

Land at Cookes Lane Northwich

February 2013

HSL | HOLLINS STRATEGIC LAND



Introduction

Purpose of this submission

This submission is produced by Hollins Strategic Land (HSL) and seeks to highlight the availability, suitability and deliverability of land at Cookes Lane, Northwich for high quality residential development. In addition, it sets out initial development principles to achieve a sustainable development.

About Hollins Strategic Land

HSL is a leading facilitator of delivering residential and mixed use development. The team is committed to understanding, foreseeing and overcoming all matters associated with development projects from conception to delivery. HSL adopt a 'hands on' contemporary and enthusiastic approach to formulation of 'bespoke' strategies that are aligned to local matters in order to deliver sustainable development in local communities. HSL is about delivering neighbourhoods where people are proud to live in.

This Site

HSL control 5.74 Acres (2.3 Hectares) of undeveloped land to the south of Northwich. The Site is being promoted by HSL for high quality residential development as part of the proper planning and sustainable development of Northwich.

Site Description

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The Site is flat land in agricultural use. The Site is positioned between the A556 and the built up edge of Northwich. The Site is well contained by the existing road network and hedgerow. Existing access is from Kings. The site has significant frontage along Cookes Lane.

The site lies in a predominantly residential area. The site is land on the urban fringe of a major settlement that is proposed for growth.



Local Context

Northwich is classified as a main town. It is relatively self-contained. The town is well served and accessible to a range of local services and facilities. It provides health services, employment, education, leisure and shopping facilities for the surrounding population. The town is also served by public transport. Most bus services link to the central areas.

Northwich Rail station. Rudheath Community School and Primary School are located a short walk west of the site and can be accessed on foot via Kings Road.

Local bus services can be accessed from Middlewich Road where the nearest bus stop is around a 10min walk away.

A local convenience store and fuel station is located opposite the site.

The Site is in a sustainable location and deemed suitable to deliver new housing.



Site Analysis



Site Analysis

The site lies between the built edge of Northwich and the A556. It is visually contained along the south and western boundary. Given the size of the site, it is possible to mitigate impact of noise generated from traffic along the A556 through effective noise barriers. Screening can be provided by additional tree planting.

The Site has substantial road frontage along Cookes Lane. It is likely that primary access will be from Cookes Lane. A number of direct drives could also be achieved off Cookes Lane in accordance with Manual for Streets to serve individual properties. A footpath could also be provided along Cookes Lane.

There are no known issues of flooding in this location. A flood risk assessment will confirm the extent of the flood area (if any) and confirm that this matter is not a constraint to development.

Overall, the Site is a constraint free greenfield site on the edge of Northwich that is physically contained by the A556. It is capable of delivering sustainable development.



Presumption in Favour of Sustainable Development

Delivering Growth to Northwich

The thrust of Government guidance is the presumption in favour of sustainable development. The National Planning Policy Framework (NPPF 2012) provides a set of core land use planning principles that should be used to underpin both the plan-making and decision-taking process. Within the context of allocating land for housing, it encourages LPAs to 'actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable'. Northwich is a sustainable settlement. The Site itself is in a sustainable location being within walking distance of key services and facilities serving a sustainable community.

Delivering a Wide Choice of High Quality Homes

Section 6 of NPPF 2012 seeks to boost the supply of housing. Council's should identify and update annually a supply of specific deliverable sites sufficient to provide five years' worth of housing against their housing requirements with an additional 5% (moved forward from later in the plan period) to ensure choice and competition in the market for land. To be considered deliverable, site should be available now, offer a suitable location for development now and be achievable with a realistic prospect that housing will be delivered on the site within five years and in particular development of the site is viable. The Site is capable of delivering high quality homes and help boost the supply of housing in the shorter term. It is available now, suitable, achievable and ultimately deliverable now.

Availability/ Suitability

Hollins Strategic Land is actively promoting the Site for residential led development. The land is available for development now.

The site is contained and well related to the existing settlement area with firm and defensible boundaries. New development would deliver a robust settlement boundary at Northwich in a manner that would not harm the character of the wider open countryside. Given the site's location, the impact of a new residential development on the surrounding area would be very low.

There are no known constraints that would restrict development. In policy terms, the Site is not of landscape, ecological or heritage value.

There are no sites of biological importance, protected trees, conservation areas or listed buildings on the site. There are therefore no constraints in respect of the suitability of the site for development.

It is envisaged that through sensitive masterplanning that a high quality residential development can be achieved that is fully integrated and supported by existing infrastructure provision.

Achievability

It is considered that residential development on the site would be achievable within two years due to its sustainable location close to existing infrastructure and the fact it is being promoted by a developer seeking to deliver housing. Access can be achieved from Cookes Lane with minimal disruption to the local community. All necessary services are deemed available.

In addition to the good local road network, the site benefits from being within 400m of local bus routes and it is in proximity to local facilities and services by bicycle or on foot, including local Schools. There is a local convenience store and petrol station located opposite the site which further enhances its sustainability credentials.

Deliverability

The Site is available for development now. It offers a suitable location for development now. As noted above, a number of technical assessments are in the process of being undertaken. These will confirm the appropriateness of the site for residential development as part of any future planning application. Initial assessment of the site indicates there are no known constraints which would suggest there are any insurmountable barriers to physically developing the Site or its satisfactory operation once developed. Residential completions are achievable from 2014, subject to securing the necessary planning consent.



Delivering Sustainable Development

Deliver a sustainable growth concept for Northwich which delivers up to 70 dwellings and help contribute to meeting local housing objectives.

Minimise impact upon Northwich and its community by providing housing in a well screened and physically contained site.

Enhanced screening will be provided along the southern boundary.

Easy connection to walking and local cycling routes.

Deliver a scheme that responds to its context and is sympathetic to its neighbours, in terms of scale and density.

Provide play area provision for future residents.

Delivering development that can easily connect and is accessible to existing infrastructure.

Deliver a mix of new homes to meet local need and demand.



Land at Cookes Lane Northwich

Contact Us

HSL is committed to delivering high quality homes on a site that is within walking distance of key local facilities and services and which will contribute to meeting the housing needs of Northwich.

HSL will engage with the necessary stakeholder's and decision takers and respond to local issues in a pragmatic and realistic way.

This submission is very much part of HSL's commitment to a more collaborative approach to the development process.

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