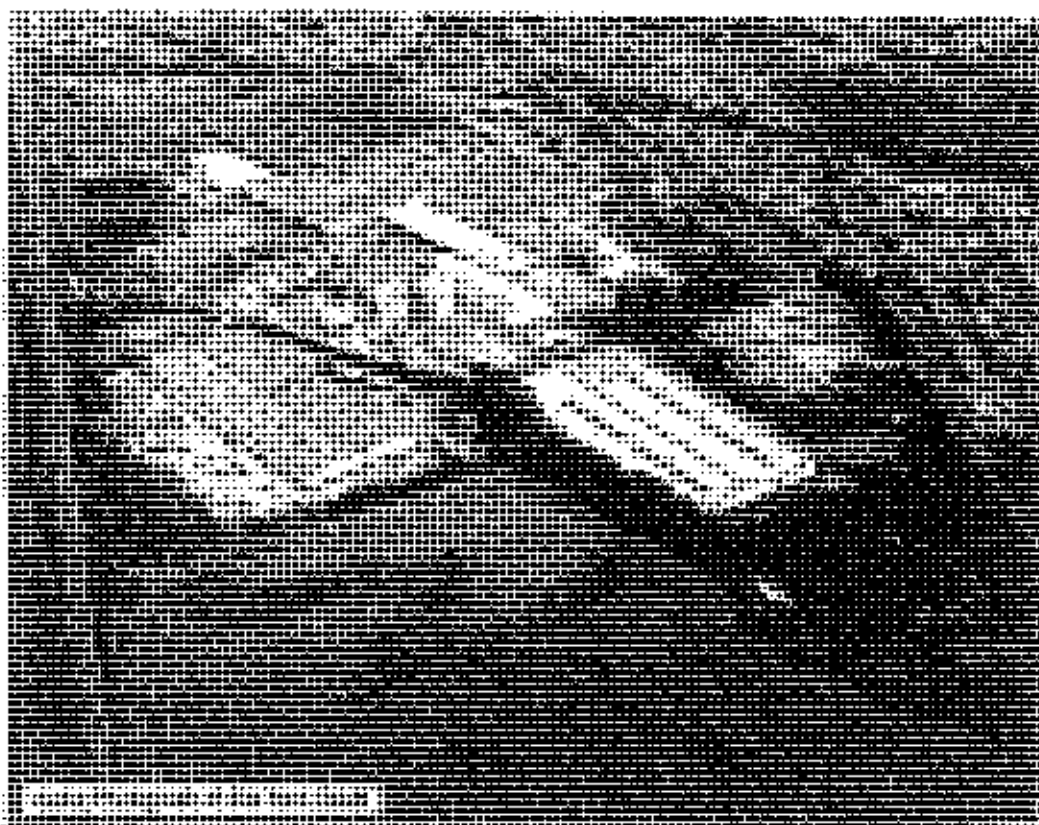


SUPPLEMENTARY PLANNING GUIDANCE [11]  
DEVELOPMENT BRIEF FOR FORMER BICC SITE

**“MERE’S EDGE”**

**HELSEBY**

Adopted by Vale Royal Borough Council  
on 22 November 2002



Planning and Building Control Services  
Environmental Policy



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## 1.0 INTRODUCTION

- 1.1 This development brief has been prepared to guide development proposals in respect of the former BICC site and surrounding land at Chester Road, Helsby. The brief was approved for consultation purposes by Vale Royal Borough Council on 27 June 2002 and adopted by the Borough Council for development control purposes on 21 November 2002.
- 1.2 It has been prepared on behalf of the major landowners who own the site, in conjunction with Vale Royal Borough Council. It will have the status of Supplementary Planning Guidance (SPG) and will be important in providing detailed guidance for those parties seeking planning approval for development of the site. It is expected that any planning applications submitted should accord with the provisions of the brief.
- 1.3 The closure of the BICC works in 2000 presented a unique opportunity to secure a high quality development of this major site, which occupies an important and prominent location on the edge of Helsby village.
- 1.4 The development brief has a number of objectives:
- (i) A key objective of the Council is to secure the early regeneration of the vacant and semi-derelict parts of the site and to bring this land back into beneficial use;
  - (ii) It is intended through the brief to amplify the Vale Royal Borough Local Plan First Review policies as it affects the site, and in particular policy E5.9, so as to provide more detailed guidance to prospective developers;
  - (iii) Closely related to the above, the brief seeks to establish an appropriate mix of land uses, and the broad disposition of those uses within the site, with a strong emphasis on employment creation;
  - (iv) Development and regeneration of the site will only take place if the proposals are realistic and economically viable. The brief seeks to establish a workable and realistic framework within which to promote development;
  - (v) The Council seeks to secure the future of the existing Helsby Sports and Social Club and its associated facilities, as a valuable recreational resource in this area;
  - (vi) The availability of a large area of brownfield land presents a major opportunity for Helsby and this part of the Borough. The brief therefore seeks to secure a well designed, attractively landscaped and high quality mixed use development in place of that which currently exists as the former BICC factory.
- 1.5 The provisions of this development brief are designed to present a blueprint for regeneration of the site and strive to achieve its early regeneration and redevelopment

- 1.6 Details of the public consultation exercise involving Parish Councils, local community groups and local residents are contained within Appendix 8. An analysis of the comments received and the Council's response to them including any proposed changes to the Brief is contained within Appendix 7.

## **2.0 SITE LOCATION AND DESCRIPTION**

### **2.1 Location**

- 2.1.1 The site lies on the southwestern edge of the Helsby built up area. Helsby lies 20 km west of Northwich, 11 km north east of Chester and 10 km south east of Ellesmere Port.
- 2.1.2 The site is prominently located along Chester Road (A56) a trunk route which provides a good link to the M56 motorway at junction 14, 2 km to the southwest.
- 2.1.3 Surrounding land uses are to the north, south and east mainly residential property whilst to the west and north west the site is bounded by the Chester – Runcorn railway line, beyond which is open land.
- 2.1.4 The site's location is shown on plan 1.

### **2.2 Description and Site Ownership**

- 2.2.1 The extent of the site covered by the development brief is shown on plan 2. It extends in total to some 30.7 hectares (76 acres). Only parts of this overall area are available for development however. All of the site, with the exception of a small area within Chester District, lies within Vale Royal Borough.
- 2.2.2 The bulk of the site forms the former BICC factory some of which is now vacant following its closure. This area of the site has been acquired by Brookhouse Group, a property investment and development company and is shown coloured blue on plan 2. Within this area a small part is leased to Brand Rex Ltd, shown coloured purple, and to EVC Ltd shown coloured brown.
- 2.2.3 In the south and west of the site are two large modern industrial buildings, owned and occupied by Brand Rex Ltd. Brand Rex also own additional land in the south and east of the site, including the Helsby Sports and Social Club together with its associated outdoor recreational areas. The Brand Rex ownership is shown coloured yellow on the plan.
- 2.2.4 Approximately in the centre of the site are two buildings owned by EVC and occupied for industrial purposes in connection with their manufacturing processes. This land is shown coloured pink on the plan.
- 2.2.5 The northern portion of the site, comprising sports pitches and other open land which forms a wildlife habitat is owned by Balfour Beatty and is shown coloured green. Part of this land is the site of a Containment Area, comprising contaminated ground sealed within impervious material.
- 2.2.6 Most of the buildings in the central part of the site owned by Brookhouse Group are old, in poor condition and have reached the end of their useful life. The photographs at Appendix 1 illustrate the poor quality of many of the existing buildings and the unattractive image, which they present to the local area.

- 2.2.7 To the west of the main buildings are two water storage lagoons used for fishing by members of the Sports and Social Club. A further pond is located in the southeast portion of the site, by the main access and gatehouse.
- 2.2.8 The southern area of the site is occupied by a building owned by Brand Rex Ltd but leased to the Sports and Social Club, together with outdoor recreational space including bowling greens, tennis courts and a football pitch and car parking.
- 2.2.9 The site currently has two principal access points. The main access is off Chester Road, opposite Britannia Road/Hemlegh Vale. This access serves all the industrial buildings and was the main site entrance to the BICC facility.
- 2.2.10 Further to the south, a secondary entrance off Chester Road provides access to the Sports and Social Club.

### 2.3 Outline Site History

- 2.3.1 Cable making commenced at the Helsby site in 1886. During the early 1900's the site expanded as buildings were constructed to deal with the rapidly growing business, then focussed mainly on cable manufacture and condensers. At its heyday in the 1970's some 3000 people were employed on the site, which was then a powerhouse of major industrial activity.
- 2.3.2 The 1980's saw the main site operations start to decline. A number of buildings were demolished and subsequently others were leased or sold by BICC.
- 2.3.3 In the 1990's the containment area at the northern end of the site was constructed in order to store contaminated waste arising from the processes on site.
- 2.3.4 The BICC operations finally closed in 2000 since which the majority of the floor space on the site has been vacant and disused.
- 2.3.5 More recently Brand Rex Ltd have announced the closure of their operations in the two more modern factory buildings in the south of the site, and which were expected to be vacated during the summer of 2002.

### 3.0 PLANNING POLICY FRAMEWORK

This section summarises key planning policy affecting the site at the national, regional, county and local level.

#### 3.1 National Policy

3.1.1. A number of national planning policy guidance notes (PPGs) are relevant to the development of the site. PPG1 (General Policy and Principles) confirms;

- The three key themes which underpin the Government's approach to the planning system are sustainable development, mixed use and design;
- In terms of sustainable development, the thrust is to use previously developed areas in the most efficient way, while making them more attractive places in which to live and work;
- Mixed use development is seen as helping to create vitality and diversity and reducing the need to travel, by promoting linked trips;
- Good design should be the aim of all of those involved in the development process and should be encouraged everywhere. It can help promote sustainable development; improve the quality of the existing environment; attract business and investment and reinforce civic pride and a sense of place.

3.1.2 PPG2 deals with Greenbelt policy and confirms the extremely stringent restrictions on development that this imposes. A small part of the site, some of which is already developed lies within the approved Greenbelt.

3.1.3 PPG3 (Housing) provides up to date guidance on the location of new housing development. The key policy thrust of PPG3 is that;

- The focus of additional housing should be within existing urban areas and using previously developed land;
- New housing should be well designed and make a significant contribution to promoting urban renaissance;
- The aim is to create more sustainable patterns of development in ways which exploit and deliver maximum accessibility by public transport to jobs, education and health facilities, shopping, leisure and local services;
- To reduce car dependence through encouraging more walking and cycling, by improving linkages by public transport between housing, jobs, local services and local amenities, and by planning for mixed use.

3.1.4 The guidance note confirms the Government's commitment to maximising the reuse of previously developed land and empty properties and the conversion of non-residential buildings for housing, in order to promote regeneration and minimise the amount of greenfield land being taken for development.

3.1.6 PPG3 recognises a "windfall" category of housing land namely those sites, which have not been specifically identified in the local, plan process. They comprise development sites, including "large opportunities which might result from a factory closure". Local Planning Authorities are required to make specific allowances for windfall housing land provision in their plans.

3.1.6 Similarly the note encourages Local Planning Authorities to consider employment land allocations, which cannot realistically be developed in the quantities envisaged during the life of a development plan, for housing or mixed-use development instead.

3.1.7 PPG4 relates to Industrial and Commercial Development and Small Firms. This guidance:

- Stresses a positive approach toward planning applications designed to create jobs;
- States that development control should not place unjustifiable obstacles in the way of development which is necessary to provide homes, investment in jobs, or to meet wider national or international objectives;
- Confirms that necessary development must be reconciled with environmental protection and other development plan policy;
- Recognises that it may not be appropriate to separate industry and commerce from the residential communities for whom they are a source of employment and services.

3.1.8 The guidance also emphasises the importance of reusing urban land, taking into account accessibility by public transport, particularly in the case of labour intensive uses. Local Planning Authorities are required to identify sites and their appropriate alternative uses, including industrial and commercial uses in their development plans.

3.1.9 PPG6 (Town Centres and Retail Developments) provides guidance on the location of retail and other commercial uses.

3.1.10 It emphasises:

- Town centres as the preferred location for retail development;
- A "sequential approach" must be followed and if town centre sites are not available, preference should be for edge of centre followed by out of centre sites in locations well served by public transport and genuinely accessible by a range of non-car modes of transport;
- For edge and out of centre locations, "need" should be considered in line with the Parliamentary Statement by Planning Minister Richard Caborn and following the sequential approach Local Planning Authorities should in response identify suitable sites for retail development through the development plan process.
- The retail impact of the development on the vitality and viability of relevant town centres must be assessed as part of any proposal.

3.1.11 PPG13 (Transport) sets out the Government's policies towards sustainable transport. It confirms the Government's objectives which are to:

- Promote more sustainable transport choices;
- Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and
- Reduce the need for travel, especially by car.



