



Employment Land Options Study Draft Final

December 2019

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1. Introduction

Background to the Study

- 1.1 Wirral Council is reviewing its employment land supply to inform the emerging Local Plan for the Borough, to ensure economic ambitions are reflected in policy and to identify the most appropriate sites to match the strategy and meet anticipated needs over the plan period. This will include identifying where land could potentially be reallocated for alternative uses, particularly residential, to help address identified needs, whilst facilitating economic growth.
- 1.2 Within this context Wirral Council commissioned this Employment Land Options Study (ELOS), as Stage 1 of a wider review of brownfield land, to review key areas which encompass a number of potential sites (identified by Wirral Council and provided to the consultant team) and consider the most appropriate land use strategy for each area, outlining the high level outcomes which could be achieved, together with identifying the opportunities and challenges that would arise from taking forward any changes of use.
- 1.3 The study is specifically required to address the following:
- a) a review of the existing local and sub-regional economic evidence base;
 - b) an assessment of the identified employment sites to determine whether they continue to be suitable and deliverable employment sites having regard to specific site characteristics, constraints, market demand, local economic requirements and trends;
 - c) an assessment of the cumulative impact of any sites recommended for release for alternative uses on the quantitative and qualitative supply of employment land required to meet the emerging Local Plan requirements; and
 - d) subject to (c), provide an assessment of the most suitable location for meeting any shortfall in quantitative and or qualitative supply including green belt locations.

Sites Included within Study

- 1.4 The following sites were identified by Wirral Council to be captured within this study following initial internal assessment. All but two of the sites are included in the Council's Strategic Housing Land Availability Assessment (SHLAA) with relevant references provided in the following table.
- 1.5 Two of the sites are not captured within the SHLAA, and have been given a number reference for the purposes of this exercise (#1 and #2).
- 1.6 Site plans of all sites identified are included at Appendix 1 for reference.

Figure 1: Employment Land Options Study – Site List

| Sites | SHLAA Site Ref | WELPS Site Ref | ELOS Site Ref |
|--|----------------|----------------|---------------|
| Land at Riverside Park southern end, Wirral Int Bus' Park, | 1719 | 49 | 1719 |
| Former MOD Tank Farm, southern end Wirral Int Bus' Park, | 1715 | 74 | 1715 |
| Former Epichem, southern end, Wirral Int Bus' Park, | 2061 | 364 | 2061 |
| Argyle Ind Estate, Tranmere | 482 | - | 482 |
| West of Tunnel Road, Hind Street Regen Area, Tranmere | 441 | 84 | 441 |
| Former Hind Street Gas Depot, Hind Street Regen Area, Tranmere | 2085 | 45 | 2085 |
| Former Mollington Street sidings, Hind Street Regen Area, Tranmere | 2084 | 15 | 2084 |
| Green Lane, Tranmere | 483 | - | 483 |
| West of Town Station, Jackson Street, Hind Street Regen Area, Tranmere | 1337 | 332 | 1337 |
| 1 Jackson Street, Hind Street Regen Area, Tranmere | 1027 | - | 1027 |
| South of 41 Thomas Street, Hind Street Regen Area, Tranmere | 2094 | - | 2094 |
| Land at Arrowe Business Park (Bellway), Arrowe Brook Rd , Upton | #1 | - | #1 |
| Champions Business Park, Champions Business Park, Upton | 1544 | - | 1544 |
| East of Typhoo, Reeds Lane, Moreton | 2068 | 8 | 2068 |
| East of Manor Bakeries, Reeds Lane, Moreton | 1978 | 24 | 1978 |
| Land at Peninsula Business Park, Reeds Lane, Moreton | 407 | 70 | 407 |
| Lever Factory Port Sunlight, Levers Bromborough Road, Moreton | 505 | 78 | 505 |
| Lever, Port Sunlight, Levers Bromborough Road, Moreton | 1957 | 82 | 1957 |
| South of Westgate Road, Port Sunlight | 2092 | 82 | 2092 |
| Centuria (former RV Chemicals) Bromborough | 1717 | 43 | 1717 |
| Former Lubrizol/D1 Oils, Bromborough Waterfront | 3043* | - | 3043 |
| South Reclamation Area, northern end Wirral Int Bus' Park | 1713* | 100 | 1713 |
| Eastham Sand (Peel), Bromborough Coast | 2063 | 415 | 2063 |
| Rear of A P Refractories, northern end Wirral Int Bus' Park | 1730 | 254 | 1730 |
| Former Croda, Bomborough Pool, northern end Wirral Int Bus' Park | 2072 | 324 | 2072 |

| | | | |
|---|------|-----|------|
| Land at Thermal Road, northern end Wirral Int Bus' Park | 1727 | 263 | 1727 |
| South of McTay, northern end Wirral Int Bus' Park | 1718 | 116 | 1718 |
| Former Tank Farm, northern end Wirral Int Bus' Park | 1714 | 50 | 1714 |
| Land at Kelvin Road, Volclay Triangle, Seacombe | 769 | - | 769 |
| Former Northern Case Supplies, Volclay Triangle, Seacombe | 756 | 328 | 756 |
| Former Riverside House, Volclay Triangle, Seacombe | 2062 | 392 | 2062 |
| Stone Manganese, Dock Road, Seacombe | 564 | 229 | 564 |
| Wirral Business Centre and Depot, Seacombe | #2 | - | #2 |
| Ten Streets Phase 1, Berner Street, Birkenhead | 587 | 217 | 587 |
| 256-296 Price Street, Birkenhead | 440 | - | 440 |

* Note: The SHLAA also includes a combined site 3065 which brings together sites 3043 and 1713 given they are currently subject to a pre-application process. This study considers the sites as independent development sites

- 1.7 In consultation with the Council, the ELOS has taken the SHLAA references, given not all of the sites have a WELPS reference (to a greater extent than missing SHLAA references).

Planning Policy Context

- 1.8 The National Planning Policy Framework states that significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development (paragraph 80 refers). Paragraph 81 sets out that planning policies should:

- set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration;
- set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
- seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and
- be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.

- 1.9 To achieve this, plan-making bodies should take a proactive role in identifying and helping to bring forward land that may be suitable for meeting development needs, using the full range of powers available to them. This should include identifying opportunities to facilitate land assembly, supported where necessary by compulsory purchase powers, where this can help to bring more land forward for meeting development needs and/or secure better development outcomes (paragraph 119 refers).

- 1.10 Paragraph 120 of the NPPF sets out that where the local planning authority considers there to be no reasonable prospect of an application coming forward for the use allocated in a plan, which could include employment:
- a) they should, as part of plan updates, reallocate the land for a more deliverable use that can help to address identified needs; and
 - b) in the interim, prior to updating the plan, applications for alternative uses on the land should be supported, where the proposed use would contribute to meeting an unmet need for development in the area.
- 1.11 The Council's emerging Local Plan seeks to support economic growth and provide for a higher density of jobs and businesses within the existing employment areas in east and central Wirral. The emerging Local Plan also seeks to support development that will provide for the regeneration of traditional employment areas to offer premises that modern companies need; offer high-quality premises for key employment sectors; and provide flexible managed and non-managed business space to meet the diverse needs of start-up, micro, small and medium size enterprises.
- 1.12 The Liverpool City Region (LCR) Combined Authority brings together the City Region's six local authorities – Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral, to work together on strategic issues. A Devolution Deal was agreed in November 2015, securing over £900 million of funding over a 30-year period and identifying a number of priority areas for the devolution of resources and decision-making, including employment and skills, housing and planning, transport, innovation, business growth and support, energy, culture and finance.
- 1.13 Following the Devolution Agreement, the Liverpool Local Enterprise Partnership and LCR Combined Authority have developed the 'Building Our Future' LCR Growth Strategy 2016, to drive economic growth through the three pillars of Productivity, People and Place and across key sectors including Advanced Manufacturing; Digital and Creative; Financial and Professional Services; Health and Life Sciences; Low Carbon Energy; Maritime and Logistics; and the Visitor Economy. The Strategy looks to capitalise on the LCR's existing strength in these sectors, to unlock growth and create tens of thousands of new jobs and new businesses.
- 1.14 The Council has also developed a Growth Plan with partners which seeks sustainable, accelerated economic growth based on a more connected, talented Borough where all our residents are able to contribute to and benefit from sustained prosperity and a good quality of life in a high-quality environment.
- 1.15 In addition to ensuring a sufficient, suitable and available supply of employment land and premises to meet economic growth aspirations and opportunity, the Local Plan will have to meet the locally assessed need for housing calculated using the standard method – approximately 12,000 dwellings over the Plan period (2020-2035). Initial assessments of the housing land supply position identified a potential need to meet some of the future housing requirements by releasing land from the Green Belt and the Council consulted on the findings of an initial review of the Green Belt in 2018.
- 1.16 Paragraph 137 of the NPPF indicates that before concluding that exceptional circumstances exist to justify changes to Green Belt boundaries, the Council (as Strategic Policy making authority) should be able to demonstrate that it has examined fully all other reasonable options for meeting its identified need for development. In doing so, the strategy will need to make as much use as possible of suitable brownfield sites and underutilised land and optimise the density of development in line with the policies in Chapter 11 of the NPPF.

Report Structure

1.17 The remainder of this report is structured as follows:

- Section 2: Employment Land Evidence Base – a review of the latest employment land evidence base in the context of local and sub-regional economic strategy to confirm an understanding of employment land and property requirements over the plan period
- Section 3: Initial Site Assessment – findings of an initial assessment of candidate sites proposed by Wirral Council to be included in this exercise including initial recommendations over their future use potential
- Section 4: Impact Analysis and Recommendations – consideration of implications of Section 2 and Section 3 findings including potential impact of Section 3 recommendations on wider planning for economic and housing growth and delivery over the plan period

2. Employment Land Evidence Base

Liverpool City Region Strategic Housing and Employment Land Market Assessment

Background to SHELMA

- 2.1 The scale of future demand for employment land for Wirral for the period to 2037 is identified in the Liverpool City Region Strategic Housing and Employment Land Market Assessment (LCR SHELMA) (2017), including the overall scale of employment land needed for B1, B2 and small-scale B8 at a district-level, together with LCR requirements for large-scale B8, based on up-to-date economic forecasts prepared for the Local Enterprise Partnership by Oxford Economics. It also assesses employment land requirements based on past completions.
- 2.2 The SHELMA was produced to provide an evidence base to inform the preparation of a statutory City Region Spatial Framework, which the Liverpool City Region Combined Authority is charged with preparing. It will also provide an evidence base supporting the preparation of local plans by individual authorities within the City Region. For Wirral, the SHELMA superseded employment land evidence base dating from 2012 – the Wirral Employment Land and Premises Study Refresh 2012.

Key Findings of Relevance to Wirral Local Plan

Functional Economic Market Area Geography

- 2.3 In accordance with guidance, the SHELMA considers the functional economic geography within which the Wirral economy and commercial market operates. The study suggests the definition of a single coterminous Functional Economic Market Area (FEMA) which covers the boroughs of Halton, Knowsley, Liverpool, Sefton, St Helens, West Lancashire, and Wirral. This conclusion is driven by the following:
- The LCR has a complex transportation network with a network of motorways and major A-roads which extends beyond the individual borough boundaries and identified housing market areas. The strategic road network therefore does not provide a distinction between the economic geography of the sub-region. Whilst the public transport network is broadly focussed around the City of Liverpool with Liverpool City Centre the hub for a number of public transport routes, its network again extends beyond borough boundaries and does not justify multiple FEMAs;
 - Key sectors, particularly warehousing / distribution operate across a wide geographic area. The 'area of search' for such uses is at a sub-regional or regional scale and relies on good links to the strategic transport network, good access to the labour force, and in the case of LCR good links to the Port of Liverpool. For the automotive manufacturing sector, analysis of the JLR supply chain shows nationwide activity reliant on good access to the motorway network rather than a particularly localised activity; and
 - A key consideration for defining the FEMA and for policies for employment land is the potential growth of the Port of Liverpool and the SuperPort proposals and the need for additional warehouse and distribution floorspace to support this. Analysis of the transportation network and drive time from the port highlighted

that this has economic implications which span the sub-region, and again therefore did not justify identification of multiple FEMAs at below sub-regional scale.

- 2.4 Importantly following on from the above, the SHELMA notes wider economic relationships with North Wales and Cheshire with relevance for Duty to Co-Operate discussions as part of the Local Plan preparation process.
- 2.5 As noted within the previous section of this report, notwithstanding the SHELMA analysis of functional economic geography across the sub-region and beyond, neighbouring local authorities will need to re-confirm through Duty to Co-Operate discussions whether they can accommodate any of Wirral's identified needs for development over the plan period.

Economic and Commercial Market Analysis

- 2.6 The SHELMA include extensive economic and commercial analysis as baseline context for forward looking modelling of alternative growth scenarios for the sub-region and individual authorities within.
- 2.7 The below headlines have been extracted from the economic analysis within the SHELMA as being important and relevant context to this study:
- Across the FEMA, GVA grew consistently from the mid-1990s to the mid-2000s. However, between 2006 and 2010, GVA growth plateaued, and fell between 2011-12, driven by a notable drop in manufacturing output. Since 2012, growth has resumed. This trend broadly reflects the macroeconomic circumstances which saw strong growth (in a historical context) over the decade to 2007, tempered by the 'credit crunch' and following recession from 2008 onwards. More recent growth reflected improving confidence and sentiment in the market. However, following the EU referendum in June 2016, the economic climate has worsened and this is expected to negatively impact on short-term economic growth. It also heightens longer-term uncertainty. At the time of writing this study in September 2019 this uncertainty is noted to persist, with most recent commentary suggesting that leaving the EU within a negotiated Withdrawal Agreement will result in a likely recession in 2020, although if we do agree an exit there are suggestions this could boost economic growth at the UK-scale.
 - Whilst Wirral is noted to have the second largest economy in terms of Gross Value Added (GVA) as a measure of economic value, it does not feature highly in analysis of change of value of the overall economy over time – indeed Wirral (along with Sefton and St Helens) was noted to have a smaller economy in terms of value in 2015 than in 2007 as measured by GVA. Interestingly following on from this point, Wirral and Sefton are the authorities with the next highest number of jobs with 112,000 (16%) and 102,000 (14%) jobs respectively. This highlights concern with the productivity levels within the Wirral economy.
 - At the time of the SHELMA (relying on 2015 ONS data), Wirral had the second highest number of businesses across the sub-region, second only to Liverpool. At that time 20% of businesses (8,200) were located within Wirral. At the sub-regional scale, 87% of enterprises were micro-enterprises – meaning they have between 0 and 9 employees. Wirral had the second highest number of micro-businesses across the sub-region, representing over 75% of the business base locally.
 - Job density is noted to be low universally across the sub-region, but in particular within Wirral, St Helens and Sefton - showing lower numbers of jobs in these authorities relative to their working age populations.

Wirral had a density of 0.57, compared to the LCR average of 0.69 and North West average of 0.78. This means that there are 0.57 jobs in the Wirral economy for every resident of a working age.

- At sub-regional scale, the economy is noted to be dominated in employment terms by human health and social work, and retail trade. Combined, the public sector clearly dominates, however, (capturing human health and social work and education). Since 1991, total jobs growth overall has increased relatively modestly – by 23,600. This has included stronger relative growth in human health and social work which has grown by 36,500 jobs over this period. Other sectors which have seen growth include Professional, scientific and technical (23,700 jobs), Administrative and support services (19,800), and Education (14,100). Service-based sectors have driven employment growth, similarly to other parts of the country, and over the sustained period, driven in no small part by the expansion of the public sector before austerity measures from circa 2008 onwards. There have been substantial job losses in the Manufacturing sector, where there has been a net reduction of 54,800 jobs over the period 1991-2015. Employment in the sector has dropped substantially by 47% over this period (albeit this has reversed marginally since 2011). Interestingly in addition, the Financial and insurance sector has also seen considerable losses of 13,800 jobs.
- With specific regard to the performance in manufacturing post-2011, the SHELMA includes analysis of the period 2010 – 2015. During this period certain sub-sectors have seen considerable growth: manufacture of motor vehicles and trailers has seen a growth of 2,700 jobs, while manufacture of other transport equipment saw a further growth of 600 jobs. The manufacture of pharmaceuticals, rubber and plastic products, and other non-metallic minerals sub-sectors all saw growth of 1,600 jobs.
- Wirral was noted to have the following notable employment by sector:
 - Particularly high proportion of jobs in Human health and social care: above the FEMA level, which is itself higher than regional and national levels.
 - Higher proportion of jobs in Public administration and defence than North West or UK.
 - Manufacturing jobs slightly above FEMA and UK levels but below North West average.
 - Low number of jobs in Information and communication and Financial and insurance sectors.
 - Relative strength in Professional, scientific and technical activities compared to the FEMA and broadly in line with national levels.

2.8 The below headlines have been extracted from the commercial analysis within the SHELMA as being important and relevant context to this study:

- With uncertainty at the time of writing around Brexit (and remaining at the time of writing of this study), the SHELMA identified that the industrial sectors (excluding mining and quarrying) are at greatest risk. This is particularly the case in relation to the manufacturing and construction sectors who are expecting to face the largest impact due to changes to import and export arrangements and business costs. The service sector is also likely to be impacted with the financial services industry most at risk. The SHELMA did state that whilst the outlook was uncertain, the majority of commentary suggested any negative impact would not exceed the levels experienced in the last UK recession.
- Wirral does not feature significantly in the office market commentary within the SHELMA, beyond noting that Wirral had the second highest amount of available office floorspace, with wider sub-regional analysis

suggesting the majority of supply is second hand stock and of Grade B status / quality. Analysis of notional supply – or supply available relative to historic take-up of space (annual, calculated by the SHELMA but time period not stated) – was at 10.1 years, the second highest in the sub-region behind Knowsley.

- The SHELMA noted that the highest concentration of industrial transactions between 2000 and 2016 was recorded in Liverpool City (943 deals) followed by Wirral (731 deals). Floorspace take-up was highest in Halton, at over 1 million sq.m over the 2005-15 period, followed by Knowsley (957,000 sq m) and Liverpool (941,000 sq m). Halton in particular had seen a higher number of deals for larger units. With reference back to earlier findings presented, the high number of transactions but relatively low floorspace transacted supports the conclusions regarding the dominance of small business activity within Wirral.
- The highest concentration of the available industrial floorspace registered on EGI and CoStar databases as of August 2016 was observed in Liverpool (337,000 sq m) followed closely by Halton (336,000 sq m), Knowsley (312,000 sq m) and Wirral (288,000 sq m). The vast majority of available supply in Wirral was noted to be in existing floorspace. According to the agents' consultation the industrial demand was high, with the most popular locations being in locations with good access to the strategic road network and in proximity to the Port (NB: it is assumed this relates to SuperPort areas rather than ports generally). In particular, properties with a good road network access, parking facilities and loading/unloading facilities are considered to be the most desirable across the existing industrial stock. The report makes no direct comment on the industrial market in Wirral, but did state that agents reported that in Halton, Knowsley, South Sefton, and St Helens there was similar activity in the industrial market to the levels seen in Liverpool.

2.9 The economic and commercial commentary within the SHELMA sets important context for this ELOS. Specifically, it suggests structural issues within the Wirral economy that when aligned with wider economic strategy, will have property implications. Specifically, it suggests an economy dominated historically by low value employment, and/or which has been exposed to significant levels of public sector employment historically. This suggests future strategy around employment land needs to evolve from being 'more of the same' to being one focused on protecting indigenous businesses, whilst also having a land and property supply that attracts new business and drives greater productivity within the local economy.

Future Employment Land Requirements

2.10 The SHELMA considered alternative methodologies for understanding future employment land requirements, in line with Government guidance. This included:

- A 'labour demand' scenario modelling economic forecasts produced by Oxford Economics and the Liverpool City Region Local Enterprise Partnership (LEP) – two alternative scenarios were considered, a baseline and a growth scenario (reflecting planned investments and policy);
- Analysis of historic completions data, to both benchmark with the forecasting analysis and provide specific confidence around key sectoral activity, including 'small scale B8' (9,000 sq m or 100,000 sq ft in size); and
- Bespoke consideration of land requirements for large scale B8 floorspace based on freight throughput and replacement demand.

2.11 In translating the econometric forecasting into land requirements, the SHELMA applied industry standard employment densities (2015 Employment Densities Guide 3rd Edition).

- 2.12 The SHELMA specifically considered how industrial land requirements should be modelled based on forecast contraction in some manufacturing sectors but forecast growth in others. The evidence base supported the view that employment contraction historically did not result in the loss of employment floorspace. Future industrial floorspace requirements (which principally relate to manufacturing activities) in the labour demand scenarios have been based on those manufacturing sub-sectors which are expected to see growth in employment over the forecast period (2012-37).
- 2.13 With specific regard to industrial floorspace, the SHELMA notes that older existing stock will require updating, and some existing sites may no longer be suitable or attractive in market terms to support manufacturing (or other employment) uses. Local authorities should therefore continue to identify any such sites and provide a suitable level of land to replace these losses. The model allows for 'churn' in this context, and further captures the following:
- Typically, there is some level of vacant floor space within functioning markets;
 - The potential error margin associated with the forecasting process;
 - To provide a choice of sites to facilitate competition in the property market; and
 - To provide flexibility to allow for any delays in individual sites coming forward.
- 2.14 The margin applied in the analysis was based on a 5-year completions trend modelled at Local Authority scale and for Wirral was 23 HA (2012-37). The total land requirement was derived by adding the margin to the outcomes of the baseline and growth scenario forecasts.
- 2.15 An alternative forecast approach was considered, based on projecting forward past gross completions of employment floorspace development. The completions trend includes B1, B2, and small scale B8 developments. Large scale B8 developments have been stripped out (considered separately). As gross completions data is used, it is not necessary to include provision for a 'margin' in the modelling.
- 2.16 Assuming future development is consistent with historic trends, the quantum of employment land which would be required to support future development can be extrapolated over the 25-year period 2012-37. Completions data was recorded in terms of floorspace (sq m) and converted to land area (ha) using consistent plot ratio assumptions.
- 2.17 As noted, the SHELMA utilised a bespoke methodology to calculate large scale B8 warehousing having specific regard to:
- The correlation between employment density and floor space in the logistics warehousing sector is weak. Facilities of broadly the same floor space can have widely varying employment densities, as employment levels are generally related to cargo type and site activity. For example, regional distribution centres handling food produce are very labour intensive, whereas national distribution centres storing white goods will have a fairly low employment density. Also, in some parts of the logistics sector employment levels are highly seasonal in nature;
 - Demand for floor space is related to cargo volume and throughput; and
 - Warehouse buildings have a much shorter economic life when compared with office or retail property, meaning there is a continual need to renew existing but life-expired capacity.

- 2.18 This different approach to forecasting future warehouse new-build takes into account the fact that demand for new-build warehousing is a combination of two factors, namely:
- The requirement to continually replace existing warehouse capacity which is 'life expired' (replacement build); and
 - The need for additional floor space to handle long-term growth in traffic volumes ('growth-build').
- 2.19 The SHELMA did not disaggregate the large scale B8 need at a local authority level. The market for large-scale warehouse/ distribution development is sub-regional in nature, and growth at a local level is typically supply-driven – it is influenced by the availability of land at attractive locations. This has been captured separately within the SHELMA Strategic Site Assessment exercise (summarised below).
- 2.20 The SHELMA indicates a potential requirement of between 57 and 130 hectares of B-Class land in Wirral for the period 2012 to 2037, as shown in the following table. Pro-rated to the Wirral Local Plan period, to 2033, the range narrows to 34 to 78 hectares (excluding strategic B8).

Figure 1: Employment Land Requirements (Excluding Strategic B8) by Authority, 2012-2037 (from SHELMA)

| | Baseline Scenario | | Growth Scenario | | Completions Trend | | |
|------------|-------------------|-------|-----------------|-------|-------------------|-------|----------------|
| | B1 | B2 | B1 | B2 | B1 | B2 | Small Scale B8 |
| Halton | 28.1 | 20.9 | 39.8 | 21.1 | 63 | 62.3 | 26.2 |
| Knowsley | 24.4 | 33.0 | 26.8 | 33.0 | 20.7 | 88.0 | 15.7 |
| Liverpool | 39.7 | 29.4 | 70.0 | 29.4 | 79.2 | 117.8 | 12.7 |
| Sefton | 14.2 | 6.1 | 18.4 | 6.1 | 24.2 | 15.0 | 9.5 |
| St Helens | 11.6 | 13.7 | 28.8 | 27.3 | 6.3 | 44.8 | 10.3 |
| Wirral | 27.6 | 29.1 | 33.8 | 30.1 | 26.1 | 89.0 | 14.5 |
| West Lancs | 14.5 | 7.7 | 14.9 | 7.7 | 16.3 | 20.4 | 29.2 |
| FEMA | 160.1 | 139.8 | 232.5 | 154.8 | 235.7 | 437.3 | 118.2 |

Source: LCR SHELMA2017

Strategic Site Assessment

- 2.21 Following on from the LCR SHELMA process, the same consultants considered the disaggregation of demand for large-scale B8 development at a district level – reported in their December 2016 Liverpool City Region SHELMA Large Scale Employment Site Assessment.
- 2.22 The study found that Wirral is not optimally located for distribution uses due to its relatively poor connectivity to the rest of the City Region or to the M6. It benefits from good motorway provision, however connectivity to Liverpool and the rest of the City Region is restricted by tunnel access and there are more direct routes to the M6 and the rest of the north of England and the midlands.

2.23 It did however have regard to a number of sites across Wirral which include sites captured by this study. This included some 15 sites (the most of any of the local authorities across the city region), capturing some 140 hectares of land, as summarised in the following table.

Figure 2: SHELMA Strategic Site Assessment – Wirral Sites

| Sites | Site Area (Ha) | SHELMA Strategic Potential? | Captured in this Study? |
|--|----------------|-----------------------------|-------------------------|
| Birkenhead Dock Estate – Bidston Dock | 17.5 | | No |
| Birkenhead Dock Estate – Former RHM Mills & Canada Creek | 15.8 | | No |
| Burton Biscuits, Pasture Road | 12.1 | | No |
| Lever Faberge – Bromborough Road | 11.9 | No | Yes (0505 and 2092) |
| East of Lubrizol, Bromborough Coast | 9.6 | Yes | Yes (1713) |
| Birkenhead Dock Estate – Land East of Wallasey Bridge Road | 9.3 | | No |
| Eastham Dock Estate – North Road Tank Farm | 9.3 | No | No |
| Centuria Business Park, Stadium Road | 8.1 | Yes | Yes (1717) |
| Former MOD Tank Farm, Old Hall Road | 8.1 | Yes | Yes (1715) |
| Former Stone Manganese Marine Dock Road | 6.9 | Yes | Yes (part of 0564) |
| Eastham Dock Estate – Queen Elizabeth II Dock | 6.6 | | No |
| Premier Brands, Reeds Lane | 6.5 | No | Yes (1978 and 2068) |
| Unilever Site – Former BOCM Silcock Animal Feeds | 6.4 | | No |
| Wirral Waters, S of Vittoria Dock | 6.3 | | No |
| Wirral Waters, N of Vittoria Dock | 5.4 | | No |
| Total | 139.8 | | |

2.24 With reference to those sites captured within both studies, the SHELMA review draws the following conclusions:

- Former MOD Tank Farm, Old Hall Road: Conclusion: this 8.1 ha previously-developed site is within an established employment area and provides potential to accommodate strategic B8 development in the short/ medium-term.
- Centuria Business Park, Stadium Road: this 8.1 ha previously-developed site is within an established employment area and provides potential to accommodate strategic B8 development in the medium-term subject to site preparation and remediation. The site could also potentially benefit from nearby waterfront access.

- East of Lubrizol, Bromborough Coast: a 9.6 ha previously-developed site within an established employment area which provides the potential for strategic B8 development and could benefit from potentially direct waterfront access.
 - Overall Conclusions for Wirral International Business Park (combining the above): A good quality established employment site which includes three larger plots, totalling 25.8 ha of land which each have potential to accommodate strategic B8 development in the short/ medium-term, including potential for waterfront access.
- Eastham Dock Estate – North Road Tank Farm: The Eastham Dock Estate is the site for Peel's proposed Port Wirral development, to create a new modern port and multi-modal (water, road, and rail) distribution facility. The scheme is intended to be implemented over approximately a 20 year period. The Port Wirral development site wholly includes the North Road Tank Farm site which therefore cannot be considered part of the supply for strategic B8 (it would accommodate Port-uses). The Queen Elizabeth II site is adjacent to the new port site and, should the Port Wirral development go ahead, would be well located for port-related uses, including strategic B8.
- Former Stone Manganese Marine Dock Road: Site within an existing industrial area along the A5139, close to the Kingsway Tunnel and the start of the M53. Potential to accommodate strategic B8 development subject to consideration of the development framework for the wider area. The site provides 6.9 ha which can be currently considered part of the strategic B8 supply with a medium-term development timeframe, with the potential for further expansion.
- Premier Brands, Reeds Lane: As the sites form part of the operational area of the wider Manor Bakeries, Typhoo Tea and Burtons Biscuits plants, their redevelopment depends on the future development plans of these companies for expanding or rationalising their operations. As such the sites cannot be considered as part of the available supply for strategic B8 uses.
- Lever Faberge – Bromborough Road: As the sites form part of the operational area of the Unilever site, their redevelopment depends on the expansion plans of Lever Faberge. As such the sites cannot be considered as part of the available supply for strategic B8 uses.

Liverpool City Region Growth Strategy

2.25 As summarised within the SHELMA, the Liverpool Local Enterprise Partnership (LEP) published the Liverpool City Region Growth Strategy in 2016. This strategy sets out a number of Growth Sectors which the LEP has identified have particular opportunity to grow and increase productivity. The LEP's stated ambition is for 'each sector to become a beacon of excellence, productivity and accelerated growth, through investment in facilities, infrastructure, networks, people and innovation, creating more and higher skilled jobs and more growth businesses throughout our economy'.

2.26 The LEP Growth Sectors are:

- Advanced manufacturing – particularly automotive, consumer goods, chemicals, and rail manufacturing.
- Digital and creative – focussing on all sub-sectors but particularly in high performance and cognitive computing and sensor technology;

- Financial and professional services – with particular strengths in private clients, maritime and business services;
- Health and life sciences – focussing on precision medicine, infectious disease, children’s health, independent living and eHealth;
- Low carbon energy and marine energy;
- Maritime and logistics;
- Visitor economy – including high-value activities such as conferences and business visits; the cruise market; special sporting and other events.

2.27 The Growth Strategy expects these sectors to be the catalysts to provide a powerful engine for increased productivity and the sustained growth of the City Region’s economy over the coming decades. As such, it states that these sectors will be the focus of strategic sector-based interventions to accelerate growth.

Wirral Employment Land and Premises Study 2017

2.28 As noted within the brief, in 2017 the Council commissioned an Employment Land and Premises Study (WELPS) update which provides a ‘policy-off’ market-based review of the Borough’s existing industrial and commercial land and property portfolio in response to the findings of the SHELMA exercise. The final 2018 WELPS identifies the most and least viable employment sites and areas and considers whether existing employment areas would be better used to accommodate additional housing and/or other uses.

2.29 The WELPS adopted the employment land requirements from the 2017 LCR SHELMA and includes the following employment land requirements over the plan period.

Figure 3: WELPS / SHELMA Employment Land Requirements over the Plan Period

| Scenario | B1 | B2 | Small Scale B8 | Total | Margin | Total + Margin | Surplus (Total + Margin – Overall portfolio, @ 143.6 ha net) | Total + Margin – Recommended supply @ 59.5 ha net |
|-----------------------|-------|------|----------------|-------|--------|----------------|--|---|
| Baseline (6,600 FTEs) | 13.44 | 6.78 | 0 | 20.22 | 13.8 | 34.02 | +109.6 | +25.5 |
| Growth (11,500 FTEs) | 17.1 | 7.44 | 0 | 24.6 | 13.8 | 38.4 | +105.2 | +21.1 |
| Past Completions | 15.66 | 53.4 | 8.7 | 77.76 | 0 | 77.76 | +65.8 | -18.26 |

Source: WELPS, 2017

2.30 Following on from the SHELMA evidence base, the WELPS includes the following:

- Recent trends and commercial property market, including definition of Wirral’s distinct market areas;
- Assessment of current employment land portfolio to determine suitability and deliverability of sites and land, including recommendations as to whether they should be retained or released for other uses;

- Assessment of the viability of different sized industrial and office developments in each of Wirral's market areas; and
- Recommendation of an appropriate employment land portfolio for Wirral, balancing quantitative and qualitative factors behind supply and demand to inform the emerging Local Plan over the period to 2033.

Commercial Trends and Context

2.31 The WELPS includes extensive economic and commercial analysis as baseline context for forward looking modelling of alternative growth scenarios for the sub-region and individual authorities within.

2.32 The below headlines have been extracted from the economic and commercial market analysis within the WELPS as being important and relevant context to this study:

- In analysing the spatial distribution of B-Class employment space across Wirral the WELPS identified that the majority of employment sites are located in and around Birkenhead, Wallasey and Bromborough, with large sites also located in Moreton and Greasby, and to a lesser extent Hoylake and the North Cheshire Trading Estate off Junction 3 of the M53.
- Gross employment completions have averaged around 6.8ha over the past ten years, predominantly relating to the development of larger sites (classified by WELPS as being those sites over 0.2ha), circa 13% of this has come forward on greenfield land. The ten-year take-up rate is below the average for the period over which data is available – dating back to 1980/81, which is 8.65ha on average, fluctuating from a high of 39ha in 1995/65 and a low of 0.5ha in 2009/10 and 2013/14.
- Gross employment land losses have averaged around 1.1ha over the past ten years, with notable losses to residential and retail most notably. Losses are noted to have peaked in 2012/13 when almost 4ha was lost to alternative uses. In addition, the Council note that at the time of writing the WELPS, nine prior approval notices had been processed by the Council under Permitted Development Rights (office to residential use) of which eight were approved.
- The office market in Wirral (excluding Council offices) is relatively small, and is secondary to Liverpool in the city region context. The main occupiers are the Land Registry and the Department of Work and Pensions. Birkenhead and Wallasey are the main public administrative areas, whilst Birkenhead is home to the main office facilities in the Borough. The majority of available units are in small suites above shops. The remainder are in purpose built office buildings that have been vacated or partially vacated by long term occupiers or in serviced offices. The WELPS identifies that there is a dearth of good quality stock and the low rents that are currently being achieved, although does note that new office space built in either of the prime locations around Birkenhead, Wirral Waters and Bromborough could achieve rents of up to £13 per sqft with secondary locations reaching £11 per sqft.
- The industrial sector is driving demand in the local commercial property market; commercial agents reported strong demand for smaller units up to 2,300 sqm / 25,000 sq ft, but particularly up to 930 sqm / 10,000 sq ft. Commercial agents reported that a shortage of smaller units was constraining the growth of smaller businesses looking to expand. Away from the established industrial locations around the Docks and the Cammell Laird plant in Birkenhead, the prime industrial locations are in Bromborough and Moreton. There have been a couple of recent developments in Birkenhead with the Lightbox and Turbine Business Park being developed in the last 18 months.

