

From: planningcomments@staffs Moorlands.gov.uk
To: [Planning Comments \(SMDC\)](#)
Subject: Comment Received from Public Access
Date: 25 June 2023 04:01:15

Application Reference No. : SMD/2021/0610
Site Address: Land East Of Froghall Road Cheadle Staffordshire
Comments by: Jason Rowley

From:
10
Church Street
Kingsley
Stoke on Trent

ST10 2AA
Phone:
Email:
Submission: Objection
Comments: Planning Objections

Re: KPC - Planning Application SMD/2021/0610 - Proposed 228 New

Dwellings at Broad Hayes Farm, Hammersley Hayes, Cheadle, (on
land to the east of Froghall Road, Cheadle)

I object on the following grounds:

1. SMDC Local Plan: The proposed development is on agricultural land not
considered as suitable for development within the SMDC Local Plan.

The SMDC Local Plan covers the strategic development of the Local Authority area
from 2016 to 2033. The plan has been considered and revised many times over the
last 8 to 10 years before being finally adopted as SMDC policy in September 2020.

The land at Broad Hayes Farm is prime agricultural land outside the areas considered
as suitable for development. This area of land has never been considered for
development at any stage whilst formulating the Local Plan.

2. Unnecessary Development: The SMDC Local Plan identifies land as
suitable for development to meet local needs up to 2031. The proposed
development exceeds the agreed quota for housing in the area.

The SMDC Local Plan identifies land as suitable for residential development to meet
the anticipated needs for housing in the SMDC Local Authority area. Both Cheadle
Town and Kingsley Parish have an allocated level of development within the Local
Plan. The proposed development at Broad Hayes Farm significantly exceeds the
housing allocation in the local Plan and is unnecessary to meet any perceived /

identified need.

3. Inadequate Road Infrastructure: The existing road network to the north of Cheadle is wholly inadequate to cope with the existing level of local and through traffic. The proposed development would significantly add to the problem.

Having regard to vehicle usage by the existing population of the town, the Potteries Gardens development near Donkey Lane, the Oakamoor Road / Churchill Road development and the current volume of through traffic, the existing road network entering Cheadle from the north is wholly inadequate to absorb additional traffic from the proposed development. Even at present it can often take drivers queuing in slow moving traffic in Froghall Road, Leek Road and Butlers Hill up to 10 to 15 minutes to get into Cheadle town. This is wholly unsatisfactory in a relatively small, rural market town. It is noted that Cheadle compares very poorly with the nearby similar sized market towns of Ashbourne, Uttoxeter and Stone.

4. Inadequate Cheadle Town Infrastructure: The existing infrastructure of the town is barely adequate to cope with the existing population in particular with regard to schools and medical facilities. The proposed development would significantly add to the problem.

At present the school and medical facilities are barely adequate to cope with the existing population of the town. The ongoing Potteries Gardens development near Donkey Lane and the Oakamoor Road / Churchill Road will significantly exasperate the problem. The school and medical facilities in the town are wholly inadequate to cope with the proposed development.

5. Highway Safety: The proposed access onto the development site off Froghall Road (A521) is considered to present a serious road safety risk.

The main entrance onto the proposed development is off the A521 Froghall Road, Cheadle, roughly where the present town sign is located. The location is only 80 to 100 metres from a bend in the road north of the proposed site entrance.

Notwithstanding:

the proposals set out in the Transport Report to Plan 3 (Page 53)

the proposed movement of the existing 30mph sign to the north of the site

It is considered that without major restructuring of the road layout and verge on the east side of the road to significantly increase visibility for approaching traffic from north of the site, the proposed entrance would present a very significant road safety risk to traffic entering / leaving the site and other road users.

Do you really need to print out this Email? Be green - keep it on the screen.

This email is intended for the addressee(s) only and may contain sensitive, privileged or confidential information that could be protectively marked. If you are not the addressee please do not use the information in any way. If you have received this email in error please notify the sender immediately and delete it from your system. Thank you.

The Council may be required to disclose this email or any responses to it under the Freedom of Information Act 2000. The way in which we handle personal information is set out in our privacy notice and is available at <https://www.staffs Moorlands.gov.uk/YourData>