3.1.12 These objectives are to be secured by a number of means including:

- Accommodating housing principally within existing urban areas;
- Ensuring development has a realistic choice of access by public transport, walking and cycling;
- Giving priority to people over ease of traffic movement;
- Ensuring that strategies in the development and local transport plans complement each other.

3.1.13 The overall thrust of PPG13 is to minimise car use, ensure development is located where there is a choice of mode of transport and is well integrated with supporting uses (such as shopping and community uses) and minimises the need for car parking.

3.1.14 PPG17 Planning for Open Space, Sport and Recreation, confirms that open spaces, sport and recreation all underpin people's quality of life. Well designed and implemented planning policies for open space, sport and recreation and potential to delivering Government objectives of: supporting an urban renaissance, supporting a rural revival, promoting social inclusion and community cohesion, health and well being and promoting sustainable development. The PPG focuses on the need to maintain an adequate supply of open space and sports and recreational facilities, enhancing existing facilities and providing new facilities!

### 3.2 North West Regional Planning Guidance

3.2.1 A replacement of Regional Planning Guidance (RPG) [originally published in 1989] which sets the broad framework for planning policy across the whole north west region is well advanced. Presently alterations to RPG following the Panel's report after its examination in public are with the Secretary of State for the Environment, Transport and the Regions awaiting his announcement.

3.2.2 A key policy theme at the heart of the RPG is urban regeneration, and the effective reuse of previously developed land and infrastructure so as to minimise the pressure on greenfield land.

3.2.3 Sustainability is also a hallmark of the guidance; strong encouragement is given toward ensuring all new development is located and designed so as to be as easy as possible to access by non-car modes (public transport, walking and cycling).

### 3.3 Cheshire County Structure Plan

3.3.1 The Cheshire County Structure Plan was adopted in July 1999 and provides the general policy framework to guide development within Cheshire. It does not contain site-specific policies.

3.3.2 Key general policies of relevance include:

- GEN 1, which emphasises the importance of using previously developed land as a priority before greenfield sites are considered;
  - GEN 3 which requires new development to improve the quality of the environment;
  - GEN 7 which requires developers to ensure protection against ground contamination and pollution.
- 3.3.3 Other policies relate to specific types of development and are reflected in the Vale Royal Borough Local Plan, considered below.
- 3.4 Vale Royal Borough Local Plan
- 3.4.1 The Vale Royal Borough Local Plan First Review was adopted in June 2001. It contains both general and site-specific policies of relevance to the land contained within the development brief area.
- 3.4.2 The general policies are identified in Appendix 2. The site-specific policies comprise:
- Employment allocation E 5.9 which relates to approximately half of the site covering an area of 8.75 hectares. This confirms that this site is suitable for A1, B1, B2 and B8 uses in principle<sup>1</sup>. The potential mix and scale of these uses is not specified in the policy;
  - Part of the site, lying in the extreme south and comprising the site of one of the Brand Rex buildings together with the open recreational land, lies within the approved Greenbelt;
  - All of the remainder of the site, (excluding the Greenbelt area and the western most building which is within Chester City's boundaries) lies within the town/village policy boundary of Helsby.
- 3.4.3 The western boundary of the site marks the edge of the Mersey Community Forest Area (Policy NE10) within Vale Royal Borough.
- 3.4.4 This development brief has been prepared to expand upon the provisions of the adopted local plan, so as to provide greater detail on the mix and scale of development that will be permissible, and the key principles to be followed in any development proposals that may be made for the site. The relationship of the master plan with the local plan provisions is considered in section 5.
- 3.4.5 An extract from the approved local plan proposals map and policy E5.9 is contained within Appendix 3.

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<sup>1</sup> A1 = Retail; B1 = offices/light industrial; B2 = general industrial; B8 = distribution or warehouse use.

- 3.4.6 The Local Plan First Review also includes policies such as RT2 concerning sports facilities and open spaces, RT3 relating to public recreation spaces and new development. RT4 seeks to protect formal and informal open spaces from new development.
- 3.4.7 An extract from the approved local plan proposals map and policy E5.9 is contained within Appendix 3.

#### 4.0 SITE CONSTRAINTS

As a major industrial site with a legacy of industrial processes spanning more than a century it is to be expected that the site will be subject to a number of constraints, both physical and environmental.

This section of the development brief discusses the key factors which act as constraints and which will therefore influence the pattern and nature of development, which can realistically be promoted within the area covered by the brief.

#### 4.1 Legal

- 4.1.1 Plan 2 shows legal issues in the form of current ownerships and leases:
- 4.1.2 All the land owners but particularly Brookhouse and Brand Rex who collectively control the majority of the site, (including all the land and buildings which are currently vacant and available for redevelopment), are working closely together to realise the sites optimum potential.

#### 4.2 Services

- 4.2.1 Plan 3 shows the approximate position of key mains services which are believed to exist within the site and which may therefore influence development patterns.
- 4.2.2 These services (and others which have since been disconnected) previously served the major BICC facility. Some of these may require to be diverted in order to facilitate development, though no major constraints are envisaged.
- 4.2.3 At this stage the principal concern has been to seek to identify the location of existing services rather than investigate their capacity in any detail. As the form of development becomes established, the proposed developers will need to discuss their requirements with the Utility Companies, who hold information on capacity and loading of existing mains services. The Companies will be consulted on planning applications for new development.

#### **Gas**

- 4.2.4 A District Regulator housing is located in the northeastern corner of the site along Chester Road. Adjacent to this is the main meter housing which previously contained the BICC supply line. This was a substantial supply to the factory of over 17,000kw.

- 4.2.5 Close to the residential properties (51-71 Chester Road) is a 180 mm PE medium pressure main routed to serve a gas meter sited in a housing adjacent to the Brand Rex building close to the Sports and Social Club. This is believed to have a capacity of 4,866kw.
- 4.2.6 This medium pressure service feeds the meter and then continues to serve an EVC gas meter, and a low pressure main routed between the EVC buildings, terminating within the EVC boiler house.

#### *Electricity*

- 4.2.7 Considerable high voltage distribution remains on the site. This is configured on a ring mains basis, supporting each of the remaining substations (EVC, Brand Rex and Hornsmill). The main existing 33kv substation (located immediately north of the fishing ponds) remains in use to support this site and local network systems. It is understood that this is intended to be relocated within the site by Scottish Power.
- 4.2.8 Low voltage supplies remain to serve the previous installations gatehouse and sports club buildings fed via an LV network within Chester Road.

#### *Water*

- 4.2.9 There is limited mains water distribution within the site. Previously BICC used water extracted from a borehole within the site and also the lagoons (now used as fishing ponds) to the west of the main buildings complex. There is also a borehole pumping station in the southeast corner of the site.
- 4.2.10 A 225m water main exists in the south of the site and this can be extended for domestic purposes. The developers should contact United Utilities regarding its use.

#### *Telephone*

- 4.2.11 No information is available.

#### *Foul Drainage*

- 4.2.12 A 300mm diameter public sewer runs across the northern portion of the site, through Freshmeadow Field.
- 4.2.13 Another 300mm sewer starts close to the fishing ponds in the west of the site, and runs roughly parallel to the western boundary of the site, passing under the main railway line as a 600mm diameter main. This main is also fed by a line from Helsby village, running through the southern portion of the site where it connects to the mains, which lie within the A56 Chester Road.
- 4.2.14 A 225mm diameter sewer enters the site on its north eastern edge and leaves the site in the region of the gatehouse by the main entrance, where it joins the main in Chester Road.

### **Surface Water**

- 4.2.15 All surface water is currently discharged into the Hornsmill Brook, from the factory premises and extensive areas of roofs and hardstandings.
- 4.2.16 Where sewers are retained on site, an access strip of 6 m in width and at least 3 m either side of the centre line is required to be free of development for future maintenance and possible replacement.
- 4.2.17 The Drainage Section of the Council will need to be consulted regarding the requirement for sewers connections for new infrastructure. The Council at the developers expense will carry out the diversion of existing public sewers necessitated by the proposals.
- 4.2.18 The site must be drained on separate systems with only pool drainage connected to foul sewers.

### **4.3 Contamination and Ground Conditions**

- 4.3.1 Ground conditions across the site generally comprise made ground overlying alluvial and marine deposits, which in turn is underlain by Sherwood Sandstone. Both the alluvial deposits and sandstone are considered to be aquifer water bodies. The site is partly located within a groundwater source protection zone. This will provide constraints not only on the pollution prevention measures but also on the type of development permitted. Details on restraints can be found in the Environment Agency publication "Policy and practice for the protection of Groundwater".
- 4.3.2 Based on the results of preliminary site surveys carried out by consultants acting for Brookhouse Group, it was concluded that generally low levels of contaminants are present across the site, generally in the form of isolated "hotspots". The information set out below is drawn from the consultants acting for the developers. Plan 4 shows ground condition constraints indicatively.
  - (i) No evidence of impact to groundwaters from contamination on site was noted as part of these surveys.
  - (ii) Naturally occurring methane gas from peat deposits was noted in soils adjacent to Hornsmill Brook. These were generally at levels which would not present a risk to development, however a precautionary approach would be required in order to mitigate any slight risks to development as described below.
  - (iii) There was no evidence of PCB contamination contained within the adjacent containment area (under the ownership of Balfour Beatty) entering the development site or affecting groundwater reserves.
  - (iv) In order to mitigate any slight risks to future site users, a robust remedial strategy will be implemented on the site, particularly in those areas designated for residential development.

- (v) Potential mitigation measures include, but are not restricted to:
- Removal of existing service runs where it can be demonstrated they present a risk to sensitive environmental receptors;
  - Placement of new services within clean service corridors;
  - Measures to mitigate the discharge of contaminants to Hornsmill Brook;
  - Treatment to isolate residential areas from potential contamination hotspots;
  - The use of clean cover materials to isolate potential contaminants in residential areas;
  - Incorporation of gas protection measures into new structures on site.

4.3.3 The Council requires details of ground conditions and a remediation strategy to accompany any planning application to develop land within the area covered by the brief. Prospective developers should refer to the Council's Guidance on the Development of Potentially Contaminated Sites for more detailed guidance.

#### 4.4 Flooding

4.4.1 The site is situated adjacent to, but outside the Mersey floodplain, the boundary of which coincides with the railway embankment located to the north west of the site.

4.4.2 Some isolated flooding has taken place historically adjacent to the site's boundary with Hornsmill Brook. These occurrences are extremely rare and the risk to development in this area is considered to be low.

4.4.3 However in accordance with the guidance in Planning Policy Guidance Note (PPG) 25, a full floodplain risk assessment will be required to accompany any planning application.

#### 4.5 Landscapes and Environmental

4.5.1 A landscape appraisal of the site has been carried out by Groundwork Macclesfield and Vale Royal. This is attached as Appendix 4.

4.5.2 In summary, the report concludes that the present site contains limited landscape features of value. Of perhaps most significance and having the greatest potential for enhancement are the water features: the Hornsmill Brook, which flows through the western part of the site and the three ponds (two in the west and one in the south east).

4.5.3 The report also contains an assessment of the landscape character of the wider area and a visual appraisal of the site in this context.

4.5.4 Parts of the site are visible from distant vantage points, though these tend to be the most recent buildings due to the materials used in their construction. The report recommends the need for a strong landscape framework within the site, which can help mitigate the effect of existing buildings which are to be retained,

as well as helping to integrate any new development so as to minimise its visual impact.

4.5.5 A set of guidelines is proposed to guide the landscape strategy for the future development of the site. This landscape strategy should be closely linked to the urban design strategy, and to other strategic landscape proposals (such as North Cheshire Forestry Strategy and Newlands). The following principles must be reflected in any planning application for redevelopment of the major part of the site:

- Retention and enhancement of the existing landscape features of value, which where possible should be reinforced to create an attractive setting for new development;
- Creation of a strong landscape framework, especially to all the site boundaries, to screen views from adjacent properties and help integrate both existing buildings retained and any future development. Any new buildings should be of a scale and appearance appropriate to the location within the site bearing in mind the character of adjacent land. This should incorporate native structure planting to the northern and western boundaries to create a more natural appearance with ornamental planting to the A56 frontage and the site entrances in association with high quality fencing and walling;
- To ensure a sense of arrival and identity attractive gateways to the site entrances should be created, with high quality signage designed as an integral part of any scheme;
- Creation of a network of safe, attractive routes both for pedestrians and cyclists within the site, and linked to the surrounding area and other existing facilities;
- Where possible effective screening of visual detractors such as the electricity substation and treatment plant;
- Creation of a locally distinctive area with landmarks exploiting attractive off-site views, including towards Hetsby Hill;
- Creation of a network of formal and informal open space;
- Improve the biodiversity of the site by providing wildlife corridors and a framework of native structure planting. A habitat survey will be required to support any planning application.

