

BOOTH'S PARK LIVING

Welcome



Bruntwood and Hillcrest Homes, would like to hear your views on what is planned, before we prepare a planning application.

Please complete a comments form to leave your feedback



Welcome to our exhibition and thank you for attending

For a number of years, Bruntwood has been considering how best to deliver a new high quality residential community at Booths Park. Bruntwood has now partnered with Hillcrest Homes to bring forward a detailed planning application for Booths Park Living.

Booths Park Living will be different. We want to provide a wide variety of houses to meet local need, while delivering genuinely affordable houses available for local people.

Alongside 150 new homes, we've also got some ideas for additional recreational facilities on Booths Park for the local community to access and enjoy.

Please take your time to review these exhibition boards and ask any questions you may have. Members of the consultation team will be happy to help.

bruntwood ●



BOOTH'S PARK LIVING

KEY

| | | | |
|---|--|---|--|
|  | Estate boundary |  | Philpotts cafe |
|  | Residential site |  | Angling Club |
|  | The Mere |  | Rugby facilities |
|  | Existing Trimtrail |  | Cricket facilities |
|  | Cycling routes |  | Free bike hire |
|  | Existing roads |  | Potential community / medical facility |
|  | Jogging routes |  | Potential gym / cafe / farmshop |
|  | Proposed new routes to Longridge and around Mere |  | Potential Children's play area |
|  | Booths Hall | | |



BOOTH'S PARK LIVING

WORKING AT BOOTH'S PARK

Owned by Bruntwood since 2004, Booth's Park is an estate of circa 220 acres and is home to a thriving business community with more than 60 companies employing over 1,300 people.

This attractive working environment is centred on Booth's Hall, a courtyard and a number of modern office buildings. The parkland and various leisure facilities are well-used by people working at Booth's Park. Trim trails and cycle / walking routes thread through the site.

People working at Booth's Park benefit from access to a wide range of social activities, from yoga sessions, networking events and pop-up shop.

We believe that Booth's Park can foster a new residential community of well designed properties and facilities, sympathetic to the environment within Booth's Park. In doing so, we can also make improvements to the wider site, and make it accessible for the wider public to enjoy.



BOOTHS PARK LIVING

WORKING IN PARTNERSHIP

BRUNTWOOD - ALDERLEY PARK

Following Astra Zeneca's decision to close its Alderley Park facility, Bruntwood has worked with their partners to safeguard the future of life sciences at the 400 acre site.

Central to the resurgence of Alderley Park has been the creation of a new residential community within the grounds. This has seen existing historic buildings being redeveloped and brought back into use and high-quality new homes delivered.

In addition, existing sports provision is being improved or replaced with more modern facilities and being made available to the local community. Plans are also in place to reopen a pub on the site and provide new restaurants for the public to access.

Within two years of planning approval being achieved in early 2016, new residents were moving into their new properties at Alderley Park. Development is still ongoing at the site and the housing is expected to be completed by 2020.



BOOTH'S PARK LIVING

HILLCREST HOMES

Hillcrest Homes has award-winning experience and expertise of sympathetic development within Knutsford. The company's Riverside Place is a select development of thirteen Georgian inspired townhouses located at Riverside Place in the town centre.

The properties were designed in partnership with Altrincham-based architects Calderpeel, who have been retained on the Booth's Park development. Calderpeel were inspired by the architectural details and build materials found within Knutsford's most attractive properties and will be applying a similar approach at Booth's Park.

The development, which won the 'Best New Build' category at the 2016 Northern Design Awards, was the result of over a decade of hard work and close collaboration with architects, planners, local estate agents and English Heritage.



BOOTH'S PARK LIVING

KNUTSFORD HOUSING DEMAND

Since 2010 only 66 new houses have been built in Knutsford – including the 13 units built by Hillcrest Homes at Riverside Place.

This is fewer than an average of 10 per year for a town with a population of around 13,000 people. To put this into perspective, over the same timeframe, 322 houses have been built in Alsager and 558 in Middlewich.

Our intention is to deliver a range of property types across the site which will offer options to first time buyers and existing Knutsford home owners but who wish to stay in the town. These include family housing, bungalows and efficiently designed apartments offered at genuinely affordable prices.

We are interested in your thoughts on the types of houses you would like to see delivered at Booth's Park.



