



# Wirral Employment Land and Premises Study

Final Draft for Consultation, February 2021

**APPENDICES**

# Appendix I

## Viability Appraisals

Small Industrial

**Small Industrial**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Small Industrial	1	5,556	6.00	33,333	33,333	33,333

**Investment Valuation**

<b>Small Industrial</b>						
Current Rent	33,333	YP @	7.5000%	13.3333	444,444	

**NET REALISATION**

**444,444**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			20,000			
Purchasers' Costs		5.50%	1,100			20,000
Investigation & Planning Fees			10,000			
						11,100

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost			
Small Industrial	5,556	68.38	379,889	<b>379,889</b>		
External Works		10.00%	37,989			
Developers Contingency		3.00%	12,536			
						50,525

**PROFESSIONAL FEES**

Professional Fees		10.00%	41,788			
						41,788

**MARKETING & LETTING**

Letting Agent Fee		10.00%	3,333			
Letting Legal Fee		5.00%	1,667			
						5,000

**DISPOSAL FEES**

Sales Agent Fee		1.00%	4,444			
Sales Legal Fee		0.50%	2,222			
						6,667

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)						
Land			1,973			
Construction			13,352			
Letting Void			15,677			
Total Finance Cost						31,002

**TOTAL COSTS**

**545,970**

**PROFIT**

**(101,526)**

**Performance Measures**

Profit on Cost%	(18.60)%
Profit on GDV%	(22.84)%
Profit on NDV%	(22.84)%
Development Yield% (on Rent)	6.11%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Small Industrial**

IRR (13.11)%

Rent Cover -3 yrs -1 mths

Profit Erosion (finance rate 6.000) N/A

Medium Industrial

**Medium Industrial**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Medium Industrial	1	22,222	5.50	122,222	122,222	122,222

**Investment Valuation**

**Medium Industrial**

Current Rent	122,222	YP @	7.5000%	13.3333	1,629,630
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**NET REALISATION**

**1,629,630**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			92,500		
Purchasers' Costs		5.50%	5,088		92,500
Investigation & Planning Fees			20,000		
					25,088

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Medium Industrial	22,222	50.26	1,116,889	<b>1,116,889</b>
External Works		10.00%	111,689	
Developers Contingency		3.00%	36,857	
				148,546

**PROFESSIONAL FEES**

Professional Fees		10.00%	122,858	
				122,858

**MARKETING & LETTING**

Letting Agent Fee		10.00%	12,222	
Letting Legal Fee		5.00%	6,111	
				18,333

**DISPOSAL FEES**

Sales Agent Fee		1.00%	16,296	
Sales Legal Fee		0.50%	8,148	
				24,444

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)				
Land			9,124	
Construction			38,377	
Letting Void			46,954	
Total Finance Cost				94,455

**TOTAL COSTS**

**1,643,114**

**PROFIT**

**(13,484)**

**Performance Measures**

Profit on Cost%	(0.82)%
Profit on GDV%	(0.83)%
Profit on NDV%	(0.83)%
Development Yield% (on Rent)	7.44%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Medium Industrial**

IRR	4.86%
Rent Cover	-1 mths
Profit Erosion (finance rate 6.000)	N/A

Large Industrial

**Large Industrial**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Large Industrial	1	55,556	5.50	305,556	305,556	305,556

**Investment Valuation**

<b>Large Industrial</b>						
Current Rent	305,556	YP @	7.5000%	13.3333	4,074,074	

**NET REALISATION**

**4,074,074**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			232,500			
Purchasers' Costs		5.50%	12,788		232,500	
Investigation & Planning Fees			20,000			
					32,788	

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Large Industrial	55,556	50.26	2,792,222	<b>2,792,222</b>
External Works		10.00%	279,222	
Developers Contingency		3.00%	92,143	
				371,366

**PROFESSIONAL FEES**

Professional Fees		10.00%	307,144		
					307,144

**MARKETING & LETTING**

Letting Agent Fee		10.00%	30,556		
Letting Legal Fee		5.00%	15,278		
					45,833

**DISPOSAL FEES**

Sales Agent Fee		1.00%	40,741		
Sales Legal Fee		0.50%	20,370		
					61,111

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)						
Land			22,934			
Construction			93,138			
Letting Void			116,437			
Total Finance Cost					232,509	

**TOTAL COSTS**

**4,075,473**

**PROFIT**

**(1,399)**

**Performance Measures**

Profit on Cost%	(0.03)%
Profit on GDV%	(0.03)%
Profit on NDV%	(0.03)%
Development Yield% (on Rent)	7.50%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Large Industrial**

IRR	5.63%
Rent Cover	0 mths
Profit Erosion (finance rate 6.000)	N/A

Small Out of Town Office

Development Appraisal  
Avison Young  
06 November 2020

**Small Out of Town Office**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Small Office	1	2,000	10.00	20,000	20,000	20,000

**Investment Valuation**

**Small Office**

Current Rent	20,000	YP @	7.5000%	13.3333	266,667
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**NET REALISATION**

**266,667**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			5,000		
Purchasers' Costs		5.50%	275		5,000
Investigation & Planning Fees			1,000		
					1,275

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Small Office	2,353	121.14	285,035	<b>285,035</b>
External Works		10.00%	28,504	
Developers Contingency		3.00%	9,406	
				37,910

**PROFESSIONAL FEES**

Professional Fees		10.00%	31,354		
					31,354

**MARKETING & LETTING**

Letting Agent Fee		10.00%	2,000		
Letting Legal Fee		5.00%	1,000		
					3,000

**DISPOSAL FEES**

Sales Agent Fee		1.00%	2,667		
Sales Legal Fee		0.50%	1,333		
					4,000

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)					
Land			493		
Construction			9,410		
Letting Void			11,198		
Total Finance Cost					21,102

**TOTAL COSTS**

**388,676**

**PROFIT**

**(122,009)**

**Performance Measures**

Profit on Cost%	(31.39)%
Profit on GDV%	(45.75)%
Profit on NDV%	(45.75)%
Development Yield% (on Rent)	5.15%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Small Out of Town Office**

IRR (27.44)%

Rent Cover -6 yrs -1 mths

Profit Erosion (finance rate 6.000) N/A

Medium Out of Town Office

Development Appraisal  
Avison Young  
06 November 2020

**Medium Out of Town Office**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Medium Office	1	10,000	10.00	100,000	100,000	100,000

**Investment Valuation**

<b>Medium Office</b>						
Current Rent	100,000	YP @	7.5000%	13.3333	1,333,333	

**NET REALISATION** **1,333,333**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			22,500			
Purchasers' Costs		5.50%	1,238		22,500	
Investigation & Planning Fees			20,000			
					21,238	

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost			
Medium Office	11,765	121.14	1,425,176	<b>1,425,176</b>		
External Works		10.00%	142,518			
Developers Contingency		3.00%	47,031			
					189,548	

**PROFESSIONAL FEES**

Professional Fees		10.00%	156,769			
					156,769	

**MARKETING & LETTING**

Letting Agent Fee		10.00%	10,000			
Letting Legal Fee		5.00%	5,000			
					15,000	

**DISPOSAL FEES**

Sales Agent Fee		1.00%	13,333			
Sales Legal Fee		0.50%	6,667			
					20,000	

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)						
Land			2,219			
Construction			48,454			
Letting Void			56,401			
Total Finance Cost					107,074	

**TOTAL COSTS** **1,957,306**

**PROFIT** **(623,973)**

**Performance Measures**

Profit on Cost%	(31.88)%
Profit on GDV%	(46.80)%
Profit on NDV%	(46.80)%
Development Yield% (on Rent)	5.11%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Medium Out of Town Office**

IRR (27.78)%

Rent Cover -6 yrs -3 mths

Profit Erosion (finance rate 6.000) N/A

# Large Out of Town Office

**Large Out of Town Office**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Large Office	1	30,000	10.00	300,000	300,000	300,000

**Investment Valuation**

<b>Large Office</b>						
Current Rent	300,000	YP @	7.5000%	13.3333	4,000,000	

**NET REALISATION**

**4,000,000**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			47,500		47,500	
Purchasers' Costs		5.50%	2,613			
Investigation & Planning Fees			20,000			
					22,613	

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Large Office	35,294	121.14	4,275,529	<b>4,275,529</b>
External Works		10.00%	427,553	
Developers Contingency		3.00%	141,092	
				568,645

**PROFESSIONAL FEES**

Professional Fees		10.00%	470,308		470,308
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**MARKETING & LETTING**

Letting Agent Fee		10.00%	30,000		
Letting Legal Fee		5.00%	15,000		
					45,000

**DISPOSAL FEES**

Sales Agent Fee		1.00%	40,000		
Sales Legal Fee		0.50%	20,000		
					60,000

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)					
Land			4,685		
Construction			141,622		
Letting Void			167,184		
Total Finance Cost					313,491

**TOTAL COSTS**

**5,803,087**

**PROFIT**

**(1,803,087)**

**Performance Measures**

Profit on Cost%	(31.07)%
Profit on GDV%	(45.08)%
Profit on NDV%	(45.08)%
Development Yield% (on Rent)	5.17%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Large Out of Town Office**

IRR (27.21)%

Rent Cover -6 yrs 0 mths

Profit Erosion (finance rate 6.000) N/A

# Large Town Centre Office

Development Appraisal  
Avison Young  
06 November 2020

**Large Town Centre Office**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Large Office	1	40,000	15.00	600,000	600,000	600,000

**Investment Valuation**

<b>Large Office</b>						
Current Rent	600,000	YP @	7.5000%	13.3333	8,000,000	

**NET REALISATION**

**8,000,000**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			30,000		30,000	
Purchasers' Costs		5.50%	1,650			
Investigation & Planning Fees			30,000			
					31,650	

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Large Office	47,059	159.42	7,502,118	<b>7,502,118</b>
External Works		10.00%	750,212	
Developers Contingency		3.00%	247,570	
				997,782

**PROFESSIONAL FEES**

Professional Fees		10.00%	825,233		825,233
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**MARKETING & LETTING**

Letting Agent Fee		10.00%	60,000		
Letting Legal Fee		5.00%	30,000		
					90,000

**DISPOSAL FEES**

Sales Agent Fee		1.00%	80,000		
Sales Legal Fee		0.50%	40,000		
					120,000

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)					
Land			2,959		
Construction			248,023		
Letting Void			291,323		
Total Finance Cost					542,305

**TOTAL COSTS**

**10,139,087**

**PROFIT**

**(2,139,087)**

**Performance Measures**

Profit on Cost%	(21.10)%
Profit on GDV%	(26.74)%
Profit on NDV%	(26.74)%
Development Yield% (on Rent)	5.92%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Large Town Centre Office**

IRR (16.74)%

Rent Cover -3 yrs -7 mths

Profit Erosion (finance rate 6.000) N/A

# Large Distribution

**Large Distribution**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Large Distribution	1	111,111	5.50	611,111	611,111	611,111

**Investment Valuation**

**Large Distribution**

Current Rent	611,111	YP @	7.5000%	13.3333	8,148,148
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**NET REALISATION**

**8,148,148**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			465,000		
Purchasers' Costs		5.50%	25,575	465,000	
Investigation & Planning Fees			20,000		
				45,575	

**CONSTRUCTION COSTS**

**Construction**

	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Large Distribution	111,111	50.26	5,584,444	<b>5,584,444</b>
External Works		10.00%	558,444	
Developers Contingency		3.00%	184,287	
				742,731

**PROFESSIONAL FEES**

Professional Fees		10.00%	614,289	
				614,289

**MARKETING & LETTING**

Letting Agent Fee		10.00%	61,111	
Letting Legal Fee		5.00%	30,556	
				91,667

**DISPOSAL FEES**

Sales Agent Fee		1.00%	81,481	
Sales Legal Fee		0.50%	40,741	
				122,222

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)				
Land			62,081	
Construction			287,432	
Letting Void			235,811	
Total Finance Cost				585,324

**TOTAL COSTS**

**8,251,253**

**PROFIT**

**(103,105)**

**Performance Measures**

Profit on Cost%	(1.25)%
Profit on GDV%	(1.27)%
Profit on NDV%	(1.27)%
Development Yield% (on Rent)	7.41%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Large Distribution**

IRR	4.75%
Rent Cover	-2 mths
Profit Erosion (finance rate 6.000)	N/A

# Appendix II

## Site Assessment Criteria

# Briefing Note

## Site Assessment Criteria

### 1. Introduction

- 1.1 This appendix sets out the approach and methodology used to assess the quality and condition of sites identified across the Borough, and their appropriateness for development for employment use over the course of the Local Plan period.
- 1.2 The approach to the supply analysis is in-line with the approach taken in the 2017 WELPS to allow comparison and update of the previous reports. The criteria have been designed to reflect the local circumstances in Wirral as well as National Planning Policy Framework (NPPF) guidance to allow a detailed review of the appropriateness of sites for employment development.
- 1.3 The individual criteria assessed are set out below.. Assessments for each criterion was made through a combination of on-site inspection and desktop research for each site to ensure a comprehensive assessment of each site. Each site assessment is subject to the information available for each site and are designed to build on the evidence from previous employment land studies undertaken in the Borough.
- 1.4 For each criteria each site has been given a rating on a 5-point scale (Very Good – Good – Average – Poor – Very Poor). Sites were also given an overall rating based on their perceived appropriateness for employment development taking into account their ratings for each criterion. More detail on the individual criteria used to assess each category is set out below.
- 1.5 The rating for each site has been inputted into a site assessment matrix contained in Appendix 3 of this report, as well as individual site proformas in Appendix 4 which provide the detail for the rating of each site.

Criteria	Description
<b>Strategic Road Access</b>	Proximity (within 1km) to key road networks in particular junctions with M53 and below that access to primary A roads (the A41, A59, A5139, A5030, A554 [between Woodside and Seacombe Ferry Terminal and between Bidston Roundabout and Leasowe Road only] and A553 [between Birkenhead Tunnel and Bidston Roundabout])

<b>Local Accessibility</b>	Ability to access the site through free moving goods roads, avoiding residential areas; as well as good access to public transport.
<b>Proximity to Urban Areas</b>	<p>Primary Urban Areas are considered to be:</p> <ol style="list-style-type: none"> <li>1. Birkenhead;</li> <li>2. Bromborough;</li> <li>3. Wallasey;</li> <li>4. Bebington;</li> <li>5. Heswall;</li> <li>6. Moreton;</li> <li>7. Upton; and</li> <li>8. West Kirby.</li> </ol>
<b>Compatibility of Adjoining Uses</b>	An assessment of the surrounding uses of the site, with good ratings given to other B-class uses in the surrounding area, whilst residential and other sensitive uses immediately adjacent to the site will be rated lower.
<b>Developmental and Environmental Constraints</b>	An assessment of the site for any constraints on development including but not limited to: site size and shape, existing buildings on site (occupied or not), topography, flood risk, vegetation, ground conditions and other known abnormal costs.
<b>Market Attractiveness</b>	An assessment of the site and surrounding area in terms of market area, looking at surrounding development activity and levels of vacancy, marketing and investment into the area.

## 2. Site Assessment Criteria

2.1 Detail of the individual site assessment criteria is set out below:

### Current Use and Land Type

2.2 Each site was assessed on whether it was greenfield or brownfield land as well as a brief description of the current use type. A review of planning designations was also undertaken to assess whether these could restrict future development. These factors could impact the suitability and deliverability of the site for employment use. These factors were not rated, however they provide a good overview of the site, and gives an understanding of the current designation of the site in planning terms. They are also relevant to the circumstances set out in paragraph

120 of the NPPF relating to the need for regular reviews of land allocated for development in plans, and of land availability.

## Strategic Road Access

2.3 Strategic road access is vital for employment development to allow for the movement of supplies and products to and from the sites. Therefore, we have assessed the proximity to key roads in Wirral in particular the motorway network, tunnels to Liverpool, the A41 and main dock roads. Sites have therefore been rated as follows:

Rating	Criteria
<b>Very Good</b>	Within 1km of a junction or access to the M53
<b>Good</b>	Within 1km of access to primary A roads (the A41, A59, A5139, A5030, A554 [between Woodside and Seacombe Ferry Terminal and between Bidston Roundabout and Leasowe Road only] and A553 [between Birkenhead Tunnel and Bidston Roundabout]) via good unconstrained roads.
<b>Average</b>	Within 1km of access to secondary A roads (the A540, A552 or other secondary A roads), via good unconstrained roads.
<b>Poor</b>	Within 2km of access to a secondary A road.
<b>Very Poor</b>	Over 2km from secondary A road junction or access, and/or through constrained or local roads, and/or through town centre or residential areas.

## Local Accessibility

2.4 An assessment was made of the quality of local accessibility in terms of the ability of vehicles to access the site, as well as the impact of significantly increased activity on the surrounding area, in particular nearby residential properties:

- Rating	Criteria
<b>Very Good</b>	Local access is via free moving goods roads avoiding difficult junctions and residential areas; existing site access is in place or there is the ability to create site access easily; access has good visibility and is

	unconstrained; site has good public transport connectivity (including bus stop within 400 metres).
<b>Good - Poor</b>	Assessment made on the difference from the two extremes set out in this table.
<b>Very Poor</b>	Local access is down difficult to navigate and/or narrow and/or poor quality roads, access is via residential areas; no existing site access and there is no obvious logical place to create site access; limited range or infrequent public transport services nearby.

## Proximity to Urban Areas

2.5 It is important for employment areas to be close to urban areas in terms of access to labour supply and services.

The primary urban areas within the Borough are considered to be:

- Birkenhead
- Bromborough;
- Wallasey;
- Bebington;
- Heswall;
- Moreton;
- Upton; and
- West Kirby.

2.6 Secondary urban areas are considered to be Hoylake and Greasby. Sites in these areas are rated lower than sites in primary urban areas:

Rating	Criteria
<b>Very Good</b>	Within, or with good access to, a primary urban area offering a wide range of services; and also in close proximity to sizeable residential areas providing local labour supply.
<b>Good</b>	On the periphery of a primary urban area offering a wide range of services; and also in adequate proximity to sizeable residential areas providing local labour supply.

<b>Average</b>	Within, or with good access to, a secondary urban area which offers a more limited range of services and/or has a smaller immediate residential population and local labour supply than the primary urban areas.
<b>Poor</b>	On the periphery of a secondary urban area offering a wide range of services; and also in adequate proximity to sizeable residential areas providing local labour supply.
<b>Very Poor</b>	Remote, isolated site outside of the urban boundary with no local services or residential areas nearby

## Compatibility of Adjoining Uses

2.7 The neighbouring uses for a site is important as it impacts on the potential uses that will be suitable, as it would be inappropriate to have heavy industrial uses on a site in a predominantly residential area:

Rating	Criteria
<b>Very Good</b>	Site in a large employment area with no incompatible surrounding uses
<b>Good</b>	In an established employment location with only limited incompatible uses nearby and not directly bordering the site.
<b>Average</b>	B1 use adjoining residential uses
<b>Poor</b>	B2 or B8 uses adjoining residential uses
<b>Very Poor</b>	B2 or B8 uses adjoining residential uses

## Developmental and Environmental Constraints

2.8 The sites have been assessed to establish any developmental constraints that might limit or restrict the development of all or part of the site. This takes into account previous site appraisals and supporting information where available, and testing whether these constraints are still appropriate. Potential constraints are wide-ranging from site size, flood risk, Green Belt designations, topography, to known site contamination.

Rating	Criteria
<b>Very Good</b>	Generally level site, regular shape, over 3 ha in size; low flood risk (Zone 1); no conservation, topographical or landscape constraints on scale of development; no adverse ground conditions or known abnormal development costs; no other significant constraints on new development.
<b>Good - Poor</b>	Assessment made on the difference from the two extremes set out in this table.
<b>Very Poor</b>	Sloping or uneven site; under 0.2 ha, irregular or narrow shape, other severe constraints; within flood risk Zone 3; conservation, topographical or landscape constraints on scale of development; adverse ground conditions or known abnormal development costs.

## Market Attractiveness

Market attractiveness has been assessed through inspections of the site and surrounding employment area to understand the overall demand and performance in the area, review of secondary data sources and speaking to local commercial agents and developers. Sites have been rated on the following basis:

Rating	Criteria
<b>Very Good</b>	High profile or high quality appearance, managed site; good site/area environment and quality of occupiers; with less than 10% of units vacant; viewed as attractive by agents or occupiers; with evidence of recent investment or development activity, strong demand, units rarely available on the site/area, the area has higher rental or land values compared to the rest of the Borough
<b>Good - Poor</b>	Assessment made on the difference from the two extremes set out in this table.
<b>Very Poor</b>	Run-down unattractive appearance or location; in an area that attracts lower value uses; with over 25% of vacant space or buildings; vacant units not marketed; no

	evidence of recent investment; where units remain vacant for lengthy periods; and rentals or land values are low compared to the rest of the Borough.
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## Viability

2.9 Viability for the following site typologies have been assessed across Wirral.

- Small industrial
- Medium industrial
- Large industrial
- Small offices (out of centre/out of town)
- Medium offices (out of centre / out of town)
- Large offices (out of centre / out of town)
- Large in-centre offices
- Large distribution

2.10 Details of the viability approach and assessments undertaken are set out in section 6 of the main report. Each sites was assessed on its ability to deliver the various use types in terms of site size and location and rated based on the viability of the various use types in that location:

Rating	Criteria
<b>Very Good</b>	Specific use type is highly viable
<b>Good</b>	Specific use type is viable
<b>Average</b>	Small viability challenges for specific use type on this site
<b>Poor</b>	Viability challenges for specific use type.
<b>Very Poor</b>	Significant viability challenges for specific use type.

## **Barriers to Delivery and Timescales**

- 2.11 Any other factors which would limit or restrict potential development on the site were raised, for example if there was existing occupation on site or the need for significant infrastructure investment to bring the site forward. This was informed by the assessments made in the earlier categories of this assessment. No rating was assigned to this category, instead this information was taken into account, to analyse a likely five year delivery window was within the 15 year local plan period (0 to 5 years, 6 to 10 years, 11 to 15 years).

## **Planning History**

- 2.12 The planning history for each site was assessed looking at historic planning applications on the site to assess potential future delivery.

## **Overall Site Rating; Site Categorisation; Site Summary and Recommendations**

- 2.13 All of the above information was amalgamated and assessed to come to an overall site rating for each of the sites within this study using the same 5-point scale (Very Good – Good – Average – Poor – Very Poor). This overall site rating allowed the categorisation of the sites into 6 categories as set out in Section 10 of the main report. These categories are:

1. Highest quality sites – to be allocated for employment
2. Good quality sites – to be considered for employment allocation upon review of other evidence
3. Sites in secondary locations – to be considered for allocation for employment to provide a spread of employment sites across the Borough.
4. Strategic lower quality sites – to be allocated for employment
5. Employment land portfolio - Sites to be included in the general employment land portfolio
6. Remove from employment land supply - Sites to be taken out of the employment land supply

- 2.14 The site summary sets out the key considerations for the site and recommendations for each site in relation to this study and the consideration of the site in employment development terms within the ongoing Local Plan process.

# Appendix III

## Site Scoring Matrix

Site ID	Site Name	Market Area	Submarket	Colour	Site Area (ha)	NDA (ha)	Strategic Road Access	Local Accessibility	Proximity to Urban Areas and Access to Labour and Services	Compatibility of Adjoining Uses	Developmental and Environmental Constraints	Market Attractiveness	Viability Rating	Delivery Timescale	Overall Site Rating	Site Categorisation
					216.34	155.66										
1	Riverside House	B'head & W'sey	Northside	Red	0.17	0.17	Good	Good	Very Good	Very Good	Poor	Poor	Poor to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
2	CETCO	B'head & W'sey	Northside	Amber	1.97	0.00	Good	Very Good	Very Good	Good	Average	Good	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
3	Former Pallet Centre	B'head & W'sey	Northside	Green	0.63	0.63	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
4	Alfred Road	B'head & W'sey	Northside	Amber	0.36	0.36	Good	Good	Very Good	Average	Good	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
5	Wheatland Lane, Seacombe	B'head & W'sey	Northside	Amber	0.38	0.38	Good	Average	Very Good	Average	Good	Average	Average to Very Poor	0 - 5 years	Average	5. Employment land portfolio
6	Land at Kelvin Road, Volclay Triangle, Seacombe	B'head & W'sey	Northside	Amber	0.71	0.00	Good	Very Good	Very Good	Very Good	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
7	Former Royal Swan Hotel	B'head & W'sey	Northside	Green	0.23	0.23	Good	Very Good	Very Good	Very Good	Average	Good	Poor to Very Poor	0 - 5 years	Good	2. Good Quality Sites
8	Stone Manganese Marine Business Park	B'head & W'sey	Northside	Amber	6.84	1.44	Good	Very Good	Very Good	Very Good	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
9	North of Oakdale Road	B'head & W'sey	Northside	Red	0.81	0.81	Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio
11	Wirral Business Centre and Depot, Seacombe	B'head & W'sey	Northside	Amber	3.22	0.00	Good	Very Good	Very Good	Very Good	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
12	West Float Industrial Estate, Dock Road	B'head & W'sey	Northside	Amber	0.34	0.34	Very Good	Average	Very Good	Very Good	Average	Good	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
13	South of Dock Road	Wirral Waters	West Float	Amber	0.35	0.35	Very Good	Very Good	Very Good	Very Good	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
14	Former Gas Holders	B'head & W'sey	Northside	Red	2.30	2.30	Very Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
15	Former TRFC Training Ground	B'head & W'sey	West Float	Green	1.27	1.27	Very Good	Average	Very Good	Good	Good	Good	Average to Very Poor	0 - 5 years	Good	6. Remove from employment land supply
16	Bidston Dock	B'head & W'sey	West Float	Red	18.25	11.10	Very Good	Very Good	Very Good	Very Good	Poor	Good	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio

17	Bidston Moss - North of Railway sidings	B'head & W'sey	West Float	Red	2.92	1.64	Very Good	Very Good	Very Good	Very Good	Very Poor	Good	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
18	Birkenhead Dock Estate - Land at Beaufort Road	Wirral Waters	West Float	Amber	1.80	1.80	Very Good	Very Good	Very Good	Very Good	Poor	Good	Average to Very Poor	0 - 5 years	Average	4. Strategic Lower Quality Sites
19	Former Mobil Oil	Wirral Waters	West Float	Green	8.84	8.84	Very Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years (4HA) 6 - 10 years (4.84 HA)	Good	1. Highest Quality Sites
20	MEA Park	Wirral Waters	West Float	Green	10.78	10.78	Very Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years (6HA) 6 - 10 years (4.78HA)	Good	1. Highest Quality Sites
22	Wirral Waters Sky City	Wirral Waters	East Float	Green	5.49	0.00	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	Existing Use	Good	2. Good Quality Sites
23	Wirral Waters Vittoria Dock	Wirral Waters	East Float	Amber	4.68	0.00	Good	Very Good	Very Good	Very Good	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
24	Wirral Waters Marina View	Wirral Waters	East Float	Green	3.92	0.00	Good	Good	Very Good	Very Good	Average	Good	Average to Very Poor	Existing Use	Good	2. Good Quality Sites
25	Wirral Waters - Hydraulic Tower	Wirral Waters	Twelve Quays	Amber	0.95	0.95	Good	Very Good	Very Good	Very Good	Poor	Good	Average to Very Poor	0 - 5 years	Average	5. Employment land portfolio
26	Twelve Quays Tower Wharf	Wirral Waters	Twelve Quays	Green	1.06	1.06	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
27	Wirral Waters Tower Quay	Wirral Waters	Twelve Quays	Green	0.61	0.00	Good	Very Good	Very Good	Good	Average	Good	Average to Very Poor	0 - 5 years	Good	6. Remove from employment land supply
28	Twelve Quays Morpeth Waterfront	B'head & W'sey	Twelve Quays	Green	1.58	1.58	Good	Very Good	Very Good	Very Good	Good	Good	Average to Very Poor	0 - 5 years	Very Good	1. Highest Quality Sites
29	Cavendish Roundabout	B'head & W'sey	Hamilton Park	Amber	0.15	0.00	Good	Very Good	Very Good	Good	Average	Average	Poor to Very Poor	6 - 10 years	Average	5. Employment land portfolio
30	Kern's Warehouse	B'head & W'sey	Hamilton Park	Green	0.98	0.98	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
31	Land East of 491 Cleveland St	B'head & W'sey	Hamilton Park	Red	0.12	0.12	Good	Very Good	Very Good	Average	Poor	Average	Poor to Very Poor	0 - 5 years	Poor	5. Employment land portfolio
32	Adj 45 Old Bidston Road	B'head & W'sey	Hamilton Park	Amber	0.17	0.00	Good	Very Good	Very Good	Good	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
33	Livingstone Street	B'head & W'sey	Hamilton Park	Amber	0.20	0.00	Good	Average	Very Good	Very Good	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
34	Berner Street South	B'head & W'sey	Hamilton Park	Amber	0.23	0.00	Good	Good	Very Good	Very Good	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
35	Ten Streets Phase 1	B'head & W'sey	Hamilton Park	Green	0.88	0.88	Good	Very Good	Very Good	Very Good	Good	Average	Average to Very Poor	0 - 5 years	Good	6. Remove from employment land supply
36	Ten Streets Phase 4	B'head & W'sey	Hamilton Park	Green	0.37	0.13	Good	Very Good	Very Good	Very Good	Good	Average	Poor to Very Poor	0 - 5 years	Good	6. Remove from employment land supply

