

Alderley Edge Neighbourhood Plan

Emerging Policies Consultations December 2018

Feedback Report

Produced 19th Feb 2019

CONTENTS

<u>INTRODUCTION</u>	Page 3
<u>METHODOLOGY</u>	Page 3
<u>OVERALL RESPONSE</u>	Page 4
<u>SUMMARY CONCLUSIONS</u>	Page 4
<u>QUESTIONNAIRE RESULTS & COMMENTS</u>	Pages 5-16
<u>APPENDIX A:</u> Hand-written questionnaire	Pages 17-19
<u>APPENDIX B:</u> Comments from On-line Survey	Pages 20-117
<u>APPENDIX C:</u> Comments from Open Day	Pages 118-131

INTRODUCTION

The Alderley Edge Neighbourhood Plan Steering Group (AENPSG) conducted an exercise in the 4th Quarter of 2018 to consult with and seek feedback from the local community and interested parties on the Emerging Policies within the draft Alderley Edge Neighbourhood Plan (AENP). The following provides a report of the responses received to that consultation and does not make any specific recommendations.

METHODOLOGY

A leaflet was delivered by a leaflet delivery company to 2,500 households in the NP area of Alderley Edge in the week beginning 29 Oct 2018. The same leaflet was also distributed to businesses and schools in the same time frame. A 3m x 1m banner was placed in a prominent position in the village, advertising the Open Day and online survey.

Interested parties were encouraged to respond by:

- a) Completing a questionnaire on the web using Survey Monkey.
- b) Completing a hand-written version of the questionnaire (Appendix A) which was available to collect from 2 locations: The Alderley Edge Library and The Festival Hall. Completed questionnaires were collected by hand from the same or were returned it to the AENPSG for analysis.

The Survey had 31 questions to which respondents were asked to indicate whether they

- i. Support, or
- ii. Support with Changes, or
- iii. Do not Support

Space was provided for any additional comments the respondent wished to provide.

- c) Attending an Open Day held on Sat 10th Nov 2018 at The Festival Hall where the hand-written version of the questionnaire was also available to complete. Additionally, attendees were encouraged to add any comments they wished via random post-it type notes appended to one of six topic areas:
 - a. VISION & OBJECTIVES,
 - b. APPROACH TO DEVELOPMENT & HOUSING,
 - c. TRANSPORT & INFRASTRUCTURE,
 - d. VILLAGE CENTRE,
 - e. LOCAL ECONOMY and
 - f. CHARACTER & LANDSCAPE.

These comments have been included in this analysis.

- d) Providing a written response in any format.

The questionnaire sought responses from as many local people as possible, and was therefore promoted on the Local Ward Councillor's blog, on social media, and on the Parish AENP website.

AEPC also issued a press release which was published in the local media and on the alderleyedge.com website.

The deadline for responses was 4th December 2018. Hard copy responses of the questionnaire were manually entered into the same database as those already completed on-line, using Survey Monkey.

All personal information that has been received as part of the questionnaire was treated as confidential in order to comply with data protection laws.

OVERALL RESPONSE

- a) The marketing effort produced a total of 121 completed questionnaires of which 28 were anonymous. A full list of comments is provided in Appendix B.
- b) In addition, the Open Day was attended by 112 people, providing 104 additional comments. A full list of comments is provided in Appendix C.
- c) **Giving a total of 233 responses overall.**
- d) In addition, formal written responses were received from the following interested parties:

David Wilson Homes	Network Rail
Story Homes	Highways
The Emerson Group	Alderley Park
Natural England	Sports England

Both Alderley Park and Highways responded “No Comment”.

QUESTIONNAIRE RESULTS & COMMENTS

The following represents the responses to the questionnaire, indicating the levels of support for each question. There is an overwhelming level of support from respondents, with **88% of responses in Support, 10% Support with Changes and 2% Do Not Support**. Only a small number of the “Support with change” and “Do not support” respondents added comments to explain their decisions.

In addition, there were 8 written formal responses, of which 2 did not provide any comment. Sports England, Network Rail and Natural England provided generic, technical information which will be considered as part of the process, but these do not relate directly to any of the questions proffered.

The other 3 responses from David Wilson Homes, Story Homes and The Emerson Group addressed specific questions. Their responses are available on our website at www.alderleynp.com

VISION & OBJECTIVES

Q1 Vision: To promote the evolution and growth of Alderley Edge, whilst preserving our unique village culture, identity and character and protecting the quality of life and well-being of the residents, employers, employees, and other stakeholders.

Responses:

Questionnaire	Support	102	Support with change	12	Do not support	6
Open Day	Support	43	Support with change	0	Do not support	0
Developers	Support	1	Support with change	1	Do not support	0
Totals		146		13		6

Excluding Developers, 92% of respondents supported the Vision as drafted, and a further 8% supported with changes. Of the minority of those who did not (fully) support the Vision comments were made that the unique topography and heritage of the village needed to be given greater prominence. Others were concerned that any growth or development must be matched by appropriate development of infrastructure. In particular some local businesses felt they were compromised by a shortage of parking.

Amongst the Developers, Story Homes supported the vision provided that it reflected the Vision and Strategic Priorities set out in the CELPS and accorded with its strategies and site-specific policies. They also commented that the AENP would need to align with the emerging SADPD, which is currently in preparation.

Q2 Objective 1: To improve the environment of Alderley Edge and the experience for all those who live, work, or visit Alderley Edge both now and in the future.

Responses:

Questionnaire	Support	96	Support with change	6	Do not support	1
Open Day	Support	39	Support with change	0	Do not support	0
Developers	Support	1	Support with change	0	Do not support	0
Totals		136		6		1

95% of all respondents supported the proposed objective. Of those who commented on it, traffic issues were raised as primary areas of concern, both in terms of shortage of parking provision and the need for greater focus on alternatives to car use, notably pedestrian needs (pavements), public transport and cycling.

Q3 Objective 2: To deliver a strong, competitive economy that maximises the strength of existing assets in the village and supports successful start-ups and the growth of independent business.

Responses:

Questionnaire	Support	85	Support with change	15	Do not support	3
Open Day	Support	25	Support with change	3	Do not support	0
Developers	Support	1	Support with change	0	Do not support	0
Totals		111		18		3

84% of all respondents supported this objective, with a further 14% supporting with changes.

Comments included:

- i. the desire to maintain and encourage small, independent businesses
- ii. reservations about continuing growth of bars, restaurants and cafés
- iii. the desire to encourage a diverse range of independent shops
- iv. concerns about limitations to local businesses caused by shortage of parking

Q4 Objective 3: To support new housing development that maintains and enhances the culture, identity, and character of Alderley Edge, and meets the local need and supports a balanced community.

Responses:

Questionnaire	Support	69	Support with change	25	Do not support	9
Open Day	Support	24	Support with change	5	Do not support	0
Developers	Support	2				
Totals		95		31		9

70% of all respondents supported this objective, with a further 23% willing to support it with changes. Those who provided comments were concerned about the current housing mix, with a desire to see provision for

- housing for young families
- older downsizers,
- and “affordable”, small to medium housing in preference to larger houses and flats.

There was also some concern about loss of Green Belt land, with support for prioritising brownfield sites.

Q5 Objective 4: To ensure the rural and historic character of Alderley Edge is protected and enhanced while meeting 21st century needs.

Responses:

Questionnaire	Support	88	Support with change	13	Do not support	2
Open Day	Support	36	Support with change	0	Do not support	0
Developers	Support	0	Support with change	1	Do not support	0
Totals		124		14		2

89% of all respondents supported this objective, with a further 10% supporting it with change.

Those who added comments were keen to ensure that the rural and historic character is protected and enhanced. Some respondents were concerned that the term “21st Century needs” was too broad a term and would prefer something more specific.

Developers: Story Homes commented that the reference to “meeting 21st Century Needs” was too vague and preferred to see it further defined.

Q6 Objective 5: To ensure that local character, heritage, green space, surrounding Green Belt, and other natural assets are preserved for the enjoyment of present and future generations.

Responses:

Questionnaire	Support	93	Support with change	7	Do not support	2
Open Day	Support	44	Support with change		Do not support	
Developers	Support	1	Support with change	1		
Totals		138		8		2

92% of all respondents supported this objective, with a further 5% supporting with change.

Comments on the proposed objective included reference to Green Belt, noting the challenge of providing new housing whilst also seeking to protect Green Belt and green spaces within the village. Of particular concern was protection of the Green Belt between Alderley Edge and Wilmslow which is required to keep the separation between the two places.

One Developer supported the objective as written with another supporting it with change. Story Homes commented that they considered it important to note that the CEC Green Belt is being altered through detailed policies set out within SADPD.

Q7 Objective 6: To create a safe, pedestrian and cycle friendly environment with easy access throughout and improvements to public transport whilst addressing parking constraints.

Responses:

Questionnaire	Support	78	Support with change	23	Do not support	2
Open Day	Support	37	Support with change	3	Do not support	
Developers	Support	1				
Totals		116		26		2

81% of all respondents supported this objective, with a further 18% supporting it with change.

Comments indicated a spectrum of views, from those seeking to promote more cycling to those who considered that this was less appropriate for Alderley Edge’s older demographic. The latter favoured focus on improvements to facilities for pedestrians, notably improved pavement surfaces, with some also referring to public transport.

Q8 Objective 7: To retain, and provide new, local services and amenities that will meet the changing needs of a growing community and mitigate the impacts of new growth.

Responses:

Questionnaire	Support	92	Support with change	4	Do not support	3
Open Day	Support	37	Support with change		Do not support	
Developers	Support	1				
Totals		130		4		3

95% of all respondents supported this Objective, with a further 3% supporting with change. Comments included the need for additional car parking to support new growth.

APPROACH TO DEVELOPMENT

Q9 Policy 1: Alderley Edge development strategy

This overarching policy would set out the approach to new development of all types in Alderley Edge. It will set out the importance of delivering development firstly on previously developed land (brownfield) and in all cases on small and medium sized sites to reflect the organic growth of the village. Sites should be located within easy walking distance of existing facilities and mitigate any negative impact through improvements to village infrastructure.

Responses:

Questionnaire	Support	81	Support with change	13	Do not support	3
Open Day	Support	37	Support with change	3	Do not support	1
Developers	Support	0	Support with change	2	Do not support	0
Totals		118		18		4

84% supported this policy, with a further 13% supporting with change. Responses were generally in support but some required greater clarity of the term “small and medium sized sites”.

Developers commented as follows: David Wilson homes requested that reference be made within Policy 1 to acknowledge that some developments will require the release of Green Belt land, and to consider including within the AENP an explicit definition of the terms ‘small’ and ‘medium’. They also recommended wording that would restrict developments to a maximum of 50 dwellings. Story Homes agreed that opportunities should be sought to ensure the re-use of brownfield sites, and that infill development should be encouraged. However, they believed that this should not prejudice or stifle the delivery of those sites - subject to draft allocations/safeguarding within the CELPS/SADPD. They noted that the necessity of releasing these sites had already been determined and any future policy regarding the use of previously developed land should reflect this, ensuring that an overly prescriptive prioritisation of development of brownfield land would be avoided.

HOUSING

Q10 Policy 2: Housing mix

A policy which requires development to respond to local need by ensuring the provision of Affordable housing for young people, smaller homes, and bungalows for those wishing to downsize, and supporting opportunities for self-build within the parish.

Responses

Questionnaire	Support	75	Support with change	14	Do not support	8
D W Homes	Support	1				
Story Homes			Support with change	1		
Open Day	Support	37	Support with change	8	Do not support	
Totals		113		23		8

Generally, responses were heavily in support. The definition of “affordable” was questioned.

Story Homes consider that any policy relating to housing mix should be informed by an appropriate and up-to-date evidence base. The policy should provide sufficient flexibility to ensure that the different types of housing required across different area of Alderley Edge can be delivered. It also considers that the AENP should not be prescriptive when it comes to housing mix, as strict guidance may not adequately reflect likely market demand, resulting in it being overly restrictive in terms of market choice. This may ultimately undermine housing delivery. The provision to meet an appropriate mix should not impact on the quantity of the general properties needed within the market, and any policy must be worked in a way that avoids this.

Q11 Policy 3: Housing design

This policy will set out design guidance for new housing development to ensure the highest standards of design which preserve and enhance the character of Alderley Edge, linking with policy 11. It will include guidance on provision of garden and outdoor space, sustainable car parking, appropriate densities, landscaping, and guidance on privacy and amenity.

Responses

Questionnaire	Support	80	Support with change	13	Do not support	2
Open Day	Support	40	Support with change	5	Do not support	1
Developers			Support with change	2		
Totals		120		20		3

84% supported this policy, with a further 14% supporting with change. There was strong support for local design guidelines that would help to preserve the unique character of Alderley Edge while encouraging good quality contemporary design.

Developers responded as follows: David Wilson Homes commented that Policy 3 should be flexible enough to ensure developments are deliverable. In particular, the guidance on provision for garden and outdoor space, sustainable car parking, appropriate densities, landscaping, residential privacy and amenity, should in their view be informed by relevant market evidence, including from active housebuilders. They believed that supporting evidence should inform the emerging policy. Story Homes considered that this policy should ensure consistency with Section 12 (Achieving Well-Designed Places) of the Framework. As currently worded, they believed that Policy 3 would be onerous. They wanted the policy to provide additional detail and clarity, particularly in terms of achieving appropriate densities and guidance on amenity. Story Homes claimed that design was subjective, and any future policy should be drafted to ensure design expectations are clear. They asked for any policy regarding design and the layout of new developments not to be overly onerous and should not stifle innovation and design requirements should not impact on viability.

Q12 Policy 4: Sustainable housing construction

This policy promotes high standards in eco-design for all new houses in both the construction and operational phases. It will focus on ensuring that new schemes make the best use of efficient technologies that can help reduce Carbon emissions, and adopt best practice and sustainable construction techniques.

Responses:

Questionnaire	Support	84	Support with change	9	Do not support	2
Open Day	Support	40	Support with change	3	Do not support	1
Developers					Do not support	1
Totals		124		12		4

89% of respondents supported this policy, with a further 9% supporting it with change.

Respondents overwhelmingly support this policy with the reservation – “Will having high standards in eco design mean properties won’t be affordable?” Electric car re-charging facilities in each new home were discussed.

Only one developer commented. Story Homes considered that the policy would be overly onerous, claiming that the policy does not reflect the requirements set out in national policy, and goes beyond the recommended approach to sustainable building design set out in national guidance. Moreover they considered that the term “eco-design”, and

the requirement to “promote high standards in eco-design for all new house in both construction and operational phases” were unclear. Story Homes also commented that any policy should reflect the requirements of national policy and guidance and should not threaten the viability of new development, noting that any sustainable design principles should be appropriately justified by evidence.

LOCAL ECONOMY

Q13 Policy 5: Encouraging entrepreneurship

This policy will support innovative, creative and start-up businesses. Subdivision of long term, vacant units to meet more modern retail requirements and which does not result in a net loss of retail space will be supported to help new independent and specialist businesses

Responses

Questionnaire	Support	82	Support with change	10	Do not support	3
Open Day	Support	33	Support with change	3	Do not support	
Totals		115		13		3

88% of respondents supported this policy, with a further 10% supporting it with change.

Respondents who added comments shared a preference for a diverse mix of small independent and creative sector businesses and small units where no one business type dominates rather than further retail, food or charity shops. As rents and rates are high in Alderley Edge some questioned whether this policy was deliverable.

Q14 Policy 6: Helping existing businesses

This policy will support existing businesses and their expansion so long as they make a positive contribution towards the character of the village and do not harm the amenity of the village and neighbouring properties. Floorspace for new development will be limited to maintain the village character and impact on existing businesses.

Responses

Questionnaire	Support	79	Support with change	12	Do not support	3
Open Day	Support	32	Support with change	2	Do not support	
Developers			Support with change	1		
Totals		111		15		3

86% of respondents supported this policy, with a further 12% supporting with change.

