

# NORTH CONGLETON MASTERPLAN

MASTERPLAN FRAMEWORK  
PREPARED BY BARTON WILLMORE / OCTOBER 2015



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# EXECUTIVE SUMMARY

This Masterplan Framework has been prepared by Barton Willmore, on behalf of Cheshire East Council (herein referred to as the Council), to explain the key design objectives for the future development of land to the north of Congleton.

The Council has identified Congleton as having potential to make a significant contribution towards the economic growth of Cheshire East and its future prosperity. Consequently, the delivery of a sustainable urban extension, comprising high quality employment-led growth, new homes and community infrastructure represents a key objective of the Council's emerging Local Plan Strategy.

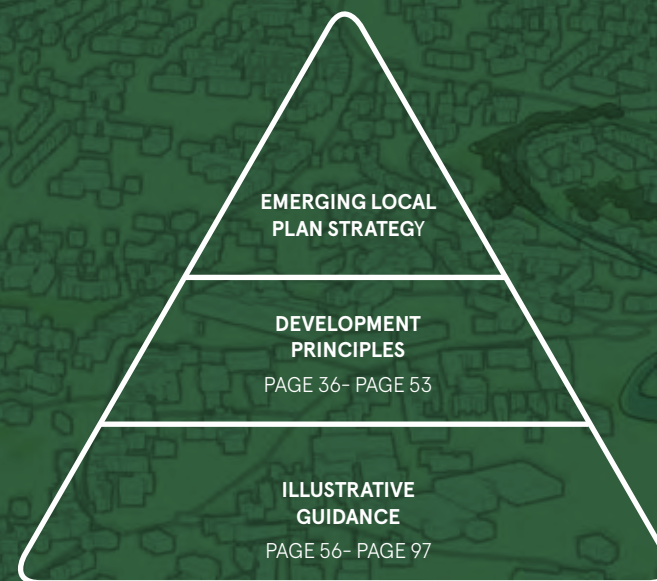
This Framework provides both development principles and illustrative guidance on how an urban extension could be designed and developed. Informed by available analysis and survey work, it seeks to further define the proposals set out in the emerging Local Plan Strategy policies (SL6, SL7, SL8, CS16 and CS17), whilst having due consideration for local landowner/ developer aspirations and the associated delivery of the Congleton Link Road.

Accordingly, this Framework will provide a robust evidence base to support and justify the allocation of emerging Local Plan Polices to the north of Congleton.

## THE PURPOSE AND ROLE

The purpose of this Framework is to bridge the gap between policy aspirations and the delivery of a cohesive and balanced development. Future development proposals will be expected to have regard to the development principles contained within this Document if they are to be considered acceptable by the Council. The illustrative masterplan provided at sections 11-16 provides guidance on how the development principles could be delivered to achieve the design expectations the Council is seeking.

The graphic below illustrates where the proposed development principles and illustrative guidance sit in the relation to the emerging Local Plan Strategy.







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# VISION

Cheshire East Council's Vision is to:

'DELIVER AN URBAN EXTENSION FOR CONGLETON WITH NOT JUST HOUSING BUT A **COMMUNITY** WITH NEW **EMPLOYMENT, SHOPS** AND **SCHOOLS**, SQUARES AND PARKS, WOVEN AMONG HOMES FOR A **RANGE OF PEOPLE** – YOUNG AND OLD, PROFESSIONALS AND FAMILIES – WITH A COMPLETE MIX OF TENURES.

NORTH CONGLETON URBAN EXTENSION WILL OFFER **PEOPLE** A GREAT QUALITY OF LIFE IN RICH LANDSCAPE SETTING CLOSE TO THE HEART OF CONGLETON.'



# NORTH CONGLETON MASTERPLAN INTRODUCTION AND ASSESSMENT









# 1.0 INTRODUCTION

1.1 To bring further clarity to the Council’s aspiration to deliver development to the north of Congleton, this Document will communicate the Council’s expectations on masterplanning and design quality across the following policy areas:

- SL6 (Back Lane/Radnor Park);
- SL7 (Congleton Business Park Extension);
- SL8 (Giantswood Lane to Manchester Road);
- CS16 (Giantswood Lane, South); and
- CS17 (Manchester Road to Macclesfield Road).

1.2 The broad development requirements of each policy area are shown at Table 1. Collectively, the policy areas will be referred to within this document as ‘the Site’.

1.3 In addition to this Framework, future development proposals should also be informed by the emerging CE District Design Guide.

### EXISTING PLANNING APPLICATIONS

1.4 The aforementioned policy areas are subject to a number of planning applications, some of which have been determined (see Section 4, Site Analysis). As far as possible, the Framework has regarded for these applications and future design stages will be expected to give due consideration to the information included within this Document.

### PROPOSED CONGLETON LINK ROAD

1.5 The Congleton Link Road proposals include a 3.5 mile stretch of single carriageway between Sandbach Road (A534) and Macclesfield Road (A536), and two Access Roads connecting to Back Lane and Viking Way respectively. The remainder of Back

Lane will be upgraded for local access.

1.6 The Link Road is fundamental to the growth of north Congleton and will connect policy areas (SL6, SL7, SL8, CS16 and CS17) whilst helping to address traffic problems currently experienced in the Town.

1.7 As part of a detailed assessment and consultation process, four potential link road routes were developed and appraised from an engineering, environment and traffic perspective.

1.8 As a consequence of this process, a preferred route has now been agreed by the Council (Figure 1). The design of the Congleton Link Road is well advanced and the Council aiming to submit a detailed planning application imminently (c. Autumn 2015).

### FUNDING OF THE LINK ROAD

1.9 To finance the Link Road, the Council secured £45million of funding through the Government’s Local Growth Fund (September 2014). The current estimate for the scheme is £77.5m and the remaining £32.5m will come from a combination of private sector contributions, such as levies on new homes built through the growth of north Congleton.

### FUNDING COMMUNITY INFRASTRUCTURE

1.10 As demonstrated by table 1, the emerging Local Plan Strategy requires the delivery of community use across each of the policy areas. Funding for these elements will also come from a combination of private sector contributions, including levies on new residential development across the Site.

Emerging Policy	Development Requirements
Strategic Location SL6 (Back Lane / Radnor Park)	500 new homes A new primary school Up to 10 hectares of employment Retention of Back Lane Playing Fields A leisure hub of up to 10 hectares Local retail space
Strategic Location SL7 (Congleton Business Park Extension)	450 new homes Up to 10 hectares of employment Local retail space
Strategic Location SL8 (Giantswood Lane to Manchester Road)	550 new homes Local retail space A new primary school
Local Plan Strategy Site CS16 (Giantswood Lane, South)	150 new homes
Local Plan Strategy Site CS17 (Manchester Road to Macclesfield Road)	550 new homes Local retail space

Table 1 : Emerging Local Plan Strategy Polices (Development Summary)





Figure 1: Emerging Local Plan Strategy Policy Areas and the Proposed Position of the Congleton Link Road





## 2.0 SITE LOCATION

### SITE IN CONTEXT

2.1 Congleton is well connected and accessible with good links to the M6. The Site is well positioned in relation to Congleton Town Centre and existing employment opportunities at Radnor Park Trading Estate and Congleton Business Park. Existing footpaths and cycle-paths provide connections to the nearby Town Centre, as well as, existing community facilities and the wider countryside.

2.2 Congleton Train Station is located approximately 3km south from the centre of the Site, providing frequent services to Manchester and beyond.

### THE SITE

2.3 The Site occupies approximately 200 hectares (494 acres) of land lying c.1km north of the Town Centre. The Site is mostly arable land comprising mature landscape features, occasional residential and farm buildings, existing playing fields at Back Lane and existing highway infrastructure.

2.4 It is broadly contiguous with the urban area of Congleton to the south, with the existing settlement boundary defining the southern most edge of the Site and comprising existing residential development and two existing employment areas (Radnor Park Trading Estate and Congleton Business Park).

2.5 To the north, east and west of the Site is predominantly open countryside, comprising agricultural land, mature landscape features and peripheral residential developments/ farm buildings. Existing highway infrastructure is also evident, including key approaches into Congleton via the A536 (Manchester Road) and A34 (Congleton Road) from the north east, and minor roads comprising Giantswood Lane, Moss Lane, Back Lane, Black Firs Lane and Chelford Road.

2.6 The River Dane and associated flood plain runs through the centre of the Site in a north-south direction, characterised by steep sided embankments and mature vegetation, including deciduous woodland much of which is ancient in origin.

2.7 Within the Site, the River Dane Valley comprises open agricultural fields, with playing fields and the proximity of the settlement edge exerting an urban fringe character. To the west of the River, a semi-irregular field pattern is evident, partly enclosed by hawthorn hedges and mature tree belts. To the east, the field pattern appears more irregular with sinuous boundaries comprising broken hedgerows, tree belts (a number of which are substantial), waterbodies and some associated with ditches.

2.8 To the west of the River, the topography of the Site is broadly flat. To the east, there are more notable level changes with levels rising between from the River to Giantswood Lane.

2.9 The Site is characterised by existing landscape features of value which will provide an important structuring element for the Masterplan and contribute towards a locally distinctive development.

2.10 For a more detailed understanding on landscape character, including topography, reference should be given to Section 4 (Site Analysis).



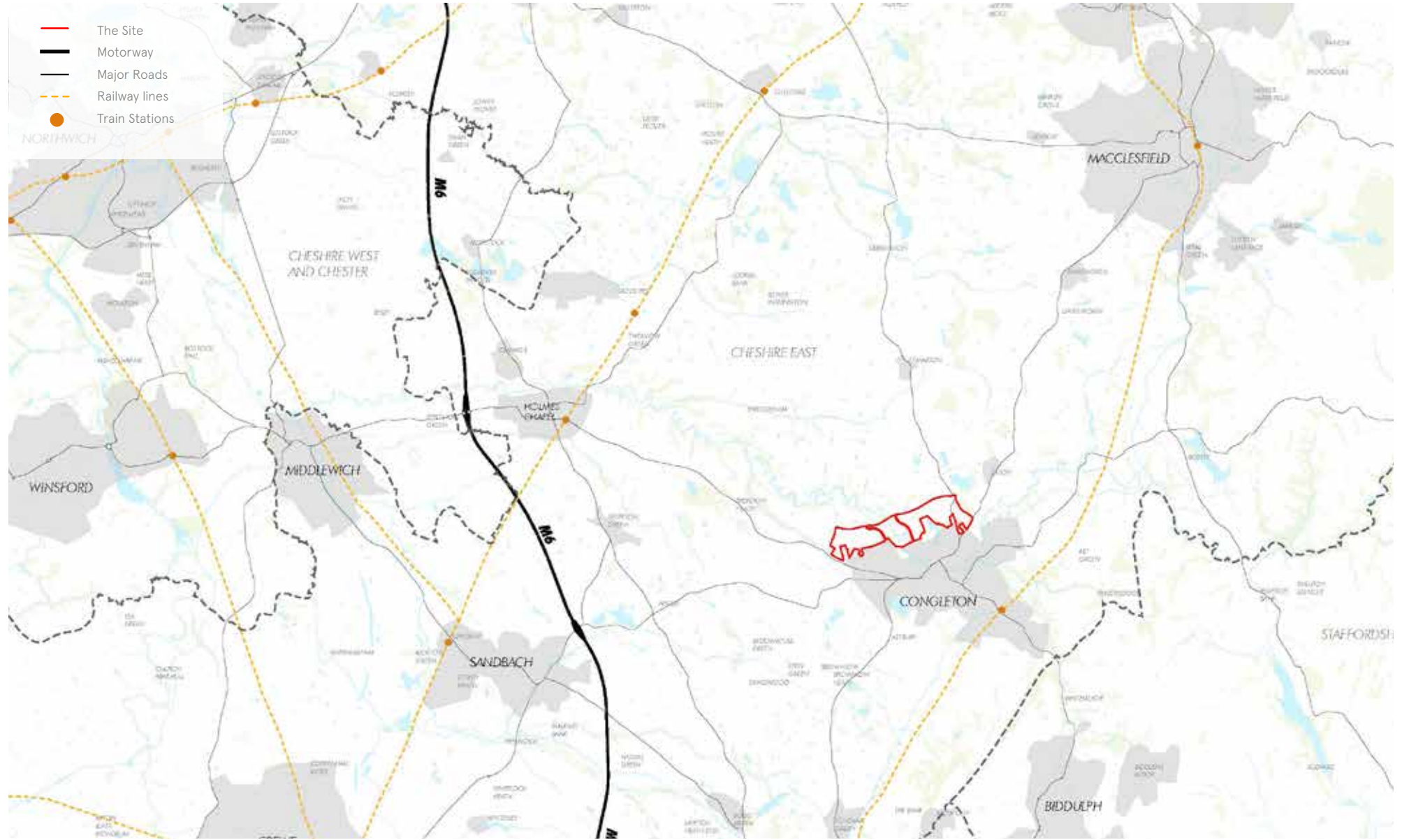


Figure 2: Site Location Plan













## 3.0 SITE CONTEXT

### GROWTH OF CONGLETON

3.1 Early development within Congleton was focused on the River Dane crossing. As the Town grew during the medieval period and later from its development as a textile town, there was a shift in emphasis away from the River to the canal and subsequently the railway network. The decline of the textile industry in the 19th Century saw the arrival of light industry to the area which has helped shape the present day land use distribution across the Town.

3.2 20th Century developments have seen incremental growth, focused close to the primary movement routes but limited due to a combination of the physical landscape features and planning restrictions. The increasing pressure on the existing highway infrastructure, and the need for new homes and local employment has supported the Council's objective to deliver an informed and overarching approach to future growth.

### AN APPROPRIATE LOCATION

3.3 The Site is considered to be an appropriate and sustainable location to develop an urban extension to Congleton. This has been determined as part of the emerging Local Plan Strategy process, where the Site was fully assessed as part of an extensive evidence base, including findings from a Sustainability Appraisal, and Habitat Regulations Assessment.

3.4 The Site's suitability is supported by its location in relation to topography and other environmental constraints, transport connections and infrastructure, the proximity of Congleton Town Centre and associated facilities, and the expected development of the Congleton Link Road.

### TOPOGRAPHY AND VISUAL SENSITIVITY

3.5 Within the wider context, the landform is predominately flat with gradual changes in elevation from the west, at a height of 50m AOD around Middlewich, to meet the foot hills of the Pennine Fringe at 100-150m AOD around Congleton and Alsager.

3.6 The Dane Valley, which cuts through the centre of the Site, has a relatively flat surrounding plain. The slopes of the Valley drop away from the plain, which partly restricts views into the Valley from the surrounding area and provides a sense of enclosure.

### CONNECTIONS, ACCESS AND MOVEMENT

3.7 The Site is well positioned to access existing modes of transport, including road and bus links within the surrounding settlement.

3.8 In addition, there are a number of Public Right of Ways (PRoWs) and existing cycle routes which connect the Site directly to the Town Centre and nearby community facilities, as well as the surrounding open countryside. The proposed development will be expected to contribute towards the improvement of these links where necessary.

3.9 Access to the rail network is available at Congleton Railway Station, where services provide connections to Manchester City Centre and beyond.

### FACILITIES AND AMENITIES

3.10 Congleton has a wide range of accessible facilities and amenities including; shops, healthcare, education and leisure opportunities. All of these facilities and amenities are within reach of the Site and will be accessible by a range of transport modes, including walking and cycling.

### EMPLOYMENT

3.11 Congleton has a range of employment locations and opportunities which vary in scale and sector, including Radnor Trading Estate and Congleton Business Park. As part of the Masterplan, the Council are seeking extensions to both of these employment areas.

### LOCAL CHARACTER

3.12 The following 4 pages provide a review of Congleton to identify key characteristics of the urban structure, form, landscape, movement and details, which will inform the design principles contained within this Framework. These characteristics are considered to be the aspects of the area that contribute towards the achievement of locally distinct and high quality development.

3.13 The review has deliberately focused on key urban parameters, such as settlement form, relationship to the landscape, predominant architectural style and interface with infrastructure. Together with an more general understanding of urban design quality across existing development these key parameters will provide references for the proposed development.