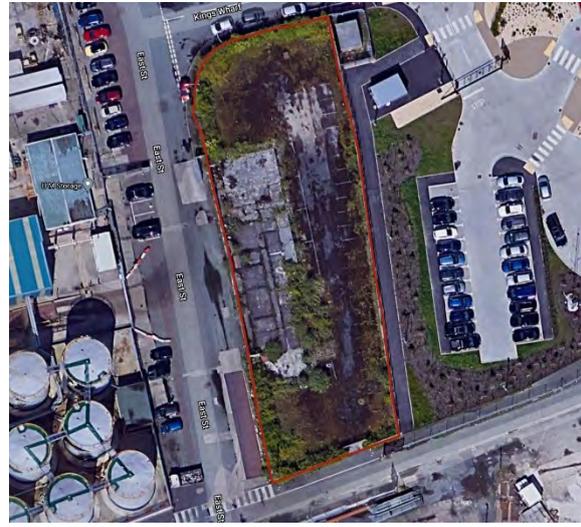
37	Cathcart Street	B'head & W'sey	Hamilton Park	Amber	0.13	0.00	Good	Average	Very Good	Average	Average	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
38	LLW Site	B'head & W'sey	Hamilton Park	Amber	0.17	0.17	Good	Average	Very Good	Average	Average	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
39	Cleveland Street	B'head & W'sey	Central Gateway	Amber	0.11	0.11	Good	Very Good	Very Good	Average	Average	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
40	Land at George Street	B'head & W'sey	Central Gateway	Amber	0.10	0.10	Good	Very Good	Very Good	Very Good	Average	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
41	Shore Road	B'head & W'sey	Waterfront	Red	0.52	0.52	Good	Poor	Very Good	Good	Poor	Poor	Poor	Average to Very Poor	6 - 10 years	Very Poor	5. Employment land portfolio
43	Chester Street Island	B'head & W'sey	Waterfront	Red	0.53	0.47	Good	Good	Very Good	Average	Poor	Average	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
44	Rose Brae Phase 2	B'head & W'sey	Waterfront	Amber	1.97	1.97	Good	Good	Very Good	Average	Poor	Good	Good	Average to Very Poor	6 - 10 years	Average	6. Remove from employment land supply
45	North of Conway Park Station	B'head & W'sey	Town Centre	Green	1.43	1.43	Good	Very Good	Very Good	Average	Good	Very Good	Very Good	Poor to Very Poor	0 - 5 years	Good	2. Good Quality Sites
46	Conway Park NE of Crown Hotel	B'head & W'sey	Town Centre	Amber	0.16	0.16	Good	Very Good	Very Good	Good	Average	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
47	Conway Park Cinema Frontage	B'head & W'sey	Town Centre	Amber	0.11	0.11	Good	Very Good	Very Good	Good	Average	Average	Average	Very Poor	0 - 5 years	Average	5. Employment land portfolio
48	Former Rank Bingo	B'head & W'sey	Town Centre	Green	0.26	0.00	Good	Very Good	Very Good	Very Good	Good	Good	Good	Poor to Very Poor	0 - 5 years	Very Good	6. Remove from employment land supply
49	Former Town Station	B'head & W'sey	Hind Street	Red	1.54	1.39	Good	Poor	Very Good	Good	Very Poor	Poor	Poor	Average to Very Poor	11 - 15 years	Very Poor	5. Employment land portfolio
50	Waterloo Place	B'head & W'sey	Hind Street	Amber	0.22	0.00	Good	Average	Very Good	Good	Average	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
51	Jackson Street	B'head & W'sey	Hind Street	Red	0.32	0.00	Good	Average	Very Good	Good	Poor	Poor	Poor	Poor to Very Poor	Existing Use	Poor	5. Employment land portfolio
52	Thomas Street	B'head & W'sey	Hind Street	Amber	0.21	0.21	Good	Poor	Very Good	Good	Average	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
53	Birkenhead Car and Van Hire	B'head & W'sey	Hind Street	Red	1.38	0.00	Good	Good	Very Good	Good	Poor	Average	Average	Average to Very Poor	Existing Use	Poor	5. Employment land portfolio
54	Former Gas Depot	B'head & W'sey	Hind Street	Red	2.01	2.01	Good	Average	Very Good	Good	Poor	Average	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
55	Former Gas Holder Site	B'head & W'sey	Hind Street	Red	1.84	1.84	Good	Average	Very Good	Good	Very Poor	Poor	Poor	Average to Very Poor	6 - 10 years	Very Poor	5. Employment land portfolio

56	Former Railway Depot	B'head & W'sey	Hind Street	Red	4.35	4.35	Good	Very Poor	Very Good	Good	Poor	Poor	Average to Very Poor	6 - 10 years	Very Poor	5. Employment land portfolio
61	Former Unilever R&D Facility	Bromb & Eastham	Bromborough	Amber	3.54	0.00	Good	Good	Very Good	Average	Average	Average	Average to Very Poor	0 - 5 years	Average	5. Employment land portfolio
62	Plant Hire Depot, Dock Road North	Bromb & Eastham	Bromborough	Amber	0.60	0.00	Good	Average	Very Good	Average	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
63	Former Land and Marine Depot, Dock Road North	Bromb & Eastham	Bromborough	Amber	3.50	3.50	Good	Average	Very Good	Average	Good	Average	Average to Very Poor	0 - 5 years	Average	5. Employment land portfolio
64	Former Croda Site	Bromb & Eastham	Bromborough	Green	6.82	3.96	Good	Very Good	Very Good	Average	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
65	Land off Dock Road South	Bromb & Eastham	Bromborough	Amber	1.14	0.00	Good	Very Good	Very Good	Average	Average	Good	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
66	East of former Lubrizol/D1 Oils	Bromb & Eastham	Bromborough	Red	9.23	9.23	Good	Good	Very Good	Very Good	Poor	Poor	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio
67	East of Lubrizol	Bromb & Eastham	Bromborough	Red	1.90	1.90	Good	Good	Very Good	Very Good	Poor	Poor	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
68	D1 Oils Site	Bromb & Eastham	Bromborough	Red	10.17	10.17	Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
69	Land at Riverbank Road	Bromb & Eastham	Bromborough	Blue	1.56	0.00	Good	Very Good	Very Good	Very Good	Good	Good	Average to Very Poor	Under Development	Very Good	6. Remove from employment land supply
70	Former Eastham Sand	Bromb & Eastham	Bromborough	Red	3.61	1.96	Good	Good	Very Good	Very Good	Poor	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
71	Centuria Business Park	Bromb & Eastham	Bromborough	Red	8.09	8.09	Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio
72	Former Builder's Yard, Riverbank Road	Bromb & Eastham	Bromborough	Green	1.01	1.01	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
73	Former Tank Farm, Commercial Road	Bromb & Eastham	Bromborough	Green	0.97	0.97	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
74	Former Spectrum Adhesives	Bromb & Eastham	Bromborough	Green	2.35	2.35	Good	Very Good	Very Good	Good	Good	Very Good	Average to Very Poor	0 - 5 years	Very Good	1. Highest Quality Sites
75	Riverview Road - East of Tulip	Bromb & Eastham	Bromborough	Blue	3.11	0.00	Good	Very Good	Average to Very Poor	Under Development	Very Good	6. Remove from employment land supply				
76	Tulip Expansion	Bromb & Eastham	Bromborough	Green	2.05	2.05	Good	Very Good	Very Good	Very Good	Good	Very Good	Average to Very Poor	0 - 5 years	Very Good	1. Highest Quality Sites
77	Former Epichem Site	Bromb & Eastham	Bromborough	Red	3.81	1.62	Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio
78	Riverside Office Park	Bromb & Eastham	Bromborough	Green	6.49	3.48	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites

79	Former MOD Site	Bromb & Eastham	Bromborough	Green	8.01	8.01	Good	Very Good	Very Good	Very Good	Good	Average	Average to Very Poor	6 - 10 years	Good	2. Good Quality Sites
80	Eastham Dock Estate - Queen Elizabeth II Dock	Bromb & Eastham	Eastham	Red	6.52	6.52	Good	Good	Poor	Good	Poor	Average	Average to Very Poor	11 - 15 years	Poor	3. Sites in Secondary Locations
81	Eastham Dock Estate - North Road Tank Farm Complex	Bromb & Eastham	Eastham	Red	9.28	9.28	Very Good	Good	Poor	Good	Poor	Average	Average to Very Poor	0 - 5 years	Poor	3. Sites in Secondary Locations
83	Peninsula Business Park - Moreton	Mid Wirral	Moreton	Amber	1.10	1.10	Average	Good	Very Good	Very Good	Average	Average	Average to Very Poor	6 - 10 years	Average	3. Sites in Secondary Locations
84	Premier Brands - North of Access Road	Mid Wirral	Moreton	Amber	1.46	1.46	Average	Good	Very Good	Very Good	Average	Average	Average to Very Poor	0 - 5 years	Average	3. Sites in Secondary Locations
85	Premier Brands - South of Access Road	Mid Wirral	Moreton	Amber	5.01	1.93	Average	Good	Very Good	Good	Average	Average	Average to Very Poor	0 - 5 years	Average	3. Sites in Secondary Locations
86	Tarran Industrial Estate	Mid Wirral	Moreton	Amber	0.25	0.25	Average	Good	Very Good	Very Good	Good	Average	Poor to Very Poor	0 - 5 years	Average	3. Sites in Secondary Locations
88	North Cheshire TE - North of KCTS	B'head & W'sey	Prenton	Green	0.45	0.45	Very Good	Good	Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	1. Highest Quality Sites
89	North Cheshire TE - South of Halliday Funeral Supplies	B'head & W'sey	Prenton	Green	0.13	0.13	Very Good	Good	Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	1. Highest Quality Sites
92	Cammell Laird South	B'head & W'sey	Waterfront	Green	13.26	13.26	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	6 - 10 years	Good	2. Good Quality Sites

**Appendix IV**  
**Site Proformas**

## Site 1 – Riverside House, East Street



**GROSS SITE AREA:**

0.17 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.17 ha

**Current Use and Land Type**

The site previously consisted of two separate plots of brownfield land, in common ownership, divided by East Street. However, the Western plot has been excluded from this study as it is part of the United Molasses site. The Eastern site is small and rectangular. The plot, previously used to accommodate a small office building, could also be used by nearby occupiers for a small unit, storage land or car parking. The site is designated on UDP Proposals Map as being within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A554.	Good
Local Accessibility	The site is accessed directly from East Street which connects to the A554. New access infrastructure is required on site. There are bus stops within 400m with services to Birkenhead, New Brighton, Wallasey and Woodside. There is also on-street car parking along East Street.	Good
Proximity to Urban Areas and Access to Labour and Services	The site is in Seacombe between Wallasey and Birkenhead and has a good local labour market catchment but with a more limited range of local services in the vicinity.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is within an established and active industrial estate, with predominantly B1c and B2 land uses nearby. There is existing employment development to the north and a bulk liquid storage facility to the west. To the east of the site is a new build industrial unit. To the south of the site is the lock providing access between Alfred Dock and the East/West Floats and the River Mersey.	Very Good
Developmental and Environmental Constraints	The plot is small in size and long and narrow. The brownfield land may require remediation works due to the previous industrial uses. The southern part of the site is within Flood Zone 2 and 3 which may further limit the development potential.	Poor
Market Attractiveness	The site is located in Birkenhead and Wallasey market area. The site is in an established employment location. The site offers a small brownfield land plot for development, most likely to be developed by the adjacent occupiers as expansion land to existing premises. The plots are not advertised to the market, are hidden from the main road and have particularly poor visibility. Due to the size of the plot it will only attract a small-scale industrial interest to meet the needs of local businesses if they were made available independently.	Poor
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <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>	Poor to Very Poor

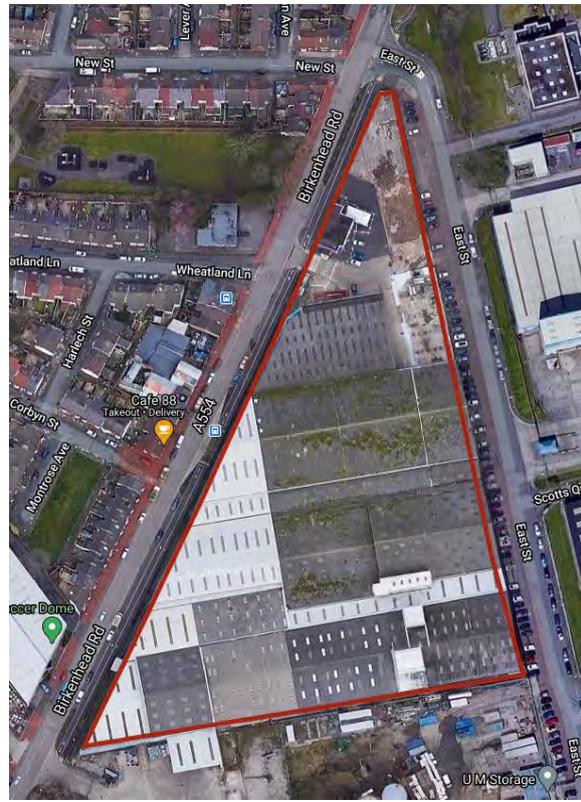
<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	We understand the plot is being retained as expansion land by the adjacent occupiers, in line with the most recent planning application for the site. The plot has a number of development constraints including its small plot size, potential contamination and lack of site access. Therefore, it is unlikely the site will come forward until at least 6 to 10 years if not later in the Local Plan period.
Planning History	15/00553 (18/09/2015) anaerobic digestion plant, process tanks and biomethane pipeline 4,078sqm
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

#### **Site Summary and Recommendations**

The site offers a small plot of brownfield land. The previously assessed western plot has been excluded from the study. It is constrained by its size, narrow rectangular profile and lack of road access.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The plot is located in an existing and established industrial area and most likely to be retained and developed as expansion land for the occupier to the west. The site should be retained within the wider Primarily Industrial Area rather than being included in the Borough's ongoing employment land supply. As the plot is most likely to be used as expansion land by adjacent occupiers, B1c, B2 and B8 employment uses are most appropriate for the site.

## Site 2- CETCO, Birkenhead Road



**GROSS SITE AREA:**

1.97 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site provides a triangular shaped plot with a large grouping of low-quality industrial units. The site is under a single occupier but there are signs that some of the industrial units are no longer used and in a poor condition with only the units fronting the A554 appearing to still be occupied. The site is within a Primarily Industrial Area and identified within the SHLAA for residential redevelopment.

Criteria	Comment	Rating
Strategic Road Access	The site is in an excellent position fronting the A554.	Good
Local Accessibility	The site has access in place directly off the A554 suitable for HGVs. 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 directly outside the site, on the A554. The nearest train station is Birkenhead Hamilton Square which is 1.3km to the south of the site.	Very Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is in Seacombe between Wallasey and Birkenhead and has a good local labour market catchment albeit with a more limited range of local services on offer.	Very Good
Compatibility of Adjoining Uses	The site is bounded to the east by East Street which also wraps around the northern point of the triangular site. Employment development is across East Street from the site. To the west is the A554 with predominantly employment development beyond, except for a small amount of residential across from the northern corner. The site is bounded to the south by the United Molasses site, an active heavy-use employment site.	Good
Developmental and Environmental Constraints	The site is a large triangular site. Buildings occupy the majority of the site with a yard in the northern end of the site. The site is under a single occupier but there are signs that some of the industrial units are no longer used and in a poor condition with only the units fronting the A554 appearing to still be occupied. If the site is to be redeveloped, then the existing buildings will need to be demolished. Given the age of the building there is potential for asbestos in these properties. The site is located in Flood Zone 1 and therefore at low risk of flooding.	Average
Market Attractiveness	The site is located in the Birkenhead and Wallasey market area and is well located to the labour supply of both Wallasey and Birkenhead. The site affronts the A554. The level site would likely appeal to both occupiers and developers. The site is subject to a pre-application from Peel Properties for residential development, as part of the Scotts Quay proposals.	Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is occupied and as such at present does not provide an available development site. There is interest in the site for redevelopment for residential were the site to be vacated. However, at present unless the occupier vacates, we cannot assume that the site will come forward for redevelopment. Were the site to come forward for redevelopment, then the adjacency of the United Molasses site to the south would need to be considered, given the heavy use on site and the potential incompatibility with residential uses. Therefore, an area of lighter employment use may be required to buffer any new residential development.	
Planning History	<p>APP/98/05134 (30/01/98) Erection of a canopy porch and open storage</p> <p>APP/98/06688 (28/10/98) Erection of a warehouse extension</p> <p>APP/99/05650 (22/04/99) Extension to portal frame building and external cladding of elevations</p> <p>APP/00/06968 (30/10/00) Erection of three portable cabins</p>	
<b>Overall Site Rating</b>	<b>Average</b>	

**Site Categorisation****5. Employment land portfolio****Site Summary and Recommendations**

The site provides a triangular shaped plot with a large grouping of low-quality industrial units. The site is under a single occupier but there are signs that some of the industrial units are no longer used and in a poor condition with only the units fronting the A554 appearing to still be occupied. The site has excellent frontage and access onto the A554. The site is within a Primarily Industrial Area.

Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be developed, it would be suitable for B1, B2 and B8 development. However, given the site is not proposed to be allocated in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

The site is subject to a pre-application from Peel Properties for residential development, as part of the Scotts Quay proposals; and identified in the SHLAA for future residential development. Were the site to come forward for redevelopment, then the adjacency of the United Molasses site to the south would need to be considered, given the heavy use on site and the potential incompatibility with residential uses. Therefore, an area of lighter employment use may be required to buffer any new residential development.

## Site 3- Former Pallet Centre, Birkenhead Road



**GROSS SITE AREA:**

0.63 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.63 ha

Current Use and Land Type

The site is a triangular plot of cleared brownfield land adjacent to the A554 and dockside waterfront in Seacombe. The site is level and was previously used as a pallet manufacturing and storage yard. The UDP Proposals Map designates the site as a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is adjacent to the A554 and immediately to the East of the roundabout of the A554 and A5139.

Good

Local Accessibility

The site is accessible directly from the A554, with a good HGV accessible entranceway. The site is adjacent to bus stops with services to Birkenhead, Liverpool, Woodside, New Brighton and Wallasey. The nearest railway station is Birkenhead Hamilton Square which is approximately 1.5km away.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is in Seacombe between Wallasey and Birkenhead and has a good local labour market catchment albeit with a more limited range of local services on offer.

Very Good

Compatibility of Adjoining Uses

The site is bordered by the A554 to the west and Alfred Dock to the south. The site is adjacent to and in close proximity to existing B-Class and other employment uses, including United Molasses immediately to the east and CETCO to the north east; with further employment uses across the A554 to the north.

Very Good

Criteria	Comment	Rating
Developmental and Environmental Constraints	The site is level though of a triangular shape and offers a relatively modest sized plot for re-development. The majority of the site is hardstanding with limited vegetation. The western third of the site, associated with the quayside, is in Flood Zones 2 and 3, but the remainder of the site has limited development constraints.	Average
Market Attractiveness	The site is located in the Birkenhead and Wallasey market area and is well located to the labour supply of both Wallasey and Birkenhead. The site affronts the A554 in a prominent dockside location, adjacent to the Wirral Waters development proposals to the immediate south west of the site. The level site would likely appeal to both occupiers and developers. It is not currently advertised but agents are acting for the landowner and it is available for sale. The triangular plot, modest size and adjacent tank farm could however limit the occupiers looking for small to medium sized light industrial premises or port-related uses. The site is located in an area with predominantly poorer to average quality employment units, although the site itself is in an attractive roadside location and there are some attractive more modern units to the east. The site could also be used as expansion land for United Molasses immediately to the east.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Average to Very Poor

	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.	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	There are no known barriers to delivery, though part of the site falls within Flood Zones 2 and 3 which would constrain development. The site is available to the market but has not received significant interest and remains undeveloped since the former Pallet Centre was demolished in 2012. The site has limited development constraints and could potentially come forward in 0-5 years.
Planning History	The only known planning application in recent years relates to the closure and demolition of the former Pallet Centre (DEM/12/00643, decided June 2012).
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>

**Site Summary and Recommendations**

The site covers a triangular plot directly fronting the A554, with established HGV access infrastructure. The site is well located in Seacombe, between Birkenhead and Wallasey and benefits from this access to local labour. Apart from a portion of the site being in Flood Zones 2 or 3 the site does not have any major development constraints. The site is currently available to the market but has not received significant interest and remains undeveloped since the former Pallet Centre was demolished in 2012.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

**Site 4 – Alfred Road**



**GROSS SITE AREA:**

0.36 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.36 ha

Current Use and Land Type

The site currently comprises a vacant brownfield site, consisting of a cleared site which is predominantly hardstanding with some vegetation on the site periphery. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is approximately 0.14km to the west of the A554.

Good

Local Accessibility

The site has an existing access off Alfred Road at the north west of the site; and access could also be created off Wheatland Lane to the north. However, Wheatland Lane is narrow with parked cars on the roadside making it unsuitable for larger vehicles. Alfred Road is more designed to cater for commercial vehicle traffic. 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 0.13km to the east of the site, on the A554. The nearest train station is Hamilton Square which is 1.5km to the south of the site.

Good

Criteria	Comment	Rating
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, although borders a Primary Residential Area to the east. The site is bounded to the north by Wheatland Lane and new residential development on the other side. To the east is existing residential developments. To the south and west (across Alfred Road) are existing employment uses.	Average
Developmental and Environmental Constraints	The site is square in shape and consists of predominantly hardstanding. There is some vegetation on the periphery of the site and in patches in the centre. The EA Flood Map identifies the site as being located within Flood Zone 1 and therefore at low risk of flooding. Other than being relatively small there are limited other development constraints.	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 strategic road access. An outline planning application was submitted in 2018 for residential development with ground floor employment uses.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Poor to Very Poor

	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.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site has relatively few development constraints. The site is however, potentially impacted by the neighbouring residential units to the east and new build across Wheatland Lane to the north. Therefore, any development would need to be sensitive to these neighbouring uses. Given the limited development constraints it is envisaged the site could come forward in 0-5 years.	
Planning History	<p>OUT/18/00142 (25/01/18) Proposed residential development of up to 70 units with some space at ground level for B1, B2, B8 uses with all matters reserved.</p> <p>SCR/17/01374 (31/10/17) Screening opinion for residential development</p>	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site currently comprises a vacant brownfield site, consisting of a cleared site which is predominantly hardstanding with some vegetation on the site periphery. There are limited development constraints, save for the neighbouring residential development. The landowner has interest in bringing the site forward for residential development.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site is within the Primarily Industrial Area but borders a Primarily Residential Area to the east and across Wheatland Lane to the north. Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 5 - Wheatland Lane, Seacombe



**GROSS SITE AREA:**

0.38 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.38 ha

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.

Criteria	Comment	Rating
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. However, the road is narrow with parked cars on the roadside making it unsuitable for larger vehicles. 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 Hamilton Square which is 1.5km to the south 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

Criteria	Comment	Rating
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 a small storage yard (to the east of the northern part of the site); and is separated from residential development to the north by Wheatland Lane.	Average
Developmental and Environmental Constraints	The site has a slight slope north to south, but this is not likely to hinder development 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 and therefore 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 strategic road access, although the immediate road infrastructure may not be suitable for larger vehicles.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Average to Very Poor

	necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	Previous studies 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, subject to the landowner bringing it forward.	
Planning History	OUT/04/05592 (Refused 14/05/04) 3 blocks of 3s flats 0.15ha	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>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.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site is classed as an Employment Development Site, but this allocation should be removed. Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use. However, the proximity of the immediately surrounding employment uses may hinder residential development on this site, with Wheatland Lane currently providing the divide between residential to the north and employment to the south.</p>		

## Site 6 - Land at Kelvin Road



**GROSS SITE AREA:**

0.71 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site provides a triangular shaped plot fronting the A554 and A5139. The site is broken up into a number of short-term lettings providing a range of uses including car wash, timber yard, and cleared hardstanding. The site is within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site fronts onto the A554 and A5139.

Good

Local Accessibility

The site has good accessibility directly off the A554. 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 directly outside the site, on the A554. The nearest train station is Hamilton Square which is 1.2km to the south of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is in Seacombe between Wallasey and Birkenhead and has a good local labour market catchment albeit with a more limited range of local services on offer.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bounded by existing modern employment uses to the north and west; to the east by the A554 with employment uses beyond; and to the south by the A5139 and Wirral Waters development sites beyond.	Very Good
Developmental and Environmental Constraints	The site is triangular in shape and has a relatively flat topography. The site is well developed, with existing occupiers on site, who would need to vacate prior to redevelopment although we understand they are on predominantly short-term lettings. Almost all of the site apart from the northern corner is in Flood Zone 2 and 3 and so this may limit redevelopment and consideration for development of raised buildings might be required.	Average
Market Attractiveness	The site is a large triangular site. Most of the site is in occupation on multiple leases and so the challenge of providing vacant possession may deter potential purchasers. The occupiers on site are low quality as are some of the surrounding occupiers particularly to the east. The site is close to the Wirral Waters Enterprise Zone and could see benefits realised from its proximity. The risk of flooding may deter potential investors with the potential need to construct raised buildings.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Average to Very Poor

	necessary to support speculative office and industrial development.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is occupied and as such at present does not provide an available development site. The site is also at high risk of flooding. Nevertheless, we understand that the tenancies are short term and so the site could come forward within 0-5 years for redevelopment.	
Planning History	<p>APP/15/00655 (06/05/15) Change of use of part of site from trailer storage facility to car wash with portacabin and associated site structures</p> <p>APP/15/00163 (03/02/15) Formation of additional vehicular and pedestrian access into existing site.</p> <p>APP/14/01519 (02/12/14) Change of use of part of site to storage display and sale of motors, including associated buildings.</p> <p>ADV/14/01520 (02/12/14) 2no freestanding signs</p> <p>APP/14/01354 (27/10/14) Change of use of part of site from trailer storage facility, to car wash with portacabin and associated site structures</p> <p>ADV/07/06928 (12/09/07) Erection of 2no. single advertising hoardings</p> <p>APP/07/05918 (08/05/07) Retention of change of use to trailer storage facility and retention of erection of a 2.5m high palisade fencing to site perimeter.</p>	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site provides a triangular shaped plot fronting the A554 and A5139. The site is broken up into a number of short-term lettings providing a range of uses including car wash, timber yard, and cleared hardstanding. The site is within a Primarily Industrial Area.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be developed, it would be suitable for B1, B2 and B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 7 – Former Swan Hotel



**GROSS SITE AREA:**

0.23 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.23 ha

**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.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is immediately adjacent to the A5139.

Good

Local Accessibility

The site can be accessed off the A5139 which runs immediately to the south of the site. A bus service is in operation along the A5139 which provides access to Birkenhead and New Brighton. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Birkenhead Park which is 1.22km to the south west of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is included within the urban area of Seacombe, Wallasey. Wallasey is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
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.	Average
Market Attractiveness	The site is identified as being within a Primary Industrial Area. The surrounding area is characterised by low-medium quality employment units. The site benefits from its limited development and environmental constraints and its proximity to the strategic road network, including a prominent position, fronting the A5139.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Poor to Very Poor

Criteria	Comment
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 and its small site size. It is understood that the owner is retaining the site, awaiting the outcome of the Wirral Waters scheme. Nonetheless, the site is supported by the requisite infrastructure and could come forward in the next 0-5 years, although may be longer dependent on the outcome of Wirral Waters.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>

### Site Summary and Recommendations

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.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

**Site 8 – Stone Manganese Marine Business Park**



**GROSS SITE AREA:**

6.84 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.44 ha

**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 used predominantly as a van storage area. The site is marketed as SMM Business Park, though much of the original buildings have been demolished. The site area is relatively under-utilised and could be redeveloped to support more intensive employment use; there are also some vacant areas to the rear of the site. The present occupiers include Stone Marine Group, Alliance Transport and Storage, AJM Transport Training, Survitec, True Point (Precision Engineers), Wirral Stone/Memorial Care and an automotive garage. The site also accommodates a large high bay industrial building advertised as 27,000 sq ft to let. 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.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
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

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
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 depot. The Centre includes offices. To the south lies Dock Road and North bank West of the Wirral Waters scheme, which is currently vacant brownfield land being developed for residential. To the east is site 9 which is vacant brownfield land formerly occupied by a brickwork, now in use as a site compound, and the newer units at Sovereign Way. The site is bounded to the north by the A59 Wallasey tunnel approach road and marshalling apron.	Very Good
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.	Average

Criteria	Comment	Rating
Market Attractiveness	<p>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. This unit has been available for a number of years however, without being taken up. The majority of the rest of the site appears to be occupied, and nearby industrial areas have few vacancies. The area could also be improved with the creation of Wirral Waters North bank to the South and as part of being included within the Northsides Regeneration Area.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is partially occupied and partially developed, with the potential to redevelop the site to have a greater employment density. The 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 to be driven by the availability of other candidate sites and particularly the status of sites that are part of the Wirral Waters scheme. However, given the site is under occupation albeit under-utilised it is likely to continue its current status for the near future.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

**Site Summary and Recommendations**

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.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given its location and proximity to other employment sites B1, B2 and B8 land uses are considered to be most appropriate. The site should not be included in the Borough's ongoing land supply until the availability of the site for further redevelopment has been confirmed.

## Site 9 - North of Oakdale Road



**GROSS SITE AREA:**

0.81 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.81 ha

**Current Use and Land Type**

The small rectangular site is brownfield land – and a former brickwork. 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. The site currently appears to be being used as a site compound.

