



LAND AT CHESTER ROAD
HARTFORD

Development Framework
AUGUST 2025

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Prepared by Pegasus Group on behalf of Redrow Homes Ltd.



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1. Introduction

Redrow Homes have a long standing presence in Cheshire West and Chester, having delivered over 2,600 homes since 2010, 27.5% of which have been affordable dwellings, across 10 sites. Redrow are now actively promoting additional sites for housing development, including their land interests on land at Chester Road, Hartford. Redrow fully support the Council's identification of the site (NOR09) for residential development and this Development Framework demonstrates the site is available, sustainable and developable.

This document provides an executive summary of the site's context in terms of the surrounding topography, natural environment, historic environment and local planning policy, including the site's current designation as Green Belt. It goes on to demonstrate that the site is highly accessible, sustainably located and meets the definition of Grey Belt in Annex 2 of the NPPF.

This Development Framework has been updated in response to the Council's Issues and Options (Regulation 18) consultation, which ran between July - August 2025. Redrow previously submitted representations to the Borough's Local Plan Conversation in 2021 and the March 2024 Call for Sites exercise. Redrow remain strongly of the view that a new Local Plan must be prepared in Cheshire West and Chester in order to meet the Borough's significant, emerging housing and development requirements. Land at Chester Road would make a positive contribution to meeting the Council's significant housing needs.

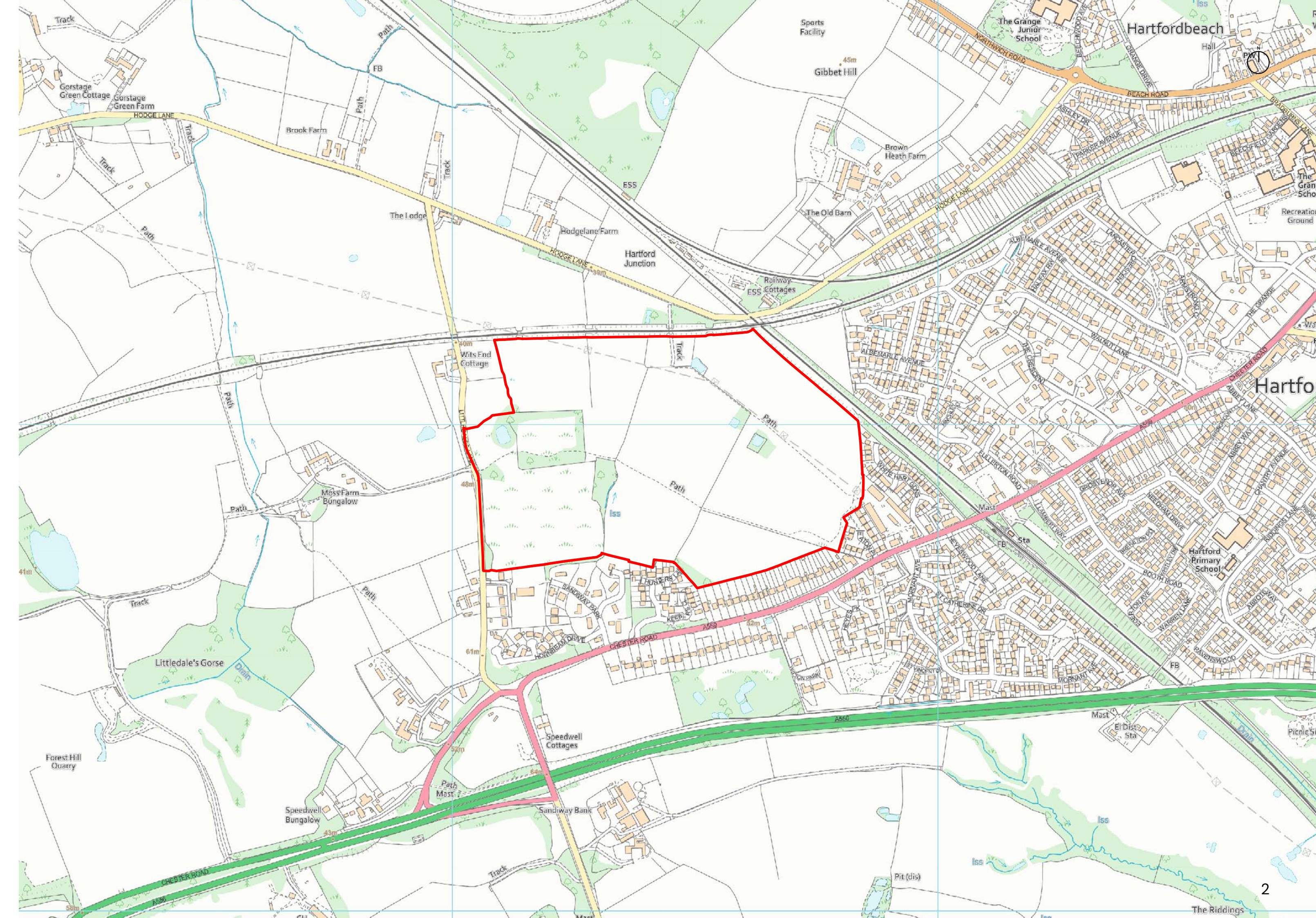
It is our view that exceptional circumstances do exist for additional Green Belt release as part of the emerging Local Plan, due to a lack of available and deliverable land, chronic affordable housing needs and the Borough's significant development needs. The Council's current five year housing land supply position of 1.89 years, further demonstrates the critical housing shortages facing the borough. There is a need to allocate additional housing sites to meet these

needs, including suitable Grey Belt sites such as Land at Chester Road.

The site is 33.96 hectares (83.91 acres) and having carried out an assessment of the site's constraints and opportunities, this document confirms that there are no technical or physical constraints which would prevent the site coming forward for residential development. An indicative masterplan has been prepared which demonstrates the site could deliver in the region of 580 homes (including affordable housing). The site can also deliver a potential school and local amenities area on site, which will provide a highly sustainable development and mixed community.

The vision is to create a high-quality development that will positively contribute to Hartford by providing aspirational homes for existing and new residents and affordable homes to those that have found it harder to get a foot on the housing ladder. With this investment, additional expenditure for local shops and Council Tax receipts will be collected which will assist in funding and improving local community services and facilities.

In short, the site represents a suitable, available and deliverable housing development opportunity.