- The development market is however occupier led rather than speculative. Agents highlighted that the market is slowly returning towards speculative development with most recent developments being fully sold or let before construction completes. This reflects the confidence of the market and high demand from occupiers, and if these trends continue the market will move to speculative development. Recent developments have focused on prime locations and favour larger industrial premises than smaller premises which are in strong demand from local SMEs. Commercial agents highlighted that this is likely to remain the case for some time unless market conditions changed dramatically. This means there is a potential role for the public sector to play in de-risking developments to encourage new modern premises to be provided to meet the high levels of demand from local businesses.
- Aside from some cases of recent industrial developments, the commercial market in Wirral is dominated by secondary stock. The quality of stock is generally good in Bromborough and Wirral International Business Park, with many units dating to the 1990s and early 2000s. Elsewhere however the secondary stock is frequently of poor quality; this is especially the case in Birkenhead where many premises date back to the 1950s. Although many of these premises are now economically obsolete vacancy levels are still low because there is a shortage of industrial premises and low values are attractive to some occupiers. Agents reported that there was a pressing need to improve the quality of industrial premises in Wirral.

Viability Analysis

- 2.33 The WELPS identified eight development typologies that might be expected to come forward on allocated sites in the Wirral.

Figure 4: Employment Development Typologies (Viability Testing)

| Typology | | Develop. Size (Sqft) | Develop. Size (Sqm) | Land Requirement (Acres) | Land Requirement (Ha) |
|----------|--|----------------------|---------------------|--------------------------|-----------------------|
| 1 | Small industrial | 5,000 | 465 | 0.19 | 0.08 |
| 2 | Medium industrial | 20,000 | 1,858 | 0.92 | 0.37 |
| 3 | Large industrial | 50,000 | 4,645 | 2.30 | 0.93 |
| 4 | Small offices (out of centre / out of town) | 2,000 | 186 | 0.05 | 0.02 |
| 5 | Medium offices (out of centre / out of town) | 10,000 | 929 | 0.23 | 0.09 |
| 6 | Large offices (out of centre / out of town) | 30,000 | 2,787 | 0.46 | 0.19 |
| 7 | Large in-centre offices | 40,000 | 3,716 | 0.29 | 0.12 |
| 8 | Large distribution | 100,000 | 9,290 | 4.59 | 1.86 |

- 2.34 The viability analysis identified that there are only two typologies which are generally found to be viable for employment development without intervention by the public sector: large industrial (considered most appropriate in Wirral Waters EZ, Birkenhead and Wallasey and Bromborough and Eastham) and large distribution (considered most appropriate in Wirral Waters EZ).

2.35 The WELPS draws the following key conclusions in relation to viability of employment development across the borough:

- The Wirral provides a range of very affordable employment premises and sites for existing and potential businesses. This is a significant benefit to these businesses. However, the modest rent and freehold prices upon which employment premises can be secured does have an adverse effect on the viability of new employment development.
- This is further compounded by the abundance of brownfield land which can increase development costs (though this varies significantly from one site to another and so has been excluded from the viability analysis).

Review of Employment Land Portfolio

2.36 The WELPS assessed a potential portfolio of 93 sites (237 HA) gross for their suitability for employment purposes, the majority of which fell within the Birkenhead and Wallasey and Bromborough and Eastham market areas (as defined by Lichfields). The consultants' priorities in determining Wirral's employment land supply were threefold:

- Protect and provide good quality sites with the greatest prospect of delivery over the Local Plan period and to respond to areas of strong market demand especially Bromborough;
- Remove policy protection for employment designations and de-allocate poorer quality sites that are unlikely to meet modern business needs and/or have significant deliverability and viability issues; and
- Distinguish between meeting Wirral's local business needs and strategic requirements generated by the wider LCR and inward investment, specifically Wirral Waters, which Lichfields recommended be treated separately to the Borough's employment land supply to ensure that other sites come forward to meet the needs of local businesses.

2.37 The WELPS recommended that thirteen sites be de-allocated, released for other uses or not allocated for B-class employment use – the most notable being Burtons Biscuits, River Streets and the former BT depot on Arroe Brook Road, Upton which were committed housing sites. As such the overall recommended employment land portfolio comprises 83 sites of 143.6 hectares (net). The WELPS then considered which sites in the overall remaining portfolio should comprise the declared employment land supply in the emerging Core Strategy Local Plan. The consultants discounted thirteen Wirral Waters sites of strategic importance to the wider Liverpool City Region and inward investment; twelve sites appropriate for mixed use development (where the precise quantum of B-class uses would be unknown until development proposals come forward) and seventeen sites to be safeguarded for long term employment use (generally sites owned by existing businesses and only accessible to them; or sites where deliverability is currently unknown and may come forward after 2033).

2.38 The WELPS final recommended employment land supply for inclusion in the Local Plan therefore comprised 41 sites with a combined net developable area of 59.5 hectares. The majority of the recommended supply relates to eight retained Employment Development Sites and twenty-six retained Primarily Industrial Area designations. A further four potential sites were considered suitable employment sites and are also recommended to be

allocated for B-Class use (Valley Road, Bidston Dock and Ten Streets x2). Three small sites with extant planning permission not assessed by the consultants were also included as part of this final employment land supply.

- 2.39 Although the ELOS has not included a site by site review of conclusions drawn (i.e. site specific recommendations made), it has considered the legitimacy of the process followed within the WELPS following amendments to national planning guidance during 2018 and 2019. This has included the publishing of the revised NPPF in December 2018 and in February 2019. The ELOS finds that the methodology applied in assessing the land supply conforms with national guidance, specifically as stipulated in Paragraphs 81 and 82 of NPPF (2019), and Paragraph 3-001-20190722 to 3-022-20190722 of Planning Practice Guidance (latest update July 2019). It should be noted that in assessing availability of the sites the WELPS did not contact landowners which should be considered by Wirral Council in advance of any Examination in Public process where availability is being relied upon.
- 2.40 Figure 1 included previously in this report summarises the cross-over between sites identified within this ELOS and the WELPS. It notes those sites included within the ELOS that are also captured within the WELPS employment land portfolio assessment.
- 2.41 In addition to the above site specific recommendations within the WELPS, the evidence base considers sites in a wider market area context:
- 2.42 Wirral Waters:
- 2.43 Wirral Waters (WW) is defined as a distinct market area to reflect its Enterprise Zone status. The EZ is being promoted by Peel Holdings as a 500 acre regeneration project with a mix of commercial and residential projects promoted to transform the area. The WELPS states that WW is clearly a 'Flagship' area for Wirral Borough and should be afforded suitable protection to maintain this status.
- 2.44 The WELPS identifies all sites within the WW area as forming 'flagship', 'narrow band' and/or 'key employment' areas, mainly meeting strategic needs. No areas of WW are identified as 'key local' or 'de-allocation / release / mixed use' sites.
- 2.45 The ELOS has considered the positioning of WW within the evidence base. The WELPS captured thirteen sites within WW – covering a combined gross area of 53 ha, with an estimated 29.4 ha of net developable area. In general these sites were considered to be of good quality, reflecting their strong transport connectivity and labour market accessibility. Many of these sites have development constraints however, which is predominantly due to potential remediation costs associated with their past industrial/maritime heritage. Three sites were rated as very good overall, whilst six were rated as good and only four were rated as average.
- 2.46 In addition to the thirteen Wirral Waters sites, the WELPS assessed an adjacent site– number 79 – at Bidston Dock (within the former dock estate) as having the potential for B Class employment development within the plan period. This site is notable in the potential identified in previous evidence base studies. Specifically, the site, measuring some 17.55ha gross (10.42ha net), was identified in the SHELMA as being suitable for strategic B8 development, and the WELPS suggests the site could accommodate a significant scale of industrial and distribution space. It notes the site benefits from excellent transport links, but recognises that delivery is likely to be towards the end of the plan period given anticipated remediation requirements following historic dock filling. The WELPS recommends the allocation of this site as a flagship B Use Class site as part of the declared

employment land supply for allocation in the Local Plan. Although outside of the ELOS process, the review of Wirral Waters sites has included Bidston Dock given its proximity. The ELOS supports the conclusions of the previous evidence base and their conclusions regarding the potential B Use Class employment that could come forward in this location to contribute to general employment need over the plan period.

2.47 Seven of the thirteen Wirral Waters sites, with a combined net developable area of 7.1 ha, are recommended in the WELPS for mixed use development, reflecting the latest proposals of the Wirral Waters scheme. These sites are located in East Float which constitutes the focus of Peel's current proposals for mixed use development. Site 96 is recommended to be safeguarded for long term employment use because it is in use as a quayside loading area and cannot be developed without redevelopment of the wider estate and neighbouring premises. The remaining five sites are recommended for B-Class employment use, most of which form the proposed MEA Park area.

2.48 The WELPS evidence base identified the following Wirral Waters sites as being set outside of the declared employment land supply for allocation in the Local Plan, and rather as forming 'strategic' employment land supply for the wider Liverpool City Region, to be retained in the overall portfolio of employment land. The summary text provided is taken from the WELPS evidence base (site references taken from WELPS).

- Site 30 Twelve Quays, Tower Wharf: The site is a rectangular plot of reclaimed brownfield land adjacent to existing good quality employment sites. The site has excellent visibility from the A554 and would be an attractive site for development given its proximity to Birkenhead Town Centre. There are no known significant constraints to development, though the land is being retained by Peel Holdings for potential Ro-Ro expansion of the nearby ferry terminal. The WELPS concludes that the site should retain its allocation as an Employment Development Site for B-Class development.
- Site 59 Birkenhead Dock Estate - Uveco Yard: This dockside brownfield site is located within the urban dockland area of Seacombe, Wallasey. The site is within an established employment area and benefits from good strategic road access. The site has relatively few development and environmental constraints and presents an opportunity for further infill development, subject to the expiry of the existing tenancy arrangements.
- Site 81 Birkenhead Dock Estate - Former RHM Mills & Canada Creek: This large cleared site consists of predominantly brownfield land, and benefits from a large frontage with the A5030, quayside access to West Float, close proximity to public transport links and accessibility to the strategic road network. The WELPS concludes that the site may require further remediation for the filled dockland facilities and mitigation against any impact from the adjacent Part A Notification Site for Pollution Control. The site falls within the Enterprise Zone boundary, and is part of the Wirral Waters scheme. The site has planning permission for employment development and is known as the Marine, Energy and Automotive (MEA) Park.
- Site 87 Wirral Waters - Tower Quay: The small brownfield site is located with good accessibility to Birkenhead Town Centre, and has excellent visibility from its frontage with the A554. Part of the site is being used as car parking but it offers a small development plot and would be most appropriate for B1 office use. The WELPS concludes that the site should be allocated/designated for B-Class development as part of the Wirral Waters scheme in a future site-specific local plan but treated as separate from the Borough's ongoing employment land supply.

- Site 129 Wirral Waters - Hydraulic Tower: The brownfield site is located with good accessibility to Birkenhead Town Centre and is part of the Wirral Waters scheme. Whilst the site has excellent visibility and road frontage to the A554, its development potential is constrained by the presence of the Grade II Listed Hydraulic Tower Building, which requires sensitive restoration. The WELPS concludes that the site is most appropriate for a mixed use development including B1 office, alongside potential for a hotel, leisure and/or residential development. The site is subject to proposals for a Maritime Knowledge Hub, which would include small business space alongside research, development and teaching. There are no material mixed use proposals as part of the Maritime Knowledge Hub at the time of writing.
- Site 265 Wirral Waters - Sky City: The WELPS notes that the site is currently fully developed and operational, albeit the buildings are old and of generally poor quality. Within the Wirral Waters outline planning permission the site is earmarked for mixed use development. The WELPS concludes that the site does not form part of the Borough's ongoing employment land supply.
- Site 266 Wirral Waters - Vittoria Dock: The WELPS identifies the site to be fully developed and predominantly occupied though partly vacant. The site benefits from a prominent dockside location with good accessibility to the strategic road network although its frontage with Corporation Road is behind a long and high perimeter wall. The site falls within the Enterprise Zone boundary, and is part of the Wirral Waters scheme. The WELPS concludes that the site is most appropriate for a mixed use development, and should be allocated as such. Part of the site (eastern part) is the subject of a live detailed planning application for 30,000sqm of B1a office floorspace across multiple stories. The wider site is identified as having mixed use development potential within the extant outline planning permission for Wirral Waters. The WELPS concludes that the site should be designated / allocated for mixed use development within the emerging Local Plan.
- Site 267 Wirral Waters - Marina View: The assessment of Marina View mirrors that of the adjacent Vittoria Dock (Site 266), albeit this site is not currently subject to a detailed development proposal or application. Under the outline permission in place across Wirral Waters, at least 60% of the podium level development must be education, civic, community or B1 use under the outline permission. In that context, the WELPS concludes that the site should be designated / allocated for mixed use development within the emerging Local Plan.
- Site 357 Former Mobil Oil: The large former dockland site is currently undergoing clearance and ground preparation works but still accommodates a large high bay industrial shed. The owner Peel Holdings is promoting the site as part of the MEA Park which is aimed at manufacturers, developers, assembly operations, supply chain companies serving the marine and energy industries. The site benefits from Enhanced Capital Allowances as part of the Enterprise Zone, and planning permission for a 16,248 sqm manufacturing facility. The WELPS concludes that the site should be allocated for B-Class employment use and B1, B2 and B8 uses would be suitable given the nature and location of the site.
- Site 419 Land at Beaufort Road: The site accommodates a mix of predominantly industrial related employment uses and hard standings as well as a derelict building, with up to a third of the site used as a storage yard. The site is located in close proximity to the strategic road network and local public transport links. The WELPS concludes that the surrounding area is subject to major redevelopment proposals associated with the Wirral Waters Marine Energy Park, the site would be appropriate for a wide range of future B1, B2 and B8 uses.

- 2.49 The ELOS specifically notes the progress and characteristics of the MEA Park as being indicative of potential future employment uses at Wirral Waters (notwithstanding potential future office development as part of mixed use developments). MEA Park is promoted as the 'industrial heart' of Wirral Waters. Whilst MEA Park is targeted at specific sectors including energy/renewable energy, automotive, and aerospace, it also has the flexibility to accommodate more general distribution and manufacturing activities. The site is not restricted to accommodate certain sectors or end users, and as such is available to meet general business needs over the plan period.
- 2.50 Tower Road South is a 25,000sqft office development, being delivered within a modest development over four stories. The floorspace is being marketed as Grade A office space to the general market, with space available from Space available from 400 sqft to the full building.
- 2.51 The ELOS has considered whether it remains appropriate to discount all the Wirral Waters sites from the declared employment land supply and concludes the following building on the above:
- Site 30 should rightly remain in the general employment land portfolio and not form part of the declared employment land supply for allocation in the Local Plan, based on its intended use for expansion of adjacent business / infrastructure.
 - Site 59 offers potential for infill employment development, and could accommodate business uses on that basis. Assuming this site is to be progressed as an infill site, it is considered appropriate that this site be considered as part of the declared employment land supply for allocation in the Local Plan – offering limited strategic prominence given its scale and profile and stated infill appeal / nature.
 - Site 81 is an employment site, which is included within Peel's MEA Park concept, which proposes buildings that will appeal to multiple sectors and business types, which could meet local business needs. (including as a potential decant location for emerging regeneration areas/Wirral Waters) and should be included within the declared employment land supply for allocation in the Local Plan on that basis.
 - Site 87 is considered to have market prominence and has the potential to deliver a high quality, high density and important employment development. The site has the potential to deliver B1a/b floorspace and would form an important part of the Wirral office employment land portfolio. Whilst there has been limited large floorplate office development historically in Wirral there has been floorspace of this kind delivered within Birkenhead town centre. Site is subject to planning permission for circa 2,275sqm of B1a office development which is currently being marketed from 370sqm to circa 2,275sqm. On that basis, whilst it is recognised that the quality of this floorspace and its environment is relatively unique in the local market, this is not sufficient to suggest that this development would be a break from historic trends in Wirral. As such the ELOS concludes that this site should be included within the declared employment land supply for allocation in the Local Plan.
 - Site 129 is being pursued for bespoke economic purposes as the Maritime Knowledge Hub but will include small business space to accommodate general small business space within this sector. Opportunities for small business formation and growth is an important part of a wider portfolio of employment land and this site should be considered accordingly and included in the declared employment land supply for allocation in the Local Plan – although not for meeting general business need.
 - The ELOS agrees with the WELPS conclusions that on the basis of understood development aspirations and its specific nature that Site 265 (Sky City) should sit remain as a Wirral Waters strategic site within the

Borough's general employment land portfolio, but not form part of the declared employment land supply for allocation in the Local Plan with the site overall being identified for mixed uses, including residential.

- Site 266 (Vittoria Studios) is currently in part being promoted for B1a office use within the reserved matters application for Wirral Waters. As such it would be appropriate to assume a proportion of the site as forming part of the declared employment land supply for allocation in the local plan, with the site overall being identified for mixed uses, including residential
- Site 267 (Marina View) is not currently subject to any greater understanding of development potential than that presented within the outline planning permission. Under that permission there is a requirement for a certain type of activity at ground floor (60% of the podium level development must be for education, civic, community or B1 use), but with the site predominantly earmarked for residential development. The ground floor podium could therefore be considered within the future employment land supply, albeit it is suggested commercially that a ground floor single storey B1a development is relatively unlikely to come forward. As such it should remain within the overall employment land portfolio but not form part of the declared employment land supply for allocation in the Local Plan with the site overall being identified for mixed uses, including residential.
- Site 357 and Site 419 are believed more rightly captured within the general employment land supply – their alignment with MEA Park supports this assumption with this development delivering a property offer which would appeal to indigenous as well as inward investment occupiers.

Figure 5: Wirral Waters ELOS Site Recommendations

| WELPS Ref. | Site Name | ELOS Recommendations | Site Area (Ha) (Gross / Net) | Area to be Allocated / Assumed in Local Plan for General B Class Employment with comment |
|------------|---------------------------------|---|------------------------------|--|
| 30 | Twelve Quays | No change to WELPS conclusion | 1.01/0.91 | 0ha Development potential associated with adjacent business rather than meeting general need. |
| 59 | Uveco Yard | Site should be allocated for B Use Class employment to meet general need over the plan period | 0.32/0.32 | 0.32ha Site assumed possible for B Class employment purposes in its entirety. |
| 81 | Former RHM Mills & Canada Creek | Site should be allocated for B Use Class employment to meet general need over the plan period | 14.17/12.75 | 12.75ha Site assumed possible for B Class employment purposes in its entirety. |
| 87 | Tower Quay | Site should be allocated for B Use Class employment to meet general need over the plan period | 0.4/0.4 | 0.4ha Site assumed possible for B Class employment purposes in its entirety. |
| 129 | Hydraulic Tower | Site should be allocated for B Use Class employment to meet need over the plan | 0.83/0.5 | 0.332ha / 3,320sqm Site has potential to deliver employment uses |

| WELPS Ref. | Site Name | ELOS Recommendations | Site Area (Ha) (Gross / Net) | Area to be Allocated / Assumed in Local Plan for General B Class Employment with comment |
|------------|-----------------------|--|------------------------------|---|
| | | period associated with maritime sector and small business growth specifically | | within existing building and small scale additional floorspace. Figures assume 40% plot ratio on the site on this basis. |
| 265 | Sky City | No change to WELPS conclusion | 5.41/0 | 0ha ELOS concludes mixed use development unlikely to come forward for meaningful B1a use. |
| 266 | Vittoria Dock | Site should be allocated for mixed use development to include B Use Class employment to meet general need over the plan period | 6.36/0 | 2.54ha Site has potential to deliver standalone employment development alongside wider mix of uses. Figures assume 40% plot ratio on the site on this basis. |
| 267 | Marina View | No change to WELPS conclusion | 4.82/0 | 0ha ELOS concludes that unlikely to come forward for B1a use. |
| 357 | Former Mobil Oil | Site should be allocated for B Use Class employment to meet general need over the plan period | 9.36/8.43 | 8.43ha Site assumed possible for B Class employment purposes in its entirety. |
| 419 | Land at Beaufort Road | Site should be allocated for B Use Class employment to meet general need over the plan period | 1.6/0 | 1.6ha Site assumed possible for B Class employment purposes in its entirety. Assumes current uses are redeveloped. |

2.52 The impact of the above recommendations on the overall employment land supply conclusions of the WELPS is summarised in Figure 8 in Section 4 of this report.

2.53 Birkenhead and Wallasey:

2.54 The Birkenhead and Wallasey Market Area contains more than two-fifths of all the WELPs assessed sites in the Borough and most of Wirral's Industrial Estates, whilst Birkenhead Town Centre represents the main office market in the Borough. The majority of the sites captured within the ELOS fall within this market area.

2.55 Birkenhead and Wallasey contains a number of smaller Industrial Estates containing a significant proportion of poorer quality sites, many of which are fully developed and featuring older premises that do not meet the needs of many modern businesses.

- 2.56 This trend is replicated across the market area, with the Industrial Estates primarily meeting indigenous needs (and generally aligning with the 'Key Local Areas' category in the hierarchy), with the estates often constrained by their modest plot sizes, unsuitable adjoining uses (often high density terraced residential properties) due to the historic nature of many of the sites and other issues such as remediation requirements.
- 2.57 The WELPS analysis identifies sites at Hind Street as being 'key local areas' and proposes them for de-allocation based on the assessments undertaken.
- 2.58 Bromborough and Eastham:
- 2.59 The Bromborough and Eastham market area is characterised as having better quality sites than the rest of Wirral both in terms of the strength of market demand and the general sustainability of the sites themselves. The WELPS notes that this is exemplified by the Wirral International Business Park, which is the premier, 'Flagship', business park in the Borough with excellent transport connectivity to the A41 and M53 and beyond. The WELPS notes that the quality of the sites within the Park is primarily driven by their market attractiveness, with a number of large plots (such as at Centuria Business Park, Stadium Road ref. 43) that should be retained as Employment Development Sites, even here new build development is driven by occupier-led demand rather than speculative development.
- 2.60 Despite its attractiveness to businesses and the HCA's involvement, gap funding still has a critical role in bringing sites forward in Bromborough and Eastham due to the remediation costs associated with many of the sites. Nevertheless the WELPS notes that there is strong demand from the local market.
- 2.61 Sites fronting the Mersey Estuary, are constrained by their former heavy industrial uses and need ground remediation works, with such sites likely to form part of the longer-term employment land portfolio as a result.
- 2.62 Port Sunlight is dominated by the Lever Faberge manufacturing complex and the adjoining Unilever Research laboratories, which perform a critical economic role for the Borough both in terms of their contribution to local employment and the Borough's advanced manufacturing portfolio. The majority of sites in this area either fall under the ownership and control of Unilever, and/or represent potential expansion sites for the company going forward. Whilst the future uses of this area will be effectively decided by Unilever's expansion and/or consolidation plans, the WELPS recommended that the area be retained in the longer term as a 'Key Employment Area' to ensure that economic activity on the main site is not compromised by the development of inappropriate uses in its immediate vicinity.
- 2.63 Mid-Wirral (Moreton, Greasby, Upton):
- 2.64 The Mid-Wirral market area covers the settlements of Greasby, Moreton, Upton and Woodchurch. Reflecting its predominantly residential character, only ten sites were assessed within this market area, covering a gross site area of just 24 ha – but capturing sites at Arrowe Brook Road and at Pasture Road as captured within this ELOS.
- 2.65 The industrial area to the east of Pasture Road is characterised by a number of larger companies, notably Typhoo Tea, Manor Bakeries and Bristol-Myers Squibb. The area is in a state of flux following the closure of Burtens Biscuits with a number of applications submitted for residential development on the site. The sites at the Reeds Lane end are close to Typhoo Tea and Manor Bakeries, hence entirely releasing the site to other

uses could threaten the existing B-Class operations. It was therefore recommended that a small scale B1 use development catering to local SMEs be provided on the western portion of the site (e.g. a scheme providing terraced units for light industrial B1c use). This would provide a suitable buffer to residential development on the eastern portion of the site, whilst helping to preserve the wider site's role as a 'Key Employment Area'.

2.66 The main industrial area in Upton is the Arrowe Brook Road Industrial Estate, which is separated into three separate parks – the Wirral Business Park, Arrowe Commercial Park and Champions Business Park. The Industrial Estate is of a good quality, albeit with some vacant units, but has no further expansion land as the UDP Allocation EM4/01 to the north (comprising 2ha gross), is currently under construction as part of a 180 unit residential development. There are a variety of users on the Arrowe Brook Road Industrial Estate, from solicitors to large self-storage warehouses. The site is an important source of local employment in mid-Wirral, and is readily accessible to the A-road Network and the M53 Motorway. The WELPS recommended that it should retain its 'Key Employment Area' designation.

2.67 West Wirral and Rural Areas:

2.68 The West Wirral and Rural Areas market area covers the main settlements of Hoylake, Heswall and West Kirby and the surrounding rural areas of west and Mid-Wirral. As with Mid-Wirral, this market area is predominantly a residential area rather than an employment area. The ELOS has not considered any sites within this market area and therefore no further summary or conclusions are considered to be relevant / required.

3. Initial Site Assessment

- 3.1 In line with requirements of the brief set by Wirral Council, independent site assessments have been undertaken on the sites listed at Figure 1. Information has been recorded within a pro-forma agreed with the Council, capturing the information documented in the following table (with source of information included for transparency).
- 3.2 In line with the methodology agreed with the Council, Avison Young have visited each of the sites listed to ensure we have viewed all points possible (from public land) to inform the assessment. A Photographic record of the sites included is in place. Formal site visits have not been undertaken as part of this site assessment process (with sites not all accessible and in multiple private ownership).

Figure 6: ELOS Site Assessment Criteria and Source of Information

| Criteria | Information Source |
|---|---|
| Site Reference | SHLAA reference where exists |
| Site Name | From Wirral Council |
| Site Address | From Wirral Council |
| Ward | Source from NOMIS |
| Lower Level Super Output Area(s) | Source from NOMIS |
| Market area | WELPS |
| Site Size (Ha) | SHLAA where available, Avison Young measurement where not |
| Is the site allocated? Y/N | Local Plan Review |
| Summary of allocation if yes | Local Plan Review |
| Is site in ELR? Y/N | WELPS |
| ELR reference | WELPS |
| Is site in single ownership? | From Wirral Council, Land Registry search where not available |
| Summary of ownership including title references | From Wirral Council, Land Registry search where not available |
| Is site part of a collection of sites / within a wider employment area? Provide references and commentary | WELPS, Site Visits |
| Is site currently in use? | Site Visits |
| Summary of use | Site Visits |
| Are there buildings on site? | Site Visits |
| Summary of buildings | Site Visits |

| Criteria | Information Source |
|---|--|
| Summary of observed vacancy | Site Visits |
| Is site prominent? Summary | Site Visits |
| Is the site a sustainable location? Proximity to public transport, frequency of public transport | Site Visits, Desk-top assessment |
| Is site access in place and sufficient? | Site Visits, Desk-top assessment |
| Is the site regular in shape? Does the site shape affect the sites market appeal? | Site Visits, Desk-top assessment |
| Any visible development constraints? Any steep slopes? | Site Visits, SHLAA evidence base |
| Flood Risk Y/N | SHLAA evidence base, Environment Agency |
| Flood Risk summary if Y | SHLAA evidence base, Environment Agency |
| Conservation Area Y/N | DEFRA, Local Plan Review |
| Conservation summary if Y | DEFRA, Local Plan Review |
| Other technical constraints Y/N | DEFRA, Local Plan Review, SHLAA evidence |
| Other technical constraints summary if Y | DEFRA, Local Plan Review, SHLAA evidence |
| Site Utilities Constraints Y/N | From Wirral Council |
| Utilities Summary | From Wirral Council |
| Planning History Summary | From Wirral Council |
| Is site considered to be a good employment site? Summary | Avison Young review, WELPS |
| Summary of Impact if lost from employment land supply | Avison Young review, WELPS |
| High level residential potential | Avison Young review |

- 3.3 The completed site proformas for the sites captured within Figure 1 are included in full at Appendix 2 for reference.
- 3.4 The following section summarises the findings of the ELOS site assessment exercise, specifically identifying those sites that it considers most appropriate for the Council to consider releasing from employment land supply.

4. Impact Analysis and Recommendations

4.1 The following table summarises the implications of the proposed release of sites for residential development. The sites captured within the ELOS not listed in the following table are proposed for retention in the employment land supply during the plan period.