Criteria	Comment	Rating
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. 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.	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

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>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, 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 SMM Business Park (site 8) which accommodates a range of industrial and distribution uses, 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.</p>	Very Good
Developmental and Environmental Constraints	<p>The brownfield site is constrained by its former use as a brickwork. 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 has a slight slope north to south which should not hinder development, though this will require some small-scale levelling of the bund at the southern edge of the site.</p>	Poor
Market Attractiveness	<p>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. The site is however part of the Northsides Regeneration Area promoting this area as a new employment location.</p>	Average

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	<p>The site is being used as a site compound for the North bank development. 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 in the near future and cannot come forward until the completion of the North bank development. Therefore, it is not envisaged that the site will come forward before 11 to 15 years due to the adverse site conditions.</p>	
Planning History	05/6909 (09/12/05) 2s motorcycle dealerships 1992sqm. 0.78ha (Marriott Cycles), now expired.	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	

### **Site Summary and Recommendations**

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 currently appears to be being used as a site compound.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site should be de-allocated as an Employment Development Site. The site is poor quality and has serious development constraints. The site is however part of the Northsides Regeneration Area promoting this area as a new employment location. 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.

## Site 11 - Wirral Business Centre and Depot, Seacombe



**GROSS SITE AREA:**

3.22 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

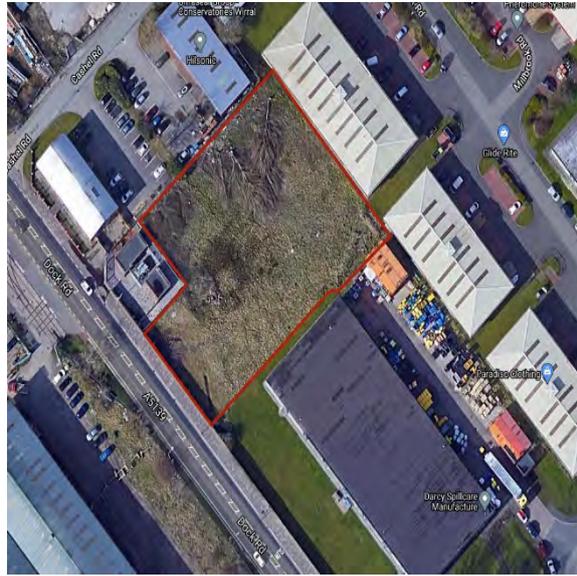
The site is an active business centre, providing a mixture of offices and light industrial buildings for a variety of occupiers, with a larger unit at the northern end of the site. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is immediately adjacent to the A5139.	Good
Local Accessibility	The site can be accessed directly from the A5139. The nearest bus stop is 0.2km to the south on Duke Street which provides access to New Brighton, Clatterbridge, Liverpool and Woodside. The nearest train station is Birkenhead Park which is 1km 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, 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. Although there is a lack of services in the immediate area, although this may change as the Wirral Waters development progresses.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bounded to the north by the A59 tunnel approach road in cutting and to the east by site 8, SMM Business Park, an existing but under-utilised employment development. The site is bordered to the south by the A5139, with the Wirral Waters Northbank development beyond. To the west is Gorse Lane, with existing employment beyond.	Very Good
Developmental and Environmental Constraints	The site is a medium-sized rectangular site; it is relatively flat and is located in flood zone 1. However, the site is in an existing employment centre with good occupation and so unless it is vacated is not likely to come forward for development. If so, the existing buildings may need to be demolished or refurbished.	Average
Market Attractiveness	The site is included within a Primarily Industrial Area. The surrounding area is characterised by lower value employment units, to both the west and east. The site benefits from good strategic and local access. There was some vacancy in the site but overall, it seemed well occupied. The site is in the Northside Regeneration Area which is promoting the area as a new industrial area which could improve market attractiveness in the future.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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</p>	Average to Very Poor

	necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site has limited development constraints, apart from the existing development and occupiers on site. Therefore, the site should not be considered an available employment development site at present. Therefore, the site is not expected to come forward for redevelopment within the Local Plan period.	
Planning History	APP/18/00330 (07/03/18) Change of use of The Gatehouse at Wirral Business Centre to a takeaway snack bar (Retrospective application).	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is an active business centre, providing a mixture of offices and light industrial buildings for a variety of occupiers, with a larger unit at the northern end of the site. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it would be suitable for B1, B2 and B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 12 – West Float Industrial Estate, Dock Road



**GROSS SITE AREA:**

0.34 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.34 ha

Current Use and Land Type

The site 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.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is immediately adjacent to the A5139 and within 1km of the start of the M53.

Very Good

Local Accessibility

There is no access infrastructure directly off the A5139, and access would need to be created through the large wall on this side of the site. The site could potentially be accessed via neighbouring industrial estates on Hickmans Road or Cashel Road. However, these are both in separate ownership to the site and so negotiation would be required with one of these parties. 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

Criteria	Comment	Rating
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 particularly on the western and southern edges 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 south western corner. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. There may also be contamination issues linked to the previous use as railway sidings.	Average
Market Attractiveness	The site is identified as being within a Primary Industrial Area. The surrounding area is characterised by lower value but relatively modern 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.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be</p>	Poor to Very Poor

	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.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site has relatively limited development and environmental constraints. However, there are access challenges linked with the site being surrounded on three sides by neighbouring industrial estates under separate ownership to the site. Therefore, unless access can be created directly onto the A5139, negotiations would be required with one of these parties. On this basis, subject to sorting out the access it is considered that the site could come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given the context of the site in the Northside Regeneration Area it has potential to come forward for employment use and could best accommodate B1a, B1c, B2 and B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p> <p>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.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given the context of the site in the Northside Regeneration Area it has potential to come forward for employment use and could best accommodate B1a, B1c, B2 and B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

**Site 13 - Dock Road North**



**GROSS SITE AREA:**

0.35 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.35 ha

**Current Use and Land Type**

The site currently comprises a small square site of vacant hardstanding formerly in use as a skip hire depot. The site is classed as brownfield land. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site is immediately adjacent to the A5139 and less than 1 km from the start of the M53.	Very Good
Local Accessibility	The site can be accessed directly from the A5139. The nearest bus stop is 0.7km to the east on Duke Street which provides access to New Brighton, Clatterbridge, Liverpool and Woodside. The nearest train station is Birkenhead North which is 0.8km to the south west of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Seacombe, Wallasey, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply. Although there are a lack of services in the immediate area.	Very Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Compatibility of Adjoining Uses	The site is bounded to the north by Dock Road with site 14 beyond. The site is surrounded by existing employment development to the west and east. To the south of the site is the West Float part of Birkenhead Docks.	Very Good
Developmental and Environmental Constraints	The site is a small square site. However, the site has limited other development constraints, being flat, hardstanding in Flood Zone 1. There may also be ground conditions which need to be remediated given the sites previous dock use.	Average
Market Attractiveness	The surrounding area is characterised by lower value employment units, to both the west and east. The site benefits from good strategic and local access. The site is in the Wirral Waters Regeneration Area which is promoting the area as a new industrial area which could improve market attractiveness in the future.	Average
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Poor to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site has limited development constraints, although may require remediation prior to development. The site is however small which may limit its attractiveness for development. However, given the limited constraints and existing access it is envisaged the site could come forward in 0-5 years.	

Planning History	N/A
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

**Site Summary and Recommendations**

The site currently comprises a small square site of vacant hardstanding formerly in use as a skip hire depot. However, the site has limited other development constraints, being flat, hardstanding in Flood Zone 1. There may also be ground conditions which need to be remediated given the sites previous dock use. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given the context of the site in the Wirral Waters Regeneration Area it has potential to come forward for employment use and could best accommodate B1a, B1c, B2 and B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

**Site 14 – Former Gas Holders, Dock Road**



**GROSS SITE AREA:**

2.30 ha

**ESTIMATED NET DEVELOPABLE AREA:**

2.30 ha

Current Use and Land Type

The site currently comprises areas of hardstanding but was formerly used as a gas works, with some gas infrastructure still on site. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is immediately adjacent to the A5139 and less than 1 km from the start of the M53.	Very Good
Local Accessibility	The site can be accessed directly from the A5139. A bus service is operates along the A5027 to the east of the site which provides access to New Brighton, Clatterbridge, Liverpool and Woodside. The nearest bus stop is 0.7km to the east on Duke Street. The nearest train station is Birkenhead North which is 1km to the south west of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Seacombe, Wallasey, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply. Although there are a lack of services in the immediate area.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bounded to the north by the A59 tunnel approach road in cutting, to the east by existing employment development; to the south by the A5139, with existing employment development beyond; and, to the west by an overgrown development site. Additional vacant former gas plant land lies to the east of the site towards Old Gorse Lane.	Very Good
Developmental and Environmental Constraints	The site has a relatively level topography but may require further remediation associated with its former use. The gasholders have been cleared down to slab level, although there is still some infrastructure visible on site. The Council monitoring data indicates that the site is within the buffer zone of an Intermediate Pressure Gas Pipeline that runs parallel to the site's south western and south eastern boundaries and runs within the site area for approximately 100m. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. A small substation is located on the south western corner of the site.	Poor
Market Attractiveness	The site is included within a Primarily Industrial Area. The surrounding area is characterised by lower value employment units and cleared undeveloped vacant industrial sites, to both the north and east. The site benefits from good strategic and local access but may still require further remediation associated with its former use and may best be promoted in association with neighbouring vacant sites. The site is in the Northside Regeneration Area which is promoting the area as a new industrial area which could improve market attractiveness in the future.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	<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>	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is likely to require further remediation and clearance work before it could be brought forward for development. The site is in the Northside Regeneration Area which is promoting the area as a new industrial area which could improve market attractiveness. Depending on the extent of the reclamation work already undertaken, it is considered that the site could be challenging to deliver and so is unlikely to come forward until at least 6-10 years, perhaps in association with neighbouring vacant sites.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

**Site Summary and Recommendations**

This brownfield site is located within the urban area of Seacombe, Wallasey. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. It is not clear whether the site is still likely to need further clearance and remediation associated with its former use; as well as historic gas infrastructure still on site.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given the context of the site in the Northside Regeneration Area it has potential to come forward for employment use and would best accommodate B1c, B2 or B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 15 – Former TRFC Training Ground



### GROSS SITE AREA:

1.27 ha

### ESTIMATED NET DEVELOPABLE AREA:

1.27 ha

### Current Use and Land Type

This greenfield site is located between the established Junction One Business Park. 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 along with Wirral Tennis and Sports Centre and the land opposite across Valley Road.

### Criteria

### Comment

### Rating

### 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 Junction One Business Park which is well sign posted from the A554 Hoylake Road, though the site itself is removed from the main road. Access to the site is off Valley Road which does require passing residential accommodation to the south although this is set back by a undeveloped site. The site has no bus stops within 400m. The nearest railway station, Birkenhead North, is approximately 0.7 km away.

Average

Criteria	Comment	Rating
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 Junction One Business Park 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.	Good
Developmental and Environmental Constraints	<p>The access onto the site may need to be improved though this is not a significant constraint to development. The site is broadly square in shape and has a level topography. Site is in Flood Zone 1 and so at low risk of flooding.</p> <p>Development of the site for uses other than sport and recreation would need to be sensitive to the adjacent Wirral Sports Centre and the former use as a sports training ground may trigger the need for consultation with Sport England regarding change of use.</p>	Good
Market Attractiveness	The site is owned by Wirral Council but not advertised for sale or let. Given its location next to the established Junction One Business Park it would likely receive interest from the market as the site has few development constraints.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Average to Very Poor

	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.	
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<b>Criteria</b>	<b>Comment</b>
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 History	13/00551 (26/09/2013) construction of indoor skate park, offices, café and young people's business support (Rampworx)
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>6. Remove from the employment land supply</b>

**Site Summary and Recommendations**

The site offers a small but level plot for development, adjacent to the established Junction One Business Park. 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; if the site were to be redeveloped solely for employment then it would need to be formally released and consultation with Sport England required.

It is understood that Wirral Council are in the process of a grant funding application for enhanced sports facilities on this site. Given the previous sports use on site and the current UDP designation; it has to be assumed that the site will not be available for employment development and therefore should not be included within the employment land supply.

**Site 16 – Bidston Dock, Wallasey Bridge Road**



**GROSS SITE AREA:**

18.25 ha

**ESTIMATED NET DEVELOPABLE AREA:**

11.10 ha

**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.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the M53 via the A5139 and A5088.

Very Good

Local Accessibility

The site can be accessed directly from the A5088 which joins the A5139 to the north. The site is well located with direct access the motorway network. Access to the site from the south is over the Poulton Bridge but this is suitable for HGVs. The site has bus stops adjacent to it and within 400m, with services to Arrowe Park, Seacombe, Liscard and New Brighton. The nearest railway station, Birkenhead North, is approximately 0.7 km away to the south.

Very Good

Criteria	Comment	Rating
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 19 the Former Mobil Oil works, which is a cleared site and the West Float part of Birkenhead Docks. To the south is the Bidston 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.	Very Good
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. There is also vegetation on site which would need to be cleared. 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. The western part of the site is designated as an Area Requiring Landscape Renewal (the remediated former landfill	Poor

	site, now open space). Given the scale of the site, any intensive proposal is also likely to require significant additional highway infrastructure works.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
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 owned by Peel Holdings, who have plans to bring the site forward as a new large leisure complex. 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>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
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. There is also vegetation on site which would need to be cleared. 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 11 to 15 years towards the end of the plan period following the delivery of the Wirral Waters Enterprise Zone.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

#### **Site Summary and Recommendations**

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.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site does however represent a highly accessible major strategic brownfield opportunity at the heart of the older urban area. Due to the 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. The site is suitable for future large-scale development of B1, B2 and B8 employment use. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for alternative use, to be considered as part of the planning process, given its accessibility and strategic location, subject to the relevant requirements in national and local policy.

**Site 17 - Bidston Moss - North of Railway Sidings, Wallasey Bridge Road**



**GROSS SITE AREA:**

2.92 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.64 ha

**Current Use and Land Type**

The site currently comprises a mixture of operational employment site occupied by A2B Skip Hire and vacant former landfill site in the western and southern part of the site. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being an Employment Development Site, as well as being a Waste Disposal Site and allocated in the Joint Waste Local Plan.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the M53 via the A5139 and A5088.

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. The nearest bus stop is on the A5088, 300m to the north with services to Arrowe Park, Seacombe, Liscard and New Brighton. The nearest railway station, Birkenhead North, just 300m to the south.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is located on the edge of Birkenhead, at its north west extreme, but in proximity to Bidston and Wallasey. The site has good access to a large local labour market catchment, but in an area with a lack of local services.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bounded to the north by the Bidston Waste Transfer Station. To the east by the A5088 and the proposed MEA Park (sites 18 and 19) beyond. To the south is former and existing railway sidings and to the west Bidston Moss former landfill, now green space.	Very Good
Developmental and Environmental Constraints	The site is small in size and has a number of potential development constraints. The site is a former landfill on the western and southern parts of the site which is raised compared to the rest of the site and would need to be flattened and remediated prior to further development. There is also potential further contamination from the adjacent rail and dock uses. The site is also in partial occupation (north-west part of site) and would need to be vacated to allow full redevelopment. The site is in Flood Zone 1 and so at low risk of flooding.	Very 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 occupied. 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. The site may benefit from the adjacent MEA Park development.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be</p>	Average to Very Poor

	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.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site has a large number of development constraints, including contamination, its small size and topography. The site is in partial occupation which reduces the net developable area and would need to be vacated to allow full redevelopment. The remainder of the site is not envisaged to come forward until at least 6-10 years, as part of future redevelopment around Bidston Moss.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site currently comprises a mixture of operational employment site occupied by A2B Skip Hire and vacant former landfill site in the western and southern part of the site. The site has a large number of development constraints, including contamination, its small size and topography.</p> <p>The site is in partial occupation which reduces the net developable area and would need to be vacated to allow full redevelopment. The remainder of the site is not envisaged to come forward until at least 6-10 years, as part of future redevelopment around Bidston Moss. The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 18 – Birkenhead Dock Estate – Land at Beaufort Road



### GROSS SITE AREA:

1.80 ha

### ESTIMATED NET DEVELOPABLE AREA:

1.80 ha

### Current Use and Land Type

The site is occupied by Sasol Wax GmbH, Cammell Laird and the adjacent light industrial/office premises are vacant (previously occupied by North Western Ship Repairers Ltd). The site consists of predominantly industrial facilities and yard facilities with some office buildings on a corner plot between the A5088 and the A5030. There are also a number of liquid storage tanks. The site is fully developed but underutilised. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map. The site forms part of the wider MEA Park development proposals being promoted by Peel Land and Property.

### Criteria

### Comment

### Rating

#### Strategic Road Access

The site adjoins the A5030, although access is off the A5088 and is less than 1 km from the start of the M53.

Very Good

#### Local Accessibility

The site is well located with direct access on to the A5088 Wallasey Bridge Road. The site has car parking spaces. There are bus stops within 400m on Station Road and Wallasey Bridge Road with services to Arrowe Park, Heathfield and Poulton. The local railway station, Birkenhead North, is approximately 0.2 km away, to the south.

Very Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Proximity to Urban Areas and Access to Labour and Services	The site is located in Birkenhead but also in proximity to Wallasey and has excellent access to the local labour market, albeit with a limited offer of local services in the immediate area.	Very Good
Compatibility of Adjoining Uses	The site adjoins a large former industrial site to the north and east (site 19), and is in close proximity to the waste collection, processing and recycling facilities on the opposite side of Wallasey Bridge Road, to the west (Veolia Bidston recycling centre). The Park and Ride Car Park for Birkenhead North Station lies to the south, on the opposite side of Beaufort Road, beyond an overgrown and landscaped area associated with former dockland railway sidings.	Very Good
Developmental and Environmental Constraints	Although under-utilised, the site is fully developed. The vacant and derelict buildings date to approximately 1950s to 1960s and would require significant works to bring them up to modern standards, or demolition. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the nearby Site 81. A portion of the site in the eastern corner is within Flood Zones 2 and 3.	Poor
Market Attractiveness	The site is part of the proposed MEA Park scheme, and it is not envisaged that it will come forward other than as part of a comprehensive redevelopment of the adjacent former Mobil Oil site (Site 19). The site lies in a predominantly industrial area and the majority is in use and occupied by Sasol Wax GmbH and Cammell Laird, though the remainder of the site is vacant and accommodates derelict buildings and vacant hardstanding. The site could also act as a potential relocation area for dock side uses in East Float to facilitate the regeneration in this area.	Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The majority of the site area is in use and occupied by Sasol Wax GmbH and Cammell Laird. The remainder of the site previously occupied by North Western Ship Repairers Ltd requires refurbishment and/or demolition and replacement. There are potential contamination and ground condition issues due to the site's current and historic dock related uses. The site is part of the MEA Park proposals by Peel Holdings, which due to the size of development is proposed to be delivered over the first 10 years of the Local Plan.	
Planning History	11/00645 (06/03/2012) replacement of 33,782sqm with 228,300sqm B2/B8 and Trade Centre. – MEA Park includes sites 19 and 20	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>4. Strategic Lower Quality Sites</b>	

### **Site Summary and Recommendations**

The site accommodates a mix of predominantly industrial related employment uses and hard standings as well as derelict buildings, with up to a third of the site used as a storage yard. The site is located in close proximity to the strategic road network and local public transport links. There are potential contamination and flooding issues with the site which could limit development.

The site is part of the Wirral Waters Enterprise Zone. Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone sites should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply. The site is part of the proposed MEA Park scheme and it is not envisaged that it will come forward other than as part of a comprehensive redevelopment of the adjacent former Mobil Oil site (Site 19).

The site is only rated 'Average' due to the on-site constraints. However, due to it being part of the MEA Park proposals it should be allocated due to the strategic importance of those proposals. B-Class uses including B1, B2 and B8 are appropriate for the site.

## Site 19 – Former Mobil Oil, Wallasey Bridge Road



**GROSS SITE AREA:**

8.84 ha

**ESTIMATED NET DEVELOPABLE AREA:**

8.84 ha

**Current Use and Land Type**

This large site is predominantly vacant brownfield land, which still accommodates a large high-bay industrial shed. The site is predominantly cleared. The site was previously occupied by Mobil Oil, a former industrial use within the Birkenhead Dock Estate. The site is part of the MEA Park industrial development proposals. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A5139, M53, A59 and A5030.	Very Good
Local Accessibility	The site can be accessed directly from the A5088 which joins the A5139 to the north and the A5030 to the south. The site is well located to access the motorway network and docklands access roads. The site has several access points onto the A5088. One of these is large enough to accommodate HGV traffic but another may require improvements to accommodate HGVs. The site has bus stops within 400m with services to Arrowe Park and New Brighton. The nearest railway station, Birkenhead North, is approximately 0.7 km away from the site to the south.	Very Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located on the edge of Birkenhead, at its north west extreme, and in proximity to Bidston and Wallasey. The site has good access to a large local labour market catchment but has a lack of local services.	Very Good
Compatibility of Adjoining Uses	The site adjoins the A5088 to the west, a large plot of vacant brownfield land, and an industrial site occupied by Veolia and the Borough's main Merseyside Waste Disposal Authority recycling facility. To the north of the site is Ilchester Wharf, which currently accommodates a large Navy ship, associated with the ship repair facility in the graving dock to the immediate south of the site. To the east of the site is site 20, which is also a cleared former industrial site and to the south is site 18, which is partly occupied but underutilised by an industrial occupier.	Very Good
Developmental and Environmental Constraints	The site previously accommodated Mobil Oil and may require further remediation before redevelopment. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Site 81. We understand that remediation work has taken place on the site since it was vacated, and the site is predominantly level and offers a large area for development. The majority of the site is within Flood Zones 2 and 3.	Average
Market Attractiveness	The site is located on the western edge of the Birkenhead and Wallasey docks, in proximity to other large former industrial sites, as well as existing industrial land uses. The site is well located with respect to the motorway network and the Wallasey road tunnel. Its former industrial use and potential to require further remediation may reduce market attractiveness, and the remaining high-bay warehouse may need to be demolished. The site could also act as a potential relocation area for dock side uses in East Float to facilitate the regeneration in this area as part of Wirral Waters.	Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site may require further remediation and is in flood zone two and three. The site could provide decant space to facilitate the East Float regeneration proposals. The site is part of the MEA Park proposals by Peel Holdings, which due to the size of development is proposed to be delivered over the first 10 years of the Local Plan.	
Planning History	<p>OUT/11/00645 (06/03/2012) replacement of 33,782sqm with 228,300sqm B2/B8 and Trade Centre. – MEA Park includes sites 18 and 19</p> <p>DLS/14/01579 (19/02/2015) 16,248 sqm manufacturing facility.</p>	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	

**Site Summary and Recommendations**

The large former dockland site is a cleared, vacant site but still accommodates a large high bay industrial shed. The owner Peel Holdings is promoting the site as part of the MEA Park development proposal. The site should be allocated for B-Class employment use and B1, B2 and B8 uses would be suitable given the nature and location of the site.

The site is part of the Wirral Waters Enterprise Zone. Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone sites should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use. B1c, B2 and B8 uses would be most appropriate given the sites location adjacent to existing industrial uses.

## Site 20 – MEA Park, Beaufort Road



**GROSS SITE AREA:**

10.78 ha

**ESTIMATED NET DEVELOPABLE AREA:**

10.78 ha

**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. There are also some vacant buildings on site. A graving dock at the western end of the site remains in use for ship repair as an overspill facility for the Cammell Laird shipyard. The site lies within the Mersey Waters Enterprise Zone, benefitting from reduced business rates.

The site is part of the MEA Park industrial development proposals being promoted by Peel Land and Property. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site adjoins the A5030 and is less than 1km from the start of the M53.

Very Good

Criteria	Comment	Rating
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 fronts the docks to the north. Gillbrook Basin separates the site from nearby established waterside industrial uses to the east. To the west is the Cammell Laird graving dock and the Former Mobil Oil site (site 19). The graving dock at the western end of the site remains in use for ship repair, as an overspill facility for the Cammell Laird shipyard. To the south of the site across the A5030 are a number of active industrial land uses. To the west of these is a development site currently under construction by Keepmoat for residential use entitled The Docklands.	Very Good
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. There are also some vacant buildings on site which would need to be cleared prior to development. 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.	Average

Criteria	Comment	Rating
Market Attractiveness	<p>The site is owned by Peel Holdings and part of the proposed MEA Park 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 MEA Park 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 development, which is aimed at manufacturers, developers, assembly operations, supply chain companies serving the marine and energy industries. The site could also act as a potential relocation area for dock side uses in East Float to facilitate the regeneration in this area.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
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 could provide decant space for existing port businesses as part of the East Float regeneration proposals. The site is part of the MEA Park proposals by Peel Holdings, which due to the size of development is likely to be delivered over the first 10 years of the Local Plan.
Planning History	OUT/11/00645 (06/03/2012) replacement of 33,782sqm with 228,300sqm B2/B8 and Trade Centre. – MEA Park includes sites 18 and 19  16/01212 (04/11/2016) UK Power Reserve Electricity Storage Facility 427sqm (0.44ha)
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>

### **Site Summary and Recommendations**

This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone sites should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

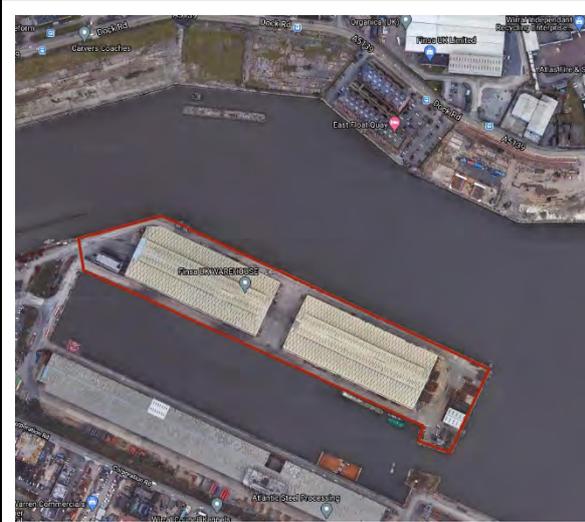
B1c, B2 and B8 uses would be most appropriate given the sites location adjacent to existing industrial uses.

The large cleared site consists predominantly of brownfield land, and benefits from a large frontage with the A5030 and proximity to the M53, 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 being heavily promoted as part of the MEA Park proposals.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone sites should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report.

This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use. The most suitable uses for the large site are B1c, B2 and B8 uses would be most appropriate given the sites location adjacent to existing industrial uses.

## Site 22 - Wirral Waters - Sky City



**GROSS SITE AREA:**

5.49 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The large site is an active dockland premises, consisting of two large sheds for industrial use, including FINSA Wood Solutions. The site also accommodates mooring space for a number of small fishing boats and a ship repair yard although on the day of inspection there was nothing moored and limited movement on the site. The site forms a key part of the Wirral Waters scheme and is outlined to be developed as 'SkyCity' in one of the later phases of construction. The site is owned by Peel Holdings. The site lies within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A5139 via Duke Street.

Good

Criteria	Comment	Rating
Local Accessibility	<p>The site is accessed from Duke Street to the west, sharing the access point to the adjacent site 23, which has a wide gated entrance with security staff, suitable for HGVs. Duke Street provides good accessibility to the strategic road network but is frequently busy. There are bus stops within 400 m of the site, with services to Birkenhead, Clatterbridge, Eastham Rake, New Brighton and Woodside. The nearest railway station, Birkenhead Park, is approximately 0.8 km away.</p>	Very Good
Proximity to Urban Areas and Access to Labour and Services	<p>The site is located north of Birkenhead Town Centre. The site benefits from a large labour market catchment and has some services in the immediate area. However, there are limited facilities within a short walkable distance.</p>	Very Good
Compatibility of Adjoining Uses	<p>The site is located in a predominantly port-related industrial and distribution focused area, though its dockside location separates it from nearby uses. To the north and east of the site is Vittoria Dock, to the west is the A5027 and further is West Float and to the south is Vittoria Dock Site (site 23).</p>	Very Good
Developmental and Environmental Constraints	<p>Access to the site is shared with site 23 through large manned gates. The site accommodates two large sheds which are currently of average to poor quality, which could be refurbished to closer meet modern standards, or alternatively be demolished to facilitate redevelopment. The site has accommodated heavy uses linked to the docks and so would likely require remediation if it were to be redeveloped.</p> <p>Whilst the site offers a large and flat area for (re)development, it has a long and narrow profile. The site is constrained by its dock side location which prevents expansion.</p> <p>A small portion of the site along the perimeter of the docks is within Flood Zones 2 and 3.</p>	Average

Criteria	Comment	Rating
Market Attractiveness	<p>The site has a prominent dockside location, with views from across the docks and nearby Duke Street but does not directly front the road. The site is dominated by two larger units of average to poor quality, and one modern good quality unit. The site is occupied by tenants of PeelPorts. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. It is part of the later phases of the Wirral Waters redevelopment. The site also benefits from being designated as an Enterprise Zone with business rates relief available.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	<p>The site is occupied and in use, though as part of the Wirral Waters scheme it is proposed for a major mixed-use redevelopment including large scale residential and a hotel.</p> <p>Condition 6 of the East Float outline planning permission requires any reserved matters application to consider the need to submit a detailed Port Relocation Strategy, including a timetable for implementation, detailing proposals for the methodology and arrangements to facilitate or support the relocation of existing businesses/tenants within the site to be satisfactorily relocated either within the regeneration area or to suitable alternative premises. This port relocation strategy is believed to be under development.</p> <p>The site falls within the later phases of the Wirral Waters scheme; therefore, the site is expected to be delivered in 10-15 years although the site is currently in use so therefore redevelopment would require relocation of the existing occupiers.</p>
Planning History	<p>The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012)).</p>
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good quality sites</b>

### **Site Summary and Recommendations**

'Good' rated sites should form the majority of sites being allocated. However, consideration could be given to releasing or allocating some 'Good' Sites for other uses; providing enough is allocated to facilitate the demand set out in this study; if on balance, the wider evidence base suggests there is merit in doing this.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

Given the nature and duration of the East Float planning permission, which links the provision of housing and commercial/employment uses it seems most appropriate to allocate the site for mixed-use development or mixed use with a B-class element as part of the proposed Wirral Waters scheme. It could also be allocated for B-class uses, most likely B2/B8 uses.

