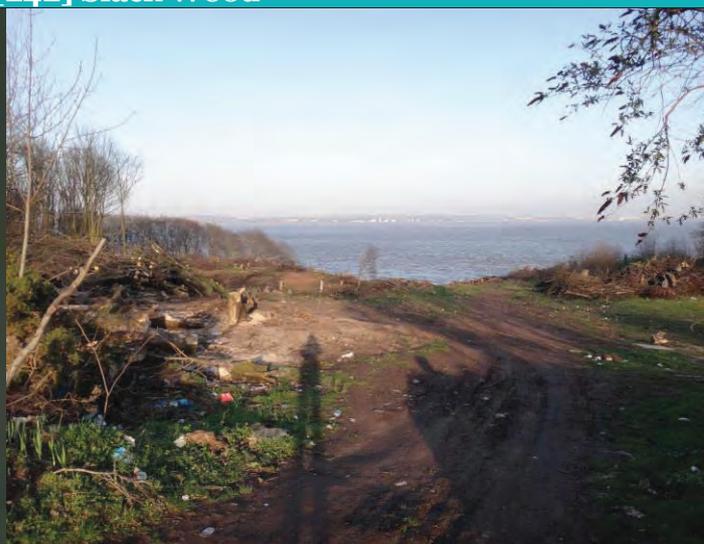
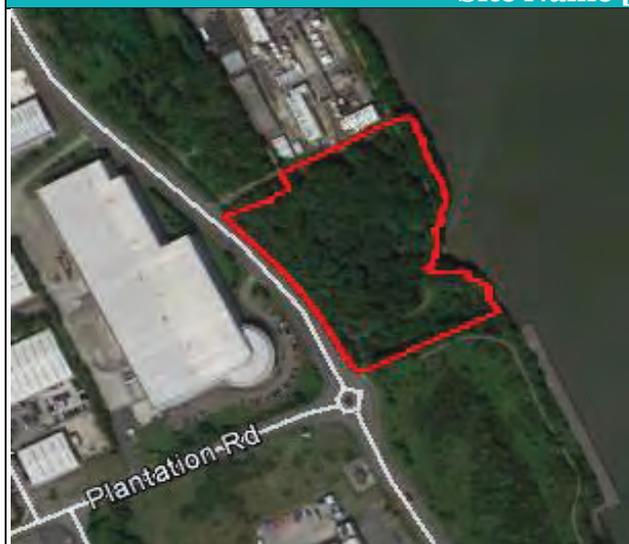


**Site Name [242] Slack Wood**



**GROSS SITE AREA:  
2.03 ha**

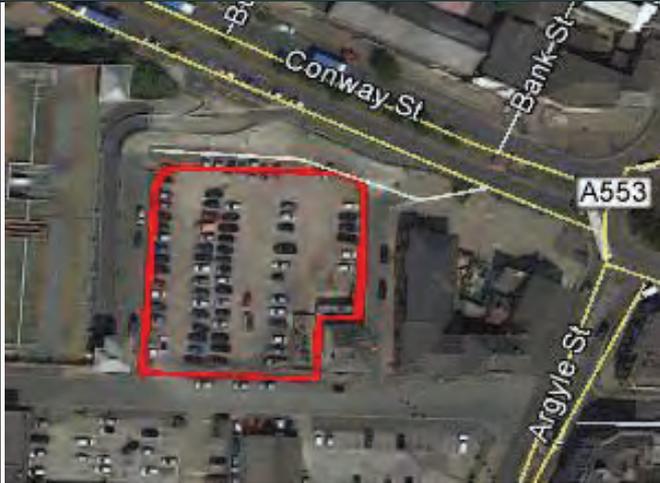
**ESTIMATED NET DEVELOPABLE AREA:  
1.35 ha**

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)	
<b>OVERALL SITE RATING</b>	Average	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
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	
<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 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.	
<b>SITE SUMMARY:</b>		
<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	<p>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.</p>	
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).	
<b>OVERALL SITE RATING</b>	Good	
<b>Recommendation and Potential Future Uses</b>	<p>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.</p>	
<b>SITE SUMMARY:</b>		
<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	
<b>OVERALL SITE RATING</b>	Average	
<b>Recommendation and Potential Future Uses</b>	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.	
<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 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 Oxtan 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	
<b>OVERALL SITE RATING</b>	Poor	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
This brownfield site is within the residential area of Oxtan 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**