Figure 7: ELOS Site Recommendations

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|--|-----------|--|---|---|--|--|
| Wirral International Business Park (South) | | | | | | |
| 1719 | 49 | Land at Riverside Park southern end, Wirral Int Bus' Park, | Allocate as an Employment Development Site as part of a wider Primarily Industrial Area | Consider release of site for residential development as part of wider comprehensive approach to South Bromborough (alongside Site 1715). (NB: Conclusion assumes no ongoing impact of HSE restrictions on development in the area). | Reduction in overall portfolio/declared employment land supply for allocation in the Local Plan of 3.03ha net. | -3.03ha net overall portfolio/declared employment land supply |
| 1715 | 74 | Former MOD Tank Farm, southern end Wirral Int Bus' Park, | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development | Release part of site for retention and expansion of adjacent business (including new access road). Consider release of balance of site for residential development as part of wider comprehensive approach to South Bromborough (alongside Site 1719). (NB: Conclusion assumes no ongoing impact of HSE restrictions on | Reduction in declared employment land supply for allocation in the Local Plan of 6.85ha net. Increase in safeguarded expansion land of circa 2.28ha net (1/3 of site assumed for expansion and access – to be tested through future design work and landowner negotiations). Expansion land would remain in overall portfolio of employment land. | -6.85ha net declared employment land supply +2.28ha net safeguarded expansion land -4.57ha net overall portfolio |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|--|-----------|---|---|---|--|---|
| | | | | development in the area). | | |
| 2061 | 364 | Former Epichem, southern end, Wirral Int Bus' Park, | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development | As for WELPS – TPO on trees and nature conservation interest potentially limits developable area and HSE restriction limits scope for alternative uses. | No impact | No impact |
| Wirral International Business Park (North) | | | | | | |
| 3043 | - | Former Lubrizol/D1 Oils, B'borough Waterfront | N/A | Site should be considered alongside neighbouring sites in WIBP (North) as a strategic regeneration area for residential-led development, with potential for B1a/b floorspace alongside other supporting uses. | No impact identified. Site was not assessed in the WELPS. While mixed use development would not normally be envisaged within the plan period, site is being promoted for a residential-only scheme (c.1,250 dwellings) jointly with 1713 and 1730 | +10.47ha residential |
| 1713 | 100 | South Reclamation Area, northern end Wirral Int Bus' Park | Given the closure and partial clearance of the adjacent former Lubrizol/D1 Oils site the separate UDP allocation for this site which held it for expansion purposes is now defunct. Given the context of the site, it is considered that the site could accommodate | Site should be considered alongside neighbouring sites in WIBP (North) as a strategic regeneration area for residential-led development, with potential for B1a/b floorspace alongside other supporting uses. | Site is not captured within Borough's declared employment land supply for allocation in the Local Plan. While mixed use development would not normally be envisaged within the plan period, site is being promoted for a residential-only scheme (c.1,250 dwellings) jointly with 3043 and 1730 which if progressed would lead to the site being removed from the overall employment land portfolio. | +9.66ha residential supply -8.21ha net overall portfolio |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|---|---|--|---|---|
| | | | <p>B1c, B2 or B8 development but should be safeguarded for long term employment use and removed from the ongoing employment land supply. The site should be retained within the Primarily Industrial Area until a realistic prospect of development has been confirmed.</p> | | | |
| 1730 | 254 | Rear of A P Refractories, northern end Wirral Int Bus' Park | <p>Safeguard the land for long term B-Class employment use within the Primarily Industrial Area until its availability can be confirmed; this would exclude the site from the Borough's ongoing employment land supply.</p> | <p>Site should be considered alongside neighbouring sites in WIBP (North) as a strategic regeneration area for residential-led development, with potential for B1a/b floorspace alongside other supporting uses.</p> | <p>No impact identified. Site is not captured within Borough's declared employment land supply for allocation in the Local Plan. While mixed use development would not normally be envisaged within the plan period, site is being promoted for a residential-only scheme (c.1,250 dwellings) jointly with 3043 and 1713 which if progressed would lead to the site being removed from the employment land portfolio.</p> | <p>+1.89ha residential -1.7ha net overall portfolio</p> |
| 1727 | 263 | Land at Thermal Road, northern end Wirral Int Bus' Park | <p>Retain designation as part of the wider Primarily Industrial Area and allocate</p> | <p>As for WELPS. Site could only be brought forward for alternative mixed uses through a future comprehensive masterplan approach, which addressed ground</p> | <p>No Impact</p> | <p>No impact</p> |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|---|---|--|---|-----------------------------|
| | | | for employment development. | conditions and viability in particular. | | |
| 1718 | 116 | South of McTay, northern end Wirral Int Bus' Park | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. | As for WELPS. Site could only be brought forward for alternative mixed uses through a future comprehensive masterplan approach, which addressed ground conditions and viability in particular. | No impact | No impact |
| 1717 | 43 | Centuria (former RV Chemicals) B'borough | The site should be retained as an Employment Development Site and part of the Primarily Industrial Area and safeguarded for long term employment use, but should not be included as part of the Borough's ongoing employment land supply. | As for WELPS. Site could only be brought forward for alternative mixed uses through a future comprehensive masterplan approach, which addressed ground conditions and viability in particular. | No impact. | No impact |
| 2063 | 415 | Eastham Sand (Peel), Bromborough Coast | The site should be retained as part of the wider Primarily Industrial Area and allocated for future | As for WELPS. Site could only be brought forward for alternative mixed uses through a future comprehensive masterplan approach, | No impact | No impact |

| ELoS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELoS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|-------------------------------|-----------|---|--|--|--|--|
| | | | employment development subject to confirmation of ground conditions. Given the context of the site, it is considered that it would best accommodate B1c, B2 and B8 uses. | which addressed ground conditions and viability in particular. | | |
| 1714 | 50 | Former Tank Farm, northern end Wirral Int Bus' Park | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. | As for WELPS. Site could only be brought forward for alternative mixed uses through a future comprehensive masterplan approach, which addressed ground conditions and viability in particular. | No impact | No impact |
| Hind Street Regeneration Area | | | | | | |
| 2084 | 15 | Hind Street Regen Area, Tranmere | Release for mixed use development (but retain in overall portfolio) | Consider for residential-led development as part of wider comprehensive review of Hind Street area. Notwithstanding review, site has potential for stand-alone residential potential. Site should therefore be removed from overall portfolio. | The WELPS concluded that the Hind Street area be progressed for mixed use development, but did not allow a quantitative capture of employment land or floorspace supply it considered would be delivered in support of the requirement over the plan period. As such this recommendation is considered to be in-line with the findings of the WELPS from a quantitative perspective. Given prominence of the location and understood opportunity to enable improved access into the town | -3.27ha net overall portfolio/mixed use supply |

| ELoS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELoS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|----------------------------------|---|--|---|---|
| | | | | | centre through development of this site it is considered most likely that this area will be developed for primarily residential uses. However, it is recommended that opportunities to deliver employment as part of a mix of uses be explored by the Council and partners if viable in this locality so as to create a vibrant community, opportunities for small business space, and create local and highly accessible employment opportunities in a central and significant area. Whilst this site forms part of a wider review of development potential at Hind Street, it has the potential to be delivered as a stand-alone development area alongside 2085. | |
| 2085 | 45 | Hind Street Regen Area, Tranmere | Release for mixed use development (but retain in overall portfolio) | Consider for residential-led development as part of wider comprehensive review of Hind Street area. Notwithstanding review, site has potential for stand-alone residential potential. Site should therefore be removed from overall portfolio. | As for 2084 | - 2.57ha net overall portfolio/mixed use supply |
| 441 | 84 | Hind Street Regen Area, Tranmere | Release for mixed use development (but retain in overall portfolio) | Consider for residential-led development as part of wider comprehensive review of Hind Street area. Site should therefore be removed from overall portfolio. | The WELPS concluded that the Hind Street area be progressed for mixed use development, but did not allow a quantitative capture of employment land or floorspace supply it considered would be delivered in support of the requirement over the plan period. As such this recommendation is considered to be in-line with the | - 1.21ha net overall portfolio/mixed use supply |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|----------------------------------|---|--|---|---|
| | | | | | findings of the WELPS from a quantitative perspective. Given prominence of the location and understood opportunity to enable improved access into the town centre through development of this site it is considered most likely that this area will be developed for primarily residential uses. However, it is recommended that opportunities to deliver employment as part of a mix of uses be explored by the Council and partners if viable in this locality so as to create a vibrant community, opportunities for small business space, and create local and highly accessible employment opportunities in a central and significant area. Unlike 2084 and 2085, this site can only be delivered for residential development (or as a mixed use development area) if considered comprehensively alongside other sites at Hind Street. | |
| 1337 | 332 | Hind Street Regen Area, Tranmere | Release for mixed use development (but retain in overall portfolio) | Consider for residential-led development as part of wider comprehensive review of Hind Street area. Site should therefore be removed from overall portfolio. | As for 441 | - 0.31ha net overall portfolio/mixed use supply |
| 483 | - | Hind Street Regen Area, Tranmere | N/A | Consider for residential-led development as part of wider comprehensive review of Hind Street area | As for 441(site not assessed in WELPS) | No impact |
| 1027 | - | Hind Street Regen Area, Tranmere | N/A | Consider for residential-led development as part of wider comprehensive | As for 441(site not assessed in WELPS) | No impact |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|-------------|-----------|--|---|--|--|-----------------------------|
| | | | | review of Hind Street area | | |
| 2094 | - | Hind Street Regen Area, Tranmere | N/A- | Consider for residential-led development as part of wider comprehensive review of Hind Street area | As for 441(Site not assessed in WELPS) | No impact |
| Other Areas | | | | | | |
| 482 | - | Argyle Ind Estate, Tranmere | N/A | ELOS concludes site will remain in use as an employment location and should be retained as part of the designated Primary Industrial Area. | No impact on land supply – site is actively in use for employment purposes and is fully developed. (Site not assessed in WELPS) | No impact |
| #1 | - | Land at Arrowe Business Park (Bellway), Arrowe Brook Rd, Upton | N/A | ELOS concludes site should be considered for residential development. | No impact (Site not assessed in WELPS) | No impact |
| 1544 | - | Champions Business Park, Champions Business Park, Upton | N/A | ELOS concludes site will remain in use as an employment location and should be retained as part of the designated Primary Industrial Area. | No impact on employment land supply – site is actively in use for employment purposes and is fully developed. (Site not assessed in WELPS) | No impact |
| 1978 | 24 | East of Manor Bakeries, Reeds Lane, Moreton | Retain as an Employment Development Site as part of a wider Primarily Industrial Area | As for WELPS | No impact | No impact |
| 407 | 70 | Land at Peninsula Business Park, | Retain designation as | As for WELPS | No impact | No impact |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|---|--|---------------------|---|-----------------------------|
| | | Reeds Lane, Moreton | part of the wider Primarily Industrial Area and allocate for employment development | | | |
| 505 | 78 | Lever Factory Port Sunlight, Levers Bromborough Road, Moreton | The site should not form part of the Borough's ongoing employment land supply but should be safeguarded as part of a wider Primarily Industrial Area for the long term expansion of the adjacent Unilever site through an appropriate allocation or designation in a future site-specific Local Plan | As for WELPS | No impact | No impact |
| 1957 | 82 | Lever, Port Sunlight, Levers Bromborough Road, Moreton | The site should not form part of the Borough's ongoing employment land supply but should be safeguarded as part of a wider Primarily Industrial Area for the long term expansion of the adjacent Unilever site through an appropriate allocation or | As for WELPS | No impact | No impact |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|--|---|--|--|---|
| | | | designation in a future site-specific Local Plan | | | |
| 2092 | 82 | South of Westgate Road, Port Sunlight | As for 1957 | As for WELPS | No impact | No impact |
| 2072 | 324 | Former Croda, Bomborough Pool Park | Retain designation as a Primarily Industrial Area; as the site is under construction and considered to be fully developed it does not form part of the Borough's future employment land supply. | As for WELPS | No impact | No impact |
| 2062 | 392 | Former Riverside House, Volclay Triangle, Seacombe | The site should be retained within the wider Primarily Industrial Area and safeguarded as expansion land rather than being included in the Borough's ongoing employment land supply. | Consider future uses as part of wider masterplan for Birkenhead. Site cannot be delivered for non-employment uses without strategic / comprehensive approach to wider area given proximity to heavy industrial uses at the current time. | Retain within Primarily Industrial Area until confirmed through BRF process. Site is outside of general land supply but is assumed will form part of wider mixed use area and is therefore reflected as mixed use in ongoing supply position emerging from the ELOS. | +0.38ha mixed use supply No change in overall portfolio |
| 564 | 229 | Stone Manganese, Dock Road, Seacombe | The site should not form part of the Borough's ongoing employment land supply but should be safeguarded as part of a wider | Site should be considered for allocation as employment land to meet general need over the plan period. Land area assumes potential | Additional land supply over the plan period measuring 6.88ha with B1/B2/B8 appeal to be further explored within the Birkenhead Regeneration Framework exercise. | +6.88ha declared employment land supply No change in overall portfolio |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|---|---|--|---|--|
| | | | Primarily Industrial Area for long term employment use. | to intensify existing uses in the future. | | |
| #2 | - | Wirral Business Centre and Depot, Seacombe | N/A | Site should be considered for allocation as employment land to meet general need over the plan period. Area for development identified within wider site boundary (depot). | Additional land supply over the plan period measuring 2.97ha with B1/B2/B8 appeal to be further explored within the Birkenhead Regeneration Framework exercise. | +2.97ha in overall portfolio |
| 2068 | 8 | East of Typhoo, Reeds Lane, Moreton | Release for mixed use development (but retain in overall portfolio) | Consider for residential development and therefore remove from overall portfolio. | This recommendation is broadly in line with the conclusions of the WELPS. Development being progressed on the former Burtons Food site on Pasture Road supports the market view that HGV movements through to the adjacent business uses will not impact on amenity of or demand for residential development on adjacent land. | -5.02ha net overall portfolio/mixed use land supply |
| 587 | 217 | Ten Streets, Phase 1 Berner Street, Hamilton Park | Allocate for B Use Class development | Retain in Primarily Industrial Area. Consider future uses as part of wider masterplan for Birkenhead. Site should therefore be removed from declared employment land supply but included within wider portfolio as having mixed use potential. | It is recommended that this site should be considered as part of a wider masterplan for Birkenhead. The analysis has concluded that it's future use should be considered as part of that wider regeneration framework. This site is located within an existing employment area, but of mixed condition, activity and vibrancy. The site itself is not currently in employment use. It is considered likely from a market perspective that this area will change over time and include the introduction of residential development of an urban nature – including potential for apartments | -0.98ha net reduction in declared employment land supply +0.98ha mixed use supply No change in overall portfolio |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|--|--------------------------------------|--|--|--|
| | | | | | <p>or urban town houses at a relatively high density. It is considered unlikely that there will be significant industrial demand for new build premises within this location. Given low density uses across this area it is considered residential development in this location will not have a material impact on employment floorspace in the wider area, assuming developments will come forward on a mixed use basis.</p> | |
| 756 | 328 | Former Northern Case Supplies, Seacombe, Volclay Triangle (Peel) | Allocate for B Use Class development | Residential-led mixed use as part of wider masterplan for Birkenhead. Site should therefore be removed from declared employment land supply but included within wider portfolio as having mixed use potential. | <p>It is recommended that this site should be considered as part of a wider masterplan for Birkenhead. The analysis has concluded that it is most likely to be considered for residential or mixed use development as part of that wider regeneration framework.</p> <p>Although located within a general business area, this site is not of regular shape and is therefore constrained in terms of its appeal for business use in isolation.</p> <p>There are a collection of sites identified within the study proximate to the WW regeneration area - both to the north and south. In each case the analysis has identified that future use potential can and should respond the WW development, and market changes resulting from the scale and nature of development being brought forward. This site is located within an existing employment area, but of mixed condition, activity and vibrancy. It is considered likely from a market perspective that this area will</p> | <p>-0.63ha net declared employment land supply</p> <p>+0.63ha net mixed use supply</p> <p>No change in overall portfolio</p> |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|-------------------------------|----------------------|--|--|-----------------------------|
| | | | | | <p>change over time and include the introduction of residential development of an urban nature. It is considered unlikely that there will be significant industrial demand for new build premises within this location. Given low density uses across this area it is considered residential development in this location will not have a material impact on employment floorspace in the wider area, assuming developments will come forward on a mixed use basis.</p> | |
| 769 | - | Land at Kelvin Road, Seacombe | N/A | Residential-led mixed use as part of wider masterplan approach as part of wider comprehensive review of Hind Street area | <p>It is recommended that this site should be considered as part of a wider masterplan for Birkenhead. The analysis has concluded that it is most likely to be considered for residential or mixed use development as part of that wider regeneration framework.</p> <p>Although located within a general business area, this site is not of regular shape and is therefore constrained in terms of its appeal for business use in isolation.</p> <p>There are a collection of sites identified within the study proximate to the WW regeneration area - both to the north and south. In each case the analysis has identified that future use potential can and should respond the WW development, and market changes resulting from the scale and nature of development being brought forward. This site is located within an existing employment area, but of mixed condition, activity and vibrancy. It is</p> | No impact |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|-------------------------------------|----------------------|--|---|-----------------------------|
| | | | | | <p>considered likely from a market perspective that this area will change over time and include the introduction of residential development of an urban nature. It is considered unlikely that there will be significant industrial demand for new build premises within this location. Given low density uses across this area it is considered residential development in this location will not have a material impact on employment floorspace in the wider area, assuming developments will come forward on a mixed use basis. (Site not assessed in WELPS)</p> | |
| 440 | - | 256-296 Price Street, Hamilton Park | N/A | Retain in Primarily Industrial Area. Consider future uses as part of wider masterplan for Birkenhead | <p>It is recommended that that this site should be considered as part of a wider masterplan for Birkenhead. The analysis has concluded that it's future uses should be considered as part of that wider regeneration framework. This site is located within an existing employment area, but of mixed condition, activity and vibrancy. It is considered likely from a market perspective that this area will change over time and include the introduction of residential development of an urban nature. It is considered unlikely that there will be significant industrial demand for new build premises within this location. Given low density uses across this area it is considered residential development in this location will not have a material impact on employment floorspace in the wider area, assuming developments will come forward on</p> | No impact |

| ELOS Ref | WELPS Ref | Site Name | WELPS Recommendation | ELOS Recommendation | Impact of Recommendation on WELPS - Description | Impact on WELPS Supply (Ha) |
|----------|-----------|--------------|---|---------------------|--|-----------------------------|
| | | | | | a mixed use basis. It is noted that this site is within existing business use and therefore will result in a need to consider displacement. The business uses are not considered to be specialist, and therefore are assumed could be accommodated elsewhere within Birkenhead. (Site not assessed in WELPS) | |
| N/A | - | Bidston Dock | The site represents a highly accessible major strategic brownfield opportunity at the heart of the older urban area, which should be allocated as a strategic employment site | As for WELPS | No impact | No impact |

4.2 In addition the following should be noted with regards to three employment areas captured within the ELOS process:

- Wirral International Business Park (North): The ELOS has considered multiple sites within WIBP (North) including SHLAA references 1717, 1714, 1713, 1718, 1730, 1727, 2063, and 3043. Sites 1713, 1713 and 1730 are being promoted for residential development, which the Council is supportive of in principle and is supported by the ELOS in principle. In relation to the remaining sites, the ELOS endorses the recommendation in the WELPS. None of these sites are identified to be appropriate to consider for release for residential development in isolation, but collectively have potential to deliver residential use if delivered comprehensively. In all cases the sites are identified to be located within established heavy industrial areas. The analysis has noted potential technical constraints associated with residential development in this area including contamination, existing 'bad neighbour' activities (including chemicals and waste activities), and concerns regarding potential viability, sustainability, social infrastructure and amenity provision considered necessary to create sustainable communities. It is further noted that the SHELMA identified strategic potential for employment development within this area for B8 uses in the future – including potential waterfront access. On this basis the ELOS has not suggested specific potential for residential development in these locations within the plan period, but it does recognise potential for regeneration of this area in the longer term. It is noted that the WELPS identified large industrial development as being

likely to be viable within the Bromborough and Eastham market area. WIBP is noted as being a flagship business location within the WELPS. It is understood that 2072 is the subject of an outline planning permission for mixed use development – with the area remaining relating to the employment uses not yet built out, whilst the adjacent residential uses have been delivered. The ELOS recommends that this area be considered as a broad location or strategic regeneration area within the emerging Local Plan. Before more detailed design work is progressed across the sites it is not possible to identify specific development outputs that could be realised through the comprehensive regeneration of these areas. In totality the ELOS has identified a total of 9no. sites within the WIBP (North) that should be considered in this way – capturing some 38.05ha of potential development land.

- Wirral International Business Park (South): The ELOS has considered multiple sites within WIBP (South) including SHLAA references 1719, 1715, and 2061. These sites are known to have been subject of residential interest in recent years – in particular relating to 1719 upon which there is notable planning history relating to historic promotion of the site for residential development. The ELOS process has recognised that if released collectively these sites are likely to have significant residential market appeal. The site assessment has further noted that such release would likely impact upon the employment appeal of adjacent sites – including the business area located immediately between 1715 and 1719. It is considered likely by the assessment that this additional land would be lost to employment use if site 1719, and 1715 are released for residential development. The ELOS notes the SHELMA and WELPS analysis, which clearly identifies this as an established employment location for Wirral. The process has further recognised that viability for employment development in this area is being heavily influenced by a requirement to repay monies paid by the public sector to enable historic remediation (to support employment development). The ELOS recognises work that has been undertaken separately in relation to site 1715 to test viability for employment development - which identifies a gap funding requirement for delivery. This has been further tested in terms of its deliverability through the Wirral Growth Company, which has drawn the same conclusion. Given the noted wider employment supply conclusions resulting from this ELOS process, it is concluded that the Council consider release of this land at 1715 and 1719 for residential development – subject to addressing constraints relating to HSE restrictions on development in the area. An area of the site is required for adjacent business expansion and access (subject to current negotiations), which should be removed from this release, and protected as safeguarded expansion land in the emerging plan period.
- Arroe Brook Road: The ELOS is aware of immediate pressure for residential development at Arroe Brook Business Park – with site #1 the subject of a current application at the time of writing. As with WIBP South, the ELOS has had regard to the business park located between the two sites captured at Arroe Brook Road – the land / premises between #1 and 1544. As with WIBP South it is concluded by the ELOS that if sites #1 and 1544 are released for residential development, this business park would unlikely to remain commercially attractive for employment use, and there would also be a strong case in planning terms for not retaining an employment use in between two housing sites. It is recognised that the existing evidence base within the WELPS has identified this area as an important employment location both for local people and with access to the M53. It is recognised that site 1544 is in use for employment development at the current time and has not been promoted for residential development to date through the planning process. As such it is considered appropriate that 1544 be retained for employment use. It is considered appropriate that site #1 be released for residential development only where it can be demonstrated that it satisfies policy requirements relating to both marketing for and viability of employment development.

4.3 Finally, the ELOS recommends that WELPS sites 59, 81, 129 (Maritime sector / small business focus), 357 and 419 be considered as part of general employment land supply able to meet land requirements over the plan period rather than forming part of the group of Wirral Waters strategic employment sites which the WELPS recommended should not be included in the deliverable employment land supply. Sites 30, 87 and 265 are not considered appropriate to include within general supply, and sites 266 and 267 are considered to be mixed use development opportunities.

4.4 The following table summarises the land implications of the recommendations made in relation to Wirral Waters sites within this study.

Figure 8: Land Implications of ELOS Recommendations (Wirral Waters)

| ELOS Ref | Site Name | WELPS Recommendation | Impact on WELPS Recommended Supply (Summary) | Impact on WELPS Supply (Detail) |
|----------|---------------------------------|---|--|--|
| - | Twelve Quays – Tower Wharf | Wirral Waters employment devt. site- exclude from declared employment land supply but retain in overall portfolio (Ref 30) | 0ha Development potential associated with adjacent business rather than meeting general need. | None. |
| - | Uveco Yard | Wirral Waters potential site- allocate for B class development, exclude from declared employment land supply but retain in overall portfolio (Ref 59) | 0.32ha Site assumed possible for B Class employment purposes in its entirety. | Reduction in Wirral Waters supply by 0.32ha. Increase of declared employment land supply by 0.32ha. No change in overall portfolio |
| - | Former RHM Mills & Canada Creek | Wirral Waters potential site- allocate for B class development, exclude from declared employment land supply but retain in overall portfolio (Ref 81) | 12.75ha Site assumed possible for B Class employment purposes in its entirety. | Reduction in Wirral Waters supply by 12.75ha. Increase of declared employment land supply by 12.75ha. No change in overall portfolio |
| - | Tower Quay | Wirral Waters potential site- allocate for mixed use development, exclude from declared employment land supply | 0.4ha Site assumed possible for B Class employment purposes in its entirety. | Reduction in Wirral Waters supply by 0.4ha Increase of declared employment land supply by 0.4ha. No change in overall portfolio |

| ELOS Ref | Site Name | WELPS Recommendation | Impact on WELPS Recommended Supply (Summary) | Impact on WELPS Supply (Detail) |
|----------|------------------|--|--|--|
| | | but retain in overall portfolio (Ref 87) | | |
| - | Hydraulic Tower | Wirral Waters potential site- allocate for mixed use development, exclude from declared employment land supply but retain in overall portfolio (Ref 129) | 0.332ha / 3,320sqm Site has potential to deliver employment uses within existing building and small scale additional floorspace. Figures assume 40% plot ratio on the site on this basis. | Reduction in Wirral Waters supply by 0.332ha. Increase of declared employment land supply by 0.332ha. No change in overall portfolio |
| - | Sky City | Wirral Waters potential site- allocate for mixed use development, exclude from declared employment land supply but retain in overall portfolio (Ref 265) | 0ha ELOS concludes mixed use development unlikely to come forward for meaningful B1a use. | N/A |
| - | Vittoria Dock | Wirral Waters potential site- allocate for mixed use development, exclude from declared employment land supply but retain in overall portfolio (Ref 266) | 2.54ha Site has potential to deliver standalone employment development alongside wider mix of uses. Figures assume 40% plot ratio on the site on this basis. | Reduction in Wirral Waters supply by 2.54ha Increase of declared employment land supply by 2.54ha. No change in overall portfolio |
| - | Marina View | Wirral Waters potential site- allocate for mixed use development, exclude from declared employment land supply but retain in overall portfolio (Ref 267) | 0ha ELOS concludes that unlikely to come forward for B1a use. | N/A No change in overall portfolio |
| - | Former Mobil Oil | Wirral Waters potential site- allocate for B class | 8.43ha | Reduction in Wirral Waters supply by 8.43ha. |

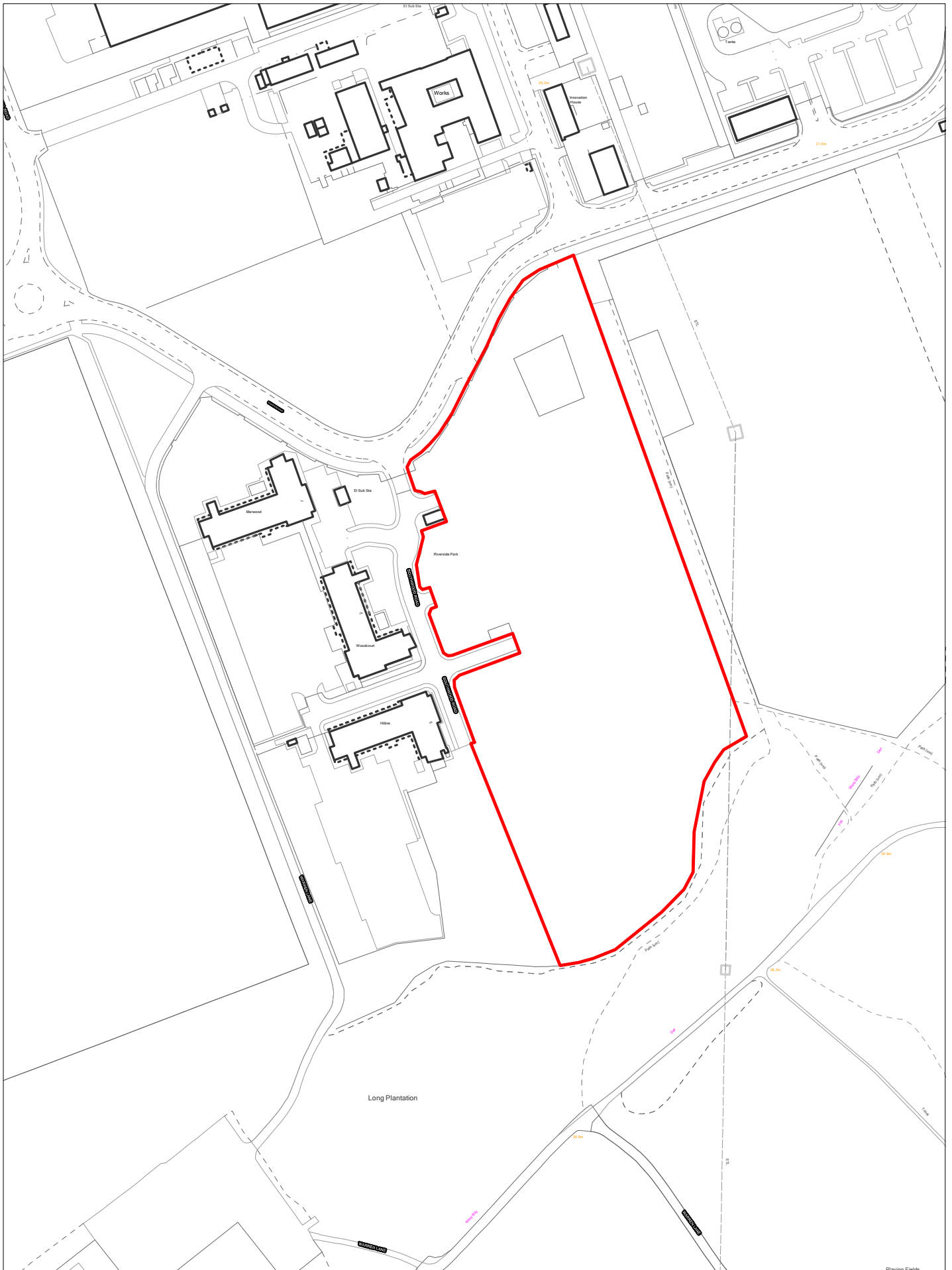
| ELOS Ref | Site Name | WELPS Recommendation | Impact on WELPS Recommended Supply (Summary) | Impact on WELPS Supply (Detail) |
|----------|-----------------------|--|---|---|
| | | development, exclude from declared employment land supply but retain in overall portfolio (Ref 357) | Site assumed possible for B Class employment purposes in its entirety. | Increase of declared employment land supply by 8.43ha No change in overall portfolio |
| - | Land at Beaufort Road | Wirral Waters potential site- allocate for B class development, exclude from declared employment land supply but retain in overall portfolio (Ref 419) | 1.6ha Site assumed possible for B Class employment purposes in its entirety. Assumes current uses are redeveloped. | Reduction in Wirral Waters supply by 1.6ha. Increase of declared employment land supply by 1.6ha No change in overall portfolio |

Figure 8: Net Impact on WELPS Recommended Land Supply

| Type of Supply | Net Ha in WELPS | Net Impact of Cumulative ELOS Recommendations | Revised WELPS Supply |
|--|-----------------|---|----------------------|
| Recommended retained and allocated sites and new allocations | 59.4ha | +21.67ha | 81.07ha |
| Extant Planning Permissions | 0.2ha | N/A | 0.2ha |
| Mixed use sites | 16.3ha | -10.37ha | 5.93ha |
| Safeguarded expansion land | 38.3ha | +2.28ha | 40.58ha |
| Wirral Waters sites | 29.4ha | -26.4ha | 3ha |
| Total Employment Land Portfolio | 143.6ha | -12.82ha | 130.78ha |

Appendix I

Site Plans

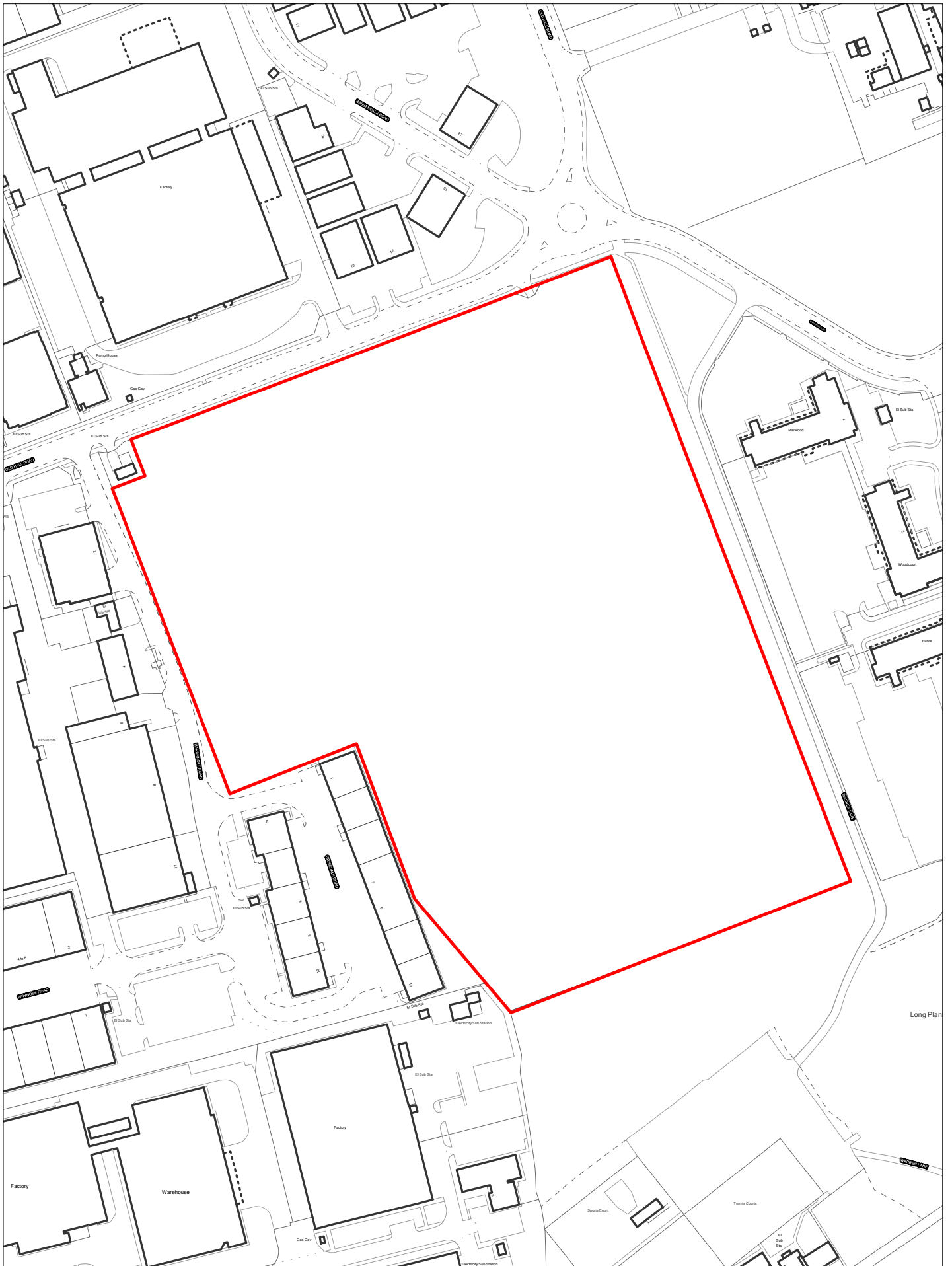


SHLAA 1719 Land at Riverside Park, Wirral International Business Park

Scale 1:2500

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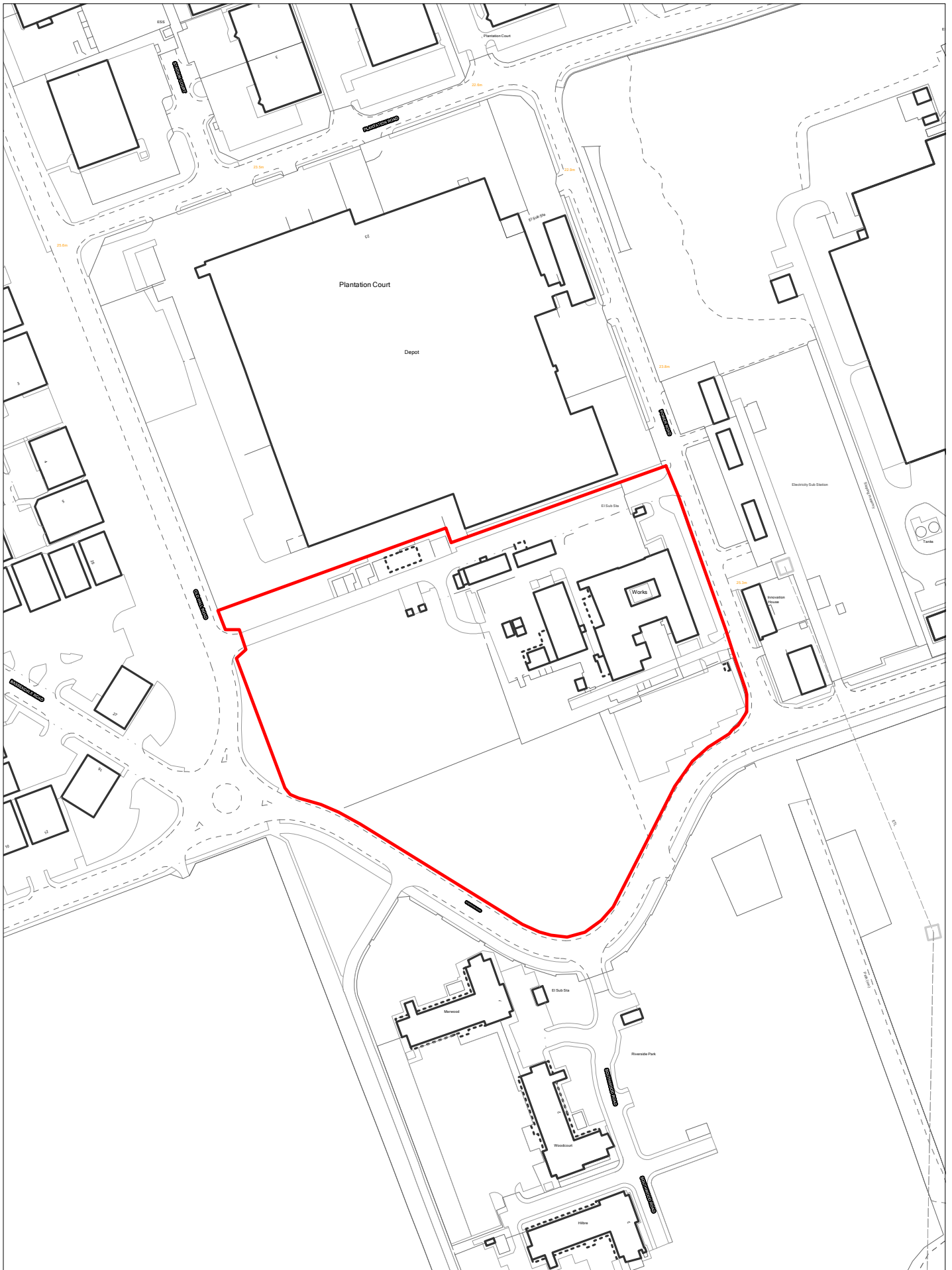


