

PROPOSED HANDFORTH DEAN SHOPPING PARK CHESHIRE



Artist's impression of the entrance

This briefing document has been prepared by Consolidated Property Group (CPG) to summarise their proposals for a new, landmark Shopping Park next to M&S and Tesco at Handforth Dean. The application is to be considered by Strategic Planning Board at its meeting on the 19th April 2017.

The Developer

CPG is a commercial development company based in Alderley Edge specialising in developing retail parks like the one proposed at Handforth Dean. The company was set up in 1986 and has since grown to become one of the largest privately owned investment and development companies in the country with assets valued at of over £200m. After 30 years, CPG is still based in Alderley Edge. The company is committed to the local area, owning prime properties in Alderley Edge, Macclesfield and Handforth. All the directors live in the local area.

A Phased Development

The application site is located between the A34 and Earl Road in Handforth Dean immediately north of the M&S / Tesco Retail Park. The Site extends to around 6.25ha and is mostly vacant scrubland. The applications before members are part of a phased development. Phase 1 is the new Next store which has already been successfully developed by

CPG. A summary of all the phases is provided below:

Phase	Application Ref	Area	Jobs (FTE)	Status
Phase 1	12/4652M	3.25 acres	156	Complete
New standalone Next store and garden centre, completed late 2016.				
Phase 1B	16/3284M	0.33 acres	34	Pending Planning
Conversion of the existing Next garden centre into new retail use, at ground and mezzanine.				
Phase 2	16/0138M	2.80 acres	126	Pending Planning
New drive thru and retail/restaurants with associated car parking.				
Phase 3	16/0802M	8.90 acres	605	Pending Planning
A development of retail units which forms the larger phase of development with separated servicing from Earl Road.				

Jobs and Economic Benefits

- In spite of being allocated as an Employment Site by the planning authority 20 years ago the site supports no jobs except for those created by the first phase of CPG's development proposals;
- The Next store developed by CPG has created **156 FTE jobs** the overwhelming majority of which are taken by residents of Cheshire East
- A total of **920 new FTE jobs** will be created if CPG's proposals are granted planning permission.
- The remaining phases will employ **400** during the construction
- Placed in perspective, the annual job creation target in Cheshire East's emerging Local Plan is **1,570** – this development alone will provide over half this target!
- If approved the development will help to retain expenditure leakage of around **£500,000,000**. Cheshire East is simply not retaining spend from its own population. This lost expenditure is creating jobs, generating investment and business rates for neighbouring boroughs.
- If approved, the development will generate new business rates income of around **£3,000,000 per year**.
- Capital investment in Cheshire East of **£160,000,000**
- Jobs will be delivered locally through a local employment agreement



NEW Next store



Artist's impression of the site

Why Has The Scheme Taken So Long To Be Considered By Committee?

The applications were submitted in January 2016. Since then the CPG Team has been working closely with officers and made considerable amendments. These include a significant 6,000 sqm reduction in floor area, agreement of substantial highway improvements, design and landscaping enhancements and ecological improvements. This has taken many months of negotiation but it is felt the dialogue with officers has been helpful and resulted in an improved scheme.

Will It Be Built?

Yes. CPG has a 30 year track record of successfully delivering retail projects, having delivered similar projects throughout the UK. The site is widely regarded by retailers as one of the best retail locations in the country with huge untapped potential. Retailers are attracted to established and proven locations with good access and visibility. The site will both draw upon and complement the existing adjacent Handforth Dean Retail Park, with Tesco and M&S, and more recently complemented by the new Next store (Phase 1). Negotiations with key retailers are at an advanced stage and the scheme being considered reflects their demands. If planning consent is granted, the scheme will be built, creating new jobs and helping to retain the **£500,000,000** expenditure currently lost from Cheshire East.

Retail Planning

Following discussions with planning officers, the retail floor area proposed has been reduced to provide confidence in the assessment of impact the scheme will have on other centres;

It is agreed with planning officers WYG and their independent retail advisors that:

- The development will not affect the Council's investment plans for Macclesfield;
- There will be minimal impact on Macclesfield town centre ;
- The development will help to stem significant leakage of spending currently going to the Trafford Centre, Manchester City Centre and other major centres;
- The development will significantly improve choice for local residents and reduce the distance they must travel to make their retail purchases

Design

- High quality design and materials consistent with the Next store and befitting a prestigious retail development;
- A specific, bespoke design solution that marks the site as 'uniquely Handforth'
- Extensive areas of landscaping and public realm
- Extensive brown roofs for nesting birds
- New pedestrian links
- Stone and brick façades, with large areas of glazing
- Good passive surveillance and lighting
- Service vehicles separated from customers



Improvements to the Local Highway Network

CPG has been working with Cheshire East Highways and their consultants, Atkins, to assess the impact of the proposals on the local and wider road network.

