



**Jobs, Regeneration and Assets  
Overview and Scrutiny Committee  
Monday 23<sup>rd</sup> November, 2015**

# **Crewe Town Centre Regeneration**

**Karen Tierney, Regeneration Manager  
Jez Goodman, Regeneration Programme Manager (Crewe)**

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- **Introductions**
  - **Crewe Town Centre Regeneration Delivery Framework**
  - **‘Your Town, Your Choice’ Consultation**
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  - **Our other next Priority Actions**

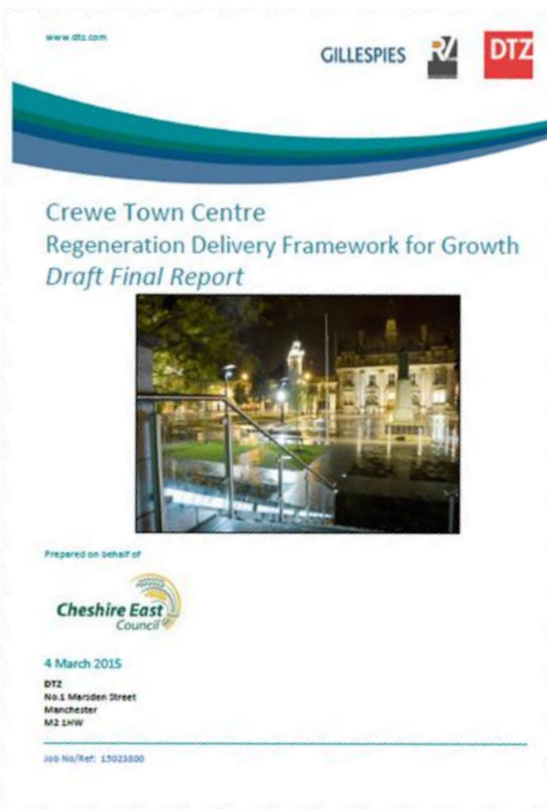


# Crewe Town Centre Draft Regeneration Delivery Framework for Growth

Draft Framework approved by Cabinet for consultation in April 2015.

Since the Draft Report, the Council has:

- Consulted with residents and businesses over the future of the Town Centre (Your Town Your Choice)
- Acquired the freehold of the Royal Arcade site
- Sought developer interest in leading the redevelopment of the Royal Arcade site and issued a PIN for expressions of interest.
- Continued discussions with key landowners regarding their short and longer term investment plans for the Town Centre
- Progressed development of the Lifestyle Centre including public realm and access improvements
- Established mechanisms to support the delivery of Crewe UTC
- Commenced a borough-wide review of car parking
- Undertaken initial investigations as to the scope for a district heat/energy network linking key occupiers/development sites in the Town Centre



# Crewe Town Centre Consultation



Month-long, multi-channel consultation, resulting in nearly 1,200 completed surveys

## Key Findings

- 94% of respondents support plans for more investment and regeneration
- 79% of respondents agreed with the vision of the Regeneration Framework

## Priority Objectives

- **#1 - Objective 1:** Stimulate new investment in the town centre including retail, leisure, residential and business use by bringing vacant sites back into use, intensifying the use of underperforming sites and utilising Cheshire East Council's assets.
- **#2 – Objective 4:** To make it easier to get into and around the town centre by foot, bicycle, bus and car.
- **#3 - Objective 3:** Transform perceptions of Crewe town centre



# Crewe Town Centre Regeneration Delivery Framework for Growth



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## Crewe Town Centre Regeneration Delivery Framework For Growth