#### 4.6 Noise

4.6.1 Noise surveys at various points within the site have been undertaken by specialist consultants Sound Research Laboratories Ltd (SRL) on behalf of the developers.

4.6.2 A summary of their report forms Appendix 5. It notes that the site is currently influenced by noise from external sources, principally road traffic and rail as well

as various industrial sources within the development brief area. As a consequence, noise exposure across the site is variable. The site itself has a long history and is currently permitted to operate as an established industrial area with unrestricted servicing arrangements.

- 4.6.3 Different types of development have greater sensitivities to noise, with residential being the most sensitive. The noise climate therefore influences the form and layout of the proposed development. Noise is also an important consideration for surrounding residential amenity.
- 4.6.4 Within the site certain areas are suitable for residential development. This will require existing noise sources to be screened using a combination of bunding and noise attenuating fencing and, if appropriate, through design of the dwellings themselves. A detailed noise assessment and a scheme for noise attenuation measures will be required to accompany any planning application for residential development.
- 4.6.5 Elsewhere the current industrial, offices and commercial uses will continue to operate under their existing planning permissions. New development of these types of uses, whilst less noise sensitive than residential, may require a scheme of mitigation to be deployed dependant upon their location relative to noise sources within the site.

#### 4.7 Air Quality

- 4.7.1 An Air Quality Assessment will need to be undertaken to assess the impact upon the proposed residential development, that transport, especially the use of the M56 and A56 and industrial sources could have.
- 4.7.2 Consideration of industrial sources should include those existing and proposed on the site at the Stanlow Complex including Kemira and those proposed in the Ince areas.
- 4.7.3 Reference to the Air Quality Review and Assessment document produced by Vale Royal, Ellesmere Port and Neston and Chester City Council will be required.

#### 4.8 Transportation

##### *Site Access*

- 4.8.1 The site is presently accessed at two points off Chester Road; the main access to the industrial complex, serving the former BICC facility and a secondary access further to the south which serves the Sports and Social Club and car parking used in association with one of the Brand Rex industrial units.
- 4.8.2 It is expected that the principal point of access will continue to be via the established main industrial access which will be improved to serve the new development.
- 4.8.3 An indicative scheme for a new access junction was prepared by JMP Traffic Consultants and has been reviewed by Cheshire County Council highways



department. Following concerns by the Parish Council and local residents, during the public consultations, proposed the junction has been amended in a revised plan at Appendix 6 in accordance with advice from County Highways. There are no objections in principle to the proposed arrangements.

- 4.8.4 The proposals would be a signalised junction with left turn slip roads into the site, and a central refuge for right turning traffic. In this way delays to through traffic along Chester Road can be minimised.
- 4.8.5 The junction will include new pedestrian and cycle crossings to provide a safe and convenient means of accessing the site and linking the development to the main residential areas of Helsby east of Chester Road.
- 4.8.6 The junction plan now makes provision through a set of traffic lights to allow access into and out of Britannia Road and also allows a small parking area for approximately 5 cars to be provided, convenient for visitors calling in at the local shopping located close by.
- 4.8.7 A full Transport Assessment to demonstrate that the junction arrangements proposed are suitable to accommodate the forecast traffic movements arising from the development of the site, and existing occupiers, will be an essential part of any planning application.

Proposals for the site must be developed in the context of transportation objectives which must include:

- To create a sense of place and community, with movement networks used to enhance those qualities;
- To minimise dependency on the car by providing safe and convenient opportunities to travel more sustainably, namely by foot, cycle and public transport both within and to and from the site and;
- To ensure, through appropriate off site measures, that the traffic generated by the development can be acceptably accommodated on the highway network.

Any planning application must be accompanied by a Transport Assessment which should illustrate the likely modal split of journeys to end from the site, together with details of proposed measures to improve access by public transport, walking and cycling and reduce the number and impact of motorised journeys associated with the proposal. The assessment will also need to carefully assess the effect of traffic movements particularly HCVS travelling through Helsby on residential amenity in particular the effects of proposals for B8 warehousing and storage use in existing buildings or with proposed new buildings and the impact of a 24-hour operation. The Council's aim would be to minimise the number of HCVS travelling through Helsby as a result of development proposals on this site.

### ***Public Transport***

- 4.8.8 Chester Road is a public transport corridor and existing services provide a good level of service to Chester, Runcom, Warrington, Ellesmere Port, Cheshire Oaks as well as destinations closer to the site, including Frodsham. The Transport Assessment should detail existing service provision and assess this in the light of the development proposed.
  - 4.8.9 Bus stops are located within walking distance of the site. The design of any layout must provide convenient pedestrian linkages to these stops. The existing stops in the vicinity of the site should be upgraded to the new Cheshire County Standard bus stop design.
  - 4.8.10 Helsby Railway Station is located within walking distance of the site, and is accessible on foot via Chester Road. A safety audit of this pedestrian route should be included within the Transport Assessment.
  - 4.8.11 The proposed National Cycle Route no. 5 runs close to the site, to the southeast, and the development should allow for a link to this in the event that it is constructed in the future.
  - 4.8.12 The Transport Assessment submitted as part of any planning application must also include a Green Travel Plan framework to encourage sustainable travel patterns for those working within or visiting the site.
- 4.9 Features to be protected and buildings to be retained**
- 4.9.1 Those buildings which are expected to be retained are shown on plan 2. These comprise the modern buildings presently occupied by Brand Rex; those occupied by EVC, the Sports and Social Club (together with its surrounding land and facilities) and a limited number of buildings close to the main site entrance which are currently the subject of a refurbishment programme and which include the brick gatehouse building including new landscaping to enable them to be marketed as offices and let to new occupiers.
  - 4.9.2 The two storage lagoons in the western portion of the site now used as fishing ponds, together with the pond close to the main site entrance should also be retained and enhanced as part of any development plan.
  - 4.9.3 Hornsmill Brook traverses the site running from south to north. This existing watercourse should be retained and, enhanced as part of the development proposals.
  - 4.9.4 The Sports and Social Club is leased to the Trustees of the Helsby Sports and Social Club. It is unaffected by the master plan proposals and the Council is concerned to ensure that the future of the club and the availability of the recreation facilities is secured through the realisation of the development proposals outlined in this brief.
  - 4.9.5 Provision will be made within any re-development of the main site for safe and convenient pedestrian access (including during the construction period) for

members of the club walking between the club house/car park areas and the fishing lagoons and rugby pitches, in the north of the site.

- 5.0 RELATIONSHIP OF THE MASTERPLAN PROPOSALS WITH PLANNING POLICY**
- 5.1 The closure of the BICC Facility and the expectation that Brand Rex will cease their operations and vacate the two large industrial units represents a major challenge to secure new employment, development and investment at this important site.
- 5.2 These closures have resulted in a substantial amount of industrial floor space becoming available on the market either for reoccupation or redevelopment in Helsby. The Council is anxious to see this land and the more modern buildings brought back in to effective use as quickly as possible.
- 5.3 The extent to which the local market can absorb this level of land and buildings for industrial or similar uses in a realistic period of time is one aspect which developers seeking permission for alternative uses will need to address. The Council will require evidence of the level of demand to accompany any planning application for alternative uses.
- 5.4 Local Plan policy E5.9 identifies the BICC site as suitable for a mix of uses comprising A1 (retail); B1 (offices/light industrial); B2 (general industrial) and B8 (distribution and warehousing). The supporting text to this policy states that acceptable uses are specified in order to clarify the Council's intentions, and give greater certainty to developers and neighbouring land users. This development brief is designed to build upon those uses.
- 5.5 A wide range of other general policies in the local plan (set out in Appendix 2) is also relevant. At a strategic level, policy GS2 encourages the provision of housing, employment and other services (such as retail) in the larger towns and villages, and identifies Frodsham and Helsby (inter alia) for further development.
- 5.6 In terms of housing, policy H5 relates to non-allocated sites and sets out a hierarchy of settlements and locations to govern the scale of new housing development. Helsby is included within the top tier of the hierarchy defined in this policy.
- 5.7 Policy H6 permits housing development on unidentified, windfall sites within and on the edge of the specified settlements, which includes Helsby, described as having a reasonable concentration of services and facilities.
- 5.8 The local plan notes that windfall housing can often be accommodated on sites, which have fallen vacant, derelict or are under-used. There is however currently an estimated oversupply of residential land in the Borough to 2006.
- 5.9 Policy H10 relates specifically to windfall sites and sets out a number of criteria relating to matters such as loss of open space; accessibility by public transport; and that schemes should be appropriate to the existing form and character of the settlement. Policy H21 deals with density, and also specifies certain criteria, which should be met. Proposals for housing within the site would need to demonstrate compliance with these criteria.

- 5.10 The Council has agreed the contents of an updated Housing Needs Survey for the Borough, and Policy H24 relates to Affordable Housing and the Council will seek an appropriate proportion of affordable housing units within the site. The developer will be required to discuss the amount and type of affordable housing provision with the Council's Housing Strategy and Regeneration Section.
- 5.11 The Council will expect a range of dwelling types and sizes to be provided within the residential elements of any proposal.
- 5.12 A number of policies in the local plan set out criteria to guide employment development, including policies E1 and E3. The existing use and allocation of the site is also relevant in this regard. The Council will strongly support job-creating uses within the site, in order to attract new employment to the Helsby area.
- 5.13 Policy E4 protects land, which is currently used for employment purposes from other uses, unless certain criteria are met. The Council will require evidence to demonstrate the adequacy of supply and the marketability of the existing premises to accompany any application for redevelopment for alternative uses.
- 5.14 Compliance with local plan policies governing transportation including sustainable transport modes will be important factors in the Council's consideration of proposals. Relevant policies include T1, T9, T12 and T20. The County Council have already indicated their approval in principle to the revised access arrangements shown on the master plan and detailed in Appendix 6. Detailed proposals to provide safe and convenient pedestrian circulation, and access by cyclists will be required as part of the planning application. The Transport Assessment required to accompany applications should show clearly how the requirements of these policies are met.
- 5.15 Local plan policy RT2 gives priority to improving local sports facilities and open space, RT3 sets out the Council's requirements for public recreation space in the development, RT4 relates to existing formal and informal areas of open space, and protects these from development, subject to certain criteria (which includes equivalent re-provision) as set out in the policy.
- 5.16 A children's play area should be provided by the developer as part of any proposal for residential development on the site. Additional consideration should be given to the type and location of a facility to serve the southern end of the village.
- 5.17 The need for informal youth provision should also be discussed with the Borough and Parish Councils.
- 5.18 Retail use (A1) is permitted on the site in line with policy E5.9. Policy STC10 deals with retail proposals. Of relevance to the BICC site is this policy's objection to retail warehousing and superstore proposals in villages such as Helsby. Supermarket proposals are however permitted within or on the edge of the defined large village centres (which policy STC1 designates, and which includes Helsby) subject to certain criteria. Any proposal for supermarket development

must demonstrate compliance with these criteria. A Retail Impact Assessment will also be required to accompany any retail proposals.

- 5.18 Some contamination is known to exist within the site as a result of the land's long history of industrial use. Local policies P3, P5, P8 and P9 set out detailed requirements relating to noise and light pollution and contaminated and derelict land. The Council will require developers to provide sufficient information with their planning application to demonstrate that these policy requirements will be met.
- 5.19 Having regard to the local plan policy framework outlined above, and national policy, the Council considers that a range of possible land uses may be acceptable in principle for the site comprising:
- Employment (offices/industrial/warehouse and distribution)
  - Retail (food store)
  - Residential
  - Leisure
- 5.20 Each of these uses raises different planning issues which, as highlighted above would need to be addressed fully in any planning application submission. The scope of the information required by the Council to support any application is set out in section 7 of this brief. The precise requirements will of course depend upon the nature of the proposal.
- 5.21 Each use should integrate fully with the others and the development of the former BICC factory must be designed as a comprehensive scheme to regenerate the major part of the site which is now vacant.
- 5.22 A master plan illustrating a land use strategy for the regeneration of the site is included within this development brief, as plan 5. This has been amended and the up to date illustrative Master Plan is included with the planning application documents reference 4750A.
- 5.23 This shows predominately employment uses across the site, supported by commercial uses comprising a food store, possibly together with smaller scale local shopping and a public house and family restaurant adjacent to the new access point, with frontage to Chester Road. A residential zone is located behind this adjacent to and overlooking the playing fields area. A further small area of housing is located adjacent to the main entrance.

