

Cheshire East Local Plan

Crewe Station Hub Area Action Plan: Development Strategy

February 2019



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1 Introduction

1.1 The arrival of HS2 to Crewe presents an unparalleled opportunity to realise Crewe's full potential as a regional and national hub. The step-change in connectivity enabled by HS2 could bring transformational growth around a future Hub Station that can have significant economic and social benefits for the community of Crewe and beyond.

1.2 HS2 phase 2A is set to open as far as Crewe by 2027, with phase 2B programmed for 2033. The Council continues to campaign for a fully enhanced HS2 Hub Station (enabling north and south connections) to be provided in the town, in order to maximise the opportunities for inter-regional connectivity, regeneration and economic growth. The arrival of HS2 to Crewe will require significant re-modelling of Crewe Station to create additional passenger capacity and facilities that in turn will create the need for complimentary and supporting development in the environs of the station.

1.3 The connectivity opportunity at Crewe Rail Station exists regardless of the Council's HS2 related growth ambitions and its desire to secure an enhanced HS2 hub station, however the levels of growth that can be achieved through significantly improved connectivity is potentially of a scale that is truly transformative for Crewe.

1.4 The purpose of this document is therefore to explore initial ideas and options on what transformative change could mean for Crewe and to progress multiple work-streams already undertaken by Cheshire East Council, the Local Economic Partnership and the Constellation Partnership. The growth aspirations set out in the Crewe Masterplan of 2017 and the Constellation Partnerships HS2 Growth Strategy 2018 set an important context that this document, and form the basis of the ideas set out here.

1.5 Based on both the feedback received in consultation and on an enhanced understanding of the evidence currently being prepared a series of key issues, the Council expects to further develop the ideas in this document. It is anticipated that by testing and evolving the Council's ideas against both public feedback and more detailed evidence will lead to a publication of a refined Crewe Hub Station Area Action Plan prior to submission.

Constellation Partnership HS2 Growth Strategy 2018

1.6 The Constellation Partnership (formerly known as the Northern Gateway Development Zone) consists of 7 major local authorities (including Cheshire East Council, and Cheshire West and Cheshire) and 2 Local Enterprise Partnerships.

1.7 On the 1st November 2018, The Constellation Partnership released its HS2 Growth Strategy⁽¹⁾ which outlines the important case for investment in the region. The Strategy features key information around the economic potential of HS2 and the ongoing and evolving Growth Strategy work that will help enable at least 120,000 new jobs, and 100,000 new homes, with a £6 billion per year of GVA by 2040 across the Partnership region. The document also sets out that Crewe has potential to deliver in the region of 7,000 new homes and 37,000 new jobs. This additional growth is dependent on the Partnership's ambition to create 5-7 HS2 trains per hour each way from the Crewe Hub, and 2 HS2 trains per hour each way from Stoke-on-Trent and Stafford.

1 Constellation Partnership documents, available at: <http://constellationpartnership.co.uk/>



Crewe HS2 Hub Masterplan Vision 2017 (ARUP)

1.8 The Crewe Masterplan Vision 2017 document⁽²⁾ sets the agenda for transformational growth for the town of Crewe. It covers some 120 hectares of land around the proposed hub station and provides a framework to reinvigorate the town centre, create a new commercial hub around the station housing 350,000m² of new commercial floorspace and delivering an additional 7,000 new homes by 2043.

1.9 There are seven Key Masterplan Vision moves to help Crewe realise its future development potential. These are briefly as follows: to ensure that the two centres, Crewe Town Centre and Crewe Hub, complement each other by creating legible connections; reinvigorate the town centre with additional cultural, leisure and mixed uses; rationalise the road hierarchy to allow easy access to the station, whilst reducing vehicular access through the town; improve permeability of rail corridors using new and updated infrastructure; create clear links between town and station with enhanced multi-modal routes; link neighbourhoods, assets and centres via an integrated green network; and unify the station and town with the Cheshire landscape.

1.10 The ideas set out in this previous work will ultimately be taken forward and refined by developing the Councils 'Crewe Station Hub Area Action Plan' (CSHAAP). In November 2018 initial public engagement on issues related to this work was undertaken as the Council consulted on its 'Crewe Station Hub Area Action Plan: Issues Paper'.

1.11 This Development Strategy is the next stage in developing ideas toward establishing a land use strategy to manage and deliver HS2 related growth and together these documents seek to refine ideas and pave the way toward a publication version of the Crewe Station Hub Area Action Plan. The development strategy and policies set out here are therefore drafted in the context of evidence currently under preparation that will inform the approach to the next publication version of the Area Action Plan.

Background and context to HS2

1.12 HS2 is a proposed infrastructure project to build a high-speed rail line from London to Manchester and Leeds, via Birmingham. It is a Y-shaped network that will be delivered in several stages. Parliament granted powers in February 2017 for the construction of the first part of the route (Phase 1) from London to the West Midlands, with train services due to commence in 2026.

1.13 In January 2013 the Government made a decision on the configuration of the route from Birmingham north to Manchester (via Crewe) and Leeds (via East Midlands and Sheffield). The Government ran a consultation on Phase 2 between July 2013 and January 2014. In November 2015 the Government announced its attention to bring forward the route to Crewe (Phase 2a) before the remainder of the route to Manchester and Leeds (Phase 2b).

² Crewe Masterplan Vision (2017), available at: <https://moderngov.cheshireeast.gov.uk/documents/s59543/Crewe%20HS2%20Masterplan%20-%20app%202.pdf>



1.14 On 17 July 2017, the government introduced the High Speed Rail (West Midlands to Crewe) Bill into Parliament. This hybrid Bill is to authorise the next part of the HS2 railway network, known as Phase 2a. This will run between Fradley in the West Midlands and Crewe in Cheshire. Construction would start in 2020 and passenger services would start running along this section of the route in 2027.

1.15 In July 2017 the Government confirmed its preferred route for the remainder of the HS2, known as Phase 2b. This will complete the Y network. It has two parts: the Eastern Leg from the West Midlands to Leeds, which joins the East Coast Main Line east of Leeds at Church Fenton; and the Western Leg from Crewe to Manchester, with a connection to the WCML at Golbourne, south of Wigan. A Phase 2b hybrid Bill is proposed to be submitted in 2019 and subject to Parliaments approval, trains would run on the whole network from 2033.

Why are we preparing an Area Action Plan?

1.16 The Council's Development Plan sets out the development framework within which planning decisions are made across the Borough and consists of three key documents – the Cheshire East Local Plan Strategy ("LPS") (adopted June 2017), the emerging Site Allocations and Development Plan Document, the first draft of which has recently been consulted on, and the Minerals and Waste Plan.

1.17 The significant change instigated by the arrival of HS2 is anticipated by the Local Plan Strategy adopted in July 2017. However this is a 'pre-HS2 plan'⁽³⁾ and could not address the implications of HS2 in any detail because of the time when it was prepared.

1.18 The Cheshire East Local Plan Strategy recognises the importance of Crewe Station as a communications hub but it does not plan directly for the implications of HS2 and acknowledges that a more detailed Area Action Plan might be necessary in future.⁽⁴⁾

1.19 The Council is currently progressing a Site Allocations and Development Policies Document (SADPD as a part 2 to the LPS. As such it will similarly not address the implications of HS2. Therefore the CSHAAP will be consistent with the CELPS but represents an evolution of the approach set out here, and a selective departure from the strategic planning framework.

1.20 Policy LPS1: Central Crewe identifies a series of measures that will be supported to enhance the function of the town, connect its centres and improve the overall quality of the built environment. The CSHAAP will, in its final form, address some of these issues through a detailed and bespoke planning framework for the part of Central Crewe covered by the eventual boundary of the AAP. Within the Area Action Plan boundary all Development Plan Policies will be applied, except for those set out at LPS1. In this case the policies contained in the CSHAAP will take precedence.

1.21 Therefore, to realise the opportunities presented by HS2, manage this change and support investment and development of Crewe Station and the surrounding area, the Council will supplement the Development Plan with an Area Action Plan for the Crewe Station Hub. This is a more bespoke planning document which will set out a planning framework for development of the Hub Station and its environs. It is envisaged that the implications of HS2

3 Cheshire East Local Plan Strategy – Inspector's Report: June 2017, para.172.

4 Cheshire East Local Plan Strategy See Strategic Priority 1, p.44 and p.179 in particular.



on the wider Borough will be addressed through a full review of the Local Plan Strategy in due course. In the meantime there is an immediate imperative to manage change in the Crewe Station Hub area through appropriate planning policies.

1.22 Overall, the Crewe Station Hub Area Action Plan will:

- Establish a development framework which will facilitate and manage development around Crewe Hub Station.
- Represent an evolution of policies in the CELPS and a selective departure from Strategic Location LPS1: Central Crewe
- Set out a detailed policy approach to enable, shape and support growth in a defined area in Crewe
- Form part of the statutory development plan and legally be the starting point for deciding planning applications.

1.23 Importantly the Crewe Station Hub Area Action Plan will not:

- Trigger a Local Plan review or
- Trigger investigation into other development opportunities arising from HS2 and located outside of Crewe.

What is an Area Action Plan?

1.24 An Area Action Plan is a type of Development Plan Document providing a planning framework for a specific area of opportunity, change or conservation. Unlike the Councils Local Plan Strategy, the Area Action Plan will have a very narrow geographic focus, being confined to an area close to the existing Crewe Railway Station.

1.25 The early stages of preparing an Area Action Plan are used to gather evidence and explore, including through consultation, the planning and development matters which the Area Action Plan should address.

1.26 Area Action plans typically set out a timeframe across which the plan policies will apply. Given that HS2 is expected to be fully operational by 2033 the timeframe of the CSHAAP seeks to manage development in the period leading up to this point and the shape the anticipated higher levels of growth coming forward once the HS2 is operational. Therefore, whilst subject to the usual review procedures, the Council currently consider that the plan period of the CSHAAP will extend to April 1st 2040.

1.27 There are opportunities throughout the CSHAAPDS to provide feedback on the issues the Council anticipate will need to be addressed and importantly for you to highlight anything else that you think the CSHAAP should cover.

What is the Crewe Station Hub Development Strategy Paper?

1.28 This paper builds on the CSHAAP Issues Paper 2018 to further develop the Councils thinking on delivering HS2. It forms part of the Councils regulation 18 consultation on the development of an Area Action Plan to progress ideas and options that can support delivery of enhanced HS2 connectivity. This paper is part of the process toward the developing a Regulation 19 submission Area Action Plan and sets out:



- A vision of change for the area around a future HS2 Hub Station
- A series of Objectives that development should seek to meet
- A set of General Development Policies to guide all development within the Area Action Plan
- A set of initial ideas in the form of a high development strategy for land around the future HS2 Hub Station
- Development Options that address both quantum of development and the boundary within which delivery could be achieved.

