

The Planning Inspectorate

COMMENTS ON CASE (Online Version)

Please note that comments about this case need to be made within the timetable. This can be found in the notification letter sent by the local planning authority or the start date letter. Comments submitted after the deadline may be considered invalid and returned to sender.

Appeal Reference: APP/B3438/W/24/3351035

DETAILS OF THE CASE

Appeal Reference APP/B3438/W/24/3351035

Appeal By BLOOR HOMES NW

Site Address
Land East of Froghall Road
Cheadle
ST10 2DW
Grid Ref Easting: 401243
Grid Ref Northing: 344858

SENDER DETAILS

Name MR ANDREY BUZHYNSKI

Address
172 Froghall Road
Cheadle
STOKE-ON-TRENT
ST10 2DN

ABOUT YOUR COMMENTS

In what capacity do you wish to make representations on this case?

- ☐ Appellant
- ☐ Agent
- ☒ Interested Party / Person
- ☐ Land Owner
- ☐ Rule 6 (6)

What kind of representation are you making?

- ☐ Final Comments
- ☐ Proof of Evidence
- ☐ Statement
- ☐ Statement of Common Ground
- ☒ Interested Party/Person Correspondence
- ☐ Other

YOUR COMMENTS ON THE CASE

Subject: Appeal Reference APP/B3438/W/24/3351035
Objection to Development on Land East of Froghall Road, Cheadle

Dear Planning Inspector,

I am writing to strongly object to the proposed residential development on the land east of Froghall Road, Cheadle, as part of the appeal lodged by Laver Leisure Limited. My concerns are rooted in the negative impact this project will have on our local community, infrastructure, and environment.

1. Overdevelopment and Strain on Local Infrastructure

Cheadle is a small town with approximately 10,000 residents. The addition of 220 new homes will place an unsustainable burden on our already overstretched infrastructure:

- **Healthcare:** It is currently a challenge to secure GP appointments, with long waiting times and limited resources. There is no local hospital, and dental services are similarly overburdened.
- **Education:** Our schools are operating at or near capacity, and there are no clear plans to provide additional school places to accommodate the influx of families.
- **Roads and Traffic:** Froghall Road is not equipped to handle the increased traffic this development would bring, even with proposed road expansions or new roundabouts. More traffic will exacerbate safety concerns for pedestrians and cyclists, as well as increase congestion in and around the town.
- **Shopping and Amenities:** Cheadle lacks the commercial infrastructure to support a larger population. Current supermarkets and shops already struggle to meet the needs of residents, and there are limited recreational facilities for families.

2. Environmental Concerns and Loss of Green Space

The proposed site is a valuable natural asset that contributes to Cheadle's unique character and charm. It provides open green space, supports local wildlife, and enhances the overall landscape. Allowing this development would result in the irreversible loss of:

- **Biodiversity:** Fields and meadows like these are home to countless species of flora and fauna. Their destruction disrupts local ecosystems.
- **Scenic Value:** The natural beauty of the area is what makes Cheadle special. Overdevelopment will erode the town's identity and make it indistinguishable from other urbanized areas.
- **Recreational Opportunities:** Residents use these fields for walks and other outdoor activities. Building on this land robs the community of accessible green spaces.

3. Market Saturation and Alternative Development Options

There is already a surplus of houses in Cheadle, with many properties currently on the market that remain unsold. The first phase of development further down Froghall Road has also not been fully sold or occupied, highlighting a lack of demand for new homes in this area.

Instead of approving further development, I urge decision-makers to:

- Focus on repurposing brownfield sites or underutilized properties, such as the old pub site on Froghall Road, which is a much more sustainable approach.
- Prioritize investment in infrastructure to support existing residents rather than accommodating an influx of new ones.

4. Community Opposition and Fair Representation

This appeal ignores the overwhelming opposition from local residents, who have consistently voiced their concerns about this development. It is deeply frustrating to see developers repeatedly submitting appeals, seemingly disregarding the wishes and welfare of the community. Our voices must count in the decision-making process.

Conclusion

The development of this greenfield site is not only unnecessary but also detrimental to the town of Cheadle. I urge you to prioritize the preservation of our local environment, address infrastructure inadequacies, and listen to the voices of the community. Allowing this appeal would set a dangerous precedent, undermining the character and sustainability of small towns like ours.

Thank you for considering my objections.

Yours sincerely,
Mr Andrey Buzhynski