

## **Appendix 7: Site Pro-Forms**



**Site Name [6] Eastham Dock Estate - Queen Elizabeth II Dock**



**GROSS SITE AREA:**  
**6.57 ha**

**ESTIMATED NET DEVELOPABLE**  
**AREA:**  
**6.57 ha**

| CRITERIA   | COMMENT   | RATING  |
|--|---|---------|
| Current Use and Land Type                                  | The site is currently in use for agricultural purposes associated with Crossley's Farm. The site is classed as brownfield land associated with the Eastham Dock Estate. A football pitch is located at the eastern end of the site. The UDP Proposals Map identifies the site as an employment development site.  |         |
| Strategic Road Access                                      | M53 Junction 6, via North Road, West Road and Banksfield Drive. The site is within 1km from the A41 via Banksfield Drive which is a private barrier-controlled road (Manchester Ship Canal) at this point.  | Good    |
| Local Accessibility  | There is currently no access infrastructure onto the site but this could be created to the south. The site fronts an unadopted road to the south, which is restricted to 30mph. A bus service is in operation along Ferry Road to the west of the site (accessed via Banksfield Drive which is a private barrier-controlled road (Manchester Ship Canal), providing access to Birkenhead, Eastham and Rock Ferry. The nearest bus stop is 0.6km to the west, the nearest train station is Eastham Rake 2.6km to the west of the site. Overpool railway station is c.6.8km to the south. | Good    |
| Proximity to Urban Areas and Access to Labour and Services | The site is peripheral in location, detached and not directly accessible from the urban area of Eastham and Bromborough. The site is therefore considered to have an average labour market catchment area only by virtue of its proximity to the strategic road network however, conversely the site is within a poor catchment area for services and facilities and immediate access to the site is via the Ship Canal's private road network.   | Average |
| Compatibility of Adjoining Uses                            | The site is within the Eastham Dock Estate. The site is bounded to the north by the Queen Elizabeth II Dock, the east by an unadopted private road (gated access to the QEII Dock) a compound occupied by Westminster Dredging and the Manchester Ship Canal beyond, the south by an unadopted private road with the Nustar Eastham Terminals beyond and,   | Good    |

|   |   |                   |
|---|---|-------------------|
|   | to the west by pipelines. Residential development is located to the north west of the site (closest dwellings on Seaview Avenue are c.130 metres from the site boundary).   |                   |
| Developmental and Environmental Constraints     | The site is suspected to be contaminated and may require remediation. Oil pipelines adjoin the site to the west, and the presence of venting tubes across the site indicates there may be land fill or storage tanks underground. The site is also within an HSE consultation zone for hazardous substances and a portion of the site is within a Part A Notification Area for Pollution Control originating from the Eastham Refinery to the south. The site is within the KANEB Terminals Public Information Zone 400m Control of Major Accident Hazards Regulations 1999 (COMAH) defined boundary area. The site has a relatively flat topography; trees are located along the boundaries of the site. The EA Map identifies the site as being located within Flood Zone 1 and being at low risk of flooding. The development of the site would require the relocation of the existing football pitch which is already being arranged.   | Poor              |
| Market Attractiveness                           | The site is undeveloped and within a predominantly industrial area; the surrounding industrial uses are heavy industrial refineries/tank farms. The site is peripheral to the main settlements in Wirral, but benefits from good accessibility to the motorway network and has potential for direct access to the QE11 Dock. The site is constrained by its proximity to hazardous materials and by suspected contamination. The site is adjacent to the proposed Port Wirral development and would therefore be well located to capitalise on this in the long term with B2 and/or B8 development.   | Average           |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is undeveloped and would require the creation of a new access point from the unadopted private road which runs to the south of the site. The site is also suspected to be contaminated. Dependent on the levels of   |                   |



|  |  |
|--|--|
|  | contamination, it is likely that the site could come forward at the earliest between 5-10 years or, more likely, 10-15 years.  |
| Planning Designation   | Employment Development Site (UDP) Coastal Zone.  |
| Planning History   | Hydrodec Oil Re-Refinery Eastham at pre-application stage as a Nationally Significant Infrastructure Project (since July 2015)   |
| <b>OVERALL SITE RATING</b>   | Average  |
| <b>Recommendation and Potential Future Uses</b>  | The site should retain its designation as an Employment Development Site. Given the location of the site and the proposed Port Wirral development it would best accommodate B1c/B2 or B8 uses, (with a preference for uses which require/can utilise the port location). |
| <b>SITE SUMMARY:</b>   |  |
| This brownfield site is peripheral in location, outside the main urban area of Eastham. The site benefits from its proximity to the strategic road network and its location adjacent to an established industrial area. The site is constrained by suspected contamination and proximity to hazardous installations which will need to be addressed if the site is to be brought forward for delivery. |  |

**Site Name [8] Premier Brands, Reeds Lane - South of Access Road**



**GROSS SITE AREA:  
5.02 ha**

**ESTIMATED NET DEVELOPABLE  
AREA:  
5.02 ha**

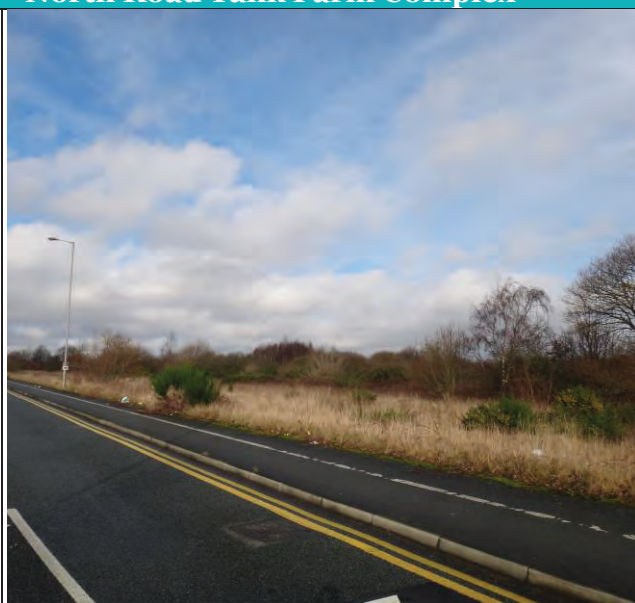
| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland, formerly occupied by company playing pitches. The site is classed as greenfield land. The UDP Proposals Map identifies the site as an employment development site (as part of a single allocation with site 24).  |           |
| Strategic Road Access                                      | The site is approximately 1km from the A553.   | Average   |
| Local Accessibility  | The site can be accessed off Reeds Lane which runs to the east of the site via a private industrial standard access road which serves as a secondary access to the Manor Bakeries/Typhoo Tea complex to the immediate west. A bus service is in operation along Reeds Lane providing access to Hoylake, Moreton, Woodside, Liverpool, Birkenhead, New Brighton and Seacombe. A bus stop is located immediately outside of the site. The nearest train station is Leasowe which approximately 0.3km to the south of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is separated from the main urban area of Moreton by the railway line. The residential area of Leasowe is north east of the site across the River Birket. Moreton is identified as a key Town Centre within the Borough, providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is well contained by existing development and the strategic road network but abuts residential development to the south. The site is bounded to the north by a private drive beyond which is site 24, to the east by Reeds Lane, to the south by the curtilage of residential properties and the railway line and to the west and east by existing employment development, including Bristol Myers Squibb Pharmaceuticals undertaking chemistry, manufacturing and control activities.                              | Average   |
| Developmental and Environmental Constraints                | The site is currently undeveloped and has a relatively flat topography. A number of mature trees are present along the boundaries of the site. The EA map identifies the site as being located within Flood Zones 2 and 3 and is therefore an area that is at risk of flooding. Offices, general industry and storage and distribution are classed as less vulnerable and generally acceptable within flood zones 2 and 3a subject to the sequential   | Average   |

|   |  |                   |
|---|--|-------------------|
|   | test and acceptable flood risk assessment and any required mitigation measures such as land-raising. The site forms part of a larger parcel (with Site 24) which has been submitted for consideration as a residential site through the Strategic Housing Land Availability Assessment process.  |                   |
| Market Attractiveness                           | The site is currently undeveloped and is immediately adjacent to the Typhoo Tea and Manor Bakeries factories. The site is also allocated for employment development. The site is undeveloped but is located within Flood Zones 2 and 3. The site also abuts residential development to the south. However, the site benefits from good local access, proximity to the urban areas of Moreton and Leasowe and a prominent location, fronting Reeds Lane. The site nevertheless suffers from a peripheral location within Wirral's commercial property market, with low levels of interest for large-scale single use industrial or distribution development in this location. Market interest in Moreton is typically for smaller premises rather than larger new build premises. It is understood the landowner may now have interest in pursuing residential development. | Poor              |
| Viability                                       | Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> </ul> The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.   | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is allocated for employment development but has remained undeveloped. The site is supported by the industrial infrastructure that serves the Typhoo and Manor Bakeries factories but is located within Flood Zones 2 and 3. Low market interest for large-scale new build employment development in Moreton means that the site is unlikely to come forward in the next 10-15 years. Along with the adjacent site 24, to the north, it is understood that the owner now has interest in pursuing residential development which may restrict future availability for employment development.   |                   |
| Planning Designation                            | Employment Development Site (UDP).   |                   |
| Planning History                                | OUT/05/6511 (21/12/06) residential development (Taylor Woodrow) Appeal dismissed.  |                   |
| <b>OVERALL SITE RATING</b>                      | Average  |                   |
| <b>Recommendation and Potential Future Uses</b> | De-allocate and re-designate for mixed use development, comprising B1 use on the western portion of the site to act as a buffer to the existing and adjacent employment uses, and residential development to the east (assuming that appropriate flood defences can be provided). Given the site's proximity to existing employment uses to the west and residential properties to the east a mixed use scheme with appropriate land use buffers is required.  |                   |

#### **SITE SUMMARY:**

This greenfield site is separated from the urban areas of Moreton/Leasowe by the railway line to the south and river Birket to the north. The site is allocated for employment development and benefits from good local accessibility and proximity to Moreton urban area but is constrained by its location in both Flood Zones 2 and 3, its proximity to residential development and, the owner's interest to pursue the site for residential development. The site is recommended to be re-designated for mixed use development, comprising B1 use on the western portion of the site to act as a buffer to the existing and adjacent employment uses, and residential development to the east (assuming that appropriate flood defences can be provided). Given the site's proximity to Typhoo Tea and Manor Bakeries entirely releasing the site to other uses could threaten the existing B-Class operations. It is therefore recommended that a small scale B1 use development catering to local SMEs is provided on the western portion of the site, for example 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.

**Site Name [13] Eastham Dock Estate - North Road Tank Farm Complex**



**GROSS SITE AREA:  
9.32 ha**

**ESTIMATED NET DEVELOPABLE AREA:  
8.38 ha**

| CRITERIA   | COMMENT  | RATING         |
|--|--|----------------|
| Current Use and Land Type                                  | The site is currently undeveloped brownfield land and currently comprises vacant grassland and scrub, with evidence of former tank farm use associated with the Eastham Dock Estate, adjacent. The UDP Proposals Map identifies the site as an Employment Development Site.  |                |
| Strategic Road Access                                      | The site is within 1km of M53 junction 6 via West Road and North Road.   | Very Good      |
| Local Accessibility  | There is no direct access infrastructure onto the site but can be accessed directly from the M53 via West Road which runs to the north west of the site. The nearest bus service operates along Eastham Village Road and New Chester Road to the north and west of the site, providing access to Eastham Ferry, Chester, Liverpool and Birkenhead. The nearest bus stop is along Eastham Village Road which is 1.9km to the north of the site; and the closest train station is Overpool which is c.3km to the south of the site. There is a designated cycle track along North Road. There is also a (disused) rail connection on the western edge of the site. | Average        |
| Proximity to Urban Areas and Access to Labour and Services | The site is in a peripheral location, detached from the urban area of Eastham and sits within the wider Eastham Dock Estate. The site is therefore considered to have an average labour market catchment area by merit of its proximity to the strategic road network but is within a poor catchment area for services and facilities.   | Average / Poor |
| Compatibility of Adjoining Uses                            | The site is included as part of the wider Eastham Dock Estate. The site is bounded to the north by the Eastham Refinery, to the east by mature woodland and the Manchester Ship Canal, to the south by mature woodland and existing employment development (including the Vauxhall car plant and supplier park) and, to the west by North Road.  | Good           |
| Developmental and Environmental                            | The site is suspected to be contaminated, associated with its former industrial use and will likely require remediation.   | Average        |

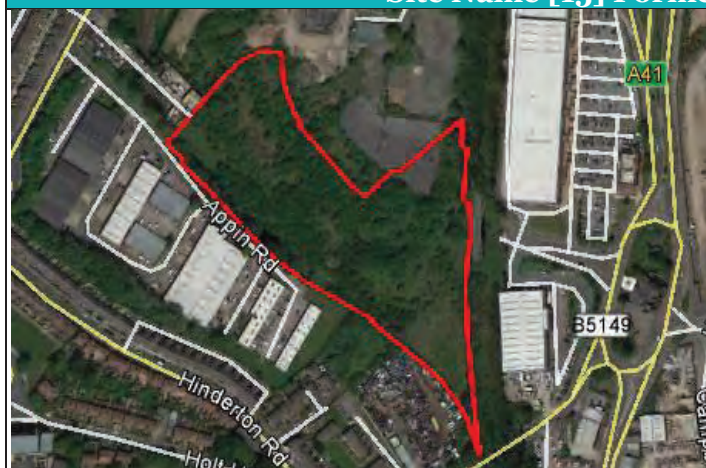


|   |  |                   |
|---|--|-------------------|
| Constraints                                     | Approximately a third of the site is within a Part A Notification Area for Pollution Control originating from the Eastham Refinery to the north. The site also falls within the Eastham Refinery Public Information Zone 250m buffer of the Control of Major Accident Hazards Regulations 1999 (COMAH) defined area. An oil pipeline adjoins the site in the north eastern corner. The site has a relatively flat topography except for an embankment which runs through the middle of the site and forms part of a former railway line. The site is very overgrown; mature trees are present on the site and immediately adjacent. The site also abuts a large substation, immediately to the south of the site. The EA Flood Map identifies the site as being partly located within Flood Zone 1 and is at low risk of flooding. The site is also constrained physically by its size and shape and proximity to the Ship Canal to immediate east.                        |                   |
| Market Attractiveness                           | The site is undeveloped and designated for employment development. The site is located within the wider Eastham Dock Estate which is recognised as an established industrial area. The site benefits from proximity to the strategic road network but is peripheral in location and will require levelling and clearing and potential remediation before it can be delivered. The site is constrained by its size and shape but has proximity to the Ship Canal and potential rail connectivity (the latter would require re-instatement) and is adjacent to the Vauxhall Motors car plant and supplier park to the immediate south.   | Average           |
| Viability                                       | Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses. It should be note that whilst the site area is large enough to accommodate profitable uses, the shape of the site is likely to deter some developers. | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is undeveloped and would require the creation of an access point, which could be delivered off the North Road which runs immediately to the west of the site. The site is suspected to be contaminated and will require remediating, clearing and levelling before it can be delivered. Given that the site is relatively small in size it could come forward at the earliest between 5-10 years however, dependent on the level of work required before development can commence on site it will be more likely to come forward in 10-15 years.  |                   |
| Planning Designation                            | Employment Development Site (UDP). Immediate surroundings are 'white land' (formerly dock estate). Coastal Zone. Adjacent to the boundary with Cheshire West and Chester Council and road access is within the adjoining   |                   |

|  |  |
|--|--|
|  | authority.   |
| Planning History   | No current planning permissions.   |
| <b>OVERALL SITE RATING</b>   | Average  |
| <b>Recommendation and Potential Future Uses</b>  | The site should retain its designation as an Employment Development Site. Given the context of the site it would best accommodate B2 or B8 development, with a preference for uses which could utilise the Ship Canal and/or restored rail connectivity. |
| <b>SITE SUMMARY:</b>   |  |
| This brownfield site is peripheral in location, outside the main urban area of Eastham. The site benefits from its proximity to the strategic road network and being situated within an established industrial area. The site will require clearing and levelling and possible remediation before the site can be brought forward for development. |  |



**Site Name [15] Former Railway Depot**



**GROSS SITE AREA:**  
**3.45 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**3.27 ha**

| CRITERIA   | COMMENT  | RATING         |
|--|--|----------------|
| Current Use and Land Type                                  | The site currently comprises a cleared area of vacant grassland and an area of mature woodland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as an employment development site.   |                |
| Strategic Road Access                                      | The site is within 1km of the A41.   | Good           |
| Local Accessibility  | There is no existing access infrastructure onto the site which would most likely have to be taken through site 45 to the north, off Waterloo Place (via one-way system). Links to Appin Road to the south would be hindered by the significant change in ground levels. A major access via Mollington Street is also unlikely to be acceptable but proposals exist to extend the Mollington Link (to the east) under the railway bridge and across the site to Hind Street where it meets the Central Station roundabout. A bus service is in operation along Hinderton Road, to the south of the site, providing access to Clatterbridge, Eastham Rake, New Brighton and Woodchurch and Birkenhead Bus Station. The nearest bus stop is 0.18km to the south of the site, on Hinderton Road. The nearest train station is Birkenhead Central which is 0.26km to the north of the site. | Average / Poor |
| Proximity to Urban Areas and Access to Labour and Services | The site is within the urban area of Birkenhead, within proximity to Birkenhead town centre, which is the sub-regional centre for the borough providing a wide range of services and facilities and access to a good labour supply.  | Very Good      |
| Compatibility of Adjoining Uses                            | The site is allocated for employment development in the UDP. The site is bounded to the north by site 45 and partially by mature woodland, to the east by mature woodland beyond which lies commercial development, to the south by the Argyle Industrial Estate (at Appin Road) and a scrap yard and, to the west by employment development and mature woodland.  | Good           |
| Developmental and Environmental Constraints                | The site is currently undeveloped and was formerly a railway depot. The site is adjacent to the gas works which is a major hazard, (although it is understood that the gas holders are now surplus). The last study indicates that the site has been fully reclaimed and decontaminated. Part of the site currently comprises mature woodland. The EA Flood Map identifies the   | Poor           |

|   |  |                   |
|---|--|-------------------|
|   | site as being located within Flood Zone 1 and is at low risk of flooding. The Council's data also suggests that the A41 corridor suffers from potential traffic and air quality issues. The site is currently land-locked. There is a significant level change to the adjoining Argyle Industrial Estate, especially at the western end of the site.   |                   |
| Market Attractiveness                           | The site is constrained by its proximity to the gas works, which is identified as a major hazard (but is now understood to be surplus). The site is allocated for employment development but, the surrounding employment development is characterised by lower grade industrial units. The site nevertheless benefits from proximity to Birkenhead town centre and a potentially good strategic location. The site may require gap funding or high value occupiers to enable the necessary access infrastructure works.  | Poor              |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial scenarios, however due to the shape and location of the site it would not be a preferred location for a developer of this nature.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site has been reclaimed and understood to be decontaminated. Part of the site would require clearing before it could be brought forward for development. The site is also adjacent to the gas holders which are still currently identified as a major hazard. However, the site does benefit from a historic permission for a mixed use commercial and office-based development. The site is therefore only likely to come forward in the next 10-15 years and possibly only as part of a joint development with site 45 and the adjacent gas holders.   |                   |
| Planning Designation                            | Employment Development Site (UDP).   |                   |
| Planning History                                | 11/01118 (Approved 03/01/2012) non-food retail, trade sales, office (1,800sqm), car showroom, public house and crèche 7.46ha (this has now lapsed).  |                   |
| <b>OVERALL SITE RATING</b>                      | Poor   |                   |
| <b>Recommendation and Potential</b>             | Given the context and delivery challenges of the site, it is recommended to be de-allocated and re-designated for residential-led mixed-use development in a   |                   |

|                    |  |
|--------------------|--|
| <b>Future Uses</b> | future site-specific local plan alongside the adjoining sites, (subject to the provision of the Mollington Link and drawing upon potential funding support from the Homes and Communities Agency) and not form part of the Borough's ongoing employment land supply. |
|--------------------|--|

#### **SITE SUMMARY:**

This reclaimed brownfield site is located at the heart of the urban area of Birkenhead, with proximity to Birkenhead town centre. The site was allocated for employment development and is within a predominantly industrial area. The site benefits from a potentially good strategic location but with limited local access. The site is constrained by proximity to gas holders which are now understood to be surplus to requirements but are still awaiting clearance and decommissioning. The site would be more suitable for a residential-led mixed-use development drawing upon funding support from the Homes and Communities Agency. Given the required remediation and infrastructure works to deliver the site, it is likely to be challenging to deliver it with solely B-Class uses.

### Site Name [17] Riverview Road - East of Tulip



**GROSS SITE AREA:**  
**2.94 ha**

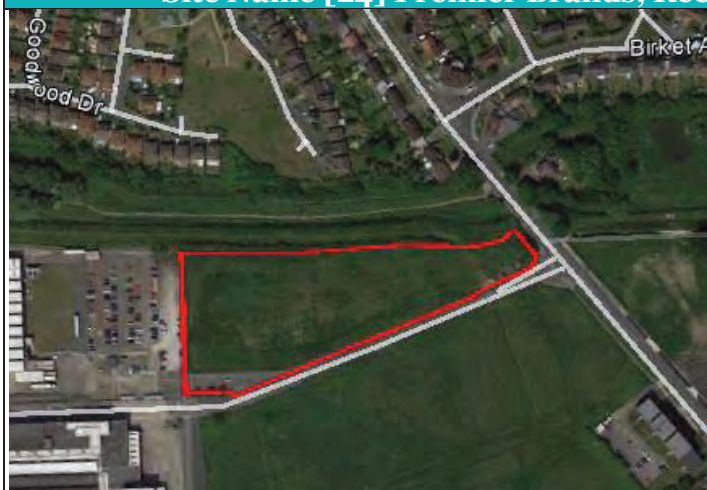
**ESTIMATED NET DEVELOPABLE AREA:**  
**1.91 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland and scrub. The Wirral Coastal Trail passes along the northern and eastern site boundaries and forms part of a strategic recreation route. The site is classed as brownfield land. The UDP Proposals Map identifies the site as an employment development site.  |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Old Hall Road and Riverwood Road.   | Good      |
| Local Accessibility  | There is no existing road access infrastructure onto the site but access could be achieved off Riverwood Road which runs to the west of the site. The 38, 38a and 811 bus services are in operation along Stadium Road providing access to Birkenhead. Bus stops are provided along Stadium Road, 0.51km to the south west of the site. The nearest train station is Bromborough Rake which is 2km to the south west of site.   | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is allocated for employment development and sits within an established employment area. The site is bounded to the north by site 242 which currently comprises mature woodland, to the east by the River Mersey, to the south by vacant grassland and, to the west by Riverbank Road.  | Very Good |
| Developmental and Environmental Constraints                | The site is undeveloped and has an undulating topography. Parts of the site are vegetated and will require clearing if the site is to come forward for development. The previous study indicates that the site has been reclaimed and decontaminated and that there is a secure asbestos pit present on the site. Council monitoring data indicates that a portion of the site is within a Part A Notification Area for Pollution Control which originates from the FMC site to the north. The EA Flood Map identifies the site as being located within Flood Zone 1 and is at low risk of flooding. The Mersey Estuary, adjacent to the east, is a European Special Protection Area. | Good      |



|   |  |                   |
|---|--|-------------------|
| Market Attractiveness   | The site is undeveloped and is allocated for employment development, sitting within an established employment area. The surrounding employment development is characterised by modern, high quality office, industrial and storage units. The site is on the edge of the urban area of Bromborough but has good strategic road and local access, as part of the borough’s flagship Wirral International Business Park.   | Very Good         |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large industrial (+4.1% - Good)</li><li>• Small offices (out of town) (-16.7% - Poor)</li><li>• Medium offices (out of town) (-12.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is undeveloped and has been reclaimed and decontaminated. The site has limited development and environmental constraints and could come forward in the next 0-5 years.  |                   |
| Planning Designation  | Employment Development Site part Coastal Zone (UDP)  |                   |
| Planning History  | N/A  |                   |
| OVERALL SITE RATING   | Good   |                   |
| Recommendation and Potential Future Uses  | Retain allocation as an Employment Development Site as part of a wider Primarily Industrial Area. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development.   |                   |
| SITE SUMMARY:   |  |                   |
| This waterfront brownfield site is located on the edge of the urban area of Bromborough. The site is undeveloped and is designated for employment development, benefitting from good strategic road and local access. The site has been reclaimed and decontaminated and is considered to have relatively limited development and environmental constraints that would impact on the site or prevent it coming forward for development. |  |                   |

**Site Name [24] Premier Brands, Reeds Lane - North of Access Road**



**GROSS SITE AREA:**  
**1.46 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.46 ha**

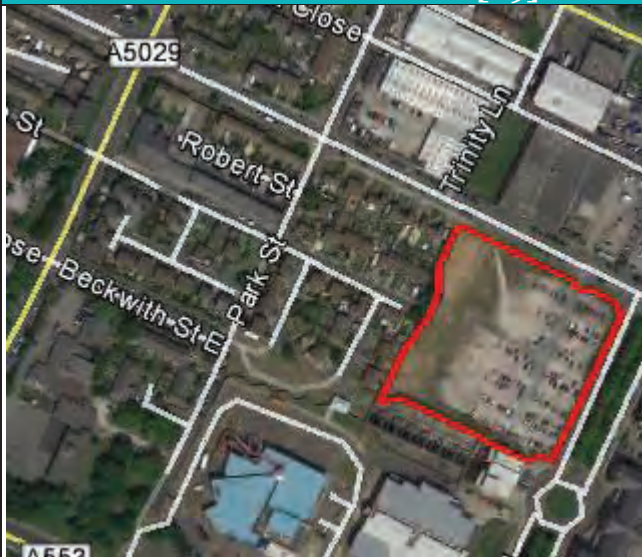
| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland formerly occupied by a company playing pitch. The site is classed as greenfield land. The UDP Proposals Map identifies the site as an employment development site (as part of a single allocation with site 8).   |           |
| Strategic Road Access                                      | The site is approximately 1km from the A553 via Reeds Lane.   | Average   |
| Local Accessibility  | The site can be accessed off Reeds Lane which runs to the east of the site via a private industrial standard access road, which serves as a secondary access to the Manor Bakeries/Typhoo Tea complex to the immediate west. A bus service is in operation along Reeds Lane providing access to Hoylake, Moreton, Woodside, Liverpool, Birkenhead, New Brighton and Seacombe. A bus stop is located immediately outside of the site. The nearest train station is Leasowe which approximately 0.3km to the south of the site.         | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located between the urban areas of Leasowe and Moreton. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is well contained by existing development, landscape features and the strategic road network. The site is bounded to the north by the River Birket, to the east by Reeds Lane, to the south by a private drive (and site 8) and, to the west by existing employment development and to the east by site 70.  | Very Good |
| Developmental and Environmental Constraints                | The site is currently undeveloped and has a relatively flat topography. Mature trees are present on the boundary of the site. The EA Flood Map identifies the site as being located within Flood Zone 2 and 3 and is therefore an area at risk of flooding. Offices, general industry and storage and distribution are classed as less vulnerable and generally acceptable within Flood Zones 2 and 3a subject to the sequential test and acceptable flood risk assessment and any required mitigation measures such as land-raising. | Average   |
| Market Attractiveness                                      | The site is currently undeveloped and is immediately adjacent to  | Poor      |

|  |  |                   |
|--|--|-------------------|
|  | the Typhoo Tea and Manor Bakeries factories. The site is allocated for employment development (with site 8) but is located within Flood Zone 2 and 3. The site benefits from good local access, proximity to the urban area of Moreton and a prominent location, fronting Reeds Lane. The site nevertheless suffers from its peripheral location within the Wirral commercial property market with low levels of interest for industrial or distribution development in this location and market interest in Moreton is typically for smaller rather than large new build premises. It is understood the landowner may now have interest for residential development.  |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding. The lack of viable employment options for the site further suggests it's suitability for residential uses.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is allocated for employment development but has remained undeveloped. The site is supported by the industrial infrastructure that serves the Typhoo and Manor Bakeries factories but is located within Flood Zones 2 and 3. Low market interest for large-scale new build employment development in Moreton means that the site is unlikely to come forward in the next 10-15 years. It is understood that the landowner now has interest in pursuing residential development, along with site 8 to the south which may restrict future availability for employment development.  |                   |
| Planning Designation   | Employment Development Site  |                   |
| Planning History   | OUT/05/6511 (21/12/06) residential development (Taylor Woodrow) Appeal dismissed.  |                   |
| <b>OVERALL SITE RATING</b>   | Good   |                   |
| <b>Recommendation and Potential Future Uses</b>  | Retain as an Employment Development Site as part of a wider Primarily Industrial Area. Given the site's proximity to Typhoo Tea and Manor Bakeries, releasing the site to other uses could threaten the existing B-Class operations. Whilst the site is not expected to come forwards for large scale B-Class development, it could accommodate a cluster of smaller units that could continue to support the existing industrial uses on both sides of Reeds Lane. B1 use would be preferred to be appropriate to any potential future residential development at site 8.   |                   |
| <b>SITE SUMMARY:</b>   |  |                   |
| This greenfield site is separated from the urban areas of Moreton and Leasowe by the railway line to |  |                   |



the south and the River Birkett to the north. The site is allocated for employment development and benefits from good local accessibility and proximity to Moreton urban area but is constrained by its location in both Flood Zones 2 and 3 and the owner's interest to pursue the site for residential development. The site should, however, retain its Employment Development Site designation. Given the site's proximity to the Typhoo Tea and Manor Bakeries factories, as releasing the site to other uses could threaten the existing B-Class operations. Whilst the site is not expected to come forwards for large scale B-Class development, it could accommodate a cluster of smaller units. B1 use would be preferred to be appropriate to any potential future residential development at site 8.

**Site Name [29] Conway Park - North of Station**



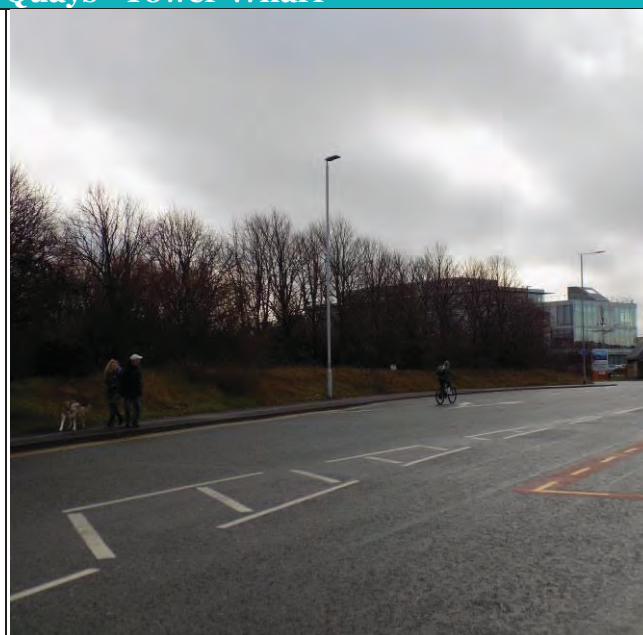
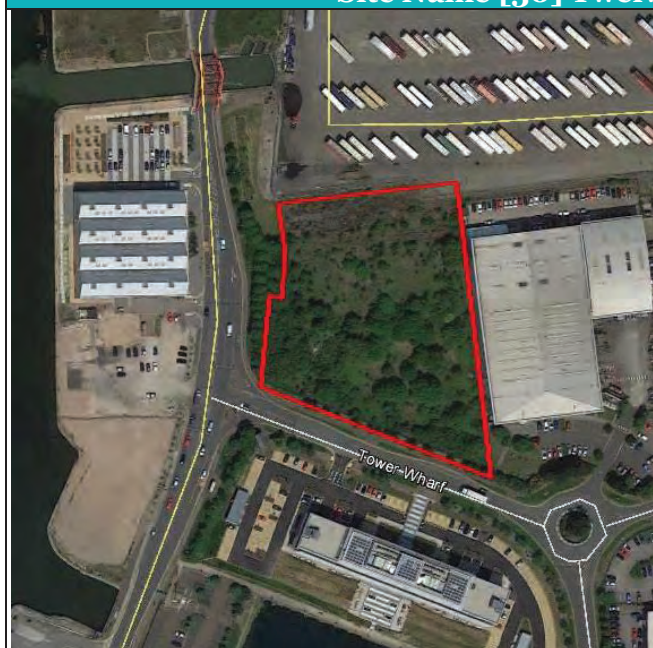
**GROSS SITE AREA:**  
**1.25 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.25 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site is centrally located and currently in use as a temporary town centre car park. The site is classed as brownfield land. The UDP Proposals Map identifies the site as an employment development site at the edge of Birkenhead Town Centre.  |           |
| Strategic Road Access                                      | The site is within 1km of the A5030 and the A553 via Europa Boulevard and Price Street.   | Good      |
| Local Accessibility  | Existing road access onto the site is from Price Street which runs to the north of the site. A bus service in operation along Europa Boulevard to the east site, provides access to Woodside and Birkenhead. Bus stops are located immediately adjacent to the site, on either side of the road. The nearest train station is Conway Park Station which abuts the site to the south.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is within Birkenhead Town Centre. Birkenhead is the sub-regional centre for the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is well contained by existing development and the strategic road network. The site is bounded to the north by Price Street, to the east by Europa Boulevard, to the south by Conway Park Station and, to the west by the curtilage of residential properties.  | Good      |
| Developmental and Environmental Constraints                | The site is regular in size and benefits from a flat topography. The EA map identifies the site as being located within Flood Zone 1 and is at low risk of flooding.  | Very Good |
| Market Attractiveness                                      | The site is within Birkenhead Town Centre and is identified as an employment development site. The surrounding area is characterised by modern offices and commercial units. The site benefits from limited development and environmental constraints, good strategic road and local access. Planning history is supportive of high-density commercial development. The site could therefore come forward as part of a wider comprehensive redevelopment of Birkenhead Town Centre. | Very Good |

|   |   |                   |
|---|---|-------------------|
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large industrial (+4.1% - Good)</li><li>• Large Urban Office (-20.5% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | Planning history is supportive of commercial development. The Council is keen that the site be brought forward as part of the wider redevelopment of Birkenhead Town Centre. The site benefits from limited development and environmental constraints and could come forward in the next 5-10 years.  |                   |
| Planning Designation  | Part of a larger Employment Development Site under UDP Policy EM2 for B1, A2, A3, D1 and D2 uses.   |                   |
| Planning History  | 07/07488 (Approved 28/03/08) 120-bed hotel, conference centre and two, 4-storey offices (3919sqm and 4361sqm) 1.35ha 13006sqm 134cp (Europa Plaza Developments)   |                   |
| OVERALL SITE RATING   | Good  |                   |
| Recommendation and Potential Future Uses  | Re-designate for main town centre mixed use development. Given the context of the site and its proximity to Birkenhead Town Centre, it is considered that the site would best accommodate a mixed-use development, which could include a component of B1 office use and/or residential uses on upper floors and potentially a wider range of A-class uses. As such the site should not be included as part of the Borough’s ongoing employment land supply.   |                   |
| SITE SUMMARY:   |   |                   |
| This brownfield site is located within Birkenhead Town Centre. The site is allocated for employment development and benefits from good strategic road and local access. The site has relatively limited development and environmental constraints and, given the context of the site, it is considered that it would best accommodate a mixed-use, office and commercial-led town centre development, in support of the Council’s vision for the wider redevelopment of Birkenhead Town Centre. |   |                   |

### Site Name [30] Twelve Quays - Tower Wharf



**GROSS SITE AREA:**  
**1.01 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.91 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site is vacant reclaimed brownfield land with a former use as a dockland site. The site fronts the A554. The site has a fenced boundary and needs clearance of shrubs and foliage. The UDP Proposals Map identifies the site as part of a larger employment development site covering Twelve Quays.  |           |
| Strategic Road Access                                      | From the A554 via Tower Wharf.   | Good      |
| Local Accessibility  | The site directly fronts the A554 but may require access infrastructure from Tower Wharf to minimise any traffic impacts. There are bus stops within 400m of the site with services to Birkenhead, Eastham Rake, Leasowe, Liverpool, Moreton, Wallasey and Woodside. The nearest railway station, Birkenhead Hamilton Square, is approximately 1km away. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located to the north of Birkenhead Town Centre and adjacent to Wirral Waters Enterprise Zone. It has very good access to the local population and labour market. Whilst there are no services in the immediate area, it is accessible to Birkenhead Town Centre.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is adjacent to existing B-Class uses to the east (Wabtec Faiverly Transit Systems) and south (the Contact Company). To the west is a Wirral Met College site, and to the north is a HGV waiting area used by the nearby Ship Ferry Terminal.  | Very Good |
| Developmental and Environmental Constraints                | The site is reclaimed brownfield land (former dockland). Though it has a level topography, it would require some small scale clearance works to remove the shrubs and foliage on site. There are no other known development or environmental constraints.  | Good      |
| Market Attractiveness                                      | The site is in the Birkenhead and Wallasey market area. The site is in a prominent location on the A554 and north of Birkenhead Town Centre, with excellent road frontage. The site is adjacent to modern good quality business premises, and would likely generate market demand if available.  | Very Good |



|   |   |                   |
|---|---|-------------------|
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large Urban Office (-20.5% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is owned by Peel Holdings who to date has retained the land for potential expansion of the adjacent Ro-Ro ferry terminal, which may continue to be a barrier to the site being delivered in the short term. If the site were available to the market it is likely be delivered in 0 to 5 years.  |                   |
| Planning Designation  | Employment Development Site allocated for B1, B2 and B8   |                   |
| Planning History  | No current or recent planning history.  |                   |
| OVERALL SITE RATING   | Very Good   |                   |
| Recommendation and Potential Future Uses  | The site should retain its allocation as an Employment Development Site for B-Class employment use as part of a wider Primarily Industrial Area, and would best accommodate B1c, B2 or B8 development given the adjacent land uses.   |                   |
| SITE SUMMARY:   |   |                   |
| 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 site should retain its allocation as an Employment Development Site for B-Class development. |   |                   |

### Site Name [31] Twelve Quays - Morpeth Waterfront



**GROSS SITE AREA:**  
**1.51 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.36 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The broadly rectangular site consists of reclaimed and vacant brownfield land. The site is within an existing employment area and adjacent to occupied employment sites and an active Ro-Ro ferry terminal to the immediate north. The UDP Proposals Map identifies the site as part of a larger employment development site at Twelve Quays.   |           |
| Strategic Road Access                                      | The site is within 1km of the A554 via Morpeth Way.   | Good      |
| Local Accessibility  | The site has good accessibility from the A554 along Morpeth Wharf which is free flowing and large enough to accommodate HGVs. Whilst there is currently no access infrastructure onto the site this could easily be provided and there is sufficient space to accommodate a wide HGV entrance if required. The nearest bus stop is approximately 400m away with services to Birkenhead, Liverpool and Moreton. The nearest railway station, Hamilton Square, is within 1.5km. | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the eastern edge of Birkenhead adjacent to the Ro-Ro Ferry Terminal. It has a very good access to the local population and labour market. Whilst there are no services in the immediate area, it is accessible to Birkenhead Town Centre.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is adjacent to existing and occupied B-Class employment uses to the west, with Tipographic printing occupying the adjacent unit. The Ro-Ro Ferry Terminal is to the immediate north, the River Mersey to the east and Morpeth Dock is to the south.  | Very Good |

|  |   |                   |
|--|---|-------------------|
| Developmental and Environmental Constraints  | The site consists of reclaimed brownfield land with a previous industrial use as part of the docklands. The site needs onsite access infrastructure installing and may need utilities, though these are not thought to be significant development constraints. The site has a level topography with some small level shrubs and trees that would need to be cleared, though the rectangular plot is readily developable. The northern portion of the site is within Flood Zone 2 and 3, though this area could be used as car parking and leaves a significant proportion of the site for development.  | Good              |
| Market Attractiveness  | The site is within the Birkenhead and Wallasey market area. The site is owned by Peel Holdings and not marketed for sale/let or development. expansion. The site is adjacent to relatively modern light industrial units and could attract high quality light industrial, R&D or office development given the surrounding uses.   | Good              |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large industrial (+4.1% - Good)</li><li>• Large Urban Office (-20.5% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is owned by Peel Holdings who have to date retained the land for potential expansion of the adjacent Ro-Ro ferry terminal, which may continue to be a barrier to the site being delivered in the short term. If the site were available to the market it would be likely to be delivered in 0 to 5 years.  |                   |
| Planning Designation   | Employment Development Site allocated for B1, B2 and B8; coastal zone.  |                   |
| Planning History   | The site has previously had consent for a new-build clinical trials facility.   |                   |
| OVERALL SITE RATING  | Very Good   |                   |
| Recommendation and Potential Future Uses   | The site should be retain its allocation as an Employment Development Site for B-Class employment use as part of a wider Primarily Industrial Area, and would best accommodate B1b, B1c or B8 development given the adjacent land uses.   |                   |
| SITE SUMMARY:  |   |                   |
| The rectangular waterfront site offers a relatively large plot for development adjacent to modern and good quality light industrial and office units. Whilst the site is reclaimed brownfield land and requires on site access infrastructure, there are no obvious barriers to development. Given the site’s proximity to nearby good quality B-Class land uses and labour market catchment it should retain its allocation |   |                   |



as an Employment Development Site for B-Class development.

**Site Name [35] North of Oakdale Road - West of New Way**



**GROSS SITE AREA:**  
**0.78 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.78 ha**

| CRITERIA   | COMMENT  | RATING         |
|--|--|----------------|
| Current Use and Land Type                                  | The small rectangular site is brownfield land – and a former brickworks. The site is adjacent to existing industrial land uses. The ground conditions are suspected to be poor due to filled land and potentially require further remediation works. The UDP Proposals Map identifies the site as an employment development site.  |                |
| Strategic Road Access                                      | The site is within 1km of the A5139 via Oakdale Road.  | Good           |
| Local Accessibility  | The site is accessed from Oakdale Road (stub access has been formed across the footway) which joins the A5139 to the south. Whilst there is a short connection to the A5139 it may be challenging to HGVs accessing the site unless the existing entrance way is adjusted. On site infrastructure needs to be provided. There are bus stops within 400m with services to New Brighton and Birkenhead. The nearest railway station, Birkenhead Park, is approximately 1.5km away.   | Good / Average |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Seacombe with good access to the local labour market in Birkenhead and Wallasey. There are however few local services in the immediate area.  | Very Good      |
| Compatibility of Adjoining Uses                            | The site is adjacent to existing industrial land uses to the west, south and east. To the east is New Way Business Centre which accommodates a variety of small scale light industrial occupiers, such as PNM Engineering and Heavy Textiles Ltd, in average quality premises. To the south there are a number of industrial and wholesale occupiers on Sovereign Way which accommodate good quality premises. To the west is site 229 which accommodates a range of industrial and distribution uses including Stone Marine Group, Alliance Transport and Storage, AJM Transport Training, an automotive garage and | Very Good      |

|   |   |                   |
|---|---|-------------------|
|   | MOT test centre, as well as a large high bay industrial building advertised as 27,000 sq ft to let (from SMG). To the north of the site there is vacant (former tannery landfill site), which acts as a buffer to the residential properties to the north east on Oakdale Road.   |                   |
| Developmental and Environmental Constraints     | The brownfield site is constrained by its former use as a brickworks. The site has filled land and is adjacent to a former tannery tip, to the immediate north, which is not developable. The site requires clearance of shrubs and foliage, and whilst it is predominantly level will require some small scale levelling of the bund at the southern edge of the site.   | Poor              |
| Market Attractiveness                           | The site is located in the Birkenhead and Wallasey market area. It is adjacent to a number of existing industrial land uses, some of which occupy good quality accommodation whilst others are of poorer quality. The site benefits from its proximity to this predominantly industrial area and close access to the A5139 but has poor visibility from the main road and poor ground conditions which is likely to deter market interest and the site has remained undeveloped since being allocated in 2000.  | Average / Poor    |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The poor ground conditions are likely to be a barrier to development without further remediation. If funds are available this could be considered a candidate site, though albeit not a high priority. Without mitigation through further remediation the site is unlikely to be delivered before 10 to 15 years due to the adverse viability conditions.   |                   |
| Planning Designation                            | Employment Development Site allocated for B1, B2 and B8 employment use  |                   |
| Planning History                                | 05/6909 (09/12/05) 2s motorcycle dealerships 1992sqm. 0.78ha (Marriott Cycles), now expired.  |                   |
| <b>OVERALL SITE RATING</b>                      | Poor  |                   |
| <b>Recommendation and Potential Future Uses</b> | The site should be de-allocated as an Employment Development Site, and not form part of the Borough's ongoing employment land supply. The site is poor quality and has serious development constraints. If the site were to come forwards for development a mix of B-Class and/or ancillary / higher value uses may be required to deliver the site, which could be associated  |                   |

|  |                       |
|--|-----------------------|
|  | within Wirral Waters. |
|--|-----------------------|

**SITE SUMMARY:**

The small square site consists of brownfield land between existing and established industrial areas but is constrained by its former use as a brickworks and poor ground conditions, which are a potential barrier to delivery. The site should be de-allocated as an Employment Development Site. If the site were to come forwards for development a mix of B-Class and/or ancillary / higher value uses may be required to deliver the site, which could be associated within Wirral Waters.

**Site Name [43] Centuria Business Park, Stadium Road**



**GROSS SITE AREA:**  
**8.07 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**7.26 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland and areas of mature woodland but was a former chemical plant. The site is brownfield land. The UDP Proposals Map identifies the majority of the site as an employment development site.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Thermal Road and Riverbank Road.  | Good      |
| Local Accessibility  | The site can be accessed from Riverbank Road which runs to the east of the site (stub road access has been formed across the footway) or from Stadium Road via Georgia Avenue to the west. A bus service is in operation along Thermal Road with bus stops 0.38km to the west of the site. The nearest train station is Spital which is 1.68km to the west of site.   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is designated for employment development and is within an established employment area. The site is bounded to the north by site 116 and existing employment development, to the east by Riverbank Road, with a former sand processing plant further east and, to the south and west by existing employment development.  | Very Good |
| Developmental and Environmental Constraints                | The site has an undulating topography and is currently undeveloped and, comprises vacant grassland and mature trees. The site would require clearing and levelling before the site can be brought forward for development. The site is known to be heavily contaminated by its former use and filled land. The site has also been subject to fly- tipping. Council monitoring data indicates that a portion of the site is within a Part A Notification Area for Pollution Control, which originates from the former Lubrizol site to the north. The EA Flood Map identifies the site as being located within Flood | Poor      |



|   |  |                   |
|---|--|-------------------|
|   | Zone 1 and at low risk of flooding.  |                   |
| Market Attractiveness   | The site is currently undeveloped and is designated for employment development. The surrounding employment development is characterised by a mix of low grade uses and more recently constructed industrial units. The site is located in the established and popular Wirral International Business Park but on-site constraints are likely to deter development in the short to medium term without gap funding.  | Average           |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large industrial (+4.1% - Good)</li><li>• Small offices (out of town) (-16.7% - Poor)</li><li>• Medium offices (out of town) (-12.7% - Poor)</li><li>• Large Distribution (9.7% - Good)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to very poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is significantly constrained and will require remediation, clearing and levelling before the site can be brought forward for development. It is therefore unlikely that the site would come forward unaided within the next 5 to 10 years. Given the limited availability of development plots within Wirral International Business Park, it may however be considered appropriate to de-risk this site by using grants or other mechanisms to fund remediation works to bring it forward for development.  |                   |
| Planning Designation  | Employment Development Site  |                   |
| Planning History  | Part of site in Primarily Industrial Area (1.95ha).  |                   |
| OVERALL SITE RATING   | Average  |                   |
| Recommendation and Potential Future Uses  | 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. This is because the deliverability of the site is currently unknown. Given its location at the heart of Wirral International Business Park it would best accommodate B1c, B2 and B8 development.   |                   |
| SITE SUMMARY:   |  |                   |
| This brownfield site is located on the edge of the urban area of Bromborough. The site is designated for employment development and benefits from good strategic road and local access. The site is |  |                   |

undeveloped but is constrained by overgrown vegetation, undulating topography and suspected contamination and filled land. The site will therefore require clearing, levelling and remediating before the site can be brought forward for development. The site should be safeguarded for long term employment use but excluded from the Borough's employment land supply because the deliverability of the site is currently unknown due to the constraints. Given its location at the heart of Wirral International Business Park it would best accommodate B1c, B2 and B8 development.