SHLAA 1715 Former MOD, Wirral International Business Park

Scale 1:2500

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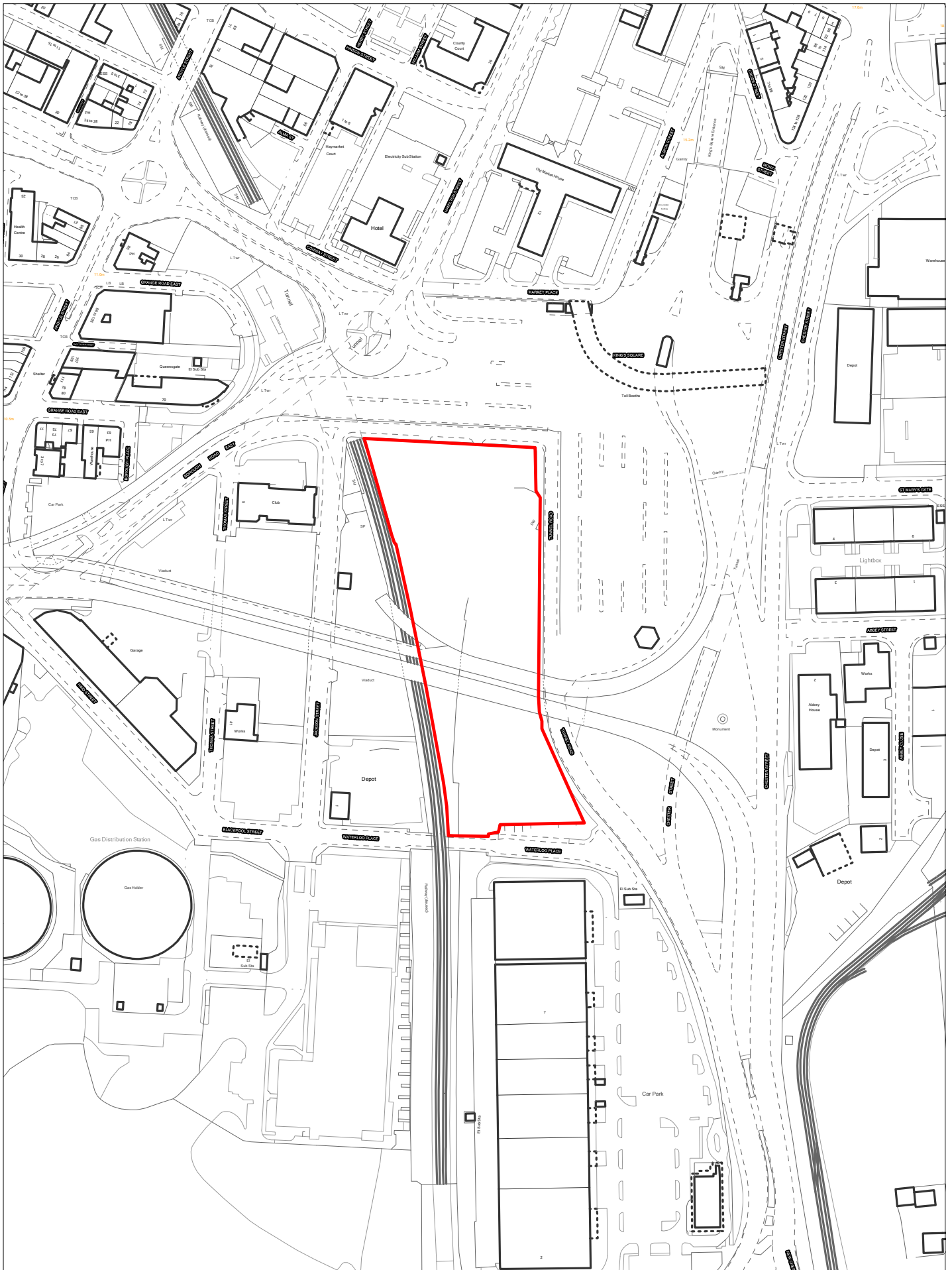


SHLAA 2061 Former Epichem, Wirral International Business Park

Scale 1:2500

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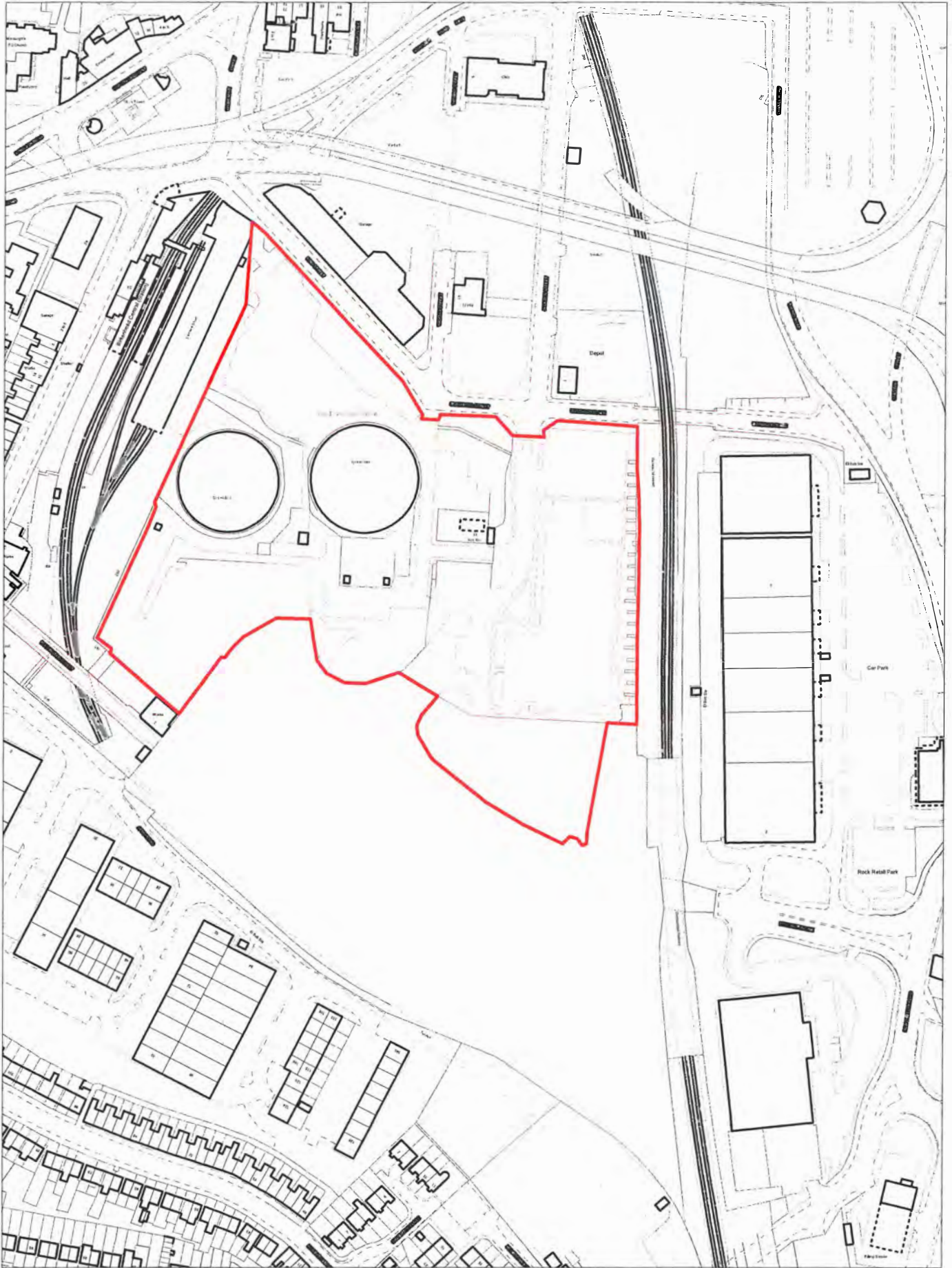


SHLAA 0441 West of Tunnel Road, Birkenhead

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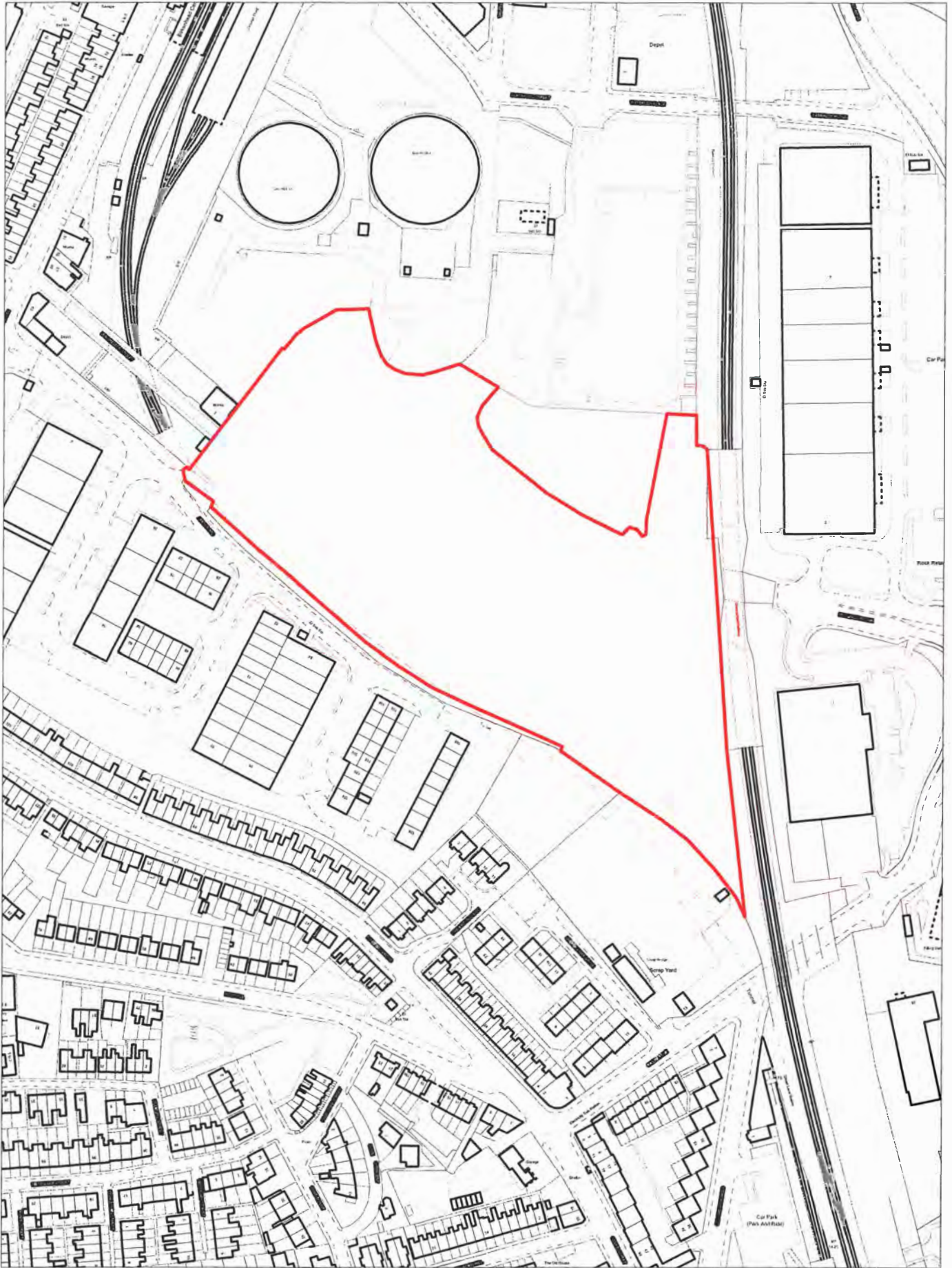


SHLAA 2085 Former Hind Street Gas Depot, Tranmere

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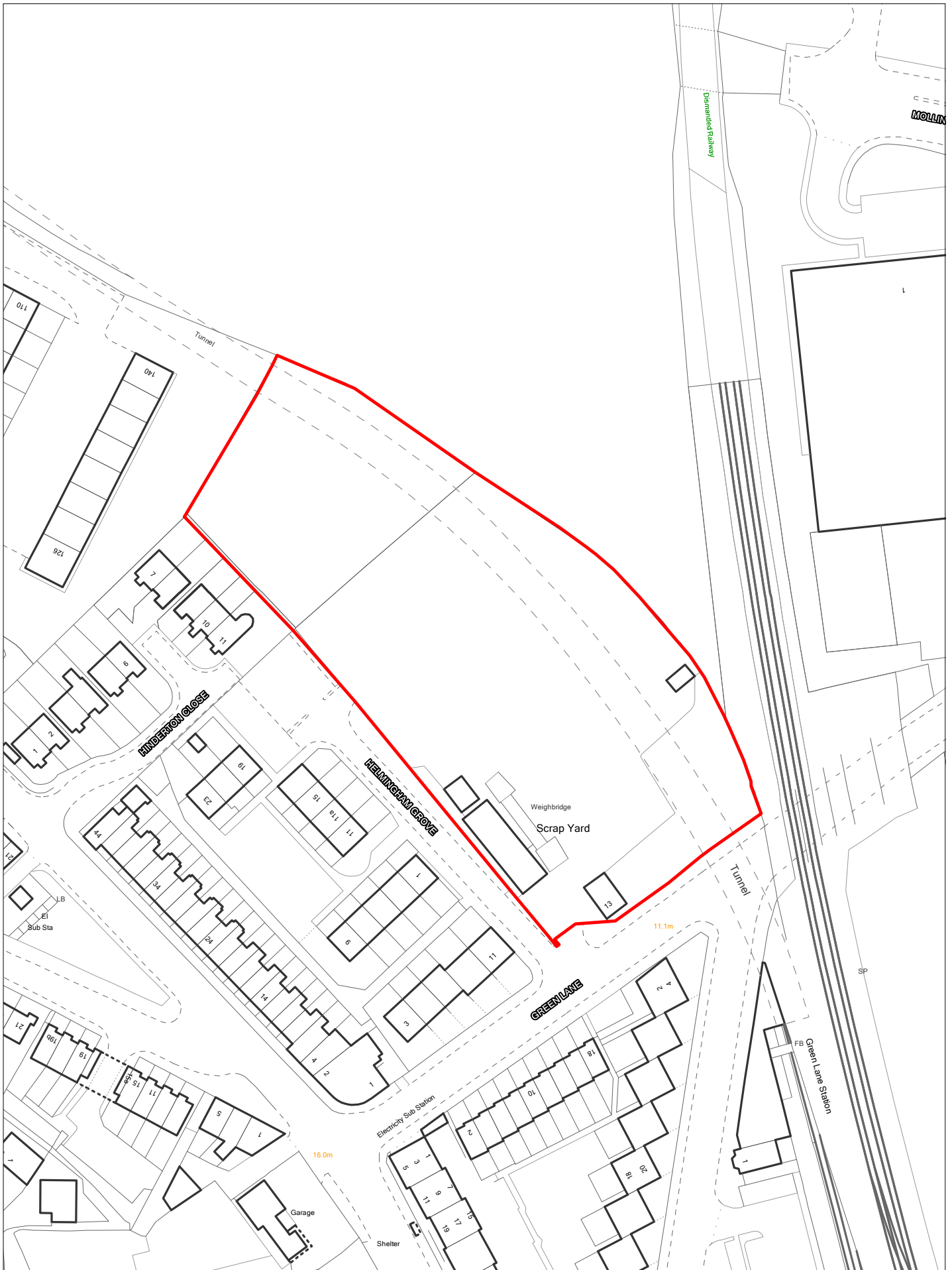


SHLAA 2084 Former Mollington Street Depot, Tranmere

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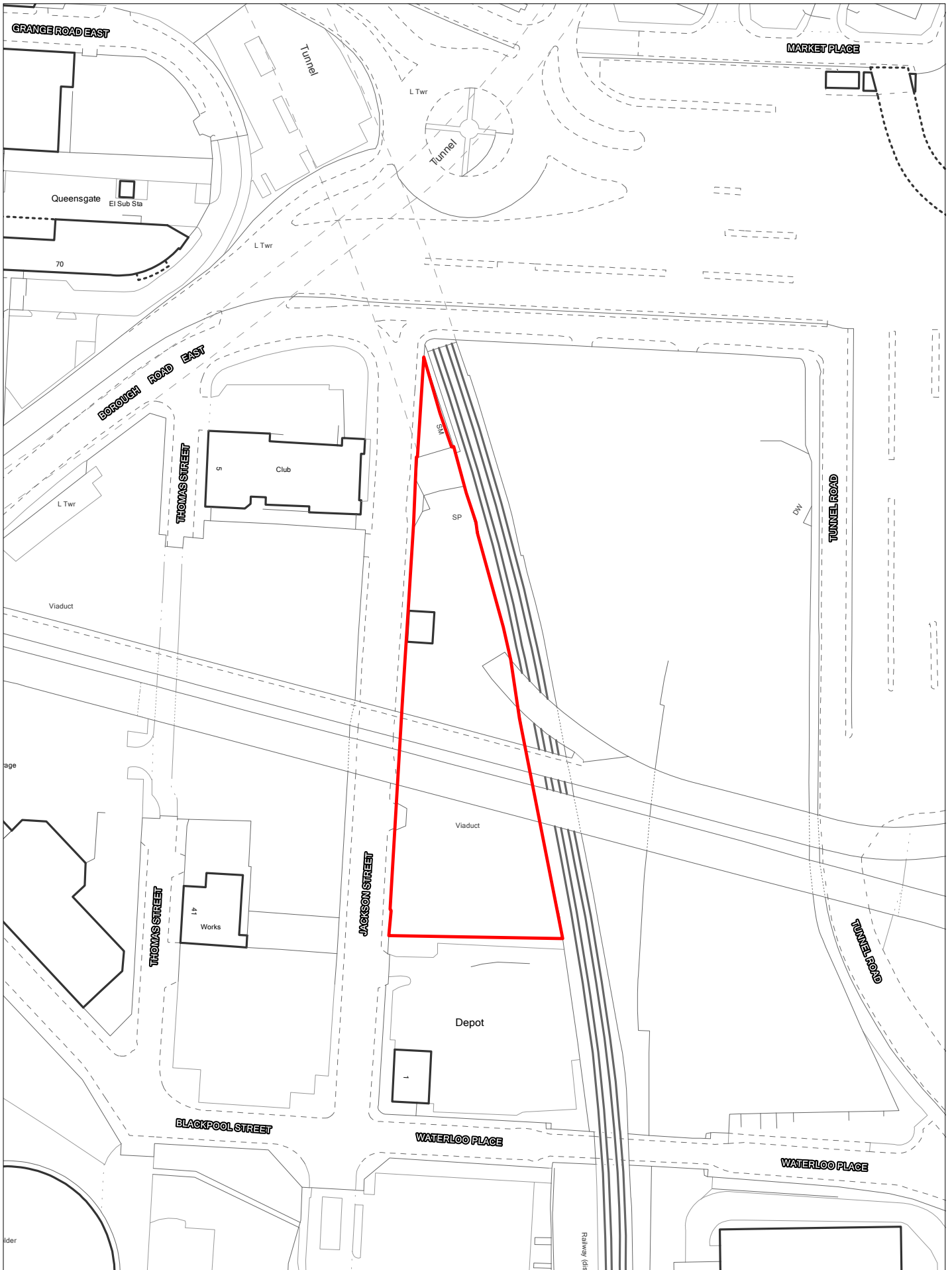


SHLAA 0483 13 Green Lane, Tranmere

Scale 1:1250

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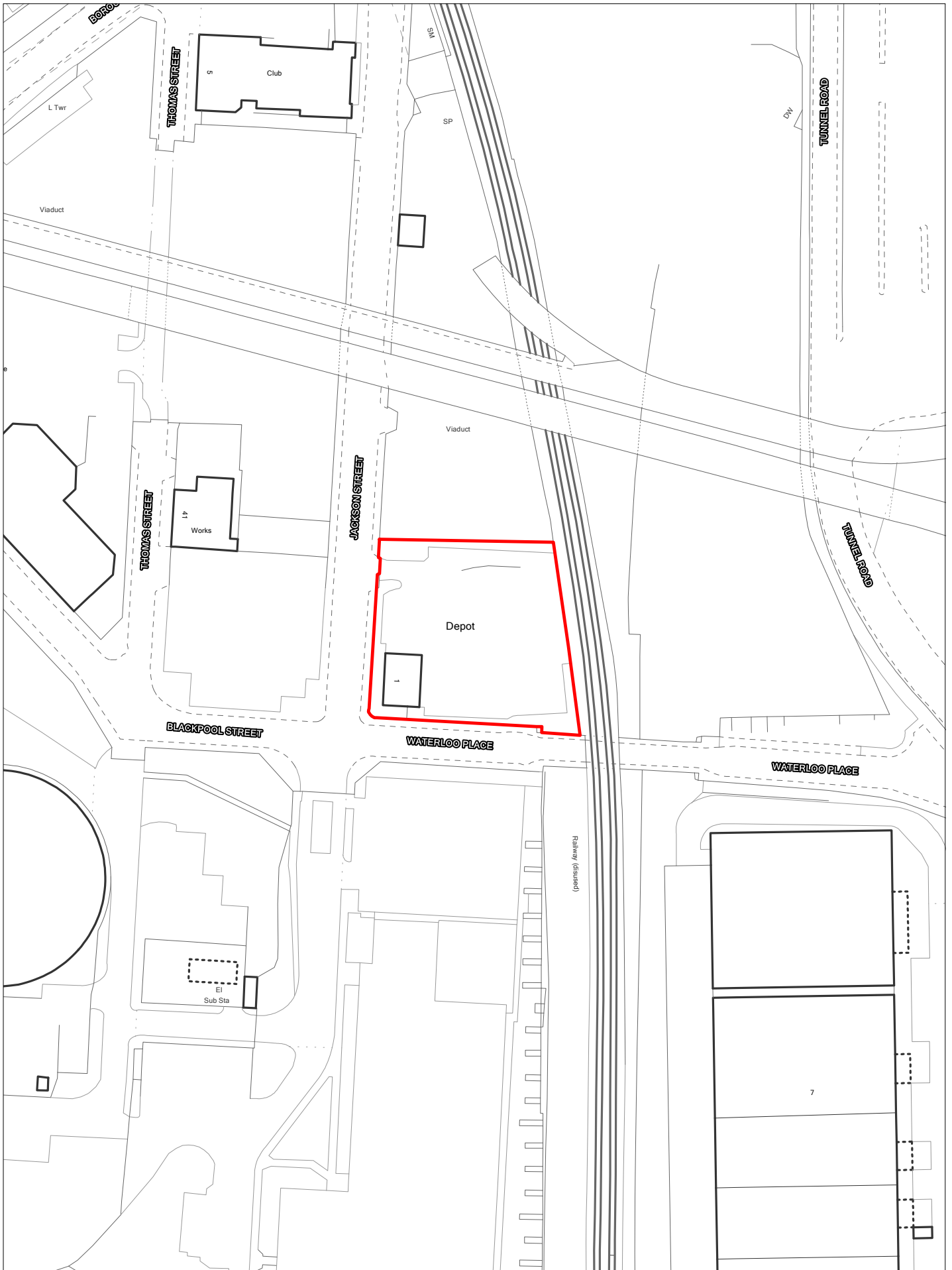


SHLAA 1337 West of Town Station, Jackson Street

Scale 1:1250

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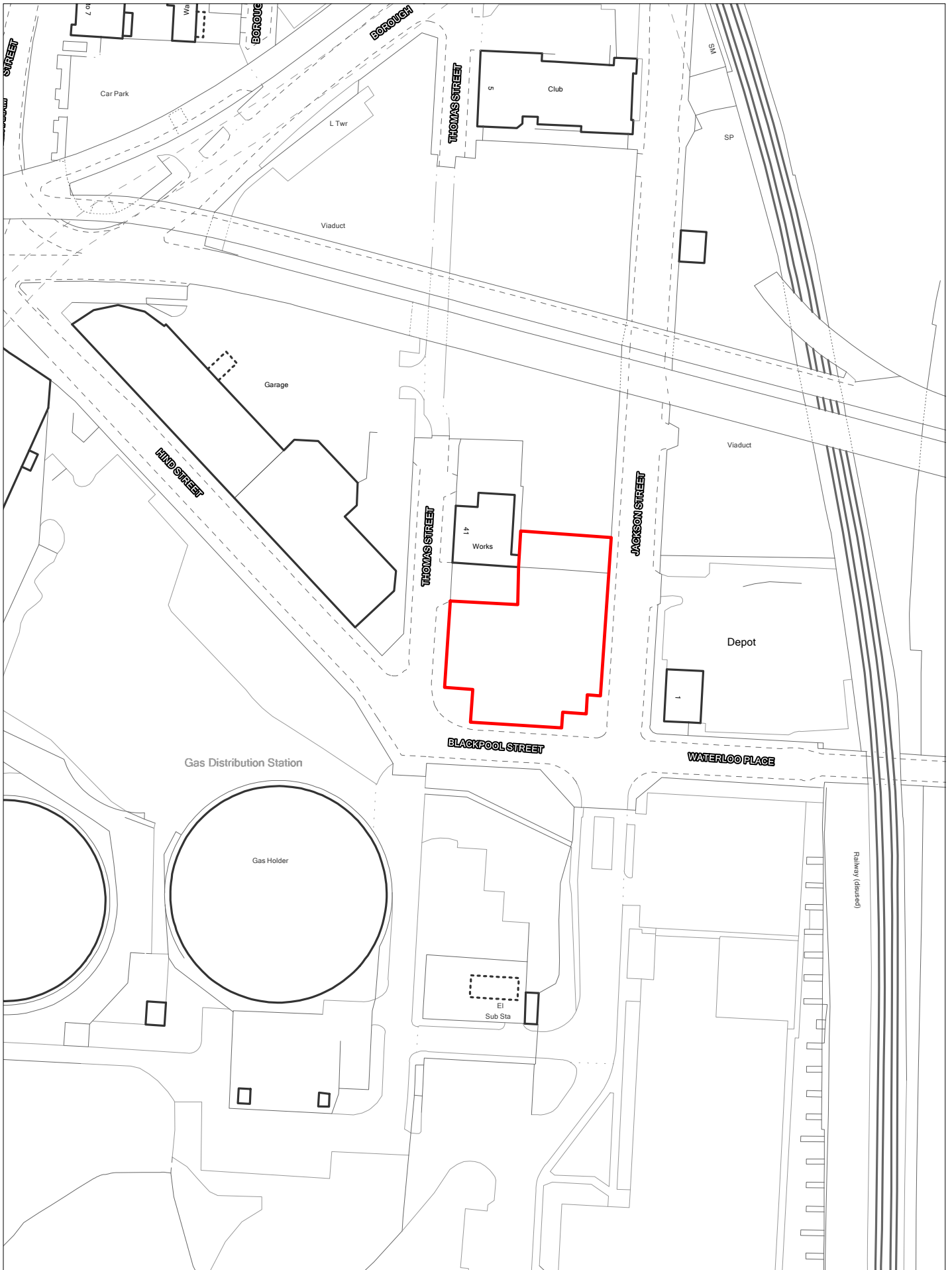


SHLAA 1027 1 Jackson Street, Tranmere

Scale 1:1250

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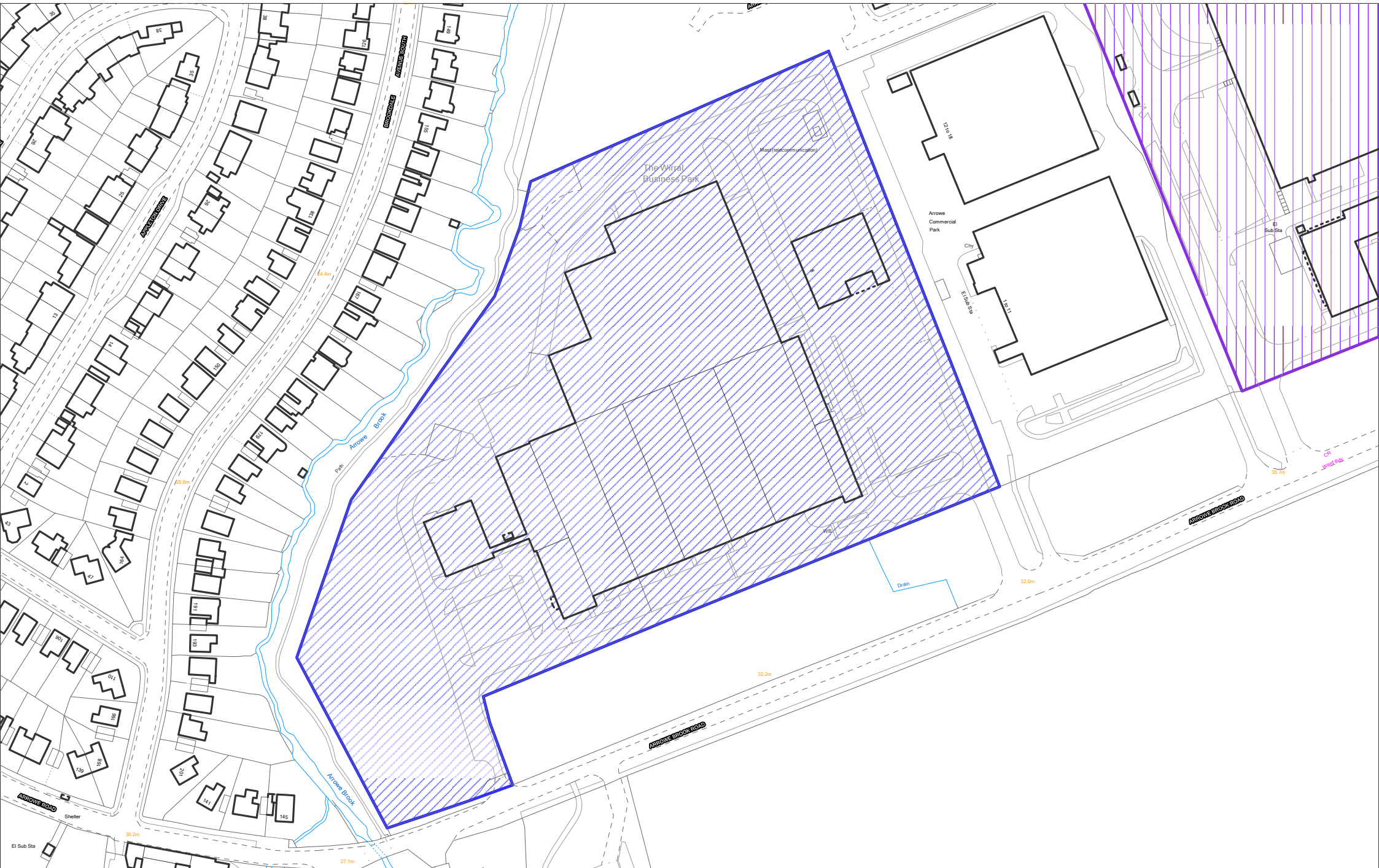


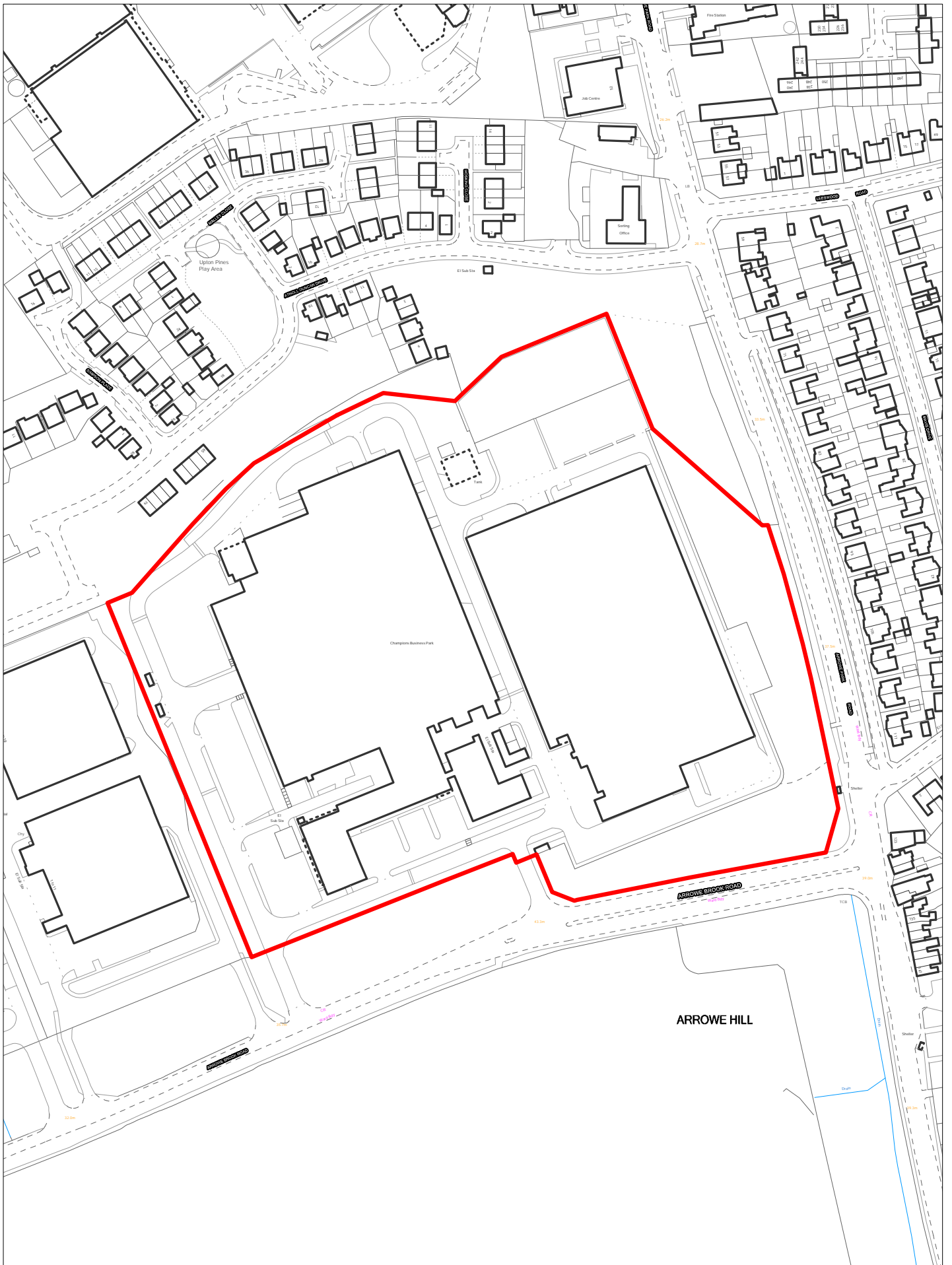
SHLAA 2094 South fo 41 Thomas Street, Tranmere