The large site is fully developed and occupies a prominent dockside location with excellent visibility and good accessibility to the strategic road network. Most buildings on the site are however old and of generally average to poor quality. The site is part of the Wirral Waters redevelopment scheme and has outline planning permission for large-scale mixed-use development, including residential, B1 office space, retail, cultural and leisure uses and a

hotel. Whilst redevelopment of the site is likely to be costly due to the scale of demolition works and potential remediation, it benefits from designation as an Enterprise Zone.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs.

Given the nature and duration of the East Float planning permission, which links the provision of housing and commercial/employment uses it seems most appropriate to allocate the site for mixed-use development or mixed use with a B-class element as part of the proposed Wirral Waters scheme. It could also be allocated for B-class uses, most likely B2/B8 uses.

**Site 23 - Wirral Waters - Vittoria Dock**



**GROSS SITE AREA:**

4.68 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The large site is an active dockland premises, part of which includes vacant and very poor-quality buildings. These are the buildings closest to the entrance and are visible from Duke Street. There is also a compound next to the entrance for vehicles used within the dock estate. The site accommodates large industrial buildings for predominantly B2 use and is occupied by Atlantic Steel, a steel fabricator. The site forms a key part of the Wirral Waters scheme and is outlined to be developed as 'Vittoria Studios' in one of the later phases. The site is owned by Peel Holdings. The site lies within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site is within 1km of the A5139 via Duke Street.	Good
Local Accessibility	The site is accessed directly from Duke Street, which has a wide gated entrance way with security staff, suitable for HGVs. Duke Street provides good accessibility to the strategic road network but is frequently busy. There are bus stops within 400 m of the site, with services to Birkenhead, Clatterbridge, Eastham Rake, New Brighton and Woodside. The nearest railway station, Birkenhead Park, is approximately 0.8 km away.	Very Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located north of Birkenhead Town Centre. The site benefits from a large labour market catchment and has some services in the immediate area.	Very Good
Compatibility of Adjoining Uses	The site is located in a predominantly port-related industrial area. The site features prominently in the docks and also fronts Corporation Road to the south which accommodates a large number of smaller businesses, which are typically light industrial uses such as car repair garages and scrap yards. To the west, across the A5027, is a large distribution centre operated by N W Trading, which consists of several individual units. site 22, Wirral Waters Sky City, is located north of the site across Vittoria Dock and site 24 Wirral Waters, Marina View is located to the east.	Very Good
Developmental and Environmental Constraints	<p>The site currently has no access onto Corporation Road, which lies behind a high perimeter wall. The site accommodates a large distribution building, which is under-utilized and appears predominantly vacant and shows signs of vandalism. This building dates to the early to mid-20<sup>th</sup> century and would require significant restoration to bring it up to modern standards. There is no sign of recent investment in the site and provides an overall poor-quality appearance.</p> <p>More likely the building, which accommodates most of the site area, would need to be demolished.</p> <p>The remainder of the site is occupied by Atlantic Steel and would require them to vacate the site to allow for its redevelopment.</p> <p>Whilst the site offers a large area for (re)development, and is flat and regular in shape, it has a long and narrow profile. The site is constrained by its location fronting Vittoria Dock and Corporation Road which prevents expansion. Some parts of the site are within Flood Zones 2 and 3.</p>	Average

Criteria	Comment	Rating
Market Attractiveness	<p>The site has a prominent dockside location, with a high profile entrance from Duke Street. The site also has a long frontage with Corporation Road, which is currently screened by the high perimeter wall, which accommodates a large number of mainly industrial related businesses, albeit characterised by a poor appearance, with several poorer quality units.</p> <p>The site is occupied but appears to be underutilised and overgrown and there is evidence of vandalism and the abandonment of vehicles. The dated buildings may be challenging to refurbish to meet the needs of modern businesses. Any potential contamination is also unknown. The site is owned by Peel Holdings. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. Development of the site would unlock development of the adjacent site 22 as they share an access point to Duke Street, although this is unlikely due to the Wirral Waters plans. The site also benefits from being designated as an Enterprise Zone with business rates relief available.</p> <p>The western end could be demolished but this would require the reopening of an eastern access point off Corporation Road.</p>	Average
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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</p>	Average to Very Poor

	Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.	
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Criteria	Comment
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Barriers to Delivery, Mitigation and Timescales	<p>The site is occupied and in use, though currently under-utilised and in need of significant refurbishment or redevelopment. Given the sites occupation it is not currently considered to be part of the employment land supply. Condition 6 of the East Float outline planning permission requires any reserved matters application to consider the need to submit a detailed Port Relocation Strategy, including a timetable for implementation, detailing proposals for the methodology and arrangements to facilitate or support the relocation of existing businesses/tenants within the site to be satisfactorily relocated either within the regeneration area or to suitable alternative premises. This port relocation strategy is believed to be under development.</p> <p>This part of the site is intended to be part of early phase development at Wirral Waters although the site is currently in use so therefore redevelopment would require relocation of the existing occupiers.</p>
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Planning History	The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012)).
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<b>Overall Site Rating</b>	<b>Average</b>
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<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>
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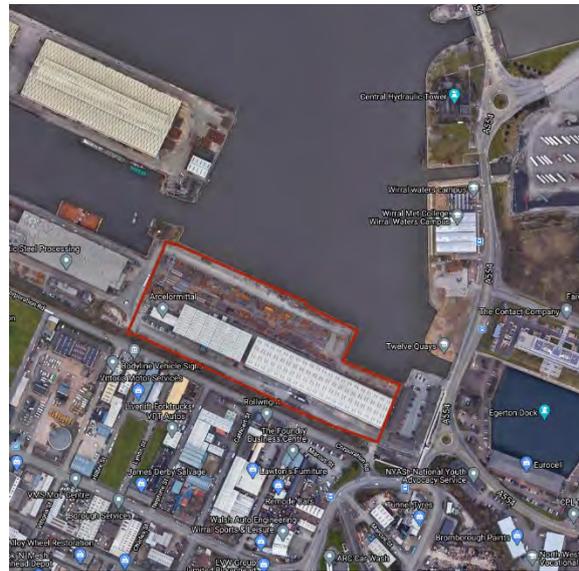
Site Summary and Recommendations
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The large site is fully developed and predominantly occupied though partly vacant. The site benefits from a prominent dockside location with good accessibility to the strategic road network although its frontage with Corporation Road is behind a long and high perimeter wall. The buildings on the site are old and of generally poor quality, parts are vacant and appear derelict. The site is part of the Wirral Waters scheme and has outline planning permission for large-scale mixed-use development, including residential, B1 office space, retail, cultural and leisure uses and a hotel. Whilst redevelopment is likely to be costly due to the scale of demolition works and potential remediation, it benefits from designation as an Enterprise Zone.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the nature and duration of the East Float planning permission, which links the provision of housing and commercial/employment uses it seems most appropriate to allocate the site for mixed-use development or mixed use with a B-class element as part of the proposed Wirral Waters scheme. It could also be allocated for B-class uses, most likely B2/B8 uses.

**Site 24 - Wirral Waters – Marina View**



**GROSS SITE AREA:**

3.92 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The large site is divided into two components, both of which are owned by Peel Holdings. The site forms a key part of the Wirral Waters scheme. The eastern portion of the site contains Tower Quays, an office / workshop area offering 25 small units. Several units are currently advertised for let. The majority of the site is occupied by ArcelorMittal, an importer and exporter of steel products, which includes two large shed buildings and a quayside crane facility. The site lies within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of both the A5139 and A554.

Good

Criteria	Comment	Rating
Local Accessibility	<p>ArcelorMittal can be accessed from Corporation Road, though this this access point is currently unused and as a result is overgrown, and the site is accessed from Duke Street to the west via the same entrance as sites 22 and 23. A long perimeter wall cuts the site off from the nearby area. Tower Quays is accessed directly from A554 Tower Road, which is frequently busy. At the time of visiting, roadworks were taking place causing queues past the entrance. Some car parking is provided at Tower Quays. There are bus stops within 400m of the site, with services to Birkenhead, Broughton, Eastham Rake, Leasowe, Liverpool, Moreton, Wallasey and Woodside. The nearest railway station, Conway Park, is approximately 0.8km away.</p>	Good
Proximity to Urban Areas and Access to Labour and Services	<p>The site is located north of Birkenhead Town Centre. The site benefits from a large labour market catchment and has some services in the immediate area.</p>	Very Good
Compatibility of Adjoining Uses	<p>The site is adjacent to a range of existing employment uses including light industrial uses, Hilbre Court Business Centre and the Foundry Business Centre along Corporation Road. To the north of Tower Quays is Wirral Metropolitan College.</p> <p>To the west of the site is site 23 which shares an access point and to the south is Corporation Road which is home to many small businesses. The overall character of the area is employment with predominantly industrial related uses. The northern boundary is defined by the East Float quayside.</p>	Very Good
Developmental and Environmental Constraints	<p>The site offers a large area for potential re-development, with a level topography. The largest portion of the site, accommodated by ArcelorMittal which is of low quality, requires significant works or clearance and likely remediation to meet modern business standards. The extent of any required remediation works are unknown. Access improvements would be needed to improve the accessibility to the site from Corporation Road. The site is also constrained by the large perimeter wall that runs to the south of the site. A small portion of the site in the north west corner is within Flood Zones 2 and 3.</p>	Average

Criteria	Comment	Rating
Market Attractiveness	<p>There are several units up for rent in Tower Quays as whilst it offers flexible workspace with car parking in proximity to Birkenhead Town Centre the accommodation is of average quality. The let's range from 690 sq. ft. to 5250 sq. ft and are advertised at £8 psf.</p> <p>The remainder of the site is fully occupied by ArcelorMittal.</p> <p>Adjacent to ArcelorMittal on Corporation Road are a number of active garages and repair centres, as well as a number of derelict properties. Currently much of the area immediately adjoining the site along Corporation Road is of poor-quality stock with poor kerb appeal, however the majority of the area is busy.</p> <p>The nearby Foundry Business Centre demonstrates however that there is demand for higher quality refurbished premises. Historically, rental values in the Foundry Business Centre range from £8 - £10 psf.</p> <p>The entirety of the site is owned by Peel Holdings. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. The site also benefits from being designated as an Enterprise Zone with business rates relief available.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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</p>	Average to Very Poor

	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.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	<p>The majority of the site is occupied by ArcelorMittal and it is unlikely to come forward for re-development. Given the sites occupation it is not currently considered to be part of the employment land supply. The site needs access improvements and likely remediation works, though these are not considered to be barriers to delivery as part of a larger development scheme. Condition 6 of the East Float outline planning permission requires any reserved matters application to consider the need to submit a detailed Port Relocation Strategy, including a timetable for implementation, detailing proposals for the methodology and arrangements to facilitate or support the relocation of existing businesses/tenants within the site to be satisfactorily relocated either within the regeneration area or to suitable alternative premises. It is believed that the port location strategy is currently under development.</p> <p>The site is part of the Wirral Waters redevelopment scheme, as so the site is likely to be delivered in 5- 10 years.</p>	
Planning History	<p>The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012).</p> <p>Condition 68 requires that within Marina View, a minimum of 60% of the completed podium level development (excluding the tower elements and car parking) shall provide for education, health, community, police and childcare facilities.</p>	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good quality sites</b>	

## Site Summary and Recommendations

The large site is fully developed, occupying a prominent dockside location. However, the frontage with Corporation Road is poor and dominated by a large perimeter wall. Most buildings on the site are old and of generally poor quality, though Tower Quays offers more modern small-scale units.

The site is part of the Wirral Waters scheme and has outline planning permission for large-scale mixed-use development, including residential, B1 office space, retail, cultural and leisure uses and a hotel with specific requirements applying to the Marina View quarter. While redevelopment is likely to be costly due to the scale of demolition involved and potential remediation, the site benefits from designation as an Enterprise Zone.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs.

Given the nature and duration of the East Float planning permission, which links the provision of housing and commercial/employment uses it seems most appropriate to allocate the site for mixed-use development or mixed use with a B-class element as part of the proposed Wirral Waters scheme. It could also be allocated for B-class uses, most likely B2/B8 uses.

**Site 25 – Wirral Waters – Hydraulic Tower**



**GROSS SITE AREA:**

0.95 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.95 ha

**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 site is part of the Wirral Waters proposals and identified for the new Maritime Knowledge Hub, built around the Grade II Listed Tower and consisting of 60,000 sq ft of collaborative space, state of the art research and development facilities and a café/restaurant and visitor portal. Site preparation works were on site at the time of inspection. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
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.	Very 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

Criteria	Comment	Rating
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. A small portion of the site in the north western corner is within Flood Zones 2 and 3.	Poor
Market Attractiveness	The site is located in the Wirral Waters 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. The site is part of the Wirral Waters proposals and identified for the new Maritime Knowledge Hub, built around the Grade II Listed Tower and consisting of 60,000 sq ft of collaborative space, state of the art research and development facilities and a café/restaurant and visitor portal. Site preparation works were on site at the time of inspection.	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Average to Very Poor

	Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.	
<b>Criteria</b>		<b>Comment</b>
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. However, proposals are in place to develop around and incorporate this structure into the Maritime Knowledge Hub. 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 History	The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012).  APP/08/05384 and LBC/08/05406 (18/06/2008) part demolition and extension to provide ancillary display space and 4s hotel and restaurant 0.96ha 3930sqm. Expired.	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>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. However, proposals are in place to develop around and incorporate this structure into the Maritime Knowledge Hub.</p> <p>Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone site should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.</p> <p>Given the progressed development plans for the Maritime Knowledge Hub and the fact that site preparation works are on site, the site should therefore be taken out of the employment land supply as it is assumed that this scheme is delivered.</p> <p>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 site is part of the Wirral Waters proposals and identified for the new Maritime Knowledge Hub, built around the Grade II Listed Tower and consisting of 60,000 sq ft of collaborative space, state of the art research and development facilities and a café/restaurant and visitor portal. Site preparation works were on site at the time of inspection. The site benefits from its designation as part of an Enterprise Zone.</p>		

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

Given the progressed development plans for the Maritime Knowledge Hub and the fact that site preparation works are on site, the site should therefore not be allocated as part of the core employment land supply. However, the site should be protected in the event that the Maritime Knowledge Hub Scheme does not come forward.

## Site 26 – Twelve Quays – Tower Wharf



**GROSS SITE AREA:**

1.06 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.06 ha

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.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

Adjacent to the A554.

Good

Local Accessibility

The site directly fronts the A554 but may require access infrastructure from Tower Wharf to minimise any traffic impacts. At the time of the visit, road works were upgrading the road at the junction of A554 and Tower Wharf. 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. Close proximity to Kingsway Tunnel.

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 walkable area, it is accessible to Birkenhead Town Centre.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is adjacent to existing B-Class uses to the east (Wabtec Faiveley Transit Systems) and south (the Contact Company).</p> <p>To the west, across the A554 is a Wirral Met College site, and to the north is a HGV waiting area used by the nearby Ship Ferry Terminal.</p>	Very Good
Developmental and Environmental Constraints	<p>The site is reclaimed brownfield land (former dockland). Though it has a level topography but is significantly overgrown so would require clearance before works could go ahead. There are no other known development or environmental constraints although it is not known whether there are any remediation needs.</p>	Average
Market Attractiveness	<p>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 to the east and south but north is a HGV park, and in the long term is adjacent to the Wirral Waters redevelopment scheme. The site is subject to a planning application for a petrol filling station, associated convenience store and drive thru.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Average to Very Poor

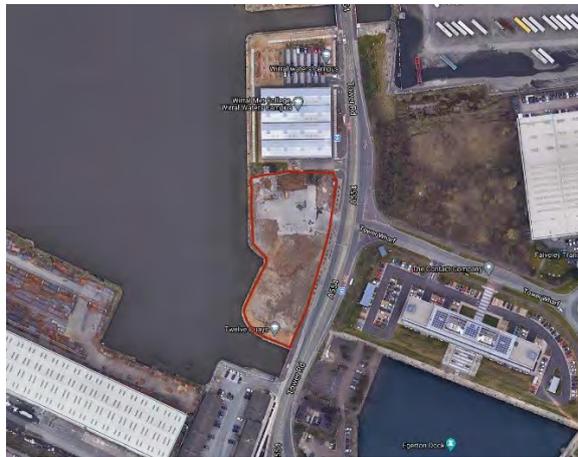
<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is owned by Peel Ports, who previously had chosen to retain it as potential expansion for the ro-ro ferry terminal. More recently, a planning application for a petrol filling station was lodged with the decision pending. Therefore, the site is likely be delivered in 0 to 5 years.
Planning History	App/20/00558 – an application for petrol filling station, associated convenience store and drive thru – Decision Pending
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>

### **Site Summary and Recommendations**

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 a planning application has been recently lodged for a petrol filling station on the site.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

**Site 27 - Wirral Waters - Tower Quay**



**GROSS SITE AREA:**

0.61 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.20 ha

**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. Local artwork is currently positioned on the site.

Criteria	Comment	Rating
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 an HGV entrance point as well as a large 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.	Very 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.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is adjacent to a Wirral Met College site to the north. To the east, across the A554 is a large office building occupied by the Contact Company. To the west is open water in the East Float and to the south, over a small inlet of water is Tower Quays office buildings.	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 other known constraints. The site is located in the Dock Estate and a road corridor for environmental improvement passes the front of the site. The site is located in flood risk zone 1 although the edges of the site are located in flood risk zone 2 and 3 suggesting a potential risk and reinforcements may be required.	Average
Market Attractiveness	<p>The site is located in the Wirral Waters and Enterprise Zone market area. The site is owned by Peel Ports. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. It is also located next to two modern buildings, Wirral Met College and the Contact Company offices some of the more attractive buildings in the area.</p> <p>Whilst this increases the attractiveness of the site it offers a however, the size of the site may limit 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. Alternatively, Wirral Met College could seek it as an extension to their site.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Average to Very Poor

	<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>	
<b>Criteria</b>	<b>Comment</b>	
<p>Barriers to Delivery, Mitigation and Timescales</p>	<p>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.</p> <p>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 as part of the early phases of Wirral Waters.</p>	
<p>Planning History</p>	<p>APP/18/00409 - Full planning application for the construction of a three storey B1 office building, with car parking, landscaping and other associated works</p> <p>APP/18/00647 "Full application for the erection of four retail units (Class A1), a restaurant (Class A3), a visitor centre (D1 use) managed workspace (Class B1) and flexible floorspace to be occupied as either an art gallery (Class D1), educational use (Class D1) or managed workspace (Class B1), a village square, improvements to public open space and associated highway works". Approved in August 2019</p> <p>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</p> <p>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.</p>	
<p><b>Overall Site Rating</b></p>	<p><b>Good</b></p>	
<p><b>Site Categorisation</b></p>	<p><b>6. Remove from employment land supply</b></p>	

**Site Summary and Recommendations**

The site is a small plot of reclaimed brownfield land on a quayside site in East Float, Birkenhead. The small brownfield site is located with good accessibility to Birkenhead Town Centre, and has excellent visibility from its frontage with the A554. The site has planning permission for a new office development on the northern part of the site, the first of the Wirral Waters Enterprise Zone proposals; and therefore, it is assumed that this is delivered as per the proposals in the planning application. Therefore, it is only the southern section of the site which is included in the Net Developable Area.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

Given the approved planning application for office development on part of the site and a retail/amenity centre on the other part of the site, it is expected that this development will come forward for these uses. The site should therefore be excluded from the employment land supply. However, the site should be protected in the event that the proposed development does not come forward and given condition 68 in the East Float outline planning permission which prohibits residential development on Four Bridges unless its ancillary to other dominant uses.

## Site 28 – Twelve Quays – Morpeth Waterfront



**GROSS SITE AREA:**

1.58 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.58 ha

**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.

**Criteria**

**Comment**

**Rating**

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. It is adjacent to the Ro-Ro Ferry terminal.

Very 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

Criteria	Comment	Rating
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. The Wirral Circular Trail public access path runs to the east of the site.	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 overgrown shrubbery that would need to be cleared before development, 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 still leave 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>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Average to Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
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 History	The site has previously had consent for a new-build clinical trials facility.	
<b>Overall Site Rating</b>	<b>Very Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>This site forms one of the best development sites given its 'Very Good' rating and therefore should be allocated and protected for employment use.</p> <p>The site should therefore 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.</p> <p>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. The site is also in close proximity to good quality B-class land uses and labour market catchment.</p> <p>This site forms one of the best development sites given its 'Very Good' rating and therefore should be allocated and protected for employment use. The site should therefore 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.</p>		

## Site 29 – Cavendish Roundabout, Cavendish Street



**GROSS SITE AREA:**

0.15 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is currently partially used as a surface level car parking associated with the Merseyside Police Custody Office located next door.

The remainder of the site is tenced grassland which slopes significantly towards the roundabout.

It is a brownfield site and the UDP Proposals Map identifies the site as being within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is immediately adjacent to the A5030 Cleveland Street.

Good

Local Accessibility

The site is accessed from Cavendish Street which meets 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. It is also close to the Kingsway Tunnel which provides quick access to Liverpool.

Very Good

Criteria	Comment	Rating
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 and Cavendish roundabout, to the east by Cavendish Road, south by existing employment development (Cavendish MOT Centre) and to the west by Merseyside Police Custody Office.	Good
Developmental and Environmental Constraints	The site is small in size and irregular in shape, being located on the corner of a roundabout. The site is currently only partially used as a surface level car park with the remaining used as grassland which is uneven in topography and slopes towards the edge of the site. This would require levelling.  The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
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. However, the site is small, irregular in shape and has an uneven topography.	Average
Viability	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):  <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> 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	Poor to Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site has relatively few development and environmental constraints other than the small size and uneven topography. It is supported by the surrounding infrastructure associated with the neighbouring employment development. The site is in the ownership of The Police and Crime Commissioner for Merseyside alongside the neighbouring custody suite and therefore there is uncertainty on whether this can be separated from this ownership. Given these complications it is not expected that development could come forward for at least 6 – 10 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use. Given the context of the site, it is considered that it would best accommodate B1, B2 or B8 development.</p> <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 is irregular in shape and relatively small in size and is currently used as surface level car parking for the adjacent police custody units. There are therefore questions on whether the site can be released from its current ownership for development.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it most likely be suitable for B1, B2 or B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 30 – Kern’s Warehouse, Cleveland Street



**GROSS SITE AREA:**

0.98 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.98 ha

**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.

**Criteria**

**Comment**

**Rating**

**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

Criteria	Comment	Rating
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 with existing employment beyond the main road, to the east and south by existing employment development and, to the west by Cavendish Street and roundabout.	Very Good
Developmental and Environmental Constraints	The site has a flat topography, it is of average size and a regular shape 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 site is currently quite overgrown with significant evidence of fly-tipping having taken place which would require clearing before development. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
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	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Average to Very Poor

Criteria	Comment
Barriers to Delivery, Mitigation and Timescales	<p>The site has relatively few development and environmental constraints and is supported by the surrounding infrastructure associated with the neighboring employment development.</p> <p>It is understood that the owner may be retaining the site for higher value employment development, awaiting the outcome of Wirral Waters. However, it is expected that this site could come forward in the next 0-5 years.</p>
Planning History	N/A
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>

#### Site Summary and Recommendations

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 and the clearance of the significant amount of fly tipping and vegetation.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

**Site 31 - Land East of 491 Cleveland Street**



**GROSS SITE AREA:**

0.12 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.12 ha

Current Use and Land Type

The site currently comprises an area of vacant grassland and a small café "The Gallery" on the Duke Street frontage. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area. On the day of inspection, the site was being used for car parking.

Criteria	Comment	Rating
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Strategic Road Access	The site is immediately adjacent to the A5030.	Good
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Local Accessibility	The site can be accessed from the A5030 which runs to the north of the site. A bus service is in operation to the north east of the site along the A5030 which provides access to Leasowe, Moreton, Broughton and Eastham Rake. Bus stops are located immediately outside of the site on the A5030. The nearest train station is Birkenhead Park which is 0.3km to the south east of the site.	Very Good
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Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Birkenhead, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.	Very Good
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by the A5030, to the east by Duke Street, to the south partially by Old Bidston Road and partially by a car garage / yard, to the west by existing residential development, which fronts Old Bidston Road and Cleveland Street.	Average
Developmental and Environmental Constraints	The site has a relatively flat topography, but it is irregular in size and shape. The area is uneven with a mixture of hard standing and gravel with overgrown shrubbery around the side. The site is constrained by its size and shape and the adjacent residential development. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.	Poor
Market Attractiveness	The site is included within a Primarily Industrial Area, characterised by lower quality employment units. The site benefits from good strategic and local access but is constrained by its size and shape and would only come forward to meet local need and close proximity to residential development would limit the types of use that could be accommodated.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <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</p>	Poor to Very Poor

	public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is relatively small in size and irregular in shape and has relatively few development and environmental constraints. The site is supported by the surrounding infrastructure and affords its own access off the A5030. On the basis of this, it is therefore considered that the site could come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is of lower quality and therefore should not form part of the core employment allocation.</p> <p>Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1c development. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use.</p> <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 and few development and environmental constraints but is small in size.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use. Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1c development.</p>		

## Site 32 - Adj 45 Old Bidston Road



**GROSS SITE AREA:**

0.17 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is predominantly hardstanding and is currently in use as a mechanic's yard/scrap vehicle storage occupied by Twelve Quays Tyre Store Ltd. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is approximately 0.1km to the south west of the A5030.

Good

Local Accessibility

The site can be accessed from the A5027 either via Old Bidston Road which runs to the north of the site or Price Street to the south; although the Old Bidston Road access was blocked at the time of entrance by scrap vehicles on site. A bus service operates along the A5030 to the north east of the site providing access to Leasowe, Moreton, Broughton and Eastham Rake. The nearest bus stop is located 0.1km to the north west of the site on the A5030. The nearest train station is Birkenhead Park 0.25km to the south east of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is included within the urban area of Birkenhead, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by Old Bidston Road and low-quality employment buildings, to the east by existing employment development, to the south by Price Street, and to the west by existing employment development. The land to the south of Price Street is designated as a Primarily Residential Area but the immediate frontage opposite the site is currently occupied by existing employment and retail uses and vacant sites. With residential development beyond this immediate frontage to the south.	Good
Developmental and Environmental Constraints	The site is identified as being within a Primary Industrial Area but is in proximity to a Primarily Residential Area which fronts Price Street. The EA Flood Map identifies the site as being included within Flood Zone 1, at low risk of flooding. The site has a relatively flat topography, favourable for development but is constrained by its small plot size and existing occupation. The site is currently occupied and so would need to be vacated before it can come forward for development.	Average
Market Attractiveness	The site is predominantly hardstanding (and could readily be redeveloped) and is included within a Primarily Industrial Area, characterised by lower quality employment units. The site benefits from good strategic and local access and has relatively few development and environmental constraints, though it suffers from a small plot size.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <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</p>	Poor to Very Poor

	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.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is in existing use as a mechanic's yard and so should not be considered as part of the employment land supply unless it was vacated. If the site were to be made available for redevelopment it would be expected to come forward in 0-5 years on the basis of its small size and location in Birkenhead.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site should be retained within the wider Primarily Industrial Area, as it is fully occupied and considered to be fully developed, it does not form part of the Borough's employment land supply. Given the context of the site and its proximity to potential residential development, it is considered the site would best accommodate B1, and particularly B1c development, were it to become available. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use.</p> <p>This small site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has few development and environmental constraints but suffers from a small plot size and is in proximity to a Primarily Residential Area. Any future redevelopment of the site would need to be sympathetic with the residential land use.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it most likely be suitable for B1c development given the proximity to residential uses. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 33 – Livingstone Street



### GROSS SITE AREA:

0.20 ha

### ESTIMATED NET DEVELOPABLE AREA:

0.00 ha

### Current Use and Land Type

The site is currently occupied for storage and car / van parking for Kwikshift Removals and Storage. The site is regular in size and is identified as a brownfield site. The UDP Proposals Map designates the site as a Primarily Industrial Area.

### Criteria

### Comment

### Rating

Strategic Road Access

The site is within 1km of the A5030 via Livingstone Street

Good

Local Accessibility

The site faces onto Cleveland Street but access to the site is via a gated entrance to the south of the site via Brook Street. Brook Street is a relatively narrow road but is for two-way traffic which might cause issues for large HGVs although this site is used to park smaller lorries. The nearest bus stop is less than 50m away located on Cleveland Street with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.

