Wilmslow Neighbourhood Plan

Key Summary of the Neighbourhood Plan
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**Wilmslow Neighbourhood Plan Summary Document:**

The Wilmslow Neighbourhood Plan has successfully passed examination and is shortly to be subject to a referendum on the 10 October 2019.

This summary document has been produced by Cheshire East Council as means to succinctly view the key points which the plan raises and should only be treated as a 'snap-shot' of the plan itself.

The full version of the Wilmslow Neighbourhood Plan can be accessed here and includes far more detail on the issues it addresses, including a variety of important maps which underpin some of the policies summarised here. If a policy outlined below references a map, that map can found in the full version of the neighbourhood plan.

**The Vision for Wilmslow Neighbourhood Plan:**

To sustain and enhance a dynamic community within Wilmslow which protects its special built and natural character and which promotes a user friendly and green environment with an increasingly attractive and thriving Town Core.
**Wilmslow Neighbourhood Plan Objectives:**

**Built Environment:**

To sustain Wilmslow as a desirable place to live, work and play by providing new homes for all ages which address local needs, include community and green spaces and encourage an environmentally sensitive, sustainable approach.

**Businesses:**

To promote Wilmslow as a thriving and diverse business community.

**Community, Leisure and Recreation:**

To promote Wilmslow as a destination rich in community and leisure facilities.

**Healthy Communities:**

To promote a healthy community which has excellent access to green and open spaces, sports facilities plus convenient access to surgeries.

**Heritage Assets:**

To celebrate, protect and enhance Wilmslow's designated and non-designated heritage assets whilst encouraging more opportunities for residents and visitors to enjoy and understand the town’s history.

**Natural Environment:**

To protect the character of the countryside and to create new opportunities for biodiversity, countryside access and the rural economy.

**Town Core:**

To maximise the visual quality of the Town Core, improving and encouraging access by sustainable modes, reducing the dominance of vehicles and the creation of an attractive and accessible destination space.
Transport, Access, and Infrastructure:

To create a safe, pedestrian-friendly environment. To promote alternatives to vehicular use by improving cycling and walking facilities. To support the improvement of public transport.
**Wilmslow Neighbourhood Plan Policies:**

**POLICY LSP1**

All new non-residential development should demonstrate how it has met, and where possible exceeded, the minimum standards for energy efficiency and construction quality.

Applicants should seek to incorporate the following features as part of their applications:
- The use of sustainably sourced and energy efficient materials as part of the building’s construction, which seek to reduce the overall carbon footprint of the building
- The use of innovative design techniques which reduce the demand for energy including, the incorporation of passive solar gain, passive cooling and ventilation and neutral design
- The use of on-site energy generation technologies to reduce the demand for energy
- Where appropriate, the inclusion of electric vehicle charging points

All new development will be required to demonstrate how they have used internal water management systems to reduce the demand for water through either the use of grey water recycling, water butts or water saving fixtures and fittings.

All schemes should consider how the proposed buildings could be adapted over the life of the buildings, to take account of changing social and working habits and demonstrate this as part of the Design and Access Statements. Reuse of existing buildings will be encouraged and demolition of buildings with a view to redevelopment will have to be fully justified.
POLICY LSP2

Where appropriate and practicable, new development should seek to enhance the contribution which applications make to the town’s green and blue infrastructure networks. Proposals will be encouraged to meet the following criteria:

• Avoid the loss of existing mature trees, hedgerows and planted features, whilst ensuring any replacement and additional planting includes a mixture of native species and ages.
• Avoid hard features such as fences and walls in favour of natural planted features designed to improve the overall green infrastructure network within development sites.
• Introduce green infrastructure as an integral design element within new buildings, such as green roofs and green walls, in line with policy LSP1 Sustainable Construction. Landscaping proposals should consider what contribution the landscaping of a site can make to reducing surface water discharge.
• Include sustainable drainage solutions (Sustainable Urban Drainage Systems) which avoids all non-permeable surfaces, or delivers a water management system which minimises surface run off and ensure that all surface water is addressed within the site boundary. Every option should be investigated before discharging surface water into a public sewerage network, in line with the surface water hierarchy. On previously developed land, applicants should target a reduction in surface water discharge to the public sewer.

Householder planning applications should demonstrate careful consideration of hard and soft landscaping and on site drainage.

Where appropriate, conditions will be put forward to be applied to any planning permission to secure the delivery of these measures.

Development which delivers the following provisions will be looked upon favourably:

1. Inclusion of bird boxes as part of the scheme
2. Inclusion of bat boxes as part of any scheme
3. Inclusion of facilities / habitats for providing homes for amphibians and insects
4. That all external space has sufficient soil depth for the growth of vegetation
5. Include a proportion of nectar-rich species suitable for insects and butterflies
6. Include a proportion of planting species which provide fruit or berries for birds / mammals
7. The inclusion of year-round flowering species within any planting mix
8. Areas of un-managed grassland / planting, including areas for natural succession
9. Inclusions of open water features and marginal habitats as part of the landscape proposals
10. Inclusion of in excess of 80% of native planting and tree species
POLICY LSP3

New development, where relevant, will be supported when it can demonstrate that it has:

• Integrated the proposed development seamlessly into the existing walking and cycling routes or created new connections where this is required or desirable, to encourage active travel
• Provided safe cycle storage as an integral part of the proposed development, including appropriate changing and showering facilities where this is appropriate
• Sited the proposed development to take advantage of public transport facilities within the town including the existing bus routes and within the wider area with connection to the railway

Development proposals which seek to introduce or promote the use of an effective short term cycle rental schemes in and around the town will be looked upon favourably.

POLICY NE1

Applications which seek to introduce new built form within, or adjacent to, the open countryside (including householder applications where relevant) will be required to demonstrate how they have identified and sensitively responded to the guidance for development as identified as part of the Wilmslow Landscape Character Assessment (WLCA), or any subsequent replacement or updated document.

Planning applications should ensure that they identify the specific Character Area (as mapped within the Landscape Character Summary included in this Neighbourhood Plan) that they fall within and respond to the relevant Landscape Character Profiles included in the full document. Applications should positively respond to, and reflect the following (as identified within the nine profiles):

• The key characteristics and special attributes of the landscape
• The ecological structure, the habitats and wildlife
• The historical and cultural features

Planning applications should seek to realise opportunities to benefit humans, wildlife, and the natural environment through their overall layout and landscape design. Applications that fail to respond to the characteristics identified in the WLCA are unlikely to be acceptable.
POLICY NE2

Applications within or nearby the River Valley Landscapes of the Bollin, Dean and Whitehall Brook (as identified within the Wilmslow Landscape Character Assessment – profiles A1 to A5), as well as their associated clough woodlands, must demonstrate how they conserve the natural and cultural heritage features of these areas.

