

# Sweetlake Meadow

## Shrewsbury

Case Study

49

Products Used:

**Tegula**

Cedar

**Textured Flags**

Natural





# Sweetlake Meadow, Shrewsbury

**Developer**  
SJ Roberts Homes

Case Study

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## The Challenge

SJ Roberts Homes sought to create a development where old and new coexist, catering for all ages and lifestyles.

Sweetlake Meadow is a collection of 175 new attractive two, three, four and five-bedroom homes from SJ Roberts Homes. Situated on rural Longden Road in Shrewsbury, the site offers a sense of country living whilst being within close proximity to the local town. As the exterior of a home is key in enhancing that all-important first impression for home buyers, the developer was keen to create a visually appealing outdoor space for each plot at Sweetlake Meadow.

Oliver Heighway, Buyer at SJ Roberts Homes explained more about the project: *“SJ Roberts Homes has over 30 years’ experience in building high-quality new homes in and around Shropshire and Mid Wales, and so our objective was to achieve this high level of quality again at Sweetlake Meadow with high specification homes as standard for the local community – from first time buyers to families alike.”*



## The Solution

Tobermore's Tegula Block Paving System.

Vintage themed Tegula block paving was specified to provide an aged, antique appearance, evoking timeless style and elegance creating a warm, charming feel for the exterior of the homes.

Textured Flags, which are manufactured with a granular surface that produces a natural look, was selected for the pathways around each home. The product was specified in the Natural colour for Sweetlake Meadow which complemented the Tegula Cedar laid alongside it.

The first phase of homes at Sweetlake Meadow was launched in November 2016 with house prices ranging from £183,500 - £270,000.

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### Tegula

Plus: Q24 110 Create: 45-20-64/400

### Textured Flags

Plus: Q25 315 Create: 45-20-64/395

The quality of Tobermore's paving was clear to see – the manufacturing process speaks for itself when compared to other UK based manufacturers.

### Oliver Heighway

Buyer  
SJ Roberts Homes





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