# **Site Name [45] Former Gas Depot**



**GROSS SITE AREA:**  
**2.71 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**2.57 ha**

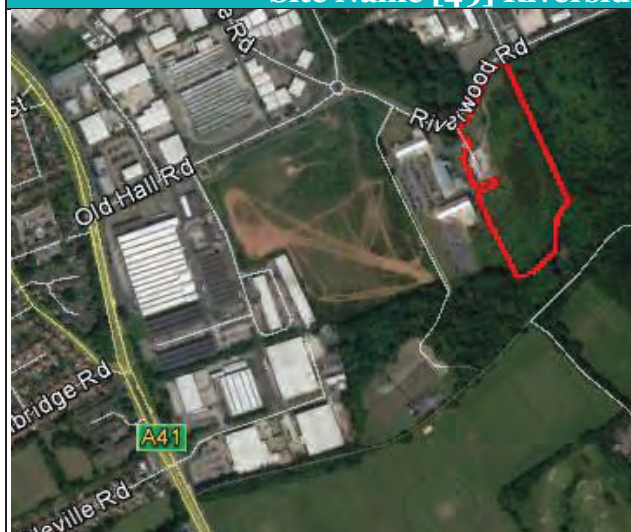
| CRITERIA   | COMMENT   | RATING         |
|--|---|----------------|
| Current Use and Land Type                                  | The site currently comprises a large cleared area of hardstanding; formerly a gas plant and maintenance depot. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.  |                |
| Strategic Road Access                                      | The site is within 1km of the A41 via Borough Road and local roads (one-way system) to Waterloo Place.  | Good           |
| Local Accessibility  | The site can be accessed via an existing access point, off Waterloo Place via a one way system but proposals exist to extend the Mollington Link (to the south east) under the railway bridge across site 15 to the south and site 45 to Hind Street where it meets the Central Station roundabout. A bus services is in operation along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.29km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.23km to the west of the site. | Average / Poor |
| Proximity to Urban Areas and Access to Labour and Services | The site is within the urban area of Birkenhead, within proximity to Birkenhead town centre, which is the sub-regional centre for the borough, providing a wide range of services and facilities and access to a good labour supply.  | Very Good      |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Waterloo Place, to the east by mature woodland beyond which lies commercial development, to the south and west by mature woodland and two large gas holders, which if decommissioned could be added to the site area for redevelopment.   | Good           |
| Developmental and Environmental Constraints                | The site was formerly a gas depot and has been cleared to slab level only. The site is adjacent to gas holders which although now thought to be surplus are still registered as a major hazard. Given the site's former use and its proximity to the gas holders, it is likely that the site will require remediation before it can be redeveloped. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.  | Poor           |

|   |  |                   |
|---|--|-------------------|
| Market Attractiveness                           | The site is constrained by limited local access and proximity to the gas holders, which are still identified as a major hazard. The site is identified as being within a Primary Industrial Area but the surrounding employment development is characterised by vacant and underused land and lower grade industrial uses. The site nevertheless benefits from proximity to Birkenhead town centre and a potentially good strategic location. The site may require gap funding or high value occupiers to enable the necessary access infrastructure works.  | Average           |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial scenarios, however due to the shape and location of the site it would not be a preferred location for a developer of this nature.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is expected to require remediation before it could be brought forward for development and the adjacent gas holders are still identified as a major hazard. However, the site does benefit from a historic permission for a mixed use commercial and office-based development. The site is therefore only likely to come forward, subject to any remediation, in the next 10-15 years and possibly only as part of a joint development with site 15 and the adjacent gas holders.  |                   |
| Planning Designation                            | Primarily Industrial Area  |                   |
| Planning History                                | 11/01118 (Approved 03/01/2012) non-food retail, trade sales, office (1,800sqm), car showroom, public house and crèche 7.46ha (which has now expired)   |                   |
| <b>OVERALL SITE RATING</b>                      | Poor   |                   |
| <b>Recommendation and Potential Future Uses</b> | Release for residential-led mixed use development. Given the context and delivery challenges of the site, it is recommended to be re-designated for residential led mixed-use development and not form part of the Borough's ongoing employment land supply. This would be delivered alongside the adjoining site 15 in a future site-specific local plan, (subject to the provision of the Mollington Link and drawing upon any potential funding support from the Homes and Communities Agency).   |                   |

#### **SITE SUMMARY:**

This brownfield site is located at the heart of Birkenhead, within proximity to Birkenhead town centre. The site is identified as a Primary Industrial Area and benefits from a potentially strategic location but with limited local access. The site is also constrained by its proximity to the gas holders which are now understood to be surplus but are still awaiting clearance and decommissioning. The site could be suitable for a residential-led mixed-use development drawing upon any potential funding support from the Homes and Communities Agency. Given the required remediation and infrastructure works to deliver the site, it is likely to be challenging to deliver it with solely B-Class uses.

### Site Name [49] Riverside Office Park (Phases 2b to 4)



**GROSS SITE AREA:**  
**3.37 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**3.03 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland and an area of hardstanding which is in use for car parking as part of Riverwood Office Park, adjacent. The site is classed as greenfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.  |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Old Hall Road and Riverwood Road.  | Good      |
| Local Accessibility  | The site can be accessed off Riverwood Road, which runs to the north of the site, from Southwood Road which serves Riverwood Business Park. A bus service is in operation along Riverwood Road providing access to Birkenhead and Eastham Ferry. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Bromborough Rake which is 1.5km to the west of site.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located at the edge of the urban area of Bromborough, which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by existing development and mature landscape features. The site is bounded to the north by Riverwood Road, to the east and south by mature woodland associated with Eastham Country Park and, to the west by the early office phases of Riverwood Business Park.   | Very Good |
| Developmental and Environmental Constraints                | The site is undeveloped and has an undulating topography. Parts of the site are overgrown and vegetated and will require clearing before the site could be developed. Pylon lines run along the eastern boundary of the site. Services and utilities already pass through the site. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control. This originates from the former SAFC Hitech Ltd site to the north, which has recently been vacated and sold. The site's eastern boundary adjoins two oil pipelines (Eastham – UML and Tranmere – | Average   |



|   |   |                   |
|---|---|-------------------|
|   | Stanlow). The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.  |                   |
| Market Attractiveness                           | The site is included within a Primary Industrial Area. The surrounding employment development is characterised by modern, high quality offices which comprise the Riverside Business Park. The site was originally intended and laid out to provide the later phases of the Business Park, for which planning permission had already been obtained. The site is on the edge of the urban area of Bromborough which has good strategic road and local access as part of the borough's flagship Wirral International Business Park, but more limited access to services and other local facilities.   | Good              |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is currently undeveloped and is supported by the requisite infrastructure associated with the surrounding employment development. The landowner is willing to bring the site forward for development but is now pursuing a residential development on the site. Clearing and possible levelling work will be required. On this basis, it is considered that the site will most likely come forward in the next 5-10 years and at the earliest, 0-5 years by virtue of its proximity to the established Riverside Business Park.  |                   |
| Planning Designation                            | Primarily Industrial Area   |                   |
| Planning History                                | 06/5054 (12/05/06) 3524sqm 4s offices (Unit 4, phase 2b) 149cp; 06/5056 (12/05/06) 3s office (Unit 7, Phase 4) 150cp; 06/5044 (12/05/06) 7040sqm 2x4s office Units 5&6, Phase 3) 304cp; 15/01129 residential development 0.49ha (refused as unsuitable in January 2016 and dismissed in April 2017).  |                   |
| <b>OVERALL SITE RATING</b>                      | Good  |                   |
| <b>Recommendation and Potential Future Uses</b> | Allocate as an Employment Development Site as part of a wider Primarily Industrial Area. Given the context of the site and its adjoining uses it is considered that the site could best accommodate B1 and particularly B1a   |                   |

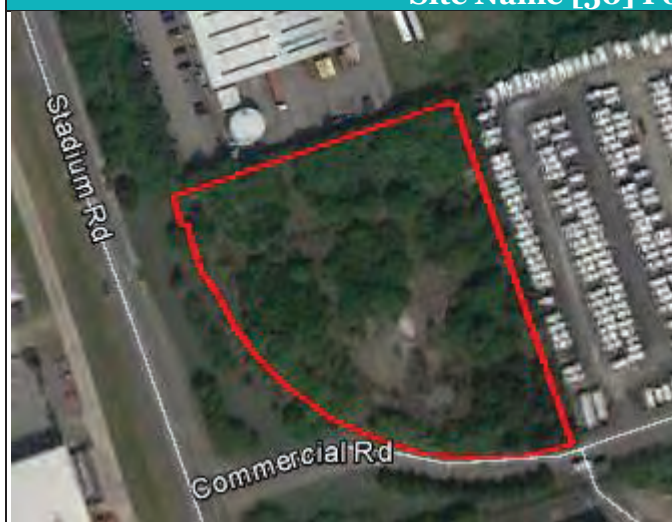


|  |              |
|--|--------------|
|  | development. |
|--|--------------|

**SITE SUMMARY:**

This previously undeveloped greenfield site is located on the edge of the urban area of Bromborough. The site is undeveloped and comprises vacant grassland an area of hardstanding which is in use for car parking as part of the adjacent office park. The site is included within a Primary Industrial Area and benefits from good strategic road and local access as part of Wirral International Business Park. The site has relatively limited development and environmental constraints and benefits from proximity to the established Riverside Business Park. The site is subject to a dismissed appeal for residential development and would be suitable for B1 development.

**Site Name [50] Former Tank Farm**



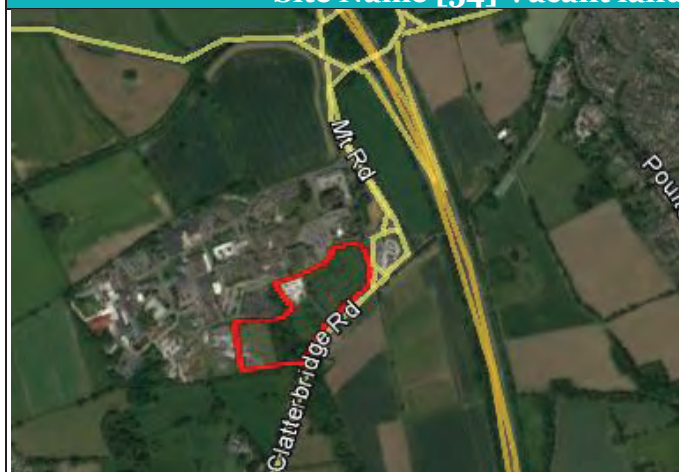
**GROSS SITE AREA:**  
**0.97 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.97 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises an area of hardstanding, mature woodland and overgrown vegetation. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Old Hall Road and Stadium Road.   | Good      |
| Local Accessibility  | There is no access infrastructure directly onto the site but this could be delivered off Commercial Road which runs to the south of the site. A bus service is in operation along Stadium Road which runs to the west of the site providing access to Moreton, Leasowe and Bromborough. The nearest bus stop is 0.12km to the south of the site on Stadium Road. The nearest train station is Spital which is 1.45km to the west of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area. The site is bounded to the north by existing employment development at Georgia Avenue, to the east by a caravan storage yard, to the south by Commercial Road, with large scale employment development beyond and, to the west by Stadium Road, with the South Wirral Retail and Leisure Park beyond.  | Very Good |
| Developmental and Environmental Constraints                | The former tank farm has been cleared to slab level only and is now overgrown with mature woodland which would require clearance and removal before the site could be brought to development. Small pockets of hydrocarbons on the site may also indicate the need for further remediation. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.  | Poor      |
| Market Attractiveness                                      | The site is currently undeveloped and is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by a mix of modern and older industrial floorspace. The site is peripheral in location, on the   | Average   |

|  |   |                   |
|--|---|-------------------|
|  | edge of the urban area of Bromborough but benefits from good strategic road and local access as part of the borough’s flagship Wirral International Business Park.  |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li><li>• Medium offices (out of town) (-12.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | It is understood that the site is being retained as expansion land by the neighbouring employment operator though its boundary with Commercial Road could allow it to be delivered independently. The site would require clearance and remediation before it could be brought forward for development. Dependent on the scope of the works required, it is likely that the site could come forward in the next 5-10 years, possibly 0-5 year by virtue of its size.   |                   |
| Planning Designation   | Primarily Industrial Area   |                   |
| Planning History   | N/A   |                   |
| OVERALL SITE RATING  | Average   |                   |
| Recommendation and Potential Future Uses   | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. Given the context of the site and its size, it is considered that it would best accommodate B1c, B2 and B8 development.  |                   |
| SITE SUMMARY:  |   |                   |
| This cleared brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being within a Primary Industrial Area and benefits from good strategic road and local access as part of Wirral International Business Park. The site is undeveloped but is constrained by mature trees, tank bases and suspected hydrocarbons. The site will therefore require clearing and remediating before being brought forward for development. |   |                   |

# **Site Name [54] Vacant land at Clatterbridge Hospital**



**GROSS SITE AREA:**  
**4.74 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**3.55 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises 2 large areas of hardstanding used by the hospital for car parking, with areas of mature woodland and vacant grassland, classed as previously developed brownfield land within the curtilage of Clatterbridge Hospital. The UDP Proposals Map identifies the site as a major developed site in the Green Belt. The site has to date been held as expansion land by the NHS, following the previous clearance of former ward accommodation.           |           |
| Strategic Road Access                                      | The site is approximately 0.6km to south of the M53 junction. 4, via Mount Road and Clatterbridge Road.   | Very Good |
| Local Accessibility  | The site can be accessed directly from an existing access road off Clatterbridge Road, which runs to the south of the site. A bus service is in operation within the wider site and provides access to Clatterbridge, Liverpool, Eastham, Heswall New Brighton, Moreton and Birkenhead. The nearest bus stop is located immediately adjacent to the site, the nearest train station is Spital which is 2km to the east of the site.   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is relatively isolated and is physically detached from the urban areas of Heswall and Bebington but benefits from proximity to the strategic road network and is therefore considered to have average labour market connections.   | Average   |
| Compatibility of Adjoining Uses                            | The site is peripheral in location and sits within the boundary of the wider Clatterbridge Hospital, well contained by existing development and the strategic road network. The site is bounded to the north and west by the Hospital, to the east by the Clatterbridge Road and Mount Road roundabout, the south by Clatterbridge Road and partly by a private drive associated with the Claire House Children's Hospice. The land surrounding the Hospital is open countryside. | Good      |
| Developmental and Environmental Constraints                | The site is currently undeveloped and designated as a major developed site within the Green Belt. The site has a relatively flat topography and is made up of areas of hardstanding, vacant grassland and mature woodland. A small stream subject to flood risk crosses the middle of the site, which is relatively overgrown and will require clearing. The EA Flood Map identifies parts of the site as being located within Flood Zone 2                                       | Average   |

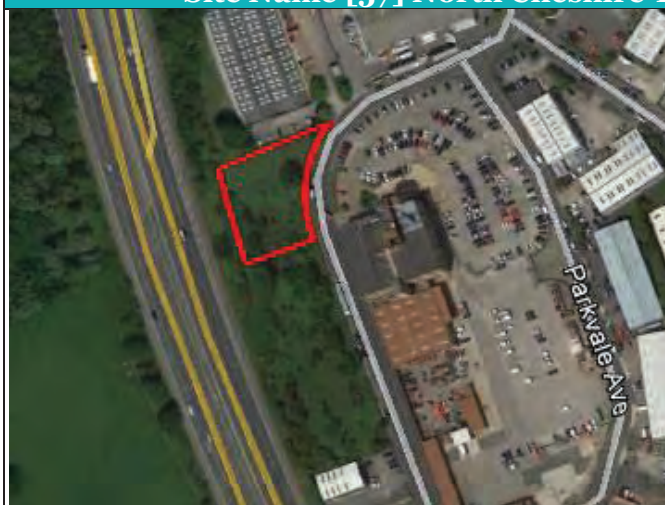


|  |  |                   |
|--|--|-------------------|
|  | and 3 and at risk of flooding, which will divide and reduce the net developable area. The site's Green Belt status means it is not possible to make a determination on the suitability for a particular type or form of development.   |                   |
| Market Attractiveness  | The site forms part of the wider Clatterbridge Hospital complex. Although isolated in its location the site benefits from excellent access to the strategic road network and has relatively few development and environmental constraints. It is understood interest has already been expressed for residential development, which may only be suitable subject to the future of the wider site. Given the proximity to Clatterbridge Hospital, appropriate uses could include a sensitive mixed use medical or hospital-related scheme with a component of B1 land use. If there is occupier driven demand then a small health related science park of B1 uses would be appropriate.  | Good              |
| Viability  | <p>Viability for all types of office and industrial development is a significant challenge within West Wirral and Rural Areas. The modest development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements.</p> <p>Based on the size of the site and its location in the West Wirral and Rural Areas market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is supported by the infrastructure that is currently associated with the Clatterbridge Hospital. The site has relatively few development and environmental constraints and could come forward in the next 0-5 years, possibly 5-10 years, subject to any NHS expansion plans.   |                   |
| Planning Designation   | Green Belt - Major Developed Site (also subject to NPPF policy relating to previously developed land in the Green Belt which no longer provides for major developed sites but allows for limited infilling or the partial or complete redevelopment of previously developed land in the Green Belt where there is no greater impact on openness or the propose of including land within it).   |                   |
| Planning History   | Former ward buildings. The most recent consents on the site relate to the provision of the children's hospice adjacent.  |                   |
| OVERALL SITE RATING  | Good   |                   |
| Recommendation and Potential Future Uses   | The site is currently held as expansion land by the NHS and interest has been expressed for residential development, which may only be suitable subject to the future of the wider site. It is not appropriate to include as part of the Borough's on-going employment land supply due its location in the Green belt.   |                   |
| SITE SUMMARY:  |  |                   |
| This cleared brownfield site is isolated in location but benefits from good proximity to the strategic |  |                   |



road network and location within the wider Clatterbridge Hospital complex. The site is supported by the infrastructure associated with the Hospital and has relatively few development and environmental constraints but the site's Green Belt status means it is not possible to make a determination on the suitability for a particular type or form of development.

**Site Name [57] North Cheshire TE - S of Avalon Funeral Supplies**



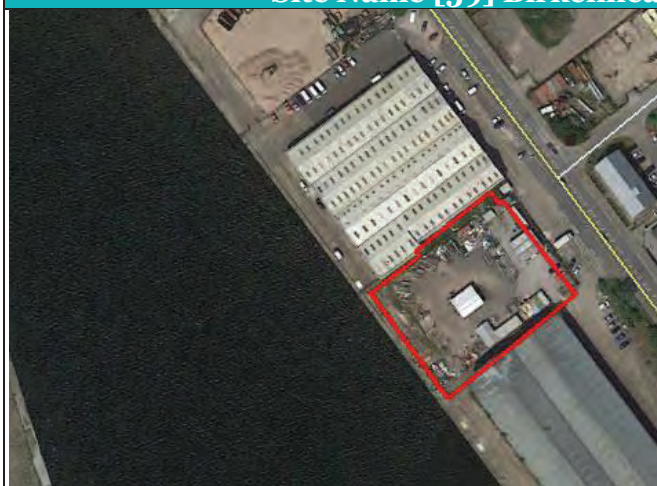
**GROSS SITE AREA:**  
**0.21 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.09 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site is currently undeveloped and comprises vacant grassland immediately alongside the M53 embankment. The site is classed as greenfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.  |           |
| Strategic Road Access                                      | The site is 0.63km from the M53 Junction 3 roundabout via Prenton Way.  | Very Good |
| Local Accessibility  | The site can be accessed from both the M53 and the A552 via Prenton Way which runs to the east of the site. No access infrastructure is yet provided directly on to the site. A bus service is in operation along the A552 (Woodchurch Road), to the north east of the site, providing access to Seacombe, Woodchurch, Heswall, West Kirby, New Brighton, Moreton, Eastham Rake, Clatterbridge and Liverpool. The nearest bus stop is approximately 1km to the north east of the site, on Woodchurch Road. The nearest train station is Rock Ferry which is 3.9km to the north east of the site, although a new station is proposed at Woodchurch Road to the north (UDP Proposal TR1/5). | Average   |
| Proximity to Urban Areas and Access to Labour and Services | The site is peripheral in location, on the edge of the urban area of Birkenhead and the residential suburb of Prenton. It is well connected to both Birkenhead town centre and the mid-Wirral settlements via A552. Birkenhead is identified as a primary urban area within the borough providing access to a wide range of services and facilities and a good labour supply.   | Good      |
| Compatibility of Adjoining Uses                            | The site sits within the North Cheshire Trading Estate which is identified as a Primary Industrial Area. The site is bounded to the north by existing employment development, to the east by Prenton Way, to the south by vacant grassland (site 72), to the west by the M53.   | Very Good |
| Developmental and Environmental Constraints                | The site is small and currently undeveloped and comprises overgrown grassland and a few trees. The site is raised towards the middle with the eastern and western boundaries being on a steep incline. The site will therefore require clearing and levelling before it can be brought forward for development. The   | Average   |

|  |   |                   |
|--|---|-------------------|
|  | EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.  |                   |
| Market Attractiveness  | The site is currently undeveloped and sits within the North Cheshire Trading Estate which is characterised by a mix of modern and older employment units and purpose-built premises. The site benefits from good strategic road and local access but has a small developable area, reflective of its proximity to the M53 motorway embankment, with potential to combine with site 72 adjacent.   | Average           |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small Office – (-6.9% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site located within a Primary Industrial Area and is currently undeveloped but is thought to be being held for future expansion by a neighbouring industrial occupier, though as it benefits from a roadside frontage it could be delivered independently. The site is supported by the requisite infrastructure associated with the Estate which will aid its delivery but is constrained by its size and topography and will require clearing and levelling before it can come forward for delivery. Due to its small size, it is likely that the site could, if released, come forward within the next 0-5 years.  |                   |
| Planning Designation   | Primarily Industrial Area   |                   |
| Planning History   | N/A   |                   |
| OVERALL SITE RATING  | Good  |                   |
| Recommendation and Potential Future Uses   | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development, alongside site 72 to the south. Given the context of the site, it is considered that B1a, B1c and B8 development would be most appropriate.  |                   |
| SITE SUMMARY:  |   |                   |
| This previously undeveloped greenfield site is located on the edge of the urban area of Birkenhead and the residential suburb of Prenton. The site benefits from good strategic road and local accessibility and sits within the popular North Cheshire Trading Estate which is identified as a Primary Industrial Area. The site is constrained by its topography which further limits the sites developable area and will require levelling as well as clearing before development can be delivered. |   |                   |

**Site Name [59] Birkenhead Dock Estate - Uveco Yard**



**GROSS SITE AREA:**  
**0.32 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.32 ha**

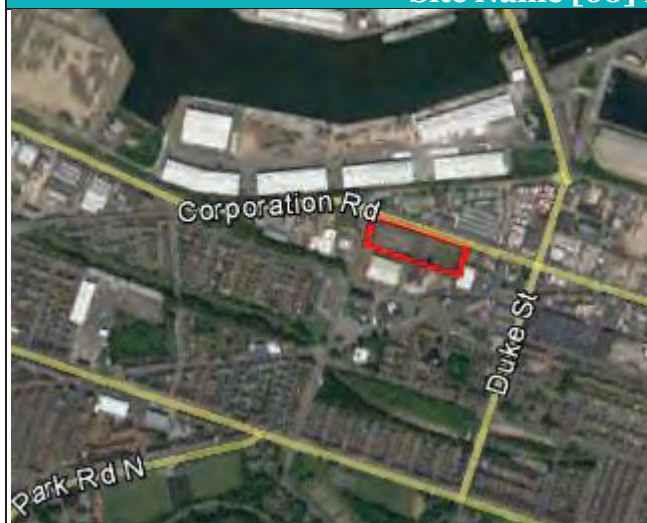
| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site is currently occupied by TAG Scaffolding. The site is classed as brownfield land and is part of the Birkenhead Dock Estate. The site is shown as 'white land' (land without notation), being previously designated as part of the dock estate, on the UDP Proposals Map.  |           |
| Strategic Road Access                                      | The site is immediately adjacent to the A5139.   | Good      |
| Local Accessibility  | The site can be accessed immediately from the A5139. A bus service is in operation along Duke Street to the east of the site, providing access to New Brighton, Clatterbridge, Birkenhead and Woodside. The nearest bus stop is 0.8km to the east of the site, on Duke Street. The nearest train station is Birkenhead North which is 0.78km to the south west of the site.  | Average   |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Seacombe in Wallasey, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is located within a predominantly industrial area associated with the surrounding dock estate. The site is bounded to the north by the A5139, to the east by existing employment development, to the south by Poulton Quay and, to the west by existing employment development.   | Very Good |
| Developmental and Environmental Constraints                | The site has a relatively flat topography and comprises hardstanding. Council monitoring data indicates that the site is adjacent to the buffer zone of an Intermediate Pressure Gas Pipeline. The pipeline buffer is to the north of the northwest corner of the site, which may constrain any future expansion onto the adjacent area of roadside car parking. The EA Flood Map identifies the site as being located within Flood Zone 1 and is at low risk of flooding. | Good      |
| Market Attractiveness                                      | The site is within a predominantly industrial area which is characterised by few development and environmental constraints and close proximity to the strategic road network but low environmental quality.  | Good      |



|  |   |                   |
|--|---|-------------------|
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small Office (-6.4% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site has relatively few development and environmental constraints and presents an opportunity for infill development within an established employment area. On the basis of this, it is considered that the site would most likely come forward in the next 0-5 years, subject to any existing tenancy agreement (the terms of current occupiers are unknown).  |                   |
| Planning Designation   | The site is ‘white land’ (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |                   |
| Planning History   | N/A   |                   |
| OVERALL SITE RATING  | Good  |                   |
| Recommendation and Potential Future Uses   | The site should be designated B-Class use as part of a possible wider primarily industrial area (with a preference for uses which require/can utilise the port location) state but not form part of the Borough’s ongoing employment land supply. It is considered that it could best accommodate B1c, B2 and B8 development.   |                   |
| SITE SUMMARY:  |   |                   |
| 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 Name [60] Kern's Warehouse



**GROSS SITE AREA:**  
**0.98 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.88 ha**

| CRITERIA   | COMMENT  | RATING       |
|--|--|--------------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland and a derelict warehouse building. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primarily Industrial Area.  |              |
| Strategic Road Access                                      | The site is immediately adjacent to the A5030 Cleveland Street.  | Good         |
| Local Accessibility  | The site can be accessed directly from the A5030 Cleveland Street which runs to the north of the site. A bus service is in operation along the A5030 which provides access to Leasowe, Moreton, Broughton and Eastham Rake. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Birkenhead Park which is 1.36km to the south east of the site. | Very Good    |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Birkenhead which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.   | Very Good    |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by Corporation Road, to the east and south by existing employment development and, to the west by Cavendish Street.   | Very Good    |
| Developmental and Environmental Constraints                | The site has a flat topography and currently comprises of an area of vacant grassland and a derelict warehouse building. Demolition costs will need to be incurred for the demolition of this structure. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding. The owner is currently retaining the site, awaiting the outcome of Wirral Waters.          | Good         |
| Market Attractiveness                                      | The site is included within a Primarily Industrial Area, characterised by lower grade employment uses. The site benefits from good strategic and local access and is in a prominent position, fronting Corporation Road, within the Birkenhead urban area.   | Good         |
| Viability  | Viability for all types of office and industrial development is a  | Poor to Very |

|   |   |      |
|---|---|------|
|   | <p>challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small Office (-6.4% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site has relatively few development and environmental constraints and is supported by the surrounding infrastructure associated with the neighbouring employment development. The owner is currently retaining the site for higher value employment development, awaiting the outcome of Wirral Waters. It is therefore envisaged that the site could come forward in the next 5-10 years, or within 0-5 years if this restriction is removed.  |      |
| Planning Designation  | Primarily Industrial Area   |      |
| Planning History  | N/A   |      |
| OVERALL SITE RATING   | Good  |      |
| Recommendation and Potential Future Uses  | Safeguard for long term employment use, and retain as part of the wider Primarily Industrial Area. Given the context of the site, it is considered that it could best accommodate B1c, B2 and B8 development.   |      |
| SITE SUMMARY:   |   |      |
| This brownfield site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has few development and environmental constraints except the demolition of the existing structure. The owner is keen to pursue the site’s development alongside Wirral Waters, and it should therefore be safeguarded for long term employment use. |   |      |

# Site Name [64] Former Training Ground



**GROSS SITE AREA:**  
**1.28 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.15 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | This greenfield site is located between the established Valley Road Industrial Estate and Wirral Tennis and Sports Centre. The site was previously used by TRFC as a training ground. The site has been cleared and is broadly square in shape and has a level topography. The UDP Proposals Map identifies it as part of a larger Recreation Development Site.  |           |
| Strategic Road Access                                      | The site is within 1km of the M53 junction 1 at Bidston via A554, A553 and Valley Road.  | Very Good |
| Local Accessibility  | The stub road entrance onto the site from Valley Road, which is wide and suitable for HGVs, may require improvement works to enable onsite HGV access. The site is adjacent to the established Valley Road Industrial Estate which is well sign posted from the A554 Hoylelake Road, though the site itself is removed from the main road. The site has no bus stops within 400m. The nearest railway station, Birkenhead North, is approximately 0.7 km away. | Average   |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Birkenhead, and is well located to the local labour market, though accessibility by public transport could be improved. There are local services provided at the nearby Tesco superstore, including a café and other small A1 uses.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is located between the established Valley Road Industrial Estate and the Wirral Tennis & Sports Centre, with access from a dedicated industrial standard access road leading to the industrial estate from Hoylelake Road. To the south is a public park, with residential properties beyond. To the north are Sports Centre playing fields, with a floodlit astro-pitch to the immediate west.   | Average   |
| Developmental and  | The access onto the site may need to be improved though this   | Good      |

|  |  |                   |
|--|--|-------------------|
| Environmental Constraints  | is not a significant constraint to development. The site is broadly square in shape and has a level topography. Development of the site would need to be sensitive to the adjacent Wirral Sports Centre.   |                   |
| Market Attractiveness  | The site is owned by Wirral Council but not advertised for sale or let. Given its location next to the established Valley Road Industrial Estate it would likely receive interest from the market. as the site has few development constraints.  | Good              |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Small Office (-6.9% - Poor)</li><li>• Medium Office (-2.7% - Poor)</li><li>• Large Office (-6.4% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is currently designated as a Recreation Development Site, to which restrictive covenants may apply following previous site reclamation works and would need to be formally released for B-Class employment use. The site would likely be delivered in 0 to 5 years if it were made available to the market.   |                   |
| Planning Designation   | Recreation Development Site  |                   |
| Planning History   | 13/00551 (26/09/2013) construction of indoor skate park, offices, café and young people's business support (Rampworx)  |                   |
| OVERALL SITE RATING  | Good   |                   |
| Recommendation and Potential Future Uses   | The site should be allocated for B-Class employment use as part of the adjoining Primarily Industrial Area. B1 uses would be most appropriate for the site given its location adjacent to Wirral Sports Centre, subject to the lifting of any restrictive covenants.   |                   |
| SITE SUMMARY:  |  |                   |
| The site offers a small but level plot for development, adjacent to the established Valley Road Industrial Estate. Whilst the site has relatively poor public transport accessibility it has good connectivity to the strategic road network. The site is designated as a Recreation Development Site and had previous permission for a mixed use development comprising an indoor skate park, offices, café, and young people’s business support hub. |  |                   |



### Site Name [65] Former Burtons Biscuits



**GROSS SITE AREA:**  
**12.51 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**3.63 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site is currently vacant and was formerly occupied by Burtons Biscuits. An area of former company playing fields and a bowling green are located towards the north western corner of the site. The site is therefore part greenfield and part brownfield land. The UDP Proposals Map identifies the site as Primary Industrial Area. The site is being actively marketed by GVA.   |           |
| Strategic Road Access                                      | The site is immediately adjacent to the A551.  | Average   |
| Local Accessibility  | The site can be accessed immediately off the A551 which runs to the west of the site. A bus service is in operation along the A551 providing access to Liscard, Moreton, Leasowe and Wallasey. Bus stops are provided immediately adjacent to the site, on either side of the road. A small area of parking is provided adjacent to the access road into the site. The nearest train station is Moreton is immediately to the south of the site.   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is separated from the main urban area of Moreton by the railway line. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is bounded to the north by the River Birket, with open land beyond; to the east by existing employment development at Typhoo Tea and Manor Bakeries; to the south by the railway line, with a smaller industrial area at Station Approach beyond; and to the west by the A551, with Tarran Industrial Estate opposite.  | Very Good |
| Developmental and Environmental Constraints                | The majority of the site comprises large vacant factory buildings apart from the former company playing fields and a smaller area of grassland for recreational purposes. The site has a relatively flat topography; with a few mature trees along the boundaries of the site. The EA Flood Map identifies the site as being located within Flood Zone 2 and 3 and is therefore an area at risk of flooding. Offices, general industry and storage and distribution are classed as less vulnerable and generally acceptable within Flood Zones 2 and 3a subject to the | Poor      |

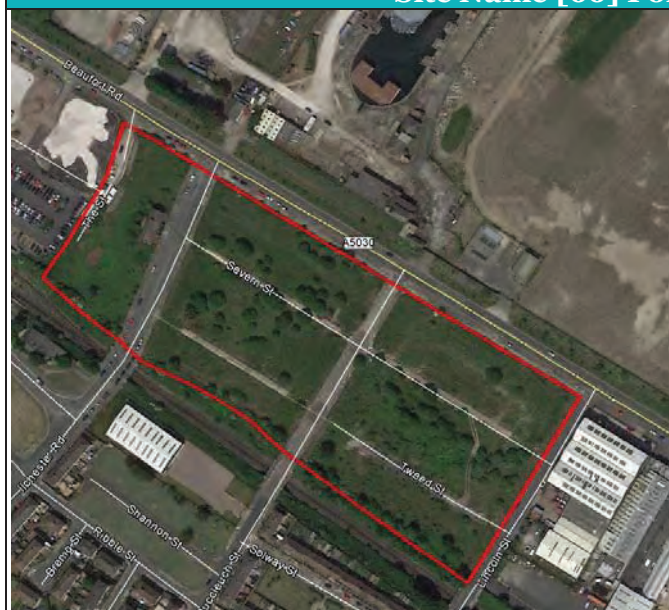


|   |  |                   |
|---|--|-------------------|
|   | sequential test and acceptable flood risk assessment and any required mitigation measures such as land raising. There would also be significant associated demolition costs if the site were to come forward for development.  |                   |
| Market Attractiveness                           | The site is part of a Primary Industrial Area. The site is currently vacant and characterised by low grade vacant factory buildings. The site has few development and environmental constraints but is located within Flood Zone 2 and 3. The site benefits from good local access, proximity to the urban area of Moreton and a prominent location, fronting the A551. Market interest for industrial use is, however, low due to a peripheral location in the Wirral commercial property market. Demolition costs also reduce the attractiveness of the site for B-Class use.  | Poor              |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site would need to be completely redeveloped in order to meet modern day business requirements. It is therefore likely that given the scale of the site, that it would only be able to come forward in the next 10-15 years.   |                   |
| Planning Designation                            | Primarily Industrial Area  |                   |
| Planning History                                | A residential planning application for 299 dwellings, received in January 2016 (16/00108), has been recommended for approval subject to the signing of a Section 106 agreement, with provision of an access road for the adjacent Typhoo manufacturing facility.   |                   |
| <b>OVERALL SITE RATING</b>                      | Good   |                   |
| <b>Recommendation and Potential Future Uses</b> | The site has been subject to two applications for residential development, one of which was refused, the other which has recently been recommended for approval subject to a Section 106 agreement. Whilst the site is currently designated as a Primarily Industrial Area, it has poor market attractiveness and is constrained by demolition costs in terms of delivery for B-Class use. The site should therefore not form part of the Borough's on-going employment land supply but should be re-designated as part of the Primarily Residential Area (assuming the legal agreement for the residential planning permission is signed) unless a continued employment use can be secured.   |                   |

#### **SITE SUMMARY:**

This brownfield site is separated from the main urban area of Moreton by the railway line. The site is located within a Primary Industrial Area with a prominent frontage to the A551. The site is constrained by its location with Flood Zones 2 and 3 and the need for a full redevelopment in order to meet modern business requirements, which is currently unattractive for B-Class development. Whilst the site is currently designated as a Primarily Industrial Area, it has poor market attractiveness and further constrained by significant demolition costs. The site should therefore be released for residential use, unless a continued employment use can be secured.

## Site Name [66] Former River Streets



**GROSS SITE AREA:**  
**4.02 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**3.42 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site consists of three separate plots of cleared and vacant brownfield land. The site has access infrastructure in place. The site was previously used for housing and as the old street layout and light infrastructure remains it is expected that other services are also in place. A single occupied dwelling still remains on Ilchester Road (bookended by two vacant dwellings) within the far western plot.  |           |
| Strategic Road Access                                      | The M53 junction 1 via the A5139, Wallasey Bridge Road and the A5030.   | Good      |
| Local Accessibility  | The site is accessed directly from the A5030 Beaufort Road which is the main HGV road access to the southern side of the docks. This gives the site good visibility and frontage. The site is bisected by Ilchester Road and Buccloch Street. There are a number of side streets serving the former residential uses on the site which have been blocked. There is a bus stop within 400m of the site with services to Heathfield and Poulton. The nearest railway station, Birkenhead North, is adjacent to the site to the south. There is on street car parking at the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Birkenhead in close proximity to a large labour market. This is improved by its location adjacent to Birkenhead North railway station. There are some local services in proximity to the site.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is separated from residential properties to the south by the railway line which acts as a buffer. Additional landscape buffering would likely be needed. To the north opposite the A5030 is site 81 and site 357 which are both large vacant brownfield sites.   | Good      |
| Developmental and Environmental Constraints                | The cleared sites are expected to require some remediation, though given the previous use as housing contamination is not expected. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Site 81. The site is   | Average   |

|   |  |                   |
|---|--|-------------------|
|   | considered to have infrastructure services such as water and electricity which may require diversion from the previous housing layout. The site is bisected by two roads dividing it into three plots which would reduce the net developable area, and each is surrounded by a small landscape bund (to deter trespassing while the sites are unused). There are a number of small trees on the sites. The smallest plot has three remaining dwellings, one of which is still occupied. The site has had some fly tipping and would require minor clearance works but each plot is rectangular and has a level topography.   |                   |
| Market Attractiveness                           | The site is located adjacent to other large vacant brownfield sites, as well as existing industrial related employment uses at site 419. Whilst the net developable area is reduced due to the division into three plots, the site is level and comparatively more developable than these nearby sites. The site would likely receive interest when the wider area begins to be regenerated. The site is owned by Wirral Council and it is understood that discussions to bring forward a housing scheme are under way.  | Average           |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Small Office (-6.9% - Poor)</li> <li>• Medium Office (-2.7% - Poor)</li> <li>• Large Office (-6.4% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site has access and services infrastructure, and whilst it requires some remediation and clearance, which may involve the removal and/or re-direction of existing underground services, the scale of works is relatively minor compared to other nearby brownfield sites. The site is designated as a Primarily Residential Area, and would need to be released for B-Class employment use. Given that some remediation works are required and the wider area is in need of regeneration, the site is likely to be delivered in 5 to 10 years.   |                   |
| Planning Designation                            | The site is designated as a Primarily Residential Area, which means it would need to be allocated for employment use to allow B-Class development.   |                   |
| Planning History                                | Remainder of site is now Birkenhead North Park and Ride  |                   |
| <b>OVERALL SITE RATING</b>                      | Average  |                   |
| <b>Recommendation and Potential</b>             | Retain as part of the Primarily Residential Area and do not allocate for B-Class employment use. Any residential development on the site must be   |                   |

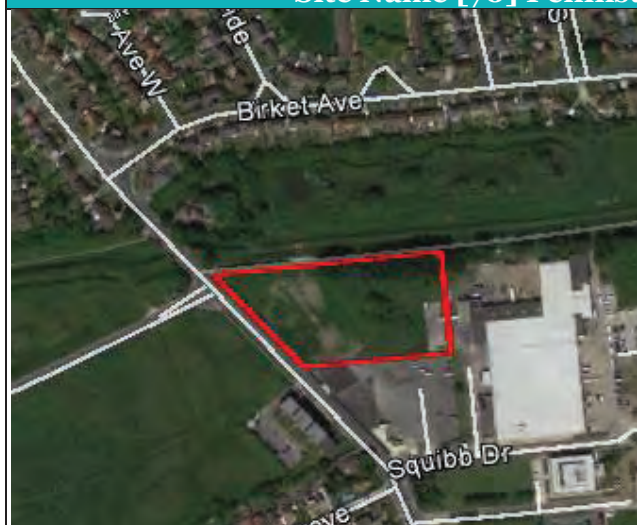
|                    |   |
|--------------------|---|
| <b>Future Uses</b> | appropriately designed so that it does not constrain or prevent the delivery of the adjacent Enterprise Zone for industrial and B8 development. |
|--------------------|---|

#### **SITE SUMMARY:**

The site is adjacent to other large brownfield sites and acts as a buffer between the primarily residential areas to the south and industrial and dock-related uses to the north. The site has an excellent frontage on the A5030 and excellent transport connectivity. The site is constrained to some extent by being subdivided into three separate plots, which reduces the net developable area. In view of current discussions to bring forward housing on the site, the site recommended to be retained as part of the Primarily Residential Area with the site not forming part of the Borough's ongoing employment land supply. Given the site's location to the south of the Wirral Waters Enterprise Zone, which is proposed to be developed as MEA Park for industrial and distribution uses, any residential development on the site must be appropriately designed so that it does not constrain or prevent the delivery of the adjacent Enterprise Zone.