Well-located enhancements to recreational use (e.g. refurbishment of the redundant toilet block at Twinnies Bridge) will be supported. Applications for non-recreational uses within, or adjacent to, the River Valleys should avoid the following, in order to preserve the characteristics of these important landscapes;

- Introducing built development into visually prominent locations, particularly on the valley slopes
- Impinging on the woodlands fringing the river valleys or resulting in the loss of mature vegetation, unless appropriate replacement is made on site
- Causing erosion within the valley or being located in areas of flood risk
- Causing pollution to the surrounding landscape from overland flows, or giving rise to a risk of tipping of inert waste into the rivers themselves
- Negatively impacting on wildlife habitats and designated and non-designated heritage assets (as shown in Appendices 3 and 6)
- Negatively impacting on the functionality of the valleys as significant green infrastructure assets.

POLICY NE3

Applications along the Green Links identified in Appendix 4 that retain or provide additional provision to the Green Links for the benefit of users or its contribution to local green infrastructure, will be supported, e.g. the upgrading of or provision of new green spaces, retention of or planting of new trees in roadside verges, private gardens/other buildings along the identified Green Links.

Applications that deliver new Green Links or where they make connections to the existing Green Links will be looked upon favourably. Applications which result in the loss or significant diminution of the integrity of the Green Links for the benefit of users or its contribution to local green infrastructure will not be supported.
POLICY NE4

Applications which seek to strengthen the accessibility of the countryside for residents and visitors as set out in the map in Appendix 5 will be supported. The diversion of Public Rights of Way (PROW) or cycle routes will be resisted unless appropriate mitigation measures are demonstrated. Schemes which propose to divert PROWs or cycleways should provide clear and demonstrable benefits for the wider community, subject to compliance with policy TA5.

Where applications for major development would have a material impact on the existing or proposed routes listed in Appendix 5, contributions may be sought towards the provision of improvements to the routes listed in Appendix 5, which can be delivered through improvements to existing infrastructure and the provision of new infrastructure. Strategic and allocated sites must contribute (through direct provision or financial contribution) to these routes to ensure that occupants have access to recreational opportunities.

POLICY NE5

Planning applications will be supported where it can be demonstrated that they will not adversely affect designated and non-designated wildlife habitats including Priority Habitats within Wilmslow as identified within the schedule and associated Maps 1 and 2 in Appendix 3. Planning applications which create new habitats, especially linked to the existing habitats identified will be looked upon favourably.

Development is unlikely to be considered acceptable within any of the Nature Conservation Sites identified on Map 1 of Appendix 3. Developments adjacent to these sites must demonstrate how they will provide an appropriate and sensitive interface or ‘buffer’ with the site through their layout or landscape design to minimise negative impacts on these habitats and retain the overall ecological integrity of the network of these important sites and habitats.

All development, excluding householder developments, should demonstrate a net gain in biodiversity through the use of appropriate evaluation and delivery methodologies. Compensation through biodiversity off-setting will be sought where there is an unavoidable net loss of biodiversity.
POLICY NE6

All development seeking to subdivide larger residential plots or gardens should not, wherever possible, result in significant loss of garden space. Planning applications should recognise and protect the contribution made by these garden spaces to the overall biodiversity and green infrastructure of the town. Schemes that would sever, or significantly disrupt, the Green Infrastructure network provided by these garden spaces will be resisted. In order to mitigate the loss of garden space, schemes should seek to meet the following criteria:

• The built form and hard surfaced areas must not exceed 50% of the area of the original plot unless permeable surfacing used
• All mature trees, hedgerows and other woody species are retained and protected, and supplemented by new native planting
• The landscape proposals developed must meet all 10 Green Biophilic Points set out within Policy SP2, Sustainable Spaces

Where appropriate, permitted development rights may be removed via conditions attached to a planning permission in order to preserve garden areas from ancillary development and further loss of garden space.
POLICY TH1

Applications which would result in further ribbon development on land at the town entrances or gateways, as defined on the Proposals Map 1 and listed below, will not be permitted:

- Wilmslow Road (A5102)
- Adlington Road (A5102)
- Prestbury Road (A538)
- Hough Lane
- Alderley Road (former A34)
- Knutsford Road – Brook Lane Corner to Davenport Green
- Altrincham Road (A538)
- Styal Road – from Styal Village

Infill schemes in these locations will be considered appropriate if they meet the tests for development in the Green Belt, as set out in the Cheshire East Local Plan Strategy, and are in keeping with the core aims and guidance in the Wilmslow Landscape Character Assessment.

Applications for non-residential development on land at the town entrances or gateways, or within the designated Strategic Employment Area on the A538, will only be supported if the development does not conflict with the core aims and guidance within the Wilmslow Local Landscape Character Assessment.

Applications which improve the gateways, and the approaches into the town along these gateways through improved or enhanced design or landscape features, will be supported. All schemes should seek to protect and enhance appropriate boundary treatment and mature vegetation to complement and reflect local character and established landscape features.
POLICY TH2

Applications within the Lindow Moss Landscape Character Area (as identified as Profile D1 of the Wilmslow Landscape Character Assessment) should identify, preserve and enhance, where possible, the overall historical and cultural significance of this important landscape and not negatively impact on its potential for recreation, education, nature conservation, food production and climate regulation.

All development (excluding householder applications) should set out how it will safeguard and enhance the network of Priority Habitats and Nature Conservation Sites (as shown in Appendix 3).

Minor developments within this Landscape Character Area, which are in accordance with other policies of the development plan will be looked on favourably where they;

• Demonstrate how they have sensitively approached their implementation within the distinctive character of the Lindow Moss landscape
• Demonstrate that countryside recreation and visitor access to Lindow Common and the wider Lindow Moss landscape is not negatively impacted
• Demonstrate that they will not negatively impact upon the identified ‘moss room’ hedges, identified as ‘important hedges’ and afforded special protection under the Hedgerow Regulation Act of 1997
• Demonstrate that key features in the landscape and their settings are not negatively impacted, including but not limited to; the ‘find spot’ of Lindow Man, the groves of sub-fossil pine, and the Thousand Yard Rifle Range from the days of the Crimean War
• Demonstrate that the scheme will not have negative impacts upon the water table, ecosystem, and peat bogs within the Lindow Moss landscape
• Include a full landscape scheme, demonstrating how they will be sensitively incorporated within the existing landscape

Opportunities to bring a close to ongoing peat extraction, to facilitate the recovery of the water table, and ecological restoration of the cutover peatbog at Lindow Moss, will be supported. Limited residential development, restricted to the areas of former mineral infrastructure, may be introduced to facilitate such restoration and would be considered to constitute very special circumstances, where restoration is secured by a long term legal agreement.

