

INTRODUCTION & PLANNING CONTEXT

Story Homes is progressing detailed plans for a proposed residential development of 54 homes on land at Alderley Road, Wilmslow. As part of preparing this proposal we would like to seek your feedback.

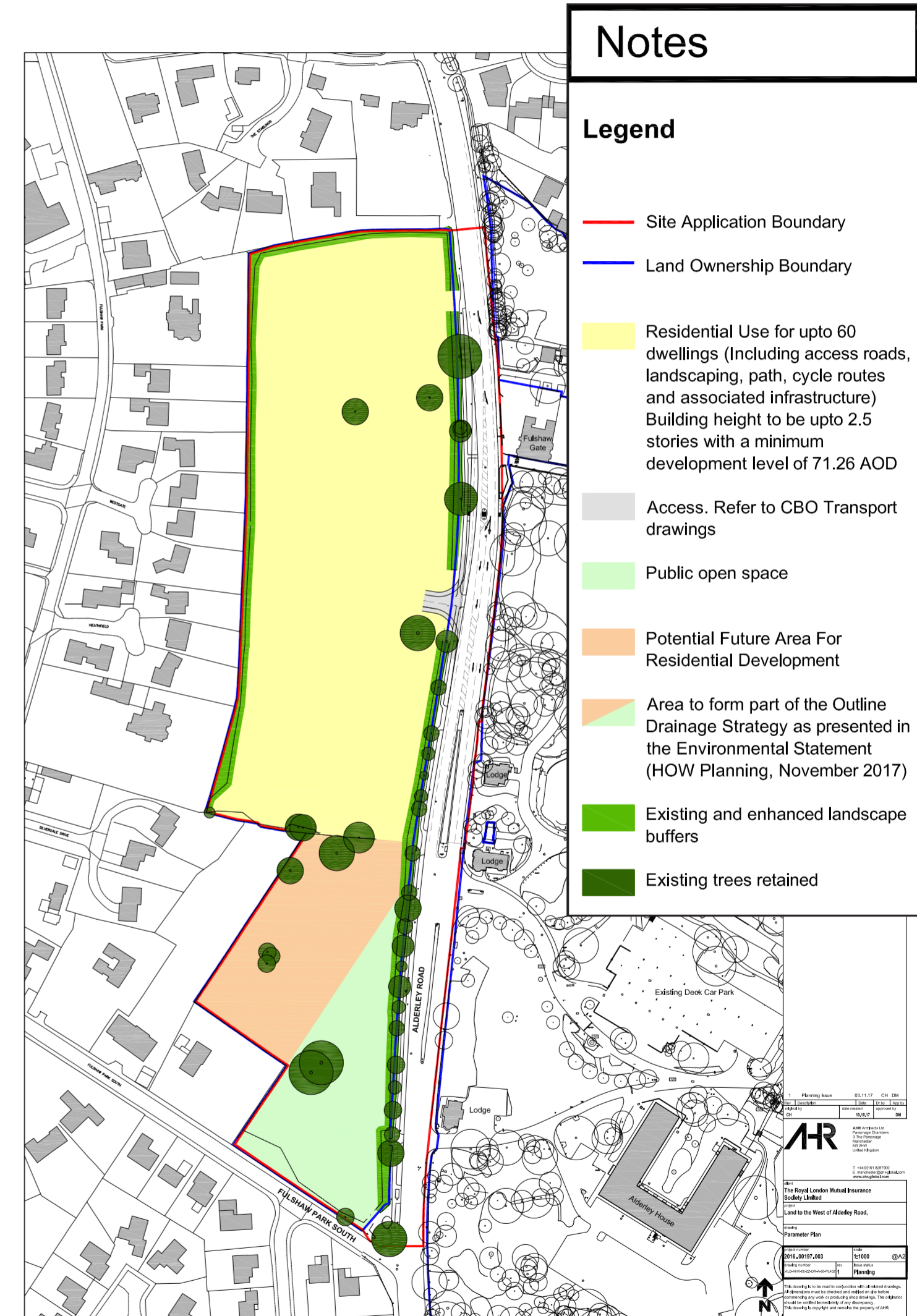
Background

The site is allocated for housing in the Cheshire East Local Plan Strategy (adopted in July 2017) under Strategic Site 54. It is part of a wider mixed-use allocation proposing a total of 175 houses (around 75 on this site) which are required for Cheshire East Council to deliver its housing needs. The principle of residential development on the site has therefore been accepted.