<b>CRITERIA</b>	<b>COMMENT</b>	<b>RATING</b>
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 an 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.	
<b>OVERALL SITE RATING</b>	Average	
<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 is available for development; this would exclude the site from the Borough's ongoing employment land supply.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

**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

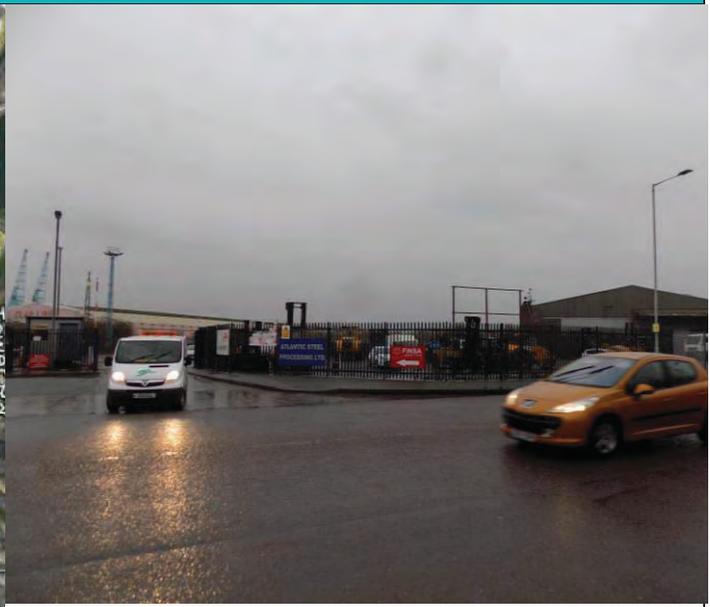
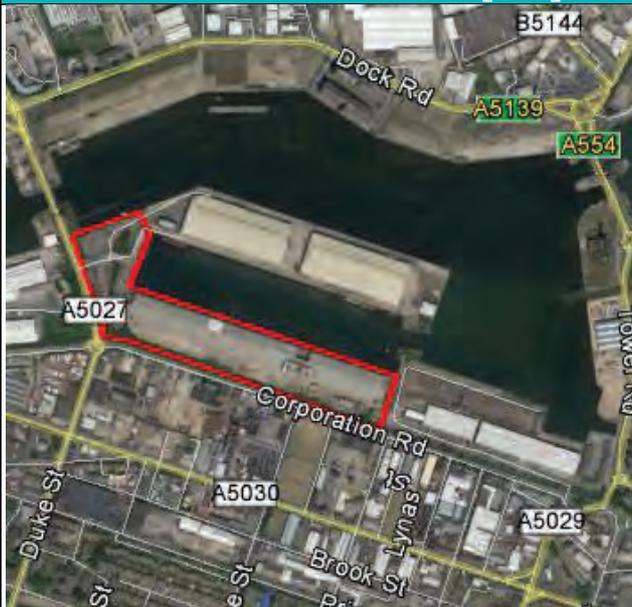
**ESTIMATED NET DEVELOPABLE AREA:**  
0 ha

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	<p>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.</p>	
Market Attractiveness	<p>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.</p>	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	<p>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</p>	

	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.	
<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 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.	
<b>SITE SUMMARY:</b>		
<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**