1.29 This Development Strategy Paper identifies a range of matters that the CSHAAP is likely to address at a variable degree of detail that anticipates further refinement. Whilst the ideas, policies and options presented here represent an evolution of thinking on the issues presented in the CSHAAP Issues Paper, there remains much further analysis and consideration to be given to the matters at hand.

1.30 The intention of this consultation is therefore to seek feedback on ideas so far, reflect on stakeholder input and inform the development of a robust evidence base to further improve the mechanisms that will support the Councils growth aspirations for Crewe.

Sustainability Appraisal

1.31 The Council must carry out an appraisal of the sustainability of the policies and proposals in the CSHAAP. This will help the Council to demonstrate how the CSHAAP will contribute to the achievement of sustainable development.

1.32 A Sustainability Appraisal Scoping Report (Scoping Report) was published in June 2017, alongside a Site Allocations and Development Policies Document (SADPD) Issues Paper. It identified the scope and methodology for the appraisal of the Local Plan, and was produced to make sure that the social, environmental, and economic issues previously identified were up to date.

1.33 The Scoping Report:

- identified the key social, environmental, and economic issues facing Cheshire East
- developed a series of social, environmental and economic objectives for Cheshire East, based on the issues facing the Borough and the objectives of national, regional and local plans, policies and programmes
- developed a series of tools for the assessment of the sustainability of the Local Plan

1.34 The Scoping Report has been updated, taking into account the boundary options presented here and is included as an Appendix to the Interim Sustainability Appraisal of the CSHAAP, published alongside this document.

1.35 This Interim SA Report has been produced under Regulation 18 of the Local Planning Regulations, to demonstrate that the SA process has formed an integral part of plan-making. It sets out the method and findings of the SA at this stage, including the consideration of any reasonable alternatives and is included in this paper at Appendix 1.

1.36 The legally required SA Report will be published alongside the final draft ('Proposed Submission') version of the CSHAAP, under Regulation 19 of the Local Planning Regulations.



Habitats Regulations Assessment (“HRA”)

1.37 The CSHAAP will also be supported by a HRA to assess the impact of the CSHAAP on internationally designated nature conservation sites both alone and in combination with other plans and projects. The HRA is an iterative process and will play an important role in refining the contents of the CSHAAP. HRA screening has been undertaken and a full report is included at Appendix 2



2 Key Assumptions

2.1 Implementation of the CSHAAP is predicated on a package of measures including royal assent of phase 2a, including confirmation of a G1C rail layout that enables enhanced connectivity at Crewe Station.

2.2 In exploring a development strategy and the options that could deliver this, four key assumptions have been made which underpin the approach. This section sets out those assumptions and some of which will necessarily be further developed in detail following the feedback from this consultation and tested in light of additional evidence currently being prepared.

Assumption 1: Delivery of the Vision and Objectives

2.3 A core aim of the AAP is to make sure the vision and objectives set out below are delivered and, in doing so, each of the options considered here make provision for a level of development that meets the identified growth aspirations set out in the Constellation Partnership's HS2 Growth Strategy and supports wider objectives.

2.4 This includes enhanced parking facilities, infrastructure improvements directly associated with the HS2 Hub Station and improved linkages to the town centre. Additionally, the development strategy assumes delivery of development that does not undermine the existing town centre but does seek to provide a level of retail that is ancillary to growth.

2.5 The arrival of HS2 with 5 to 7 trains per hour is anticipated to be the catalyst for transformational growth and regeneration in Crewe. This step-change in connectivity, together with a supporting package of transport, regenerative and enabling infrastructure could support the delivery of new development in the town and attract significant inward investment, helping the town to grow and prosper. It is the delivery of sustainable plan-led growth, and the ability to capture a proportion of the value that it creates, that will underpin the ability to fund and deliver an enhanced station at Crewe and the supporting infrastructure and investment needed to realise the full HS2 regeneration and economic growth potential for Crewe and Cheshire East.

Assumption 2: Delivery of Growth Aspirations

2.6 The Constellation Partnership HS2 Growth Strategy has identified the opportunity to deliver:

- HS2 core station transformation - connecting HS2, national, and regional rail services to the motorway network and Crewe town centre
- A Crewe Commercial Hub adjoining the station and generating 3,750 homes and 20,000 jobs
 - A further 3,400 homes and 17,000 jobs across the wider area of the Crewe Hub Masterplan
- Total growth at Crewe: 7,150 new homes and 37,000 new jobs by 2043



2.7 Alongside the emerging issues, the existing policy context and feedback from the CSHAAP Issues consultation, these growth aspirations have been considered in preparing the development strategy and options set out below. It is assumed that a level of growth informed by with those figures set out in the HS2 growth strategy will be pursued in the final version of the CSHAAP

Assumption 3: Delivery of the Crewe Commercial Hub

2.8 The Crewe Commercial Hub is a term used to describe a new business district in the area of land immediately adjoining the Hub Station and by virtue of its proximity to the station, is anticipated to be the highest demand area within the boundary of the Area Action Plan. The extent and detail of this commercial hub is not defined here but will be further developed and tested following feedback from this consultation and the preparation of further evidence.

2.9 Development in this area will be underpinned by a masterplan approach and focus on delivering a high level of mixed use, but strongly office-led development at the greatest heights and densities.

Assumption 4: Delivery of Improved Connectivity

2.10 A fundamental objective of the AAP is to ensure that new development enables the creation of a new series of pedestrian focused routes that better connect Crewe's existing centres, in particular the town centre to the station, and that key infrastructure investments are made that support the highways network to perform more efficiently under scenarios of higher demand.

2.11 A number of measures will be pursued to ensure an overall improvement of connectivity to and from the station, some of which will be reliant on changes to the physical network and built environment, some of which will be dependent on traffic managements strategies, including developing a parking strategy that supports the rationalisation of parking facilities across the final boundary of the area action plan.

2.12 Each of the options includes key measures to achieve Objective 2: Connectivity and assume the delivery of:

- A Southern Link Road Bridge: this infrastructure is intended to enable greater network capacity through central Crewe and allow the ability to investigate a re-alignment of the existing primary routes within the network to accommodate enhanced public transport strategy and the creation of more space for cycling and pedestrian public realm.
- New pedestrian focused routes connecting the HS2 Hub Station to the existing town centre
- Increased focus on public transport, pedestrian and cyclist access to Station entrances on Gresty Road and Nantwich Road.
- Delivery of multi storey parking at multiple locations across the boundary of the Area Action Plan but in particular at the Weston Road Entrance .



Picture 2.1





3 Emerging Issues

3.1 The Sustainability Appraisal process, Habitats Regulations assessment process, emerging evidence base and consultation on the CSHAAP Issues Paper of 2018 have identified a series of issues that have been considered in preparing this Development Strategy and that the final iteration of the CSHAAP will need to consider and plan for.

People and Population

3.2 Across the borough there is an aging population which is reflected in Crewe; Crewe has some of the most deprived communities in England; there is an association between deprivation and health inequality; across the Borough there is an increase in the proportion of obese Year 6 children.

3.3 In Cheshire East the proportion working in skilled trades and low-skill or elementary occupations are slightly below the UK average; almost half of the people working in the Borough are employed in high-skill occupations; the proportion of 16 to 64 year olds in the Borough with a first degree or equivalent qualification exceeds the figures for the North West and UK.

Environment and Biodiversity

3.4 The scoping area is predominantly urban with a general lack of amenity green space and habitats however there are European Designated Sites within 10km of the scoping boundary and a site of Biological Importance in close proximity to the boundary at Quaker Coppice.

3.5 Across the borough there is a general decline in river quality and within the scoping area there are areas of flood risk around Valley Brook.

3.6 CO2 from traffic has increased and the scoping boundary includes part of Nantwich Road, the subject of an Air Quality Management Area; road traffic is the main source of air pollution in Cheshire East.

Heritage

3.7 Crewe is a regional if not nationally important location for rail heritage. There are two Grade II Listed Buildings, and five locally listed buildings located in the scoping boundary. Two areas in the scoping boundary are subject to Tree Preservation Orders; the character of the scoping boundary area is urban, with limited areas of greenspace.

3.8 A Heritage Impact Assessment has been commissioned to assess the impact of final proposals on local heritage assets and identify any buildings of notable character or architectural significance that are not currently listed that should either be considered as candidates for the this status or awarded some form of policy protection within the final version of the CSHAAP.



Transport, Connectivity and Highways

3.9 Mott MacDonald have been commissioned to model various scenarios to understand the potential merits of different configurations of highway crossing over the West Coast Mainline including that of the new Southern Link Bridge; the various options and interrelationships between potential station entrance locations, public realm, bus facilities, and pick-up/drop-off movements; the projected car park demand of both the station and wider masterplan land uses; and potential cycling infrastructure, bus infrastructure and key restrictions. The emerging issues that have been identified are:

- The Southern Link Bridge is required to support the full development proposed in the AAP; and in any case would have significant highway benefits
- The approach to Gresty Road needs to be carefully considered due to capacity issues.
- Further highway benefits are likely with the dualling of Weston Road.
- Dualling of Gateway and Second Avenue could help make the most of a Southern Link Bridge
- A scheme is likely to be required at Catherine Street and Bedford Street
- The approach to Nantwich Road Bridge entrance is key to understanding wider implications for the local network
- Reconfiguring Crewe Arms Roundabout could reduce severance and enhance this area as a 'place'.
- This is an opportunity to provide best-in-class infrastructure and reduce car dependency.
- There is an opportunity to depart from the adopted Cheshire east Parking Standards within the boundary of the AAP
- An interim report on these issues is included at Appendix 4

Public Transport, Walking and Cycling:

3.10 Crewe is well served by bus routes and the new bus station, which will be improved as part of the wider regeneration plans for Crewe Royal Arcade, will enhance the experience of arriving in the town centre by bus.

3.11 Pedestrian and cycle movements in the town centre are supported by a number of pedestrianised streets. These streets provide good walking links between the four public squares but this is in contrast to the lack of quality pedestrian and cycle routes beyond this area towards the edge of the town and the residential areas within walking distance of the town centre. Currently there is not a clear route for pedestrians and cyclists from the station to the town centre

3.12 The Local Transport Strategy acknowledges that although the railway station is situated less than a mile from Crewe town centre, connectivity and integration of modes between the town centre and the station needs improvement.

3.13 A public transport, walking and cycling strategy is anticipated to be developed alongside the CSHAAP



Greenspace, Culture and Leisure

3.14 Crewe's leisure service provision has declined by nine units and 2,795 sqm floorspace since 2005. However a new Lifestyle Centre opened in April 2016; this provides a leisure facility and community hub.