THE LOCAL PLAN

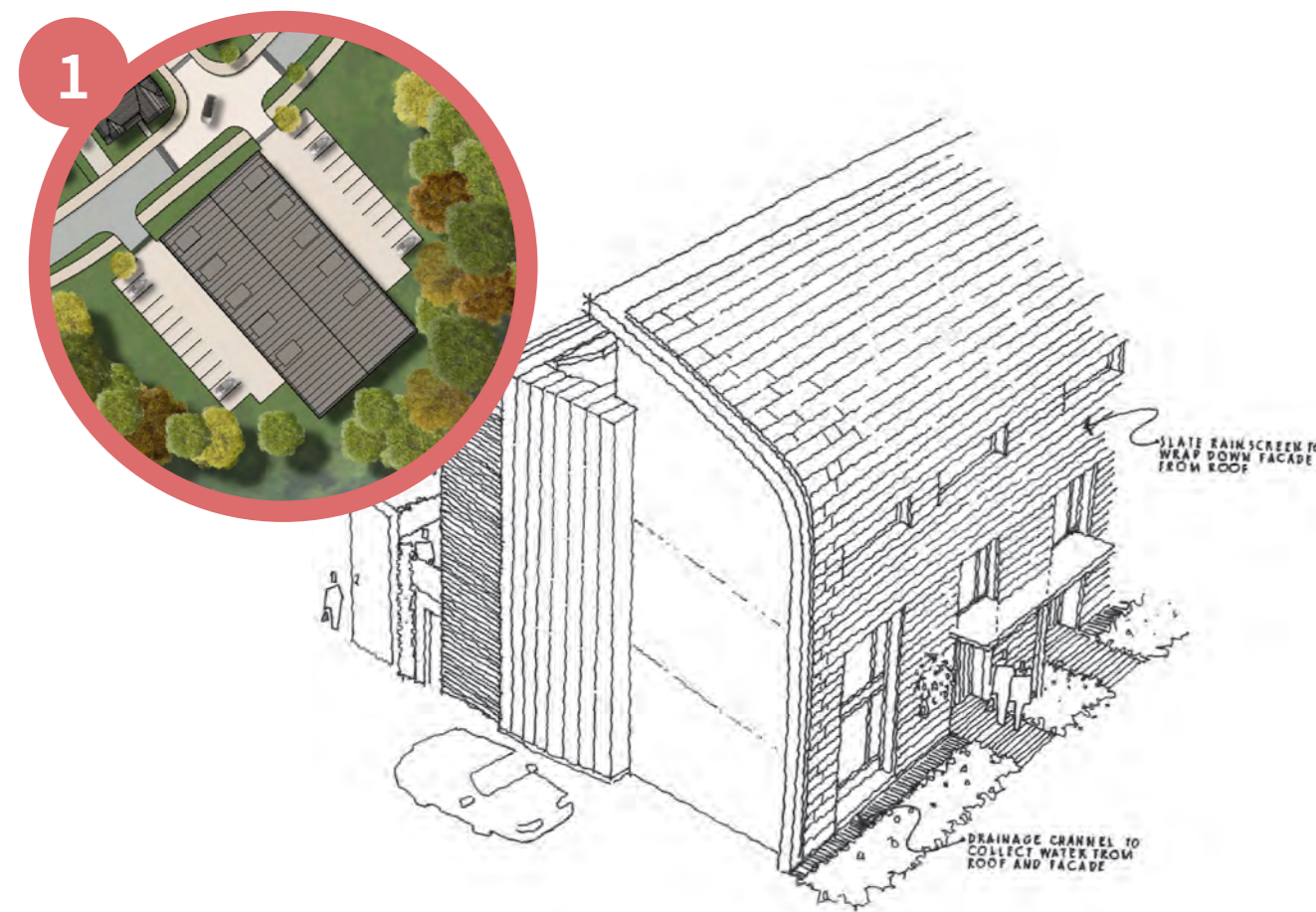
The site has been confirmed by Cheshire East Council as safeguarded for future residential development beyond 2030 in its Local Plan, but we believe there is a need to deliver houses now to help address the national housing crisis and pent up demand in Knutsford. Bruntwood and Hillcrest Homes have made representations to the Knutsford Neighbourhood Plan and to Cheshire East Council's ongoing Site Allocations consultation on this issue.

We believe that the local plan target of 950 homes for Knutsford within the next 12 years is unlikely to be achieved in a reasonable timeframe.

The type and mix of homes proposed by Bruntwood and Hillcrest Homes at Booth's Park will help address the current housing shortage in Knutsford which is being exacerbated by slow progress on development sites elsewhere.

BOOTH'S PARK LIVING

OUR PROPOSALS



BOAT HOUSE

The Boat House is intended as a contemporary apartment building set next to the Mere, offering accommodation affordable to local people. Studio and one bedroom apartments, a gym and leisure facilities and cafe are proposed.



ALMS HOUSES

Compact and affordable dwellings designed for older people.



BUNGALOWS

Bungalows allow downsizing, freeing up much needed family housing in Knutsford for the next generation. Bungalows are always much desired in new developments.



FARM HOUSES

The design incorporates a group of buildings intended to reflect a large 'farmhouse' with converted outbuildings.