With the proviso of businesses themselves contributing to a parking solution, this policy was generally supported. Although the mechanics of restricting floorspace were questioned, this policy would assist in retaining the preferred small and independent businesses.

One developer commented on this policy: The Emerson Group asked why and how floorspace would be limited, noting that CEC policies would determine their acceptability in their overall site and setting.

Q15 Aspiration A: Business strategy

The Neighbourhood Plan will include an aspiration which seeks to promote Alderley Edge as a business and visitor destination with its own brand. It will promote an improved environment for residents, businesses and visitors as well as supporting the promotion of village wide events and campaigns.

Responses

Questionnaire	Support	77	Support with change	11	Do not support	5
Open Day	Support	29	Support with change		Do not support	
Totals		106		11		5

87% of respondents supported this aspiration, with a further 9% supporting with change.

Comments included the observation that parking would have to improve before numbers of visitors could increase and village character must be maintained.

Q16 Policy 7: Tourism support for local businesses

This policy seeks to ensure that the benefits visitors bring continue to support the survival and growth of the local economy. This will include protection and encouragement of services, facilities, and small-scale visitor accommodation. The policy will also support improved links with existing visitor attractions and improvements and enhanced access to the railway station as a main gateway site.

Responses

Questionnaire	Support	82	Support with change	7	Do not support	5
Open Day	Support	30	Support with change		Do not support	
Developers			Support with change	1		
Totals		112		8		5

90% of respondents supported this policy, with a further 6% supporting with change.

Parking was identified as a major restriction to visitor growth, whilst encouraging better public transport provision and improvements to the railway station access were also cited as important.

VILLAGE CENTRE

Q17 Policy 8: Village centre

This policy will promote the role of the village centre and London Road as the heart of Alderley Edge. Vitality and activity in the village centre will be encouraged whilst improving links to businesses on adjacent roads. Temporary use of vacant units for community uses and events are encouraged.

Responses

Questionnaire	Support	83	Support with change	12	Do not support	0
Open Day	Support	35	Support with change	1	Do not support	0
Developers	Support	0	Support with change	1	Do not support	0
Totals		118		14		0

89% of respondents supported this policy, with a further 11% supporting it with change. Comments centred on issues related to parking and traffic management on London Road, with the need for facilities for pedestrians to be improved.

One developer commented. David Wilson Homes considered that Policy 7 and 8 could be significantly compromised by the issue of a severe shortage of car parking in the village, specifically short-term parking. They commented that their development at Whitehall Meadow would enable the immediate delivery of an area of parking at the southern end of the site which would be placed under the control of the Parish Council and would be accessible to the public.

Q18 Aspiration B: Sense of place and community pride

This aspiration works hand in hand with the Village Centre Policy (policy 8). It will offer a holistic approach to the village centre and promote initiatives which do not require planning permission (e.g. fairs, events, and community activities) and therefore cannot be included in a neighbourhood plan policy.

Responses

Questionnaire	Support	63	Support with change	4	Do not support	0
Open Day	Support	29	Support with change		Do not support	
Totals		92		4		0

96% supported this aspiration. Suggestions included the introduction of a Farmers Market and outdoor gym equipment.

Q19 Policy 9: Station gateway

The Railway Station is crucial to the prosperity of the village and so this policy will seek to enhance it as a travel hub. This may include improved provision for cyclists, taxis, and connections with other sustainable forms of transport. The underutilised sites adjacent to the station should be used more effectively to create this hub.

Responses

Questionnaire	Support	57	Support with change	10	Do not support	1
Open Day	Support	38	Support with change	4	Do not support	
Developers	Support	1				
Totals		96		14		1

96% of respondents supported this policy. They were in agreement that a substantial re-design of the station and its facilities was desirable. The station gateway was seen as a crucial part of the village's prosperity but was currently poorly designed and utilised. Facilities for cyclists and disabled access were rated poor.

Q20 Policy 10: Shopfront, business premises and public realm design

This policy will provide guidance on how shop fronts, business premises public spaces and pavements should contribute towards the appearance and functionality of the village centre. This policy will set out a strategy for use of signage, street furniture (benches/lampposts etc.) and use of hard materials. It will also include support for improving the village centre for pedestrians and other non-vehicular users of the space.

Responses

Questionnaire	Support	62	Support with change	3	Do not support	1
Open Day	Support	38	Support with change		Do not support	
Totals		100		3		1

96% of respondents supported this policy. There was strong support and encouragement for improving the pavement/pedestrian space and the general "look" of the centre of the village.

CHARACTER & LANDSCAPE

Q21 Policy 11: Local and historic character

Maintaining the local character of Alderley Edge is the main purpose of this proposed policy. Supported by a detailed character assessment, this policy would seek to ensure that any new development, including extensions, reflected local built and historical character (height, density, materials, landscape, and building line) and maintaining the 'village feel'. Contemporary designs would be supported where they are of exceptional design quality, and are neighbourly to adjacent development.

Responses

Questionnaire	Support	83	Support with change	8	Do not support	2
Open Day	Support	32	Support with change		Do not support	
Developers	Support	1	Support with change	1		
Totals		116		9		2

91% of respondents supported this policy, with a further 7% supporting with change. The latter included respondents who were concerned that this policy could unnecessarily restrict modern, contemporary design, which they considered has its place in the housing mix.

Two developers responded, one supporting and the other supporting with change. The Emerson Group considered that local character should not be overly prescriptive, as contemporary designs now formed a significant and increasing part of the village. They recommended that policies should not seek to stifle design and opportunities for enhancement and redevelopment.

Q22 Policy 12: Townscape

This policy would identify a series of key views, vistas routes and gateways (approaches along key routes) within Alderley Edge. It would set out important key design criteria to ensure that they are protected from development that would undermine their character or appearance. This policy will support projects aimed at restoring and enhancing the original architectural qualities and the character of the village.

Responses

Questionnaire	Support	89	Support with change	2	Do not support	1
Open Day	Support	29	Support with change	0	Do not support	0
Developers	Support	1				
Totals		119		2		1

98% of respondents supported this policy. Comments included requests for views to and from the Edge be included, including walkways and cycle routes.

Respondents asked if this policy be strengthened to protect “views to and from The Edge”, include walkways and cycle routes?

Does the “key design criteria” suitably consider disabled accessibility?

Q23 Aspiration C: Conservation area review

The Parish Council and other interested parties will aim to work with Cheshire East Council to review the boundaries of the Conservation Areas. The boundaries of the Conservation Areas should continue to be reviewed and expanded where justified, in order to reflect Alderley Edge’s wider heritage of Victorian and Edwardian architecture, rather than the original concentration on the “Villas of the Edge.”

Responses

Questionnaire	Support	87	Support with change	3	Do not support	2
Open Day	Support	26	Support with change		Do not support	
Developers	Support	1	Support with change	1		
Totals		114		4		2

95% of respondents supported this policy. Those who commented stressed the importance of enforcing the conservation area conditions and whether the policy should include landscape, wildlife and industrial archaeological conservation too.

The Emerson Group would like this policy to reflect that the review of the Conservation Areas should also identify where they may be re-aligned or reduced.

Q24 Policy 13: Landscape character and access

The impact of new development located outside, or at the edge of, the settlement would be managed by this proposed policy. The policy would require applications to carefully consider the local landscape character including preservation of trees, hedgerows, field patterns and maintaining public access to the countryside as part of planning submissions. The policy would also seek to preserve the separation of Alderley Edge from Wilmslow, and other neighbouring settlements.

Responses

Questionnaire	Support	86	Support with change	4	Do not support	1
Open Day	Support	34				
Developers	Support	2				
Totals		122		4		1

96% of respondents supported this policy. With very little objection, respondents focussed on the need to maintain the separation between the village and Wilmslow, the need to preserve footpaths, landscaping, wildlife and protect views to and from The Edge.

Q25 Policy 14: Local green space

This policy is based on guidance from national policy that allows specific green spaces within the village to be protected from inappropriate development– preserving them for the enjoyment of local residents. These spaces must be recognised because of their recreational, leisure, wildlife, or historical significance.

Responses

Questionnaire	Support	84	Support with change	7	Do not support	1
Open Day	Support	32	Support with change		Do not support	
Developers	Support		Support with change	2		
Totals		116		9		1

92% of respondents supported this policy. Respondents were overwhelmingly in agreement. The minority who commented requested a list of the green spaces, suggested we should preserve the allotments and that we should expand Ryleys Lane car park, arguing that green spaces could be released if that was for the overall public good.

The Emerson Group indicate that Protection of Green Spaces should clearly only relate to CEC/publicly owned land.

Story Homes acknowledges that national policy allows specific green spaces to be protected from inappropriate development, the designation of any green space must be appropriately justified and based on reasoned evidence.

TRANSPORT & INFRASTRUCTURE

Q26 Policy 15: Protection of community facilities

A map would be prepared that identified key community facilities. This policy would resist the redevelopment of any of these sites for non-community uses unless it could be robustly evidenced that they were no longer required. The policy would also support the enhancement of these facilities.

Responses

Questionnaire	Support	87	Support with change	7	Do not support	0
Open Day	Support	36	Support with change		Do not support	
Developers	Support	1				
Totals		124		7		0

95% of respondents supported this policy. The minority who supported with change commented that the enhancement should be permitted if need and demand were proven and that it is the activity, perhaps not the same facility, which needs protecting., ie the facility could be provided elsewhere in the village

Q27 Policy 16: Sustainable transport routes

Encouraging walking and cycling is important in creating sustainable settlements. This policy would contribute to that by setting out a network of routes connecting key areas and facilities in Alderley Edge and that new developments should connect to, and enhance, where this is appropriate.

Responses

Questionnaire	Support	79	Support with change	13	Do not support	0
Open Day	Support	29	Support with change		Do not support	
Developers	Support	1				
Totals		109		13		0

89% of respondents supported this policy, with a further 11% supporting it with change. Of those who commented, it was suggested that there should be no action which resulted in more congestion around school sites, more cycle routes and traffic calming measures would be welcome and that current pathways and public transport should be improved.

Q28 Policy 17: Transport in new developments

The purpose of this policy will be to ensure that new developments connect and contribute to public transport, walking and cycling routes (working in partnership with policy 16). This policy will also stress the importance and require a travel plan for the intended development that demonstrates the sustainability of the proposal and how it encourages alternatives to driving.

Responses

Questionnaire	Support	79	Support with change	13	Do not support	1
Open Day	Support	30	Support with change		Do not support	
Developers	Support	1	Support with change	1		
Totals		110		14		1

88% of respondents supported this policy, with a further 11% supporting it with change. Whilst there is much support for this policy, comments include the need for an improved public transport network, the need for this policy to clearly include commercial as well as residential development, that new developments require a traffic management strategy recognising that residents and staff will continue to use cars and that some older residents do not wish to walk or cycle.

The Emerson Group suggest that travel plans are not needed for every development proposal.

Q29 Aspiration D: Parking strategy

The Parish Council will work with Cheshire East Council and other interested parties to deliver an enhanced car parking strategy to provide on-street parking as well as new and extended car parks.

Responses

Questionnaire	Support	78	Support with change	15	Do not support	3
Open Day	Support	26	Support with change	5	Do not support	2
Developers	Support	2	Support with change	1		
Totals		106		21		5

Respondents felt this was a priority. 80% of respondents supported this policy, with a further 16% supporting it with change. 4% of respondents did not support. It was commented that:

- the Parish Council cannot identify land for a car park, but the NP can
- the car park at Ryleys Lane should be extended
- where would further on-street parking be, should it be time limited or free for all those working in the village?
- Allotments are not required in Alderley Edge as the majority of residents have a garden. Therefore, some of

- the allotments land should be used for parking
- A multi-storey car park should be built
- Car parking regulations should be better enforced
- Local businesses need more parking

Respondents including David Wilson Homes considers that given the significant scale of the issue of parking in the village that 'Parking Strategy' should be adopted as a Policy not an aspiration.

Q30 Policy 18: Parking and servicing

This policy will set out the importance of providing adequate parking as part of new developments, which does not cause 'fly-parking' in the surrounding streets. The policy would also support the provision of electric vehicle charging points and provision for access by delivery vehicles which are part of modern life (as a result of internet shopping etc.).

Responses

Questionnaire	Support	83	Support with change	9	Do not support	1
Open Day	Support	35	Support with change	4	Do not support	2
Totals		118		13		3

88% of respondents supported this policy, with a further 10% supporting it with change. This policy was overwhelmingly supported with the few comments made suggesting access for delivery vehicles should be reviewed, more parking was required for employees who travel to the village and consideration given to residents who do not have off-road parking.

Q31 Aspiration E: Traffic management

The Parish Council will seek to work with Cheshire East Council, and other interested parties with the aim of reducing traffic congestion within the village through traffic management

Responses

Questionnaire	Support	72	Support with change	19	Do not support	2
Open Day	Support	32	Support with change	3	Do not support	5
Developers	Support	1			Do not support	1
Totals		105		22		8

78% of respondents supported this policy, with a further 16% supporting it with change. 6% of respondents did not support. Comments to consider are the issue of speeding traffic, both on London Rd and the surrounding area, traffic calming measures in addition to speed indication devices, although businesses are particularly concerned that some traffic calming measures may deter visitors to the village, thus damaging the local economy. A new junction from the by-pass to Chelford Road was also suggested.

Story Homes objected to this policy., claiming it is too vague, and it is not clear how the policy will be applied.

Appendix A

Handwritten feedback form

FEEDBACK FORM

Please fill in this feedback form by clearly marking the correct box for each question, there is provision at the end to provide further comments in the boxes provided. Be specific about which policies you are referring to. Feel free to focus on the topics which interest you most.

Reference Copies of the Document can be found at the council offices or the Library as well as online.

Further information, and an online version of this response form can be found at: AlderleyNP.com

If you would like to submit more detailed comments please contact:

Sarah Greenwood, C/o The Festival Hall, Talbot Road, Alderley Edge, SK9 7HR

Or email AlderleyNP@gmail.com

YOUR DETAILS

Please provide your name and contact details below. This enables us to demonstrate consultation has been carried out fairly. **Forms with no name cannot be counted.**

I am responding as: A Resident / A business owner/Other (Please state):

Name:

Address or email:

Your details will only be used for the purposes of the Alderley Edge Neighbourhood Plan and will be governed by the terms of Alderley Edge Parish Council Privacy notice.

YOUR FEEDBACK

Please tick a box next to each policy to indicate your support.

SUPPORT

**SUPPORT WITH
CHANGES**

**DO NOT
SUPPORT**

VISION AND OBJECTIVES

Vision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Objective 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Objective 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Objective 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Objective 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Objective 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Objective 6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Objective 7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPROACH TO DEVELOPMENT

Policy 1: Alderley Edge Development Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------

	SUPPORT	SUPPORT WITH CHANGES	DO NOT SUPPORT
EMERGING HOUSING POLICES			
Policy 2: Housing mix	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 3: Housing design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 4: Sustainable housing construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EMERGING LOCAL ECONOMY POLICES			
Policy 5: Encouraging entrepreneurship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 6: Helping Existing businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aspiration A: Business strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 7: Tourism support for local businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EMERGING VILLAGE CENTRE POLICES			
Policy 8: Village centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aspiration B: Sense of place and community pride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 9: Station gateway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 10: Shopfront, business premises and public realm design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EMERGING CHARACTER AND LANDSCAPE POLICES			
Policy 11: Local and historic character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 12: Townscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aspiration C: Conservation area review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 13: Landscape character and access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 14: Local green space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EMERGING TRANSPORT AND INFRASTRUCTURE POLICES			
Policy 15: Protection of community facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 16: Sustainable transport routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 17: Transport in new development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aspiration D: Parking Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy 18: Parking and servicing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aspiration E: Traffic Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMMENTS

If you have any additional comments please use the space provided below:

Completed forms can be returned to the Parish Council at Festival Hall or the Library.