3.15 Central Crewe does lack provision of green and open space however development in the CSHAAP offers opportunities to address identified shortfalls, improve accessibility to, and the quality of, such spaces. However, a balance will need to be made between delivering the scale of open space provision required and delivering quality and appropriate provision in the CSHAAP area.

3.16 Crewe hosts notable cultural venues including the Lyceum Theatre, the Crewe Rail Heritage Museum and Crewe Alexandra Football Club that could benefit from HS2 related development. The CSHAAP offers opportunities to explore better links between these existing assets and to support new facilities.

Commercial and Retail

3.17 The WYG Retail Study (2016) evaluated retail performance across Cheshire East producing a series of health check assessments.

3.18 Crewe town centre provides an important resource, particularly for residents in the southern part of the Borough, in catering for their convenience and comparison goods needs, as well as providing a key location to access a range of services. The study highlighted that:

- The health of Crewe town centre has declined in recent years
- Crewe contains 17 of the top 27 retailers within the town centre boundary.
- Operators focussed on the value end of the market, with the town lacking in terms of more upmarket national operators.
- Grand Junction Retail Park, acts to enhance the wider appeal of Crewe as a shopping and leisure destination but also provides a competing destination to the town centre.
- Crewe has a comparable, but slightly lower provision of financial and business services (9.75 of units compared to a 10.8% national average) occupying a notably lower floor space than the national average (5.4% compared to 8.2% nationally).
- The vacancy rate in 2015 was 23.9% of all units, double the national average of 11.3%.

Housing

3.19 As part of the evidence base a housing strategy is being developed to investigate the appropriate approach to delivering residential development within the CSHAAP. Some of the emerging issues arising from this work are:

- Crewe has a faster level of population growth than the Cheshire East trend over the past 5 years this may support the case for a higher share of the town's existing housing delivery targets to be delivered within the AAP area.
- Although Crewe has a n ageing population there is a lower proportion of older residents in Crewe than the borough average. This could imply that the proportional need for older persons' accommodation (C2 class) in the study area is lower than for the Borough as a whole.



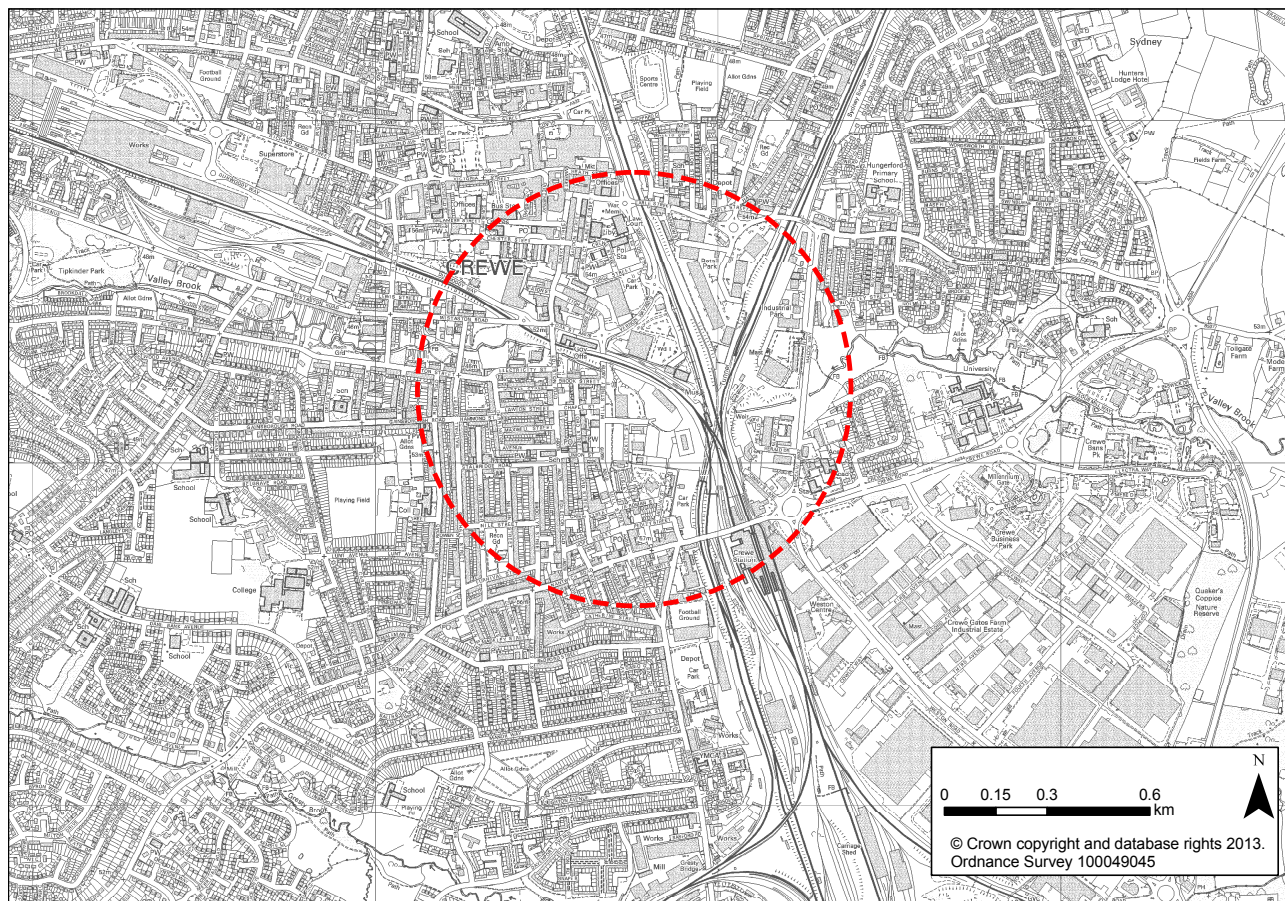
- Crewe has smaller household sizes than the borough average, leading to requirement for smaller property types.
- While the local affordability ratios are better than at the Borough level, this is largely driven by lower property prices. It is apparent that income constraints acts as a barrier to the local population's ability to afford housing. This means that interventions that would lead to an increase in local property prices might push existing residents into a situation where they require affordable housing. This creates the case for either additional affordable housing provision above and beyond current needs to plan ahead for this, or other interventions to ensure that the AAP's existing population becomes able to access better paid jobs.
- Lower satisfaction with living area in Crewe than the Borough average, and relatively high level of deprivation on the living deprivation index, points to a strong need for qualitative interventions.
- Low car ownership rates and proximity to a key national rail hub, creates possibilities for low car parking provision within any housing development, potentially allowing for higher densities.



4 Area Description

4.1 The AAP will be delivered over an area identified the Cheshire East Local Plan Strategy as 'Central Crewe, and covered by Policy Strategic Location LPS1. the final boundary of the CSHAAP may extend outside of the broad area identified in the CELPS.

Picture 4.1



4.2 Central Crewe is characterised by three main development areas: the traditional town centre, Grand Junction Retail Park and the railway station (with adjoining areas of Nantwich Road). Despite its origins as a railway town, Crewe town centre has historically developed at some distance from the railway station. Crewe's rail lines create a radial form of severance in the urban structure which exacerbates the disconnection between the town centre, the railway station and Crewe's residential neighbourhoods. This structural issue has been further exacerbated by the development of the Grand Junction Retail Park from the late 1990s onwards which is separate from the town centre.

4.3 The area includes:

- Significant rail infrastructure
- Key centres: Town Centre, Grand Junction and the railway station
- Substantial residential development
- Regional, if not nationally significant rail heritage and a significant number of listed and locally-listed buildings



- Significant retail and employment land, particularly focused on B8 and warehousing uses in the south east and beyond
- Key highways routes (A534 Nantwich Road corridor in particular is fundamental to east west connections)

4.4 LPS1 introduces a series of measures intended to create stronger physical connections, improve building design and increase the provision of green infrastructure across central Crewe. This approach is reflected in the Council's most recent work on the Crewe Masterplan 2017 and the Local Enterprise Partnerships, Constellation Partnership work in 2018.

4.5 The Crewe Masterplan Vision 2017 document⁽⁵⁾ sets the agenda for transformational growth for the town of Crewe. It covers some 120 hectares of land around the proposed hub station and provides a framework to reinvigorate the town centre, create a new commercial hub around the station housing 350,000m² of new commercial floorspace and deliver an additional 7,000 new homes by 2043.

4.6 There are seven Key Masterplan Vision moves to help Crewe realise its future development potential. These are briefly as follows: to ensure that the two centres, Crewe Town Centre and Crewe Hub, compliment each other by creating legible connections; reinvigorate the town centre with additional cultural, leisure and mixed uses; rationalise the road hierarchy to allow easy access to the station, whilst reducing vehicular access through the town; improve permeability of rail corridors using new and updated infrastructure; create clear links between town and station with enhanced multi-modal routes; link neighbourhoods, assets and centres via an integrated green network; and unify the station and town with the Cheshire landscape.

5 Crewe Masterplan Vision (2017), available at:
<https://moderngov.cheshireeast.gov.uk/documents/s59543/Crewe%20HS2%20Masterplan%20-%20app%202.pdf>



5 Vision

5.1 Based on the emerging evidence base, initial consultation and the policy and research undertaken to date in the Councils other work programmes, the following Vision is proposed to underpin the CSHAAP:

5.2 *Through an exceptional and vibrant urban business district integrated with a new HS2 enhanced Hub Station, Crewe will realise its potential as a nationally significant economic centre and prime destination for sustainable growth, serving as an impressive gateway into the dynamic and ambitious North West of England and creating a new core to and from which enhanced sub-regional connectivity can be achieved.*

5.3 *This new sub-centre and HS2 Hub Station will unlock the capacity to catalyse commercial, residential and business investment in Crewe, delivering an economically successful, publicly vibrant and exciting place to live, invest and visit. It will be well-connected to and support the existing town centre, hosting development associated with the arrival of HS2 to Crewe. Ultimately, transport and rail infrastructure delivered here will be the catalyst to deliver wider sub-regional aspirations and HS2 associated growth.*

5.4 *Development here will incorporate the highest quality design, permeability and connectivity befitting its location adjacent to a strategic transportation hub and gateway into the region, whilst recognising the importance of Crewe's industrial and rail heritage.*

5.5 *The Hub Station itself will provide key infrastructure that enables land and development opportunities to be unlocked in the Crewe Commercial Hub, vastly increasing the capacity here for jobs, skills development and sustainable growth, and creating the platform for change in the built environment that improves connectivity to, from and through the HS2 Hub Station.*

5.6 *Alongside a net improvement in the amount and quality of new and enhanced public realm and green spaces, the local highways network will see significant investment in infrastructure, capacity and parking facilities, creating a place navigable for all and that efficiently connects people to the places they need to be.*