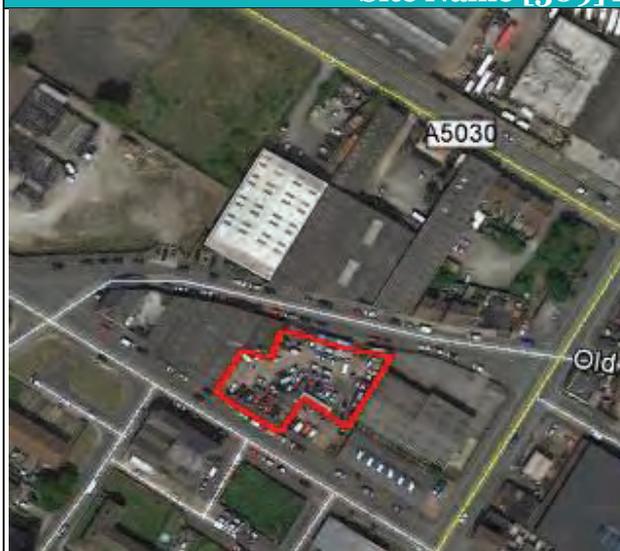
**GROSS SITE AREA:  
0.07 ha**

**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	
<b>OVERALL SITE RATING</b>	Poor	
<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 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.	
<b>SITE SUMMARY:</b>		
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:  
0.13 ha**

**ESTIMATED NET DEVELOPABLE AREA:  
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	
<b>OVERALL SITE RATING</b>	Poor	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

**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.	
<b>OVERALL SITE RATING</b>	Good	
<b>Recommendation and Potential Future Uses</b>	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.	
<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 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	
<b>OVERALL SITE RATING</b>	Poor	
<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 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.	
<b>SITE SUMMARY:</b>		
<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).	
<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. 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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

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



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

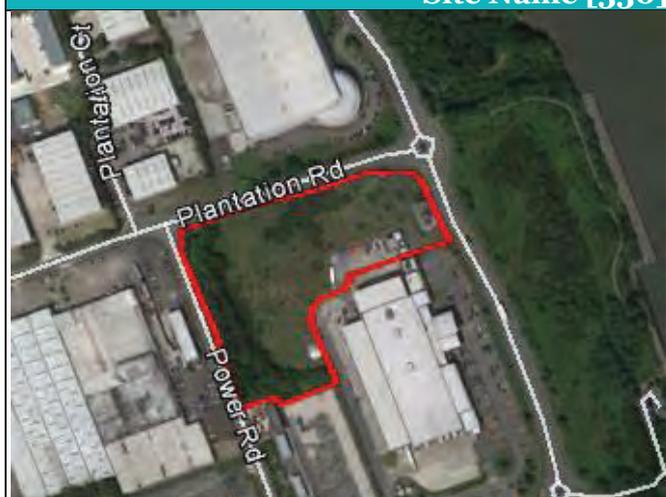
**ESTIMATED NET DEVELOPABLE AREA:**  
**0.77 ha**

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 Unilver 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.
<b>SITE SUMMARY:</b>	
<p>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.</p>	

**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	
<b>OVERALL SITE RATING</b>	Poor	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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</p>		

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	
<b>OVERALL SITE RATING</b>	Good	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

**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	
<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 and its extant permission, it is considered that site could best accommodate B1, B2, and B8 development.	
<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. 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.</p>		

**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	
<b>OVERALL SITE RATING</b>	Very Poor	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
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**



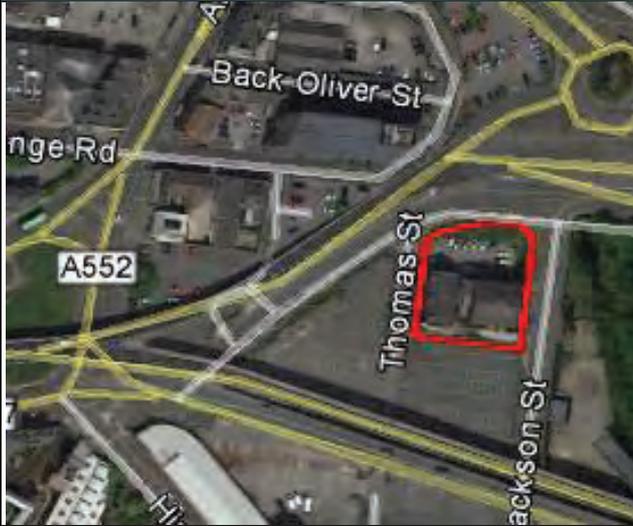
**GROSS SITE AREA:  
0.01 ha**

**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	
<b>OVERALL SITE RATING</b>	Very Poor	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

**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	
<b>OVERALL SITE RATING</b>	Average	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

