



## **Cheadle Town Centre Masterplan: Consultation Statement**

The Council commissioned consultants in 2009 to prepare a Masterplan for Cheadle Town Centre to address the need to reinforce Cheadle within the sub-region, in defining it as an interesting and distinctive place to visit, shop, live and work. The status of this document is as a supplementary planning document (SPD) to the (since adopted) Core Strategy.

Under the Planning Regulations, before a Local Planning Authority adopt an SPD it must:

Prepare a statement setting out:

- i) the persons the LPA consulted when preparing the SPD;
- ii) A summary of the main issues raised by those persons; and
- iii) How those issues have been addressed in the SPD

The Council held workshops and discussions during 2009 and following this conducted initial public consultation over the Cheadle Town Centre Masterplan in October and December 2009. The results of this consultation and how they informed the preparation of the Draft Masterplan are set out in Appendix 1 to the Masterplan – May 2010 ‘Consultation Report’. This appears on the Council’s website alongside the Masterplan, at:

<http://www.staffsmoorlands.gov.uk/sites/default/files/documents/pages/Appendix%201%20-%20Consultation%20Report%20-%20May%202010.pdf> .

Subsequent formal consultation on the Draft Cheadle Town Centre Masterplan took place from 1<sup>st</sup> November to 10<sup>th</sup> December 2010. Note that this consultation was ‘targeted’ to ‘statutory’ consultees, ‘general’ consultees and a number of other organisations deemed to have a particular interest, such as Cheadle-based businesses etc. Representations received during this public consultation were considered by Officers and subsequently at a Full Council Meeting on 5<sup>th</sup> March 2011, when the Masterplan was approved as an Interim Policy Statement, including the incorporation of a number of modifications to the Draft Masterplan. A summary of all the Representations received, and Council response and how these have been addressed is given below.

**Summary of Representations and Responses on Draft Cheadle Town Centre Masterplan**

Representing on behalf of.	Respondent Name	Object/Support/General	Section/Page No./Site Ref	Summary of Representation	Officer Comment	Action Taken
	Cartlidge	O		Plan out of date and unrealistic. Survey numbers are low. Plan should include all of the town not just the town centre.	It is inevitable that some development / change will take place following the publication of the Masterplan. Extensive consultation has been undertaken at each stage of the Masterplan's preparation. The aim of the Masterplan is to address issues relating to the Town Centre and the boundary has been drawn to reflect this.	No change required.
	Hale	O	Former Job Centre	Opportunity for a large retail site wasted by allowing Police Station to accommodate the site. The Police Station would have been better situated on Well Street Car Park, much better access to the main road.	The Masterplan is a visioning exercise that defines overall strategic principles. While it does not provide specific fixed proposals for the opportunity sites it does promote preferred land uses. The Police Authority have had significant involvement in the Masterplan process and assessed all potential opportunities within the town centre. The Masterplan considers the location of a new	No change required.

					Police Station on this site to be acceptable.	
	Hale		Lightwood Area	Should be developed as a care home due to high demand.	Residential Refurbishment (Extra Care) has been identified as a potential option/use on the site.	No change required.
	Hale		Wheatsh eaf Hotel	Should not be used as a care home, this is a key retail site.	The Wheatsh eaf Hotel is a Listed Building and is not considered appropriate for retail development. The Masterplan considers that the building should be refurbished for new uses such as leisure and community that will contribute to the vitality and viability of the High Street. It is considered that specific reference to 'assisted care accommodation' should be removed in order to allow greater flexibility of uses.	Delete reference in the diagram on p72 to 'refurbishment for assisted care accommodation or leisure use' and replace with 'refurbishment for leisure or community uses'.

	Hale		7/79	The photographs of pedestrianised streets, show what is wanted in the town but this is something that is not being delivered by the plan.	Pedestrianised streets not viable on the existing infrastructure , however the Central Car Park Area, if developed could provide this feature.	No change required
	Hale		Central car park area	No one will park in an underground car park. Unsuitable for the 'heart of the town'.	Examples elsewhere show that this option is something that works well and makes the best possible use of space. Security will be a high priority in the design of this car park.	No change required
	Hale			Do not agree with the high level of investment required and do not consider the Masterplan should be adopted. Considers that the town centre co-ordinator should be retained.	The overall indicative costs for implementation of the Masterplan total almost £40 million. These costs relate to the development proposals for each of the 11 opportunity sites as well as the new public realm and transport infrastructure proposals for the town centre. The Council took the decision to end funding for this post in Dec 2009. The Town Centre Champion, which could be a new group or formal body, is expected to help lead delivery of the Masterplan. It is not the same as the previous Town Centre Co-ordinator project.	No change required.
	Hale		Depot off	Agree with residential use here.	Comment noted.	No change required.