5.7 *Achieving this vision will optimise the benefits arising from this opportunity – through economic investment and jobs growth, through the regeneration of Crewe, support for the town centre and through the creation of high quality new buildings and public spaces, which, in combination will unlock significant economic and social benefits to Crewe and the communities it serves.*



6 Plan Objectives

6.1 The four proposed objectives of the Crewe Station Hub Area Action Plan have been developed to reflect the issues discussed above, incorporate the key assumptions developed through other work streams associated with HS2 and take account of the feedback received through initial consultation on the CSHAAP Issues Paper. Each has been tested through the Sustainability Appraisal:

6.2 Objective 1: Crewe Commercial Hub

6.3 Support and enable the delivery of a HS2 Hub Station through developing a new mixed use commercial district; the Crewe Commercial Hub

6.4 This will be delivered by:

6.5 a. Enabling the delivery of new employment land and premises

6.6 b. Enabling the delivery of new homes, leisure and cultural facilities, and a limited amount of ancillary retail

6.7 c. Capitalising on accessibility by supporting improved transport infrastructure

6.8 d. Support for the on-going regeneration of Crewe town centre through:

6.9 i. New and improved pedestrian links between the town centre and the HS2 Hub Station

6.10 ii. A retail offer in the Crewe Commercial Hub that serves the needs of travellers, visitors and new residents, but which does not compete with the existing town centre

6.11 Objective 2: Connectivity

6.12 Vastly improve connectivity and accessibility to, from and around the Crewe Hub Station, and across the wider sub-region

6.13 This will be achieved through:

a. The delivery of a HS2 Hub Station with:

6.14 i. Rail infrastructure and platforms capable of running 5 to 7 HS2 trains per hour and enhanced operational capacity to improve local and regional rail connectivity

6.15 ii. A primary entrance established on Weston Road including multi-storey parking and main vehicle access

6.16 iii. The Nantwich Road entrance reconfigured with a focus on pedestrian, cyclist and public transport

6.17 iv. A new pedestrian access created at Gresty Road



- b. The delivery of transport infrastructure including:
 - 6.18** i. A southern link road bridge to accommodate vehicle traffic and create a new route south of the HS2 Hub Station
 - 6.19** ii. Wider improvements and investment in the local highways network to upgrade junctions, roundabouts and capacity
- c. g. Vastly improving the pedestrian experience to, from and around the HS2 Hub Station in terms of pedestrian and cyclist priority, accessibility, safety and comfort
- d. h. Successfully managing increased vehicular demand by
- e. i. delivering new and improved highways infrastructure
 - 6.20** ii. establishing new primary routes for vehicle traffic
 - 6.21** iii. delivering increased parking capacity
 - 6.22** iv. promoting sustainable travel options
 - 6.23** v. integrating digital and smart technology capacity in all new development and infrastructure
- f. i. Implementing a public transport strategy that connects the HS2 Hub Station to key destinations in Crewe and beyond by providing:
 - 6.24** i. A range of new pedestrian and cycling routes
 - 6.25** ii. Public routes through the HS2 Hub Station itself
 - 6.26** iii. New and improved pedestrian and cycle links to Crewe town centre

6.27 Objective 3: Sustainable Development

6.28 Enable sustainable development, underpinned by the right infrastructure, which is well integrated with Crewe

6.29 This will be delivered by:

- a. The provision of social, health, education and green infrastructure to underpin the successful function of development within the boundary of the AAP.
- b. Creating new and unique homes through a variety and mix of modern, excellently designed apartments and town houses as part of a mixed use development in walking distance of the HS2 Hub Station; reducing the need to travel
- c. Supporting skills and jobs by ensuring that local education and skills-based training supports development associated with the delivery needs of HS2 and new development in the Crewe Commercial Hub
- d. Ensuring development supports and enables healthier and positive lifestyles through an improved leisure, recreation, sport and cultural offer
- e. The retention and improvement of valuable habitats



- f. Measures that successfully manage and mitigate flood risk and improve water quality
- g. Supporting energy efficient development and schemes that seek to provide renewable and low carbon energy

6.30 Objective 4: Environmental Quality

6.31 Create new and dynamic design that enhances environmental quality

6.32 This will be delivered by:

- a. Integrating a step-change in the design quality, character and active use of land in the AAP boundary through:
 - 6.33** i. Outstanding station design including exceptionally high quality frontages that create a positive transition between the HS2 Hub Station and the Crewe Commercial Hub
 - 6.34** ii. Delivering landmark buildings of exceptional design quality in key locations
 - 6.35** iii. Building design that fully integrates environmentally sustainable measures and that improves the image and function of the Crewe Commercial Hub
 - 6.36** iv. Creating a new townscape with active ground floor use and skyline of increased height
 - 6.37** v. Improved urban landscape more recognisably connected to the best of Cheshire's countryside
 - 6.38** vi. Integrating and protecting valuable trees
 - 6.39** vii. Retaining and integrating valuable heritage
 - 6.40** viii. Creating an active, interesting and high quality public realm that incorporates civic spaces and public art



7 General Development Policies

7.1 This section of the plan sets out the general policies that will apply across the whole of the Area Action Plan. They are reflective of the plan's central objectives and set out the key principles that all development should adhere to. These policies will supplement those of the Local Plan Strategy and Site Allocations and Development Policies Document which will continue to apply within the Area Action Plan, with the exception of Strategic Location LPS 1 Central Crewe. In addition to these general development principles and policies there are more specific proposals for different parts of the Plan Area ('Opportunity Areas') set out in Section 9.

7.2 Where the General Development Principles establish an over-arching policy objective (for example, Transport interchange) a proportionate approach will be taken, taking account of the overall scale of development. It is acknowledged that some small scale development may not be able to meet such broad objectives; but wherever it can reasonable do, it should do so.

7.3 All development within the boundary of the Area Action Plan will be subject to the following policies:

Policy GD 1

Policy hierarchy

The Policies of the Adopted Cheshire East Local Plans will apply within the boundary of the Area Action Plan; if a conflict arises between the plans, the policies and proposals of the Area Action Plan will take precedence.

7.4 This policy explains the relationship between the policies of the area Action Plan and the policies and proposals of the Cheshire East Local Plan. The policies of all Borough Wide Local Plans (outside of the National Park) will apply equally within the boundary of the Area Action Plan; this will avoid repetition of those policies within this Action Plan document.

7.5 The Area Action Plan is rooted in the strategic policies of the Local Plan Strategy, which itself recognises the need for an AAP to be produced. In particular many of the policies are an evolution and further progression of Policy LPS1 Central Crewe, reflecting additional thinking and evidence in this regard. In accordance with national policy should a conflict arise between plans, the most recently adopted plan will prevail.



Policy GD 2

Supporting the development of and maximising the opportunities of the Crewe Hub Station

All new development will support the delivery of the Crewe Hub station wherever possible; development which impedes delivery of the station and its supporting infrastructure and facilities will not be permitted. New development must maximise the provision of local employment opportunities must also demonstrate that it capitalises on the improved connectivity afforded by the arrival of HS2 at Crewe Station. Development will not be permitted which fails to maximise the locational advantages of its proximity to Crewe Hub Station.

7.6 An enhanced HS2 Hub Station will include the following key features: Much development directly associated with the railways network, including rail infrastructure itself, is governed by permitted development rights relating to operational railways. Whilst the Hub Station itself will be delivered under this regime, development outside of the station, and where the station adjoins the wider public realm is not subject to the same permitted development regime. Accordingly a variety of works are likely to be developed which require planning permission.

- A new station building including a new roof and reconfigured internal layout
- Extended platforms to accommodate 5 (north) and 7 (south) HS2 trains per hour
- A main entrance accessible from Weston Road including multi-story parking and drop-off facilities.
- A secondary pedestrian focused entrance opening to Gresty Road, connecting through the station to Weston Road, creating a new public link through the station itself.
- Retention of the entrance to Nantwich Road but with a significantly improved design and frontage plus reconfigured traffic management creating more space for pedestrian and cyclist movement and public realm.
- A Southern Link Road Bridge, south of the existing station.

7.7 The construction of a new/enhanced station and its environs is the foremost propriety for the Area Action Plan. Accordingly new development which would hinder the delivery of the station and related infrastructure and facilities will not be permitted.

7.8 Through the Area Action Plan the Council will seek to ensure the successful integration of the station building within its wider context and that the station environs is developed to not only support the delivery of the station but take full advantage of the benefits of new and improved connectivity here.

7.9 The connectivity afforded by the new HS2 services at Crewe brings with it the potential for significant beneficial change. It is a requirement of the Area Action Plan that new development takes account of and maximises the advantages of this highly connected place. Development which fails to do this will not be permitted.



Policy GD 3

Facilitating New Infrastructure

All new development shall make provision for the transport and digital infrastructure necessary to support the Crewe Hub Station and its associated facilities. Where necessary key infrastructure routes will be identified on the policies map and safeguarded from development.

7.10 Development will contribute to the delivery of the physical and digital infrastructure which underpins the successful operation of the hub station and the commercial district. There may be specific requirements in particular locations. Where these are identified in advanced they will be set out on the policies map. This policy addresses the infrastructure requirements of the station and its related facilities – be that rail, highways, parking, digital infrastructure or other supporting measures.

Policy GD 4

Improving Linkages between Town Centre and Station

All development by virtue of its form, design, layout, landscaping and external treatment must maximise the opportunities to improve accessibility between the Crewe Hub station and the town centre. Development will not be permitted which impedes access or fails to improve it where that is reasonably possible, given its location, form and scale.

7.11 The Plan seeks to support the on-going regeneration of the town centre, in particular, through contributions to the creation of a new pedestrian link between the hub-station and This policy requires the delivery of enhanced connections to the town centre, in particular through new development, the public realm strategy and masterplan. It is a key objective of the Plan to improve all access between the town centre and the station – with particular emphasis given to better and more direct pedestrian and cycle access.

7.12 town centre. Development should be designed so as to have this linkage at its heart – and not as a ‘bolt on’ after-thought.



Policy GD 5

Facilitating Transport Interchange

All new development shall be designed so as to improve interchange between different transport modes. All Major Developments should incorporate measures to facilitate the use of walking, cycling and public transport together with interchange between each of these modes and the Crewe Hub Station.

7.13 It will support the delivery of a public transport strategy which reduces the need to travel by car, successfully connects the station to wider Crewe and prioritises pedestrians and cyclists in the road hierarchy. The policy relates to key physical features/infrastructure, identified routes and other management measures (controlled parking for example). The policy will also focus on how the masterplan seeks to facilitate pedestrian focused access to, from and around the station, making it easy to get there and move around. This policy sets out how movement around, to and from the station will be improved through better interchange, complimenting a public transport strategy which includes measures to prioritise pedestrians and cyclists. All development has a responsibility to support this objective where it is reasonable and proportionate to do so.