2. Site Context

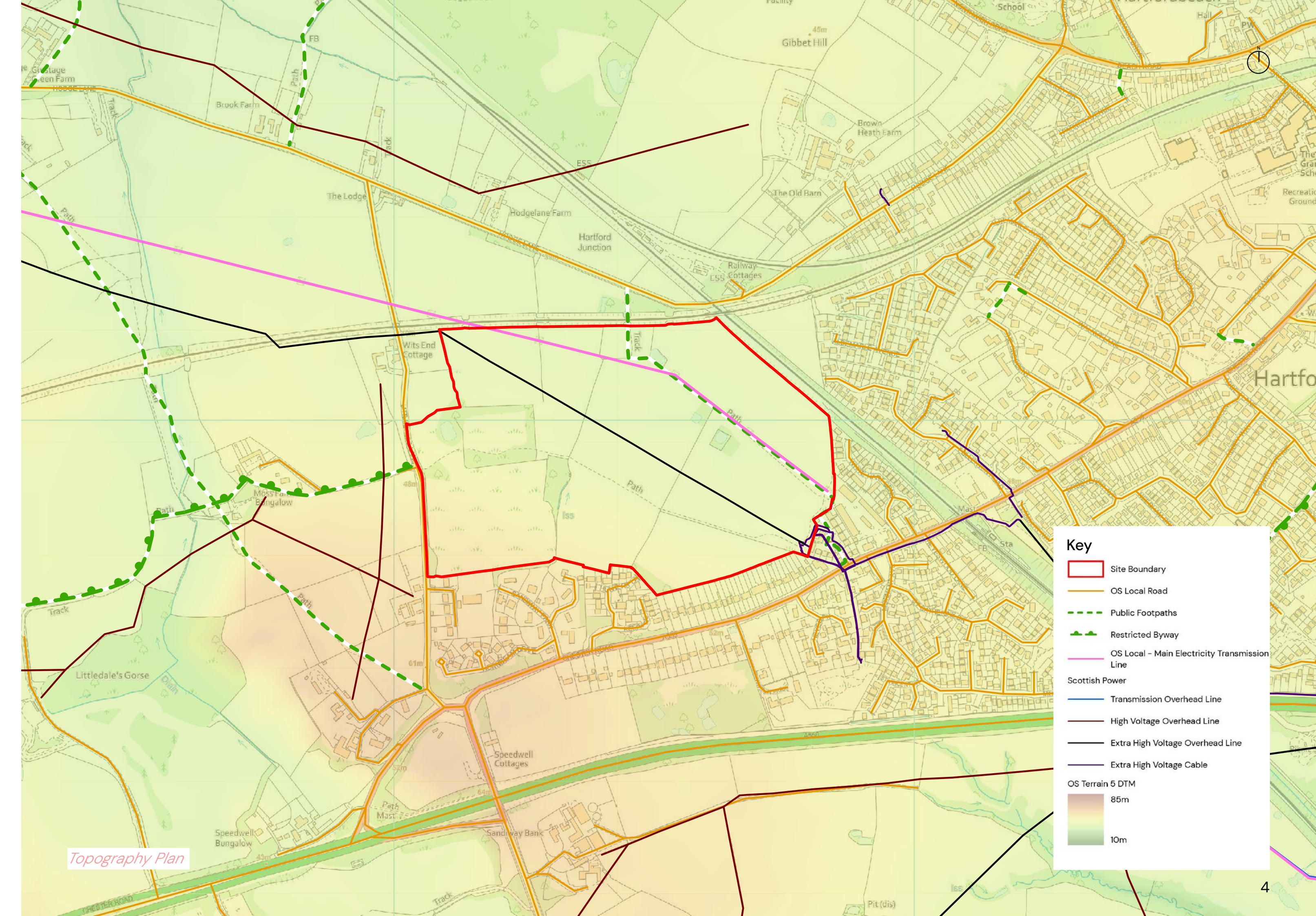
2.1 Topography and Physical Surroundings

The site comprises agricultural land and is sustainably located adjacent to the settlement boundary to the south and east. Existing residential development adjoins the site's southern boundary along Chester Road.

The site is located adjacent to two railway lines, with the West Coast Main Line running to the east and Mid-Cheshire Line to the north. Littledales Lane runs adjacent to the site's western boundary, with further agricultural land beyond.

The site is not unduly constrained by its physical surroundings for the following reasons:

- The site's topography is relatively flat and suitable for residential dwellings. This is shown in the corresponding Topography Plan.
- Land to the immediate south comprises residential development and this site represents a logical extension to round off the existing settlement boundary of Northwich at its south-western extent.
- The site has the opportunity to connect through to Chester Road along a 300m frontage south of the site via additional land assembly and also this will ensure a deliverable access. There are additional opportunities to provide pedestrian and cycle connectivity with the local area.
- Two overhead electricity lines run through the site, including pylons which will be retained and an overhead 33kv connection that will be diverted. These do not pose a major infrastructure constraint, as the Masterplan has been designed to take account of this (including associated offsets/swing areas).



2. Site Context

2.2 Facilities and Services

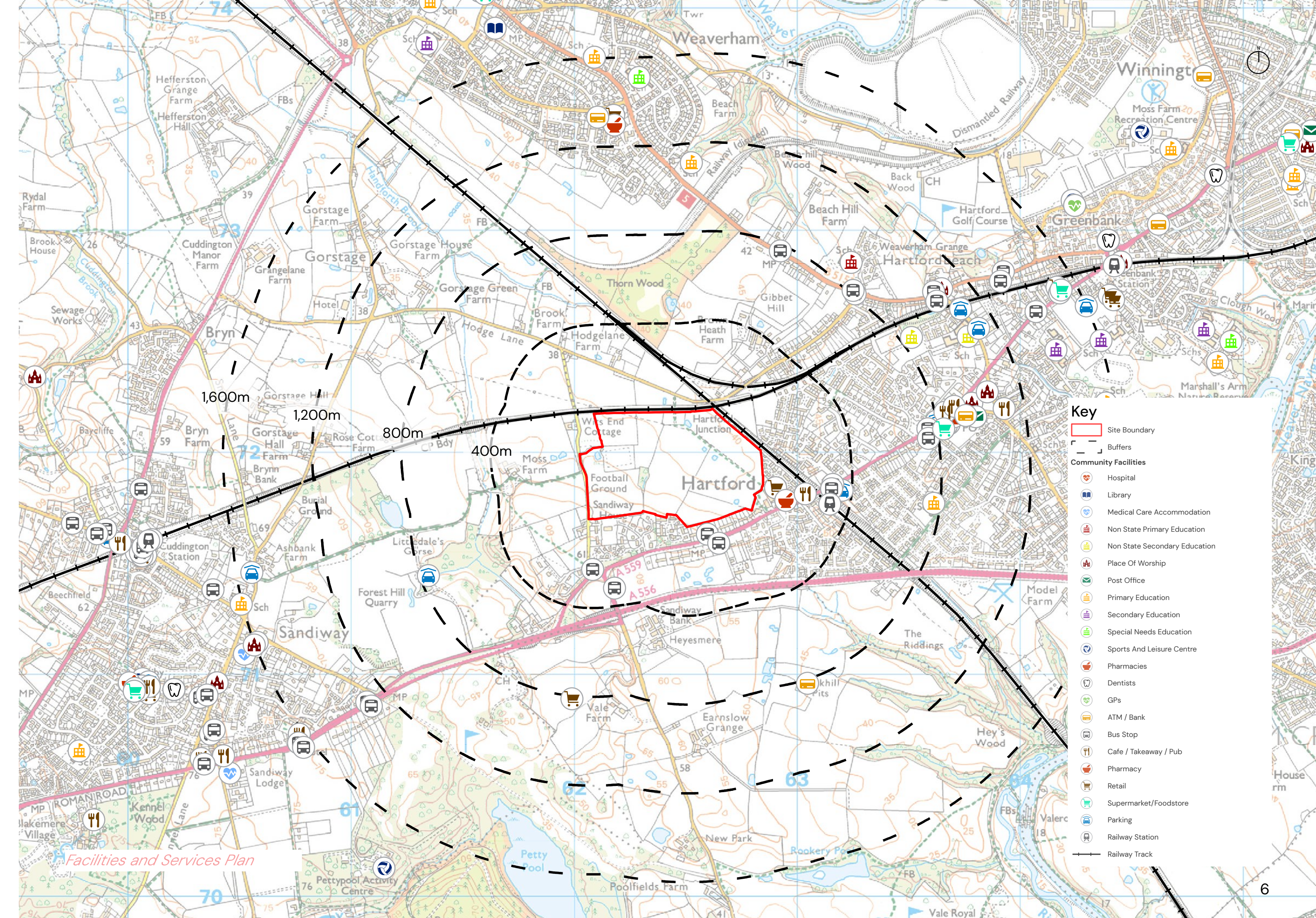
The Facilities and Services Plan (opposite) shows the location of key local facilities and services in relation to the site.