CHESHIRE EAST COUNCIL

November 2015



## Vision (revised to reflect consultation comments)

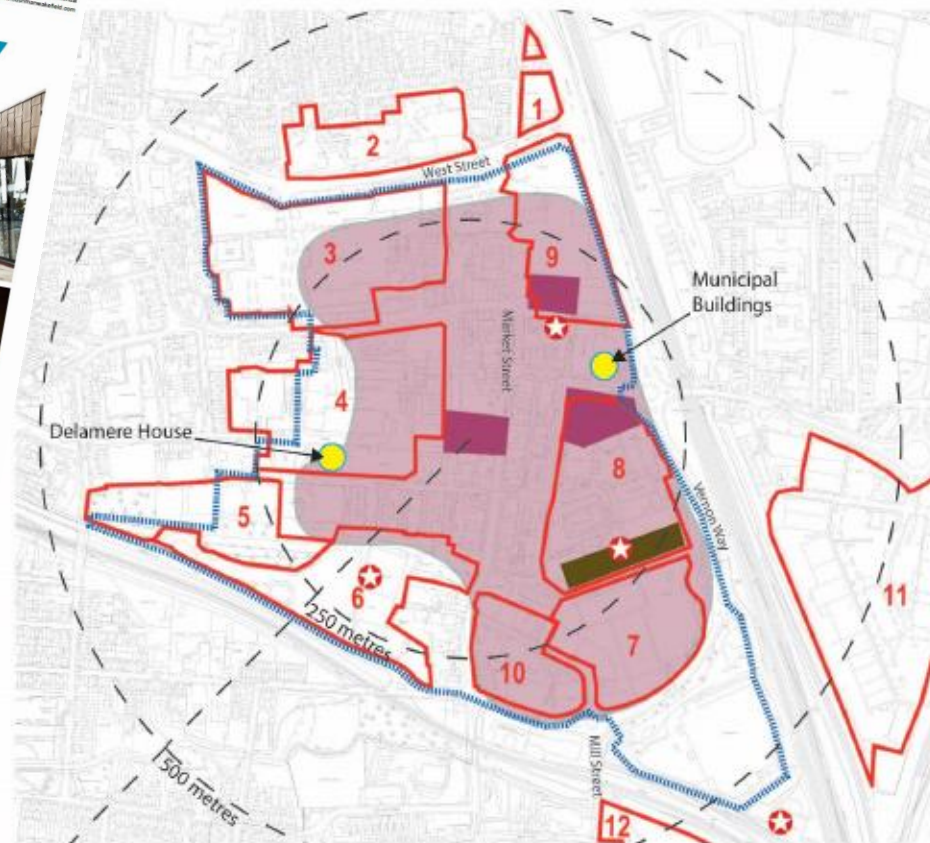
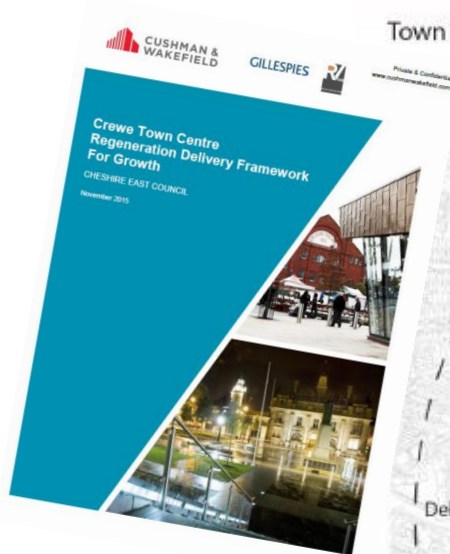
*“To make the most of development projects planned for Crewe Town Centre, including the Lifestyle Centre and the University Technical College, as well as the proposed HS2 North-West Gateway Hub Station. Also to recognise both the Town’s growing population and heritage and to re-establish Crewe Town Centre as the vibrant and attractive “hub” for South Cheshire, offering a strong range of retail, leisure, employment and residential opportunities serving local businesses, shoppers, residents, students, visitors and rail passengers”*





