

Appendix 7: Site Pro-Formas

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



**GROSS SITE AREA:
6.57 ha**

**ESTIMATED NET DEVELOPABLE
AREA:
6.57 ha**

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

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

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

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



**GROSS SITE AREA:
5.02 ha**

**ESTIMATED NET DEVELOPABLE
AREA:
5.02 ha**

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

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

SITE SUMMARY:

This greenfield site is separated from the urban areas of Moreton/Leasowe by the railway line to the south and river Birket to the north. The site is allocated for employment development and benefits from good local accessibility and proximity to Moreton urban area but is constrained by its location in both Flood Zones 2 and 3, its proximity to residential development and, the owner's interest to pursue the site for residential development. The site is recommended to be re-designated for mixed use development, comprising B1 use on the western portion of the site to act as a buffer to the existing and adjacent employment uses, and residential development to the east (assuming that appropriate flood defences can be provided). Given the site's proximity to Typhoo Tea and Manor Bakeries entirely releasing the site to other uses could threaten the existing B-Class operations. It is therefore recommended that a small scale B1 use development catering to local SMEs is provided on the western portion of the site, for example a scheme providing terraced units for light industrial B1c use. This would provide a suitable buffer to residential development on the eastern portion of the site.

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



**GROSS SITE AREA:
9.32 ha**

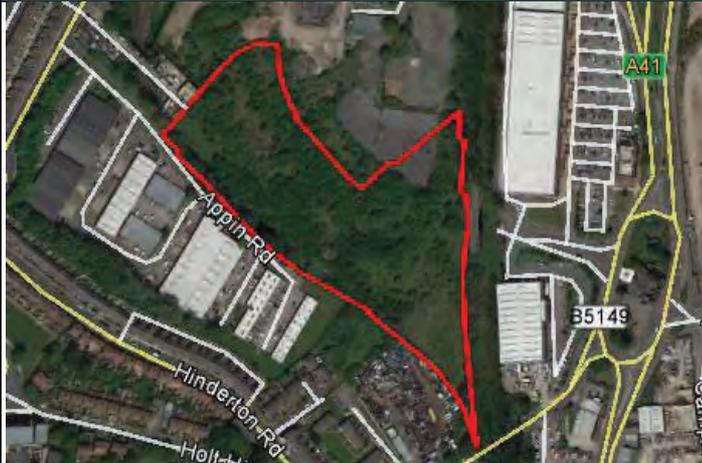
**ESTIMATED NET DEVELOPABLE AREA:
8.38 ha**

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

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

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

Site Name [15] Former Railway Depot



**GROSS SITE AREA:
3.45 ha**

**ESTIMATED NET DEVELOPABLE
AREA:
3.27 ha**

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

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

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

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

Site Name [17] Riverview Road - East of Tulip



**GROSS SITE AREA:
2.94 ha**

**ESTIMATED NET DEVELOPABLE AREA:
1.91 ha**

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

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

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



**GROSS SITE AREA:
1.46 ha**

**ESTIMATED NET DEVELOPABLE
AREA:
1.46 ha**

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

	<p>the Typhoo Tea and Manor Bakeries factories. The site is allocated for employment development (with site 8) but is located within Flood Zone 2 and 3. The site benefits from good local access, proximity to the urban area of Moreton and a prominent location, fronting Reeds Lane. The site nevertheless suffers from its peripheral location within the Wirral commercial property market with low levels of interest for industrial or distribution development in this location and market interest in Moreton is typically for smaller rather than large new build premises. It is understood the landowner may now have interest for residential development.</p>	
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"> • Small industrial (-28.4% - Very Poor) • Medium industrial (-16.4% - Poor) • Small offices (out of town) (-16.7% - Poor) <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding. The lack of viable employment options for the site further suggests it's suitability for residential uses.</p>	Poor to Very Poor
Barriers to Delivery, Mitigation and Timescales	<p>The site is allocated for employment development but has remained undeveloped. The site is supported by the industrial infrastructure that serves the Typhoo and Manor Bakeries factories but is located within Flood Zones 2 and 3. Low market interest for large-scale new build employment development in Moreton means that the site is unlikely to come forward in the next 10-15 years. It is understood that the landowner now has interest in pursuing residential development, along with site 8 to the south which may restrict future availability for employment development.</p>	
Planning Designation	Employment Development Site	
Planning History	OUT/05/6511 (21/12/06) residential development (Taylor Woodrow) Appeal dismissed.	
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses	<p>Retain as an Employment Development Site as part of a wider Primarily Industrial Area. Given the site's proximity to Typhoo Tea and Manor Bakeries, releasing the site to other uses could threaten the existing B-Class operations. Whilst the site is not expected to come forwards for large scale B-Class development, it could accommodate a cluster of smaller units that could continue to support the existing industrial uses on both sides of Reeds Lane. B1 use would be preferred to be appropriate to any potential future residential development at site 8.</p>	
SITE SUMMARY:		
This greenfield site is separated from the urban areas of Moreton and Leasowe by the railway line to		