- A number of bus stops are located within a 400m radius of the site, along Chester Road, and accessible within a 5-minute walk. The nearest bus stops (Heyes Park) are located along Chester Road to the south of the site. The number 2 service operates at these stops and provides direct access to Northwich and Chester at an hourly operational frequency.

- The site also benefits from rail connections, with Hartford Railway Station located within 400m of the site. Greenbank Railway Station is also located 2km from the site. Hartford Railway Station provides services to Liverpool Lime Street and Birmingham New Street which are each available every hour. Greenbank Railway Station provides services to Chester and Altrincham which are also available every hour.

- As shown on the Facilities and Services Plan, a variety of other facilities are also located within a 1,200m radius of the site within Hartford, including a primary school, a pharmacy, local convenience store and other shops which can be accessed by pedestrians and cyclists.

The site is therefore entirely deliverable from a sustainable perspective and benefits from a sustainable location in relation to public transport and existing facilities in Hartford. Therefore the site also complies with paragraphs 110 and 155 of the NPPF.

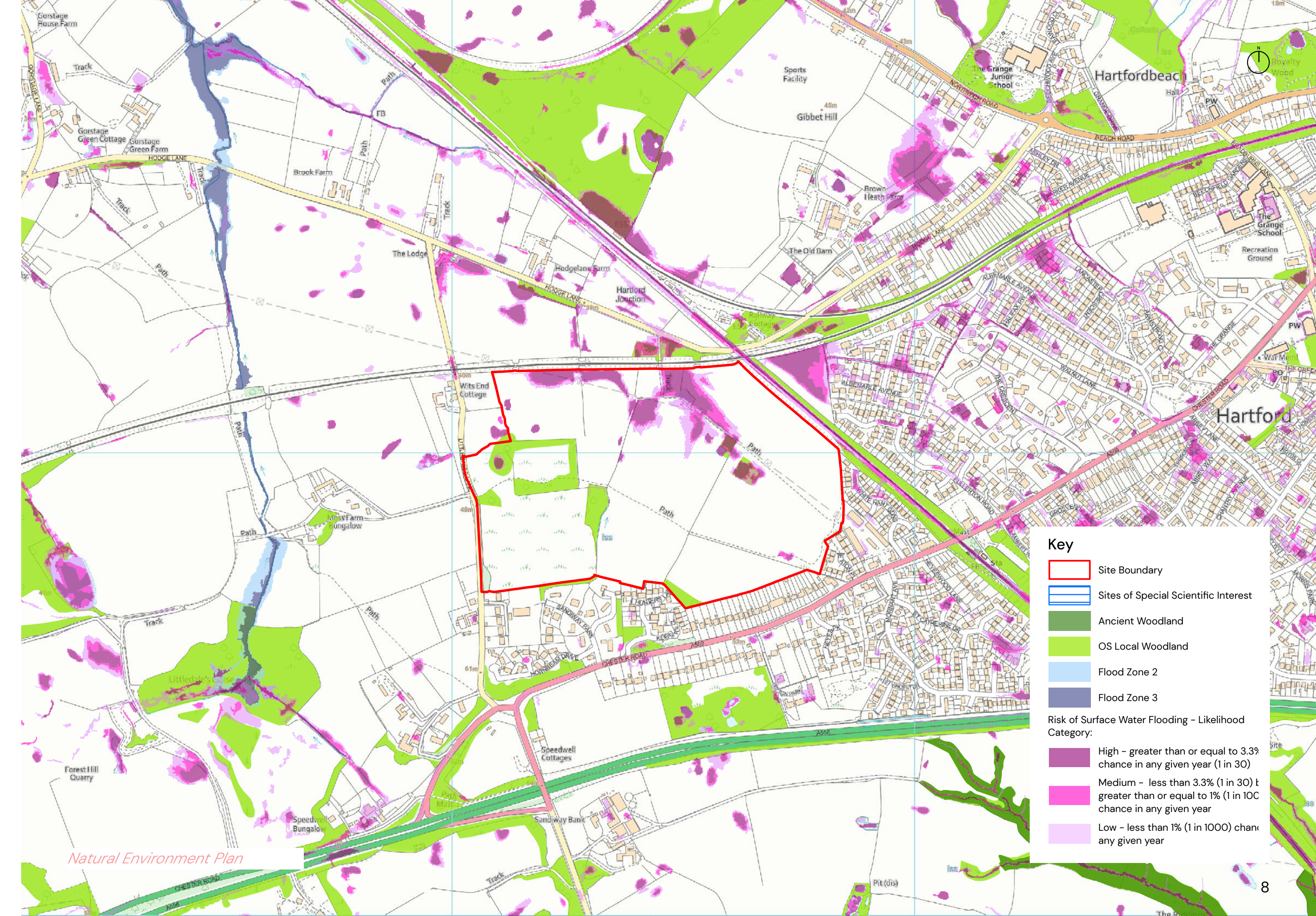


2. Site Context

2.3 Natural Environment

The site is largely unconstrained when considering environmental constraints for the following reasons:

- The site is located entirely within Flood Zone 1 (lowest probability of flood risk).
- The vast majority of the site is of low/not at risk, of surface water flooding. There are some areas of medium-high surface water flood risk in the north-eastern section of the site. This has been duly considered as part of the masterplanning process, with no built form proposed in these locations.
- The site is not subject to any statutory environmental designations, such as SSSIs or Special Protection Areas.
- Trees in the south-west corner of the site, and one small group towards the centre of the south-west quadrant are protected by Tree Preservation Orders. These can be managed and enhanced as part of the development proposals.
- The site is classed as Grade 3 (good to moderate) agricultural land on Natural England's high-level, regional agricultural land mapping.



2. Site Context

2.4 Ecology and Biodiversity Net Gain

An Arboricultural Appraisal (TEP) and Preliminary Ecological Appraisal (Collington Winter) have been prepared for the site. Key initial ecological conclusions are summarised below:

- The majority of the site comprises agricultural fields which are heavily managed. This has reduced the flora biodiversity on site.
- Notable flora was considered absent on the site visit. The western part of the site comprises modified grassland.
- Several trees have been identified as having potential for bat roosting. The Masterplan has duly considered these, with these trees retained as part of development proposals.
- Great Crested Newt (GCN) Surveys have been undertaken, which confirm no GCNs are present on site or in ponds within 250m.

A Biodiversity Net Gain Assessment has also been undertaken (Collington Winter). The assessment has calculated the pre-development habitat baseline on site, which are illustrated on the Baseline Habitat Map opposite.

The assessment also calculates post-development habitats on site, as shown on the plan opposite. The assessment concludes that the proposed scheme will result in a total net gain of 10.47% in habitat units and 13.39% hedgerow units. The trading rules are therefore satisfied for both habitat and hedgerow units.

To conclude, the development of this site for residential use is entirely acceptable from an ecological and biodiversity net gain perspective.