**Site Name [70] Peninsula Business Park, Moreton**



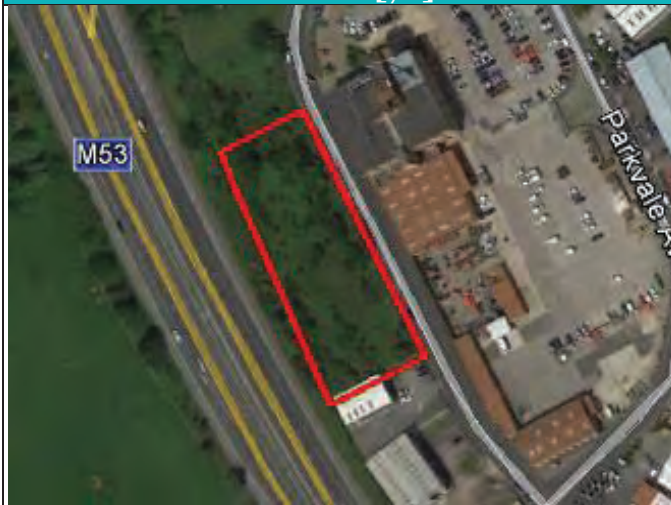
**GROSS SITE AREA:**  
**1.26 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.13 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site is currently undeveloped and comprises vacant grassland. The site is classed as greenfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.   |           |
| Strategic Road Access                                      | The site is approximately 0.6km to the north of the A553 (Hoylelake Road) and 0.8km to the south of the A551 (Leasowe Road) via Reeds Lane.   | Average   |
| Local Accessibility  | The site can be accessed off Reeds Lane which runs to the west of the site. A bus service is in operation along Reeds Lane providing access to Hoylelake, Moreton, Woodside, Liverpool, Birkenhead, New Brighton and Seacombe. A bus stop is located immediately outside the site. The nearest train station is Leasowe which is approximately 0.25km to the south of the site, where a level-crossing operates across Reeds Lane.                                | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site lies between the urban areas of Leasowe and Moreton. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is well contained by existing development, the strategic road network and landscape features and is within a Primary Industrial Area. The site is bounded to the north by the River Birket, to the south and east by existing employment development and to the west by Reeds Lane, with sites 8 and 24 beyond. The site is separated from the residential development to the south west of the site by Reeds Lane and to the north by the River Birket. | Good      |
| Developmental and Environmental Constraints                | The site has a relatively flat topography and is currently undeveloped. The site is currently very overgrown, with a number of mature trees along the northern boundary and towards the centre of the site. The EA Flood Map identifies the site as being located within Flood Zones 2 and 3. Offices, general industry and storage and distribution are classed as less  | Poor      |

|  |  |                   |
|--|--|-------------------|
|  | vulnerable and generally acceptable within Flood Zones 2 and 3a subject to the sequential test and acceptable flood risk assessment and any required mitigation measures such as land-raising. Outfalls from the recently constructed United Utilities pumping station to the south cross the western edge of the site to the River Birket and may be subject to easements.  |                   |
| Market Attractiveness  | The site is currently undeveloped and is within a Primary Industrial Area. The site benefits from good local access and proximity to the urban areas of Moreton and Leasowe and its prominent location, fronting Reeds Lane but is potentially constrained by its risk of flooding which could require mitigation measures.  | Average           |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is currently undeveloped former expansion land located within a Primary Industrial Area. The site would require the creation of a new access point to be delivered off Reed Lane and would require clearing before development could commence and raised floor levels (to mitigate flood risk). On the basis of this and taking into consideration the size of the site, it is likely that the site could come forward in the next 5-10 years.  |                   |
| Planning Designation   | Primarily Industrial Area  |                   |
| Planning History   | 07/06391 (not determined, following the failure to submit a flood risk assessment) 25x2s B1 office units 0.98ha 4,149sqm (Nextdom) 111cp   |                   |
| <b>OVERALL SITE RATING</b>   | Average  |                   |
| <b>Recommendation and Potential Future Uses</b>  | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. It is considered that the site would best accommodate B1a, B1c, B2 or B8 development.   |                   |
| <b>SITE SUMMARY:</b>   |  |                   |
| This greenfield site lies between the urban areas of Leasowe and Moreton. The site is included within a Primary Industrial Area and benefits from good local accessibility and close proximity to Moreton but is constrained by its location in Flood Zones 2 and 3 and in order for the site to come forward for development it may require raised floor levels to mitigate flood risk. |  |                   |

**Site Name [72] North Cheshire TE - North of PK Commercial**



**GROSS SITE AREA:**  
**0.48 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.43 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site is currently undeveloped and comprises vacant grassland immediately alongside the M53 embankment. The site is classed as greenfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.  |           |
| Strategic Road Access                                      | The site is 0.64km from the M53 junction 3 roundabout, via Prenton Way.   | Very Good |
| Local Accessibility  | No access infrastructure is yet provided directly on to the site. The site can be accessed from both the M53 and the A552 via Prenton Way which runs to the east of the site. A bus service is in operation along the A552 (Woodchurch Road), to the north east of the site, providing access to Seacombe, Woodchurch, Heswall, West Kirby, New Brighton, Moreton, Eastham Rake, Clatterbridge and Liverpool. The nearest bus stop is approximately 1km to the north east of the site, on Woodchurch Road. The nearest train station is Rock Ferry which is 3.9km to the north east of the site, although a new station is proposed at Woodchurch Road to the north (UDP Proposal TR1/15 refers). | Average   |
| Proximity to Urban Areas and Access to Labour and Services | The site is peripheral in location, on the edge of the urban area of Birkenhead and the residential suburb of Prenton. It is well connected to both Birkenhead town centre and the mid-Wirral settlements via A522. Birkenhead is identified as a primary urban area within the borough providing access to a wide range of services and facilities and a good labour supply.   | Good      |
| Compatibility of Adjoining Uses                            | The site sits within the North Cheshire Trading Estate which is identified as a Primary Industrial Area. The site is bounded to the north by vacant grassland (site 57), to the east by Prenton Way, to the south by existing employment development and, to the west by the M53.   | Very Good |
| Developmental and Environmental Constraints                | The site is currently undeveloped and comprises overgrown grassland and a few trees. The site is raised towards the middle with the eastern and western boundaries being on a steep incline. The site will therefore require clearing and levelling before it can be brought forward for development.   | Average   |



|   |  |                   |
|---|--|-------------------|
|   | The EA Flood Map identifies the site as being located within Flood Zone 1 and at low flood risk.   |                   |
| Market Attractiveness   | The site is currently undeveloped and sits within the North Cheshire Trading Estate which is characterised by a mix of modern and older employment units and purpose-built premises. The site benefits from good strategic road and local access, with potential to combine with site 57 adjacent.   | Good              |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Small Office (-6.9% - Poor)</li><li>• Medium Office (-2.7% - Poor)</li><li>• Large Office (-6.4% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is located within a Primary Industrial Area and is currently undeveloped. The site is supported by the requisite infrastructure associated with the Estate which will aid its delivery. However, the site is constrained by its topography and will require clearing and levelling before it can come forward for delivery but could therefore come forward in the next 0-5 years.  |                   |
| Planning Designation  | Primarily Industrial Area  |                   |
| Planning History  | The site has previously obtained permission for industrial units which were never implemented.   |                   |
| OVERALL SITE RATING   | Good   |                   |
| Recommendation and Potential Future Uses  | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development alongside site 57 to the north. Given the context of the site, it is considered that B1a, B1c and B8 development would be most appropriate on the site.  |                   |
| SITE SUMMARY:   |  |                   |
| This previously undeveloped greenfield site is located on the edge of the urban area of Birkenhead and the residential suburb of Prenton. The site benefits from good strategic road and local accessibility and sits within the popular North Cheshire Trading Estate which is identified as Primary Industrial Area. The site is constrained by its topography and the M53 motorway embankment and will therefore require levelling as well as clearing before it can be delivered for development. |  |                   |



### Site Name [74] Former MOD Tank Farm



**GROSS SITE AREA:**  
**8.07 ha**

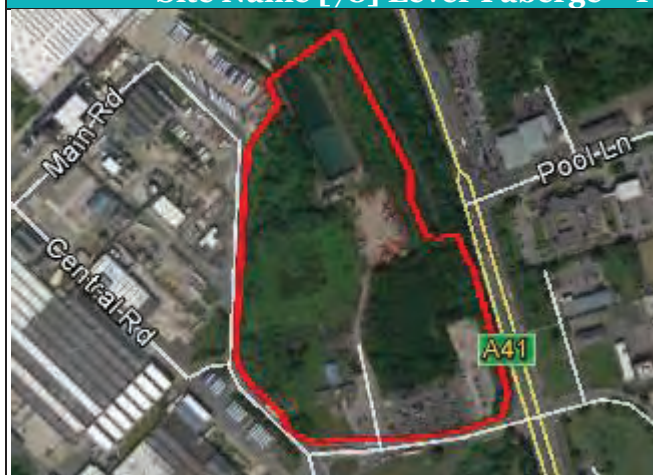
**ESTIMATED NET DEVELOPABLE AREA:**  
**6.85 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site was formerly occupied by an MOD tank farm but is now vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.  |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Old Hall Road.   | Good      |
| Local Accessibility  | The site can be accessed from Old Hall Road, via an existing access point. Secondary access may also be possible from Hardknott Road which runs to the west of the site. A bus service is in operation along Old Hall Road providing access to Birkenhead and Eastham Ferry. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Bromborough Rake which is 1.3km to the west of site.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by the road network, existing development and mature landscape features. The site is bounded to the north by Old Hall Road, with employment development beyond; to the east by a private drive providing access to the sports facilities at Eastham Country Park; to the south by mature woodland; and, to the west by Hardknott Road, with employment development beyond.   | Very Good |
| Developmental and Environmental Constraints                | The tank farm has recently been removed and reclaimed; the site is now undeveloped and has an undulating topography, which may require further levelling before development. Parts of the site are also overgrown and vegetated including some mature trees and may require additional clearance. Council monitoring data indicates that two portions of the site are within Part A Notification Areas for Pollution Control, which originates from the SAFC Hitech Ltd site to the north and Thermal Ceramics to the south west. The EA Flood Map | Good      |

|   |   |                   |
|---|---|-------------------|
|   | identifies the site as being located within Flood Zone 1 and is at low risk of flooding.  |                   |
| Market Attractiveness                           | The site is large and undeveloped and is included within a Primary Industrial Area. The surrounding employment development is characterised by a mix of modern, high quality offices including Riverside Business Park to the east and some older lower grade industrial and storage units to the west. The site is on the edge of the urban area of Bromborough but benefits from good strategic road and local access, as part of the Borough's flagship Wirral International Business Park and could accommodate a wide range of uses, including some larger units.  | Very Good         |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is currently undeveloped and is supported by the requisite infrastructure associated with the surrounding employment development. The site has been reclaimed and decontaminated but will require some clearing and levelling before it can be brought forward for development. Given the size of the site, it is likely that the site will come forward at the earliest between 5-10 years.   |                   |
| Planning Designation                            | Primarily Industrial Area   |                   |
| Planning History                                | The site was granted planning permission in 2005 for clearance and demolition of the former MOD fuel storage facility and provision of vehicle access which has been implemented.   |                   |
| <b>OVERALL SITE RATING</b>                      | Very Good   |                   |
| <b>Recommendation and Potential Future Uses</b> | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. Given the context of the site and its size, it is considered that the site could best accommodate B1, B2, and B8 development, with an emphasis on providing larger units.  |                   |
| <b>SITE SUMMARY:</b>                            |   |                   |

This fully reclaimed brownfield site is located on the edge of the urban area of Bromborough. The site is undeveloped and comprises grassland. The site is included within a Primary Industrial Area and benefits from good strategic road and local access but may still require some clearing and levelling before it can be brought forward for development.

**Site Name [78] Lever Faberge - Former BOCM Silcock Animal Feeds**



**GROSS SITE AREA:**  
**6.44 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**4.18 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises an area of hardstanding, at a lower level to the surrounding land, which is used by Biffa for the storage of vehicles, mature woodland and, an interceptor area. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.  |           |
| Strategic Road Access                                      | The site is immediately adjacent to the A41.   | Good      |
| Local Accessibility  | The site can only currently be accessed from the A41 via the secure entrance to the private Unilever complex, opposite Port Causeway. A bus service is in operation along the A41 which provides access Liverpool, West Kirby, Woodchurch, Eastham Rake and Chester. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Port Sunlight which is 0.58km to the north west of the site.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is within the urban area of Bebington which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by the road network, existing development and mature landscape features. The site is bounded to the north by mature woodland, which has been subject to previous landfilling; to the east by the A41 and the cutting of the Dibbinsdale Brook; to the south by the principal HGV Unilever factory private access road and, to the west by the built-up area of the Unilever Factory complex.   | Very Good |
| Developmental and Environmental Constraints                | Part of the site is currently undeveloped and is used by Biffa for the storage of vehicles. Another part of the site is covered in mature woodland would require clearing if the site were to be brought forward for development. The area to the north of the access road has also been subject to industrial landfilling and a new independent access from the A41 is likely to require a new bridge over the Dibbinsdale Brook. The site is therefore expected to require further remediation. Council monitoring | Average   |



|   |   |                   |
|---|---|-------------------|
|   | data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Unilever site. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding. A tidal flap operates to the east of the site. A large interceptor pond is also present on the far north of the site which is owned by Unilever and imperative to the running of the factory and further reduces the developable area of the site.  |                   |
| Market Attractiveness                           | The site is only partly undeveloped and is identified as being included within a Primary Industrial Area. The surrounding area is characterised by the industrial manufacturing complex, associated with the Unilever factory. The site is located within the urban area of Bebington and benefits from good strategic road and local access but is currently part of the secure and privately managed Unilever complex.  | Average           |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | Parts of the site are undeveloped but significant work is likely to be required to bring the site forward for development. The site benefits from its proximity to the Unilever factory and is supported by its associated infrastructure but given the evident site constraints is only likely to come forward at the earliest between 10-15 years, subject to the priorities of the wider landholding.  |                   |
| Planning Designation                            | Primarily Industrial Area   |                   |
| Planning History                                | N/A   |                   |
| <b>OVERALL SITE RATING</b>                      | Average   |                   |
| <b>Recommendation and Potential Future Uses</b> | 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 any long term expansion of the adjacent Unilever site. Appropriate   |                   |

|  |   |
|--|---|
|  | future uses are B1, B2 or B8 considering the location of the site adjacent to the existing Unilever operations. |
|--|---|

#### **SITE SUMMARY:**

This brownfield site is located within the urban area of Bebington. Parts of the site are undeveloped and comprise areas of mature woodland and hardstanding. Part of the site is currently occupied by Biffa. The site is included within a Primary Industrial Area and benefits from good strategic road and local access but is subject to multiple constraints and would require significant clearance and possible remediation. The developable area of the site is also limited by the need to retain the interceptor pond associated with the Unilever factory. The site should be safeguarded for any long term expansion of the adjacent Unilever site as part of a wider primarily industrial area but not considered as part of the borough's ongoing employment land supply. Appropriate future uses are B1, B2 or B8 considering the location of the site adjacent to the existing Unilever operations.

## Site Name [79] Wirral Waters - Bidston Dock



**GROSS SITE AREA:**  
**17.55 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**10.40 ha**

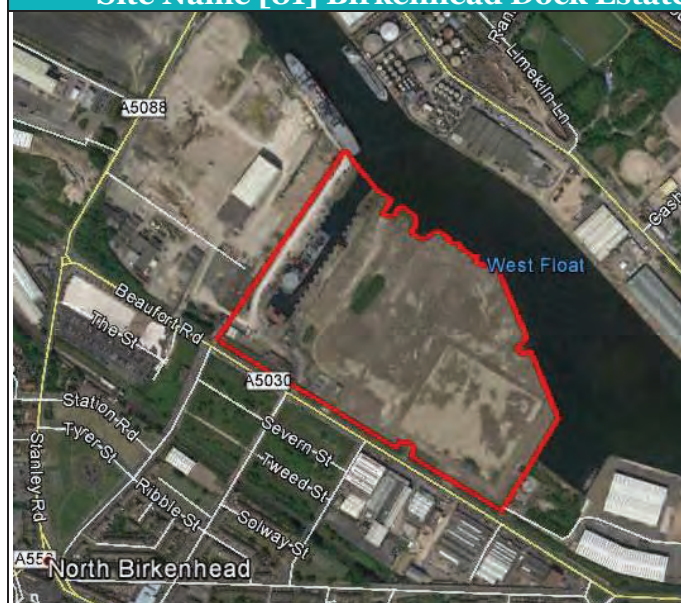
| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | A large predominantly brownfield site, including substantial areas of hardstanding with the remainder covered in shrubs, which appears to be marsh land and is covered with reeds potentially indicative of drainage issues. The site is entirely vacant. It was previously used as an industrial dock with cranes, sheds and railway sidings before the dock was filled and the buildings were demolished. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |           |
| Strategic Road Access                                      | The site is within 1km of the M53 via the A5139 and A 5088.   | Very Good |
| Local Accessibility  | The site can be accessed directly from the A5088 which joins the A5139 to the north. The site is well located with direct access the motorway network. Access to the site from the south is over the Poulton Bridge but this is suitable for HGVs. The site has bus stops adjacent to it and within 400m, with services to Arrowe Park, Seacombe, Liscard and New Brighton. The nearest railway station, Birkenhead North, is approximately 0.7 km away to the south. The site has the potential to connect to the rail network via the heavily overgrown disused rail link which runs round the rear of the former landfill to Birkenhead North Depot. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of Birkenhead, at its north west extreme, but in proximity to Bidston and Wallasey. The site has good access to a large local labour market catchment, but in an area with a lack of local services.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is adjacent to the A5139 to the north, and adjacent to former or existing industrial land uses to the east and south. To the east is site 357 the Former Mobil Oil works, which is in the process of being reclaimed, with on-site ground works being undertaken when assessed. To the south is the Bidston  | Good      |

|   |  |                   |
|---|--|-------------------|
|   | Integrated Waste Management Facility and Household Waste Recycling Centre. To the west of the site is Bidston Moss, a former landfill site now in use as public open space (including a fishing pond adjacent to this site) and a local Nature Reserve.  |                   |
| Developmental and Environmental Constraints | The large site is predominantly brownfield land, and there may be contaminated land following its former industrial use. Council monitoring data indicates that the site is within the buffer zone of an Intermediate Pressure Gas Pipeline that runs parallel to the site's northern boundary. The pipeline runs within the site area for approximately 500m, which may constrain the extent or timing of undertaking groundworks on site. The site is partly filled dockland, which may require further ground works and/or remediation prior to development. As such the infilled dock has been excluded from the estimate of the developable area. The net developable area therefore consists of the southern rectangular brownfield plot (cleared to slab level, with some embedded railway tracks) and the northern plot which is long and narrow fronting the A5139, which was also previously used as railway sidings, with associated crane gantry rails. A large electricity pylon is located in the north west periphery of the site, though given its location it is considered unlikely to be a significant constraint to development of the site. The site adjoins the Bidston Nature Reserve to the west, and an appropriate landscape buffer would be needed. Whilst there are several development constraints the site is large and has a level topography. Given the scale of the site, any intensive proposal is also likely to require significant additional highway infrastructure works. | Poor              |
| Market Attractiveness                       | The site is located on the western edge of the docks, in proximity to other large former industrial sites, as well as existing industrial land uses, including the Wirral Waters redevelopment project. The site is advertised to let, though the site has not had recent use. The site is owned by Peel Holdings. The size of the site and its proximity to the motorway and rail networks are attractive values but its on-site physical constraints may dampen market interest in the short term.   | Good              |
| Viability                                   | <p>Viability for all types of office and industrial development is a challenge within the Birkenhead and Wallasey market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in Birkenhead, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small Industrial (-28.4% - Very Poor)</li> <li>• Medium Industrial (-16.4% - Poor)</li> <li>• Large Industrial (4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul>  | Good to Very Poor |



|  |   |  |
|--|---|--|
|  | The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.   |  |
| Barriers to Delivery, Mitigation and Timescales  | The site is likely to require further ground works and/or remediation, particularly with regard to the filled land and former railway sidings. Given the large scale of the site and the remediation works likely needed to make it more attractive to the market, it is expected to be delivered within 10 to 15 years towards the end of the plan period following the delivery of the Wirral Waters Enterprise Zone. |  |
| Planning Designation   | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |  |
| Planning History   | There are no known planning applications in recent years.   |  |
| <b>OVERALL SITE RATING</b>   | Good  |  |
| <b>Recommendation and Potential Future Uses</b>  | 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. The site is suitable for future large scale development of B1, B2 and B8 employment use.   |  |
| <b>SITE SUMMARY:</b>   |   |  |
| <p>The large brownfield site is well located to the motorway network and is on the western edge of Birkenhead docks, giving it excellent access to the local labour market. Whilst the site covers a very large area and has a level topography, it is constrained by its former industrial land uses and the filled dock area. This increases the scale of remediation works or reduces the net developable area by approximately 7 ha. In the long term, this site could help meet demand for larger industrial and logistics units. The site is suitable for future large scale development of B1, B2 and B8 employment use and should be allocated as a strategic employment site. Due to scale of remediation works required, the site is expected to be delivered towards the end of the plan period when market conditions and deliverability improve following the delivery of the adjacent Wirral Waters Enterprise Zone.</p> |   |  |

## Site Name [81] Birkenhead Dock Estate - Former RHM Mills & Canada Creek



**GROSS SITE AREA:**  
**14.17 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**12.75 ha**

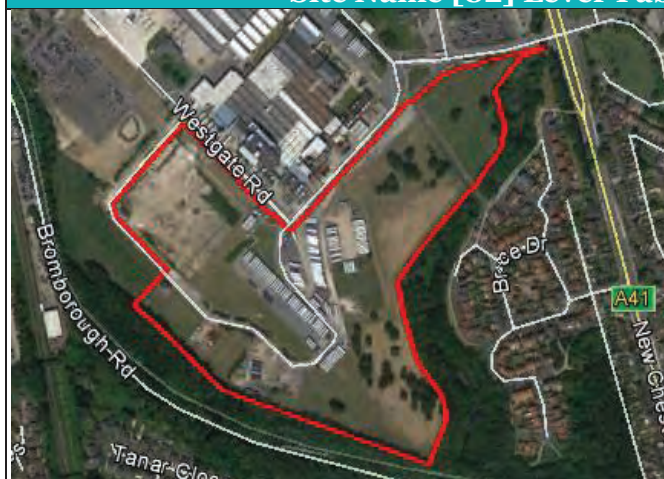
| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The large brownfield site is vacant excluding a small United Utilities water pumping station. The site has been subject to historic industrial dock uses and quayside mills which have been demolished and the site has been remediated since the previous 2012 Employment Land and Premises Study. The site has filled ground that was previously docks, and there may be further land contamination issues associated with its previous industrial use. A graving dock at the western end of the site remains in use for ship repair as an overspill facility for the Cammell Laird ship yard. The site lies within the Mersey Waters Enterprise Zone, benefitting from reduced business rates. The site is part of the Wirral Waters scheme. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map |           |
| Strategic Road Access                                      | The site adjoins the A5030.  | Good      |
| Local Accessibility  | The site is accessed directly from the A5030 and has several entrance ways, which cross the disused railway sidings at the southern boundary of the site with the A5030. There is some on-street car parking but the site is of sufficient size to accommodate significant car parking. There is a bus stop within 400m of the site with services to Heathfield and Poulton. The nearest railway station, Birkenhead North, is approximately 0.4km away, to the south.   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Birkenhead to the north of existing residential areas but there are a limited range of services in proximity to the site.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is adjacent to the large brownfield site 357, and is north of the smaller brownfield site 66. The site fronts the docks to the north. Gillbrook Basin separates the site from nearby industrial uses and from Wirral Waters site 96. To the south of the site are a number of active industrial land uses, including J&M Joinery Ltd. The graving dock at the western end of the site remains in use for ship repair, as an overspill   | Very Good |

|   |   |                   |
|---|---|-------------------|
|   | facility for the Cammell Laird ship yard.   |                   |
| Developmental and Environmental Constraints | The large site is entirely brownfield land and may require further remediation in addition to the significant work already undertaken, depending on the end use. In particular the site features former docks that have been filled, which may need additional ground preparation works. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the Part A Site designated around the dock in the western portion of the site. The large site is broadly rectangular and has a level topography. Sections of the site are within Flood Zones 2 and 3, covering approximately a quarter of the site area. There may be an easement over the outfall from the United Utilities pumping station which discharges into the West Float parallel to the graving dock.  | Poor              |
| Market Attractiveness                       | The site is owned by Peel Holdings and part of the proposed Wirral Waters scheme. The site may require further remediation works, though nearly all of the former buildings have already been demolished. The remaining buildings on the site include the United Utilities pumping station and a late 19th Century or early 20th Century site entrance building. The site is located in an area of predominantly industrial character, and the active industrial units to the south of the site are of average to poor quality. As part of the Wirral Waters scheme the site is likely to generate interest for good quality industrial premises following remediation and regeneration. The site's location in proximity to the motorway network will also help attract interest. The site has quayside access to the West Float. The site is within the Mersey Waters Enterprise Zone and benefits from business rates relief and enhanced capital allowances. Peel are 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. | Good              |
| Viability                                   | <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large Industrial (4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require</p>  | Good to Very Poor |

|  |   |  |
|--|---|--|
|  | gap funding for the majority of scenarios.  |  |
| Barriers to Delivery, Mitigation and Timescales  | The site requires remediation and the filled docks may require further ground preparation works before development can commence. The site is currently not advertised for sale or to let by Peel Holdings. The site is unlikely to come forwards before its regeneration as part of the Wirral Waters scheme.   |  |
| Planning Designation   | The site is ‘white land’ (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |  |
| Planning History   | 11/00645 (06/03/2012) replacement of 33,782sqm with 228,300sqm B2/B8 and Trade Centre. Part now Site 357. 16/01212 (04/11/2016) UK Power Reserve Electricity Storage Facility 427sqm (0.44ha)   |  |
| OVERALL SITE RATING  | Good  |  |
| Recommendation and Potential Future Uses   | The large site should be allocated as an employment development site for B-Class employment uses (potentially with a preference for uses which require/can utilise the port location) as part of the Wirral Waters Enterprise Zone scheme, and treated separately to the Borough’s ongoing employment land supply. B1c, B2 and B8 uses would be most appropriate given the sites location adjacent to existing industrial uses. |  |
| SITE SUMMARY:  |   |  |
| The large cleared site consists predominantly of 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 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 is however made more attractive by its Enterprise Zone designation and is part of the Wirral Waters scheme. The most suitable uses for the large site are B1c, B2 and B8. The site should be allocated for B-Class employment use. |   |  |



# **Site Name [82] Lever Faberge - Bromborough Road**



**GROSS SITE AREA:**  
**11.95 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**10.75 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland and areas of hardstanding which are used for the storage of Unilever distribution vehicles. The site is classed as brownfield land. The UDP Proposals Map identifies the site as a mix of Primary Residential Area, Urban Greenspace and Primarily Industrial designations.   |           |
| Strategic Road Access                                      | The site is immediately adjacent to the A41.  | Good      |
| Local Accessibility  | The site can only be accessed from the A41 via the secure access to the private Unilever complex opposite Port Causeway. Given the size of the site, an additional access point may be required in order to efficiently serve a more intensive development of the site. A bus service is in operation along the A41 which provides access Liverpool, West Kirby, Woodchurch, Eastham Rake and Chester. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Port Sunlight which is 0.59km to the north west of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is within the urban area of Bebington. Bebington is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is part of a predominantly industrial area, well contained by existing development and mature landscape features. The site is bounded to the north by the Unilever factory, to the east by a mature tree belt along the Dibbinsdale Brook, with residential development beyond; and to the south by a mature tree belt, with residential development beyond.   | Average   |
| Developmental and Environmental Constraints                | The majority of the site is undeveloped, alongside areas of hardstanding and internal access roads used for the storage of Unilever distribution vehicles. Mature woodland is present along the eastern and southern boundaries of the site. The site is suspected to require remediation associated with its former industrial use and proximity to the Unilever factory. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates   | Poor      |

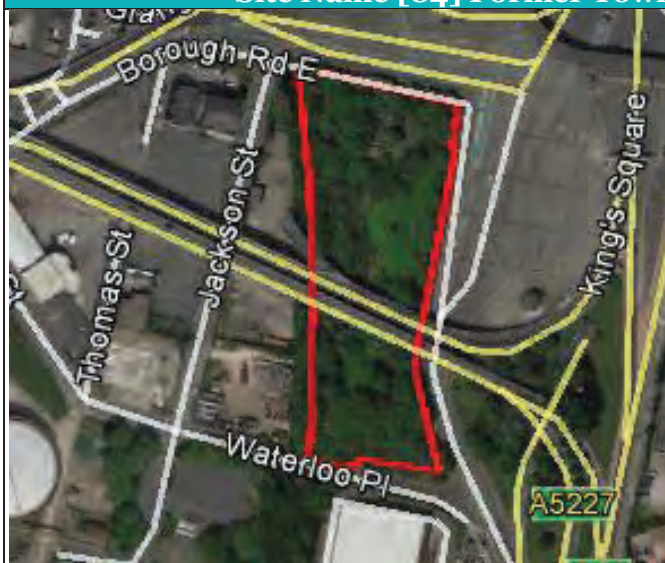
|   |   |                   |
|---|---|-------------------|
|   | from the adjacent Unilever site. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. Part of the site is filled ground.   |                   |
| Market Attractiveness                           | The site is undeveloped and is identified as being included within a mix of Primary Residential Area, Urban Greenspace and Primarily Industrial designations. The site benefits from its proximity to the Unilever factory and limited development and environmental constraints. The surrounding employment area is characterised by large scale industrial units, associated with the Unilever factory. The site is located within the urban area of Bebington and benefits from good strategic road and local access.  | Average           |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | There is has been interest in the past to pursue the site for residential development, which is believed to have been prevented by viability. The immediate land uses are predominantly industrial, associated with the Unilever Factory. Only part of the site, to the extreme south of the site (approximately 3ha), is currently being offered for alternative independent development.  |                   |
| Planning Designation                            | The southern portion of the site is designated as a Primarily Residential Area whilst the northern portion is designated as a Primarily Industrial Area, bisected by an area designated as Urban Greenspace along Bromborough Road and the Dibbin Valley. The Primarily Residential designation reflects the aspirations of the landowner at the time the UDP was prepared (mid 1990s) to bring this part of the site forward for residential development, which was never implemented.   |                   |
| Planning History                                | OUT/94/6781 for housing (RA but Sec 106 agreement never signed). 14/00378 for car parking reduced site to 11.91ha. SHLAA submission 1957 indicates up to 3.25ha may now be available for other uses.  |                   |
| <b>OVERALL SITE RATING</b>                      | Average   |                   |
| <b>Recommendation and Potential Future Uses</b> | 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. Appropriate future  |                   |

|  |  |
|--|--|
|  | uses are B1, B2 or B8 considering the location of the site adjacent to the existing Unilever operations. |
|--|--|

#### **SITE SUMMARY:**

This brownfield site is located within the urban area of Bebington. The site is predominantly undeveloped and comprises areas of hardstanding and vacant grassland enclosed by the existing factory complex and woodland. The site benefits from good strategic road and local access but lacks independent access. The site should be safeguarded as part of a wider Primarily Industrial Area for any long term expansion of the adjacent Unilever site. Appropriate future uses are B1, B2 or B8 considering the location of the site adjacent to the existing Unilever operations.

**Site Name [84] Former Town Station, Borough Road East**



**GROSS SITE AREA:**  
**1.27 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.21 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises mature woodland; the site was formerly Birkenhead Town Station. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area. It is understood that the site has recently been bought by a developer.  |           |
| Strategic Road Access                                      | The site is within 1km of the A41.  | Good      |
| Local Accessibility  | No direct access infrastructure onto the site; an access point would need to be created and delivered either off Waterloo Place to the south of the site or Borough Road East (one-way) to the north of the site. A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.22km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.24km to the west of the site. | Poor      |
| Proximity to Urban Areas and Access to Labour and Services | The site is within the urban area of Birkenhead, within close proximity to Birkenhead town centre. Birkenhead is identified as a primary urban area within the borough providing a wide range of services and facilities and access to a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area and is well contained by the surrounding transport network. The site is bounded to the north by Borough Road East; to the east by a footpath which connects Waterloo Place to Borough Road East; to the south by Waterloo Place; and, to the west by a disused rail freight link between Rock Ferry and Birkenhead Docks, with site 332 and other mixed industrial uses beyond. The site is in close proximity to Birkenhead Town Centre to the west and retail to the south.                                | Good      |



|   |   |                   |
|---|---|-------------------|
| Developmental and Environmental Constraints     | The site currently comprises mature woodland and was formerly Birkenhead Town Station. The site is on two different levels and suffers from ground stability issues, associated with its former use. Access is currently limited and constrained by a one way system and by two flyovers from the Birkenhead Tunnel and A41 and proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.   | Poor              |
| Market Attractiveness                           | The site suffers significant development and environmental constraints which will need to be addressed before the site can be brought forward for development. The site is identified as being within a Primary Industrial Area and the surrounding employment development is characterised by lower value industrial units. The site benefits from its proximity to Birkenhead Town Centre and good strategic road access, but poor local road access. Given the site's proximity to the Town Centre it is considered that a range of commercial uses would be appropriate, which may include B-Class employment. Flexibility should therefore be encouraged to bring the site forwards for beneficial development.  | Poor              |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. This is a very constrained site and would require extensive remediation to become an opportunity.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is significantly constrained and would require new access infrastructure, clearing and levelling. On the basis of this it is likely that the site could come forward in the next 10-15 years, which could slip further to 15+, depending on the scope of the works required to bring the site forward for development.   |                   |
| Planning Designation                            | Primarily Industrial Area   |                   |
| Planning History                                | None relevant.  |                   |
| <b>OVERALL SITE RATING</b>                      | Poor  |                   |
| <b>Recommendation and Potential Future Uses</b> | Given the location, in proximity to Birkenhead Town Centre and retail development to the south, the site is appropriate for a variety of commercial uses which could include a component of B-Class use. Flexibility of uses  |                   |

|  |   |
|--|---|
|  | should be encouraged to deliver the site. Given this context and delivery challenges of the site, it is recommended to be re-designated for commercial-led mixed-use development in a future site-specific local plan alongside the adjoining sites, and not form part of the Borough's ongoing employment land supply. |
|--|---|

#### **SITE SUMMARY:**

This brownfield site is located within the urban area of Birkenhead, within close proximity to Birkenhead town centre. The site is identified as being included within a Primary Industrial Area and benefits from a potentially strategic location but is significantly constrained and would require access infrastructure, clearing and levelling before it could be brought forward for development. Given the location of the site in proximity to Birkenhead Town Centre and retail development to the south, the site is appropriate for a variety of commercial uses which may include a component of B-Class use and flexibility of uses should be encouraged to deliver the site. The site should therefore be re-designated for commercial-led mixed-use development in a future site-specific local plan alongside the adjoining sites, and not form part of the Borough's ongoing employment land supply.

**Site Name [86] Wirral Waters - North Bank West**



**GROSS SITE AREA:**  
**4.23 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**3.80 ha**

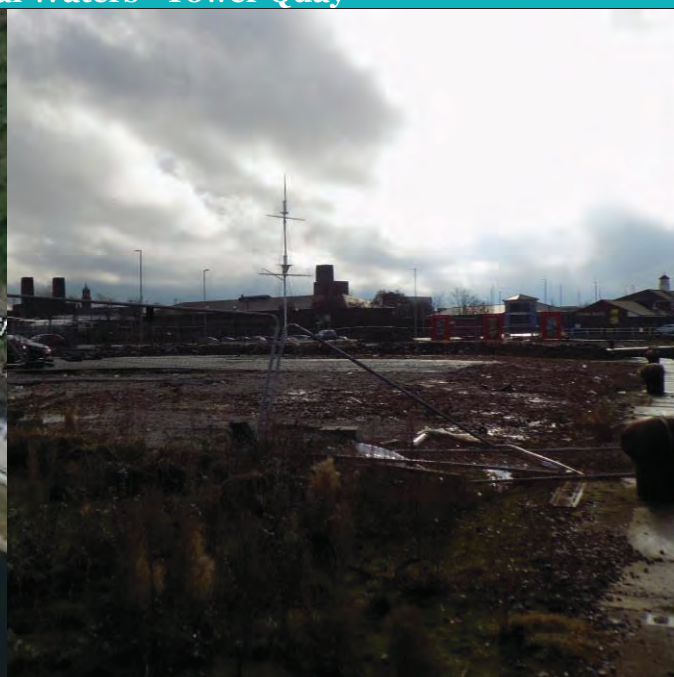
| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The large brownfield site forms the Northbank West phase of the Wirral Waters scheme. The site is broadly rectangular and offers a level site for development. The site is divided into two plots by a fence crossing the site but both plots are owned by Peel Holdings and it has the potential to be developed as one larger site. The site is currently occasionally used for external bulk storage. In the south west corner are mooring berths and facilities used by Mersey Ferries. The site is in a prominent quayside location adjoining the B5139. |           |
| Strategic Road Access                                      | M53 via the A5139.  | Good      |
| Local Accessibility  | The site directly fronts the A5139 with several points of access already formed. It has excellent frontage and visibility to the road. The site is large enough to accommodate additional HGV entrance points if required, as well as significant car parking. There are bus stops adjacent to the site with services to Birkenhead, Clatterbridge, Liverpool, New Brighton, Wallasey and Woodside. The nearest railway station, Birkenhead Park, is approximately 1km away, to the south.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is in Seacombe between Wallasey and Birkenhead. It has a good local labour market catchment though currently has a limited range of local services. The site is part of the Wirral Waters scheme and would further benefit from the anticipated increased access to labour and services.   | Very Good |
| Compatibility of Adjoining Uses                            | The site appears somewhat isolated from other land uses due to its location adjacent to the docks and the A5139 which borders the site to the north but a number of existing B-Class uses operate in proximity to the site on the opposite side of the A5139, for example at Sovereign Way. The occupiers are predominantly light industrial B1c and B2 land uses as well as wholesalers. This includes MAS Electrical, K2 Aluminium  | Very Good |

|   |   |                   |
|---|---|-------------------|
|   | Systems Ltd, Low Energy Commercial Light, Car & Marine Connection, Survitec Group. To the east are large former grain warehouses that have been converted to residential apartments.  |                   |
| Developmental and Environmental Constraints     | Former quayside mills on part of the site opposite Sovereign Way were demolished in May 2000 to slab level. The site may require further remediation works, arising from previous dock uses, as well as utilities and water supply. Council monitoring data indicates that the site is within the buffer zone of an Intermediate Pressure Gas Pipeline that runs parallel to the site's northern boundary along the A5139, which may constrain the extent or timing of undertaking groundworks on site. The site is however level and offers a large development potential.   | Good              |
| Market Attractiveness                           | The site is located in the Wirral Waters and Enterprise Zone market area. The site forms the Northbank West phase of the proposed Wirral Waters scheme, and has been earmarked for major commercial and residential led development. The western plot within the site is advertised to let by Peel. The advertisement offers flexible terms for warehousing/industrial, offices and yard/land. In the adjacent area the majority of units are occupied, with only one 1,800 sq ft industrial unit in Sovereign Way (directly opposite the site) advertised to let. Another medium sized high-bay industrial unit is advertised to let in Maritime Park to the north east of the site.   | Very Good         |
| Viability                                       | <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large Industrial (4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is owned by Peel Holdings and is divided into two plots, (one of which is advertised to let) by a palisade fence. For the whole site to come forwards it would require the landowner to promote or develop both plots of the site. There are no other known barriers to delivery. The brownfield land may require remediation works though this requires further investigation. As the site is not in the first phase of Wirral Waters project, it is most likely to come forward in 5-10 years.   |                   |



|  |   |
|--|---|
| Planning Designation   | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |
| Planning History   | Part of 09/06509 (31/05/2012) outline for 13,521 residential units (C3), 422,752sqm (B1) 60,000sqm retail/food, 38,000sqm hotel and 100,000m2 of cultural/rec/amenity Condition 68 of this consent states that within Northbank West, a minimum of 60% of the completed floorspace of the quarter, excluding car parking, shall fall within Use Class C3 (Residential).   |
| <b>OVERALL SITE RATING</b>   | Very Good   |
| <b>Recommendation and Potential Future Uses</b>  | The site should be allocated for mixed use development with a component of B-Class use as part of the Wirral Waters scheme and treated separately to the Borough's ongoing employment land supply. The western portion of the site being advertised to let could accommodate B1, B2 and B8 land uses, whilst the eastern portion of the site could accommodate mixed use development of B1 office space, residential, retail, leisure and other uses. |
| <b>SITE SUMMARY:</b>   |   |
| <p>The large brownfield site has excellent frontage to the A5139 and visibility across the docks. The site is the Northbank West phase of the Wirral Waters scheme and earmarked for significant mixed use development. The site may require some further remediation works from its former industrial use, though it offers a large rectangular site for development. It is currently separated into two plots though both are owned by Peel Holdings. The site is adjacent to existing industrial and wholesale land uses. The site should be allocated for mixed use development as part of the Wirral Waters scheme in a future site-specific local plan. As part of the Wirral Waters scheme the site should be treated separately to the Borough's ongoing employment land supply.</p> |   |

**Site Name [87] Wirral Waters - Tower Quay**



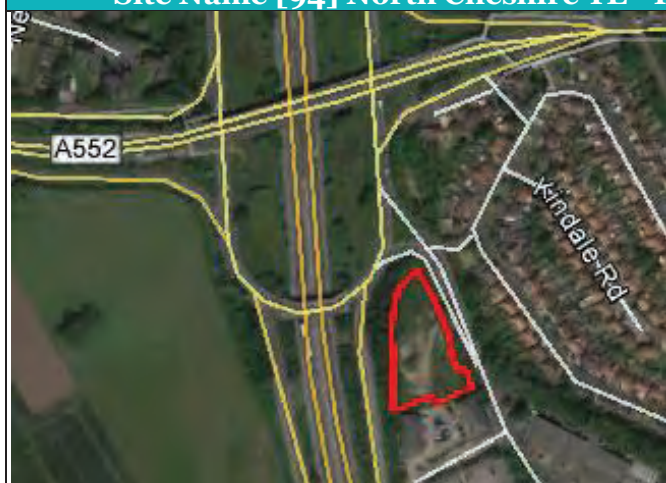
**GROSS SITE AREA:**  
**0.40 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.40 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site is a small plot of reclaimed brownfield land on a quayside site in East Float, Birkenhead. The site is vacant and shows signs of recent reclamation works. The site had former industrial uses as a scrap metal berth. Part of the site is currently being used for car parking for nearby business premises.  |           |
| Strategic Road Access                                      | The site adjoins the A554.  | Good      |
| Local Accessibility  | The site directly fronts the A554 and has excellent visibility from the road. There is traffic signal controlled access to the A554. Due to the size of the site and traffic on the A554, it may be challenging to accommodate a HGV entrance point as well as a reasonably sized unit. However, given the nature and location of the site in the Wirral Waters scheme this is unlikely to be an issue. There are bus stops within 400m of the site, with services to Birkenhead, Broughton, Eastham Rake, Leasowe, Liverpool, Moreton, Wallasey and Woodside. The nearest railway stations, Conway Park and Hamilton Square, are both approximately 0.9 km away. | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located to the north of Birkenhead Town Centre and has good accessibility to the local labour market now that bus services have been enhanced to serve the adjacent College and office developments. The site is also part of the Wirral Waters Scheme and in the long term will have a much greater local labour market catchment.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is adjacent to a Wirral Met College site to the north. To the east is a large new office building occupied by the Contact Company. To the west is open water in the East Float.  | Very Good |
| Developmental and Environmental Constraints                | The site offers a relatively small plot of brownfield land for development. Whilst the site has been reclaimed, former industrial use as a scrap metal berth which may require additional remediation works. It is however level and has no   | Average   |

|   |  |                   |
|---|--|-------------------|
|   | other known constraints. The site is located in the Dock Estate and a road corridor for environmental improvement passes the front of the site.  |                   |
| Market Attractiveness   | The site is located in the Wirral Waters and Enterprise Zone market area. Whilst this increases the attractiveness of the site it offers a small plot for development which limits its appeal to industrial occupiers but could accommodate a medium size office development or other mixed use (non-residential) development as part of Wirral Waters East Float proposals.   | Good              |
| Viability   | <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is owned by Peel Holdings and as part of the Wirral Waters scheme it has been proposed for early implementation alongside other proposals on Tower Road within the Four Bridges Quarter. There are no other known barriers to delivery, though the size of the plot may delay development unless it can be found to meet occupier demands. The site is likely to be delivered in 0 to 5 years.  |                   |
| Planning Designation  | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.  |                   |
| Planning History  | Part of 09/06509 (31/05/2012) outline for 13,521 residential units (C3), 422,752sqm (B1) 60,000sqm retail/food, 38,000sqm hotel and 100,000sqm of cultural/rec/amenity Condition 68 of the decision notice for the above application states that Four Bridges will not contain any residential development (Use Class C3) unless it is minor and ancillary to other dominant uses.   |                   |
| <b>OVERALL SITE RATING</b>  | Average  |                   |
| <b>Recommendation and Potential Future Uses</b>   | The site should be allocated/designated for B-Class development as part of the Wirral Waters scheme in a future site specific local plan, and treated as separate from the Borough's ongoing employment land supply; a B1a/b office would be most appropriate given the nature of the site.  |                   |
| <b>SITE SUMMARY:</b>  |  |                   |
| 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 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 Name [94] North Cheshire TE - Former Horticultural Training Centre**



**GROSS SITE AREA:**  
**0.47 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.235 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | This site is currently undeveloped and sits to the north of the North Cheshire Trading Estate. The site is classed as brownfield land. . The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.  |           |
| Strategic Road Access                                      | The site is immediately adjacent to the M53 Junction 3 roundabout, with access via Prenton Way.   | Very Good |
| Local Accessibility  | The site needs local access infrastructure. The site can be accessed both from the M53 and the A552 via Prenton Way which runs to the east of the site. Bus services operate along the A552 (Woodchurch Road), to the north east of the site, providing access to Seacombe, Woodchurch, Heswall, West Kirby, New Brighton, Moreton, Eastham Rake, Clatterbridge and Liverpool. The nearest bus stop is approximately 0.39km to the north east of the site, on Woodchurch Road. The nearest train station is Rock Ferry which is 3.9km to the east of the site, although there is a proposal to construct a new station at Woodchurch Road on the Borderlands Bidston-Wrexham line to the north (UDP Proposal TR1/15). | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is peripheral in location, on the edge of the urban area of Birkenhead and the residential suburb of Prenton, well connected to Birkenhead town centre via the A552. Birkenhead is identified as a primary urban area within the borough providing access to a wide range of services and facilities and a good labour supply.   | Good      |
| Compatibility of Adjoining Uses                            | The site sits within the North Cheshire Trading Estate which is identified as a Primary Industrial Area. The site is bounded to the north and east by Prenton Way, to the south by existing employment development (offices) and to the west by the M53 embankment.   | Very Good |
| Developmental and Environmental Constraints                | The site is currently undeveloped but is suspected to have ground condition issues due to underground services running through the site. A small substation is located immediately adjacent to the site on the southern boundary. The site has an undulating topography, the northern part of the site being significantly lower than the southern part of the site and it is likely that the site will require levelling in order for the site to  | Poor      |



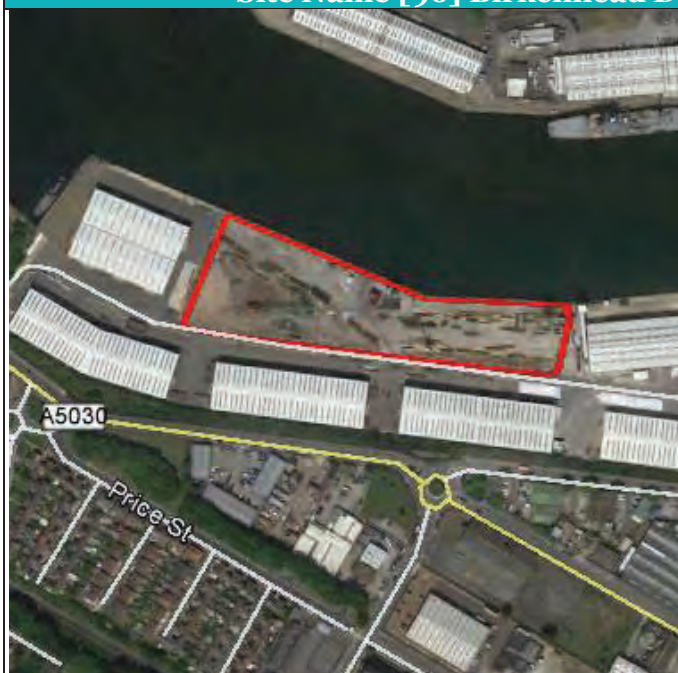
|   |  |                   |
|---|--|-------------------|
|   | come forward for development. A number of mature trees are present along the western boundary of the site. The EA flood map identifies the site as being located within Flood Zone 1 and being at low risk of flooding. These constraints reduce the net developable area to a very small plot.  |                   |
| Market Attractiveness                           | The site sits within the North Cheshire Trading Estate which is identified as a Primary Industrial Area, characterised by high quality, modern employment units. The site benefits from good strategic road and local accessibility. The site is also merited by its prominent position on the estate, fronting Prenton Way which is the only access road to the site for traffic entering from the north, either off the A552 or the M53. However, the development constraints limit the attractiveness of the site and significantly reduce the net developable area, which would limit the ability of the site to come forward for B-Class use, given the site constraints. A more flexible approach may therefore be needed to allow the site to come forwards for a wider range of commercial uses.   | Good              |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Small Office (-6.4% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is located within a Primary Industrial Area and is currently undeveloped. The site is supported by the requisite infrastructure associated with the Estate which will aid its delivery but is constrained by underground services and would require levelling to provide a reduced plot for development, which may challenge the deliverability of the site for B-Class uses. On the basis of this, it is considered that the site could come forward in 0-5 years or potentially 5-10 years.   |                   |
| Planning Designation                            | Primarily Industrial Area  |                   |
| Planning History                                | 20/6448 (R25/1/02) 373sqm 0.53ha McDonald's. Appeal dismissed. OUT/03/7690 (27/02/04) 0.47 ha 2 car showrooms (Keenforce Ltd) Expired  |                   |
| <b>OVERALL SITE RATING</b>                      | Average  |                   |
| <b>Recommendation and Potential Future Uses</b> | The site area should be reduced to reflect on-site constraints, and the site re-designated to allow a wider range of mixed commercial uses (which may include non-B class uses) in a future site-specific local plan, to secure delivery, but not form part of the Borough's ongoing employment land   |                   |

|  |         |
|--|---------|
|  | supply. |
|--|---------|

|                      |
|----------------------|
| <b>SITE SUMMARY:</b> |
|----------------------|

|   |
|---|
| <p>This brownfield site is located on the edge of the urban area of Birkenhead and the residential suburb of Prenton, within the North Cheshire Trading Estate which is identified as Primary Industrial Area. The site benefits from good strategic road and local accessibility but is constrained by underground services which run through the site and topography, which is likely to require some levelling before development can be delivered. The site area should be reduced to reflect these constraints, and the site re-designated to allow a wider range of commercial uses (which may include non- B-class uses) in a future site-specific local plan but not form part of the Borough's ongoing employment land supply.</p> |
|---|