In October 2018, outline planning permission was granted for up to 60 homes on Land to the West of Alderley Road, Wilmslow (under planning reference: 17/5837M). The scheme reserved all matters for future determination, excluding the access point off Alderley Road which was approved in detail. The following principles were established in the outline permission:

- Up to 60 homes
- 30% affordable housing
- Onsite Public open space including play equipment
- Financial contributions to open space, health and education

Since planning permission was granted, Story Homes has been selected as the preferred developer to deliver housing at this site. We are now in the process of preparing a reserved matters application which seeks to agree the detailed design of the scheme.



Parameters plan approved under outline permission

WHO ARE STORY HOMES?

Founded by Fred Story in 1987, Story Homes has a long and successful reputation of building high quality and high specification homes. Our passion for quality and excellence has seen us become a multi award winning UK property developer, delivering exciting schemes and inspiring buyers.

For over 30 years Story Homes has been the name most often associated with aspirational homes for sale throughout Cumbria, the North East, the North West and Scotland. The family owned business has grown in size and status over the years but remains grounded, built on its original ethos of 'doing the right thing,' and creating a brand synonymous with quality.

Our Head Office and business roots are based in Carlisle with a well-established regional office in Chorley, set on continuing the success as we expand further in the North West region.



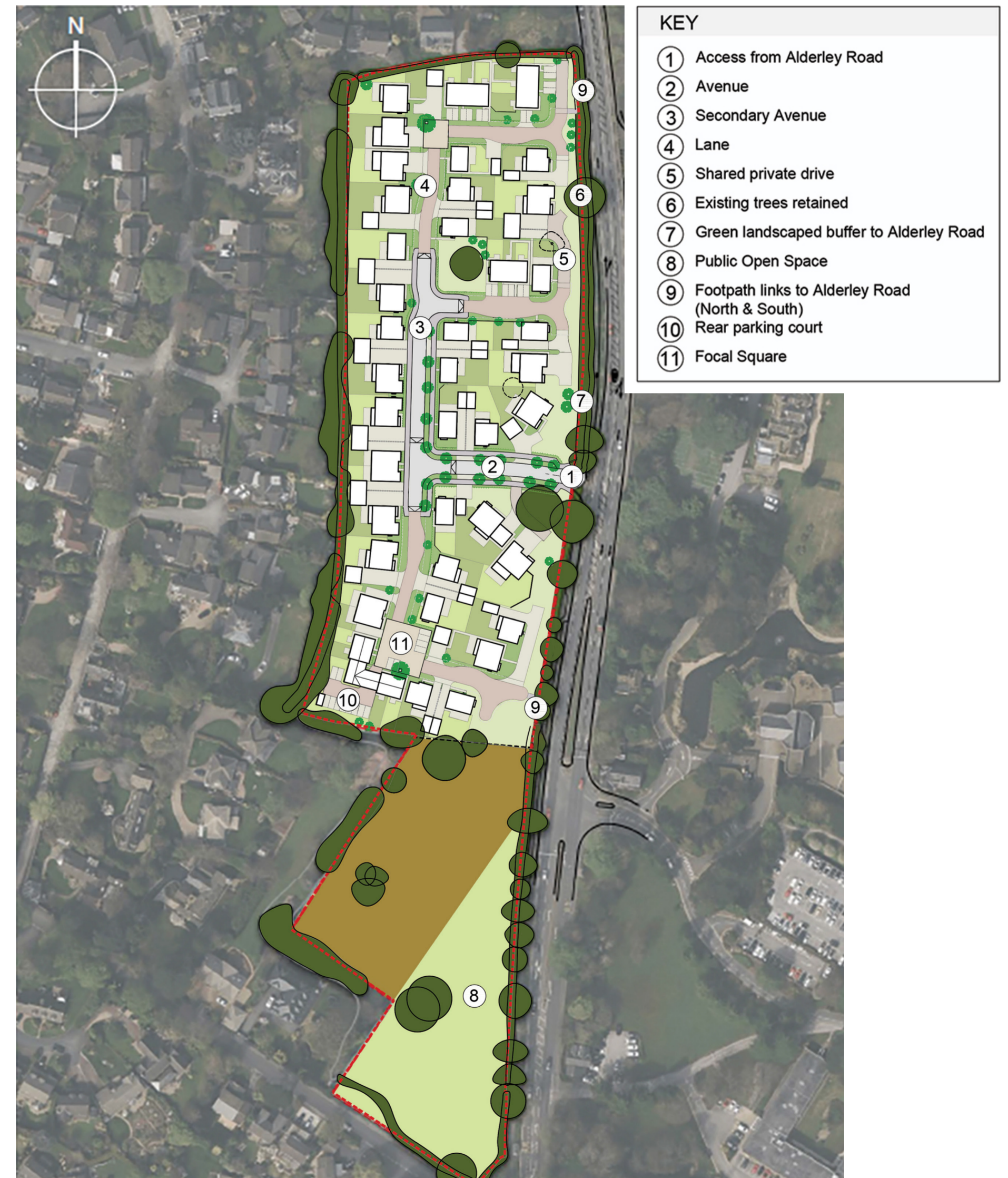
PROPOSED SCHEME

The draft layout (shown adjacent and available to view separately as a larger plan) shows the proposed residential development of 54 homes including 16 affordable units (30% of the site's total). The scheme will provide a mix of one, two, three, four and five bedrooms with 2 and 2.5 storey homes delivered in a range of apartments, terraced, semi-detached and detached houses.

The homes will be accessed from a single point of vehicular access from Alderley Road (approved through the outline permission) with additional pedestrian connectivity via the north and south eastern corners.