Baseline Habitat Plan

c1b5	Rye-grass and clover ley	u	Urban
c1c5	Winter stubble	u1f	Sparsely vegetated urban land
c1d	Non-cereal crops	w	Woodland and forest
c1d8	Other non-cereal crops	w1g	Other broadleaved woodland
g	Grassland	Trees	Trees
g4	Modified grassland		
h2a	Native hedgerow		
h2a6	Other native hedgerow		
h3d	Bramble scrub		
h3h	Mixed scrub		
h3j	Willow scrub		
r1g	Other standing water		



Location of Key Post-Development Habitats Plan

Key:

- New Allotment
- New SuDS
- New Other Neutral Grassland
- New Trees

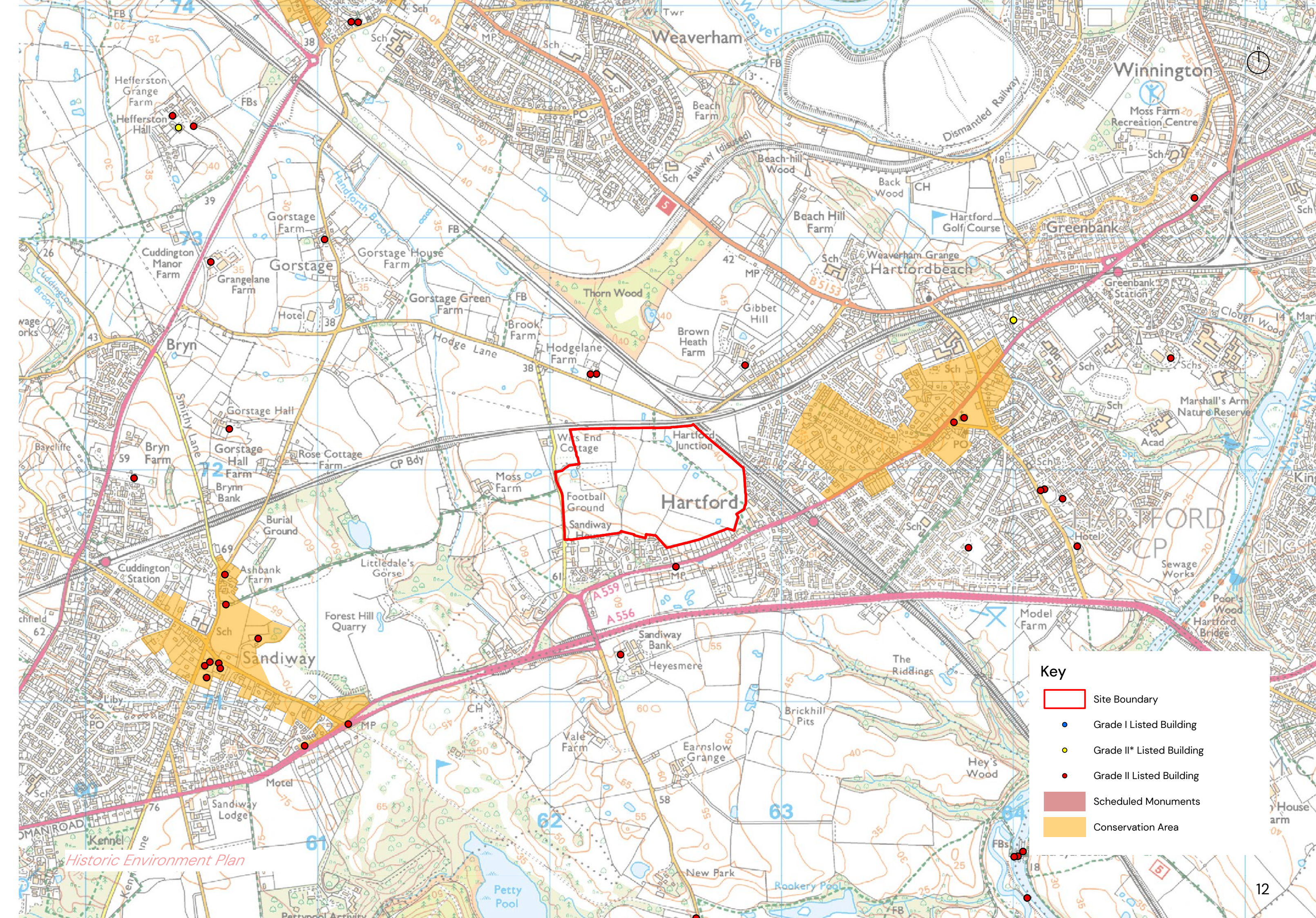
2. Site Context

2.5 Historic Environment

The site is unconstrained when considering the historic environment and associated assets for the following reasons:

- There are no Grade I, II* or II listed buildings within the site. The nearest listed building is the Grade II listed Turnpike Milestone located to the south of Chester Road circa 100m to the south of the site;
- There are no Conservation Areas within the site boundary or immediately adjacent to it. Hartford Conservation Area is located to the east, circa 200m from the eastern site boundary but has limited visual connection with this site, due to intervening development and the railway line;
- There are no locally designated heritage assets on the site. Within the local context are five locally designated heritage assets within 150m of the site's southern boundary;
- There are no Registered Parks & Gardens within the site or within close proximity; and
- There are no Scheduled Ancient Monuments within the site or within close proximity.

The location of designated heritage assets are also shown on the corresponding Historic Environment Plan. In short, there are no heritage constraints in the area that would preclude the development of this site for housing. Local heritage assets will be considered during the development of the design proposals.



2. Site Context

2.6 Landscape Analysis

Introduction

The site adjoins the western edge of the village of Hartford comprising residential development to the east and south of the site. The site is separated from the A559 Chester Road to the south by intervening residential development. The site is bound to the north by a railway line running roughly east west on an embankment along the northern boundary of the site. There is a second railway line along the site's north-eastern boundary, beyond the Hartford junction and enclosed in a cutting. There is new housing development north-east of the site beyond this section of railway line. The site's western boundary is defined by a rural lane named Littledales Lane. The following section provides an initial overview in landscape and visual terms of the site and its surroundings in relation to the proposed development of the site.

Local Landscape Character

The site is in National Character Area 61: Shropshire, Cheshire and Staffordshire Plain. At a local level, the site is in landscape character type (LCT) 5: Undulating Enclosed Farmland and the south-eastern part of landscape character area (LCA) 5b: Frodsham to Northwich.

Some of the key landscape characteristics of LCA 5b, of relevance to the site and its surroundings are listed below:

- Grassland meadows that are of local wildlife importance;

- Small scale fields resulting from late eighteenth and early nineteenth century enclosure by private agreement and Parliamentary Act are bounded by hedgerows with hedgerow trees and drainage ditches;

- Field ponds are a feature of the lower lying areas, indicating the extraction of marl (calcareous deposits) from the boulder clay for past agricultural improvement;

- Community woodland sites at Thorn Wood and Hazel Pear Wood are managed by the Woodland Trust and provide open access;

- There are panoramic views from the B5152 across the Weaver Valley;

- Mainline railway lines, the disused ICI mineral railway, electricity pylons, the A49 and A556 pass through the area, contributing to the sense of movement and noise locally;

- The Frodsham Sandstone Ridge and the Norley Undulating Enclosed Farmland form a backdrop to views.

Under the 'Perceptual/Visual' section, the assessment states the following which is of some relevance to the site and its surroundings:

- The large scale, undulating landscape overlaid by a small scale field pattern allows varying views, from enclosed low lying views to open long distance views from higher ground which is visually more sensitive;

- The farmed landscape gives an impression of being manicured and 'tamed';



Viewpoint 1 – View from footpath FP12/1 looking north-west across the site.



Viewpoint 2 – View from footpath FP12/1 looking south across the site.



Viewpoint 3 – View from Littledales Lane outside 'The Stables at Wits End' looking east across the site.