			Leek Road			
	Hale		Carlos Close	Bungalows for the elderly is what is required here, housing that is inkeeping with the existing properties on the close.	Comment noted. The Masterplan promotes residential infill development which will bring additional activity to the heart of the town.	No action required.
Campaign to Protect Rural Staffordshire	Goode	S		Some of the illustrations could be expanded upon and summary could be pulled together to act as a 'Supplementary summary' to the main document. The CPRE believes that the document follows the process initiated by the Conservation Area designation very well and deserves to succeed.	Agree with comments.	Consider publishing a summary document to accompany the final plan.
	Edge	O	7/ 89 / High Street, Cross Street, Chapel Street	No amount of work in the areas listed could ever work without a bypass. Without a bypass Cheadle will continue to be a town to avoid.	The Staffordshire Moorlands Core Strategy Submission Document states that one of the most significant challenges for Cheadle is a bypass. The feasibility and funding options needs to be fully investigated and it is unlikely that this can be fully delivered before the end of the Local Development Framework period (2026). However, an in depth traffic model will be commissioned before any	No change required.

					developments or modifications are implemented.	
Sport England	Taylor	O		The document frequently refers to 'leisure' but it is unclear if there is a role for the town centre in terms of sports provision. No reference is made to the Councils Sports Strategy. Is development to contribute to more/better sports provision for the local community and visitors?	There are no sports facilities located within or proposed within the Masterplan area. However, where there is a proven deficiency, qualifying new residential development will be expected to make provision, or a contribution towards provision of open space, sports and recreation facilities. It is considered that this will adequately covered by other documents in the Local Development Framework.	No change required.
The Coal Authority	Berry		7	Where reference is made to AWM's design standards the Coal Authority considers that, in the case of the Cheadle Town Centre Area, the definitions of ' environmental risk' could be expanded to include the need to consider land stability issues resulting	Agreed.	Include reference to former coal mining activities within section on 'Environmental Risk' on

				from former coal mining activities. This would then allow the standards to comply with the requirements of PPG14 (Development of unstable land)		p104.
The Coal Authority	Berry		10	The Coal Authority considers that the summary tables for the opportunity sites within section 10 of the Masterplan should make reference to the presence of surface coal resources and the legacy of the formal coal mining activities where appropriate. This text will comply with the requirements of PPG14 (Development on unstable land) and in relation to land stability. To comply with the requirements of MSP1 (Planning and Minerals) and MPG3 (Coal Mining and Colliery Spoil Disposal) in relation to avoiding the unnecessary sterilisation of mineral/coal resources.	Agreed.	Where appropriate refer to the presence of surface coal resources/former coal mining activities in tables p131 to p141.



Highways Agency	Bond	G		The Highways Agency does not have any specific comments to make in relation to the Cheadle Town Centre Masterplan. We would like to help support Staffordshire Moorlands District Council with their long term employment and housing aspirations. It is expected that all necessary smarter choice measures, sustainable travel enhancements and any infrastructure improvements to the Strategic Road Network, will be detailed within the Core Strategy/Infrastructure Delivery Plan documents.	Comments noted.	No change required.
Cheadle Unite	Cheadle Unite	O	10 and 31	Relates to the general aims of the Town Centre Masterplan. Object to the inclusion of the following text on page 10, 'The scale of housing growth is significant, equating to a 25% expansion of the town'. Also object to the inclusion of text on page 31 which states 'The LDF Core Strategy proposes significant levels of new homes to be developed in Cheadle by 2026....' There is not an	The level of residential development allocated to Cheadle is a matter for the Core Strategy although any new dwellings achieved within the Masterplan Area will count towards the overall housing target.	No change required.