In advance of any planning permission being granted on the ‘safeguarded land’ at site LPS59, a full landscape scheme must be drawn up for the site, which sets out how development will be sensitively incorporated within the surrounding landscape of Lindow Moss.
POLICY TH3

Applications which are likely to affect a designated or non-designated heritage asset (as identified in Appendix 6) must include a ‘Heritage Statement’. This statement should describe the significance of the heritage asset and the contribution of its setting, whether designated or non-designated. Where harm is unavoidable, proposals must demonstrate that it will be outweighed by clear public benefits. The more important the asset the greater the weight to be given to the asset’s conservation.

Applications will be required to demonstrate how they have considered impact on the setting of heritage assets, including an assessment of, but not limited to, the following:

• The bulk, height and material use of any proposed development
• Location of buildings within the site
• Boundary and ground treatments (hedges, fences, walls, driveways etc.)

The outward appearance of proposed developments should demonstrate appropriate architectural styles which complement the surroundings and the character of designated or non-designated heritage assets.

Proposals for contemporary and innovative high quality design are encouraged, it should be ensured that they do not negatively affect the setting of designated and non-designated heritage assets.

POLICY TH4

All new development, including extensions and alterations, within one of the Three Wilmslow Parks (Fulshaw Park, Wilmslow Park or Pownall Park, see map in Appendix 6) will be supported where it can demonstrate that it reflects the characteristics of the specific area and, in the case of extensions, the specific character of the existing property, as set out in Appendix 7 Three Wilmslow Parks Character Appraisal.

Within all of the Three Wilmslow Parks schemes must demonstrate that they meet all of the following criteria:

• Be of a density commensurate with the surrounding area and, where relevant, the existing dwelling.
• Mature landscaping and mature trees are a dominant feature in all areas and should be retained and enhanced with all schemes including a high proportion of soft landscaping.
• Hard surfacing and driveways should be kept to a minimum to ensure that hard landscaping does not dominate each site. Hard landscaping should be subordinate to the planting provision.
• The proximity of the building to the road should reflect the immediate local character.
• Proposed buildings should exhibit a simple plan form, massing and a restrained use of detail.
• The range of materials and colours used should reflect that seen in surrounding buildings whilst retaining a simple palette.
• The type and pitch of the roof should be kept simple with gable end or hips on dual-pitched roofs. Truncated hips to roofs will not be supported unless it can be demonstrated that they reflect immediate local character.
• The type of public and private boundary treatment should reflect the local characteristics – usually red brick, stone or planting.
• Design may draw upon the Victorian Villas where prevalent.
• Gates and security devices are not encouraged as they do not form part of the character of any of the Three Wilmslow Parks and advice from the local authority should be sought in the first instance.

In addition, within each of the Three Wilmslow Parks consideration of the following criteria must also be demonstrated:

Fulshaw Park

All new residential development should reflect the existing built form of Fulshaw Park which consists of medium to large detached single family dwellings and a small number of modest semi-detached and bungalow properties in clusters.

Pownall Park

All new residential development should reflect the existing built form of Pownall Park which consists of medium to large two storey detached and semi-detached dwellings, built predominantly in the 1930s, and the occasional bungalow.

The use of dormers within roof and loft extensions will not be supported where they are visible from the highway.

Wilmslow Park

All new residential development should reflect the existing built form of Wilmslow Park which consists of medium to large detached houses on plots of varying sizes, terraced town houses, semi-detached Victorian 3.5 storey houses, detached bungalows and purpose built apartment blocks.

Provision of a single garage and driveway for parking is supported as long as hard surfacing does not dominate.

All new development must demonstrate how it has contributed positively towards the heavy semi-wooded landscape character of Wilmslow Park.

A direct visual connection between existing and proposed dwellings and the road should be retained in all schemes.
POLICY TA1

Applications will be expected to demonstrate how they have met the following design criteria for parking spaces:

• All parking should avoid impacting or protruding onto surrounding streets and pavements
• Schemes should provide sufficient parking in line with the Cheshire East Local Plan Strategy Appendix C: Parking Standards, or if superseded, to the latest parking standards guidance

Tandem parking should be avoided where alternative solutions are available.

Within the town core, minimum parking requirements may be relaxed where the application can demonstrate predicted parking profiles, from a suitable data source, that would support the safe operation of the local highways network. Such evidence should take account of:

• Availability and cost of parking on site and close by
• The regularity and frequency of public transport
• The accessibility of the site by safe walking and cycling routes
• Operational needs of the proposed development
• The relationship between different land uses, such as the proximity of housing to employment, shops and leisure uses.

For the key Town Core sites (as identified on the Proposals Map and in Policies KS1-7), parking should be delivered in accordance with the KS policies.
POLICY TA2

Applications which significantly increase vehicle usage and traffic flows within the town (both during the construction and operational phases) will not be supported, unless it can be demonstrated that appropriate and effective mitigation measures will be provided. These will include impact on volume of traffic, the length of queuing, increased journey time and the extension of peak hours with special regard paid to the key junctions listed below, as identified on the Proposals Map:

- Junction of A528 Water Lane with B5086 Alderley Road
- Junction of A538 Alderley Road with Swan Street / Station Road
- Junction of Manchester Road / Stanneylands Road / Dean Row Road
- Junction of Adlington Road / Dean Row Road

Where impact is unavoidable, applicants should demonstrate how every effort has been made to encourage sustainable transport, as opposed to use of the private car, and appropriate contributions should be sought to improve the capacity and/or flow of traffic at these junctions and ensure that there is no negative impact on the usability of these junctions by sustainable modes. In particular, the aims of the WNP in promoting cycle lanes should be considered see Policy TA5.

POLICY TA3

The re-development or reconfiguration of specific car parks and sites around Wilmslow to ensure more efficient use of land and include additional long stay parking (10 hours or more) will be supported. This may include using multi-deck parking, if appropriate. These sites include those identified in policies KS2 – 7, the identified key Town Core sites.

New public and permit parking locations not listed above may also be considered subject to satisfying other policies of the Neighbourhood Plan, as may proposals for ‘park and stride’ facilities on brownfield sites on a short or long term basis, subject to compliance with other WNP policies.