**Site Name [96] Birkenhead Dock Estate - Cavendish Quay**



**GROSS SITE AREA:**  
**2.01 ha**

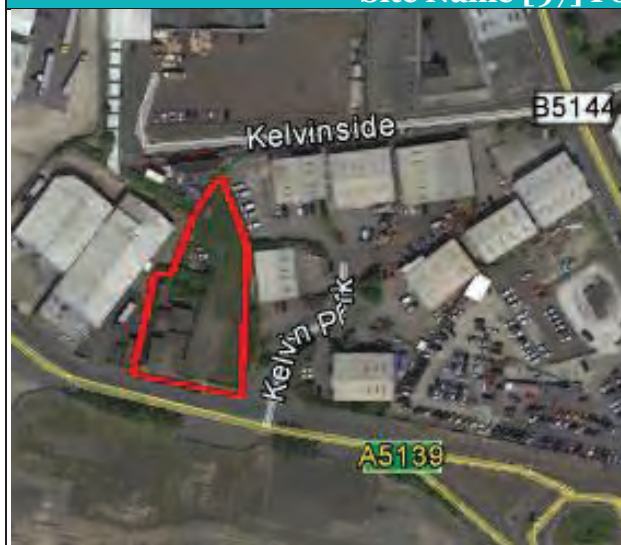
**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The brownfield site is within the operational Birkenhead dock estate at West Float. The site accommodates two large mobile cranes and is currently a loading and unloading area and storage yard for the adjacent units. Whilst the site is under-utilised in terms of employment density it supports the operation of the other uses in the industrial estate.   |           |
| Strategic Road Access                                      | The site has direct access to the A5030.  | Good      |
| Local Accessibility  | The site is accessed through a private road entrance, part of a dedicated access joining Duke Street (A5027). This road is busy with traffic but it provides good access to the A5030, A5139 and A59. The site entrance way is a large HGV access, with front of site security gates. There is a bus stop within 400m with services to Birkenhead, Clatterbridge, Eastham Rake, New Brighton and Woodside. The nearest railway station, Birkenhead Park, is approximately 0.9 km away, to the south. There is some car parking at the entrance to the site. | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Birkenhead on West Float. There is an excellent local labour market catchment, though there are limited services in the immediate area.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is part of a wider estate of units all occupied and in use by NW Trading. The site is entirely within an industrial / distribution area, within the Dock Estate and adjoins the docks to the north.  | Very Good |
| Developmental and Environmental Constraints                | The site is currently used as a quayside loading and unloading area for the adjacent units, and is unlikely to be developed unless the whole estate were to become vacant and redeveloped. The previously developed land covers a relatively large area but there is no potential to expand due to its location on the quayside.  | Good      |
| Market Attractiveness                                      | The site is part of an estate fully occupied by NW Trading. The   | Good      |

|   |   |                   |
|---|---|-------------------|
|   | site is used by the occupier as a quayside loading and storage facility. The surrounding units are of average quality but have high bay access. The site is removed from the roadside but the whole estate is well located to the transport network. The site lies outside the main East Float boundary of the proposed Wirral Waters scheme and is envisaged for retention for port-related uses. Peel Holdings own the site.  |                   |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large Industrial (4.1% - Good)</li><li>• Large Urban Office (-20.5% - Very Poor)</li><li>• Large Distribution (9.7% - Good)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is unlikely to come forward for more intensive employment use unless the occupier of the wider estate was to change. The site is already in active use as a quayside loading and unloading area and could not be accessed separately from the existing adjoining uses.   |                   |
| Planning Designation  | The site is ‘white land’ (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |                   |
| Planning History  | There are no known planning applications in recent years.   |                   |
| OVERALL SITE RATING   | Average   |                   |
| Recommendation and Potential Future Uses  | The site should be safeguarded for long term employment use, as its redevelopment would be dependent on neighbouring uses being developed and as such it does not contribute to the future ongoing employment land supply. B1c, B2 or B8 uses (with a preference for uses which require/can utilise the port location) would be most appropriate given the site’s adjacent uses.  |                   |
| SITE SUMMARY:   |   |                   |
| The site is in use as a storage yard and quayside loading facility, which supports the operational use of the NW Trading’s activities on the rest of the estate. The site benefits from a prominent and central dockside location, with good accessibility to the strategic road network. The site should be safeguarded for long term employment use as it would only be made available if the wider estate were to be redeveloped. It therefore does not contribute to the future ongoing employment land supply. |   |                   |



**Site Name [97] Former Royal Swan Hotel**



**GROSS SITE AREA:**  
**0.23 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.13 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises a large area of hardstanding and a vacant public house. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included partly within a Primarily Industrial Area and partly allocated for employment development.  |           |
| Strategic Road Access                                      | The site is immediately adjacent to the A5139.   | Good      |
| Local Accessibility  | The site can be accessed off the A5139 which runs immediately to the south of the site. A bus service is in operation along the A5139 which provides access to Birkenhead and New Brighton. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Birkenhead Park which is 1.22km to the south west of the site.   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Seacombe, Wallasey. Wallasey is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being included within a Primary Industrial Area and is well contained by existing development. The site is bounded to the north, east and west by existing employment development and to the south by the A5139.   | Very Good |
| Developmental and Environmental Constraints                | The site currently comprises an area of hardstanding and a former public house which will require demolishing if the whole site is to be brought forward for development, which will incur demolition costs. Council monitoring data indicates that a small portion of the site is within a Part A Notification Area for Pollution Control, which originates from a small site to the north. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding. The site offers a small plot of brownfield land for development. | Poor      |
| Market Attractiveness                                      | The site is identified as being within a Primary Industrial Area. The surrounding area is characterised by low environmental quality employment units. The site benefits   | Good      |

|   |   |                   |
|---|---|-------------------|
|   | from its limited development and environmental constraints and its proximity to the strategic road network, including a prominent position, fronting the A5139.   |                   |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small Office (-6.4% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site has relatively limited development and environmental constraints other than costs associated with the demolition of the existing public house. It is understood that the owner is retaining the site, awaiting the outcome of the Wirral Waters scheme. The site is supported by the requisite infrastructure and could come forward in the next 0-5 years, dependent on the outcome of Wirral Waters.   |                   |
| Planning Designation  | Former hotel: Primarily Industrial Area; remainder part of larger employment development site (remainder of which has been developed).  |                   |
| Planning History  | N/A   |                   |
| OVERALL SITE RATING   | Average   |                   |
| Recommendation and Potential Future Uses  | Amend existing employment allocation to include the whole site (excluding the adjoining developed land) as part of a wider Primarily Industrial Area. Given the context of the site, it is considered that it would best accommodate B1c, B2 or B8 development.   |                   |
| SITE SUMMARY:   |   |                   |
| This brownfield site is located within the urban area of Seacombe, Wallasey. The site is partly within a Primary Industrial Area and partly employment allocation and benefits from good strategic road and local access. The site is being retained by owner, awaiting the outcome of the Wirral Waters scheme. The site benefits from a prominent position, fronting the A5139 and benefits from limited development and environmental constraints. Amend existing employment allocation to include the whole site (excluding the adjoining developed land) as part of the wider Primarily Industrial Area. |   |                   |

**Site Name [100] East of Lubrizol, Bromborough Coast**



**GROSS SITE AREA:**  
**9.66 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**8.21 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland and mature woodland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as an employment development site for expansion of the adjoining business or by others.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41.   | Good      |
| Local Accessibility  | The site requires local access infrastructure. The site could potentially be accessed from Dock Road South which runs to the north and west of the site. A bus service is in operation along Dock Road South providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.52km to the west of the site, on Dock Road South. The nearest train station is Port Sunlight which is 1.56km to the west of the site.   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is peripheral in location, on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is allocated for employment development. The site is bounded to the north by site 101 which is currently under construction for a STOR (short term operating reserve) power generating plant facility, to the east by the River Mersey and, to the south and west by existing employment development (notably the former Lubrizol/D1 Oils site, with which the site was previously associated).   | Very Good |
| Developmental and Environmental Constraints                | The site currently comprises mature woodland and overgrown grassland which will require clearing before the site can be brought forward for development. It is understood to be filled ground, subject to the land-filling of incinerator ash from the adjacent chemical works, behind a sea wall along the Mersey Estuary. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent former Lubrizol/D1 Oils site to the west which is now vacant and partly cleared. The site is adjoined on the eastern boundary by oil pipelines, and a disused hydrogen pipeline cross the south west corner of the site. As the site is close to Bromborough Pool village, any future | Poor      |

|   |  |                   |
|---|--|-------------------|
|   | development would need to be sympathetic to the character and setting of the Conservation Area. The EA Flood Map identifies the site as being included within Flood Zone 1 and is at low risk of flooding.   |                   |
| Market Attractiveness                           | The site is allocated for employment development as expansion land for the former Lubrizol/D1 Oils plant to the west. The surrounding employment development is characterised by a mix of low and high grade office units and low grade industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local access and a waterfront location overlooking Liverpool.   | Average           |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses. The site's access could create further viability issues.</p> | Good to very poor |
| Barriers to Delivery, Mitigation and Timescales | The site is constrained by the presence of mature trees on site, which would require clearing and by what are expected to be poor ground conditions, which are also likely to require significant remediation. On this basis the site is likely to be delivered in 10-15 years or beyond, and is dependent upon market conditions and the scale of works required.   |                   |
| Planning Designation                            | Employment Development Site under Policy EM5 as expansion land for the former Lubrizol/D1 Oils plant to the west to allow for the potential for processes controlled under the pollution control regime in force at the time. The Proposal also allows for development by others for the permitted B-class uses. The site is also identified as part of the Coastal Zone.  |                   |
| Planning History                                | 06/5068 (31/03/06) land restoration and deposit of inert material was permitted and partially implemented by the previous owners Lubrizol Ltd.   |                   |
| <b>OVERALL SITE RATING</b>                      | Average  |                   |
| <b>Recommendation and Potential Future Uses</b> | 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 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. |
| <b>SITE SUMMARY:</b>  |  |
| <p>This brownfield site is located on the edge of the urban area of Bromborough. The site is allocated for employment development and benefits from good strategic road and local access. The site is likely to require remediation works and will require clearing before it can be brought forward, which could discourage or delay future development. As such it should be safeguarded for long term employment use and removed from the ongoing employment land supply until a realistic prospect of development has been confirmed. Given the proximity of the site to the Bromborough Pool Conservation Area, any future development of the site will also need to be sympathetic towards the Conservation Area's setting and character.</p> |  |

**Site Name [101] Quest International, Bromborough Coast**



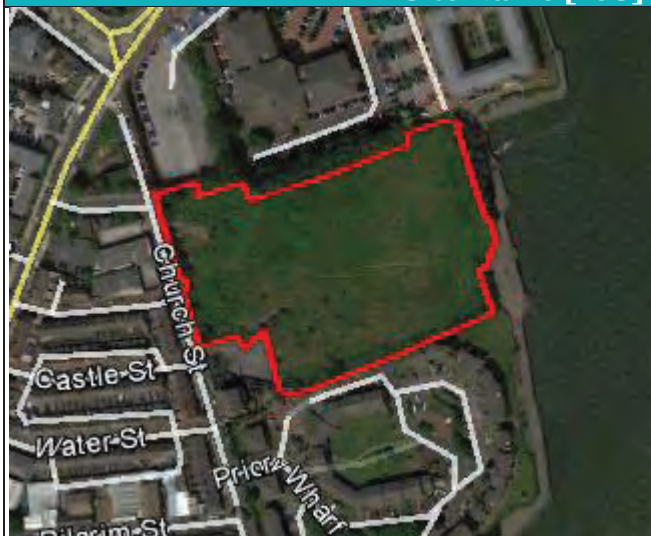
**GROSS SITE AREA:**  
**0.60 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site is currently undergoing construction for a STOR powerplant facility. The site is classed as brownfield land. The Proposals Map identifies the site as being included within a Primarily Industrial Area.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41.  | Good      |
| Local Accessibility  | The site can be accessed from Dock Road South which runs to the west of the site. A bus service is in operation along South View providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.52km to the west of the site, on Dock Road South. The nearest train station is Port Sunlight which is 1.56km to the west of the site.  | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is peripheral in location, on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area. The site is bounded to the north by existing employment development (former Quest/Givaudan food flavourings factory), to the east by the River Mersey, to the south by mature woodland (on site 100) and, to the west by Dock Road South.   | Very Good |
| Developmental and Environmental Constraints                | The site is currently undergoing construction for a STOR facility and is considered to have limited, future development potential. Council monitoring data indicates that a portion of the site is within a Part A Notification Area for Pollution Control, which originates from the Lubrizol site to the south. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding. The site is within proximity to the Bromborough Pool Conservation Area and is further constrained by its size and configuration, comprising a long and narrow rectangular shape. | Poor      |
| Market Attractiveness                                      | The site is identified as being within a Primary Industrial Area, where the surrounding employment development is characterised by a mix of low and high grade office and industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local  | Good      |

|   |  |                   |
|---|--|-------------------|
|   | access.  |                   |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is currently undergoing construction and is considered to have limited future development potential. The site is therefore considered to effectively be in existing use.  |                   |
| Planning Designation  | Primarily Industrial Area; Coastal Zone  |                   |
| Planning History  | Application for a construction and operation of a 16MW embedded short term operating reserve (STOR) power generating plant (16/00898).   |                   |
| OVERALL SITE RATING   | Average  |                   |
| Recommendation and Potential Future Uses  | Retain as part of the Borough’s wider Primarily Industrial Area, however as it is fully developed it does not contribute to the future ongoing employment land supply. Given the context of the site and the current development that has commenced on the site, it is considered that the site would best accommodate B-Class and especially B1c development should the power plant use cease in the future.  |                   |
| SITE SUMMARY:   |  |                   |
| This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access. The site is currently undergoing development and is considered to have limited further development potential. |  |                   |

**Site Name [108] Rose Brae Phase 2**



**GROSS SITE AREA:**  
**1.97 ha**

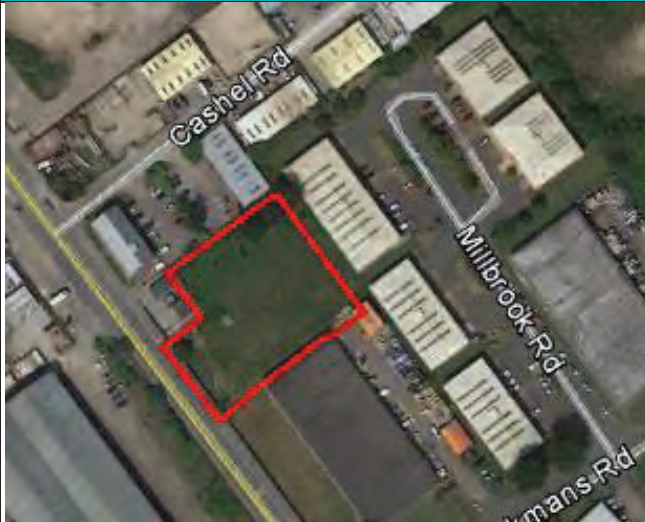
**ESTIMATED NET DEVELOPABLE AREA:**  
**1.87 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The waterfront site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map allocates the site for Housing Development.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41.  | Good      |
| Local Accessibility  | The site needs local access infrastructure. Access may be possible via Church Street which runs to the west of the site or from the office complex to the north, subject to the agreement of the landowner. A bus service is in operation along Chester Street to the north of the site providing access to Clatterbridge, Seacombe, Eastham Rake, New Brighton, Wallasey and Birkenhead. The nearest bus stop is 0.16km to the north west of the site. The nearest train station is Birkenhead Hamilton Square which is 0.24km to the north west of the site, with services direct to Liverpool City Centre. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Birkenhead. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is within a predominantly mixed use area, comprising residential and office development and, is well contained by existing development. The site is bounded to the north by office development, to the east by the River Mersey, to the south by mixed use, office and residential development and, to the west by Church Lane, with residential development beyond.   | Average   |
| Developmental and Environmental Constraints                | The site slopes down on a gentle gradient from west to east. As the site was formerly backfilled graving docks, it is likely that the site may have ground stability issues and may require further remediation associated with former industrial and dockside uses. The site is currently overgrown and will require clearing before development can commence on the site and has mature trees present along the boundaries of the site. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.   | Average   |
| Market   | The site is currently identified as a housing development site but  | Good      |



|  |   |                   |
|--|---|-------------------|
| Attractiveness   | has not been implemented and is located within a predominantly mixed use area, characterised by residential development and modern office development. The site benefits from good strategic road and local access and its proximity to the Liverpool waterfront and to both Birkenhead town centre and Liverpool City Centre.  |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The extent of the ground conditions on the site are unknown and will impact on the delivery of the site. The site will require clearing and possibly levelling in order to accommodate development. It is therefore considered that the site could come forward in the next 5-10 years, most likely in association with other development proposals for the revitalisation of the Birkenhead waterfront.  |                   |
| Planning Designation   | The site is allocated for Housing Development in the UDP; Coastal Zone.   |                   |
| Planning History   | N/A but the site has in the past been included in a published masterplan to promote the wider redevelopment of Woodside.  |                   |
| <b>OVERALL SITE RATING</b>   | Good  |                   |
| <b>Recommendation and Potential Future Uses</b>  | The site should be re-designated for residential-led mixed use development in support of the regeneration proposals for Woodside. Given the context of the site and its proximity to residential development, it is however considered that B-Class development other than B1a offices would be inappropriate.  |                   |
| <b>SITE SUMMARY:</b>   |   |                   |
| <p>This brownfield site is located within the urban area of Birkenhead, on the waterfront opposite Liverpool. The site is within a predominantly mixed use area, characterised by residential development and modern office development. The site benefits from good strategic road and local access and its proximity to Birkenhead Town Centre and Liverpool City Centre. The site has ground condition issues, the extent of which is unknown, which will need to be addressed before the site can be considered for development and a residential allocation has not been implemented. The site should be re-designated for residential-led mixed use development in support of the regeneration proposals for Woodside but removed from the ongoing employment land supply.</p> |   |                   |

**Site Name [110] West Float Industrial Estate, Dock Road**



**GROSS SITE AREA:**  
**0.34 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.34 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site is currently comprises vacant grassland. The site is classed as brownfield land (former railway sidings). The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.   |           |
| Strategic Road Access                                      | The site is immediately adjacent to the A5139.   | Good      |
| Local Accessibility  | The site could potentially be accessed via an existing access from Hickmans Road; there is no access infrastructure directly off the A5139. A bus service is in operation along Duke Street to the east of the site, providing access to New Brighton, Clatterbridge, Birkenhead and Woodside. The nearest bus stop is 0.53km to the east of the site, on Duke Street. The nearest train station is Birkenhead North which is 0.9km to the south west of the site. | Average   |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Seacombe, Wallasey. Wallasey is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being included within a Primary Industrial Area and is well contained by existing development. The site is bounded to the north, east and west by existing employment development and, to the south by the A5139.  | Very Good |
| Developmental and Environmental Constraints                | The site has a relatively flat topography and comprises vacant grassland. The site is limited by its small plot size. The site is currently very overgrown and will require clearing before the site can be brought forward for development. A large substation is located immediately adjacent to the site on the north western corner. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding.                        | Average   |
| Market Attractiveness                                      | The site is identified as being within a Primary Industrial Area.  | Good      |

|  |   |                   |
|--|---|-------------------|
|  | The surrounding area is characterised by lower value employment units. The site benefits from limited development and environmental constraints and proximity to the strategic road network and a prominent position, fronting the A5139.   |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Small Office (-6.9% - Poor)</li><li>• Medium Office (-2.7% - Average)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial scenarios, however due to the shape and location of the site it would not be a preferred location for a developer of this nature.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site has relatively limited development and environmental constraints but is currently being held as expansion land. The site nevertheless presents an opportunity for infill development as part of the adjacent industrial estate. On this basis, it is considered that the site could come forward in the next 0-5 years.  |                   |
| Planning Designation   | Primarily Industrial Area   |                   |
| Planning History   | Previous permission for 1,778 sqm industrial unit.  |                   |
| OVERALL SITE RATING  | Average   |                   |
| Recommendation and Potential Future Uses   | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. Given the context of the site, it is considered that it could best accommodate B1a, B1c, B2 and B8 development.  |                   |
| SITE SUMMARY:  |   |                   |
| This brownfield site is located within the urban area of Seacombe, Wallasey. The site is within a Primary Industrial Area and benefits from good strategic road access. The site benefits from a historic permission for employment development and has relatively limited development and environmental constraints. The site is currently being held as expansion land but presents an opportunity for infill development. |   |                   |



**Site Name [116] Former Builders Yard**



**GROSS SITE AREA:**  
**1.01 ha**

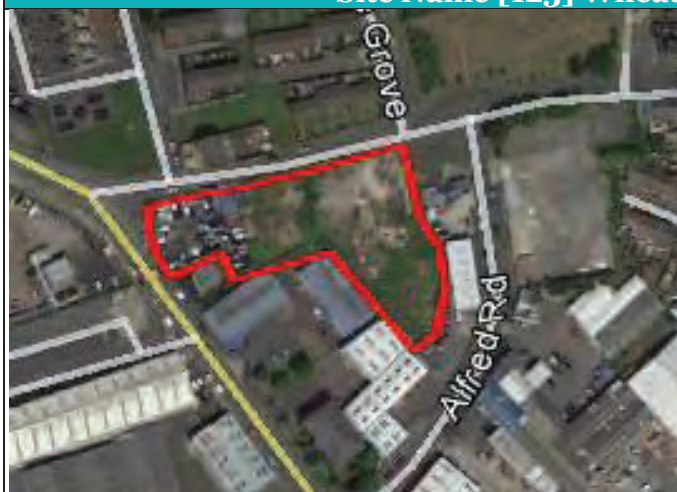
**ESTIMATED NET DEVELOPABLE AREA:**  
**1.01 ha**

| CRITERIA   | COMMENT   | RATING            |
|--|---|-------------------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.  |                   |
| Strategic Road Access                                      | The site is within 1km of the A41.  | Good              |
| Local Accessibility  | The site can be accessed off Riverbank Road which runs to the north of the site, via a stub road. A bus service is in operation along Thermal Road which provides access to Leasowe, Moreton and Broughton, bus stops are provided along Thermal Road, 0.38km to the west of the site. The nearest train station is Spital which is 1.68km to the west of site.   | Very Good         |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good         |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area. The site is bounded to the north and east by Riverbank Road, to the south by mature woodland which is included within site 43 and, to the west by existing employment development.  | Very Good         |
| Developmental and Environmental Constraints                | The site is currently undeveloped and comprises vacant grassland with a number of mature trees. The site may require remediation due to previous use as a builders yard and proximity to site 43. Council monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from the Lubrizol site to the north. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. | Average           |
| Market Attractiveness                                      | The site is currently undeveloped and is identified as being within a Primary Industrial Area, where the surrounding employment development are characterised by a mix of low and high grade industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local access.   | Good              |
| Viability  | Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will   | Poor to Very Poor |



|   |   |  |
|---|---|--|
|   | <p>be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Small office (-16.7% - Poor)</li><li>• Medium office (-12.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial scenarios.</p> |  |
| Barriers to Delivery, Mitigation and Timescales   | The site is currently undeveloped and is identified as being included within a Primarily Industrial Area. While work is expected to alleviate any on-site constraints, it is considered that the site has the ability to come forward in the next 0-5 years.  |  |
| Planning Designation  | Primarily Industrial Area   |  |
| Planning History  | N/A   |  |
| OVERALL SITE RATING   | Good  |  |
| Recommendation and Potential Future Uses  | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. Given the context of the site, it is considered that it would best accommodate B1c, B2 and B8 development.   |  |
| SITE SUMMARY:   |   |  |
| This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access. The site is undeveloped and benefits from relatively limited development and environmental constraints. |   |  |

**Site Name [123] Wheatland Lane, Seacombe**



**GROSS SITE AREA:  
0.50 ha**

**ESTIMATED NET DEVELOPABLE AREA:  
0.50 ha**

| CRITERIA   | COMMENT  | RATING            |
|--|--|-------------------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland and a number of storage containers. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.  |                   |
| Strategic Road Access                                      | The site is approximately 0.24km to the west of the A554.  | Good              |
| Local Accessibility  | The site can be accessed from Wheatland Lane to the north of the site. A bus service is in operation along the A554 to the east of the site, providing access to Birkenhead, Woodside, New Brighton and Wallasey. The nearest bus stop is 0.3km to the east of the site, on the A554. The nearest train station is Birkenhead Hamilton Square which is 1.5km to the south of the site. | Very Good         |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Seacombe, Wallasey. Wallasey is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.   | Very Good         |
| Compatibility of Adjoining Uses                            | The site is within a Primary Industrial Area and is well contained by existing development and the road network. The site is bounded to the north by Wheatland Lane and to the south, east and west by existing employment development and is separated from residential development to the north by Wheatland Lane.   | Average           |
| Developmental and Environmental Constraints                | The site has a relatively flat topography and currently comprises a cleared area of hardstanding. The Council's monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from a small site to the north. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding.                | Good              |
| Market Attractiveness                                      | The site is within a Primary Industrial Area but in close proximity to residential development, situated to the north of Wheatland Lane. The surrounding area is characterised by lower value employment units. The site benefits from limited development and environmental constraints and good local and strategic road access.   | Average           |
| Viability  | Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that   | Poor to Very Poor |

|   |  |  |
|---|--|--|
|   | <p>occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Small office (-6.9% - Poor)</li><li>• Medium office (-2.7% - Average)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> |  |
| Barriers to Delivery, Mitigation and Timescales   | The previous study indicated that the owner was retaining the site for residential purposes; an application for residential development was refused on the site in 2004. The site has relatively few development and environmental constraints and is supported by the requisite infrastructure which will aid the delivery of the site. It is therefore considered the site could come forward in 0-5 years.  |  |
| Planning Designation  | Primarily Industrial Area  |  |
| Planning History  | OUT/04/5592 (Refused 14/05/04) 3 blocks of 3s flats 0.15ha   |  |
| OVERALL SITE RATING   | Average  |  |
| Recommendation and Potential Future Uses  | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1 development.   |  |
| SITE SUMMARY:   |  |  |
| This brownfield site is located within the urban area of Seacombe, Wallasey. The site is within a Primary Industrial Area and benefits from good strategic road and local access. The site is separated from nearby residential development to the north by Wheatland Lane and any future development of the site will therefore need to be sympathetic with this land use. |  |  |

**Site Name [125] Tarran IE**



**GROSS SITE AREA:**  
**0.24 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.24 ha**

| CRITERIA   | COMMENT  | RATING            |
|--|--|-------------------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland. The site is classed as greenfield. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area. The site is currently being held as expansion land.  |                   |
| Strategic Road Access                                      | The site is immediately adjacent to the A551.  | Average           |
| Local Accessibility  | There is no local access infrastructure. The site can be accessed immediately off the A551 which run to the east of the site. A bus service is in operation along the A551 providing access to Liscard, Moreton, Leasowe and Wallasey. The nearest bus stop is located approximately 0.17km to the south of the site. The nearest train station is Moreton located 0.42 km to the south of the site.             | Very Good         |
| Proximity to Urban Areas and Access to Labour and Services | The site is separated from the main urban area of Moreton by the railway line. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.  | Very Good         |
| Compatibility of Adjoining Uses                            | The site sits within the wider Tarran Industrial Estate. The site is bounded to the north by Tarran Way North, the east by the A551 and, to the south and west by existing employment development.   | Very Good         |
| Developmental and Environmental Constraints                | The site has a relatively flat topography and is currently undeveloped. The EA Flood Map identifies the site as being located within Flood Zones 2 and 3 and is therefore at risk of flooding. The site is currently being held as expansion land. No other constraints were identified during the site assessment.  | Average           |
| Market Attractiveness                                      | The site sits within the wider Tarran Industrial Estate which is identified as a Primary Industrial Area. The Tarran Industrial Estate is characterised by lower value employment units. The site has limited development constraints but is located within Flood Zone 2 and 3. The site benefits from good local access and proximity to the urban area of Moreton and a prominent location, fronting the A551. | Good              |
| Viability  | Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely   | Poor to Very Poor |



|   |   |  |
|---|---|--|
|   | <p>to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> |  |
| Barriers to Delivery, Mitigation and Timescales   | The site is located within a Primary industrial area and is currently undeveloped. The site is currently being held as expansion land but could come forward in the next 0-5 years.   |  |
| Planning Designation  | Primarily Industrial Area   |  |
| Planning History  | N/A   |  |
| OVERALL SITE RATING   | Good  |  |
| Recommendation and Potential Future Uses  | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. Given the context of the site and the neighbouring uses, it is considered that the site could best accommodate B1c, B2 and B8 development.   |  |
| SITE SUMMARY:   |   |  |
| This greenfield site is separated from the urban area of Moreton by the railway line but benefits from its prominent position within the Tarran Industrial Estate, fronting the A551. The site is located within a Primary Industrial area and benefits from good local accessibility. The site has limited development constraints but is located within Flood Zones 2 and 3 and is therefore at risk of flooding. |   |  |

**Site Name [129] Wirral Waters - Hydraulic Tower**



**GROSS SITE AREA:  
0.83 ha**

**ESTIMATED NET DEVELOPABLE AREA:  
0.50 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The small and broadly rectangular site is vacant brownfield land including the Hydraulic Tower; a Grade II listed building of industrial and port related heritage. The buildings are vacant and the site is no longer used.   |           |
| Strategic Road Access                                      | The site adjoins the A554.   | Good      |
| Local Accessibility  | The site can be accessed from the A554 roundabout serving the ro-ro terminal, via a stub road. There are bus stops within 400m with services to Birkenhead, Broughton, Eastham Rake, Leasowe, Liverpool, Moreton, Wallasey and Woodside. The nearest railway station, Birkenhead Hamilton Square, is approximately 1.3km away.   | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located to the north of Birkenhead Town Centre and appears isolated but has good accessibility to the local labour market. The site is also part of the Wirral Waters project and in the long term will have a much greater local labour market catchment.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is somewhat isolated and directly adjacent to East Float to the north, west and south. To the east of the A554 is an HGV waiting area used by the nearby Ship Ferry Terminal.   | Very Good |
| Developmental and Environmental Constraints                | The main constraint is the Grade II listed Hydraulic Tower building, which dominates the site and would require sensitive and challenging restoration works and incorporation into any additional development on site. There is an electricity substation on the southern edge of the Hydraulic Tower building. Access from the A554 roundabout may also be difficult due to congestion. The site has however a level topography and is broadly rectangular in shape. The net developable area is reduced to approximately sixty percent of the total site area due to the location of the Hydraulic Tower | Poor      |

|   |  |                      |
|---|--|----------------------|
|   | building and surrounding dock walls. A small portion of the site in the north western is within Flood Zones 2 and 3.   |                      |
| Market Attractiveness                           | The site is located in the Wirral Waters and Enterprise Zone market area. Whilst this increases the attractiveness of the site it is constrained by the listed Hydraulic Tower building and also accommodates a small electricity substation, which are likely to discourage future development in the short term.   | Good                 |
| Viability                                       | <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Small office (-6.9% - Poor)</li> <li>• Medium office (-2.7% - Average)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Average to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The most significant barrier to delivery is the listed Hydraulic Tower building, which is subject to national policy restrictions, which would require sensitive and challenging restoration works. The site is owned by Peel Holdings and is proposed to be delivered in 0 to 5 years as part of the Wirral Waters scheme.  |                      |
| Planning Designation                            | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map. The listed building is subject to the retained Policy CH1 of the UDP, which requires development proposals to pay particular attention to the protection of buildings and structures of historic importance, and states that proposals that would 'significantly prejudice these objectives will not be permitted'.  |                      |
| Planning History                                | 08/05384 (18/06/2008) part demolition and extension to provide ancillary display space and 4s hotel and restaurant 0.96ha 3930sqm. Expired. Part of 09/06509 (31/05/2012) outline for 13,521 residential units (C3), 422,752 sqm (B1) 60,000 sqm retail/food, 38,000 sqm hotel and 100,000 sqm of cultural/rec/amenity including retention and conversion of the Hydraulic Tower. Condition 68 of the decision notice for the above application states that Four Bridges will not contain any residential development (Use Class C3) unless it is minor and ancillary to other dominant uses. Condition 76 requires pre-commencement approval by the LPA of a scheme setting out a detailed methodology for the protection of the hydraulic engine house, tower, historic surfacing materials and quayside artefacts during the construction phase.  |                      |
| <b>OVERALL SITE RATING</b>                      | Average  |                      |
| <b>Recommendation and Potential Future Uses</b> | The site should be allocated/designated for mixed use development as part of the wider Wirral Waters proposals, and would therefore be outside the Borough's ongoing employment land supply. The site has development and  |                      |

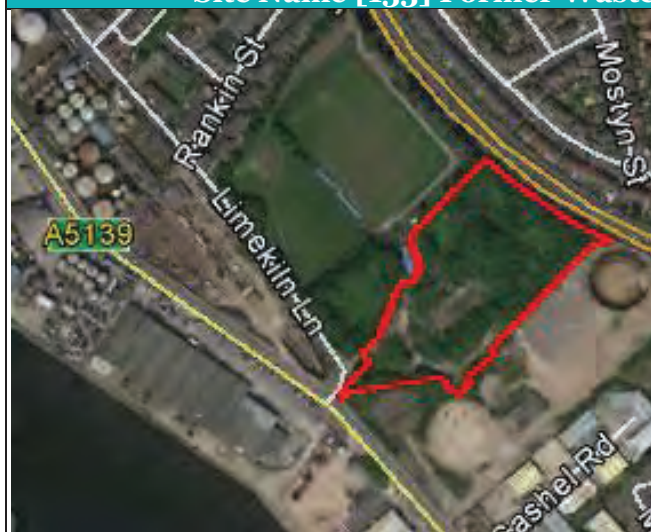
|  |   |
|--|---|
|  | viability constraints due to the Grade II listed Hydraulic Tower building. The site should therefore be allocated for mixed use development to improve the attractiveness and viability of the site to the market. A mixed use development combining B1 office development with a hotel, residential and/or leisure uses would be most appropriate. |
|--|---|

#### **SITE SUMMARY:**

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 it is constrained by the Grade II listed Hydraulic Tower building, which challenges the deliverability of the site and would require sensitive restoration. The site is most appropriate for a mixed use development that will improve the attractiveness of the site to the market. A mixed use development with B1 office development alongside a hotel, leisure uses and/or residential development would be appropriate.



**Site Name [133] Former Waste Transfer Station, Limekiln Lane**



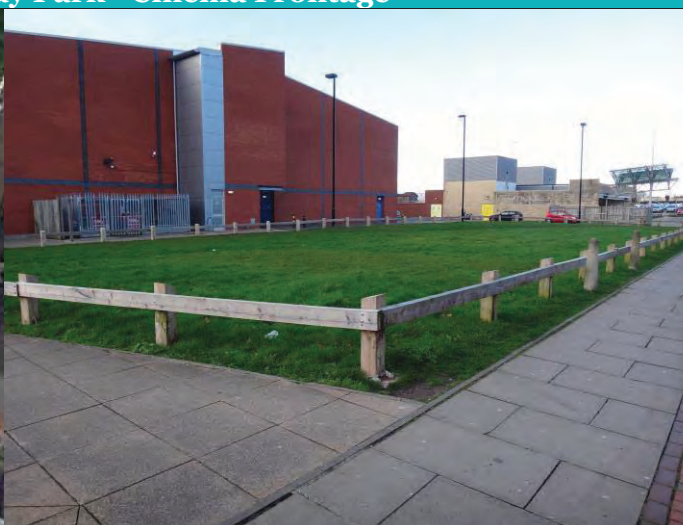
**GROSS SITE AREA:**  
**1.59 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.35 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland and an area of hardstanding and has been used for fly tipping. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.  |           |
| Strategic Road Access                                      | The site abuts the A5139 to the south.  | Good      |
| Local Accessibility  | The site can be directly accessed from Limekiln Lane which is a one way street. A bus service is in operation along the B5145 which runs to the north west of the site, providing access to Seacombe, Liscard and Arrowe Park. The nearest bus stop is located to 0.3km to the north of the site, on the B5145. The nearest train station is Birkenhead North which is 0.8km to the south west of the site.   | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Wallasey which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area. The site is bounded to the north by the A59 tunnel approach road (in cutting), to the east by site 417 which comprises former gas holders, to the south by the A5139 and, to the west by Limekiln Lane Community Park and Victoria Park sports ground, which are designated for protection for recreation.   | Good      |
| Developmental and Environmental Constraints                | The site has a relatively level topography. It is suspected to require remediation associated with its former use as a waste transfer station and previous tipping. The Council monitoring data indicates that a small portion of the south west corner of the site is within the buffer zone of an Intermediate Pressure Gas Pipeline that runs along the boundary in a north west to south east direction. The EA Flood Map identifies the site as being located within Flood Zone 1,a at low risk of flooding. Parts of the site are also overgrown and will require clearing before development can commence on the site. | Poor      |
| Market Attractiveness                                      | The site is included within a Primarily Industrial Area   | Poor      |

|  |  |                   |
|--|--|-------------------|
|  | characterised by lower value employment units. The site nevertheless benefits from good strategic and local access but is heavily constrained by the need for remediation associated with its former use.  |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Small Office (-6.9% - Poor)</li><li>• Medium Office (-2.7% - Poor)</li><li>• Large Office (-6.4% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site would require significant remediation and clearing work before it could be brought forward for development. On this basis, it is considered that the site would be challenging to deliver in the next 10-15 years and is more likely to come forwards beyond the Local Plan period.   |                   |
| Planning Designation   | Primarily Industrial Area  |                   |
| Planning History   | N/A  |                   |
| OVERALL SITE RATING  | Poor   |                   |
| Recommendation and Potential Future Uses   | The site should be de-allocated from the Primarily Industrial Area because of the nature of the significant development constraints and the proximity to public open space; consideration could be given to restore the site for open space. As such, the site should be removed from the Borough’s ongoing employment land supply.  |                   |
| SITE SUMMARY:  |  |                   |
| This brownfield site is located within the urban area of Seacombe, Wallasey. The site is included within a Primary Industrial Area and benefits from good strategic road and local access but is significantly constrained by ground conditions associated with its former use and will require remediating and clearing before the site can be brought forward for development. The site should be de-allocated from the Primarily Industrial Area because of the nature of the significant development constraints and the proximity to public open space; consideration could be given to restore the site for open space. As such, the site should be removed from the Borough’s ongoing employment land supply. |  |                   |

### Site Name [148] Conway Park - Cinema Frontage



**GROSS SITE AREA:**  
**0.11 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.11 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The cleared previously developed site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of an Employment Development Site.   |           |
| Strategic Road Access                                      | The site is within 1km of the A5030 and the A553 via Europa Boulevard.   | Good      |
| Local Accessibility  | There is no local access infrastructure onto the site but it could potentially be accessed from the northbound carriageway of Europa Boulevard which runs to the east of the site. A bus service in operation along Europa Boulevard provides access to Woodside and Birkenhead. Bus stops are located immediately adjacent to the site, on either side of the road and Birkenhead Bus Station is within 0.5km. The nearest train station is Conway Station which abuts the site to the north. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is well contained by existing development and the strategic road network. The site is bounded to the east by Europa Boulevard, to the south by a public footway and vacant grassland (site 239) and, to the north and west by existing development.   | Very Good |
| Developmental and Environmental Constraints                | The site is regular in size and benefits from a flat topography, though it covers a very small plot which significantly constrains development. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is cleared site but it is understood that underground services may run through the site, which may need to be relocated to allow development to take place.   | Very Poor |
| Market Attractiveness                                      | The site is included within Birkenhead Town Centre and is identified as an Employment Development Site. The surrounding area is characterised by modern offices and commercial units. The site suffers from development and  | Very Good |



|  |   |                   |
|--|---|-------------------|
|  | environmental constraints, but has good strategic road and local access. A historic planning permission established the principle of commercial development. The site could also come forward as part of a wider comprehensive redevelopment of Birkenhead Town Centre, associated with sites 29 and 239 nearby.  |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small Industrial (-28.4% - Very Poor)</li><li>• Small Office (-6.9% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site suffers from development and environmental constraints and, by merit of its size, it is considered that the site could come forward in the next 0-5 years.   |                   |
| Planning Designation   | Part of a larger Employment Development Site developed under UDP Policy EM2 for B1, A2, A3, D1 and D2 uses.   |                   |
| Planning History   | 07/7491 (28/03/08) 3-storey restaurant (733sqm) and office (604sqm) 0.08ha 437sqm 30cp (Europa Plaza Developments) Expired 28/03/2011   |                   |
| OVERALL SITE RATING  | Average   |                   |
| Recommendation and Potential Future Uses   | De-allocate and re-designate for main town centre mixed use development. Given the context of the site and its proximity to Birkenhead Town Centre, it is considered that the site would best accommodate a mixed use development, which could include a component of B1 office use and/or residential uses on upper floors and potentially a wider range of A-class uses. As such the site should not be included as part of the Borough’s ongoing employment land supply.   |                   |
| SITE SUMMARY:  |   |                   |
| This brownfield site is located within Birkenhead Town Centre. The site is allocated for employment development and benefits from good strategic road and local access. The site has development and environmental constraints due to its small plot size. Given the context of the site it is considered that it would best accommodate a mixed use, office and commercial development. |   |                   |



## Site Name [217] Ten Streets - Phase 1



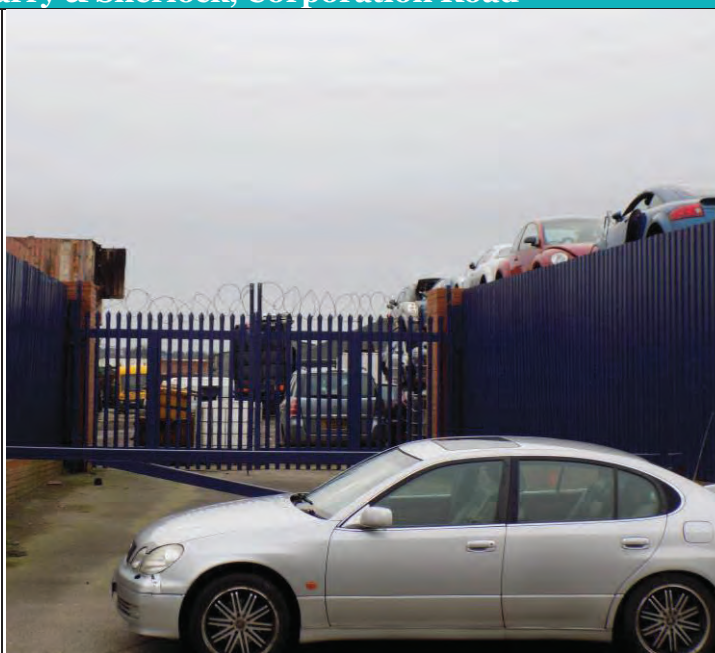
**GROSS SITE AREA:**  
**0.98 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.98 ha**

| CRITERIA   | COMMENT   | RATING         |
|--|---|----------------|
| Current Use and Land Type                                  | The brownfield site is cleared land from former housing use. The small site has a level topography and is rectangular in shape. The UDP Proposals Map designates the site as a Primarily Residential Area.  |                |
| Strategic Road Access                                      | The site is adjacent to the A5030.  | Good           |
| Local Accessibility  | There are potential access options from adjacent roads on all four sides of the site, including Cleveland Street, Corporation Road, Berner Street or Livingstone Road, though onsite access infrastructure needs to be provided. There are bus stops within 400m with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.   | Good           |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a number of cafés.   | Very Good      |
| Compatibility of Adjoining Uses                            | The site is adjacent to a variety of uses, though the majority are B1c/B2 or B8. A new unit to the west is under construction/refurbishment to be accommodated by SHG Refrigeration. There are two cafes to the south west of the site and a garage workshop (Mersey Tyres). To the south is a small workshop with storage yard advertised to let. To the east are industrial uses and a bus storage yard, as well as a vacant unit (previously a small Wirral Council children's day care centre). | Very Good      |
| Developmental and Environmental Constraints                | The brownfield land has been cleared from its former use as housing. There is not expected to be any land contamination or remediation works required, and service infrastructure such as water are expected to be provided. Whilst the site area is just under one ha in size it has a level topography and uniform  | Good / Average |

|  |   |                   |
|--|---|-------------------|
|  | shape. A small portion of the southern part of the site is however located within Flood Zones 2 and 3.  |                   |
| Market Attractiveness  | The site is located on Corporation Road which accommodates predominantly low value uses. However, the site is adjacent to a refurbished/under construction unit to the west which is of higher quality. The area has some vacant units but is generally well occupied. The site offers a uniform brownfield plot for development which could accommodate a number of small units. The site is owned by Wirral Council but not advertised to sale or for let.  | Average / Poor    |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Small Office (-6.9% - Poor)</li> <li>• Medium Office (-2.7% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is owned by Wirral Council but not advertised for sale or to let which may be preventing development. The site is designated as a Primarily Residential Area and would need to be released for B-Class employment uses. The brownfield site would likely be delivered in 5 to 10 years if made available to the market.  |                   |
| Planning Designation   | The UDP Proposals Map designates the site as a Primarily Residential Area (the former housing was still in situ at the time of preparation of the UDP).   |                   |
| Planning History   | There are no known planning applications in recent years.   |                   |
| <b>OVERALL SITE RATING</b>   | Average   |                   |
| <b>Recommendation and Potential Future Uses</b>  | The site should be allocated for B-Class employment as part of the wider Primarily Industrial Area. B1c and B8 uses would be most suitable given the nature of the site and its surrounding land uses.  |                   |
| <b>SITE SUMMARY:</b>   |   |                   |
| The site is cleared housing and now brownfield land, offering a rectangular and level plot for development. The site is located in close proximity to existing industrial land uses, and a modern employment unit to the west of the site is nearing completion of construction works. The site would be appropriate for B1c and B8 land uses and should be designated for B-Class employment. |   |                   |

