

## 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 MRS CARMEN WORTHINGTON

Address  
74 Folly Lane  
Cheddleton  
Leek  
Leek  
Staffordshire  
ST13 7DA

Company/Group/Organisation Name Kingsley Parish Council

#### 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

Good Afternoon

Following the meeting of KPC, councillors wish to re-iterate our previous objections as follows:

### 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)

Kingsley Parish Council recommend refusal 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 – 2033. The plan has been considered and revised many times over the last 8 – 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 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 – 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 – 100 metres from a bend in the road north of the proposed site entrance. Notwithstanding:

- the proposals set out in the Transport Report – 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.

Kind regards

Carmen Worthington  
Parish Clerk