5.24 The proportions of the various land uses is as below:

	Proposed Use	
	Area	% of total development brief site
▪ Employment	12.942 ha (31.98 ac)	42.06%
▪ Recreation/Amenities	11.767 ha (29.08 ac)	38.23%
▪ Housing	2.62 ha (6.47 ac)	8.51%
▪ Retail	1.146 ha (2.83 ac)	3.72%
▪ Sports & Leisure	0.653 ha (1.615 ac)	2.12%
▪ Family restaurant	0.506 ha (1.25 ac)	1.64%
▪ Infrastructure	0.953 ha (2.31 ac)	3.1%
▪ Utility	0.189 ha (0.469 ac)	0.62%
<b>Total area</b>	<b>30.776 ha (76.05 ac)</b>	

In terms of the developed areas (ie excluding the recreation land, other open land and the green belt land) the split of the major land uses is:

	% of built area
▪ Employment	72.4%
▪ Housing	14.66%
▪ Retail	6.41%
▪ Sports and Leisure	3.65%
▪ Family restaurant	2.88%
	<hr/> 100%

5.25 In the south east of the site, between the main entrance and the sports and social club is an area of under-utilised land, some of which is presently used as car parking. This area is partly allocated for employment use in the adopted local plan and is suitable for development for this purpose.

5.26 Elsewhere within the site the existing pattern of land uses is expected to remain essentially as currently. The two Brand Rex units will remain in employment use

(B1/2/8) as would the EVC units. The Sports and Social Club and its associated recreational areas, the fishing ponds and the open land in the north of the site are all unaffected by the development proposals.

- 5.27 The Council is determined to ensure that the Sports and Social Club's future is secured through transfer into community ownership. It will be seeking a planning obligation attached to appropriate planning applications to ensure this happens. Policies BE5 and BE6 on the adopted Local Plan First Review set out the Council's requirements in terms of planning obligations.
- 5.28 The Council wishes to advise the developers that it may require a number of planning obligations to be determined by way of a Section 106 legal agreement to cover such matters as:
- (i) affordable housing
  - (ii) open space
  - (iii) wildlife issues
  - (iv) sustainable transport
  - (v) sports and social club



## 6.0 DESIGN CONSIDERATIONS

The design of any scheme will need to take account of the following:

- The landscape design principles set out in section 4.5 of this brief;
- The need for high quality design of all buildings and use of appropriate materials, particularly along the prominent A56 frontage;
- The views of the site, both near and from higher ground further afield, which will influence the colour and choice of materials of the buildings;
- The noise sources within and external to the site. Particular care will need to be taken in design of the residential properties to ensure that their positioning and the detailed design of the dwellings ensures a satisfactory environment for all occupiers;
- The juxtaposition of the various different uses within the site. Careful design will be required for access to individual buildings; servicing arrangements; pedestrian circulation and cycle routes within the site and their linkages to the built up area and the segregation of commercial/industrial traffic from the residential zone;
- Any need for informal public open space in association with the residential development;
- The potential impact of a contaminated land remediation strategy and any effect on the disposition of land uses;
- The need to ensure access arrangements are satisfactory to serve the development proposed, plus existing retained uses;
- The continued operation of the Sports and Social Club, together with the industrial occupiers (Brand Rex Ltd, EVC) with minimum disruption to their activities.
- Consideration to be given to linking the brief area with the disused railway line functionally and visually through pedestrian/cycle links, landscaping and other recreational facilities.

**7.0 INFORMATION REQUIRED TO SUPPORT A PLANNING APPLICATION FOR DEVELOPMENT OF THE SITE**

7.1 Depending upon the nature and mix of uses contained within any planning application(s), the Council will require the following information (as appropriate) to accompany any proposals for development in accordance with the master plan.

- Transport Assessment incorporating Green Travel Plan Framework;
- Ground Condition Survey Risk Assessment, Conceptual Model and Remediation Strategy;
- Noise Assessment Survey;
- Tree Survey and Landscape Appraisal;
- Landscape Design Strategy/Management Strategy;
- Retail Impact/Need/Sequential Assessment;
- Urban Design Statement;
- Phase 1 Habitat Survey/Protected Species Survey;
- Phase 1 Hydrological Study, including hydro-geology
- Market appraisal of site to justify particular uses;
- Air Quality Assessment;
- Potential Flood Risk Assessment;
- Sustainability Appraisal.

## 8.0 CONSULTATION PROCESS

- 8.1 A public consultation process took place from 17 June to 26 July 2002. This included opportunities for interested local residents and other groups to meet representatives of Brookhouse Group's development team, and officers of the Borough Council. Two manned public exhibitions were held on Thursday 27 June (10am to 7pm) and Tuesday 2 July (2pm to 7pm) at the BICC site.
- 8.2 From Wednesday 3 July 2002 the exhibition was held on an unmanned basis at Helsby library until 19 July. From 22 July to 26 July this exhibition was in the planning reception area at the Borough Councils offices at Wyvern House, Winsford.
- 8.3 Written comments on the development brief proposals were received and are attached at Appendix 7.
- 8.4 The Council's response to the comments received on the consultation of the Brief is contained in Appendix 7.
- 8.5 Full details of the consultation are contained in Appendix 8.

**9.0 DETAILS OF LEAD DEVELOPERS AND KEY MEMBERS OF THE CONSULTANT TEAM**

<b>Lead Developer:</b>	Brookhouse Group Mercury Way Barton Dock Road Manchester M41 7LY Tel: 0161 866 8368
<b>Planning Consultant:</b>	HOW Commercial Planning Advisors 64 Cross Street Manchester M2 4JQ Tel: 0161 835 1333
<b>Architects/Master Planners:</b>	Biggins Sergant Partnership BSP House Station Road Chester CH1 3DW Tel: 01244 326226
<b>Landscape Architect:</b>	Groundwork Macclesfield & Vale Royal Adephi Mill Gate Lodge Grimshaw lane Bollington Macclesfield Cheshire SK10 5JB Tel: 01625 572681
<b>Transportation Consultant:</b>	JMP Consultants The Corn Exchange Drury Lane Liverpool L2 7QS Tel: 0151 225 0220

**10.0 DETAILS OF CONTACT OFFICERS:**

10.1 For further information about the proposals please contact the following officers at Vale Royal Borough Council:

<b>Officer</b>	<b>Telephone</b>	<b>e-mail:</b>	<b>Issues</b>
Collin Williams Planning Control Manager	01606 867734	<a href="mailto:cwilliams@valeroyal.gov.uk">cwilliams@valeroyal.gov.uk</a>	Case Officer
Jeremy Owens Head of Environmental Policy	01606 867727	<a href="mailto:jowens@valeroyal.gov.uk">jowens@valeroyal.gov.uk</a>	Planning Policy
Toni Burke Housing Strategy and Regeneration Manager	01606 867543	<a href="mailto:tburke@valeroyal.gov.uk">tburke@valeroyal.gov.uk</a>	Housing
Derek Richardson Nature Conservation Officer	01606 867724	<a href="mailto:drichardson@valeroyal.gov.uk">drichardson@valeroyal.gov.uk</a>	Ecology/Nature Conservation
Rupert Adams Principal Environmental Health Officer	01606 8667857	<a href="mailto:radams@valeroyal.gov.uk">radams@valeroyal.gov.uk</a>	Noise, air quality, contaminated land
Neil Evans Planning Officer	01606 867857	<a href="mailto:nevans@valeroyal.gov.uk">nevans@valeroyal.gov.uk</a>	Landscape, trees matters
Robert Hindhaugh Principal Engineer, Cheshire County Highways Council	01244 663960	<a href="mailto:hindhaughr@cheshire.gov.uk">hindhaughr@cheshire.gov.uk</a>	Highways

10.2 Parish Council contact:

**Janet Hughes**  
 Clerk to Helsby Parish Council  
 Primrose Cottage, Back Lane, Alvanley, Cheshire WA6 9AN  
 Tel: 01928 726433



## ***Appendices***

- Appendix 1: Photographs of existing buildings within the site
- Appendix 2: General Policies of Vale Royal Borough Local Plan of relevance to the Development Brief area
- Appendix 3: Vale Royal Borough Local Plan policy E5.9 and extract from Proposals Map
- Appendix 4: Landscape Appraisal by Groundwork Macclesfield and Vale Royal
- Appendix 5: Summary of Noise Report by SRL Ltd
- Appendix 6: Proposed New Main Site Access detail
- Appendix 7: Results of Public Consultation Exercise and Council's Response
- Appendix 8: Details of Public Consultation Exercise

**Appendix 1: Photographs of existing buildings within the site**



**Appendix 2: General Policies within the Vale Royal Local Plan  
First Review of relevance to the Development Brief area**

Policy Ref No.	Local Plan Page No.	Policy
Major objective 7	15	Planning for sustainable development and helping to reduce global warming
GS2	20	New development for housing, employment and services ... etc
NE7	36	Protection and enhancement of landscape features
NE8	36	Provision and enhancement of landscape in new development
NE16	46	Surface water run off
NE17	46	Watercourses
BE1	51	Safeguarding and improving the quality of the environment
BE2	53	Sewerage infrastructure
BE3	53	Water supply
BE4	54	Design for safety and crime prevention
H1	69	Policies to govern the supply of housing land
H5	74	Settlement hierarchy for housing development on non-allocated sites
H6	74	Towns of... and inset villages of... Helsby etc
H10	77	Windfall sites
H21	85	Density
H24	88	Sites for affordable housing on residential developments
E1	98	General requirements for employment use
E3	98	Redevelopment of employment land for employment purposes
E4	100	Redevelopment of existing and proposed employment land for non-employment purposes
T1	140	Traffic generation
T9	145	Pedestrians
T12	146	Cycling
T20	149	Car parking
STC6	163	Sites adjacent to the defined town centre boundaries
STC10	167	Large proposals in large village centres
P3	186	Noise pollution
P5	187	Groundwater
P8, P9	189,190	Contaminated and derelict land

Source: Vale Royal Borough Local Plan First Review June 2001

**Appendix 3: Vale Royal Borough Local Plan policy E6.9 and extract from Proposals Map**

- (iii) **AN EXISTING USE IS UNNEIGHBOURLY BECAUSE OF TRAFFIC GENERATION, NOISE OR DISTURBANCE TO AMENITY; AND THE PREMISES/ SITE IS NOT REASONABLY CAPABLE OF RE-USE ON A NEIGHBOURLY BASIS.**

**Reasons and Explanations**

- (i) In some areas, considerable pressure exists for the conversion of employment sites to other land uses, such as housing. This is particularly the case in rural areas. However, the cumulative loss of employment sites will take its toll on the availability of local jobs, resulting in either higher local unemployment or increased commuting, both of which are contrary to the aims of this Local Plan. Consequently, employment sites should normally be retained.
- (ii) Exceptions may be allowed where there is a clear surplus of suitable employment sites in the area or the premises are causing amenity problems. The area will normally be interpreted to be the same town, village or rural parish in which the application site is located. Evidence that there is already an adequate supply of suitable employment sites will be required. This must address both the quantitative and qualitative aspects of supply. It must also demonstrate that market demand for employment sites is being satisfied, and that suitable tenants or purchasers for the site cannot be found. The Council will require the developer to submit evidence of marketing of the site for at least 12 months.
- (iii) Older employment sites can often make a valuable contribution to maintaining a varied portfolio of employment land, particularly in the provision of low cost premises. For this reason they should not be lost if they can continue in any way to play a role in the local economy.
- (iv) Employment development can be defined as development primarily involving one or several of the following business uses: office, light industry, general industry, special industry and storage and distribution. These correspond to Classes B1 to B8 of the Town and Country Planning (Use Classes) Order 1987.

**Policy Derivation**

PPG4 "Industrial and Commercial Development and Small Firms"

PPG6 "Town Centres and Retail Developments"

PPG7 "The Countryside - Environmental Quality and Economic and Social Development"

PPG13 "Transport"

**Employment Land Allocations**

**E5**

THE FOLLOWING SITES, AS IDENTIFIED ON THE PROPOSALS MAPS, ARE ALLOCATED FOR EMPLOYMENT DEVELOPMENT. THE SITES ARE PRIMARILY INTENDED TO BE DEVELOPED IN ACCORDANCE WITH THE SPECIFIED USE CLASSES BUT OTHER APPROPRIATE AND COMPLEMENTARY EMPLOYMENT GENERATING USES MAY BE ACCEPTABLE WHERE THESE COMPLY WITH OTHER POLICIES OF THE LOCAL PLAN.