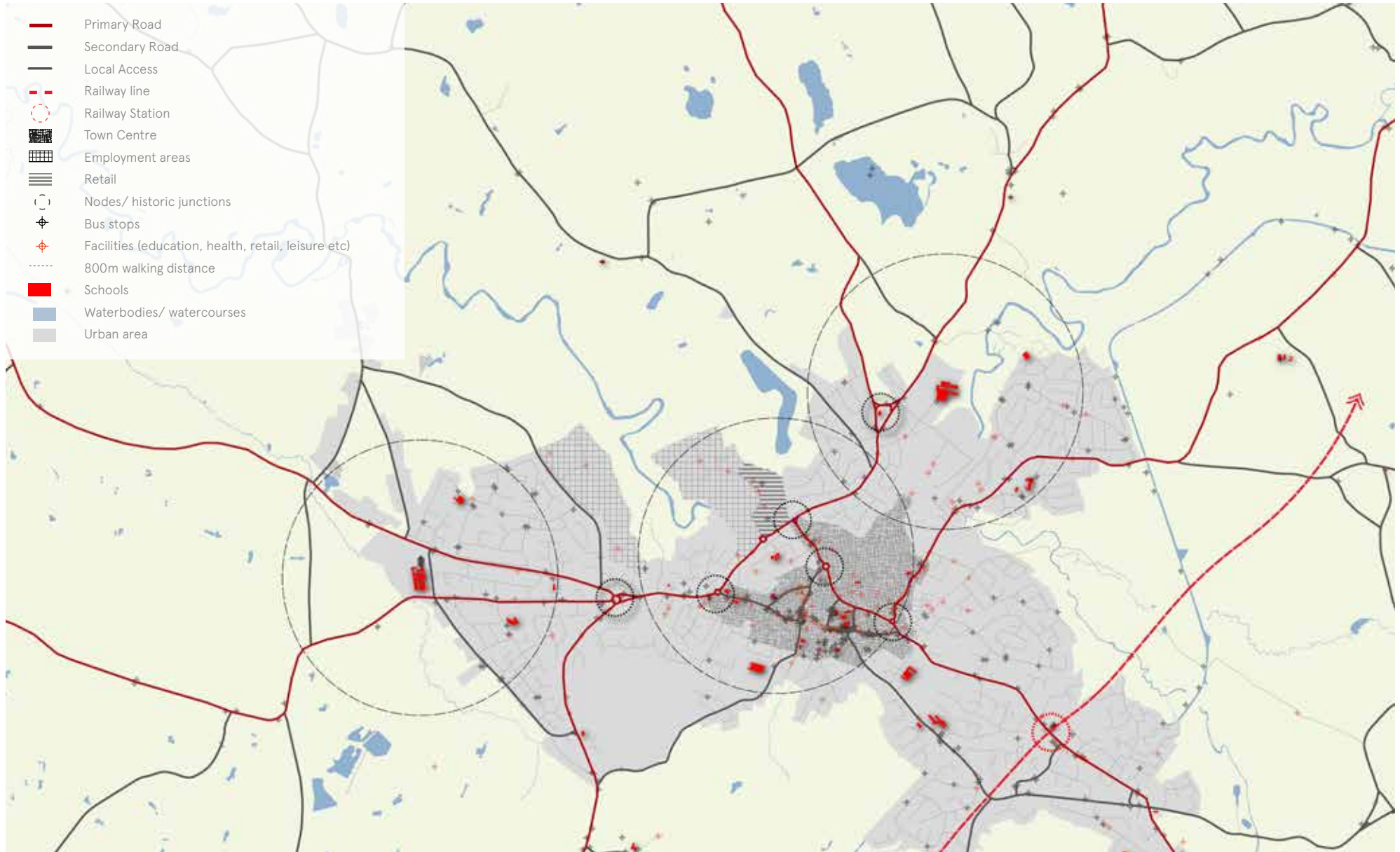


Figure 3: Site Context





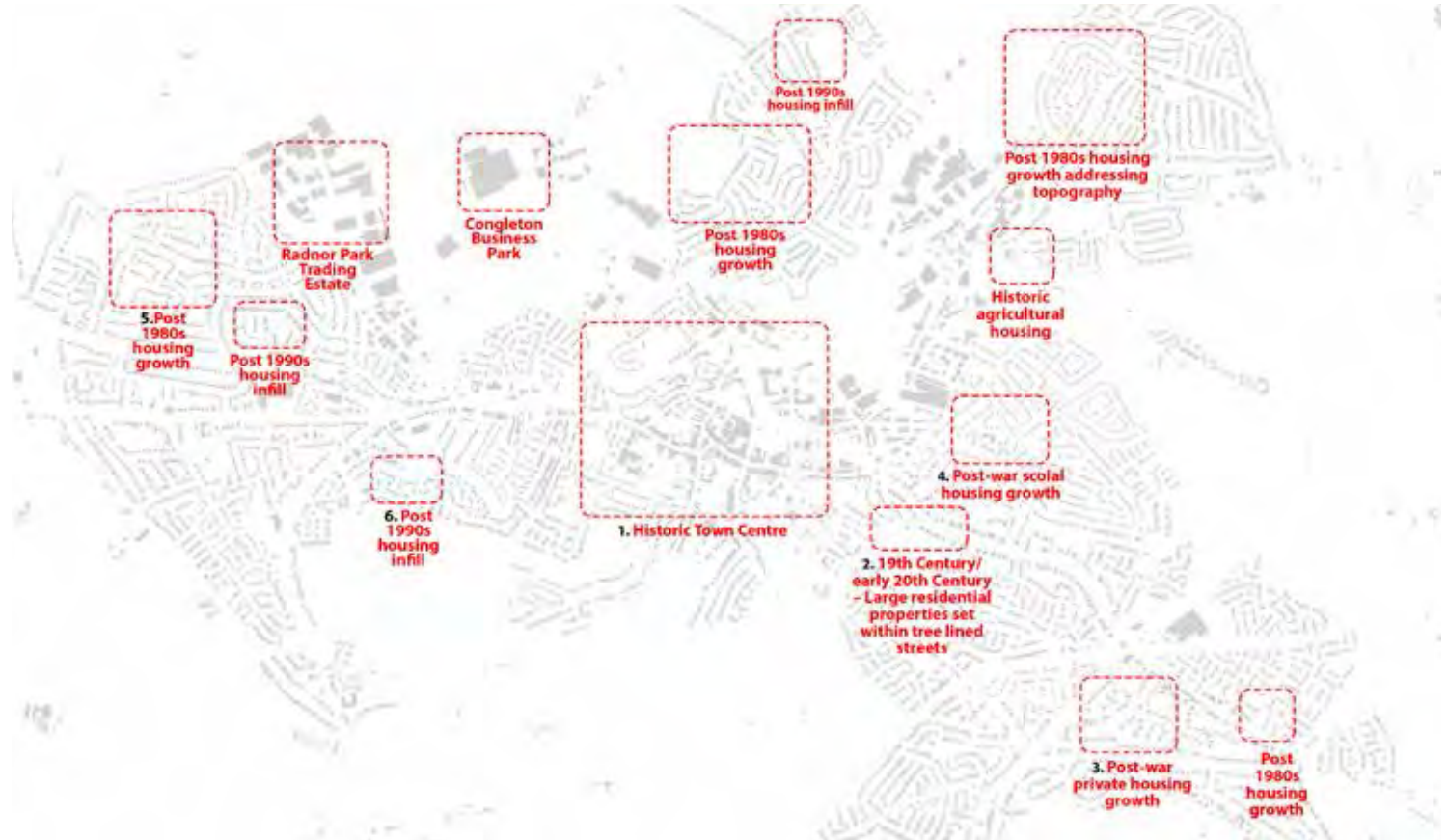
**Character areas**

3.14 The plan opposite identifies notable character areas within the Settlement. Some areas have been numbered with a corresponding image shown below.

3.15 The most distinctive character area within the settlement is Congleton Town Centre. The area retains a historic character and appearance that is reflective of its medieval origins. Densely developed streets are common with development often fronting directly onto the street.

3.16 The Town Centre includes distinctive landmark buildings reflecting how buildings with a more public function (i.e. community uses) might be positioned across the Site.

3.17 Elsewhere, the settlement exhibits a varied residential character which is reflective of the manner in which settlement growth has occurred over a series of historic phases.



(1)



(2)



(3)



(4)



(5)



(5)



**Streets**

3.18 Responding to and reflecting existing street typologies within the proposed development will create a locally responsive and legible development.

3.19 The primary streets across the settlement are often characterised by a linear organisation of buildings and mature landscape features. Beyond the primary movement routes, there is a clear hierarchy of streets with both informal and formal street layouts evident. Some post 1990 residential examples feature cul-de-sac arrangements which lack legibility.

3.20 Where a street includes employment development, such as Back Lane, landscape is used to screen the any negative visual effects.



Interface with the Congleton High Street



Interface with a primary movement route (Holmes Chapel Rd)



Interface with a secondary movement route (Leek Road)



Interface with Black Firs Lane (semi rural character)



Landscape used to screen employment development



Post 1990s residential culs-de-sac

**Edges**

3.21 Existing landscape characteristics within the Site provide valuable features to which the proposed development can reinforce or emphasise. Lessons can be taken from existing 'edges' across the Town, including:

- Radnor Business Park: development directly abuts areas of ancient woodland - impacting on recreation, landscape and habitat value;
- Astbury Mere Country Park: mature trees screen development to deliver a 'wild' area of open space; and
- Congleton Park and the River Dane: residential development does not overlook this area, limiting the ability for the landscape to enhance the residential setting and reducing natural surveillance.



Radnor Trading Estate interface with the ancient woodland



Congleton Business Park interface with the River Dane and woodland



Residential development overlooking Giantswood Lane and Westlow Mere



Interface with the River Dane and Congleton Park



Interface with Astbury Mere Country Park



Residential interface with countryside



### Nodes

3.22 A node includes key junctions and focal spaces within the public realm, with examples aiding legibility and/ or providing a meeting place/ community focus.

3.23 Key junctions and public spaces associated with primary (predominately historic) movement routes are often defined by higher density development and occasional community uses. They provide inspiration and cues for how community uses might be integrated across the Site.

3.24 Within the more sub-urban context of the settlement, landscaped spaces aid legibility whilst 'greening' the urban environment.



Town Centre Community Garden



Residential amenity space



Historic junction (Holmes Chapel Rd)



Incidental open space aiding legibility



Incidental open space addressing topography



Historic junction and focus of community uses

### Appearance

3.25 Notable characteristics include:

- Large detached and semi detached 2 storey residential properties set within large plots, particularly adjacent to primary movement routes, such as Black Firs Lane and Chelford Road;
- Modern housing estates are common and extensive, with 1980s and 1990s 2 storey detached and semi-detached properties evident;
- Within Congleton Town Centre and adjacent to historic junction's development becomes increasingly dense and mixed; and
- Limited palette of building materials, inc. timber, brick, local stone, and slate and tiled roofs.



Townhouse's featuring different coloured rendering



Red brick terraces with occasional render



Red brick semi with bay window and decorative gables



Atypical modern housing



Boundary walls



Hedgerows



## Landscape

3.26 Notable landscape characteristics include:

- The River Dane forms a green corridor into the heart of the Town with tree cover along the River Bank;
- 2 areas of ancient woodland adjacent to the River and within the Site;
- Steep river embankments associated with the River;
- Semi-irregular field pattern to the west of the River and an irregular pattern with sinuous boundaries to the east;
- SBIs within/ adjacent to the Site, inc. Westlow Mere, Black Firs Plantation and Cranberry Moss and the River Dane.
- Pond(s) with ecology value;
- More notable topography to the east of the River;
- Copses and discrete woodlands are a characteristic which combine with hedgerows; and



Hedgerows



Tree belts



Woodland areas



Waterbodies



Public Rights of Way



Waterbodies

## STRUCTURING ELEMENTS

3.27 As a result of the local character assessment, there are a number of structuring elements in Congleton that can be used as references for the proposed development:

- Consistent and straight building lines along the primary routes;
- Simple rectilinear geometry of perimeter blocks;
- Houses along primary movement routes will be positioned to deliver rhythm with regular spacing;
- Primary vehicle routes to accommodate street trees and hedgerows;
- Retention of landscape features of value;
- Positively address areas of public open space/ existing landscape features;
- Screen employment development with trees and structural planting;
- Deliver a green and leafy character throughout the proposed development;
- Provide a clear overall structure to streets and spaces with a hierarchy of routes;
- Avoid of culs-de-sac;
- Predominately 1 and 2 storey buildings with the occasional use of 2.5/3 storeys building to define key views;
- In areas of landscape sensitivity/ quality, provide a 'soft development edge', with glimpse views of houses through landscaped front gardens;
- Density to vary in response to Site conditions i.e. higher density housing adjacent to the Congleton Link Road and lower density housing adjacent to areas of landscape sensitivity;
- Deliver incidental landscaped and urban spaces to aid legibility;
- A mix of housing types from affordable housing to aspirational family homes; and
- Retention of existing routes (Back Lane).



## 4.0 SITE ANALYSIS

4.1 The Site assessment process has been informed through discussions with the Council and local stakeholders, Site visits and investigations, and a suite of technical assessments undertaken in support of the Congleton Link Road.

4.2 The Site is largely unconstrained and forms a suitable focus for incremental and sustainable growth. The development potential of the Site is enhanced by the lack of significant constraints, however, there are a number of features of value and the Masterplan should take account of the following.

### PLANNING HISTORY

4.3 The following planning applications relate to the Site:

1. **14/4451C:** Full planning application for up to 145 dwellings at Land off Manchester Road. No decision made.
2. **14/4452C:** Full planning application for up to 99 dwellings at Land off Manchester Road. No decision made.
3. **13/0922C:** Outline planning application for up to 49 dwellings at Land off, Biggs Way. Planning permission was granted. Marketed by Whittaker and Biggs
4. **13/0918C:** Outline planning application for up to 45 dwellings at Land off, Biggs Way. Planning permission granted. Marketed by Whittaker and Biggs
5. **14/1680C:** Outline planning application for up to 96 dwellings at Land between Manchester Road and Giantswood Lane. Planning permission granted.
6. **13/2746C:** Outline planning application for up to 180 dwellings at land between Black Firs Lane, Chelford Road and Holmes Chapel Road. Planning permission granted.
7. **14/5383C:** Outline planning application for up to 150

dwellings, the construction of a temporary access road to Giantswood Lane and associated works. No decision made.

8. **11/0736C:** Site is now under construction with some units completed

### CONGLETON LINK ROAD

4.4 As discussed, the Congleton Link Road proposals include:

- Primary Route: 3.5 mile stretch of single carriageway between Sandbach Road (A534) and Macclesfield Road (A536);
- Access Road: connecting to Viking Way and Congleton Business Park (designed to accommodate residential traffic, public transport and employment traffic);
- Access Road: connecting to Back Lane and Radnor Trading Estate (designed to accommodate residential traffic, public transport and employment traffic); and
- Local Access: upgrade and realignment of the remainder of Back Lane (local access including public transport).

### CONGLETON LINK ROAD (LANDSCAPE STRATEGY)

4.5 The proposed Link Road is supported by a landscape and planting strategy. This includes tree and structural planting to soften the visual effects of the road whilst providing amenity and habitat value. In addition, a drainage strategy has been developed to deal with the run-off from the road. Where possible, the Masterplan should successfully integrate with these proposals.

### LOCAL HIGHWAY INFRASTRUCTURE

4.6 In addition to Back Lane and Viking Way, existing highway infrastructure, providing opportunities for vehicle access include:

- A536 (Macclesfield Road);
- A34 (Manchester/ Congleton Road);
- Giantswood Lane;
- Biggs Way
- Black Firs Lane; and
- Chelford Road.

4.7 The above roads are primary movement routes, with the exception being Giantswood Lane due to its predominantly rural character, and Biggs Way which is a local access road. The Council is not intent on upgrading Giantswood Lane to accommodate increased vehicle capacity, therefore, vehicles at this point should be directed through the Site. Moreover, any proposed diversion/ change to the character of Giantswood Lane will only be possible with the completion of the Congleton Link Road.

### NOISE

4.8 A noise assessment has been undertaken to evaluate the impact the proposed Link Road will have on sensitive receptors. The assessment calculates expected levels of noise from road traffic at all sensitive receptors contained within the calculation area. The Masterplan will need to include appropriate measure to protect future residential development from unacceptable noise levels.



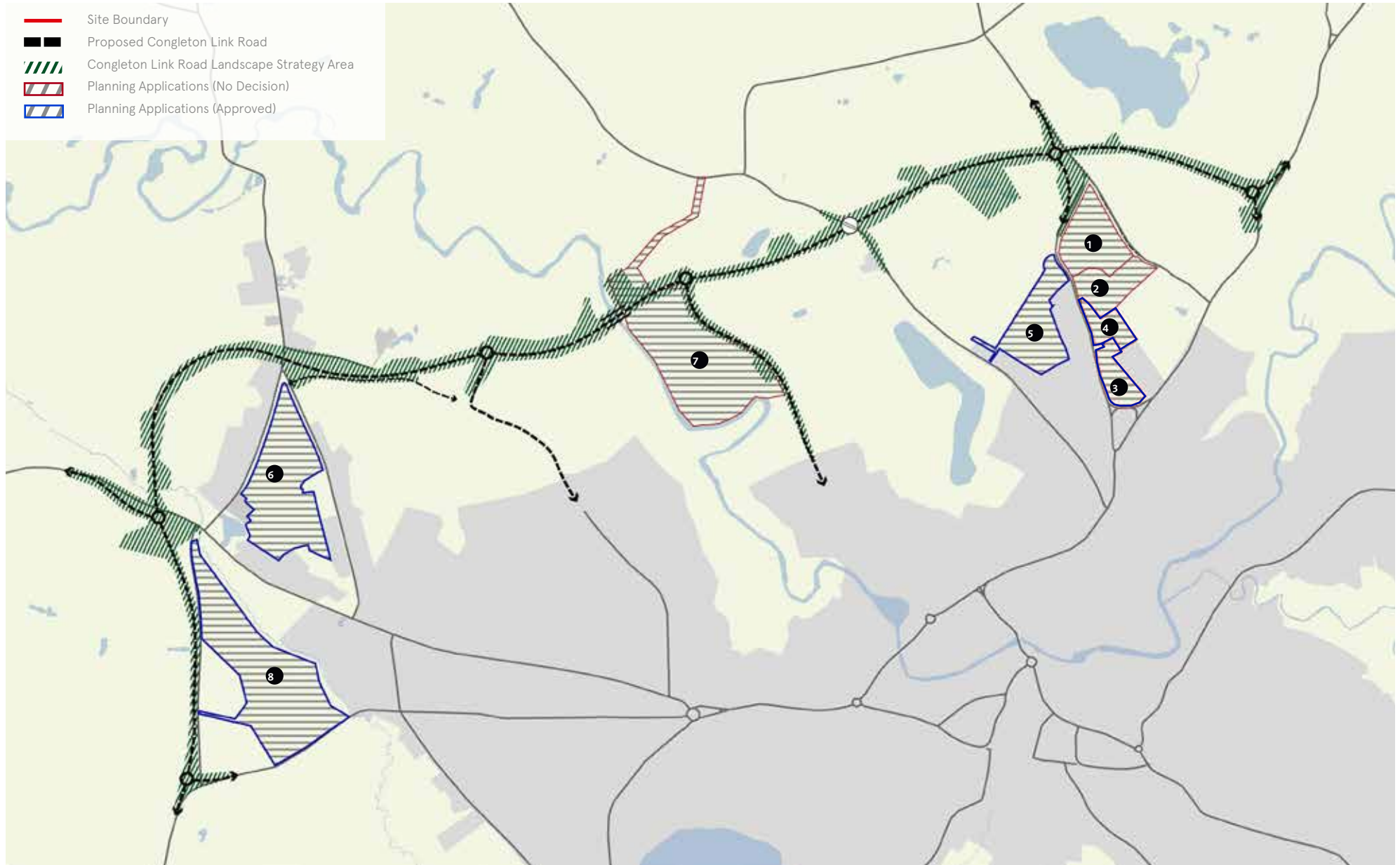


Figure 4: Existing Planning Applications and the Expected Congleton Link Road





### LANDSCAPE CHARACTER

4.9 At a national level, the landscape character of the area including the Site is described as “an expanse of flat or gently undulating, lush, pastoral farmland” which is characterised by few woodlands, strong field patterns, and a diversity of wetland habitats, rivers and flood meadows. At a local level, the landscape character of the Site is broadly split into three character areas:

- The Dane Valley through the middle of the Site;
- Higher farms and woods of the North Congleton Plain to the east of the Dane Valley; and
- Lower farms and woods of the Cheshire Plain to the west of the Dane Valley.

4.10 The Dane Valley comprises gently undulating river valley with steep wooded slopes. The river course is meandering and lined with mature vegetation. The Valley bottoms typically comprise of meadows and poorly defined field patterns.

4.11 In part, the Dane Valley, is recognised by the Council as being of particular importance and for this reason an Areas of Special County Value (ASCVs).

4.12 Within the Site, the River Dane Valley comprises large open agricultural fields, with playing fields and the proximity of the settlement edge exerting an urban fringe character. Views are controlled by mature vegetation along the Valley, in particular the wooded slopes along the western riverbank, with more open views afforded across the gently sloping valley floor to the east.

4.13 To the East of the River Dane Valley, the landform rises gradually up from the valley floor to the relatively elevated land to the east of National Route 55 Giantswood Lane, which broadly defines the boundary of the North Congleton Plain

landscape character area. The North Congleton Plain landscape character area is characterised by relatively flat landform comprising mixed agriculture and irregular field patterns, with strong hedgerows and frequent field ponds. There is a greater degree of woodland cover than the Cheshire Plain landscape character area to the west, however, within the Site, the proximity of the settlement edge reduces the experience of remoteness and tranquility.

4.14 The Cheshire Plain to the west is a level, low lying rural landscape comprising of predominantly pastoral agriculture, although, horticulture is present within this part of the Site. Containment is provided by hedgerows, although they are typically degraded, and exposed settlement edges influence the character and sensitivity of the Site, with no sense of remoteness.

### TOPOGRAPHY

4.15 To the west of the River Dane, Site levels are fairly even, with subtle variation in levels across the proposed development area ranging from c.94m AOD to c.98m AOD. Immediate adjacent to the River Dane, there is a steep river embankment, with levels falling from c.96m AOD to c.72m AOD. At its steepest point, the embankment represents a slope of 1m in 2.5m (40%). At its shallowest, a slope of approximately 1:7 supports the potential of achieving pedestrian/cycle connectivity across the River.