Appendix B

All comments from the on-line survey

<p>Vision: To promote the evolution and growth of Alderley Edge, whilst preserving our unique village culture, identity and character and protecting the quality of life and well-being of the residents, employers, employees, and other stakeholders.</p>
<p>The topography of Ald.Edge is fundamental, it gives it its name and is one of the reasons for its existence. The terrain itself must be protected, this means that chunks of the edge must not be removed in order to provide a flat platform for development. Work with the terrain to provide more interesting (architecturally) buildings. protect also other landscape features, rock outcrops, walls and road surfaces. Encourage truly modern design and not pastiche. Otherwise, well done, thank you and keep up the good work.</p>
<p>The Edge itself with its unique topography and ecology which gives rise to its characteristic vegetation and landscape, its historic buildings and features, need protection from attack on a large or small scale. Identifying iconic features and putting in place a policy of conservation is the first step in preserving 'Alderley Edge' as a recognisable entity and stopping the current path to being just another mile or two of amorphous suburb.</p>
<p>respondent did not specify</p>
<p>respondent did not specify</p>
<p>Evolution and Growth do not come without cost. The village culture, identity and character will be lost.</p>

<p>We are very lucky to have a thriving village culture. It may not be exactly the shape we'd like to see in an ideal village world, but at least it's usually a busy village. I think there are enough long-term residents to ensure that the history, identity and character of Alderley Edge is always to the fore.</p>
<p>I would like to see the area behind Hyam's garage considerably improved. At present the concrete boundary of the car park, which abuts Davey Lane, is breaking up and looks unsightly (not in keeping with Alderley Edge) and weeds are growing along the roadside!</p>
<p>Worries would be the increase of traffic and demands on the local services eg GP</p>
<p>Any "expansion" will sadly undermine the "village" culture, identity and character.</p>
<p>Difficult to agree with this fully without some specifics. i.e. "culture, identity and character" mean different things to different people. Everyone wants to preserve what is important to them and develop things that would be beneficial to them but there is a degree of subjectivity as to what these things are specifically.</p>
<p>There needs to be more parking facilities to accommodate employers and employees. The number of parking fines issued on a weekly basis is ridiculous. Employees are struggling to park and cannot afford the costly fines. This deters employment prospects in the village and will have a detrimental affect on the business owners. Not to mention the ability of their clients to find a parking space. This can be discouraging and they will seek services elsewhere that can provide adequate parking. Parking is a major issue in the village and it needs to be addressed as a priority. If not, businesses may suffer and there will be more and more empty retail space which reflects badly on the image and the economy of the village.</p>

Car Parking! I've been a business owner in the village since 1995. I have thought for many years that a multi story car park on south street car park would solve most parking issues! WHY has it never happened??
Car Parking! I've been a business owner in the village since 1995. I have thought for many years that a multi story car park on south street car park would solve most parking issues! WHY has it never happened??
Totally endorse vision
I do support, however I would not like Alderley to change massively
I think that further parking needs to be reviewed to support businesses, employees and encourage potential customers.
Not happy about growth
The second part I support - preserve the unique village culture, identity and character etc however I feel this will not be achieved by evolution and growth - the village and it's green belt is large enough - unless you expect satellite development surrounding the real village center and I do not support that.
your N.P. booklet sets out laudable aims, with which no one can disagree surely.
Could relate to anywhere.Has this been bought as a template!
Any growth of the village will inevitably make our already overcrowded roads a nightmare of congestion. The well being of the residents, employers and employees would be severely compromised.

<p>The village identity and character is crucial to maintaining the culture. Preserving the existing buildings and spaces should be a priority before allowing expansion of new sites and buildings.</p>
<p>Although I realise that more housing has to be provided, at the same time, there must be provision made for appropriate increase of infrastructure and service provision, such as school places and GP practices, car and road management These do not appear to feature as a priority in the current proposals!</p>
<p>I would like to see Alderley Edge promote what is best and unique about the village, such as its Roman heritage, legends (Merlin/King Arthur), unique topography, woods (in conjunction with the National Trust), and preserve buildings of note.</p>
<p>My reservations are only concerning the definition of "unique village culture". If that is as the existing, it is far from satisfactory in terms of excessive bars and restaurants and insufficient useful establishments.</p>
<p>Yes but recognising the village needs to develop and in particular with normal and sustainable family housing.</p>
<p>As a 4th generation resident of Alderley, need I say any more -we need this!</p>

Find some way to encourage smaller businesses in the village which give it more the feel of somewhere like Didsbury or Chorlton. Rents are now so exorbitant in Alderley Edge (and Wilmslow) that unless you own the property only the large chains or very rich people who have shops which appeal to the wealthiest residents will inhabit our lovely high street.

I think this needs refining. Its intent is strong but it is wordy. The Vision would appear to be along the lines of 'Evolving Alderley Edge with the people for the people through sustainable development, culture and well-being'. The more specific elements can be captured in the objectives.

Essential to keep green belt and green areas for people to enjoy

The referred to vision seems to ignore many aspects of the referred to 'unique' culture which leans too far towards the parading of conspicuous wealth, heavy drinking, the night time economy, and many people from outside who seem to have little respect for the traditions of the village. Efforts should therefore be made to try to restore a better socio economic balance and the vision should reflect this.

<p>Objective 1: To improve the environment of Alderley Edge and the experience for all those who live, work, or visit Alderley Edge both now and in the future.</p>
<p>Am concerned that the objectives are too broad and are obviously points one would agree with.</p>
<p>By increasing the use of cycles, Cycle Wilmslow believe that the environment of AE will be improved to local people by :- 1) Reduced exhaust emissions from motor vehicles, 2) Reduced noise caused by traffic.</p>
<p>Support to some extent. I do not support losing green spaces within the village such as bits of the park and allotments for parking. The parking issue needs to be resolved by allocation of land on the outskirts of the village for parking. I am surprised that the company that has developed Horseshoe Farm was not required to create some parking for the village.</p>
<p>Any and all environmental improvements are to be welcomed, and it's right that it is a top priority of a village that is relatively affluent. A good-sized work force and lots of visitors mustn't be taken for granted in the future.</p>
<p>It will be necessary to consult on what the improvements should be.</p>
<p>We must keep our green areas as this is what make AE a great place to live.</p>
<p>Parking is a huge issue for us x</p>

<p>There needs to be more parking facilities to accommodate employers and employees. The number of parking fines issued on a weekly basis is ridiculous. Employees are struggling to park and cannot afford the costly fines. This deters employment prospects in the village and will have a detrimental affect on the business owners. Not to mention the ability of their clients to find a parking space. This can be discouraging and they will seek services elsewhere that can provide adequate parking. Parking is a major issue in the village and it needs to be addressed as a priority. If not, businesses may suffer and there will be more and more empty retail space which reflects badly on the image and the economy of the village.</p>
<p>As before</p>
<p>Need always to strike a balance between needs of residents and those of visitors, workers etc</p>
<p>more frequent trains to the airport and more parking. parking should also be free for people who work in the shops in the village. maybe provide a special permit?</p>
<p>I think that further parking needs to be reviewed to support businesses, employees and encourage potential customers.</p>
<p>Address Parking, Traffic Flow, Speeding, Green Spaces, Verges.</p>
<p>See prev comment</p>
<p>The environment is the villages strong point, but for those working in the area then accessibility is a large factor. As a large employer within the village, the feedback we receive for leavers is often around the accessibility to get to work and a reluctance to walk late at night to their cars which are often left on the outskirts of the main high street</p>

Please see previous comment.
<p>As a part-time resident of Cottage Lawns, I am very appreciative of the wonderful facilities on my doorstep (new Doctor's surgery/pharmacy across Heyes Lane), the great selection of restaurants and cafes in the village (all within walking distance for my wife and myself), the train station with direct services to the airport and Manchester, and the surrounding countryside - especially AE woods. My biggest negatives are the uneven pavements - notably the whole length of London Road between the train station and the Trafford Arms - and the overhanging trees and shrubs along Heyes Lane. Not pleasant to walk along and to keep ducking every 2 or 3 minutes - especially after it has rained. The property owners whose trees overlap the pavements don't seem bothered about pruning their foliage - they probably never walk anywhere anyhow! I would like to see (1) a scheduled programme to completely upgrade and repave the sidewalks on either side of London Road (an attractive pavement design would further enhance the street), and (2) a legal requirement brought in to force home owners to maintain their shrubbery where it extends over their property boundaries and over sidewalks along major artery streets. Some similar overseas jurisdictions to AE send reminder notices to offenders to trim their shrubbery. If they fail to do so, the local authorities carry out the work for them and then bill the individuals accordingly at a high rate. Needless to say such major residential streets look immaculate!</p>
The parking especially from an experience point of view
Encourage more on-street cafe culture. Explore additional car park and encourage the use of public transport to decrease the number of cars clogging up the station and roads further from the village centre.
Need to limit the amount of road traffic and enforce speed limits throughout the village. Pavements should be the preserve of pedestrians, not cars.

Provision of significant new parking, speed restrictions to 20 mph, and greater priority for pedestrians and cyclists would be central to this. Also better control of the design of new buildings.

Objective 2: To deliver a strong, competitive economy that maximises the strength of existing assets in the village and supports successful start-ups and the growth of independent business.

Am concerned that the objectives are too broad and are obviously points one would agree with.

Growth of companies should be restricted to smaller sized rather than large external companies

Emphasis should be on providing facilities for smaller businesses rather than facilities for larger established businesses.

On a specific note the proposed Marks & Spencers on the railway station car park would be totally against this objective. The specifics when drawn up should not be afraid to make this clear.

The village has become a bar/restaurant/café society which is good up to a point given the difficulty of small businesses to succeed when competition from out of town shopping, high business rates & limited parking facilities all work against success. Strides have been made to remedy the lack of parking spaces but more needs to be done. Empty retail premises on London Road need to be visually attractive to remove negative impressions e.g. Cedric's chemist vacant shop looks a disgrace.

I don't see Alderley Edge as an industrial and business development opportunity.

Yes. Successful start-ups and independent businesses are really important - they are probably the elements that will shape the character of the village in the future (over and above the coffee and restaurant chains).

<p>We need a mixed retail . No more night time economy with associated broken glasses and poor behaviour</p>
<p>I agree in principle, but feel that new ventures opening up should comply with the aesthetics of the village and enhance, rather than detract from, the character of the village.</p>
<p>We welcome more independent businesses and less bars and charity shops.</p>
<p>Enough coffee bars and charity shops! No more please.</p>
<p>...independent business and suitable established businesses either of which must add value to the community and be enduring.</p>
<p>As a business owner myself, I can get behind any schemes that support local businesses. However, I think it's important that public money is used discerningly to grow legitimate businesses with a solid business plan as opposed to "lifestyle" businesses which often have their own source of funds anyway and may not be as viable. e.g. rather than encouraging more transient fashion and hospitality businesses, it would be nice to see things like leisure facilities (gyms, swimming pools, cinemas etc)</p>

<p>There needs to be more parking facilities to accommodate employers and employees. The number of parking fines issued on a weekly basis is ridiculous. Employees are struggling to park and cannot afford the costly fines. This deters employment prospects in the village and will have a detrimental affect on the business owners. Not to mention the ability of their clients to find a parking space. This can be discouraging and they will seek services elsewhere that can provide adequate parking. Parking is a major issue in the village and it needs to be addressed as a priority. If not, businesses may suffer and there will be more and more empty retail space which reflects badly on the image and the economy of the village.</p>
As before
Growth of independents to be welcomed
Yes, the council can supply adequate parking
more parking and public transport
Further parking needed
The number of eating/drinking places on High St. needs to be controlled and the owners of these establishments should be made to take more responsibility for the good housekeeping of the pavement area.
A balance of businesses are required - multiple bars, charity shops, clothing emporiums, restaurants, two supermarkets and 5 coffee shops versus the butcher, the baker and the candlestick maker - the balance is not right.

I trust that the N.P. group includes a number of local traders.

See previous comment

Provided that the parking problem can be tackled successfully.

I refer you to my comments regarding the existing roads within the village and add that growth of businesses without providing more car parking would be foolish.

<p>I believe that it is vital that we use the existing spaces in the village as a priority before new buildings are developed. Although this may add an aesthetic improvement, a new build will also hamper the that of the vacant building. An understanding of the financial implication of a new proposal should be well understood before approving further plans. Rates for the village are extremely expensive and challenges business profit in a market which is extremely difficult for traders. How will the effect of Brexit be reviewed to help support and maintain those business that it will no doubt affect?</p>
<p>We would be nervous of expansion of business premises because of their impact on traffic and parking. We should encourage small independent businesses to take up existing properties</p>
<p>Please see previous comment.</p>
<p>I would support incentives for new businesses, and perhaps a dedicated AE business website promoting local companies and services to the local community.</p>
<p>Start-ups and growth should only be allowed if they have their own specific parking</p>

Especially independent business, negotiating with landlords to make it affordable to rent spaces, improving parking. Breathing life into the side streets where so many businesses seem to fail, must compliment residential spaces there but why not have the two side by side, rather than just the main street?
Examine shop rental values to see how we can encourage more independent shops to locate to the high street
Must include some changes in parking and essential to curtail the illegal parking that is constant reduce the speed limit on the major roads that are becoming a race track London rd, congleston rd, macc road

Objective 3: To support new housing development that maintains and enhances the culture, identity, and character of Alderley Edge, and meets the local need and supports a balanced community.
It should be remembered that there is a mix of ages living and aspiring to live in the village. However simple market economy means that housing in the village will not necessarily be available to everyone who wants it. There are probably enough large family houses and apartments so any new development should be geared towards start up families and older people wishing to downsize. Perhaps senior developments since bungalows are probably already priced out of the market.
respondent did not specify
Meeting "the locals need" may just end up providing more over big houses. The community isn't 'balanced' now. Needs to be a stronger statement re 'ordinary' housing for average to lower income households.

Am concerned that the objectives are too broad and are obviously points one would agree with.
I object to new housing on the fields opposite Horseshoe Lane
Important to have affordable housing for young people. Also, opportunities for downsizing for elderly who want to move out of large family home into something more manageable. They need to be able to stay in the village and not have to move elsewhere.
Developments should be on small to medium (maximum 50 homes) sized sites. Developments should avoid adding to congestion in the area occupied by the 3 village schools.
New housing developments should be restricted to small and medium (maximum number of homes) sized sites. Development should contain home types which maintain the character of the village.
To support an appropriate level of new housing development....
Alderley Edge cannot support more housing development of the sort that has prevailed in recent years i.e. high value executive homes. Local young people cannot get a foot on the property ladder due to this type of development. Proposals to develop vast swathes of land either side of the A34 which were floated a few years ago should be rejected out of hand. Infrastructure - roads, schools, doctors etc etc would not cope. This is not a NIMBY view, it's just common sense. Brownfield sites should be prioritised & affordable housing must come first.
Respecting and complementing with the existing housing character and landscape character
New housing developments should include provision of cycle paths or shared spaces with pedestrians.

I suppose this is inevitable however housing needs to be "affordable" to support a balanced community.
I regret that the idea of the proposed development at the back of the Bollinfields estate fills me with dread. The estate is a lovely backwater with allotments tucked away on the edge. I don't want hundreds more cars coming through the estate to access it - the infrastructure isn't suitable. And I don't want intensive development right next to the allotment site. It's a piece of quiet heaven there. I suspect that the residents of the rest of the village never broach the estate anyway, so are quite happy to support a development they will never have to see or cope with.
This should not include using green belt land.
New housing developments should offer a choice of housing, not just over-sized dwellings crammed onto under-sized plots. I accept the word 'affordable' can be a difficult concept to developers in Alderley Edge, but we must ensure the young are not priced out of staying in Alderley and the older members of our community can down-size without moving far away from friends.
We need to build more housing to meet the needs of the aging population and so to vacate the larger houses for families.
Please remember the young and elderly needs when authorising planning permission for new development.
Whilst acknowledging the nature of existing housing in the immediate vicinity of any proposed development.