				<p>acceptance of the 25% increase in housing mentioned, and most importantly will not be acceptable to residents if SMDC attempt to claim that acceptance of the Masterplan is in any way an acceptance of a 25% swell in the population by 2026. Hence for clarity: The question 'Would we accept a 25% increase in housing in order to improve the town?' is clearly not a question being asked here and therefore a stance along the lines that 'Acceptance of the Town Masterplan allows us to increase housing by 25%' is clearly not an argument that the community will accept especially given the aforementioned history between SMDC and residents and the representations that have been made. Therefore, unfortunately without written clarification in the Town Masterplan as to the new expectations for housing expansion in the town and given the format of the</p>		
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				representation form, we have to raise an objection.		
Cheadle Unite	Cheadle Unite	O	10, 30 & 37	<p>We would recommend</p> <ul style="list-style-type: none"> <li>• Retail floor space restrictions should be carefully considered for any business especially at the planning and build stage</li> <li>• New retailers should fit with and complement other businesses</li> <li>• Large corporate retailers that sell a wide range of products should be discouraged</li> <li>• Food and beverage retailers that are likely to promote clone Britain, and draw trade from traditional businesses in keeping with the traditional character of the town should be discouraged</li> </ul> <p>Without clarification that the</p>	All these considerations will be taken taken into account via the planning application process.	No change required.

				above are in place we unfortunately have to raise an objection to the proposal.		
Cheadle Unite	Cheadle Unite	O	Wheatsh eaf Hotel	The town centre Masterplan is SMDC's chance to put Cheadle back on the map of towns to visit and there are a few elements within the current Masterplan which will help to a limited extent however without an attractive vibrant high street in the heart of the town and relevant industrial job development on the existing industrial estates this opportunity will be missed yet again. A question for SMDC is how many other vibrant high	The Masterplan considers that the building should be refurbished for new uses such as leisure and community that will contribute to the vitality and viability of the High Street. It is considered that specific reference to 'assisted care accommodation' should be removed in order to allow greater flexibility of uses.	Delete reference in the diagram on p72 to 'refurbishment for assisted care accommodation or leisure use' and replace with 'refurbishment for leisure or community uses'

				streets in the surrounding counties have a care home actually in a high street premium location?		
Cheadle Unite	Cheadle Unite	O	16,30	We believe that the potential for 650 jobs is over optimistic (based we believe on density figures rather than real potential). We do believe that local residents of all ages could and would happily meet any employment needs in the new town plan.	Comments noted. The figure is derived from evidence in 'English Partnerships and the Regional Development Agencies Employment Densities: A Full Guide 2001'	No change required.
Cheadle Unite	Cheadle Unite	O	110 -114	Some minor improvement on general traffic throughput, but are clearly not sufficient to accommodate significant additional local housing provision. The promotion of southbound traffic (Page 112) along Cross Street might reduce High Street traffic, but it won't help include the Pugin church and will promote traffic	Limited to an extent due to historical road structure.	No change required

				past the school and past residential properties on Chapel Street.		
Cheadle Unite	Cheadle Unite	S		<p>Moving forward, there is much to like in the Cheadle Town Masterplan in particular:</p> <ul style="list-style-type: none"> <li>• Maximising the views towards the Pugin Church</li> <li>• Promotion of cycle and walkways</li> <li>• Retention of valuable buildings wherever possible</li> <li>• Planting of trees and appropriate walkways</li> <li>• Better flow through the town for shoppers and visitors</li> <li>• A better centre for the town</li> <li>• Moves to maintain sustainability and promote energy efficiency</li> <li>• A local heritage centre</li> </ul>	Support noted.	No change required
Cheadle Unite	Cheadle Unite	S	Penny Lane Mall	Support improvements to Penny Lane Mall and to the unpleasant structures on the west of Tape Street.	Support noted.	No change required
Cheadle Unite	Cheadle Unite	S	Market Place	Support the retention of the indoor market building and market place area. These are very important areas that must	Support noted.	No change required

				be retained (in whatever role) as an appropriate historic link for the town.		
Cheadle Unite	Cheadle Unite	S	46 Hotel	A modest hotel in town can provide a positive boost for the town, businesses and residents and for Alton Towers and JCB.	Support noted.	No change required
Cheadle Town Councillor	Whitehouse	O	73 Stoddard's Site/ Council Offices Site	Object to new housing in this area as it will cause more congestion on Leek Road, Froghall Road and Harbourne Road.	Any new development will be supported by adequate infrastructure and where highway improvements are required these should be provided or funded through the development.	No change required.
	Locker	S	147	A serious step was made when ceasing to employ the Town Centre Co-ordinator. Never was the time for a champion more important than when a town centre is struggling.	The Council took the decision to end funding for this post in Dec 2009. The Town Centre Champion, which could be a new group or formal body, is expected to help lead delivery of the Masterplan. It is not the same as the previous Town Centre Co-ordinator project.	No change required.
	Locker	S	Appendix 1 30	A community facility is one of the most important requirements for Cheadle and the surrounding area.	This comment is noted but relates to a site outside of the study area boundary.	No change required.