Development, which generates demand for additional parking, should wherever possible seek to provide adequate off-street parking provision for customers and / or employees which will also not adversely affect existing long stay public car park capacity in the town. Applications are unlikely to be supported if they remove any publicly accessible parking from the existing provision, unless a suitable provision elsewhere in the town is made.
POLICY TA4

Applications for all major developments should demonstrate how they can ensure appropriate access to schools via safe and well-lit sustainable transport routes, such as for walking and cycling. Contributions may be sought to achieve this where they would be appropriate.

Such routes should also join to existing footpaths, bridleways and permissive routes in the town and where possible, existing footpaths, bridleways and permissive routes will be upgraded to facilitate these school routes.

Where appropriate, applications for new and expanded educational buildings should include facilities for cycling and changing and will be required to prepare a travel plan demonstrating how they will encourage access by cycling and walking.
POLICY TA5

All new development (excepting householder applications), will be required to demonstrate how they have considered the needs of cyclists as part of their applications through the introduction of appropriate infrastructure and facilities.

Where appropriate, schemes should demonstrate that they:

• Provide appropriate cycle parking within developments, in accordance with the parking requirements set out within the Local Plan Strategy, designed to a high quality in line with guidance contained with the ‘Cycle Parking Guide’
• Deliver appropriate changing and showering facilities for proposals that will generate employees
• Support the connection to, and linking of, existing cycle paths within the town, through providing new infrastructure within and adjacent to the site

Applications for major development which would have a material impact on the provision of identified cycle improvement links set out below and detailed within Appendix 8, will be encouraged, to provide improvements to existing and the provision of new infrastructure, and contributions towards these provisions will be sought:

• New cycle paths, lighting and connections along the A538 Altrincham Road
• Improved off-road cycle links along the B5166 Styal Road / Worms Hill
• Creation of a step free north-south link between Summerfield, the Railway Station and the Royal London strategic development site
• Dedicated cycle lanes along the Manchester Road section of the B5166 (former A34) up to the Styal Road junction
• Improvements and extensions of ‘The Carrs Greenway’ running alongside the River Bollin.
• Improved cycle provision along east-west Restricted Byway RB22.

All schemes should be designed to avoid a ‘hard’ edge of cycling provision at the edge of Wilmslow Parish boundary, and ensure that they effectively integrate with other infrastructure throughout north Cheshire / South Manchester.
POLICY CR1

Development proposals that seek to deliver additional community facilities or increase capacity, will be supported, including but not limited to, education and recreational facilities. Applications must not negatively impact or lead to the loss of key community assets (as identified on the Proposals Map), unless they can be replaced by equal or better provision elsewhere.

In addition to the above, applications proposing the following will be supported:

• Proposals which will assist in the creation of a ‘Community Hub’ within the town (see Aspiration A4)
• Provision of facilities within the ‘Community Hub’ for adult and secondary educational uses
• Proposals for the creation of a community hall, including smaller recreational spaces
• The reopening of a cinema within the Town Core, as part of the ‘Community Hub’
• Space for indoor art to be created and / or exhibited

Food, drink and other evening economy uses may support these proposals.

POLICY CR2

Applications which seek to create new, or enhance the existing, sports and recreation facilities in Wilmslow, where they cater for all ages, will be supported. In particular, provision of new sports facilities within the north of the town will be looked upon favourably, specifically within the Dean Row area. Schemes promoting enhancements to the facilities at Wilmslow Leisure Centre will be strongly supported.

Proposals which seek to deliver local or in-house facilities such as gyms and crèches/nurseries within office developments will be supported, subject to compliance with relevant parking standards and development plan policies. The loss of facilities, indoor and outdoor, will be strongly resisted.

POLICY CR3

The sites identified on Proposals Map 1 are designated as Local Green Space due to their special character, significance and community value, see full justification table in Appendix 9. The following identified sites will be protected from inappropriate development that will lead to the loss or degradation of these green spaces.

PUBLIC PARKS & GARDENS

LGS 1 Memorial Gardens
LGS 2 Lacey Green Park

NATURAL & SEMI-NATURAL URBAN GREEN SPACE
LGS 3 Carnival Field
LGS 4 Welton Drive

OUTDOOR SPORTS FACILITIES
LGS 5 Rectory Fields

AMENITY GREEN SPACE
LGS 6 Morley Green Village Green
LGS 7 Romany Memorial Garden
LGS 8 Bank Square
LGS 9 Little Lindow
LGS 10 Dean Row Village Green

PROVISION FOR CHILDREN AND TEENAGERS
LGS 11 Arthur Boon Playground
LGS 12 Alveston Drive Playground
LGS 13 Colshaw Drive/Picton Drive (Colshaw)
LGS 14 Howty Close
LGS 15 “The Pleasure”
LGS 16 “The Temp”
LGS 17 Thorngrove Drive Playground
LGS 18 Little Lindow Playground

ALLOTMENTS
LGS 19 Dean Row Allotments, Picton Drive
LGS 20 Cliff Road Allotments
LGS 21 Gorsey Bank Allotments
LGS 22 Land Lane Allotments
LGS 23 Greaves Road Allotments
POLICY CR4

Applications which improve provision of public open spaces in the south west and eastern areas of the town will be supported where they deliver the following, or respond to a demonstrable local need:

• The provision of new children’s play areas in the south west and eastern areas of the town
• The provision of new amenity green space in the higher density residential areas of Wilmslow

Proposals for development which make provision for new playing fields for public, private or school use will be supported.

Proposals for development which result in the loss of public, private or school playing fields will not be supported, unless the applicant can demonstrate;

• That there is a surplus of similar facilities in the area
• The loss would not adversely affect the existing or potential recreational needs (including use by clubs and organisations) of the local population or educational requirements
• A satisfactory replacement facility is provided in a suitable location, is accessible to current users and is at least equivalent in terms of size, usefulness and quality

Proposals for development to enable community use agreements with schools will be supported where it can be fully demonstrated that there will be no significant adverse implications for the local community adjacent to the site.

Proposals which seek to improve facilities at the Jim Evison playing fields (see Proposals Map) in particular, improvements to drainage of the site, will be strongly supported. Proposals for an all-weather pitch to generate additional funds for improvement works will also be supported.
POLICY CR5

Development proposals that would result in either expansion or improvement to general practice health centres within the town will be supported subject to compliance with other development plan policies, and to ensuring that appropriate access, parking and amenity is retained. Proposals to increase parking at existing health centres, where it is currently inadequate, will be supported, as will increased parking when any expansion is planned.

Development of a new general practice health centre and associated facilities will be encouraged in the north of the Neighbourhood Plan Area, where it is closely related to the new strategic development sites and can be well accessed by a range of transport modes, including improved links to key pedestrian and cycle routes. Where facilities are to be provided to the south of the Town Core, this will only be permitted once it has been demonstrated that there is no viable alternative within the north of Wilmslow.