Viewpoint 4 – Views from the edge of restricted byway RB16/1 looking east across the site.

2. Site Context

- Generally a quiet, rural landscape but with features that detract from the overall sense of tranquillity whilst providing sensitive visual receptors, including the main roads and railway, the relatively dense network of rural lanes, small scale industry (including sewage works) and the presence of sizeable settlements including 'suburban' development and industry on the edge of the character area;

- The Frodsham Sandstone Ridge and the Norley Undulating Enclosed Farmland form a backdrop to views, but generally there is no strong skyline to this relatively low lying landscape other than hedgerow trees and electricity pylons; and

- The presence of undulating topography, woodland and hedgerow trees means there is some potential for mitigating visual impact without the mitigation measures in themselves having an adverse effect on the character of the landscape.

The overall Landscape Management Strategy for LCA 5b "should be to conserve the pastoral character of the landscape and to enhance the hedgerow and woodland network..." The assessment provides built development guidelines. Those of relevance are listed below:

- Conserve the local vernacular built form - red brick/sandstone or white washed farmsteads and buildings. Ensure new built development is of high quality design and responds to local materials and styles. Resist suburban style fencing, garden boundaries, kerbs and lighting;

- Seek to integrate garden boundaries with the rural landscape through use of native hedgerows;

- Local distinctiveness: maintain the rural setting to villages;

- Soften built edges by introducing small scale planting schemes using native broadleaved species.

- The site also is included in the south-eastern part of the Mersey Forest Plan. The interactive map available online identifies the site in two policy areas:

- Policy 'C6: Northwich Woodlands Forest Park and around Northwich' across the southern and eastern parts of the site.

- Policy 'C18: Rolling farmland from Kingsley to Hartford' across the western and northern parts of the site.

- The indicative woodland cover target for policy area C6 is identified as being 40%. The Mersey Forest Plan identifies that policy C6 is to "Further develop the Forest Park, its use, connectivity, and interconnection with Northwich, to complement the regeneration of the town in its rural setting..."

- The indicative woodland cover target for policy area C18 is identified as being 20%. The Mersey Forest Plan identifies that the policy is to "Plant trees and small woodlands, especially on the transitional slopes of the Sandstone Ridge, including hedgerows, hedgerow trees, and orchards, and to restore areas of sand quarrying."

Character of the Site

The eastern portion of the site comprises arable farmland divided by hedgerow with some hedgerow trees and includes several field ponds with associated tree cover. Field sizes are larger across the eastern part of the site suggesting former hedgerow field boundaries have been removed. The western part of the site is well treed and comprises grassland of varying condition.

The site generally falls north-eastwards from approximately 60m above ordnance datum (AOD) in the south-western part of the site to approximately 40m AOD along the north-eastern edge of the site.

Residential development on the settlement edge is visible to the north-east, east and to the south on higher ground. Trains along the railway embankment immediately north of the site are clearly visible and audible. Trains along the railway line running along the north-eastern site boundary are hidden within a cutting but are also audible and train movement along this line is more frequent.

Landscape Designations

The site is designated Green Belt and countryside (Cheshire West and Chester Local Plan Policy STRAT 9). There are several trees protected by Tree Preservation Orders (TPO) in the site, and there are many located within the residential area south of the site, as shown on the Landscape Framework Plan. There are no other designations of landscape importance present on the site.

Visual

There is one public right of way (PRoW) running through the site, PRoW Hartford FP 12. This footpath

runs through residential development south-east of the site, enters the site in the south-east and runs north-west and north through the eastern part of the site towards and under a railway bridge on the site's northern boundary.

Views from the footpath running through the site are open across the site, see Viewpoints O1 and O2, except where views are enclosed by wet woodland and boundary hedgerow where this footpath runs along the edge of a field pond. From the south-eastern end of this footpath there is a glimpsed long-distance view north-west towards higher ground, beyond intervening mature trees, anticipated to be part of the Sandstone Ridge.

Views south from the northern most part of this footpath towards the site are limited to where they extend under the railway bridge. The railway embankment along the site's northern boundary physically and visually separates the site from farmland, Hodge Lane and residential properties to the north. There are potential filtered views into the site from the residential property north of Hodge Lane near the Hartford (railway) junction.

There are open, elevated and fleeting views into the site from the railway line running towards and along the northern boundary of the site. Views from the railway line in a cutting parallel to the north-eastern boundary of the site are enclosed by landform.

Residential development to the north-east and east of the site have open views, and properties to the south-east and south on higher ground overlook the site to varying extents depending on the extent of tree screening in the view.

Wits End Cottage opposite the north-western corner of the site has open upper storey views over hedgerow across the north-western corner of the site. It is anticipated that this property has a glimpsed distant view of new housing development north-east of the site, beyond intervening trees. Persons on Littledales Lane have views into the north-western corner of the site beyond fencing and mature trees along the site's boundary (see Viewpoint O3).

Views into the site from Littledales Lane are otherwise limited by rising landform and mature hedgerow and/or tree cover, see Viewpoint O4, which also represents the view from the eastern end of a restricted byway (reference: Weaverham RB16).

Views of the site from the A559 Chester Road are restricted by residential properties on the northern side of this road, backing onto the site.



Site Context and Viewpoint Location Plan

2. Site Context

2.7 Green Belt Policy/Grey Belt Assessment

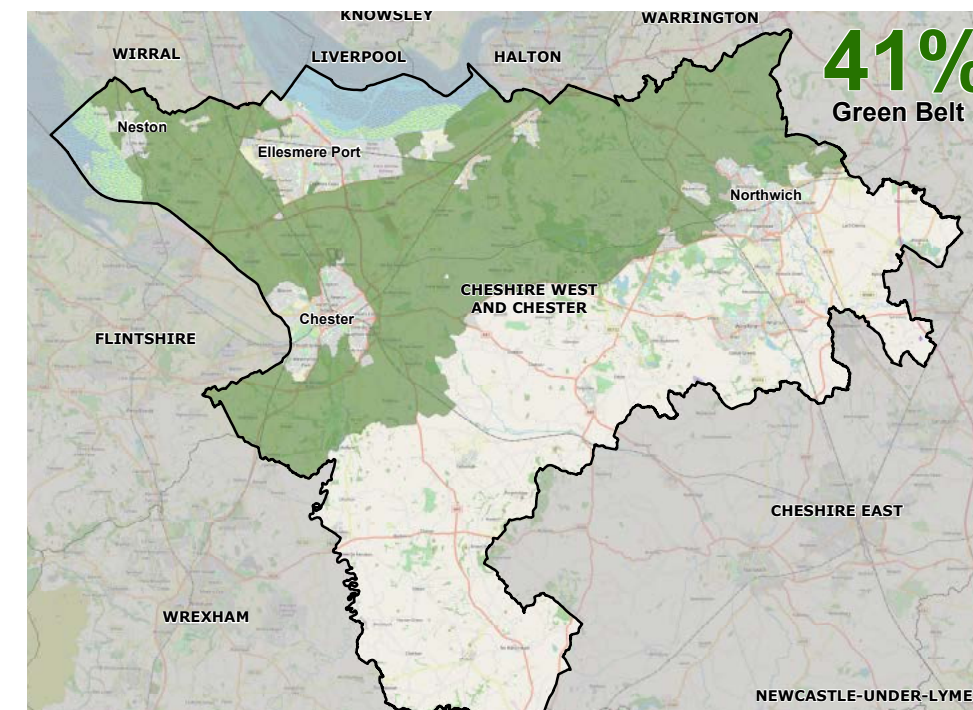
Approximately 41% of the Borough is designated Green Belt with Chester, Ellesmere Port and Northwich either enclosed or partially defined by the Green Belt. This results in the Borough being very constrained in terms of future growth outside existing settlement boundaries, particularly in the northern areas of the Borough where there is strong market demand for housing growth but significant Green Belt constraints. There will therefore be a need to release some sites from the Green Belt to meet emerging development requirements. This is acknowledged in Spatial Options B & C of the Regulation 18 Issues and Options Consultation Paper, which is unsurprising given the Borough's substantial local housing need figure, which requires delivery of 1,928 dwellings per annum.