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

Site Name [29] Conway Park - North of Station



**GROSS SITE AREA:
1.25 ha**

**ESTIMATED NET DEVELOPABLE AREA:
1.25 ha**

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

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

Site Name [30] Twelve Quays - Tower Wharf



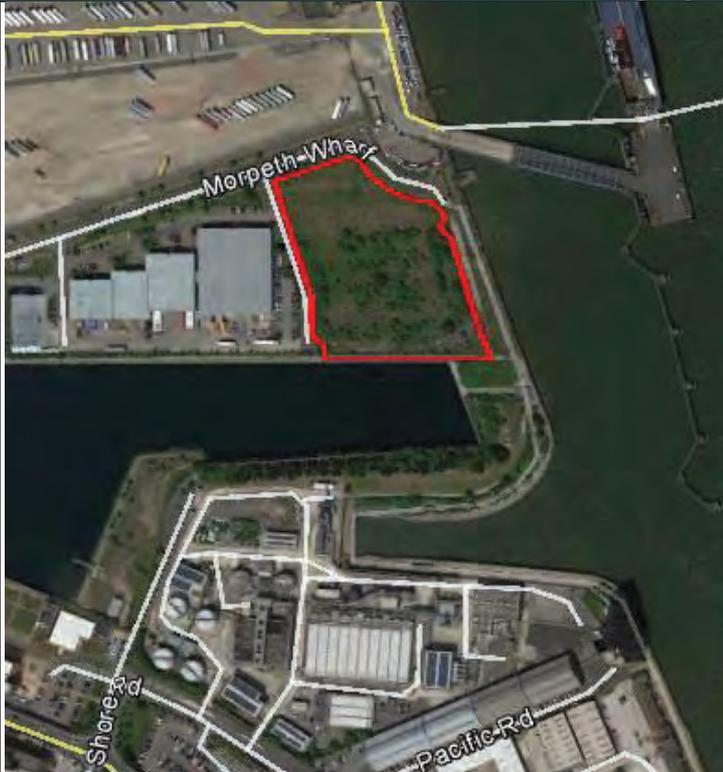
**GROSS SITE AREA:
1.01 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.91 ha**

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

Viability	<p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> • Small industrial (-28.4% - Very Poor) • Medium industrial (-16.4% - Poor) • Large Urban Office (-20.5% - Very Poor) <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p>	Poor to Very Poor
Barriers to Delivery, Mitigation and Timescales	The site is owned by Peel Holdings who to date has retained the land for potential expansion of the adjacent Ro-Ro ferry terminal, which may continue to be a barrier to the site being delivered in the short term. If the site were available to the market it is likely be delivered in 0 to 5 years.	
Planning Designation	Employment Development Site allocated for B1, B2 and B8	
Planning History	No current or recent planning history.	
OVERALL SITE RATING	Very Good	
Recommendation and Potential Future Uses	The site should retain its allocation as an Employment Development Site for B-Class employment use as part of a wider Primarily Industrial Area, and would best accommodate B1c, B2 or B8 development given the adjacent land uses.	
SITE SUMMARY:		
<p>The site is a rectangular plot of reclaimed brownfield land adjacent to existing good quality employment sites. The site has excellent visibility from the A554 and would be an attractive site for development given its proximity to Birkenhead Town Centre. There are no known significant constraints to development, though the land is being retained by Peel Holdings for potential Ro-Ro expansion of the nearby ferry terminal. The site should retain its allocation as an Employment Development Site for B-Class development.</p>		

Site Name [31] Twelve Quays - Morpeth Waterfront



**GROSS SITE AREA:
1.51 ha**

**ESTIMATED NET DEVELOPABLE
AREA:
1.36 ha**

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

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

as an Employment Development Site for B-Class development.

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



GROSS SITE AREA:
0.78 ha

ESTIMATED NET DEVELOPABLE AREA:
0.78 ha

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

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

within Wirral Waters.

SITE SUMMARY:

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

Site Name [43] Centuria Business Park, Stadium Road



**GROSS SITE AREA:
8.07 ha**

**ESTIMATED NET DEVELOPABLE AREA:
7.26 ha**

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

	Zone 1 and at low risk of flooding.	
Market Attractiveness	The site is currently undeveloped and is designated for employment development. The surrounding employment development is characterised by a mix of low grade uses and more recently constructed industrial units. The site is located in the established and popular Wirral International Business Park but on-site constraints are likely to deter development in the short to medium term without gap funding.	Average
Viability	<p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> • Small industrial (-28.4% - Very Poor) • Medium industrial (-16.4% - Poor) • Large industrial (+4.1% - Good) • Small offices (out of town) (-16.7% - Poor) • Medium offices (out of town) (-12.7% - Poor) • Large Distribution (9.7% - Good) <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p>	Good to very poor
Barriers to Delivery, Mitigation and Timescales	The site is significantly constrained and will require remediation, clearing and levelling before the site can be brought forward for development. It is therefore unlikely that the site would come forward unaided within the next 5 to 10 years. Given the limited availability of development plots within Wirral International Business Park, it may however be considered appropriate to de-risk this site by using grants or other mechanisms to fund remediation works to bring it forward for development.	
Planning Designation	Employment Development Site	
Planning History	Part of site in Primarily Industrial Area (1.95ha).	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses	The site should be retained as an Employment Development Site and part of the Primarily Industrial Area and safeguarded for long term employment use, but should not be included as part of the Borough's ongoing employment land supply. This is because the deliverability of the site is currently unknown. Given its location at the heart of Wirral International Business Park it would best accommodate B1c, B2 and B8 development.	
SITE SUMMARY:		
This brownfield site is located on the edge of the urban area of Bromborough. The site is designated for employment development and benefits from good strategic road and local access. The site is		

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

Site Name [45] Former Gas Depot



**GROSS SITE AREA:
2.71 ha**

**ESTIMATED NET DEVELOPABLE AREA:
2.57 ha**

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

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

SITE SUMMARY:

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

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



GROSS SITE AREA:
3.37 ha

ESTIMATED NET DEVELOPABLE AREA:
3.03 ha

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

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

development.

