

Maw Green



Project name:
Maw Green

Location:
Crewe

Services:
Masterplanning
Landscape Architecture

The Brief

One was employed by Richborough Estates, who specialise in identifying development opportunities for residential and commercial use, to develop a masterplan and landscape design strategy to support an outline planning application for a residential development in Maw Green on the north-eastern edge of Crewe.



Project Overview

The Maw Green site is included in Cheshire East Council's Strategic Housing Land Availability Assessment (SHLAA), situated in a highly sustainable location on the north-eastern edge of Crewe.

One developed a masterplan in consultation with all stakeholders to create a high quality, sustainable development with character and a real sense of place. With provision for up to 165 homes, this includes a mix of tenures and dwelling types.

One conducted a detailed site assessment of all environmental baseline including topography, vegetation, visual impact, planning designations, open space audit, local built character and landscape character, which culminated in a landscape appraisal report. The team also co-ordinated and assessed all of the technical constraints and opportunities, which fed into developing the outline conceptual masterplan.

Stakeholder engagement and pre-application meetings fed into the outline proposals and following the design and production of public exhibition material and attendance at public consultation, a detailed masterplan and landscape design strategy was formulated before the Design and Access Statement was produced.



“

One's landscape-led masterplanners have an enviable talent for unlocking the full potential of a site. They support us on many of our schemes providing intelligent design, technical rigour, quality and commitment, which ensures the smoothest possible ride through the planning and consultation process. ”

**Paul Campbell, Director
Richborough Estates**



The Benefits

- **Proactivity and experience reduced client costs and hassle** – The team's ability to offer upfront advice early in the process ensured the client was advised of any potential issues, enabling solutions to be devised early in the project. This ensured the scheme ran on schedule and to budget.
- **Public consultation support was invaluable in achieving community buy-in** – One's landscape team used their engagement skills, as well as their communications team's consultation experience, to offer Richborough Estates a complete consultation service. This included the production of presentation boards and attendance at public consultation events. This collaborative approach led to only 9 objections from the local community, compared to over 1,500 for an earlier application for a residential development at a nearby site.
- **Specialist team knowledge ensured plans were approved** – As some of the site was previously used for landfill - making development on this plot difficult - the team, working with geotechnical consultants, used their specialist knowledge to demonstrate a technical solution. This included establishing a large area of public open space, including woodland planting to improve habitat value and installing a children's play area as One Team recognised the area suffers from a real deficit of public open space and children's play provision. This level of detail was important for the planners to see, giving them confidence this large area of public open space could actually be delivered, while providing the community with much needed green space.



**For further information
please contact:
One Creative Environments Ltd
T: 01905 362300 www.oneltd.com**