**Site Name [219] Former Parry & Sherlock, Corporation Road**



**GROSS SITE AREA:**  
**0.35 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT  | RATING         |
|--|--|----------------|
| Current Use and Land Type                                  | The small site is a scrap metal storage yard and appears to be used by the adjacent unit (Murphy Scrap Metal Limited). The site consists of brownfield land, the majority of which is used to store scrap metal. The UDP Proposals Map designates the site as a Primarily Industrial Area.   |                |
| Strategic Road Access                                      | The site is located within 1km of the A5030.   | Good           |
| Local Accessibility  | The site is accessed directly from Corporation Road, though the site entrance is unlikely to be suitable for HGVs. There are bus stops within 400m with services to Birkenhead, Broughton, Clatterbridge, Eastham Rake, Leasowe, Moreton, New Brighton and Woodside. The nearest railway station, Birkenhead Park, is approximately 0.7 km away. | Good / Average |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a café.   | Very Good      |
| Compatibility of Adjoining Uses                            | The site is located on Corporation Road which predominantly consists of industrial land uses including scrap metal storage and mechanic workshops. The overall character of the area is predominantly industrial in nature.  | Very Good      |
| Developmental and Environmental Constraints                | The site is in use for scrap metal storage and should therefore be treated as fully developed, though under-utilised. Given the industrial use of the site it is likely that any future redevelopment would require remediation. The site is constrained by a small plot size and is long and narrow. There is no potential to expand the site.  | Very Poor      |
| Market Attractiveness                                      | The site is used as a scrap metal storage yard and is adjacent to similar industrial uses as well as a derelict building to the west. The site entrance appears well maintained but the remainder of the site would require significant redevelopment. The overall character of the area is of a relatively poor quality industrial environment. | Poor           |



|  |   |                   |
|--|---|-------------------|
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small Office (-6.9% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site appears to be used as a scrap metal storage yard by the adjacent occupier (Murphy Scrap Metal Limited). Whilst the site is used as open storage land and is not fully developed it should be considered in existing use.   |                   |
| Planning Designation   | Primarily Industrial Area   |                   |
| Planning History   | The site has an expired application for 1,876 sqm of industrial units (06/7078 (20/04/07) 18 new ind units 1,876sqm 36cp).  |                   |
| OVERALL SITE RATING  | Poor  |                   |
| Recommendation and Potential Future Uses   | Retain designation as part of a Primarily Industrial Area, however because the site is fully developed it effectively does not form part of the Borough’s ongoing employment land supply. B1c, B2 and small scale B8 uses would be most appropriate for any redevelopment of the site.  |                   |
| SITE SUMMARY:  |   |                   |
| The small site is being actively used for scrap metal storage. The site has a constrained access which is unlikely to be suitable for HGVs. The site benefits from good proximity to strategic roads and public transport and should continue to be designated as part of a Primarily Industrial Area. |   |                   |



## Site Name [229] Former Stone Manganese Marine



**GROSS SITE AREA:**  
**6.88 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.44 ha**

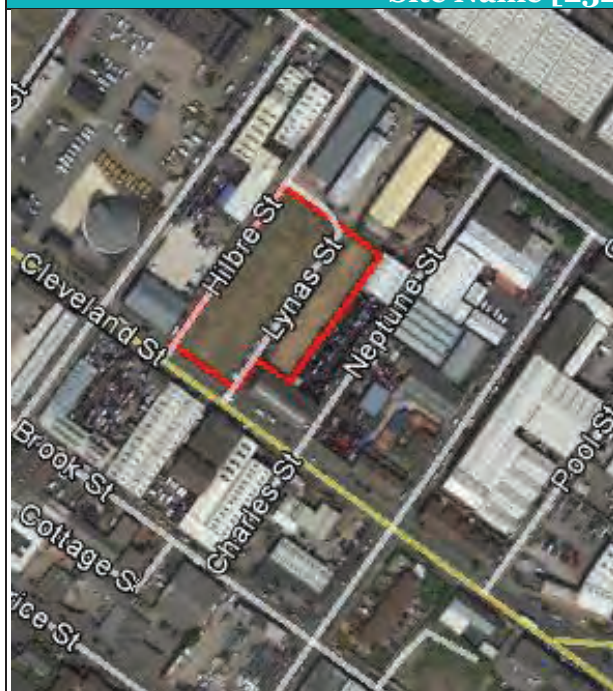
| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The large brownfield site accommodates a number of different uses and industrial/distribution occupiers. The site currently consists of an office block, small and large engineering units and warehousing space, as well as a large yard with storage area. The site was formerly advertised as SMM Business Park, though this has been partially demolished. The site area is relatively under-utilised and could be redeveloped to support more intensive employment use. The present occupiers are Stone Marine Group, Alliance Transport and Storage, AJM Transport Training, an automotive garage and MOT test centre. The site also accommodates a large high bay industrial building advertised as 27,000 sq ft to let (SMM). The site is expected to require remediation due to its previous heavy industrial use (ship propeller manufacture). The UDP Proposals Map designates the site as Primarily Industrial Area. |           |
| Strategic Road Access                                      | The site adjoins the A5139.  | Good      |
| Local Accessibility  | The site is accessed directly from the A5139, and is in close proximity to the junction with the A59 tunnel approach road and has excellent links to the local transport network. Whilst not all of the buildings directly front the road it has good visibility, with the offices accommodated by Stone Marine Group having particularly good roadside visibility. The site accommodates a large parking and storage area, as well as an entrance suitable for HGVs. There is a bus stop adjacent to the site with services to Birkenhead, Clatterbridge, New Brighton, Woodside. The nearest railway station, Birkenhead Park, is approximately 1.8km away, to the south.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Seacombe with good access to the local labour market in Birkenhead and Wallasey. There are however few local services in the immediate area.  | Very Good |
| Compatibility of Adjoining Uses                            | The site borders existing employment uses to the west at Wirral Business Centre and a former Council maintenance   | Very Good |

|   |  |                   |
|---|--|-------------------|
|   | depot. The Centre includes offices occupied by MaxWeb (digital marketing) and StoneForm (wholesalers). To the south lies site 86, Northbank West of the Wirral Waters scheme, which is currently vacant brownfield land. To the east is site 35 which is vacant brownfield land formerly occupied by a brickworks and the newer units at Sovereign Way. The site is bounded to the north by the A59 Wallasey tunnel approach road and marshalling apron.   |                   |
| Developmental and Environmental Constraints | The site appears to be under-utilised and could yield higher employment densities if redeveloped. The majority of the area is however expected to require remediation associated with former heavy industrial use. Former buildings and structures have been cleared to slab level and further investigation is expected to be required to determine the nature and extent of any future works. Council monitoring data indicates that the site is within the buffer zone of an Intermediate Pressure Gas Pipeline that runs parallel to the site's southern boundary with the A5139, which may constrain the extent or timing of undertaking groundworks on site. The site has a level topography, and whilst it is constrained by some existing buildings it offers a large plot for (re)development. Overgrown areas to the rear and edge of the site will also require some clearance before development. No other known constraints have been identified. | Good / Average    |
| Market Attractiveness                       | The site is located in the Birkenhead and Wallasey market area, and is adjacent to part of the Wirral Waters scheme. The site benefits from a prominent location on the A5139, although not all units directly front the road. The site accommodates a variety of buildings, with average quality office premises and large industrial / distribution sheds. There is an advertisement to let the largest unit of 27,000 sq ft high bay industrial/warehousing space, which is likely to contribute up to half of the total floorspace on the site. The majority of the rest of the site appears to be occupied, and nearby industrial areas have few vacancies. The notable exception is the vacant brownfield site 86 to the south; part of which is advertised to let for industrial/distribution development or as storage land prior to development as part of Wirral Waters.   | Average / Poor    |
| Viability                                   | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> </ul>  | Poor to Very Poor |

|   |  |  |
|---|--|--|
|   | <ul style="list-style-type: none"><li>• Small Office (-6.9% - Poor)</li><li>• Medium Office (-2.7% - Poor)</li><li>• Large Office (-6.4% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p>  |  |
| Barriers to Delivery, Mitigation and Timescales   | The site is partially occupied and partially developed, with the potential to redevelop the site to have a greater employment density. The main areas of the site not in current use are shaded in blue on the site map above. The ability to redevelop the site depends on the landowner’s intentions, and is likely to be driven by occupier demand rather than speculative development. Redevelopment of the site may be constrained by brownfield land which may require remediation following its former heavy industrial use, which could be mitigated by funding the remediation works if required. The priority of remediating this site is likely be driven by the availability of other candidate sites and particularly the status of sites that are part of the Wirral Waters scheme. For the site to be fully (re)developed it would likely be delivered in 10 to 15 years. |  |
| Planning Designation  | Primarily Industrial Area designated for B1, B2 and B8 employment use  |  |
| Planning History  | There are no known planning applications in recent years.  |  |
| OVERALL SITE RATING   | Average  |  |
| Recommendation and Potential Future Uses  | 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 long term employment use. Give its location and proximity to other employment sites B1, B2 and B8 land uses are considered to be most appropriate. The site should not be included in the Borough’s ongoing land supply until the availability of the site for further redevelopment has been confirmed.  |  |
| SITE SUMMARY:   |  |  |
| <p>The large site is adjacent to existing employment uses as well as part of the Wirral Waters scheme. Whilst not all of the units on the site benefit from roadside visibility, it has excellent connections to the local transport network. The site may be constrained by its previous heavy industrial land use. While the nearby employment areas have low vacancy levels, parts of the site, including the largest unit on the site, are advertised to let and large areas are under-utilised and/or used for temporary storage.</p> <p>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 long term employment use. Give its location and proximity to other employment sites B1, B2 and B8 land uses are considered to be most appropriate. The site should not be included in the Borough’s ongoing land supply until the availability of the site for further redevelopment has been confirmed. Some of the existing uses may be inappropriate if the adjacent site 86 was to come forward for residential development as part of the Wirral Waters scheme.</p> |  |  |



**Site Name [232] Ten Streets - Phase 4**



**GROSS SITE AREA:**  
**0.52 ha**

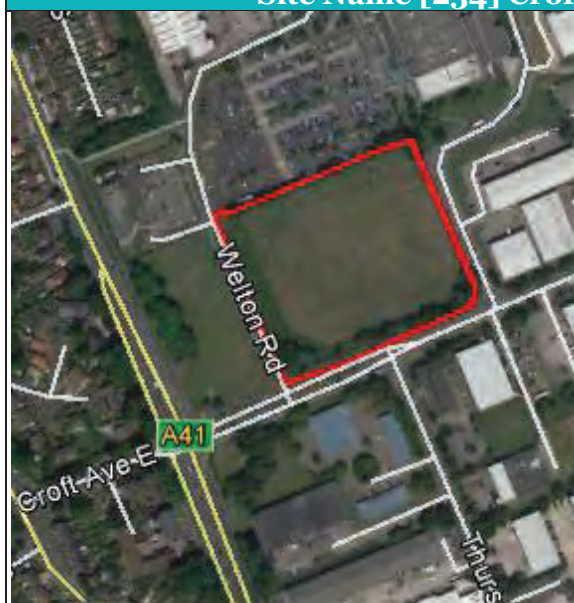
**ESTIMATED NET DEVELOPABLE AREA:**  
**0.33 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The brownfield site is cleared land from former housing. The small site has a level topography and is rectangular in shape. The site is within a predominantly employment area, with numerous car repair garages and MOT centres. The UDP Proposals Map designates the site as a Primarily Residential Area.   |           |
| Strategic Road Access                                      | The site adjoins the A5030.  | Good      |
| Local Accessibility  | There is currently no local access infrastructure onto the site. The site can be accessed from Hilbre Street which adjoins Corporation Road (B5146) and Cleveland Street (A5030) and Lynas Street which adjoins Cleveland Street. Both Hilbre Street and Lynas Street are side streets which would be challenging for HGVs to access, but are wide enough to accommodate all other traffic. The site requires access infrastructure but this is not considered to be a constraint to development. There is some on street car parking adjacent the site. There is a bus stop within 400m with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.9 km away, to the south west. | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a number of cafés.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is surrounded by employment uses and is located in a predominantly industrial area, with a number of car garages and MOT centres.   | Very Good |
| Developmental and Environmental Constraints                | The site requires access infrastructure but this is not considered to be a constraint to development. Access to the site from Hilbre Street and Lynas Street would limit the accessibility for HGVs. The site offers a small brownfield plot   | Poor      |



|  |   |                   |
|--|---|-------------------|
|  | for development and is rectangular and level enclosed by a low post and rail fence to deter trespassing.  |                   |
| Market Attractiveness  | The site is owned by Wirral Council but is not currently advertised for sale or to let. The site is surrounded by employment uses, including a number of car repair garages and MOT centres. These occupy a range of different units of varying age and quality, including more recent and good quality units (MOT While-U-Wait). Given the size and shape of the plot, it would likely receive interest for small scale industrial development.  | Good / Average    |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small Office (-6.9% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is owned by Wirral Council but not advertised for sale or to let which may be preventing development. The site is surrounded by employment uses but is still designated as a Primarily Residential Area and would need to be released for B-Class employment uses. The brownfield site would likely be delivered in 0 to 5 years if made available to the market.  |                   |
| Planning Designation   | The UDP Proposals Map designates the site as a Primarily Residential Area (the former housing was still in situ at the time of preparation of the UDP).   |                   |
| Planning History   | There are no known planning applications in recent years.   |                   |
| OVERALL SITE RATING  | Poor  |                   |
| Recommendation and Potential Future Uses   | The site should be allocated for B-Class employment and retained as part of a wider Primarily Industrial Area. Given it is surrounded by light industrial employment uses, B1c and small scale B8 would be most appropriate for the site.   |                   |
| SITE SUMMARY:  |   |                   |
| The site consists of two small plots of brownfield land, which are cleared housing. The site benefits from good accessibility to the strategic road network and public transport, and is surrounded by light industrial uses. The site is currently designated as Primarily Residential Area given its former use, but is now recommended to be re-designated for B-Class employment. The site would be appropriate for a B1c or B8 small development given the nature of the site and surrounding uses. |   |                   |

**Site Name [234] Croft IE - Former Spectrum Adhesives**



**GROSS SITE AREA:**  
**2.36 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**2.36 ha**

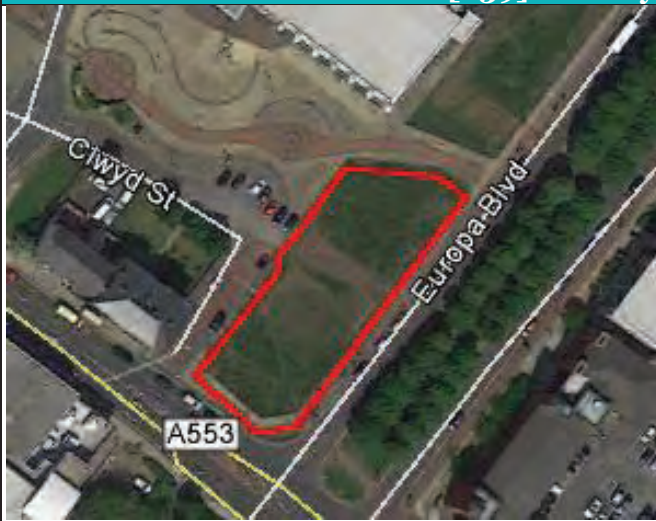
| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The cleared previously developed site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Caldbeck Road.  | Good      |
| Local Accessibility  | The site can be accessed via a stub road from Welton Road to the east of the site. A bus service is in operation along Welton Road, providing access to Woodchurch, Birkenhead, West Kirby and Eastham Rake. The nearest bus stop is 50m to the north east of the site. The nearest train station is Spital which is 1.1 km to the west of the site.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is within the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by the road network and existing employment development to the east and south. The site is bounded to the north by mature trees and a car park associated with the Croft Retail & Leisure Park, to the east by Welton Road, to the south by Caldbeck Road and, to the west by Welton Road. The site is located in a transition area, between the surrounding B-Class uses and the retail uses to the north.   | Good      |
| Developmental and Environmental Constraints                | The site is currently undeveloped and comprises vacant grassland. The site has a flat topography, embankments and mature tree lines are present along the southern and western boundaries. A small sub-station is located near the northern boundary of the site. Council monitoring data indicates that a portion of the site is within a Part A Notification Area for Pollution Control, which originates from a business to the south, within the adjacent Croft Business Park. The EA Flood Map identifies the site as being located within Flood Zone 1, | Very Good |

|  |   |                   |
|--|---|-------------------|
|  | at low risk of flooding. Both Caldbeck Road and Welton Road can be subject to congestion associated with the adjacent retail and leisure park.  |                   |
| Market Attractiveness  | The site is undeveloped and is identified as being included within a Primary Industrial Area. The surrounding environment is a mix of employment and commercial development, characterised by modern high quality units. The site is located within the urban area of Bromborough and benefits from good strategic road and local access. Given the site's location in proximity to the retail park, it is considered to be attractive for both B-Class use and commercial mixed use development with retail or leisure uses.   | Very Good         |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Small Office (-6.9% - Poor)</li><li>• Medium Office (-2.7% - Poor)</li><li>• Large Office (-6.4% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. Alternatively, other higher value commercial uses and Sui Generis uses would improve the viability of delivering the site.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is currently undeveloped and is supported by the requisite infrastructure associated with the surrounding development. The site has limited development and environmental constraints and could come forward in 0-5 years.   |                   |
| Planning Designation   | Primarily Industrial Area   |                   |
| Planning History   | N/A   |                   |
| OVERALL SITE RATING  | Very Good   |                   |
| Recommendation and Potential Future Uses   | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. The site is located in the popular Wirral International Business Park adjacent to existing B-Class employment uses and the Croft Retail & Leisure Park. The site is one of the remaining undeveloped plots in the business park and has few development constraints. Given its location it would be suitable to accommodate a range of B-Class uses.   |                   |
| SITE SUMMARY:  |   |                   |
| This brownfield site is located within the urban area of Bromborough. The site is undeveloped and comprises vacant grassland. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has limited development and environmental constraints |   |                   |

and is highly attractive to the development market by virtue of its location in Wirral International Business Park and proximity to the Croft Retail & Leisure Park. The site is recommended to be retained as part of the wider Primarily Industrial Area and allocated for employment development. The site is one of the remaining undeveloped plots in the business park and has few development constraints. Given its location it would be suitable to accommodate a range of B-Class uses.



**Site Name [239] Conway Park - NE of Crown Hotel**



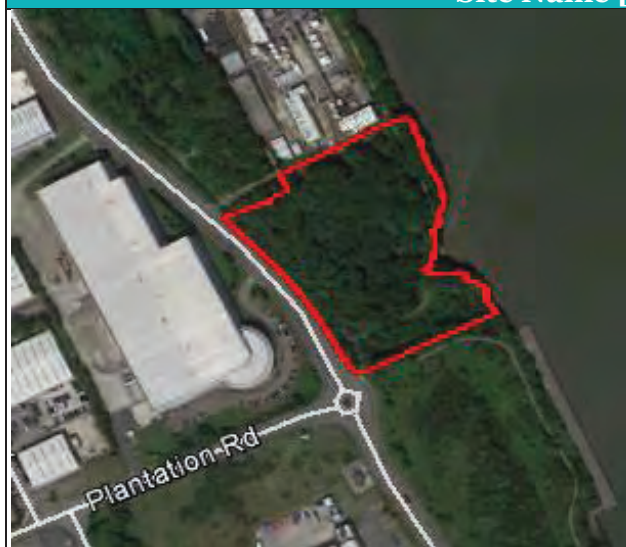
**GROSS SITE AREA:**  
**0.16 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.16 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The formerly developed cleared site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of an Employment Development Site.   |           |
| Strategic Road Access                                      | The site is within 1km of the A5030 and the A553 via Europa Boulevard.   | Good      |
| Local Accessibility  | There is no local access infrastructure onto the site but it could potentially be accessed from the northbound carriageway of Europa Boulevard which runs to the east of the site. A bus service operates along Europa Boulevard to the east site, providing access to Woodside and Birkenhead. Bus stops are located immediately adjacent to the site, on either side of the road and Birkenhead Bus Station is within 0.5km. The nearest train station is Conway Park Station which is 0.1km to the north of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is well contained by existing development and by the strategic road network. The site is bounded to the north by a public footway and vacant grass land (site 148), to the east by Europa Boulevard, to the south by the A553 and, to the west by an area of car parking and hardstanding associated with the entrance to the adjacent cinema.  | Very Good |
| Developmental and Environmental Constraints                | The site is regular in size and benefits from a flat topography but has a small plot size which significantly constraints development. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is cleared site but it is understood that underground services may run through the site, which may need to re-located to allow development to take place.  | Very Poor |
| Market Attractiveness                                      | The site is included within Birkenhead Town Centre and is identified as an Employment Development Site. The surrounding area is characterised by modern offices and  | Very Good |

|  |   |                   |
|--|---|-------------------|
|  | commercial units. The site benefits from good strategic road and local access. A historic permission established the principle of commercial development. The site could also come forward as part of a wider comprehensive redevelopment of Birkenhead Town Centre, associated with sites 29 and 148 nearby.   |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small Industrial (-28.4% - Very Poor)</li><li>• Small Office (-6.9% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site benefits from its proximity to Birkenhead Town Centre as well as good strategic and local accessibility. Due to its small plot size, it is considered that the site could come forward in the next 0-5 years.  |                   |
| Planning Designation   | Part of a larger Employment Development Site developed under UDP Policy EM2 for B1, A2, A3, D1 and D2 uses.   |                   |
| Planning History   | 07/7491 (28/03/08) 3-storey casino 4159sqm 0.18ha 46cp (Europa Plaza Developments) Expired  |                   |
| OVERALL SITE RATING  | Average   |                   |
| Recommendation and Potential Future Uses   | Re-designate for main town centre mixed use development. Given the context of the site and its proximity to Birkenhead Town Centre, it is considered that the site would best accommodate mixed- use development, which could include a component of B1 office use and/or residential uses on upper floors and potentially a wider range of A-class uses. As such the site should not be included as part of the Borough’s ongoing employment land supply.  |                   |
| SITE SUMMARY:  |   |                   |
| This brownfield site is located within Birkenhead Town Centre. The site is allocated for employment development and benefits from good strategic road and local access, but suffers from a significantly constrained plot size. Given the context of the site it is considered that it would best accommodate a mixed use office and commercial led development. |   |                   |

# Site Name [242] Slack Wood



**GROSS SITE AREA:**  
**2.03 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.35 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site was recently cleared of vegetation, formerly comprising mature woodland. The site is classed as brownfield land. The site forms part of a larger employment development site on the UDP Proposals Map now bisected by Riverwood Road and partly occupied by the Meyer Group.  |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Old Hall Road and Riverwood Road.  | Good      |
| Local Accessibility  | The site does not currently support a formal access but access could be delivered from Riverwood Road which runs to the west of the site. A bus service is in operation along Stadium Road which provides access to Leasowe, Moreton and Broughton . Bus stops are provided along Stadium Road, 0.51km to the south west of the site. The nearest train station is Bromborough Rake which is 2km to the south west of site.  | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough, which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is allocated for employment development and sits within an established employment area. The site is bounded to the north by existing employment uses; to the east by a short stretch of undeveloped coastline along the River Mersey; to the south by site 17 which comprises vacant grassland and mature trees; and, to the west by Riverbank Road, with employment development beyond.  | Very Good |
| Developmental and Environmental Constraints                | The site currently slopes down from west to east, and is likely to require levelling before it can be brought forward for development. The site is expected to be constrained by ground stability issues. Council monitoring data indicates that the site is within a Part A Notification Area for Pollution Control which originates from the FMC site to the immediate north. A number of oil pipelines cross the southern quarter of the site, to pass north along the eastern boundary of the site adjoining the estuary, which may constrain ground works and the extent of | Poor      |

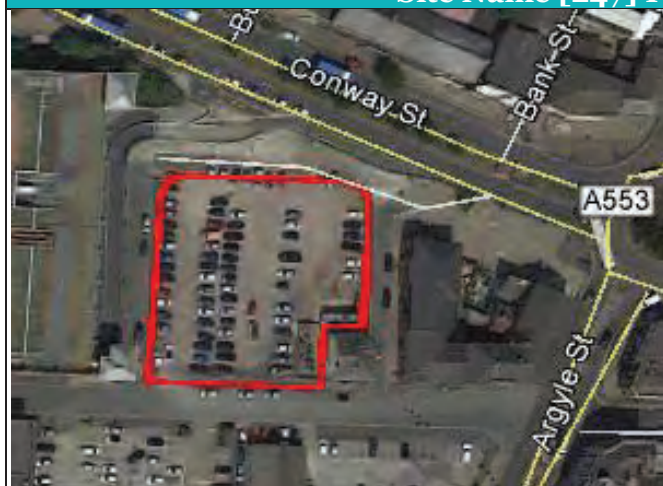


|  |  |                   |
|--|--|-------------------|
|  | development. A cautious estimate would therefore reduce the net developable area to approximately two thirds. The EA Flood Map identifies the site as being located within Flood Zone 1, with the exception of the eastern most boundary immediately adjacent to the Mersey Estuary which is in Flood Zone 3, and is a European Special Protection Area.   |                   |
| Market Attractiveness  | The site is designated for employment development and sits within an established employment area. The surrounding development is characterised by modern, high quality office, industrial and storage units. The site is on the edge of the urban area of Bromborough but benefits from good strategic road and local access as part of the flagship Wirral International Business Park.   | Very Good         |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is suspected to suffer from ground stability issues. The site may therefore require remediating and levelling before it can be brought forward for development. Dependant on the scope of works required, it is likely that the site could be delivered in the next 10-15 years, possibly 5-10 years.   |                   |
| Planning Designation   | Employment Development Site  |                   |
| Planning History   | 11/00823 (not determined) New office/warehouse and seven light industrial units 2248sqm  |                   |
| <b>OVERALL SITE RATING</b>   | Average  |                   |
| <b>Recommendation and Potential Future Uses</b>  | <p>Retain designation as an Employment Development Site. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development.</p> <p>The site boundary should be amended to reflect the current road network.</p>  |                   |
| <b>SITE SUMMARY:</b>   |  |                   |
| <p>This brownfield site is located on the edge of the urban area of Bromborough. The site is designated for employment development and benefits from good strategic road and local access. Clearance works were recently completed on the site but it is suspected to suffer from ground stability issues and a reduced net developable area. The site will therefore require remediating before it can be brought</p> |  |                   |



forward for B-Class development.

**Site Name [247] Former Rank Bingo**



**GROSS SITE AREA:**  
**0.25 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.25 ha**

| CRITERIA   | COMMENT  | RATING            |
|--|--|-------------------|
| Current Use and Land Type                                  | The site is currently in use as a private car park. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of a Key Town Centre (Birkenhead).   |                   |
| Strategic Road Access                                      | The site is within 1km of the A553, the A552 and the A41.  | Good              |
| Local Accessibility  | The site can be accessed from Argyle Street which runs to the east of the site. Bus services operate along Conway Street to the north, providing access to Birkenhead, Leasowe, Woodside and Bromborough. The nearest bus stop is 50m to the north of the site, on Conway Street at Birkenhead Bus Station. The nearest train station is Conway Park which is 0.29km to the north of the site. | Very Good         |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good         |
| Compatibility of Adjoining Uses                            | The site is well contained by existing development and the strategic road network. The site is bounded to the north by Conway Street; to the east by existing development; to the south by Oliver Street East and the rear servicing and parking associated with Beaties Department Store; and, to the west by a multi-storey car park.  | Very Good         |
| Developmental and Environmental Constraints                | The site is regular in size and benefits from a flat topography. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. Previous submissions to the Council indicate that the owner is keen to pursue the site for development.   | Poor              |
| Market Attractiveness                                      | The site is included within Birkenhead Town Centre and is identified as part of a Key Town Centre. The surrounding area is characterised by commercial development. The site benefits from limited development and environmental constraints and good strategic road and local access. The site also benefits from a historic planning permission for mixed-use commercial development.        | Very Good         |
| Viability  | Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that   | Poor to Very Poor |

|   |  |  |
|---|--|--|
|   | <p>occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small Office – (-6.9% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> |  |
| Barriers to Delivery, Mitigation and Timescales   | The site benefits from limited development and environmental constraints and is identified as being in a Key Town Centre. On the basis of this, it is considered that the site could come forward in the next 0-5 years.   |  |
| Planning Designation  | Key Town Centre  |  |
| Planning History  | 05/7849 (31/08/06) 6s car park and A1 unit Expired 31/08/2009 APP/16/01088 A mixed use community/ commercial/ shop/ financial service and public space to the ground floor, with 132 one and two bed apartments to upper storeys with private garden terraces (not yet determined)   |  |
| OVERALL SITE RATING   | Average  |  |
| Recommendation and Potential Future Uses  | Given the context of the site and its town centre location, it is considered that the site could best accommodate a mixed use office (B1a) and commercial development. Re-designate for main town centre mixed use development which could include a component of B1 office use and/or residential uses on upper floors. As such the site should not be included as part of the Borough’s ongoing employment land supply.  |  |
| SITE SUMMARY:   |  |  |
| This brownfield site is located within Birkenhead Town Centre. The site is designated as part of a Key Town Centre and benefits from good strategic road and local access. The site has relatively limited development and environmental constraints and, given the context of the site, it is considered that it would best accommodate a mixed use, town centre, office and commercial development. |  |  |

**Site Name [248] Tarran IE - Rear 30a**



**GROSS SITE AREA:**  
**0.20 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.20 ha**

| CRITERIA   | COMMENT   | RATING       |
|--|---|--------------|
| Current Use and Land Type                                  | The site is currently in use for the storage of vehicles. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being located within a Primary Industrial Area.  |              |
| Strategic Road Access                                      | The site is 0.15km to the west of the A551.   | Average      |
| Local Accessibility  | The site can be accessed from the A551 which runs to the east of the site via Tarran Way North. A bus service operates along the A551 providing access to Liscard, Moreton, Leasowe and Wallasey. The nearest bus stop is located approximately 0.17km to the north of the site. The nearest train station is Moreton located 0.56 km to the south of the site. There is, however, currently no independent access to the site from Tarran Way North.   | Very Good    |
| Proximity to Urban Areas and Access to Labour and Services | The site is separated from the main urban area of Moreton by the railway line. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.   | Very Good    |
| Compatibility of Adjoining Uses                            | The site sits within the wider Tarran Industrial Estate. The site is bounded to the north by the river Birket and, to the east, south and west by existing employment development.  | Very Good    |
| Developmental and Environmental Constraints                | The site is included with the freehold of the employment unit (Flooring Solutions Ltd) to the south of the site and the owner is no longer interested in the site being developed (despite a previous planning consent). The site is constrained by its size and shape and its location to the rear of an existing employment unit, with no independent access available. The EA Flood Map identifies the site as being located within Flood Zone 2 and 3 and is therefore at risk of flooding. | Average      |
| Market Attractiveness                                      | The site sits within the wider Tarran Industrial Estate which is identified as a Primary Industrial Area. The Tarran Industrial Estate is characterised by lower value employment units. The site is located within Flood Zone 2 and 3. The site benefits from good local access and its proximity to the urban area of Moreton but is no longer available.   | Good         |
| Viability  | Viability for all types of office and industrial development is a   | Poor to Very |



|  |  |      |
|--|--|------|
|  | <p>challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is located within a Primary Industrial Area and is currently undeveloped. However, the owner indicated during the time of the site visit that they now had no interest in the site coming forward for development.  |      |
| Planning Designation   | Primarily Industrial Area  |      |
| Planning History   | 08/5047 (not determined) Erection of 10 starter units 958sqm 0.32ha 24cp   |      |
| OVERALL SITE RATING  | Good   |      |
| Recommendation and Potential Future Uses   | Safeguard the land for long term B-Class employment use within the Primarily Industrial Area to enable any future expansion of the adjacent occupier and landowner; this would exclude the site from the Borough’s ongoing employment land supply. Given the context of the site and the neighbouring uses, it is considered that the site could best accommodate B1c, B2 and B8 development.  |      |
| SITE SUMMARY:  |  |      |
| <p>This brownfield site is separated from the urban area of Moreton by the railway line. The site benefits from being located within the wider Tarran Industrial Estate which is identified as a Primary Industrial Area. The site benefits from proximity to the urban area and good local accessibility but the owner has indicated that they have no interest in developing the site. The site should be safeguarded as expansion land for the landowner and occupier of the adjacent site and should be removed from the current employment land supply.</p> |  |      |

**Site Name [251] Rear Nextdom Complex, Reeds Lane**



**GROSS SITE AREA:**  
**0.64 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.64 ha**

| CRITERIA   | COMMENT  | RATING         |
|--|--|----------------|
| Current Use and Land Type                                  | The site is partially in use for car parking and partially in use by for the storage of the Mersey Care vehicles. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.  |                |
| Strategic Road Access                                      | The site is approximately 0.73km to the north of the A553.   | Average        |
| Local Accessibility  | The site can be accessed from Squibb Drive which runs to the south of the site. A bus service operates along Reeds Lane, to the west of the site, providing access to Hoylake, Moreton, Woodside, Liverpool, Birkenhead, New Brighton and Seacombe. A bus stop is located 0.3km to the west of the site, on Reeds Lane. The nearest train station is Leasowe which approximately 0.36km to the south west of the site. | Very Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site lies between the urban areas of Leasowe and Moreton. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.   | Very Good      |
| Compatibility of Adjoining Uses                            | The site is situated within the wider Peninsula Industrial Estate which is identified as a Primary Industrial Area. The site is bounded to the north by the River Birket, to the east by a palisade fence, to the south by existing employment development and, to the west by existing employment development.  | Very Good      |
| Developmental and Environmental Constraints                | The site is currently undeveloped and set on two different levels, with the northern part of the site, which currently comprises overgrown grassland, higher than the area of hardstanding to the south. Mature trees are present on the northern part of the site and along the northern boundary. The EA Flood Map identifies the site as being within Flood Zones 2 and 3 and being at risk of flooding.            | Average        |
| Market Attractiveness                                      | The site is currently undeveloped and sits within the wider Peninsula Industrial Estate, which is identified as being a Primary Industrial Area. The surrounding units, to the west, are of lower environmental quality but are occupied by local businesses. The site benefits from good local access and   | Average / Poor |

|   |  |                   |
|---|--|-------------------|
|   | proximity to the urban area of Moreton and has planning permission for eleven new industrial units as part of a previous consent. However this has only partially been implemented despite being approved in May 2007 which suggests there is limited market interest in the area.   |                   |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is currently undeveloped and is located within a Primary Industrial Area. The northern part of the site would require clearing and the site would also require some levelling. Despite benefitting from planning permission for industrial units the site remains undeveloped since it was permitted in 2007 which indicates that the site is not attractive in the current market. On the basis of this and by merit of its size, it is considered that the site could come forward in the next 5-10 years.  |                   |
| Planning Designation  | Primarily Industrial Area  |                   |
| Planning History  | 07/05409 (18/05/07) Partially implemented. 11 new ind units 2,829sqm 0.64ha.   |                   |
| <b>OVERALL SITE RATING</b>  | Good   |                   |
| <b>Recommendation and Potential Future Uses</b>   | Safeguard the land for long term B-Class employment use within the Primarily Industrial Area until it can be confirmed that the site can be brought forward for development; this would exclude the site from the Borough's ongoing employment land supply. Given the context of the site and the neighbouring uses, it is considered that the site could best accommodate B1c, B2 and B8 development.   |                   |
| <b>SITE SUMMARY:</b>  |  |                   |
| <p>This brownfield site lies between the urban areas of Leasowe and Moreton. The site is included within a Primary Industrial Area and benefits from good local accessibility and being within close proximity to Moreton urban area. However, the site is constrained by its location in both Flood Zones 2 and 3, will require levelling before it can be brought forward for development and there is no indication that permission for eleven new industrial units will be implemented. The site is therefore recommended to be safeguarded for long term B-Class employment use and removed from the Borough's ongoing employment land supply.</p> |  |                   |

**Site Name [252] Carr Lane IE - New Hall Lane (20)**



**GROSS SITE AREA:**  
**0.20 ha**

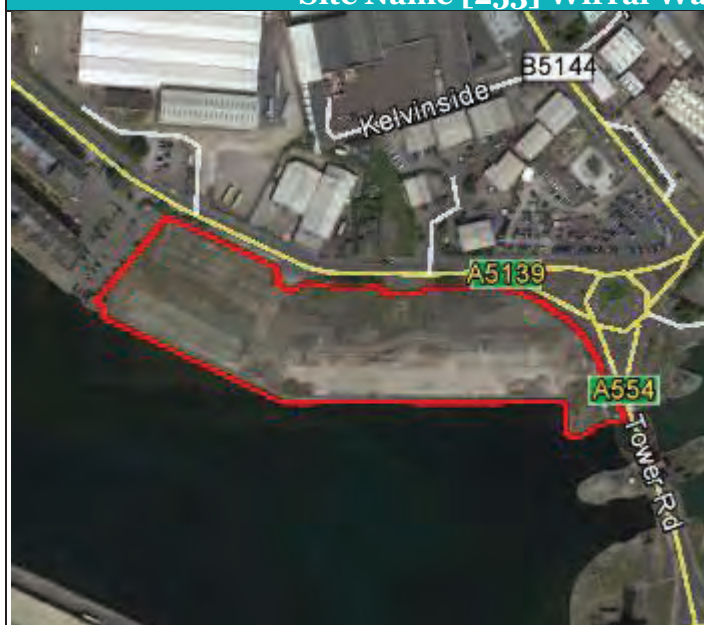
**ESTIMATED NET DEVELOPABLE AREA:**  
**0.19 ha**

| CRITERIA   | COMMENT  | RATING  |
|--|--|---------|
| Current Use and Land Type                                  | The site is currently in use for the storage of agricultural machinery. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.  |         |
| Strategic Road Access                                      | The site is 0.4km to the south of the A540 / A553 via Carr Lane and Newhall Lane.  | Average |
| Local Accessibility  | The site can be accessed off the A540 via Station Road and New Hall Lane. A bus service is in operation along the A553 to the north of the site which provides access to Bromborough, Wallasey, Greasby, Moreton, Birkenhead, New Ferry, West Kirby and Chester. The nearest bus stop is approximately 400m to the north of the site on the A553. The nearest train station is Hoylake which is 0.35km to the north of the site.   | Good    |
| Proximity to Urban Areas and Access to Labour and Services | The site is separated from the urban area of Hoylake by the railway line. Hoylake is identified as a secondary urban area within the Borough which offers a limited range of services and facilities and a smaller local labour supply.  | Average |
| Compatibility of Adjoining Uses                            | The site sits within a Primary Industrial Area. The site is bounded to the north by New Hall Farm; the east by New Hall Lane, with further employment development opposite; the south by agricultural development; and to the west by the car park for Hoylake Municipal Golf Course.  | Average |
| Developmental and Environmental Constraints                | The site is identified as being located within a Primary Industrial Area and is currently in use for the storage of agricultural machinery. A small agricultural unit is currently present on the site, for which there will be demolition costs associated with its removal. The site has a relatively flat topography. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. No other constraints were identified during the site visit. | Good    |
| Market Attractiveness                                      | The site is located within a primary industrial area and is supported by surrounding infrastructure. The surrounding employment units are of lower value and occupied by local businesses. The site has limited development and environmental constraints and benefits from good local access.   | Average |



|   |  |                   |
|---|--|-------------------|
| Viability   | <p>Viability for all types of office and industrial development is a significant challenge within West Wirral and Rural Areas. The modest development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements.</p> <p>Based on the size of the site and its location in the West Wirral and Rural Areas market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Very Poor to Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site previously benefited from planning permission for five industrial units but was not implemented before the permission lapsed in 2015. Stakeholders attending the workshop reported that development did not commence due to the associated demolition costs. Notwithstanding this, given the size of the site and its inclusion within a Primary Industrial Area the site could come forward in 0-5 years.  |                   |
| Planning Designation  | Primarily Industrial Area  |                   |
| Planning History  | 12/00122 (12/04/12) 5 new industrial units 0.20ha 1,969sqm (extension of time on OUT/08/06919 now expired).  |                   |
| OVERALL SITE RATING   | Good   |                   |
| Recommendation and Potential Future Uses  | Safeguard the land for long term B-Class employment use within the Primarily Industrial Area until the availability of the site for new development has been confirmed; this would exclude the site from the Borough’s ongoing employment land supply. Given the historic permission and the context of the site, it is considered that the site would best accommodate B1c, B2 or B8 development.   |                   |
| SITE SUMMARY:   |  |                   |
| <p>This brownfield site is located at the edge of the urban area of Hoylake. The site benefits from good local access and inclusion within a Primary Industrial Area. The site has relatively limited development and environmental constraints and benefits from an historic permission for industrial development, though it is understood that demolition costs may discourage future development of the site. The site is therefore recommended to be safeguarded for long term B-Class employment use within the Primarily Industrial Area until the availability of the site for new development has been confirmed; this would exclude the site from the Borough’s ongoing employment land supply. Given the historic permission and the context of the site, it is considered that the site would best accommodate B1c, B2 or B8 development.</p> |  |                   |

**Site Name [253] Wirral Waters - North Bank East**



**GROSS SITE AREA:  
2.66 ha**

**ESTIMATED NET DEVELOPABLE  
AREA:  
2.39 ha**

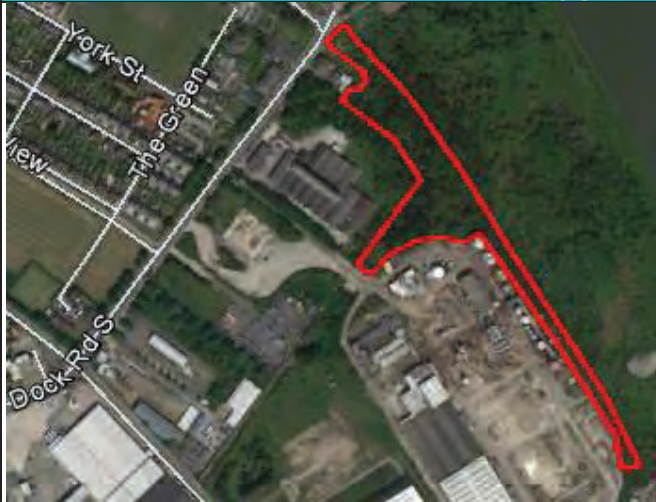
| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The relatively large brownfield site is one of the main early phases of the Wirral Waters scheme. The site has been cleared but may require further remediation. The site has excellent roadside visibility as well as views across the water to Vittoria Dock, another Wirral Waters site. The site is within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |           |
| Strategic Road Access                                      | The site fronts the A5139 with several access points.  | Good      |
| Local Accessibility  | The site has excellent direct access onto the A5139, with wide onsite access infrastructure suitable for HGVs. The site has bus stops adjacent with services to Birkenhead, Liverpool, New Brighton, Wallasey and Woodside. The nearest railway station, Birkenhead Hamilton Square, is approximately 1.4km away. The site is large enough to accommodate onsite car parking.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is in Seacombe between Wallasey and Birkenhead. It has a good local labour market catchment though currently has a more limited range of local services. The site is part of the Wirral Waters scheme and would therefore also benefit from the anticipated further increase in access to labour and services.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is relatively isolated from other land uses due to its location adjacent to the docks, and the A5139 and A554 which border the site to the north and east. To the west are large former grain warehouses that have been converted to residential apartments, which are partially occupied, with apartments available to let/buy. To the north is a mix of employment uses, predominantly B-Class uses in a small business park at Kelvin Park, which includes occupiers such as Advent Air Systems Ltd, Diamond Precision Engineering, Greyhound (Chromatography and Allied Chemicals), Service | Very Good |

|   |   |                   |
|---|---|-------------------|
|   | Force (consumer care for household appliances); Valvoline Oil Company; and the larger warehouse units at Ocean Park. To the north of the site lies site 97 which has a vacant property advertised to let and a small vacant plot of brownfield land.  |                   |
| Developmental and Environmental Constraints     | The site offers a large plot of brownfield land for development cleared to slab level. It may require further remediation works due to the former port-related industrial use. A portion of the site in the east and adjacent to the A5139 and A554 roundabout is within Flood Zones 2 and 3.   | Good              |
| Market Attractiveness                           | The site is located in the Wirral Waters and Enterprise Zone market area. The site is part of one of the early phases of the Wirral Waters scheme, which proposes large scale mixed use development of residential, retail, leisure and office uses. The site is currently proposed for a new residential neighbourhood. The relatively large site offers a well located and highly visible plot for development. The site is owned by Peel Holdings and is currently not advertised to buy/let but is currently understood to be under discussion with potential developers.   | Very Good         |
| Viability                                       | <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large Industrial (4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is owned by Peel Holdings and delivery is dependent upon their active promotion or release of the site. The brownfield land may require remediation works though this requires further investigation. As part of the Wirral Waters scheme the site is likely to come forwards in 0 to 5 years.   |                   |
| Planning Designation                            | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |                   |
| Planning History                                | 09/5109 (awaiting 106) 142 residential units, 3353sqm retail, 539sqm leisure (phase 1) OUT/09/5110 (awaiting 106) 1,531 residential units, 6,037sqm office; 4,601sqm retail and 1,450sqm leisure 2.30ha (Phase 2-5)   |                   |
| <b>OVERALL SITE RATING</b>                      | Very Good   |                   |
| <b>Recommendation and Potential Future Uses</b> | The site should be allocated/designated as a mixed use site with a component of B1 office space. Development comprising B1 office space with residential, leisure and retail would be appropriate for the site and not form part of the Borough's ongoing employment land supply.   |                   |

|  |  |
|--|--|
|  |  |
| <b>SITE SUMMARY:</b>   |  |
| <p>The relatively large brownfield site has excellent accessibility to the local transport and road network, with high visibility from the road frontage and across the docks. Whilst the site may require some additional remediation works, it is an attractive location as part of the Wirral Waters scheme. The site should be designated as a mixed use site comprising B1 office development with residential, retail, and leisure uses.</p> |  |



**Site Name [254] Rear of AP Refractories**



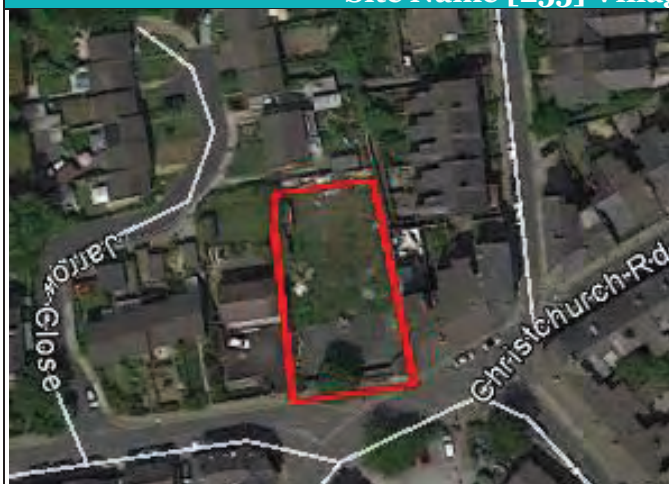
**GROSS SITE AREA:**  
**1.89 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.13 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises mature woodland. The site is a classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Port Causeway.  | Good      |
| Local Accessibility  | The site can be accessed off Dock Road South which runs to the west of the site. A bus service is in operation along Dock Road South providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.52km to the west of the site, on Dock Road South. The nearest train station is Port Sunlight which is 1.56km to the west of the site.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is peripheral in location, on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Dock Road South, and a small office development, with Bromborough Pool Conservation Area beyond; to the east by mature woodland, which is included within site 100; to the south by existing employment development; and to the west by existing employment development.  | Very Good |
| Developmental and Environmental Constraints                | The site is constrained by its irregular size and shape which reduces its net developable area, and it currently comprises mature woodland which will require clearing if the site is to be brought forward for development. The site is suspected to require remediation due to its proximity to chemical related industrial uses. Council monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Lubrizol site to the south. A disused hydrogen pipeline crosses the length of the site from south to north. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is close to Bromborough Pool Conservation Area and any development of the site will therefore need to ensure that the | Poor      |

|  |   |                   |
|--|---|-------------------|
|  | setting and character of the Conservation Area is preserved.  |                   |
| Market Attractiveness  | The site is identified as being within a Primary Industrial Area and the surrounding employment development is characterised by a mix of lower and higher grade office and industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but has good strategic road and local access.   | Poor              |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large Urban Office (-20.5% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. This is a very constrained site and would require extensive remediation to become an opportunity.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is expected to require remediation and will require clearing before the site could come forward for development. Given the size and configuration of the site, it is likely that it would come forward as expansion land for the neighbouring employment units in tandem with the adjacent site 100. On the basis of this, it is likely that the site will come forward in the next 5-10 years.  |                   |
| Planning Designation   | Primarily Industrial Area   |                   |
| Planning History   | 07/6515 (23/01/08) New Access Road 1.33ha 07/6513 (20/02/09) 2 Industrial Units 1.33ha 4645sqm. 58cp. Expired   |                   |
| OVERALL SITE RATING  | Average   |                   |
| Recommendation and Potential Future Uses   | 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. Given the context of the site and the planning history it is considered that the site would best accommodate B1c, B2 or B8 development.  |                   |
| SITE SUMMARY:  |   |                   |
| This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access. The site is suspected to require remediation and currently comprises mature woodland which will require clearing if the site is to be brought forward for development. The site is recommended to be safeguarded for long term B-Class employment use until its availability can be confirmed. |   |                   |