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 number of cafés.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is located within a Primarily Industrial Area. The site is surrounded by road infrastructure on three sides; to the north, west and south. The developments surrounding the site are all lower grade employment sites such as car garages.	Very Good
Developmental and Environmental Constraints	The site had limited environmental and development constraints. The site is regular in shape and the topography is flat, although the site is small (0.19 ha). The site has is surrounded by a brick wall and metal fencing and accessed through a manned gate.  The development is also constrained by the road network, which is located to the north, west and south of the site.	Average
Market Attractiveness	The site benefits from good strategic road and local access and its proximity to both Birkenhead town centre and Liverpool City Centre. However, the employment developments within close proximity to the site are of low quality and mainly made up of car garages and mechanics. The site opposite, across Cleveland Street is vacant grassland which is a designated housing site.	Average
Viability	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): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> 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.	Poor to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently occupied and there is no indication that the site will be up for sale on the open market. Therefore, if any development was to take place, the occupiers would have to be relocated. Given the site is under occupation then it should not be considered as part of the employment land supply.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

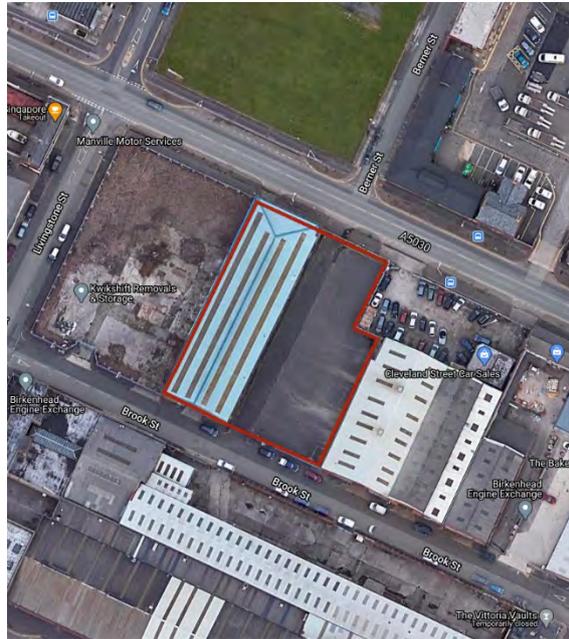
**Site Summary and Recommendations**

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. The site could come forward for employment, most likely B1c, B2 or B8 uses which would fit with the surrounding area. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use.

This small brownfield site is currently occupied and used for storage or car / van parking for Kwikshift Removal and Storage. The UDP proposals map designates the site as within a Primarily Industrial Area. The site is regular in size and shape although on the small size.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it would be suitable for B1, B2 and B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 34 – Berner Street South



**GROSS SITE AREA:**

0.23 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site is currently occupied by Prestige Structural Ltd which manufacture metal structures. The site contains the office / distribution buildings and associated car parking to the west of the main building. The site is regular in size and is identified as a brownfield site. The UDP Proposals Map designates the site as a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is located on the A5030 – Cleveland Street.	Good
Local Accessibility	The site faces onto Cleveland Street but access to the car park is via a gated entrance to the south of the site via Brook Street. Brook Street is a relatively narrow road but is for two-way traffic. The nearest bus stop is less than 50m away located on Cleveland Street with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.	Good

Criteria	Comment	Rating
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 located within a Primarily Industrial Area. The site is surrounded by road infrastructure to the north and south. To the east and west are existing employment developments. These tend to be lower grade employment sites such as car garages, storage sites or mechanics.	Very Good
Developmental and Environmental Constraints	<p>The site had limited environmental and development constraints. The site is regular in shape and the topography is flat although the site is small (0.10 ha). The site has is surrounded a wall made of brick and metal fencing, but the office / distribution building looks in relatively good condition.</p> <p>The development is also constrained by the road network which is located to the north and south of the site.</p>	Average
Market Attractiveness	The site benefits from good strategic road and local access and its proximity to both Birkenhead town centre and Liverpool City Centre. However, the employment developments to within proximity to the site are of low quality and mainly made up of car garages and mechanics. The site opposite, across Cleveland Street is vacant grassland which is a designated housing site.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Poor to Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently occupied and there is no indication that the site will be up for market. Therefore, if any development was to take place, the occupiers would have to be relocated. Given the site is under occupation then it should not be considered as part of the employment land supply.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. The site could come forward for employment, most likely B1c, B2 or B8 uses which would fit with the surrounding area. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use.</p> <p>This small brownfield site is currently occupied and used as an office / distribution site and associated car parking for Prestige Structural Ltd. The UDP proposals map designates the site as within a Primarily Industrial Area. The site is regular in size and shape although small in size.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it would be suitable for B1, B2 and B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 35 - Ten Streets - Phase 1



**GROSS SITE AREA:**

0.88 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.88 ha

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.

Criteria	Comment	Rating
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.	Very 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

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is adjacent to a variety of uses, though the majority are B1c/B2 or B8. To the north is the perimeter wall of the Vittoria Dock site, to the south is the A5030 and workshops and a removals company, to the west is a new storage site currently occupied by Butler Waste Management and several cafes and to the east are industrial uses and Wirral Play 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 shape. A small portion of the southern part of the site is however located within Flood Zones 2 and 3.	Good
Market Attractiveness	The site is located on Corporation Road which accommodates predominantly low value uses. 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
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
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 if it were to be developed for this purpose. The brownfield site would likely be delivered in 0 to 5 years if made available to the market as a small infill plot.
Planning History	There are no known planning applications in recent years.
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>6. Remove from the employment land supply</b>
<b>Site Summary and Recommendations</b>	
<p>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. The site is designated as a Primarily Residential Area.</p> <p>Given, the overall land supply is greater than the calculated demand, the site should be excluded from the employment land supply and retain its allocation as a primarily residential area. This aligns with the long-term vision for the area and the links to the Wirral Waters redevelopment zones.</p>	

## Site 36 - Ten Streets - Phase 4



**GROSS SITE AREA:**

0.37 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.13 ha

**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.

**Criteria**

**Comment**

**Rating**

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 streetcar 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.

Very Good

Criteria	Comment	Rating
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 for development and is rectangular and level enclosed by a low post and rail fence to deter trespassing.	Good
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 and scrap yards. These occupy a range of different units of varying age and quality, including more recent and good quality units (Vittoria Motor Services Ltd). Given the regular size and shape of the plot, it would likely receive interest for development.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Poor to Very Poor

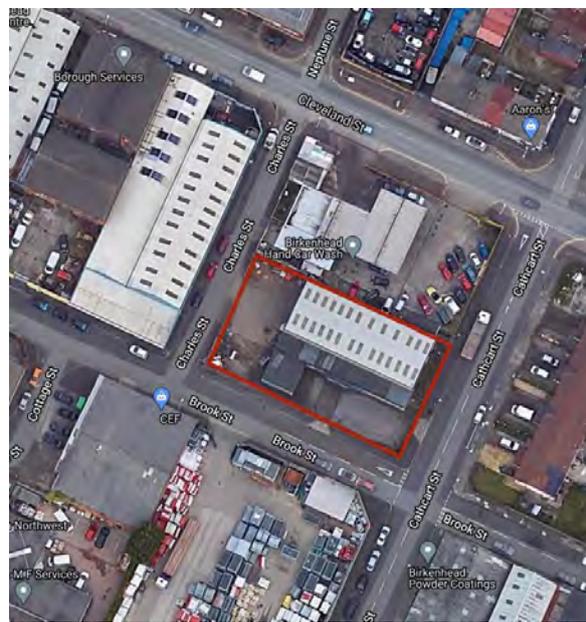
<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is owned by Wirral Council but not advertised for sale or to let which may be preventing development. The site is surrounded by employment uses but is still designated as a Primarily Residential Area and would need to be released for B-Class employment uses if to be developed for this purpose. The brownfield site would likely be delivered in 0 to 5 years if made available to the market.
Planning History	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).  APP/20/01235   New Build Commercial Development – on the part of the site between Hilbre and Lynas Street approved 22/10/20 and now on site
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>6. Remove from Employment Land Supply</b>

#### **Site Summary and Recommendations**

The site consists of two small plots of brownfield land, which are cleared housing. The small site has a level topography and is rectangular in shape. The site benefits from good accessibility to the strategic road network and public transport and is surrounded by light industrial uses. The western parcel of land is subject to an existing planning application which was approved in October 2020, it is therefore envisaged that the site will be developed in accordance with this planning permission and this area has been removed from the net developable area.

Given, the overall land supply is greater than the calculated demand, the part of the site not subject to the recent planning application currently being implemented, should be excluded from the employment land supply and retain its allocation as a primarily residential area. This aligns with the long-term vision for the area and the links to the Wirral Waters redevelopment zones.

## Site 37 – Cathcart Street



**GROSS SITE AREA:**

0.13 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is currently occupied by the offices of PGS Silencers Ltd and associated surface car parking. It is a brownfield site. The UDP proposals map designates the site as within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A5030 via Cathcart Street.

Good

Local Accessibility

The site can be accessed via two gated points on the site, one which enters from Brook Street and one that enters from Cathcart Street. Brook Street is a relatively narrow road but is for two-way traffic. The nearest bus stop is less than 100m away located on Cleveland Street with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.

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 few cafés.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is located within a primarily industrial area. The site is surrounded by road infrastructure on 3 sides, Charles St to the west, Cathcart St to the east and Brook St to the south. Birkenhead Car Wash is located to the north of the site. A row of residential housing is located to the east of the site across the road whilst low grade employment is located in the other surroundings.	Average
Developmental and Environmental Constraints	The site had limited environmental and development constraints. The site is regular in shape and the topography is flat although the site is small (0.15 ha). The building on the site is of lower quality and of low height, so development might consider demolition of this building. Consideration could also be given to combine with Birkenhead Car Wash to the north to provide a larger development site.  The development is also constrained by the road network which are located to the east, west and south of the site. The site is in Flood Zone 1 and so at low risk of flooding.	Average
Market Attractiveness	The site benefits from good strategic road and local access and its proximity to both Birkenhead Town Centre and Liverpool City Centre. However, the employment developments to in close proximity to the site are of low quality as in the residential developments surrounding the site.	Average
Viability	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): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> 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	Poor to Very Poor

	necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently occupied and there is no indication that the site will be up for market. Therefore, if any development was to take place, the occupiers would have to be relocated. Given the site is under occupation then it should not be considered as part of the employment land supply.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This small brownfield site is currently occupied and used for offices for PGS Silencers Ltd. The UDP proposals map designates the site as within a primarily industrial area. The site is regular in size and shape although on the small size.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it would be suitable for B1c, B2 and B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 38 – LLW Site



**GROSS SITE AREA:**

0.17 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.17 ha

Current Use and Land Type

The small site is currently vacant. The site is classed as brownfield land. The UDP Proposals Map determines the site to be in a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A5030 via Cathcart Street.	Good
Local Accessibility	The site is accessed via Brook Street which is relatively narrow and blocked off at one end. There is one access point on the site which is gated. The nearest bus stop is less than 100m away located on Cleveland Street with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.	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 number of cafés.	Very Good
Compatibility of Adjoining Uses	The site is located within a Primarily Industrial Area. Residential developments are located to the east and west of the site, an employment site is located to the north of the site and Birkenhead youth club is located to the south of the site.	Average

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Developmental and Environmental Constraints	<p>The site has limited environmental and development constraints, although the site is small. The site is regular in shape and the topography is flat although the site is small (0.17 ha).</p> <p>The development is also constrained to the east and west by residential development and to the south by the road network.</p>	Average
Market Attractiveness	<p>The site benefits from good strategic road and local access and its proximity to both Birkenhead town centre and Liverpool City Centre. However, the employment developments to the north of the site are of low quality as in the residential developments surrounding the site.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <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>	Poor to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	<p>The site is vacant and there are limited development constraints on the site. Therefore, the site could come forward for development in the next 0-5 years.</p>	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	

### **Site Summary and Recommendations**

This small brownfield site is currently vacant which is located within a Primarily Industrial Area. The site has limited environmental and development constraints, although the site is small. The site is surrounded by residential development to the east and west and low-grade employment to the north.

The site is of lower quality and therefore should not form part of the core employment allocation. The site could come forward for employment preferably B1 due to the residential proximity. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 39 - Cleveland Street



**GROSS SITE AREA:**

0.11 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.11 ha

**Current Use and Land Type**

The site currently comprises an area of hardstanding, which is divided into two compounds by a palisade fence. One side is very overgrown and appears abandoned whereas the other side is cleared but vacant. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is adjacent to the A5030.	Good
Local Accessibility	The site can be accessed directly from the A5030 which runs to the south of the site. A bus service is in operation along the A554 to the north of the site providing access to Liverpool, Leasowe, Birkenhead, Broughton, Eastham Rake and Woodside. The nearest bus stop is 0.19km to the north of the site, on the A554. The nearest train station is Birkenhead Hamilton Station which is 0.4km to the east of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Birkenhead. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and the road network. The site is bounded to the north and east by existing employment development which is mainly light industrial such as Merseyside Metal Services; to the south by the A5030; and to the west by Taylor Street. The site is separated from the residential development to the south by the A5030.	Average
Developmental and Environmental Constraints	The site has a relatively flat topography. The EA Flood Map identifies the site as being located in Flood Zone 1, at low risk of flooding. The site is within proximity of residential development, future development of the site will therefore need to be sympathetic towards this land use. The site is under two different titles and it is clear that they are managed to different standards. The eastern end of the site is well managed and a cleared site which would not require much to start development whereas the western end is overgrown, and a vehicle appears abandoned on the site.	Average
Market Attractiveness	The site is within a Primary Industrial Area which is characterised by lower value industrial units and suffers from a significantly constrained plot size, but the site benefits from good strategic road and local access and proximity to Birkenhead Town Centre.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <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>	Poor to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is relatively small and benefits from limited development and environmental constraints. It is located within a Primary Industrial Area and benefits from a historic permission for industrial development. On the basis of this, it is considered that the site could come forward in 0-5 years.
Planning History	08/5098 (14/03/08) New Industrial Unit 672sqm. Expired.
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This brownfield site is located within the urban area of Birkenhead has been cleared, fenced and is already partly in use for external storage. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has relatively limited development and environmental constraints but is small in size and would only be able to accommodate small scale employment development which would most likely only serve local needs.

The site is of lower quality and therefore should not form part of the core employment allocation. The site could come forward for employment preferably B1 due to the residential proximity. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

**Site 40 - Land at George Street**



**GROSS SITE AREA:**

0.10 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.10 ha

**Current Use and Land Type**

The cleared site currently comprises vacant grassland. It is significantly overgrown and would require large scale clearance before development. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site is within 1km of the A5030 and the A554.	Good
Local Accessibility	The site can be accessed either from George Street to the north or Lord Street to the west. A bus service is in operation along the A554 to the north of the site providing access to Liverpool, Leasowe, Birkenhead, Broughton, Eastham Rake and Woodside. The nearest bus stop is 0.17km to the north of the site, on the A554. The nearest train station is Conway Park which is 0.4km to the south west of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Birkenhead, which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and the road network. The site is bounded to the north by George Street, to the east partially by vacant grassland and partially by existing employment development, to the south by existing employment development and, to the west by Lord Street, with existing employment development beyond. The existing area is characterised by low-quality car garages and engineering firms.	Very Good
Developmental and Environmental Constraints	The site is small in size (0.05 ha) and has a relatively flat topography, comprising vacant grassland. However, it is very overgrown so significant clearance would be required before development. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. A small substation is located on the north western corner of the site. The site is constrained by its small plot size.	Average
Market Attractiveness	The site is within a Primary Industrial Area which is characterised by lower grade industrial units but benefits from few development and environmental constraints, good strategic road and local access and proximity to Birkenhead Town Centre. The site is vacant and appears to have been for many years.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <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>	Poor to Very Poor

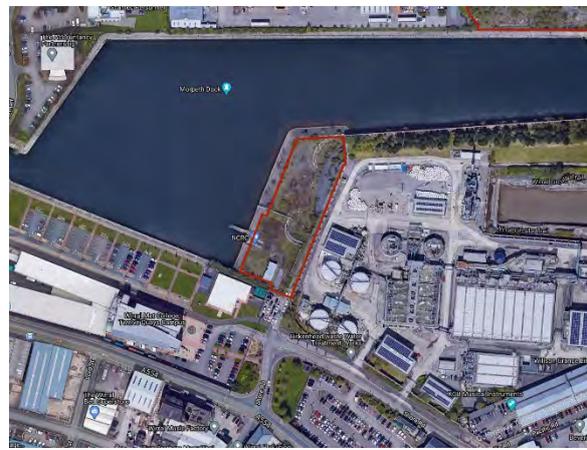
Criteria	Comment
Barriers to Delivery, Mitigation and Timescales	The site is small in size but benefits from few development and environmental constraints and is located within a Primary Industrial Area. On the basis of this, it is considered that the site could come forward in 0-5 years.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

#### Site Summary and Recommendations

This brownfield site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has relatively few development and environmental constraints but is small in size and would only be able to accommodate small scale employment development which would most likely serve only local need. Significant clearance of shrubbery is also required.

The site is of lower quality and therefore should not form part of the core employment allocation. The site would be suitable for B1, B2 and B8 development. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 41 - Shore Road



**GROSS SITE AREA:**

0.52 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.52 ha

**Current Use and Land Type**

This brownfield site is located on the edge of the Morpeth Dock. It is currently vacant and is comprised of an area of hard standing with a vacant portacabin style building. The site is gated and the space in front of the gates has been used for car parking by those at Wirral Met College. The UDP Proposals Map designates this area as a Primarily Industrial Area. Signs on the gate suggest the access appears to be utilised by the Canal and River Trust who own Morpeth and Egerton Docks.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41.	Good
Local Accessibility	<p>The site is accessed via Shore Road which is off the A554. There is no infrastructure on the site itself. Access requires driving over tram lines which run down Shore Road.</p> <p>The nearest bus stop is approximately 250m away with services to Birkenhead, Liverpool and Moreton. The nearest railway station, Hamilton Square, is within 400m which is also a major bus depot. Woodside ferry terminal is also located in close proximity.</p>	Poor
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

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is located within a Primarily Industrial Area. To the north of the site is Morpeth Dock, to the south is the A554 and existing employment sites including the Cheshire Lines Building, to the east is the United Utilities Wastewater Treatment Works and to the west is Morpeth Docks and Wirral Met College.</p>	Good
Developmental and Environmental Constraints	<p>There are several development and environmental concerns with this site.</p> <p>The site is long and narrow and is constrained on both sides by the Wastewater Treatment Works and Morpeth Docks. The proximity to the Wastewater Treatment Works may also require some form of additional boundary treatment to mitigate its impact on this site.</p> <p>The site is also located in Flood Zone 3 which would require a flood risk assessment and application of the sequential approach before the site could be allocated in the local plan and potential mitigation measures to be identified and implemented before development could take place. There may also be remediation issues with the site associated with its former dock use.</p>	Very Poor
Market Attractiveness	<p>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.</p> <p>However, the site is located next to the Wastewater Treatment Works which may limit its attractiveness for some uses.</p> <p>The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area.</p>	Poor
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently vacant but not being marketed. Access would need to be created and boundary treatment with the Water Treatment Works may be required. There may be a need to retain or safeguard access to Morpeth Dock. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area. Dependent on any remediation, development could come forward in the next 6-10 years.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Very Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This vacant brownfield site is a small development site located on the edge of Morpeth Dock. The site is long and narrow, located within Flood Zone 3 and constrained on all sides. The proximity to the Water Treatment Works may also require some form of boundary treatment to protect against odours from this site.

The UDP Proposals Map designates this area as a Primarily Industrial Area.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the location of the site in the Waterfront DAP area, the site is appropriate for a variety of commercial or mixed-uses which may include a component of B-Class use; although the proximity of the Wastewater Treatment Works may limit certain use types. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 43 - Chester Street Island



**GROSS SITE AREA:**

0.53 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.47 ha

Current Use and Land Type

This site is located within the Woodside gyratory adjacent to Woodside Ferry Terminal. It is currently occupied by a mixture of uses including retail and office as well as the majority of the site taken up by car parking. The site is classed as brownfield land. The UDP Proposals Map determines the site to be in a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41.	Good
Local Accessibility	The site is accessed via the Woodside gyratory which is just off the A41. There are two access points, with one each being used for the entrance and exit.	Good
Proximity to Urban Areas and Access to Labour and Services	The nearest bus stop is less than 50m away with services to Liverpool and Moreton. The nearest railway station, Hamilton Square, is within 100m. Woodside Ferry Terminal is also located in close proximity.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is completely contained on all sides by the A41 Woodside gyratory. Beyond the infrastructure, to the site is surrounded by employment developments with Woodside Ferry Terminal to the east of the site.	Average
Developmental and Environmental Constraints	<p>The site is completely contained by the road network which means that the development site is limited without changes to the road network. The site itself is small and irregular in shape and also has a significant level change from north to south which would likely need to be factored into any development. The site is in Flood Zone 1 and so at low risk of flooding.</p> <p>The site is in multiple ownerships which would likely need to be brought together or at least agreements reached to facilitate development as a whole.</p>	Poor
Market Attractiveness	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. However, the location in the centre of the gyratory and the poor quality of the site will reduce the market attractiveness. The main site owner has intentions for the site to be redeveloped into a hotel site although the site is in multiple ownerships. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Average to Very Poor

	necessary to support speculative office and industrial development.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is currently vacant but not being marketed. The main site owner has intentions for the site to be redeveloped into a hotel site although the site is in multiple ownerships. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area. Dependent on any remediation, development could come forward in the next 6-10 years.	
Planning History	APP/10/00661: Temporary use of site for car parking on area of demolished building – Approved October 2010	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The small brownfield site is located within the Woodside gyratory on the A41. It is currently occupied by a mixture of uses including retail and office as well as the majority of the site taken up by car parking. Currently only the car parking element is assumed to be developable. The site is classed as brownfield land. The UDP Proposals Map determines the site to be in a Primarily Industrial Area.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the location of the site in the Waterfront DAP area, the site is appropriate for a variety of commercial or mixed-uses which may include a component of B-Class use. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use such as a hotel development, potentially as part of a wider comprehensive regeneration scheme for the Waterfront area.</p>		

## Site 44 – Rose Brae Phase 2



**GROSS SITE AREA:**

1.97 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.87 ha

**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. The site is located within the Waterfront DAP area.

**Criteria**

**Comment**

**Rating**

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 pedestrian access could also be created from the waterfront. 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.

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

Criteria	Comment	Rating
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 known as Priory Wharf and, to the west by Church Lane, with residential development comprising of Victorian terraces beyond.	Average
Developmental and Environmental Constraints	The site slopes down on a 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. It is fenced on 3 sides and a wall to the western boundary with Church Street. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.	Poor
Market Attractiveness	The site is currently identified as a housing development site but 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. The site also benefits from its excellent views of the Liverpool Waterfront. The landowner's intention for the site is for a residential development. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Good
Viability	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): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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>	
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<b>Criteria</b>	<b>Comment</b>
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 6-10 years as a standalone development. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area.
Planning History	N/A but the site has in the past been included in a published masterplan to promote the wider redevelopment of Woodside.
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>6. Remove from employment land supply</b>

### **Site Summary and Recommendations**

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.

Given, the overall land supply is greater than the calculated demand, the site should not be allocated for employment development or included within the wider employment portfolio. The site should therefore continue to be prioritised for housing development. Future use of the site should also be considered as part of the comprehensive regeneration of the Waterfront area. Given the context of the site and its proximity to residential development, it is considered that B-Class development other than B1a offices would be inappropriate if it were to come forward for residential development.

## Site 45 – North of Conway Park Station



### GROSS SITE AREA:

1.43 ha

### ESTIMATED NET DEVELOPABLE AREA:

1.43 ha

### 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.

Criteria	Comment	Rating
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

Criteria	Comment	Rating
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 and further car parking facilities, to the east by Europa Boulevard and Wirral Met College, to the south by Conway Park Station and, to the west by the curtilage of residential properties.	Average
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.	Good
Market Attractiveness	<p>The site is within Birkenhead Town Centre and is identified as an employment development site. The site benefits from limited development and environmental constraints, good strategic road and local access.</p> <p>The surrounding area is characterized by a mixture of commercial spaces to the north and east, residential to the west and the start of the town centre to the south.</p> <p>Planning history is supportive of high-density commercial development. However, the site is included within the boundary of the Wirral Growth Company's hybrid planning application for large-scale redevelopment of Birkenhead Town Centre. This site forms part of the outline element of the scheme and is identified for residential (C3) development, subject to parameters specifying the quantum of floorspace and maximum/minimum building heights. This is likely to form one of the later phases of development.</p>	Very Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large in centre office (-21.10% - Poor)</li> </ul> <p>Viability for all types of office 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</p>	Poor to Very Poor

	support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	Planning history is supportive of commercial development. The Council is keen that the site be brought forward as part of the wider redevelopment of Birkenhead Town Centre. The site benefits from limited development and environmental constraints and could come forward in the next 0-5 years.	
Planning History	App/20/01138 (validated in August 2020) – hybrid planning application for the phased redevelopment of land within Birkenhead Town Centre  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)	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>	

### **Site Summary and Recommendations**

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.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

Given the context of the site and its proximity to Birkenhead Town Centre, it is considered that the site could 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. However, it could also be released from the Borough's ongoing employment supply and used for other purposes such as residential as proposed by the Wirral Growth Company.

## Site 46 - Conway Park - NE of Crown Hotel



**GROSS SITE AREA:**

0.16 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.16 ha

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.

**Criteria**

**Comment**

**Rating**

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 of the 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

Criteria	Comment	Rating
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 47), 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.	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 a cleared site, but it is understood that underground services may run through the site, which may need to be re-located to allow development to take place.	Average
Market Attractiveness	<p>The site is included within Birkenhead Town Centre and is identified as an Employment Development Site. The surrounding area is characterized by modern offices and commercial units. The site benefits from good strategic road and local access. A historic permission established the principle of commercial development.</p> <p>However, the site is included within the boundary of the Wirral Growth Company's hybrid planning application for large-scale redevelopment of Birkenhead Town Centre. This site forms part of the outline element of the scheme and is identified for residential (C3), a hotel or a car park, subject to parameters specifying the quantum of floorspace and maximum/minimum building heights. This site is likely to form one of the later phases of development.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large in centre office (-21.10% - Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and</p>	Poor to Very Poor

	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.	
<b>Criteria</b>	<b>Comment</b>	
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 0-5years.	
Planning History	07/7491 (28/03/08) 3-storey casino 4159sqm 0.18ha 46cp (Europa Plaza Developments) Expired	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<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 but suffers from a significantly constrained plot size. It is part of the Wirral Growth Company plans for redevelopment for Birkenhead Town Centre and should be considered in the context of the outline planning permission.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and its proximity to Birkenhead Town Centre, it is considered that the site might 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. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

**Site 47 – Conway Park – Cinema Frontage**



**GROSS SITE AREA:**

0.11 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.11 ha

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.

**Criteria**

**Comment**

**Rating**

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

Criteria	Comment	Rating
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 46) and, to the north and west by existing development.	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 a 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.	Average
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 environmental constraints but has good strategic road and local access. A historic planning permission established the principle of commercial development. However, the site is included within the boundary of the Wirral Growth Company's hybrid planning application for large-scale redevelopment of Birkenhead Town Centre. This site forms part of the outline element of the scheme and is identified for residential (C3), a hotel or a car park, subject to parameters specifying the quantum of floorspace and maximum/minimum building heights. This site is likely to form one of the later phases of development.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <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</p>	Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
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 History	07/7491 (28/03/08) 3-storey restaurant (733sqm) and office (604sqm) 0.08ha 437sqm 30cp (Europa Plaza Developments) Expired 28/03/2011	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<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 development and environmental constraints due to its small plot size. It is part of the Wirral Growth Company plans for redevelopment for Birkenhead Town Centre and should be considered in the context of the outline planning permission.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and its proximity to Birkenhead Town Centre, it is considered that the site might 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. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 48 – Former Rank Bingo



**GROSS SITE AREA:**

0.26 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site is currently in use as a private car park. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of a Key Town Centre (Birkenhead).

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A553, the A552 and the A41.

Good

Local Accessibility

The site can be accessed from Argyle Street which runs to the east of the site. Bus services operate along Conway Street to the north, providing access to Birkenhead, Leasowe, Woodside and Bromborough. The nearest bus stop is 50m to the north of the site, on Conway Street at Birkenhead Bus Station. The nearest train station is Conway Park which is 0.29km to the north of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is included within Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is well contained by existing development and the strategic road network. The site is bounded to the north by Conway Street; to the east by existing development; to the south by Oliver Street East, the Fireman's Arm's pub and the rear servicing and parking associated with (now closed) House of Fraser Department Store; and, to the west by a multi-storey car park, part of the Pyramids Shopping Centre.	Very Good
Developmental and Environmental Constraints	The site is regular in size and benefits from a flat topography. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site has approved planning for a mixed-use community/commercial service on the ground floor and 132 one- and two-bedroom apartments above.	Good
Market Attractiveness	The site is included within Birkenhead Town Centre and is identified as part of a Key Town Centre. The surrounding area is characterised by commercial development. The site benefits from limited development and environmental constraints and good strategic road and local access. The site also benefits from having an approved planning application for a residential development with ground floor commercial / community use.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large in centre office (-21.10% - Poor)</li> </ul> <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>	Poor to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site benefits from limited development and environmental constraints and is identified as being in a Key Town Centre. On the basis of this and its approved planning permission, it is considered that the site could come forward in the next 0-5 years.
Planning History	05/7849 (31/08/06) 6s car park and A1 unit – Expired 31/08/2009  APP/16/01088 A mixed use community/ commercial/ shop/ financial service and public space to the ground floor, with 132 one and two bed apartments to upper storeys with private garden terraces (approved June 2018)
<b>Overall Site Rating</b>	<b>Very Good</b>
<b>Site Categorisation</b>	<b>6. Remove from employment land supply</b>

#### **Site Summary and Recommendations**

This brownfield site is located within Birkenhead Town Centre. The site is designated as part of a Key Town Centre and benefits from good strategic road and local access. The site has relatively limited development and environmental constraints.

Given the approved planning permission for 132 one- and two-bedroom apartments with commercial / community use on the ground floor, it is expected that this development will come forward for these uses. The site should therefore be excluded from the employment land supply and retain its planning designation as part of the Key Town Centre.