<p>One of the appeals of Alderley Edge is its small size (and therefore exclusivity). If you increase the amount of housing significantly you risk commodifying property within the area, turning AE into yet another Cheshire suburb and driving down property values - one of the key reasons many moved to the area in the first place (gentrifying it in the process). Alderley Edge is supposed to be (and is defined by) being a small, "nice" country village.</p>
<p>I do not support new housing development until the parking issues have been resolved. As new residents will just add to the already existing problem. Once parking has been resolved, I fully support new housing development.</p>
<p>Support the acknowledgement of need for mixed housing stock</p>
<p>Any new developments, whether commercial or housing, must have an associated traffic management and parking plan that is robust and addresses existing issues.</p>
<p>Housing development should be limited in numbers</p>
<p>Providing housing that is truly affordable, and close to amenities.</p>
<p>No new housing development inside the village boundary.</p>

<p>Hopefully you will eventually be able to affect the provision of 'affordable housing'; despite it being often mentioned, I have not seen any actual costings.</p>
<p>Size of such developments needs to be integrated into the village in a timely way in order for the current infrastructure eg. Medical facilities to cope with the increase in the population</p>
<p>Sensitivity to design is paramount to the village and environment. Modern concrete & glass and stainless steel screams at our wonderful Victorian and Edwardian property.</p>
<p>See previous comment</p>
<p>I support infill and brownfield rather than Green Belt housing.</p>
<p>The village cannot maintain its character if more houses are built and again I refer you to my comments regarding roads and parking.</p>
<p>We should oppose the development of housing estates, particularly between the village and Wilmslow. Let us keep it a village and not a town, and avoid being part of ribbon development from Manchester. Any development requires additional infrastructure - schools, doctors etc</p>
<p>Please see previous comment.</p>

We need to ensure a diverse population and recognise that younger residents have a limited budget towards housing costs and that the older population wish to retain their independence for as long as possible. Accordingly more bungalows and smaller dwellings are needed. This needs to be consistent with travel infrastructure; well lit and well maintained footpaths and car free / speed controlled areas to promote walking and cycling.

Wherever possible I would like to see new houses built on existing brown sites.

Provided this also recognises and satisfies the legal requirement incumbent upon local authorities for the provision of the required number of serviced plots for self-build/custom-build homes under the Self-Build and Custom Housebuilding Act 2015. This will permit people not developers to engage with the community and landowners and have their own houses built, with appropriate safeguards and to higher sustainable and eco standards that housebuilders normally deliver. See : <https://www.cherishhomes.co.uk/how-to-comply-with-the-custom-build-housing-act-2015/>

<p>Especially meets the needs of local residents, affordable must mean that, truly in reach as currently many 'affordable' new builds start at 300K - not the real world! SK9 Alderley shouldn't mean a 1000% mark up on property! It should also be affordable to those who'd like to move to the village for a better quality of life</p>
<p>The idea of new affordable town houses in the village would be welcome however they need to provide sufficient parking (underground perhaps) as many end up being rented out to couples so that say a two bedroom house, rather than requiring two parking spaces actually requires four as each person in the house works. To attract more families to the village new houses also require adequate amenity space. Currently it appears that the main priority is to cram as many bedrooms into each house with as little parking as possible.</p>
<p>I wonder if this objective is too narrow. For me this would be about infrastructure and development full stop. Whether it is housing, business premises or the supporting infrastructure.</p>
<p>More smaller starter homes needed. Shared ownership for local young people. Stop over filling plots where one property is demolished only to be replaced by more generally large homes.</p>
<p>And to ensure that such new housing brings with it planning gain benefits to the community</p>

<p>Objective 4: To ensure the rural and historic character of Alderley Edge is protected and enhanced while meeting 21st century needs.</p>
<p>Depends what needs of 21C are</p>
<p>21st C needs must not override character etc.. Housing we need to include the needs of nesting birds - AE was famous for swallows new houses need nesting sights built in. Obviously this is just one item there are others.</p>
<p>21st C needs must not override character etc... Housing we need to include the needs of nesting birds - AE was famous for swallows new houses need nesting sights built in. Obviously this is just one item there are others.</p>
<p>Am concerned that the objectives are too broad and are obviously points one would agree with.</p>
<p>The Conservation Area should be expanded to include other properties of historical and architectural interest and which help retain the Victorian and Edwardian character of Alderley Edge.</p>
<p>I am not sure what is meant by 21st century needs... More parking for cars? As Objective 1: I do not support losing green spaces within the village such as bits of the park and allotments for parking. The parking issue needs to be resolved by allocation of land on the outskirts of the village for parking. I am surprised that the company that has developed Horseshoe Farm was not required to create some parking for the village.</p>
<p>'Rural' is the critical word for me in this objective. Please don't risk us being joined up to the Manchester conurbation.</p>

I am not sure what is meant by "21st century needs."
Please don't allow more devastation of the beautiful buildings in Alderley Edge. The Villas of the 21st century do not enhance the environment.
There needs to be more parking facilities to accommodate employers and employees. The number of parking fines issued on a weekly basis is ridiculous. Employees are struggling to park and cannot afford the costly fines. This deters employment prospects in the village and will have a detrimental affect on the business owners. Not to mention the ability of their clients to find a parking space. This can be discouraging and they will seek services elsewhere that can provide adequate parking. Parking is a major issue in the village and it needs to be addressed as a priority. If not, businesses may suffer and there will be more and more empty retail space which reflects badly on the image and the economy of the village.
more parking and public transport
Delete "while meeting 21st century needs".
See previous comments.
Please see precious comment.

Essential. Otherwise, what sets AE apart from any other small town? I would like to see signage on entering the town from all directions, which clearly identifies AE and sets it apart. How signs stating AE and featuring a wizard, and giving the year of founding. Skip the coat of arms on signage; that's what ever other town does!

This is a great objective but we should not shy away from good quality contemporary design as well.

I would prioritise the protecting element of this objective over the 21st century needs and therefore not commit it to meet 21st century needs but to say protected and enhanced for the 21st century (or something along those lines)

The green space between Wilmslow and Alderley must be preserved.

<p>Objective 5: To ensure that local character, heritage, green space, surrounding Green Belt, and other natural assets are preserved for the enjoyment of present and future generations.</p>
<p>Am concerned that the objectives are too broad and are obviously points one would agree with.</p>
<p>In general, that is true. However, everything cannot remain unchanged for ever. If new affordable housing is planned (as recommended in my earlier comments) then some decisions will have to be made about managing surrounding Green Belt.</p>
<p>In order to defend this objective, the Neighbourhood Plan will need to specifically identify the particular character and green spaces that it wishes to protect and why.</p>
<p>Would the parish boundary preclude influencing the threat of loss of greenbelt, for example, in Nether Alderley where developers are already mooted inappropriate development?</p>
<p>See comments on housing development above.</p>

<p>All the green space around the village is of paramount importance. Once the fields are developed we've lost them. The opportunity for growing children to play in 'edge-land' fields is extremely important in their education - one that you don't get in the sprawl of suburbia. Please protect what we've got.</p>
<p>I strongly support this objective.</p>
<p>I strongly agree with this, we do not want to lose the charm of the village and immediate surroundings.</p>
<p>Totally need to keep our green areas.</p>
<p>Whilst acknowledging the needs and aspirations of the local community</p>
<p>Preservation of Heyes Lane allotments a case in point!</p>
<p>Very strongly support the need to maintain the green spaces and Green Belt</p>
<p>But no more building on Green Belt land.</p>

<p>I have a fear that the green space that is the park, is being slowly changed into a play-area.. I worry that there is insufficient notice being taken of the needs of the older populating e.k. the proposed skate-board facility will further erode the green space of the park. Do you consider that a full and proper consultation of the village population has been carried out. Should there not be a publication of probable cost be put forward?</p>
<p>This is crucial in order for AE to maintain its village identity and not become part of wilmslow</p>
<p>Green space very important, our Park is a credit, it is a joy to see increasing numbers within it</p>
<p>See previous comments</p>
<p>The Green Belt setting of the village must be preserved for our children</p>
<p>Please see previous comment.</p>

Essential. There is little evident green space once you enter the confines of AE. The main park is out of sight, and we rely on flowering planters to brighten up the village. A master plan is needed to completely redevelop the Waitrose car park and modernist buildings there, which are out of character with the older properties on and off London Road. Such a plan could include a large underground car park, rebuilding the Waitrose block on top of the said car park (in a sympathetic style to match the rest of the village), and a small pedestrianised square with some greenery and trees.

It has to be accepted that the edges of the village may need to be developed in order to deliver proportionate growth in housing provision to in turn match population growth on a pro-rata basis versus the country's requirement as a whole.

It's the hear of Alderley and one of the main reasons people come to visit

This objective is inconsistent with objective 3 as objective 3 cannot possibly be achieved without some degree of realignment of the green belt which currently is very tightly drawn around the settlement. Thus some realignment of the green belt must be supported. Such realignment should preserve the green belt between Alderley Edge and Wilmslow which is of strategic importance in separating the two settlements.

Objective 6: To create a safe, pedestrian and cycle friendly environment with easy access throughout and improvements to public transport whilst addressing parking constraints.

single file cycling, too dangerous in large groups

Older folk are not able to cycle so don't stress this too much - cyclist gangs make driving difficult for us oldies

Yes I agree with sentiment but action is needed. The bus service is reducing by the month currently.

Am concerned that the objectives are too broad and are obviously points one would agree with.

Definitely need to make things safer for cyclists and pedestrians. We should move towards a culture, as in Holland, where cycling is the normal and usual means of transport for all age groups.

Location of 3 schools in one area of the village results in considerable congestion and represents a safety hazard from cars dropping of / picking children at different times of the day. New developments must avoid putting further pressure on an already overcrowded area of the village.

<p>The Neighbourhood Plan is not in a position to have any influence over public transport, so this element of the objective should be removed. The Neighbourhood Plan should identify existing cycle routes to be retained or new ones to be created in order for this objective to be realised.</p>
<p>Following the opening of the bypass traffic through the village has reduced considerably, however there is still sufficient local traffic competing for access with cyclists & pedestrians on London Road. Vehicle speeds are too high in many cases - particularly at weekends. Illegal parking including on footpaths is a menace & more needs to be done to prevent it. It would be interesting to investigate the possibility of a shared vehicle/pedestrian space along London Road as has been introduced in Poynton. We need to move away from the dominance of cars & in particular in our village 4WD monsters! In terms of parking, the proposal to extend the car park on Ryley's Lane into the bottom end of the park could solve most of the short & long term parking issues without ceding too much green space.</p>
<p>CycleWilmslow strongly support this objective in the creation of a cycle friendly environment throughout the village and surrounding areas.</p>
<p>As in Objective 1: I do not support losing green spaces within the village such as bits of the park and allotments for parking. The parking issue needs to be resolved by allocation of land on the outskirts of the village for parking. I am surprised that the company that has developed Horseshoe Farm was not required to create some parking for the village.</p>
<p>Pedestrian friendly, cycle friendly, improvements to public transport, all brilliant routes for the Neighbourhood Plan. I must admit that improved parking isn't necessarily an issue for me - except I'd like to see the use of day-long parking for commuter train runs completely wiped out.</p>

We require traffic calming and enforcement of no selfish parking The village must be appreciated
Any cycling network should not be restricted to within Alderley Edge but should be integrated with the wider Cheshire Plan to ensure there is safe passage through the village to other destinations..
Traffic calming required
We need to be motivating locals to walk into the village and walk their children to school to help pollution and congestion.
Would not support creation of shared space for traffic and pedestrians as currently established in Poynton
With particular emphasis on provision of low cost or no cost but controlled parking
This is vital
Neither myself or my wife drive and rely solely on public transport to commute to the city and generally get around the area. At the moment this leaves us heavily reliant on taxis due to poor bus links.

<p>There needs to be more parking facilities to accommodate employers and employees. The number of parking fines issued on a weekly basis is ridiculous. Employees are struggling to park and cannot afford the costly fines. This deters employment prospects in the village and will have a detrimental affect on the business owners. Not to mention the ability of their clients to find a parking space. This can be discouraging and they will seek services elsewhere that can provide adequate parking. Parking is a major issue in the village and it needs to be addressed as a priority. If not, businesses may suffer and there will be more and more empty retail space which reflects badly on the image and the economy of the village.</p>
<p>No point in making the station a 'gateway' without more trains going through. Station currently totally unwelcoming.</p>
<p>The parking situation is dire</p>
<p>need more frequent public transport to the airport, manchester and stockport. the council could easily but parking bays on either side of the main road.</p>
<p>Further parking is essential plus further public transport links such as buses from nearby towns and villages and business parks</p>
<p>I consider we may need more traffic calming in the village centre</p>
<p>See previous comments</p>
<p>Save the 130 bus, please!!</p>
<p>Include provision for wheelchair users, not just cyclists and pedestrians</p>

How do you reward those that are supporting the cycling culture? What more could be done to area next to the train station that shows the commitment to commuters. To address the parking constraints we need to understand the gap between what is provided and what is required. How can those commuters be persuaded to choose another form of transport?

The current proposals are inadequate!

This is of paramount importance. We need to encourage residents and visitors to walk to the village centre and have safe access to facilities without the risk of high volumes of traffic. A traffic calming system / one way route through the village is needed to reduce the volume of traffic that merely use the village as a short cut. Through traffic needs to be encouraged to use the by pass.

It's a little bit late, following recent renovation work, but the station bridge over the railway lines should have pavements on both sides, not just one. I say this not having seen the recent improvements to this bridge - my wife and I last stayed at our flat in July 2018. Traffic lights at the junction of London Road and Heyes Lane would also be a welcome safety measure. As a motorist, you always take your life in your hands when turning right off Heyes Lane onto London Road and the afore-mentioned bridge. Traffic lights would also allow the nearby pedestrian crossing to be relocated closer to Tesco's store.

Parking constraints should be imposed. It is appalling the way people park in the village

I think this can be refined. Do we need to pitch the objective as a trade of between walking, cycling, public transport & parking? I think we could have an objective to create a safe, environmentally friendly village accessible to all or create a complimentary transport network where road, rail, foot & bicycle developments are safe and environmentally focused.

The last part of this objective is unclear ' whilst addressing parking constraints'. Parking is an issue on its own .However the need to arrest extensive parking on pavements is very much within the ambit of this objective.