The December 2024 NPPF included significant changes in respect of Green Belt policy, with the introduction of 'Grey Belt' land. This is defined at Annex 2 of the Framework:

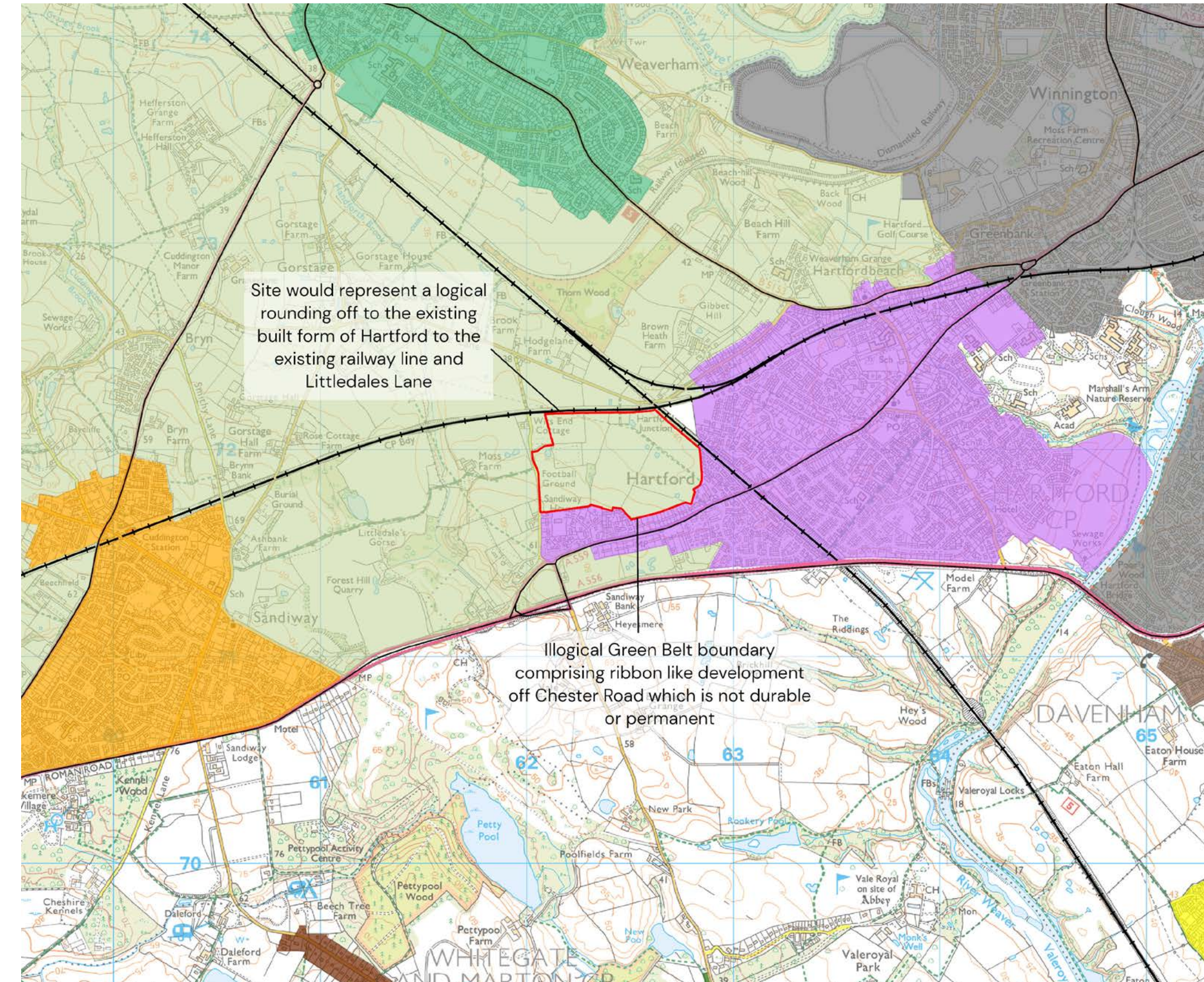
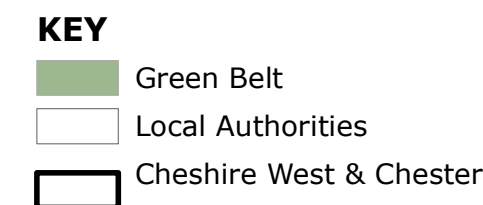
"For the purposes of plan-making and decision-making, 'grey belt' is defined as land in the Green Belt comprising previously developed land and/or any other land that, in either case, does not strongly contribute to any of purposes (a), (b), or (d) in paragraph 143. 'Grey belt' excludes land where the application of the policies relating to the areas or assets in footnote 7 (other than Green Belt) would provide a strong reason for refusing or restricting development."

NPPF paragraph 148 is clear that where it is necessary to release Green Belt land for development, plans should give priority to previously developed land, then consider grey belt which is not previously developed, and then other Green Belt locations.

We now provide an assessment of the site against the relevant Green Belt purposes, 'golden rules' and footnote 7 considerations – taking account of the guidance provided in the PPG.



Green Belt Plan



Settlement Boundaries Plan

Source: Cheshire West and Chester



2. Site Context

Purpose A – to check the unrestricted sprawl of large built-up areas

The site would form a logical extension and rounding off to the west of Hartford. The site benefits from strong/durable boundaries to the north and east, due to the presence of the railway lines, and to the south where it is bound by existing residential development. To the west, the majority of the site is bound by Littledales Lane, with the exception of a small northern section which is lined with mature trees, which again comprises a strong boundary overall. This results in the site being well contained to prevent further sprawl in all directions.

Whilst the site is located adjacent to the large built-up area of Hartford/Northwich, the site benefits from the following attributes as referred to in the PPG:

- Physical features that restrict and contain development, namely the durable boundaries referred to above.
- Other urbanising influences, including the electricity pylons/cables that traverse site and the railway lines that bound the site to the north and east.
- An extensive green buffer/development off-set can be delivered along the western site boundary, as shown on the Illustrative Masterplan.
- A rounding off of the existing settlement area, and certainly not an extended 'finger' of development into the Green Belt.

Overall, the site is concluded to score no more than a **weak** contribution to purpose A.

Purpose B – to prevent neighbouring towns merging into one another

The site is not important in preventing any neighbouring towns merging into one another, as the linear development on Chester Road already extends further west towards Sandiway than the site would. In any event, Sandiway is a village – and the PPG is clear that purpose B relates to the merging of towns, not villages. No merger issues will occur to the south due to existing development along Chester Road. Furthermore, the railway line to the north limits any merging with urban areas to the north, which are all part of the same wider town of Northwich anyway.

The site therefore provides **no contribution** to Purpose B.