**A. NEW ALLOCATIONS**

**NORTHWICH**

**E5.1 REDUNDANT DEPOT, GRIFFITHS ROAD, TO BE REDEVELOPED WITH REFERENCE TO POLICY E3. (2.25HA) : B2, B8**

**E5.2 EX-GASHOLDER SITE, WATLING STREET (0.16HA) : B1, D1, D2**

E5.3 LAND EAST OF WINNINGTON AVENUE (3.87HA): B1

E5.4 LAND OFF MIDDLEWICH ROAD (3.95HA): B1, B2, B8

#### ANDERTON / BARNTON

E5.5 LAND AT RUNCORN ROAD (0.95HA): B2

#### LOSTOCK GRALAM

E5.6 LAND AT JUNCTION OF A556 AND MANCHESTER ROAD (LOSTOCK TRIANGLE) TO BE DEVELOPED WITH REFERENCE TO POLICY E6 (17.12ha): B1

#### WINSFORD

E5.7 FORMER BRITISH GAS DEPOT, WEAVER STREET, TO BE REDEVELOPED WITH REFERENCE TO POLICY E3 AND WITH AN IMPROVED PATH AND CYCLE LINK BETWEEN TOWN PARK AND THE RIVER WEAVER TO BE PROVIDED AS PART OF THE REDEVELOPMENT (0.63HA): B1, B2

E5.8 LAND AT WHARTON PARK, WINSFORD (3.35HA): B1, B2, B8

#### HELSEBY

E5.9 LAND AT BICC, HELSEBY TO BE REDEVELOPED (8.75HA): A1, B1, B2, B8

B. ALLOCATIONS BROUGHT FORWARD FROM THE ADOPTED VALE ROYAL BOROUGH LOCAL PLAN WITHOUT THE BENEFIT OF PLANNING APPROVAL (AS AT END SEPTEMBER 1999)

#### NORTHWICH

E5.10 LAND OFF LEICESTER STREET (0.24 HA): B1, B8

E5.11 LAND ON DENTON DRIVE INDUSTRIAL ESTATE (1.09HA): B1, B2 (PART PREVIOUSLY ALLOCATED IN THE ADOPTED LOCAL PLAN)

E5.12 LAND OFF WINNINGTON LANE (18.45HA): B2

E5.13 LAND WEST OF WINNINGTON AVENUE (4.2HA): B2

#### HARTFORD

E5.14 LAND OFF WALLERSCOTE ROAD (1.12HA): B1, B2, B8

#### WINCHAM

E5.15 LAND ON WINCHAM INDUSTRIAL ESTATE (33.00HA): B1, B2, B8

#### WINSFORD

E5.16 LAND OFF DEAKINS ROAD, WHARTON GREEN (3.05HA): B1, B2, B8

E5.17 LAND WEST OF ROAD ONE, SOUTH OF BOSTOCK ROAD (14.2HA): RAIL FREIGHT TERMINAL B8 - REF POLICY T1B

E5.18 LAND ON EASTERN INDUSTRIAL ESTATE (20.22HA): B1, B2, B8

E5.19 LAND ON WOODFORD PARK INDUSTRIAL ESTATE (17.01HA): B1, B2, B8

**ANDERTON****E5.20 SOOT HILL, ANDERTON (3.26HA): B1, B2, B8****THE FOLLOWING SITES HAD THE BENEFIT OF PLANNING PERMISSION AS AT 30 SEPTEMBER 1999****E5.21 LAND OFF SPENCER STREET/NAVIGATION ROAD (0.12HA): B1****E5.22 LAND ON GADBROOK EMPLOYMENT SITE (15.41HA): B1****E5.23 LAND AT NEW WARRINGTON ROAD (2.65HA): B1, B2, B8****Reasons and Explanations**

- (i) Consistent with the objectives outlined at the beginning of this chapter, a variety of site sizes and types have been identified to cater for a range of business needs.
- (ii) A number of allocations consist of disused industrial sites. Much work has recently been done, using Derelict Land Grants, to make sites, at Wincham in particular, available and attractive for new development.
- (iii) Both greenfield and brownfield sites are included in the allocations, to provide choice for developers in accordance with Government guidance.
- (iv) The majority of land allocations are accessible by public transport and/or within reasonable cycling distance of residential areas. All are within 2 miles of substantial residential areas.
- (v) Proposals for development at allocated sites must meet highway standards, as required by policy BE1 (v) and BE1 (vii). In particular, highway improvements will be required at the following sites:

E5.5 Runcorn Road - Right-turn facility on A533.

- (vi) Traffic Impact Assessments will be required to be undertaken in accordance with Policy T1 in respect of developing the following sites:

E5.6 Land at the junction of A556 and Manchester Road (Lostock Triangle)

E5.9 Land at BICC, Hetsby

E5.15 Land at Wincham Industrial Estate

E5.22 Land on Gadbrook Employment Park.

Traffic Impact Assessments may also be required where sites are in sensitive locations.

- (vii) Acceptable use classes are specified beside the respective allocations to clarify the Local Planning Authority's intentions and give greater certainty to developers and neighbouring land users.
- (viii) The B1, B2 and B8 use classes are defined in the Town and Country Planning (Use Classes) Order 1987 (as amended). In summary:
  - B1 = Business uses including offices, research establishments and light industry (that can be carried out without detriment to the amenity of the area by reason of noise, vibration, smell, fumes, smoke, soot, ash, dust or grit).
  - B2 = General industry.
  - B8 = Storage (warehousing) or distribution.

- A1 = Shops (including hairdressers, dry cleaners, post offices, etc).
- A2 = Financial and professional services principally serving the public.
- D1 = Non-residential institutions such as health centres, nurseries, educational facilities, public halls, churches etc.
- D2 = Assembly and leisure uses.
- (ix) 34.06ha of land at sites E5.11 (0.87ha), E6.12 (18.45ha), E5.18 (14.74ha) is owner-specific expansion land that is not available for general employment development. Such land does not count towards meeting Structure Plan requirements. It is therefore not included in the employment land supply calculations in Appendix 3.
- (x) At September 1999, 26.98ha of land was committed - i.e. had the benefit of planning permission. The 26.98ha of commitments contributes to meeting Structure Plan land requirements and consists of the following sites: E5.4 (1.74ha), E5.9 (1.8ha), E5.13 (2.5ha), E5.15 (0.9ha), E5.19 (1.05ha), E5.20 (0.81ha), E5.21 (0.12ha), E5.22 (15.41ha), E5.23 (2.65ha).

**Policy Derivation**

PPG4 "Industrial and Commercial Development and Small Firms"

PPG12 "Development Plans"

PPG13 "Transport"

Cheshire Replacement Structure Plan (Cheshire 2011) Policies IND1, IND2, IND10

**Lostock Triangle, Lostock Gralam**

**E6**

**DEVELOPMENT OF THE LAND AT THE JUNCTION OF THE A556 AND MANCHESTER ROAD, ALLOCATED IN POLICY E5.6 SHALL TAKE PLACE IN ACCORDANCE WITH THE FOLLOWING DEVELOPMENT PRINCIPLES:**

- (i) THE HEIGHT, MASSING AND SITING OF BUILDINGS ALONG THE STUBBS LANE FRONTAGE AND THAT PART OF THE MANCHESTER ROAD FRONTAGE OPPOSITE RESIDENTIAL PROPERTIES SHOULD TAKE ACCOUNT OF THE LOCATION, SETTING AND RELATIONSHIP WITH EXISTING NEARBY RESIDENTIAL PROPERTIES. BUILDINGS ON THOSE FRONTAGES SHOULD BE NO MORE THAN TWO STOREYS IN HEIGHT;
- (ii) A LANDSCAPED BUFFER ZONE OF AT LEAST 25 METRES IN DEPTH BE PROVIDED ALONG THE STUBBS LANE FRONTAGE AND AT LEAST 20 METRES IN DEPTH ALONG THAT PART OF THE MANCHESTER ROAD FRONTAGE OPPOSITE RESIDENTIAL PROPERTIES. ELSEWHERE A SUBSTANTIAL HIGH QUALITY LANDSCAPING BELT SHOULD BE PROVIDED, WHICH SHOULD INCLUDE EXTENSIVE TREE PLANTING AT THE SITE'S NORTH EASTERN APEX;
- (iii) THE SITE WILL ADDITIONALLY CONTAIN GENEROUS LANDSCAPING AND SHOULD BE PLANTED WITH SUITABLE SPECIES TO CONTRIBUTE TO THE COMMUNITY FOREST;
- (iv) EXISTING PONDS AND HEDGES WILL BE RETAINED, PROTECTED AND ENHANCED WHERE POSSIBLE IN ACCORDANCE WITH POLICY NE7. IF THEY ARE UNAVOIDABLY LOST THEY SHOULD BE REPLACED ELSEWHERE ON THE SITE. A NATURE CONSERVATION MANAGEMENT PLAN WILL BE REQUIRED;

**Appendix 4: Landscape Appraisal by Groundwork Macclesfield and Vale Royal**

Former BICC Site  
Mere's Edge, Heilsby

Landscape Assessment Report

on behalf of  
The Brookhouse Group

April 2002

Groundwork Macclesfield & Vale Royal  
Adelphi Mill Gate Lodge, Grimshaw Lane  
Bollington, Macclesfield, Cheshire SK10 5JB  
Tel: 01625 572681 Fax:01625 574160



# Contents

- 1.0 Background
- 2.0 Scope of Report
- 3.0 Site Location and Access
- 4.0 Existing Landscape Features
- 5.0 Landscape Character
- 6.0 Visual Appraisal
- 7.0 Future Development Guidelines
- 8.0 Conclusion

## Plans

Visual Appraisal Plan	BHG/LS/03	A3	1:12,500
Landscape Appraisal	BHG/LS/02A	A1	1:1250

## Photographs

### Aerial Photograph of Site

Photograph 1	Main Entrance from A56 Chester Road
Photograph 2	View west from A56 Bridge
Photograph 3	View north west across site from Primrose Lane, Alvanley
Photograph 4	View from lagoons adjacent to railway towards Helsby Hill
Photograph 5	Treatment Plant
Photograph 6	Pond near main Entrance
Photograph 7	Hornsmill Brook
Photograph 8	View from A5117 at Hapsford to Site
Photograph 9	View from Rugby Pitch across disused railway to Housing
Photograph 10	View to east from centre of site to poplar and conifer group
Photograph 11	Substation

## **1.0 Background**

The former BICC site in Helsby is now mainly derelict and has been purchased by The Brookhouse Group who propose to redevelop this brownfield site for mixed use. Vale Royal Borough Council require a development brief to be prepared before any planning application will be considered. This brief is to cover the entire site including areas such as the Sports and Social Club which are outside the ownership of the Brookhouse Group. The Brookhouse Group are to take the lead in preparing this brief and are to carry out a public consultation exercise prior to presentation to the Council members.

## **2.0 Scope of Report**

Groundwork Macclesfield and Vale Royal have been commissioned by the Brookhouse Group to prepare a landscape appraisal of the existing site conditions. This will examine the existing landscape features, opportunities and constraints and visual impact. Advice is also to be provided on landscape design guidelines for the development brief and Masterplan.

## **3.0 Site Location and Access**

The site is located to the south west of the urban edge of Helsby adjacent to the A56 Chester Road which forms the eastern boundary. The site is at the extremity of the Vale Royal Borough and the most westerly Brand Rex building falls within the Chester Borough. Part of the site is within the North Cheshire Green Belt which includes the two more southerly Brand Rex buildings plus the football ground, tennis court and bowling greens. The rest of the site is partly allocated for employment use and partly white land.

## **3.0 Existing Landscape Features**

### **3.1 TOPOGRAPHY**

The site slopes from east to west with a change in level of approximately 7m. The site is quite open and exposed lying at the edge of the flat, open marshes. To the east of the site the ground slopes up quite steeply to the sandstone ridge of Helsby Hill and beyond. A significant part of the site is currently open space and playing fields and this can be clearly seen on the aerial photograph. There is very little existing vegetation on the site and this is very fragmented with a limited range of species. This is shown on the Landscape Appraisal Plan (BHG/LS/02A).

### **3.2 VEGETATION**

Two very tall groups of poplars form the only significant tree groups and as short-lived species are now over-mature and in need of management. Several trees have been pollarded close to the eastern boundary and there is also some inter-planting of cypresses (See Photograph 10). These tree groups have some amenity and screening value but would be better replaced with more appropriate species in the longer term. The tall conifer hedges in the vicinity of the Sports and Social Club were obviously also planted for quick screening and appear out of character. The conifer hedge adjacent to Chester Road is now extremely tall and gappy at the base and is therefore less effective as a low-level screen. The more recent tree

and shrub planting to the A56 boundary adjacent to the football pitch has a variety of species and is now well established creating attractive screening and enclosure. There is potential to extend this planting northwards, replacing the conifers creating an environmental improvement to the Chester Road frontage.

### 3.3 FENCING

The A56 boundary is enclosed partly by steel palisade fencing painted green with a transition to brick walling and railings to the embankment at the northern end which provides a robust but low quality boundary. The rear of 51-71 Chester Road is secured with galvanised security fencing and razor wire which appears unsightly as there is no planting to screen it. The railway line and Freshmeadow Lane Field boundary is formed by a concrete panel fence with barbed wire which is quite prominent with no vegetation to break it up. The proposed re-development of the site provides an opportunity to re-appraise the security of the boundaries and either upgrade fencing to a higher quality specification or soften by planting.