	Locker	O	Appendix 4 54	As I understand the LDF Core Strategy proposed 1327 new homes. As this is no longer applies there now needs to be a new consultation as to where any new proposals will be considered. There should be no new developments until a comprehensive traffic survey has been undertaken.	The level of residential development allocated to Cheadle is a matter for the Core Strategy although any new dwellings achieved within the Masterplan Area will count towards the overall housing target. An in depth traffic model will be commissioned before any developments or modifications are implemented.	No change required.
Renew North Staffordshire	Collins	O	Appendix 2	Draft Policy H1 - New Housing Development (Page 98 - Staffordshire Moorlands LDF Core Strategy Submission Document May 2009) states that, 'all housing development should be at the most appropriate density compatible with the site and its location, and with the character of the surrounding area. This will generally be within the range of 40 dwellings per hectare or more in or on the deg of town centres.' The lower density prescribed by the Masterplan in Appendix 2 is not compatible with emerging policy contained within the LDF Core Strategy Submission Document.	Comment noted. The Masterplan uses an average density of 35 dwellings per hectare to estimate the number of dwellings likely to be achieved on each opportunity site. Emerging Policy H1 states that 'all housing development should be at the density most compatible with the site and its location, and with the character of the surrounding area' and states that this will generally be within the range of 40 dwellings per hectare or more. The density for each opportunity site will be considered in more detail in the Site Allocations Development Plan Document.	No change required.



Renew North Staffordshire	Collins	G	Appendix F - Development Requirements Summary (Page 166 - Staffordshire Moorlands LDF Core Strategy Submission Document May 2009) notes the additional requirement for convenience and comparison goods floorspace in Cheadle is 5,500 sqm. A clear justification for the suggested level of retail and commercial floorspace (12,244 sqm) should be made within the Masterplan document.	Although the Masterplan (p130) states that collectively the Opportunity Sites could deliver 8361 sqm of new retail floorspace there is no intention to increase it to a level that is unsustainable for the town. Retail capacity will be regularly assessed and individual proposals considered in accordance with it.	No change required.
Renew North Staffordshire	Collins	G	Appendix F - Development Requirements Summary (Page 166 - Staffordshire Moorlands LDF Core Strategy Submission Document May 2009) notes the Housing Requirement 2006 - 2026 for Cheadle to be 1500 dwellings. The Masterplan does not significantly contribute to this target with a suggested 84 new dwellings. An opportunity exists through the Masterplan to develop a strategy for the redevelopment of Brownfield land for residential development at key town centre locations.	The number of opportunities to develop brownfield sites for residential development within Cheadle town centre are relatively limited but will make an important contribution to the overall housing requirement for Cheadle.	No change required.

Renew North Staffordshire	Collins	G		A clear justification for the inclusion of a hotel and the demand for the facility should be included within the Masterplan document.	Both soft market testing and ongoing engagement with the public and stakeholders has provided evidence of demand and support for the inclusion of a hotel in the Masterplan. Most notably both Alton Towers and JCB consider there to be scope for a hotel to meet the needs of their customers.	Add further data to highlight the growing number of visitors to the Staffordshire Moorlands and Alton Towers in particular.
Staffordshire County Council	Lovett	S	8	(1) Generally support the aspirational nature of the Masterplan. Stress the need for a firmer evidence base & suggest a VISSIM model be developed to examine the emerging strategy given the effects of proposed traffic signals, enhancement to pedestrian movement on High St and Tape St, public realm improvements & increased traffic arising from development opportunities. Need reference to recently published MFS2 which will inform the design of streets to achieve both 'place' and 'movement' objectives. Would be helpful to identify which	An in depth traffic model will be commissioned before any developments or modifications are implemented. Difficult to predict which schemes will be secured by which contribution at this stage.	Make reference to MFS2 and acknowledge a Commuted Maintenance Payment is a possibility - pages 78 - 107