Scale 1:1250

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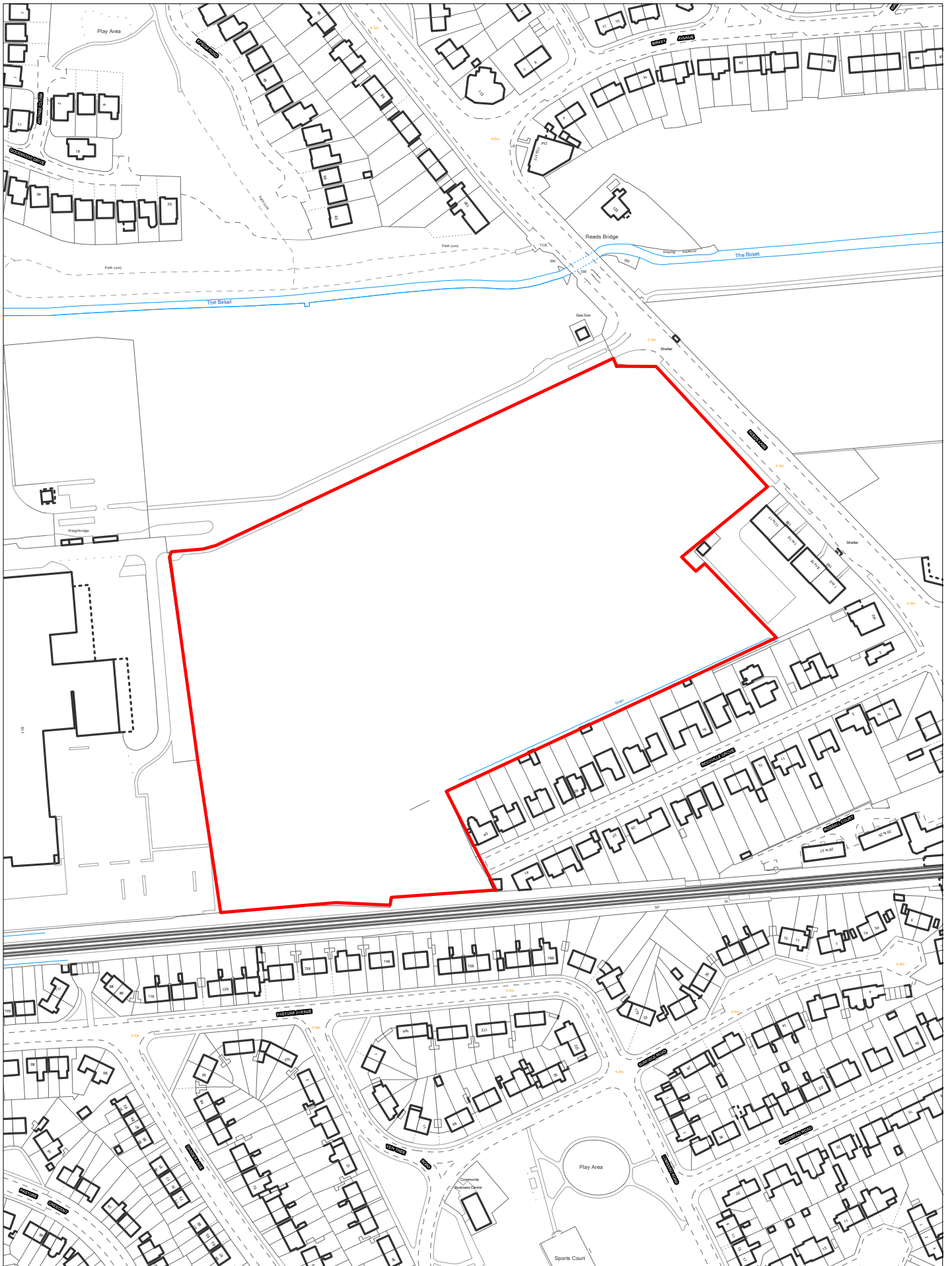
ARROWE HILL

SHLAA 1544 Champions Business Park, Upton

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SHLAA 2068 East of Typhoo, Moreton

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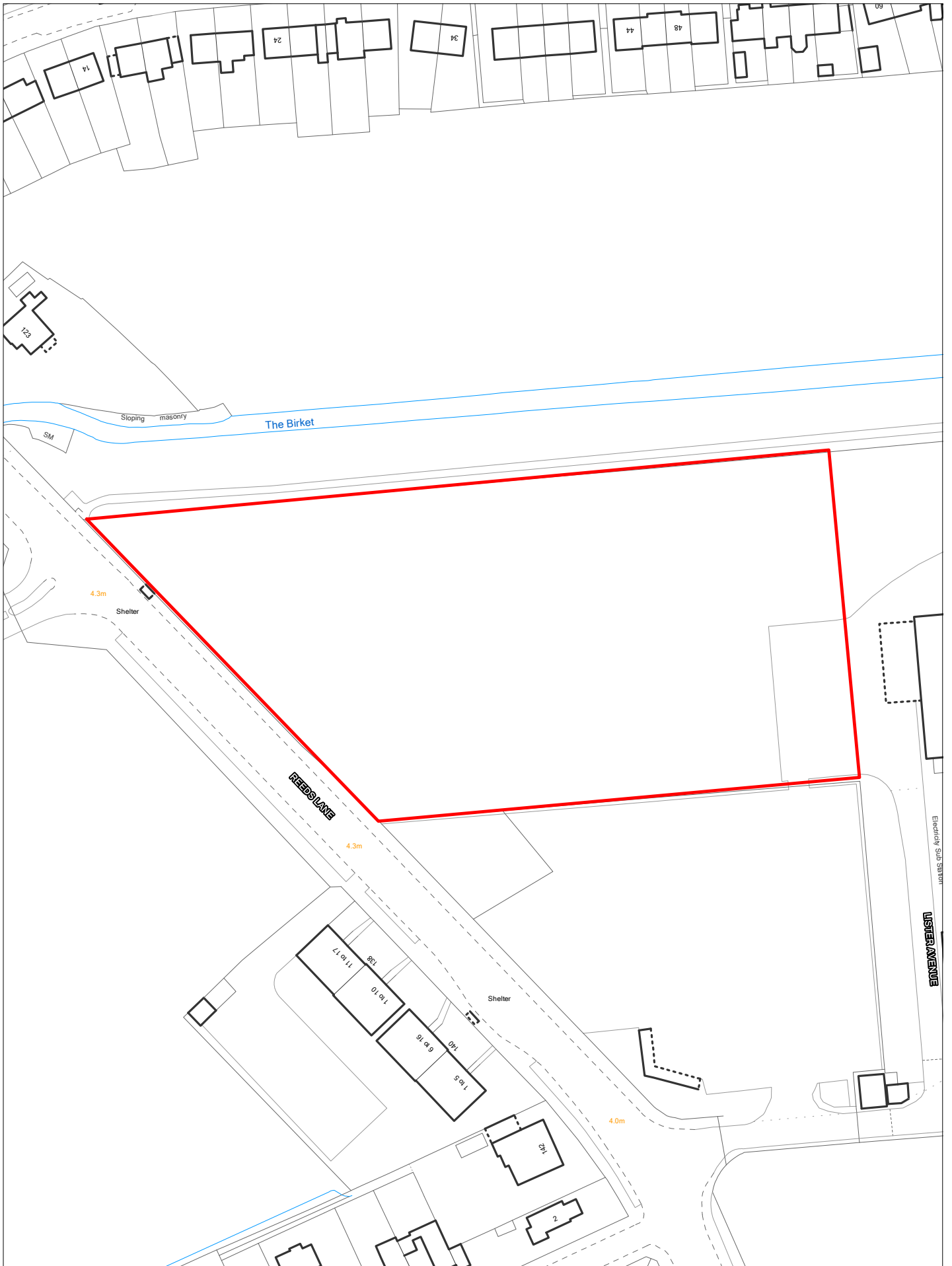


SHLAA 1978 East of Manor Bakeries, Moreton

Scale 1:2500

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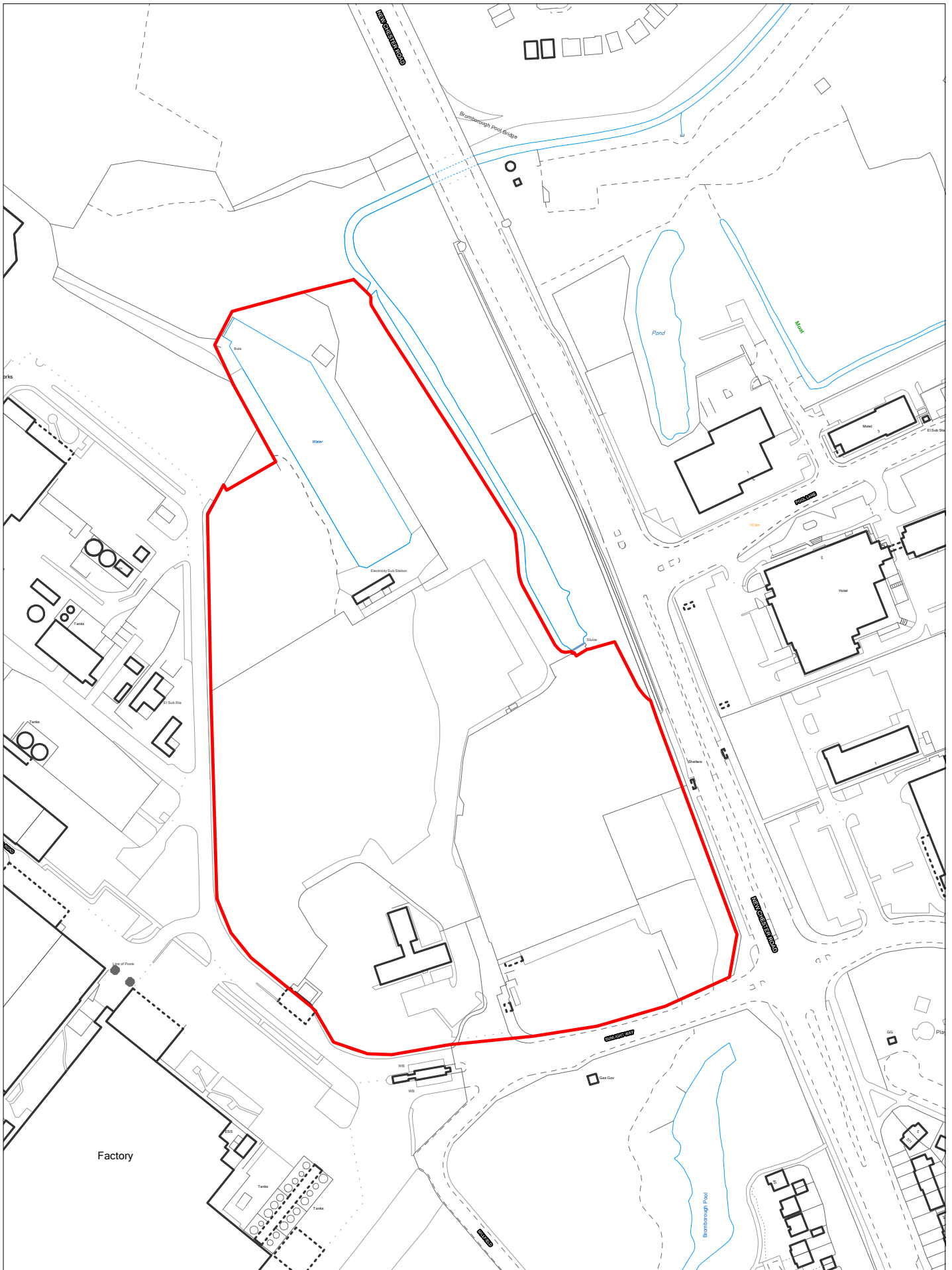


SHLAA 0407 Land at Peninsula Business Park, Leasowe

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SHLAA 0505 Levers Factory, New Chester Road

Scale 1:2500

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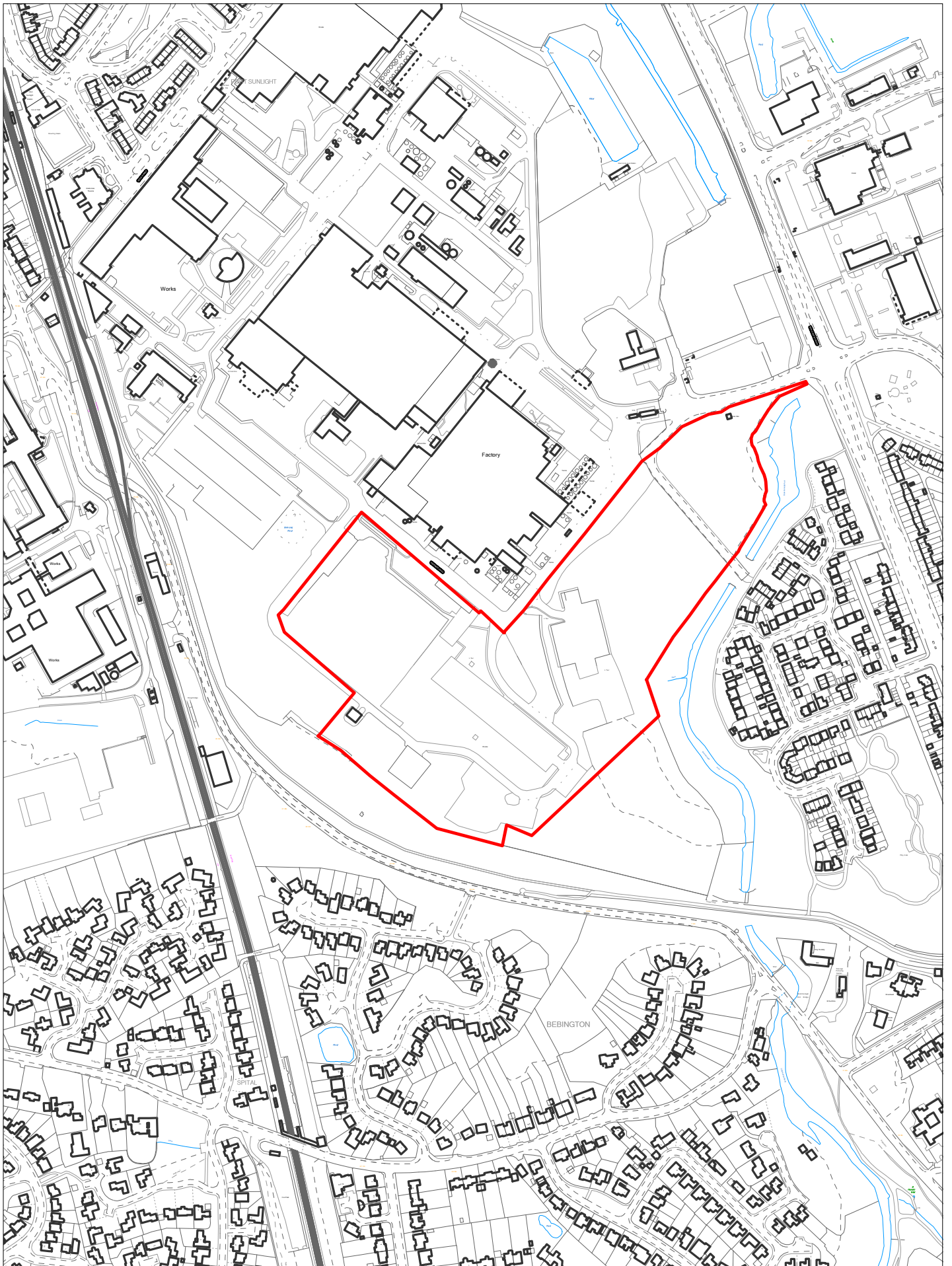


SHLAA 1957 Lever, Bromborough Road

Scale 1:2500

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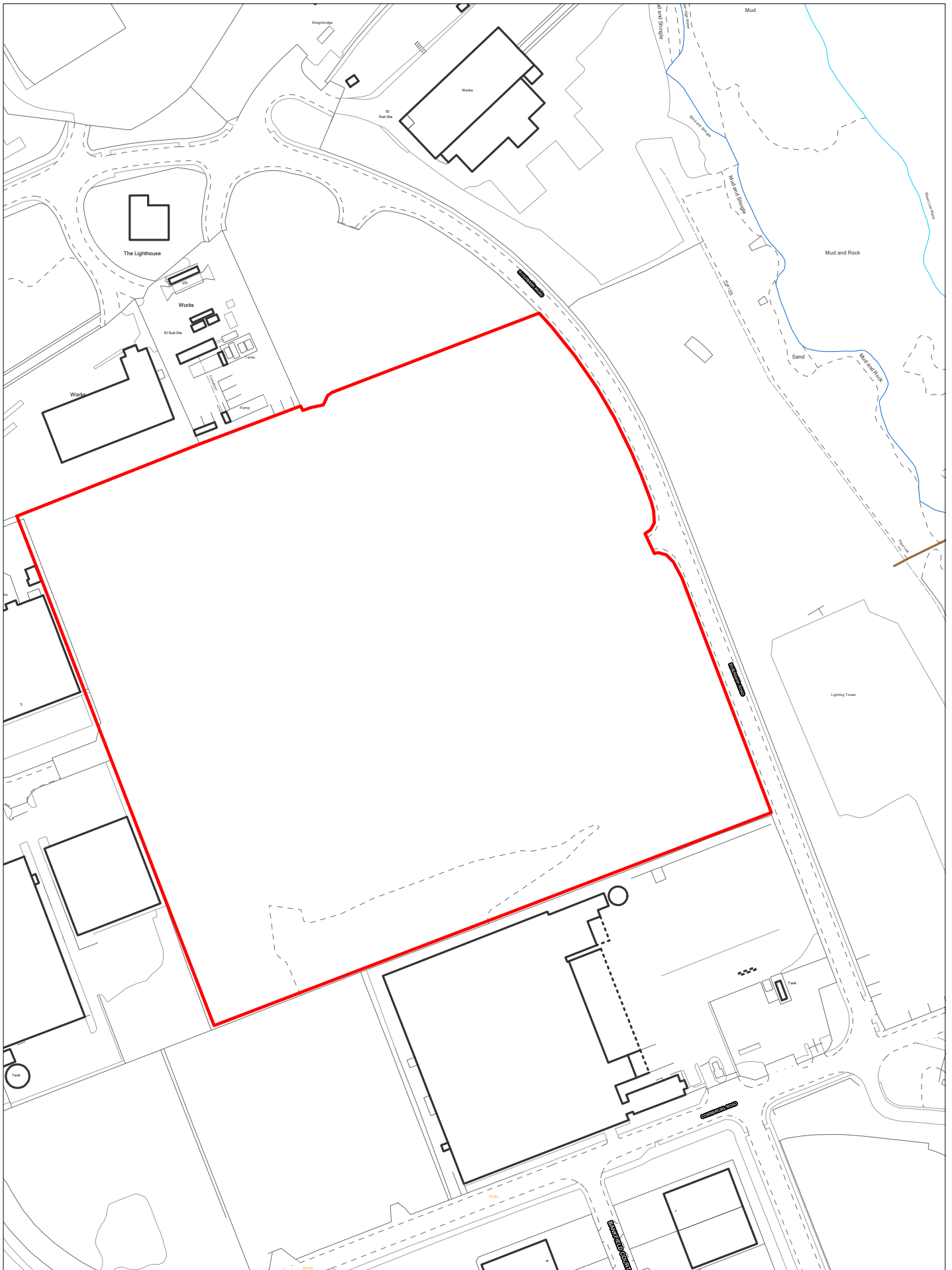


SHLAA 2092 South of Westgate Road, Port Sunlight

Scale 1:5000

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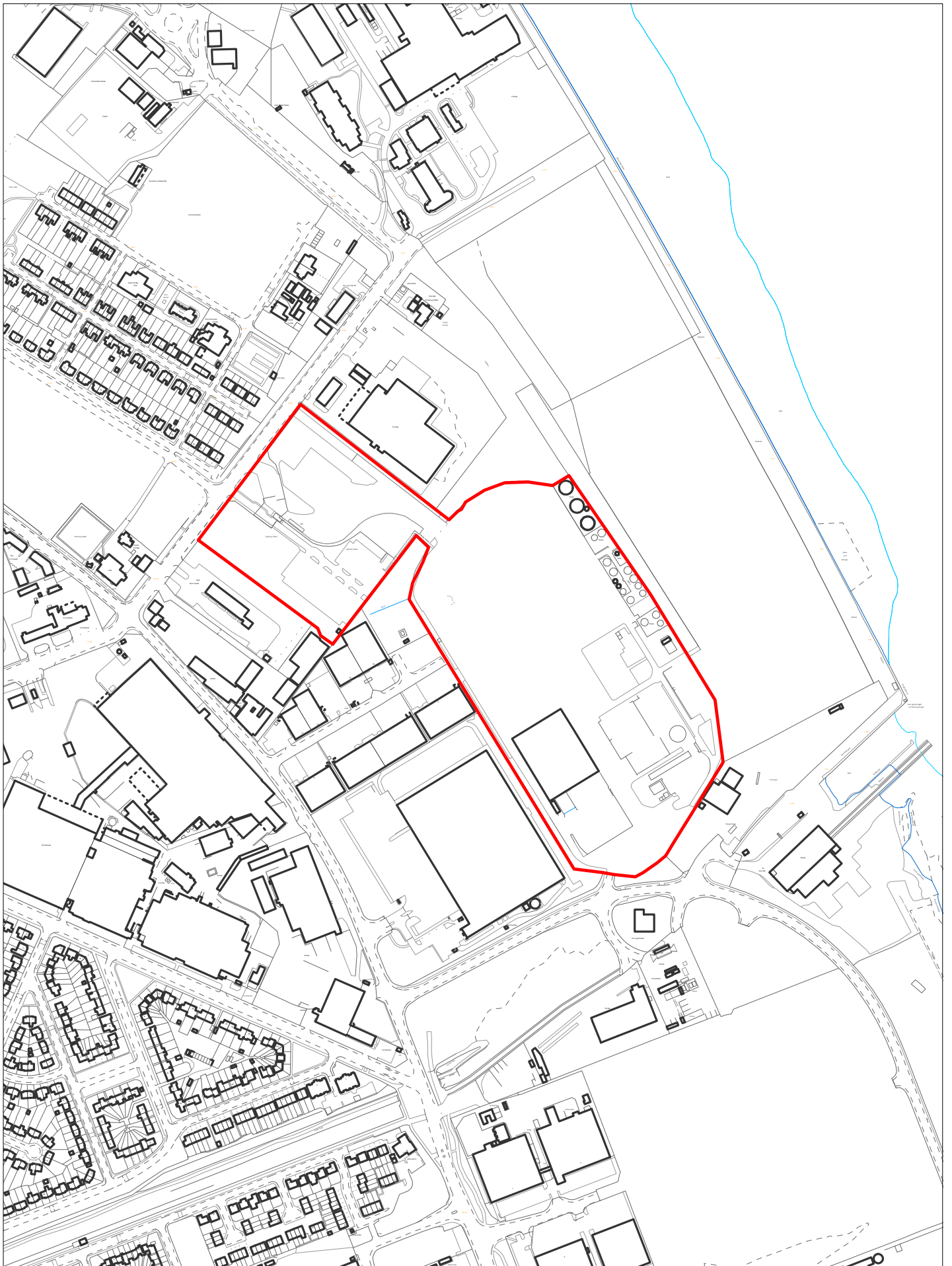


SHLAA 1717 Former RV Chemicals, Wirral International Business Park

Scale 1:2500

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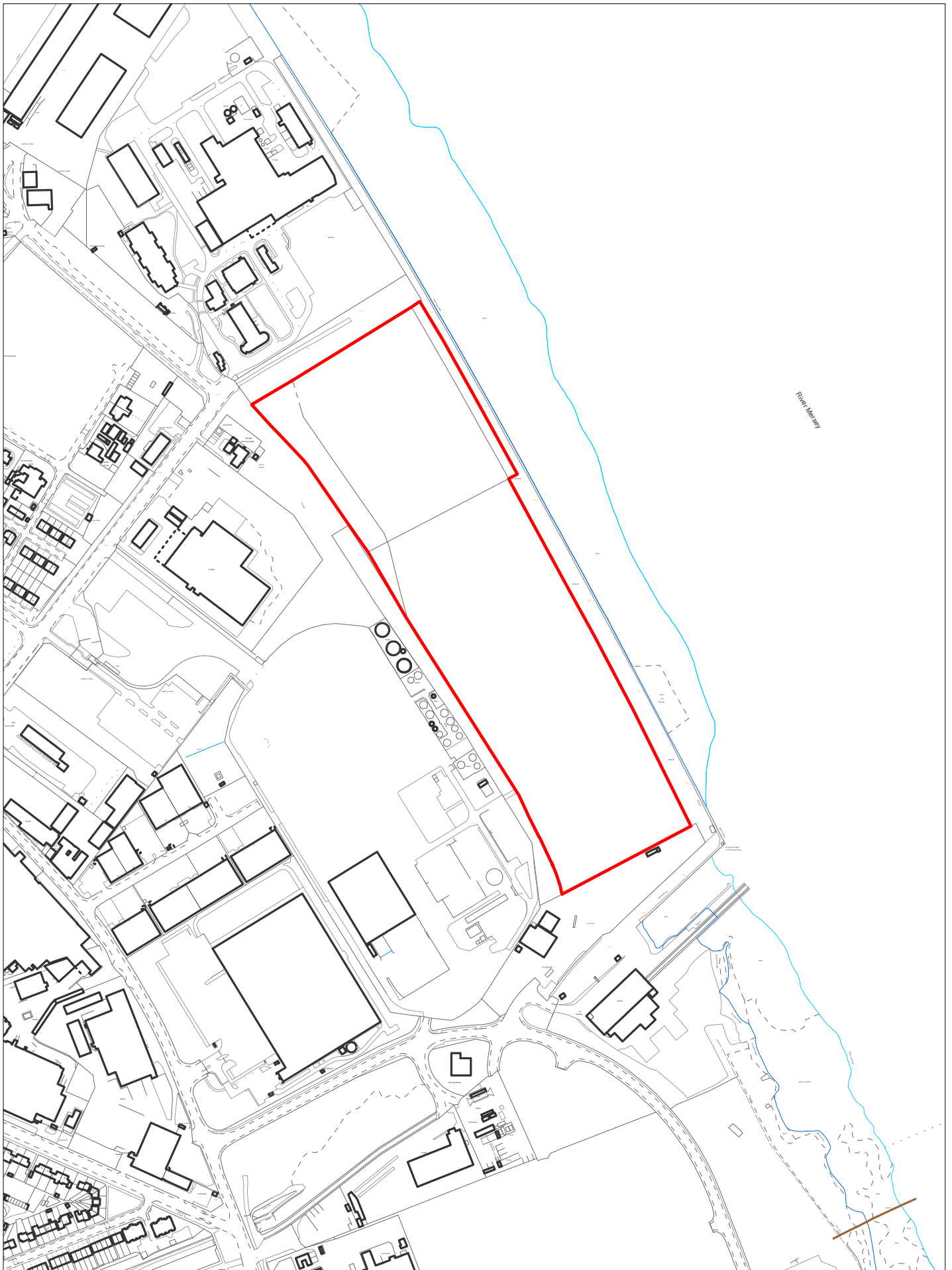


SHLAA 3043 Former Lubrizol Plant, Dock Road South, Bromborough

Scale 1:5000

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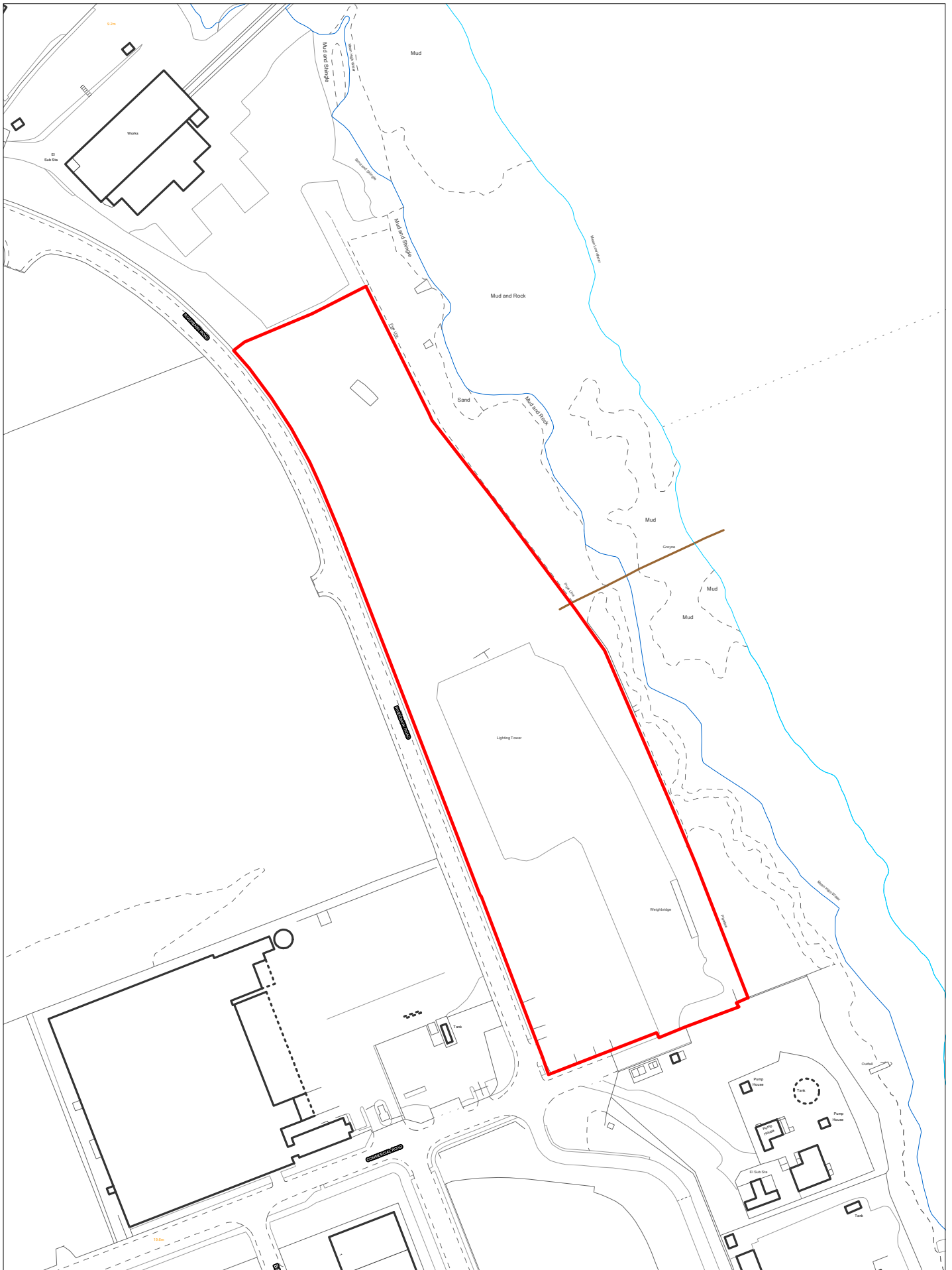