<p>Objective 7: To retain, and provide new, local services and amenities that will meet the changing needs of a growing community and mitigate the impacts of new growth.</p>
<p>Am concerned that the objectives are too broad and are obviously points one would agree with.</p>
<p>Yes, eg for the Alderley Park proposals, don't allow these to overload existing schools & doctors.</p>
<p>The growth of a night economy is not to be encouraged</p>
<p>Growth needs encouragement</p>
<p>There needs to be more parking facilities to accommodate employers and employees. The number of parking fines issued on a weekly basis is ridiculous. Employees are struggling to park and cannot afford the costly fines. This deters employment prospects in the village and will have a detrimental affect on the business owners. Not to mention the ability of their clients to find a parking space. This can be discouraging and they will seek services elsewhere that can provide adequate parking. Parking is a major issue in the village and it needs to be addressed as a priority. If not, businesses may suffer and there will be more and more empty retail space which reflects badly on the image and the economy of the village.</p>
<p>Fully agree</p>
<p>What does this mean ? what are they ?</p>

See previous comments
See comment above about the need for new parking space.
More in hope than expectation!
<p>I would like to see a non-profit, charity art organisation established and based in the village, whereby local artists could exhibit their work for show or sale. This could include paintings, sculpture, photography, woodwork, and other forms of art. Perhaps such work could be exhibited for limited periods of time in temporary pop-up galleries - former shops which had closed and were awaiting new owners or tenants. The galleries could be run by volunteers, who would take a percentage payment from sales. The exhibited work, in otherwise empty spaces, would be a welcome and positive addition to the existing shops, restaurants and businesses along London Road. Who knows who would be attracted by such opportunities!</p>
<p>I'm unclear on this objective relative to objective 2 and 3. How much do or don't they overlap.</p>

<p>Policy 1: Alderley Edge development strategy. This overarching policy would set out the approach to new development of all types in Alderley Edge. It will set out the importance of delivering development firstly on previously developed land (brownfield) and in all cases on small and medium sized sites to reflect the organic growth of the village. Sites should be located within easy walking distance of existing facilities and mitigate any negative impact through improvements to village infrastructure.</p>
<p>respondent did not specify</p>
<p>Small to medium sized sites are essential to maintain the character of the village.</p>
<p>The importance of restricting new development to small and medium sized sites (maximum of 50 homes) cannot be overstated. Neighbourhood Plan should seek to avoid further development if the proximity of the 3 schools in the village.</p>
<p>In order to carry any weight in the planning process, the Neighbourhood Plan needs to identify the proposed sites on which new development is to be permitted and should also define what is meant by the term “small and medium sized”.</p>
<p>How will development in the greenbelt areas outside the village be influenced - e.g. Nether Alderley bypass 'infill'.</p>
<p>It is important that these developments reflect and complement the character of local development and do not impact on the landscape character. Maintaining a green lung between Alderley Edge and neighbouring conurbations is important.</p>

Use of brownfield sites should be first priority.
There will have to be serious consideration given to whether this development will be supported by the existing schools, GP surgeries, and dental surgeries.
Once again, I do not support any development on green belt land.
Further development must include development of village infrastructure and avoid overloading of existing services
Parking is the big problem here which everyone knows about!
Car Parking! I've been a business owner in the village since 1995. I have thought for many years that a multi story car park on south street car park would solve most parking issues! WHY has it never happened??
The infrastructure in the village is already creaking, traffic and parking are a nightmare.
No slash and burn - don't knockdown 1 and build 4 shiny things.
See previous comments
Not in favour of green belt development eg Ryleys Farm

Brownfield sites should be used for development if they are of a very modest nature. Greenfield development should not be allowed to proceed and any large scale development (over 20 dwellings) would significantly compromise the well being of existing residents and over burden existing infrastructure.

May not need changing but not clear what is meant by "improvements to village infrastructure". Additional housing development means more traffic. Any new developments should not be allowed to add to the current problems of traffic (notably shortage of mid/longer term car parking) in the village. This is especially true if the developments are being built as a result of the release of precious green belt. Such developments need to include public recreation space within the development itself and good traffic-free access for pedestrians and cyclists into the village. This new public recreation space within the development might then be used to release current green space to address the shortage of car parking, eg by providing well-landscaped small car parks (max 50 cars) at Ryleys Lane car park and/or Heyes Lane allotments.

The owners of derelict sites, such as the one adjacent to Piccolino, should be forced into cleaning up the exteriors of their sites and enhancing them - especially when they are in a highly visible location, where they are likely to leave a strong impression on both visitors and residents. In the very least, these areas should be grassed over and maintained until they are re-developed.

The village infrastructure is struggling as it is (roads, parking) and to allow new housing estates or other building around the village would impact further. I worry that Alderley and Wilmslow will just become one big town and Alderley will lose its village identity.
Provided the Self-Build and Custom Housebuilding Act 2015 is fully complied with and appropriate numbers of plots are delivered for that purpose as required by people who wish to live in the area.
Traffic is busy enough in this village without adding more
The reference to small and medium sized sites may sound superficially attractive but in reality this imposes a wholly arbitrary threshold. Quality of design and townscape is everything and larger sites should not therefore be excluded, particularly having regard to the fact that larger sites can provide a much greater contribution towards the desired improvements to infrastructure, both by reason of their greater massing and by reason of economic considerations.

Policy 2: Housing mix A policy which requires development to respond to local need by ensuring the provision of Affordable housing for young people, smaller homes, and bungalows for those wishing to downsize, and supporting opportunities for self-build within the parish.
Build retirement complexes too. Again, action needed. All I see is large £1m+ housing.
Is this not more of a national policy?

Balance must include lareger homes so that overall balance of village is not significantly changed.
There needs to be a balance here with larger homes. I would not like developments to change the character of the village in terms of the current housing mix.
The policy needs to make the distinction between “affordable” and “intermediate” housing, as well as making a case for an appropriate balance between the two. Many residents are not aware of the difference between the two terms and may not appreciate that the majority of “affordable” housing is available only at a social rent through a housing association.
The housing mix should reflect the nature of the village and not sacrifice architectural good practice in the face of keeping costs down.
I do not support opportunities for self build within the parish unless it was for affordable housing not more mega mansions.
How about only affordable housing, smaller homes and bungalows please? Not sure self-build is appropriate in Alderley Edge.
I support this 100%.There are enough very large properties in Alderney Edge!

With due regard to property types I. The vicinity of any proposed developments
Support bungalows for downsizing, but not affordable housing. A lot of people want AE to be expensive to buy a house in.
Might there be a mention here of the perceived non-cooperation of the planners?
See previous comments
Include provision of additional sheltered housing, not just bungalows
Limit any further housing development

A requirement for bungalows for older residents and affordable housing for younger ones is essential if Alderley Edge is to retain its character and not become simply a ghetto of McMansions built for the rich

We need Affordable housing so young people can get onto the housing ladder and smaller properties for older people to downsize.

I support all of the above, providing adequate green spaces are also provided.

Strongly support

Development that maintains the character of the village is unlikely to meet the needs above. The obsession with affordable housing is a nonsense. Young people today want to move straight into the best areas and the most expensive areas. I had to work for ten years and move through 3 houses to get to where I wanted to be in Alderley now I'm 36. People need to understand that a housing desire is different to a housing need.
Can't support cheap housing in Alderley edge...might bring in the wrong sort and devalue other existing properties.
It is important that those wishing to downsize at different times in their lives are not forced to leave the village due to lack of suitable and affordable housing types.
I'm not sure if this is a 'with changes' or disagreement. I think the target audience you have identified is important but equally I think that there is a large availability and price gap between the smaller homes (2-3 bed) and then the family homes (4-5 beds suitable for family of 4-5). I think this creates a reduction in people in the smaller homes being able to move (outpriced) and therefore the problem presents as not enough smaller homes/bungalows.

Policy 3: Housing design This policy will set out design guidance for new housing development to ensure the highest standards of design which preserve and enhance the character of Alderley Edge, linking with policy 11. It will include guidance on provision of garden and outdoor space, sustainable car parking, appropriate densities, landscaping, and guidance on privacy and amenity.
Important not to overdevelop sites
Is this not more of a national policy?
respondent did specify

New developments must be required to provide an open green vista as part of this policy, to prevent the proliferation of gated communities and front gardens being taken over for parking.
Much of the current design on properties being remodelled does not preserve the character of Alderley Edge.
How many cars does one property need?
Would like to see developers and builders of new builds being obliged to follow agreed local policies
A focus on the impact that the builders make - conditions should be imposed to minimise the impact on the verges, the parking and the traffic whilst they build.
Will 'preserve and enhance' become a 'save' the traditional whilst not allowing nw designs?
Definitely, preserving and enhancing the character, good example might be Alderley Park development , the worst being at 'Yesterdays' by the hockey club?
See previous comments

Guidance on gardens should also embrace provision for communal garden space
All very important
Agree. These proposals are essential for the future development of AE.
Strongly support
Good quality modern contemporary design should also be encouraged.

Policy 4: Sustainable housing construction This policy promotes high standards in eco-design for all new houses in both the construction and operational phases. It will focus on ensuring that new schemes make the best use of efficient technologies that can help reduce Carbon emissions, and adopt best practice and sustainable construction techniques.

Is this not more of a national policy?

But designs being in keeping with local policies, guidance

Best use of established efficient technologies etc

Eco is certainly the way forward, construction techniques are changing faster than ever before.

See previous comments

Likewise essential.

All well and good promoting eco but construction is a very conservative industry and rightly so. Some of the new techniques are not tried and tested and it's not very eco friendly to build a house and then spend the next ten years fixing the experiment and producing more carbon than if a traditional technique was used.
All new houses should be designed with recharging facilities for electric cars
I think reference needs to be made somewhere about maintaining/improving affordability in the process
need to be in keeping

Policy 5: Encouraging entrepreneurship. This policy will support innovative, creative and start-up businesses. Subdivision of long term, vacant units to meet more modern retail requirements and which does not result in a net loss of retail space will be supported to help new independent and specialist businesses
respondent did not specify

<p>This policy should focus especially on the encouragement of “retail” businesses, to help retain and increase footfall by ensuring a diverse mix of shopping opportunities in the village centre, as opposed to office developments, bars or restaurants.</p>
<p>Current Infrastructure and parking will not support this ideal.</p>
<p>No more pop up bars</p>
<p>I don't how the policy will be worded but I would like to see something that seriously promotes/encourages creative start-up businesses and not just more bars and restaurants aimed at the young.</p>
<p>Development of startup businesses should avoid a change in the business mix which would result in dominance by one type of business</p>
<p>As previously mentioned - we don't need any more bars or charity shops.</p>
<p>Where such independent and specialist businesses are enduring and add value to the community</p>
<p>This is vital as there is very little encouragement at the moment. High rent and rates make any new independent businesses very risky.</p>

Curb on eateries targetting visitors at the expense of local residents (parking, noise, cooking smells) making many feel that WE are the onlookers
I think that further parking needs to be reviewed to support businesses, employees and encourage potential customers.
Yes, we need to encourage new startups from entrepreneurs who are not solely internet based and who require a physical presence, there is a good deal of business experience and advice from people around the village, and we have all seen declining villages with many charity shops.
See ptevious comments
Unrealistic ambition
See previous comments
Need to be clear what is planned here. Alderley does not have facilities for eg start-up technology companies, nor should it. These are provided up the road at Alderley Park, but the recent marketing and other companies that have come into the village do provide new energy and should be encouraged as should niche retailing

See previous observations and recommendations.

Providing that they are self sufficient in terms of parking requirements.

I don't think the focus on retail only is relevant. Service providers should also be considered.

Rents however are so high that only people who own the properties or major chains can inhabit the town centre.

<p>Policy 6: Helping existing businesses This policy will support existing businesses and their expansion so long as they make a positive contribution towards the character of the village and do not harm the amenity of the village and neighbouring properties. Floorspace for new development will be limited to maintain the village character and impact on existing businesses</p>
<p>No expansion or introduction of restaurants - we have enough</p>
<p>respondent did not specify</p>
<p>Not all businesses are necessarily what are needed in Alderley Edge! e.g too many hairdressers, beauty salons, bars. Would be good to encourage independent butchers, bakers, greengrocers.</p>
<p>Restriction on floorspace for new development is important.</p>
<p>Limiting the floorspace of any new development will help to prevent large multiples, such as Marks & Spencer and is a key element of this policy.</p>
<p>Current Infrastructure and parking will not support this ideal.</p>
<p>Businesses should support (fund?) the generation of parking facilities. We cannot encourage businesses to grow without acknowledging that this will add to the existing parking shortfall.</p>

<p>"so long as they make a positive contribution towards the character of the village" doesn't seem like very robust criteria for supporting a business. In my opinion, there also needs to be some vetting of a business's long-term sustainability and viability so that the investment is not wasted on a business that fails in a year or two.</p>
<p>Excellent</p>
<p>more parking facilities for people visiting the area.</p>
<p>Further parking needed</p>
<p>See previous comments</p>
<p>Include the provision of more car parking.</p>

Agree with all of the above.

Providing self sufficient in terms of parking requirements

Not sure ow this can be implemented.

A late night music venue/club...is needed. We are losing a lot of night footfall to wilmslow because of symposium.

Aspiration A: Business strategy The Neighbourhood Plan will include an aspiration which seeks to promote Alderley Edge as a business and visitor destination with its own brand. It will promote an improved environment for residents, businesses and visitors as well as supporting the promotion of village wide events and campaigns.

respondent did not specify
respondent did not specify
Village brand must not be diminished by catering for a larger number of visitors.
Brand needs to maintain village character
The aspiration should set out how it intends to do this, for example by creating a Business Improvement District.
The use of the Festival Hall for events is excellent & should be promoted widely. Also it would be good to see a monthly artisan market (per Wilmslow), in London Road (pedestrianised for the duration of the market)
Cycle Wilmslow supports the strategy to promote Alderley Edge as a visitor destination with improved environment for all stakeholders.

Current Infrastructure and parking will not support this ideal.
The park must be used more as we have no other assembly area
As already stated, the infrastructure - lets call that parking - must be solved before we invite more businesses and visitors into the village. The horse must come before the cart.
Attracting visitors would be an ideal scenario but where will they park in an already congested village. They will find it difficult to park and may not be inclined to visit again. I hear people talk about the village, how it is a great place to visit but unfortunately parking is atrocious and this puts them off.
Once again, parking and traffic will need to be addressed
shops should be open sunday
See previous comments
Off road car parking must be provided.

<p>No further 'branding' is required unless it can be used to distance its reputation as a venue for the super-rich and footballers. The beautiful National Trust property requires no additional advertisement and is already over-crowded at weekends in good weather. Short of building a huge multi-storey car park any additional influx to the village will cause unsustainable inconvenience and loss of amenity to residents.</p>
<p>This needs to be consistent with increasing parking options for a limited 3-4 hour stay and discouraging those who merely park free of charge in Aldeley Edge all day to then travel elsewhere for business. Those who work in Alderley Edge should be offered discounted rates for parking. The railway station needs the access to be pedestrian friendly - controlled crossings and easier walkways as well as easier access drop off and collection points (e.g. for taxis, local buses).</p>
<p>The right balance is essential.</p>
<p>Not a priority compared with other issues</p>

<p>watch out for this new 'brand identity' and that you don't end up like the sign and create something so amazingly creative no-one knows what it is. A key selling point for villages as destinations for tourists is the traditional nature of the destination and the 'chocolate box' appeal.</p>
<p>Better use of the Festival Hall for wider variety of events which appeal to local residents.</p>
<p>I think this needs to be clearer on its intent.</p>

<p>Policy 7: Tourism support for local businesses This policy seeks to ensure that the benefits visitors bring continue to support the survival and growth of the local economy. This will include protection and encouragement of services, facilities, and small-scale visitor accommodation. The policy will also support improved links with existing visitor attractions and improvements and enhanced access to the railway station as a main gateway site.</p>
<p>respondent did not specify</p>
<p>Respondent did not specify</p>

<p>We should be careful in referring to “enhanced access to the railway station” as this is not something that is within the control of either the Neighbourhood Plan team or the Council.</p>
<p>The railway station needs substantial work to improve it's access & attraction. Network Rail/Northern Rail get away with the minimum expenditure to keep it functioning. Not sure what their obligations are but it's not good enough. Maybe some volunteering to improve its attractiveness could help as happens at other local stations?</p>
<p>Current Infrastructure and parking will not support this ideal.</p>
<p>Use of public transport must be encouraged for visitors where possible.</p>
<p>Village currently totally unsuited to any tourism except those arriving by car. (Trains, buses). Compare with eg. Ludlow</p>

The station is already under-provisioned with respect to available taxis and sufficient parking. What has become of the M & S proposal which would be a complete nightmare with more loss of space and facilities?
more parking facilities
I think that further parking needs to be reviewed to support businesses, employees and encourage potential customers.
But do not consider putting a supermarket or similar where the station car park is now.
Without more/better parking, can your aims be possible?
Visitors are welcome and by spending money are helping to finance our infrastructure, car parking is the problem
See previous comments
See above (15)

This needs to be consistent with increasing parking options for a limited 3-4 hour stay and discouraging those who merely park free of charge in Aldeley Edge all day to then travel elsewhere for business. Those who work in Alderley Edge should be offered discounted rates for parking. The railway station needs the access to be pedestrian friendly - controlled crossings and easier walkways as well as easier access drop off and collection points (e.g. for taxis, local buses).