Purpose D – to preserve the setting and special character of historic towns

This national Green Belt purpose principally relates to historic towns such as Chester, York, Oxford and Cambridge and is the principal reason why Green Belt has been designated around those towns. It does not directly apply to Hartford or Northwich.

Notwithstanding the above, the site also provides no visual connection to the historic aspects of Northwich. The site itself does not contain any heritage assets and whilst Northwich does contain a Conservation Area and several Listed Buildings, none are located in close enough proximity to be materially impacted by development on the site, meaning the site does not contribute to this purpose even at a local level of analysis.

The site therefore provides **no contribution** to Purpose D.

Footnote 7 Exclusions

Grey Belt excludes land where the application of the policies relating to the areas or assets in footnote 7 (other than Green Belt) would provide a strong reason for restricting development.

The only footnote 7 designation which applies to the site is some areas of medium-high surface water flood risk. However, the Masterplan has already accounted for this and avoids built form in these locations. There are therefore no footnote 7 designations on site which would provide a strong reason for refusing or restricting development.

Golden Rules

In line with the requirements of NPPF paragraph 156, where major development involving the provision of housing is proposed on land released from the Green Belt through plan preparation or review, the site can deliver:

- Affordable housing in line with the requirements of NPPF paragraph 67 (which requires a minimum 50% affordable housing subject to viability).
- The necessary improvements to local or national infrastructure. The Masterplan shows how a land area is reserved for a potential new school on site, as well as a local amenities area.
- Significant green space and infrastructure on site (15.32 hectares, equating to 45% of total red line area) – which will be to the benefit of both existing and future residents. This includes a parkland area, community allotments, community orchard and play areas including a NEAP, LEAP and a LAP.

The proposals are also located in a highly sustainable location, as demonstrated in section 2.2.

In conclusion, it is clear that the site constitutes Grey Belt land. As exceptional circumstances exist to release Green Belt in the borough, and in line with NPPF paragraph 148, Land at Chester Road represents a suitable Grey Belt site which should be allocated for housing in the emerging Local Plan.

2. Site Context

2.8 Highways

A Highways Consultant (iTransport) has prepared an initial Transport Statement for the Chester Road site. The report concludes that feasible access options can be taken via Chester Road to the south and as shown on the potential site access drawing. There are a number of potential locations where access could be achieved along Chester Road across a 300m frontage. Secondary access points can also be provided, enabling connectivity and active travel arrangements to the local area. The Transport Statement and site access arrangements were assessed on the basis of the site delivering circa 580 dwellings, which is acceptable from a highways perspective.



Potential Site Access Locations off the A559

2. Site Context

2.9 Opportunities and Constraints

The following recommendations inform the opportunities and constraints plan shown on the adjacent page and have been informed by a review of relevant policies of the Cheshire West and Chester Local Plan, the Cheshire West and Chester Landscape Strategy and assessment work undertaken on site:

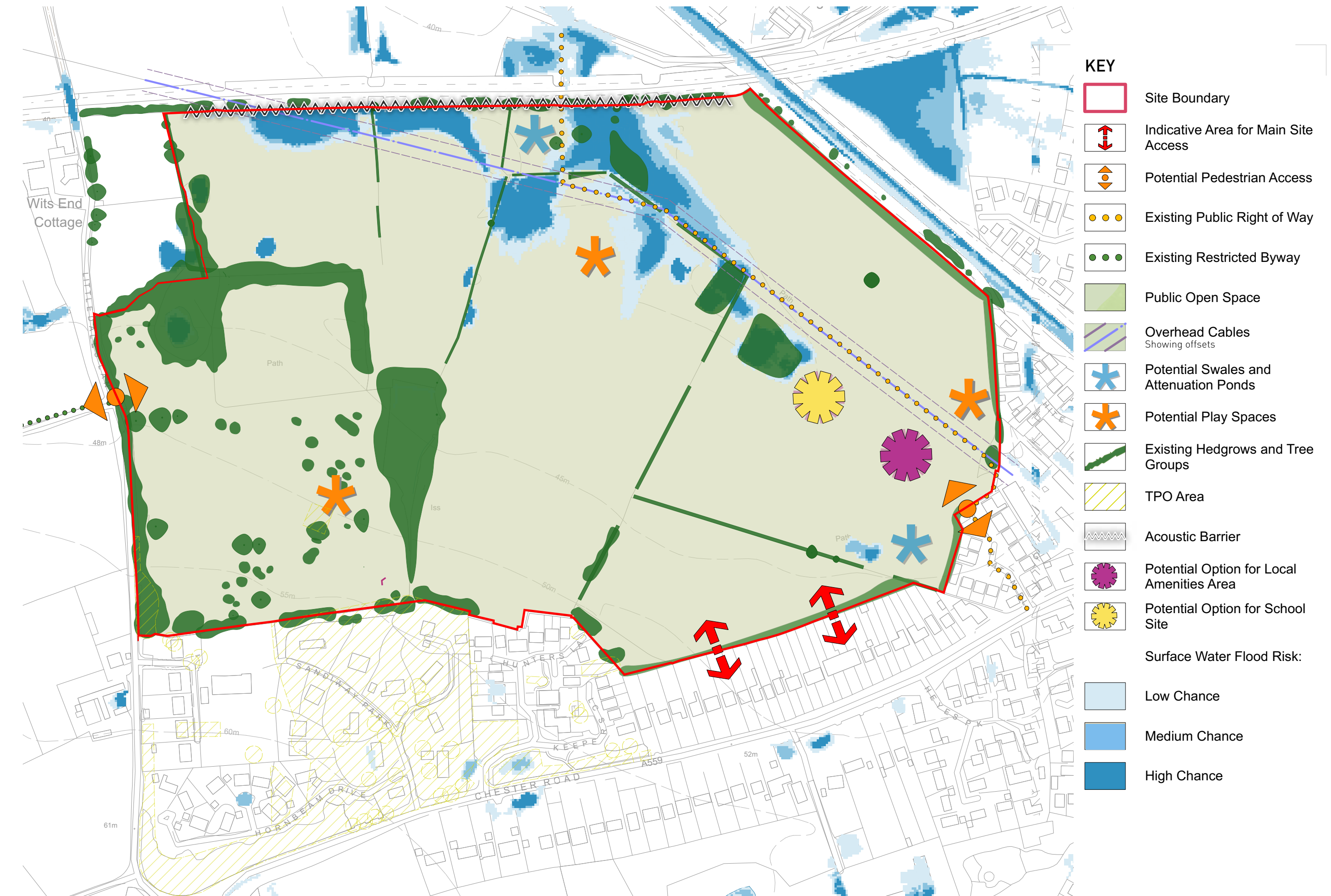
Opportunities

- The site is well contained by existing residential development to the south and east, by the railway embankment to the north and by landform, mature hedgerow and/or trees along the western edge.
- Views towards the site from the wider landscape to the north and west are restricted by the railway embankment along the northern boundary of the site and are restricted by mature tree cover and hedgerow within the western part of the site and along Littledales Lane.
- Existing field boundary hedgerow and trees provide a landscape framework within which development areas can be set.
- The footpath running through the site should be retained and there is the opportunity to create a green spine through the development that incorporates and enhances existing trees, hedgerow, field ponds and associated vegetation in line with Cheshire West and Chester Local Plan Policies ENV2 and ENV3.
- Potential for footpath links off the existing footpath, along field boundaries incorporated within new green buffers/corridors, providing access to public open space particularly, the western part of the site.