SHLAA 1713 Southern Reclamation Area, Wirral International Business Park

Scale 1:5000

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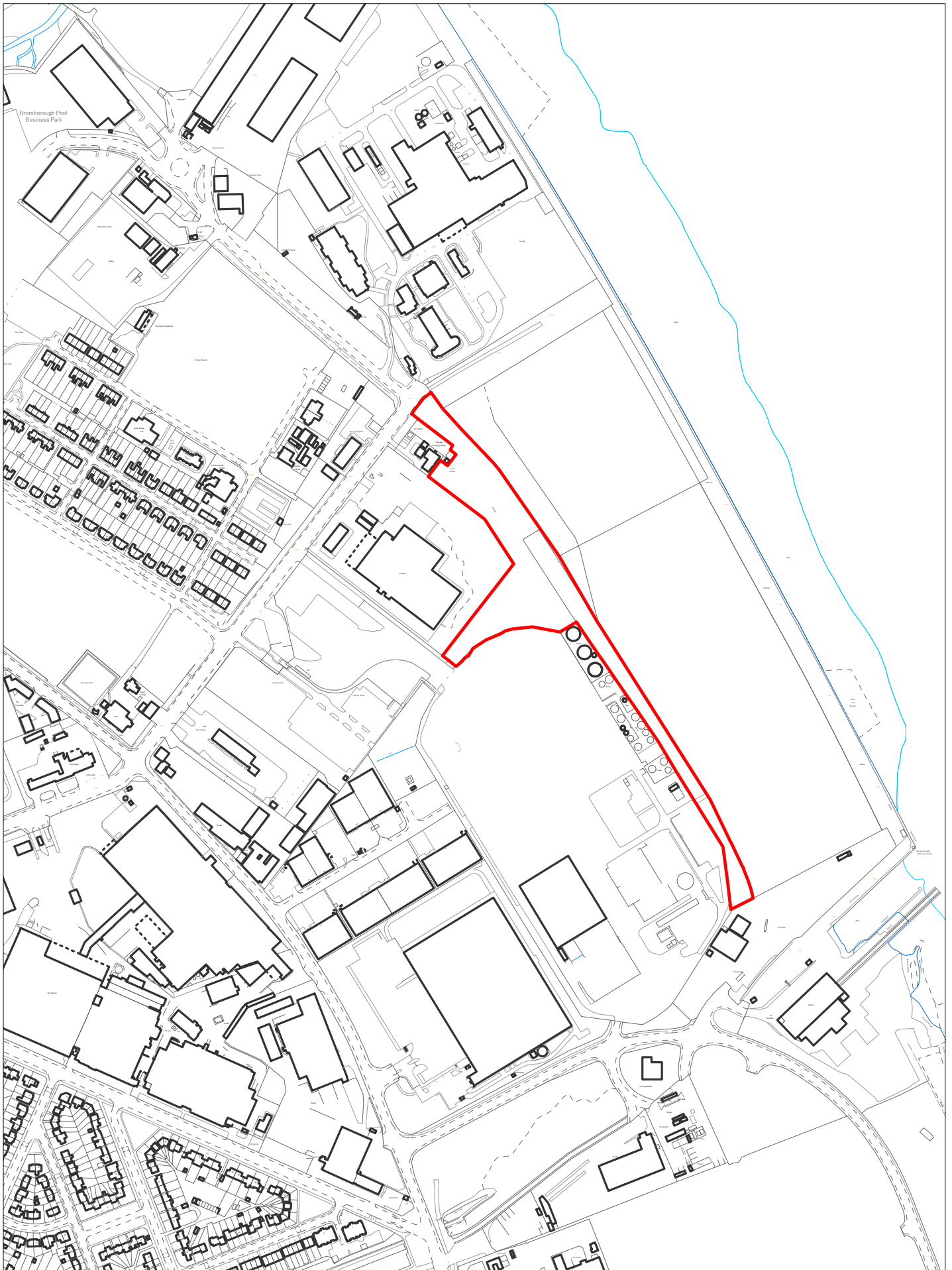


SHLAA 2063 Former Eastham Sand, Wirral International Business Park

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SHLAA 1730 Rear of A P Refractories, Wirral International Business Park

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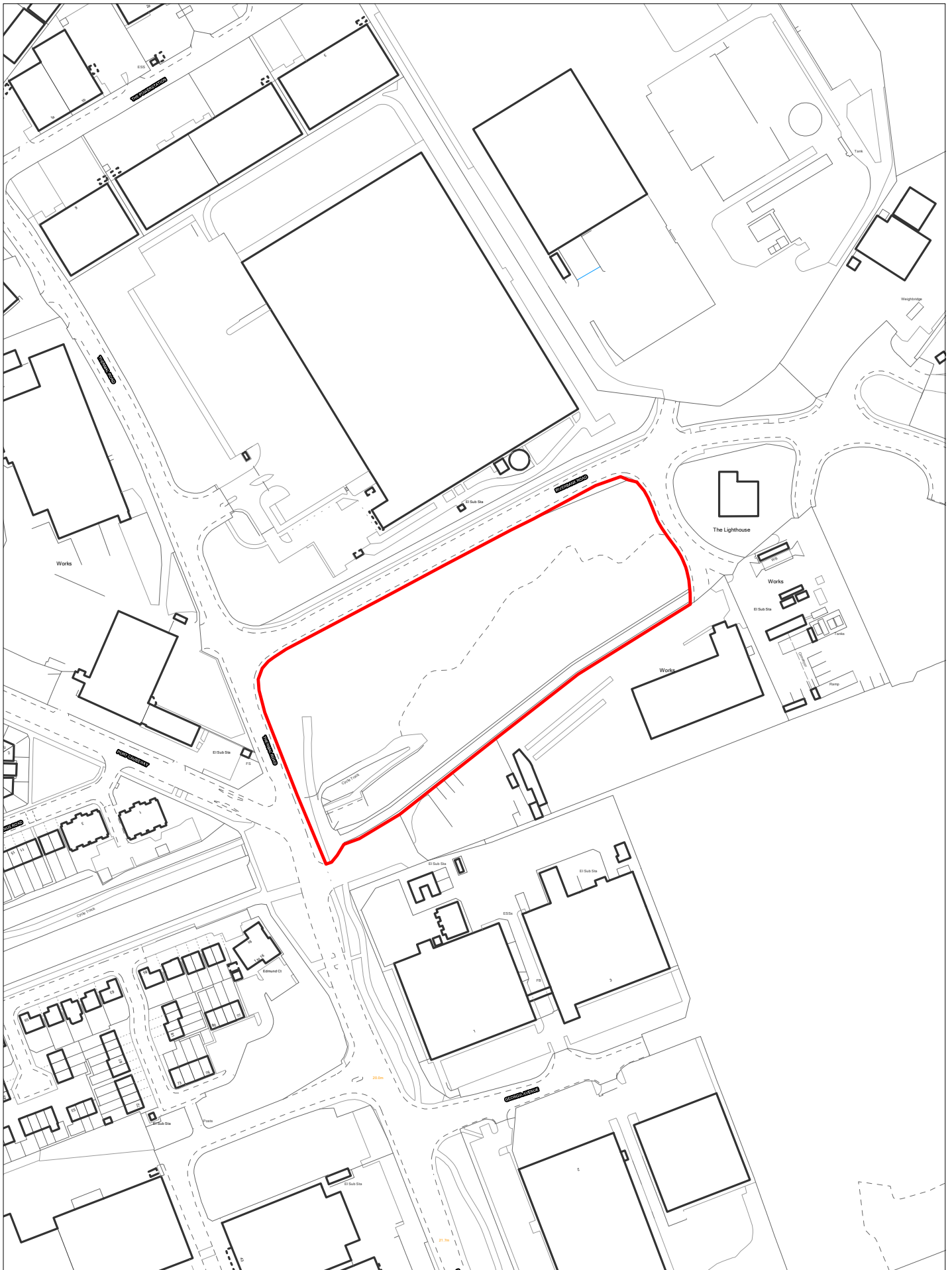


SHLAA 2072 Former Croda, Bromborough Pool

Scale 1:2500

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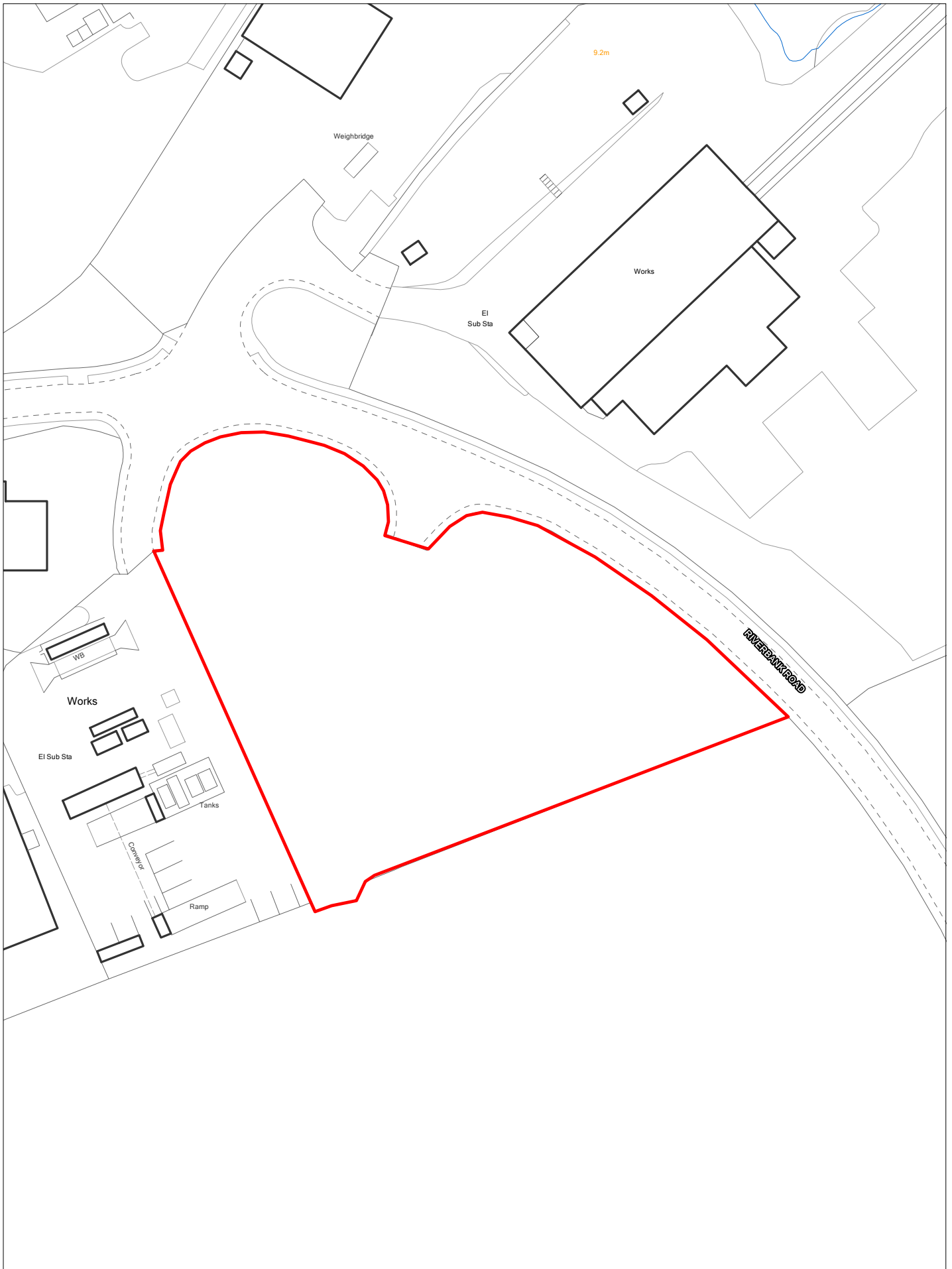


SHLAA 1727 Land at Thermal Road, Wirral International Business Park

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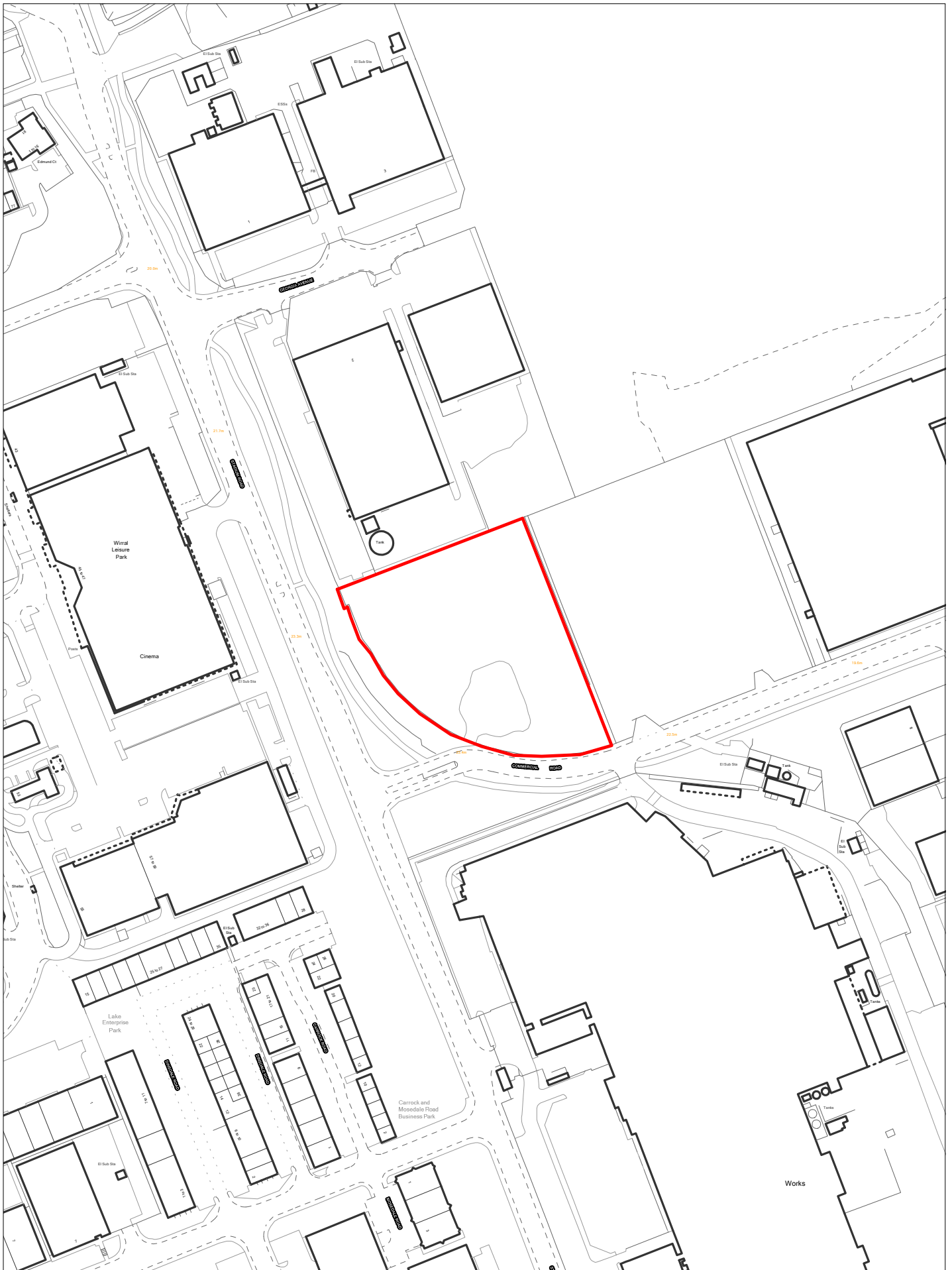


SHLAA 1718 South of McTay, Wirral International Business Park

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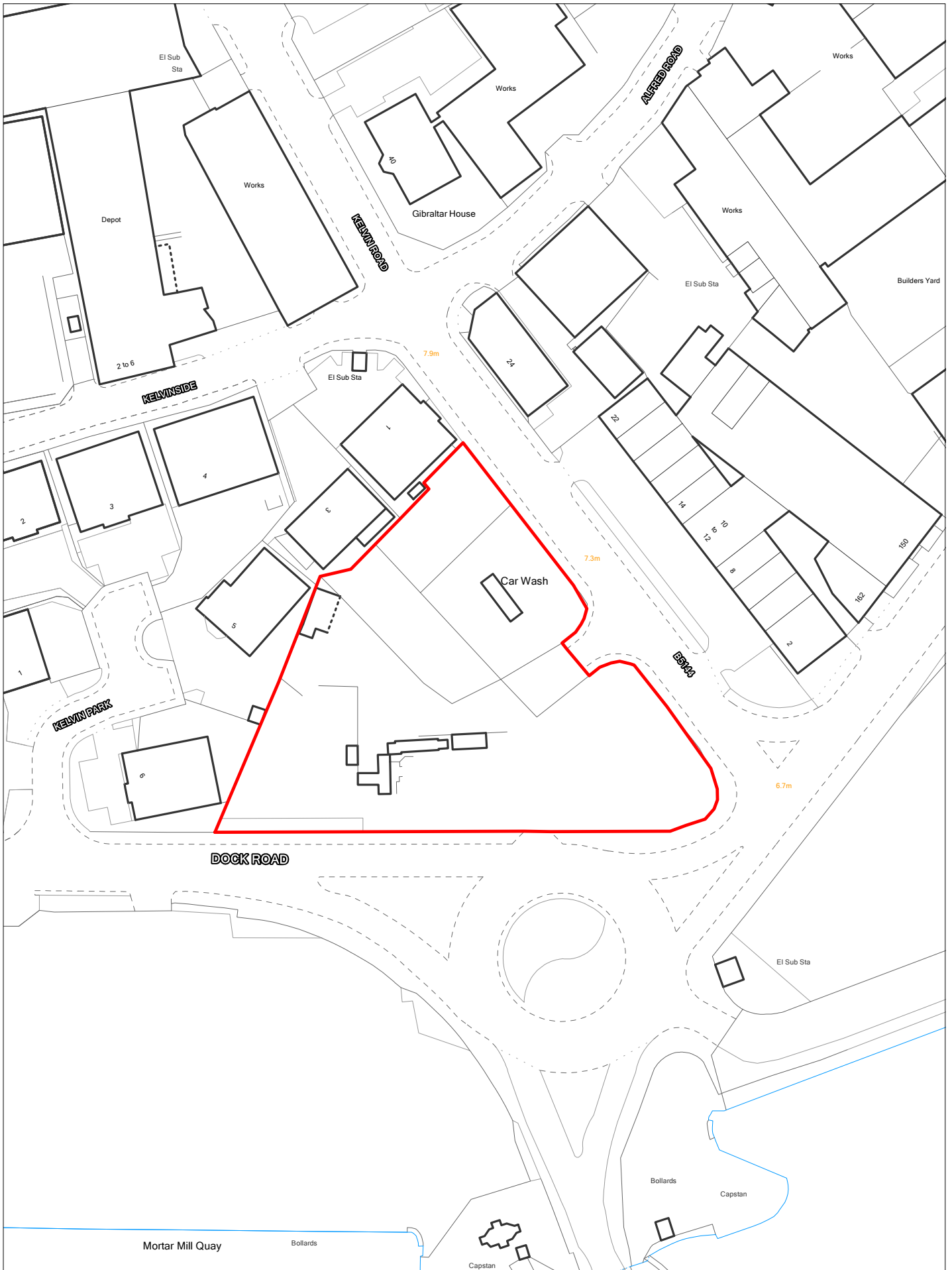


SHLAA 1714 Former Tank Farm, Wirral International Business Park

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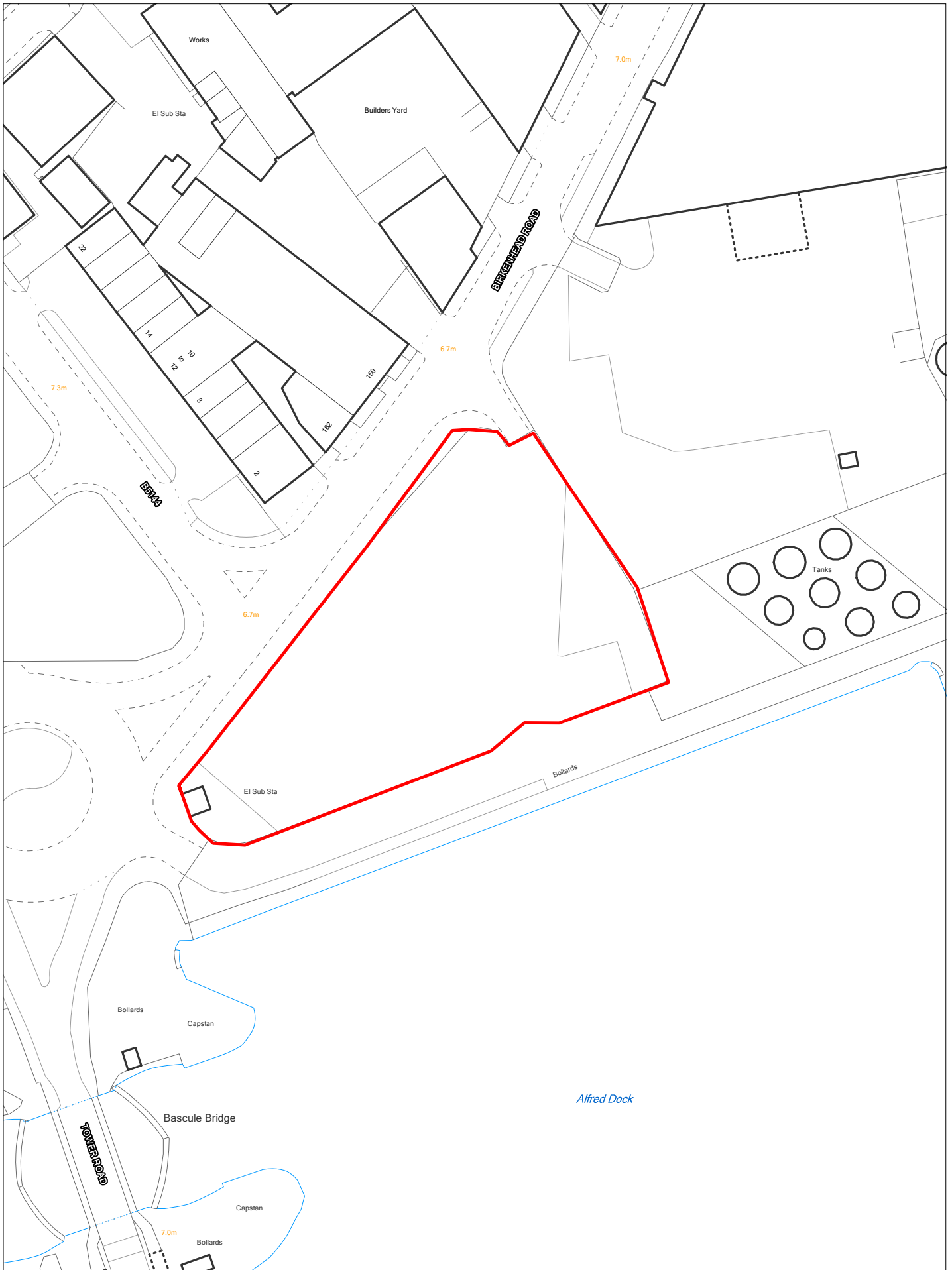


SHLAA 0769 Land at Kelvin Road, Seacombe

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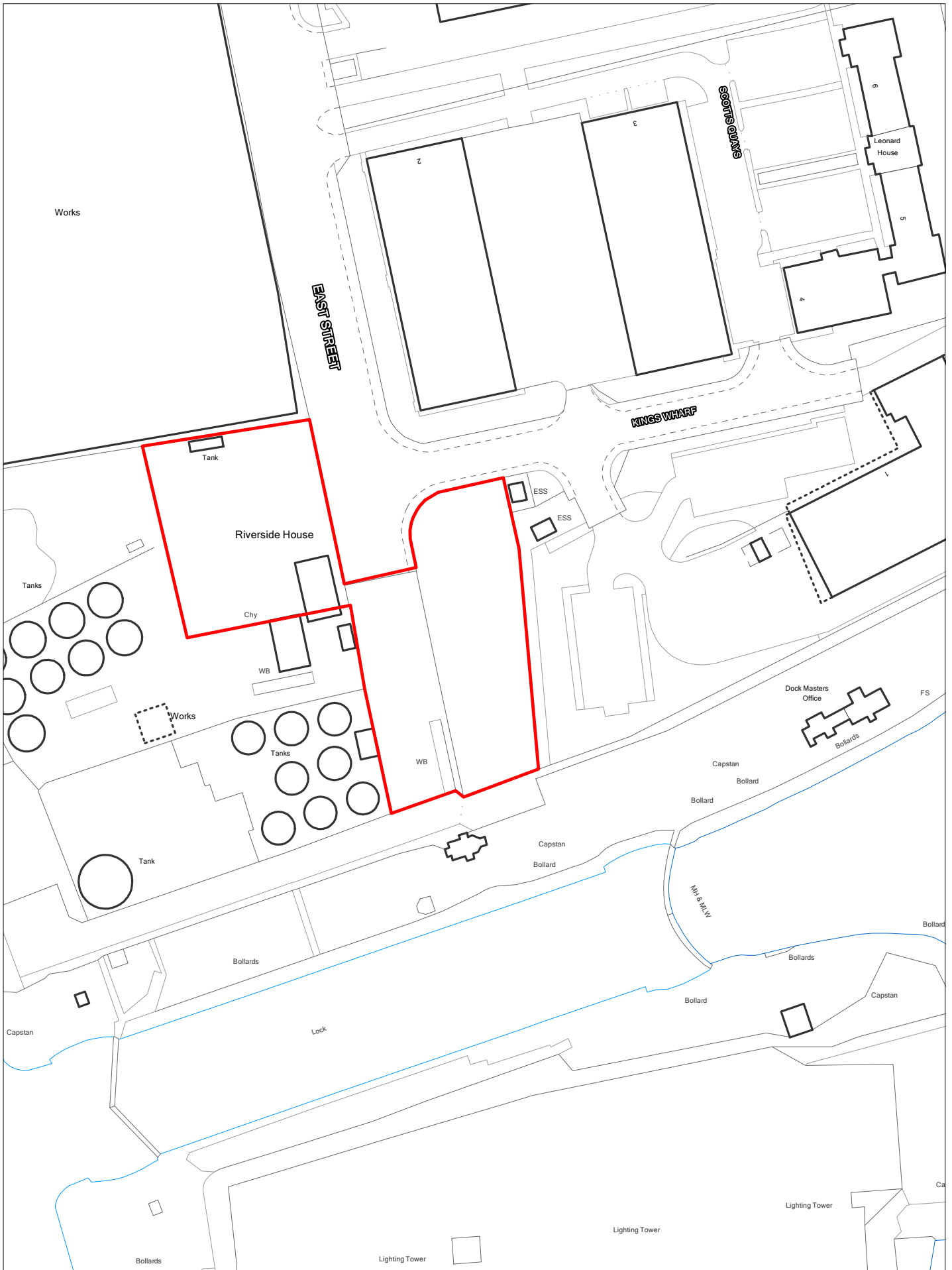


SHLAA 0756 Former Northern Case Supplies, Seacombe

Scale 1:1250

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SHLAA 2062 Former Riverside House, Seacombe

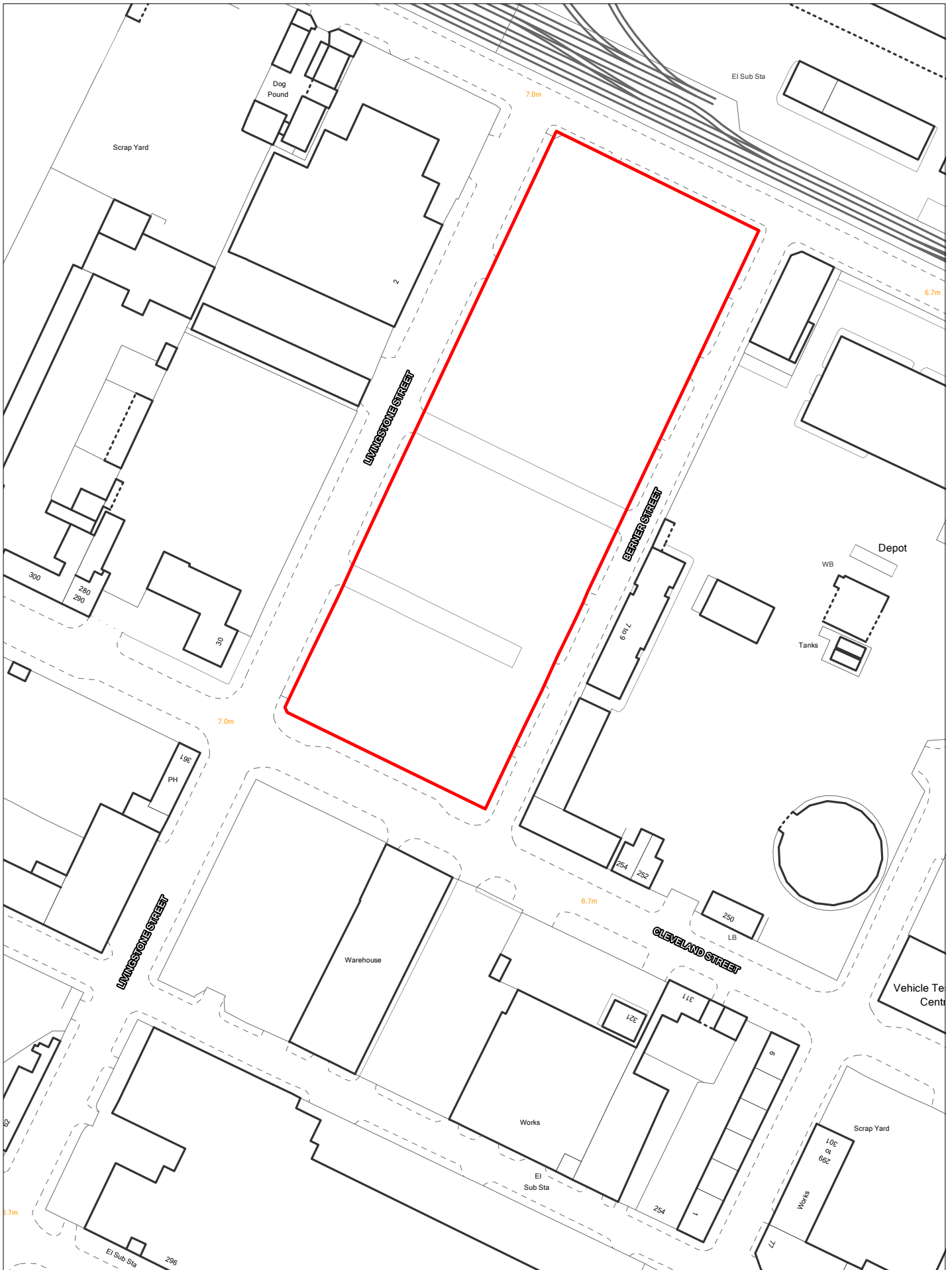
Scale 1:1250

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#2 - Wirral Business Centre and Depot, Dock Road, Wallasey
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Survey 100019803



SHLAA 0587 Ten Streets Phase 1, Berner Street, Birkenhead

Scale 1:1250

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SHLAA 0440 256-296 Price Street, Birkenhead

Scale 1:1250

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Appendix II

Completed Site Assessments

Site Reference

1719

Site Name

Southern Wirral Int Bus' Park, Land at Riverside Park

Site Address

Land at Riverside Park, Wirral International Business Park, CH623QF

Ward

Bromborough

Lower Level Super Output Area(s)

E00036166

Market area

West Wirral and Rural

Site Size (Ha)

3.37 Ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes

Adopted UDP
EM8 Development within Primarily Industrial Areas Policy
Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:
(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan
Proposed Employment allocation

Is site in ELR? Y/N

Yes

ELR reference

49

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

CHESHIRE OFFICE PARK LIMITED (02772116)
MS299301

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes - Southern end of Wirral International Business Park

Is site currently in use?

No

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

No. The site is located to the rear of the established office business park (Riverside Park).

Is the site a sustainable location? Proximity to public transport, frequency of public transport

No

Is site access in place and sufficient?

The access is provided to the north west of the site from Riverwood Road and also connected to the established existing Riverside Park office business park via Southwood Road to the west of the site. It is noted that a foot path runs along the boundary to the east perimeter boundary.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Irregular in shape. Market appeal would exist but only if progressed as part of wider development.

Any visible development constraints? Any steep slopes?

There are no visible development constraints to the site and the topography appears to be flat.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - Low risk of surface flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Adjacent to Eastham Woods SBI and protected species

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

N/A

Site Reference

1715

Site Name

Southern Wirral Int Bus' Park, Former MOD Tank Farm,

Site Address

Former MOD, Wirral International Business Park, CH623QA

Ward

Bromborough

Lower Level Super Output Area(s)

E00036166

Market area

West Wirral and Rural

Site Size (Ha)

8 Ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

EM8 Development within Primarily Industrial Areas Policy

Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

Proposed Employment allocation

Is site in ELR? Y/N

Yes

ELR reference

74

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

Wirral Borough Council

MS503897 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

No

Is site currently in use?

No

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

The site does not have main road (A41) frontage/prominence, however, within the context of WIBP, the site is prominent and is located directly adjacent to office business park (Riverside Park) and opposite a secondary industrial/trade counter scheme.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Yes - bus links along Old Hall Road serving buses 38 and 38a (West Kirby to Eastham Ferry and vice versa) running every 30 mins mon-fri, no service at weekend. Also bus 811 (Leasowe Moreton-Broughton, Wales) running irregular journeys.

Is site access in place and sufficient?

The access to the site is established and sufficient with the principal access from Old Hall Road.

Is the site regular in shape? Does the site shape affect the sites market appeal?

The site is a regular square shaped site which would be appealing to the market if brought forward for development.

Any visible development constraints? Any steep slopes?

There are no visible development constraints. The topography of the site is flat.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - surface flooding low risk

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Eastham Woods - Site of Biological Interest adjacent

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

2061

Site Name

Former Epichem, Southern Wirral Int Bus Park

Site Address

Power Road, Bromborough, CH623QF

Ward

Bromborough

Lower Level Super Output Area(s)

E00036166

Market area

West Wirral and Rural

Site Size (Ha)

3.87 Ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

EM8 Development within Primarily Industrial Areas Policy

Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

NC6 Sites of Biological Importance

The following sites are areas of special local importance for nature conservation. Their boundaries are shown on the Proposals Map. Proposals which have potential to damage or disturb the habitat or wildlife interest of these sites will be dealt in accordance with Policy NC5.

Emerging Local Plan

Proposed Employment allocation

Is site in ELR? Y/N

Yes

ELR reference

364

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

VALEDOWN LIMITED MS443294, MS399509, MS465964

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection; South end of Wirral International Business Park

Is site currently in use?

The north east part of the site is currently in use, the remaining southern and western portion of the site does not appear to be in use.

Summary of use

The portion of the site in use (N/E) appears to be occupied by a chemical industrial occupier (SAFC Hitech a specialised chemicals company that forms part of Sigma-Aldrich Corporation).

Are there buildings on site?

Yes

Summary of buildings

The buildings consist of a two storey purposes built office building fronting Power Road with a number of interconnected industrial/workshop/laboratory buildings to the rear of the site. The buildings were all in a semi-dilapidated state of condition suggesting they are not currently occupied to full capacity.

Summary of observed vacancy

The site appeared to be in a "mothballed" state of operation there SAFC could have ceased operations at this site.

Is site prominent? Summary

The site is not prominent in terms of the main road frontage to the A41, however, the site in its entirety should be considered prominent within Wirral International Business Park as it sits directly alongside established office business park (Riverside Park) and industrial estate (Plantation Park).