SITE SUMMARY:

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

Site Name [50] Former Tank Farm



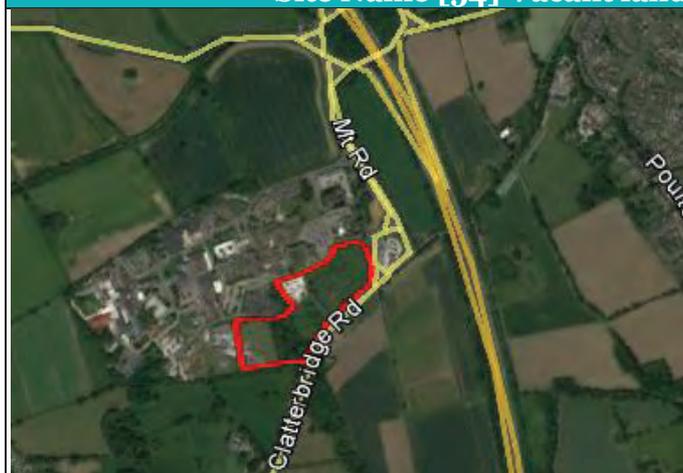
**GROSS SITE AREA:
0.97 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.97 ha**

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

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

Site Name [54] Vacant land at Clatterbridge Hospital



**GROSS SITE AREA:
4.74 ha**

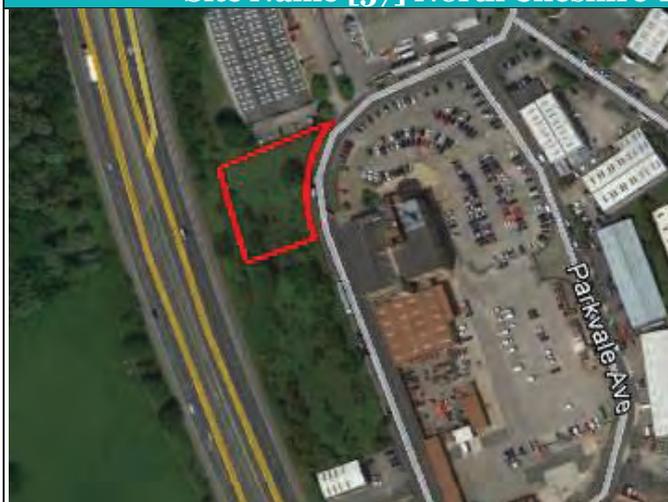
**ESTIMATED NET DEVELOPABLE AREA:
3.55 ha**

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

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

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

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



**GROSS SITE AREA:
0.21 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.09 ha**

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

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

Site Name [59] Birkenhead Dock Estate - Uveco Yard



**GROSS SITE AREA:
0.32 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.32 ha**

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

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

Site Name [60] Kern's Warehouse



**GROSS SITE AREA:
0.98 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.88 ha**

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

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

Site Name [64] Former Training Ground



GROSS SITE AREA:
1.28 ha

ESTIMATED NET DEVELOPABLE AREA:
1.15 ha

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

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

Site Name [65] Former Burtons Biscuits



**GROSS SITE AREA:
12.51 ha**

**ESTIMATED NET DEVELOPABLE
AREA:
3.63 ha**

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

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

SITE SUMMARY:

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

Site Name [66] Former River Streets



**GROSS SITE AREA:
4.02 ha**

**ESTIMATED NET DEVELOPABLE AREA:
3.42 ha**

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

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

Future Uses	appropriately designed so that it does not constrain or prevent the delivery of the adjacent Enterprise Zone for industrial and B8 development.
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SITE SUMMARY:

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

Site Name [70] Peninsula Business Park, Moreton



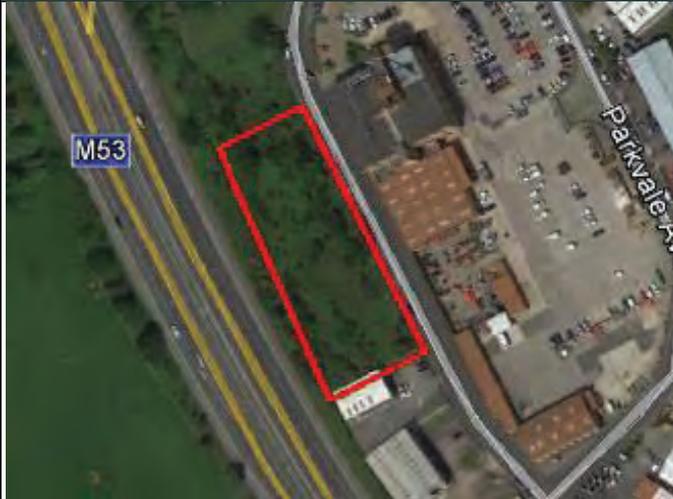
**GROSS SITE AREA:
1.26 ha**

**ESTIMATED NET DEVELOPABLE AREA:
1.13 ha**

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

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

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



GROSS SITE AREA:
0.48 ha

ESTIMATED NET DEVELOPABLE AREA:
0.43 ha

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

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

Site Name [74] Former MOD Tank Farm



**GROSS SITE AREA:
8.07 ha**

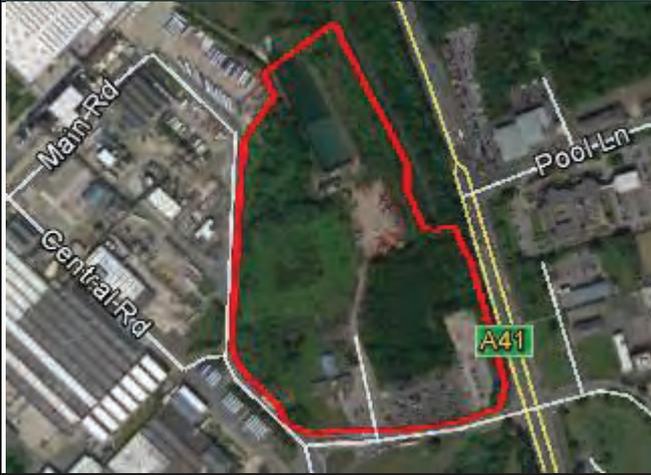
**ESTIMATED NET DEVELOPABLE AREA:
6.85 ha**

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

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

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

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



**GROSS SITE AREA:
6.44 ha**

**ESTIMATED NET DEVELOPABLE AREA:
4.18 ha**

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

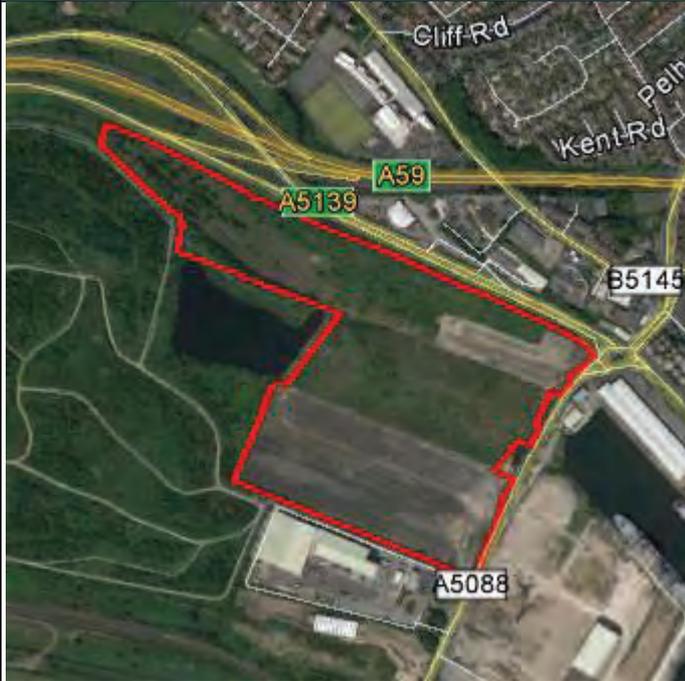
	data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Unilever site. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding. A tidal flap operates to the east of the site. A large interceptor pond is also present on the far north of the site which is owned by Unilever and imperative to the running of the factory and further reduces the developable area of the site.	
Market Attractiveness	The site is only partly undeveloped and is identified as being included within a Primary Industrial Area. The surrounding area is characterised by the industrial manufacturing complex, associated with the Unilever factory. The site is located within the urban area of Bebington and benefits from good strategic road and local access but is currently part of the secure and privately managed Unilever complex.	Average
Viability	<p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> • Small industrial (-28.4% - Very Poor) • Medium industrial (-16.4% - Poor) • Large industrial (+4.1% - Good) • Small offices (out of town) (-16.7% - Poor) • Medium offices (out of town) (-12.7% - Poor) • Large Distribution (9.7% - Good) <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p>	Good to Very Poor
Barriers to Delivery, Mitigation and Timescales	Parts of the site are undeveloped but significant work is likely to be required to bring the site forward for development. The site benefits from its proximity to the Unilever factory and is supported by its associated infrastructure but given the evident site constraints is only likely to come forward at the earliest between 10-15 years, subject to the priorities of the wider landholding.	
Planning Designation	Primarily Industrial Area	
Planning History	N/A	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses	The site should not form part of the Borough's ongoing employment land supply but should be safeguarded as part of a wider Primarily Industrial Area for any long term expansion of the adjacent Unilever site. Appropriate	

	future uses are B1, B2 or B8 considering the location of the site adjacent to the existing Unilever operations.
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SITE SUMMARY:

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

Site Name [79] Wirral Waters - Bidston Dock



**GROSS SITE AREA:
17.55 ha**

**ESTIMATED NET DEVELOPABLE AREA:
10.40 ha**

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

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

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

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



GROSS SITE AREA:
14.17 ha

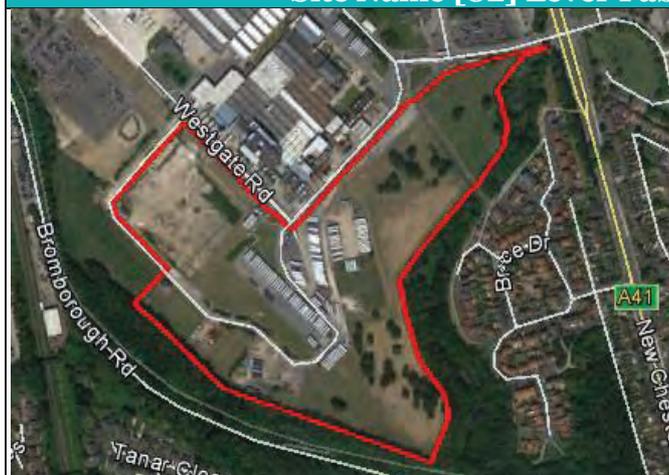
ESTIMATED NET DEVELOPABLE AREA:
12.75 ha

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

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

	gap funding for the majority of scenarios.	
Barriers to Delivery, Mitigation and Timescales	The site requires remediation and the filled docks may require further ground preparation works before development can commence. The site is currently not advertised for sale or to let by Peel Holdings. The site is unlikely to come forwards before its regeneration as part of the Wirral Waters scheme.	
Planning Designation	The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.	
Planning History	11/00645 (06/03/2012) replacement of 33,782sqm with 228,300sqm B2/B8 and Trade Centre. Part now Site 357. 16/01212 (04/11/2016) UK Power Reserve Electricity Storage Facility 427sqm (0.44ha)	
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses	The large site should be allocated as an employment development site for B-Class employment uses (potentially with a preference for uses which require/can utilise the port location) as part of the Wirral Waters Enterprise Zone scheme, and treated separately to the Borough's ongoing employment land supply. B1c, B2 and B8 uses would be most appropriate given the sites location adjacent to existing industrial uses.	
SITE SUMMARY:		
The large cleared site consists predominantly of brownfield land, and benefits from a large frontage with the A5030, quayside access to West Float, close proximity to public transport links and accessibility to the strategic road network. The site may require further remediation for the filled dockland facilities and mitigation against any impact from the adjacent Part A Notification Site for Pollution Control. The site is however made more attractive by its Enterprise Zone designation and is part of the Wirral Waters scheme. The most suitable uses for the large site are B1c, B2 and B8. The site should be allocated for B-Class employment use.		

Site Name [82] Lever Faberge - Bromborough Road



**GROSS SITE AREA:
11.95 ha**

**ESTIMATED NET DEVELOPABLE AREA:
10.75 ha**

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

	from the adjacent Unilever site. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. Part of the site is filled ground.	
Market Attractiveness	The site is undeveloped and is identified as being included within a mix of Primary Residential Area, Urban Greenspace and Primarily Industrial designations. The site benefits from its proximity to the Unilever factory and limited development and environmental constraints. The surrounding employment area is characterised by large scale industrial units, associated with the Unilever factory. The site is located within the urban area of Bebington and benefits from good strategic road and local access.	Average
Viability	<p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> • Small industrial (-28.4% - Very Poor) • Medium industrial (-16.4% - Poor) • Large industrial (+4.1% - Good) • Small offices (out of town) (-16.7% - Poor) • Medium offices (out of town) (-12.7% - Poor) • Large Distribution (9.7% - Good) <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses.</p>	Good to Very Poor
Barriers to Delivery, Mitigation and Timescales	There is has been interest in the past to pursue the site for residential development, which is believed to have been prevented by viability. The immediate land uses are predominantly industrial, associated with the Unilever Factory. Only part of the site, to the extreme south of the site (approximately 3ha), is currently being offered for alternative independent development.	
Planning Designation	The southern portion of the site is designated as a Primarily Residential Area whilst the northern portion is designated as a Primarily Industrial Area, bisected by an area designated as Urban Greenspace along Bromborough Road and the Dibbin Valley. The Primarily Residential designation reflects the aspirations of the landowner at the time the UDP was prepared (mid 1990s) to bring this part of the site forward for residential development, which was never implemented.	
Planning History	OUT/94/6781 for housing (RA but Sec 106 agreement never signed). 14/00378 for car parking reduced site to 11.91ha. SHLAA submission 1957 indicates up to 3.25ha may now be available for other uses.	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses	The site should not form part of the Borough's ongoing employment land supply but should be safeguarded as part of a wider Primarily Industrial Area for the long term expansion of the adjacent Unilever site through an appropriate allocation or designation in a future site-specific Local Plan. Appropriate future	

	uses are B1, B2 or B8 considering the location of the site adjacent to the existing Unilever operations.
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SITE SUMMARY:

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

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



GROSS SITE AREA:
1.27 ha

ESTIMATED NET DEVELOPABLE AREA:
1.21 ha

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

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

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

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

Site Name [86] Wirral Waters - North Bank West



GROSS SITE AREA:
4.23 ha

ESTIMATED NET DEVELOPABLE AREA:
3.80 ha

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

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

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

Site Name [87] Wirral Waters - Tower Quay



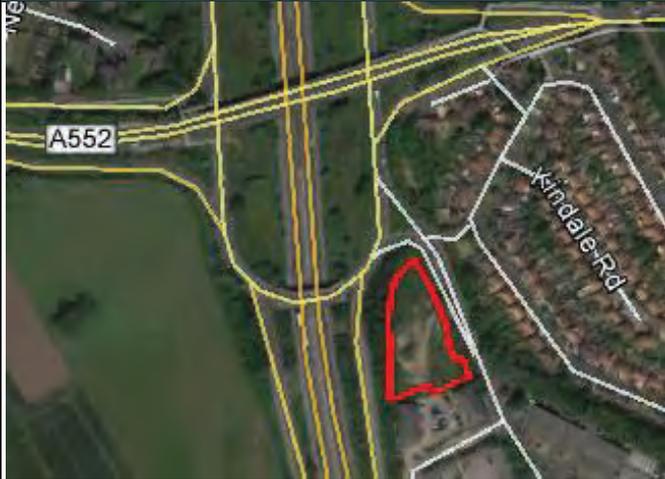
GROSS SITE AREA:
0.40 ha

ESTIMATED NET DEVELOPABLE AREA:
0.40 ha

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

	other known constraints. The site is located in the Dock Estate and a road corridor for environmental improvement passes the front of the site.	
Market Attractiveness	The site is located in the Wirral Waters and Enterprise Zone market area. Whilst this increases the attractiveness of the site it offers a small plot for development which limits its appeal to industrial occupiers but could accommodate a medium size office development or other mixed use (non-residential) development as part of Wirral Waters East Float proposals.	Good
Viability	<p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p> <p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> • Small industrial (-28.4% - Very Poor) • Medium industrial (-16.4% - Poor) <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios.</p>	Poor to Very Poor
Barriers to Delivery, Mitigation and Timescales	The site is owned by Peel Holdings and as part of the Wirral Waters scheme it has been proposed for early implementation alongside other proposals on Tower Road within the Four Bridges Quarter. There are no other known barriers to delivery, though the size of the plot may delay development unless it can be found to meet occupier demands. The site is likely to be delivered in 0 to 5 years.	
Planning Designation	The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.	
Planning History	Part of 09/06509 (31/05/2012) outline for 13,521 residential units (C3), 422,752sqm (B1) 60,000sqm retail/food, 38,000sqm hotel and 100,000sqm of cultural/rec/amenity Condition 68 of the decision notice for the above application states that Four Bridges will not contain any residential development (Use Class C3) unless it is minor and ancillary to other dominant uses.	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses	The site should be allocated/designated for B-Class development as part of the Wirral Waters scheme in a future site specific local plan, and treated as separate form the Borough's ongoing employment land supply; a B1a/b office would be most appropriate given the nature of the site.	
SITE SUMMARY:		
The small brownfield site is located with good accessibility to Birkenhead Town Centre, and has excellent visibility from its frontage with the A554. Part of the site is being used as car parking but it offers a small development plot and would be most appropriate for B1 office use. The site should be allocated/designated for B-Class development as part of the Wirral Waters scheme in a future site-specific local plan but treated as separate from the Borough's ongoing employment land supply.		

Site Name [94] North Cheshire TE - Former Horticultural Training Centre



**GROSS SITE AREA:
0.47 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.235 ha**

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

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

supply.

SITE SUMMARY:

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

Site Name [96] Birkenhead Dock Estate - Cavendish Quay



**GROSS SITE AREA:
2.01 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0 ha**

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

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

Site Name [97] Former Royal Swan Hotel



**GROSS SITE AREA:
0.23 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.13 ha**

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

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

Site Name [100] East of Lubrizol, Bromborough Coast



**GROSS SITE AREA:
9.66 ha**

**ESTIMATED NET DEVELOPABLE AREA:
8.21 ha**

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

	development would need to be sympathetic to the character and setting of the Conservation Area. The EA Flood Map identifies the site as being included within Flood Zone 1 and is at low risk of flooding.	
Market Attractiveness	The site is allocated for employment development as expansion land for the former Lubrizol/D1 Oils plant to the west. The surrounding employment development is characterised by a mix of low and high grade office units and low grade industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local access and a waterfront location overlooking Liverpool.	Average
Viability	<p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> • Small industrial (-28.4% - Very Poor) • Medium industrial (-16.4% - Poor) • Large industrial (+4.1% - Good) • Small offices (out of town) (-16.7% - Poor) • Medium offices (out of town) (-12.7% - Poor) • Large Distribution (9.7% - Good) <p>The viability range for each development typology suggests that development is likely be occupier-led, and may require gap funding for the majority of scenarios. The site does however deliver profit for large industrial and distribution uses. The site's access could create further viability issues.</p>	Good to very poor
Barriers to Delivery, Mitigation and Timescales	The site is constrained by the presence of mature trees on site, which would require clearing and by what are expected to be poor ground conditions, which are also likely to require significant remediation. On this basis the site is likely to be delivered in 10-15 years or beyond, and is dependent upon market conditions and the scale of works required.	
Planning Designation	Employment Development Site under Policy EM5 as expansion land for the former Lubrizol/D1 Oils plant to the west to allow for the potential for processes controlled under the pollution control regime in force at the time. The Proposal also allows for development by others for the permitted B-class uses. The site is also identified as part of the Coastal Zone.	
Planning History	06/5068 (31/03/06) land restoration and deposit of inert material was permitted and partially implemented by the previous owners Lubrizol Ltd.	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses	Given the closure and partial clearance of the adjacent former Lubrizol/D1 Oils site the separate UDP allocation for this site which held it for expansion purposes is now defunct. Given the context of the site, it is considered that the site could accommodate B1c, B2 or B8 development but should be safeguarded for long term employment use and removed from the ongoing	