POLICY H2

Where appropriate, all new residential development should seek to deliver high quality design through meeting the following key principles:

- Reinforcing character and identity through locally distinctive design and architecture
- Establishing a gateway to the site and, where appropriate, to the town itself
- Establishing a clear hierarchy of streets and spaces including pedestrian priority routes and integration with existing footpaths
- Delivering a scale, mass and density commensurate with the surrounding townscape (particularly for apartment proposals) with sufficient associated amenity space
- Establishing a sensitive transition with the wider landscape where a new settlement edge is created
- Using sustainable drainage systems and water management, through water catchments and green spaces to avoid increasing surface water run-off into watercourses to alleviate flooding and improve water quality

On strategic and allocated sites, including those identified in KS2-KS7, Town Core developers should demonstrate how they have addressed these criteria through the use of masterplans, design coding and design briefs for specific sites. In appropriate circumstances planning conditions may be placed on planning applications to ensure that any design codes and planning briefs are respected as part of the development concerned.

All new development should demonstrate consideration of the Cheshire East Design Guide and compliance with Policies SP1 Sustainable Construction, SP2 Sustainable Spaces and SP3 Sustainable Transport of the WNP.
POLICY H3

In order to secure a sustainable and mixed community, each development site will need to deliver a taking account of the most up to date housing information including, where available, the Cheshire East Housing Needs Audit.

Applications which contribute to providing one or more of the house types below will be supported

• Small properties for first time buyers
• A provision of family homes including smaller family housing providing 2-3 bedroomed dwellings with garden space
• Homes for the elderly and those with disabilities, including bungalows
• Accommodation for those wishing to downsize
• Higher density accommodation (apartments, terraces etc.) when a site is within the Town Core

In all cases, affordable housing will be delivered according to Policy SC5 Affordable Homes of the Cheshire East Local Plan, where appropriate and subject to compliance with Policy TH4, Three Wilmslow Parks of the WNP.

The Borough Council's criteria for providing affordable housing, states that all residential developments of 15 or more dwellings (or 0.4 ha) in towns like Wilmslow should provide at least 30% affordable units. Market and affordable homes should be indistinguishable and achieve the same high quality design.

POLICY E1

Where planning permission is required, the conversion of office, car showrooms and other commercial land and premises for other employment uses is supported. Schemes which provide the following will be strongly supported;

• Units for smaller businesses and startups that can be used for a variety of employment types
• A mix of uses with employment as the predominant land use
POLICY E2

Where planning permission is required for the refurbishment or replacement of existing shop frontages and installation of new shop fronts, applicants must demonstrate how they have considered and addressed the following design criteria:

• Consideration of the architectural styles of adjoining buildings and shop fronts and the wider street scene, including where appropriate, contemporary design
• Fascias should be of a scale proportionate to the rest of the building; not obscure windows and other architectural detailing; align with other fascias in the parade. Box fascias and box lighting will not normally be permitted
• The subdivision and proportions of windows should relate to the character of the building and its neighbours
• Security shutters should be within the building. External metal shutters will not be supported
• Signage should respect the character of the individual building and adjoining properties
• Only one hanging sign should normally be permitted per shopfront

Development which improves the setting, operation and quality of frontages and surrounding public realm to the existing large retail units, will be strongly supported.

New and existing frontages should help define key routes into, and through, the Town Core through their design and public realm treatment.

The design of shop frontages should enhance the sense of place and local character in line with the Wilmslow Shop Front Design Guide (see Appendix 10) and the Cheshire East Design Guide.
POLICY E3

The Neighbourhood Plan identifies four Wilmslow Neighbourhood Centres (see Proposals Map) which include:
  • Chapel Lane – Local Centre
  • Davenport Green – Neighbourhood Parade
  • Dean Row – Local Centre
  • Lacy Green – Neighbourhood Parade

Applications which improve connectivity for walking and cycling between these centres and the Town Core will be supported.

Proposals for retail, leisure, community, and health uses will be supported in these areas, subject to meeting the following criteria:

  • They maintain the scale and character of the surrounding area
  • They do not negatively impact on residential amenity, through noise, smells, servicing or effluent
  • They do not reduce the overall provision of car parking in these centres

The loss of retail uses within these areas will equally be resisted. Retail development (Use Classes A1 – A5) in excess of 75sq/m (gross) outside Neighbourhood Centres will be resisted, unless as part of an allocated strategic site to meet an identified localised need.

Chapel Lane

Applications within the Chapel Lane Neighbourhood Centre which seek to enhance the appearance of shop fronts and public realm, in addition to ensuring improved access for all users, will be strongly supported. Proposals for improved signage helping visitors to identify and find Chapel Lane as a Neighbourhood Centre will be supported.

Dean Row

Applications within Dean Row which can demonstrate that they will serve nearby planned residential growth (either via provision of convenience retail or medical services) and improve the existing infrastructure and environment of the Local Centre, will be supported.
POLICY TC1

Applications for new overnight accommodation (Hotels, Bed and Breakfasts) within the Town Core boundary, along key bus routes, or within close proximity to the railway station, will be strongly supported. The provision of hotel, conference and event facilities within the town would be supported, subject to compliance with other development plan policies.

Proposals which seek to strengthen visitor facilities in Wilmslow will be looked upon favourably when they:

• Promote the reinstatement of a visitor centre
• Encourage initiatives which seek to enhance tourism and visitor facilities and increase the profile of Wilmslow's historical assets
• Encourage the use and enhancement of existing spaces for temporary events and activities such as Popup Stores and Street Markets and outdoor community events

POLICY TC2

Development proposals seeking to contribute to the vitality of the Shopping Core (see the Proposals Map) during the evening, by improving safety, viability and encouraging a diverse range of A3 (Restaurants and Cafes) and A4 (Drinking Establishments) uses, will be supported.

Proposals will be looked upon favourably where they seek to:

• Change ground floor retail to the aforementioned uses, subject to compliance with Policy E2 Shop Frontages
• Provide a community cinema in the heart of the town
• Provide innovative and flexible approaches to Town Core management, including temporary uses, pop–up shops, seasonal events and street markets
• Improve the quality of the public realm and associated lighting in the Town Core, subject to Policy PR3 Pedestrian Movement and other policies of the WNP and coordinate with a Town Core-wide strategy
POLICY TC3

Where planning permission is required for developments within the Town Core boundary (as identified on the Proposals Map), applications which propose the conversion of larger 3-4 storey purpose-built office premises and office space above retail premises to residential uses, will be supported.