4.16 To the east of the River, Site levels rise from a low point adjacent to the River of c.72m AOD to high point of c.116m AOD adjacent to Giantswood Lane. Beyond which, Site levels remain broadly flat between Giantswood Lane and Manchester Road before gently rising towards Macclesfield Road.

### HYDROLOGY

4.17 Urban development has the potential to increase surface water runoff. Accordingly, a series of measures, including attenuation ponds and swales across the Site are likely to be required as part of a Sustainable Urban Drainage Strategy (SuDS) to prevent an increase in surface water run-off.

4.18 To the east of the River, the aforementioned minor ridgeline divides the Site into two natural watershed catchments; the drainage strategy in this area should address this accordingly.

### FLOOD RISK

4.19 The flood zone associated with the River Dane falls within the Site and the Masterplan should avoid development in these areas.

### RIVERS AND STREAMS

4.20 In addition to the River Dane, a number of streams/ drainage ditches traverse the Site. The Masterplan will incorporate these features into a landscape and drainage strategy for the Site.

### PUBLIC RIGHTS OF WAY (PROW) AND CYCLE ROUTES

4.21 A number of PROW traverse the Site and existing cycle routes are located within the local highway network adjacent to the Site. Where possible, these routes should be retained and integrated into the Masterplan’s landscape strategy to enhance the network off sustainable off road routes.

### ANCIENT WOODLAND

4.22 Two areas of Radnor Woods located adjacent to the River Dane and with the Site are listed as Ancient Woodland. The proposed development will be expected to positively address the areas and accommodate a 30m landscape buffer in which no development will be permitted.



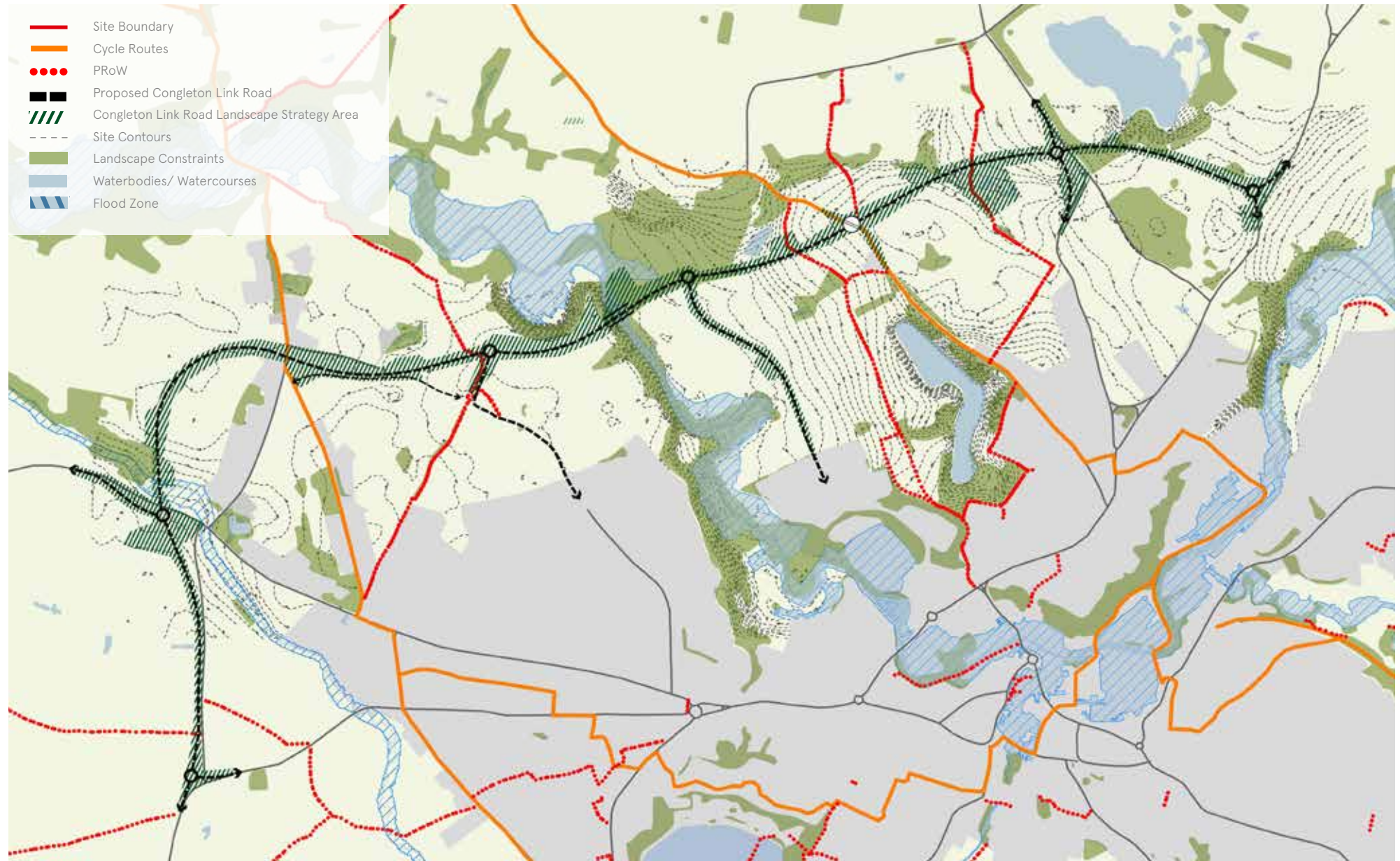


Figure 5: Environmental Analysis Plan





## ECOLOGY

4.23 Ecological assessments undertaken in support of the Congleton Link Road (including an extended Phase 1 habitat survey) have identified several protected/ notable species and habitats within the Site. In addition to protected species and habitats worthy of retention, the Site includes a number of Sites of Biological Importance (SBIs), including:

- Black Firs Plantation;
- Cranberry Moss;
- Westlow Mere;
- Forge and Radnor Woods; and
- River Dane Holmes Chapel to Radnor Bridge.

4.24 Ecological constraints across the Site will help shape the location, form and density of development. Indeed, the landscape strategy proposed as part of the Congleton Link Road aims to preserve habitats and accommodate protected species. The Masterplan will integrate these proposals into a wider landscape strategy which aims to achieve net biodiversity gain across the Site.

4.25 The Site includes an extensive network of hedgerows and mature trees, some of which have ecological and historical importance. The Masterplan will retain these landscape features and incorporate them into the landscape strategy. Enhancement of retained features will also be the focus of mitigation for hedges lost elsewhere on the Site through, for example, road crossings.

## LANDSCAPE AND VISUAL APPRAISAL

4.26 Barton Willmore have carried out a Landscape and Visual Appraisal (LVA) of the Site (Figure 6). The purpose of the assessment was to consider the existing landscape and evaluate the impact that development could have on the landscape character, visual quality, value, and resources of the area.

4.27 This assessment has identified those parts of the Site which are sensitive to development in landscape and visual impact terms, and in turn, those areas which can accommodate development without adverse impact. These parameters set the context for beginning to establish a developable area.

4.28 Views into the Site from publicly accessible areas are predominantly restricted to near distance views due to the low lying nature of the Site, the topographical variation of the surrounding land and extensive tree belts and woodland blocks in the wider landscape. Views are typically from short lengths of roads and PROWs predominantly to the north of the Site.

4.29 Residential receptors are typically restricted to the northern edges of Congleton, and with occasional dispersed residences beyond the settlement edge.

4.30 Long distance views are afforded from elevated, including:

- Land approximately 3.6km to the south-east of the Site;
- The Cloud, a prominent hill, approximately 4.5km to the east of the Site.

- From the hills on the edge of the Peak District National Park, approximately 8km to the north-east of the Site; and
- From ridgelines approximately 5.5km to the south of the Site.

4.31 The Site is seen in the context of the existing built form of Congleton, and from these distant locations would appear as a small element in wider panoramic views.

4.32 A summary of the Site photography is shown opposite and the following points of interest have been identified:

1. Back Lane
2. Black Firs Lane/Sustrans Cycle Route
3. Chelford Road
4. Playing Fields
5. Residential properties along Chestnut Drive
6. PROW 090/FP1/1
7. Congleton Business Park
8. River Dane corridor
9. Mountpleasant Farm
10. Manchester Road
11. Macclesfield Road
12. The Cloud






















### Opportunities and Constraints

4.33 Key landscape and visual considerations to be incorporated into development, in line with identified landscape character and policy guidance, include the following, as illustrated on the Landscape and Visual Opportunities and Constraints Plan:

4.34 Retain and reinforce existing structural vegetation and landscape features, by incorporating them into a network of open spaces and green infrastructure where possible, such as hedgerows, ponds, tree belts and woodland;

- Retain existing PROWs and cycle routes;
- Provide a 30m buffer to the ancient woodland along the River Dane corridor;
- Provide access to the River Dane corridor;
- Create a network of open space and Green Infrastructure, including along the proposed Link Road to provide east-west links and the River Dane corridor;
- Retain and enhance footpaths and cycleways;
- Retain and enhance existing playing fields;
- Maintain views towards elevated ridgelines, such as The Cloud and the Peak District;
- There is scope for development within areas beyond the road alignment that are contained by existing woodland blocks which would create nodes of positive frontage along the Link Road;
- Plant locally appropriate trees throughout the streets and open spaces to enhance biodiversity and landscape character; and
- Proactively manage landscape features, including woodland, water features, hedgerows and grassland to enhance visual amenity and landscape character.

4.35 Important landscape opportunities and constraints illustrated at Figure 6 include:

-  Low landscape & visual constraint: suitable for development which retains important landscape features such as hedgerows/ponds/tree belts incorporating a network of open spaces and green infrastructure
-  Medium landscape & visual constraint: suitable for low density development
-  Medium-high landscape & visual constraint: maintain parkland character
-  High landscape & visual constraint: (Dane River Valley/Ancient Woodland) suitable for landscape buffer/open space/flood attenuation. However, an acceptance for the road construction and operation will change this view. A detailed LVIA will be required to accompany future proposals.
-  Existing woodland will assist in containing development from wider landscape
-  Playing fields to be retained and enhanced.
-  Opportunity to extend larger built forms associated with business park/industrial estate
-  Retain trees to west of road
-  Potential green infrastructure corridor to create east/west links
-  Maintain and enhance landscape features, including ponds, in network of open space.
-  30m buffer to Ancient Woodland
-  Potential route along River Dane corridor
-  New links: footpaths/cycle paths
-  Retain and enhance existing links
-  Potential pedestrian and cycle crossing over the river
-  Sensitive views from North
-  Maintain views towards The Cloud and the Peak District elevated ridgelines



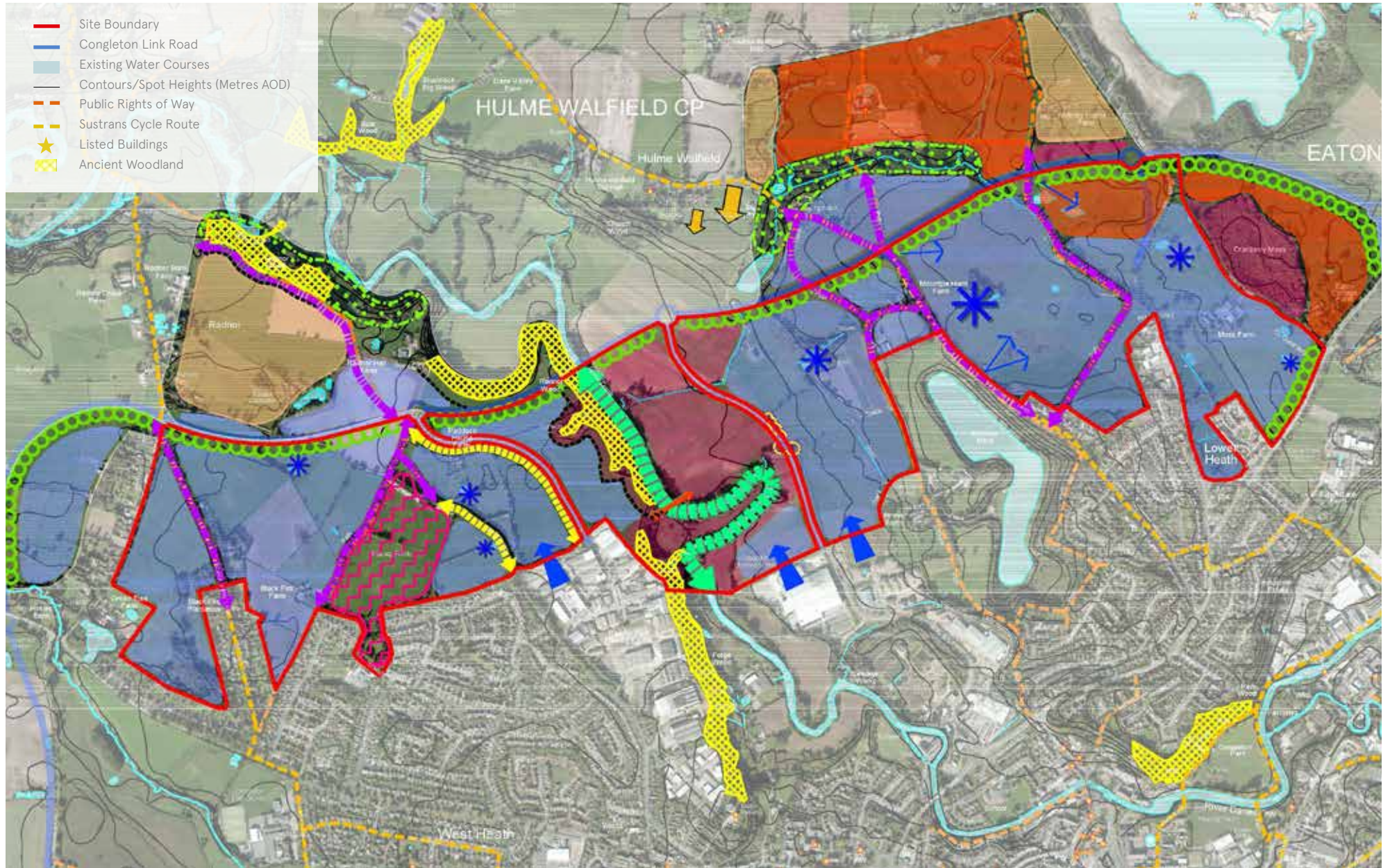


Figure 6: Landscape Visual Appraisal



# NORTH CONGLETON MASTERPLAN CONCEPT DEVELOPMENT







## 5.0 STAKEHOLDER ENGAGEMENT

5.1 This Section summaries the discussions which took place during the stakeholder engagement process undertaken by the Council, alongside its consultancy team, Barton Willmore.

5.2 The purpose of this engagement process was to communicate directly with key audiences to obtain written and verbal feedback on the emerging Masterplan. This was facilitated through workshops and meetings to engage the following audiences:

- Council Workshop 1: Strategic Group;
- Council Workshop 2: Technical Group;
- Stakeholder Workshop 1: Community Forum
- Stakeholder Workshop 2: Landowners/ Developers **(SL6)**;
- Stakeholder Workshop 3: Landowners/ Developers **(SL7)**;
- Stakeholder Workshop 4: Landowners/ Developers **(SL8, CS16 and CS17)**; and
- Chamber of Commerce Meetings (Local Businesses).

### COUNCIL WORKSHOPS

5.3 The Council workshop (strategic group) took place on at the Council's Westfield Office in Sandbach on Friday 24th April 2015, and the Council workshop (technical group) took place at the Council's Office in Crewe on Monday 1st May 2015.

5.4 The discussion that took place during these workshops helped to gain an understanding of the aspirations and vision for the growth of north Congleton whilst providing clarity on important technical issues.

### STAKEHOLDER WORKSHOPS

5.5 From the outset of this project, the masterplanning team has sought to involve and engage key stakeholders, local businesses, developers and relevant landowners.

5.6 To ensure the Masterplan is deliverable, the involvement of local stakeholders and developers is vitally important with a need for 'sign up' to the resultant proposals. The Masterplan is required to be both financially viable and robust in planning terms, influenced by local opinion and also informed by sound commercial practice.

5.7 The stakeholder workshops took place at the Council's Westfield Office in Sandbach on Monday 8th and 9th June 2015. The stakeholder invitee list was drawn from the Council's 'List of Stakeholders' and was expanded to include relevant landowners and developers (see Table 2 for attendees).

5.8 The focused discussions which took place during the workshops have helped to further understand matters of importance. They also identified issues that required further exploration and discussion.