- Assessment takes into account traffic generated by this development and the *North Cheshire Growth Village* when completed
- Furthermore, to ensure a fully robust assessment, scenario was run assuming Poynton Relief Road is not built demonstrating proposed road improvements would satisfactorily accommodate future traffic flows
- CPG's improvements include
 - Works at site access (**£250,000**)
 - Increasing capacity at Coppice Way roundabout, already proposed as part of *North Cheshire Growth Village* but to be provided by CPG (**£1,000,000**)
 - Improvements to public footpath (No 80) strengthening pedestrian linkage to Handforth town centre (**£75,000**)
- Total package of highways improvement works will be over **£1,300,000**

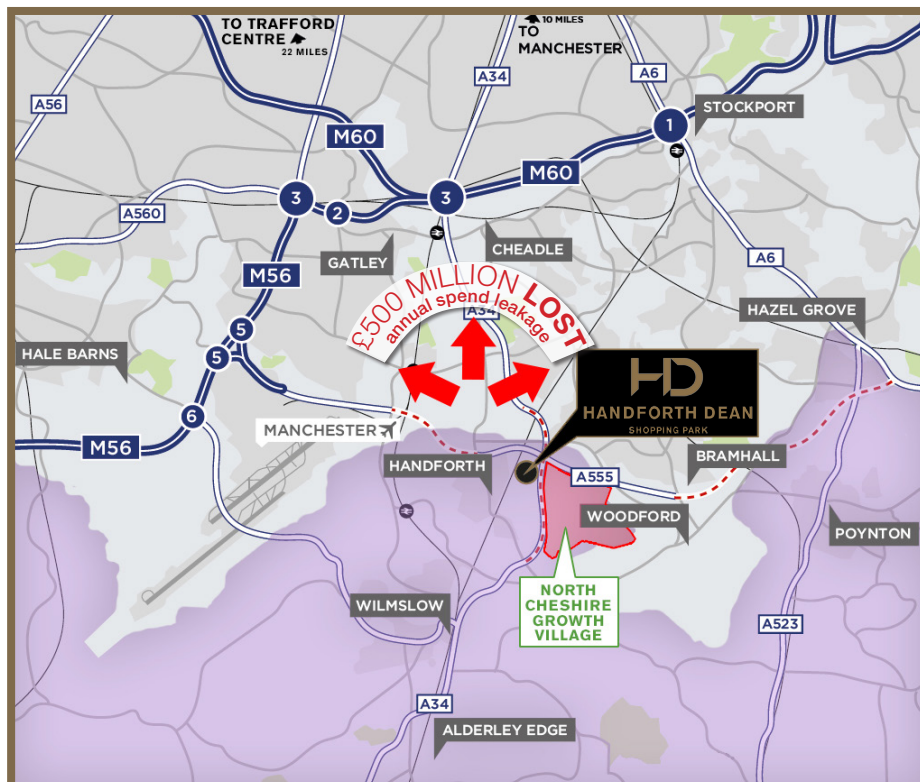
Biodiversity/ Ecology/ Trees

- To off-set the removal of trees and scrubland in the site, CPG is proposing to invest **£180,000** in ecological improvements and tree planting in the Bollin Valley;
- The improvements are intended as part of a wider scheme to create a new Country Park for the residents of Handforth and Wilmslow;
- Plovers nesting on the Site are to be protected and provision is to be made for a large brown roof to accommodate future nesting activity.



Employment Land

- The Council's Employment Land policies do not recognise jobs in retailing;
- The site has been allocated for Employment Use (Use Class B) for 20 years
- The Council's aspiration has been for a prestige office park but no proposal for this kind of development has ever come forward;
- National planning policies state that land designated for Employment Use should NOT be protected if there is no reasonable prospect of it coming forward for that use;
- Marketing carried out by and on behalf of the Council shows there is no commercial demand to develop the site for Class B employment uses;
- Employment Market Report concludes that due to market dynamics and physical constraints, the Site is unlikely to ever be developed for Use Class B Employment uses;
- Due to high abnormal costs, the site cannot be viably developed for Use Class B Employment Uses;
- The site will deliver around **920 new FTE jobs** once fully opened; and
- The development of the site for retail use will not have a detrimental effect on the supply of employment land in the Borough - the identified land supply allows for alternative uses where site make no reasonable prospect of viably coming forward.



Map illustrating expenditure leakage from Local Area

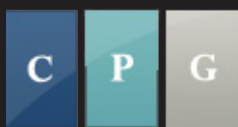
CHESHIRE EAST
BOUNDARY



HANDFORTH DEAN SHOPPING PARK

SUMMARY OF BENEFITS/ CONTRIBUTIONS

- Capital investment in the borough of **£160,000,000**
- Annual business rates of around **£3,000,000** p.a.
- **£1,300,000** highways improvement contributions
- **£180,000** contribution agreed with officers for country park
- Additional contribution in line with SPG for open space, recreation and sport
- Addressing **£500,000,000** expenditure leakage out of area
- Creation of **920** full time equivalent jobs when fully completed
- Further **400** jobs during construction phase
- Jobs will be delivered locally through a Local Employment Plan, agreed with Council
- Fully funded deliverable scheme with committed retailers already
- Limited impacts on other local centres
- Effective and viable regeneration of long-term redundant site
- No loss of viable employment land
- Good retail and roadside site with direct access and visibility from the A34 and adjacent to existing retail park
- Development by local and nationally recognised experts in field.



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WHAT LOCAL RESIDENTS THINK

80% IN SUPPORT

Only 6% against (the rest had no strong view)

"Competition is good"

"I'm glad this land is being used!"

"It will be a good asset, providing jobs in construction and afterwards"

"It will be good to not have to travel so far to shops"

"I'm in favour, so long as quality development takes place"

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