

# South Macclesfield Employment Area Feasibility Study

Macclesfield Borough Council

## Brief

BE Group, together with Aecom and Nigel Rose and Partners, was appointed by Macclesfield Borough Council to assess the feasibility of bringing forward the development of a 60 hectare employment site between the A536 Congleton Road and the Manchester to London railway line.

The study required BE Group to:

- Undertake contextual and site appraisals
- Conduct financial appraisals of the costs and values of differing land uses and transport infrastructure, developing land use options that illustrated the range of financial returns possible
- Make recommendations as to how this site could best be developed.

## Activities

- Site appraisal
- Traffic and transport audit
- Consultations with key stakeholders
- Landowner search and consultation
- Local property market analysis
- Financial appraisal
- Options analysis.

## Outcome

The study sees the study area becoming a major mixed-use development, which is also a key gateway into Macclesfield town centre.

It maximises the opportunities to be obtained from land release, infrastructure improvements, enhanced transport links, and commercial, leisure, residential and employment development, whilst taking into account the constraints of the site.

The recommended option is a mixed-use development embracing commercial (a superstore), leisure (10,000 seat football stadium), residential, public open space and employment uses, whilst retaining existing employment areas.

The proposed scheme maximises the economic benefits for local residents.