A major undertaking. Need several visible town plans, printed flyers, and cooperation from select local businesses to promote tourism through window displays. See previous notes on a dedicated website.

Not a priority

be careful with the word 'protection' in this area of 'support for local business' as it can sound like protectionism and not wanting to foster an environment of growth and diversity

I think this policy will be served well to make explicit that it is not at the cost of village culture / heritage etc

Policy 8: Village centre This policy will promote the role of the village centre and London Road as the heart of Alderley Edge. Vitality and activity in the village centre will be encouraged whilst improving links to businesses on adjacent roads. Temporary use of vacant units for community uses and events are encouraged.
respondent did not specify
Whilst encouraging businesses to develop the amenity of residents living on adjacent roads should be protected, for example inappropriate times of rubbish collection or deliveries (pre 7:00am).
I would also like to see support for the commercial properties in Wood Gardens and Heyes Lane, but agree that London Rd should be promoted as the heart of the village
Pop up retail must not detract from year round resident businesses
The policy should recognise that London road remains a traffic through road despite the existance of the bypass and will increasingly be so if 2 way traffic cannot use Chorley Hall Lane

The traffic on London road hinders the ability for it to serve as a pedestrian-friendly centre of retail and leisure. Whilst ambitious, a pedestrianised or controlled zone around that area would make the experience of wandering from shop to shop much more pleasant.

Re: temporary use of vacant units - How would this work? Will it enhance the visual appearance of the high street?

Further parking needed

More off road car parking must be provided.

Great idea for using derelict space as a taxi rank

Policy 9: Which sites are these? I can only think of the disused land at the back of the car park. Are there others? In addition to improved provision for cyclists, etc better provision at the station for the disabled is required. Those disembarking on platform 1 have no easy exit from the station as they cannot get across the footbridge and exit up the ramp is difficult, with a further challenge to cross the busy main road to reach the pavement on the other side

London Road public realm improvements are needed to bring the village up to modern standards- replace poor quality paving, slow traffic, replace dying trees.

To reiterate we need to encourage walking and reduce the use of cars in the village. Footpaths need to be maintained, be suitable for wheelchair users, prams, and be wide enough for families to feel safe.

<p>See previous comments. The total redevelopment of the Waitrose carpark and adjacent shops is the key to this long term objective, and the key to the future prosperity and well-being of the village Put the car park underground and build new premises above it, which blend-in with the existing village architecture. Crucially this project must include a pedestrianised square and a reasonable amount of greenery; even if it is only lawn. Also relocate the war memorial there. This would then become the obvious and easily recognised new heart of the village, and something which we could all be proud about.</p>
<p>Too many business premises remain empty...rates too high? Leases too high ?</p>

<p>Aspiration B: Sense of place and community pride This aspiration works hand in hand with the Village Centre Policy (policy 8). It will offer a holistic approach to the village centre and promote initiatives which do not require planning permission (i.e. fairs, events, and community activities) and therefore cannot be included in a neighbourhood plan policy.</p>
<p>Increase edge of village parking</p>
<p>respondent did not specify</p>
<p>We actually need a gym or outside sports equipment for people who don't or can no longer drive to the nearest facility.</p>
<p>Totally support</p>

The above writing is somewhat unclear.

Policy 9: Station gateway. The Railway Station is crucial to the prosperity of the village and so this policy will seek to enhance it as a travel hub. This may include improved provision for cyclists, taxis, and connections with other sustainable forms of transport. The underutilised sites adjacent to the station should be used more effectively to create this hub.

More short term parking needed

No mention of improving car parking

Must not encourage larger numbers of people using the village as a point for leaving their cars as they travel by train to larger towns.

I would not like to see the railway station attracting significant numbers of visitors, who use the village as a boarding point for trains to larger towns. The village is already overcrowded with cars from personnel outside Alderley Edge.

The referred to undutilised land adjacent to the station should be identified as land for a taxi rank as well as a secure cycle park.

But not build large retail spaces which would kill existing business.

As previous comment. Would like to see a substantial re-design of the station & its facilities.
Perhaps those under-utilised areas near the station could also be used for improved commuter parking
Cycle Wilmslow again supports this policy with the emphasis on improved provision for cyclists and connecting with the local form of transport such as the train station.
Attention also needs to be paid to the appearance of the Railway Station, which is currently not a particularly attractive place to arrive into as a visitor to the village. Lessons could be earned from Handforth Railway Station where there is clearly a sense of local pride. We want to encourage visitors to Alderley Edge as much as possible by making it a place people want to visit as much for its aesthetic appeal as its history and folklore.
The station is a great asset but is poor
Effective use does not mean another supermarket!

It isn't realistic to ignore private car parking if the station is indeed such a crucial part of the village's prosperity. Are cyclists and taxi users confirmed to be a significant percentage of the total rail travel community?
Use adjacent land for visitor parking. Any other development (e.g M and S food store) will remove significance/prominence of station as a vital hub.
more frequent trains to the airport, manchester and stockport
See previous comments about not putting a supermarket at the entrance.
Disabled access to and from the station is a problem for those who with wheelchairs who need to change platforms or leave from Platform one to access the village

Policy 10: Shopfront, business premises and public realm design This policy will provide guidance on how shop fronts, business premises, public spaces and pavements should contribute towards the appearance and functionality of the village centre. This policy will set out a strategy for use of signage, street furniture (benches/lampposts etc.) and use of hard materials. It will also include support for improving the village centre for pedestrians and other non-vehicular users of the space.
respondent did not specify
Yes. Get rid of oversized and over powered cars from London Rd.

See previous comments.
Pavements are a particular eyesore on London Rd
Development needs to recognise the potentially conflicting demands of both pedestrians and traffic. The solution to this should avoid the shared space solution as installed in Poynton
Hopefully no more hideous boxes like Tesco must surely have bribed their way to construct
Would like to see some responsibility given to landlords to ensure that empty units are maintained to an acceptable level to the village
Village still suffering from impatient drivers wanting to rush through
The appearance of the village this year was much enhanced by the 'In Bloom' initiative and well done to them, it matters.

<p>Policy 11: Local and historic character. Maintaining the local character of Alderley Edge is the main purpose of this proposed policy. Supported by a detailed character assessment, this policy would seek to ensure that any new development, including extensions, reflected local built and historical character (height, density, materials, landscape, and building line) and maintaining the ‘village feel’. Contemporary designs would be supported where they are of exceptional design quality, and are neighbourly to adjacent development.</p>
<p>Not strong enough. Recent 'shop' refurb not attractive.</p>
<p>Encourage new but sympathetic designs. We don't want a pastiche of Victorian and Edwardian buildings.</p>
<p>Please review landscape character as well as local development character. Our village is unique locally for its neighbouring National Trust beauty spot, views from and to the Edge.</p>
<p>I am concerned about who would make the decision over what constitutes a contemporary design that is exceptional - this is a very subjective judgement.</p>
<p>There are currently some architectural monstrosities being built, after demolishing a beautiful old house, simply because it will maximise the profits of building contractors and is easier than refurbishment. Whilst we have to be mindful of energy efficiency of new build houses, I think there needs to be more stricter control on the demolition of older houses which are much more in keeping with the character of the houses around them.</p>

100%. But it will be very difficult when very wealthy notables want to show off what they've got!!
Agree 100%
Village feel is essential
To my cynical ears, this sounds like 'save the old' whilst preventing 2018 design/building practices.
Definitely, 'Contemporary ' has its place, but not in the middle of our High St .
Strongly support!

Agree. See previous observations and recommendations.

Existing buildings should be extended sympathetically however further from the village heart there should be an evolution of contemporary design permitted.

Encourage more street cafe culture whilst maintaining access for pedestrians.

I think restricting contemporary designs to exceptional design quality is too restrictive. I'd like to see the statement revised to would be supported where the design is believed to be sympathetic to the existing landscape or similar.

Policy 12: Townscape. This policy would identify a series of key views, vistas routes and gateways (approaches along key routes) within Alderley Edge. It would set out important key design criteria to ensure that they are protected from development that would undermine their character or appearance. This policy will support projects aimed at restoring and enhancing the original architectural qualities and the character of the village

Walking routes and cycle routes should be included in this.

Village Institute a good example of lost architecture/local interest.

Again the 'enhancing' bit sounds like 'preserve in aspic'.

Agree.
Not a priority

<p>Aspiration C: Conservation area review The Parish Council and other interested parties will aim to work with Cheshire East Council to review the boundaries of the Conservation Areas. The boundaries of the Conservation Areas should continue to be reviewed and expanded where justified, in order to reflect Alderley Edge's wider heritage of Victorian and Edwardian architecture, rather than the original concentration on the "Villas of the Edge."</p>
respondent did not specify
We would need to work with CEC to consider 'policing' of the conservation area to reduce breaches

I would support Belmont being designated a new Conservation Area - its' unique physical style and history seems now to be under threat.
This policy needs further clarification as it is open to various conflicting interpretations
Sadly this has not been the pattern, as I know through personal experience, when new purchasers of properties are allowed to disregard the beautiful Victorian heritage and put a blot on the landscape with their development.
Conservation needs to include trees, wild flowers, and to provide more areas of wildlife/ nature reserves for insects, birds etc within the village as well as encouraging more in the surrounding countryside as well.
Agree. Property owners on the fringe of the village in particular should be encouraged to maintain and enhance their properties, since these are the first impressions that visitors and residents have of AE.

Not a priority
Villas of the Edge! No more of those PLEASE!
A number of sites with historical interest are being lost beneath house building. The industrial archaeology of Alderley Edge should be preserved and celebrated which could improve Alderley Edge as a tourist destination.

Policy 13: Landscape character and access. The impact of new development located outside, or at the edge of, the settlement would be managed by this proposed policy. The policy would require applications to carefully consider the local landscape character including preservation of trees, hedgerows, field patterns and maintaining public access to the countryside as part of planning submissions. The policy would also seek to preserve the separation of Alderley Edge from Wilmslow, and other neighbouring settlements.
respondent did not specify
Important to maintain public footpaths.
Separation between Alderley Edge and Wilmslow must be maintained.

<p>The separation between Alderley Edge and Wilmslow must be maintained.</p>
<p>Whilst the policy should seek to preserve the separation of Alderley Edge from Wilmslow, potential development to the north of the village should not automatically be discounted as a result of this policy, particularly if the proposed development makes a positive contribution to other NP policies, especially transport infrastructure.</p>
<p>Also, views from/to The Edge</p>
<p>A agree with all of the above, and would encourage planting of additional trees and hedgerows. I particularly regret the number of mature black poplars (very rare in this country) that were taken down on construction of the bypass, and would welcome a project specifically to replace these.</p>
<p>Agree that we don't want to lose identity by 'ribbon development!' from Wilmslow</p>

Agree. See previous observations.

100% agree especially on walkways and preserving the village in its own right

Very wary of any new additional housing in or on the edge of the village.

Encourage fewer prison gates surrounding houses and encourage more soft landscaping which recommendations around hedgerows.

<p>Policy 14: Local green space This policy is based on guidance from national policy that allows specific green spaces within the village to be protected from inappropriate development– preserving them for the enjoyment of local residents. These spaces must be recognised because of their recreational, leisure, wildlife, or historical significance.</p>
respondent did not specify
respondent did not specify
<p>The policy will need to identify which green spaces have been identified and why they should be protected.</p>
<p>I support this objective in principle however all the allotments in particular need preserving.</p>
Totally agree.
Preserve Heyes Lane allotments!
Ryles Lane car park should be expanded

Stop the removal of bio-diversity in the park. Trees/bushes are being ripped out and replaced with grass/boring new flowerbeds not always maintained/building works.

Definitely see earlier comment on our Park.

The term 'inappropriate' is very vague. There should be a presumption that publicly accessible green space is to be preserved, but not if there is an overriding need to release it for the public good. An example might be the Heyes Lane allotments. This is public green space (albeit restricted to access by allotment holders). Alongside it the community owns a 250 seater Community Hall with just 42 car parking spaces. An additional 50 spaces would greatly enhance use of the Hall and also reduce congestion for residents living on on Talbot and Stamford Roads. In that case the greater need of the community should be recognised (subject of course to finding offsetting green space elsewhere to compensate for the loss the allotment space)

Local green spaces are a key characteristic of the village and must be a maintained and improved

Essential. Any such proposed developments should be brought to the attention of all owners and residents through the town's dedicated website, which itself should be heavily promoted as the 'village's voice'.

Exception is extension to Ryleys Lane Carpark.

Policy 15: Protection of community facilities A map would be prepared that identified key community facilities. This policy would resist the redevelopment of any of these sites for non-community uses unless it could be robustly evidenced that they were no longer required. The policy would also support the enhancement of these facilities.

respondent did not specify

respondent did not specify

Again, the policy will need to identify these facilities and explain why they are worthy of protection.
I wish this had been done a while ago - library, institute, cottage hospital etc.
Enhancement of these facilities where the need and demand has been reconfirmed.
See 25, above
I think that further parking needs to be reviewed to support businesses, employees and encourage potential customers.
I support the conversion of at least part of the Heyes Lane allotments to parking space.

Agree. I am particularly keen to maintain the village allotments, which I consider major assets and which add to the village's character.

I think this is more about keeping the community activities alive that require facilities to function. Therefore, in my opinion protecting the facility from redevelopment for non community use would not be my driver. I would be looking at protecting the activity and required facilities. For example, if someone wanted to re-develop the scout hut for a private development I would be fine with this as long as part of the redevelopment agreement had them building us a new and improved facility for the activities that take place in the scout hut - scouts, zumba etc at an agreed location. If the latter couldn't be satisfied, then they can't redevelop.

Policy 16: Sustainable transport routes Encouraging walking and cycling is important in creating sustainable settlements. This policy would contribute to that by setting out a network of routes connecting key areas and facilities in Alderley Edge and that new developments should connect to, and enhance, where this is appropriate.

respondent did not specify

Would not like to see any action which results in more congestion around the 3 schools in the village.
There should not be further development close to the existing schools in the village. This area is already over congested.
Cycle Wilmslow supports the creation of a network of routes connecting key areas in the village and surrounding area. Cycle Wilmslow have already produced a map of the local area showing routes which are cycle friendly which you could use to help with the creation of the sustainable transport routes.
This would be very welcome.
More traffic calming measures and 20 mph limits on 'rat runs' - e.g Trafford Road, Heyes Lane and around the schools.
More cycle routes
Totally support this we need to get people walking to the village and not using their cars.
The policy also needs to recognise the transport requirements of that part of the population who have difficulty walking or cycling
With due regard to any grater priorities. It makes no sense to spend money on additional paths and cycle routes which are then barely used, just because it seems like a good idea for the community. I'm not aware of any existing areas which aren't served as needed but there are pathways in dismal repair and poorly lit at night. Pathways at the roadsides adjacent to residential properties are virtually unusable due to overgrown hedges that encroach as much as a metre onto the paths in places
As a walker, I am not sure where improvements might take place

more frequent transport to manchester, the airport and stockport
More needs to be done to encourage non-car travel by all, including better provision for those using public transport (eg provide a shelter at the bus stop opposite Tower Garage), and access for wheelchair users
as already mentioned this is vital to ensure the community's well being
A major subject that needs careful and long-term planning. Likely to provide many obstacles.
What about the bus service, which is declining greatly during week and not available on Sundays? Cycling and walking routes should be separated as far as possible, due to the bad behaviour of (some) cyclists.

Improve the road layout to encourage more cycling between Alderley Edge and Wimslow. The London Road can be treacherous.

Policy 17: Transport in new development The purpose of this policy will be to ensure that new developments connect and contribute to public transport, walking and cycling routes (working in partnership with policy 16). This policy will also stress the importance and require a travel plan for the intended development that demonstrates the sustainability of the proposal and how it encourages alternatives to driving.

Don't forget the needs of OAP's - not all walk and cycle!

respondent did not specify

respondent did not specify

Concern over congestion and safety in area surrounding 3 schools in the village.