				<p>schemes will be secured by S278 (Grampian condition) &amp; which schemes will be secured by S106 (i.e. developer contribution) in order to minimise risks to the County Council &amp; identify those schemes that need to be delivered to accommodate specific developments (2)</p> <p>Public realm works are likely to attract a Commuted Maintenance Payment and the Masterplan should acknowledge this. Need to establish if new 'streets and squares' are intended to be publicly maintainable highways to avoid confusion later.</p>		
Staffordshire County Council	Lovett		Exec summary 12	<p>Strategic Objectives - There is no indication as to the evidence base for the traffic data discussed such as classified vehicle surveys to ascertain HGV volumes.</p>	Comment noted.	Need to include reference to data used as evidence.
Staffordshire County Council	Lovett		Exec summary 13	<p>Transport Framework - Additional traffic data is required to investigate the levels of congestion in Cheadle Town Centre. Further assessment of the proposed</p>	An in depth traffic model will be commissioned before any developments or modifications are implemented.	No change required.

				junction modifications is required.		
Staffordshire County Council	Lovett		Exec summary 18	Transport /Public Realm Interventions. The timescales may require revision particularly for public realm improvements. Scheme costs require validation.	Masterplan indicates an estimated cost and timescale.	No change required.
Staffordshire County Council	Lovett		10/ 142-143	Project Champion: This should read Staffordshire County Council NOT Staffordshire County Council Highways. Need to make it clear that whilst Staffordshire County Council should be identified as a key partner in this Masterplan, delivery of schemes is dependent upon private sector funding via developer contributions.	Agreed.	Delete reference to 'Highways' from the tables on pages 142 and 143

Staffordshire County Council	Lovett		7	<p>(1) As one of the strategic objectives is 'to improve the historic core' (p.12) and 'to protect and enhance the character of the landscape and townscape, historic assets...' (p.59), reference needs to be made to Planning Policy Statement 5 (PPS5) Planning for the Historic Environment. Suggest Development Principles section. Proposals to improve the public realm are welcomed and must be informed by historic core/distinctive character of Cheadle. (2) Department of Transport / English Heritage manual 'Streets for All: West Midlands' which provides info on historic street fixtures, use of surface treatments &amp; the process of de-cluttering also need referencing. Inclusion of street trees is welcomed as is the proposal to develop a parallel greenspace strategy. Extensive coverage of sustainability in the Design Principles section although could be referenced more</p>	<p>Agreed. Include reference to PPS5 and 'Streets for All: West Midlands'. Update references to RSS and AWM.</p>	<p>Make reference to 'PPS5' in first column of p78. Update references to AWM and RSS where necessary.</p>
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				clearly throughout. Needs to stand alone from AWM and West Midlands regional requirements and information due to the prospective demise of that organisation and RSS.		
Staffordshire County Council	Lovett		Hurst Yard and Carlos Close	Allotments and disused allotments can be of high value for biodiversity, including Biodiversity Action Plan species and uncommon/rare invertebrates. As the Sustainability Appraisal states, survey and assessment are required prior to proposals for development. It appears from aerial photographic records that the allotments in this area have been well used in relatively recent times, if this is not now the case, a use demand study and promotion of allotment use by local residents could be an option that could enhance quality of life, health and social	Comments noted. Reference should be made within text relating to these sites.	On p135 (Hurst's Yard) include 'Environmental protection may limit site capacity' within 'Constraints' section. On p136 (Carlos Close) include 'Environmental protection may limit site capacity' within 'Constraints' section.

				cohesion. Similarly undeveloped land in the Carlos Close area would require survey and assessment. In both cases the Masterplan should make clear that environmental protection may limit site capacity.		
Staffordshire County Council	Lovett		5	Education provision- 5 sites propose housing, totalling 110 new homes. This level of housing alone is unlikely to cause a significant impact on education provision within Cheadle, however education contributions may be necessary dependant on the timing of the sites being put forward and approved.	Education provision will be considered in more detail as part of the Site Allocations DPD and contributions secured at the planning application stage.	No change required.

Staffordshire Police	Elkington	S	7/78	<p>Reference to and incorporation of the principles contained within Safer Places: The Planning System and Crime Prevention (a companion document to PPS1) and the ACPO Secured by Design scheme are extremely welcome and are essential in trying to design-out crime and anti-social behaviour as much as possible from the outset. Consequently, consultation with the Staffordshire Police Architectural Liaison Officers on each of the opportunity sites and public realm improvements as the proposals progress in due course from the current aspirational/illustrative to something more certain should be undertaken. For example, the Masterplan proposes the decked car parking incorporating 'high levels of security'. Exactly what security elements will be incorporated? Another example (page 70) refers to 'secure areas to the rear of properties'. How will</p>	<p>Comments noted. Security is an important issue and will be a key element of any forthcoming scheme.</p>	<p>No change required.</p>
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				<p>they be made secure?          Consultation could involve the discussion of such issues.</p>		
Staffordshire Police	Elkington		7/95	<p>The proposal to use white light sources for routes and the car park is welcome as it provides good colour rendition and thus provides a safer environment. It is noteworthy that there is no reference either within the lighting section or elsewhere within the Masterplan draft to the extension of the municipal town centre cctv system (which would require compatible lighting) to cover in particular the Central Car Park Area. Although the undeniable benefits of passive/natural surveillance in regard to this area are mentioned within the document, the opportunity/need to extend the</p>	<p>This will be subject to the nature of the developments as they come forward.</p>	<p>Reference to the CCTV system needs to be added to the document.</p>