**Site Name [255] Village Road, Oxton (2-2a)**



**GROSS SITE AREA:**  
**0.10 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site is currently undergoing construction for a mixed use retail, office and residential development. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primary Residential Area, the site is also included within the Oxton Conservation Area.  |           |
| Strategic Road Access                                      | The site is approximately 0.6km to the west of the A552.   | Average   |
| Local Accessibility  | The site can be accessed off Christchurch Road which runs to the south of the site. The roads surrounding the site are narrow in parts, exacerbated by on-street parking. A local bus service is in operation along Christchurch Road to Cross Hill with a 'hail and ride' service. The nearest formal bus stop is approximately 1.3km to the east of the site, on Christchurch Lane. The nearest train station is Birkenhead Central which is 1.65km to the north east of the site. | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the residential area of Oxton, a suburb of Birkenhead. Birkenhead is identified as a primary urban area within the borough providing access to range of shops and services and a good labour supply.   | Good      |
| Compatibility of Adjoining Uses                            | The site is included within the residential area of Oxton, a suburb of Birkenhead. The site is bounded to the north, east and west by the curtilage of residential properties and to the south by Christchurch Road. The site forms part of a small local shopping and service centre.   | Very Poor |
| Developmental and Environmental Constraints                | The site is already undergoing construction for a mixed use development. The site is included within the Oxton Conservation Area and any development would need to ensure that its character and setting is preserved. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is constrained by its small size and location on a busy road junction.   | Very Poor |
| Market Attractiveness                                      | The site is within a Primary Residential Area but fronts Christchurch Road and forms part of a local centre which is characterised by mixed commercial and residential uses. It benefits from good local access and proximity to Birkenhead Town Centre.   | Average   |
| Viability  | Viability for all types of office and industrial development is a  | Very Poor |



|   |   |  |
|---|---|--|
|   | <p>challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. This is a very constrained site and would require extensive remediation to become an opportunity.</p> |  |
| Barriers to Delivery, Mitigation and Timescales   | Concrete footings have been put in to implement the 2013 planning permission for mixed use development, part of which includes eight B1a units. The site is therefore expected to come forward in the next 0-5 years.   |  |
| Planning Designation  | Primarily Residential Area. The emerging Core Strategy Local Plan includes Oxtown within the hierarchy of centres and a boundary for the centre, (probably including this site) will be included in a future site-specific local plan.  |  |
| Planning History  | 13/00755 (08/08/2013) 4 retail (567sqm) 8 office (578sqm) and residential flat  |  |
| OVERALL SITE RATING   | Poor  |  |
| Recommendation and Potential Future Uses  | Do not allocate for employment use and retain as Primarily Residential Area, pending re-designation as a local centre in a future site-specific local plan. The site is already currently under construction for mixed use development, part of which includes eight B1a units.   |  |
| SITE SUMMARY:   |   |  |
| This brownfield site is within the residential area of Oxtown which is a suburb of Birkenhead. The site is currently undergoing construction for mixed use development, part of which includes eight B1a units. The site benefits good local accessibility and proximity to Birkenhead Town Centre. |   |  |



**Site Name [259] Cleveland Street (52)**



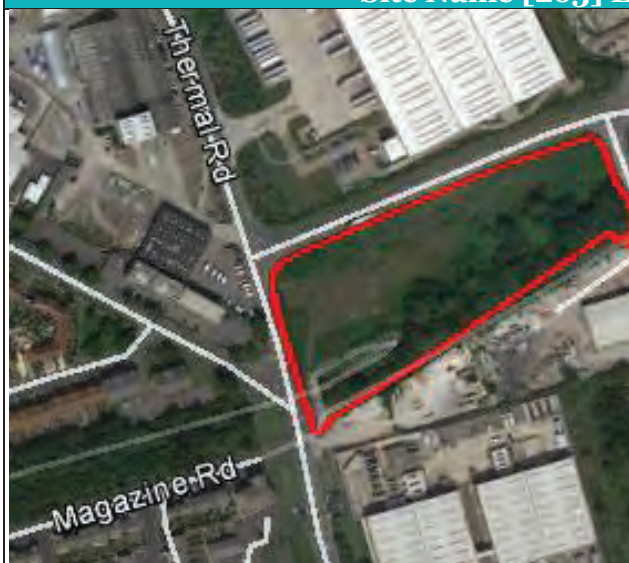
**GROSS SITE AREA:**  
**0.11 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.11 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises an area of hardstanding, part of which is in use as a builders storage yard. The site is divided into two compounds by a palisade fence. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.  |           |
| Strategic Road Access                                      | The site is adjacent to the A5030.   | Good      |
| Local Accessibility  | The site can be accessed directly from the A5030 which runs to the south of the site. A bus service is in operation along the A554 to the north of the site providing access to Liverpool, Leasowe, Birkenhead, Broughton, Eastham Rake and Woodside. The nearest bus stop is 0.19km to the north of the site, on the A554. The nearest train station is Birkenhead Hamilton Station which is 0.4km to the east of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Birkenhead. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by existing development and the road network. The site is bounded to the north and east by existing employment development; to the south by the A5030; and to the west by Taylor Street. The site is separated from the residential development to the south by the A5030.   | Average   |
| Developmental and Environmental Constraints                | The site has a relatively flat topography. The EA Flood Map identifies the site as being located in Flood Zone 1, at low risk of flooding. The site is within proximity of residential development, future development of the site will therefore need to be sympathetic towards this land use. The site was previously overgrown but has now been cleared and fenced.   | Very Poor |
| Market Attractiveness                                      | The site is within a Primary Industrial Area which is characterised by lower value industrial units and suffers from a significantly constrained plot size, but the site benefits from good strategic road and local access and proximity to Birkenhead Town Centre.   | Average   |
| Viability  | Viability for all types of office and industrial development is a  | Very Poor |

|  |  |  |
|--|--|--|
|  | <p>challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. This is a very constrained site and would require extensive remediation to become and opportunity.</p> |  |
| Barriers to Delivery, Mitigation and Timescales  | The site is relatively small and benefits from limited development and environmental constraints. It is located within a Primary Industrial Area and benefits from a historic permission for industrial development. On the basis of this, although part of the site appears to have been used for temporary external storage, it is considered that the site could come forward in 0-5 years.   |  |
| Planning Designation   | Primarily Industrial Area  |  |
| Planning History   | 08/5098 (14/03/08) New Industrial Unit 672sqm. Expired.  |  |
| OVERALL SITE RATING  | Average  |  |
| Recommendation and Potential Future Uses   | Safeguard the land for long term B-Class employment use within the Primarily Industrial Area until it can be confirmed that the site is available for development; this would exclude the site from the Borough’s ongoing employment land supply.  |  |
| SITE SUMMARY:  |  |  |
| This brownfield site is located within the urban area of Birkenhead has been cleared, fenced and is already partly in use for external storage. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has relatively limited development and environmental constraints but is small in size and would only be able to accommodate small scale employment development which would most likely only serve local needs. Retain designation as a Primarily Industrial Area but do not consider as part of the borough’s ongoing land supply until its availability has been confirmed. The site should instead be safeguarded for long term B-Class employment use. |  |  |

### Site Name [263] Land at Riverbank Road



**GROSS SITE AREA:**  
**1.78 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.42 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41.   | Good      |
| Local Accessibility  | The site can be accessed either via Thermal Road to the west of the site or Riverbank Road to the north. A bus service is in operation along Thermal Road which provides access to Leasowe, Moreton and Broughton. Bus stops are provided immediately adjacent to the site on either side of the road. The nearest train station is Spital which is 1.38km to the south west of site.  | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Riverbank Road, with employment development opposite; to the east by a private drive, with employment development beyond; to the south by existing employment development and, to the west by Thermal Road, with employment development and residential development beyond. The site is separated from the residential development to the west by Thermal Road.                                  | Very Good |
| Developmental and Environmental Constraints                | The site is currently undeveloped and comprises vacant grassland. The site has an undulating topography with a number of dips located towards the centre of the site. A former railway cutting is present along the southern boundary of the site part of which forms a cycle route to Port Sunlight which reduces the net developable area. Mature trees are located along the eastern and southern boundaries of the site. Council monitoring data indicates that the majority of the site is within | Average   |



|  |  |                   |
|--|--|-------------------|
|  | a Part A Notification Area for Pollution Control, which originates from the Lubrizol site to the north. An oil pipeline (Eastham – UML) crosses the western portion of the site. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding but it is understood that the site suffers from drainage issues.   |                   |
| Market Attractiveness  | The site is currently undeveloped and is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by a mix of low and high grade industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local access as part of the flagship Wirral International Business Park.  | Good              |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is currently undeveloped and is included within a Primarily Industrial Area. Work will be required to alleviate on-site constraints but it is considered that the site has the ability to come forward in the next 0- 5 years.  |                   |
| Planning Designation   | Primarily Industrial Area  |                   |
| Planning History   | N/A  |                   |
| <b>OVERALL SITE RATING</b>   | Good   |                   |
| <b>Recommendation and Potential Future Uses</b>  | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. Given the context of the site, it is considered that it would best accommodate B1c, B2 and B8 development.  |                   |
| <b>SITE SUMMARY:</b>   |  |                   |
| This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access. The site is undeveloped and benefits from relatively limited development and environmental constraints, though its net developable area is reduced by the cycle route along the southern boundary of the site. |  |                   |



### Site Name [265] Wirral Waters - Sky City



**GROSS SITE AREA:**  
5.41 ha

**ESTIMATED NET DEVELOPABLE AREA:**  
0 ha

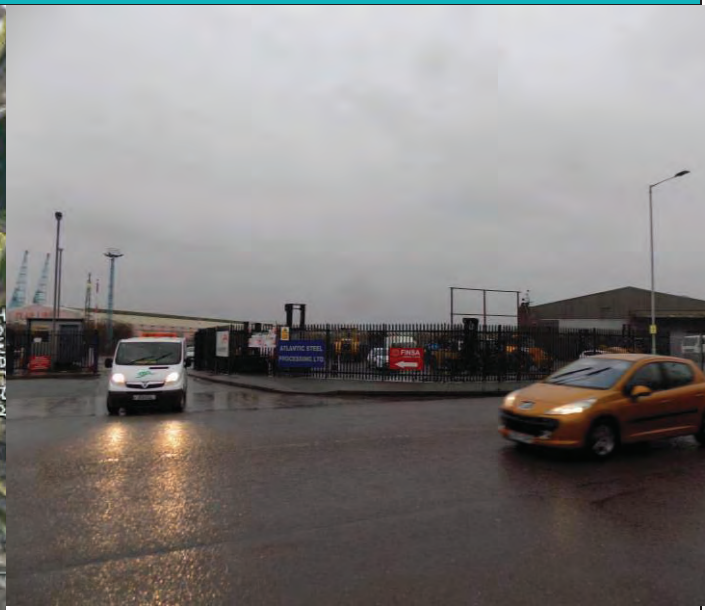
| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The large site is an active dockland premises, consisting of two large sheds for industrial use, including FINSA Wood Solutions. The site also accommodates mooring space for a number of small fishing boats and a ship repair yard. The site forms a key part of the Wirral Waters scheme and is outlined to be developed as 'SkyCity' in one of the later phases of construction. The site is owned by Peel Holdings. The site lies within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map. |           |
| Strategic Road Access                                      | The site is within 1km of the A5139 via Duke Street.  | Good      |
| Local Accessibility  | The site is accessed from Duke Street to the west, sharing the access point to the adjacent Site 266, which has a wide gated entrance with security staff, suitable for HGVs. Duke Street provides good accessibility to the strategic road network but is frequently busy. There are bus stops within 400 m of the site, with services to Birkenhead, Clatterbridge, Eastham Rake, New Brighton and Woodside. The nearest railway station, Birkenhead Park, is approximately 0.8 km away   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located north of Birkenhead Town Centre. The site benefits from a large labour market catchment, and has some services in the immediate area.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is located in a predominantly port-related industrial and distribution focused area, though its dockside location separates it from nearby uses. To the south of the site, on the other side of Vittoria Dock, is Site 266 and Site 267.   | Very Good |
| Developmental and Environmental Constraints                | The only access to the site is through the adjacent Site 266. The site accommodates two large sheds which are of average quality, which could be refurbished to closer meet modern standards. Whilst the site offers a large area for (re)development, it has a   | Average   |

|   |   |                   |
|---|---|-------------------|
|   | long and narrow profile. The site is constrained by its dock side location which prevents expansion. A small portion of the site along the perimeter of the docks is within Flood Zones 2 and 3.  |                   |
| Market Attractiveness                           | The site has a prominent dockside location, with views from across the docks and nearby Duke Street but does not directly front the road. The site is dominated by two larger units of average to poor quality, and one modern good quality unit which is advertised to let by Mason Partners LLP. The adjacent Site 266 is relatively under-utilised. The site is owned by Peel Holdings. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. Development of the site is in part dependent upon the (re)development of the adjacent Site 266 as they share an access point to Duke Street. The site also benefits from being designated as an Enterprise Zone with business rates relief available.   | Good              |
| Viability                                       | <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large Industrial (4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is occupied and in use, though as part of the Wirral Waters scheme it is proposed for a major mixed use redevelopment. Prior to this, development of the site is in part dependent upon the (re)development of the adjacent Site 266 as they share an access point to Duke Street. This could be a barrier, though redevelopment is more likely to be influenced by the intentions of Peel Holdings which owns both sites. Condition 6 of the East Float outline planning permission requires any reserved matters application to consider the need to submit a detailed Port Relocation Strategy, including a timetable for implementation, detailing proposals for the methodology and arrangements to facilitate or support the relocation of existing businesses/tenants within the site to be satisfactorily relocated either within the regeneration area or to suitable alternative premises. As both sites fall within the later Sky City phases of the Wirral Waters scheme, the site is expected to be delivered in 10-15 years.             |                   |
| Planning Designation                            | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |                   |
| Planning History                                | The site is part of the Wirral Waters East Float development, which has   |                   |

|  |   |
|--|---|
|  | outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012).  |
| <b>OVERALL SITE RATING</b>   | Good  |
| <b>Recommendation and Potential Future Uses</b>  | The site should be allocated/designated in the longer term (recognising its existing operational port status) for mixed use development with a component of B-Class use as part of the Wirral Waters scheme in a future site-specific local plan. Whilst the site is in existing use as an operational port it is fully developed and currently does not form part of the Borough's ongoing employment land supply. |
| <b>SITE SUMMARY:</b>   |   |
| <p>The large site is fully developed and occupies a prominent dockside location with excellent visibility and good accessibility to the strategic road network. Most buildings on the site are however old and of generally poor quality. The site is part of the Wirral Waters scheme and has outline planning permission for large scale mixed use development, including residential, B1 office space, retail, cultural and leisure uses and a hotel. Whilst redevelopment of the site is likely to be costly due to the scale of demolition works and potential remediation, it benefits from designation as an Enterprise Zone. The site should be allocated/designated in the longer term (recognising its existing operational port status) for mixed use development with a component of B-Class use as part of the Wirral Waters scheme in a future site-specific local plan. Whilst the site is in existing use as an operational port it is fully developed and currently does not form part of the Borough's ongoing employment land supply.</p> |   |



# Site Name [266] Wirral Waters - Vittoria Dock



**GROSS SITE AREA:**  
**6.36 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

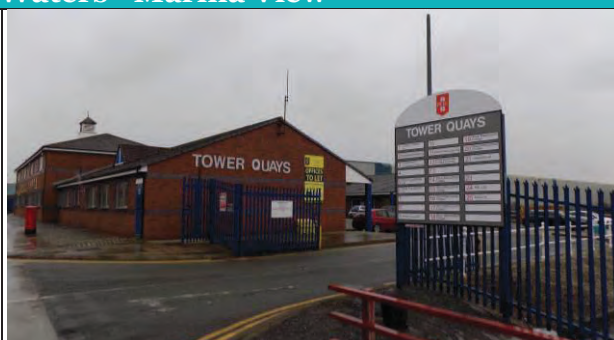
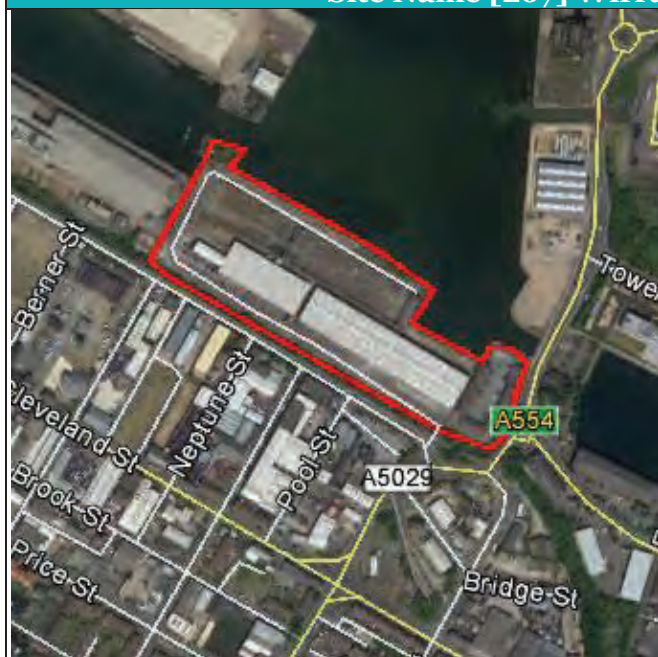
| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The large site is an active dockland premises, part of which includes vacant and/or under-utilised buildings. The site accommodates large industrial buildings for predominantly B2 use and is occupied by Atlantic Steel, a steel fabricator. The site forms a key part of the Wirral Waters scheme and is outlined to be developed as 'Vittoria Studios' in one of the later phases. The site is owned by Peel Holdings. The site lies within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map. |           |
| Strategic Road Access                                      | The site is within 1km of the A5139 via Duke Street.  | Good      |
| Local Accessibility  | The site is accessed directly from Duke Street, which has a wide gated entrance way with security staff, suitable for HGVs. Duke Street provides good accessibility to the strategic road network but is frequently busy. There are bus stops within 400 m of the site, with services to Birkenhead, Clatterbridge, Eastham Rake, New Brighton and Woodside. The nearest railway station, Birkenhead Park, is approximately 0.8 km away.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located north of Birkenhead Town Centre. The site benefits from a large labour market catchment, and has some services in the immediate area.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is located in a predominantly port-related industrial area. The site features prominently in the docks and also fronts Corporation Road to the south which accommodates a large number of smaller businesses, which are typically light industrial uses such as car repair garages and scrap yards. To the west is a large distribution centre operated by N W Trading, which consists of several individual units. Site 265 lies to the north across Vittoria Dock and Site 267 to the immediate east   | Very Good |
| Developmental and Environmental                            | The site currently has no access onto Corporation Road, which lies behind a high perimeter wall. The site accommodates a  | Poor      |



|   |   |                   |
|---|---|-------------------|
| Constraints                                     | large distribution building, which is under-utilised and appears predominantly vacant and shows signs of vandalism. This building dates to the early to mid-20 <sup>th</sup> century, and would require would require significant restoration to bring it up to modern standards. More likely the building, which accommodates most of the site area, would need to be demolished. Whilst the site offers a large area for (re)development, it has a long and narrow profile. The site is constrained by its location fronting Vittoria Dock and Corporation Road which prevents expansion. Some parts of the site are within Flood Zones 2 and 3.  |                   |
| Market Attractiveness                           | The site has a prominent dockside location, with a high profile entrance from Duke Street. The site also has a long frontage with Corporation Road, which is currently screened by the high perimeter wall, which accommodates a large number of mainly industrial related businesses, albeit characterised by a poor appearance, with several poorer quality units. The site is occupied but appears to be underutilised and there is evidence of vandalism. The dated buildings may be challenging to refurbish to meet the needs of modern businesses. The site is owned by Peel Holdings. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. Development of the site would unlock development of the adjacent Site 265 as they share an access point to Duke Street. The site also benefits from being designated as an Enterprise Zone with business rates relief available.   | Good / Average    |
| Viability                                       | <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large Industrial (4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The site is occupied and in use, though currently under-utilised and in need of significant refurbishment or redevelopment. The development of this site would unlock the adjacent Site 265 which depends on the shared access way to Duke Street. Both sites are owned by Peel Holdings and any redevelopment is most likely dependent on the intentions of the landowner. Condition 6 of the East Float outline planning permission requires any reserved matters   |                   |

|   |   |
|---|---|
|   | application to consider the need to submit a detailed Port Relocation Strategy, including a timetable for implementation, detailing proposals for the methodology and arrangements to facilitate or support the relocation of existing businesses/tenants within the site to be satisfactorily relocated either within the regeneration area or to suitable alternative premises. As the site is likely to be delivered within the later phases of the Wirral Waters scheme, the site is expected to be delivered in 10-15 years. |
| Planning Designation  | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |
| Planning History  | The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012)).   |
| <b>OVERALL SITE RATING</b>  | Good  |
| <b>Recommendation and Potential Future Uses</b>   | The site should be allocated/designated in the longer term (recognising its existing operational port status) for mixed use development with a component of B-Class use as part of the Wirral Waters scheme in a future site-specific local plan and not form part of the Borough's ongoing employment land supply.   |
| <b>SITE SUMMARY:</b>  |   |
| <p>The large site is 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 buildings on the site are old and of generally poor quality. The site is part of the Wirral Waters scheme and has outline planning permission for large scale mixed use development, including residential, B1 office space, retail, cultural and leisure uses and a hotel. Whilst redevelopment is likely to be costly due to the scale of demolition works and potential remediation, it benefits from designation as an Enterprise Zone. Given the current land uses of the surrounding area the site is appropriate for B-Class employment use, and in the long term would be appropriate for mixed use development as part of the Wirral Waters scheme. The site should be designated/allocated for mixed use development in an appropriate Local Plan.</p> |   |

### Site Name [267] Wirral Waters - Marina View



**GROSS SITE AREA:**  
4.82 ha

**ESTIMATED NET DEVELOPABLE AREA:**  
0 ha

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The large site is divided into two components, both of which are owned by Peel Holdings. The site forms a key part of the Wirral Waters scheme. The eastern portion of the site contains Tower Quays, an office / workshop area offering 25 small units, of which 6 are advertised to let. The majority of the site is occupied by ArcelorMittal, an importer and exporter of steel products, which includes two large shed buildings and a quayside crane facility. The site lies within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map. |           |
| Strategic Road Access                                      | The site is within 1km of both the A5139 and A554.  | Good      |
| Local Accessibility  | ArcelorMittal can be accessed from Corporation Road, though this is currently not used and the site is accessed from Duke Street to the west. A long perimeter wall cuts the site off from the nearby area. Tower Quays is accessed directly from A554 Tower Road, which is frequently busy. Some car parking is provided at Tower Quays. There are bus stops within 400m of the site, with services to Birkenhead, Broughton, Eastham Rake, Leasowe, Liverpool, Moreton, Wallasey and Woodside. The nearest railway station, Conway Park, is approximately 0.8km away.   | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located north of Birkenhead Town Centre. The site benefits from a large labour market catchment, and has some services in the immediate area.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is adjacent to a range of existing employment uses including light industrial uses, Hilbre Court Business Centre and the Foundry Business Centre along Corporation Road. To the north of Tower Quays is Wirral Metropolitan College's new construction training facility. The overall character of the area is employment with predominantly industrial related uses. The northern boundary is defined by the East Float quayside.   | Very Good |

|   |   |                   |
|---|---|-------------------|
| Developmental and Environmental Constraints     | The site offers a large area for potential re-development, with a level topography. The largest portion of the site, accommodated by ArcelorMittal, requires significant works and likely remediation to meet modern business standards. The extent of any required remediation works are unknown. Access improvements would be needed to improve the accessibility to the site from Corporation Road. A small portion of the site in the north west corner is within Flood Zones 2 and 3.  | Average           |
| Market Attractiveness                           | Approximately a quarter of Tower Quays is advertised to let. Whilst it offers flexible workspace with car parking in proximity to Birkenhead Town Centre the accommodation is of average quality. The remainder of the site is fully occupied by ArcelorMittal. Adjacent to ArcelorMittal on Corporation Road are a number of active garages and repair centres, as well as a number of derelict properties. Currently much of the area immediately adjoining the site along Corporation Road is of poor quality stock with poor kerb appeal. The nearby Foundry Business Centre demonstrates however that there is demand for higher quality refurbished premises. The entirety of the site is owned by Peel Holdings. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. The site also benefits from being designated as an Enterprise Zone with business rates relief available.   | Average           |
| Viability                                       | <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large Industrial (4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | The majority of the site is occupied by ArcelorMittal and it is unlikely to come forward for re-development until the site is made available by Peel Holdings. The site needs access improvements and likely remediation works, though these are not considered to be barriers to delivery as part of a larger development scheme. Condition 6 of the East Float outline planning permission requires any reserved matters application to consider the need to submit a detailed Port Relocation Strategy, including a timetable for implementation, detailing proposals for the methodology and arrangements to facilitate or support the relocation of existing businesses/tenants within the site to be satisfactorily relocated either within the regeneration area or to   |                   |



|   |  |
|---|--|
|   | suitable alternative premises. As the site is likely to be delivered as part of the later phases of the Wirral Waters scheme, the site is likely to be delivered in 5-10 years as part of the Marina View phase.   |
| Planning Designation  | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.  |
| Planning History  | The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012)). Condition 68 requires that within Marina View, a minimum of 60% of the completed podium level development (excluding the tower elements and car parking) shall provide for education, health, community, police and child care facilities. |
| <b>OVERALL SITE RATING</b>  | Good   |
| <b>Recommendation and Potential Future Uses</b>   | The site should be allocated/designated in the longer term (recognising its existing operational port status) for mixed use development with a component of B-Class use as part of the Wirral Waters scheme in a future site-specific local plan and not form part of the Borough's ongoing employment land supply.  |
| <b>SITE SUMMARY:</b>  |  |
| <p>The large site is fully developed, occupying a prominent dockside location. However the frontage with Corporation Road is poor and dominated by a large perimeter wall. Most buildings on the site are old and of generally poor quality, though Tower Quays offers more modern small scale units but the site is part of the Wirral Waters scheme and has outline planning permission for large scale mixed use development, including residential, B1 office space, retail, cultural and leisure uses and a hotel with specific requirements applying to the Marina View quarter. While redevelopment is likely to be costly due to the scale of demolition involved and potential remediation, the site benefits from designation as an Enterprise Zone. Given the current land uses in the surrounding area the site is appropriate for B-Class employment use, and in the long term would be appropriate for mixed use development as part of the Wirral Waters scheme. The site should be designated/allocated for mixed use development in an appropriate Local Plan.</p> |  |

**Site Name [300] Tarran IE - Selwyn Construction**



**GROSS SITE AREA:**  
**0.14 ha**

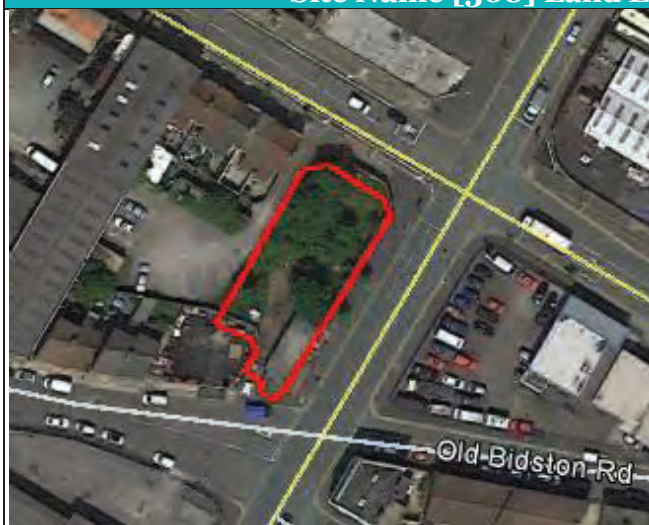
**ESTIMATED NET DEVELOPABLE AREA:**  
**0.14 ha**

| CRITERIA   | COMMENT   | RATING            |
|--|---|-------------------|
| Current Use and Land Type                                  | The site is currently undeveloped except for a large storage container and is primarily used for car parking. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.   |                   |
| Strategic Road Access                                      | The site is approximately 0.17km to the west of the A551.   | Average           |
| Local Accessibility  | The site can be accessed from the A551, which runs to the east of the site, via Tarran Way North and Tarran Way South. A bus service operates along the A551 providing access to Liscard, Moreton, Leasowe and Wallasey. The nearest bus stop is located approximately 0.18km to the south of the site. The nearest train station is Moreton located 0.39 km to the south east of the site. | Very Good         |
| Proximity to Urban Areas and Access to Labour and Services | The site is separated from the main urban area of Moreton by the railway line. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.   | Very Good         |
| Compatibility of Adjoining Uses                            | The site sits within the wider Tarran Industrial Estate. The site is bounded to the north, east and south by existing employment development and, to the west by Tarran Way West, with existing employment development opposite.  | Very Good         |
| Developmental and Environmental Constraints                | The site has a relatively flat topography and is currently undeveloped. The EA Flood Map identifies the site as being located within Flood Zones 2 and 3 and is therefore at risk of flooding. The site is currently being held as expansion land. No other constraints were identified during the site assessment.   | Average           |
| Market Attractiveness                                      | The site sits within the wider Tarran Industrial Estate which is identified as a Primary Industrial Area but is characterised by lower grade employment units. The site has limited development constraints but is located within Flood Zone 2 and 3. The site benefits from good local access and proximity to the urban area of Moreton.  | Good              |
| Viability  | Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is   | Poor to Very Poor |

|  |  |  |
|--|--|--|
|  | <p>likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> |  |
| Barriers to Delivery, Mitigation and Timescales  | The site is located within a Primary industrial area and is currently undeveloped. The site is currently being held as expansion land but could come forward in the next 0-5 years.  |  |
| Planning Designation   | Primarily Industrial Area  |  |
| Planning History   | 12/00003 (06/03/2012) 3 storey office facility with ground floor parking 1,722sqm. Expired.  |  |
| OVERALL SITE RATING  | Good   |  |
| Recommendation and Potential Future Uses   | Safeguard the land for long term B-Class employment use within the Primarily Industrial Area to support potential future expansion by the landowner or until it can be confirmed that the site is available for development; this would exclude the site from the Borough's ongoing employment land supply. An expired planning permission granted permission for B1a development. Given the context of the site and this expired permission, it is considered that the site could best accommodate B1a, B1c and B8 development in future.   |  |
| SITE SUMMARY:  |  |  |
| <p>This brownfield site is separated from the main urban area of Moreton by the railway line. The site benefits from being located within the wider Tarran Industrial Estate which is identified as a Primary Industrial Area. The site benefits from proximity to the urban area of Moreton and good local accessibility. The site has an expired permission for B1a development but is understood to be being held for expansion by the landowner Selwyn Construction. The site is therefore recommended to be safeguarded for long term B-Class employment use.</p> |  |  |



**Site Name [308] Land East of 491 Cleveland Street**



**GROSS SITE AREA:**  
**0.07 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.06 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises an area of vacant grassland and a small cafe. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.   |           |
| Strategic Road Access                                      | The site is immediately adjacent to the A5030.   | Good      |
| Local Accessibility  | The site can be accessed from the A5030 which runs to the north of the site. A bus service is in operation to the north east of the site along the A5030 which provides access to Leasowe, Moreton, Broughton and Eastham Rake. Bus stops are located immediately outside of the site on the A5030. The nearest train station is Birkenhead Park which is 0.3km to the south east of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Birkenhead, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by the A5030, to the east by Duke Street, to the south partially by Old Bidston Road and partially by site 403 and, to the west by existing residential development, which fronts Old Bidston Road and Cleveland Street.  | Good      |
| Developmental and Environmental Constraints                | The site has a relatively flat topography. The area of grassland is overgrown and includes a couple of trees. The site is constrained by its size and shape and the adjacent residential development. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.  | Very Poor |
| Market Attractiveness                                      | The site is included within a Primarily Industrial Area, characterised by lower quality employment units. The site benefits from good strategic and local access but is constrained by its size and shape and would only come forward to meet local need and close proximity to residential development would limit the types of use that could be accommodated.                               | Average   |
| Viability  | Viability for all types of office and industrial development is a  | Very Poor |



|  |   |  |
|--|---|--|
|  | <p>challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> |  |
| Barriers to Delivery, Mitigation and Timescales  | The site is relatively small in size and has relatively few development and environmental constraints. The site is supported by the surrounding infrastructure and affords its own access off the A5030. On the basis of this, it is therefore considered that the site could come forward in the next 0-5 years.   |  |
| Planning Designation   | Primarily Industrial Area   |  |
| Planning History   | Frontage adj 54 Old Bidston Road now site 403   |  |
| OVERALL SITE RATING  | Poor  |  |
| Recommendation and Potential Future Uses   | Safeguard the land for long term B-Class employment use within the Primarily Industrial Area until it can be confirmed that the site is available for new development; this would exclude the site from the Borough’s ongoing employment land supply. Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1c development.  |  |
| SITE SUMMARY:  |   |  |
| This brownfield site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access and few development and environmental constraints but is relatively small in size. It is likely that the site would most likely come forward to meet local demand for a use that would be consistent with residential development nearby, and likely be delivered alongside the adjacent site 403. |   |  |

## Site Name [309] Adj 45 Old Bidston Road



| GROSS SITE AREA:<br>0.13 ha                                |  | ESTIMATED NET DEVELOPABLE AREA:<br>0 ha |
|--|--|---|
| CRITERIA   | COMMENT  | RATING                                  |
| Current Use and Land Type                                  | The site is predominantly hardscaping and is currently in use as a mechanics yard occupied by Twelve Quays Tyre Store Ltd. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primarily Industrial Area.  |   |
| Strategic Road Access                                      | The site is approximately 0.1km to the south west of the A5030.  | Good                                    |
| Local Accessibility  | The site can be accessed from the A5027 either via Old Bidston Road which runs to the north of the site or Price Street to the south. A bus service operates along the A5030 to the north east of the site providing access to Leasowe, Moreton, Broughton and Eastham Rake. The nearest bus stop is located 0.1km to the north west of the site on the A5030. The nearest train station is Birkenhead Park 0.25km to the south east of the site.  | Very Good                               |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Birkenhead, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.  | Very Good                               |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by Old Bidston Road, to the east by existing employment development, to the south by Price Street, and to the west by existing employment development. The land to the south of Price Street is designated as a Primarily Residential Area but the immediate frontage opposite the site is currently occupied by existing employment and retail uses. | Good                                    |
| Developmental and Environmental Constraints                | The site is identified as being within a Primary Industrial Area but is in proximity to a Primarily Residential Area which fronts Price Street. The EA Flood Map identifies the site as being included within Flood Zone 1, at low risk of flooding. The site  | Very Poor                               |

|   |  |           |
|---|--|-----------|
|   | has a relatively flat topography, favourable for development but is constrained by its small plot size and existing occupation.  |           |
| Market Attractiveness   | The site is predominantly hardstanding (and could readily be redeveloped) and is included within a Primarily Industrial Area, characterised by lower quality employment units. The site benefits from good strategic and local access and has relatively few development and environmental constraints, though it suffers from a small plot size.  | Average   |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is in existing use as a mechanics yard. If the site were to be made available for redevelopment it would be expected to come forward in 0-5 years on the basis of its small size and location in Birkenhead.  |           |
| Planning Designation  | Primarily Industrial Area  |           |
| Planning History  | N/A  |           |
| OVERALL SITE RATING   | Poor   |           |
| Recommendation and Potential Future Uses  | The site should be retained within the wider Primarily Industrial Area, as it is fully occupied and considered to be fully developed it does not form part of the Borough’s employment land supply. Given the context of the site and its proximity to potential residential development, it is considered the site would best accommodate B1, and particularly B1c development, were it to become available.  |           |
| SITE SUMMARY:   |  |           |
| This small site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has few development and environmental constraints but suffers from a small plot size and is in proximity to a Primarily Residential Area. Any future redevelopment of the site would need to be sympathetic with the residential land use. As the site is occupied it is considered to be fully developed and should be retained within the Primarily Industrial Area. |  |           |



# Site Name [324] Former Croda



**GROSS SITE AREA:**  
**5.03 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site is currently undergoing construction for employment purposes following planning permission in 2014. The site is a brownfield land use. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area. The site is assumed to be fully developed as it is undergoing construction of 17,530sqm for B1/B2/B8 uses.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41.   | Good      |
| Local Accessibility  | The site can be accessed via Dock Road South which runs to the south east of the site. A bus service is in operation along South View providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.72km to the south west of the site, on South View. The nearest train station is Port Sunlight which is 1.22km to the west of the site.   | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the northern periphery of Bromborough, on the edge of the urban area but within the Wirral International Business Park. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area associated with the wider Wirral International Business Park. The site is bounded to the north by Dibbinsdale Brook and to the east by existing employment development. To the south and west the site adjoins new build residential development, which is already under construction.  | Average   |
| Developmental and Environmental Constraints                | The site is currently undergoing construction for employment purposes and is therefore considered to effectively be fully developed. Council monitoring data indicates that the site is a Part A Site for Pollution Control. This relates to the site itself (former Unichema now closed and cleared) along with two other nearby sites, with the designation registered to Dalkia and Biffa. The EA Flood Map identifies the site as being located within Flood Zones 2 and 3 and at risk of flooding. The site is also within proximity to the Bromborough Pool Conservation Area, | Average   |



|   |   |                   |
|---|---|-------------------|
|   | to the south but given that the site already has consent and is currently under construction, it is unlikely that the site will impact on the setting or character of the Conservation Area.  |                   |
| Market Attractiveness   | The site is identified as being within a Primary Industrial Area, with the surrounding employment development characterised by lower grade industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but has good strategic road and local access as part of the flagship Wirral International Business Park.  | Good              |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large industrial (+4.1% - Good)</li><li>• Small offices (out of town) (-16.7% - Poor)</li><li>• Medium offices (out of town) (-12.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is currently undergoing construction and is therefore considered to have limited future development potential.   |                   |
| Planning Designation  | Primarily Industrial Area   |                   |
| Planning History  | 12/00177 (06/03/2014) mixed-use commercial (B1, B2 and B8) and residential development (5.9ha 17,530sqm B1/B2/B8). Phase 1 factory unit (14/00351) completed. Phase 2 factory unit (16/00847 (22/09/2016) Lexicraft Factory 3,334sqm under construction.  |                   |
| OVERALL SITE RATING   | Good  |                   |
| Recommendation and Potential Future Uses  | 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. Given the context of the site and the current development that has commenced, it is considered that the site best accommodates B1, B2 and B8 development.   |                   |
| SITE SUMMARY:   |   |                   |
| This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primarily Industrial Area and benefits from good strategic road and local access but is already undergoing construction and considered to be fully developed. The site therefore does not form part of the Borough's future employment land supply. Given the context of the site and the current development that has commenced, it is considered that the site best accommodates B1, B2 and B8 development. |   |                   |

**Site Name [327] Vacant Land at George Street**



**GROSS SITE AREA:**  
**0.05 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.05 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The cleared site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.   |           |
| Strategic Road Access                                      | The site is within 1km of the A5030 and the A554.  | Good      |
| Local Accessibility  | The site can be accessed either from George Street to the north or Lord Street to the west. A bus service is in operation along the A554 to the north of the site providing access to Liverpool, Leasowe, Birkenhead, Broughton, Eastham Rake and Woodside. The nearest bus stop is 0.17km to the north of the site, on the A554. The nearest train station is Conway Park which is 0.4km to the south west of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Birkenhead, which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by existing development and the road network. The site is bounded to the north by George Street, to the east partially by vacant grassland and partially by existing employment development, to the south by existing employment development and, to the west by Lord Street, with existing employment development beyond.                   | Very Good |
| Developmental and Environmental Constraints                | The site is relatively small in size and has a relatively flat topography, comprising vacant grassland. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. A small substation is located on the north western corner of the site. The site is constrained by its small plot size.   | Very Poor |
| Market Attractiveness                                      | The site is within a Primary Industrial Area which is characterised by lower grade industrial units but benefits from few development and environmental constraints, good strategic road and local access and proximity to Birkenhead Town Centre.   | Good      |
| Viability  | Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that   | Very Poor |

|   |   |  |
|---|---|--|
|   | <p>occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> |  |
| Barriers to Delivery, Mitigation and Timescales   | The site is relatively small in size and benefits from few development and environmental constraints and is located within a Primary Industrial Area. On the basis of this, it is considered that the site could come forward in 0-5 years.   |  |
| Planning Designation  | Primarily Industrial Area   |  |
| Planning History  | N/A   |  |
| OVERALL SITE RATING   | Poor  |  |
| Recommendation and Potential Future Uses  | Safeguard the land for long term B-Class employment use within the Primarily Industrial Area until it can be confirmed that the site is available for new development; this would exclude the site from the Borough’s ongoing employment land supply. Given the context of the site and proximity to Birkenhead Town Centre, it is considered that the site could come forwards for a range of commercial uses, which could include B-Class use and particularly B1.  |  |
| SITE SUMMARY:   |   |  |
| <p>This brownfield site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has relatively few development and environmental constraints but is small in size and would only be able to accommodate small scale employment development which would most likely serve only local need. Given the context of the site and proximity to Birkenhead Town Centre, it is considered that the site could come forwards for a range of commercial uses, which could include B-Class use and particularly B1. The site is recommended to be safeguarded and excluded from the Borough’s ongoing employment land supply until its availability for development is confirmed.</p> |   |  |



**Site Name [328] Former Pallet Centre**



**GROSS SITE AREA:**  
**0.63 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.63 ha**

| CRITERIA   | COMMENT  | RATING         |
|--|--|----------------|
| Current Use and Land Type                                  | The site is a triangular plot of cleared brownfield land adjacent to the A554 and dockside waterfront in Seacombe. The site is level and was previously used as a pallet manufacturing and storage yard. The UDP Proposals Map designates the site as a Primarily Industrial Area.   |                |
| Strategic Road Access                                      | The site is within 1km access to the A5139.  | Good           |
| Local Accessibility  | The site is accessible directly from the A554, with a good HGV accessible entranceway. The site is adjacent to bus stops with services to Birkenhead, Liverpool, Woodside, New Brighton and Wallasey. The nearest railway station is Birkenhead Hamilton Square which is approximately 1.5km away.   | Very Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is in Seacombe between Wallasey and Birkenhead and has a good local labour market catchment albeit with a more limited range of local services on offer.  | Very Good      |
| Compatibility of Adjoining Uses                            | The site is bordered by the A554 to the west and Alfred Dock to the south. The site is adjacent to and in close proximity to existing B-Class and other employment uses, including Huws Gray Building & Timber Merchants, Mill Mac Flooring, Dream Merchants Bedcentre, and China Spirit (an office-based cultural health & well-being centre) and a car sales centre, to the north and west; and Cetco Europe and the PL Transtore tank farm to the east. | Very Good      |
| Developmental and Environmental Constraints                | The site is level though of a triangular shape and offers a relatively modest sized plot for re-development. The western third of the site, associated with the quayside, is in Flood Zones 2 and 3.   | Average        |
| Market Attractiveness                                      | The site is located in the Birkenhead and Wallasey market area, and is well located to the labour supply of both Wallasey and Birkenhead. The site affronts the A554 in a prominent dockside location, adjacent to the Wirral Waters development proposals to the immediate south west of the site. The level  | Average / Poor |



|  |   |                   |
|--|---|-------------------|
|  | site would likely appeal to both occupiers and developers. It is not currently advertised but agents are acting for the landowner and it is available for sale. The triangular plot, modest size and adjacent tank farm could however limit the occupiers looking for small to medium sized light industrial premises or port-related uses. The site is located in an area with predominantly poorer to average quality employment units, although the site itself is in an attractive roadside location.   |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large industrial (+4.1% - Good)</li><li>• Large Urban Office (-20.5% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | There are no known barriers to delivery, though part of the site falls within Flood Zones 2 and 3 which would constrain development. The site is available to the market but has not received significant interest and remains undeveloped since the former Pallet Centre was demolished in 2012. The site is expected to be delivered in 5 to 10 years.  |                   |
| Planning Designation   | Primarily Industrial Area designated for B1, B2 or B8 employment use  |                   |
| Planning History   | The only known planning application in recent years relates to the closure and demolition of the former Pallet Centre (DEM/12/00643, decided June 2012).  |                   |
| OVERALL SITE RATING  | Average   |                   |
| Recommendation and Potential Future Uses   | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. Small to medium sized industrial development of B1c, B2 or B8 would be most appropriate for the site given its location and adjacent land uses.  |                   |
| SITE SUMMARY:  |   |                   |
| The site covers a triangular plot directly fronting the A554, with established HGV access infrastructure. The site is well located in Seacombe, between Birkenhead and Wallasey and benefits from this access to local labour. The site is currently available to the market but has not received significant interest and remains undeveloped since the former Pallet Centre was demolished in 2012. The site could however meet the needs of small local occupiers and is expected to be delivered in 5 to 10 years. The site should therefore be allocated for employment development as part of a wider Primarily Industrial Area for B1, B2 and B8 development. |   |                   |

## Site Name [329] Unilever Research Laboratories (South Site)



**GROSS SITE AREA:**  
**2.93 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.77 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises the remainder of a developed complex and includes recently tarmacked land to the east, which represents an extension to Unilever's existing car park; a woodland path beside a stream on the northern part of the site; and a wooded area to the west. The site is entirely owned by Unilever. The UDP Proposals Map designates the site as a Primarily Industrial Area.  |           |
| Strategic Road Access                                      | The site is accessed via Bromborough Road to the north, from which the A41 can be accessed 1.5km to the south east.  | Poor      |
| Local Accessibility  | The site can be accessed from Bromborough Road and via the main entrance to the existing Unilever Research complex, via the extended car park to the south. Bromborough Road, to the south, is narrow and restricted via a low-lying bridge, with a clearance of 3.9m underneath the railway line 100 metres to the south east of the site. The strategic road network can however be accessed without restriction from the north of the site. The nearest train station is Spital, which is 0.45km to the south east of the site. | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is identified as a Primary Industrial Area within the urban area of Bebington, which is identified as a primary urban area within the Borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is well contained by existing development and mature landscape features. The site is bounded to the north by the Unilever R&D works, to the east by the rail line and the existing Unilever car park; to the south by a wooded area and   | Average   |

|   |  |                   |
|---|--|-------------------|
|   | residential properties, and to the west by residential properties.   |                   |
| Developmental and Environmental Constraints | <p>It is understood that the site was formerly in use as a golf course but that much of the site has now been redeveloped to provide additional research laboratories. The north-western rectangle of land has recently been landscaped and provides an attractive footpath alongside the stream, to be used by employees to access the car park from the Unilever complex to the north. The eastern part of the site has been tarmacked and comprises an extension to the existing main Unilever car park, which will now further reduce the net developable area available.</p> <p>The western part of the site comprises a wooded area split in two by a perimeter fence, and comprises overgrown, semi-mature woodland. There are levels issues to the north and the stream continues on into the northern area of the site. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Unilever manufacturing site, to the east. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.</p>            | Average           |
| Market Attractiveness                       | <p>The site is currently owned by Unilever, and the remaining area that is now not in use as a car park is essentially undeveloped landscaping with much of it in use for recreational purposes by existing Unilever staff. Modern industrial buildings have recently been constructed by Unilever on another part of the complex to the north of the site.</p> <p>As things stand the site would have to be accessed via the existing car park and is fully in the control of Unilever, who have confirmed that they have no plans to redevelop the site for the foreseeable future.</p>  | Poor              |
| Viability                                   | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Poor to Very Poor |

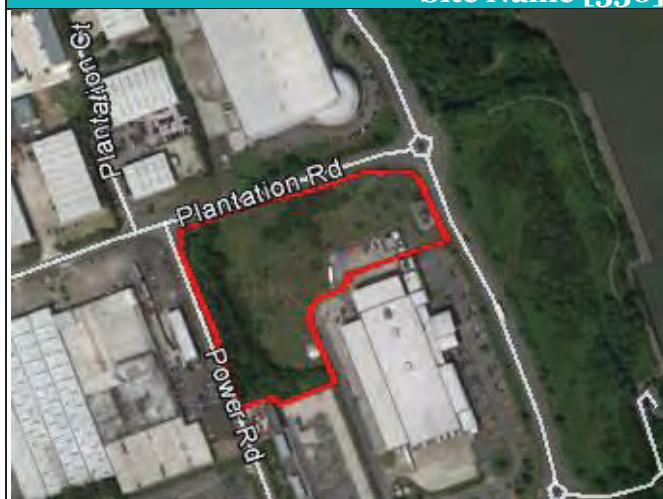
|   |  |
|---|--|
| Barriers to Delivery, Mitigation and Timescales | As noted above the site is owned by Unilever, with much of it comprising an extension to the existing car park and an attractive existing landscaped footpath. Unilever has confirmed that it has no immediate plans to redevelop the remaining part of the site, which will be retained for their current and future use. The site is not therefore available for additional development. |
| Planning Designation                            | Primarily Industrial Area  |
| Planning History                                | The planning history, including the provision of the most recent car park, relates to the development and completion of the adjoining Unilever Research complex to the immediate north of the site   |
| <b>OVERALL SITE RATING</b>                      | Average  |
| <b>Recommendation and Potential Future Uses</b> | The site should be safeguarded for long term employment use and retained as a Primarily Industrial Area; this means the site is excluded from the Borough's ongoing employment land supply, as the remaining area is not available for further development.  |

#### **SITE SUMMARY:**

This site is located within the urban area of Bebington and forms part of the wider Unilever Research complex, to the north. Part of the site has already been redeveloped for car parking and much of the remainder is unsuitable for redevelopment given the extent of woodland and landscaping including a stream and footpath. Unilever currently has no plans to redevelop the remainder of the site for the foreseeable future which will remain under their control as part of their management of the wider complex. The site should therefore be retained as a Primarily Industrial Area and safeguarded for long term employment use, removing it from the Borough's future employment land supply.