### 3.4 WATER FEATURES

Hornsmill Brook forms an important feature defining the western boundary of the site from Horns Mill Bridge to the south, running through the site and then flowing under the railway line towards the Mersey Estuary. It becomes quite open as shown in Photograph 7 with mown grass banks but little tree planting. It forms an important wildlife corridor one of the species present being the water vole but its habitat value may be further improved by a change in management policy. Although retained as a landscape feature at present there is also considerable potential to enhance by suitable planting subject to approval by the Environment Agency. This could improve both its visual appearance and ecological value. The concrete erosion control revetment to part of the banks appears out of character and there is also an opportunity to upgrade this with a more natural approach.

A large pond is sited close to the main site entrance enclosed by tree and shrub planting with some paving and picnic tables to the south side. This forms quite an attractive feature as shown in Photograph 6 and should be retained and enhanced as a focal point. The pond is currently stocked with retired fish and is managed by the Angling Club, part of the Sports and Social Club. To the rear of the site adjacent to the railway boundary there are two man-made lagoons which were previously used for cooling and fire fighting purposes. These are fished by the Angling Club and the grass surrounds are kept mown. The banks are softened by marginal vegetation and scattered areas of scrub. Potential exists for some additional tree planting to enhance the area which could form an informal open space linked to Hornsmill Brook and the playing fields. If angling is to continue in the future there is a need for some car parking as anglers currently park on the grass. Between these lagoons and the brook there is a poorly drained area of reeds. This should be retained and enhanced if possible as a wetland habitat providing a wildlife corridor and/or a surface water attenuation scheme.

### **PLAYING FIELDS**

The playing fields to the north of the site are located on a fairly level grassed containment area with contaminated ground beneath which has been previously capped and topsoiled. The area has two rugby pitches and a former football pitch which is currently rough grass. The pitches are currently used by the Sports and Social Club and there is a need for a safe, attractive pedestrian route to link the pitches to the Sports pavilion. The rugby pitches are very open and an opportunity exists to enhance the area by some landscape treatment, particularly in the vicinity of the disused railway line where housing overlooks the site. (See Photograph 9).

### **3.6 FRESHMEADOW FIELD**

Although outside the existing secure boundary of the development site, this area is covered by the development brief and is sited adjacent to the northern boundary, contained by the disused railway embankment. The area is 1.5Ha in extent and originally consisted of 4 small fields of species poor neutral grassland which supported a limited range of invertebrate and bird species. The water courses from here drain northwards towards Hornsmill Brook. There is also a ditch draining through here which runs along the western boundary at the base of the railway embankment. This is quite shallow and slow flowing with poor water quality and choked with emergent vegetation.

In November 1999 work commenced to improve this habitat creating wetland and marsh areas with reed beds designed to filter sediments from the ditch system and protect the water quality of Hornsmill Brook. In addition some hedgerow and scrub planting took place together with the establishment of some species rich grassland. In October 2000 a Habitat Management Plan was prepared by Penny Anderson Associates and the site is currently being managed according to this in conjunction with the Cheshire Wildlife Trust. There is controlled access to this area and involvement of the local community and schools is encouraged.

The railway embankment to the north of this area is a mixture of scrub, mainly hawthorn and bramble with self seeded trees such as sycamore and forms an important wildlife corridor. The railway to the western boundary is again outside the boundary and is rough, unmanaged grass with some patches of scrub, mainly bawthorn and dog rose.

### **4.0 Landscape Character**

This section describes the landscape character of the general area. Helsby Hill rises up to 123m, forming the western extremity of the Mid Cheshire Sandstone Ridge. This well wooded feature with its rocky outcrops creates a distinctive landscape feature dominating the local landscape. This area is part of the Area of Special County Value for Landscape, is of nature conservation importance and part of the area is owned and managed by the National Trust. A number of public footpaths lead to the top of the hill which commands panoramic views across the site westwards towards the marshes and Stanlow Oil Refinery beyond. On the

lower slopes of Helsby Hill the Helsby Quarry Woodlands Park forms an Area of Significant Local Environmental Value. (A Vale Royal Borough Local Plan designation). To the west of the site in contrast the landscape is flat, open, exposed low lying marshland prone to flooding. There is little development and the area is mainly sheep pasture dissected by drainage ditches with little vegetation, mainly fragmented hedgerows. The M56 Motorway crosses this low lying area and to the west of this beyond the marshes lies the vast industrial complex of Stanlow Oil Refinery.

The village of Helsby is linear in form, quite extensive and has expanded as a commuter settlement with the main areas of housing centred on the A56 trunk road. To the east of the village housing rises up the escarpment allowing open views across the site. The Landscape Assessment of Cheshire( Cheshire County Council 1994) shows Helsby to be part of the Mersey Valley Community Urban Fringe landscape type. It states that it is an important historic settlement based on the strategic route bordering the Mersey estuary to and from with Wales. The landscape guidelines calls for new tree planting opportunities between the hill edges and the edge of the marshland to enhance the built up area and transport corridors and link the hill with the settlements.

The M56 Motorway and transport corridors are also targeted for planting in the Mersey Forest Plan. Policy V13 calls the establishment of a woodland framework around Helsby in order to create a woodland buffer on suitable land between the motorway and settlement.

The Mersey Forest are currently finalising the North Cheshire Woodland Strategy which is due to be launched in May 2002. Woodland planting is proposed in the vicinity of transport infrastructure such as the M56/M53 motorways and interchange in order to create a gateway in to the Ellesmere Port area. There is no programme for implementation yet due to lack of funding.

The former BICC site is the main area of industry in this area dating back to the earlier part of the century and is large in scale particularly when viewed from higher ground and appears out of character in the general landscape setting.

## **6.0 Visual Appraisal**

The extensive industrial complex of the site is visible to receptors travelling along the adjacent roads, the A56 Chester Road and the A5117 southwards from the M56 junction. (See Photograph 8). The A56 road embankment provides an elevated view of the site particularly for pedestrians and is also a bus route. The view from here is shown in Photograph 2 where the recent Brand Rex building is quite prominent. There are many properties which overlook the site and most of these only have first floor views due to screening by buildings or vegetation. The close views of the site are shown on the Landscape Appraisal Plan (BHG/LS/02A) and the views within the wider area are shown on the Visual Appraisal (BHG/LS/03). The main entrance is very important visually and

although not large in scale at present can be seen from properties adjacent to Britannia Road which joins Chester Road opposite here. (See Photograph 1).

The more recent housing to the north east of the site overlooks the rugby pitches to the industrial complex where the disused railway is at grade. To the north of here any views from the housing to Freshmeadow Lane are screened by the railway embankment. The disused railway line is still owned by Railtrack but is safeguarded from development and allocated for recreational use in the Vale Royal Borough Local Plan (First Revision). Should this use occur in the future there would be significant views across the site although some of the trees to the embankment would provide limited screening.

The development site is particularly visible from properties and minor roads on higher ground to the east within Helsby and to the edge of Alvanley. The newer industrial buildings with their light grey cladding are more noticeable as they reflect light especially when viewed from higher ground as shown in Photograph 3. The older brick built structures are darker in colour and are backgrounded against the landscape making them less noticeable. The site is also prominent from the summit of Helsby Hill. There are few views from the lower slopes due to the woodlands.

The site is visible from the M56 in the west across the open marshland although some views are filtered by the planting of poplars and conifers adjacent to the motorway. The railway line adjacent to the western boundary providing elevated views of the entire site and the lack of vegetation on the embankment provides little opportunity for screening. The tall poplar trees help break up the site and the westerly group provides quite effective screening to views from the Green Belt towards the Brand Rex building adjacent to the football pitch. However, there is little other vegetation to help integrate the existing buildings in the landscape and there is a real need for a strong landscape framework within the site.

There are attractive off site views from many parts of the site such as the lagoons towards Helsby Hill and the sandstone ridge to the east which could be exploited in any future development. The substation and treatment plant (which can be seen in Photographs 5 & 11) both form visual detractors which are likely to be retained within any future development and require screening.

## **7.0 Future Development Guidelines**

This section outlines the landscape policy for the former BICC site to help integrate any future development and minimise landscape and visual impact within the public realm.

- Retain and enhance the existing landscape features of value and reinforce to create an attractive setting for new development

- Create a strong landscape framework especially to the site boundaries to screen views from adjacent properties and help integrate both existing buildings retained and any future development . This should incorporate native structure planting to the northern and western boundaries to create a more natural appearance with ornamental planting to the A56 frontage and the site entrances in association with high quality fencing and walling.
- Ensure a sense of arrival and identity by the creation of attractive gateways to the site entrances with high quality signage designed as an integral part of any scheme.
- Create a network of safe, attractive routes through the site for pedestrians and cyclists and provide a link towards Helsby Station via Freshmeadow Lane.
- Screen visual detractors such as the substation and treatment plant
- Create a network of formal and informal open spaces linking the sports pitches and existing landscape features such as Hornsmill Brook and the lagoons to create a high quality environment for users and an attractive setting for future development.
- Break up the scale of the rugby pitches with planting to improve the view for the properties which overlook this area and provide a more attractive open space for users.
- Create a locally distinctive area with landmarks and new vistas exploiting attractive off-site views towards Helsby Hill
- Improve the biodiversity of the site by providing wildlife corridors and a framework of native structure planting.

## 8.0 Conclusion

The existing development is large scale and intrusive and the buildings, particularly the more recent structures using lighter cladding have considerable landscape and visual impact in the locality both close to the site and from higher ground to the east.