Proposals seeking to convert existing first and upper floor office spaces to residential use in the designated Shopping Core (as identified on the Proposals Map), should where appropriate retain ground floor retail, commercial, or office uses providing a strong active frontage, supporting a strong, attractive Town Core.

Applications in the Town Core for the conversion of office space to residential use, may be subject to relaxed parking standards, where appropriate.

POLICY TC4

Within Wilmslow’s Shopping Core (as identified on the Proposals Map), development the following Use Classes will be supported, where planning permission is required:

• A1 Shops
• A2 Financial and Professional Services
• A3 Restaurants
• A4 Drinking Establishments

Within the Main and Secondary Town Centre Shopping Frontages (as identified on the Proposals Map), non-retail uses will only be supported where planning permission is required in ground level units where the proposal would enhance the vitality of the Town Core and provide an active frontage. Clustering of hot food takeaway (A5) uses will not be supported within the Main Shopping Frontage.

Applications which seek to encourage a diverse and vibrant Town Core will be supported, where they comply with other development plan policies.

Proposals are supported, including new build and alterations, which seek to enhance the quality of Wilmslow’s shopping experience, generate attractive active frontages, respect Policy PR2 Servicing, and create upper level occupied uses, in line with Policy TC6 Town Core Housing.
POLICY TC5

Applications which seek the creation of, or provide contributions towards, a ‘transport hub’ at the existing railway station in Wilmslow will be supported, in line with other policy within the WNP.

The development of a ‘transport hub’ should consider the following aspects:

- Accessibility for people of all ages and abilities
- Provision of access to public and private buses, bicycles, taxis and cars
- Provision of suitable cycling and pedestrian routes from the hub into the Town Core which also link with the existing cycle and pedestrian network. Where this concerns cycling, schemes must accord with Policy TA5 Cycling in Wilmslow
- Reconfiguration of the station car park to remove short term parking from the station forecourt
- Establishment of bus stops in the forecourt for public and company buses
- Provision of safe cycle storage
- Provision of adequate drop off facilities for private cars and taxis

Support will be given to applications which seek the modernisation of the existing railway station and maintain and improve local and long distance rail services whilst also recognising the strong desire for additional long stay parking.
POLICY TC6

Applications which propose residential use within the Town Core, as defined on the Proposals Map, will be supported where they meet at least one of the following criteria:

• Provide new units through conversion of existing office or commercial space
• Create living space above new and existing ground floor retail units
• Provide rental units suitable for first time buyers and those wishing to downsize
• Within the Town Core the reuse and/ or conversion of buildings is preferred to demolition and replacement, excluding the Key Town Core Sites

Low density development is not considered an appropriate nor efficient use of land within the Town Core. Only medium and higher density schemes which make best use of the land available, will be supported.

All new Town Core residential development should meet all of the following criteria:

• Proposals should complement the existing character of the building and vicinity through appropriate scale and mass, including building height
• Proposals which negatively impact a heritage asset will not be supported
• Proposals should respect the existing building line and enclosure of the street scene
• Proposals which create or enhance existing amenity space will be supported, while those which result in the loss of public open space will not be supported
• Proposals which provide units suitable for older people, the disabled or units suitable for first time buyers, will be supported
• Proposals which do not make provision for all users will not be supported, i.e. schemes which are not accessible for the majority of potential occupants
• Parking is to be provided in line with Policy TA1 Residential Parking Standards or Policies KS1 – 7 of the WNP
POLICY PR1

Applications for the redevelopment of identified Town Core sites (see Policies KS1-6), will be supported where they bring forward improvements to the public realm (see Appendix 11 for key streets). These may include:

- Improved accessibility and parking for disabled, mobility scooter and wheelchair users
- Pedestrian friendly schemes such as appropriate and carefully designed shared surfaces, notably access and parking zones
- Integration of proposed green routes and cycle ways
- The protection of existing, and creation of a new network of linked public spaces and pedestrian routes, which includes planting trees and new landscaped areas – see Appendix 11
- Creation of an enclosed open area which can be used for markets or other temporary activities

Development that results in the net loss of green space within the Town Core will be required to create a replacement of similar value.

POLICY PR2

Proposals for development within the Town Core boundary and within any Wilmslow Neighbourhood Centres at Chapel Lane, Lacey Green and Dean Row (identified in Policy E3 Wilmslow Neighbourhood Centres), are required to ensure that unsightly servicing areas are avoided by means of building orientation, design or landscaping schemes.

Proposals that improve the visual qualities of existing areas will be supported (see Appendix 11). Within the Town Core, proposals which lead to public realm improvements and screening at the following key locations will be looked upon favourably:

- The rear of Grove Street shops which back onto Green Lane
- The rear of the Grove Street and Water Lane shops which back onto Grove Way (although Grove Way is a dedicated service road it also accommodates office use and is used for residential access to Grove Avenue)
- The rear of the Alderley Road shops which back onto Sainsbury’s car park and the Library
- The rear of Tesco backing onto Green Lane
POLICY PR3

All development proposals (excluding household applications) should seek to improve pedestrian connectivity through the Town Core, promoting a safe and accessible pedestrian network, integrating new and existing neighbourhoods with the Town Core and key facilities in Wilmslow.

Proposals seeking improvements in the following areas (see Appendix 11) will be supported:

• Public realm improvements to Grove Street and connections from Bank Square and Alderley Road
• Public realm improvements to adjacent streets and spaces
• More convenient and attractive pedestrian crossing points, particularly to Alderley Road, Water Lane and Hawthorn Lane
• The integration of improved pedestrian routes relating to green routes and cycleways subject to other Neighbourhood Plan policies – specifically A4 Public Realm Strategy and TA5 Cycling in Wilmslow

POLICY KS1

The redevelopment of Town Core sites identified on the Proposals Map is supported subject to compliance with the relevant site-specific Policy (KS2 – 7) and the following criteria;

• Parking is to be provided in line with policies TA1 and TA4, unless otherwise stated
• Retention and creation of new routes for walking and cycling, including connection with the wider network
• A design approach sympathetic to surrounding built form and setting in both scale and materials which embraces innovative design and high standards of environmental performance
• Green infrastructure assets such as mature trees and hedgerows to be retained; if loss is unavoidable their loss is to be mitigated

Schemes which deliver additional public parking will be looked upon more favourably.
POLICY KS2

The comprehensive redevelopment of these three neighbouring sites is supported subject to the following design principles, (see Map KS2):