## Site 49 – Former Town Station, Borough Road East



**GROSS SITE AREA:**

1.54 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.39 ha

Current Use and Land Type

The site currently comprises mature woodland; the site was formerly Birkenhead Town Station and the site is bisected by the former railway line, which remained in use for freight after the closure of the 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.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41.

Good

Local Accessibility

Access is currently limited, currently there is no public access onto the site, and access is further constrained by a one-way system and by two flyovers from the Birkenhead Tunnel and A41. 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. The remains of the town station building are located in 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

Criteria	Comment	Rating
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 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 very different levels and suffers from ground stability issues, associated with its former use. Access is currently limited, currently there is no public access onto the site, and access is further constrained by a one-way system and by two flyovers from the Birkenhead Tunnel and A41 and proximity to waste transfer uses. There are also potential contamination issues associated with previous rail uses. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.	Very Poor
Market Attractiveness	The site 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 characterized by lower value industrial units such as scrap yards and car hire facilities. 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 could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Poor

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Average to Very Poor

Criteria	Comment
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 11-15 years. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Very Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

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.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the location, in proximity to Birkenhead Town Centre and retail development to the south, the site could be appropriate for a variety of commercial uses which could

include a component of B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.

## Site 50 – Waterloo Place



**GROSS SITE AREA:**

0.22 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site comprises an area of hardstanding which is currently in use for storage and scrap. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via the one-way system associated with the surrounding Hind Street Industrial Area.

Good

Local Accessibility

The site can be accessed off Jackson Street which runs to the east of the site and is a one-way street for traffic coming off Borough Road East. A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.2km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.21km to the west of the site.

Average

Proximity to Urban Areas and Access to Labour and Services

The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bound to the north by site 51 (Jackson Street / Waterloo Place), east by mature woodland associated with site 49 the former Town Station; to the south by Waterloo Place and, to the west by Jackson Street with existing employment development opposite (Birkenhead Car and Van Hire).	Good
Developmental and Environmental Constraints	The site has a relatively flat topography but is constrained a level change to the south of the site and a peripheral wall that surrounds the site. The site is further constrained by its proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is also constrained by its small plot size. The site is occupied and would need to be vacated prior to coming forward for development.	Average
Market Attractiveness	<p>The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by lower quality industrial units including scrap yards and storage facilities.</p> <p>The site benefits from proximity to Birkenhead Town Centre and good strategic road access, though local accessibility is constrained by the one-way system. Given the proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Poor to Very Poor

	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.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is predominantly under-developed, but the site has an existing occupier on the site which would need to be relocated before development could take place. Therefore, the site not currently be considered as part of the employment land supply. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This small brownfield site is located within the urban area of Birkenhead, within proximity to the Town Centre. The site is included within a Primary Industrial Area but is constrained by the small plot size and the level change that occurs to the south of the site.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. Given the location of the site in proximity to Birkenhead Town Centre, the site is appropriate for a variety of commercial uses which may include B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.</p>		

## Site 51 – Jackson Street



**GROSS SITE AREA:**

0.32 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site comprises an area of hardstanding which is currently in use for storage, occupied by Wirral Storage. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via the one-way system associated with the surrounding Hind Street Industrial Area.

Good

Local Accessibility

The site can be accessed off Jackson Street which runs to the east of the site and is a one-way street for traffic coming off Borough Road East. A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.2km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.21km to the west of the site. The site is currently gated and managed by a person on the site.

Average

Proximity to Urban Areas and Access to Labour and Services

The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bound to the north and east by mature woodland associated with the former Town Station; to the south by an existing employment development (scrap yard) and, to the west by Jackson Street with existing employment development opposite (Birkenhead Car and Van Hire).	Good
Developmental and Environmental Constraints	The site has a relatively flat topography but is constrained by the tunnel flyover access road and its associated concrete pillars overhead. The stub of the former Conway Street flyover ends directly above the site. The site is further constrained by its proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is also constrained by its small and irregular plot size.	Poor
Market Attractiveness	The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterized by lower quality industrial units including scrap yards and storage facilities. The site benefits from proximity to Birkenhead Town Centre and good strategic road access, though local accessibility is constrained by the one-way system. Given the proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Poor
Viability	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):  <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Poor to Very Poor

	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.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is predominantly undeveloped, but the developable area is constrained by the tunnel flyover and its associated concrete pillars. It is therefore most likely that the site would come forward to meet local demand and a specific occupier. The site has an existing occupier on the site which would need to be relocated before development could take place. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This small brownfield site is located within the urban area of Birkenhead, within proximity to the Town Centre. The site is included within a Primary Industrial Area and is predominantly undeveloped but is constrained by the tunnel flyover overhead and its associated concrete pillars. Any development on the site would need to be flexible and suited to the developable area of the site.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. Given the location of the site in proximity to Birkenhead Town Centre, the site is appropriate for a variety of commercial uses which may include B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.</p>		

## Site 52 – Thomas Street



**GROSS SITE AREA:**

0.21 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.21 ha

**Current Use and Land Type**

The brownfield site is currently occupied by SRT motorcycles which occupy the main building with the remainder of the land used for car and van parking. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41 via the one-way system associated with the surrounding Hind Street Industrial Area.	Good
Local Accessibility	The site has an access point off Thomas Street which is within the one-way system off Borough Road East. However, this access point was closed on the day of inspection with movement occurring through the adjacent site (site 52)  A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.2km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.21km to the west of the site.	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. Birkenhead is identified as a primary urban area within the borough	Very Good

	providing a range of services and facilities and access to a good labour supply.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bound to the north and west by site 52 (Birkenhead Car/Van Hire), east by Jackson Street and low-quality employment beyond and to the south by Waterloo Place and the vacant National Grid site.	Good
Developmental and Environmental Constraints	The site has a flat topography and is regular in shape. It is however constrained by its small size and access via the adjacent site. Development would likely have to come forward in combination with the adjacent site (site 52). The site is further constrained by its proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding.	Average
Market Attractiveness	<p>The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by lower quality industrial units including scrap yards and storage facilities.</p> <p>The site benefits from proximity to Birkenhead Town Centre and good strategic road access, though local accessibility is constrained by the one-way system. Given the proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Poor to Very Poor

	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.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is predominantly under-developed, but the site has an existing occupier on the site which would need to be relocated before development could take place. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This small brownfield site is located within the urban area of Birkenhead, within proximity to the Town Centre. The site is included within a Primary Industrial Area but is constrained by the small plot size and access points through the adjacent site.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. Given the location of the site in proximity to Birkenhead Town Centre, the site is appropriate for a variety of commercial uses which may include B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.</p>		

## Site 53 - Birkenhead Car and Van Hire



**GROSS SITE AREA:**

1.38 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site is currently occupied by Birkenhead Car and Van Hire offices and associated car parking. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via the one-way system associated with the surrounding Hind Street Industrial Area.

Good

Local Accessibility

There are two access points to the site, from the north via Thomas Street off Borough Road East and from the south via Thomas Street off Jackson Street. This is currently worked as one entrance and one exit.

A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.2km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.21km to the west of the site.

Good

Proximity to Urban Areas and Access to Labour and Services

The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bound to the north by the central Gyrotory, to the west by Central Station, to the west by Jackson Street and lower grade employment beyond and to the south is the vacant Hind Street site.</p>	Good
Developmental and Environmental Constraints	<p>The site has a number of significant development constraints. There is a significant level change across the site running north to south and the vehicle flyovers are located directly above the site which would prevent development above a certain height. The site, whilst relatively large, is also irregular in shape.</p> <p>The site is further constrained by its proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding.</p>	Poor
Market Attractiveness	<p>The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by lower quality industrial units including scrap yards and storage facilities.</p> <p>The site benefits from proximity to Birkenhead Town Centre and good strategic road access, though local accessibility is constrained by the one-way system. Given the proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.</p>	Average

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is predominantly under-developed, and there are significant constraints found on the site, most notably the overhead flyovers. However, the site has an existing occupier which would need to be relocated before development could take place. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	APP/16/00668: Renovation of existing car showroom and garage with some minor elevation improvements, re-build/replacement of existing workshop building, subdivision of the building so that the former NHS building becomes a separate unit for Use Class B1, B2 and B8, and erection of a single storey valeting structure – Approved July 2016.	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	

**Site Summary and Recommendations**

This brownfield site is located within proximity to the Town Centre. The site is included within a Primary Industrial Area. It is currently fully occupied by Birkenhead Car and Van Hire. Whilst the site is a significant size, there are several development constraints including the level change across the site and the presence of the vehicle flyovers located above the site.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. Given the location of the site in proximity to Birkenhead Town Centre, the site is appropriate for a variety of commercial uses which may include B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.

## Site 54 – Former Gas Depot



**GROSS SITE AREA:**

2.01 ha

**ESTIMATED NET DEVELOPABLE AREA:**

2.01 ha

**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.

**Criteria**

**Comment**

**Rating**

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. Access could also be created from the Mollington Link and via Site 56, the former railway depot.

A bus service 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

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

Criteria	Comment	Rating
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 (Rock Retail Park), to the south and west by mature woodland and a site which previously accommodated two large gas holders, which have been decommissioned.	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 a site which previously accommodated two large gas holders although now cleared. Given the site's former use and its proximity to the former gas holders, it is likely that the site will require significant 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 former gas holders. The site is identified as being within a Primary Industrial Area, but the surrounding employment development is characterized by vacant and underused land and lower grade industrial uses such as scrap yards and storage facilities. The site nevertheless benefits from proximity to Birkenhead Town Centre and a potentially good strategic location. The site and neighboring ones are part of the Hind Street redevelopment which intends to create a new residential neighborhood to the south of Birkenhead. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Average
Viability	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): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	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.	
<b>Criteria</b>	<b>Comment</b>	
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. The site is therefore only likely to come forward, subject to any remediation, in the next 6-10 years. However, the site does benefit from a historic permission for a mixed use commercial and office-based development. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	11/01118 (Approved 03/01/2012) non-food retail, trade sales, office (1,800sqm), car showroom, public house and crèche 7.46ha (which has now expired)	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>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 decommissioned. The site could be suitable for residential-led mixed-use development.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. 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. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.</p>		

## Site 55 – Former Gas Holder Site



### GROSS SITE AREA:

1.84 ha

### ESTIMATED NET DEVELOPABLE AREA:

1.84 ha

### Current Use and Land Type

The site is a former gas holder site which is now not in use. The gas holders have been decommissioned and the site partially remediated. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

### Criteria

### Comment

### Rating

### 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 Hind Street via a one-way system. 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 north west of the site.

Average

### Proximity to Urban Areas and Access to Labour and Services

The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area and is well contained by the road network. To the north is Hind Street and existing employment (Birkenhead Car and Van Hire), to the west is Birkenhead Central Station and to the south and east are sites 54 and 56.	Good
Developmental and Environmental Constraints	<p>There are significant environmental and development constraints for this site. The site was a former gas works which has now been cleared to slab level. The gas holders have now been decommissioned but the gas pressure reduction system still remains, along with the associated underground pipework. Some remediation has taken place on site, nevertheless, it is likely that this site will require further remediation before it can be redeveloped.</p> <p>The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.</p>	Very Poor
Market Attractiveness	The site is constrained by limited local access and the location of 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 characterized by vacant and underused land and lower grade industrial uses such as scrap yards and storage facilities. The site nevertheless benefits from proximity to Birkenhead town centre and a potentially good strategic location. The site and neighboring ones are part of the Hind Street redevelopment which intends to create a new residential neighborhood to the south of Birkenhead. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Poor
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	
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Criteria	Comment
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Barriers to Delivery, Mitigation and Timescales	The site will require the clearance of the existing gas infrastructure including the relocation of the active pressure reduction system and associated underground pipework. The site is also expected to require remediation before it could be brought forward for development. The site is part of the Hind Street Redevelopment Area and therefore the site would expect to be developed within the next 6-10 years.
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Planning History	DEM/16/01113 – Proposed demolition of gas works – approved November 2016.
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<b>Overall Site Rating</b>	<b>Poor</b>
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<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>
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Site Summary and Recommendations
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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 from its previous use and potential contamination linked to the gas holders which have now been decommissioned.

The site is of lower quality and therefore should not form part of the core employment allocation. 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. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.

## Site 56 – Former Railway Depot



### GROSS SITE AREA:

3.45 ha

### ESTIMATED NET DEVELOPABLE AREA:

3.28 ha

### Current Use and Land Type

The site currently comprises a cleared area of vacant grassland and an area of mature woodland formerly in railway use. The site is classed as brownfield land. The UDP Proposals Map identifies the site as an employment development site.

### Criteria

### Comment

### Rating

### 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 54 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.

Very Poor

Criteria	Comment	Rating
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 the former Gas Depot site 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 Green Lane 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 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.	Poor
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 such as scrap yards. 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. The site and neighbouring ones are part of the Hind Street redevelopment which	Poor

	intends to create a new residential neighbourhood to the south of Birkenhead. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
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. There is no existing access infrastructure onto the site. The site is therefore only likely to come forward in the next 6-10 years and likely to be part of a wider redevelopment of the surrounding sites. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider 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 (this has now lapsed).	

<b>Overall Site Rating</b>	<b>Very Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

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 decommissioned. The site could be suitable for residential-led mixed-use development.

The site is of lower quality and therefore should not form part of the core employment allocation. 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. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area

**Site 61 – Former Unilever Research & Development Facility**



**GROSS SITE AREA:**

3.54 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is currently part of the Unilever Research and Development Facility at Port Sunlight. However, Unilever submitted a response to the Reg 18 Local Plan consultation indicating this part of the site is surplus to its operational requirements following investment elsewhere in the facility and proposing that the site be redesignated for residential development. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site has a good location 0.5 miles west of the A41.	Good
Local Accessibility	Access to the A41 is via Bromborough Road, a secondary road whose suitability for large numbers of heavy goods vehicles would need to be assessed. The site has direct access onto Quarry Road East to the north. Access to north is through residential areas and so should be discouraged. The site is just 300m from Port Sunlight station, and the nearest bus stop is 350m to the west on Church Road.	Good
Proximity to Urban Areas and Access to Labour and Services	The site is located in Port Sunlight, adjacent to Bromborough. Bromborough is considered a Primary Urban Area with good access to services.	Very Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Compatibility of Adjoining Uses	The site has residential housing to the north and west. To the south is the remaining Unilever R&D facility which is to be retained. To the east is the railway line and beyond is the main Unilever Port Sunlight site.	Average
Developmental and Environmental Constraints	The site is flat and rectangular. However, the site is within the boundary and fence line of the Unilever R&D site. Therefore, if the site was to come forward for development Unilever would need to adjust their boundary and release the site. New access would also be required as access is currently through the Unilever site, although a secondary entrance is in the north of the site which could be utilised. Demolition of existing buildings would be required. Site is in Flood Zone 1.	Average
Market Attractiveness	The site is in an established employment location. Unilever is the main employer in this area, and any employment development in Port Sunlight is likely to be either by Unilever or companies wanting close proximity to them. Given Unilever has deemed it surplus then its attractiveness to the market may be limited. Furthermore, Unilever would need to release their site and adjust their fence line to bring it forward.	Average
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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</p>	Average to Very Poor

	be necessary to support speculative office and industrial development.	
<b>Criteria</b>		
<b>Comment</b>		
Barriers to Delivery, Mitigation and Timescales	Unilever involvement is required to release the site and adjust their boundary. Unilever have however submitted a Reg 18 submission indicating their desire to release the site for redevelopment for residential development, indicating the site could come forward in 0-5 years, subject to resolving access and site demolition. Given the site is within Unilever ownership and is subject to their release at present it seems unlikely that the site would be available to the wider market for employment use and therefore we recommend that it should not be included in the employment land supply for allocation in the Local Plan.	
Planning History	<p>NMA/20/00784 (16/06/2020) Additional 50 sq. m. of floor space, plus other minor alterations to design.</p> <p>APP/20/00202 (12/02/2020) Improvements to new facility include entrance and laboratory space.</p> <p>NMA/18/00264/NOAP (10/07/2018) 102 sq. m. plant mezzanine within existing double height element of R&amp;D facility</p> <p>APP/15/00829 (08/06/2015) Proposed combined research and development building with ground &amp; first floor offices, conference facilities, warehousing and pilot plant chamber for R &amp; D projects</p>	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio.</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is currently part of the Unilever Research and Development Facility at Port Sunlight. However, Unilever have indicated that this element of the facility is no longer required as new more modern buildings have been constructed on other areas of the site. The site has good access but is surrounded by residential uses to the north and west. Given the site is within Unilever ownership and therefore delivery is reliant on Unilever releasing the site and adjusting their site boundary, it is unlikely to come forward for alternative employment use without their support.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is within Unilever ownership and is subject to their release at present it seems unlikely that the site would be available to the wider market for employment use and therefore we recommend that it should not be included in the employment land supply for allocation in the Local Plan. Unilever's desire is understood to be to bring this site forward for residential development. The site is also surrounded by residential uses to the north and west. If the site were to be redeveloped for employment uses, then B1 development would likely be most appropriate given the surrounding residential uses. Given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use. Unilever are looking to release site for housing and consideration should be given to this, given the site is surplus to requirements with no obvious alternative employment use.</p>		

**Site 62 – Plant Hire Depot, Dock Road North**



**GROSS SITE AREA:**

0.60 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site is used for vehicle and plant storage. There are existing buildings on site, but these are low quality light industrial/storage buildings and appear to be in poor condition. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site has a good location 500 metres east of the A41.

Good

Local Accessibility

Access to the site is via Dock Road North and Bolton Road East. This is a wide road suitable for heavy goods vehicles. However, access does require passing new residential developments off both Dock Road North and Bolton Road East.

Average

Proximity to Urban Areas and Access to Labour and Services

The site is located in Bromborough. Bromborough is considered a Primary Urban Area with good access to services.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	New residential development adjoins the site to the west, this will limit types of uses that could be brought forward, if the site was to be redeveloped for employment use. To the south across Dock Road North is a vacant development site. To the east and north of the site is Port Sunlight River Park, which used to be the Bromborough landfill, along with a gas to energy compound operated by Biffa associated with the management of residual landfill gas.	Average
Developmental and Environmental Constraints	The site is currently occupied and so no development can take place until the occupier has vacated. Demolition of existing buildings would be required. The site is flat and rectangular. However, it is small in size which could limit redevelopment potential. The site is located in Flood Zone 1 and so at low risk of flooding. The site is subject to potential contamination due to previous uses and the neighbouring former landfill.	Average
Market Attractiveness	The site is in an established employment location on Wirral International Business Park. Although the site is on the northern edge of the business park with a large vacant site to the south. The site is currently in occupation and cannot come forward for redevelopment until the site is vacated. The site is identified in the SHLAA for future residential development.	Average
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market</p>	Average to Very Poor

	conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is in existing use as a depot and so should not be considered as part of the employment land supply unless it was vacated. If the site were to be made available for redevelopment it would be expected to come forward in 0-5 years on the basis of its small size and location in Bromborough. The potential site contamination would also need to be assessed prior to the site coming forward. Any redevelopment for employment would have to consider the proximity of adjoining residential use.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This is an occupied site used for vehicle and plant storage. No development can take place unless the current occupier vacates. The site has good access but is relatively small and is restricted by new residential development to the west. The site has potential contamination issues from the former landfill to the east and this should be explored further if the site is redeveloped.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. There is new build residential to the west of the site which will limit future development options, with B1 the most likely employment use type and there is likely to be pressure on the site from alternative uses. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 63 – Former Land and Marine Depot, Dock Road North



### GROSS SITE AREA:

3.50 ha

### ESTIMATED NET DEVELOPABLE AREA:

3.50 ha

### Current Use and Land Type

The site is a vacant site most recently used as a storage depot. There are existing industrial/storage on site which would need to be cleared prior to redevelopment. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site has a good location 500m east of the A41.

Good

### Local Accessibility

Access to the site is via Dock Road North and Bolton Road East. This is a wide road suitable for heavy goods vehicles. However, access does require passing new residential developments off both Dock Road North and Bolton Road East.

Average

### 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

New residential development adjoins the site to the west, and north-west this will limit the types of uses that could be brought forward, if the site was to be redeveloped. and put pressure on the site for alternative uses. To the east of the site is Port Sunlight River Park, which used to be the Bromborough landfill along with a gas to energy compound operated by Biffa associated with the management of residual landfill gas.

Average

Criteria	Comment	Rating
Developmental and Environmental Constraints	<p>The site is a large (over 3 hectares), flat and a vacant site. Demolition of the existing buildings would be required prior to development. The majority of the site is hardstanding with limited vegetation. Although there are existing buildings on elements of the site. Approximately 50% of the site is in Flood Zones 2 or 3 and there is potential contamination due to the sites previous uses and the neighbouring former landfill.</p>	Good
Market Attractiveness	<p>The site is being marketed for sale as a site which 'is identified in the emerging Wirral LDF as a site where the Local Planning Authority would encourage residential development'.</p> <p>The site is in an established employment location on Wirral International Business Park. Although the site is on the northern edge of the business park with residential to the north and west. The site is being actively marketed for employment or residential development.</p>	Average
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	There are a number of identified development constraints including the demolition of existing buildings, potential contamination and approximately 50% of the site being located in Flood Zone 2 or 3. However, as a vacant, large development site in an established employment location, the site could come forward in 0-5 years. Any redevelopment for employment would have to consider the proximity of adjoining residential use.
Planning History	None
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

#### **Site Summary and Recommendations**

This is a large, vacant site, with limited development constraints (potential contamination and flood risk). However, there is new build residential close by which could limit future development. Market attractiveness is also not as strong here compared to other parts of Wirral International Business Park. Therefore, there is likely to be pressure to release the site for residential use as per the neighbouring development.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site is a large, vacant site which could realistically come forward quickly for development. However, there are potential contamination issues which should be assessed. There is also new build residential surrounding the site which may limit future development options, with B1 the most likely employment use type and there is likely to be pressure on the site from alternative uses. Given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

**Site 64 – Former Croda Site**



**GROSS SITE AREA:**

6.82 ha

**ESTIMATED NET DEVELOPABLE AREA:**

3.96 ha

**Current Use and Land Type**

The site is a partially developed site with outline planning permission granted in March 2014 for 17,530 sq m of B1/B2/B8 accommodation and 182 residential units. 169 residential units have been developed by Persimmon Homes at the southern end of the site. In the North Eastern end of the site, 3 light industrial units have been constructed since 2014 totalling 7,107 sq. m. The north west of the site remains undeveloped. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site is within 1km of the A41.	Good
Local Accessibility	The site can be accessed via Dock Road South which runs to the south east of the site. A bus service is in operation along South View providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.40km to the south of the site, on South View. The nearest train station is Port Sunlight which is 1.22km to the west of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located on the northern periphery of Bromborough, on the edge of the urban area but within the Wirral International Business Park. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area associated with the wider Wirral International Business Park. The site is bounded to the north by Dibbinsdale Brook and to the east by existing employment development and a cleared site to the north east. To the south and west the site adjoins new build residential development.	Average
Developmental and Environmental Constraints	The eastern end of the site is fully developed, however there is a large parcel of land to the north west which is the remaining unimplemented portion of the 2014 outline planning permission. Council monitoring data indicates that the site is a Part A Site for Pollution Control. This relates to the site itself (former Unichema now closed and cleared) along with two other nearby sites, with the designation registered to Dalkia and Biffa. The EA Flood Map identifies the majority of the site as being located within Flood Zone 3, with most of the remainder in Flood Zone 2 and therefore at significant risk of flooding. The Grade II Listed Prices Candles factory (converted to residential apartments) is immediately to the west of the site, and so the impact of any development on this building would need to be factored into any developments on the western end of the site. The site is also within close proximity to the Bromborough Pool Conservation Area, to the south; whilst Port Sunlight Conservation Area is 400m to the west. The residential development constructed by Persimmon lies immediately to the south of the site and impact on residential amenity would need to be considered.	Average
Market Attractiveness	The site is identified as being within a Primary Industrial Area, with the surrounding employment development characterised by lower grade industrial units. The industrial buildings constructed on the site so far have to be considered of higher quality to the surrounding area. The site is peripheral in location, on the edge of the urban area of Bromborough but has good strategic road and local access as part of the flagship Wirral International Business Park. Success of first phases of development on this site, will have the potential to attract further occupiers. We understand there is interest in bringing the remainder of the site (earmarked for the balance of	Good

	the employment floorspace proposed in the outline planning permission) forward for further residential development, with a pre-application being progressed.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is being marketed as Pool Business Park and the remaining areas could be brought forward on either a design and build or freehold purchase basis. The site is in flood zone 3, although as outline planning consent has been granted this should not impact development. Full planning applications will be required for delivery of any elements of the outline proposal. Development will be limited to the overall size on the outline consent not taken up by the already completed developments. Given the outline consent and the established employment location, it is envisaged that the site could be developed within 0-5 years. The site is identified as a proposed housing site at Reg 18 as well as being identified in the SHLAA.	
Planning History	<p>Primarily Industrial Area</p> <p>12/00177 (06/03/2014) mixed-use commercial (B1, B2 and B8) and residential development (5.9ha 17,530sqm B1/B2/B8). Phase 1 factory</p>	

	unit (14/00351) completed. Phase 2 factory unit (16/00847 (22/09/2016) Lexicraft Factory 3,334sqm completed.
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>

**Site Summary and Recommendations**

This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primarily Industrial Area and benefits from good strategic road and local access, a number of buildings have already been constructed. However, the north western element of the site remains undeveloped and could deliver a further 10,513 sq m of commercial space in line with the outline planning permission granted in 2014.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

**Site 65 - Land off Dock Road South**



**GROSS SITE AREA:**

1.14 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site is an occupied site currently used as offices and storage site for a demolition contractor. The site is identified in the SHLAA for future housing development. Site is part of Bromborough Pool Conservation Area. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1 km of the A41 via Dock Road South.	Good
Local Accessibility	Access to the site is via Dock Road South. This is a wide road suitable for heavy goods vehicles through an established employment location.	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

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bordered to the north and east by commercial development. To the south east is a cricket pitch. However, to the west of the site is new build residential, although with access to the site from Dock Road South to the east away from the residential area it is likely that any future employment development could include a buffer to reduce impact on the residential.	Average
Developmental and Environmental Constraints	The site is a small and relatively flat site. The majority of the site is hardstanding with limited vegetation. The site is occupied and would need to be vacated and cleared prior to redevelopment, although the buildings on site are of a temporary nature and so should be less complicated to clear. The site is in Flood Zone 1 and so is at low risk of flooding. The site is part of Bromborough Pool Conservation Area.	Average
Market Attractiveness	The site is currently occupied. The site is included within a Primary Industrial Area. The site has good strategic road and local access as part of the borough's flagship Wirral International Business Park.	Good
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is in occupation and so would need to be vacated and cleared prior to redevelopment, therefore it is currently assumed that the site is not available for development and should not be included within the employment land supply. Outside of this there are limited delivery constraints. The site is part of Bromborough Pool Conservation Area, and so impact on this would need to be factored into any redevelopment.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This is a small, occupied site, located in Bromborough Pool Conservation Area, and so any future development of the site will also need to be sympathetic towards the Conservation Area's setting and character. The site has limited other development constraints.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be redeveloped for employment use, then it would likely accommodate B2/B8 uses. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use. The site is identified in the SHLAA and so consideration could be for the site to come forward for residential development.

**Site 66 – East of Former Lubrizol / D1 Oils**



**GROSS SITE AREA:**

9.23 ha

**ESTIMATED NET DEVELOPABLE AREA:**

9.23 ha

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.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Port Causeway and Dock Road South.

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 0.46km 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

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is allocated for employment development. The site is bounded to the north by commercial developments, to the east by the River Mersey and, to the south and west by existing employment development (notably the vacant 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 landfilling 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 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. The adjacent Mersey Estuary is designated as a Special Protection Area/SSSI/Ramsar site.	Poor
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-grade office units 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 access and a waterfront location overlooking Liverpool. The site is being marketed for sale but has been on the market for a lengthy period of time with little interest.	Poor

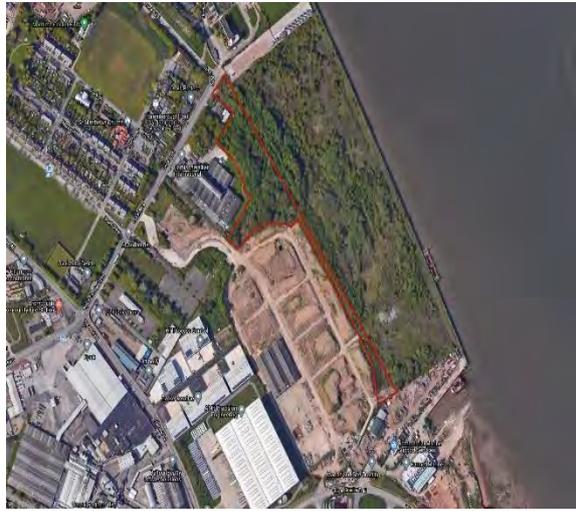
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
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 History	<p>06/5068 (31/03/06) land restoration and deposit of inert material was permitted and partially implemented by the previous owners Lubrizol Ltd.</p> <p>The Local Plan Issues and Options document identified the site as a potential additional urban housing allocation incorporating the adjoining former D1 Oils sites (67 and 68). Although in different ownerships, the sites are being jointly promoted for residential development.</p>	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	

### **Site Summary and Recommendations**

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. 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.

The site is of lower quality and therefore should not form part of the core employment allocation. 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. However, there are challenges in development of this site due to the cost of remediation and therefore consideration should be given as to whether this site could be released for more viable alternative uses.