The layout includes a large area of public open space in the most southerly section of the site. A mown path will connect the residential area with the open space and there will be both informal play and an equipped play area. There are also further areas of incidental open space across the site.

The scheme seeks to retain the majority of existing hedgerow and trees with additional planting proposed within the site and along the frontage to Alderley Road.



PROPOSED SCHEME

Design

In developing the proposed scheme, Story Homes has taken account of the Cheshire East Design Guide, Wilmslow's Neighbourhood Plan, the Three Wilmslow Parks Document and Wilmslow's different forms of architecture, appearance and materials which create its unique character.

The bespoke house types will each be carefully designed to help integrate the development into the area and achieve a high-quality distinctive design. Using a variety of materials and architectural detail on specific house types will create focal points within the development and in turn, character areas across the site.

Examples of potential house type designs can be found adjacent.



KEY BENEFITS



The proposals would deliver a range of properties to suit local housing need, including one to five bedroom properties.



In line with the outline planning permission, 30% of the new homes will be classed as affordable homes. The tenure split would be 65% rent and 35% intermediate.



The proposals will provide a large area of public open space to the south of the site and a number of other areas within the layout, totalling 1.45 acres.



The development coming forward will lead to financial contributions towards healthcare, education, outdoor and indoor sports facilities, totalling approximately £250,000.

NEXT STEPS

We welcome your comments on the proposed scheme by 31 August 2021.

You can contact us via email at: consultation@storyhomes.co.uk or post to:
Story Homes ,
Kensington House,
Ackhurst Business Park,
Chorley,
PR7 1NY

Following this, we will review all responses made and where possible, incorporate these into the proposed development. The reserved matters application will then be submitted to Cheshire East Council in late August and we anticipate the application will be heard by the Council's planning committee in winter 2021.

If planning permission was granted, we would expect to commence on site in early 2022.