



Crewe Cheshire

Case Study: Residential Sector

The Project

Richborough Estates entered into an agreement to promote a 23 acre site in Crewe for residential development in 2011. The site in Maw Green lies to the north-east of Crewe town centre, consisting of two parcels of land made up of agricultural land and a partially restored area of landfill. The site had been identified as a highly sustainable location in Cheshire East Council's Strategic Housing Land Availability Assessment. Home to a third of the region's population, Crewe is one of the largest and economically important places in the borough of Cheshire East.

The Approach

- A public consultation with the local community addressed concerns over the impact of the development on the existing road infrastructure
- Consideration was applied to surface water drainage and how the flood risk strategy would address concerns from the local community
- Further to feedback from the consultation process, housing types were altered to meet the needs of the ageing population in the area

The Result

- Working closely with Cheshire East Council, planning approval was secured for 165 residential units incorporating a two phase approach
- The affordable housing requirement was reduced from 30% to 10% due to viability issues
- Improvements to local transport links were secured, including a contribution to highway schemes and upgrades to the local bus stop
- Creation of new footways and cycleways connecting existing paths and green spaces
- Traffic calming measures with an access roundabout and a zebra crossing
- Incorporation of a sustainable urban drainage system (SuDS) to mitigate against the risk of flooding
- The development would include a range of affordable house types to meet the needs of key groups such as first time buyers, emergency services personnel and the elderly
- Over 8 acres of land dedicated to new areas of public open space, including a football pitch and a children's play area
- The first phase of the development comprising 7.5 acres of land was sold to David Wilson Homes in 2014 to develop a scheme of 72 residential units



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Key Benefits

- 165 residential units including 10% affordable housing
- Traffic calming measures
- New communal areas and public open spaces
- Flood prevention measures
- New footpaths and cycleways
- Improvements to local transport links