Policy GD 6

Infrastructure Costs

Where the Council or its partners have forward funded infrastructure to support wider development proposals, applications dependent on this infrastructure should contribute towards those costs on a proportionate basis. Development which depends on forward funded infrastructure but fails to contribute towards it will not be permitted.

7.14 The Council will capture the long term benefits of development through specific contributions to local infrastructure; this includes improving the public and pedestrian environment. This is a policy to capture the long term benefits of development where that development relies on forward funded infrastructure.

7.15 Alongside the recovery of such costs, other obligations may be required to mitigate the impact of development; this includes supporting skills based training within the local community.



Policy GD 7

Design of Development

New development must demonstrate an improvement in the quality of design, public realm, and green infrastructure and accord with the relevant design codes that support this AAP. Wherever possible, as an integral part of their design, new development should:

- Incorporate net gains to green space and biodiversity
- Fully remediate land where necessary
- Incorporate renewable or low carbon technology on site
- Contribute to improving water quality by successfully addressing flooding and surface water run-off; and
- Protect site of biodiversity importance

7.16 The policy will seek to set out the need to comply with the masterplan and any subsequent more specific design codes, identify key locations/buildings where design is especially sensitive and identify key heritage assets that need to be preserved/integrated. This policy sets out the design principles that will apply in the plan area; it instigates a very high bar for design and covers delivery of (in particular) environmentally sustainable development in the fabric of buildings. This might include techniques such as natural ventilation, water retention and recycling, and maximising passive heating / cooling.

7.17 Development should wherever possible be supported by or contribute to green infrastructure and greenspace, incorporating net gains in biodiversity and the protection of sites considered to have biodiversity value. Collectively these measures will ensure buildings and spaces are safe, inclusive and foster well-being.

Policy GD 8

Integrating Development around the Station with the rest of Crewe

New development must be designed so as to integrate with the existing urban fabric of Crewe beyond the boundary of the Area Action Plan. Development by virtue of its type, form, layout and access should:

1. Promote physical and social linkages between the area action plan and the remainder of Crewe;
2. Provide a range of housing types and tenures; and
3. Provide directly, or contribute to a range of services and facilities.

7.18 This Policy requires development to successfully integrate with and connect to the existing urban fabric. This means delivering a net improvement to green spaces, preserving valuable heritage, establishing an exceptional design ethos and creating new high quality public realm links which knit development into the wider community.



Policy GD 9

Safeguarding Crewe's Railway and Built Heritage

All development should respect, retain and enhance Crewe's railway and Built Heritage. The demolition of buildings with an identified heritage value shall not be permitted. The re-use and redevelopment of these buildings will be encouraged subject to the preservation of their heritage interest and, where appropriate, the safeguarding of their setting.

7.19 Work to assess heritage significance is underway and this will inform a selection of structures which will be identified on the policies map. It is intended that the policy will afford a greater degree of protection to any such structures, so that their heritage interest is retained. This Overarching Policy to protect Crewe's Heritage places particular emphasis on the town's Railway past. Crewe was founded on the railways and so buildings and features associated with the development of the railway are of special local significance.

Policy GD 10

Complementing Crewe Town Centre

All development should respect and be complementary to the role and function of Crewe Town centre. Retail development should be limited to convenience provision that serves the needs of travellers and businesses. Planning applications for town centre uses will be subject to the sequential and impact test requirements, in line with national planning policy.

7.20 The creation of an improved station with greater footfall combined with a new business area will prompt the need for additional retail development; such facilities will enhance the attractiveness of Crewe Station and environs for all users. Any such retail uses (in terms of quantum and offer) should be seen as complimentary to Crewe Town Centre and should not compete with it. The offer should be limited to retail provision that serves the needs of travellers, visitors and new residents but should not be of a scale / type to compete with the town centre 'offer'. In accordance with national and local strategic policies, any large scale proposals will be subject to town centre impact and sequential tests



8 Developing the Options

8.1 The options presented here have been developed by considering the existing policy context and growth aspirations set out by the Constellation Partnership, understanding the opportunities presented in land-use terms at locations around the future HS2 Hub Station and envisaging a development strategy that could bring forward the vision and objectives of the CSHAAP.

8.2 The LPS sets out the policy context in which the CSHAAP is being prepared and in particular, Strategic Location LPS 1 "Central Crewe" establishes a series of detailed principles that should underpin development in a broad area of Crewe including the existing Railway Station and the town centre.

8.3 The Crewe Masterplan 2017 further investigated many of these issues in seeking to understand a high level approach to enabling HS2 growth for Crewe. In particular, this work helped refine the issues of connectivity between Crewe's key centres and set out a series of 'key moves' that could improve the urban structure of the town and unlock growth potential.

8.4 In October 2018 the Constellation Partnership published its HS2 Growth Strategy identifying the potential to deliver some 3,700 homes and 20,000 jobs close to the future HS2 Hub Station.

8.5 In November 2018 the Council embarked on its first consultation toward the development of a Crewe Station Hub Area Action Plan by publishing an Issues Paper. This identified a series of key issues the AAP could consider and sought input on the approach that could be taken in developing a planning framework to manage growth around the Railway Station.

8.6 The issues explored through the LPS, Crewe Masterplan and CSHAAP Issues Paper were refined to put forward a vision for the area, a series of objectives, emerging policies and land use ideas based on delivering the aspirational growth opportunities identified in the Constellation Partnerships HS2 Strategy.

8.7 Based on the Constellation Partnership's growth aspirations to deliver 3,700 homes and 20,000 jobs in the area around a HS2 Hub Station, a series of residential and employment quantum options were developed. This was done through the establishment of a potential level of residential and office-use floorspace, by considering development opportunities in the land blocks around the Railway Station. The overall gross external area of each land use was calculated and then, using established approaches to calculating job densities and the Nationally Described Space Standards, converted into residential units or potential number of jobs. Further information on how the number of units were calculated is set out in Chapter 8 of the Draft CSHAAP.

8.8 The quantum options have been developed at a high level by using standard recognised assumptions but do not represent a finalised position on growth capacity either from a position of supporting what is desirable or what is deliverable in land use terms. Further work is required to understand the detailed level of development that could be accommodated, and the figures presented represent a meaningful, rather than precise, approach to understanding the difference between what each option is capable of delivering.



8.9 The boundary options have been established through investigating the wider urban context of Crewe and its functionality, in particular developing an understating of how its key centres relate to one another. This was investigated in detail through the Crewe Masterplan 2017, which further highlighted the current disconnection and severance between key centres that, if addressed, could help to unlock Crewe's potential.

8.10 Focusing on the relationship of the HS2 Hub Station to the town centre and Grand Junction Retail Park then led to an investigation of the development opportunities around the Railway Station itself.

8.11 To provide some context and structure in which to form ideas, a series of 'broad opportunity areas' were developed based on distance and time from the Railway Station and the potential to accommodate key land use issues associated with the Objectives.

8.12 Subsequently, four opportunity areas were identified, further information on which is set out in Chapter 8 of the Draft CSHAAP:

1. Core Station Hub
2. Primary Opportunity Area
3. Secondary Opportunity Area
4. Peripheral Opportunity Area

8.13 Each opportunity area could perform a different function supporting delivery of specific land uses identified in the CSHAAP Objectives. Accordingly, a high level development strategy was set out to describe the potential role and function of each area, and then used alongside the development quantum options to establish the potential development Options.

8.14 Therefore, taking into account the boundary Options and quantum Options, three development Options were identified, which were developed to take account of three factors:

1. Delivering the growth aspirations established through the Constellation Partnership's HS2 Growth Strategy
2. Understanding broad opportunity areas – the spatial geographies in which Objectives of the CSHAAP could potentially be delivered
3. Developing a high level development strategy, which has been applied across the opportunity areas. The configuration of each Option captures different opportunities presented by this strategy

8.15 1. **Developing the Growth Aspirations:**

8.16 The HS2 Growth Strategy published by the Constellation Partnership in 2018 set out aspirations to deliver 3,750 homes and 20,000 jobs in the area around a future HS2 Hub Station, and additional residential and employment related development in the wider area.

8.17 These figures have been used as a bench mark to develop a series of options that could potentially delivery a variety of growth scenarios however it is important to recognise that a detailed understanding of the capacity, deliverability and desirability of growth around the HS2 Hub Station is a key issue that will be investigated thoroughly as the CSHAAP progresses.



8.18 Therefore the figures cited in the HS2 Growth Strategy are not considered as a development target, but rather as a consideration alongside other issues identified to date.

8.19 For estimating the level of job creation Gross External Area of development has been converted to Gross Internal Area of Development and then to Net Internal Area. An allowance was then made for rolling occupation vacancies and this figure was then used as the basis to apply the rates set out in the Employment Density Guide 2015 which converts Net Internal Areas to full time jobs. The calculation was then adjusted to reflect an appropriate split of full time and part time roles created.[1]

8.20 For estimating the potential number of residential units the national space standards[2] have been applied to the floorspace calculations on the assumption that all housing delivered will take the form of apartments.

8.21 This assumption is based on 50% to be delivered as 2 bed / 4 bed spaces and, 50% as 1 bedroom/2 bed spaces. There is clearly much scope to refine a more detailed approach to housing which will be investigated through an accompanying Housing Strategy currently being prepared as part of the evidence base. Therefore the calculations here are indicative only to a) test at a high level whether the growth aspirations are achievable and b) enable a meaningful comparison between the performance of each option.

Table 8.1

Land Use Type	Option 1: Commercial and Regeneration Led	Option 2: Mixed use led	Option 3: Opportunity and Market Led
Boundary Area	43ha	96ha	186ha
Jobs	25,000 job	26,000 jobs	36,200 jobs
Residential	1,500 homes	3,800 homes	36,200 homes
Summary Description	A level of development that meets growth aspirations for jobs but does not fully meet the aspiration to deliver residential development; focus on office led development and mixed use regeneration in the primary opportunity area and part of the secondary opportunity area; restraint applied to residential development.	A level of development that meets and exceeds growth aspirations; development dispersed across the primary and secondary opportunity areas; High levels of mixed use led schemes, including residential development.	A level of development that significantly exceeds growth aspirations; development dispersed over primary, secondary and peripheral opportunity areas; peripheral opportunity areas included to enable a market led approach and establish a delivery framework for highways and other infrastructure.