## Site Name [330] Tulip Expansion



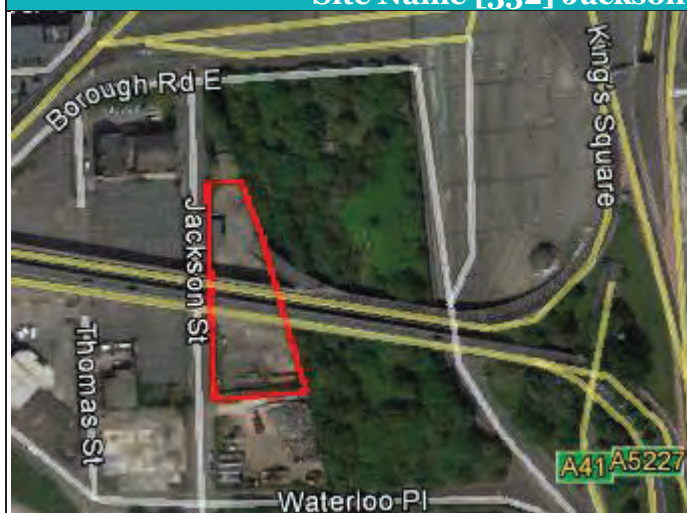
**GROSS SITE AREA:**  
**2.17 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**2.06 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises vacant grassland and is being retained as expansion land. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of a larger employment development site.  |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Old Hall Road.   | Good      |
| Local Accessibility  | The site does not currently support a formal independent access. An access to the site can however be delivered off Plantation Road which runs to the west of the site or via the Tulip factory site to the south. A bus service is in operation along Stadium Road which provides access to Leasowe, Moreton and Broughton, bus stops are provided along Stadium Road, 0.31km to the south west of the site. The nearest train station is Bromborough Rake which is 1.75km to the south west of site.   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough, which is identified as a primary urban area within the Borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is allocated for employment development and sits within an established employment area. The site is bounded to the north by Plantation Road, with existing employment development beyond; to the east by Riverbank Road and site 17, which is subject to an agreed employment development proposal to the south by existing employment development and, to the west by Power Road and existing employment development.  | Very Good |
| Developmental and Environmental Constraints                | The site is undeveloped and has a relatively flat topography, following previous reclamation associated with the development immediately to the south. Parts of the site are vegetated and will require clearing if the site is to come forward for development. A mature tree belt is present along the western boundary of the site. A large substation is located in the north eastern corner of the site. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the FMC site to the north and the SAFC Hitech Ltd site to the south west. The EA Flood Map | Good      |

|   |   |                   |
|---|---|-------------------|
|   | identifies the site as being located within Flood Zone 1 at low risk of flooding.   |                   |
| Market Attractiveness   | The site is undeveloped and is allocated for employment development, sitting within an established employment area. The site is part of the wider adjoining factory complex. The surrounding employment development is characterised by modern, high quality office, industrial and storage units. The site is on the edge of the urban area of Bromborough but benefits from the good strategic road and local access associated with the flagship Wirral International Business Park.   | Very Good         |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is undeveloped and benefits from few development and environmental constraints. The site is currently being retained as expansion land and is supported by the requisite infrastructure associated with neighbouring employment development. On the basis of this, the site could come forward in the next 0-5 years.  |                   |
| Planning Designation  | Part of a larger Employment Development Site.   |                   |
| Planning History  | N/A   |                   |
| <b>OVERALL SITE RATING</b>  | Good  |                   |
| <b>Recommendation and Potential Future Uses</b>   | Retain allocation as an Employment Development Site. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development.   |                   |
| <b>SITE SUMMARY:</b>  |   |                   |
| <p>This brownfield site is located on the edge of the urban area of Bromborough. The site is undeveloped and is allocated for employment development and benefits from good strategic road and local access. The site has relatively few development and environmental constraints that would impact on the site come forward for development. The site is currently being retained as expansion land and should continue to be allocated for new employment development.</p> |   |                   |

**Site Name [332] Jackson Street/Waterloo Place**



**GROSS SITE AREA:**  
**0.31 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.31 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site comprises an area of hardstanding which is currently in use for storage, occupied by Wirral Storage and Rockhold Scaffolding. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.  |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via the one-way system associated with the surrounding Hind Street Industrial Area.   | Good      |
| Local Accessibility  | The site can be accessed off Jackson Street which runs to the east of the site and is a one way street for traffic coming off Borough Road East. A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.2km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.21km to the west of the site. | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bound to the north and east by mature woodland associated with site 84; to the south by existing employment development and, to the west by Jackson Street with existing employment development opposite, including site 355.   | Very Good |
| Developmental and Environmental Constraints                | The site has a relatively flat topography but is constrained by the tunnel flyover access road and its associated concrete pillars overhead. The site is further constrained by its proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is also constrained by its small and irregular plot size.   | Poor      |
| Market Attractiveness                                      | The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by  | Average   |

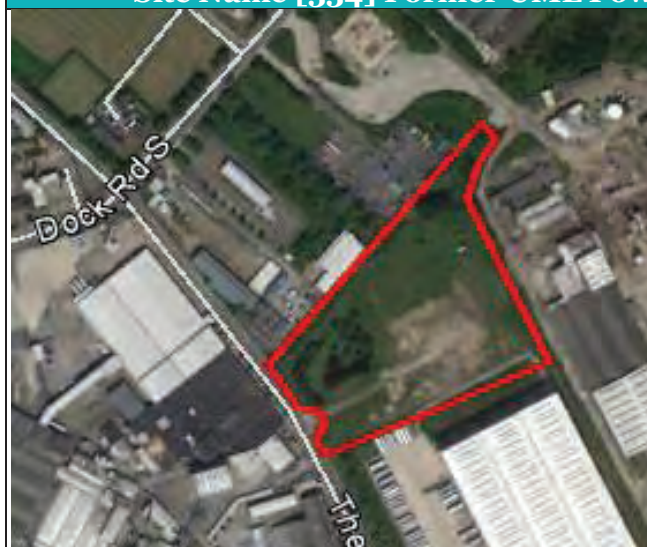


|  |   |                   |
|--|---|-------------------|
|  | lower quality industrial units. The site benefits from proximity to Birkenhead Town Centre and good strategic road access, though local accessibility is constrained by the one way system. Given the proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. Flexibility should therefore be encouraged to bring the site forward to developments, perhaps associated with the reconfiguration and redevelopment of other surrounding sites.   |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is predominantly undeveloped but the developable area is constrained by the tunnel flyover and its associated concrete pillars. It is therefore most likely that the site would come forward to meet local demand and a specific occupier. The site has the ability to come forward in the next 0-5 years but depending on demand for that type of space, delivery could slip to 5-10 years.   |                   |
| Planning Designation   | Primarily Industrial Area   |                   |
| Planning History   | N/A   |                   |
| OVERALL SITE RATING  | Poor  |                   |
| Recommendation and Potential Future Uses   | Given this context and delivery challenges of the site, it is recommended to be re-designated for commercial-led mixed-use development in a future site-specific local plan alongside the adjoining sites, and not form part of the Borough’s ongoing employment land supply. Given the location of the site in proximity to Birkenhead Town Centre, the site is appropriate for a variety of commercial uses which may include a component of B-Class use. Flexibility of uses should be encouraged to deliver the site together with the surrounding sites.   |                   |
| SITE SUMMARY:  |   |                   |
| This small brownfield site is located within the urban area of Birkenhead, within proximity to the Town Centre. The site is included within a Primary Industrial Area and is predominantly undeveloped but is constrained by the tunnel flyover overhead and its associated concrete pillars. Any development on the site would need to be flexible and suited to the developable area of the site; it is likely that the site would only currently come forward to meet local demand or a specific occupier. It is recommended to be re-designated for commercial-led mixed-use development in a future site-specific local plan alongside the adjoining sites. Given the proximity to Birkenhead Town Centre the site could however be appropriate for a variety of commercial uses which may include a component of B-Class |   |                   |



use and flexibility of uses should be encouraged to deliver the site, perhaps associated with the potential reconfiguration and redevelopment of other surrounding sites.

**Site Name [334] Former UML Power Station (balance of former site 75)**



**GROSS SITE AREA:**  
**2.78 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site is currently under construction for employment purposes and assumed to be fully developed. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.  |           |
| Strategic Road Access                                      | The site is within 1km of the A41.   | Good      |
| Local Accessibility  | The site can be accessed from Thermal Road which runs to the south west of the site. A bus service is in operation along Thermal Road which provides access to Leasowe, Moreton and Broughton. The nearest bus stop is 0.3km to the south of the site. The nearest train station is Spital which is 1.4km to the south west of site.   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is peripheral in location, on the edge of the urban area of Bromborough, which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area. The site is bounded to the north, east and south by existing employment development and, to the west by Thermal Road, with employment development beyond.  | Very Good |
| Developmental and Environmental Constraints                | The site is currently under construction for employment purposes and is considered to have no further future development potential. Council monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Lubrizol site to the east. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. | Good      |
| Market Attractiveness                                      | The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by a mix of lower and higher value office and industrial units. The site is on the edge of the urban area of Bromborough but benefits from the good strategic road and local access associated with the flagship Wirral International Business Park.                                   | Good      |

|  |  |                   |
|--|--|-------------------|
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large industrial (+4.1% - Good)</li><li>• Small offices (out of town) (-16.7% - Poor)</li><li>• Medium offices (out of town) (-12.7% - Poor)</li><li>• Large Distribution (9.7% - Good)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is currently undergoing construction and is considered to have limited future development potential.  |                   |
| Planning Designation   | Primarily Industrial Area  |                   |
| Planning History   | 16/01143 (04/11/2016) six new B1, B2, B8 industrial units 8,194sqm   |                   |
| OVERALL SITE RATING  | Good   |                   |
| Recommendation and Potential Future Uses   | Retain designation as part of a wider Primarily Industrial Area; as the site is undergoing construction it is assumed to be fully developed and therefore does not form part of the Borough’s employment land supply. Given the context of the site and the current development that has commenced on the site, it is considered that the site best accommodates B1c, B2 and B8 development.   |                   |
| SITE SUMMARY:  |  |                   |
| This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access. The site is currently undergoing construction and is considered to be fully developed and therefore does not form part of the Borough’s employment land supply. Given the context of the site and the current development that has commenced on the site, it is considered that the site best accommodates B1c, B2 and B8 development. |  |                   |

**Site Name [341] Arnwood Phase 2 (balance of former site 241)**



**GROSS SITE AREA:**  
**0.16 ha**

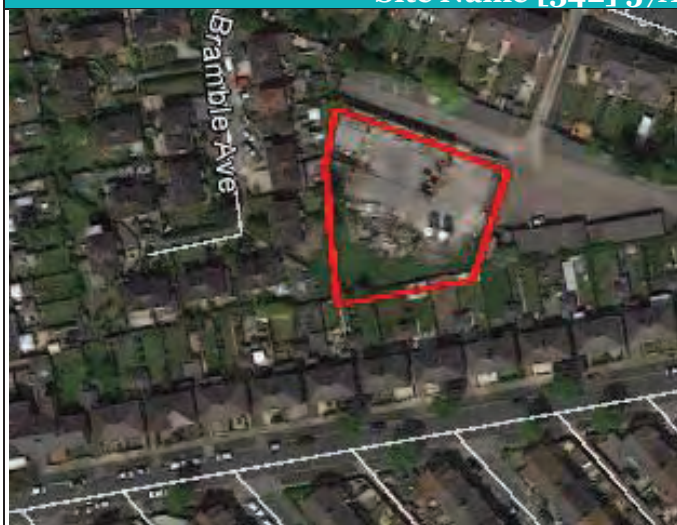
**ESTIMATED NET DEVELOPABLE AREA:**  
**0.16 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises a cleared area of hardstanding which has recently been granted permission for employment development as the final phase of a successful multi-phase employment development. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of a larger employment development site.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41.  | Good      |
| Local Accessibility  | The site can be accessed from Stadium Road via Stadium Court which runs to the west of the site. A bus service is in operation along Stadium Road which provides access to Leasowe, Moreton and Broughton. Bus stops are provided along Stadium Road, 0.28km to the south west of the site. The nearest train station is Bromborough Rake which is 1.6km to the south west of site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is allocated for employment development and sits within a larger industrial estate. The site is bounded to the north by an area of hard standing which is used as a turning head to the site, to the east by the employment development at Plantation Court to the south by industrial units and, to the west by an office development.                                    | Very Good |
| Developmental and Environmental Constraints                | The site has a relatively flat topography, preferable for development. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is constrained by its small plot size but is the final phase of a successful multi-phase employment development.   | Very Poor |
| Market Attractiveness                                      | The site is allocated for employment development and sits within an established employment area. The surrounding employment development is characterised by modern, high quality office, industrial and storage units. The site is on the edge of the urban area of Bromborough but benefits from the good strategic road and local access, associated with the                     | Very Good |



|  |  |           |
|--|--|-----------|
|  | flagship Wirral International Business Park.   |           |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site benefits from a recent extant permission for employment development by an active developer who has already completed units to the north and west of the site. The site has few development and environmental constraints and by virtue of its size, the site could come forward in the next 0-5 years.  |           |
| Planning Designation   | Employment Development Site  |           |
| Planning History   | 16/01076 (27/09/2016) three new B1, B2, B8 industrial units 375sqm   |           |
| OVERALL SITE RATING  | Good   |           |
| Recommendation and Potential Future Uses   | Retain allocation as an Employment Development Site. Given the context of the site and its extant permission, it is considered that site could best accommodate B1, B2, and B8 development.  |           |
| SITE SUMMARY:  |  |           |
| This brownfield site is located on the edge of the urban area of Bromborough. The site is designated for employment development and benefits from good strategic road and local access. The site currently benefits from a recent extant permission which grants development for B1, B2 and B8 for a developer who has already been active within the area. The site should therefore continue to be allocated for employment development. |  |           |

**Site Name [342] 57A-59 Norman Street**



**GROSS SITE AREA:**  
**0.18 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.18 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The majority of the site is undeveloped except for a derelict structure and a dry silo monitoring tank. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Residential Area.  |           |
| Strategic Road Access                                      | The site is within 1km of the A553.   | Good      |
| Local Accessibility  | The site can be accessed off Norman Street which runs to the north of the site. The access road into the site is poorly maintained and narrow between existing residential properties. A bus service is in operation along Park Road North to the south east of the site providing access to West Kirby, Birkenhead and Liverpool. The nearest bus stop is approximately 0.2km to the east of the site, on Park Road North. The nearest train station is Birkenhead North which is 0.6km to the north west of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is situated within a predominantly residential area in North Birkenhead, on the edge of the urban area of Birkenhead approximately 2.6km from Birkenhead Town Centre. Birkenhead is identified as a primary urban area which provides access to a wide range of services and facilities and a good labour supply.  | Good      |
| Compatibility of Adjoining Uses                            | The site is located within a Primary Residential Area to the rear of residential properties. The site is bounded to the north and east by areas of hardstanding surrounded by residential development; and to the south and west by the rear of residential properties.   | Very Poor |
| Developmental and Environmental Constraints                | Given the surrounding land uses, it is considered that the site is more appropriate for residential development. The majority of the site is undeveloped except for a dilapidated building for which demolition costs will need to be incurred. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding and is constrained by its small plot size.   | Very Poor |
| Market Attractiveness                                      | The site benefits from good local accessibility and its proximity to Birkenhead Town Centre is a backland site within a Primary Residential Area and it is therefore considered that  | Poor      |

|  |   |           |
|--|---|-----------|
|  | employment development would be incompatible with the surrounding development.  |           |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | Given the context of the site, it is considered that it is better pursued for residential development. The site is not expected to be delivered before 10 to 15 years.  |           |
| Planning Designation   | Primarily Residential Area  |           |
| Planning History   | 11/01240 (19/12/2012) five B1/B8 industrial units 300sqm  |           |
| OVERALL SITE RATING  | Very Poor   |           |
| Recommendation and Potential Future Uses   | The site should not be allocated for B-Class use or included in the future employment land supply. Given the context of the site, it is considered that a residential development would be the most appropriate use for the site.   |           |
| SITE SUMMARY:  |   |           |
| This brownfield site is included within the Primary Residential Area of North Birkenhead. The site benefits from good local accessibility and connectivity to Birkenhead Town Centre but is backland located within a predominately residential area and it is considered that the site would be better pursued for residential purposes, to complement the surrounding development. |   |           |

### Site Name [343] Darlington's Yard



**GROSS SITE AREA:**  
**0.01 ha**

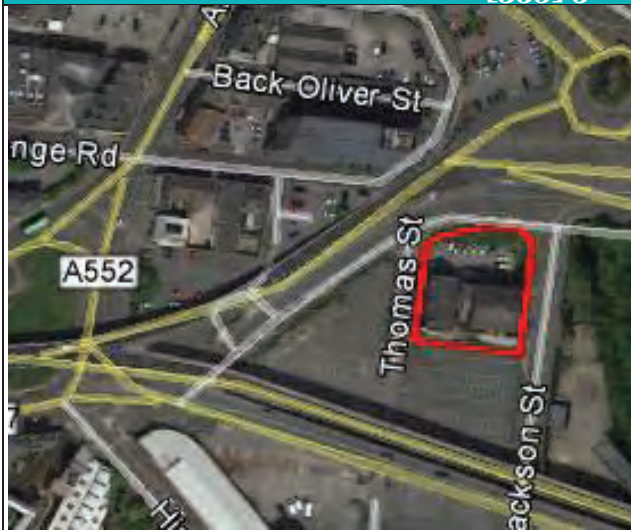
**ESTIMATED NET DEVELOPABLE AREA:**  
**0.01 ha**

| CRITERIA   | COMMENT  | RATING            |
|--|--|-------------------|
| Current Use and Land Type                                  | The site is currently occupied by a storage container for the storage and chilling of food. The site is classed as brownfield land. The UDP Proposals Map identifies the site as Green Belt.   |                   |
| Strategic Road Access                                      | The site is adjacent to the A540.  | Average           |
| Local Accessibility  | The site can be accessed immediately from the A540 which runs to the south of the site. A bus service is in operation along the A540 providing access to Chester, West Kirby, Moreton and Oxtan. Bus stops are located immediately outside of the site on either side of the A540. The nearest train station is Heswall which is 1.3km to the north of the site. | Very Good         |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Heswall which is identified as a primary urban area within the Borough, providing access to a labour supply, services and facilities.   | Very Good         |
| Compatibility of Adjoining Uses                            | The site sits within a wider industrial estate adjacent to Bridgehouse Farm. The site is bounded to the north by car parking, to the east by existing employment development, to the south by existing employment development and to the west by a further area of car parking.  | Good              |
| Developmental and Environmental Constraints                | The site and the surrounding area is currently designated as Green Belt. The site is primarily constrained by its size and shape. No other constraints were identified during the site assessment. The site is significantly constrained by its plot size.   | Very Poor         |
| Market Attractiveness                                      | The site is constrained by its size and shape and could only accommodate a small amount of development. The site would most likely only be developed to meet local demand. The site benefits from sitting within a wider employment site which has good local access.  | Very Poor         |
| Viability  | Viability for all types of office and industrial development is a significant challenge within West Wirral and Rural Areas. The modest development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements.  | Poor to Very Poor |



|  |   |  |
|--|---|--|
|  | <p>Based on the size of the site and its location in the West Wirral and Rural Areas market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> |  |
| Barriers to Delivery, Mitigation and Timescales  | Due to the size of the site and its limited development and environmental constraints, it is likely that the site could come forward in 0-5 years.  |  |
| Planning Designation   | Green Belt  |  |
| Planning History   | 12/00142 (25/05/2012) two new B8 units 206sqm. Expired  |  |
| OVERALL SITE RATING  | Very Poor   |  |
| Recommendation and Potential Future Uses   | The site should not be allocated for employment development. Given the limited size of the site it is considered that it is likely to be insufficient to support any significant amount of B-Class development and is most likely to continue to be used for storage, as part of the wider estate. It should not be included within the future employment land supply now planning permission has lapsed.   |  |
| SITE SUMMARY:  |   |  |
| This small brownfield site sits within a wider industrial estate and is located on the urban edge of Heswall in the Green Belt. The site is constrained by its size and shape but benefits from a historic permission for a small B8 development. It likely that if the site were to come forward for development it would only be to meet small scale local demand, subject to national Green Belt controls. The site should not therefore be allocated for employment or included in the future land supply. |   |  |

**Site Name [355] 5 Thomas Street, Birkenhead**



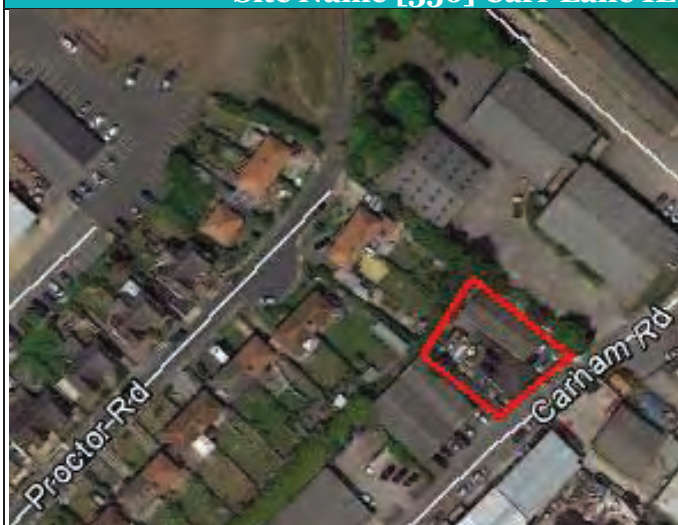
**GROSS SITE AREA:**  
**0.17 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises a converted former cinema in commercial use and a small area of hardstanding which is used for car parking. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41.   | Good      |
| Local Accessibility  | The site can be accessed off Borough Road East which runs to the north of the site and is in part a one way street. Bus services operate along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.3km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.15km to the south west of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is within the urban area of Birkenhead, within close proximity to the Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bounded to the north by Borough Road East, to the east by Jackson Street, with sites 84 and 332 opposite; to the south by a large car park; and, to the west by Thomas Street and a further area of car parking.   | Good      |
| Developmental and Environmental Constraints                | The site is already fully developed and has limited future development potential, without the demolition of the existing occupied building. The site otherwise has a relatively flat topography; the EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding and a small substation is also located on the site, which is also constrained by its small plot size.  | Very Poor |
| Market Attractiveness                                      | The site is identified as being within a Primary Industrial Area. The on-site development is of lower environmental  | Average   |

|  |   |           |
|--|---|-----------|
|  | quality and would require refurbishment or redevelopment in order to meet modern day business requirements but benefits from limited development and environmental constraints, good strategic road and local access and proximity to Birkenhead Town Centre.   |           |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is already fully developed and occupied; future development of the site would need to be either through the intensification of the existing use or through the refurbishment or redevelopment of the existing building so that it can meet modern day business requirements.   |           |
| Planning Designation   | Primarily Industrial Area   |           |
| Planning History   | 13/00710 (23/07/2013) Change of use of ground floor nightclub to facilities management office and manufacturing 624sqm  |           |
| OVERALL SITE RATING  | Average   |           |
| Recommendation and Potential Future Uses   | Whilst the current land uses on the site are considered appropriate, future redevelopment could favour a mixed use development to reflect the proximity to Birkenhead Town Centre which could include a variety of commercial uses including B1 use, perhaps associated with the redevelopment of other sites within the vicinity. Given this context and delivery challenges of the site, it is recommended to be re-designated for commercial-led mixed-use development in a future site-specific local plan alongside the adjoining sites, and not form part of the Borough’s ongoing employment land supply.  |           |
| SITE SUMMARY:  |   |           |
| This brownfield site is located within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access but is fully developed and currently has limited future development potential. Future development of the site would either need to be through the intensification of the existing use or the refurbishment or redevelopment of the existing building to meet modern day business requirements. Whilst the current land uses on the site are considered appropriate, future redevelopment could favour a mixed use development to reflect the proximity to Birkenhead Town Centre, which could include a variety of commercial uses including B1 use. |   |           |

**Site Name [356] Carr Lane IE - Former Dental Laboratory**



**GROSS SITE AREA:**  
**0.07 ha**

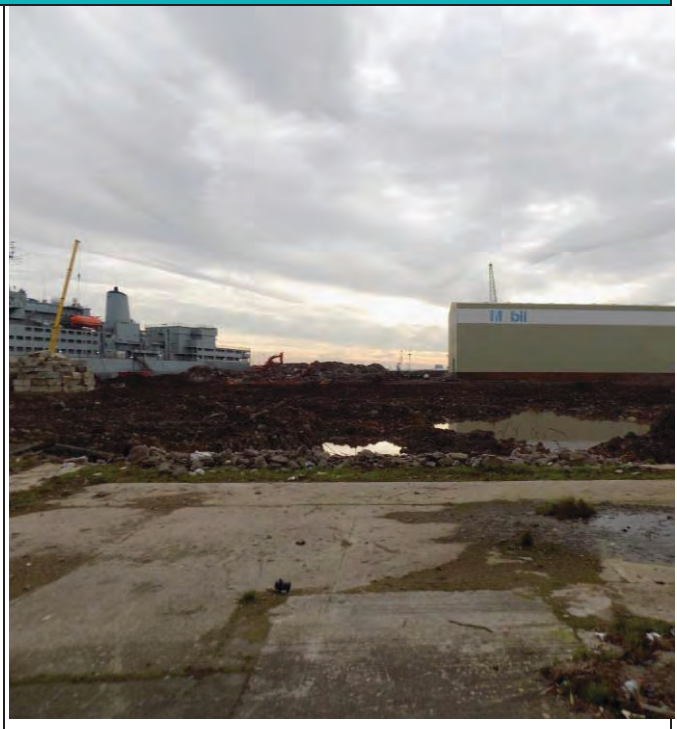
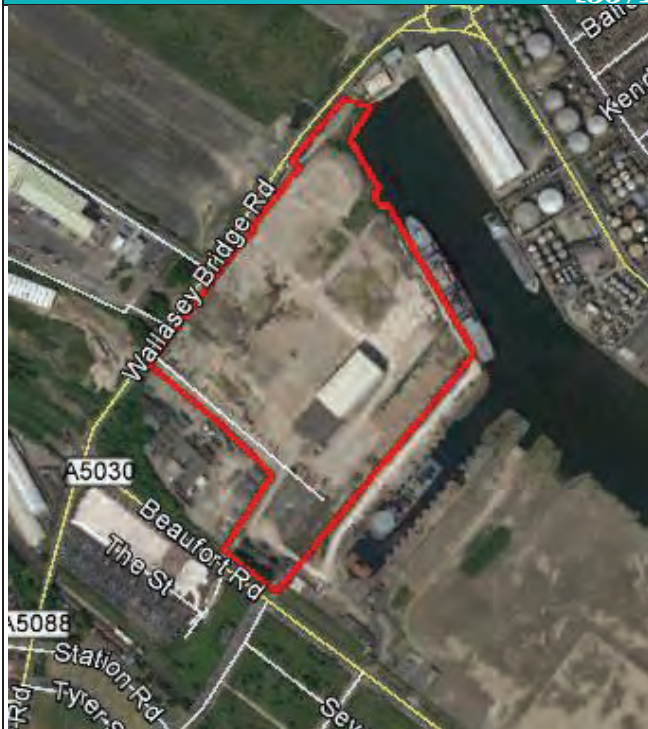
**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site is currently occupied by Roof Management Ltd. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.  |           |
| Strategic Road Access                                      | The site is approximately 0.6km to the south of the A553 via Carr Lane.   | Average   |
| Local Accessibility  | The site can be accessed from the A540 via Carr Lane and Carham Road. Carham Road is narrow and has a high level of on-street parking which further compromises accessibility. Bus services operate along the A553 to the north west of the site which provide access to Bromborough, Wallasey, Greasby, Moreton, Birkenhead, New Ferry, West Kirby and Chester. The nearest bus stop is 0.43km to the north west of the site on the A553. The nearest train station is Hoylake which is 0.7km to the west.   | Average   |
| Proximity to Urban Areas and Access to Labour and Services | The site is separated from the urban area of Hoylake by the Liverpool to West Kirby railway line. Hoylake is identified as a secondary urban area within the Borough which offers a more limited range of services and facilities and a smaller local labour supply.  | Average   |
| Compatibility of Adjoining Uses                            | The site sits within a small Primary Industrial Area to the south of Hoylake, interspersed with residential development. The site is bounded to the north by the curtilage of residential property, to the east by existing employment development, to the south by Carham Road and existing employment development, and to the west by existing employment development.  | Average   |
| Developmental and Environmental Constraints                | The site is currently fully developed and occupied but has permission for a new and replacement business unit. Although sitting within a Primary Industrial Area the site abuts residential development to the north. The site has a relatively flat topography, with a few mature trees along the northern boundary. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is also constrained by its small plot size and location towards then end of Carham Road, which is often constrained by on-street | Very Poor |



|   |  |                   |
|---|--|-------------------|
|   | parking.   |                   |
| Market Attractiveness   | The site is located within a primary industrial area and is supported by surrounding infrastructure. The surrounding infrastructure and units are however of lower quality and largely occupied by local businesses. Otherwise, the site has few development and environmental constraints and benefits from good local access.  | Average           |
| Viability   | <p>Viability for all types of office and industrial development is a significant challenge within West Wirral and Rural Areas. The modest development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements.</p> <p>Based on the size of the site and its location in the West Wirral and Rural Areas market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is currently fully developed and occupied and, has limited future development potential beyond the requirements of the existing occupier.   |                   |
| Planning Designation  | Primarily Industrial Area  |                   |
| Planning History  | 13/01509 (12/03/2014) New B1/B8 unit 116sqm. 15/00582 (02/07/2015) demolition of existing office (135sqm) and construction of new office/warehouse building 371sqm   |                   |
| OVERALL SITE RATING   | Poor   |                   |
| Recommendation and Potential Future Uses  | Retain designation as part of a wider Primarily Industrial Area; because the site is fully developed it does not form part of the Borough's future employment land supply. The site is currently fully occupied and suitably accommodates B1a and B8 development.  |                   |
| SITE SUMMARY:   |  |                   |
| <p>This small brownfield site is at the fringe of the urban area of Hoylake. The site benefits from good local accessibility to public transport and is located within a Primary Industrial Area. The site is however constrained by its size, local road access and the fact that it abuts residential development to the north. The site is currently fully developed and has limited future development potential, with permission granted for replacement accommodation for the existing occupier, and so should be retained as part of the wider Primarily Industrial Area. Because the site is fully developed it does not form part of the Borough's employment land supply.</p> |  |                   |

**Site Name [357] Former Mobil Oil**



**GROSS SITE AREA:**  
**9.36 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**8.43 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | This large site is predominantly vacant brownfield land, which still accommodates a large high-bay industrial shed. The site is currently undergoing ground preparation works. The site was previously occupied by Mobil Oil, a former industrial use within the Birkenhead Dock Estate. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |           |
| Strategic Road Access                                      | The site is within 1km of the A5139, M53, A59 and A5030.   | Very Good |
| Local Accessibility  | The site can be accessed directly from the A5088 which joins the A5139 to the north and the A5030 to the south. The site is well located to access the motorway network and docklands access roads. Access to the site is over the Poulton Bridge but is suitable for HGVs. The site has several access points onto the A5088. One of these is large enough to accommodate HGV traffic but another may require improvements to accommodate HGVs. The site has bus stops within 400m with services to Arrowe Park and New Brighton. The nearest railway station, Birkenhead North, is approximately 0.7 km away from the site to the south. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of Birkenhead, at its north west extreme, but in proximity to Bidston and Wallasey. The site has good access to a large local labour market catchment, but has a lack of local services.   | Very Good |
| Compatibility of Adjoining Uses                            | The site adjoins the A5088 to the west, opposite site 79, a large plot of vacant brownfield land, and an industrial site occupied by Veolia and the Borough's main Merseyside Waste Disposal Authority recycling facility. To the north of the site is Ilchester Wharf, which currently accommodates a large Navy ship, associated with the ship repair facility in the graving dock to the  | Very Good |

|   |  |                   |
|---|--|-------------------|
|   | immediate south of the site. To the east of the site is site 81, which is also a cleared former industrial site and to the south is site 419, which are both partly occupied but underutilised by an industrial occupier.  |                   |
| Developmental and Environmental Constraints | The site previously accommodated Mobil Oil and may require further remediation before redevelopment. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Site 81. Signs at the entrances to the site from Wallasey Bridge Road report that it is unsafe and that there is a danger of death. Ground remediation or preparation works were being undertaken when the site was assessed and the site is predominantly level and offers a relatively large area for development. The majority of the site is within Flood Zones 2 and 3.   | Very Poor         |
| Market Attractiveness                       | The site is located on the western edge of the Birkenhead and Wallasey docks, in proximity to other large former industrial sites, as well as existing industrial land uses. The site is well located with respect to the motorway network and the Wallasey road tunnel. Its former industrial use and potential to require further remediation may reduce market attractiveness, and the remaining high-bay warehouse may need to be demolished. However the site offers a large plot with a level topography, which could be combined with adjacent sites, in a highly accessible area. A planning application was approved in 2015 for a 16,248 sqm manufacturing facility, which indicates an interest and demand for the site, which is ongoing. The site is part of the Wirral Waters scheme, and Peel 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 also benefits from Enterprise Zone designation and Enhanced Capital Allowances. | Good              |
| Viability                                   | <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large Industrial (4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p>                        | Good to Very Poor |
| Barriers to Delivery,                       | Whilst the site may require remediation, this appeared to be underway when   |                   |

|  |   |
|--|---|
| Mitigation and Timescales  | assessed. The site has planning permission for a manufacturing facility for a specific occupier and is likely to be delivered in 0 to 5 years.  |
| Planning Designation   | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.   |
| Planning History   | The site was previously part of Site 81 in the previous Employment Land and Premises Study in 2012. The site now has planning permission for a 16,248 sqm manufacturing facility (14/01579 (19/02/2015)). |
| <b>OVERALL SITE RATING</b>   | Good  |
| <b>Recommendation and Potential Future Uses</b>  | Allocate for B-Class employment. The site would be suitable for B1, B2 and B8 employment uses (with a preference for uses which could utilise the port location).   |
| <b>SITE SUMMARY:</b>   |   |
| <p>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 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.</p> |   |



**Site Name [358] Tarran IE - Forge Engineering**



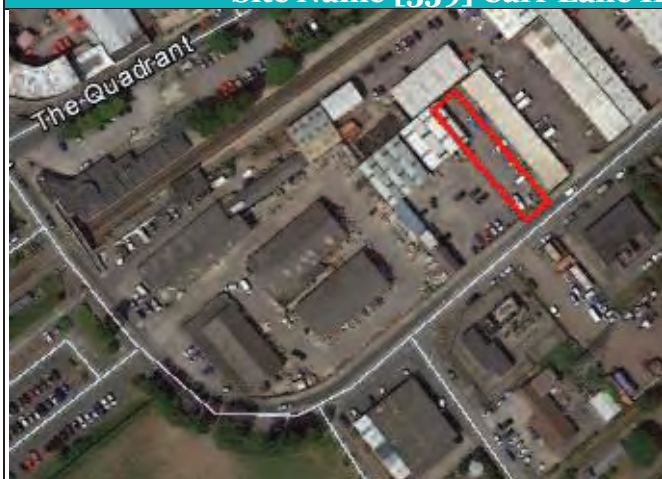
**GROSS SITE AREA:**  
**0.30 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site comprises a large storage block, which has already been subdivided into smaller units, an office building; and, areas of hardstanding used for storage and car parking. Two of the units are currently vacant. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primary Industrial Area. The site is therefore already fully developed.                             |           |
| Strategic Road Access                                      | The site is approximately 0.1km to the west of the A551.  | Average   |
| Local Accessibility  | The site can be accessed from the A551 which run to the east of the site via Tarran Way South which is a one way road for traffic accessing site from the A551. A bus service operates along the A551 providing access to Liscard, Moreton, Leasowe and Wallasey. The nearest bus stop is located approximately 0.19km to the north of the site. The nearest train station is Moreton located 0.26 km to the south of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is separated from the urban area of Moreton by the Liverpool to West Kirby railway line. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site sits within the wider Tarran Industrial Estate. The site is bounded to the north by Tarran Way South, with existing employment development beyond and to the east, west and south by existing employment development.  | Very Good |
| Developmental and Environmental Constraints                | The site is fully developed and occupied and is considered to have limited future development potential and further development would need to be through intensification of the existing uses or refurbishment. The EA Flood Map identifies the site as being located within Flood Zone 2 and 3, as an area at risk of flooding. No other constraints were identified during the site assessment.                               | Average   |
| Market Attractiveness                                      | The site sits within the wider Tarran Industrial Estate which is identified as being a Primary Industrial Area. The Tarran Industrial Estate is characterised by lower grade employment units but only 2 of the units on the site are vacant. The site  | Average   |

|  |  |                   |
|--|--|-------------------|
|  | has few development and environmental constraints but is located within Flood Zone 2 and 3. The site also benefits from good local access and its proximity to the urban area of Moreton.  |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is fully developed and is considered to have limited future development potential, although the site could benefit from refurbishment given the lower environmental quality of the existing employment units.   |                   |
| Planning Designation   | Primarily Industrial Area  |                   |
| Planning History   | 14/01010 (25/09/2015) five new B1/B2/B8 industrial units 481sqm  |                   |
| OVERALL SITE RATING  | Average  |                   |
| Recommendation and Potential Future Uses   | Retain designation as a Primarily Industrial Area; as the site is fully developed it does not form part of the Borough’s ongoing employment land supply. Future development would either need to be through the intensification of the existing uses or refurbishment. On the basis of this, it is considered that the site could best accommodate B1a, B1c and B8 development.  |                   |
| SITE SUMMARY:  |  |                   |
| This brownfield site is separated from the urban area of Moreton by the railway but lies within the wider Tarran Industrial Estate which is identified as a Primarily Industrial Area. The site is fully developed but comprises 2 vacant units. Any further development on the site would need to be through the intensification of the existing uses, refurbishment and/or redevelopment. The site should be retained as part of a wider Primarily Industrial Area; because the site is fully developed it does not form part of the Borough’s ongoing employment land supply. |  |                   |

**Site Name [359] Carr Lane IE - Pemway Enterprise Centre**



**GROSS SITE AREA:**  
**0.05 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT   | RATING       |
|--|---|--------------|
| Current Use and Land Type                                  | The site is undeveloped but is undergoing construction and is classed as brownfield land. The UDP Proposals Map identifies the site as being located within a Primary Industrial Area.  |              |
| Strategic Road Access                                      | The site is 0.25km to the south of the A553 via Carr Lane.  | Average      |
| Local Accessibility  | The site can be accessed from the A540 via Station Road and Carr Lane. A bus service is in operation along the A553 to the north of the site which provides access to Bromborough, Wallasey, Greasby, Moreton, Birkenhead, New Ferry, West Kirby and Chester. The nearest bus stop is 0.17km to the north of the site on the A553. The nearest train station is Hoylake which is immediately to the north of the site.                          | Very Good    |
| Proximity to Urban Areas and Access to Labour and Services | The site is separated from the urban area of Hoylake by the Liverpool to West Kirby railway line. Hoylake is identified as a secondary urban area within the Borough which offers a more limited range of services and facilities and a smaller local labour supply.  | Average      |
| Compatibility of Adjoining Uses                            | The site sits within a Primary Industrial Area. The site is bounded to the north, east and west by existing employment development and to the south by Carr Lane, with further employment development opposite.   | Very Good    |
| Developmental and Environmental Constraints                | The site is constrained by its size and shape, would most likely be developed to meet local demand and would represent the further infill of an existing industrial estate. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. No other constraints were identified during the site visit. The site is principally constrained by its limited plot size.                                       | Very Poor    |
| Market Attractiveness                                      | The site is located within a primary industrial area and is supported by surrounding infrastructure. The surrounding infrastructure and units are of lower quality and occupied by local businesses. The site has few development or environmental constraints but is physically constrained by its size and shape and the site is only likely to be developed to meet local demand, as part of an extension of the existing enterprise centre. | Average      |
| Viability  | Viability for all types of office and industrial development is a   | Poor to Very |

|   |  |      |
|---|--|------|
|   | <p>significant challenge within West Wirral and Rural Areas. The modest development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements.</p> <p>Based on the size of the site and its location in the West Wirral and Rural Areas market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is located within a Primary Industrial Area and has few development or environmental constraints. Given the size of the site and the existing construction activity, it would most likely come forward in 0-5 years.  |      |
| Planning Designation  | Primarily Industrial Area  |      |
| Planning History  | 13/01605 (30/04/2014) five new B2/B8 industrial units 504sqm 16/01112 (04/11/2016) 3 new industrial units 553sqm   |      |
| OVERALL SITE RATING   | Average  |      |
| Recommendation and Potential Future Uses  | The site should be retained as part of a wider Primarily Industrial Area; as it is considered to be fully developed it does not form part of the Borough's ongoing land supply. The site will accommodate further infill development and, given the neighbouring uses and the size of the site, would best accommodate B-Class and especially B8 or B1c development.   |      |
| SITE SUMMARY:   |  |      |
| This small brownfield site is separated from the urban area of Hoylake by the railway line and sits within a Primary Industrial Area. The site benefits from good local access and is most likely be developed to meet local demand. The site is currently under construction to provide further infill development within an established employment area and should be retained within the surrounding Primarily Industrial Area. Because the site is considered to be fully developed it does not form part of the Borough's ongoing land supply. |  |      |



**Site Name [360] Former Punch Bowl Inn, Hoylake**



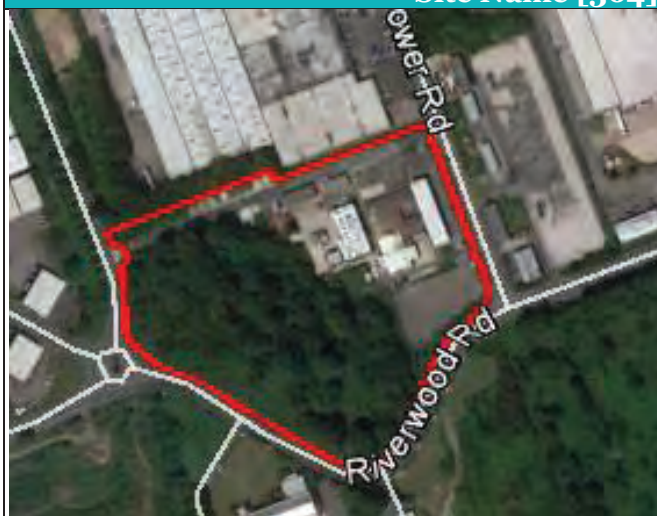
**GROSS SITE AREA:**  
**0.01 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**Fully Developed**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site currently comprises a vacant public house. The site is classed as brownfield land. The UDP Proposals Map identifies the site as Key Town Centre.  |           |
| Strategic Road Access                                      | The site adjoins the A553.   | Average   |
| Local Accessibility  | The site can be accessed from the A553 which runs to the east of the site. A bus service is in operation along the A553 which runs to the east of the site providing access to Bromborough, Birkenhead, Moreton, New Ferry, West Kirby and Chester. The nearest bus stop is 0.08km to the south of the site. The nearest train station is Hoylake which is 0.5km to the south of the site.   | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is within the urban area of Hoylake and is identified as being included within the town centre. Hoylake is identified as a secondary urban area within the Borough which offers a more limited range of services and facilities and a smaller local labour supply.  | Average   |
| Compatibility of Adjoining Uses                            | The site is identified as being within the town centre of Hoylake. The site is well contained by existing development and the road network. The site is bounded to the north by an area of hardstanding used for car parking, with further commercial development on the opposite side of Trinity Road; to the east by the A553, with further commercial development opposite; and, to the south and west by existing development. | Very Good |
| Developmental and Environmental Constraints                | Future development of the site may require the demolition of the existing public house which will incur demolition costs. The site is small in size and due to the immediate land uses only B1a employment development is likely to be appropriate. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding.   | Good      |
| Market Attractiveness                                      | The site has the potential to be redeveloped or to be refurbished and converted to provide modern standard premises. The surrounding development is characterised by a mix of commercial and residential land uses. The site is located within the town centre of a busy secondary urban area and benefits   | Good      |

|  |  |                   |
|--|--|-------------------|
|  | from prominent position, fronting the A553 and good local access.  |                   |
| Viability  | <p>Viability for all types of office and industrial development is a significant challenge within West Wirral and Rural Areas. The modest development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements.</p> <p>Based on the size of the site and its location in the West Wirral and Rural Areas market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Small offices (out of town) (-16.7% - Poor)</li></ul> <p>The viability range for each development typology suggests that development is almost certain to require gap funding. The local market does not represent a viable development opportunity as it stands.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is currently fully developed and given its location, is unlikely to come forward for employment development due to the mix of surrounding land uses and the strength of the office and residential markets within Hoylake. It is therefore considered that the site would better accommodate a mix of commercial and residential uses. Given the size of the site it would be deliverable in 0-5 years.   |                   |
| Planning Designation   | Key Town Centre  |                   |
| Planning History   | 14/00533 (11/08/2014) Conversion to residential, retail, bar and B1 office (51sqm)   |                   |
| OVERALL SITE RATING  | Good   |                   |
| Recommendation and Potential Future Uses   | The site should not be allocated for B-Class employment use and should be retained within the Hoylake Centre and identified for Town Centre uses which could include an element of B1a use, commercial use and/or residential uses on upper floors.  |                   |
| SITE SUMMARY:  |  |                   |
| This brownfield site is located within the town centre of Hoylake. The site is identified as Key Town Centre in the UDP and benefits from good local access. The site is currently developed, comprising a vacant public house. Future development of the site would either be through the refurbishment and conversion of the existing building or the demolition and redevelopment of the site. The site is appropriate for a mix of commercial development, which could include an element of B1a use and should continue to be identified for town centre uses and be removed from the ongoing employment land supply. |  |                   |

**Site Name [364] Former Epichem**



**GROSS SITE AREA:**  
**3.87 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**1.93 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | Part of the site comprises vacant former industrial development including specialist manufacturing laboratories; the other part, formerly held as expansion land, comprises a prominent mature woodland. Only the developed part of the site is currently classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area. The woodland area is designated as a Site of Biological Importance (Old Hall Road Woods).   |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Old Hall Road.  | Good      |
| Local Accessibility  | The site can currently be accessed from Power Road which runs to the east of the site. A bus service is in operation along Riverwood Road providing access to Birkenhead and Eastham Ferry. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Bromborough Rake which is 1.5km to the west of site.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by existing employment development, to the east by Power Road, with employment development and an electricity substation opposite; to the south by Riverwood Road, with site 49 and Riverside Office Park opposite; and, to the west by the roundabout at Old Hall Road, with employment development and site 74 opposite. to the south by Riverwood Road and, to the west by Old Hall Road. | Very Good |
| Developmental and Environmental Constraints                | Part of the site is currently occupied by industrial development and demolition costs would be incurred if the site were considered for redevelopment. The other part of the site is undeveloped and comprises mature woodland and overgrown vegetation, which would require clearing, subject to any amenity and nature conservation restrictions. Council   | Poor      |



|   |   |                   |
|---|---|-------------------|
|   | <p>monitoring data indicates that the site accommodates a Part A Site for Pollution Control at SAFC Ltd and the remainder of the site is within the Part A Notification Area for Pollution Control and the site may therefore also require additional remediation. The site's eastern boundary adjoins two oil pipelines (Eastham – UML and Tranmere – Stanlow) whilst the western edge of the site accommodates two oil pipelines (Tranmere – Eastham and Tranmere – Stanlow). The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The woodland on the undeveloped part of the site is designated as a Site of Biological Importance, which supports legally protected species and is important for birds and is subject to a Tree Preservation Order. This reduces the net developable area.</p>   |                   |
| Market Attractiveness                           | <p>The site is included within a Primarily Industrial Area. The surrounding employment development is characterised by a mix of modern, high quality offices at Riverside Business Park and older lower grade industrial units along Power Road. The site is on the edge of the urban area of Bromborough but benefits from good strategic road and local access associated with the flagship Wirral International Business Park. The site is recently understood to have been purchased by an industrial developer.</p>  | Good              |
| Viability                                       | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Small offices (out of town) (-16.7% - Poor)</li> <li>• Medium offices (out of town) (-12.7% - Poor)</li> <li>• Large Distribution (9.7% - Good)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales | <p>The site is significantly constrained by existing development, which may require additional remediation before re-use and by amenity and nature conservation designations, which could place further restrictions on the net developable area. Part of the site will also require clearing, if it is to be developed. As the site has just been sold to an industrial developer, it is considered that the site could come forward in the next 0-5 years, though this may slip to 5-10 years dependant on the scope of works required to bring</p>   |                   |



|   |   |
|---|---|
|   | the site forward for development.   |
| Planning Designation                            | Primarily Industrial Area   |
| Planning History                                | N/A   |
| <b>OVERALL SITE RATING</b>                      | Average   |
| <b>Recommendation and Potential Future Uses</b> | Retain designation as part of the wider Primarily Industrial Area and allocate for employment development. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development but on a more restricted footprint, subject to the further investigation of on-site environmental constraints. |

#### **SITE SUMMARY:**

This partly brownfield site is located on the edge of the urban area of Bromborough. Part of the site is occupied by vacant specialist industrial development, the other part of the site is undeveloped and comprises overgrown vegetation and mature woodland. The site is included within a Primary Industrial Area and benefits from good strategic road and local access but is likely to require clearance and remediation before the site can be brought forward for development, subject to the further investigation of on-site environmental constraints. The site is recommended to retain its designation as part of the wider Primarily Industrial Area and allocate for employment development. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development but on a more restricted footprint, subject to the further investigation of on-site environmental constraints.

