



HOW

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# CASE STUDY

February 2009

## Fine Décor

**Client:** Castletown Investments Ltd

**Location:** Holmes Chapel

HOW Planning has secured outline planning consent for a major new residential scheme in Holmes Chapel. The scheme is the first significant housing development to be granted permission in Congleton Borough since the 2003 moratorium on planning permissions.



### Details

In December 2007 HOW Planning carried out a successful public consultation on behalf of landowner Castletown Investments Ltd, which indicated strong support for the regeneration of the site for housing. Following this an outline planning application for the 4.2 hectare (10.4 acre) residential development was put forward.

The scheme includes plans for 160 new houses, focussing on traditional family homes together with some apartments, and new public open space incorporating a children's play area.



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## Continued...

A key aim of the redevelopment plans is to support wallcovering manufacturer Fine Décor, the existing tenant at Victoria Mills, to relocate to new premises within the Borough. Fine Décor currently employs some 160 staff and the company had identified the need for more modern accommodation to help deliver manufacturing efficiencies, increase competitiveness and help support future expansion opportunities.

The plans for the land will transform what is currently an outdated industrial site into an exciting, high quality residential development, and will provide Holmes Chapel with good quality family housing, as well as affordable homes together with new open space including a children's play area.

Fine Décor will be working closely with the Council and South East Cheshire Enterprise who have both offered their full support in facilitating the factory relocation.