8.22 [1] <https://www.gov.uk/government/publications/employment-densities-guide-3rd-edition>

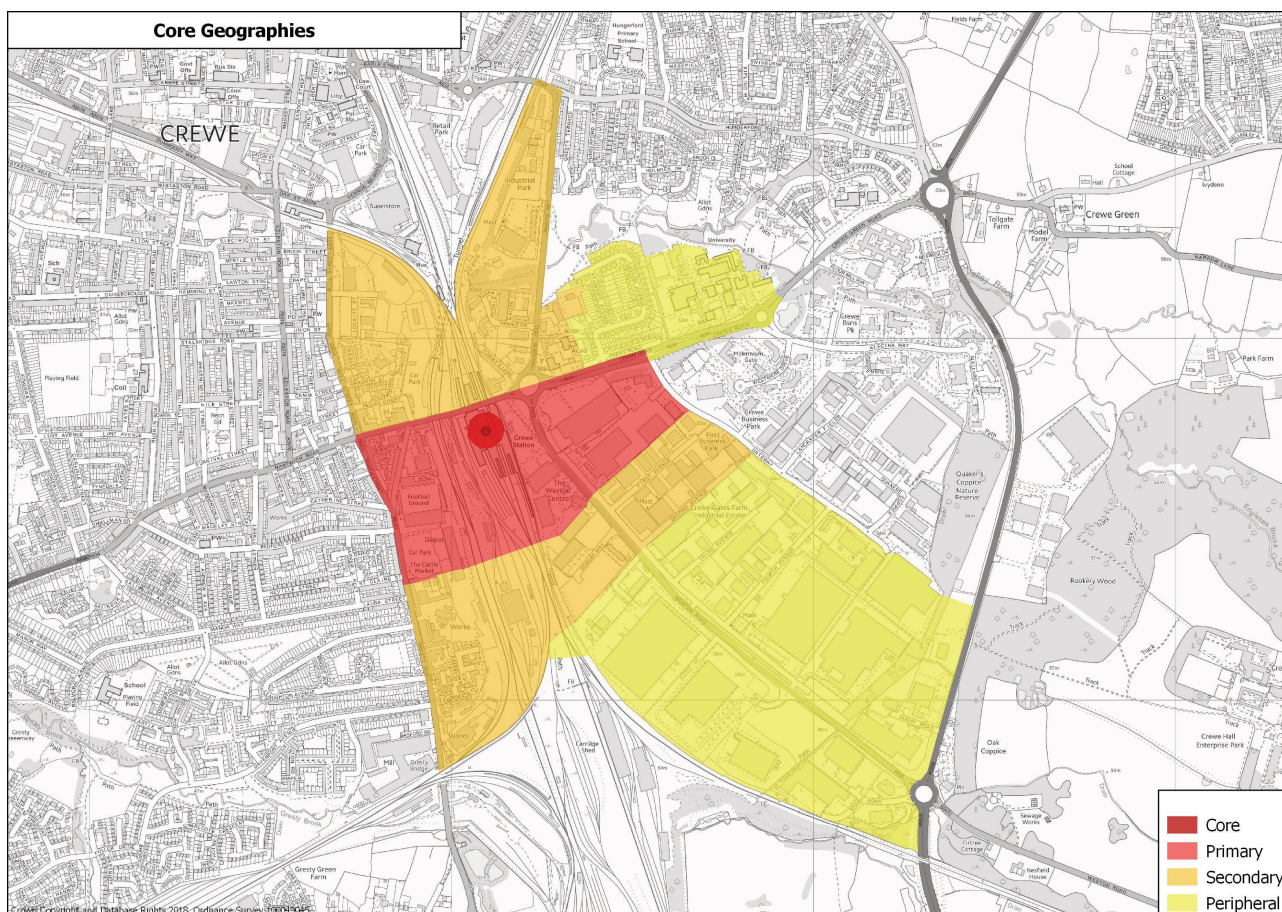
8 . **2** **3** [**2**]
<https://www.gov.uk/government/publications/employment-densities-guide-3rd-edition>

8.24 2. Developing Broad Opportunity Areas



8.25 The boundary options have been established through investigating the wider urban context of Crewe and its functionality, in particular developing an understating of how its key centres relate to one another. This was investigated in detail through the Crewe Masterplan 2017 which further highlighted the current disconnection and severance between key centres which, if addressed, could help to unlock Crewe's potential.

Picture 8.1



8.26 Focusing in on the relationship of the HS2 Hub Station to the Town Centre and Grand Junction then led to an investigation of the development opportunities around the station itself.

8.27 To provide some context and structure within which to form ideas, a series of 'broad opportunity areas' were developed based on distance and time from the station and the potential to accommodate key land use issues associated with the Objectives.

8.28 Subsequently, four opportunity areas were identified: A Core Station Hub and Primary, Secondary and Peripheral Opportunity Areas.

8.29 Each area could perform a different function supporting delivery of specific land uses identified in the objectives. Accordingly a high level development strategy has been set out to describe the potential role and function of each area and then used alongside the development quantum scenarios to establish the potential boundary options.



3. High Level Development Strategy

Core Area: HS2 Hub Station

8.30 This area will contain the main HS2 Hub Station entrance and all of the related supporting development and infrastructure within the operational remit of Network Rail. The fundamental objective for the area will be to provide the best possible interface between the operational station and Crewe. Key features include:

- Eastern pedestrian focused entrance at Gresty Road
- Northern entrance to Nantwich Road with reconfigured public realm
- Main regional entrance at Weston Road with parking facilities
- Public accessibility through the station
- Infrastructure to enable five HS2 train north and seven HS2 trains south per hour
- Creation of high quality public realm and very high standards of design around the immediate station

Primary Opportunity Area

8.31 Using existing road boundaries to mark its extent, the primary opportunity area has loosely been defined as the area south of Nantwich Road, extending between Gresty Road in the east and Gateway in the west. The area extends south eastward to Cowley Way and south westward to the land currently occupied by Unipart Rail.

8.32 The primary opportunity area is an area of land closest, and best connected to, the HS2 Hub Station. It includes land within a five minute walk (500m) south of the station in any direction taking the most direct path between any two points ('as the crow flies') and is expected to host the most dense and intense forms of land use. Development here is expected to:

- Facilitate the key physical interchange between HS2 Hub Station and Crewe
- Accommodate the station entrances and multi-storey parking
- Enable delivery of the Crewe Commercial Hub and landmark buildings
- Focus on office-led and mixed use development
- Offer a building height range of 6-8 storeys
- Accommodate key infrastructure, notably the landings of the Southern Link Road Bridge
- Deliver a pedestrian focused public realm that improves connectivity to and from the station

Secondary Opportunity Area

8.33 The secondary opportunity area is an area of land that extends north of Nantwich Road to the top of Mill Street and Macon Way and to the southern limits of Gresty Road and Fourth Avenue on the eastern side. Land here is roughly within a 15 minute walk (1,000m) of the existing station north and south. The secondary opportunity area offers important opportunities to deliver additional growth and meet key objectives of the AAP. Development here is expected to:

- Enable the delivery of a pedestrian focused 'green link' between the HS2 Hub Station and the Town Centre



- Offer a building height range of 4-6 storeys
- The primary opportunity area is likely to contain the highest and most dense development. This has potential to visually conflict with the existing townscape. To create a visual and design transition between development around the HS2 Hub Station and its outer edges, it is anticipated that in the secondary opportunity areas development will become more mixed, lower height and potentially less dense.)
- Accommodate additional residential development in existing residential areas
- Offer flexibility of land supply and additional opportunities to meet the objectives of the AAP.

Peripheral Opportunity Area

8.34 The peripheral opportunity area offers opportunities to provide a flexibility of land supply, whilst enabling wider highway network improvements. This area extends eastward along Crewe Road, using Valley Brook as its northern limit, and southwards along Weston Road, with Gateway marking the eastern limit. Land here is roughly within a 15 to 30 minute walk (1,000 to 2,000m) of the existing station to the north and south east. Development here is expected to:

- Offer a building height range of 2-4 storeys
- Improve the land supply to accommodate additional development
- Support enhancements and upgrades to the existing highways network

Assessing the Options:

8.35 This process established three options to take forward for assessment which may be further refined/developed through this consultation process. Although the options have been assessed through the Sustainability Appraisal Process and through Habitats Regulations Assessment, as the CSHAAP progresses toward defining a preferred option, a more detailed appraisal will be undertaken in light of feedback from this consultation and the output of further evidence based work.

8.36 The Options are:

- Option 1: Commercial and regeneration led - investigates using a restrained boundary to deliver a lower quantum of development, but which satisfies growth aspirations and the emerging Vision and Objectives
- Option 2: Mixed use led - uses an extended boundary to exceed growth aspirations, enables more flexibility of land supply and the ability to plan for wider opportunities
- Option 3: Opportunity and market led - hybrid of Options 1 and 2, which exceeds growth aspirations over a land area and offers a balance of key opportunities



9 Boundary Options

9.1 The growth aspirations, broad opportunity areas and development strategy have been used to inform three red-line boundary options offering a different configuration of growth and development opportunities.

9.2 For each option varying degrees of growth and intervention have been explored. The options are referred to as:

- A Commercial and Regeneration Led Approach that investigates using a restrained boundary to deliver a lower quantum of development but which satisfies growth aspirations and the emerging vision and objectives
- An Opportunity and Market Led Approach that uses an extended boundary to exceed growth aspirations, enables more flexibility of land supply and the ability to plan for wider opportunities
- A Mixed-use led Approach that is a hybrid of the first two options that exceeds growth aspirations over a land area that offers a balance of key opportunities

