



HOW

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CASE STUDY

September 2007

Crewe Town Centre

Client: Modus Corovest Limited

Location: Crewe

Modus Corovest Limited acquired significant land ownerships in Crewe Town Centre which acted as a catalyst for a major regeneration of the Shopping Centre, working in partnership with Crewe and Nantwich Borough Council.

HOW has acted as the lead consultant and taken responsibility for compilation and submission of the outline planning application, including a detailed Environmental Impact Assessment.

Details

Crewe has a town centre which is in need of new investment and regeneration. Much is characterised by 1960s architecture and does not represent an attractive or inspiring shopping experience.

Surrounding town centres own investment plans meant that Crewe residents were travelling out of the town for mainstream shopping and particularly comparison goods. To redress this, a major redevelopment and enhancement of the town centre shopping offer has been promoted by Modus Corovest Limited, working in partnership with Crewe & Nantwich Borough Council.

An outline planning application was submitted in July 2005 which sought approval for some 44,950 sq. m of retail floorspace, 12,600 sq. m offices, 13,360 sq m (circa 200) residential units and 3,385 sq m restaurants, cafes and community uses, supported by new road infrastructure, bus station and multi-storey car parking.





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comprehensive application submission including Retail Assessment, Environmental Impact Assessment and other material was prepared, led by HOW Planning. The Borough Council resolved to grant planning permission in August 2006 and the proposal was then referred to the Government Office for the North West to allow consideration over a possible call-in.

GONW cleared the proposals in September 2006 and as a result, Crewe & Nantwich Borough Council have granted planning permission, subject to a Section 106 Agreement.

It is likely Compulsory Purchase will be necessary to fully assessable the site to allow regeneration to commence, transforming the shopping offer and injecting new life and vitality into this important town centre.