• Provision of a high density residential development comprising a mix of starter homes, affordable housing and homes appropriate for those wishing to downsize
• Recognition of the importance of the Altrincham Road/Alma Road as a gateway to the Town Core • Retention, and where appropriate enhancement, of the existing accesses to the site, off Beech Lane and Alma Lane
• Retention of the Little Lindow open space
• Preservation of the overall provision of green space
• Provision of a children’s play facility
• Consideration and incorporation of the change in levels across the site within design proposals
• Compliance with the building lines on Hawthorn Street, Beech Lane and Alma Lane
• The principal frontage of the properties must face onto the adjacent street and the Little Lindow open space
• Perimeter curtilages and landscape should complement existing street frontages • Preservation of all mature trees to Altrincham Road and Hawthorn Street frontages
• Preservation of the desire line and footpath across Little Lindow
• Parking to be provided on site and hidden from view from Little Lindow (internal courtyards and undercroft parking preferred; limited forecourt parking will be permitted)
• A small increase in scale may be acceptable to some buildings subject to acceptability of massing studies. This however, does not apply to buildings bordering the site curtilage. A potential increase in scale subject to acceptability of supporting massing studies.
POLICY KS3

The comprehensive redevelopment of this site providing high quality residential units, is supported subject to the following design principles (see Map KS3):

• Provision of a high density residential development which retains a significant open green space and respects the main building line of existing properties on the north side of Grove Avenue
• Scale and massing should reflect that of the adjacent residential properties
• Where appropriate, vehicle access to the rear of the site should be off the existing driveway on Grove Avenue, with parking provided to the rear or within an undercroft
• Parking on the forecourt off Grove Avenue will be acceptable, providing a minimum 50% of this space is soft landscaped, all hardstanding to be of permeable construction
• Maximising the role of the site as a new focal point and attractive asset to the town
• Perimeter curtilage and landscape treatment should complement the existing street frontage including mature tree planting on the line of the existing trees

Schemes which accommodate a small roundabout or turning facility at the junction with Grove Way in order to facilitate possible future two-way traffic along Grove Avenue, will be looked upon favourably.
POLICY KS4

The comprehensive redevelopment of this site providing a mix of uses is supported subject to the following design principles (see Map KS4):

• Compliance with the existing building lines along Alderley Road and Green Lane
• Some adjustment to the rear building line may be possible (subject to amenity of existing residents)
• The new façade must present an active ground floor frontage to Alderley Road and Green Lane (with consideration of both daytime and night time activities): external shutters to shopfronts will not be permitted
• Commercial uses, including class A1, A2, A3, A4 and B1 small business, will be supported
• Residential use is supported on the upper floors subject to provision of starter homes (apartments) and homes appropriate for downsizing
• Servicing to the ground floor units must be fully concealed in line with Policy PR2 Servicing
• Proposals which bring forward a single point of servicing from the eastern end of the site will be preferred
• The following building heights will be considered acceptable in the following locations; three storeys to the Alderley Road frontage, up to four stories to the Alderley Road and Green Lane corner, stepping down in scale along the Green Lane return
• On-site grade level parking will not be acceptable. However, given the significance of the site and its limited footprint, contributions to off-site parking (see Policy KS6 Broadway Meadows Car Park), will be considered
• Proposals must embrace the public realm to the curtilage of the buildings providing a new focal point at this important junction

POLICY KS5

The comprehensive redevelopment of this site to create a new community hub is supported subject to the following design principles (see Map KS5):

• Any development must not result in a net loss of grade level spaces to the existing main car park
• Existing site access points must be utilised
• The creation of a new public space linking a community hub with Alderley Road will be supported
• A high-quality design solution must reflect and respect local landmarks
• Adaption, alteration or redevelopment of the existing library building will be supported
• Mature trees within the library curtilage must be preserved
POLICY KS6

The comprehensive redevelopment of this site for a mixed use, carpark-led scheme is supported subject to the following design principles (see Map KS6):

• Include high density residential development incorporating starter homes, affordable homes and homes appropriate for downsizing, which supports expansion to the car park
• Access to the site should be from the existing access point off the Leisure Centre approach road
• Proposals must connect to the pedestrian route running to the east of the site with its direct approach to the station
• All mature trees to the northern boundary with the cricket field must be preserved
• Encroachment on the wedge of land between the car park and railway line would be supported – providing adequate tree surveys / landscape assessment are submitted and mitigating measures taken, preferably on the site
• Any interim development of a multi-level car park should consider ‘future proofing’ the design to allow for a change of use to incorporate residential development
• Development should respect the current location and aspect of existing residential properties adjacent to the site
• Any redevelopment of the site should achieve a minimum of 180 additional long stay public spaces with an optimum target of 280

POLICY KS7

The comprehensive redevelopment of this site providing a mix of uses, is supported subject to the following design principles (see Map KS7):

• Access to the site must be via the existing main concourse road and link • On the lower site, a high density residential development incorporating starter homes, affordable homes and homes appropriate for downsizing, will be supported
• Parking provision for the lower site must be independent of Ladyfield Terrace and should be accessed via the upper site
• Pedestrian and cycle routes will link directly to the station and the wider town network
• Perimeter curtilages and landscape on Ladyfield Terrace should complement the existing street frontages and reflect the scale of adjacent buildings
• Taller properties will be permitted bordering the railway line with the potential of parking provision below
• Design proposals should incorporate the change in level across the site and the potential of decked parking on the upper level site
**Wilmslow Neighbourhood Plan Aspirations**

**Aspiration A1**

The Town Council will aim to resolve conflicts around countryside access and work closely with farmers and landowners in Wilmslow to enhance valued semi-natural habitats, including ancient woodlands, rivers, lowland meadows, fens, and their associated habitats, by encouraging and integrating appropriate management and farming practices (such as reducing nutrient run off into adjacent areas). This will strengthen the fabric of the countryside.

The overarching goal should be to maintain and enhance ecological connectivity and countryside access within and between landscapes, working closely with neighbouring Town and Parish Councils and strategic landowners, such as the National Trust, the Bollin Valley Project, Cheshire East Council and other partners, to sustain and improve visitor access to the countryside, and especially along the river valleys within Wilmslow. The starting point should be the proposals in the Wilmslow Landscape Character Assessment and Policy NE3 Green Links and Policy NE4 Countryside Access. This partnership should also seek to conserve and interpret the historic landscape; to sustain, improve and join up wildlife habitats, whilst tackling invasive species; and to improve the health of the countryside and the services it provides, e.g. sustainable use of soils.

The Wilmslow LCA provides helpful guidance on these matters. In association with neighbouring councils, Natural England, the Environment Agency, the National Trust and other key partners, Wilmslow Town Council will seek to establish a Lindow Moss Partnership with a view to conserving, restoring and interpreting the landscape as a Local Nature Improvement Area. Opportunities will be taken to bring an end to peat extraction, to restore the working area as a wetland habitat, to conserve historic features and to interpret the landscape, especially the findspot of Lindow Man, in line with Neighbourhood Plan Policy TH2. This will include measures to improve water quality, especially in the vicinity of former landfill sites and a comprehensive approach to water table management to reduce peat shrinkage through oxidation.