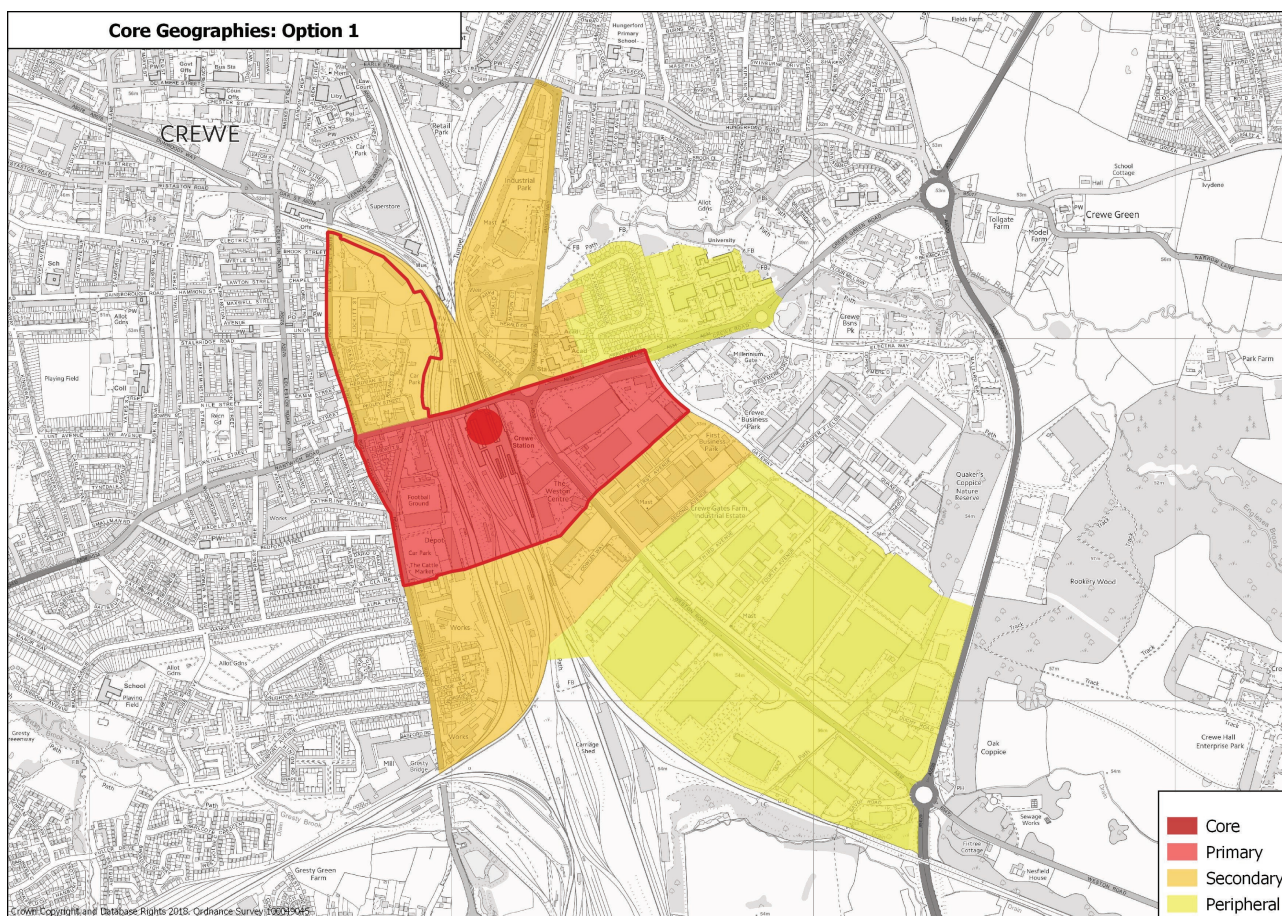
9.3 The options are not mutually exclusive, and as the evidence base is further developed and the ideas from this paper are refined, the CSHAAP may eventually be made up of various elements of each of the scenarios investigated here.

9.4 Each of the options is further detailed below and, subject to refinement based on consultation feedback and the outputs of the emerging evidence base, will be further assessed at the next stage of the CSHAAP process.



Option 1: Commercial and Regeneration Led

Picture 9.1



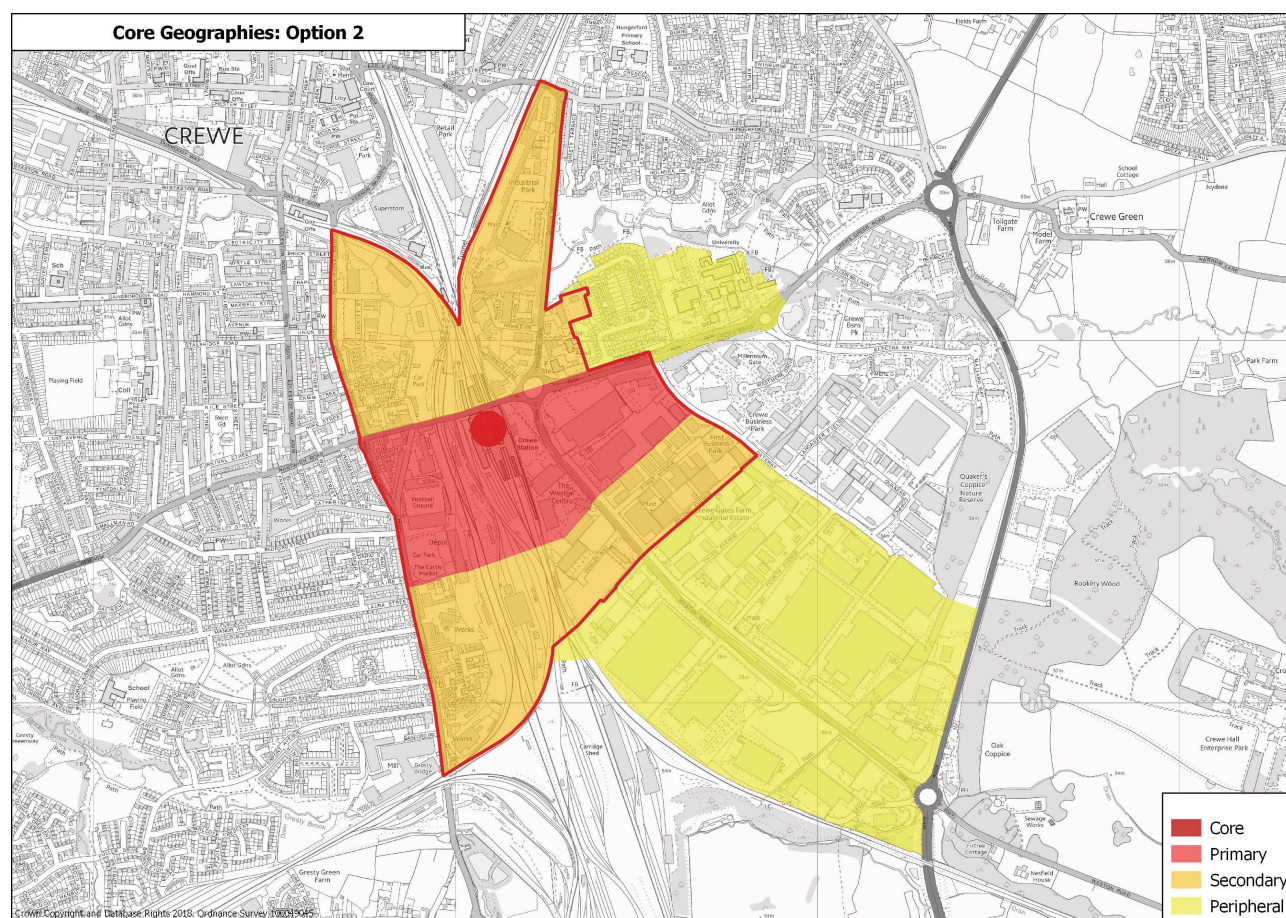
9.5 This alternative would deliver a relatively low amount of growth at a relatively high intensity of land use in part of the primary opportunity area, and the north west section of the secondary opportunity area.

- Development focused around the HS2 Hub Station and part of the primary opportunity area
- Relatively high level of office led development, resulting in a relatively low level of residential development
- Residential development does not fully meet the growth aspirations
- Office led development in the primary opportunity area
- Mixed use, residential and a limited amount of other development in the north west section of the secondary opportunity
- Delivery of key linkages to the town centre



Option 2: Mixed-use Led Development

Picture 9.2



9.6 This alternative would deliver a level of growth that exceeds the aspirations set out in the Constellation Partnership Growth Strategy 2018. It would have a focus on commercially led development in the primary opportunity area and enable delivery of mixed use and residential development across the secondary opportunity area.

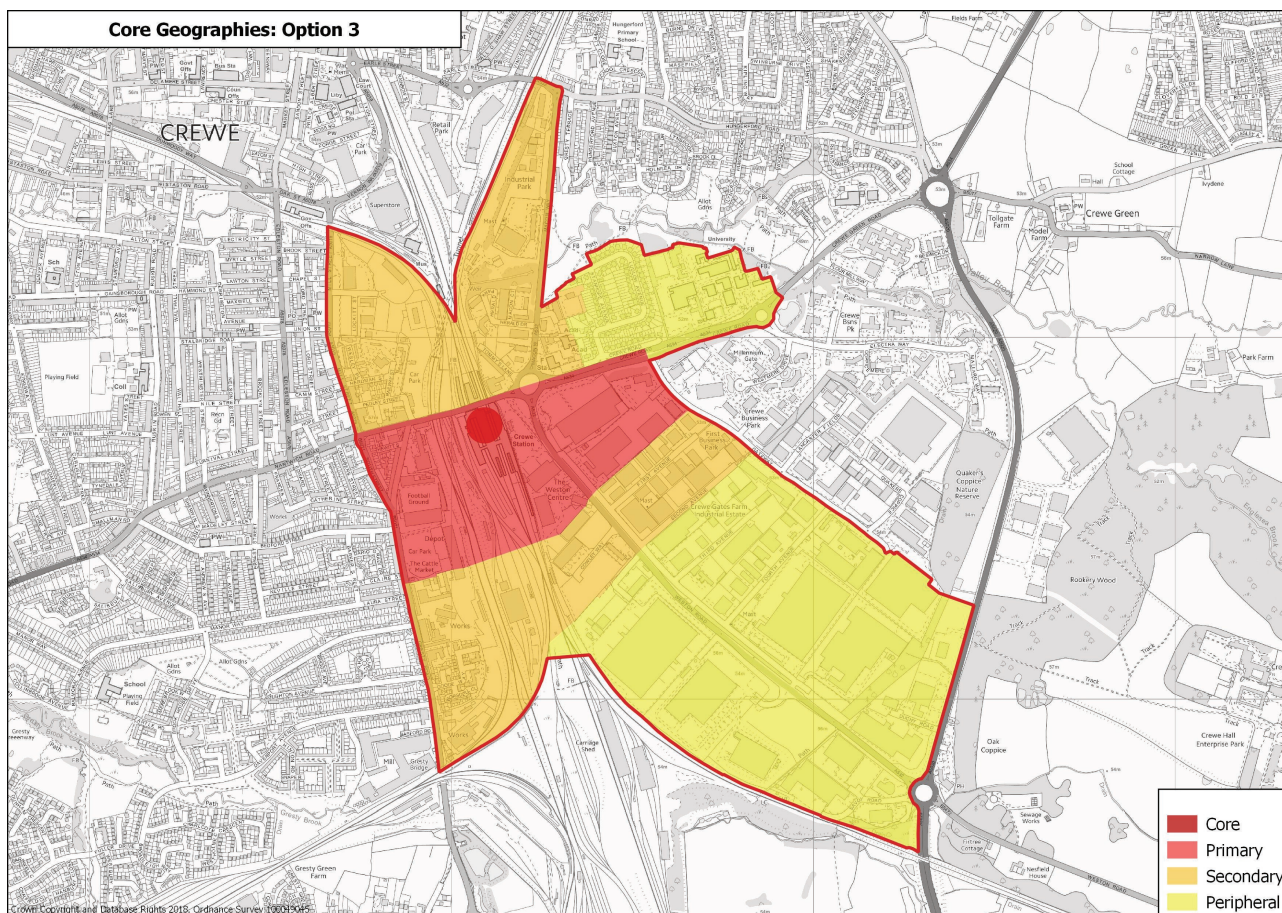
- Development focused around the HS2 Hub Station and across both primary and secondary opportunity areas
- Relatively high level of office led development alongside a relatively high of residential development
- Office led development in the primary opportunity area
- Mixed use, residential and other development across the secondary opportunity area
- Delivery of key linkages to the town centre

Option 3: Opportunity and Market Led

9.7 This alternative would deliver a high level of growth that substantially exceeds aspirations and could enable evenly distributed development through a market led approach. The option retains a focus on development of land around the HS2 Hub Station, but also encourages greater emphasis on the potential regeneration, commercial and infrastructure opportunities of sites beyond the immediate HS2 Hub Station area.