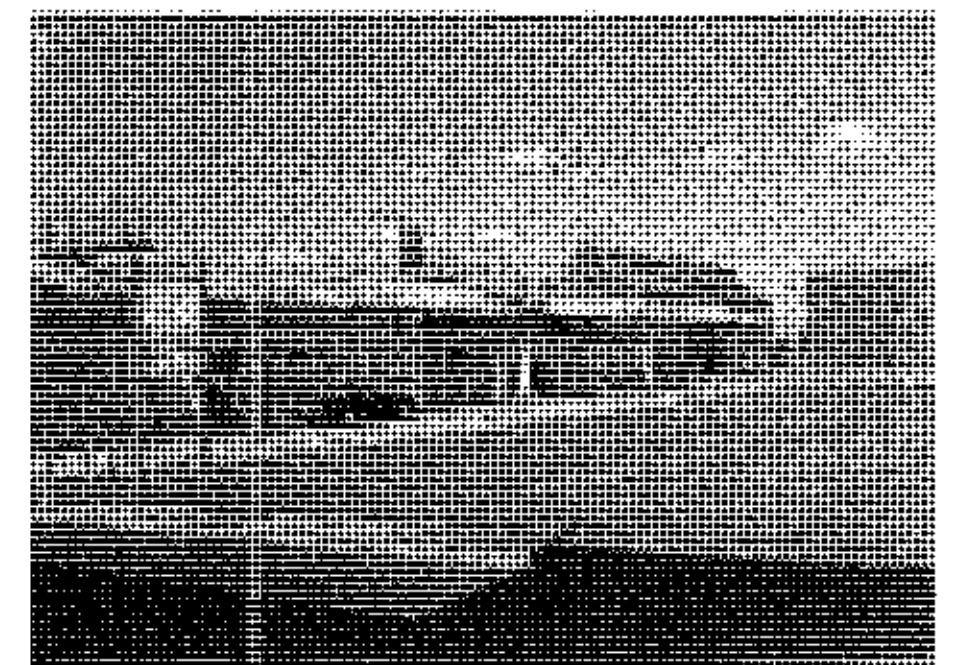
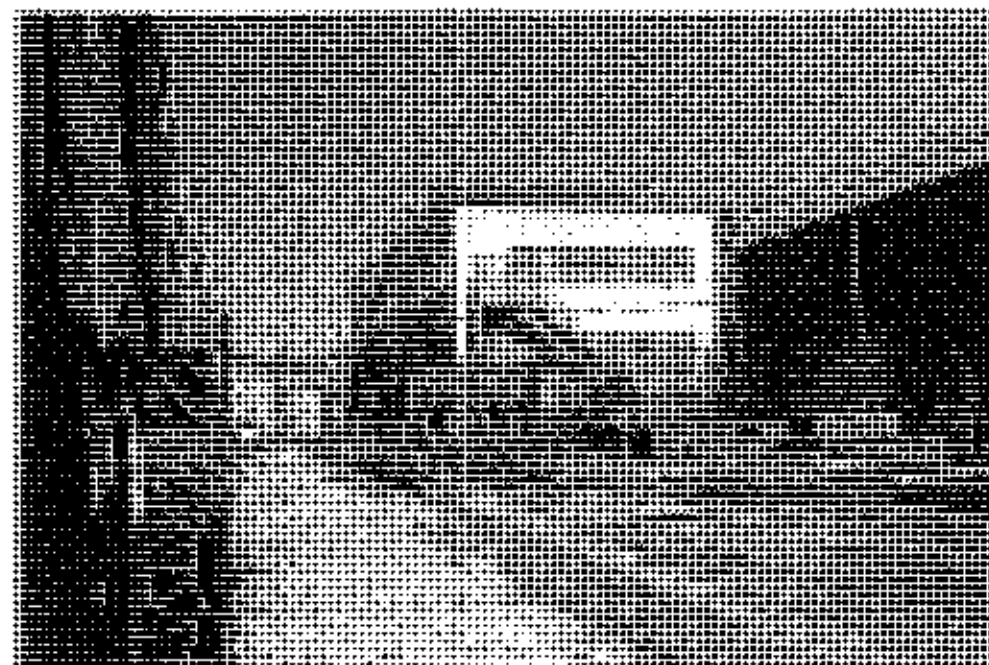
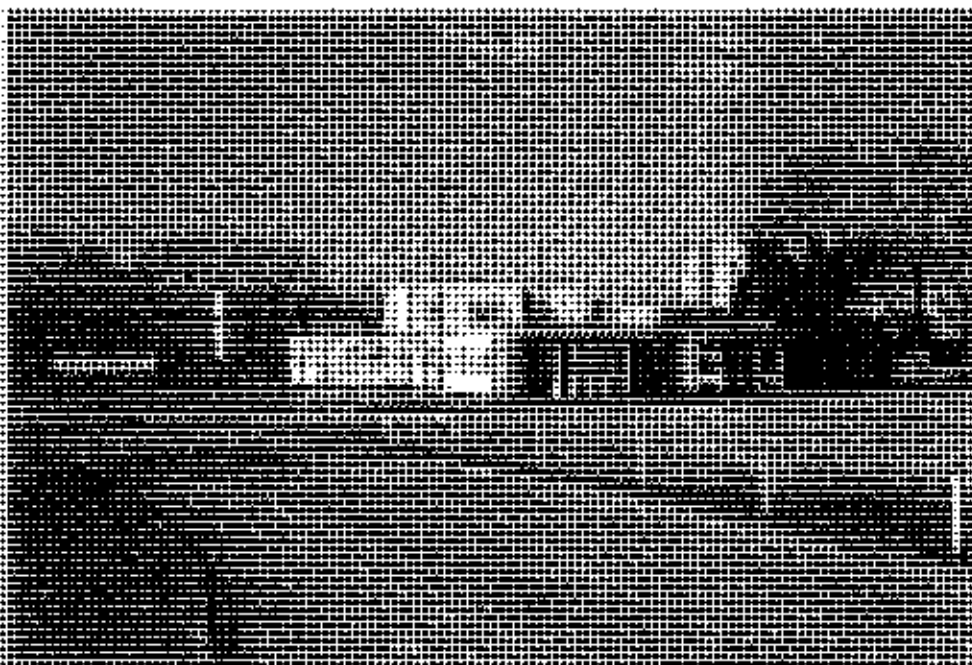
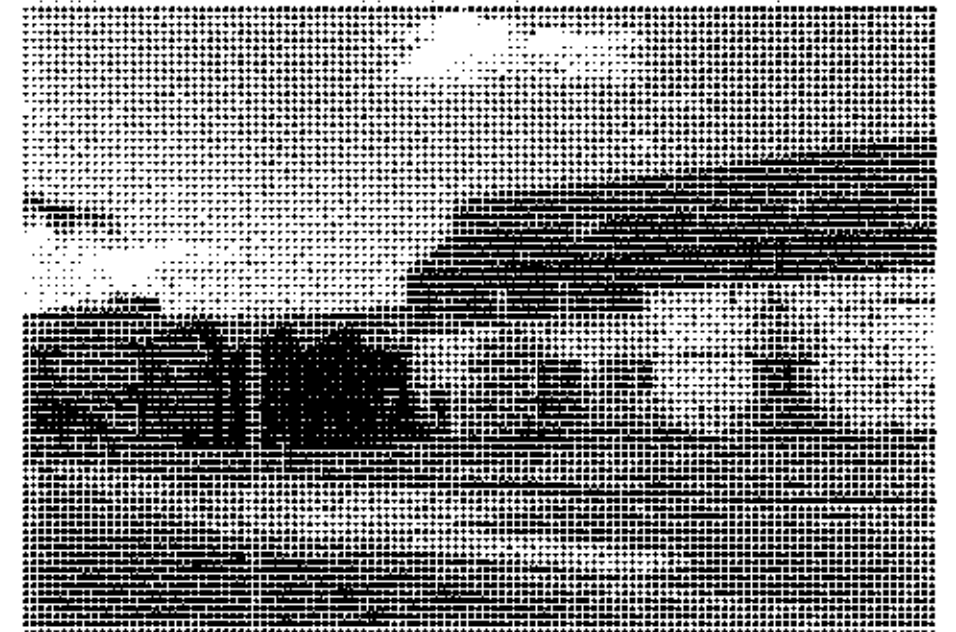
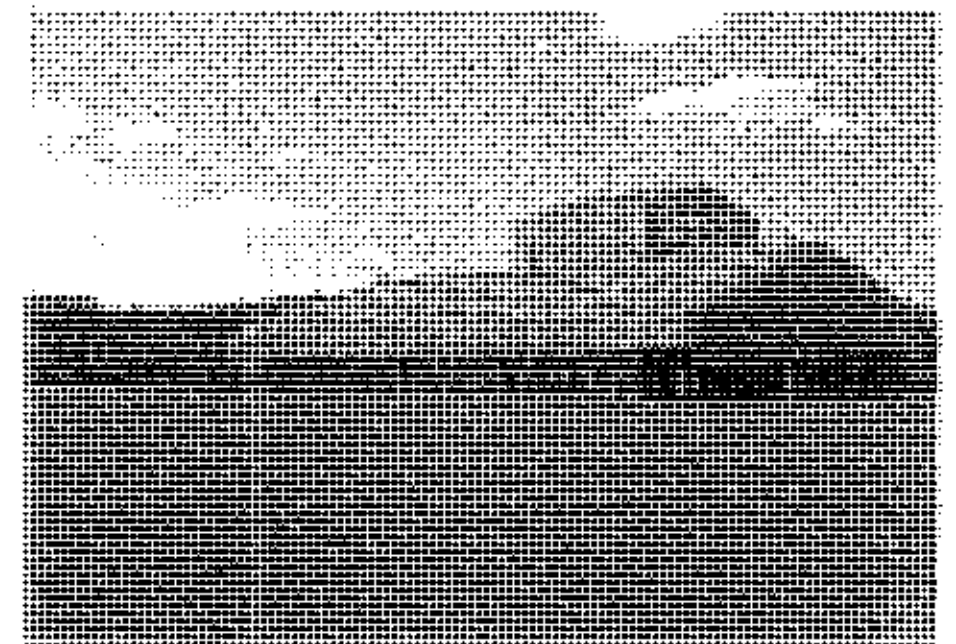
There is little existing vegetation of value within the site with planting carried out in a fragmented manner using a limited range of short lived species for quick screening with little consideration of long term management.

The existing watercourses have both amenity and ecological value and have considerable potential to enhance as the backbone of an open space network.