# Crewe Town Centre: Key Opportunity Sites

## Crewe Town Centre Regeneration Delivery Town Centre and Key Opportunity Sites



### Key

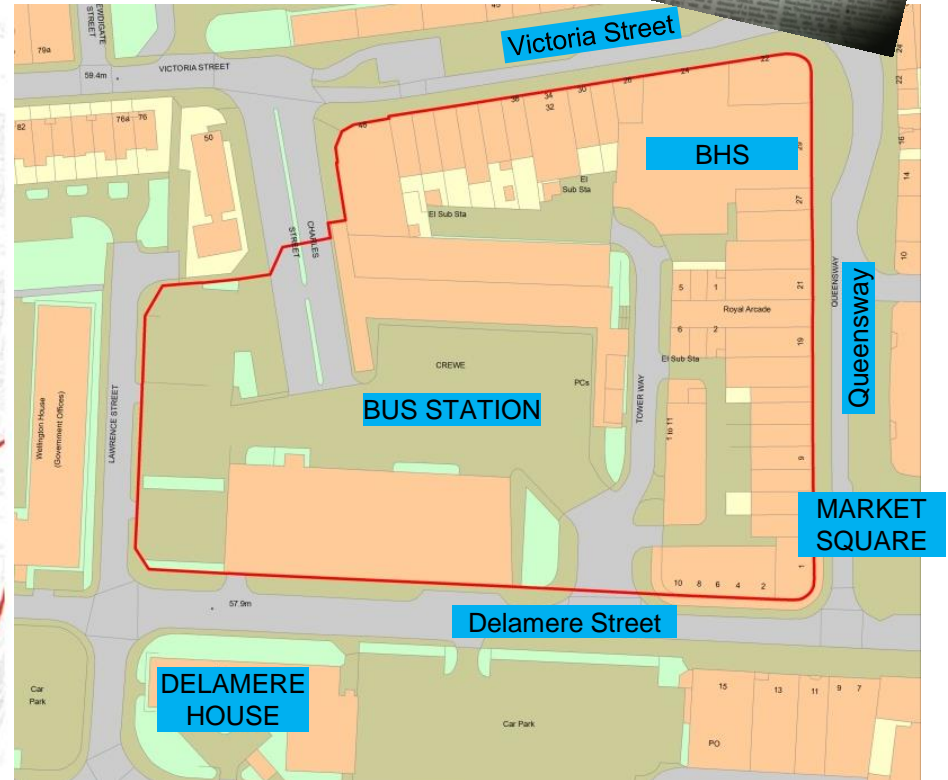
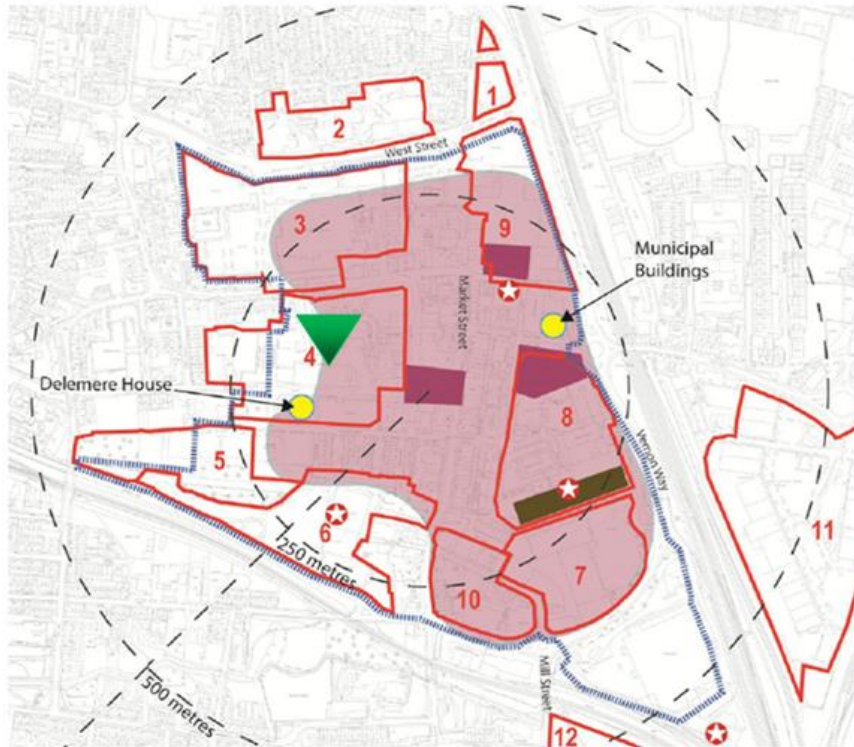
- Opportunity Site Boundary
- - - Proposed Town Centre Boundary
- Lifestyle Centre
- ★ Cultural Assets
- Public Squares
- Pedestrian Zone
- Existing Landmark Building

### Opportunity Sites

1. Wrexham Terrace Car Park
2. Former Victoria High School
3. Victoria Centre / Asda
4. Royal Arcade and adjoining land
5. Chester Street Car Parks
6. Phoenix Leisure Park
7. Vernon Way Retail Park and adjoining land
8. Civic and Cultural Quarter (South)
9. Lyceum Square / Market Shopping Centre
10. High Street and Oak Street Car Parks
11. Grand Junction
12. Mill Street



# Royal Arcade Site





# Royal Arcade Active Management



## Mural captures spirit of town's bright future

STRIKING new artwork has brightened up what was once a town centre grotto.

