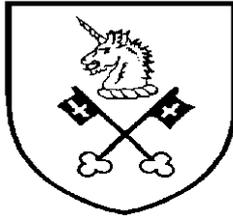


# *Prestbury Parish Council*



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Mr. Nick Turpin,  
Planning Department,  
Cheshire East Council,  
Westfields,  
Sandbach,  
Cheshire,  
CW11 1HZ.

Wednesday June 13<sup>th</sup>, 2012

Dear Mr. Turpin,

**WILSON BOWDEN PLANNING APPLICATION TO REDEVELOP  
MACCLESFIELD TOWN CENTRE  
REF: 12/1212M**

At their June meeting, Prestbury Parish Council discussed the Wilson Bowden planning application to redevelop Macclesfield Town Centre and we would like to register our objections to it for the following reasons:-

- 1) The proposed new retail area is a duplicate of so many others across the UK - many of which are failing; it bears no relationship to the town of which it would be a part
- 2) It is contrary to Macclesfield Local Plan policy MTC2. It does not “*respect the scale of existing development and in particular the setting of the Heritage Centre*” or “*achieve a high quality of urban design reflecting the character and scale of the town centre*”
- 3) It is contrary to Macclesfield Local Plan policy MTC19 because it would not encourage housing in the town centre or make use of upper floors for housing

If the application is granted permission, it would be a missed opportunity to redevelop the ancient market town of Macclesfield in a more original style that is more in keeping with the scale what currently exists – a style which would be far more likely to attract visitors because of its uniqueness, rather than one which would underwhelm with its blandness.

It should be noted that there is also a direct relationship between what happens in the town centre and what occurs in the surrounding parishes. An appropriately designed town centre which accords with the extant Local Plan would include significant numbers of housing units above the shops. This would have the dual advantage of providing ready-made customers for the retail units and also helping to alleviate pressures for building houses in the Green Belt around Macclesfield.

As the Wilson Bowden plan currently stands, it would deliver only five net new houses. Their scheme represents very poor planning and takes no cognisance of the fact that people have voted with their feet and stopped visiting faceless town centres which all have the same retail offer and look. If a revamped Macclesfield town centre is to succeed, it needs to offer something different, preferably a greater percentage than the norm of individual retail units, plus varied entertainment, and it needs to have people living in the centre which will ensure it does not become yet another ghost town once the shops close. We strongly recommend that Cheshire East Council refuse this planning application.

Yours sincerely,

Prestbury Parish Council