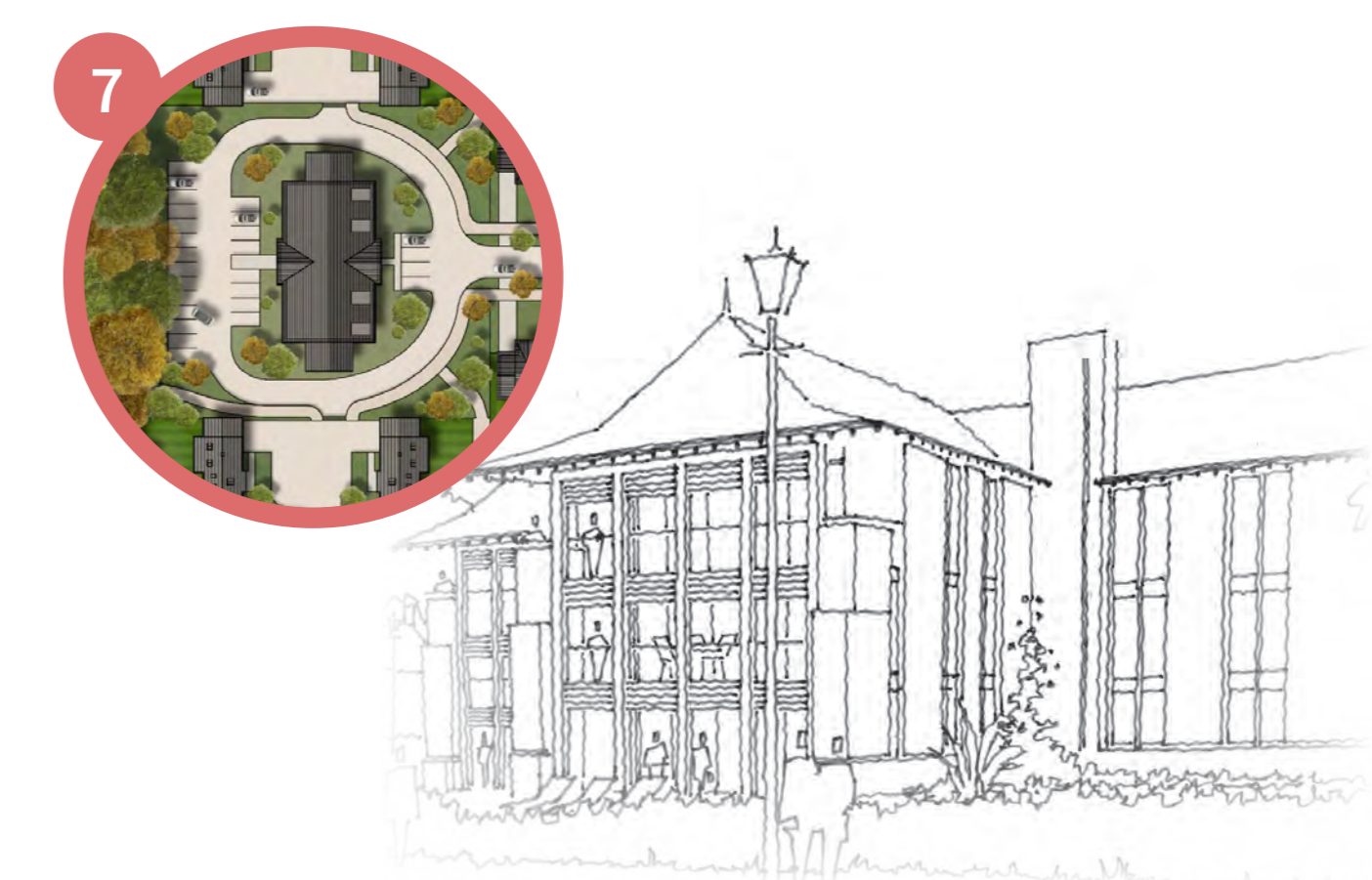
BARNS

Groups of contemporary 'converted barns' set around a courtyard. The adjacent 'farm house' helps to create a recognisable group of farm buildings.



LARGER FAMILY HOUSES

There is a demand for large family housing designed to accommodate modern living and needs.



APARTMENTS

An apartment building that provides a mix, also provides a mix of accommodation from one and two bedroomed apartments to penthouses.

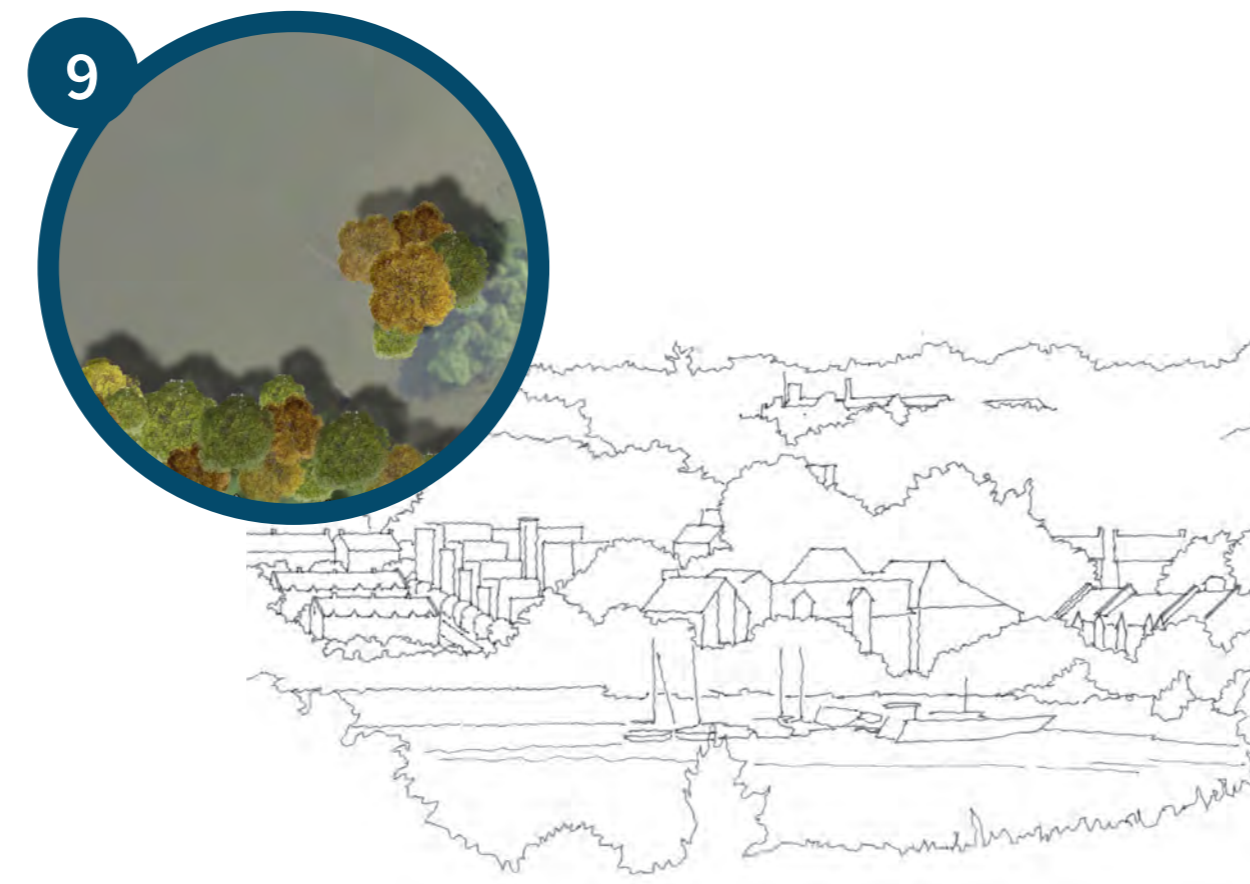
BOOTHS PARK LIVING

OUR PROPOSALS



COMMUNITY HUB

Booths Park supports the community in many ways, including hosting bonfire nights, training pitches for Knutsford Rugby Club and car parking for the Pub in the Park, to name but a few. Booths Hall could become a genuine community centre facility available for use by local community groups taking part in a mix of activities.



