
From:
Sent: 31 October 2021 14:08
To:
Subject: Comment Received from Public Access

Application Reference No. : SMD/2021/0610 Site Address: Land East Of Froghall Road Cheadle Staffordshire
Comments by: Julie Moore, Anthony Paul Johnson

From:
176
Froghall Road
Cheadle
Stoke-on-Trent
STAFFORDSHIRE
ST10 2DN

Submission: Objection
Comments: Planning Application SMD 2021/0610 Proposed 228 New Dwellings at Broad Hayes Farm
Hammersley Hayes Cheadle.

Julie Moore Anthony, Paul Johnson

176 Froghall Road

Cheadle

ST10 2DN.

Dear Sir/ Madam

I OBJECT against the planning of 228 dwellings on Land East of Froghall Road.

My reasons are as follows:

1. The proposed access to the site is extremely dangerous. Bloor Homes' solution to move the 30mph speed limit further along the road is quite frankly pointless as the 30mph limit already in place is ignored on an hourly basis. I have lived in it for 25 years & I have considerable experience of this.

Also, the topographical features of the land mean the access is just over the brow of a hill which is also on a bend & this is only going to cause accidents and must surely be brought to Staffordshire Highways attention.

2. Froghall Road is already severely congested by the volume of traffic on the approach Leek Road. The 556 plus cars from this development. And those currently under construction at 'Pottery Gardens' will most certainly lead to total gridlock resulting in more pollution.

Also, Cheadle's Road infrastructure on the whole is unfit for the traffic it already has. So, more traffic will only make life for Cheadle people worse than it already is.

3. Loss of prime agricultural ground which is currently used for the production of food. Prime agricultural ground should not be used for building. Once it is gone, where is the food going to come from to feed the people who live there? It will have to come on a lorry and so will create unnecessary food miles and even more road congestion.

4. Most importantly, this development is not within the local area plan. Therefore, Bloor Homes must demonstrate that a genuine local planning need is being met.

Alas, this proposed development does nothing of the sort and exceeds the quota for housing in Cheadle on land which was never considered suitable for housing. The developer, in order to get around this major fact, says that 33% or 75 of the 228 homes will be 'affordable', and will contribute to address the shortfall of housing. This is clearly a 'red herring' to get the plans through and in itself illustrates that at least 66% of this development is neither NEEDED and nor WANTED and is certainly not GENUINE.

This development should NOT be granted planning permission, the people of Cheadle's quality of life will be made considerably worse by the destruction of our beautiful countryside. I am in agreement with Mr Jones that what is being proposed is an 'upmarket Ghetto', and therefore these plans should NOT be approved.

Yours Sincerely

Julie Moore & Anthony Paul Johnson

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