	employment land supply. The site should be retained within the Primarily Industrial Area until a realistic prospect of development has been confirmed.
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SITE SUMMARY:

This brownfield site is located on the edge of the urban area of Bromborough. The site is allocated for employment development and benefits from good strategic road and local access. The site is likely to require remediation works and will require clearing before it can be brought forward, which could discourage or delay future development. As such it should be safeguarded for long term employment use and removed from the ongoing employment land supply until a realistic prospect of development has been confirmed. Given the proximity of the site to the Bromborough Pool Conservation Area, any future development of the site will also need to be sympathetic towards the Conservation Area's setting and character.

Site Name [101] Quest International, Bromborough Coast



GROSS SITE AREA:
0.60 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

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

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

Site Name [108] Rose Brae Phase 2



GROSS SITE AREA:
1.97 ha

ESTIMATED NET DEVELOPABLE AREA:
1.87 ha

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

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

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



**GROSS SITE AREA:
0.34 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.34 ha**

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

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

Site Name [116] Former Builders Yard



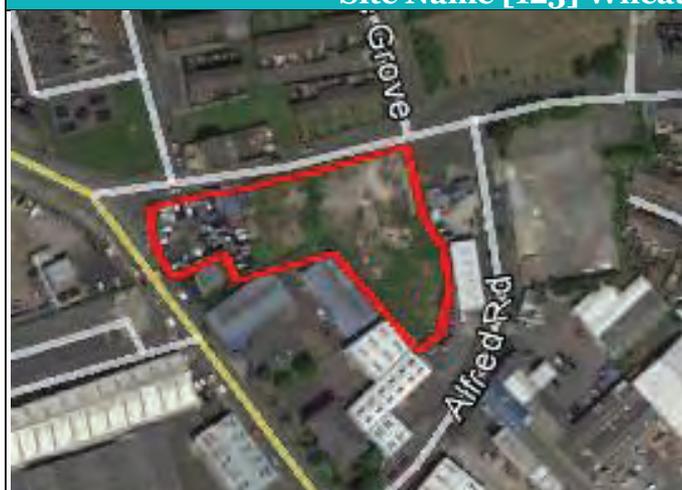
**GROSS SITE AREA:
1.01 ha**

**ESTIMATED NET DEVELOPABLE AREA:
1.01 ha**

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

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

Site Name [123] Wheatland Lane, Seacombe



**GROSS SITE AREA:
0.50 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.50 ha**

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

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

Site Name [125] Tarran IE



GROSS SITE AREA:
0.24 ha

ESTIMATED NET DEVELOPABLE AREA:
0.24 ha

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

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

Site Name [129] Wirral Waters - Hydraulic Tower



**GROSS SITE AREA:
0.83 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.50 ha**

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

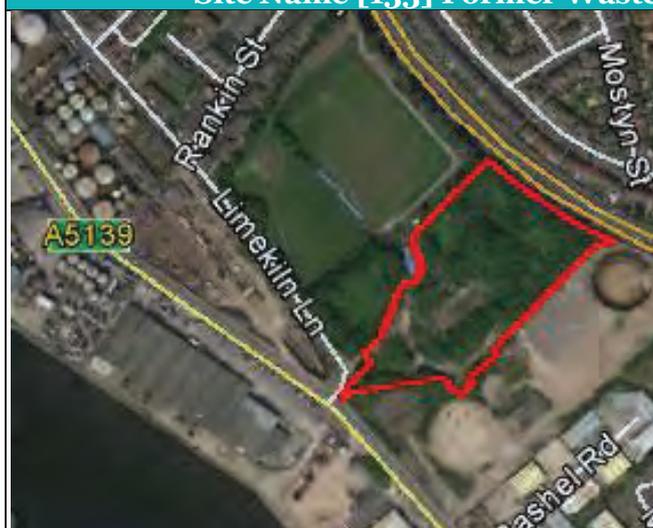
	building and surrounding dock walls. A small portion of the site in the north western is within Flood Zones 2 and 3.	
Market Attractiveness	The site is located in the Wirral Waters and Enterprise Zone market area. Whilst this increases the attractiveness of the site it is constrained by the listed Hydraulic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

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

The brownfield site is located with good accessibility to Birkenhead Town Centre and is part of the Wirral Waters scheme. Whilst the site has excellent visibility and road frontage to the A554 it is constrained by the Grade II listed Hydraulic Tower building, which challenges the deliverability of the site and would require sensitive restoration. The site is most appropriate for a mixed use development that will improve the attractiveness of the site to the market. A mixed use development with B1 office development alongside a hotel, leisure uses and/or residential development would be appropriate.