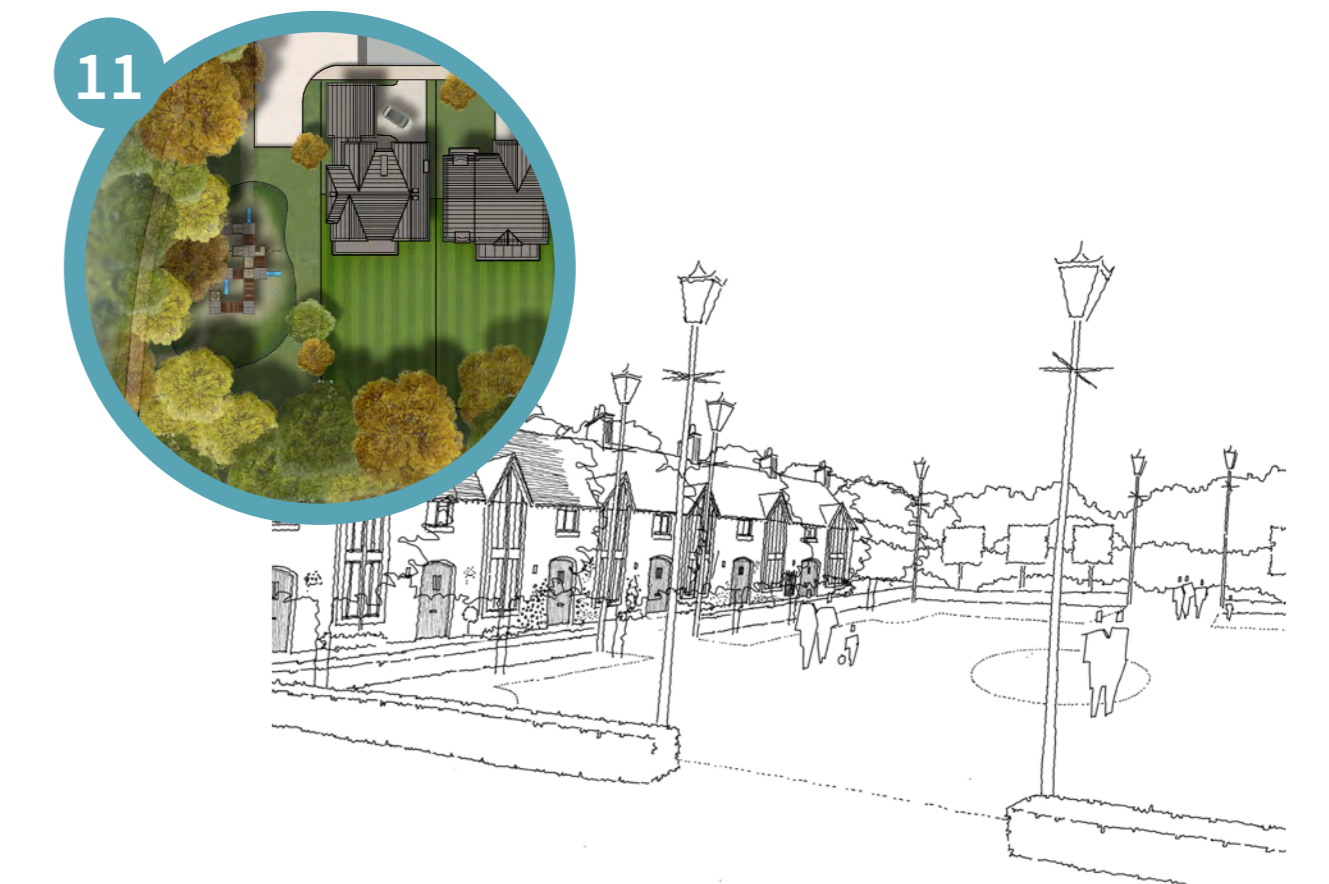
MERE

The Mere is the site's primary natural asset and must be protected, maintained and enhanced for the benefit of the wider community.



VISITOR PARKING AND PEDESTRIAN WALKS

With the Mere being made available to the wider community, together with a cafe and leisure facilities a small element of visitor parking has been proposed.



PLAYGROUND

A new community play facility is proposed at the pedestrian junction with the existing residential community, helping to integrate Booths Park Living.



SPORTS AND LEISURE

Toft Cricket Club and Knutsford Rugby Club will continue to be supported and where possible improvements will be facilitated. The proposed development will provide access to running and cycle paths around the Mere and adjacent woodland.



AFFORDABLE HOUSING

The developers are considering innovative ways to provide genuinely affordable housing at Booths Park.



3-4 BED FAMILY HOUSING

Smaller family housing, predominately 3 and 4 bedroomed accommodation, makes up the largest proportion of housing, to accommodate young families.



MEDICAL FACILITIES

There is already an ongoing dialogue with Knutsford's GP surgeries which could see much needed new medical facilities incorporated within the plans.