## Site 67 – Rear of AP Refractories



**GROSS SITE AREA:**

1.90 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.90 ha

Current Use and Land Type

The site currently comprises mature woodland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

Criteria	Comment	Rating
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Strategic Road Access	The site is within 1km of the A41 via Port Causeway.	Good
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Local Accessibility	The site can be accessed off Dock Road South which runs to the west of the site, although there is no existing access. A bus service is in operation along Dock Road South providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.45km 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
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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
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Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Dock Road South, and a small office development, with Bromborough Pool Conservation Area beyond; to the east by mature woodland, which is included within site 100; to the south by existing employment development; and to the west by existing employment development.	Very Good
Developmental and Environmental Constraints	The site is constrained by its irregular size and shape which reduces its net developable area, and it currently comprises mature woodland which will require clearing if the site is to be brought forward for development. The site is suspected to require remediation due to its proximity to chemical related industrial uses. Council monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Lubrizol site to the south. A disused hydrogen pipeline crosses the length of the site from south to north. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is close to Bromborough Pool Conservation Area and any development of the site will therefore need to ensure that the setting and character of the Conservation Area is preserved. The site is close to the Mersey Estuary which is designated as a Special Protection Area/SSSI/Ramsar site.	Poor
Market Attractiveness	The site is identified as being within a Primary Industrial Area and the surrounding employment development is characterised by a mix of lower grade office and industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but has good strategic road and local access. The site is being marketed for sale but has been on the market for a lengthy period of time with little interest.	Poor

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	The site is expected to require remediation and will require clearing before the site could come forward for development. Given the size and configuration of the site, it is likely that it would come forward as expansion land for the neighbouring employment units in tandem with the adjacent site 66. On the basis of this, it is likely that the site will come forward in the next 5-10 years.	
Planning History	07/6515 (23/01/08) New Access Road 1.33ha 07/6513 (20/02/09) 2 Industrial Units 1.33ha 4645sqm. 58cp. Expired the Local Plan Issues and Options document identified the site as a potential additional urban housing allocation incorporating the adjoining former D1 Oils sites (66 and 68). Although in different ownerships, the sites are being jointly promoted for residential development.	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	

### **Site Summary and Recommendations**

This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access. The site is suspected to require remediation and currently comprises mature woodland which will require clearing if the site is to be brought forward for development. 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.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and the planning history it is considered that the site would best accommodate B1c, B2 or B8 development. However, there are challenges in development of this site due to the cost of remediation and therefore consideration should be given as to whether this site could be released for more viable alternative uses.

## Site 68 – Former D1 Oils Site



**GROSS SITE AREA:**

10.17 ha

**ESTIMATED NET DEVELOPABLE AREA:**

10.17 ha

Current Use and Land Type

The site currently comprises a cleared site with areas of vegetation on the periphery. The site was formerly used for the refining of biofuels. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Port Causeway.

Good

Local Accessibility

The site can be accessed off Dock Road South which runs to the north-west of the site or from Riverbank Road to the south 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 0.25km to the west of the site, on South View. 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

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Dock Road South, and a small office development, with Bromborough Pool Conservation Area beyond; to the east by sites 66 and 67, which are vacant development sites. To the south by Riverbank Road and existing employment development; and to the west by existing employment development.	Very Good
Developmental and Environmental Constraints	The site is a large, mostly flat site with a large amount of hardstanding. There is significant vegetation in other parts of the site which would need to be cleared. The site is suspected to require remediation due to its former chemical and biofuel related industrial uses. Council monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from this site. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is close to Bromborough Pool Conservation Area and any development of the site will therefore need to ensure that the setting and character of the Conservation Area is preserved. The site is close to the Mersey Estuary which is designated as a Special Protection Area/SSSI /Ramsar site.	Poor
Market Attractiveness	The site is identified as being within a Primary Industrial Area and the surrounding employment development is characterised by a mix of lower grade office and industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but has good strategic road and local access. The site is being marketed for sale but has been on the market for a lengthy period of time with little interest.	Poor
Viability	Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	
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Criteria	Comment
Barriers to Delivery, Mitigation and Timescales	The site is expected to require remediation and will require clearing before the site could come forward for development. Given the size and configuration of the site, it has the potential to come forward for employment development subject to the constraints listed above. Due to these constraints it is unlikely for the site to come forward until the later stages of the Local Plan period (11-15 years).
Planning History	APP/06/05068 (16/01/06) Restoration of former development site, including retrospective permission for deposit of inert material. We understand a pre-application is being developed for this and the neighbouring sites (67 and 66) for residential development. The Local Plan Issues and Options document identified the site as a potential additional urban housing allocation incorporating the adjoining former D1 Oils sites (67 and 66). Although in different ownerships, the sites are being jointly promoted for residential development.
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

## Site Summary and Recommendations

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 will require remediation and currently comprises mature woodland in part which will require clearing if the site is to be brought forward for development. 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.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and the planning history it is considered that the site would best accommodate B1c, B2 or B8 development. However, there are challenges in development of this site due to the cost of remediation and therefore consideration should be given as to whether this site could be released for more viable alternative uses.

## Site 69 – Land at Riverbank Road



### GROSS SITE AREA:

1.56 ha

### ESTIMATED NET DEVELOPABLE AREA:

0.00 ha

### Current Use and Land Type

The site is currently under development. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site is within 1km of the A41.

Good

### Local Accessibility

The site can be accessed either via Thermal Road to the west of the site or Riverbank Road to the north. A bus service is in operation along Thermal Road which provides access to Leasowe, Moreton and Broughton. Bus stops are provided immediately adjacent to the site on either side of the road. The nearest train station is Spital which is 1.38km to the south west of site.

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

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Riverbank Road, with employment development opposite; to the east by a private drive, with employment development beyond; to the south by existing employment development and, to the west by Thermal Road, with employment development and residential development beyond. The site is separated from the residential development to the west by Thermal Road.	Very Good
Developmental and Environmental Constraints	The site is currently under development. The site has been flattened to facilitate development. A former railway cutting is present along the southern boundary of the site part of which forms a cycle route to Port Sunlight which reduces the net developable area. Mature trees are located along the southern boundary of the site. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the Lubrizol site to the north. An oil pipeline (Eastham – UML) crosses the western portion of the site. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding but it is understood that the site suffers from drainage issues.	Good
Market Attractiveness	The site is currently being developed by Redsun Developments for industrial units (Magazine Point) and is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by a mix of low- and high-grade industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local access as part of the flagship Wirral International Business Park.	Good

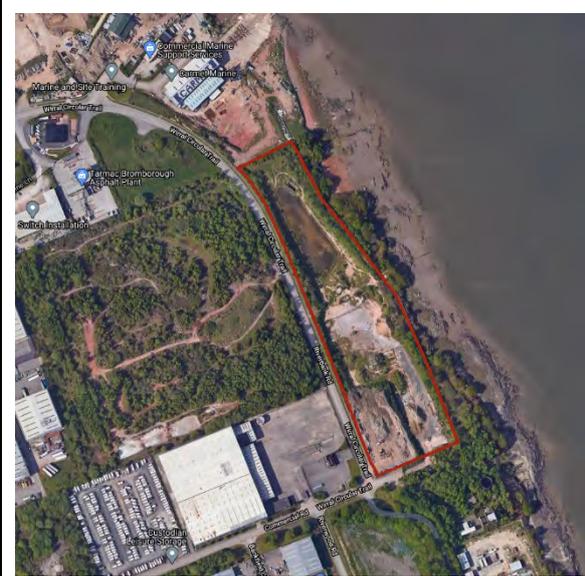
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements and may require gap funding for the majority of scenarios.</p> <p>Indeed, the developers web site for the scheme currently under construction on the site indicates that it has received funding from the Liverpool City Region combined authority.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is currently under development for industrial space. Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.	
Planning History	APP/19/01066 (11/07/19) Construction of 5 new industrial units (use class B1/B2/B8) split across 2 buildings with associated service yards, car park, ground works and landscaping.	
<b>Overall Site Rating</b>	<b>Very Good</b>	
<b>Site Categorisation</b>	<b>6. Remove from employment land supply</b>	

### **Site Summary and Recommendations**

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 under development for industrial space by Redsun Developments (Magazine Point). Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.

## Site 70 – Former Eastham Sand



**GROSS SITE AREA:**

3.61 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.96 ha

Current Use and Land Type

The site currently comprises vacant grassland, a cleared area of hardstanding and a balancing pond and was last used as a sand drying and storage plant.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41, via Thermal Road.	Good
Local Accessibility	The site can be accessed from Riverbank Road which runs to the west of the site. A bus service operates along Thermal Road; stops 0.52km from the site provide access to Leasowe, Moreton and Broughton. The nearest train station is Spital which is 1.84km to the west of site.	Good
Proximity to Urban Areas and Access to Labour and Services	The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the Borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area. The site is bounded to the north by existing employment development, to the east by the River Mersey, to the south by Commercial Road with existing employment development and site 43 beyond and to the west by Riverbank Road.	Very Good
Developmental and Environmental Constraints	The site has an undulating topography and is set on two levels. Ground conditions are unknown, and the site would require levelling in order to be brought forward for development. There are also signs indicating quicksand on site which could further restrict development. Part of the site is used as a balancing pool which may require additional remediation, and substantial areas are hardstanding. Council monitoring data indicates that two portions of the site are within Part A Notification Areas for Pollution Control. These originate from the Lubrizol site to the north and from the FMC site to the south. The site is understood to accommodate a disused hydrogen pipeline, located approximately one third into the site area from the southern boundary and crossing the site in a west to east direction. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is, however, adjacent to the Mersey Estuary Special Protection Area/SSSI/Ramsar site.	Poor
Market Attractiveness	The site is currently vacant and undeveloped and is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by a mixed quality of industrial unit. The site is peripheral in location, on the edge of the urban area of Bromborough, along the coastline but benefits from good strategic road and local access associated with the flagship Wirral International Business Park.	Average

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site will require levelling before it can be brought forward for development and potentially remediating and further investigation of ground conditions is required. Given the size of the site, it is likely that the site could come forward in phases at the earliest in the next 6-10 years.	
Planning History	APP/19/01882 (16/12/19) The installation of 10 gas powered generators with ancillary buildings and equipment to form a 'flexible generation' power plant, (Use Class Sui Generis).	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employed Land Portfolio</b>	

### **Site Summary and Recommendations**

This brownfield site is located on the edge of the urban area of Bromborough, along the Mersey coast. The site is identified as being within a Primary Industrial Area and benefits from good strategic road and local access as part of Wirral International Business Park. The majority of the site is vacant with development of a flexible power generation plant on the southern portion of the site. The remaining site is constrained by its undulating topography which may require levelling; ground conditions and need for remediation before the site can be brought forward for development.

The site is of lower quality and therefore should not form part of the core employment allocation. The southern end of the site is under development for a flexible generation power plant. This element of the site has therefore been taken out of the net developable area. Given the context of the site, it is considered that it would best accommodate B1c, B2 and B8 uses. However, there are challenges in development of this site due to the cost of remediation and therefore consideration should be given as to whether this site could be released for more viable alternative uses.

## Site 71 – Centuria Business Park, Stadium Road



**GROSS SITE AREA:**

8.09 ha

**ESTIMATED NET DEVELOPABLE AREA:**

8.09 ha

**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 and part of site is also a Primarily Industrial Area (1,95 ha).

Criteria	Comment	Rating
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

Criteria	Comment	Rating
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 Zone 1 and at low risk of flooding.	Poor
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	Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	<p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	
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<b>Criteria</b>	<b>Comment</b>
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 until the 11-15-year timeframe. 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 History	N/A
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

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 is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and the planning history it is considered that the site would best accommodate B1c, B2 or B8 development. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 72 – Former Builder’s Yard, Riverbank Road



**GROSS SITE AREA:**

1.01 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.01 ha

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.

**Criteria**

**Comment**

**Rating**

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 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, Birkenhead and Broughton (via Connah’s Quay). The nearest bus stop is 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

Criteria	Comment	Rating
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 71 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 builder's yard and proximity to site 71. 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. Development is taking place on site 70 to the west which suggests some local market activity. 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	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Average to Very Poor

	be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently undeveloped and is identified as being included within a Primarily Industrial Area. The site is overgrown but with few mature trees, but this would likely need to be cleared to facilitate development. It is considered that the site has the ability to come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>'Good' rated sites should form the majority of sites being allocated. However, consideration could be given to releasing or allocating some 'Good' Sites for other uses; providing enough is allocated to facilitate the demand; if on balance, the wider evidence base suggests there is merit in doing this. Given the context of the site, it is considered that it would best accommodate B2 and B8 development.</p> <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> <p>'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.</p>		

## Site 73 – Former Tank Farm, Commercial Road



**GROSS SITE AREA:**

0.97 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.97 ha

Current Use and Land Type

The site currently comprises an area of hardstanding, with some trees 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.

Criteria	Comment	Rating
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

Criteria	Comment	Rating
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 in parts with larger vegetation and some trees which would require clearance and removal before the site could be brought to development. There is the potential for further remediation to be required due to the historic site use. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
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 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.	Good
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by</p>	Average to Very Poor

	operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	It is understood that the site is being retained as expansion land by the neighbouring employment operator to the north though its existing access arrangements are from Commercial Road to the south and therefore, 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 relatively quickly (0-5 years).	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>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 and there are suspected hydrocarbons from the previous use. The site will therefore require clearing and remediating before being brought forward for development.</p> <p>'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.</p>		

## Site 74 – Former Spectrum Adhesives, Welton Road



**GROSS SITE AREA:**

2.35 ha

**ESTIMATED NET DEVELOPABLE AREA:**

2.35 ha

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.

**Criteria**

**Comment**

**Rating**

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. The Croft Retail and Leisure Park is immediately to the north of the site providing supermarket, restaurant, retail and leisure services.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>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 and south by mature trees. To the north is a car park and Asda supermarket with the Croft Retail &amp; Leisure Park beyond; to the east by Welton Road with a well occupied light industrial/retail warehousing business park beyond, to the south by Caldbeck Road, and further business uses; and, to the west by Welton Road and undeveloped grassy site. The site is located in a transition area, between the surrounding B-Class uses and the retail uses to the north.</p>	Good
Developmental and Environmental Constraints	<p>The site is currently undeveloped and comprises vacant grassland. The site has a flat topography, there is an embankment on the western boundary and mature tree lines are present along the northern and southern 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, at low risk of flooding. Both Caldbeck Road and Welton Road can be subject to congestion associated with the adjacent retail and leisure park.</p>	Good
Market Attractiveness	<p>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.</p>	Very Good
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	
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<b>Criteria</b>	<b>Comment</b>
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 History	N/A
<b>Overall Site Rating</b>	<b>Very Good</b>
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>

**Site Summary and Recommendations**

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 few remaining undeveloped plots in the business park and has few development constraints. Given its location it would be suitable to accommodate a range of employment uses.

This site forms one of the best development sites given its 'Very Good' rating and location within a Primary Industrial Area and therefore should be allocated and protected for employment use. 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 few remaining undeveloped plots in the business park and has few development constraints. Given its location it would be suitable to accommodate a range of employment uses.

**Site 75 – Riverview Road – East of Tulip**



**GROSS SITE AREA:**

**3.11 ha**

**ESTIMATED NET DEVELOPABLE AREA:**

**0.00 ha**

Current Use and Land Type

The site is currently under development, close to completion, providing large industrial/warehousing units. 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.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Old Hall Road and Riverwood Road.

Good

Local Accessibility

There is road access from the roundabout on the north western corner 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.

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

Criteria	Comment	Rating
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	<p>The site is under development, and close to completion, so there are no development constraints. It is our understanding that the site has been reclaimed and decontaminated and that there is a secure asbestos pit present on the site.</p> <p>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.</p>	Very Good
Market Attractiveness	The site is under development and close to completion, sitting within an established employment area. The site is already partially occupied and being marketed as Riverview Business Park for the remaining unit. 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>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	<p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements and may require gap funding for the majority of scenarios.</p> <p>Indeed, the constructed scheme on the site has received grant funding from the Network for Europe Objective 1 programme.</p>	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is under development and close to completion. Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.	
Planning History	<p>Employment Development Site; part Coastal Zone</p> <p>APP/19/00084 (21/01/19) Variation of condition 2 of planning permission APP/17/01049 to alter approved plans – 3 units totalling 109,523 sq. ft.</p> <p>APP/17/01049 (11/08/17) Erection of a large industrial unit (Use Class B1, B2 or B8) with associated offices, parking, landscaping and infrastructure – single 32,770 sq. ft. unit</p>	
<b>Overall Site Rating</b>	<b>Very Good</b>	
<b>Site Categorisation</b>	<b>6. Remove from Employment Land Supply</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is under development and close to completion. Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.</p> <p>This waterfront brownfield site is located on the edge of the urban area of Bromborough. The site is under development and close to completion.</p> <p>The site is currently under development for industrial space by Redsun Developments (Riverview Business Park). Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.</p>		

**Site 76 - Tulip Expansion, Plantation Road**



**GROSS SITE AREA:**

2.05 ha

**ESTIMATED NET DEVELOPABLE AREA:**

2.05 ha

Current Use and Land Type

The site currently comprises vacant grassland and is being retained as expansion land. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of a larger employment development site.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Old Hall Road.

Good

Local Accessibility

The site does not currently support a formal independent access. An access to the site could however be delivered off Plantation Road which runs to the west of the site or via the Tulip factory site to the south. A bus service is in operation along Stadium Road which provides access to Leasowe, Moreton and Broughton, bus stops are provided along Stadium Road, 0.31km to the south west of the site. The nearest train station is Bromborough Rake which is 1.75km to the south west of site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is located on the edge of the urban area of Bromborough, which is identified as a primary urban area within the Borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is allocated for employment development and sits within an established employment area. The site is bounded to the north by Plantation Road, with existing employment development beyond; to the east by Riverbank Road and new employment development; to the south by the Tulip factory of which this site is expansion land for; and, to the west by Power Road and existing employment development.	Very Good
Developmental and Environmental Constraints	The site is undeveloped and has a relatively flat topography, following previous reclamation associated with the development immediately to the south. Parts of the site are vegetated and will require clearing if the site is to come forward for development. A mature tree belt is present along the western boundary of the site. A large substation is located in the north eastern corner of the site. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the FMC site to the north and the SAFC Hitech Ltd site to the south west. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is under the ownership of Tulip and there is currently no separation from this site. Therefore, if the site were to be released for development by Tulip, a new boundary would need to be formed. A separate site access would also need to be created.	Good
Market Attractiveness	The site is undeveloped and is allocated for employment development, sitting within an established employment area. The site is part of the wider adjoining factory complex. The surrounding employment development is characterised by modern, high quality office, industrial and storage units. The site is on the edge of the urban area of Bromborough but benefits from the good strategic road and local access associated with the flagship Wirral International Business Park.	Very Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is undeveloped and benefits from few development and environmental constraints. The site is currently being retained as expansion land and is supported by the requisite infrastructure associated with neighbouring employment development. The site would need to be surplus to the requirements of Tulip to the south before it could be developed independently. Their current intentions for the site are unclear. Nonetheless, given the limited constraints identified, there is no reason why the site couldn't come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Very Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	

### **Site Summary and Recommendations**

This site forms one of the best development sites given its 'Very Good' rating and location within a Primary Industrial Area and therefore should be allocated and protected for employment use. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development.

This brownfield site is located on the edge of the urban area of Bromborough. The site is undeveloped and is allocated for employment development and benefits from good strategic road and local access. The site has relatively few development and environmental constraints that would impact on the site come forward for development.

This site forms one of the best development sites given its 'Very Good' rating and location within a Primary Industrial Area and therefore should be allocated and protected for employment use. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development.

**Site 77 – Former Epichem Site, Power Road**



**GROSS SITE AREA:**

3.81 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.62 ha

**Current Use and Land Type**

Part of the site comprises vacant former industrial and office development including specialist chemical manufacturing laboratories; the other part, formerly held as expansion land, comprises a prominent mature woodland. Only the developed part of the site is currently classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area. The woodland area on the western part of the is designated as a Site of Local Biological Importance (Old Hall Road Woods).

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site is within 1km of the A41 via Old Hall Road.	Good
Local Accessibility	The site can currently be accessed from Power Road which runs to the east of the site. A bus service is in operation along Riverwood Road providing access to Birkenhead and Eastham Ferry. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Bromborough Rake which is 1.5km to the west of site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by existing employment development, to the east by Power Road, with employment development and an electricity substation opposite; to the south by Riverwood Road, with site 49 and Riverside Office Park opposite; and, to the west by the roundabout at Old Hall Road, with employment development and site 74 opposite. to the south by Riverwood Road and, to the west by Old Hall Road.</p>	Very Good
Developmental and Environmental Constraints	<p>Part of the site is currently occupied by industrial development, including specialist equipment linked to the site's chemical processing previous use. Demolition and removal costs would be incurred if the site were considered for redevelopment. Council monitoring data indicates that the site accommodates a Part A Site for Pollution Control at SAFC Ltd and the remainder of the site is within the Part A Notification Area for Pollution Control and the site will likely require remediation linked to its previous use.</p> <p>The western part of the site is undeveloped and comprises mature woodland and overgrown vegetation. The woodland on the undeveloped part of the site is designated as a Site of Biological Importance, which supports legally protected species and is important for birds and is subject to a Tree Preservation Order. It is therefore, assumed this part of the site is undevelopable... The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding.</p> <p>The site's eastern boundary adjoins two oil pipelines (Eastham – UML and Tranmere – Stanlow) whilst the western edge of the site accommodates two oil pipelines (Tranmere – Eastham and Tranmere – Stanlow).</p>	Poor

Criteria	Comment	Rating
Market Attractiveness	<p>The site is included within a Primarily Industrial Area. The surrounding employment development is characterised by a mix of modern, high quality offices at Riverside Business Park and older lower grade industrial units along Power Road. The site is on the edge of the urban area of Bromborough but benefits from good strategic road and local access associated with the flagship Wirral International Business Park. The site has been vacant since SAFC vacated in 2014 and given the remaining specialist infrastructure on site, this may limit the potential occupiers for this property.</p>	Average
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	<p>The site is significantly constrained by existing development, which may require additional remediation before re-use and by amenity and nature conservation designations, which reduces the net developable area. Part of the site will also require clearing, if it is to be developed. Given the challenges regarding existing infrastructure and the likely remediation that will be required it is not envisaged that this site will come forward until later in the Local Plan period (11-15 years).</p>	

	Redevelopment of the office building at the front of the site could come forward sooner if separated from the rest of the site.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

#### **Site Summary and Recommendations**

This partly brownfield site is located on the edge of the urban area of Bromborough. Part of the site is occupied by vacant specialist industrial development; the other part of the site is undeveloped and comprises overgrown vegetation and mature woodland. The site is included within a Primary Industrial Area and benefits from good strategic road and local access but is likely to require clearance and remediation before the site can be brought forward for development, subject to the further investigation of on-site environmental constraints. The woodland area on the western part of the is designated as a Site of Biological Importance (Old Hall Road Woods) and so assumed to be undevelopable.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development but on a more restricted footprint, subject to the further investigation of on-site environmental constraints. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 78 – Riverside Office Park, Riverwood Road



**GROSS SITE AREA:**

6.49 ha

**ESTIMATED NET DEVELOPABLE AREA:**

3.48 ha

**Current Use and Land Type**

The site currently comprises existing office development (Riverside Office Park) and an area of vacant grassland and 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.

**Criteria**

**Comment**

**Rating**

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

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>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.</p>	Very Good
Developmental and Environmental Constraints	<p>The site is undeveloped and has a relatively flat 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. The site's eastern boundary adjoins two oil pipelines (Eastham – UML and Tranmere – Stanlow). The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding. Eastham Woods Site of Biological Importance bounds the site to the South and East. This may require provision of a 'green' buffer between the boundary and any future development.</p>	Average
Market Attractiveness	<p>The site is included within a Primary Industrial Area. Riverside Business Park provides high-quality modern office development and appears well occupied but on low and flexible rents. The surrounding employment area provides predominantly high-quality industrial uses. 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.</p> <p>The undeveloped site was originally intended and laid out to provide the later phases of the Business Park, for which planning permission had already been obtained. However, this has not come forward indicating some market attractiveness concerns in relation to this type of out-of-town office park development in this location.</p>	Good

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>The fact that further phases of the office park have not come forward on this site would seem to confirm the viability challenges for this type of development in this area.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	<p>The western part of the site is developed office accommodation, the eastern half is currently undeveloped and is supported by the requisite infrastructure associated with the surrounding employment development in anticipation that further phases of the office park would come forward. The landowner continues to promote the site for residential development. On this basis, it is considered that the site could come forward in 0-5 years.</p>	
Planning History	<p>SCR/20/00355 (10/03/20) Screening opinion for demolition of existing buildings and redevelopment of site for residential</p> <p>OUT/15/01129 (10/08/15) residential development 0.49ha (refused as unsuitable in January 2016 and dismissed at appeal in April 2017).</p> <p>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&amp;6, Phase 3) 304cp;</p>	
<b>Overall Site Rating</b>	<b>Good</b>	

**Site Categorisation****2. Good Quality Sites****Site Summary and Recommendations**

Riverside Park is located on the edge of the urban area of Bromborough. The western part of the site is already developed office park development and so has been taken out of the net developable area. The eastern half is undeveloped and comprises vacant grassland and 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. Eastham Woods Site of Biological Importance bounds the site to the South and East. This may require provision of a 'green' buffer between the boundary and any future development.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1 and particularly B1a would be most appropriate uses for the site given its location and adjacent land uses.

However, the site is subject to a screening opinion and potential upcoming application for the redevelopment the site for residential use. Given the sites location on the edge of the employment area, this needs to be considered as part of the normal planning process.

## Site 80 – Eastham Dock Estate – Queen Elizabeth II Dock



**GROSS SITE AREA:**

6.52 ha

**ESTIMATED NET DEVELOPABLE AREA:**

6.52 ha

**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.

Criteria	Comment	Rating
Strategic Road Access	1.7km from M53 Junctions 5 and 6, via North Road, West Road and Banksfield Drive. The site is within 1km from the A41 via Banksfield Drive.	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 part of the Ship Canal's private road network. A bus service is in operation along Ferry Road to the west of the site, 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.	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.	Poor

Criteria	Comment	Rating
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 Eastham Terminals beyond and, to the west by pipelines. Residential development is located to the north west of the site but separated by gas pipelines and a greenfield site (closest dwellings on Seaview Avenue are c.130 metres from the site boundary).	Good
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; some 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 and conversations with Sport England regarding the release of the site for development.	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

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor
Criteria	Comment	
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 6-10 years or, more likely, 11-15 years.	
Planning History	Hydrodec Oil Re-Refinery Eastham at pre-application stage as a Nationally Significant Infrastructure Project (since July 2015)	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	

**Site Summary and Recommendations**

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.

The site is in a secondary location, away from the main employment locations of Birkenhead and Bromborough. The site has development challenges. However, due to the proximate gas terminal the site is not likely to come forward for alternative uses and should be allocated for employment use and particularly port-related employment uses given its location within the Ship Canal estate. Given the location of the site and the proposed Port Wirral development it would best accommodate B2 or B8 uses, (with a preference for uses which require/can utilise the port location).

## Site 81 – Eastham Dock Estate – North Road Business Park



**GROSS SITE AREA:**

9.28 ha

**ESTIMATED NET DEVELOPABLE AREA:**

9.28 ha

**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. The site is being promoted by the landowner Peel Holdings for a new large-scale logistics development.

Criteria	Comment	Rating
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 has excellent access to the M53 via West Road which runs to the 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 and West Road. There is also a (disused) rail connection on the western edge of the site.	Good
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.	Poor

Criteria	Comment	Rating
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 and modern employment development at Hooton Park.	Good
Developmental and Environmental Constraints	The site is suspected to be contaminated, associated with its former industrial use and will likely require remediation. 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.	Poor
Market Attractiveness	The site is undeveloped and designated for employment development. The site is located within the wider Eastham Dock Estate which is recognised as an established industrial area. The site benefits from proximity to the strategic road network but is peripheral in location and will require levelling and clearing and potential remediation before it can be delivered. The site is constrained by its size and shape but has proximity to the Ship Canal and potential rail connectivity (the latter would require re- instatement) and is adjacent to the Vauxhall Motors car plant and supplier park to the immediate south. Owners Peel Holdings have recently submitted an outline planning application for 46,450 sq. m. of B2/B8 floorspace which was approved in October 2020; although site access is via land in the Cheshire West and Chester Local Authority area.	Average

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>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>	Average to Very Poor
Criteria	Comment	
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. The site is being promoted for large-scale B2/B8 development, with an outline planning permission approved in October 2020. Therefore, the site could come forward relatively quickly, 0-5 years.	
Planning History	OUT/19/01633 (30/10/19) up to 46,450 sq m of B2/B8 floorspace and ancillary B1(a) – approved October 2020	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	

**Site Summary and Recommendations**

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. Owners Peel Holdings have recently had an outline planning application for 46,450 sq. m. of B2/B8 floorspace approved; although some of this floorspace is on elements of the site in Cheshire West and Chester Local Authority.

The site is in a secondary location, away from the main employment locations of Birkenhead and Bromborough. The site has development challenges. However, due to the proximate gas terminal the site is not likely to come forward for alternative uses and should be allocated for employment use. 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 83 – Peninsula Business Park, Moreton**



**GROSS SITE AREA:**

1.10 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.10 ha

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.

**Criteria**

**Comment**

**Rating**

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. There is an existing site access off Reeds Lane which may require upgrading to cater for HGV vehicles.