Workshop 1: community	Workshop 2: SL6	Workshop 3: SL7	Workshop 4: SL8, CS16 & CS17
Brereton Parish Council CEC Councillor Bosley Parish Council Congleton Town Council Somersford Parish Council Eaton Parish Council Hulme Walfield Parish Council CEC Councillor CEC Councillor North Rode Parish Council Astbury Parish Council	Paul Campbell (Richborough) Jonathan Bloor (Richborough) Ian Parkinson (Richborough) Jon Suckley (How Planning) Rachael Ainscough (Ainscough) Geoff Bell (Stevens Solicitors) David Brown (Landowner) Mark Herbert (Fisher German) Hugh Maxfield (Fisher German) Len Davies (Landowner) Glyn Davies (Landowner) K Whittaker (Seddon) Sarah Wozencroft (Indigo) Ron Bradley (Landowner) J. Vose (Walsingham Planning) Gary Lynch (Russell Homes) A Scott (Landowner)	Adam Scott (landowner) Harry Spawton (Gerald Eve (representing Adam Scott)) David Worth (landowner) Roger Worth (landowner) Matthew Worth (landowner) Brian Kirkham (Greenfields Farm) Ben Weatherley (Knights (representing Brian Kirkham)) Lee Kirkham (landowner)	Tom Loomes (Jones Homes/ Emerson) Brian Carter (Landowner) Liz Cowdray (Cowdray Planning Consultancy) Philip Bentley (Architect) David Worth (Landowner) Steve Horan (Landowner) Roger Worth (Landowner) Matthew Worth (Landowner) Adam Scott (Landowner)

Table 2 : Workshop Attendees



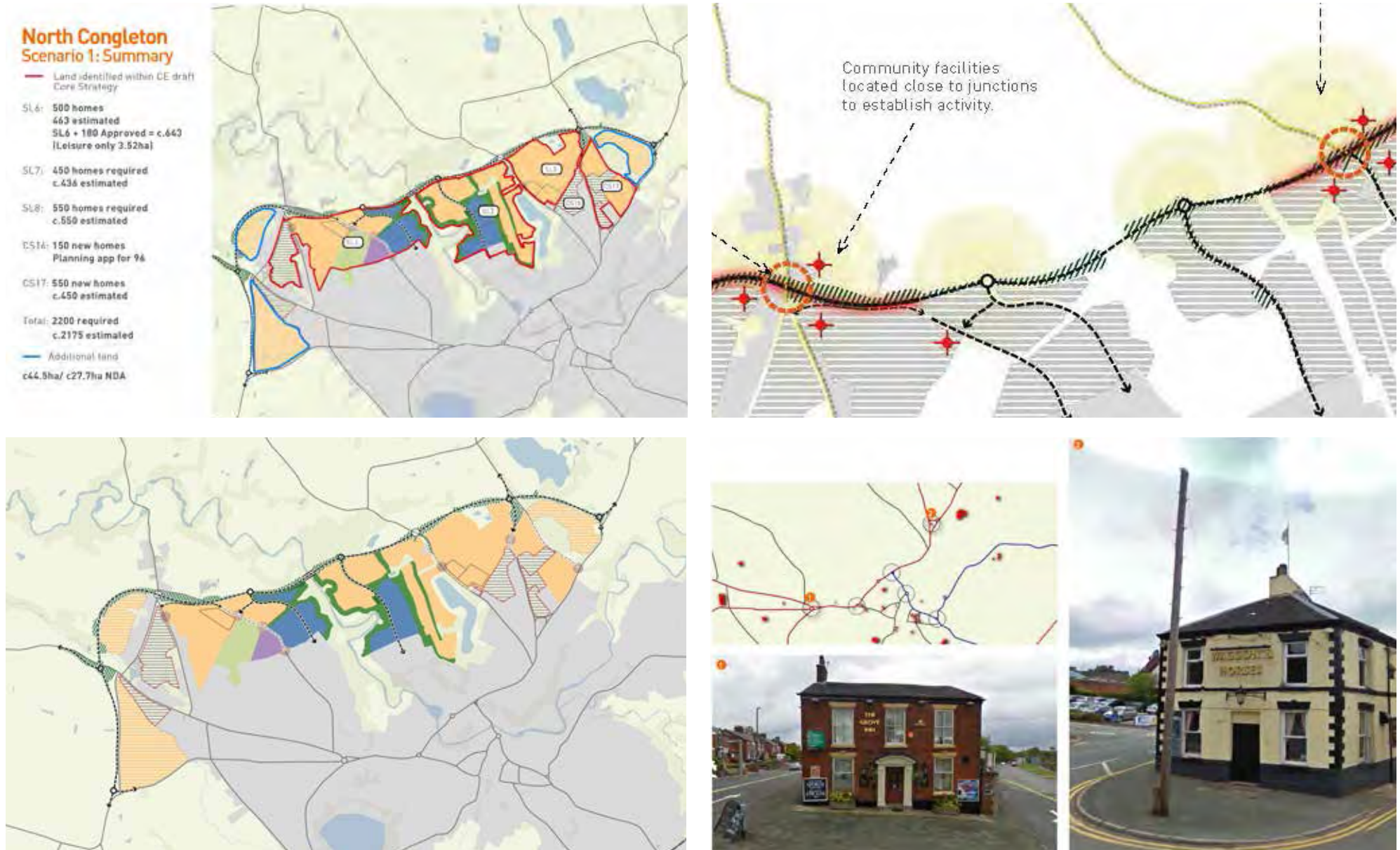


Figure 7: Council Workshop Presentation Material (1st Iteration Masterplan)



### 1. Council Workshop 1: Strategic Group

5.9 During this workshop, the masterplanning team delivered a presentation to stimulate group discussion. The presentation detailed the initial baseline assessment exercise and began to address the Site development potential and masterplan spatial concepts.

5.10 At this stage and in accordance with the emerging Local Plan Strategy, the Masterplan focused on land defined by the proposed Link Road. However, alternative models of growth were also presented to consider the merits and limitations of extended development beyond the Link Road.

5.11 The function of Congleton Link Road was discussed and the team explored the idea of evolving the design of the Link Road to create a 'street' environment. This included the potential to deliver a series of 'villages' along the Link Road with community uses focused at the junctions of Chelford Road and Giantswood Lane respectively. This concept was influenced by the existing design and function of the primary movement routes across Congleton. However, it was ultimately deemed unfavorable on landscape and highways grounds.

5.12 The key outcomes from the workshop include:

- The Council confirmed the Masterplan should primarily be focused on land defined by the agreed position of the Congleton Link Road;
- Opportunities to extend development to the north of the Link Road may be appropriate where there is no unacceptable landscape impact;
- Instruction was received on the position and extent of the proposed employment development;

- The Council's Landscape Officer pressed the importance of integrating existing landscape features into the Masterplan;
- The need for a strong network of Green Infrastructure and design quality was considered fundamental by the Council;
- It was agreed that the Masterplan should be a flexible tool with a series of underlying design principles to inform future development proposals; and
- It was agreed that the Masterplan Framework should include a high level 'delivery' section, although, it was acknowledged that a further commission may be necessary to better understanding the delivery strategy for the Congleton Link Road.

### 2. Council workshop 1: Technical Group

5.13 In advance of this workshop, the masterplanning team progressed the Masterplan to better illustrate the information garnered from the first Council workshop.

5.14 During the workshop, the Masterplan was overlaid with tracing paper and the team used felt-tip pens to express the Council's design aspirations whilst also reflecting on the Site's opportunities and constraints in greater detail. This exercise successfully captured important Site information from Council Officers, which enabled the preparation of a more technically robust Masterplan in advance of the stakeholder workshops.

5.15 The key outcomes from the workshop include:

- The Council reaffirmed that the Masterplan should be focused on land defined by the agreed position of the Congleton Link Road;
- Opportunities to extend development to the north of the Link Road were identified to the west of the River;
- The Landscape Strategy for the Site was developed with input from Council Officers and with reference to the available technical information;
- The Council's Highway Officer instructed that vehicle traffic would be diverted away from Giantswood Lane and through Site;
- The Highway Officer confirmed that vehicle connectivity between policy areas would be preferable;
- The ability to deliver a pedestrian/ cycle route across the Site in a east-west direction was welcomed and Council Officers expressed the desire to deliver a pedestrian/cycle link across the River Dane; and
- Land to at Cranberry Moss was deemed to have to higher landscape value to accommodate development.



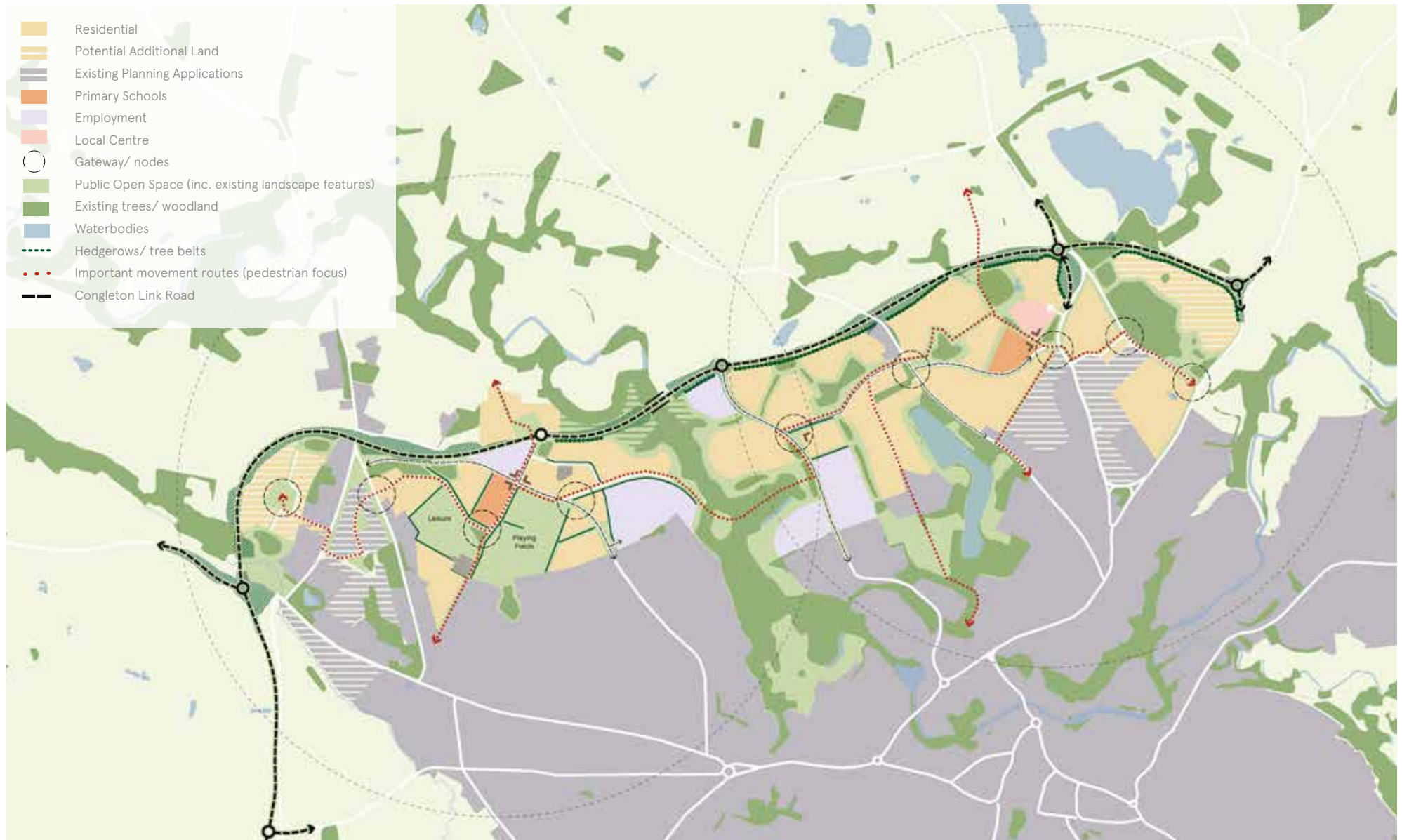


Figure 8: Masterplan (2nd Iteration)



### Workshop 1: Community Forum

5.16 A workshop was held on Monday 8th June 2015 to engage Congleton Community Forum (see Table 2 for attendees).

To facilitate discussion, the masterplanning team delivered a presentation. Verbal representations were received during the workshop. Whilst a number of individual issues were raised, a number of issues were more common than others. Concerns raised included:

- Potential impact of the Congleton Link Road on existing residential areas;
- The principle of development and need for new development;
- Concerns regarding the impact of additional traffic on local residents and existing transport infrastructure;
- The effects of development upon existing landscape features;
- The impact on existing residential development located within and/or close to the Site;
- Amount of housing and the need;
- The amount of employment development; and
- Sufficiency of education provision.

5.17 Respondents also highlighted the importance of achieving the highest possible quality of design and a good mix of community facilities appropriately located across the Site. Generally, people concurred there was a need for additional local employment opportunities and the general arrangement of the emerging Masterplan was considered to be appropriate.

### Workshop 2: Landowners & Developers (SL6)

5.18 A workshop was held on Tuesday 9th June 2015 to engage with the landowners and developers with a land interest in SL6 (see Table 2 for attendees).

5.19 The key areas of discussion from the workshop are set out below:

- The agreed position and design of the Congleton Link Road;
- The noise implications of the Congleton Link Road and the need for appropriate mitigation measures;
- The amount and location of employment land;
- The alignment of the proposed Access Road and the suitability of upgrading Back Lane;
- The location of the employment vehicle access points;
- The importance of separating residential and employment traffic;
- The location of the proposed primary school;
- The amount of land allocated for the proposed school and the suitability of utilising Back Lane Playing Fields;
- The amount and location of leisure provision;
- The anticipated funding mechanisms to pay for the construction of the Congleton Link Road; and
- The location and amount of community facilities.

### Workshop 3: Landowners & Developers (SL7)

5.20 A workshop event was held Tuesday 9th June 2015 to engage with the landowners and developers with a land interest in SL7 (see Table 2 for attendees).

5.21 The key areas of discussion from the workshop are set out below:

- The agreed position and design of the Congleton Link Road;
- The location and amount of community facilities;
- The anticipated funding mechanisms to pay for the construction of the Congleton Link Road;
- The amount and location of employment development;
- Landscape constraints including topography and ecology;
- The location of the employment vehicle access points;
- Vehicle connectivity between the proposed Access Road and Giantswood Lane;
- The design of the proposed Access Road connecting to Viking Way; and
- Existing planning application(s) and landowner/ developer aspirations.



#### Workshop 4: Landowners & Developers (SL8, CS16, CS17)

5.22 A workshop event was held on Tuesday 9th June 2015 to engage with the landowners and developers with a land interest in SL8, CS16 and CS17 (see Table 2 for attendees).

5.23 The key areas of discussion from the workshop are set out below:

- The current residential layout proposed for land controlled by Jones Homes at CS17;
- The agreed position and design of the Congleton Link Road;
- The location and amount of community facilities;
- The anticipated funding mechanisms to pay for the construction of the Congleton Link Road;
- The amount and location of employment development;
- Landscape constraints including topography and ecology;
- The location of the employment vehicle access points;
- Vehicle connectivity between the proposed Access Road connecting to Viking Way and Giantswood Lane; and
- Existing planning application(s) and landowner/ developer aspirations.

#### Congleton Chamber of Commerce: Meeting

5.24 The masterplanning team met with the Congleton Chamber of Commerce on two separate occasions. The discussion that took place during these workshops helped to gain a better understanding of the demand for employment development within the Town and the aspirations of future employers.

5.25 The Chamber of Commerce also made the masterplanning team aware of written representations received from Congleton Neighbourhood Planning Group (CNPNG).

5.26 The key areas of discussion are set out below:

- Direct access to Radnor Park from the Link Road (not through residential areas);
- Direct access to Congleton Business Park from the Link Road;
- A river walkway/cyclepath from the Link Road into the Town Centre;
- A mere walkway/cyclepath from the Link Road into the Town Centre;
- Service centres (pharmacy/sheltered accommodation and shops);
- New primary schools with balanced green spaces;
- A retirement village;
- Extension of the Link Road to the A34; and
- Extension of the Link Road to A54.





# NORTH CONGLETON MASTERPLAN DEVELOPMENT PRINCIPLES







Aspect  
Living with a purpose

Dogs  
Welcome  
Home

Great Street  
Free parking  
Free internet

## 6.0 OVERALL CONCEPT

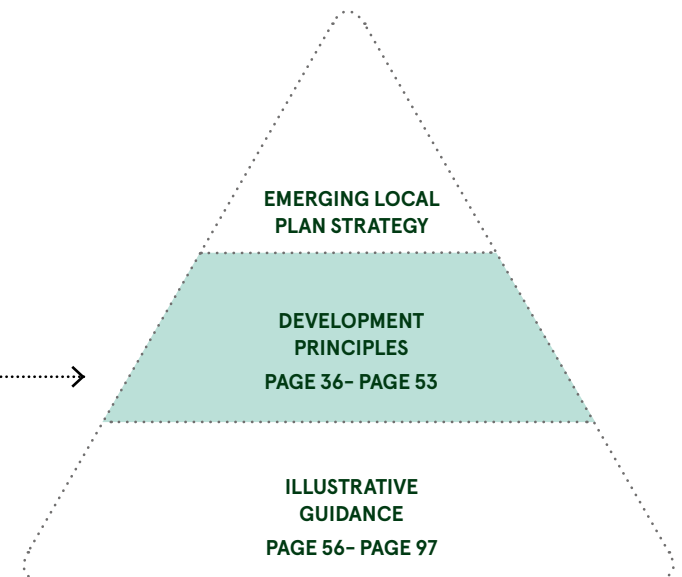
6.1 Based on work to date and engagement with key stakeholders, an overall concept and for the Site has been achieved which sees a urban extension for Congleton, comprising high quality housing, employment opportunities and community facilities structured by existing and proposed landscape, biodiversity and movement corridors.

6.2 Figure 9 illustrates the overarching concept principles for the Masterplan and the following pages detail the key Development Principles that the proposed development will deliver, relating to:

- Movement;
- Land Use;
- Urban Form; and
- Landscape and Ecology.

6.3 The Development Principles demonstrated through this Chapter have informed the preparation of an Illustrative Masterplan (see Chapter 4, Section 11). This provides further guidance on how the proposed development could be arranged to satisfy the requirements of the emerging Local Plan Strategy whilst addressing the Development Principles contained within this Chapter.

This Chapter will set out Development Principles that future development proposals will need to have regard to if they are to be considered acceptable by the Council.





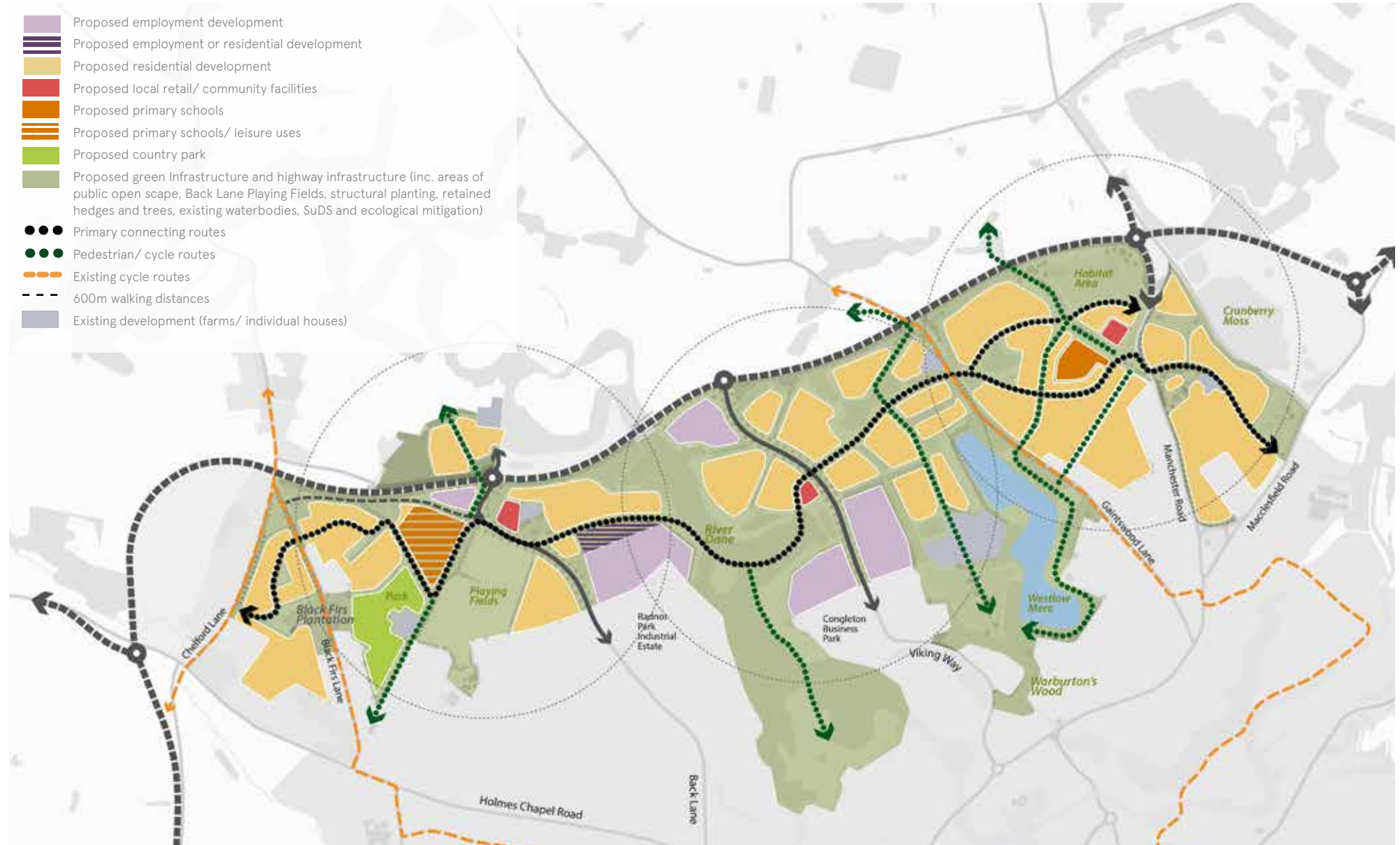


Figure 9: Overall Concept



# 7.0 MOVEMENT

7.1 The Movement Strategy for the Site is considered against the need for the proposed development to successfully integrate with the Congleton Link Road whilst delivering permeable network of a streets that will provide direct and safe connectivity for vehicles and pedestrians within the Site and to the surrounding settlement.

