



Winsford Cheshire

Case Study: Residential Sector

The Project

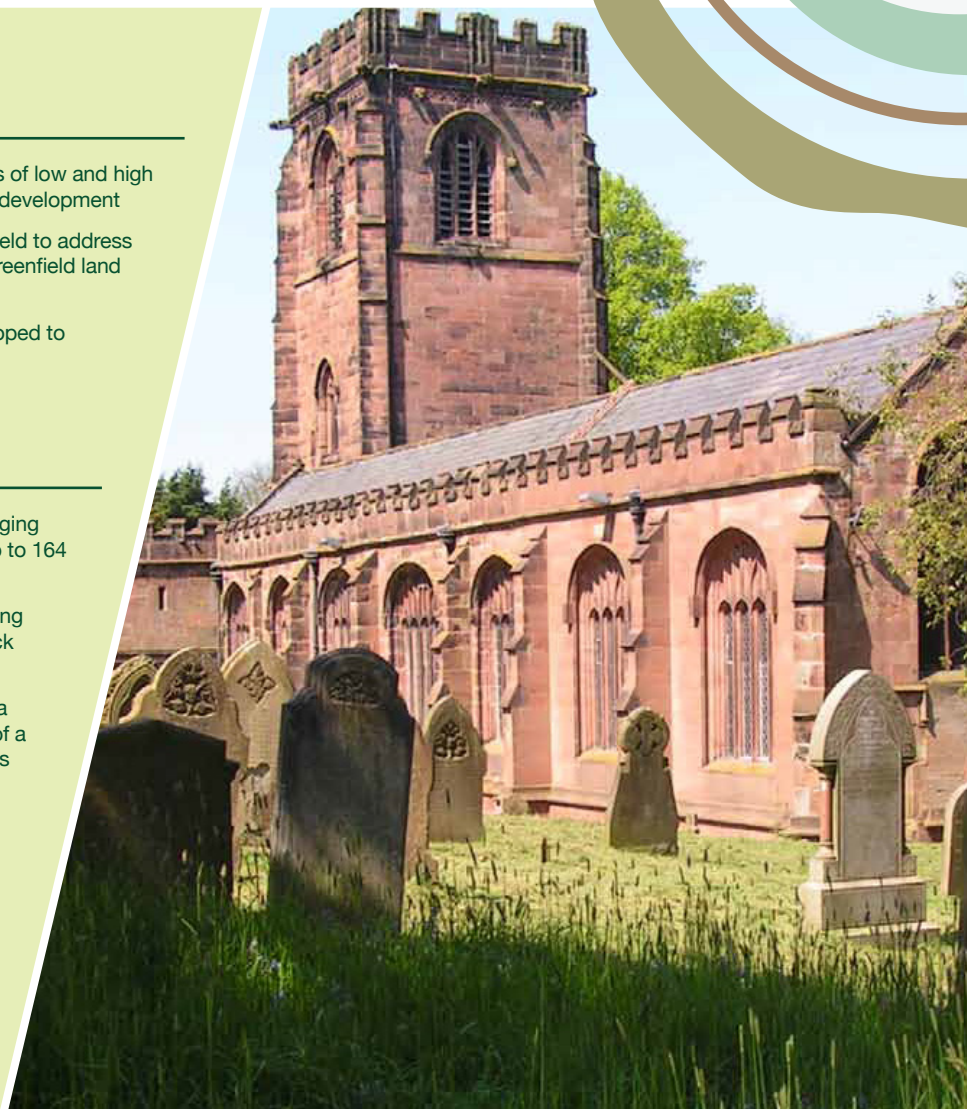
Richborough Estates was contracted to promote a 21 acre site in Winsford for a residential development in 2012. The site is located in the St. Chad's area, which had been identified in the Town Council's emerging Neighbourhood Plan as sustainable for development. The site was within a Conservation Area and proximate to the listed building, St. Chads Church. These designations presented a considerable challenge for the Richborough Estates team.

The Approach

- An appraisal of the Conservation Area identified areas of low and high sensitivity and the potential impacts of the proposed development
- A public consultation with the local community was held to address their concerns, which were primarily around loss of greenfield land within the community and traffic congestion
- A landscape-led fully integrated approach was developed to preserve and enhance the conservation area

The Result

- Secured a draft allocation in the Town Council's emerging Neighbourhood Plan and planning permission and up to 164 residential units, including 30% affordable housing
- 28% of the site was dedicated to green space including wildlife areas and areas of natural play, including a kick around area on St. Chads Park
- It was proposed that the St. Chads Conservation Area would be preserved and enhanced via the provision of a robust green edge separating the most sensitive areas from the development
- New development would front the avenue to the church, thereby improving existing views across to Townfields Road
- Improvements to a local highway junction to relieve existing congestion was also devised and approved
- A network of footways and cycle paths would connect the development with its green spaces, the town and the wider countryside



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Key Benefits

- 164 residential units
- Road junction improvements
- Preservation and enhancement of natural wildlife
- Creation of green open spaces and natural play areas
- An integrated network of footpaths and cycleway routes

