



Money Hill, Ashby-de-la-Zouch

An ecologically sensitive residential and community infrastructure led development.

ICENI PROJECTS - CASE STUDY

A proposed residential mixed use and infrastructure led development close to Ashby-de-la-Zouch town centre.

Money Hill is a proposed neighbourhood of 605 dwellings, a school, a medical centre, a community hall, extra care facility and 13 hectares of public open space and woodland close to Ashby-de-la-Zouch town centre.

The project was commissioned by the 'Money Hill Consortium' made up of Cogent Land LLP (a strategic land partnership), Bloor Homes and Taylor Wimpey. Cogent Land will facilitate the delivery of this strategic residential mixed use and infrastructure led development.

Being centrally located within the National Forest Area, the masterplan has a strong woodland framework with family homes set within a series of landscape settings including; meadow areas, a brook corridor, hedgerow corridors and woods.

The Money Hill scheme is a co-ordinated effort with Iceni Transport, Planning, Sustainable Development and Design teams collaborating to secure outline approval from North West Leicestershire District Council for 605 dwellings in Spring 2016.

5 interesting facts about the project

1: TOWN CENTRE VITALITY

Provision for additional town centre parking is included in the masterplan with good pedestrian links to the town centre.

2: VEHICLE ACCESSIBILITY

Two vehicular access points are proposed into the site, from the A511 and the southern access from Nottingham Road.

3: PEDESTRIAN CONNECTIVITY

The masterplan includes good pedestrian links to the town centre, providing real alternatives to short distance car journeys.

4: SUPPORTING SERVICES AND FACILITIES

The primary school and community centre will provide the necessary social infrastructure to support a new community.

5: SUSTAINABLE DRAINAGE

Includes SuDS, a wetland area, attenuation areas and swales, working in conjunction with the site's natural topography to effectively drain the site.

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