Picture 9.3



- Development distributed across all opportunity areas
- High level of office led, residential and mixed use development across all opportunity areas
- Office led development in the primary opportunity area
- Focus on delivering sites and highways infrastructure opportunities (such as upgrading Weston Road to dual carriage) beyond the HS2 Hub Station itself
- Delivery of key linkages to the town centre



10 Identifying Potential sub-areas

10.1 Taking the ideas set out in the Development Strategy, a series of more detailed opportunity areas have been identified:

Picture 10.1



10.2 Below is a high level outline of the role and function that each of the potential sub-areas could perform identifying the approach / key principles that could be applied to establish a relevant policy framework to support delivery of the vision and objectives. It is anticipated that the ideas here will be further developed at the next stage of the CSHAAP process.

10.3 The boundaries here are indicative only and represent subdivision of the higher level opportunity areas based on physical boundaries, predominant land uses and distance from the future HS2 Hub Station. At this stage no decisions have been made on the detail of each area, however the Council are keen to publish initial ideas and seek feedback ahead of developing more detailed policies across a preferred boundary for CSHAAP.

Opportunity Area 1 (Northwest Link)

10.4 A comprehensive redevelopment of the land north of Nantwich Road, west of the rail line and east of Mill Street reconfiguring existing land uses to deliver a mixed use development defined by a new pedestrian and cycle link between the existing town centre and HS2 hub station. This greened and vibrant route will link from Pedley Street car park and exit at the bridge to the north of Mill Street and to ensure successful link is created, will require alterations to the bridge.



10.5 The pedestrian link will be an exemplary feature of the public realm strategy, prioritising pedestrian and cyclist movement and fully integrating green and blue infrastructure.

10.6 The area will accommodate a mix of residential and secondary commercial uses potentially at heights consistent with buildings on site (Waverly court at 12 storeys). Commercial development is anticipated to be focused toward the east of the site, adjoining the rail lines with a mix of commercial and residential development occupying the central and western sections of the site. The policy will define the more detailed quantum and location of development here and area specific parking standards

10.7 To the south, the retail and commercial frontages to Mill Street and Nantwich Road will be retained, as will any buildings of heritage value.

10.8 To support an active and vibrant and inviting public realm, a limited amount of additional ancillary retail is anticipated at ground floor in locations along the new link.

10.9 Additional parking in the form of a multi-storey car park is anticipated to be delivered to the south of the site and the rail signalling building in the north east of the site must be retained.

Opportunity Area 2 (North East 1)

10.10 The North Eastern character area should be typified by development which is supportive of the Core Station Hub Area.

10.11 The north of the area is suitable for redevelopment for residential – to sit alongside the existing established housing area off Hungerford Road

10.12 The south of the area is suitable for commercial / business activities, being closer to the station entrance.

10.13 New Development should maximise the opportunity to make better use of green space around the brook and improve the frontage to Macon Way.

Opportunity Area 3 (North East 2)

10.14 This area is closely related to the station itself and is therefore suitable for commercial and business development.

10.15 Development should be designed so as to provide landmark buildings around Crewe Arms Roundabout. Buildings of up to six storeys would provide a suitable linkage between the Crewe Commercial District and adjacent residential areas.

10.16 Crewe Arms Roundabout should be reconfigured so as to improve the quality of public realm and the environment and ease of access for pedestrians and cyclists.

10.17 The Setting of Crewe Arms Hotel, a Grade ii Listed Building shall be respected and maintained



Opportunity Area 4 (Eastern Edge)

10.18 The land incorporating residential development north of Crewe Road and the Manchester Metropolitan University campus site to the east could offer an opportunity to increase the long term local land supply and support additional employment and residential opportunities, alongside establishing a framework to develop highways infrastructure opportunities

Opportunity Area 5 (Crewe Commercial Hub)

10.19 Development here will transform the land immediately accessible from the Weston Road entrance into a core commercial hub, the focus of which will be high quality office led development integrated into an active pedestrian focused public realm with a new street hierarchy oriented toward the station itself.

10.20 The area will host a range of exemplary high profile office buildings, at a height 4-8 storeys, with a focus on exceptional design quality at the frontage of Crewe Road and onto the roundabout.

10.21 New multi storey parking will be provided in the east of the area, primarily accessed from Gateway to the east. A new primary highways route will also be created through the existing route of First Avenue to meet the Southern Link Road Bridge creating an improved road hierarchy and to accommodate capacity redirected from Nantwich Road.

10.22 In the north western area of the site an interlinking section of public realm will be delivered, visually connecting the commercial hub to the central station area, fusing the fabric of the built aesthetic here. In the same area, public realm and key traffic management interventions will calm the flow of vehicles and prioritise pedestrian access to and from the station entrance across Weston Road. Significant improvements to the environment will be delivered by the addition of green spaces and extensive tree planting to create an active and green public realm throughout the commercial hub

Opportunity Area 6 (Station Central)

10.23 This area will contain the main HS2 Hub Station entrance and all of the related supporting development and infrastructure. The fundamental objective for the area will be to provide the best possible interface between the operational station and the town of Crewe. Key features include:

- Eastern Station entrance with focus on high quality building design, landmark buildings, accessibility, public realm and frontages
- Part of the primary commercial area incorporating hotel/conferencing facility, multi storey parking, high quality office buildings, limited retail.
- Focus on public realm and pedestrian accessibility to, from and around the station – calming of Weston Road
- Creation of public space to the entrance of the station which spans Weston Road, physically and visually integrating the station entrance with the primary commercial area opposite (across Weston Road)



10.24 An essential part of the strategy for this area will be to improve the environment on Nantwich Road for non-vehicular users. In conjunction with the proposed southern link road bridge internal and through traffic will be directed away from Nantwich Road and priority given to pedestrians, cyclists and public transport. Ahead of the construction of the bridge, temporary measures will be considered to create more space for pedestrians along Nantwich Road.

Opportunity Area 7 (Hub Edge)

10.25 The land adjoining the Commercial Hub to the south offers an opportunity to support additional office led, but mixed use development which could also incorporate leisure and recreation based development.

10.26 If Weston Road were to be upgraded to dual carriage, incorporation of this area would enable delivery of an enabling planning framework to support this.

Opportunity Area 8 (Southern Edge)

10.27 The land here offers an opportunity to take a market led approach and enable for further mixed commercial and residential development in the long term, particularly in the later years of the plan period as well as supporting an upgrade to Weston Road to deliver a dual carriageway here.

Opportunity Area 9 (South Western Edge)

10.28 At the north of the area will adjoin a new high way enabling access to the southern link road bridge and ensure sufficient land space for this key infrastructure.

10.29 A policy will significant redevelopment of the existing commercial/industrial land at the north of this area to provide a residential development at a variable density and height but which integrates with existing residential areas adjoining to the south and across Gresty Road to the west.

10.30 The area contains some potential heritage assets which may require retention and or/integration into new development schemes and layouts.

Opportunity Area 10 (Gresty Road Landing)

10.31 A fundamental reconfiguration of land use to open up a new western entrance to the station and facilitate enhanced provision of prime commercially led development.

10.32 Land to the north and east will directly adjoin a new enhanced HS2 hub-station creating a focus on high value commercial development and, by closing the north section of Gresty Road to private vehicles the area could have an enhanced focus on pedestrian dominated public realm.

10.33 The policy can set out the potential for delivery of a landmark building at significant height on the site of the exiting Rail House fronting Nantwich Road. Building heights in general to be consistent with Rail House and Crewe Alex stadium.



10.34 Adjoining this area, the triangle of land between Nantwich Road, Gresty Road and South Street is expected to deliver further office led development at an increasing level of building height toward rail house and the station. Frontages of heritage value will be retained and incorporated into new buildings

10.35 There are no proposals to relocate Crewe Alexandra but should the site become available the policy will enable additional commercial development to come forward.

10.36 Consolidation of existing parking at Crewe Alexandra will enable additional built development to the south of the site, hosting secondary commercial uses and lower value office space.

10.37 Highways improvements will be made to Gresty Road to widen the route on the eastern side and improve environmental quality through the planting of street trees.

10.38 The south of this area will adjoin a new highway enabling access to the Southern Link Road Bridge.



11 Seeking Your Feedback and Next Steps

Seeking Your Feedback

11.1 The consultation on the CSHAAP Development Strategy will run for six weeks - from Monday 11th February to 5pm on Monday 25th March 2019.

11.2 You can view the SADPD Issues Paper: online at:

- www.cheshireeast.gov.uk/localplan;
- at libraries in Crewe;
- and at the Council's offices / Customer Service Centres: Sandbach - Westfields, Middlewich Road, CW11 1HZ Crewe - the Planning Helpdesk, Municipal Buildings, Earle Street, Crewe, CW1 2BJ Macclesfield - Customer Service Centre, Town Hall, Market Place, SK10 1EA

Making Comments

11.3 We would encourage you to respond online if you can at: www.cheshireeast.gov.uk/localplan.

11.4 You can also pick up a paper comments form from your local library and post it to the Council's Spatial Planning Team, Cheshire East Council, c/o Earle Street, Crewe, CW1 2BJ. 1.21 We cannot accept anonymous comments.

11.5 If you have any questions about the Crewe Station Hub Area Action Plan, the Interim Sustainability Appraisal or how to respond to these, please get in touch with the Spatial Planning Team. We are here to help you.

Next Steps:

11.6 A series of consultations are taking place under Regulation 18 of the Town and Country Planning Regulations 2012 which so far have included consultation on an CSHAAP Issues paper in November 2018, and consultation on this CSHAAP Development Strategy 2019.

11.7 Ahead of submitting a Pre-Publication Draft CSHAAP, the Council may undertake further consultation under Regulation 18 as additional evidence is prepared and the ideas presented in this paper are developed and refined.

Table 11.1

Stage	Indicative Timeframe
CSHAAP Plan Preparation (Reg 18)	3rd Quarter 2018 to 3rd Quarter 2019
CSHAAP Publication Version	3rd Quarter 2019
Submission of the plan to Secretary of State for examination	4th Quarter 2020
Receipt of Inspectors Report	1st Quarter 2020
Adoption of the CSHAAP	2nd Quarter 2020