BOOTHS PARK LIVING

45 homes - 30% of the total - will be offered at a discount to market value as genuinely affordable housing.

These will be offered to first-time buyers, key workers, those with local connections amongst others. We aim to help local people buy a house in the area for the first time, or to move home but stay in the area.

The affordable housing will be spread across the whole site and will allow local people to purchase/lease apartments, bungalows and homes for young families and 'downsizers'. The tenure will be a mix of discounted open market sales, affordable rent and intermediate tenure.

We believe there is a particular shortage of suitable properties for young families and downsizers.



The developers propose a dedicated committee which could include councillors, residents, local estate agents and others to review applications and make recommendations on who could occupy these properties.

The affordable housing will be spread across the whole site and will allow local people to purchase/lease apartments, bungalows and homes. The tenure will be a mix of discounted open market sales, affordable rent and possibly shared ownership.



BOOTHS PARK LIVING

AN OFFER FOR RESIDENTS

We have a real commitment to making Booths Park an enjoyable place to live in, work at and visit, whilst ensuring any new development benefits the community and our neighbours. We have also taken great care to respect the key features of Booths Park such as the Mere, wildlife and history, whilst considering how we can open up the site for the wider community to enjoy.

Booths Park Living would reflect a variety of high quality building types seen across Knutsford. The proposals also aim to be sustainable as possible. As well as environmental considerations, Booths Park Living will foster a sense of community, health and well-being, building on and integrating with the established commercial offer.



BOOTHS PARK LIVING

LEISURE AND HEALTH

Booths Park Living has been planned to promote an outdoor lifestyle and make best use of the landscape and available woodland. New and existing Booths Park facilities would be opened up for the public to enjoy.

A new Boat House is proposed facing onto the Mere which could house community facilities such as a new gym, café and leisure space.

The development would also link and enhance the existing running, walking and cycle tracks at Booths Park. Free cycle hire is currently available to people working at Booths Park and we would like to make this available to any new residents on the site.

Bruntwood support Knutsford Rugby Club and Toft Cricket Club who both use facilities at Booths Park.



BOOTHS PARK LIVING

THE MERE

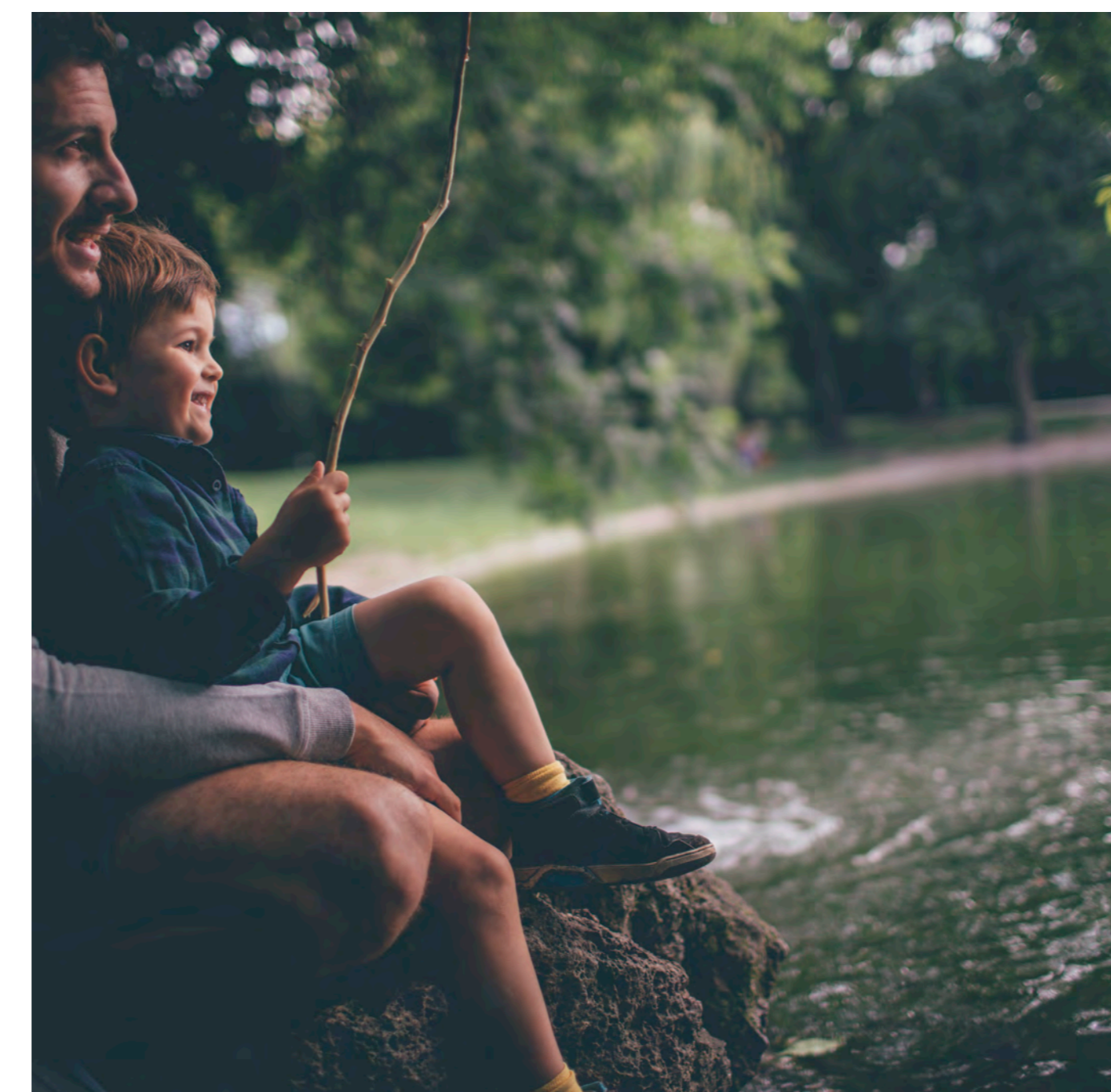
Booths Park Living presents a rare opportunity to provide additional outdoor space for the whole community to enjoy. For example, we believe that the Mere at Booths Park is an under-used asset which could benefit the community more.