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



GROSS SITE AREA:
1.59 ha

ESTIMATED NET DEVELOPABLE AREA:
1.35 ha

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

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

Site Name [148] Conway Park - Cinema Frontage



GROSS SITE AREA:
0.11 ha

ESTIMATED NET DEVELOPABLE AREA:
0.11 ha

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

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

Site Name [217] Ten Streets - Phase 1



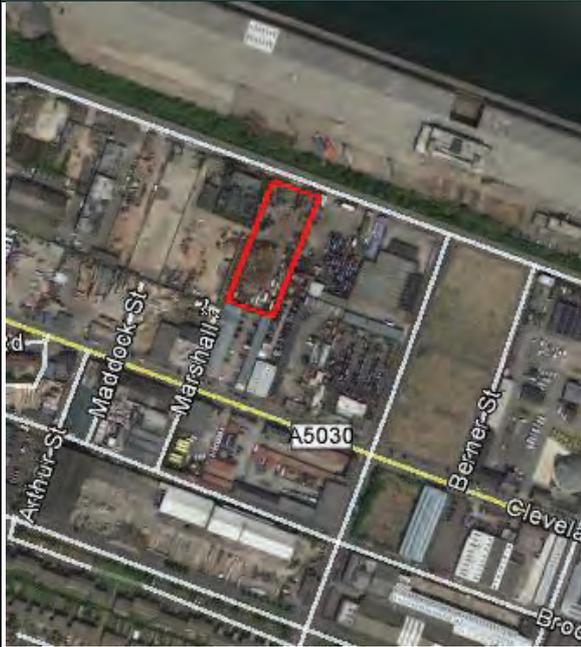
**GROSS SITE AREA:
0.98 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.98 ha**

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

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

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



**GROSS SITE AREA:
0.35 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0 ha**

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

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

Site Name [229] Former Stone Manganese Marine



**GROSS SITE AREA:
6.88 ha**

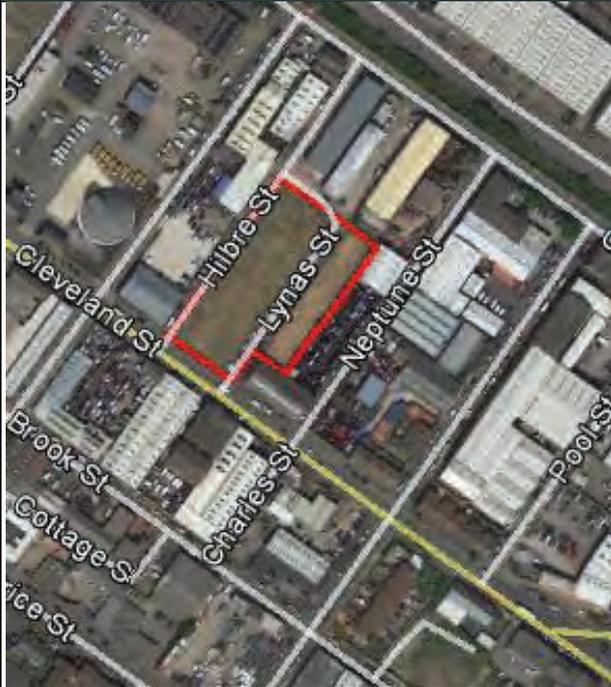
**ESTIMATED NET DEVELOPABLE AREA:
1.44 ha**

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

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

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

Site Name [232] Ten Streets - Phase 4



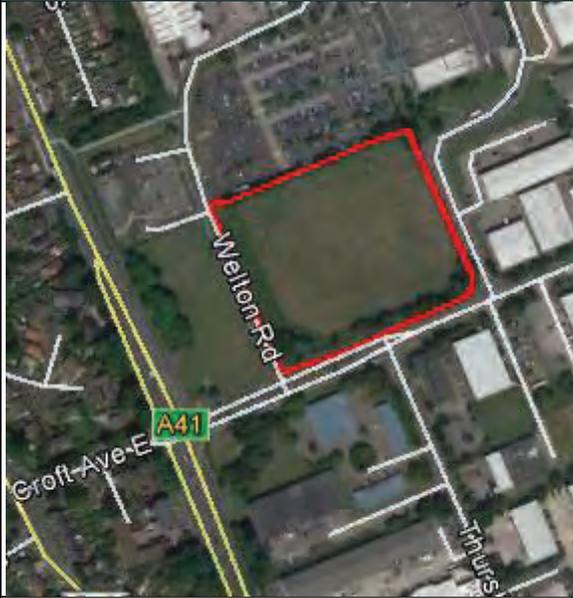
**GROSS SITE AREA:
0.52 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.33 ha**

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

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

Site Name [234] Croft IE - Former Spectrum Adhesives



GROSS SITE AREA:
2.36 ha

ESTIMATED NET DEVELOPABLE AREA:
2.36 ha

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

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

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

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



**GROSS SITE AREA:
0.16 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.16 ha**

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

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