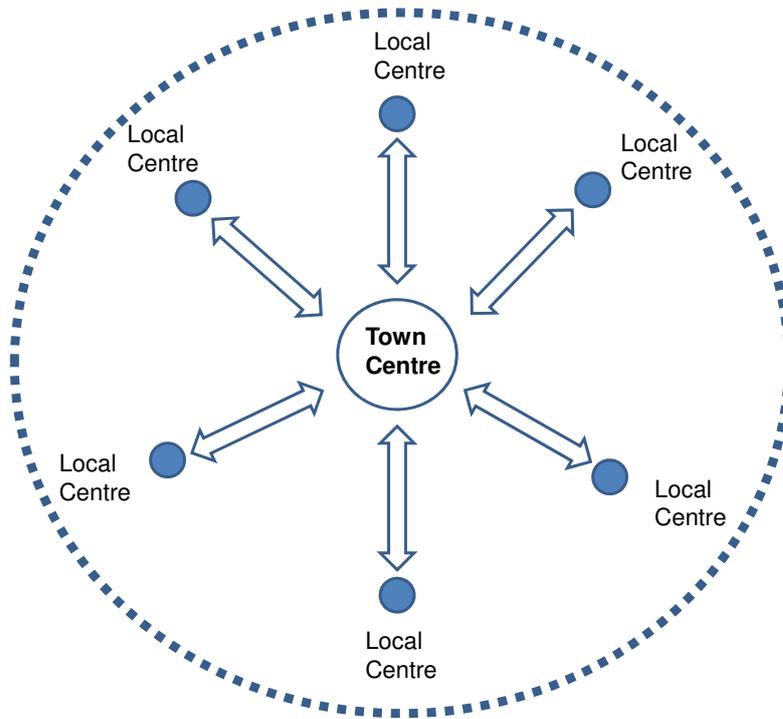
- High speed broadband
- Reduction in street sign clutter/ improved signage
- Improved links between the town centre and Macclesfield railway station and improved links both to and across the town
- Completion of a South West Macclesfield Link Road (Congleton Road to Chelford Road)
- Improvements to 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

The Consultation

- Dates of consultation: 31st August – 1st October 2012

Contact Information

- Email: ldfconsultation@cheshireeast.gov.uk
- Phone: 01270 685893
- Website: www.cheshireeast.gov.uk/localplan
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- Facebook: www.facebook.com/CESpatialPlanning
- LinkedIn: search for 'Spatial Planning Cheshire East'



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	<p>Land (or a defined site) usually farmland, that has not previously been developed.</p>
Infrastructure	<p>Basic services necessary for development to take place, for example, roads, electricity, sewerage, water, education and health facilities.</p>
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	<p>Housing which is available at prices and rents above those of social rent, but below market levels</p>
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.



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