				cctv system is not mentioned. Is this something that needs to be incorporated at this stage?		
Staffordshire Police	Elkington			Another important facility that that does not get a single mention within the Masterplan draft is the need to re-provide public conveniences (assuming the Tape Street car park facilities do not remain). Is this something that needs to be incorporated at this stage?	The developer would be required to re-provide these facilities if a proposed scheme displaced them.	No change required

**Summary of LATE Representations and Proposed Amendments**

<b>Representing on behalf of.</b>	<b>Respondent Name</b>	<b>Object/Support/General</b>	<b>Section/ Page No./ Site Ref</b>	<b>Summary of Representation</b>	<b>Officer Comment</b>	<b>Proposed Response</b>
	Sargeant	O	Appendix 1/ 30	Community centre - recognised a need for a community centre, however no evidence provided in the final plan of community centre	This comment is noted but relates to a site outside of the study area boundary.	No change required.

	Sargeant	S	Appendix 4/ 103	Free parking. Imperative that this is delivered with a high priority.	Comment noted. Parking Strategies and Policies are under review and are considered independently from the Masterplan.	No change required.
	Sargeant	S	Masterplan/ 147	Town Centre Champion. This role should never have been removed. Imperative that the town centre champion is employed immediately.	Comment noted. The role of the 'Town Centre Champion' will be to focus on the Masterplan and drive the programme forward.	No change required.
	Sargeant	O	Masterplan/ 110	Road Structure. The road structure suggested is at a very superficial level. Not all opportunities have been investigated.	An in depth traffic model will be commissioned before any developments or modifications are implemented.	No change required
	Moreton	S	Appendix 2/ 1/Cheadle Council Offices	Support the use of the site for offices, primarily for public, secondary for private offices. Any offices giving community help, or community meeting/function rooms must have car parking included.	Support noted. The level of parking will be assessed on a site by site basis as part of any planning application.	No change required.

	Moreton	S	Appendix 2/ 2/Lightwood Area	This area is ideal for use of 'Extra Care' it is central for visiting, even in bad weather and is a much needed facility for the area. I do however think more than 10 parking spaces will be required.	Support noted. The level of parking required will be determined at the planning application stage.	No change required.
	Moreton	S	Appendix 2/ 7/ Market Place	The Market Hall building is out of date and is of no architectural importance. This area is of great value in keeping the High Street alive. Performances, events and outdoor eating etc. the market would indeed benefit from if it was relocated on to the new car park area.	The relocation of the Market Hall was considered as one of the Options but greater support was given to the retention of the Hall.	No change required.
	Moreton	S	Appendix 2/ 8/ Wheatsheaf and Lulworth	A cultural centre is much needed in Cheadle and must be in the High Street. Visiting	Comments noted.	No change required.

			House	accomodation should be in this area rather than living apartments. The rear should have some visitor attraction to be seen when coming out of the Catholic church. The rear of this is very important as it adjacent to our most valuable asset.		
	Moreton	S	Appendix 2/ 9/Central Car Park	This would make an ideal 'central hub' with the relocation of the market and refurbished shopping area. Main car parking still staying in this area would keep it alive.	Support noted.	No change required.
	Moreton	S	Appendix 2/ 10/ Depot off Leek Rd	Support residential. Good area for residential. Should be for smaller families not four bedroomed. Limited housing in Cheadle within walking distance from town	Support noted.	No change required.

				centre. Premium site for inner town building.		
	Moreton	S	Appendix 2/ 11/ Penny Lane Mall	Extra good quality retail is needed. This area must be tied in with the new retail area whilst still having a strong link with the High Street.	Comments noted.	No change required.
English Heritage	Taylor	S		Cheadle was identified as a Conservation Area at Risk in the 2009 and 2010 surveys. The proposals in the Masterplan are generally welcome and some of them could do much to take Cheadle out of 'At Risk' status. To achieve this aim the proposal should be supported by a rigorous character analysis and a coherent urban design framework that looks beyond the Masterplan area	Detailed character assessments were carried out in advance of the Townscape Heritage Initiative Strategy and for the Cheadle Conservation Area Appraisal. A Historic Environment Character Assessment (draft) assesses the wider historic landscape in order to inform the Local Development Framework. New documents will also emerge to support the implementation of the Masterplan in due course.	No change required.