7.2 The key principles in the design of the Movement Strategy are illustrated at Figure 10 and 11 and include:

## 1. PERMEABILITY

7.3 The proposed development will include a grid of routes to provide easy access throughout the Site. This 'permeable' structure will link the Site together to create a walkable community.

## 2. CONGLETON LINK ROAD

7.4 The proposed development will be established on the agreed position and design of the Congleton Link Road. This will include:

- Primary Route: 3.5 mile stretch of single carriageway between Sandbach Road (A534) and Macclesfield Road (A536);
- Access Road: connecting to Viking Way and Congleton Business Park (designed to accommodate residential traffic, public transport and employment traffic);
- Access Road: connecting to Back Lane and Radnor Trading Estate (designed to accommodate residential traffic, public transport and employment traffic); and
- Local Access: upgrade and realignment of the remainder of Back Lane (local access including public transport).

## 3. VEHICLE ACCESS TO AND FROM THE SURROUNDING AREA

7.5 In addition to the proposed Link Road, vehicle access will serve the proposed development from points on the local highway network, including:

- **Chelford Road:** 1 vehicle access point (approved planning application ref: 13/2746C);
- **Black Firs Lane:** 1 vehicle access point (approved planning application ref: 13/2746C) and 1 vehicle access point to serve the proposed development in SL6 (broadly aligned with the residential access for approved planning application ref: 13/2746C);
- **Giantswood Lane:** 1 vehicle access point to serve the proposed development in SL7 and 1 vehicle access point to serve the proposed development in SL8. Traffic will be directed off Giantswood Lane and through the Site to connect with Viking Way (see Development Principle 5);
- **Manchester Road:** 2 vehicle access points to serve the proposed development in SL7 (and CS16) and 2 vehicle access points to serve the proposed development in CS17;
- **Macclesfield Road:** 1 vehicle access point to serve the proposed development in CS17; and
- **Biggs Way:** 1 vehicle access point to serve the proposed development in CS17.

## 4. PRINCIPLE CONNECTING ROUTE

7.6 The proposed development will deliver permeable vehicle and pedestrian connectivity across the Site through the provision of principal connecting routes that will link the different policy areas together. The character of these routes will vary as they traverses the Site in response to Site conditions

and urban form principles (see section 9). In acceptance to the Link Road, there will be no additional vehicle connectivity across the River Dane, however, pedestrian and cycle connection will be achieved via the provision of a new footbridge, see design principles 9 and 10.

## 5. STREET NETWORK

7.7 A simple hierarchy of routes will be established throughout the proposed development that is reflective of their role and function. For example, this will comprise:

- Congleton Link Road (Primary Route);
- Congleton Link Road (Access Street);
- Principal Connecting Streets;
- Streets;
- Shared Streets; and
- Private Drives.

## 6. GIANTSWOOD LANE DIVERSION

7.8 Traffic will be diverted away from Giantswood Lane and through SL7 to Viking Way and through SL8 to Manchester Road.

## 7. PUBLIC TRANSPORT

7.9 Existing bus services within the Town will be re-directed through the Site along the Access Streets and potentially the Principle Connecting Streets.



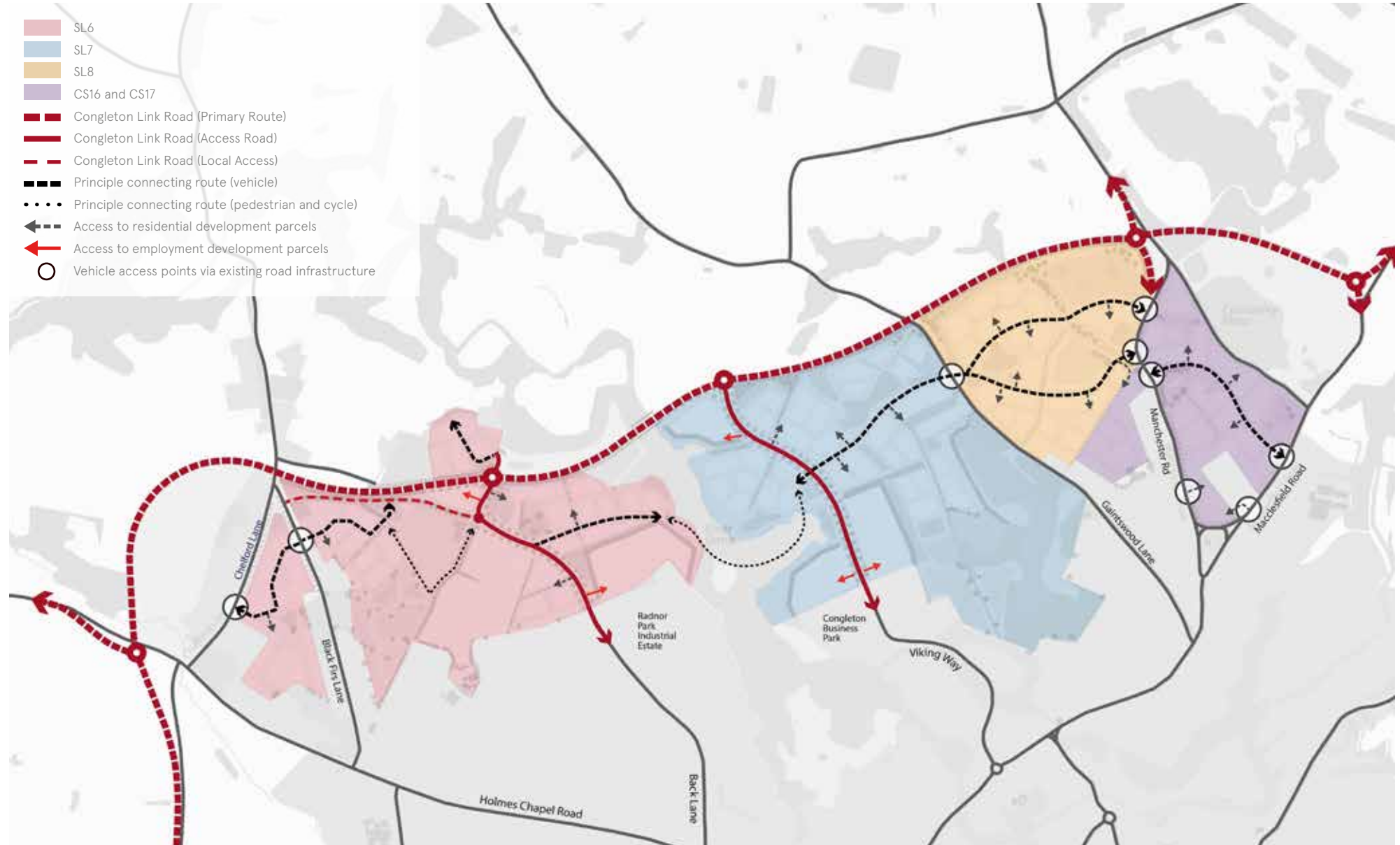


Figure 10: Vehicle Connections and Movement

### 8. PEDESTRIAN AND CYCLE PRIORITY

7.10 To promote informal pedestrian priority throughout the proposed development, the network of streets will be designed to accommodate appropriate pedestrian and cycle facilities. Moreover, shared surfaces, changes in horizontal alignment, construction and materials will all help to encourage walking and cycling rather than car use for local travel.

### 9. PEDESTRIAN AND CYCLE MOVEMENT

7.11 The proposed development will improve and integrate existing paths, including existing PRoWs, and cycle routes into the green infrastructure network or through a network of well landscaped streets that capitalise on existing landscape features. The proposed development will:

- Improve pedestrian and cycle connectivity with existing community uses and Congleton Town Centre Town Centre;
- Retain and enhance existing PRoWs circulating Westlow Mere provided an almost complete recreational loop route, including one off site improvement on Giantswood Lane;
- Provide safe and direct pedestrian and cycle routes to existing cycle routes on Giantswood Lane, Black Firs Lane and the A34
- Provide pedestrian/cycle improvements on Giantswood Lane;
- Provide safe and direct routes to the proposed cycle routes associated with Congleton Link Road;
- Provide improved pedestrian and cycle connectivity on the A536;
- Improve provision for pedestrians/ cycles along Back Lane, connecting with Congleton Town Centre;

- Establish a pedestrian and cycle connection across the River Dane through the provision of new footbridge and an accessible route that addresses the level change associated with the river embankment;
- Deliver recreational routes across areas of public open space that are well overlooked from new residential development; and
- Ensure paths are direct and well lit, whilst avoiding any conflict between natural habitats and human activity.

### 10. EAST TO WEST GREENWAY

7.12 The East to West Greenway will provide connectivity for pedestrian and cyclist via a semi-formalised route, linking together proposed and existing community facilities including local retail, schools, play areas, Back Lane Playing Fields and the proposed leisure uses.

7.13 The route will cross the River Dane via a new footbridge and connect with and contain a high a proportion of existing landscape features. Wherever possible, it will be provided off-street within the green infrastructure network or through a network of well landscaped streets.



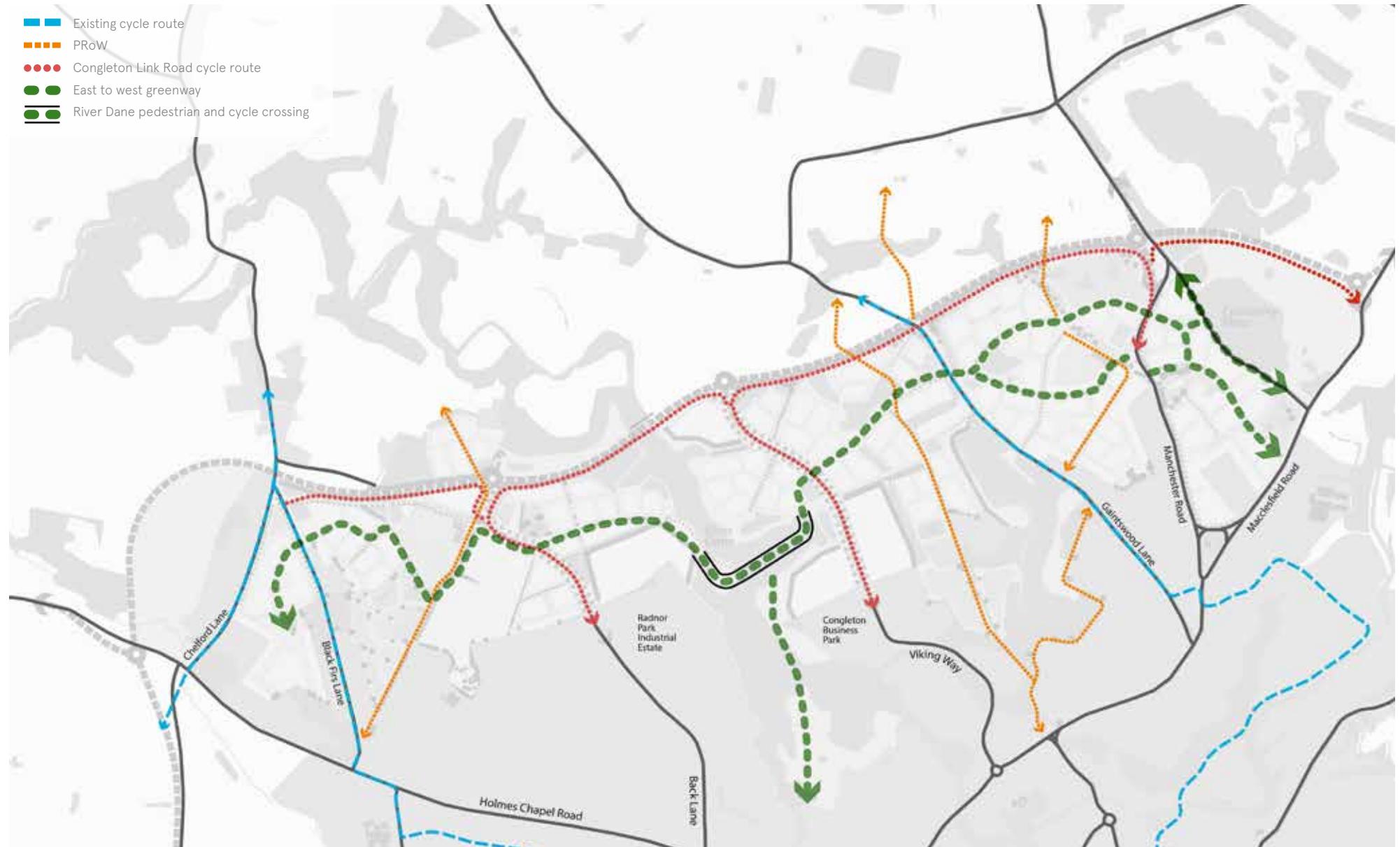


Figure 11: Pedestrian/ Cycle Connections and Movement



## 8.0 LAND USE

8.1 The Land Use Strategy for the Site is built on the aspiration to provide a balanced community, that positively integrates with the surrounding settlement. Central to this will be the delivery of employment led growth and the establishment of community facilities that support the future community whilst complementing the existing offer in the Town.

8.2 The key principles relating to the Land Use Strategy across the Site are illustrated at figures 12 and 13 and include:

### 11. LANDSCAPE FEATURES TO DEFINE EMPLOYMENT DEVELOPMENT

8.3 Where appropriate, such as adjacent to Radnor Trading Estate, existing landscape features, such as hedgerows, mature trees and new planting will be used to define areas of employment development. This will ensure the delivery logical development parcels with landscaped utilised to provide a visual separation between employment and residential land uses.

### 12. EXTENSION TO RADNOR TRADING ESTATE

8.4 The proposed development will deliver employment development adjacent to Radnor Trading Estate. The type of employment development will broadly reflect the existing employment development within the locality i.e. light industry.

8.5 The quantum of employment development will be driven by market demand and the need to ensure the quality of future residential development is not compromised. Accordingly, there is some flexibility in terms of the extent of the employment area and guidance on how this can be achieved is provided at sections 11-16.

### 13. EXTENSION TO CONGLETON BUSINESS PARK

8.6 New employment development will extend existing employment areas at Congleton Business Park. The type of employment development will broadly reflect existing employment development within the locality i.e. light industry and offices. Guidance on the potential quantum of employment development in this location is provided at section 11-16.

### 14. EMPLOYMENT/ COMMERCIAL DEVELOPMENT RELATING TO THE CONGLETON LINK ROAD (SL6)

8.7 Employment or commercial development will be delivered adjacent to the Congleton Link Road junction within policy area SL6. This will provide an opportunity to deliver development to define this important gateway to the Site whilst also helping to make the employment allocation more attractive to businesses. Guidance on the potential quantum of employment development in this location is provided at sections 11-16.

### 15. EMPLOYMENT/ COMMERCIAL DEVELOPMENT RELATING TO THE CONGLETON LINK ROAD (SL7)

8.8 Employment development will be delivered adjacent to the Congleton Link Road junction within policy area SL7. This will help to make the employment allocation more attractive to businesses and help shield residential development from the Link Road where the road rises significantly above Site levels (c.8m).

### 16. NOISE AND VISUAL MITIGATION

8.9 Noise and visual mitigation measure will be provided between future employment and residential areas. This will include appropriate separation distances, acoustic fencing, earth mounding, tree planting and building orientation.





Figure 12: Employment Development



**17. RESIDENTIAL QUANTUM**

8.10 The Site is capable of delivering approximately 2200 new homes at an average density of approximately 30dph. The final quantum of residential development will be subject to the developments response to Site constraints. Guidance on the potential quantum of residential development associated with each policy area is provided at sections 11-16.

**18. RESIDENTIAL DENSITY**

8.11 The average residential density will be 30dph. However, the proposed development will include a varied density profile in response to the visual sensitivity, topography, landform and existing character of different parts of the Site. This will allow a balance between built and 'green areas' with a more permeable and lower density of development in areas of landscape sensitivity/ quality, and higher densities near to the areas of local retail/ community facilities, and adjacent to Congleton Link Road.

**19. LOWER DENSITY DEVELOPMENT IN RESPONSE TO AREAS OF LANDSCAPE SENSITIVITY**

8.12 More permeable and lower density residential development will be delivered adjacent to areas of landscape sensitivity/ quality, including:

- Black Firs Plantation;
- River Dane (inc. Forge and Radnor Woods);
- Westlow Mere; and
- Cranberry Moss.

**20. RESIDENTIAL MIX**

8.13 The proposed development will include a range of house types and tenures from affordable homes to 4/5 bedroom detached properties.

**21. AFFORDABLE HOUSING**

8.14 A positive 'pepper potting' of social rented and other key worker housing will be delivered throughout the development to ensure a mixed development. The quantum of affordable housing will be delivered in line with the Council's adopted/ emerging policy, whilst making the necessary contributions to the Link Road and proposed community facilities, and subject to the need for the development to remain viable.

**22. PRIMARY SCHOOLS**

8.15 The proposed development will include a primary school in policy area SL6 and a primary school in policy area SL8. Guidance on the potential quantum of land allocated to this use is provided at sections 11-16.

**23. LOCAL RETAIL/ COMMUNITY FACILITIES**

8.16 Local retail/ community facilities will be included in each of the three policy areas: SL6, SL7 and SL8. This will provide the potential to deliver local shops, community buildings and facilities.

8.17 Examples of uses/ facilities within the centres include a local shop, cafe, public house, local health care, crèche and a takeaway. The final provision will need to be clarified and fully assessed in relation to community needs and existing provision within the Town. In the event the full allocation of land is not required for community uses, alternative uses including small scale employment and residential development will be considered.

8.18 Guidance on the potential quantum of land allocated to this use is provided at sections 11-16.

**24. BACK LANE PLAYING FIELDS**

8.19 Back Lane Playing Fields will be retained and enhanced and positively addressed (overlooked) by future residential development to create a 'village green' character.

**25. LEISURE USES**

8.20 The proposed development will deliver land for leisure uses adjacent to Back Lane Playing Fields to provide the existing and future community with a 'leisure hub'.

8.21 Guidance on the potential quantum of land allocated to this use is provided at sections 11-16.

**26. PLAY AREAS**

8.22 The proposed development will include a number of play areas evenly distributed throughout the Site and broadly connected by the East to West Greenway,

**27. EAST TO WEST GREENWAY**

8.23 Proposed community facilities, including the local retail/ community facilities, primary schools, playing fields and leisure uses will be connected by the East to West Greenway.