The policy should be strengthened by identifying new walking and cycle routes which new development is expected to make a contribution towards, e.g. cinder path from the park to Chorley Hall Lane.

Yes - although some of the proposed developments show a complete lack of understanding of what is possible & what will work in practice for people actually to use the routes on their plans.

See note for policy 16

Whilst acknowledging that residents and workers will drive and should not be bullied into doing otherwise by their elected representatives.

New commercial developments must provide realistic amounts of car parking for staff and not claim that staff will use public transport. Similarly residential developments must include allowance for off-road car parking proportional to the number of bedrooms. The creation of traffic free areas within new developments (eg by restricting car access to the rear of houses) would be preferable.

we need to reduce traffic flow in the village and encourage healthier methods of local travel (walking, cycling)

Agree. Crucial to the sustainability of the village.

Metro development from Didsbury to Alderley. Or later train service

I think that this should be about new developments having the correct supporting transport infrastructure. Whilst we would seek an emphasis on environmentally friendly transport options we should not do this at the cost of accessibility by road or appropriate resources going in to road infrastructure. We don't want to end up with creating further traffic issues.

Aspiration D: Parking strategy The Parish Council will work with Cheshire East Council and other interested parties to deliver an enhanced car parking strategy to provide on-street parking as well as new and extended car parks.

Says little
respondent did not specify
Discourage all cars from entering the village. Better that people leave their cars on the edge of the village and walk in. Exception could be made for disabled drivers.
The Neighbourhood Plan is an opportunity for the community to identify what this parking strategy should look like and where new and extended car parks should go. The Neighbourhood Plan can identify land for this purpose, which is something that the Parish Council does not have the authority to do. This policy needs rewording, as it implies that the Parish Council does not work with Cheshire East Council currently.Su
See previous comments re extending Ryley's Lane car park.
See comment in Objective 1.
This depends upon where the on-street parking is situated.

<p>On-street parking should not mean that cars are dumped free of charge outside residents homes all day. Why cannot on-street parking be time-limited to, say, three hours? This approach may encourage people working in the village to consider alternative methods of getting to work. It is off-street car parking that is needed, even if this needs contesting the restriction to build more plots in the car park or on allotments. Most people have gardens in Alderley. Why do we have so much allotment space for residents to fulfill their hobby when they can do it just as easily at home?</p>
<p>Good luck!</p>
<p>As a clear priority surely?</p>
<p>There is a call for a multi-storey car park. There's the empty car park at the back of the post office which isn't used. Seems silly.</p>
<p>I fully support this. This is essential.</p>
<p>The parking strategy must be developed in conjunction with local businesses. Too often businesses are put under undue pressure because of the lack of parking in the village.</p>
<p>Car Parking! I've been a business owner in the village since 1995. I have thought for many years that a multi story car park on south street car park would solve most parking issues! WHY has it never happened??</p>

Car Parking! I've been a business owner in the village since 1995. I have thought for many years that a multi story car park on south street car park would solve most parking issues! WHY has it never happened??
Not convinced about the availability of additional on street parking spaces, Any we have seem to get snapped up by office workers/commuters and these are unlikely to be 'policed ' for overstaying
parking for people who work in the village should be unrestricted and free
parking on road should be for short term parking only with adequate traffic warden service.Long term car parking should be on reasonably economic car parks.
The car park at the back of the former Horseshoe Farm seems to be full already. Vita staff? Could a car park be built on the roof of Waitrose? Entry from the post office road and exit on to the north end of the existing car park, maybe.
Good aim. Its proven unachievable so far!
See above - I support converting at least part of the Heyes Lane allotments to parking.
Extended resident parking schemes should be considered to control commuter parking.
we need to encourage visitors and charge short stay and daily parking accordingly those who park for the day should not have easy access to the village centre car parks

Agreed. Providing it does not lead to the detriment of the village in general.
Strongly support
On street parking rules need to be enforced. There is far too much inconsiderate & illegal parking throughout the village centre, but especially on the corner of London road and Stevens Street, outside the botanist & the bar & grill. Double yellow & zigzag lines are routinely ignored. Why can't CCTV be used to endorce this 24x7?
I dont think any promises of what will be provided should be made at this time

<p>Policy 18: Parking and servicing. This policy will set out the importance of providing adequate parking as part of new developments, which does not cause 'fly-parking' in the surrounding streets. The policy would also support the provision of electric vehicle charging points and provision for access by delivery vehicles which are part of modern life (as a result of internet shopping etc.).</p>
respondent did not specify
respondent did not specify
Support the policy, but the aspiration should be removed as it implies that this is not happening currently. It would be better to include potential traffic calming measures as an aspiration.
Finally electric charging
This should be with the additional intention of avoiding the imposition of parking restrictions outside residential properties which are up to ten minutes walk from London Road which are increasingly plagued by all day parkers. A particular issue for residents without off street parking. That's not a personal concern but I know it is an issue for others.
Car Parking! I've been a business owner in the village since 1995. I have thought for many years that a multi story car park on south street car park would solve most parking issues! WHY has it never happened??
Car Parking! I've been a business owner in the village since 1995. I have thought for many years that a multi story car park on south street car park would solve most parking issues! WHY has it never happened??
Needs more explanation ('provision for access by delivery vehicles')
Further parking for businesses and employees is needed

Since the opening of the bypass, traffic and commercial traffic, has subsided considerably and whilst busy at times, I would say the village is not over congested. Some heavy goods will always be delivering to the village out of necessity, maybe these could be encouraged to deliver 'out of hours'

Setting curfews for large delivery vehicle would improve the congestion.

Local businesses such as restaurants require more parking for staff as well, many of whom do not live in the village

Agree. Very important.

Need to start clamping down on full and partial kerb parking

<p>Aspiration E: Traffic management The Parish Council will seek to work with Cheshire East Council, and other interested parties with the aim of reducing traffic congestion within the village through traffic management</p>
<p>Cars speeding - not just through village but in surrounding roads and lanes</p>
<p>Traffic management should extend to surrounding areas</p>
<p>respondent did not specify</p>
<p>respondent did not specify</p>
<p>Again, this aspiration implies that the Parish Council and Cheshire East Council are not working with each other at the moment. Cheshire East Council will not implement measures aimed at reducing traffic congestion unless it is included as a specific policy within a Neighbourhood Plan and then supported by the community in a referendum.</p>
<p>Cycle Wilmslow supports this aspiration as it would make cycling safer in the village and improve cycling rates for younger people.</p>
<p>20 mph limits on side roads off London Road to keep through traffic away from residential streets</p>
<p>The Plan should promote the construction of a restricted junction off Chelford Road (A535) onto the Alderley bypass. This would prevent traffic unnecessarily coming into and out of the village. The Plan should promote a reduction of the speed limit to 20mph on London Road and Trafford Road.</p>
<p>We would prefer to see road design, upgraded signage and traffic calming measures rather than an excuse for speed cameras.</p>
<p>The policy needs to recognise the lack of traffic routes other than London road for vehicles whose journey requires entry to the village centre or surrounding roads.</p>

I can't support the vagueness of the expression "through traffic management"
With traffic congestion also comes customers for local businesses. When the bridge was closed the village was notably quieter in terms of footfall. This needs to be developed with one eye on how it will affect people actually visiting the village and allowing the village feel to be sustainable.
Car Parking! I've been a business owner in the village since 1995. I have thought for many years that a multi story car park on south street car park would solve most parking issues! WHY has it never happened??
Car Parking! I've been a business owner in the village since 1995. I have thought for many years that a multi story car park on south street car park would solve most parking issues! WHY has it never happened??
What sort of 'traffic management'?
there would be less traffic if there were more trains running in and out of alderley
Please not traffic islands
Widen the Heyes Lane exit onto London Road (there is plenty of pavement space) so that vehicles can turn left without waiting behind vehicles turning right.
You cannot manage traffic away. If we increase the number of houses and businesses no amount of 'management' will improve the congestion on our roads.

This is essential. In spite of the bypass the village centre is still dominated by traffic

through traffic to Chelford should not be passing via the village there should be access slip roads from the by pass to Chelford Rd for traffic travelling to and from Chelford in the Wilmslow direction

Agree.

Speed of vehicles on London Road is a major safety issue

Find a way to ease congestion along the London Road at rush hour especially the bottleneck caused around Alderley Edge School for Girls and The Ryleys.

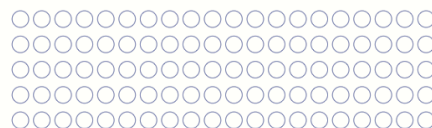
Appendix C

Written comments from open day

VISION AND OBJECTIVES

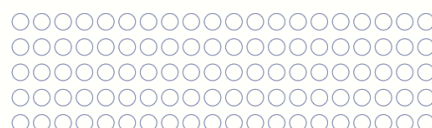
Vision

To promote the evolution and growth of Alderley Edge, whilst preserving our unique village culture, identity and character and protecting the quality of life and well-being of the residents, employers, employees, and other stakeholders.



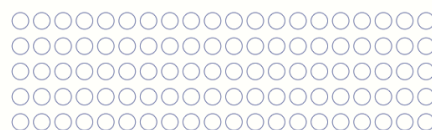
Objective 1

To improve the environment of Alderley Edge and the experience for all those who live, work, or visit Alderley Edge both now and in the future.



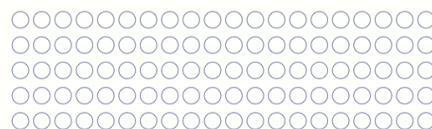
Objective 2

To deliver a strong, competitive economy that maximises the strength of existing assets in the village and supports successful start-ups and the growth of independent business.



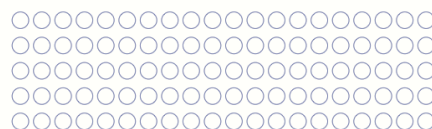
Objective 3

To support new housing development that maintains and enhances the culture, identity, and character of Alderley Edge, and meets the local need and supports a balanced community.



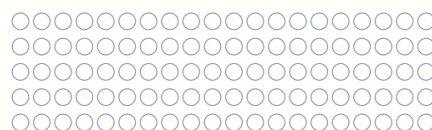
Objective 4

To ensure the rural and historic character of Alderley Edge is protected and enhanced while meeting 21st century needs.



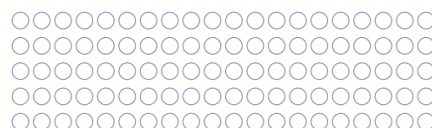
Objective 5

To ensure that local character, heritage, green space, surrounding Green Belt, and other natural assets are preserved for the enjoyment of present and future generations.



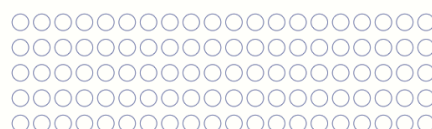
Objective 6

To create a safe, pedestrian and cycle friendly environment with easy access throughout and improvements to public transport whilst addressing parking constraints.



Objective 7

To retain, and provide new, local services and amenities that will meet the changing needs of a growing community and mitigate the impacts of new growth.



Vision & Objectives

Objective 2 - 1 - rather specify supporting individual bars and restaurants.

Objective 6 - 1 - sort out the pavements which aren't flat before worrying about cycles. Pedestrians vs cycles.

Objective 4 - "addressing parking constraints" sounds like a reservation. Addressing urgent need for station parking by having a much larger St Philips! C.P.(?) or making present one over 2 tiers.

Do we need more 4 & 5 bedroomed new houses? Need to ensure all pavement in good condition.

We need new houses. Do they need to be in big developments? Can we think more efficiently? Objective 3

Policies to deter 1) parking on double yellow lines, 2) littering (especially using the bins provided).

Objective 7 - is very important and linked with all future investment.

Objective 3 - As long as schooling and amenities are provided/extended accordingly.

3 - Especially affordable and low price housing.

Keep the greenbelt. Do not build house on it.

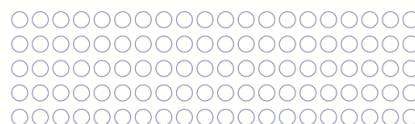
Ob2 - Need more than just charity shops, bars & restaurant to maintain local economy.

! Totally support this but it seems as if large developers get their way anyway, which is a pity.

APPROACH TO DEVELOPMENT

Policy 1: Alderley Edge development strategy

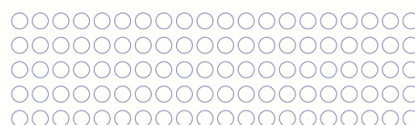
This overarching policy would set out the approach to new development of all types in Alderley Edge. It will set out the importance of delivering development firstly on previously developed land (brownfield) and in all cases on small and medium sized sites to reflect the organic growth of the village. Sites should be located within easy walking distance of existing facilities and mitigate any negative impact through improvements to village infrastructure.



HOUSING

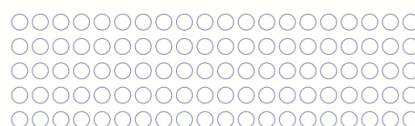
Policy 2: Housing mix

A policy which requires development to respond to local need by ensuring the provision of Affordable housing for young people, smaller homes, and bungalows for those wishing to downsize, and supporting opportunities for self-build within the parish.



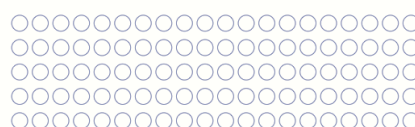
Policy 3: Housing design

This policy will set out design guidance for new housing development to ensure the highest standards of design which preserve and enhance the character of Alderley Edge, linking with policy 11. It will include guidance on provision of garden and outdoor space, sustainable car parking, appropriate densities, landscaping, and guidance on privacy and amenity.



Policy 4: Sustainable housing construction

This policy promotes high standards in eco-design for all new houses in both the construction and operational phases. It will focus on ensuring that new schemes make the best use of efficient technologies that can help reduce Carbon emissions, and adopt best practice and sustainable construction techniques.



Approach to Development and Housing

All very well, but "inappropriate" houses still seem to get approved so not sure how you can control this.

There are conflicting views. I support the view of the Neighbourhood Plan - The problem is the "Planning Dept" of the Cheshire East - want ONE or so LARGE DEVELOPMENT. - The councillors of Cheshire East need to sort out the conflict.

Keep the housing development sizes down. Alderley is NOT a large (?sye) housing development village.

Affordable for low price housing. Esp. utilities.

I think we should specify that all houses are fitted with nesting for swifts and possibly sparrows, both of which have declined in numbers drastically recently. Peter Bugler

Need for affordable housing and opportunity for downsizing to enable movement in the housing market - Policy 2

Need for appropriate infrastructure - school capacity, medical facilities.

Policy 2 yellow point 1 - bungalows are not an efficient use of space and do not reflect the current housing crisis. I.e. old people will already own home.

Policy 2 - important for the village to have a mix of housing to encourage young people to remain in the village.

It is important that local make these decisions and NOT the developers - they have different objectives. PM Keenan, 30 ~Congleton Rd. Policy numbers 2,3 and 4

Must ensure sites are not over developed

it would be good to have suitable houses for people with large houses who want to downsize, e.g. Bungalows

Older people in large houses should have smaller houses available to downsize.

Policy 3 - Avoid excessive definition about design of properties. This has in the past restricted additional innovation.

DRAINS - P1 - Peter Bugler

P1 - No new building should be undertaken without plans for infrastructure, i.e. roads, drs, school. These should be in place before building or they never will be.

But does "affordable" housing really work, because at some point the houses will be sold and in order to move up the normal housing market, the affordable housing owners will need to sell at market price. So the affordable house is o longer affordable. isn't TH4E ISSUE TO BUILD MORE COUNCIL HOUSES OR HOUSES AT AFFORDABLE RENT.

Keep off the green belt - essential - or Alderley Edge will lose its identity.

Policy1 - What Brownfield sites are there around Alderley? Policy 3 - Will guidance be followed? Policy4 - Will having high standards in eco design mean properties won't be affordable - Policy 2. Policy 2 - How ill self build sites not be bought by developers? Policy 2 - How to ensure affordable properties stay affordable?