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

Criteria	Comment	Rating
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 and Wirral Circular Trail, to the south and east by existing employment development and to the west by Reeds Lane, with sites 84 and 85 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 and a large undeveloped site.	Very 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 Zone 2 and 3 and is therefore an area at risk of flooding. However, the Flood Map does indicate that flood defences are in place. 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. 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.	Average
Market Attractiveness	The site is currently undeveloped and is within a Primary Industrial Area. 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.	Average

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is currently undeveloped former expansion land located within a Primary Industrial Area. The site would require clearing before development could commence and potentially on 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 6-10 years. The site is in a secondary market location which may delay any development, although there is limited alternative sites locally.	
Planning History	APP/07/06391 (not determined, following the failure to submit a flood risk assessment) 25no. 150 sq. m. B1 office units with 111 parking spaces	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	

### **Site Summary and Recommendations**

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 albeit with flood defences and in order for the site to come forward for development it may require raised floor levels to mitigate flood risk.

It is important to protect some employment land in secondary locations such as this to provide choice and protect against over-reliance on Birkenhead and Bromborough. Therefore, it is advised that the site should retain its designation as part of the wider Primary Industrial Area and be allocated for employment development. It is considered that the site would best accommodate B1a, B1c, B2 or B8 development.

**Site 84 – Premier Brands – North of Access Road**



**GROSS SITE AREA:**

1.46 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.46 ha

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 85).

**Criteria**

**Comment**

**Rating**

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 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. The site is in the ownership of Premier Foods originally retained for expansion of their site to the west and would need to be released by them for development to come forward. 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, where a level-crossing operates across Reeds Lane.

Good

Criteria	Comment	Rating
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 and site 83 beyond, to the south by a private drive (and site 85) and, to the west by the Premier Foods complex.	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. However, the Flood Map does indicate that flood defences are in place. 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. Since the site was previously used as a playing field, then conversations may be required with Sports England to approve change of use prior to redevelopment. The site is within the ownership of Premier Foods and unless they are to deliver development as an expansion of the existing site then it would need to be released from their ownership whilst still facilitating access to the Premier Foods complex.	Average
Market Attractiveness	The site is currently undeveloped and is immediately adjacent to the Typhoo Tea and Manor Bakeries factories. The site is allocated for employment development (with site 85) 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	Average

	build premises. The site is being promoted for mixed-use development by the landowner.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
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 the ownership of Premier Foods and so would need to be released by them to come forward for development. The site is in Flood Zones 2 and 3 but benefits from flood defences; nonetheless raised development may be required to mitigate risk. The site is in a secondary market location which may delay any development, although there is limited alternative sites locally. Therefore, assuming the site could be separated from the Premier Foods site it could come forward relatively quickly.	
Planning History	OUT/05/6511 (21/12/06) residential development (Taylor Woodrow) Appeal dismissed.	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	

### Site Summary and Recommendations

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 albeit with flood defences and being within the ownership of Premier Foods, who would need to release the site for it to come forward. Since the site was previously used as a playing field, then conversations may be required with Sports England to approve change of use prior to redevelopment.

It is important to protect some employment land in secondary locations such as this to provide choice and protect against over-reliance on Birkenhead and Bromborough. Therefore, it is advised that the site should be retain its designation as part of the wider Primarily Industrial Area and be allocated for employment development. Given the site's proximity to Typhoo Tea and Manor Bakeries, releasing the site for 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.

## Site 85 – Premier Brands – South of Access Road



**GROSS SITE AREA:**

5.01 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.93 ha

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 84).

**Criteria**

**Comment**

**Rating**

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 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. The site is in the ownership of Premier Foods and may need to be released by them for development to come forward. 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, where a level-crossing operates across Reeds Lane.

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

Very Good

	within the Borough, providing access to a range of services and facilities and a good labour supply.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Compatibility of Adjoining Uses	<p>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 84, to the east by Reeds Lane and site 83 beyond, to the south by the curtilage of residential properties and the railway line and to the west by the Premier Foods complex. There is also employment development to the east including Bristol Myers Squibb Pharmaceuticals undertaking chemistry, manufacturing and control activities.</p> <p>The site is being promoted for mixed-use development. 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. This could comprise for example, 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).</p>	Good
Developmental and Environmental Constraints	<p>The site is currently undeveloped and has a relatively flat topography. A number of mature trees are present along the boundaries of the site. being located within Flood Zone 2 and 3 and is therefore an area at risk of flooding. However, the Flood Map does indicate that flood defences are in place. 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. Since the site was previously used as a playing field, then conversations may be required with Sports England to approve change of use prior to redevelopment. The site is within the ownership of Premier Foods and unless they are to deliver development as an expansion of the existing site then it would need to be released from their ownership whilst still facilitating access to the Premier Foods complex.</p>	Average

Criteria	Comment	Rating
Market Attractiveness	<p>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.</p> <p>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. The site is being promoted for mixed-use development by the landowner.</p>	Average
Viability	<p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <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>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
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 the ownership of Premier Foods and so would need to be released to come forward for development. The site is in Flood Zones 2 and 3 but benefits from flood defences; nonetheless raised development may be required to mitigate risk. The site is in a secondary market location which may delay any development, although there is limited alternative sites locally. Therefore, assuming the site could be separated from the Premier Foods site it could come forward relatively quickly.
Planning History	OUT/05/6511 (21/12/06) residential development (Taylor Woodrow) Appeal dismissed.
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>

**Site Summary and Recommendations**

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, albeit with flood defences, its proximity to residential development and being within the ownership of Premier Foods, and so would need to be released to come forward for development.

It is important to protect some employment land in secondary locations such as this to provide choice and protect against over-reliance on Birkenhead and Bromborough. Therefore, it is advised that the site should be retain its designation as part of the wider Primarily Industrial Area and be allocated for employment development or mixed-use development to protect some employment in this location; whilst taking into consideration the surrounding uses.

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. Employment development would therefore comprise 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).

## Site 86 – Tarran Industrial Estate



**GROSS SITE AREA:**

0.25 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.25 ha

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.

Criteria	Comment	Rating
Strategic Road Access	The site is immediately adjacent to the A551.	Average
Local Accessibility	There is no site access currently. Access could be created immediately off the A551 which runs to the east of the site, or off Tarran Way North to the north 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.	Good
Proximity to Urban Areas and Access to Labour and Services	The Industrial Estate is separated from the main urban area of Moreton to the south 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

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site sits within the wider Tarran Industrial Estate. The site is bounded to the north by Tarran Way North with the River Birket beyond, 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 Zone 2 and 3 and is therefore an area at risk of flooding. However, the Flood Map does indicate that flood defences are in place. The site is currently being held as expansion land by the owner of the neighbouring building supplies warehouse/trade counter. No other constraints were identified during the site assessment.	Good
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, and this is the only significant development plot available on the estate. The site benefits from good local access and proximity to the urban area of Moreton and a prominent location, fronting the A551. 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.	Average
Viability	<p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Poor to Very Poor

	conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is located within a Primary industrial area and is currently undeveloped. The site has limited development constraints but is located within Flood Zone 2 and 3. The site is currently being held as expansion land but could come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	
<b>Site Summary and Recommendations</b>		
<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, albeit with flood defences and is therefore at risk of flooding.</p> <p>It is important to protect some employment land in secondary locations such as this to provide choice and protect against over-reliance on Birkenhead and Bromborough. Therefore, it is advised that the site should retain its designation as part of the wider Primarily Industrial Area and be allocated 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.</p>		

## Site 88 – North Cheshire Trading Estate – North of KCTS



**GROSS SITE AREA:**

0.45 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.45 ha

**Current Use and Land Type**

The site is currently undeveloped and comprises a vacant vegetated site 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.

**Criteria**

**Comment**

**Rating**

**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 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).

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. 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

Criteria	Comment	Rating
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 89), to the east by Prenton Way and existing employment development, to the south by existing employment development and, to the west by the M53.	Very Good
Developmental and Environmental Constraints	The site is rectangular in shape and relatively flat before sloping down to the motorway on the western edge (reducing the Net Developable Area). The site is currently undeveloped and comprises overgrown grassland and mature trees across the site. There are also signs of fly tipping. The site will therefore require clearing before it can be brought forward for development. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
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. There are a number of other units to let across the estate but in general the estate is well-occupied. This site along with site 89 immediately to the north represent the only development plots in the estate and could either come forward separately or together subject to agreement between the separate landowners.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Average to Very Poor

	(rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
Criteria		Comment
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 being heavily vegetated which will require clearing before it can come forward for delivery; as well as the motorway embankment limiting development on the western edge. With limited other constraints could therefore come forward in the next 0-5 years. It could also provide a larger development plot alongside site 89, subject to agreement between the separate landowners.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	
Site Summary and Recommendations		
<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 overgrown and has a reduced net developable area due to the motorway embankment on the western edge but has limited other development constraints. The site could also provide a larger development plot alongside site 89, subject to agreement between the separate landowners.</p> <p>This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use. Given the context of the site, it is considered that B1a, B1c and B8 development would be most appropriate on the site.</p>		

## Site 89 – North Cheshire Trading Estate – South of Halliday Funeral Supplies



**GROSS SITE AREA:**

0.21 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.17 ha

**Current Use and Land Type**

The site is currently undeveloped and comprises a vacant vegetated site 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.

**Criteria**

**Comment**

**Rating**

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 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).

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. 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

Criteria	Comment	Rating
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 south by vacant grassland (site 88), to the east by Prenton Way and existing employment development, to the north by existing employment development and, to the west by the M53.	Very Good
Developmental and Environmental Constraints	The site is rectangular in shape and relatively flat before sloping down to the motorway on the western edge (reducing the Net Developable Area). The site is currently undeveloped and comprises overgrown grassland and mature trees across the site. There are also signs of fly tipping. The site will therefore require clearing before it can be brought forward for development. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
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. There are a number of other units to let across the estate but in general the estate is well-occupied. This site along with site 88 immediately to the south represent the only development plots in the estate and could either come forward separately or together subject to agreement between the separate landowners.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <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</p>	Average to Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
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 being heavily vegetated which will require clearing before it can come forward for delivery; as well as the motorway embankment limiting development on the western edge. With limited other constraints could therefore come forward in the next 0-5 years. It could also provide a larger development plot alongside site 88, subject to agreement between the separate landowners.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<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 overgrown and has a reduced net developable area due to the motorway embankment on the western edge but has limited other development constraints. The site could also provide a larger development plot alongside site 88, subject to agreement between the separate landowners.</p> <p>This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use. Given the context of the site, it is considered that B1a, B1c and B8 development would be most appropriate on the site.</p>		

## Site 92 – Cammell Laird South



**GROSS SITE AREA:**

13.26 ha

**ESTIMATED NET DEVELOPABLE AREA:**

13.26 ha

**Current Use and Land Type**

This large brownfield site is located just south of the Cammell Laird Industrial area. It is owned by Peel Holdings and is currently vacant. It is currently being marketed as either one large site or two smaller plots. It is allocated in the UDP proposals map as an employment development site with the southern portion of the site allocated in the Joint Waste Local Plan for Merseyside and Halton as a sub-regional waste facility.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41 via Campbeltown Road.	Good
Local Accessibility	The site is accessed via gates to the west of the site off Campbeltown Road. There is onsite infrastructure in situ on the site. Campbeltown Road is a wide two-way road which is suitable for large HGVs.  There are bus stops within 200m of the site, located on New Chester Road (A41) with services to Bromborough and Chester or Birkenhead town centre. The nearest railway station, Green Lane, is approximately 600m away.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located to the south of Birkenhead town centre which has a significant labour market. There are also numerous services in close proximity to the site.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is located within the Cammell Laird employment area which is characterised by the ship building industrial sites to the north and retail and distribution sites such as Toolstation and Travis Perkins to the west. To the east of the site is the River Mersey and to the south is Tranmere Oil Terminal.	Very Good
Developmental and Environmental Constraints	<p>There are limited developmental constraints on the site. It is a large site, regular in shape and flat in topography and onsite infrastructure is already in situ. The very eastern edge of the site is located in Flood Zones 2 and 3 but this only a small fraction of the site.</p> <p>In addition, the Waste Local Plan allocates the southern half of site as sub-regional site for provision of waste facilities subject to the waste-management operations being port related. Waste allocations do not take precedence over other port related uses, including provision for offshore energy infrastructure.</p>	Average
Market Attractiveness	The site benefits from good strategic road and local access and its proximity to both Birkenhead town centre and Liverpool City Centre. It is also located in an area characterised by long term employment and the development to the west of the site contain high quality units which have attracted high profile businesses. The site has been identified by Cammell Laird as somewhere to retain for their future and part of the site is also identified in the Waste Local Plan. Nevertheless, the site is being actively marketed as Ark Royal Business Park, providing development sites for B1, B2, B8 and D2 uses subject to planning.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	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.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	Part of the site is identified in the Waste Local Plan. Nevertheless, the site is being actively marketed and there are limited development constraints on the site and so we would expect it to come forward in the next 6 – 10 years given the size of the site.	
Planning History	APP/16/00601 - Temporary warehouse, offices and contractor storage facilities (Approved June 2016)  APP/15/00952 - Full planning application for a proposed crew transfer and storage facility (Approved October 2015)	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>This large brownfield site is owned by Peel Holdings and is currently vacant. There are limited development constraints on this site; it is large, in an existing employment area, is regular in shape and has a flat topography. The south of the site is identified in the Waste Local Plan.</p> <p>'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.</p>		

# Appendix V

## Good Sites Analysis

# Briefing Note

## Sites Update – Good Sites

### 1. Introduction

1.1 The following note sets out a summary of the emerging outcome of the analysis. Each site has been assessed on the following criteria which matches the previous assessment:

Criteria	Description
<b>Strategic Road Access</b>	Proximity (within 1km) to key road networks in particular junctions with M53 and below that access to primary A roads (the A41, A59, A5139, A5030, A554 [between Woodside and Seacombe Ferry Terminal and between Bidston Roundabout and Leasowe Road only] and A553 [between Birkenhead Tunnel and Bidston Roundabout])
<b>Local Accessibility</b>	Ability to access the site through free moving goods roads, avoiding residential areas; as well as good access to public transport.
<b>Proximity to Urban Areas</b>	Primary Urban Areas are considered to be: <ol style="list-style-type: none"> <li>1 Birkenhead;</li> <li>2 Bromborough;</li> <li>3 Wallasey;</li> <li>4 Bebington;</li> <li>5 Heswall;</li> <li>6 Moreton;</li> <li>7 Upton; and</li> <li>8 West Kirby.</li> </ol>
<b>Compatibility of Adjoining Uses</b>	An assessment of the surrounding uses of the site, with good scores given to other B-class uses in the surrounding

	area, whilst residential and other sensitive uses immediately adjacent to the site will score lower.
<b>Developmental and Environmental Constraints</b>	An assessment of the site for any constraints on development including but not limited to: site size and shape, existing buildings on site (occupied or not), topography, flood risk, vegetation, ground conditions and other known abnormal costs.
<b>Market Attractiveness</b>	An assessment of the site and surrounding area in terms of market area, looking at surrounding development activity and levels of vacancy, marketing and investment into the area.

- 1.2 For each criteria each site has been given a score on a 5 point scale (Very Good – Good – Average – Poor – Very Poor). This scoring criteria matches the previous work, see separate attachment.
- 1.3 The below sections provide a summary of the sites which scored Good or Very Good in the site assessment. Whilst all sites are considered good employment sites and should therefore be able to come forward from a development perspective, this does not mean that sites do not have challenges to overcome in certain criteria. The below sections therefore look to group sites by the challenges they face and provide a bit more detail on these key challenges identified on a site by site basis.
- 1.4 Please note this does include an assessment of viability and so does not necessarily mean that these sites will definitely be able to come forward if viability challenges do not allow.
- 1.5 However, even within the good sites there are various positives and negatives for each site and the sites have therefore been categorised based on their overall assessment into certain groups, reflective of their strengths and challenges.
- 1.6 The assessment also looks at the amount of employment land that is currently available for development across each of the sites to give an understanding of their ability to contribute to the overall site requirement.
- 1.7 Each site contains a site ID which should be read in conjunction with the location set out in the Site Assessments Map, a link to which is as follows:  
  
<https://www.google.com/maps/d/edit?mid=1dfsjYAc7DCcWPs8ZLSvkrwhpB2Ychyg&usp=sharing>
- 1.8 A full site scoring table is also included.

## 2. Overall Summary

2.1 The below table sets out the overall position for the Good and Very Good sites in Wirral:

Criteria	Number
Number of Sites	27
Gross Site Area (ha)	88.14 ha
Net Developable Area (ha)	65.53 ha

2.2 This shows there is over 100 hectares of good quality land available in Wirral, although only 73 hectares is considered developable. This is mainly because a significant proportion of the land is already under development or has an existing use on site which makes it undevelopable at this time. If the existing occupier was displaced then these sites would make good sites for redevelopment.

2.3 In terms of timescale of delivery of the available Net Developable Area approximately 55% is assessed to be able to come forward in the next 5 years and the remaining 45% expected to come forward in the next 6-10 years.

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA % (ha)
0-5 years	20	43.13	36.47	55.66%
6-10 years	3	30.39	29.06	44.34%
11-15 years	0	0.00	0.00	0.00%
Existing Use	2	10.23	0.00	0.00%
Under Development	2	4.39	0.00	0.00%

### 3. Group 1 - Very Good Sites

3.1 A site has been classed as Very Good if it scores Good or Very Good in all six categories. The following sites meet that criteria:

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
28	Twelve Quays Morpeth Waterfront	B'head & W'sey	1.58	1.58	0 - 5 years	Very Good
48	Former Rank Bingo	B'head & W'sey	0.26	0.00	0 - 5 years	Very Good
69	Land at Riverbank Road	Bromb & Eastham	1.56	0.00	Under Development	Very Good
74	Former Spectrum Adhesives	Bromb & Eastham	2.35	2.35	0 - 5 years	Very Good
75	Riverview Road - East of Tulip	Bromb & Eastham	3.11	0.00	Under Development	Very Good
76	Tulip Expansion	Bromb & Eastham	2.05	2.05	0 - 5 years	Very Good
<b>Total</b>			<b>10.91</b>	<b>5.98</b>		

3.2 **Twelve Quays Morpeth Waterfront** – The site is a vacant site in the Twelve Quays development. The northern part of the site is in Flood Zone 2/3, but with few other development constraints. The site is under the ownership of Peel Ports who we understand have identified the site as potential expansion for lorry parking for the ferry terminal immediately to the north but this site could provide an excellent site for business development in line with the well occupied business units immediately to the west of the site.

3.3 **Former Rank Bingo** - The site is currently used as a surface level car park for people using the town centre, and has a Key Town Centre designation on the UDP. However, the site has previously been assessed for employment use and has little development constraints and is in an established employment area to the east of the Town Centre. There is an approved planning permission for this site for a mixed use ground floor space with apartments above, and therefore it is assumed that this will come forward and the site will be taken out of the employment land supply.

3.4 **Land at Riverbank Road** – Rectangular site located on Riverbank Road, in an established industrial location with large industrial units to all sides. The site is currently under development, delivering 4520.78 sq m of industrial space across 5 units (planning ref: APP/19/01066).

3.5 **Former Spectrum Adhesives** - Large, square, flat site located next to Croft Retail Park. There are no known development constraints on this site, although it is recognised that the previous use could lead to contamination issues. However, the size, shape and location make it an attractive development site, either for commercial use or as an expansion of Croft Retail Park.

- 3.6 **Riverview Road – East of Tulip** – Rectangular site to the east of the Tulip factory. Site is fully developed and being marketed to let by Legat Owen, delivering 3 large units totalling 10,175 sq m under planning ref: APP/19/00084.
- 3.7 **Tulip Expansion Site** – Site to the north of the Tulip factory but within the Tulip’s ownership. We understand the site is being retained for future expansion but if it were to become available it would be an attractive site given the size, connectivity and recent activity in the local area.

## 4. Group 2 – Motorway Access but some Development Constraints

- 4.1 The below sites are similar in scoring to some of the other sites with the one advantage being their proximity to the M53 giving them a better score in terms of Strategic Road Access making them potentially more attractive sites than the sites in the groups below:

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
19	Former Mobil Oil	Wirral Waters	8.84	8.84	0 - 5 years (4HA) 6 - 10 years (4.84 HA)	Good
20	MEA Park	Wirral Waters	10.78	10.78	0 - 5 years (6HA) 6 - 10 years (4.78)	Good
88	North Cheshire TE - North of KCTS	B'head & W'sey	0.45	0.45	0 - 5 years	Good
89	North Cheshire TE - South of Halliday Funeral Supplies	B'head & W'sey	0.13	0.13	0 - 5 years	Good
<b>Total</b>			<b>20.20</b>	<b>20.20</b>		

- 4.2 **Former Mobil Oil** – This is a large development site in West Float, with a large former Mobil Oil building on site. The previous use leads to potential contamination issues, but we understand work is taking place to resolve this. The site is a good development site subject to the contamination issues and is identified as being part of the proposed MEA Park development. Outline permission for ITC/B2/B8 still extant. Peel promoting site for their Modern Methods of Construction project and supply chain opportunities.

4.3 **MEA Park** - This is a large development site in West Float, and forms the eastern part of the proposed MEA Park development. The sites shape, location and topography makes it an attractive development site, with the only concern being potential issues with land condition linked to the previous dock use. Outline permission (ITC/B2/B8) still extant.

4.4 **North Cheshire Trading Estate – North of KCTS** – Long rectangular site off Prenton Way, forms one of two available development plots in North Cheshire Trading Estate. The good motorway proximity makes this an attractive development plot, however, the level of vegetation and slight undulation of topography does give some development issues to address.

4.5 **North Cheshire Trading Estate – South of Halliday Funeral Supplies** – Small, square site off Prenton Way, forms one of two available development plots in North Cheshire Trading Estate. The good motorway proximity makes this an attractive development plot, however, the level of vegetation and relatively small plot size does give some development issues to address.

## 5. Group 3 – Good Sites with Development Constraints

5.1 The below sites are good development sites with a lot of advantages but identified development constraints on the site may need to be addressed before they come forward for development.

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
3	Former Pallet Centre	B'head & W'sey	0.63	0.63	0 - 5 years	Good
7	Former Royal Swan Hotel	B'head & W'sey	0.23	0.23	0 - 5 years	Good
22	Wirral Waters Sky City	Wirral Waters	5.49	0.00	Existing Use	Good
24	Wirral Waters Marina View	Wirral Waters	3.92	0.00	Existing Use	Good
26	Twelve Quays Tower Wharf	Wirral Waters	1.06	1.06	0 - 5 years	Good
27	Wirral Waters Tower Quay	Wirral Waters	0.61	0.00	0 - 5 years	Good
30	Kern's Warehouse	B'head & W'sey	0.98	0.98	0 - 5 years	Very Good

72	Former Builder's Yard	Bromb & Eastham	0.98	0.98	0 - 5 years	Good
73	WELPS 50 - Former Tank Farm	Bromb & Eastham	1.01	1.01	0 - 5 years	Good
78	Riverside Office Park	Bromb & Eastham	6.49	3.48	0 - 5 years	Good
92	Cammell Laird South	B'head & W'sey	13.26	13.26	5 - 10 years	Good
<b>Total</b>			<b>34.65</b>	<b>21.62</b>		

- 5.2 **Former Pallet Centre** – Triangular site in Kelvinside, containing vacant hardstanding. The triangular shape and relatively small size could limit development, and the western end of the site is in flood zone 3 but this still represents an attractive, available development site.
- 5.3 **Former Royal Swan Hotel** – Vacant site forming a vacant public house on the western side of the site and hardstanding on the eastern side. Site has excellent access being directly off Dock Road (A1539) and should benefit from the Wirral Waters Northbank development to the South. However, this is a relatively small site, and would require demolition of the existing building. There is also a Pollution Control order from the site to the North which would need to be considered when development is brought forward.
- 5.4 **Wirral Waters Sky City** – This is a large rectangular site within East Float. This site is identified for the most high-density development within the Wirral Waters proposal. The site does however, have existing large port related uses on site and these would need to be vacated before any redevelopment can come forward.
- 5.5 **Wirral Waters Marina View** – Large rectangular site within East Float. This site is identified as part of the Wirral Waters outline planning permission. The site does however, have existing large port related uses on site and these would need to be vacated before any redevelopment can come forward.
- 5.6 **Twelve Quays Tower Wharf** – Relatively square site fronting Tower Road (A54) and on the edge of the established Twelve Quays business park. Site is owned by Peel Ports and is currently under a planning application for the development of a petrol station (awaiting determination) but could also provide a good employment site in an established employment location, with the only major development constraints around the previous dock use and therefore potential ground contamination.
- 5.7 **Twelve Quays Tower Quay** – Site on the eastern end of East Float, forms part of the Wirral Waters outline planning permission. Site has limited development constraints other than its relatively small size and potential ground condition issues from its previous dock use. APP/18/00409 PP for a three storey B1 office building approved

27/06/19 on part of the site and APP/18/00647 for amenity space linked to Wirral Waters on the remainder of the site approved August 2019.

- 5.8 **Kern’s Warehouse** – Vacant rectangular site on the corner of Cavendish Street and Cleveland Street. Site has excellent transport links, located on the A5030 and is in an established business area. There is an existing structure on site which would require demolition but no other known development constraints.
- 5.9 **Former Builder’s Yard** – Former builder’s yard off Riverbank Road, in an established employment location in Bromborough with new development on site to the west. The site is relatively flat with existing access, although site is relatively overgrown and is relatively small.
- 5.10 **Former Tank Farm** – Relatively square site immediately to east of Croft Retail Park. Majority of site is hardstanding with some mature trees on site. There are also some ground condition issues which would need to be addressed.
- 5.11 **Riverside Office Park** – Half of site is developed office buildings and the eastern half is an undeveloped mix of hardstanding and vegetation. Previous Part A Notification for Pollution Control has recently been revoked, although ground conditions will still need to be assessed prior to any development coming forward. At the southern end of Wirral International Business Park with mature trees and sports fields to the south.
- 5.12 **Cammell Laird South** – Large square site to the south of main Cammell Laird ship construction site. Site is large and flat with existing infrastructure in place and is being actively marketed. However, site is away from the main employment areas around Birkenhead Town Centre/Wirral Waters or Bromborough and has been available since 2016 without coming forward for development. Waste Local Plan allocation on southern half of site as sub-regional site for provision of waste facilities subject to the waste-management operations being port related. Waste allocations do not take precedence over other port related uses, including provision for offshore energy infrastructure. Cammell Laird wish to retain for long-term future associated with shipyard, eg further offshore renewable contracts.

## 6. Group 4 – Good Sites with Market Attractiveness Challenges

- 6.1 The below sites are good development sites with a lot of advantages but have been identified as having issues with attracting investment from the market as discussed further below:

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
35	Ten Streets Phase 1	B'head & W'sey	0.88	0.88	0 - 5 years	Good
36	Ten Streets Phase 4	B'head & W'sey	0.37	0.13	0 - 5 years	Good

79	Former MOD Site	Bromb & Eastham	8.01	8.01	5 - 10 years	Good
<b>Total</b>			<b>9.26</b>	<b>9.02</b>		

6.2 **Ten Streets Phase 1** – This is a small rectangular cleared site in the Hamilton Park area, which is immediately available for development in an established but low-quality business location, with good access to Corporation Road and Cleveland Street (A5030). However, the site is designated for housing in the UDP due to previous housing on the site. The small site size could also limit market attractiveness.

6.3 **Ten Streets Phase 4** - This is a small rectangular cleared site in the Hamilton Park area, which is immediately available for development in an established but low quality business location, with good access to Corporation Road and Cleveland Street (A5030). However, the site is designated for housing in the UDP due to previous housing on the site. The small site size could also limit market attractiveness.

6.4 **Former MOD Site** – Large Former Tank Farm in Bromborough at the southern end of Wirral International Business Park. The site is a regular shape, and relatively flat with limited development constraints. Site has been vacant and available without being developed for a number of years.

## 7. Group 5 – Good Sites with Residential Adjoining Uses

7.1 The final group of sites are good sites with limited development constraints but due to the proximity of residential to the sites it may limit the potential uses that can come forward on these sites.

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
15	Former Training Ground	B'head & W'sey	1.27	1.27	0 - 5 years	Good
45	North of Conway Park Station	B'head & W'sey	1.43	1.43	0 - 5 years	Good
64	Former Croda Site	Bromb & Eastham	6.82	3.96	0 - 5 years	Good
<b>Total</b>			<b>9.52</b>	<b>6.66</b>		

7.2 **Former Training Ground** – The former training ground for Tranmere Rovers Football Club has limited development constraints and is located next to an established business park to the east. However residential developments are located to the south and access is along an estate road past residential housing which will limit

this site coming forward for the heaviest of use types. Approval from Sport England will likely be required for redevelopment of this site given the sites previous use.

7.3 **North of Conway Park Station** – Large square site on the northern edge of the Town Centre off Europa Boulevard, currently used as car parking. Residential units front the site to the west. Site is identified for residential development as part of the Wirral Growth Company proposals for the Town Centre.

7.4 **Former Croda Site** – The eastern portion of the site has already been developed for industrial uses, however the western element is located next to new build residential premises. Bellway are looking to expand their residential development into the remaining employment area. Limited sign of further development activity on the remaining employment land.

# Contact Details

## Enquiries

Edward Blight

[edward.blight@avisonyoung.com](mailto:edward.blight@avisonyoung.com)

## Visit us online

[avisonyoung.co.uk](http://avisonyoung.co.uk)

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### Avison Young

Norfolk House, 7 Norfolk Street, Manchester M2 1DW

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