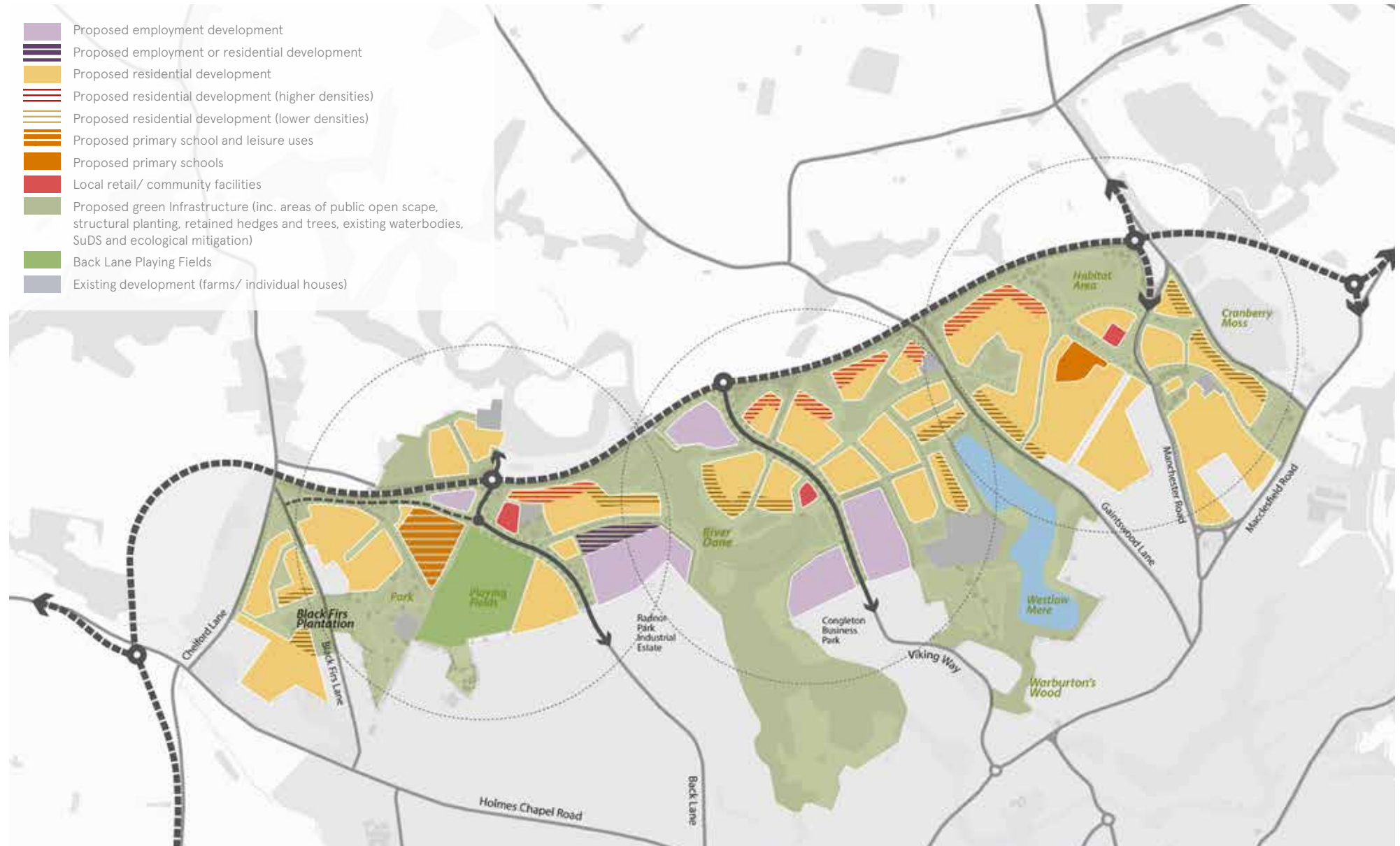


Figure 13: Mixed Use Neighbourhood



## 9.0 URBAN FORM

9.1 The Urban Form Strategy for the Site has been considered against a careful assessment of the local character, the stakeholder engagement process and the characteristics of the Site. The development principles provided below will help the delivery of a development which has regard for local development patterns, including the character of existing streets, settlement edges and public spaces.

9.2 The key principles relating to the Urban Form Strategy are illustrated at Figure 14 and include:

### 28. CONGLETON LINK ROAD GATEWAYS

9.3 The primary junctions on the Link Road (including the underbridges) will provide an important gateway experience into the Site and Congleton. Accordingly, future development, including residential and employment uses, will positively address these junctions. The provision of landscaped spaces, new planting and appropriate residential set backs will help to mitigate against any adverse noise/ visual effects of the Link Road on residential properties.

### 29. RESIDENTIAL DEVELOPMENT WILL ADDRESS THE LINK ROAD

9.4 Higher density residential development will front onto the Congleton Link Road. The provision of a landscape buffer comprising trees, structural planting, public open space and potentially drainage features will separate future residential development from the Link Road whilst integrating the proposed development with the proposed Link Road Landscape Strategy. This approach, alongside the provision of acoustic fences will reduce noise disturbances to the rear of the residential properties.

### 30. LOCAL GATEWAYS

9.5 Across the Site, there will be a series of local gateways at the meeting point of the Primary Movement Routes, access streets and existing roads. The gateways will be defined by proposed community uses and higher density residential development, and the public realm, be it streets or squares will be enclosed by well-proportioned buildings.

### 31. SEQUENCE OF SPACES

9.6 A sequence of public spaces will be delivered across the Site. They will range in form and function with a mix of hard surface materials and planted landscape features.

### 32. PERIMETER BLOCKS

9.7 The proposed development will deliver a permeable network of perimeter blocks, ensuring that buildings front directly onto streets and avoid properties backing onto streets or public open spaces.

### 33. ACCESSIBLE COMMUNITY FACILITIES

9.8 Community facilities and amenities such as schools, shops and open space will be arranged to encourage sustainable modes of transport such as walking, cycling and use of public transport. Moreover, they will be positioned to be directly accessible from the East to West Greenway.

### 34. PRIMARY CONNECTING ROUTES FRONTAGE

9.9 Development frontages adjacent to the primary connecting routes will be will be predominately continuous with limited variation in the building line. Development will be mostly detached or semi detached with regular spacing between properties to deliver a rhythm which is reflective of existing primary streets within Congleton. The provision of well landscaped front gardens, including hedgerows, and street trees will ensure a verdant streetscene.

### 35. OPEN SPACE FRONTAGE

9.10 Development frontages will positively address (overlook) areas of formal open space and the proposed greenways/ wildlife corridors. This will comprise a mixture of informal and formal building lines subject to Site conditions and the desired character sought. A unifying characteristic will be the provision of well landscaped front gardens.

### 36. LANDSCAPE FRONTAGE

9.11 The proposed development will deliver a soft edge to positively address (overlook) areas of landscape quality/ sensitivity. This will include lower density development, a broken/ informal building line and the provision of well landscaped front gardens. Areas of existing landscape sensitivity, include:

- Black Firs Plantation;
- River Dane (inc. Forge and Radnor Woods);
- Westlow Mere; and
- Cranberry Moss.

### 37. VIEWS

9.12 The network of perimeter blocks and public realm will be designed to maximise views of existing landscape features across the Site and views towards elevated ridgelines, such as The Cloud and the Peak District.

### 38. HEIGHTS

9.13 Residential development throughout the proposed development will be predominately 2 storey. The occasional use of 2.5 storey and 3 storey development will be provided to enclose space, terminate vistas or define minor landmarks, such as corners of important junctions.



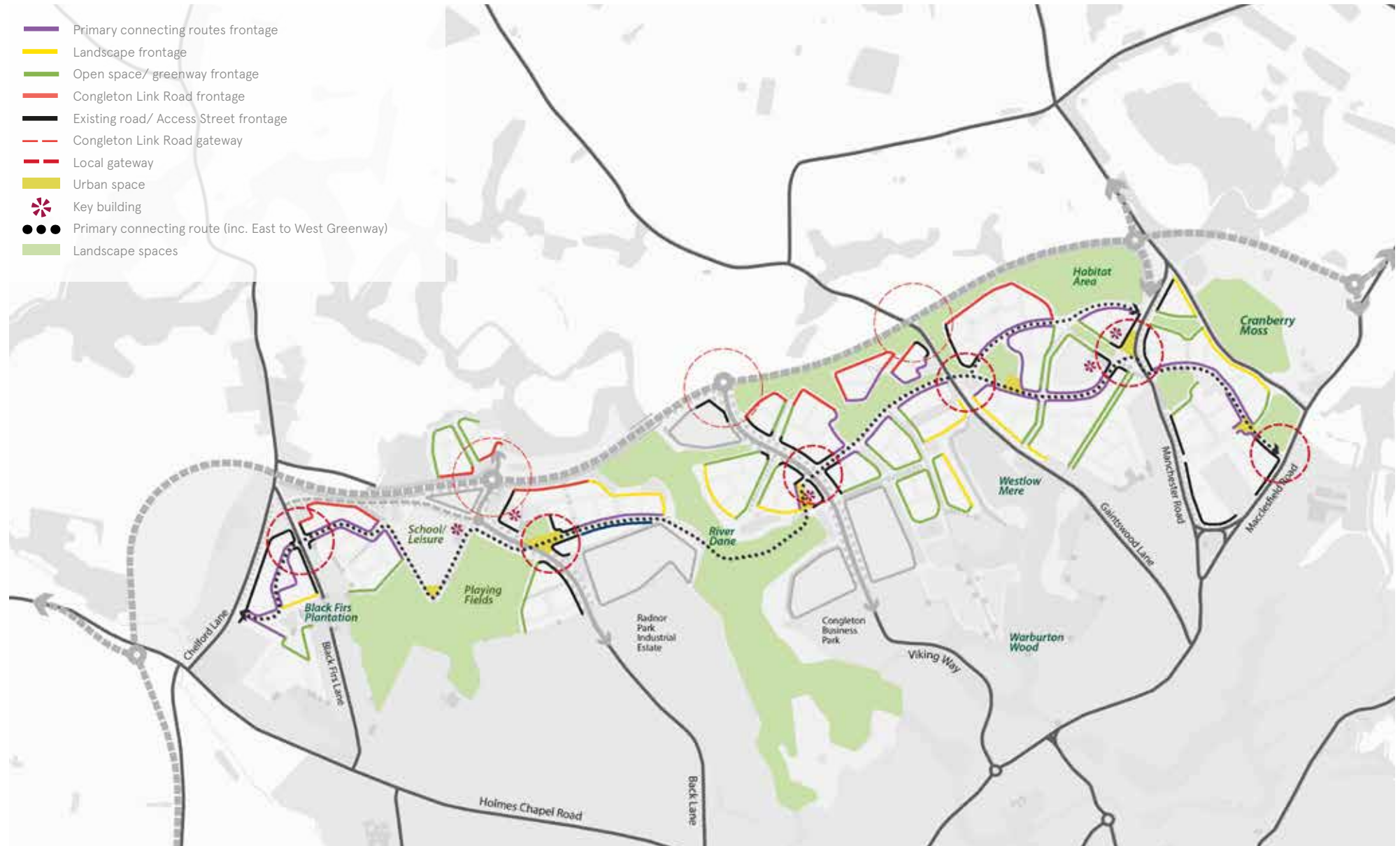


Figure 14: Urban Form Plan



## 10.0 LANDSCAPE AND ECOLOGY

10.1 The proposed development will be defined by the character and quality of the landscape, both existing and proposed. Alongside the strategies for built development and movement, the Landscape and Ecology Strategy defines landscape character and establishes the opportunity for planting, open spaces, waterways, movement corridors, parks, squares and streets.

10.2 The key development principles of the proposed Landscape and Ecology Strategy are:

### 39. MULTI-FUNCTIONAL OPEN SPACE NETWORK

10.3 A multi-functional network of green space will be provided in easy reach of new and existing homes. This will comprise a hierarchy of open space with the extent and function responding to existing Site features and character. This will include:

- A range of open space from the 'wild' and remote to the urban and accessible;
- Opportunities for a range of recreational activities from sports pitches at Back Lane Playing Fields to incidental play areas throughout the Site;
- Connected green spaces to create wildlife corridors;
- A full range of children's play areas;
- Public accessibility to all open spaces, except where the fragility of environment requires greater management (such as ecology areas);
- Woodland areas capitalising on existing tree planting;
- Habitat areas; and
- Orchards and/or allotments;

### 40. STRATEGIC PLANTING

10.4 The proposed development will deliver a number of areas for strategic planting across the Site, including:

- Dense landscape buffer planting adjacent to the Congleton Link Road, at sections where residential development is located;
- Permeable landscape buffer adjacent to Congleton Link Road, at sections where employment development is located;
- Additional woodland planting integrated with ancient woodland at Forge and Radnor Woods located adjacent to the River Dane;
- Buffer planting between the proposed employment and residential areas;
- Tree and structural planting adjacent to the Congleton Link Road junctions;
- Habitat area to include additional species rich planting to support biodiversity enhancement; and
- Additional planting to strengthen the retained network of landscape features across the Site, including hedgerows and mature trees.

### 41. AREAS OF LANDSCAPE QUALITY/ SENSITIVITY

10.5 The proposed development will retain and enhance areas of landscape quality/ sensitivity (including SBIs), namely:

- Black Firs Plantation;
- River Dane (inc. Forge and Radnor Woods);
- Westlow Mere;

- Cranberry Moss;
- Warburton's Wood; and
- Newt Pond(s).

10.6 Enhancements will include additional species rich planting, as well as, improved pedestrian and cycle access. In general, lower density residential development with an informal building line and well landscaped gardens will positively address these areas (see Development Principle 36). In instances where ancient woodland is present, a development easement of c.30m will be included subject to more detailed discussions with the Council.

### 42. RETAIN EXISTING LANDSCAPE FEATURES

10.7 Existing landscape features will be retained and incorporated into a green infrastructure network. This will create a setting and identity for the new development, whilst providing increased biodiversity, recreation opportunities and landscape visual mitigate.

### 43. CONGLETON LINK ROAD LANDSCAPE STRATEGY

10.8 A detailed Landscape Strategy has been designed to support the proposed Congleton Link Road. The proposed development will take cognisance of this and deliver additional landscape and biodiversity measures to provide opportunities for leisure/ recreation, sustainable drainage, ecological enhancements and visual containment.



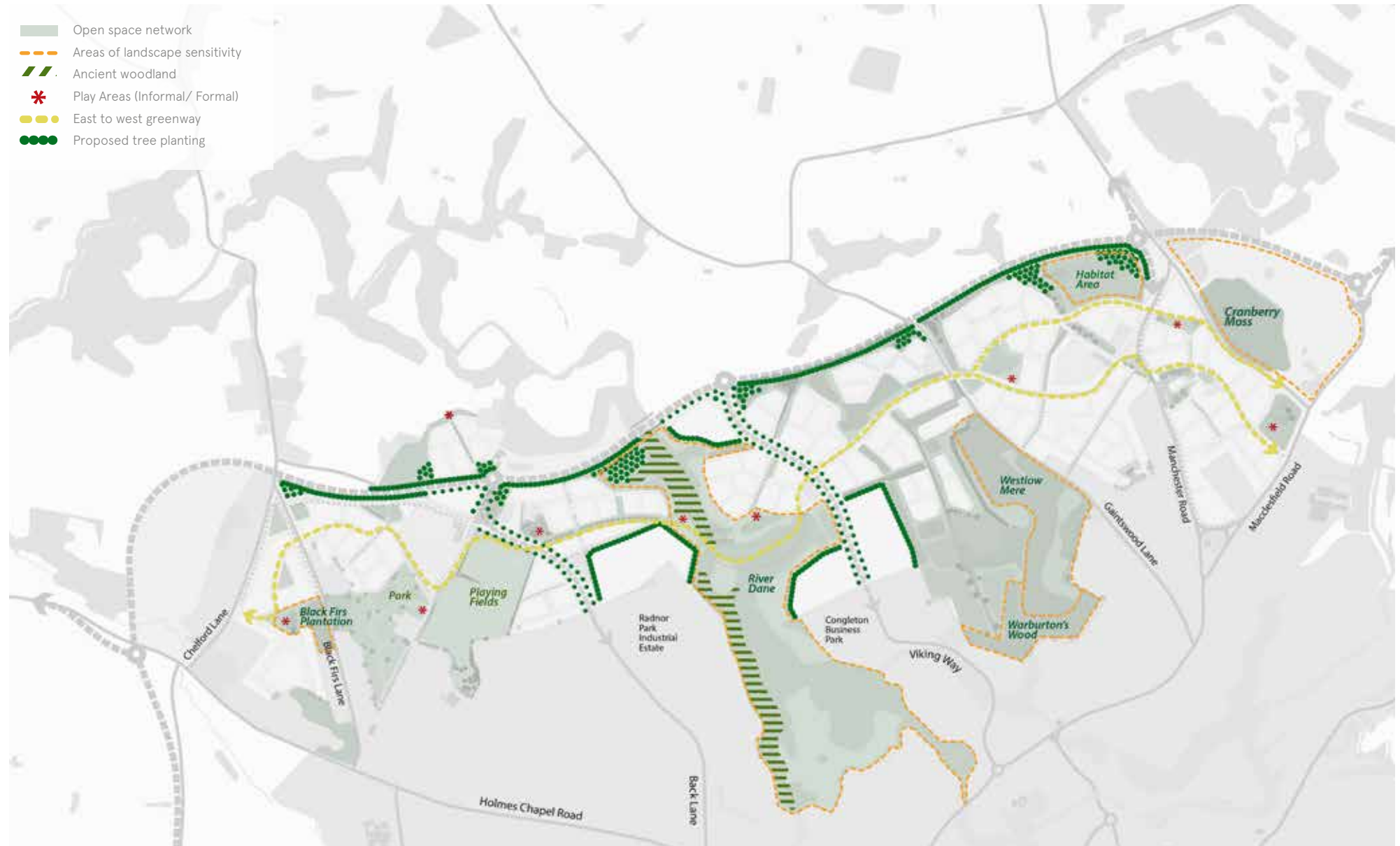


Figure 15: Landscape Plan



#### 44. EAST TO WEST GREENWAY

10.9 The East West Greenway will be a focus of pedestrian and cycle movement, whilst providing a continuous green route for wildlife and connecting existing landscape features with the proposed hierarchy of open spaces. The Greenway will connect the following landscape areas:

- Existing landscape features (inc. trees and hedgerows)
- The River Dane Corridor (inc. Forge and Radnor Woods)
- Black Firs Plantation;
- Westlow Mere (via retained PRoWs);
- Existing woodland;
- Habitat area(s);
- Existing ponds; and
- Cranberry Moss.

#### 45. PROTECT AND ENHANCE HABITATS

10.10 Known habitats will be retained and improved where practical and through the application of appropriate management strategies, a wide range of species including bats, amphibians, reptiles, birds and invertebrates, will benefit from the proposed development.

10.11 The proposed development will accommodate important ecological enhancements through appropriate planting, specific orientations and the inclusion of additional landscape features such as water bodies and species rich hedgerows.

#### 46. PROTECT GREAT CRESTED NEWTS

10.12 To ensure the development retains the Great Crested Newt habitat adjacent to the known breeding pond, an appropriate development buffer will be retained around the existing pond(s) to the east of the Site.