The walkway, which connects Queensway to Crewe bus station, has been transformed thanks to an art initiative designed by local schoolchildren.

The council-backed scheme aimed to overhaul the image of the arcade which had previously been subjected to repeated vandalism and graffiti.

It was felt the walkway lighted the town's image and the initiative aimed to restore pride in the town, promoting a good first impression to visitors.

The bright mural was signed by pupils from Edleston Primary and Wistaston Church Lane Academy and was created after youngsters were asked to shape an artwork inspired by what Crewe means to them.

The work was completed by professional artists from One Red Shoe who designed to portray the



● Pupils from Edleston and Wistaston Church Lane meet artists from One Red Shoe to design the mural. Cheshire East councillor Tony Dean in the newly decorated Queensway.

references to Queens Park, Bentley Motors, Crewe Alexandra FC and the railways. It also

Crewe and Joseph Locke, the engineer and pioneer of railway development who jointly designed and delivered the

Cheshire Dean of mural of sent young

Controller Don Smith, Cheshire East Council member in charge of regeneration and assets, said: "The excellent scheme and what this council has been doing to encourage and support it. We are passionate about the belief that we can bring Crewe that is based on a vibrant and attractive leisure time together. The new mural improvements to Royal Arcade side, are East Council's priority this year. The council has



- Walkway Mural
- CC Cycle Pop-Up Shop
- Macouti Expansion



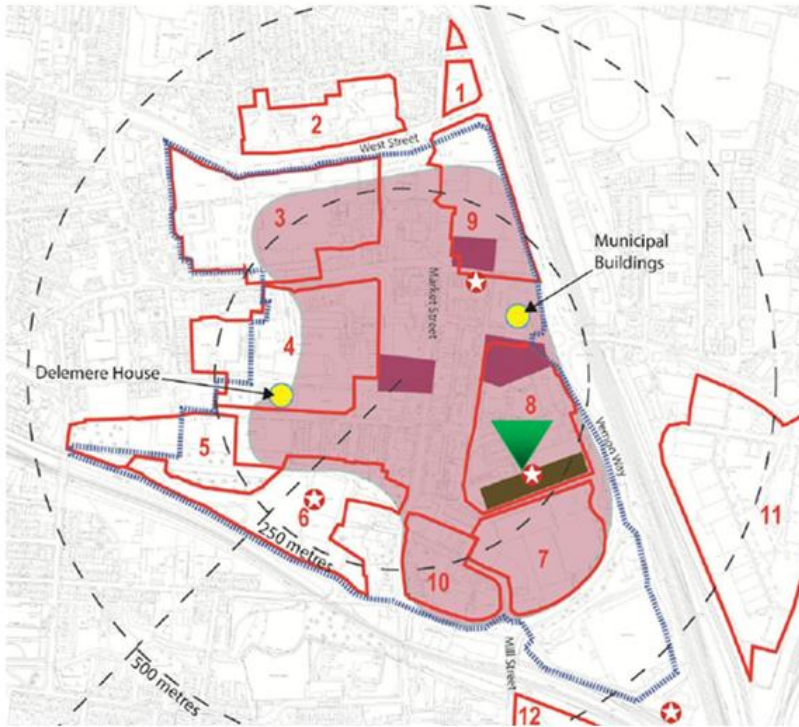


# Royal Arcade Redevelopment



# Crewe Lifestyle Centre

## Location



## Artist's Impression





# Crewe Lifestyle Centre Construction





# Crewe University Technical College

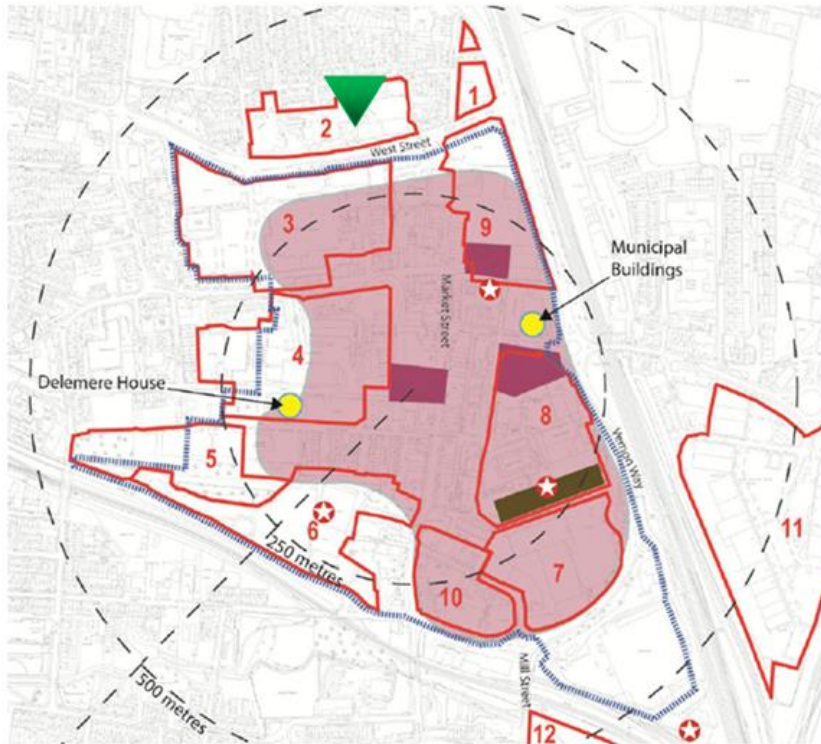