- Opportunity to create ecological enhancement areas within the tree grassland areas in the western part of the site.
- Opportunity to increase broadleaf woodland cover and to contribute to Mersey Forest Plan Targets.
- Opportunity to create public open space in the north-western part of the site, alongside Littledales Lane, retaining mature trees, incorporating new tree and hedgerow planting and maintaining the rural character of Littledales Lane by providing a buffer to potential development on the site.
- Potential to create new woodland buffer to the northern and north-eastern boundaries of the site, alongside existing railway lines, to provide screening of views into and out of the site and to minimise noise from moving trains.

Constraints

- Existing residential properties to the south and east, that back onto the site.
- Overhead line running through the eastern and northern part of the site poses a constraint to tree planting.
- Tree Protection Order running along the southwestern boundary of the site, which will require a suitable buffer with the proposed development.
- There are some medium-high risk areas of surface water flooding, which have already been considered as part of the design process.



Opportunities and Constraints Plan

3. The Masterplan

The Illustrative design proposals have been informed by the local context of the site, its surroundings, constraints and opportunities.

Distinctiveness

Creating a new settlement edge to the west of Hartford, with respect to the existing urban form and surrounding environment. The development will deliver circa 580 homes high quality new homes that are sensitive to the local context and will represent a logical addition to the west of Hartford

Green Infrastructure and Landscape

Responding to the existing green infrastructure (retention of existing hedgerows and trees where possible) and creating new opportunities for ecological enhancement and sustainable drainage solutions.

Notably, the Masterplan considers the constraints posed by the areas of surface water flood risk on site and the pylons that traverse the site (with associated development off-sets). This has resulted in a landscape-led masterplan, with no built form proposed in these locations. Significant areas of green infrastructure are proposed on site, including:

- Hartford Parkland, located in the northern area of the site which will deliver ecological and biodiversity net gain enhancements.
- Community Allotments
- Community Orchard
- Various other areas of green infrastructure, including 'Central Common'

Access and Active Travel

The new point of access along Chester Road to the south of the site connecting to the train station and existing facilities within the wider settlement, with potential for an emergency/ secondary access onto Hunters Lane to the south west.

The development will have a clearly legible hierarchy of streets providing connectivity and access to local facilities, with clear access into the site and good pedestrian linkages to the surrounding area. The layout and urban form of the scheme will be such that it maximises the potential of the site.

Play Facilities

Potential provision of formal play areas for use of both future residents and the existing local community, including:

- LEAP
- LAP
- NEAP (in Central Common Area)
- Play on the way trail locations

Local Amenities

In addition to the circa 580 homes proposed on site, the site also has the ability to accommodate a potential school site and a potential local amenities area. These are both illustrated on the illustrative masterplan, located at the central-eastern section of the site.



Development Framework Plan

4. Economics

The development of circa 580 homes at Chester Road will support the local labour market and generate the following specific benefits:

Construction-related employment: The proposed development could support an estimated 169 jobs per annum during the construction over the estimated 12-year build programme. This includes direct jobs on site, as well as employment supported in the wider economy via supply chain impacts.

Contribution of construction phase to economic output: The proposed development could generate an additional £125.3million of gross value added over the 12-year construction period.

Growing labour force: Approximately 652 economically active and employed residents are estimated to live in the new dwellings once the site is fully built and occupied. These residents, along with those who are not economically active, will be spending money in the local economy, as outlined in the next finding.

First occupation expenditure: The proposed development will generate an estimated £3.5 million first occupation expenditure, within the first 18-months whilst residents make their house 'feel like home'.

Household spend: Once fully built and occupied, the households are estimated to generate expenditure in the region of £15.2 million per annum.

Increased Council Tax income: The proposed development could also generate in the region of £1.4 million per annum in Council Tax revenue, once fully developed and occupied.

The development of Chester Road would help to deliver significant benefits to the local economy. Notably, the development of circa 580 dwellings on site would secure a number of economic benefits including job creation, tax revenues to the Council and increased expenditure in the local economy.

Housing supply can also play a key role in the flexibility of the local labour market, which is an important component in local economic competitiveness and maintaining a dynamic economy. A shortage of housing or lack of affordability can act as a barrier to people accessing employment opportunities or result in long distance commuting and associated sustainability impacts.

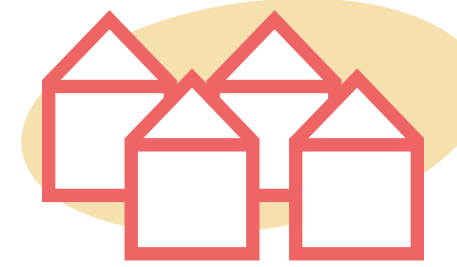
Assuming the current NPPF requirement for Grey Belt sites to deliver up to 50% affordable, subject to viability, this scheme could deliver up to 290 affordable homes.



CONSTRUCTION BENEFITS

£131.6 million

Estimated construction investment over 12 year build programme¹



169

Direct construction roles and indirect/induced jobs supported during building phase



£125.3 million GVA²

Economic output contribution from jobs supported by activities at the site over the 12-year build programme (present value)³



OPERATIONAL BENEFITS

652

Economically active and employed residents estimated to live in the new housing



£3.5 million

Estimated first occupation expenditure. (Spending to make a house feel like a 'home')⁴



58%

Of employed residents estimated to be working in higher value/higher income occupations

35

Full-time equivalent jobs supported in the economy

£6.6 million

Of spend on food & drink, leisure, clothes, household goods etc.

£15.2 million

Total annual household expenditure



£1.4 million

Estimated annual increase in Council Tax revenue⁵

(1) The construction cost has been estimated using BCIS Online tool and is exclusive of external works, contingencies, supporting infrastructure fees, VAT, finance charges etc. It is based on the cost of a typical mixed housing scheme in the North West (Accessed: 15/08/2025).

(2) GVA, or gross value added, is the measure of the value of goods and services produced in an area, sector or industry.

(3) Where future benefits are calculated, they have been discounted to produce a present value.

(4) Research suggests that the average homeowner spends approximately £5,000 to make their house 'feel like a home' within 18-months of moving in (available here: https://www.hbf.co.uk/documents/7876/The_Economic_Footprint_of_UK_House_Building_July_2018LR.pdf). This has been uplifted to £6,000 to account for inflation using the Bank of England Deflator calculator.

(5) Based on average Council Tax for band D properties in Cheshire West and Cheshire of £2,392.03 in 2025/26.

5. Summary

Redrow Homes are committed to promoting this site through the emerging Cheshire West & Chester Local Plan for a high-quality development scheme capable of delivering in the region of 580 residential dwellings (including affordable homes) at Hartford. The proposals will also deliver extensive areas of green infrastructure (including a parkland area), a potential new school site and a potential local amenities area which could include community/retail facilities.

Due to the Council's housing needs and the fact that large swathes of the northern areas of the Borough are constrained by Green Belt, there is a need to reconsider Green Belt boundaries to ensure the housing needs of the Borough are met in a sustainable manner. As explained in this document, the site meets definition of Grey Belt Land in Annex 2 of the NPPF and can meet the 'golden rules' set out in paragraphs 156 and 157. It therefore represents a highly suitable Grey Belt release site that should be allocated for housing in the emerging Local Plan.

It is a sustainable site that is directly adjacent to the existing settlement boundary of Northwich. There are a range of services available in the settlement within walking distance of the site, alongside public transport connections to the wider area.

The site is also unconstrained in terms of the natural, historic and physical environment and is therefore evidently suitable, available and deliverable.

Redrow therefore fully support the Council's identification of the site (NOR09) for residential development.





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