10.13 Site wide connectivity for both amphibians and reptiles will be achieved through the application of wildlife corridors, suitably managed green spaces, water bodies and crossing points at road intersections.

10.14 In addition, the improvement of existing water bodies and the careful design of on-site attenuation ponds will serve to benefit amenity value and wildlife alike.

#### 47. WILDLIFE CORRIDORS

10.15 Connectivity for wildlife has been carefully considered and will be achieved through the provision of green spaces and wildlife corridors throughout the proposed development. Species rich plants will be included to maximise their benefit to wildlife and the location and orientation of the corridors will ensure effective movement of wildlife whilst providing access to key features of ecological interest.

#### 48 DRAINAGE

10.16 The surface water drainage strategy will reinforce the existing pattern of ditches, ponds and runoff routes whilst increasing capacity to accommodate development. A range of attenuation features will be included, such as swales, detention basins, attenuation ponds, storage tanks and traditional drains to ensure that surface water is safely managed within the Site.

10.17 Attenuation ponds will provide a range of uses, influenced by location and the character of the surrounding development. For example, some ponds will be multifunction with the potential to provide amenity and ecological value

10.18 Elsewhere, detention basins located close to the formal play areas will be mostly dry and will only contain water following storm events. These will take the form of shallow depressions with gently sloping sides rather than formal ponds.





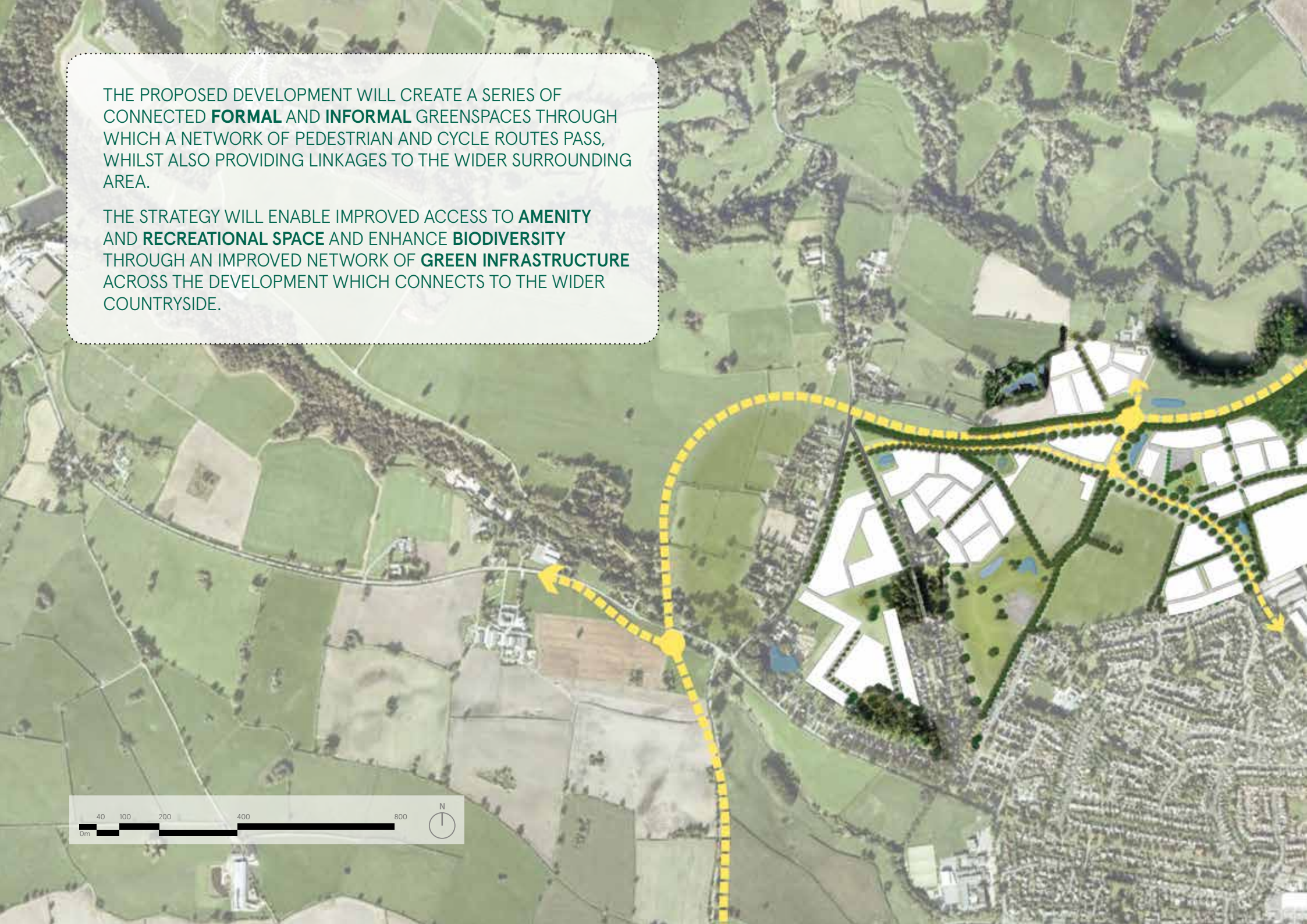
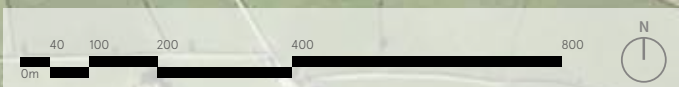
Figure 16: Drainage





THE PROPOSED DEVELOPMENT WILL CREATE A SERIES OF CONNECTED **FORMAL** AND **INFORMAL** GREENSPACES THROUGH WHICH A NETWORK OF PEDESTRIAN AND CYCLE ROUTES PASS, WHILST ALSO PROVIDING LINKAGES TO THE WIDER SURROUNDING AREA.

THE STRATEGY WILL ENABLE IMPROVED ACCESS TO **AMENITY** AND **RECREATIONAL SPACE** AND ENHANCE **BIODIVERSITY** THROUGH AN IMPROVED NETWORK OF **GREEN INFRASTRUCTURE** ACROSS THE DEVELOPMENT WHICH CONNECTS TO THE WIDER COUNTRYSIDE.









# NORTH CONGLETON MASTERPLAN ILLUSTRATIVE GUIDANCE









# 11.0 ILLUSTRATIVE MASTERPLAN

11.1 The Illustrative Masterplan demonstrates a spatial representation of how the gateways, streets, movement corridors, land uses and community facilities could be arranged to meet the requirements of the Development Principles described in the previous section.

11.2 This is an Illustrative Masterplan and it does not preclude alternative layouts coming forward provided due consideration is given to the Development Principles discussed previously.

11.3 The following Chapter identifies the overall development potential of the Site and provides a description of the Illustrative Masterplan's approach to each of the policy areas identified with the emerging Local Plan Strategy.

EMERGING LOCAL  
PLAN STRATEGY

DEVELOPMENT  
PRINCIPLES  
PAGE 36- PAGE 53

ILLUSTRATIVE  
GUIDANCE  
PAGE 56- PAGE 97

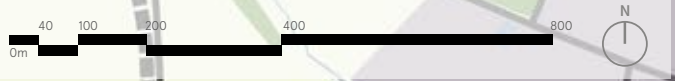
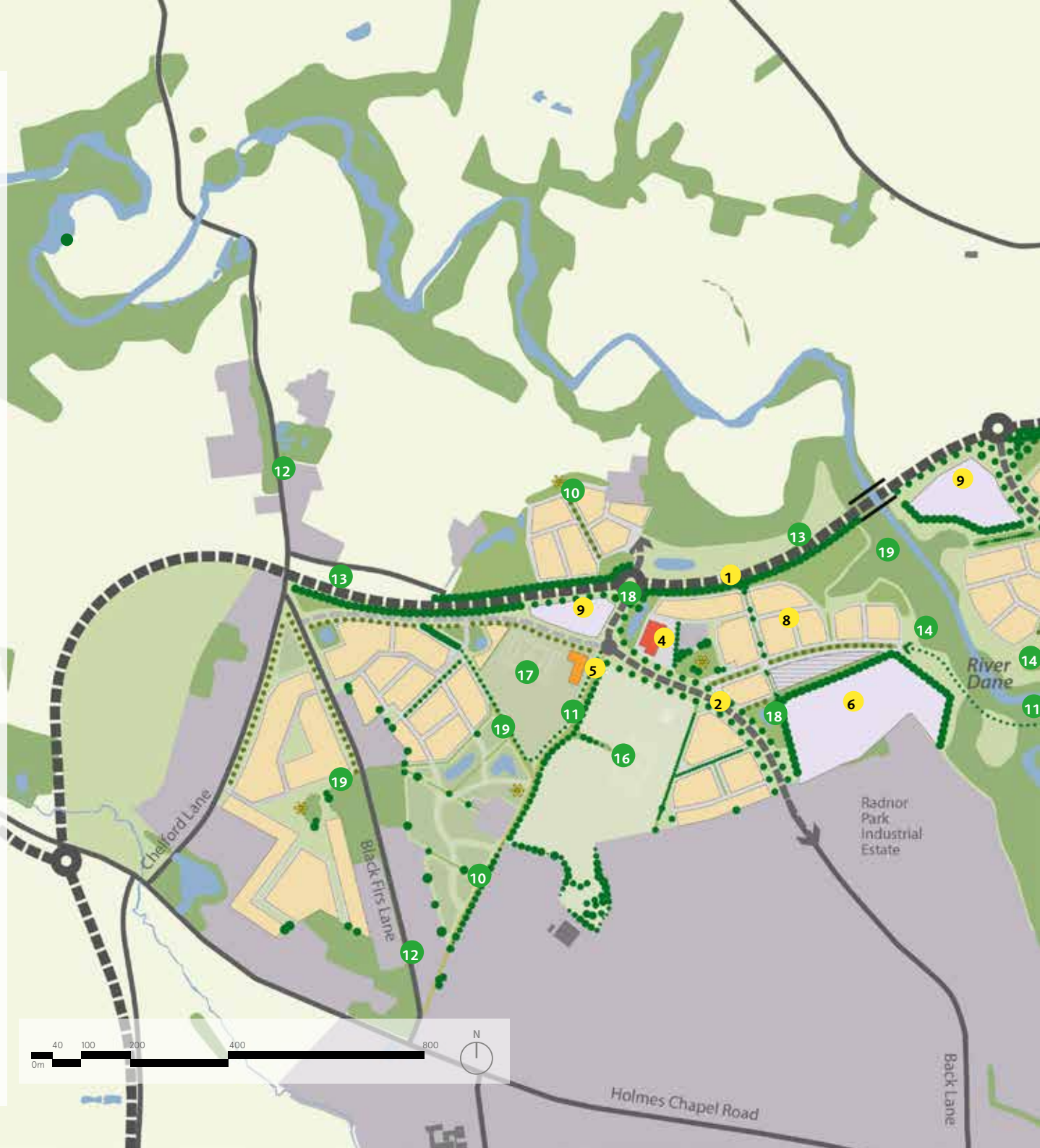


Figure 18: Illustrative Masterplan





- Residential
- Employment
- Residential or employment
- Community facilities (inc. local retail and community facilities)
- Primary Schools
- Public open space
- Structural planting/ woodland
- Strategic planting/ existing landscape features
- Waterbodies/ watercourses

**URBAN COMPONENTS**

- 1 Congleton Link Road (Link Road)
- 2 Congleton Link Road (Back Lane Access Road)
- 3 Congleton Link Road (Viking Way Access Road)
- 4 Local retail/ community facilities
- 5 Primary School(s)
- 6 Radnor Trading Estate Extension
- 7 Congleton Business Park Extension
- 8 Residential development (varied density in response to landscape sensitivity/ development concepts)
- 9 Gateway employment development adjacent to the Link Road

**LANDSCAPE COMPONENTS**

- 10 Pedestrian and cycle connections
- 11 East to West Greenway (inc. River Dane pedestrian and cycle crossing)
- 12 Existing cycle routes
- 13 Tree planting
- 14 River Dane parkland
- 15 Habitat area
- 16 Back Lane Playing Fields
- 17 Leisure provision
- 18 Attenuation ponds
- 19 Retained landscape feature (hedgerows and trees)

## 12.0 DEVELOPMENT POTENTIAL

12.1 The Land Use Plan (Figure 19) identifies the broad, overall distribution of land uses across the Site and in respect of the Illustrative Masterplan. These include the residential, employment, community and retail uses, as well as, green infrastructure

	SL6	SL7	SL8	CS16	CS17	Total
Approved planning applications	180 dwellings			96 dwellings	94 dwellings	370
Residential (not inc. approved planning applications) (ha)	19.05	20.8	16.4		11.8	68.05ha
Average resi density (30dph)	572	624	492		354	2042
Employment (net) (ha)	7.1	10				17.1ha
Employment or residential (ha)	0.79					0.79ha
Local Retail and/ or residential (ha)	0.5	0.5	0.5			1.5ha
School (ha)			1.7			1.7ha
Combined School and Leisure (ha)	4.09					4ha
Green infrastructure (inc. Congleton Link Road Access Streets, Back Lane Playing Fields, SBIs, areas of public open space, structural planting, retained landscape features, SuDS and ecological mitigation); (not inc. River Dane woodland corridor, GI associated with approved planning applications and the Congleton Link Road Landscape Strategy) (ha)	23.2	48.3	9.8		5.4	86.7
Total development area (not including approved planning applications) (ha)	54.73	79.6	28.4		17.2	179.93

Table 3 : Land use amount



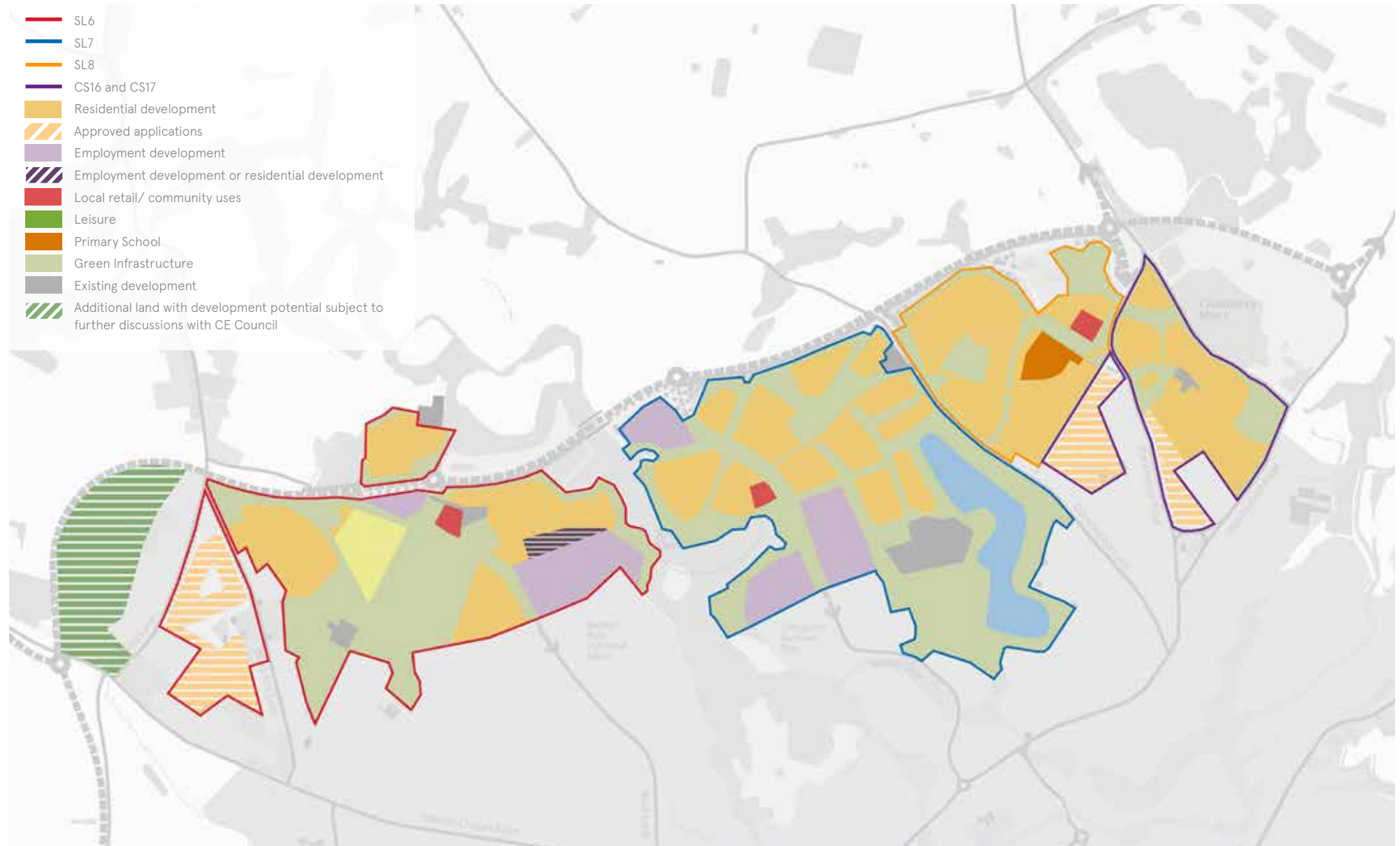


Figure 19: Land Use Plan



## 13.0 POLICY SL6

13.1 Back Lane and Radnor Park represents a significant strategic location in scale from Black Firs Lane and Chelford Road to the River Dane. It provides an opportunity to establish a high quality extension to Radnor Park Trading Estate alongside residential development, leisure and recreational uses.

13.2 The emerging Local Plan Strategy includes the following development objectives:

- Financial contribution towards the Congleton Link Road;
- 500 new homes (at approximately 30dph);
- Up to 10 hectares of employment land adjacent to Radnor Park Trading Estate;
- Retention and enhancement of Back Lane Playing Fields;
- A leisure hub of up to 10 hectares;
- Appropriate retail space to meet local needs;
- Pedestrian and cycle links set in Green Infrastructure;
- Provision of a new primary school; and
- Financial contributions to new health infrastructure.

### ILLUSTRATIVE GUIDANCE

13.3 Informed by the Development Principles described in the previous section, the Illustrative Masterplan at SL6 includes the following components:

1. Approximately 752 new homes at 30dph (including approved planning application ref: 13/2746C).
2. Approximately 6.1ha of employment development adjacent to Radnor Trading Estate (including the adjacent landscaped space).
3. Approximately 0.9a of employment or commercial development adjacent to the Congleton Link Road junction. A permeable landscape edge will allow views of the commercial/ employment development from the Link Road.
4. Approximately 0.79ha of employment or residential development. Providing the Council with the flexibility to deliver development in line with market demand.
5. Approximately 4.1ha for a primary school with integrated leisure uses. Allowing shared facilities and establishing a 'leisure hub'. The position of the leisure facilities and school has been informed by Site environmental conditions and a desire to limit the impact of flood lighting on future residential development, whilst 'separating' residential development from the Congleton Link Road.
6. A new country park (c.6.2ha)
7. Approximately 0.5ha of land for local retail/ community facilities combined with residential development adjacent to the proposed employment/ commercial development, the new primary school and Back Lane Playing Fields to create a 'mix of use focus'.
8. Noise and visual mitigation between the proposed employment and residential development.
9. Retention and enhancement of Back Lane Playing Fields with future residential development addressing the fields to create a 'village green' character.
10. Retained landscape features to add instant maturity to the proposed development whilst defining landscaped spaces and key movement choices, including the East to West Geenway.
11. Residential development to the north of the Link Road on well contained land where the potential landscape visual impact is less significant.
12. An integrated network of permeable residential blocks with streets accommodating existing and new landscape and drainage features.
13. A safe a direct route to the Rive Dane including a pedestrian/ cycle link across the River.
14. Higher density residential development fronting onto the Congleton Link Road, with an appropriate 'set back' and noise/ visual mitigation features, including acoustic fencing and tree planting.
15. Provision of children's play facilities.