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



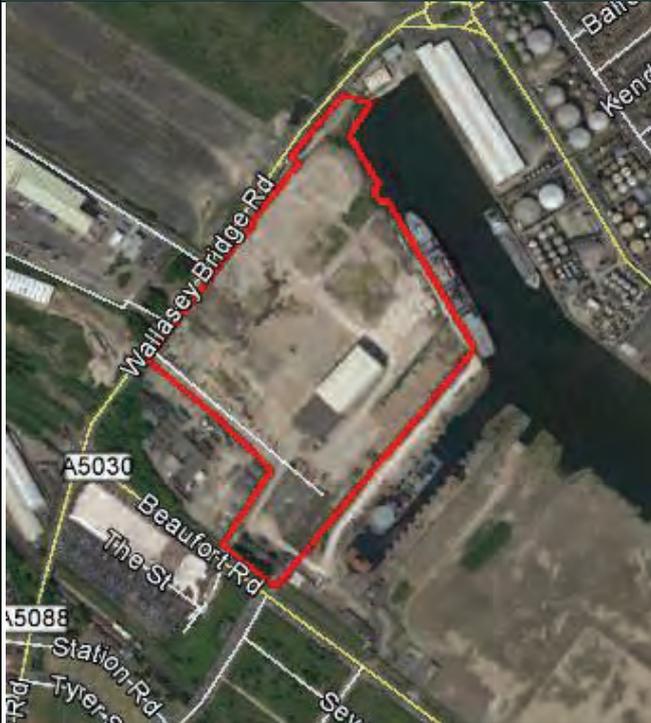
**GROSS SITE AREA:**  
**0.07 ha**

**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	
<b>OVERALL SITE RATING</b>	Poor	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<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**



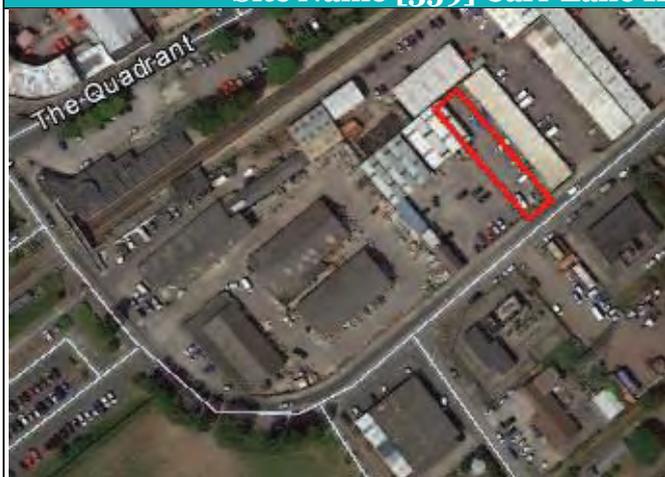
**GROSS SITE AREA:**  
**0.30 ha**

**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	
<b>OVERALL SITE RATING</b>	Average	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

**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	
<b>OVERALL SITE RATING</b>	Average	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

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



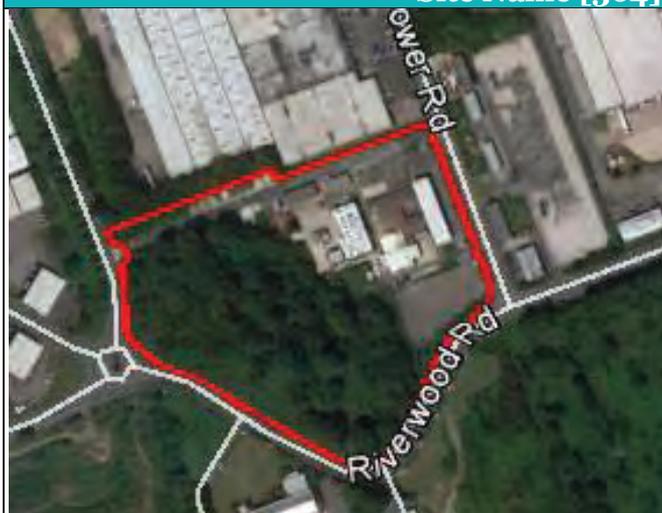
**GROSS SITE AREA:  
0.01 ha**

**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)	
<b>OVERALL SITE RATING</b>	Good	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