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Site has no bus links along Power Road, but has links along Riverview Road which serve the 38 and 38a (West Kirby to Eastham Ferry and vice versa) running every 30 mins mon-fri, no service at weekend.

Is site access in place and sufficient?

Established site access is provided from Power Road through the SAFC Hitech entrance. An additional established access point is provided from Old Hall Road, therefore access is considered to be sufficient.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Irregular

Any visible development constraints? Any steep slopes?

There are no visible development constraints as the topography of the site is relatively flat.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - Subject to surface level flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Contains Old Hall Road Woods Site of Biological Interest

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

482

Site Name:

Argyle Industrial Estate, Tranmere

Site Address

Appin Road, Birkenhead

Ward

Birkenhead and Tranmere

Lower Level Super Output Area(s)

E00036978

Market area

Birkenhead and Wallasey

Site Size (Ha)

3.62

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP****EM12 Employment Development in Primarily Residential Areas Policy**

Within the Primarily Residential Area, development proposals involving the use, storage, manufacture or processing of notifiable hazardous substances, or other inappropriate development likely to result in a detrimental change in the character of the area, will not be permitted.

EM8 Development within Primarily Industrial Areas Policy

Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

- (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
- (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

EM3 Land for General Employment Use Proposal

The following sites are allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6, Policy EM7 and Policy EM0.

Proposed mixed use allocation

Is site in ELR? Y/N

No

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Single owner with multiple tenants

Summary of ownership including title references

NORTHERN TRUST COMPANY LIMITED - MS343749 (Freehold),
MS343749 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes - adjacent to ELPS sites 45 and 15

Is site currently in use?

Yes

Summary of use

The site comprises an industrial park.

Are there buildings on site?

Yes

Summary of buildings

The buildings comprise industrial warehouse units which are constructed with a steel portal frame with profile steel elevations and roof.

Summary of observed vacancy

Estate appears to be well occupied

Is site prominent? Summary

No, the site is offset from the main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along Hinterton Rd & Argyle St S. The nearest train station is Green Lane (0.6 miles east) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

Yes

Is the site regular in shape? Does the site shape affect the sites market appeal?

Pretty regular - slightly smaller to the south east of the site.

Any visible development constraints? Any steep slopes?

No.

Flood Risk Y/N

yes

Flood Risk summary if Y

Zone 1 + surface water -Potentially at risk from surface water flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Whilst there are some dirty uses adjacent, the uses on-site appear clean and therefore no significant contamination anticipated.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

441

Site Name:

West of Tunnel Road, Birkenhead - Hind Street Regeneration Area, Tranmere

Site Address

West of Tunnel Road, Waterloo Place, Birkenhead

Ward

Birkenhead and Tranmere

Lower Level Super Output Area(s)

E00036979

Market area

Birkenhead and Wallasey

Site Size (Ha)

1.26

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

EM8 Development within Primarily Industrial Areas Policy

Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

Proposed mixed use allocation

Is site in ELR? Y/N

Yes

ELR reference

84

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Single private owner (recently transferred to development interest)

Summary of ownership including title references

ION PROPERTY DEVELOPMENTS LIMITED - MS204106 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes -part of Hind Street Regeneration Area

Is site currently in use?

The site is boarded up with Ion Developments advertising.

Summary of use

N/A

Are there buildings on site?

N/A

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

Yes, the site is situated on the main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along A552 & New Chester Rd. The nearest train station is Birkenhead (0.3 miles west) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

Yes.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Rectangular in nature and therefore no issues with regard development potential.

Any visible development constraints? Any steep slopes?

N/A.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Zone 1 + surface water -Potentially at risk from surface water flooding

Conservation Area Y/N

Yes

Conservation summary if Y

Two Grade II listed buildings within a 100m radius to the northeast and northwest of site.

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Potential for ground contamination and significant abnormal costs. May also be ecology issues as overgrown areas carry an increased risk from the presence of wildlife.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

2085

Site Name:

Former Hind Street Gas Depot - Hind Street Regeneration Area, Tranmere

Site Address

Former Hind Street Gas Depot, Tranmere

Ward

Birkenhead and Tranmere

Lower Level Super Output Area(s)

E00036978

Market area

Birkenhead and Wallasey

Site Size (Ha)

4.26

Is the site allocated? Y/N

Yes

Summary of allocation if yes

Adopted UDP
EM8 Development within Primarily Industrial Areas Policy
Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:
(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Plan
TR5 Major Highway Schemes Proposal
The following major highway schemes are identified for implementation during the UDP period. These schemes can only be implemented if they meet the criteria in Policy TR8:2. Central Birkenhead traffic management proposals, Birkenhead Town Link Diversion, and Mollington Lin.
Proposed Mixed use allocation

Is site in ELR? Y/N

Yes

ELR reference

45

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Split ownership

Summary of ownership including title references

NATIONAL GRID TWENTY SEVEN LIMITED - MS622370 (Freehold),
MS440600 (Freehold), MS440600 (Freehold)
CADENT GAS LIMITED (10080864) - MS441239 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes -part of Hind Street Regeneration Area

Is site currently in use?

No

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

Could be an electrical substation.

Summary of observed vacancy

N/A

Is site prominent? Summary

No, the site is offset from the main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along Argyle St S. The nearest train station is Birkenhead (0.1 miles north west) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

Yes.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Irregular shape

Any visible development constraints? Any steep slopes?

No.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Zone 1 + surface water -Potentially at risk from surface water flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Former gas depot - Gas holders being removed. Other land may require further remediation.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

DEM/16/01113 - Proposed Demolition
SCR/16/01121 - Screening opinion

Site Reference

2084

Site Name:

Former Mollington Street Depot, Tranmere

Site Address

Former Railway Depot, Mollington Street, Tranmere

Ward

Birkenhead and Tranmere

Lower Level Super Output Area(s)

E00036979

Market area

Birkenhead and Wallasey

Site Size (Ha)

3.6

Is the site allocated? Y/N

Yes

Summary of allocation if yes

Adopted UDP

EM8 Development within Primarily Industrial Areas Policy

Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

EM12 Employment Development in Primarily Residential Areas Policy

Within the Primarily Residential Area, development proposals involving the use, storage, manufacture or processing of notifiable hazardous substances, or other inappropriate development likely to result in a detrimental change in the character of the area, will not be permitted.

Emerging Plan

EM3 Land for General Employment Use Proposal

The following sites are allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6, Policy EM7 and Policy EM9:

Proposed Mixed use allocation

Is site in ELR? Y/N

Yes

ELR reference

15

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

WIRRAL BOROUGH COUNCIL - MS344847 (Freehold), MS403709 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes, site is located within the Hind Street Regeneration Area

Is site currently in use?

Could not access site but doesn't appear to be.

Summary of use

Overgrown land.

Are there buildings on site?

No.

Summary of buildings

N/A

Summary of observed vacancy

Vacant

Is site prominent? Summary

No, the site is offset from the main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along Green Lane, Hinterton Rd and Argyle St S. The nearest train station is Green Lane (0.1 miles south east) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

No.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Site is not regular in shape but has sufficient area to enable development and is understood to be being considered alongside other sites within wider regeneration area

Any visible development constraints? Any steep slopes?

N/A

Flood Risk Y/N

No

Flood Risk summary if Y

N/A

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

Site access not possible so can't comment on basis of site visit

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

483

Site Name:

13 Green Lane - Hind Street Regeneration Area, Tranmere

Site Address

13 Green Lane, Helmingham Road, Tranmere

Ward

Birkenhead and Tranmere

Lower Level Super Output Area(s)

E00036979

Market area

Birkenhead and Wallasey

Site Size (Ha)

0.99

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

EM12 Employment Development in Primarily Residential Areas Policy
 Within the Primarily Residential Area, development proposals involving the use, storage, manufacture or processing of notifiable hazardous substances, or other inappropriate development likely to result in a detrimental change in the character of the area, will not be permitted.

EM8 Development within Primarily Industrial Areas Policy
 Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:
 (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
 (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

EM3 Land for General Employment Use Proposal
 Sites are allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6, Policy EM7 and Policy EM9. The employment land allocations in Proposal EM3 strike a balance between the factors outlined at the start of Section 5 of the UDP, by identifying a range of sites particularly, but not exclusively, within the areas of Wallasey and Birkenhead where the problems of high unemployment and low mobility are most acute. The allocation of sites in Bromborough reflects their wider strategic importance, as identified in the Merseyside Strategic Sites Study carried out by Coopers and Lybrand Deloitte.
 Proposed Housing allocation
 Proposed Mixed Use allocation

Is site in ELR? Y/N

No

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Single private business (not seeking residential development)

Summary of ownership including title references

NORTHERN TRUST COMPANY LIMITED - MS343749 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes -part of Hind Street Regeneration Area

Is site currently in use?

Yes

Summary of use

The site is used as a scrap yard.

Are there buildings on site?

Yes.

Summary of buildings

Steel portal frame industrial building.

Summary of observed vacancy

Occupied.

Is site prominent? Summary

Relatively prominent.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along Green Lane. The nearest train station is Green Lane (directly opposite) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

Yes

Is the site regular in shape? Does the site shape affect the sites market appeal?

Regular

Any visible development constraints? Any steep slopes?

No.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Zone 1 + surface water -Potentially at risk from surface water flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Waste use - potential for ground contamination and significant abnormal costs.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

14/01238/TCA - Application Permitted - Application to fell 1 No. Ash tree within a conservation area (GR 344024/109815)

Site Reference

1337

Site Name:

West of Town Station, Jackson Street - Hind Street Regeneration Area, Tranmere

Site Address

West of Town Station, Jackson Street, Birkenhead

Ward

Birkenhead and Tranmere

Lower Level Super Output Area(s)

E00036979

Market area

Birkenhead and Wallasey

Site Size (Ha)

0.34

Is the site allocated? Y/N

Yes

Summary of allocation if yes

Adopted UDP
EM8 Development within Primarily Industrial Areas Policy
Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:
(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan
Proposed Mixed Use Allocation

Is site in ELR? Y/N

Yes

ELR reference

332

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Single private owner

Summary of ownership including title references

JAMES CARLYLE RODDICK - MS388839 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes -part of Hind Street Regeneration Area

Is site currently in use?

Yes.

Summary of use

Appears to be storage/scrapyard.

Are there buildings on site?

No.

Summary of buildings

N/A

Summary of observed vacancy

Occupied.

Is site prominent? Summary

No, the site is offset from the main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along Argyle St S & New Chester Rd. The nearest train station is Birkenhead (0.2 miles west) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

Yes.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Irregular - triangular shaped. In isolation site shape would impact on development potential but site is part of wider regeneration project.

Any visible development constraints? Any steep slopes?

Road flyover above, but assumed to be removed through wider regeneration project.

Flood Risk Y/N

Yes.

Flood Risk summary if Y

Zone 1 + surface water -Potentially at risk from surface water flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes.

Other technical constraints summary if Y

Area constrained by flyovers and ground may be contaminated.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

1027

Site Name:

1 Jackson Street - Hind Street Regeneration Area, Tranmere

Site Address

1 Jackson Street, Waterloo Place, Tranmere

Ward

Birkenhead and Tranmere

Lower Level Super Output Area(s)

E00036979

Market area

Birkenhead and Wallasey

Site Size (Ha)

0.22

Is the site allocated? Y/N

Yes

Summary of allocation if yes

Adopted UDP
EM8 Development within Primarily Industrial Areas Policy
Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:
(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Is site in ELR? Y/N

No

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Established waste transfer site

Summary of ownership including title references

A2B PROPERTIES LIMITED - MS207638 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes -part of Hind Street Regeneration Area

Is site currently in use?

Yes

Summary of use

Appears to be a scrap yard.

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

Occupied

Is site prominent? Summary

Site is located on corner at road junction but not a prominent location, adjacent to railway lines.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along Argyle St S & New Chester Rd. The nearest train station is Birkenhead (0.2 miles west) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

Yes.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Yes the site is regular in shape

Any visible development constraints? Any steep slopes?

No.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Zone 1 + surface water -Potentially at risk from surface water flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Waste use - ground remediation will be required.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

2094

Site Name:

South of 41 Thomas Street - Hind Street Regeneration Area, Tranmere

Site Address

South of 41 Thomas Street, Tranmere

Ward

Birkenhead and Tranmere

Lower Level Super Output Area(s)

E00036978

Market area

Birkenhead and Wallasey

Site Size (Ha)

0.15

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP****EM8 Development within Primarily Industrial Areas Policy**

Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes)

Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

Transport: TR5 Major Highway Schemes Proposal

The following major highway schemes are identified for implementation during the UDP period. These schemes can only be implemented if they meet the criteria in Policy TR8:

2. Central Birkenhead traffic management proposals, Birkenhead Town Link Diversion, and Mollington Link

Proposed Mixed Use allocation

Is site in ELR? Y/N

No

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Unknown single private owner

Summary of ownership including title references

BIRKENHEAD CAR AND VAN HIRE LIMITED - MS637805 (Freehold), MS584706 (Freehold), CH9614 (Freehold), MS637786 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes -part of Hind Street Regeneration Area

Is site currently in use?

Yes

Summary of use

The site appears to be used for car parking.

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

Site is located on corner at road junction but not a prominent location, adjacent to railway lines.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along Argyle St S. The nearest train station is Birkenhead (0.1 miles east) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

Yes.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Pretty regular. Less so to the south of the site

Any visible development constraints? Any steep slopes?

No

Flood Risk Y/N

Yes

Flood Risk summary if Y

Zone 1 + surface water -Potentially at risk from surface water flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Potential for ground contamination and subsequent abnormal costs.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference**Site Name****Site Address****Ward****Lower Level Super Output Area(s)****Market area****Site Size (Ha)****Is the site allocated? Y/N****Summary of allocation if yes****Adopted UDP**

EM8 Development within Primarily Industrial Areas Policy

Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

EM4 Expansion Land for Existing Businesses Proposal:

The following areas, as shown on the Proposals Map, are being held as expansion land for existing businesses and are confirmed as being considered suitable for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6, Policy EM7 and Policy EM9, should they become surplus to the requirements of the holding company: 1. Rear of Arrowebrook Road, Upton 2.0 ha

Transport: TR10 Cycle Routes Proposal: The Local Planning Authority will develop the following cycle routes during the UDP period: 3. The Cross-Wirral Route (Moreton - Arrowe Park - Storeton - New Ferry)

Urban Greenspace: GR2 Land Designated as Urban Greenspace Proposal

The following sites, shown on the Proposals Map, are designated as Urban Greenspace.

Development within them will only be permitted subject to Policy GR1:

Is site in ELR? Y/N**ELR reference****ELR site assessment extracted?****Is site in single ownership?****Summary of ownership including title references**

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes, Champions Business Park
1544

Is site currently in use?

Site access was not possible, units are being marketed and level of activity not known

Summary of use

The site comprises a mixed use park - industrial and offices.

Are there buildings on site?

yes

Summary of buildings

The buildings comprise industrial warehouse units and serviced offices.

Summary of observed vacancy

could not access site but 9 units available and being marketed

Is site prominent? Summary

No - the site is at the end of an estate road, although is located within relatively open setting and other elements of the business area are more prominent from the main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Site is adjacent to a bus stop on Arrowe Brook Road which has links to Chester that run every hour from Mon-Sat, 07.00-18.30. Also in close proximity to a bus stop with links to Moreton that run every hour from Mon-Fri, 08.30-19.00.

Is site access in place and sufficient?

yes

Is the site regular in shape? Does the site shape affect the sites market appeal?

Yes the site is predominantly regular in shape and certainly could achieve development on the site.

Any visible development constraints? Any steep slopes?

None visible.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Site is in Flood Zone 1 with risk of surface flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Woodland priority habitat surrounds site

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

APP/19/00315 - registered - Demolition of existing buildings and erection of 127 dwellings with associated landscaping and access.

APP/19/00565 - approved June 19 - Installation of 30m Telecommunications mast and antennas in accordance with manufacturers details and associated works (upgrade and replacement of existing monopole and antennas).

Site Reference

1544

Site Name

Champions Business Park, Upton

Site Address

Arrowe Brook Road, Birkenhead, CH49 0AB

Ward

Upton

Lower Level Super Output Area(s)

E01007302

Market area

Mid Wirral

Site Size (Ha)

7.51

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

EM8 Development within Primarily Industrial Areas Policy: Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:
(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Is site in ELR? Y/N

No

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

CHAMPION PROPERTIES LLP (OC324987)
CH19139 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes, Land at Arrowe Business Park
#1

Is site currently in use?

Yes, appears to primarily for storage and non-core employment uses

Summary of use

Industrial use providing mixed commercial and retail units.

Are there buildings on site?

Yes

Summary of buildings

a large number of mixed use buildings of various sizes ranging from 11sqm - 11,000sqm

Summary of observed vacancy

the site is still in occupation

Is site prominent? Summary

Yes. The site is situated off the main Arrowe Park Road with strong bus links on its doorstep.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Site is adjacent to bus stops with links to New Brighton, Moreton, Seacombe and Beechwood every 30 mins between 06.30-19.00, Mon-Sat.

Is site access in place and sufficient?

yes.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Yes the site is predominantly regular in shape and certainly could achieve development on the site.

Any visible development constraints? Any steep slopes?

the site has varying gradients but buildings on site so considered to be developable

Flood Risk Y/N

Yes

Flood Risk summary if Y

Site is in Flood Zone 1 with risk of surface flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Part of the site falls within Priority habitat - woodland

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

APP/16/00321 - Change of use from Office B1 Business to Taxi Control Office
ADV/16/00229 - Illuminated wooden totem pole at front entrance of business park.

Site Reference

2068

Site Name

East of Typhoo, Moreton - Premier Foods, Reeds Lane, Moreton

Site Address

Reeds Lane, Wirral, CH46 1QL

Ward

Leasowe and Moreton East

Lower Level Super Output Area(s)

E01007207
E01007206

Market area

Mid Wirral

Site Size (Ha)

5.13

Is the site allocated? Y/N

Yes

Summary of allocation if yes

Adopted UDP

UDP Housing: Primarily Residential Area

Emerging Local Plan

EM3 Land for General Employment Use Proposal; uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6 (New employment development), Policy EM7 (Environmental criteria for new development) and Policy EM9 (Non-employment uses in industrial areas).

Area also classed within Coastal zone, development subject to meeting requirements in COA1Principles for the Coastal Zone Strategy Policy.

Proposed Mixed Used Allocation.

Is site in ELR? Y/N

Yes

ELR reference

8

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

PREMIER FOODS GROUP LIMITED (00281728)
MS398671 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes, part of a collection, Premier Foods, Reeds Lane
2068, 0407

Is site currently in use?

No

Summary of use

Vacant land

Are there buildings on site?

N/A

Summary of buildings

N/A

Summary of observed vacancy

site appears to be well kept vacant land

Is site prominent? Summary

Yes. Located to the west of reeds lane with good bus route links on either side of the road and Leasowe train station is within walking distance.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Bus stops are located adjacent to the site on Reeds Lane with bus links to New Brighton, Woodside, Liverpool and Seacombe, which run approximately every half an hour. The site is also in close proximity to Leasowe train station with links to Liverpool Central and West Kirby which run every 15 minutes.

Is site access in place and sufficient?

Yes main access is off Reeds lane

Is the site regular in shape? Does the site shape affect the sites market appeal?

No

Any visible development constraints? Any steep slopes?

site is fairly flat and bounded by railway to the south and industrial units to west.

Flood Risk Y/N

Yes

Flood Risk summary if Y

99.85% of site in Flood Zone 3a and 0.15% of site in Flood Zone 2.

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

1978

Site Name

East of Manor Bakeries, Moreton - Premier Foods, Reeds Lane

Site Address

Reeds Lane, Wirral, CH46 1QL

Ward

Leasowe and Moreton East

Lower Level Super Output Area(s)

E01007207

Market area

Mid Wirral

Site Size (Ha)

1.46

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

EM8 Development within Primarily Industrial Areas Policy; Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

UDP: Water; WA1 Development and Flood Risk Policy

Emerging UDP

EM3 Land for General Employment Use Proposal; uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6 (New employment development), Policy EM7 (Environmental criteria for new development) and Policy EM9 (Non-employment uses in industrial areas).

Area also classed within Coastal zone, development subject to meeting requirements in COA1Principles for the Coastal Zone Strategy Policy.

UDP Housing: HS1 Land Allocated for Residential Development Proposal

The following sites are allocated on the Proposals Map for new housing development in the period April 1993 to March 2001:

Proposed Mix Use Allocation.

Is site in ELR? Y/N

Yes

ELR reference

24

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

PREMIER FOODS GROUP LIMITED (00281728)
MS398671 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes, part of a collection, Premier Foods, Reeds Lane
1978, 0407

Is site currently in use?

no

Summary of use

Vacant land - covered with vegetation - maintained grass

Are there buildings on site?

no

Summary of buildings

N/A

Summary of observed vacancy

Access could not be gained to the site, it appeared to be vacant land in good condition.

Is site prominent? Summary

Yes, located to the west of reeds lane with good bus route links on either side of the road and Leasowe train station is within walking distance.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Bus stops are located adjacent to the site on Reeds Lane with bus links to New Brighton, Woodside, Liverpool and Seacombe, which run approximately every half an hour. The site is also in close proximity to Leasowe train station with links to Liverpool Central and West Kirby which run every 15 minutes.

Is site access in place and sufficient?

Yes there is a main access already in place for Premier Foods located off Reeds lane.

Is the site regular in shape? Does the site shape affect the sites market appeal?

No- Irregular, small in scale and narrow in part. Limited development potential in isolation.

Any visible development constraints? Any steep slopes?

The site is bounded by the birket to the North, but access could not be gained to see whether the site was flat.

Flood Risk Y/N

Yes

Flood Risk summary if Y

The site is at high risk of flooding with 99.93% in Flood Zone 3a and 0.07% in Flood Zone 3b - fluvial risk

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Permanent feature - lines a river corridor; The Birket

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

407

Site Name

Land at Peninsula Business Park, Leasowe - Premier Foods, Reeds Lane, Moreton

Site Address

Reeds Lane, Wirral, CH46 1DW

Ward

Leasowe and Moreton East

Lower Level Super Output Area(s)E01007203
E01007204
E01007205
E01007206**Market area**

Mid Wirral

Site Size (Ha)

1.26

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Allocated UDP**

Primarily Industrial area under policy EM8

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

Land for general employment under proposal EM3, allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6 (New employment development), Policy EM7 (Environmental criteria for new development) and Policy EM9 (Non-employment uses in industrial areas).

Proposed Mixed Use allocation

Urban Greenspace: GR2 Land Designated as Urban Greenspace Proposal

The following site, shown on the Proposals Map, is designated as Urban Greenspace.

Development within it will only be permitted subject to Policy GR1: The protection of Urban Greenspace Policy.

Utilities Summary

Yes

ELR reference

70

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

No, 2 owners

Summary of ownership including title referencesOBG PROPERTY HOLDING LIMITED (09944343)
MS416070 (Freehold)UNITED UTILITIES WATER LIMITED (02366678)
MS625903 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes, part of a collection, Premier Foods, Reeds Lane
2068, 1978

Is site currently in use?

no

Summary of use

vacant land

Are there buildings on site?

no

Summary of buildings

N/A

Summary of observed vacancy

site is overgrown

Is site prominent? Summary

Yes . Located to the east of reeds lane with good bus route links on either side of the road and Leasowe train station is within walking distance.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Bus stops are located adjacent to the site on Reeds Lane with bus links to New Brighton, Woodside, Liverpool and Seacombe, which run approximately every half an hour. The site is also in close proximity to Leasowe train station with links to Liverpool Central and West Kirby which run every 15 minutes.

Is site access in place and sufficient?

Yes, a main access is already in place and is sufficient for two cars width.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Yes

Any visible development constraints? Any steep slopes?

Site appears to be fairly flat, however it is bounded by the Birket to the North of the site.

Flood Risk Y/N

Yes

Flood Risk summary if Y

100% of site in Flood zone 3a

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Land lines a river corridor to the north boundary; The Brisket

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

505

Site Name:

Lever's Factory, New Chester Road - Levers Bromborough Road, Port Sunlight

Site Address

Former Silcocks Levers Faberge, New Chester Road, Bromborough

Ward

Bromborough

Lower Level Super Output Area(s)

E00036153

Market area

Bromborough and Eastham

Site Size (Ha)

6.42

Is the site allocated? Y/N

Yes

Summary of allocation if yes

Allocated UDP

EM8 - Development within Primarily Industrial Areas Policy
Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:
(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Is site in ELR? Y/N

Yes

ELR reference

78

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Single private owner

Summary of ownership including title references

UNILEVER UK LIMITED - MS502996 (Freehold), MS284297 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Lever's Factory, New Chester Road - Levers Bromborough Road, Port Sunlight

Is site currently in use?

Yes

Summary of use

The site is used as a car park for Unilever and there is also an office which is used as a manufacturing excellence centre.

Are there buildings on site?

Yes

Summary of buildings

Single storey office/industrial unit.

Summary of observed vacancy

Occupied.

Is site prominent? Summary

Yes, fronts the main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along New Chester Rd. The nearest train stations are Port Sunlight (0.5 miles west) and Spital (1 miles south west) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

Yes.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Pretty regular - more narrow towards the north of the site

Any visible development constraints? Any steep slopes?

No.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Floodzone 3b- Up to 40% in FZ3 - Suitability = 1 and potentially subject to surface water flood risk

Conservation Area Y/N

No.

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Potential for ground contamination and significant abnormal costs.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

1957

Site Name:

Livers Bromborough Road, Port Sunlight

Site Address

Livers, Bromborough Road, Bebington

Ward

Bromborough

Lower Level Super Output Area(s)

E00036157

Market area

Bromborough and Eastham

Site Size (Ha)

3.35

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

EM8 Development within Primarily Industrial Areas Policy

Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

UDP Housing - Primarily Residential Area

Emerging Plan

GR2 Land Designated as Urban Greenspace Proposal

The following sites, shown on the Proposals Map, are designated as Urban Greenspace. Development within them will only be permitted subject to Policy GR1: The protection of Urban Greenspace Policy.

TR10 Cycle Routes Proposal; The Local Planning Authority will develop the cycle route during the UDP period: 5. Eastham Country Park to Port Sunlight Village

Is site in ELR? Y/N

Yes

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

UNILEVER UK LIMITED - MS502996 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Livers Factory, New Chester Road - Livers Bromborough Road, Port Sunlight

Is site currently in use?

Could not access site but does not appear to be.

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

Vacant

Is site prominent? Summary

No, offset from the main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along New Chester Rd. The nearest train stations are Port Sunlight (1 mile north west) and Spital (0.4 miles south west) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

No.

Is the site regular in shape? Does the site shape affect the sites market appeal?

No.

Any visible development constraints? Any steep slopes?

N/A

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 3b along eastern river corridor boundary

Conservation Area Y/N

No

Conservation summary if Y

N/A.

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Site of Archaeological Importance 30% and potential for ground contamination. May also be ecology issues as overgrown areas carry an increased risk from the presence of wildlife.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

2092

Site Name:

South of Westgate Road - Levers Bromborough Road, Port Sunlight

Site Address

Levers Factory Southern Expansion Area, Westgate Road, Port Sunlight

Ward

Bromborough

Lower Level Super Output Area(s)

E00036157

Market area

Bromborough and Eastham

Site Size (Ha)

10.06

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

EM8 Development within Primarily Industrial Areas Policy

Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

GR2 Land Designated as Urban Greenspace Proposal. The site is shown on the Proposals Map and designated as Urban Greenspace. Development within it will only be permitted subject to Policy GR1: The protection of Urban Greenspace Policy.

Is site in ELR? Y/N

Yes

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Single private employer as part of factory complex

Summary of ownership including title references

UNILEVER UK LIMITED - MS502996 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Levers Factory, New Chester Road - Levers Bromborough Road, Port Sunlight

Is site currently in use?

No.

Summary of use

Could not access site but appears to be well maintained vacant land.

Are there buildings on site?

No.

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

Yes, the site fronts the main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Regular bus services running along New Chester Rd. The nearest train stations are Port Sunlight (0.5 miles west) and Spital (1 miles south west) which provides regular services to Chester and Liverpool.

Is site access in place and sufficient?

No.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Irregular but of sufficient scale to enable development to progress

Any visible development constraints? Any steep slopes?

No.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood Zone 1 and Potentially at risk from surface water flooding

Conservation Area Y/N

No.

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Potential for ground contamination and significant abnormal costs. May also be ecology issues as overgrown areas carry an increased risk from the presence of wildlife.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

1717

Site Name

Former RV Chemicals

Site Address

Northern End Wirral International Business Park, CH623JQ

Ward

Bromborough

Lower Level Super Output Area(s)

E00036150

Market area

Bromborough and Eastham

Site Size (Ha)

8.05

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

UDP allocation for development within primarily Industrial area under policy EM8; (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

EM3 Land for General Employment Use Proposal
The following sites are allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6, Policy EM7 and Policy EM9:3. Former Power Station, Power Road, Bromborough.

Is site in ELR? Y/N

Yes

ELR reference

43

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

DEVELOPMENTS (BROMBOROUGH) LIMITED (06977131)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes - North end of Wirral International Business Park

Is site currently in use?

No

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

The site is not considered to be prominent as it is not visible from a main road (i.e. A41 New Chester Road). The site is located on Riverbank Road / Wirral Circular Trail.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Not necessarily - closest bus links are on Stadium Road to the west of the site with land in between and site access is to the east of site, so not in close proximity as you would need to follow Wirral circular trail southbound to Commercial Road westwards to eventually reach Stadium Road for bus links 811, 38 and 38a.

Is site access in place and sufficient?

Site access is currently in place off Riverbank Road/Wirral Circular Trail via a single purpose built access point.

Is the site regular in shape? Does the site shape affect the sites market appeal?

The site is a regular square shape which would be appealing to the market should it be brought forward for development.

Any visible development constraints? Any steep slopes?

There are no visible development constraints. The site is flat and covered with overgrown vegetation and immature low level trees.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood Zone 1 - low risk of flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Heavily contaminated site (former chemical works)

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

3043

Site Name

Northern End Wirral Int Bus' Park

Site Address

Former Lubrizol Plant, Dock Road South, Bromborough

Ward

Bromborough

Lower Level Super Output Area(s)

E00036150

Market area

Bromborough and Eastham

Site Size (Ha)

10.47 ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

UDP allocation for development within primarily Industrial area under policy EM8; (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

COA1 Principles For The Coastal Zone Strategic Policy

There will be a coastal zone in Wirral. It's boundaries are as shown on the proposals map. Within the coastal zone proposals for development will have to satisfy additional development control criteria related to:

- (i) preserving and enhancing the character of the coast, in particular, it's national and international importance for nature conservation and the quality of the coastal landscape;
- (ii) directing development appropriate to the coastal zone to the developed coast;
- (iii) provision for appropriate and environmentally sustainable tourism and recreation, and (within the developed coast) employment development; and
- (iv) the need to improve the quality of bathing and coastal waters.

Emerging Local Plan

Site also falls under Policy EM5 -Economy and Employment area under policy EM5Land at Dock Road South, Bromborough, as allocated on the Proposals Map, is being held for the expansion of an existing business and is suitable for development in connection with that business or by others for uses within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, as amended, or for processes registerable under the Alkali, etc. Works Regulation Act 1906, subject to Policy EM6, Policy EM7, Policy EM9, Policy CO1, Policy PO1 and Policy PO8.

Is site in ELR? Y/N

No

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

No

Summary of ownership including title references

ENNOVOR GROUP (CAYMAN) LIMITED CH3570, MS268840
GRAMMONT PROPERTIES LIMITED (04325501) MS422298

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection; 1713 and 1730, North end of Wirral International Business Park

Is site currently in use?

No.

Summary of use

The site is not in use. However there are some skips/containers/surplus building materials which have been left on site. The gated site entrance was open at point of external inspection. There was no evidence of a specific occupier operating from the site.

Are there buildings on site?

No.

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

The site is not considered to be prominent as it is not visible from a main road (i.e. A41 New Chester Road).

Is the site a sustainable location? Proximity to public transport, frequency of public transport

No immediate bus links on the Wirral Circular Trail - The site's closest bus links are along Dock Road South (to north of site) and Thermal Road which runs adjacent to the west of site. These roads serve 811 (Leasowe Moreton-Broughton, Wales) running irregular journeys, 38, and 38a (West Kirby to Eastham Ferry and vice versa) running every 30 mins mon-fri, no service at weekend.

Is site access in place and sufficient?

Access to the site from the south via Wirral Circular Trail/Riverbank Road is sufficient. The site also is provided with a substantial access point from Dock Road South.

Is the site regular in shape? Does the site shape affect the sites market appeal?

The site is made up of two separate parts connected by a single narrow access point. The section of the site to the north west accessed from Dock Road South is of regular square shape. The other section of the site accessed from Riverbank Road/Wirral Circular Trail is oval shaped.

Any visible development constraints? Any steep slopes?

There are no significant development constraints to the site. The topography is predominantly flat covered with overgrown vegetation and immature trees.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - risk surface water flooding

Conservation Area Y/N

Yes

Conservation summary if Y

To north of site there is an area covered in the Bromborough Pool Conservation Area Policy; (i) retain the uniform, planned form of the historic, industrial workers village; (ii) preserve the open aspect of land providing an important separation function from surrounding modern industrial uses; (iii) retain unifying features of design, including the grid-iron pattern, terraces of four, materials, scale, elevational treatment and garden areas; and (iv) retain the high wall bounding the Village along Dock Road South.

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Bromborough Pool Conservation Area adjacent to north

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

Yes - planning application for the proposed development of residential led mixed use redevelopment, comprising 1,350 mixed tenure residential units, private and public amenity space, commercial space, community space and light industrial space

Site Reference

1713

Site Name

South Reclamation Area, Northern End Wirral Int Bus' Park

Site Address

Wirral International Business Park

Ward

Bromborough

Lower Level Super Output Area(s)

E00036150

Market area

Bromborough and Eastham

Site Size (Ha)

9.66 ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

UDP allocation for development within primarily Industrial area under policy EM8; (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

COA1 Principles For The Coastal Zone Strategic Policy

There will be a coastal zone in Wirral. It's boundaries are as shown on the proposals map. Within the coastal zone proposals for development will have to satisfy additional development control criteria related to:

- (i) preserving and enhancing the character of the coast, in particular, it's national and international importance for nature conservation and the quality of the coastal landscape;
- (ii) directing development appropriate to the coastal zone to the developed coast;
- (iii) provision for appropriate and environmentally sustainable tourism and recreation, and (within the developed coast) employment development; and
- (iv) the need to improve the quality of bathing and coastal waters.

