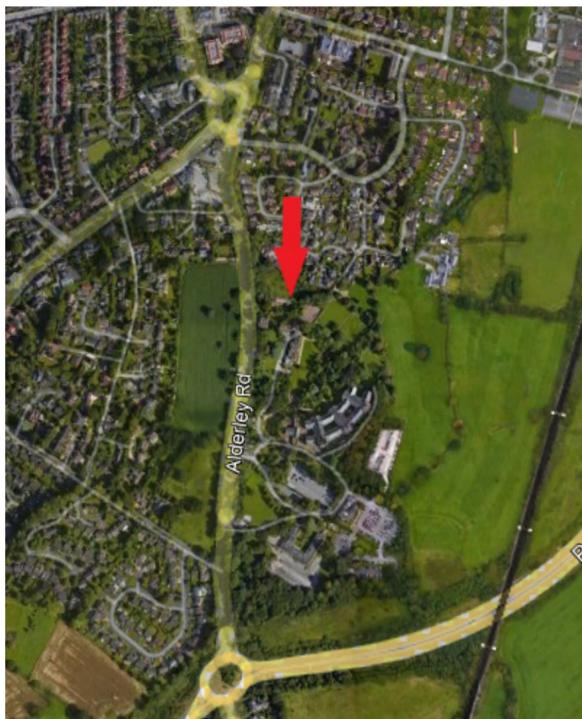


# INTRODUCTION & PLANNING CONTEXT

Story Homes is progressing detailed plans for a proposed residential development of approximately 120 homes on Land East of Alderley Road, Wilmslow. As part of preparing this proposal we would like to seek your feedback.



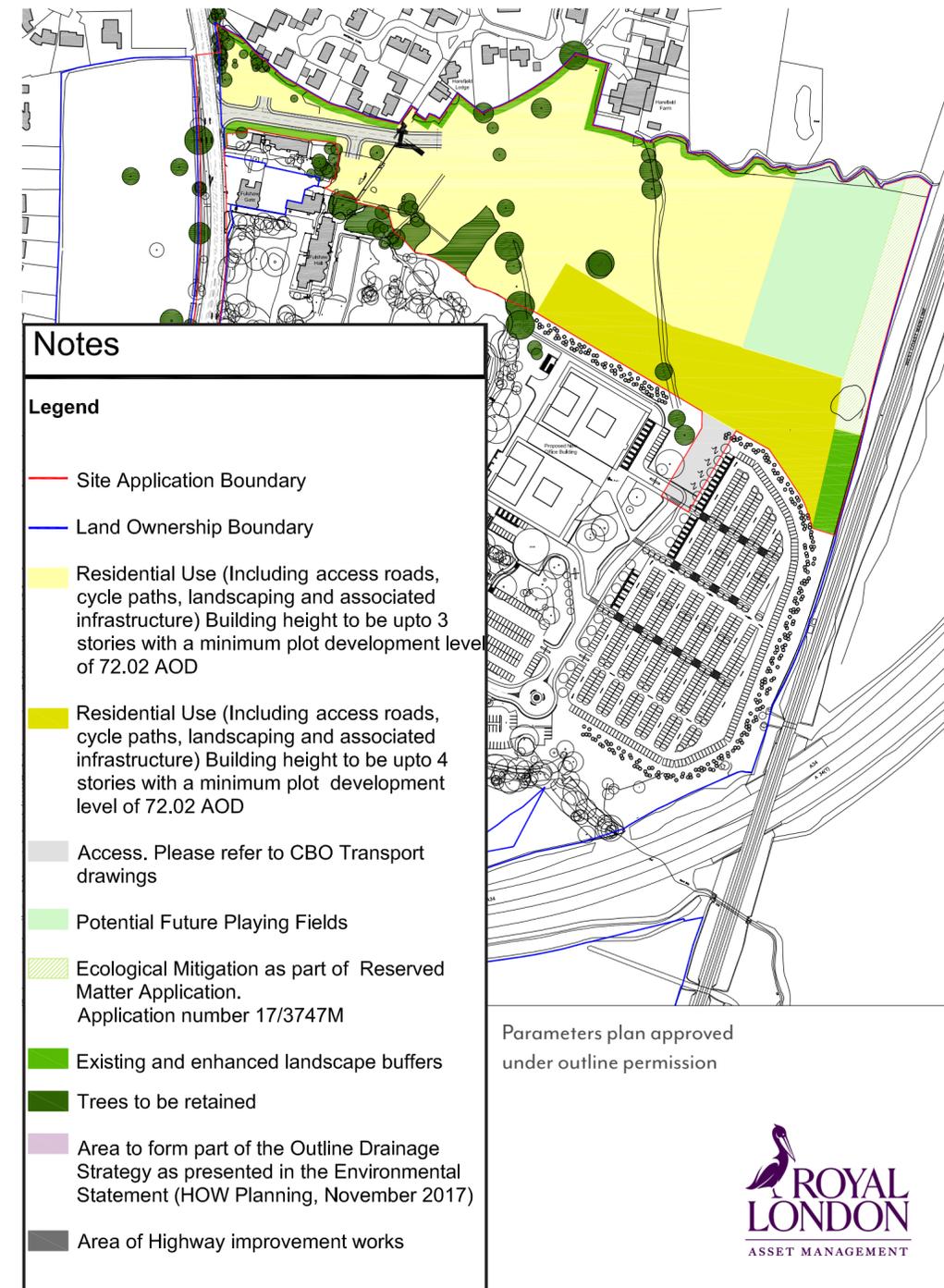
## Background

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 100 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 December 2018, outline planning permission was granted for up to 120 homes on Land to the East of Alderley Road, Wilmslow (under planning reference: 17/5838M). 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 120 homes
- 30% affordable housing
- Onsite Public open space including play equipment
- Financial contributions to open space, health and education

Story Homes is now in the process of preparing a reserved matters application which seeks to agree the detailed design of the scheme.



## *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 120 homes including 36 affordable units (30% of the site's total). The scheme will provide a mix of one, two, three, four and five bedroom 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 a potential pedestrian link to Harefield Drive.

The layout includes pockets of public open space throughout the site and there will be both informal play and an equipped play area.

The scheme seeks to retain the majority of existing hedgerow and trees within the site and fronting 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, Wilmslow's different forms of architecture, appearance and materials which create its unique character.

The house types have each been 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 2.5 acres.



The development coming forward will lead to financial contributions towards healthcare, education, outdoor and indoor sports facilities, totalling approximately £500,000.

## *NEXT STEPS*

We welcome your comments on the proposed scheme by 29 October 2021.

You can contact us via email at: [consultation@storyhomes.co.uk](mailto: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 November and we anticipate the application will be heard by the Council's planning committee in spring 2022.

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