**ASPIRATION A2**

The Town Council will work with service providers to protect existing train services to and from Wilmslow from reductions.

The provision of additional local commuter services from the station will be encouraged, in line with policy TA3 Long Stay Parking.
ASPIRATION A3

The impact of traffic through the Town Core is an increasingly significant issue which needs to be carefully managed and monitored, especially east-west movement as a result of the growth of Manchester Airport, Airport City and the logistics hub / park.

Wider infrastructure developments, including the new airport link road (A555) and the dualling of the A556 link will in part, offer alternatives to the current east-west movement of cars and HGVs through Wilmslow Town Core. The Town Council and other community organisations are committed to working with Cheshire East Highways to monitor traffic travelling east-west through the town in order to design and develop solutions.

The Town Council will work with Cheshire East Highways to agree targets for traffic reduction for east-west traffic (along the A538, Styal Road and Stanneylands Road/ Dean Row Road), and then will agree a series of measures, including but not limited to, weight and size limits, restricted delivery hours and traffic calming measures to make east-west connections, through the Town Core to the Airport. Parking enforcement and residents parking schemes may be explored as part of this strategy.

ASPIRATION A4

The impact of traffic through the Town Core is an increasingly significant issue which needs to be carefully managed and monitored, especially east-west movement as a result of the growth of Manchester Airport, Airport City and the logistics hub / park.

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ASPIRATION A5

Wilmslow Town Council will seek to establish a new community focus within the town. Improved connections between the various community facilities in Wilmslow will be looked upon favourably.

Wilmslow Town Council will work with potential developers to establish a multi-purpose facility in the centre of the town, focused on the existing library site, with flexible spaces which would allow for the provision of performance (a cinema), arts, music, and community activities together with teaching, display and meeting opportunities. Such a building would reinforce the Community Hub and the aspiration for improved links to other community focused buildings within the Parish. Potential connectivity could be extended to education centres such as schools and the Wilmslow Guild alongside any potential future local centres at Lacey Green, Summerfield’s and Dean Row. This central location will be near the Rex Cinema which announced its reopening during the production of the WNP.

To promote pop-up activities and markets, spaces for temporary tenting and/or permanent structures for pop up artisan activities should be considered on Bank Square Garden. This will consolidate the Town Council’s ambition of creating Bank Square as an Artisan Quarter, thus catering for a variety of temporary planned events, bringing activity to the space and the surrounding area.
ASPIRATION A6

The Town Council and all relevant groups are keen to develop a Public Realm Strategy which will be developed in two phases and which takes into consideration other relevant WNP policies. The prime aims of phase 1 (see Appendix 11) are to:

- Greatly improve the ease of pedestrian access along the centre’s retail spine
- Revamp and greatly improve the visual attractiveness of Grove Street’s setting and frontages
- Improve existing and create new, Public Spaces
- Deter unwanted vehicular use from using the centre
- Expand the range of community functions and improve the connections between the existing and new components of the Community Hub
- Test ideas for greatly improving the longer term character of the main components of the centre’s public realm
- Gain a better understanding of the consequences of the ongoing radical changes in a Town Core’s functions
- Continue to attract and develop new activities which arise because of the scale and character of the centre’s public realm
- Aid the improvement of the existing service arrangements in the centre

The prime aims of phase 2 actions are to maintain the benefits of the variation in the scales of the centre’s access routes, but importantly, to create a public realm with a strong visually unifying idea i.e. creating avenues of light and green. This will help to create a visually integrated and unified public realm setting for the likely changes in the functions of the centre.

- Aim to make the centre a more desirable place within which to live, work and recreate
- Create convenient opportunities for accommodating changes in demand for a range of Town Core parking needs
- Assess the need for introducing additional actions aimed at deterring the centre’s use by unwanted vehicles

ASPIRATION A7

In parallel with the longer-term improvements to Wilmslow’s public realm, Wilmslow Town Council will work to introduce a Town Core management plan defining vehicle servicing principles, encouraging servicing at appropriate times and locations, defining vehicle types (size and weight) and appropriate shared servicing areas.
ASPIRATION A8

The Town Council will continue to work with Cheshire East and key stakeholders to explore delivery of the following initiatives:

- Developing a greener Town Core environment suitable for all ages and abilities with improved accessibility in line with other WNP policies
- Identifying specific areas within the Town Core where greening will have a significant positive impact. Such an area is the highly prominent junction between Alderley Road and Green Lane where a ‘pocket park’ could visually transform the space and provide an attractive feature seen from a variety of approaches
- In support of Aspiration A3 Servicing, encouraging green screens to help shield unsightly service bays and rears of shop units. A strong candidate for such an approach is the western side of Green Lane
- Working in parallel with the wider WNP environmental initiatives and defining and developing green links to the surrounding green amenities. Ultimately the Aspiration is to create a series of green focal points and spaces that are fully connected and integrated with the wider green network
- Identifying ‘prime specimens’, via a landscape assessment, which are a key green focus for the town and should be preserved and enhanced (this includes the identification of key vistas onto such features that must be maintained)
- Introducing more native species that, by their nature, provide a sustainable environmental approach
- Undertaking these initiatives in such a way as to deliver a consistent approach which is sustainable and manageable in the longer term

ASPIRATION A9

The Town Council is committed to working alongside local businesses, community groups and retailers to enhance the digital and online presence of the Town Core and its offer, in order to increase shoppers and visitors into the town to enhance its vibrancy. This will include exploring the following projects:

- Developing a mobile ‘app’ or series of ‘apps’ for the town, seeking to showcase what is available in the town including shops and special offers, leisure activities and events
- Developing a new Town Core website to showcase events and activities and offer visitor information
- Exploring the introduction of free Wi-Fi service throughout the Town Core, including charging stations and interactive screens in partnership with cafes, bars and restaurants
- Promoting and exploring the introduction of interactive public art, lighting and music within the Town Core
- Promoting and championing the delivery of high speed broadband throughout the town
ASPIRATION A10

In order to progress the WNP’s vision a dedicated Working Group will be established to work with local partners and evolve the next stages of the strategy. The group will also monitor the quality of proposals coming forward. It will be made up of Council Members, CE representatives, members of the WNP team and other advisors bringing together a range of skills and experience. Of particular importance to the Group will be the regeneration of key brownfield sites and initiatives that strengthen the vitality of the high street.