Figure 20: Policy Area SL6



## 14.0 POLICY SL7

14.1 The Congleton Business Park Extension strategic location represents a significant strategic location in scale. It provides an opportunity to establish a high quality extension to Congleton Business Park alongside other uses. Residential development will support the creation of this new community set in ample green space which supports existing wildlife areas, including the River Dane.

14.2 The emerging Local Plan Strategy includes the following development objectives:

- Contribution towards, the Congleton Link Road;
- Delivery of 450 new homes (at approximately 30 dwellings per hectare);
- Delivery of up to 10 hectares of land for employment and commercial uses adjacent to Congleton Business Park;
- Provision of appropriate retail space to meet local needs;
- Pedestrian and cycle links set in green infrastructure to new and existing employment, residential areas, shops, schools, health facilities the town centre; and
- Contributions to health and education infrastructure.

### ILLUSTRATIVE GUIDANCE

14.3 Informed by the Development Principles described in the previous section, the Illustrative Masterplan at SL7 includes the following components:

1. Approximately 624 new homes at 30dph.
2. Approximately 7.4ha of employment development adjacent to Congleton Business Park.
3. Approximately 2.6ha of employment development adjacent to the Congleton Link Road junction. A permeable landscape edge will allow views of the employment development from the Link Road.
4. Approximately 0.5ha of land for local retail/ community facilities including residential development.
5. Appropriate noise and visual mitigation between the proposed employment and residential development.
6. Retained landscape features to add instant maturity to the proposed development whilst defining landscaped spaces and key movement choices, including the East to West Greenway.
7. An integrated network of permeable residential blocks with streets accommodating existing and new landscape and drainage features.
8. A safe a direct route to the Rive Dane including a pedestrian/ cycle link across the River.
9. SuDS features, such as swales and attenuation ponds integrated into the proposed landscape framework and public realm.
10. The provision of new pedestrian and cycle routes connecting with PRow at Westlow Mere.
11. Retention of exiting PRow into to a landscaped corridor to provide enhanced pedestrian and cycle connectivity with the Town Centre.
12. Provision of higher density residential development fronting onto the Congleton Link Road, with an appropriate 'set back' and noise/ visual mitigation features, inclining acoustic fencing and tree planting.
13. Provision of children's play facilities.





Figure 21: Policy Area SL7



## 15.0 POLICY SL8

15.1 The Giantswood Lane to Manchester Road strategic location provides an opportunity to establish a high quality sustainable community set in ample green space.

15.2 The emerging Local Plan Strategy includes the following development objectives:

- Financial contribution towards the Congleton Link Road;
- Delivery of 550 new homes (at approximately 30 dwellings per hectare);
- Provision of appropriate retail space to meet local needs;
- Provision of a new primary school; and
- Pedestrian and cycle links set in green infrastructure to new and existing employment, residential areas, shops, schools, health facilities the town centre

### ILLUSTRATIVE GUIDANCE

15.6 Informed by the Development Principles described in the previous section, the Illustrative Masterplan at SL8 includes the following components:

1. Approximately 492 new homes at 30dph.
2. Approximately 0.5ha of land for local retail/ community facilities.
3. A Primary School of c.1.9ha with the school building positioned to be visible from Manchester Road.
4. Retained landscape features to add instant maturity to the proposed development whilst defining landscaped spaces and key movement choices, including the East to West Greenway.
5. Residential development 'backing-on' to the school playing fields to deliver a continuous street frontage.
6. Enhancement of the proposed Habitat Area (as defined by the Congleton Link Road Landscape Strategy).
7. A wildlife corridor connecting the Habitat Area to Westlow Mere to facilitate movement of wildlife, whilst also providing an attractive pedestrian and cycle route.
8. An integrated network of permeable residential blocks with all street types accommodating existing and new landscape and drainage features.
9. SuDS features, such as swales and attenuation ponds have been integrated into the proposed landscape framework and public realm.
10. Retention and enhancement of existing drainage features.
11. Retention and enhancement of an existing tree belt.
12. The provision of new pedestrian and cycle routes connecting with PRowWs at Westlow Mere.
13. Retention of exiting PRow into to a landscaped corridor to provide enhanced pedestrian and cycle connectivity to Giantswood Lane and the Town Centre.
14. Provision of higher density residential development fronting onto the Congleton Link Road, with an appropriate 'set back' and noise/ visual mitigation features, inclining acoustic fencing and tree planting.
15. Provision of children's play facilities.
16. A landscape gateway fronted by residential development adjacent to Giantswood Lane underbridge.





Figure 22: Policy Area SL8



## 16.0 POLICY CS16 AND CS17

### SITE CS16

16.2 Giantswood Lane South presents the opportunity to establish a high quality residential community.

16.3 The emerging Local Plan Strategy includes the following development objectives:

- Delivery of 150 new homes (at approximately 30 dwellings per hectare).

### SITE CS17

16.4 The Manchester Road to Macclesfield Road site represents a significant expansion area and an opportunity for high quality residential development set in ample green space which supports existing wildlife areas.

16.5 The emerging Local Plan Strategy includes the following development objectives:

- Delivery of 550 new homes (at approximately 30 dwellings per hectare); and
- Provision of appropriate retail space to meet local needs.

### ILLUSTRATIVE GUIDANCE

16.1 In accordance with the Development Principles detailed in the previous section, the following key components are included at policy areas CS16 and CS17:

1. CS16: Approximately 96 new homes.
2. CS17: Approximately 448 new homes at 30dph.
3. Retention of exiting PRoW into to a landscaped corridor to provide enhanced pedestrian and cycle connectivity with the Giantswood Lane and Westlow Mere.
4. Retained landscape features to add instant maturity to the proposed development whilst defining landscaped spaces and key movement choices, including the East to West Greenway.
5. An integrated network of permeable residential blocks with streets accommodating existing an new landscape and drainage features.
6. SuDS features, such as swales and attenuation ponds have been integrated into the proposed landscape framework and public realm.
7. Provision of children's play facilities.
8. A landscape space adjacent to Macclesfield Road to be fronted by residential development and to accommodate existing waterbodies.
9. Lower density residential development with a 'softer edge' to front onto Cranberry Moss
10. A continuous Street to provide landscape, pedestrian and vehicle connectivity through the Site. Opportunities to restrict vehicle movement could be explored to avoid 'rat-running'.
11. Provision of a landscaped gateway adjacent to the Manchester Road with the potential to accommodate a signature building, i.e. apartments.





Figure 23: Policy Area CS16 and CS17





# NORTH CONGLETON MASTERPLAN DELIVERY







## 17.0 THE DEVELOPMENT FRAMEWORK AND PROJECT DELIVERY

17.1 The initial Project Brief identified that a high level assessment of development values, relating to each development parcel, would be important to understand the viability and feasibility of proposed development and the availability of funding for the Congleton Link Road. The focus of the work to date has been on strategic masterplanning and agreeing a level of consensus between the Council, landowners and communities on the broad approach to development north of the Town. No detailed assessment of development values has as yet been undertaken.

17.2 The masterplanning process has identified a broad quantum of development which can be achieved in each policy area and has shown where the anticipated infrastructure (inc. community infrastructure identified in emerging Local Plan Strategy) could be located and how it might have to change in size and extent relative to the delivery of overall housing numbers etc. As such, a broad estimation of project costs and values can now be undertaken and a more accurate breakdown of deliverability considered.

17.3 Developers are very active in this relatively buoyant market area. It is without doubt that this land has value and it is also true that this value is linked inextricably to the provision of the Link Road and the quality of new place that is created north of the Town – partly determined by the facilities (educational and community) that new residents can access. In principle, it is in every landowners and developers interests, to play their part in the delivery of the whole.

---





## 18.0 LAND OWNERSHIP AND INFRASTRUCTURE DELIVERY

18.1 The allocated land currently falls into c.22 different ownerships, as illustrated at Table 4 and Figure 24.

18.2 Understandably, each landowner has their own development aspirations. Some, working with developers have already submitted planning applications and in several instances there are consents in place. Others may contend that their land is deliverable now, before the Link Road is built and without the need for additional/ new community infrastructure. However, in order to deliver a successful and sustainable urban extension, the Council will insist that all effected landowners have regard to the role of their land in delivering the Masterplan and the need to achieve a coordinated approach to the development and delivery of associated infrastructure including (for example) new schools. Central to the delivery of a coordinated development strategy, is a level of agreement on financial contributions to support the delivery of the Congleton Link Road.

18.3 In order to deliver a successful new neighbourhood for Congleton, this Document provides landowners and future developers with an initial understanding of:

- The broad mix of land uses that are anticipated / can be accommodated upon their land;
- The minimum extent of development across each of these land uses;
- The roads infrastructure that will be required to service and access these development areas;
- The broad locations for (and extent of) community infrastructure that will required within each area; and,
- The strategic approach to footpath and cycle connections, public realm and green and open spaces across the broader masterplan area inc. on their land.

18.4 In short, the Council has set out what it expects to see developed north of Congleton, adding a level of review, consideration and detail to the earlier policy positions. This Framework will now act as a basis for further dialogue with landowners and the development industry on its delivery. Thus far, these discussions have been conducted on a site by site basis, however, the Council now expect this conversation to move forward in greater detail, both on each individual development site and collectively with all parties.

18.5 There is a significant requirement for development funding available for the Link Road, and that road is an essential component for the delivery of any strategic development, north of Congleton. To deliver the overall vision for the area, other community infrastructure is required, including new schools, public open spaces and strategic routes. These elements are essential to the successful creation of the place overall. Their delivery is a matter for all parties to agree and support financially.

18.6 To date, the engagement process supporting the Framework has discussed the strategies and mechanisms that are needed to deliver the overarching vision, including the Congleton Link Road. There has been discussion on funding mechanisms, including existing S106 Agreements, to establish the broad viability for existing and emerging proposals to part subsidise the delivery of the Congleton Link Road and other community infrastructure. Moving forward, the discussion on contributions and the mechanisms to draw down those contributions need to become more of an open book process where each party has an opportunity to balance costs against the overall value of Congleton North. That way, an individual landowner does not

see their land value fundamentally impacted by a development framework that may show lower value uses and significant community infrastructure costs upon their site. Commonly, such an approach is referred to as an equalisation process.

Plan Ref.	Landowner Group
A	Davenport, C & E
B	Barlow, J
C	Cheshire Wildlife Trust
D	Clarke, M
E	Taylor, D & J
F	RSPB
G	Brown, D & E
H	Crawford, J
I	Cheshire East B.C.
J	Slack, E & T
K	Roebuck, S & S
L	Davles
M	King, D
N	King, S
O	Scott, A
P	Kirkham, P & W
Q	Worth, D & V
R	Richardson, A & L
S	Fly Fishers Ltd.
T	Burgess, M & R (Bower Mattin Partnership)
U	Torr, Wilson, Robinson
V	Follows, R

Table 4 : Landowner Groups



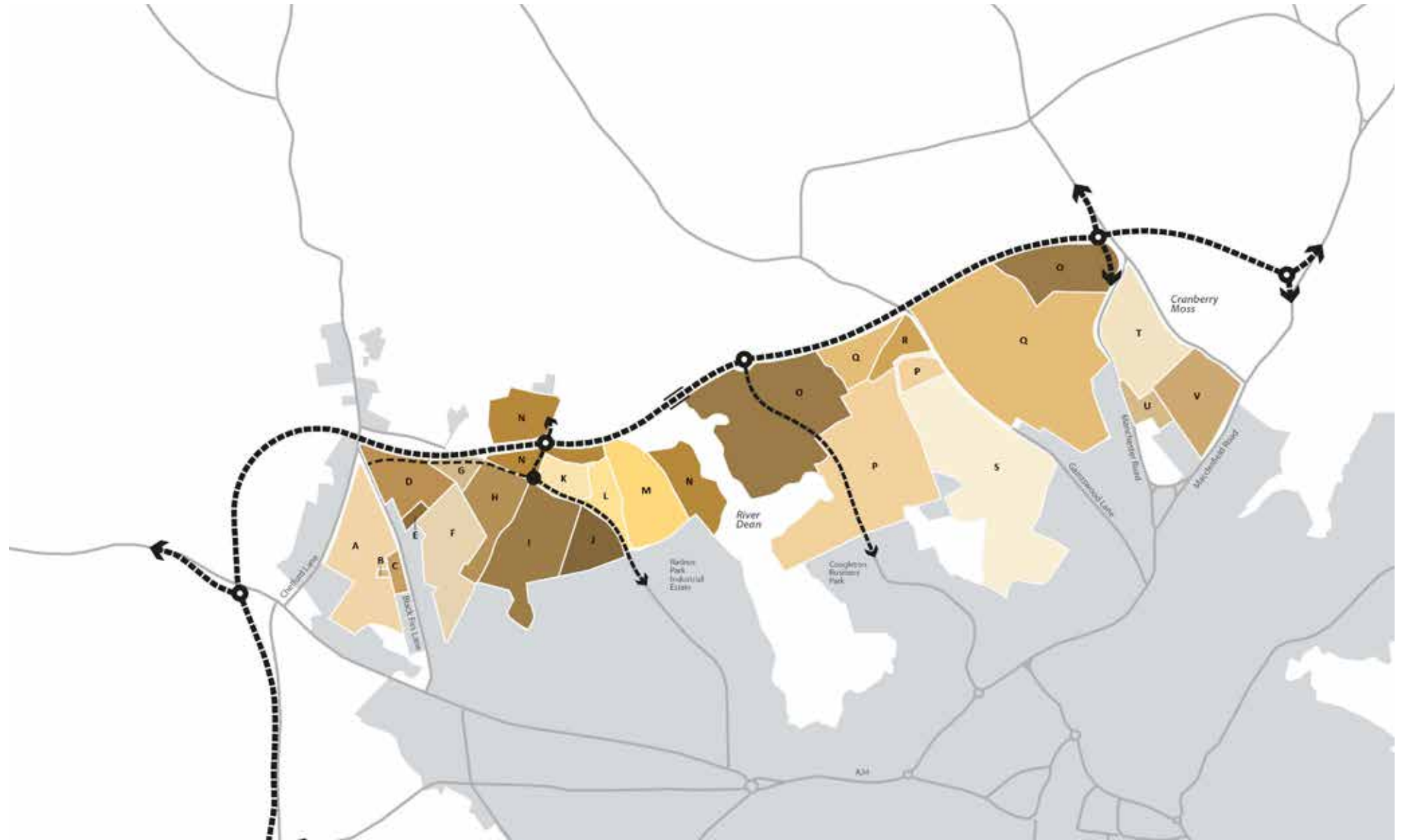


Figure 24: Landownership Plan



## 19.0 DEVELOPMENT PHASING AND INFRASTRUCTURE

19.1 Adopting a collaborative, partnership approach is vital for all parties involved. Achieving a consensus upon what gets built, where and when, is vital; a consensus that must also agree who will contribute what to deliver the required infrastructure. Crucially, the Masterplan Framework enables the Council (with landowners and developers support in principle) to present firm evidence and greater certainty to the Local Plan Examination Inspector demonstrating that North Congleton, including the integral Congleton Link Road, is deliverable to justify and support its proposed allocation in the emerging Local Plan Strategy.

19.2 Without a level of consensus on these aspects, doubts will continue to be raised over the potential for piecemeal development on a site by site basis.

19.3 The discussion with landowners and developers must also consider the timing of development, the programming of infrastructure delivery and, therefore, the timing of developer contributions. This section offers a preliminary view on the phasing of Congleton North. Importantly, the identified Link Road sections must be delivered before the full build out of SL8, SL7 and SL6.

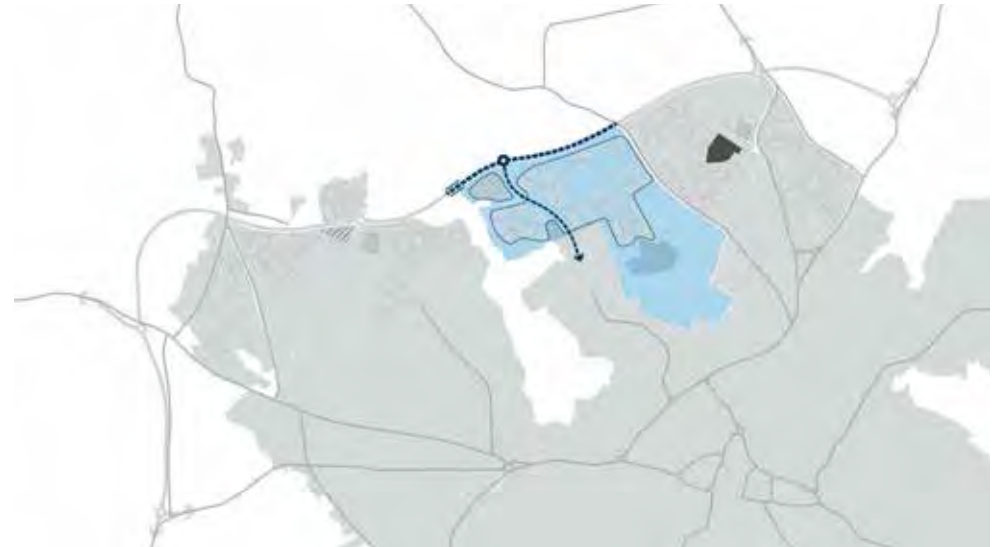


- Deliver approved planning applications: 13/2746C (180 dwellings); 13/0922C (49 dwellings); 3/0918C (45 dwellings); 14/1680C (96 dwellings)
- An additional c.607 new homes
- Approximately 13.8ha of employment (extensions to both Radnor Trading Estate and Congleton Business Park)
- A primary school and integrated leisure uses of c.4.05ha
- The delivery of a section of the Congleton Link Road from Congleton Rd/ Child's Lane to east of Back Lane, and from Macclesfield Road to Manchester Road
- Green Infrastructure including a new country park of c.6.2ha





- Deliver Approximately 801 new homes
- Approximately 0.79ha of employment adjacent to the Congleton Link Road junction with SL6
- up to c.0.5ha of local retail/ community facilities or residential development in SL6
- up to c.0.5ha of local retail/ community facilities or residential development in SL8
- A primary school of c.1.7ha
- The delivery of a section of the Congleton Link Road to the east of Back Lane, and from Manchester Road to Giantswood Lane
- Green Infrastructure



- Approximately 624 new homes
- Approximately 2.51ha of employment adjacent to the Congleton Link Road junction with SL7
- up to c.0.5ha of local retail/ community facilities or residential development in SL7
- The delivery of the Congleton Link Road from remainder of the Congleton Link Road
- Green Infrastructure





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