**Crewe Engineering  
& Design UTC**  
utccrewe.co.uk



# Crewe University Technical College

Location



- 3.2 Acre Site of the former Victoria Community High School on West Street
- Development will include new Three-storey 40,000 sq ft educational building, and the refurbishment of the existing Oakley Building
- Funded by an £11m grant from the Department for Education
- Designed by IBI Group, Planning application to Southern planning committee on Wednesday 25 November



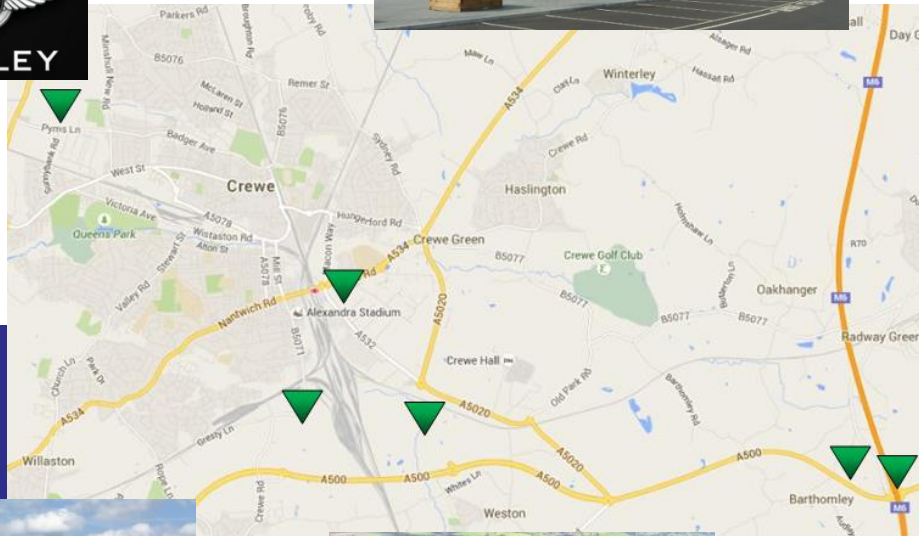


# Transforming Crewe: Other investment in the town



**BENTLEY  
EXPANSION**

**CREWE  
STATION**



**BASFORD  
WEST  
SPINE**



**M6 J16 & J17  
IMPROVEMENTS**



**A500 DUALLING ON  
M6 APPROACH**



**CREWE  
GREEN  
LINK ROAD**





# Business growth & investment



# An HS2 Hub Station for Crewe?



# Our other next Priority Actions



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## Crewe Town Centre Regeneration Delivery Framework For Growth

CHESHIRE EAST COUNCIL

November 2015



- Drive forward actions and support delivery of opportunity sites
- Engage with local businesses, residents and investors to share how the transformation of Crewe Town Centre will be delivered, and to seek the views of key stakeholders in developing plans and projects for the Town Centre
- Identify measures that enhance accessibility into, and within, the Town Centre
- Work with partners to identify and support initiatives that increase footfall within the Town Centre
- Ensure strong links are established between the Regeneration Delivery Framework and High Growth City and the Northern Powerhouse.





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**Any questions  
and discussion**



# Contact Details

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**[www.cheshireeast.gov.uk/crewetowncentre](http://www.cheshireeast.gov.uk/crewetowncentre)**