Emerging Local Plan

Site falls under policy EM5 - Economy and Employment area under policy EM5Land at Dock Road South, Bromborough, as allocated on the Proposals Map, is being held for the expansion of an existing business and is suitable for development in connection with that business or by others.

Is site in ELR? Y/N

Yes

ELR reference

100

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

GRAMMONT PROPERTIES LIMITED (04325501) MS422328 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection; 3043 and 1730

Is site currently in use?

No

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

No. The site is located along the west bank of the River Mersey to the far eastern point of Wirral International Business Park.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

No

Is site access in place and sufficient?

Current access to the site appears to be very restricted, with no established road access. It is likely that sufficient access could only be provided should access be provided through either site 1730 via Dock Road South to the north east and via site 3043 to the south (also through site 1730).

Is the site regular in shape? Does the site shape affect the sites market appeal?

The site is a regular rectangular shaped site which would be appeal to the market (subject to access being provided).

Any visible development constraints? Any steep slopes?

The main development constraint is the lack of current access (potentially being landlocked). From external inspections the sites topography appeared to be predominantly flat in nature with overgrown vegetation and low level immature trees covering the majority of the site.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - low risk of surface water flooding.

Conservation Area Y/N

Yes

Conservation summary if Y

Biodiversity - Mersey Estuary along eastern boundary

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Backland site with limited independent access. Tree Preservation Order in SW corner. Part A Notification (PAN). Liverpool Airport (Blue Zone)

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

Yes - planning application for the proposed development of residential led mixed use redevelopment, comprising 1,350 mixed tenure residential units, private and public amenity space, commercial space, community space and light industrial space.

Site Reference

2063

Site Name

Former Eastham Sand, Northern End Wirral Int Bus' Park

Site Address

Former Eastham Sand, Wirral International Business Park

Ward

Bromborough

Lower Level Super Output Area(s)

E00036150

Market area

Bromborough and Eastham

Site Size (Ha)

3.61 Ha

Is the site allocated? Y/N

Yes

Adopted UDP

UDP allocation for development within primarily Industrial area under policy EM8; (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

COA1 Principles For The Coastal Zone Strategic Policy

There will be a coastal zone in Wirral. It's boundaries are as shown on the proposals map.

Within the coastal zone proposals for development will have to satisfy additional development control criteria related to:

(i) preserving and enhancing the character of the coast, in particular, it's national and international importance for nature conservation and the quality of the coastal landscape;

(ii) directing development appropriate to the coastal zone to the developed coast;

(iii) provision for appropriate and environmentally sustainable tourism and recreation, and (within the developed coast) employment development; and

(iv) the need to improve the quality of bathing and coastal waters.

Emerging Local Plan**EM5 Land at Dock Road South, Bromborough Proposal**

Land at Dock Road South, Bromborough, as allocated on the Proposals Map, is being held for the expansion of an existing business and is suitable for development in connection with that business or by others for uses within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, as amended, or for processes registerable under the Alkali, etc. Works Regulation Act 1906, subject to Policy EM6, Policy EM7, Policy EM9, Policy CO1, Policy PO1 and Policy PO8.

Is site in ELR? Y/N

Yes

ELR reference

415

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

No

Summary of ownership including title references

THE MANCHESTER SHIP CANAL COMPANY LIMITED (07438096) MS435608 (Freehold)
Private Owner MS422311 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection; Northern End Wirral International Business Park

Is site currently in use?

Yes

Summary of use

The site appears to be occupied by a non-hazardous waste treatment and disposal operator (Riverside Aggregates Ltd - 06055166) who appear to occupy the south east portion of the site fronting Riverbank Road secured with palisade fencing. It appears from external inspection that the north west portion of the site fronting Riverbank Road remains unoccupied and overgrown with vegetation and low level immature trees. The perimeter of the north east section of the site abuts the banks of the River Mersey to the east.

Are there buildings on site?

No

Summary of buildings

There are no permanent structures on site. However, the occupier (Riverside Aggregates) do have portacabin style site office towards the south west entrance of the site.

Summary of observed vacancy

N/A

Is site prominent? Summary

No. The site does not benefit from main roadside prominence and is located towards the rear of Wirral International Business Park.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

No - nearest bus links are on Stadium Road serving bus 811 from Moreton - Broughton which are irregular journeys.

Is site access in place and sufficient?

The principal and sole site access point is the current entrance on the corner of Riverbank Road and Wirral Circular Trail.

Is the site regular in shape? Does the site shape affect the sites market appeal?

No - irregular

Any visible development constraints? Any steep slopes?

The majority of the topography of the site appears broadly flat due to the proximity of to the River Mersey, however, there appears to be a steep bank along the west perimeter of the site (potentially a steep slope/bank to prevent fly tipping / unwanted vehicle access).

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 3a - risk of flooding along eastern boundary beyond sea wall

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Biodiversity - Mersey Estuary along eastern boundary

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

1730

Site Name

Rear of A P Refractories, Northern End Wirral Int Bus' Park

Site Address

Land on the south side of Dock Road South, Bromborough, CH623JQ

Ward

Bromborough

Lower Level Super Output Area(s)

E00036150

Market area

Bromborough and Eastham

Site Size (Ha)

1.89 ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

UDP allocation for development within primarily Industrial area under policy EM8; (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

COA1 Principles For The Coastal Zone Strategic Policy

There will be a coastal zone in Wirral. It's boundaries are as shown on the proposals map.

Within the coastal zone proposals for development will have to satisfy additional development control criteria related to:

- (i) preserving and enhancing the character of the coast, in particular, it's national and international importance for nature conservation and the quality of the coastal landscape;
- (ii) directing development appropriate to the coastal zone to the developed coast;
- (iii) provision for appropriate and environmentally sustainable tourism and recreation, and (within the developed coast) employment development; and
- (iv) the need to improve the quality of bathing and coastal waters.

Emerging Local Plan

Policy EM5 - Economy and Employment area under policy EM5Land at Dock Road South, Bromborough, as allocated on the Proposals Map, is being held for the expansion of an existing business and is suitable for development in connection with that business or by others.

Is site in ELR? Y/N

Yes

ELR reference

254

ELR site assessment extracted?

See separate ELR summary tab.

Is site in single ownership?

Yes

Summary of ownership including title references

GRAMMONT PROPERTIES LIMITED (04325501) MS521480 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection.

Is site currently in use?

No. From external site inspection, it does not appear that this site is in use.

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

No. The site is sandwiched between sites (3043 and 1713) and has very little visibility onto any main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

No immediate bus links on the Wirral Circular Trail - The site's closest bus links are along Dock Road South (to north of site) and Thermal Road which runs adjacent to the west of site. These roads serve 811 (Leasowe/Moreton-Broughton, Wales) running irregular journeys, 38, and 38a (West Kirby to Eastham Ferry and vice versa) running every 30 mins mon-fri, no service at weekend.

Is site access in place and sufficient?

Site access is restrictive from the corner of Dock Road South.

Is the site regular in shape? Does the site shape affect the sites market appeal?

The site is not regular in shape in that it is long and thin which will have no commercial market appeal unless combined with the two adjoining sites on either side (3043 and 1713).

Any visible development constraints? Any steep slopes?

There does not appear to be any steep slopes or development constraints from the external site visit undertaken.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - low risk of flooding.

Conservation Area Y/N

Yes

Conservation summary if Y

To north of site there is an area covered in the Bromborough Pool Conservation Area Policy; (i) retain the uniform, planned form of the historic, industrial workers village; (ii) preserve the open aspect of land providing an important separation function from surrounding modern industrial uses; (iii) retain unifying features of design, including the grid-iron pattern, terraces of four, materials, scale, elevational treatment and garden areas; and (iv) retain the high wall bounding the Village along Dock Road South.

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

2072

Site Name

Former Croda, Bromborough Pool, Northern End Wirral Int Bus' Park

Site Address

Northern End Wirral Int Bus' Park, Pool Lane, Bromborough Pool, Wirral CH62 4UF

Ward

Bromborough

Lower Level Super Output Area(s)

E00036151

Market area

Bromborough and Eastham

Site Size (Ha)

4.17 Ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

UDP allocation for development within primarily Industrial area under policy EM8; (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

COA1 Principles For The Coastal Zone Strategic Policy

There will be a coastal zone in Wirral. It's boundaries are as shown on the proposals map.

Within the coastal zone proposals for development will have to satisfy additional development control criteria related to:

- (i) preserving and enhancing the character of the coast, in particular, it's national and international importance for nature conservation and the quality of the coastal landscape;
- (ii) directing development appropriate to the coastal zone to the developed coast;
- (iii) provision for appropriate and environmentally sustainable tourism and recreation, and (within the developed coast) employment development; and
- (iv) the need to improve the quality of bathing and coastal waters.

Emerging Local Plan

Proposed employment allocation.

Is site in ELR? Y/N

Yes

ELR reference

324

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

DIBBIN ESTATES & EQUIPMENT LIMITED (07231274) MS571276 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection of sites; Northern End of Wirral International Business Park

Is site currently in use?

The site is not currently in occupational use. It appears that a construction company are currently on site undertaking ground works preparation for a potential next phase of residential development.

Summary of use

The site is not currently in use with groundwork preparation underway for future development.

Are there buildings on site?

No

Summary of buildings

It appears that a number of buildings have been demolished.

Summary of observed vacancy

The site is partially cleared and flattened/graded aggregate for future development. There are a number of mounds of earth/aggregate remaining to the north west of the site.

Is site prominent? Summary

The site does not benefit from any prominence and is surrounded by residential and secondary industrial premises on all sides. The site is not located with prominence on to any main road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

No site is isolated from public transport - nearest bus stops at South View and Dock Road South

Is site access in place and sufficient?

The site has restricted access points due to being surrounded/bounded by the north and west perimeter by Dibbinsdale Brook. The main principal access point is provided from Dock Road South through an industrial area. A future secondary access point could also be provided via Pool Lane through a new build residential housing estate (Mersey View - Persimmon).

Is the site regular in shape? Does the site shape affect the sites market appeal?

Site is irregular but has sufficient scale to make future development possible

Any visible development constraints? Any steep slopes?

There are no visible development constraints to the site. The site is flat and considered to be a suitable site for a residential development/extension of the existing residential housing estate adjacent (Mersey View - Persimmon).

Flood Risk Y/N

Yes

Flood Risk summary if Y

75% within Flood zone 3b - very high risk of flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Bromborough Pool Conservation Area policy to south-east of site

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

DLS/16/00847 - Lexicraft factory and offices with associated car/cycle parking, landscape etc.

APP/18/00602 - To provide a surface road, footpath and cycle path within previously approved master plan site. Please refer to outline approval application number

OUT/12/00177

APP/19/00866 - Erection of single-storey extension to ground floor flat.

LBC/19/00867 - Consent sought for erection of single-storey extension to ground floor flat.

Site Reference

1727

Site Name

Land at Thermal Road

Site Address

Northern End Wirral Int Bus' Park, Bromborough, Wirral

Ward

Bromborough

Lower Level Super Output Area(s)

E00036150

Market area

Bromborough and Eastham

Site Size (Ha)

1.91 ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

UDP allocation for development within primarily Industrial area under policy EM8; (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

COA1 Principles For The Coastal Zone Strategic Policy

There will be a coastal zone in Wirral. It's boundaries are as shown on the proposals map. Within the coastal zone proposals for development will have to satisfy additional development control criteria related to:

- (i) preserving and enhancing the character of the coast, in particular, it's national and international importance for nature conservation and the quality of the coastal landscape;
- (ii) directing development appropriate to the coastal zone to the developed coast;
- (iii) provision for appropriate and environmentally sustainable tourism and recreation, and (within the developed coast) employment development; and
- (iv) the need to improve the quality of bathing and coastal waters.

Emerging Local Plan

Proposed Employment allocation

TR10 Cycle Routes Proposal

The Local Planning Authority will develop the following cycle routes during the UDP period.

Is site in ELR? Y/N

Yes

ELR reference

263

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

REDSUN DEVELOPMENTS (KNOWSLEY) LTD (10221015) MS653241 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection

Is site currently in use?

No

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

The site is not prominent in terms of main road frontage, however, it does have prominence in the context of Wirral International Business Park. The site occupies a position on the corner of Thermal Road and Riverbank Road. This would potentially be attractive to industrial occupiers wanting to site within a development alongside Great Bear (opposite) and Power Station (recently developed by Redsun approx 500m north on Thermal Road).

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Proximity to bus links are along Thermal Road adjacent to the site, although the 811 bus service provides irregular journey. Although site is short walk from Croft retail park which has access to buses 38, 38a, 38b, 41, 41a, 42 which are more regular and reliable journeys. There are also better links along Port Causeway adjacent to the site westbound.

Is site access in place and sufficient?

Established access to the site is currently in place from Stadium Road/Thermal Road. This may need to be adapted/relocated to facilitate any future development.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Rectangular in shape

Any visible development constraints? Any steep slopes?

There no not appear to be any visible development constraints. The site is flat with low level overgrown vegetation across the majority of the site except for the south east boundary which has a strip of low level trees.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - Potential risk from surface flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

APP/19/01066 (Jul 19) - Construction of 5 new industrial units (use class B1/B2/B8) split across 2 buildings with associated service yards, car park, ground works and landscaping.

Site Reference

1718

Site Name

South of McTay, Northern End Wirral Int Bus' Park

Site Address

Bromborough, CH62 3JQ

Ward

Bromborough

Lower Level Super Output Area(s)

E00036150

Market area

Bromborough and Eastham

Site Size (Ha)

1.01

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

UDP allocation for development within primarily Industrial area under policy EM8; (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

COA1 Principles For The Coastal Zone Strategic Policy

There will be a coastal zone in Wirral. It's boundaries are as shown on the proposals map.

Within the coastal zone proposals for development will have to satisfy additional development control criteria related to:

- (i) preserving and enhancing the character of the coast, in particular, it's national and international importance for nature conservation and the quality of the coastal landscape;
- (ii) directing development appropriate to the coastal zone to the developed coast;
- (iii) provision for appropriate and environmentally sustainable tourism and recreation, and (within the developed coast) employment development; and
- (iv) the need to improve the quality of bathing and coastal waters.

Emerging Local Plan

EM3 Land for General Employment Use Proposal

The following sites are allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6, Policy EM7 and Policy EM9.

Is site in ELR? Y/N

Yes

ELR reference

116

ELR site assessment extracted?**Is site in single ownership?**

Yes

Summary of ownership including title references

HOMES AND COMMUNITIES AGENCY MS456143 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes - multiple sites captured in study across Wirral Int Bus Park.

Is site currently in use?

No

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

The site is not considered to be prominent as it is not visible from a main road (i.e. A41 New Chester Road). The site is located on Riverbank Road / Wirral Circular Trail.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Not necessarily - closest bus links are on Stadium Road to the west of the site with land in between and site access is to the east of site, so not in close proximity as you would need to follow Wirral circular trail southbound to Commercial Road westwards to eventually reach Stadium Road for bus links 811, 38 and 38a.

Is site access in place and sufficient?

Site access is currently in place off Wirral Circular Trail via a single purpose built access point.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Site is triangular but has scale so suggest is still developable in isolation

Any visible development constraints? Any steep slopes?

There are no visible development constraints. The site is flat and covered with overgrown vegetation and immature low level trees.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - Subject to surface flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

1714

Site Name

Former Tank Farm, Northern End Wirral Int Bus' Park

Site Address

Wirral International Business Park, Bromborough, CH623NL

Ward

Bromborough

Lower Level Super Output Area(s)

E00036150

Market area

Bromborough and Eastham

Site Size (Ha)

0.97

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

UDP allocation for development within primarily Industrial area under policy EM8; (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

SH11 The Expansion of Out-of-Centre Retail Developments Policy
Proposals for the redevelopment or expansion of the existing out-of-centre retail developments, shown on the Proposals Map for retail use, will be subject to the criteria set out in Policy SH9 and Policy SH10.

Emerging Local Plan

TR10 Cycle Routes Proposal
The Local Planning Authority will develop the following cycle routes during the UDP period:
6. Saughall Massie Road/ Heron Road
TR6 Minor Highway Improvements Proposal
The following minor highway improvements are identified for implementation during the UDP period. These schemes can only be implemented if they meet the criteria in Policy TR8: 15. Wirral International Business Park Coastal Road

Is site in ELR? Y/N

Yes

ELR reference

50

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

GOODWOOD HOLDINGS LIMITED (09070079) MS428498 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes

Is site currently in use?

No

Summary of use

N/A

Are there buildings on site?

No

Summary of buildings

N/A

Summary of observed vacancy

N/A

Is site prominent? Summary

The site is not prominent in terms of main road frontage, however, it does have prominence in the context of Wirral International Business Park. The site occupies a position on the corner of Stadium Road and Commercial Road. This would potentially be attractive to industrial occupiers wanting prominence onto Stadium Road, the main arterial route through Wirral International Business Park.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Yes, there are bus links along Stadium Road serving the 811(Leasowe/ Moreton-Broughton, Wales) running irregular journeys, 38, and 38a (West Kirby to Eastham Ferry and vice versa) running every 30 mins mon-fri, no service at weekend.

Is site access in place and sufficient?

The site has access in place from the south of the site from Commercial Road.

Is the site regular in shape? Does the site shape affect the sites market appeal?

The site sits on a corner plot and is broadly triangular in shape.

Any visible development constraints? Any steep slopes?

There are no visible development constraints to the site, the topography of which is flat and covered with overgrown vegetation to the north portion of the site with what appears to be an existing pad foundation/yard area to the south.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - low risk of flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

769

Site Name

Land at Kelvin Road (Volclay Triangle Peel)

Site Address

Kelvin Road, Seacombe, CH44 7DN

Ward

Seacombe

Lower Level Super Output Area(s)

E01007269

Market area

Birkenhead and Wallasey

Site Size (Ha)

0.7 Ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

Primarily Industrial area under policy EM8

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Area also classed within Coastal zone, development subject to meeting requirements in COA1Principles for the Coastal Zone Strategy Policy.

Emerging Local Plan

Land for general employment under policy EM3, allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6 (New employment development), Policy EM7 (Environmental criteria for new development) and Policy EM9 (Non-employment uses in industrial areas).

TR7 Transport Corridor Environmental Improvements Proposal

The Local Planning Authority, in conjunction with the relevant agencies, both public and private, within the UDP period will implement environmental improvement schemes along the following main transport corridors within the Borough. Special consideration will be given to the nature conservation value of land within these corridors: 9. Chester Street/ Woodside Gyratory/ Tower Road/ Dock Road/ Docks Link Road to M53 Motorway.

Is site in ELR? Y/N

No

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Mostly single ownership, with Wirral Council owning a thin strip of land to the east of site

Summary of ownership including title references

BIRKENHEAD COMMERCIAL LIMITED (08874564)
MS399875 (Freehold)
CH62054 (Freehold)
MS398706 (Freehold)
MS420 (Freehold)
CH36021 (Freehold)
MS62825 (Freehold)
CH65019 (Freehold)
CH33051 (Freehold)
MS511758 (Freehold)
WIRRAL BOROUGH COUNCIL owns a small slither of land towards east of the site MS161290 Freehold

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection - Volclay Triangle (Peel) 756, 2062

Is site currently in use?

Yes partly, the car wash to the east of site is in use. Difficult to distinguish other uses due to restricted site access.

Summary of use

Site split into plots divided by steel palisade fenced boundaries. Each site within had gravelled surface apart from the car wash which was tarmacked.

Are there buildings on site?

Yes

Summary of buildings

The building within the car wash site is a temporary light material clad building. The plot to the southeast no units apart from a porta-cabin and was just open gravelled space with a few cars for sale- JJT Motors. To the back of the site behind car wash, a plot seemed to be used for junk storage. The larger of the plots to the west side, again seemed vacant to be let, as there were signs advertising to split land.

Summary of observed vacancy

As above

Is site prominent? Summary

Yes - the site is right on a roundabout linking the Dock Road with Birkenhead Road.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

The site is in close proximity to the Seacombe Ferry terminal to the north, bus links 409 running through Seacombe via Wallasey Village via St Pauls to Birkenhead bus station (running every 30 mins mon-Sat only) and 411 (running every 20 mins mon-fri, every 30 mins at the weekend) starting from New Brighton along A554 Birkenhead Road leading to Birkenhead Bus Station in the City Centre.

Is site access in place and sufficient?

Yes, site access is via Kelvin Road, north of the roundabout on Dock Road

Is the site regular in shape? Does the site shape affect the sites market appeal?

The site is irregular in shape but has sufficient scale to enable development to come forward.

Any visible development constraints? Any steep slopes?

No slopes - just uneven ground on each of the different plots within the site.

Flood Risk Y/N

Yes

Flood Risk summary if Y

85% of site is zone 3b for flood risk, development may be potentially unsuitable based on fluvial flood risk (if development cannot be directed away from risk areas, the site will be unsuitable for development).

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

756

Site Name

Former Northern Case Supplies, Volclay Triangle (Peel)

Site Address

Birkenhead Road, Seacombe, CH411BY

Ward

Seacombe

Lower Level Super Output Area(s)

E01007274

Market area

Birkenhead and Wallasey

Site Size (Ha)

1.01 ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

Primarily Industrial area under policy EM8, indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Area also classed within Coastal zone, development subject to meeting requirements in COA1Principles for the Coastal Zone Strategy Policy.

Emerging Local Plan

Land for general employment under policy EM3, allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6 (New employment development), Policy EM7 (Environmental criteria for new development) and Policy EM9 (Non-employment uses in industrial areas).

Is site in ELR? Y/N

Yes

ELR reference

328

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

PEEL LAND AND PROPERTY (PORTS NO. 3) LIMITED (06497113) MS527475 (Freehold)
Whole site including land to the northeast of it is in ownership to Peel Land and Property

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection of the Volclay Triangle (Peel) 769, 2062

Is site currently in use?

No

Summary of use

N/A Not in use

Are there buildings on site?

No

Summary of buildings

No prominent buildings, just a small building - substation to the southwest of site

Summary of observed vacancy

Vacant - let signs were displayed on behalf of Peel advertising land

Is site prominent? Summary

Yes - as it is right on the roundabout and waterfront, with a public footpath and cycle trail in front as part of the prom.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

The site is in close proximity to the Seacombe Ferry terminal to the north, bus links 409 running through Seacombe via Wallasey Village via St Pauls to Birkenhead bus station (running every 30 mins mon-Sat only) and 411 (running every 20 mins mon-fri, every 30 mins at the weekend) starting from New Brighton along A554 Birkenhead Road leading to Birkenhead Bus Station in the City Centre. Cycle trail also along the prom and the main roads.

Is site access in place and sufficient?

Site access to north of site via Birkenhead road which is noticeably busy.

Is the site regular in shape? Does the site shape affect the sites market appeal?

The site is triangular in shape, adjacent to Alfred Dock. Site shape could affect development but depends on density and mix pursued.

Any visible development constraints? Any steep slopes?

No, but there is a substation to the southwest of the site.

Flood Risk Y/N

Yes

Flood Risk summary if Y

20% of the west part of site is in flood zone 3a

Conservation Area Y/N

Yes

Conservation summary if Y

Heritage - Grade II Listed Hydraulic Tower to south

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

2062

Site Name

Former Riverside House, Seacombe - Volclay Triangle (Peel)

Site Address

East Street, Seacombe, CH41 1BY

Ward

Seacombe

Lower Level Super Output Area(s)

E01007274

Market area

Birkenhead and Wallasey

Site Size (Ha)

0.48 Ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

Primarily Industrial area under policy EM8

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Area also classed within Coastal zone, development subject to meeting requirements in COA1 Principles for the Coastal Zone Strategy Policy.

Is site in ELR? Y/N

Yes

ELR reference

392

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

UM STORAGE LIMITED

MS256960 (Freehold)

CH85423 (Freehold)

MS574885 (Freehold)

MS232136 (Freehold)

MS4348 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes part of collection - Volclay Triangle (Peel)769, 756

Is site currently in use?

The west section of the site (former Riverside House) is in use, the other side is currently vacant.

Summary of use

Former Riverside House area is involved in industrial activity, the east side of site is fenced and vacant, free of buildings and currently slightly overgrown.

Are there buildings on site?

Yes

Summary of buildings

Porta cabin office type building, container units and an industrial tanks. The central section of the site at end of East Lane is just tarmacked empty space being used for extra parking space. This area is gated.

Summary of observed vacancy

Former Riverside House site is occupied with small temporary office building, the site opposite is vacant.

Is site prominent? Summary

No - site is situated off the main road link A554 (Birkenhead Road), down to the bottom of East Street.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

The site is in close proximity to the Seacombe Ferry terminal to the north, bus links 409 running through Seacombe via Wallasey Village via St Pauls to Birkenhead bus station (running every 30 mins mon-Sat only) and 411 (running every 20 mins mon-fri, every 30 mins at the weekend) starting from New Brighton along A554 Birkenhead Road leading to Birkenhead Bus Station in the City Centre.

Is site access in place and sufficient?

Site access is gained from East Street - the road is very wide so plenty of ease for access.

Is the site regular in shape? Does the site shape affect the sites market appeal?

The east site is rectangular in shape and the west site over the road from East Street is also rectangular and part of a larger area owned by U M Group. Site is split so difficult to deliver.

Any visible development constraints? Any steep slopes?

Area is industrial with tanks on site - may be difficulty removing infrastructure and any contamination.
Odour is prominent in the area.

Flood Risk Y/N

Yes

Flood Risk summary if Y

10% Flood Zone 3b towards south east corner and potential for surface water flood risk

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

564

Site Name

Stone Man, Seacombe

Site Address

Dock Road, CH41 1DT

Ward

Seacombe

Lower Level Super Output Area(s)

E01007269

Market area

Birkenhead and Wallasey

Site Size (Ha)

6.88 Ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

Primarily Industrial area under policy EM8

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Land for general employment under policy EM3, allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6 (New employment development), Policy EM7 (Environmental criteria for new development) and Policy EM9 (Non-employment uses in industrial areas).

Area also classed within Coastal zone, development subject to meeting requirements in COA1Principles for the Coastal Zone Strategy Policy.

Emerging Local Plan

Proposed Employment allocation

Is site in ELR? Y/N

Yes

ELR reference

229

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

LANGHAM INDUSTRIES LIMITED (01491878)
MS584375 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

No

Is site currently in use?

Yes

Summary of use

Large area containing a number of office buildings including high bay workshop and an extensive yard area.

Are there buildings on site?

Yes

Summary of buildings

Office buildings - 2 storeys, warehouse buildings, security cabin.

Summary of observed vacancy

Larger units to rear are vacant, some units/parts of site in use such as a van business.

Is site prominent? Summary

Yes - Site is on the Dock Road with access on view as area currently has a security barrier.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

The site backs on to the A59 and toll entry for the Kingsway Tunnel. The closest bus link 410 on Duke Street runs every 10 mins, 30 mins in the eve mon-fri), weekends every 15-30mins

Is site access in place and sufficient?

Yes - access is on Dock Road A513, a busy road within numerous industrial uses along it.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Yes, site is regular in shape

Any visible development constraints? Any steep slopes?

No immediate

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood zone 1 - Potential risk of surface flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

Yes

Other technical constraints summary if Y

Gas pipeline to south of site.

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

#2

Site Name

Wirral Business Centre and Depot

Site Address

Dock Road, CH41 1JW

Ward

Seacombe

Lower Level Super Output Area(s)

E01007269

Market area

Birkenhead and Wallasey

Site Size (Ha)

2.97 (including depot centre)

Is the site allocated? Y/N

No

Summary of allocation if yes

N/A

Is site in ELR? Y/N

No

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

Yes

Summary of ownership including title references

WIRRAL BOROUGH COUNCIL
CH49457 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes boundary includes Wirral Depot to the North East of the Business Centre.

Is site currently in use?

Wirral Business Centre is currently in use, the Depot Centre appears not to be in use as it was locked up and overgrown.

Summary of use

Business centre consisting of multi - let units. Depot entrance is gated and area is noticeably overgrown, debris scattered, abandoned depot vehicles in the vicinity.

Are there buildings on site?

Yes

Summary of buildings

Business Centre: There are a selection of two story building offices and ground level industrial units with slide doors and an adjoining sloped ramp leading up to each unit. Buildings look visibly tired and aged. There is an island in the middle of site to allow for navigating and turning around as you enter then exit site. Depot: The old depot corrugated warehouse unit is to the rear of site. There are a few select units to rear of site behind another gated boundary. There is a small unit to the south end of site - Billy Binters - in use. At entrance before depot gates, there is a small car park not in extensive use.

Summary of observed vacancy

Business Centre: A large proportion of units are let with a number of vacant units visibly not in use.
Depot: Site seems completely vacant apart from small take away building at the entrance of the site.

Is site prominent? Summary

Yes - Site is on main Dock road, which also has light industrial uses along it.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

Due to location of site on an industrial route, there are bus stops on Duke Street, to the south west to the site.

Is site access in place and sufficient?

Yes, site access is from Dock Road initially, turning left for Business Centre or straight on for the Depot as you enter site.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Yes - mostly rectangular

Any visible development constraints? Any steep slopes?

Business Centre: The area is sloped which lead to each unit from access road
Depot: No major constraints apart from existing infrastructure.

Flood Risk Y/N

Yes

Flood Risk summary if Y

Flood Risk - zone 1

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

N/A

Site Reference

587

Site Name

Hamilton Park, Land at Berner Street

Site Address

Berner Street, Birkenhead, CH413QG

Ward

Bidston and St James

Lower Level Super Output Area(s)

E01007133

Market area

Birkenhead and Wallasey

Site Size (Ha)

0.98 ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

Primarily Industrial area under policy EM8, indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7: (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

UDP Housing: Also currently allocated under Primarily residential area under Proposal HS1- Land allocated for residential development.
Proposed Mixed Use allocation

Is site in ELR? Y/N

Yes

ELR reference

217

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

No

Summary of ownership including title references

Wirral Borough Council MS550933 (Freehold)

WIRRAL METHODIST HOUSING ASSOCIATION LIMITED MS550932 (Freehold) owns 27 small rectangular plots dotted throughout the whole site

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes, Hamilton Park

Is site currently in use?

No

Summary of use

Vacant brownfield site now reclaimed with greenery

Are there buildings on site?

None

Summary of buildings

N/A - there are a few lamp posts still standing within the site

Summary of observed vacancy

Vacant

Is site prominent? Summary

Yes to an extent, land is on A5030 Cleveland Street, which is a through road from North Birkenhead to Birkenhead Town Centre. However, it seems to be in an isolated area with areas of mixed employment use including a play centre to the east and a scrap yard to the west.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

The site is in close proximity to a bus route 811, on Cleveland Street. However this route does irregular journeys according to Merseytravel. Starts at Moreton, passing through via Birkenhead North, Hamilton Square to end up in Broughton Wales.

Is site access in place and sufficient?

No current access is at this site, whole site has currently got a low fenced boundary and has boulders blocking site access from the west side via Livingstone Street.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Yes - rectangular

Any visible development constraints? Any steep slopes?

No - just lamp infrastructure is still in place, as site noticeably had smaller streets before grass reclaimed land.

Flood Risk Y/N

Yes

Flood Risk summary if Y

10 - 25% of site in Flood zone 3a

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

Site Reference

440

Site Name

256-296 Land at Price Street

Site Address

Price Street, Birkenhead, CH41 3PT

Ward

Bidston and St James

Lower Level Super Output Area(s)

E01007133

Market area

Birkenhead and Wallasey

Site Size (Ha)

0.79 Ha

Is the site allocated? Y/N

Yes

Summary of allocation if yes**Adopted UDP**

Primarily Industrial area under policy EM8

(i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and

(ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

Emerging Local Plan

UDP Housing: Primarily Residential Area

Is site in ELR? Y/N

No

ELR reference

N/A

ELR site assessment extracted?

See separate ELR summary tab

Is site in single ownership?

No

Summary of ownership including title references

INSTORE SHOPFITTERS LIMITED (05077236) MS662042 (Freehold)

PROSPECT ESTATES LIMITED (03189093) CH60856 (Freehold)

Private owner MS362590 (Freehold)

Is site part of a collection of sites / within a wider employment area? Provide references and commentary

Yes - 0587 Ten Streets Phase 1 (Hamilton Park)

Is site currently in use?

Yes - some buildings

Summary of use

Difficult to see as buildings are Joint together in a block with gates around some areas. The area is observed to have a series of employment uses. The south side of the site appears to have a gym business clearly in use. Other buildings were either vacant or not accessible from outside.

Are there buildings on site?

Yes

Summary of buildings

Mainly brick buildings with some gated areas including a small car park within one of the sites and a storage area for vans.

Summary of observed vacancy

Some buildings difficult to tell in terms of some of them facing inward.

Is site prominent? Summary

Not immediately, site is set back from Cleveland Street.

Is the site a sustainable location? Proximity to public transport, frequency of public transport

No bus routes close by apart from Duke Street to the West, but site is in close proximity to Birkenhead Park train station.

Is site access in place and sufficient?

Site access is various around the different entrances to the site is it's made up of lots of smaller businesses.

Is the site regular in shape? Does the site shape affect the sites market appeal?

Yes - rectangular

Any visible development constraints? Any steep slopes?

Area is surrounded by new growth trees - some are planted in front of previous areas requiring vehicular access. There are residential areas adjacent to site along Price Street.

Flood Risk Y/N

Yes

Flood Risk summary if Y

10-25% of site subject to flooding - flood risk zone 3a, also low risk of surface flooding

Conservation Area Y/N

No

Conservation summary if Y

N/A

Other technical constraints Y/N

No

Other technical constraints summary if Y

N/A

Site Utilities Constraints Y/N

Council to provide evidence

Utilities Summary

Council to provide evidence

Planning History Summary

None

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