**Site Name [365] Former Hurstwoods International**



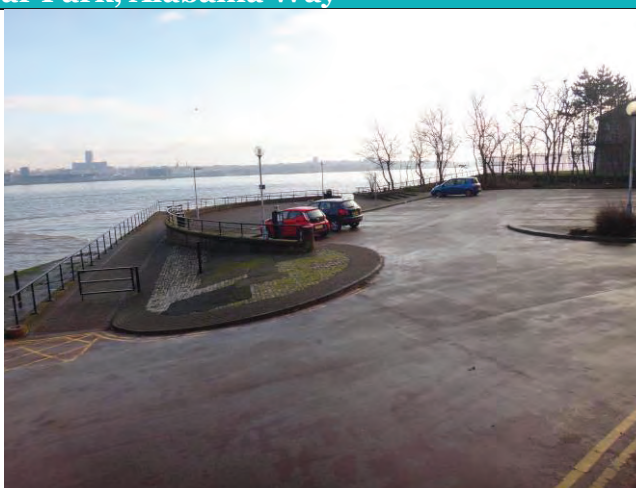
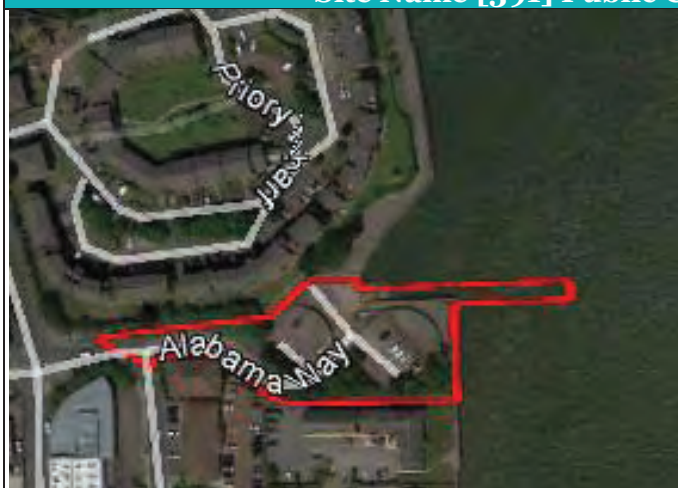
**GROSS SITE AREA:**  
**0.58 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | This site is currently undergoing construction for a specialist elderly care facility. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.   |           |
| Strategic Road Access                                      | The site is approximately 0.29km to the west of the A554.  | Average   |
| Local Accessibility  | The site can be accessed directly from the A554 either via Portland Street to the west of the site or, Atherton Street to the east. Both Portland Street and Atherton Street are on a steep gradient, rising towards the site from the coast. Portland Street is one way for traffic coming from the A554 to Alexandra Road. A bus service operates along Warren Street to the south of the site providing access to Moreton, Liscard and Wallasey. The nearest bus stop is 0.05km to the south west of the site on Warren Road. The nearest train station is New Brighton which immediately abuts the site to the south east. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of New Brighton, which is within Wallasey which is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.  | Good      |
| Compatibility of Adjoining Uses                            | The site is within a predominantly residential area and is well contained by existing development and the strategic road network. The site is bounded to the north by Alexandra Road, with residential development beyond; to the east by Atherton Street, with residential and some limited retail development opposite; to the south by the Liverpool to New Brighton railway line and New Brighton Station; and, to the west by Portland Street, with open space beyond.  | Very Poor |
| Developmental and Environmental Constraints                | The site is located within a predominantly residential area and is currently under construction for residential purposes. The site has a long narrow irregular shape but a relatively flat topography and a small substation is located on the eastern corner of the site. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is separated from the nearby Wellington Road Conservation Area and the development, of this site is therefore unlikely to impact  | Average   |

|   |   |                   |
|---|---|-------------------|
|   | on the character and setting of the Conservation Area.  |                   |
| Market Attractiveness   | Because of its previous industrial use, the site is identified as being a small isolated Primary Industrial Area adjacent to the railway. The surrounding area is however predominantly residential and the site is now undergoing construction for residential purposes.   | Poor              |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large Urban Office (-20.5% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Poor to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The site is currently undergoing construction for residential purposes. It is therefore considered the site has no potential for any future employment development.   |                   |
| Planning Designation  | Primarily Industrial Area   |                   |
| Planning History  | 16/00694 (16/09/2016) Two, four-storey 80-bed residential care homes  |                   |
| OVERALL SITE RATING   | Average   |                   |
| Recommendation and Potential Future Uses  | The site is currently being constructed for residential purposes and should be released from its designation as a Primarily Industrial Area and removed from the Borough's ongoing employment land supply.  |                   |
| SITE SUMMARY:   |   |                   |
| This brownfield site is located within the residential area of New Brighton which is peripheral to the urban area of Wallasey. The site is currently undergoing construction for residential development and is therefore no longer considered to have any employment development potential. The site should be released from its designation as a Primarily Industrial Area and included in a future Primarily Residential Area. |   |                   |

**Site Name [391] Public Car Park, Alabama Way**



**GROSS SITE AREA:**  
**0.50 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.25 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site is currently in use as a public car park. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being located within a Primary Industrial Area.   |           |
| Strategic Road Access                                      | The site is within 1km of the A41 via Ivy Street.   | Good      |
| Local Accessibility  | The site can be accessed from the A41 via Ivy Street and Alabama Way. Alabama Way is a narrow road which slopes down towards the site, which lies adjacent to the coast. The Wirral Circular Trail runs along the coast from the north and across the site to Alabama Way. A bus service operates along Hinson Street, to the west of the site, providing access to Moreton, West Kirby, New Ferry, Chester, Heswall and Ness. The nearest bus stop is 0.48km to the west of the site, on Hinson Street. The nearest train station is Birkenhead Hamilton Square which is 0.48km to the north west of the site. | Average   |
| Proximity to Urban Areas and Access to Labour and Services | The site is on the edge of the urban area of Birkenhead which is identified as a primary urban area within the borough and provides a good range of services and facilities and access to a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is within a predominantly mixed use area, comprising residential and office development. The site is bounded to the north by residential development and a coastal footpath to Woodside, to the east by the River Mersey and to the south and partially to the west by mixed office and employment development. The site is overlooked by the residential development.   | Average   |
| Developmental and Environmental Constraints                | The site is primarily constrained by its size, shape and configuration and is set on two levels, reducing towards the coast, both of which are currently in use for car parking and as viewing points across the Mersey Estuary. There is gated access to a slipway (owned by the Council) into the Estuary which is not open to the public but intended for use by the Council, the emergency services and government agencies. The Council's monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from  | Poor      |



|  |   |           |
|--|---|-----------|
|  | the Cammell Laird shipyard site to the south. This indicates that there is a Control of Major Accident Hazards Regulations 1999 (COMAH) designation relating to the control of dangerous substances which is the source of the Part A Notification Area. The EA Flood Map identifies the eastern part of the site as being located within Flood Zone 2 and 3 and being at risk of flooding.   |           |
| Market Attractiveness  | The site is included within, but at the edge of a Primary Industrial Area along the Mersey coastline. The surrounding area is predominantly mixed use in character, comprising modern residential and office development. The site benefits from good strategic road and local access and proximity to Birkenhead Town Centre but is subject to significant constraints. The site was previously subject to a proposal for a maritime based development requiring access to the estuary, which has now been developed on a different site.  | Good      |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is constrained by its size and shape and a large proportion of the site being located within Flood Zone 2 and 3. Only the western part of the site seems to be capable of development, though any development of the site would be challenging. Any proposal would also need to be compatible with the residential development immediately adjacent to the north. The site is therefore not expected to be delivered before 10 to 15 years.  |           |
| Planning Designation   | Primarily Industrial Area; Coastal Zone.  |           |
| Planning History   | 14/00352 office, warehouse and pontoon 1,500sqm which was refused 13/10/2015 allowed on appeal but quashed in the High Court.   |           |
| <b>OVERALL SITE RATING</b>   | Average   |           |
| <b>Recommendation and Potential Future Uses</b>  | Release site from its designation as part of the Primarily Industrial Area. Given the layout and context of the site, it is considered that it would be most appropriately used in its current form as car parking amenity space rather than being developed for employment use.  |           |
| <b>SITE SUMMARY:</b>   |   |           |
| <p>This brownfield site is located within the urban area of Birkenhead. The site is within a predominantly mixed use area, characterised by residential development and modern office development. The site benefits from good strategic road and local access and its proximity to Birkenhead Town Centre. The eastern part of the site is predominantly located within Flood Zone 2 and 3 and it is therefore considered that only the western part of the site would be suitable to accommodate future development on a far more limited footprint. Given these circumstances and the</p> |   |           |

overall layout and context of the site, the site should be released from its designation as part of the Primarily Industrial Area and continue to be used as a public amenity as part of the wider access to the coastline. The site should therefore be removed from the Borough's ongoing employment land supply.

**Site Name [392] Riverside House**



**GROSS SITE AREA:**  
**0.38 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.17 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site consists of two separate plots of brownfield land, in common ownership, divided by East Street. Both plots are small; one is broadly square whilst the other is fairly narrow. The site is within an active industrial area with units to let advertised at the turn off from the A554 to the north. Whilst the western parcel appears to be cleared and underused it provides a gated access to the wider compound to the south containing bulk liquid storage tanks and should therefore be treated as fully developed. The eastern plot, which previously used to accommodate a small office building, could also be used by nearby occupiers for a small unit, storage land or car parking. The sites are designated on UDP Proposals Map as being within a Primarily Industrial Area. |           |
| Strategic Road Access                                      | The site is within 1km of the A554.   | Good      |
| Local Accessibility  | The site is accessed directly from East Street from the A554. Whilst the western plot has an existing access point the eastern plot requires new access infrastructure but is not considered to be a significant constraint. There are bus stops within 400m with services to Birkenhead, New Brighton, Wallasey and Woodside. There is also on street car parking along East Street.   | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is in Seacombe between Wallasey and Birkenhead has a good local labour market catchment but with a more limited range of local services in the vicinity.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is within an established and active industrial estate, with predominantly B1c and B2 land uses nearby. There is existing employment development to the north and a bulk liquid storage facility to the west. To the east of the site is a new build industrial unit under construction. To the south of  | Very Good |

|  |   |           |
|--|---|-----------|
|  | the site is the lock providing access between Alfred Dock and the East/West Floats and the River Mersey.  |           |
| Developmental and Environmental Constraints  | The site is separated by East Street into two plots reducing the net developable area. Both plots are small in size and whilst the western plot is broadly square the eastern plot is long and narrow. The brownfield land may require remediation works due to the previous industrial uses. There are no other known development constraints.   | Very Poor |
| Market Attractiveness  | The site is located in Birkenhead and Wallasey market area. The site offers two small brownfield land plots for development, most likely to be developed by the adjacent occupiers as expansion land to existing premises. The plots are not advertised to the market are hidden from the main road and have particularly poor visibility. Due to the size of the plots they would only attract small scale industrial interest to meet the needs of local businesses if they were made available independently.  | Poor      |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | Both plots are being retained as expansion land by the adjacent occupiers, in line with the most recent planning application for the site. The plots could be delivered independently in 5 to 10 years assuming that they were made available to the market or sooner if the landowners proposals for expansion take place.   |           |
| Planning Designation   | Primarily Industrial Area designated for B1, B2 and B8 employment use   |           |
| Planning History   | 15/00553 (18/09/2015) anaerobic digestion plant, process tanks and biomethane pipeline 4,078sqm   |           |
| <b>OVERALL SITE RATING</b>   | Poor  |           |
| <b>Recommendation and Potential Future Uses</b>  | 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. As the two plots are most likely to be used as expansion land by adjacent occupiers, B1c, B2 and B8 employment uses are most appropriate for the site.   |           |
| <b>SITE SUMMARY:</b>   |   |           |
| The site offers two small plots of brownfield land. They are constrained by their size, and the eastern plot is constrained by a narrow rectangular profile. Both plots are located in an existing and established industrial area and are most likely to be retained and developed as expansion land. The |   |           |



plots should therefore be retained within the Primarily Industrial Area rather than being included in the Borough's ongoing employment land supply. B1c, B2 and B8 land uses would be most appropriate, in line with surrounding uses.

**Site Name [403] Land east of 54 Old Bidston Road**





**GROSS SITE AREA:**  
**0.02 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0.02 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | This site is currently in use as a builder's storage yard. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.  |           |
| Strategic Road Access                                      | The site is 0.06km to the south west of the A5030.  | Very Good |
| Local Accessibility  | The site can be accessed from Old Bidston Road which runs to the south of the site. A bus service operates to the north east of the site along the A5030 which provides access to Leasowe, Moreton, Broughton and Eastham Rake. The nearest bus stop is 0.05km to the north of the site, on the A5030, and there are also bus stops on Duke Street. The nearest train station is Birkenhead Park which is 0.3km to the south of the site. | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Birkenhead which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area and is well contained by existing development. The site is bounded to the north by underused land used for car parking by an adjacent employment use, to the east by site 308 and a small cafe with a frontage along Duke Street, to the south by Old Bidston Road, with existing employment development opposite; and, to the west by residential development.                     | Average   |
| Developmental and Environmental Constraints                | The site has a relatively flat topography and comprises an area of hardstanding which is used for the storage of machinery. The site is constrained by its size and shape and the adjacent residential and retail development. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is significantly constrained by its size.  | Very Poor |
| Market Attractiveness                                      | The site is included within a Primarily Industrial Area, characterised by lower environmental quality employment units. The site benefits from good strategic and local access but is constrained by its size and shape and would most likely only come forward to meet local need; Any use would also need to be   | Very Poor |

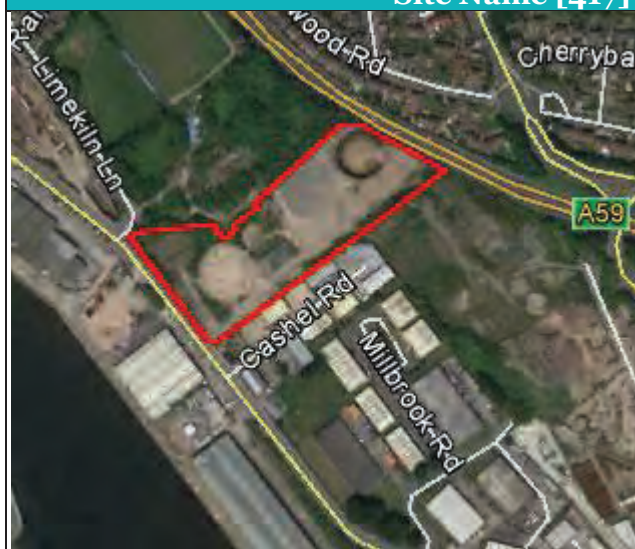
|  |   |           |
|--|---|-----------|
|  | compatible with the residential development adjacent but could potentially be combined with site 308 adjacent, from which it has only recently been separated.  |           |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is relatively small in size and has relatively limited development and environmental constraints. The site is supported by the surrounding infrastructure and has its own access point from Old Bidston Road. On the basis of this, it is therefore considered that the site could come forward in the next 0-5 years.   |           |
| Planning Designation   | Primarily Industrial Area   |           |
| Planning History   | 15/01081 (14/09/2015) two new light industrial units 96sqm.   |           |
| OVERALL SITE RATING  | Very Poor   |           |
| Recommendation and Potential Future Uses   | As the site is likely to be too small to allocate, it should be retained as part of the wider Primarily Industrial Area and not included in the Borough's employment land supply. Given the context of the site and the adjoining residential development, it is considered that the site could best accommodate B1c development.   |           |
| SITE SUMMARY:  |   |           |
| This brownfield site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has limited development and environmental constraint but is small in size and not currently vacant. As it is likely that the site would most likely come forward to meet only local demand, it should be retained within the surrounding Primarily Industrial Area but not included in the Borough's employment land supply. |   |           |

| Site Name [415] Former Eastham Sand   |   |  |
|---|---|--|
|  |   |  |
| <b>GROSS SITE AREA:</b><br><b>3.89 ha</b>   |   | <b>ESTIMATED NET DEVELOPABLE AREA:</b><br><b>1.94 ha</b>                           |
| CRITERIA  | COMMENT   | RATING   |
| Current Use and Land Type   | The site currently comprises vacant grassland, a cleared area of hardstanding and a balancing pond and was last used as a sand drying and storage plant. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.  |  |
| Strategic Road Access   | The site is within 1km of the A41.  | Good   |
| Local Accessibility   | The site can be accessed from Riverbank Road which runs to the west of the site. A bus service operates along Thermal Road; stops 0.52km from the site provide access to Leasowe, Moreton and Broughton. The nearest train station is Spital which is 1.84km to the west of site.   | Good   |
| Proximity to Urban Areas and Access to Labour and Services                        | The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the Borough providing access to a range of services and facilities and a good labour supply.  | Very Good  |
| Compatibility of Adjoining Uses   | The site is included within a Primary Industrial Area. The site is bounded to the north by existing employment development, to the east by the River Mersey, to the south by Commercial Road with existing employment development and site 43 beyond and to the west by Riverbank Road.   | Very Good  |
| Developmental and Environmental Constraints                                       | The site has an undulating topography and is set on two levels. Ground conditions are known and the site would require levelling in order to be brought forward for development. Part of the site is used as a balancing pool which may require additional remediation, and substantial areas are hardstanding. Council monitoring data indicates that two portions of the site are within Part A Notification Areas for Pollution Control. These originate from the Lubrizol site to the north and from the FMC site to the south. The site is understood to accommodate a disused hydrogen pipeline, located approximately one third into the site area from the southern boundary and crossing the site in a west to east direction. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. | Poor   |



|  |  |                   |
|--|--|-------------------|
|  | The site is, however, adjacent to the Mersey Estuary Special Protection Area/SSSI.   |                   |
| Market Attractiveness  | The site is currently vacant and undeveloped and is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by a mixed quality of industrial unit. The site is peripheral in location, on the edge of the urban area of Bromborough, along the coastline but benefits from good strategic road and local access associated with the flagship Wirral International Business Park.   | Average           |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large industrial (+4.1% - Good)</li><li>• Small offices (out of town) (-16.7% - Poor)</li><li>• Medium offices (out of town) (-12.7% - Poor)</li><li>• Large Distribution (9.7% - Good)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site will require levelling before it can be brought forward for development and potentially remediating. Given the size of the site, it is likely that the site could come forward at the earliest in the next 5-10 years.  |                   |
| Planning Designation   | Primarily Industrial Area; Coastal Zone.   |                   |
| Planning History   | N/A  |                   |
| OVERALL SITE RATING  | Average  |                   |
| Recommendation and Potential Future Uses   | The site should be retained as part of the wider Primarily Industrial Area and allocated for future 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.   |                   |
| SITE SUMMARY:  |  |                   |
| This brownfield site is located on the edge of the urban area of Bromborough, along the Mersey coast. The site is identified as being within a Primary Industrial Area and benefits from good strategic road and local access as part of Wirral International Business Park. The site is vacant and undeveloped but is constrained by its undulating topography and may require levelling and further remediation before the site can be brought forward for development. Subject to confirmation of ground conditions, the site should be allocated for new employment development. |  |                   |

### Site Name [417] Former Gas Holders



**GROSS SITE AREA:**  
**2.33 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**2.09 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site currently comprises areas of hardstanding but was formerly used as a gas works, which is undergoing clearance and restoration. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.   |           |
| Strategic Road Access                                      | The site is immediately adjacent to the A5139.  | Good      |
| Local Accessibility  | The site can be accessed directly from the A5139. A bus service is operates along the A5027 to the east of the site which provides access to New Brighton, Clatterbridge, Liverpool and Woodside. The nearest bus stop is 0.7km to the east on Duke Street. The nearest train station is Birkenhead North which is 1km to the south west of the site.   | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is included within the urban area of Seacombe, Wallasey, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.   | Very Good |
| Compatibility of Adjoining Uses                            | The site is included within a Primary Industrial Area. The site is bounded to the north by the A59 tunnel approach road in cutting, to the east by existing employment development; to the south by the A5139, with existing employment development beyond; and, to the west by site 133. Additional vacant former gas plant land lies to the east of the site towards Old Gorsey Lane.   | Very Good |
| Developmental and Environmental Constraints                | The site has a relatively level topography but may require further remediation associated with its former use. The gasholders have been cleared down to slab level. The Council monitoring data indicates that the site is within the buffer zone of an Intermediate Pressure Gas Pipeline that runs parallel to the site's south western and south eastern boundaries and runs within the site area for approximately 100m. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. A small substation is located on the south western corner of the site | Poor      |
| Market Attractiveness                                      | The site is included within a Primarily Industrial Area. The  | Poor      |

|  |   |                   |
|--|---|-------------------|
|  | surrounding area is characterised by lower value employment units and cleared undeveloped vacant industrial sites (including the adjacent site 133), to both the north and east. The site benefits from good strategic and local access but may still require further remediation associated with its former use and may best be promoted in association with neighbouring vacant sites.  |                   |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li><li>• Medium industrial (-16.4% - Poor)</li><li>• Large industrial (+4.1% - Good)</li><li>• Large Urban Office (-20.5% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is likely to require further remediation and clearance work before it could be brought forward for development. Depending on the extent of the reclamation work already undertaken, it is considered that the site could be challenging to deliver in the next 10 years and is more likely to come forward in the later years of the Local Plan period, perhaps in association with neighbouring vacant sites.   |                   |
| Planning Designation   | Primarily Industrial Area   |                   |
| Planning History   | N/A   |                   |
| OVERALL SITE RATING  | Poor  |                   |
| Recommendation and Potential Future Uses   | Safeguard the land for long term B-Class employment use within the Primarily Industrial Area until its deliverability can be confirmed; this would exclude the site from the Borough’s ongoing employment land supply. Given the context of the site it is considered that the site would best accommodate B1c, B2 or B8 development.   |                   |
| SITE SUMMARY:  |   |                   |
| This brownfield site is located within the urban area of Seacombe, Wallasey. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. It is not clear whether the site is still likely to need further clearance and remediation associated with its former use. Given the context of the site, the site should be safeguarded for long term B-Class employment use within the Primarily Industrial Area until its deliverability can be confirmed; this would exclude the site from the Borough’s ongoing employment land supply. Given the context of the site it is considered that the site would best accommodate B1c, B2 or B8 development. |   |                   |



**Site Name [418] Vacant Yard, 303 Corporation Road**



**GROSS SITE AREA:**  
**0.18 ha**

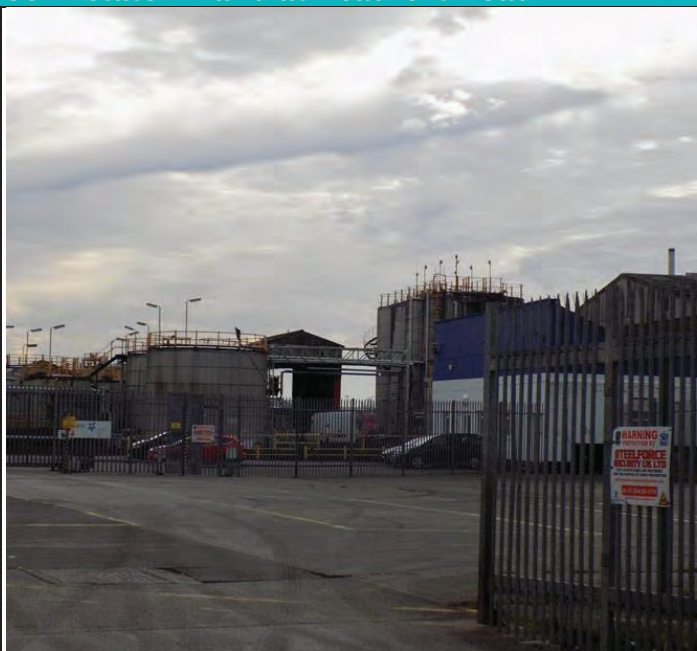
**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT   | RATING    |
|--|---|-----------|
| Current Use and Land Type                                  | The site consists of two small industrial workshops and an entrance / storage yard that accommodates approximately half of the site area. One of the units is occupied (name of occupier unknown as there was no signage when assessed) whilst the other previously occupied by Wirral Tyre House is vacant and advertised to let.  |           |
| Strategic Road Access                                      | The site is within 1km to the A5030 via Duke Street.  | Good      |
| Local Accessibility  | The site is accessed from Corporation Road (B5146) which provides access to Duke Street (A5027). The site has a wide entrance way and car parking / storage yard suitable for HGVs. There are bus stops within 400m on Duke Street with services to Clatterbridge, Birkenhead, New Brighton and Woodside. The nearest railway station, Birkenhead Park, is approximately 0.5 km away, to the south. | Good      |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a café.  | Very Good |
| Compatibility of Adjoining Uses                            | The site is located as part of a wider employment area on Corporation Road which predominantly consists of industrial land uses such as scrap metal storage and processing. The overall character of the area is predominantly industrial in nature.  | Very Good |
| Developmental and Environmental Constraints                | The site is fully developed and already partly in use. The site covers a small area which would limit the size of any potential redevelopment, and the existing units to the rear would still require access unless demolished as part of a wider redevelopment. The site would likely need to retain adequate maneuvering for vehicles.  | Average   |



|  |   |           |
|--|---|-----------|
| Market Attractiveness  | The site is located amongst a range of industrial uses, including garages and workshops, light industrial, wholesale and storage yards. The units on the site are of poor quality but offer a large storage yard with good accessibility. One of the units is advertised to let. Along Corporation Road and in the surrounding area there are few vacant units advertised as available and the surrounding area generally accommodates lower value to average quality industrial accommodation.   | Poor      |
| Viability  | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"><li>• Small industrial (-28.4% - Very Poor)</li></ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | The site is already fully developed, and one of the units is already occupied. It is expected that the site will be fully occupied within 0 to 5 years.   |           |
| Planning Designation   | Primarily Industrial Area   |           |
| Planning History   | There are no known recent planning applications.  |           |
| OVERALL SITE RATING  | Poor  |           |
| Recommendation and Potential Future Uses   | The site should be retained as a Primarily Industrial Area, and because it is fully developed it does not form part of the Borough’s ongoing land supply for new employment development. B1c, B2 and small B8 uses would be most appropriate for the site and the area it sits within.  |           |
| SITE SUMMARY:  |   |           |
| The site accommodates two small poor quality units with a large turning / storage yard, with good accessibility in proximity to the main docks access roads. As one of the units is occupied and the other is advertised to let, the site is essentially already fully developed and should therefore be retained as part of the surrounding Primarily Industrial Area. Because the site is fully developed it does not form part of the Borough’s ongoing employment land supply. |   |           |

## Site Name [419] Birkenhead Dock Estate – Land at Beaufort Road



**GROSS SITE AREA:**  
**1.6 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA   | COMMENT  | RATING    |
|--|--|-----------|
| Current Use and Land Type                                  | The site is occupied by Sasol Wax GmbH, Cammell Laird and the adjacent light industrial/office premises are vacant (previously occupied by North Western Ship Repairers Ltd). The site consists of predominantly industrial facilities and yard facilities with some office buildings on a corner plot between the A5088 and the A5030. The site is fully developed but underutilised. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map  |           |
| Strategic Road Access                                      | The site is within 1km of the A5030.   | Good      |
| Local Accessibility  | The site is well located with direct access on to the A5088 Wallasey Bridge Road. The site has car parking space. There are bus stops within 400m on Station Road and Wallasey Bridge Road with services to Arrowe Park, Heathfield and Poulton. The local railway station, Birkenhead North, is approximately 0.2 km away, to the south.  | Very Good |
| Proximity to Urban Areas and Access to Labour and Services | The site is located in Birkenhead but also in proximity to Wallasey and has excellent access to the local labour market, albeit with a limited offer of local services in the immediate area.  | Very Good |
| Compatibility of Adjoining Uses                            | The site adjoins a large former industrial site to the north and east (site, 357), which currently has site preparation works underway and is in close proximity to the waste collection, processing and recycling facilities on the opposite side of Wallasey Bridge Road, to the west (Veolia Bidston recycling centre). The Park and Ride Car Park for Birkenhead North Station and an area of cleared housing (site 66) lies to the south, on the opposite side of Beaufort Road, beyond an overgrown and landscaped area associated with former dockland railway sidings. | Very Good |
| Developmental and Environmental                            | Although under-utilised, the site is fully developed with site 357 offering potential for further expansion. The vacant and  | Poor      |

|   |  |                   |
|---|--|-------------------|
| Constraints   | derelict buildings date to approximately 1950s to 1960s and would require significant works to bring them up to modern standards, or demolition. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the nearby Site 81. A portion of the site in the eastern corner is within Flood Zones 2 and 3.  |                   |
| Market Attractiveness   | The site lies in a predominantly industrial area and the majority is in use and occupied by Sasol Wax GmbH and Cammell Laird, though the remainder of the site is vacant and accommodates derelict buildings and vacant hardstanding. The site is adjacent to the Wirral Waters Enterprise Zone and proposed MEA Park.   | Good / Average    |
| Viability   | <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-28.4% - Very Poor)</li> <li>• Medium industrial (-16.4% - Poor)</li> <li>• Large industrial (+4.1% - Good)</li> <li>• Large Urban Office (-20.5% - Very Poor)</li> </ul> <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p> | Good to Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | The majority of the site area is in use and occupied by Sasol Wax GmbH and Cammell Laird. The remainder of the site previously occupied by North Western Ship Repairers Ltd requires refurbishment and/or demolition and replacement, which could likely be achieved in 0 to 5 years.  |                   |
| Planning Designation  | The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.  |                   |
| Planning History  | 11/00645 (06/03/2012) replacement of 33,782sqm with 228,300sqm B2/B8 and Trade Centre. Part now Site 357.  |                   |
| <b>OVERALL SITE RATING</b>  | Average  |                   |
| <b>Recommendation and Potential Future Uses</b>   | The site should be allocated for B-Class employment in association with the surrounding proposals for the Enterprise Zone's MEA Park. B-Class uses including B1, B2 and B8 are appropriate for the site.   |                   |
| <b>SITE SUMMARY:</b>  |  |                   |
| <p>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 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.</p> |  |                   |



### Site 420: Rear of Arrowe Brook Road, Upton



**GROSS SITE AREA:**  
**2.0 ha**

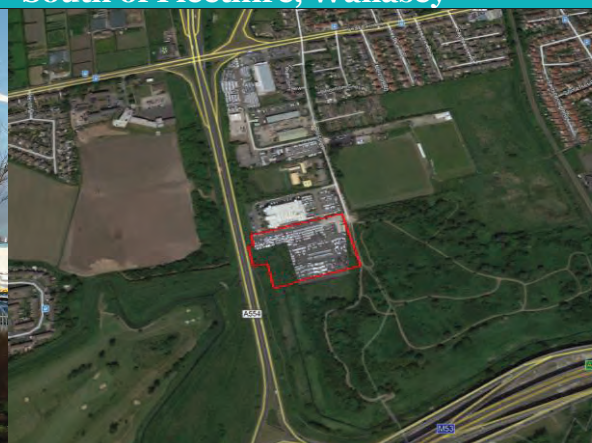
**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA                  | COMMENT  | RATING |
|---------------------------|--|--------|
| Current Use and Land Type | <p>Formerly landlocked brownfield site to the rear of Arrowe Brook Road, Upton. The site comprised a former UDP Employment Development Site Allocation (EM4/01) that now has extant planning permission for a mixed use development including 180 new dwellings (143 houses plus 37 apartments), ref: APP/15/01261. The development is under construction by Milne Homes and is the easternmost section of the development known as 'Upton Pines'.</p> <p>Immediately to the south of the development site lies the Arrowe Brook Road Industrial Estate, which is sub-divided into three separate parks – the Wirral Business Park, Champions Business Park and Arrowe Commercial Park. Wirral Business Park has a number of smaller commercial users including DMS Central Strategy Unit, Wired, Inclusive Access and Uneek. There are offices to let on the Business Park complex of between 20 and 1,400 sqm. Arrowe Commercial Park to the East, has larger industrial and warehouse units with a number of smaller workspaces to let including one for 550 sqm and another for 575 sqm. Occupiers include E2E Technologies, TES Lighting, Empowered Fit (a Gym), R&amp;J Travel (a coach company). Champions Business Park further east comprises a mix of large B8 storage warehouses, industrial units, Sui Generis showrooms and administrative offices. Occupiers include Champion Storage, Big Padlock Offices and Self storage, Centaur and Barclay Property Group offices, Wolf Law Solicitors, Pine &amp; Oak Warehouse and Arrow Kitchens and Bathrooms.</p> |        |
| Strategic Road Access     | The site is located immediately adjacent to the A551, just to the south of the roundabout with the A5027. The site also has good access to the M53, which lies 2.8km to the south east.  | Good   |
| Local Accessibility       | Landlocked former expansion land that can only access the A-road network via the residential development to the east. A bus stop is located immediately to the south of the existing Industrial Estate on Arrowe Brook Road, with the number 22 service providing hourly services to Moreton Cross during the week. The number 81 provides hourly services to Greasby on Saturdays only.   | Poor   |



|  |  |           |
|--|--|-----------|
| Proximity to Urban Areas and Access to Labour and Services   | Located immediately to the south of Upton, to the west of Woodchurch, and to the east of Greasby.  | Very Good |
| Compatibility of Adjoining Uses  | Whilst the site sits immediately to the north of the existing Arrowe Brook Road Industrial area, with wooded areas to the north and west, a new Milne Homes residential development is under construction immediately to the east of the site.   | Average   |
| Developmental and Environmental Constraints  | The site is currently being built out for residential uses as part of the wider Milne Homes Upton Pines development. It is therefore unavailable for other uses (and would in any case be effectively landlocked given that the only access would be via narrow residential roads).  | Very Poor |
| Market Attractiveness  | Low profile site, effectively landlocked, currently being built out for higher value residential uses.   | Very Poor |
| Viability  | N/A – site being built out for residential uses.   | Very Poor |
| Barriers to Delivery, Mitigation and Timescales  | Although the site was formerly allocated for Employment uses under Policy EM4/01, it now has extant planning permission as part of a wider residential-led mixed use development that will include 180 residential units. These are currently under construction by Milne Homes. The site is therefore unavailable for employment use.   |           |
| Planning Designation   | Formerly Employment Designation EM4/01. The site now has extant planning permission for 180 homes as part of a larger site including land to the east. The permission (APP/15/01261) was granted on 18 <sup>th</sup> December 2015 for the following uses:<br><i>“Residential-led mixed use development comprising the demolition of the existing RFCA Buildings and erection of a new purpose built RFCA facility (Use Class D1) together with a residential development (Use Class C3) with associated landscaping, open space provision together with pedestrian linkages and associated car parking; access arrangements off Arrowe Park Road and the construction of a new uncontrolled pedestrian crossing on Arrowe Park Road.”</i> |           |
| Planning History   | See above. Variation 9 of the 2015 approval was subsequently varied by application APP/16/00212 relating to the new Reserve Forces and Cadets Association training building and car parking area.  |           |
| OVERALL SITE RATING  | Very Poor  |           |
| Recommendation and Potential Future Uses   | The site is no longer available for employment use and is under construction as part of a wider residential development known as Upton Pines. The site should be de-allocated for employment uses. It will comprise residential uses in future.  |           |
| SITE SUMMARY:  |  |           |
| This site, a former brownfield landlocked industrial site allocated for Employment uses (EM4/01) in the adopted UDP, now comprises part of a larger residential-led mixed use development that is currently under construction. It is therefore no longer available and should be deallocated. |  |           |

### Site 421: Cross Lane Industrial Estate – South of Fleethire, Wallasey



**GROSS SITE AREA:**  
**1.61 ha**

**ESTIMATED NET DEVELOPABLE AREA:**  
**0 ha**

| CRITERIA                  | COMMENT   | RATING    |
|---------------------------|---|-----------|
| Current Use and Land Type | <p>The site forms the most southerly end of the Cross Lane Industrial Estate in Wallasey. The site is allocated under Policy EM3/13 in the Wirral UDP as land for General Employment Use Proposals. However, as can be seen from the image, the bulk of the site now comprises of car parking for West Wallasey Fleet Hire Services, whilst the only remaining undeveloped allocated land comprises reedbeds at a lower level to the rest of the site. The site also includes a large wind turbine at its southern end.</p> <p>Cross Lane Industrial Estate is the only one of its kind in Wallasey and is effectively completed. It comprises predominantly non-B-Class uses, specifically a Jewsons, West Wallasey Van Hire, Village Motor Company MOTs, Johnson Controls, an RSPCA rescue Centre, the aforementioned West Wallasey Fleethire Services and to the west in a modern office building, Auger (a company serving the insurance industry for drainage and water mains claims). There are no vacancies across the wider estate, which is well positioned relative to the A554 and the Motorway network, but has a poor internal road layout. It provides good employment opportunities for indigenous companies, although the overall B-offer is severely watered down by Sui Generis uses.</p> |           |
| Strategic Road Access     | The site is located immediately adjacent to the A554, and from there, around 650 metres to the M53.   | Very Good |
| Local Accessibility       | <p>The wider Industrial Estate has comparatively poor internal road accessibility with relatively narrow and unmarked roads with cars parked informally on either side of the carriageway running south to the expansion site 421. Residential properties must be passed on the way up the narrow road (Sandhill View to the west).</p> <p>Bus stops are available on the A551 to the north of the site, with the 423 service to Seacombe Ferry providing a regular 30 minute service.</p>  | Poor      |

|   |   |           |
|---|---|-----------|
| Proximity to Urban Areas and Access to Labour and Services  | Located immediately to the west of Wallasey.  | Very Good |
| Compatibility of Adjoining Uses   | The site sits immediately to the south of the existing Cross Lane Industrial Estate, with the West Wallasey Fleethire company located to the north, a country park to the south and east; the Wallasey Rugby Union Club located to the north east and the A554 flanking the site to the west. Some residential properties are situated to the north of the site.                        | Good      |
| Developmental and Environmental Constraints   | The is currently in use as car parking and storage for the van / car hire for West Wallasey Van Hire. The only area of land that is not currently in use is the south-west corner. This sits at a slightly lower level than the rest of the site, and features wetland reedbeds which feed into a stream. It does not appear to be developable.   | Very Poor |
| Market Attractiveness   | Effectively built out.  | Very Poor |
| Viability   | Unlikely to be viable for development due to development constraints on remaining undeveloped land.   | Very Poor |
| Barriers to Delivery, Mitigation and Timescales   | Although the site was formerly allocated for General Employment Use Proposals in the UDP (EM3/13), it now has extant planning permission and has been redeveloped as part of the larger West Wallasey Van Hire immediately to the north, and now comprises hardstanding parking area for vans. The only remaining land to the south-west is effectively unavailable for employment use. |           |
| Planning Designation  | Formerly Employment Designation EM3/13.   |           |
| Planning History  | Most of the site has since been granted planning permission for change of use to car parking. The site also has permission for a large new wind turbine which has since been built at the southernmost end of the site.   |           |
| OVERALL SITE RATING   | Very Poor   |           |
| Recommendation and Potential Future Uses  | The site is effectively no longer available for employment use, with the developable land now comprising car parking for West Wallasey Van Hire to the north, whilst the pocket of remaining land to the south west comprises a stream and wetland reedbeds at a different level to the remainder of the site.  |           |
| SITE SUMMARY:   |   |           |
| This site, allocated for General Employment Use Proposals (EM3/13) in the adopted UPD, is now subsumed within the West Wallasey Van Hire site to the north and is predominantly in use for car parking. The remaining undeveloped land to the south-west comprises reedbed and wetland and is not developable. It is therefore no longer available and should be deallocated. |   |           |





**Bristol**  
0117 403 1980  
bristol@lichfields.uk

**Cardiff**  
029 2043 5880  
cardiff@lichfields.uk

**Edinburgh**  
0131 285 0670  
edinburgh@lichfields.uk

**Leeds**  
0113 397 1397  
leeds@lichfields.uk

**London**  
020 7837 4477  
london@lichfields.uk

**Manchester**  
0161 837 6130  
manchester@lichfields.uk

**Newcastle**  
0191 261 5685  
newcastle@lichfields.uk

**Thames Valley**  
0118 334 1920  
thamesvalley@lichfields.uk