We've got more than enough £1million + housing. We need smaller housing and also retirement apartments to release houses for younger people.

My main concern for all development is totally inadequate drainage throughout our village.

Policy 1 - Easy walking distance, not a good definition as very variable!

New Build House Sizes! I am an aging single person looking for a "newish" modern property in Alderley Edge, where I have lived for 30 years. It's called "Downsizing". It's not possible, every new property is 4-5 bedrooms. There is nothing in Alderley Edge

There is a dilemma in that "what is affordable housing" it is a nonsense in ~Alderley Edge at this time. The only way you can implement this is to ENSURE it goes to local people who cannot afford the normal house prices. Policy 2_+3

Protect bungalows

More affordable housing for young people so they do not have to leave the village they have grown up in.

Policy 1 - Need to consider damage caused by infill - reduced green space, crowding, reduction of amenity for neighbours.

Policy 2 - Affordable housing in Alderley Edge = Affordable for whom!

Policy 3 - go for eco-friendly big time. Forget this "matching architecture" stuff.

2 Should this not be a national led initiative? How can this be of local action/concern.

*Red Dot - I do not believe that the ???????? And affecting people living on small spaces e.g. behind Heyes Lane
Housing mix - Would prefer not. There are other options.*

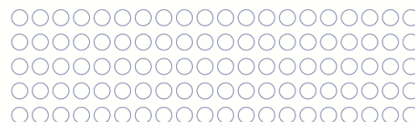
*A totally off road cycle path from Alderley Edge to Wilmslow would help parking issues as well as health. Bus 130
needs to be half hourly and may need council support. We are in danger of being a bus-less village.*

*More housing is a wonderful ides but has Alderley got the infrastructure for this. I.e. The primary schools in
Wilmslow/Alderley and Nether Alderley are full. The doctors surgery are near to capacity and the local
traffic/parking is horrendous.*

LOCAL ECONOMY

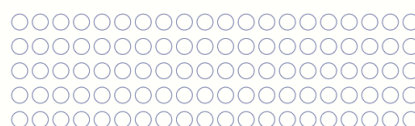
Policy 5: Encouraging entrepreneurship

This policy will support innovative, creative and start-up businesses. Subdivision of long term, vacant units to meet more modern retail requirements and which does not result in a net loss of retail space will be supported to help new independent and specialist businesses



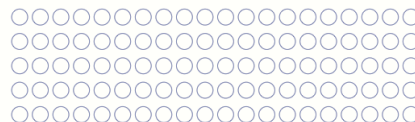
Policy 6: Helping existing businesses

This policy will support existing businesses and their expansion so long as they make a positive contribution towards the character of the village and do not harm the amenity of the village and neighbouring properties. Floorspace for new development will be limited to maintain the village character and impact on existing businesses



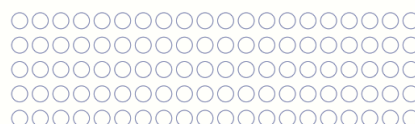
Aspiration A: Business strategy

The Neighbourhood Plan will include an aspiration which seeks to promote Alderley Edge as a business and visitor destination with its own brand. It will promote an improved environment for residents, businesses and visitors as well as supporting the promotion of village wide events and campaigns.



Policy 7: Tourism support for local businesses

This policy seeks to ensure that the benefits visitors bring continue to support the survival and growth of the local economy. This will include protection and encouragement of services, facilities, and small-scale visitor accommodation. The policy will also support improved links with existing visitor attractions and improvements and enhanced access to the railway station as a main gateway site.



Local Economy

Railway station a disgrace! Roofing has been replaced over rotten wood!!

Create temporary office space for businesses undergoing refurbishments etc..

Use the Railway Station for business development. Vivien Gandlin??

Create small start up business units to encourage more life in the centre over just retail and food. Vivien Gandlin??

What can be done about the rates/rents to encourage shops to stay. There is an awful lot of closures, independent shops would be good.

The reason why businesses fail is the greedy landlords and cost of rent and rates for new or start-up businesses.

Until this is remedied businesses will come and go and no stability will be there - Policy 5 & 6

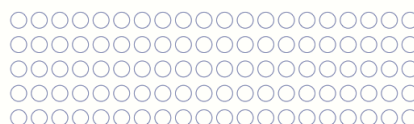
Policy 3 - Encouraging businesses is laudable but they need to be self reliant i.e. - don't lead to another source of parking problem.

Policy 6 - 1 - Floorspace is not a measure to compare against character of the village. Needs to be considered on a case by case basis. Vs what is good for the village.

VILLAGE CENTRE

Policy 8: Village centre

This policy will promote the role of the village centre and London Road as the heart of Alderley Edge. Vitality and activity in the village centre will be encouraged whilst improving links to businesses on adjacent roads. Temporary use of vacant units for community uses and events are encouraged.



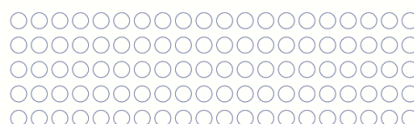
Aspiration B: Sense of place and community pride

This aspiration works hand in hand with the Village Centre Policy (policy 8). It will offer a holistic approach to the village centre and promote initiatives which do not require planning permission (i.e. fairs, events, and community activities) and therefore cannot be included in a neighbourhood plan policy.



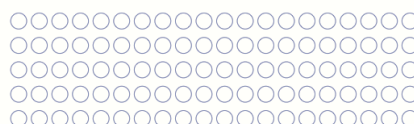
Policy 9: Station gateway

The Railway Station is crucial to the prosperity of the village and so this policy will seek to enhance it as a travel hub. This may include improved provision for cyclists, taxis, and connections with other sustainable forms of transport. The underutilised sites adjacent to the station should be used more effectively to create this hub.



Policy 10: Shopfront, business premises and public realm design

This policy will provide guidance on how shop fronts, business premises public spaces and pavements should contribute towards the appearance and functionality of the village centre. This policy will set out a strategy for use of signage, street furniture (benches/lampposts etc.) and use of hard materials. It will also include support for improving the village centre for pedestrians and other non-vehicular users of the space.



Village Centre

Post It Comments:-

Promote more individual not chain eateries and bars. Provide much more of a draw to the village.

3 - Deliberate oversight of station Parking.

Temp use of vacant units is a great idea!

Pedestrianise village from railway bridge to bottom of Macc Rd to encourage mingling and chat up in a traffic free environment.

Policy 9 - What are the "underutilised sites adjacent to the station"? Policy 9 - "connections with other sustainable forms of transport" - would this be more buses to more places and more affordable. If so that would be great.

CAR PARK FAR TOO SMALL. Railway station as a gateway to the village is letting us down. I know the platforms etc belongs to railway company but pressure needs to be applied. I know it's money!!!!

Station hub would require a better junction at Heyes Lane for better traffic merging.

High street needs to have a standard look and character "Alderley Edge" Brand

9 - Not for retail opportunities Parking only

Too many eateries. Need to encourage a variety of businesses.

Query - What are the "underutilised sites adjacent to the station? (Policy 9)

1 - Station requires major update

Walking down the main street on a Friday/Saturday night, one is struck by the massive influx of non-locals which is great BUT I do worry about how the people are policed. Does the council feel we are being properly supported by the police force? If this is problem, how quickly do they react?

Parish Council Noticeboard - Map capturing where local business are. Work with NT areas to boost visitors to areas and business's.

Policy 8 point 1 - landlords of empty units should be forced to display images of Alderley in windows to prevent empty units looking a mess.

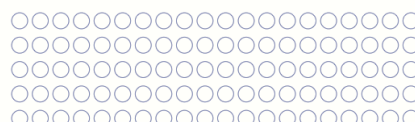
Reinstate farmers market which was very successful.

A scheme to co-ordinate the colour, design of shop fronts on London Rd. Harmonise shop signage.

CHARACTER AND LANDSCAPE

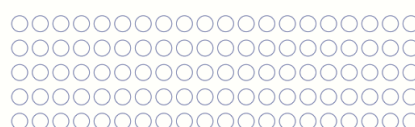
Policy 11: Local and historic character

Maintaining the local character of Alderley Edge is the main purpose of this proposed policy. Supported by a detailed character assessment, this policy would seek to ensure that any new development, including extensions, reflected local built and historical character (height, density, materials, landscape, and building line) and maintaining the 'village feel'. Contemporary designs would be supported where they are of exceptional design quality, and are neighbourly to adjacent development.



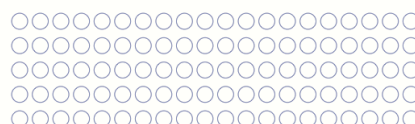
Policy 12: Townscape

This policy would identify a series of key views, vistas routes and gateways (approaches along key routes) within Alderley Edge. It would set out important key design criteria to ensure that they are protected from development that would undermine their character or appearance. This policy will support projects aimed at restoring and enhancing the original architectural qualities and the character of the village



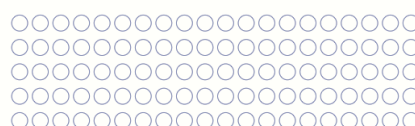
Aspiration C: Conservation area review

The Parish Council and other interested parties will aim to work with Cheshire East Council to review the boundaries of the Conservation Areas. The boundaries of the Conservation Areas should continue to be reviewed and expanded where justified, in order to reflect Alderley Edge's wider heritage of Victorian and Edwardian architecture, rather than the original concentration on the "Villas of the Edge."



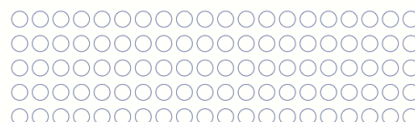
Policy 13: Landscape character and access

The impact of new development located outside, or at the edge of, the settlement would be managed by this proposed policy. The policy would require applications to carefully consider the local landscape character including preservation of trees, hedgerows, field patterns and maintaining public access to the countryside as part of planning submissions. The policy would also seek to preserve the separation of Alderley Edge from Wilmslow, and other neighbouring settlements.



Policy 14: Local green space

This policy is based on guidance from national policy that allows specific green spaces within the village to be protected from inappropriate development-preserving them for the enjoyment of local residents. These spaces must be recognised because of their recreational, leisure, wildlife, or historical significance.



Character & Landscape

Post It Comments:-

Policy 14 - Local green spaces are not protected at the moment - Margaret Stretford

P 13 - include wildlife preservation

Policy 12 - 'protection from development that would undermine their character or appearance' This could prevent buildings etc from becoming more accessible to disabled people. Accessibility is important and needs to be considered.

Would like conservation area boundary to be reviewed but not necessarily EXPANDED. It could CONTRACT.

Point 14 - Restrict planning permission to infill larger gardens/houses reducing green spaces/wildlife etc...

Policy 13 Landscape is ruined by random cars parking on greens due to lack of space in the village. Margaret Stretford.

TRANSPORT AND INFRASTRUCTURE

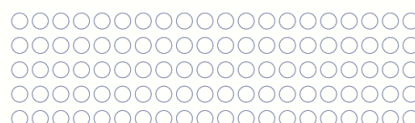
Policy 15: Protection of community facilities

A map would be prepared that identified key community facilities. This policy would resist the redevelopment of any of these sites for non-community uses unless it could be robustly evidenced that they were no longer required. The policy would also support the enhancement of these facilities.



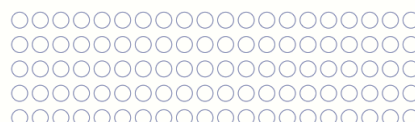
Policy 16: Sustainable transport routes

Encouraging walking and cycling is important in creating sustainable settlements. This policy would contribute to that by setting out a network of routes connecting key areas and facilities in Alderley Edge and that new developments should connect to, and enhance, where this is appropriate.



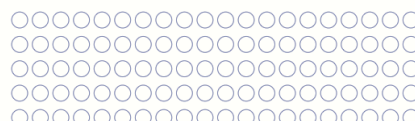
Policy 17: Transport in new development

The purpose of this policy will be to ensure that new developments connect and contribute to public transport, walking and cycling routes (working in partnership with policy 16). This policy will also stress the importance and require a travel plan for the intended development that demonstrates the sustainability of the proposal and how it encourages alternatives to driving.



Aspiration D: Parking strategy

The Parish Council will work with Cheshire East Council and other interested parties to deliver an enhanced car parking strategy to provide on-street parking as well as new and extended car parks.



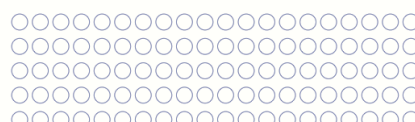
Policy 18: Parking and servicing

This policy will set out the importance of providing adequate parking as part of new developments, which does not cause 'fly-parking' in the surrounding streets. The policy would also support the provision of electric vehicle charging points and provision for access by delivery vehicles which are part of modern life (as a result of internet shopping etc.).



Aspiration E: Traffic management

The Parish Council will seek to work with Cheshire East Council, and other interested parties with the aim of reducing traffic congestion within the village through traffic management



Transport and Infrastructure

Post It Comments:-

Aspiration D - This needs to be stronger than an aspiration with a realistic policy to support additional parking sites and protect existing ones.

Access for emergency services and ???? Vehicles to be maintained.

Aspiration E - Reduce traffic speed not just in village but surrounding roads and lanes which are becoming very dangerous.

Car parks are not an issue. You will find a space if you want one. People in village should walk anyway.

E - TRAFFIC MANAGEMENT - This is a 'red' if it means "sleeping policeman", "Traffic chicanes". We need to welcome visitors to our shops

Needs to be a strategy. 1) Visitors to local shops 2) School drop off and pick-ups.

Need more cycle parking facilities, secure and dry. Particularly at the Rail Station.

Need to reduce Rail Price to Manchester in line with Wilmslow.

More short term parking and enforcement to discourage rail commuters and airport parking.

17 - Provision of Bus routes

Local Schools should whenever possible encourage school children to walk to school or use public transport/coaches. At school time traffic is horrendous!

'Fly-Parking' is a huge problem in AE. More signage required and signage needs to be visible too. One-way streets need more signage too.

Vince Fogharty - Aspiration E - Reducing traffic in the village will detract visitors and impact local economy, perfect example when the bridge was closed.

Sort out the roundabout at the intersection of the AE bypass and Wilmslow/Handforth bypass - VERY DANGEROUS.

There is ample parking in the village if willing to pay. 3000 people manage to walk to our festivals with no parking issues!

Parking is a necessary evil. We need to provide it for the foreseeable future. Extend existing car parks by building DOWN - like the French. Charge for parking. No 'free' parking in Alderley, pay for all day. Locals have pass, etc.. Enforce parking charges.

Parking on site opposite Horseshoe Farm would be too far from shops to be used. Maybe commuters parking though.

Children should walk to school. Locals should walk to get their shopping.

Policy 18 - Essential for parking and stop fly parking which is already being abused - Margaret Stretford

Parking at the end of Brook Lane and other streets for schools and train station is a becoming a problem.

Rail links. Bus link are important. Presentation seems to be all about cuts.

Policy 17 - Public transport needs to be affordable even for short distance. Aspiration E - Don't make Chorley Hall Lane one way, as it would increase traffic congestion through the village. Policy 18 - Parking should be free, otherwise people will continue to 'fly-park'. Why is nobody giving parking fines to people parked inappropriately. Aspiration D - Is essential for the village to survive and prosper. Margaret Stretford

If Prestbury can have effective traffic calming "humps" and 20mph limit why can Alderley not have this? It would certainly slow the Lamborghinis!

New build houses SHOULD have parking spaces 4 number of bedrooms plus 1 car.

Asp D - Not at risk of green spaces, allotments and parks.

Parking - short stay sign posts for locals/visitors - more parking needed - perhaps a little out of the village.

You have missed one key policy:- Explain to the taxi drivers what double yellow lines mean and get them to park sensibly. They are the biggest scourge on A Edge roads!