				<p>itself as its frame of reference to the whole town and its visual links with countryside beyond the urban area. At present the Masterplan appears to treat design issues on a site by site basis and we would suggest that it needs to be informed by a wider appreciation of the nature and quality of the town.</p>		
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English Heritage			St Giles Roman Catholic Church	<p>The Masterplan rightly identifies the Roman Catholic Church of St Giles as the focal point of the town and, in our view, the church could receive more attention even than the Masterplan gives it. The church is of exceptional interest historically and architecturally. It is an elegant and beautiful building which would be an outstanding asset to any town. Its setting in itself requires a coherent urban design approach.</p>	<p>The importance St Giles (RC) Church to the Masterplan is recognised in every section of the document. However, preparation of a design guide for St Giles could be a valuable asset to support the implementation of the Masterplan.</p>	<p>Insert additional bullet on p149 in the final column under 'Preparation of development brief for key sites' to read 'Preparation of a Design Guide for the setting of St Giles (RC) Church'.</p>
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English Heritage			Hurst Yard	<p>In past casework responses English Heritage has advised on proposals for the Hurst's Yard site. We would be concerned at the potential effect of development of this site on the setting of St Giles RC Church with Pugin's school and presbytery which are seen as a group from Meadow Drive. Retaining this view so that visitors and local people can see the full scope of Pugin's achievement at Cheadle from a single viewpoint should be a crucial determinant of the form of development on the Hurst's Yard site and this should be reflected in any planning guidance for the site.</p>	<p>Design, layout and the impact on the surrounding built environment will be considered in detail as part of the planning application. However it is considered that reference to the impact on the setting of St Giles RC Church and adjacent buildings should be included in Section 10-Making it Happen.</p>	<p>On p135 (Hurst's Yard) include 'Proximity to the setting of St Giles RC Church with Pugin's school and presbytery' within 'Constraints' section.</p>
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English Heritage		S	Wheatsheaf and Lulworth House	<p>The reuse of the Wheatsheaf and Lulworth House is entirely welcome as is the principle of additional development on the land at the rear of those buildings. The rear of the site, however, impacts directly on the setting of Pugin's St Giles and the nature and quality of design of any development on that site is again crucial to its success.</p>	<p>Comments noted. The potential impact of the redevelopment of this area on the setting of St Giles RC Church is referenced within the Masterplan. Design, layout and the impact on the surrounding built environment will be considered in detail as part of any future planning application.</p>	No change required.
English Heritage			Transport Framework	<p>A further aspect of the setting of Pugin's St Giles is the dominance of traffic on Chapel Street and Bank Street. We appreciate that traffic has to be channelled somewhere and that Chapel Street / Bank Street caters for east-west traffic</p>	<p>There are no viable alternatives to using Chapel Street and Bank Street by through traffic. Design measures will introduced and considered as part of the further traffic modelling.</p>	No change required.