**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.
<b>SITE SUMMARY:</b>	
<p>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.</p>	

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



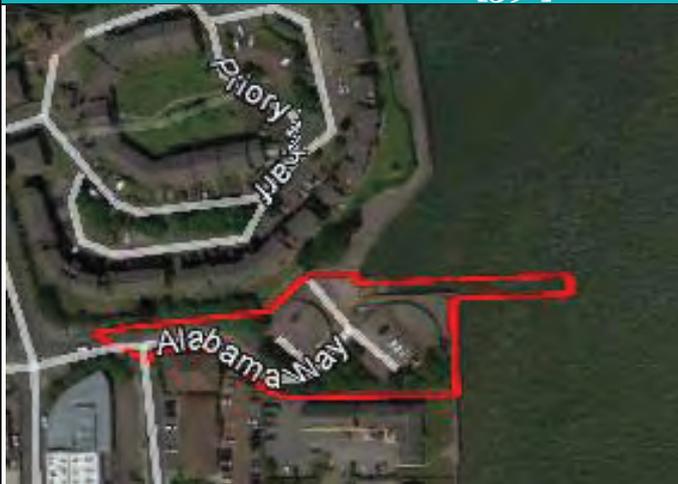
**GROSS SITE AREA:  
0.58 ha**

**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	
<b>OVERALL SITE RATING</b>	Average	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

**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.	
<b>OVERALL SITE RATING</b>	Very Poor	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<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 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.</p>		

**Site Name [415] Former Eastham Sand**



**GROSS SITE AREA:  
3.89 ha**

**ESTIMATED NET DEVELOPABLE AREA:  
1.94 ha**

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	
<b>OVERALL SITE RATING</b>	Average	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

**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	
<b>OVERALL SITE RATING</b>	Poor	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
<p>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.</p>		

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



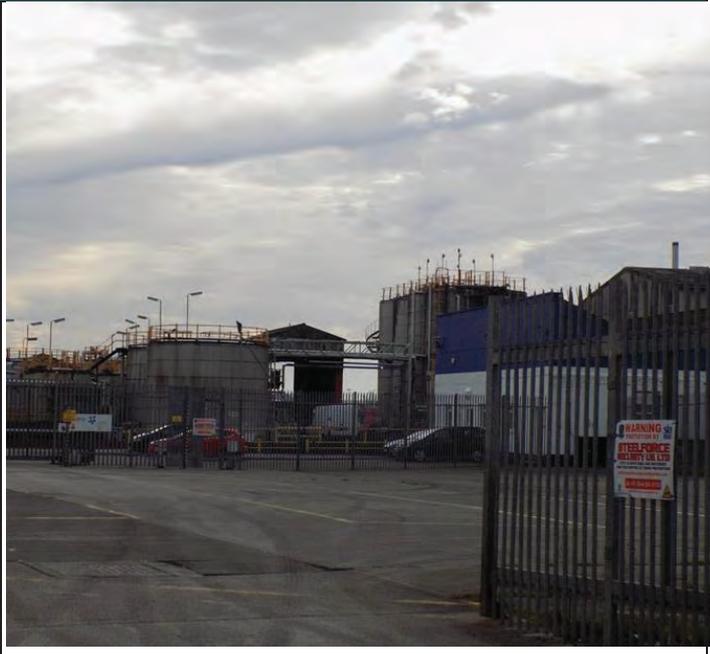
**GROSS SITE AREA:  
0.18 ha**

**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.	
<b>OVERALL SITE RATING</b>	Poor	
<b>Recommendation and Potential Future Uses</b>	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.	
<b>SITE SUMMARY:</b>		
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 Arrove 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 Arrove 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 Arrove Brook Road Industrial Estate, which is sub-divided into three separate parks – the Wirral Business Park, Champions Business Park and Arrove 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. Arrove 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 Arrove 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: <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.	
<b>OVERALL SITE RATING</b>	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.	
<b>SITE SUMMARY:</b>		
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.	
<b>OVERALL SITE RATING</b>	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.



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