By working with other landowners, including Cheshire East Council, we can open up access to the Mere. We would like to introduce a new pedestrian and cycle route around the whole Mere and also improve linkages between Booths Park and Longridge.

As part of the proposals, we would seek to protect the ecology of the Mere and the amenity of anglers who fish there. One idea is to enhance the reed beds to protect wildlife from being disturbed and providing more fishing pontoons, in conjunction with the Angling Club.

Although the Mere is currently used for fishing, we believe that there is potential for a much broader range of recreational uses, as in the past, whilst protecting and enhancing ecological habitat.

We'd be interested in having your thoughts on the Mere and how you and your family might use it in the future.



BOOTHS PARK LIVING

OUR PROPOSALS

ACCESS AND TRANSPORT

In 2015 planning permission was granted for the development of circa 21,000m² of additional commercial floorspace on the existing surface car park to the east of Booths Hall. However, as a result of Bruntwood's purchase of Alderley Park the intended delivery rate of the new commercial floorspace at Booths Hall has slowed.

In this climate, Bruntwood will enter into a legal agreement which will reduce the amount of future commercial floorspace that can be developed on Booths Park. This legal agreement will ensure that the overall traffic flows generated following the Booths Park Living development will be no more than that previously agreed with the Council. **In this way, Booths Park Living can be developed with no additional traffic impact on the roads surrounding the site. This also ensures that related noise and air quality impacts are also effectively mitigated.**

Booths Park Living will be accessed from the existing junction with Chelford Road, and thereafter a new road which will be provided off the main drive into Booths Park. In keeping with the surroundings the new road will be designed to resemble a country house driveway. Pedestrian links into Knutsford already exist via Delmar Road and South Downs. Improvements to the Mere could also see new walking and cycle routes provided via Longridge.

Future residents will be able to take advantage of the significant job opportunities within the businesses already located on Booths Park, and will have access to the shuttle bus link to Knutsford town centre which will be delivered in conjunction with the approved employment floorspace.

The planning application will be supported by a Transport Assessment. This document will consider the traffic generated by the proposed development, as well as the accessibility of the site by sustainable means of travel and measures that can be implemented to improve these. The Transport Assessment will be submitted to Cheshire East Council for their highway officers to review.

A Travel Plan for the development will also be submitted with the application. This will outline measures to inform and encourage future residents to use sustainable forms of travel.



BOOTH'S PARK LIVING

Both Bruntwood and Hillcrest Homes have a successful background in delivering appropriate, environmentally sensitive and successful schemes whilst working with local communities.

We want to ensure that our proposals can help to meet local demand for new housing, whilst not placing a burden on local services and infrastructure.

We are looking to encourage public services to have facilities at Booth's Park. There is already an ongoing dialogue with Knutsford's GP surgeries which could see much needed new medical facilities incorporated within the plans. Other health facilities could also be accommodated at Booth's Park. We welcome your thoughts on this.

We are also speaking to local schools to understand how the potential extra demand could impact them.

Booth's Park is an exceptional site and we will look to work with local people to deliver a scheme which meets Knutsford's needs and aspirations.

As well as your thoughts on the types of housing you would like to see built, we would also like to know about the public or community services you think should be provided here.

Respecting our neighbours

Our plan shows that new homes can be built whilst minimising any impact on existing local properties. There is already a considerable landscaping buffer between the existing homes and those proposed. However, we welcome your thoughts on how this can best be improved.



Bruntwood and Hillcrest Homes have been working hard to ensure that our existing proposals can help to meet local demand for new housing, whilst not placing a burden on local services and infrastructure



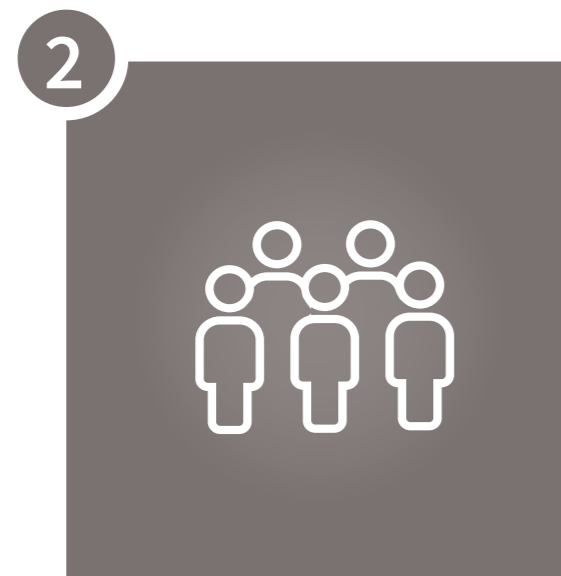
BOOTH'S PARK LIVING

A SUSTAINABLE SITE

Ideas being explored include:



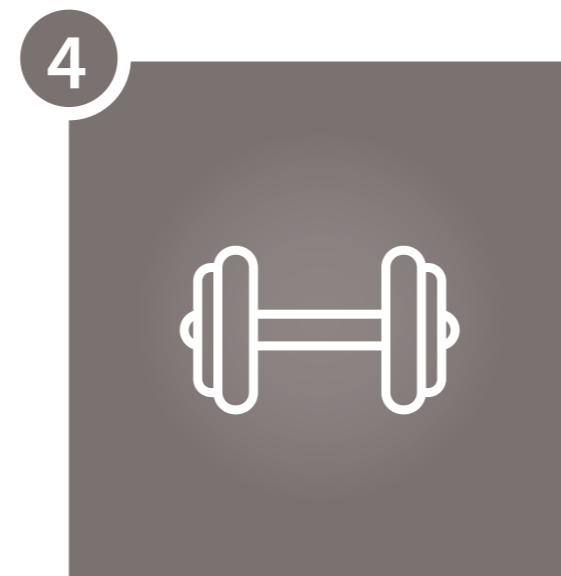
A children's play area



The use of Booths Hall as a community facility



Improved pedestrian and cycle links to Longridge and the town centre, plus direct access to the countryside



On-site gym and fitness facilities



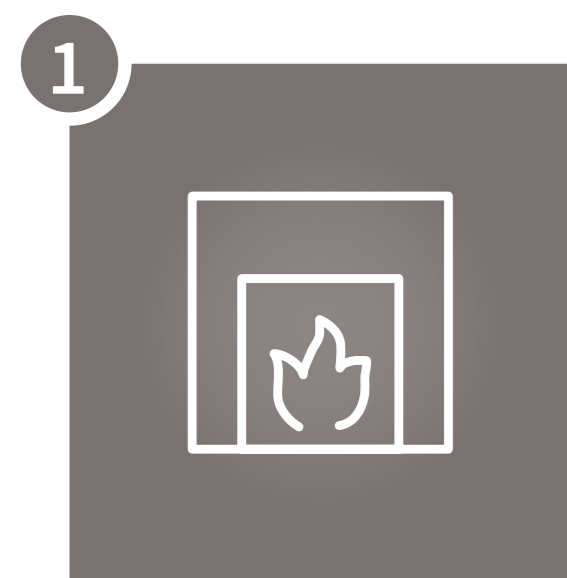
Rent-able bicycles

Bruntwood and Hillcrest Homes aim for the proposal to be as sustainable as possible. As well as environmental considerations, Booths Park Living will foster a sense of community, health and well-being. We are working with specialists from Arup to consider how best to achieve this.

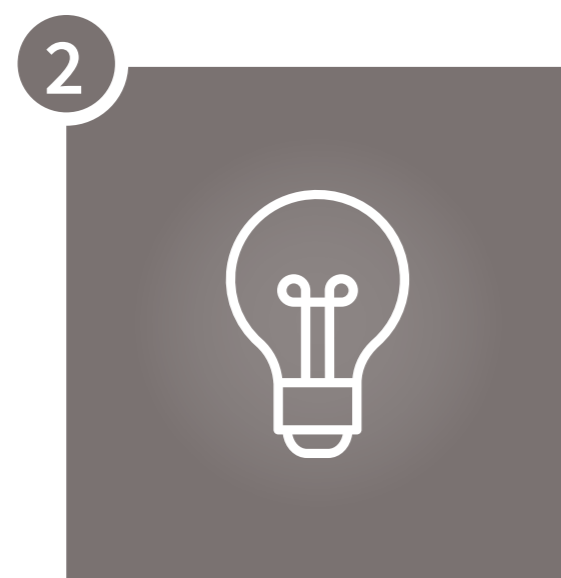
Bruntwood as the long term custodian of the site have a real commitment to making Booths Park an enjoyable place to live in, work at and visit whilst ensuring any new development benefits the community and our neighbours.

We have taken great care to respect the key features of Booths Park such as the Mere, wildlife and history whilst considering how we can open up the site for the community to enjoy.

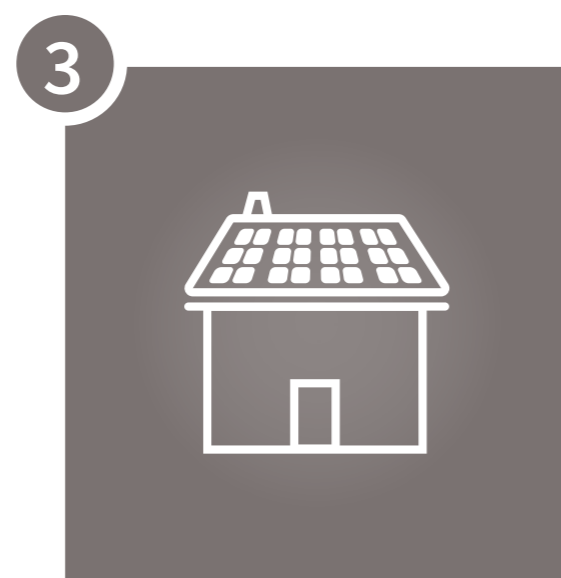
We are also giving thought to affordable, clean energy generation and reduced consumption. Ideas include:



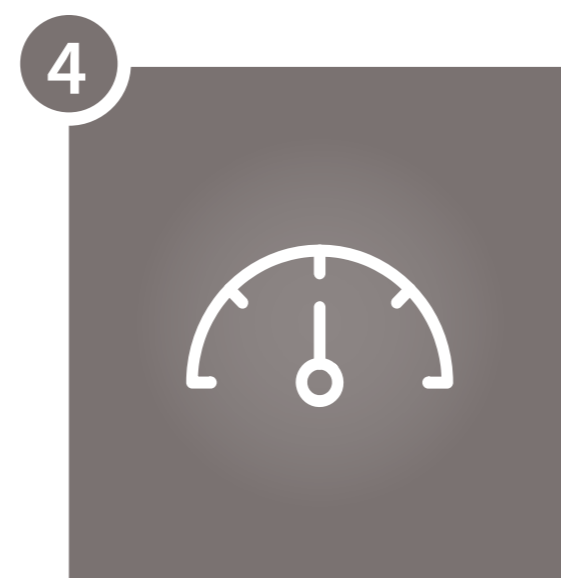
Low energy, highly insulated houses



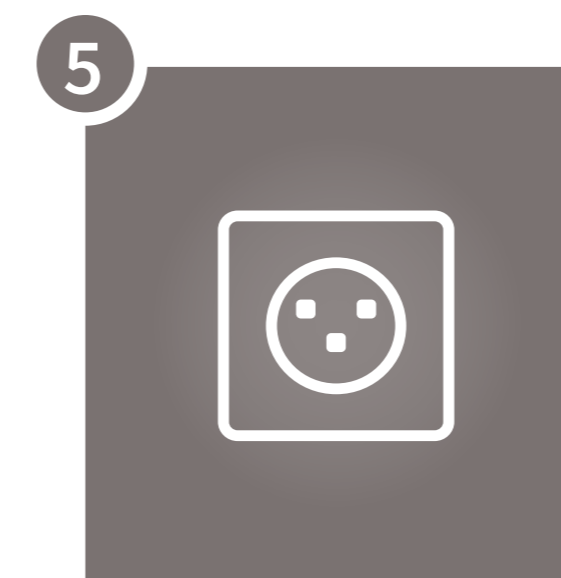
Motion sensitive outdoor and indoor lighting



The potential for solar panels on buildings roofs



Smart energy meters throughout



Electric charging points



Grasscrete for car parking areas



Provision of green, public spaces

BOOTH'S PARK LIVING



What will be the impact on traffic?

The planning application will be supported by a Transport Assessment. In 2015 planning permission was granted for the development of circa 21,000m² of additional employment floorspace on the site. Bruntwood will enter into a legal agreement which will reduce the amount of future employment floorspace that can be developed on Booth's Park. This legal agreement will ensure that the overall traffic flows generated by Booth's Park following the residential development will be no more than that previously agreed with the Council.

Is this green belt?

No, the site was removed from the Green Belt during the Local Plan process.

Isn't there a Local Plan in place?

The site is safeguarded for future residential development beyond 2030 in the local plan, but we believe the need is to deliver houses now to address pent up demand. We have made representations to the Knutsford Neighbourhood Plan and to Cheshire East Council's ongoing Site Allocations consultation on this issue. We believe that the local plan target of 950 homes for Knutsford within the next 12 years is unlikely to be achieved in a reasonable timeframe.

The type and mix of homes proposed by Bruntwood and Hillcrest Homes at Booth's Park will help address the current housing shortage in Knutsford which is being exacerbated by slow progress on development sites elsewhere.

What's happening to the farmland?

Bruntwood is working with the farmer to identify suitable replacement land.

I'm concerned about a negative impact on the Mere. How will you protect it from ecological harm or disturbance?

We will work with the Angling Club to protect their rights to fish the Mere. The Mere can be enhanced and protected by planting new reedbed and generally improving the facilities and routes around it.

What does opening up the site mean?

We will aim to improve community access by improving the pedestrian and cycle routes to the site. Bruntwood would also like to see the community make more use of the facilities on the site.

What about security for existing businesses?

We believe that the commercial uses at Booth's Park can sit comfortably alongside residential uses. The 24-hour security cover will maintain a presence to protect existing site users in the same way as they do now.

BOOTH'S PARK LIVING

KEY BENEFITS OF BOOTH'S PARK LIVING

Bruntwood and Hillcrest Homes believe that there are a number of benefits to a residential development at Booth's Park. These include...



The provision of genuinely affordable properties in a desirable location within Knutsford



Local people could benefit from affordable properties through the introduction of a committee to assess applications



The variety of housing types being proposed, including bungalows and apartments, providing supply to the local housing market to meet existing demand



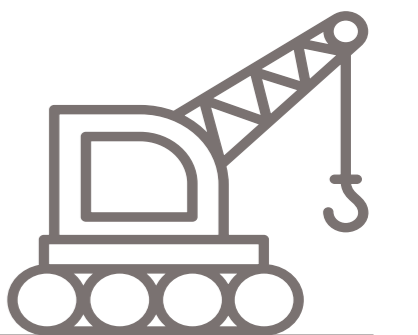
New properties at Booth's Park can be delivered quickly. We anticipate that if planning permission is approved in 2019, properties could be available for occupation by 2021



Booth's Park Living can provide new housing with minimised impacts on existing residents and on local infrastructure



New facilities can be accommodated at Booth's Park, including a new health centre, along with a play area and the potential for improved outdoor activity provision



This will be a development of the highest quality, delivered by two well-known locally-based developers.

BOOTHSPARK LIVING

Thank You

Thank you for visiting our exhibition today. We hope you found it useful!

If you still have any questions, please speak to a member of our consultation team or visit our website which will be regularly updated.



www.boothsparkliving.co.uk

What happens next?

We will review the comments received during this public consultation and make changes to the proposed development where appropriate. It is our intention to submit a detailed planning application to Cheshire East Council.



Follow us using:
Booths Park Living

BOOTHS PARK LIVING



BOOTHS PARK LIVING

KEY

- 1 Boat house
 - 2 Alms houses
 - 3 Bungalows
 - 4 Farm houses
 - 5 Barns
 - 6 Family houses
 - 7 Apartments
 - 8 Community hub
 - 9 Mere
 - 10 Visitor parking & pedestrian walks
 - 11 Playground
 - 12 Sports & leisure
 - 13 Affordable housing
 - 14 Family housing
 - 15 Doctors surgery
- ⇒ New route to Longridge and around the Mere