				<p>movement through the town centre. The consequence, however, is that the ambience of St Giles and its churchyard is dominated by traffic and that pedestrian access to the church from Cross Street, along which the pedestrian is drawn by the superb view of the tower and spire, is uncomfortable at the road crossing. The continued use of Chapel Street and Bank Street by through traffic is unfortunate but if it is seen as inevitable then we would recommend that design measures should be introduced to address these problems.</p>	
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English Heritage			127/ Central Car Park Area	<p>(1) There is scope for improvement of the environmental quality of the area / development on the frontage to Tape Street &amp; Penny Lane Mall. (2) Question whether the high aspiration for Central Car Park Area will be realised by the development proposed (images page 127). European experience shows that open space above a car park can provide a valuable asset where it is carefully integrated into a pre-existing historic urban form - this effectively proposes a space effectively forming the top deck of a multi-storey car park. Unable to see how the proposal as</p>	Comments are noted. The aspiration for this area provides much more economic impact than the retention of the area in its current form.	No action required
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				<p>shown on could preserve or enhance the character or appearance of the conservation area and therefore make the positive contribution to the character and local distinctiveness of the historic environment required by HE7.5 of PPS5. (3) Tape Street car park - suggest best approach may be to retain the area in its present form, introducing a programme of environmental improvement and selective additional development including a new library as a civic focus for the area.</p>		
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English Heritage			121/ Market Place Area	The public realm proposals for the Market Place are welcome. The area has been problematic for some time and the existing public realm is poor. We note the comments about the future of the market on page 121 of the Masterplan but we would suggest that there is a historical logic in retaining the market in its present location and that a market in this location helps to support the retail base of the High Street.	Support for retaining the market in its present location is noted.	No action required
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English Heritage		G	<p>Apart from the great prominence of Pugin's St Giles the Anglican church of St Giles the Abbot forms a secondary but important focus for views within the town and sits in an important open space. Despite this it is outside the Masterplan area. We would recommend that the importance of both the visual prominence of the Anglican church and the amenity value of the churchyard should be considered within the Masterplan framework assets should be considered.</p>	<p>Agreed that reference to St Giles the Abbot could be included within the Masterplan.</p>	<p>Insert additional bullet on p38 under 'Townscape' to read 'Recognise the visual importance of St Giles (Anglican) Church and the amenity value of the churchyard'.</p>
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English Heritage			Appendix 3/ Section A	A strengthened baseline on the historic environment and heritage assets of the town would serve to help improve the overall robustness of the appraisal process and in turn better inform the iterative nature of the plan-making process.	Detailed character assessments were carried out in advance of the Townscape Heritage Initiative Strategy and for the Cheadle Conservation Area Appraisal. A Historic Environment Character Assessment (draft) assesses the wider historic landscape in order to inform the Local Development Framework. New documents will also emerge to support the implementation of the Masterplan in due course.	No change required.
English Heritage			Appendix 3/ Section B	The set of broad sustainability objectives are broadly supported. In particular objective S13 deals with the historic environment, landscape and townscape character, and local distinctiveness. This objective, however, covers a wide range of interrelated aspects and the opportunity could have been	Consider that the broad Sustainability Objectives included in the Scoping Report should be revised.	Review Sustainability Objectives within Sustainability Appraisal Scoping Report to give greater weight to the historic environment.



				<p>taken to have separate objectives dealing specifically with the character of the landscape and townscape, and with the historic environment and heritage assets (as per PPS5). This may also provide a better balance with the two objectives dealing with biodiversity and nature conservation (SA7 and SA8). We suggest that the use of sub-objectives could usefully help to deepen the appraisal findings and help to make the process more robust and transparent. We hence recommend that future appraisals include sub-objectives to further strengthen the process.</p>		
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English Heritage			Appendix 3/ Section C	Short explanations in support of each of the assessment categories would be of help in understanding how and on what basis they have been arrived at and allocated. For example, the tables include little explanation under objective 13 in support of the positive assessments - what are these and are there any potentially negative impacts (direct or indirect) on the town's heritage assets and historic character?	Significant negative impacts and/or requirements for further clarification are included in Section G - Summary of the Maximum and Minimum Interventions on Sustainability. Consider that the Sustainability Appraisal Scoping Report should be updated to provide further information on the Sustainability Assessment categories.	Revise Sustainability Appraisal Scoping Report to include further information on the Sustainability Assessment categories.
English Heritage			Appendix 3/ Section F	As with the other appraisal summary tables, further explanation would be helpful to understand the respective	Comments noted.	Revise Appendix 3 - Sustainability Appraisal to ensure text addresses key potential

				assessment categories. This includes objective 13 where the supporting text is minimal and often fails to address key potential impacts such as on the setting of St Giles (as for example in relation to the proposed development of Hurst's Yard area and the market place.		impacts e.g. St Giles Church.
English Heritage			Appendix 3/ Section I	For objective 13 we consider that the proposed set of SA indicators could be better tailored to the plan under consideration. The four proposed are not fully relevant to the plan area and its particular heritage resource of circumstances. As indicated above, our	Consider that the set of Sustainability Appraisal indicators included in the Scoping Report could be revised.	Review historic environment / heritage asset indicators identified within Sustainability Appraisal Scoping Report.

				<p>guidance on SEA/SA includes a menu of sub-objectives and indicators which can be tailored to the plan. We suggest that these are reviewed and a set of indicators developed which more appropriately reflect the potential impacts (positive and negative) on the historic environment and heritage assets.</p>		
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