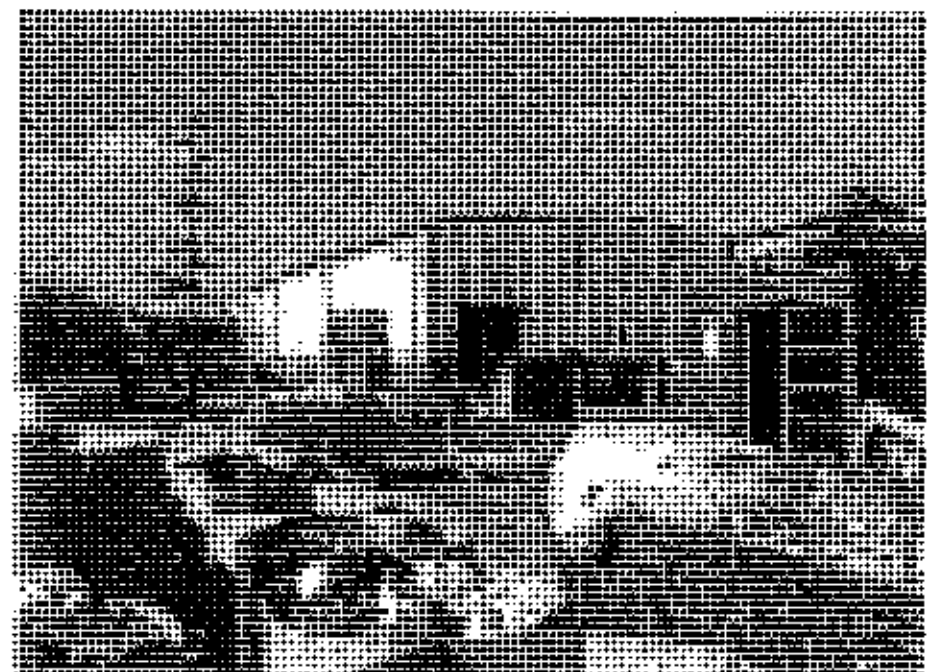
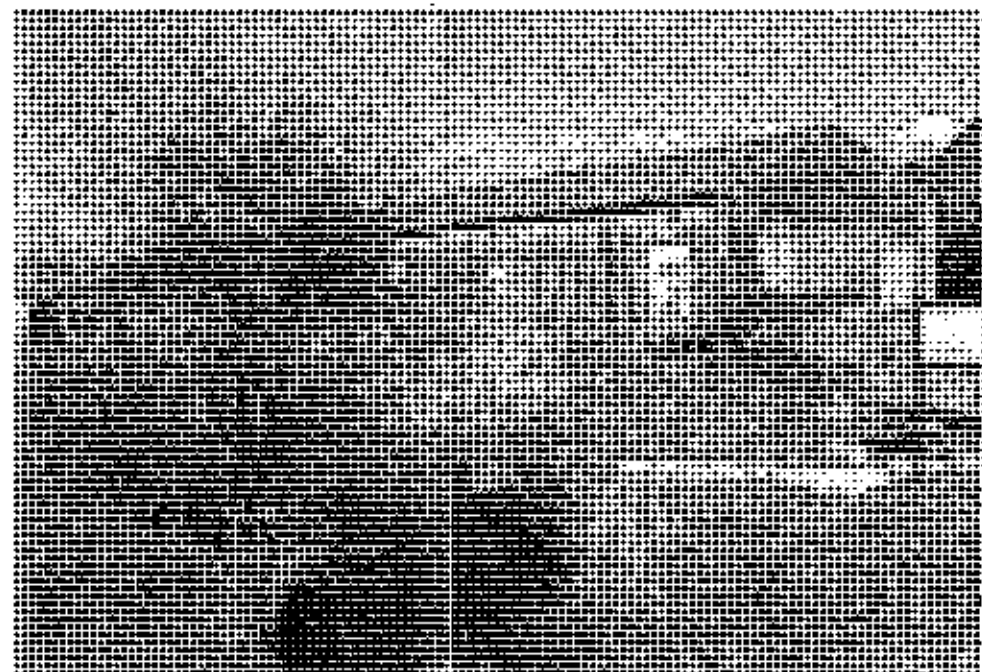
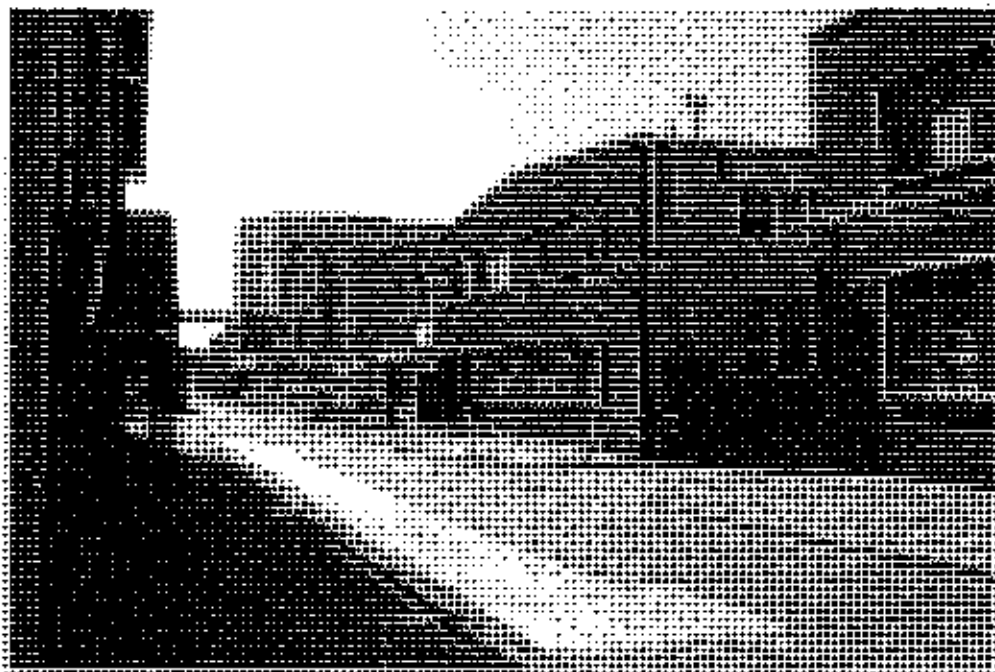
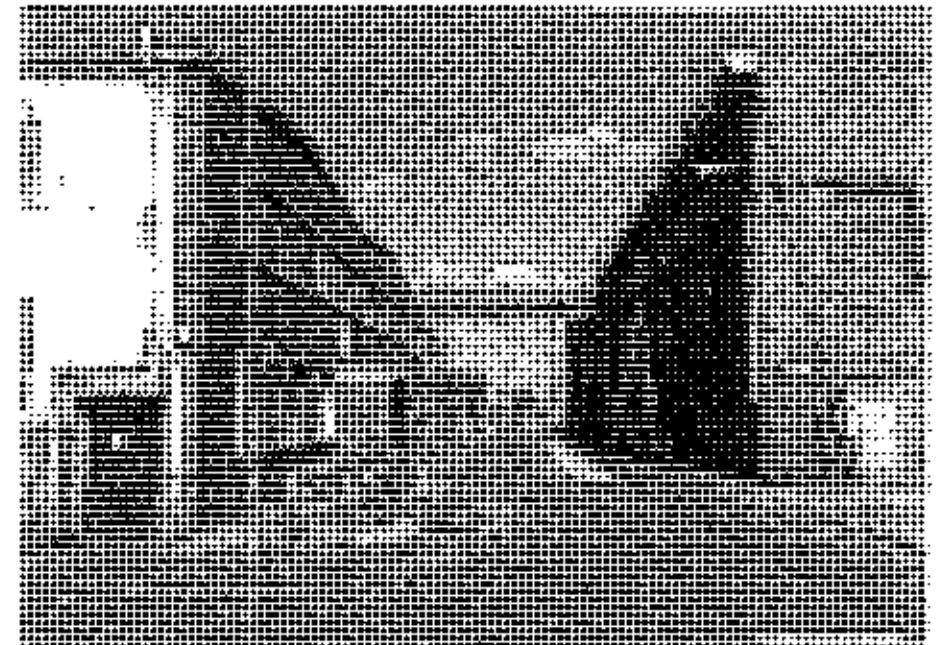
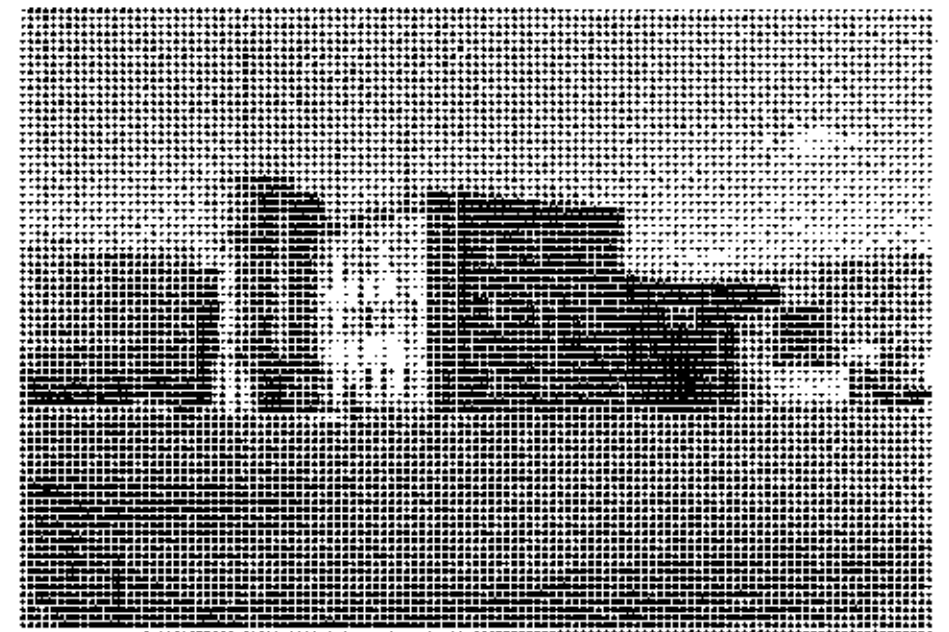
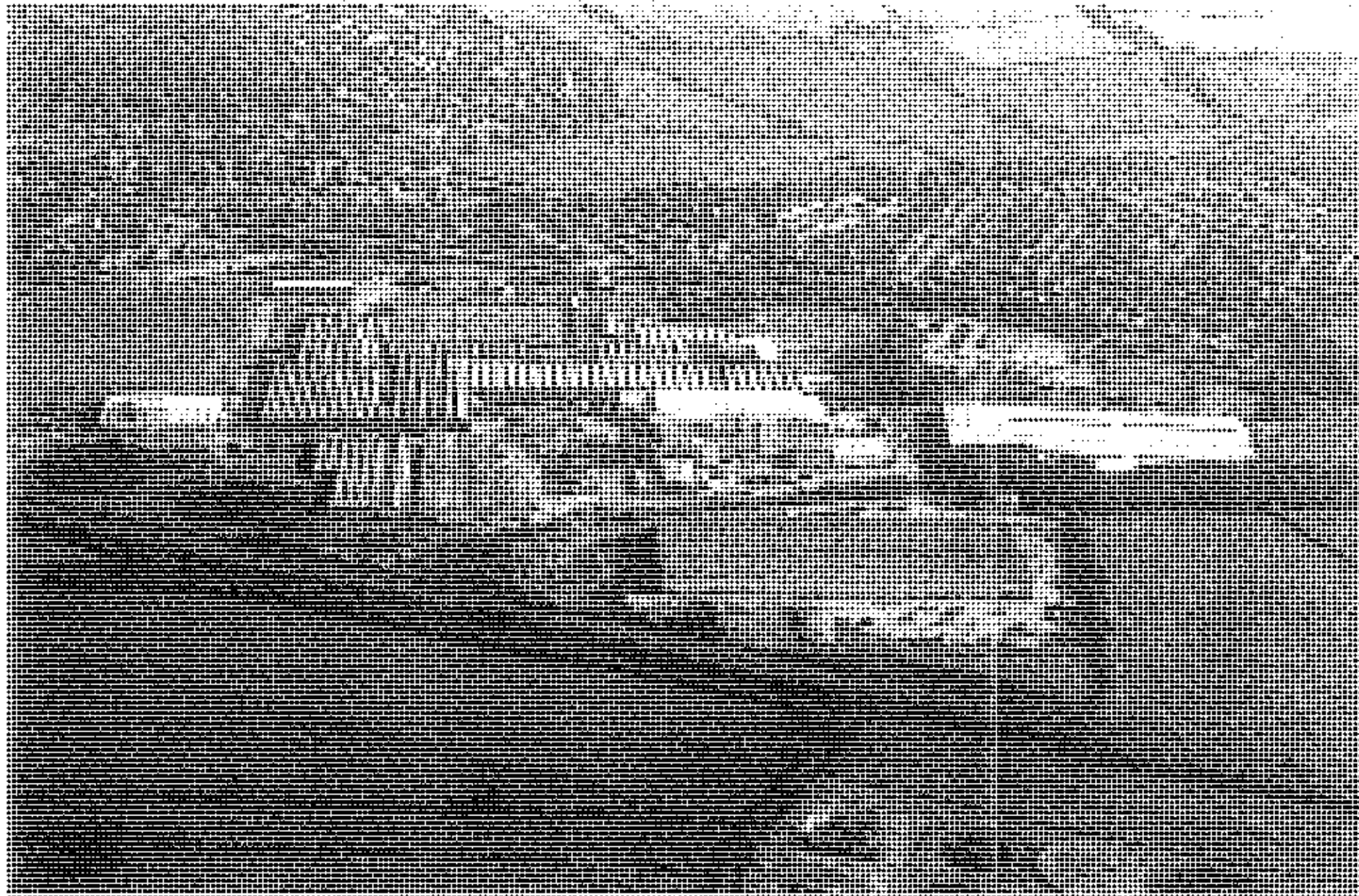
The site has a significant area of open space already, predominantly open, formal recreation areas. The rugby pitches are segregated from the main nucleus of the Sports and Social Club and there is a need to provide a safe pedestrian link between these areas.

The re-development of the site provides a unique opportunity to create a strong landscape framework which can help integrate the development and improve the local environment.



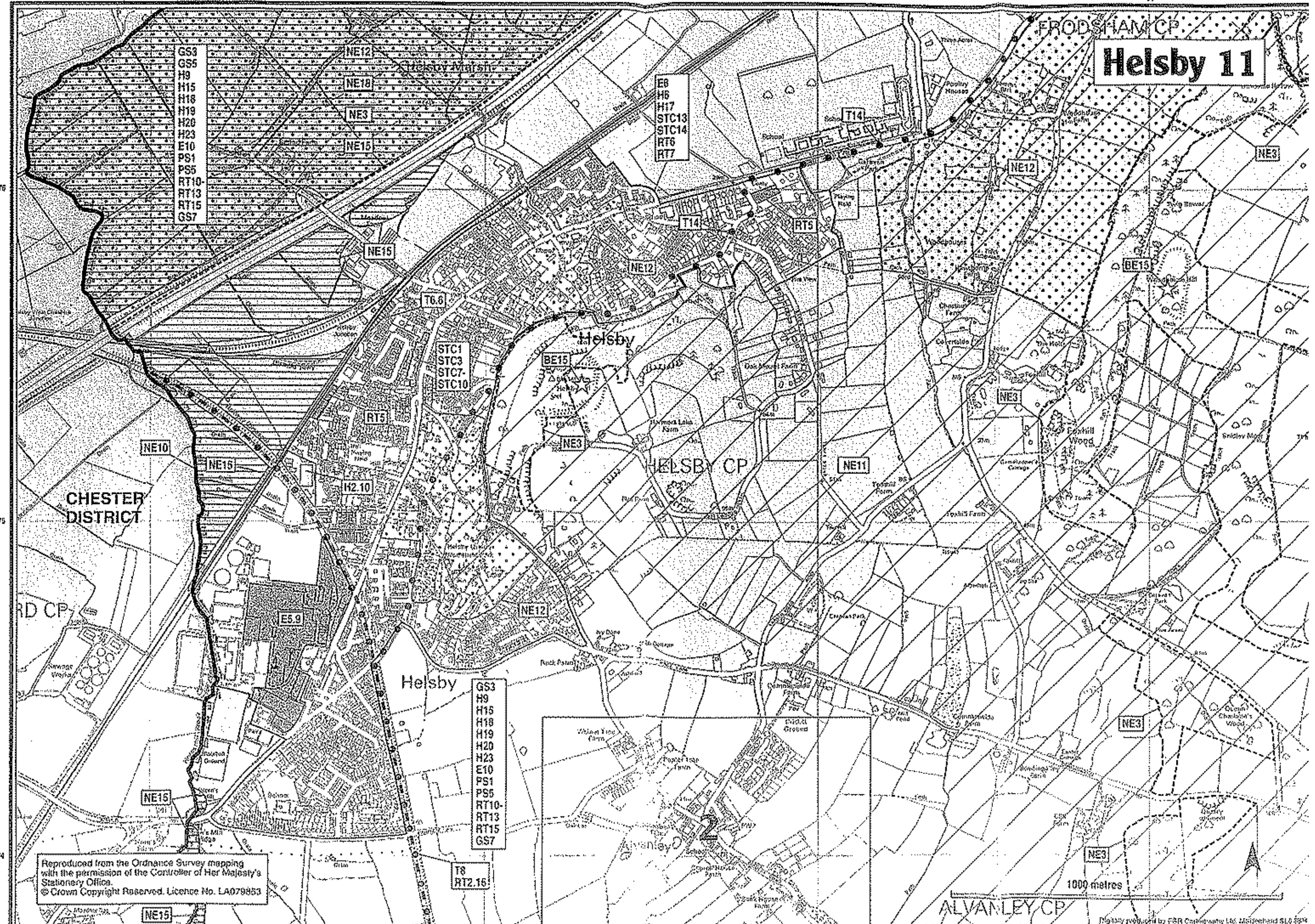








# Helsby 11



GS3  
GS5  
H9  
H15  
H18  
H19  
H20  
H23  
E10  
PS1  
PS5  
RT10  
RT13  
RT15  
GS7

EB  
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H17  
STC13  
STC14  
RT6  
RT7

STC1  
STC3  
STC7  
STC10

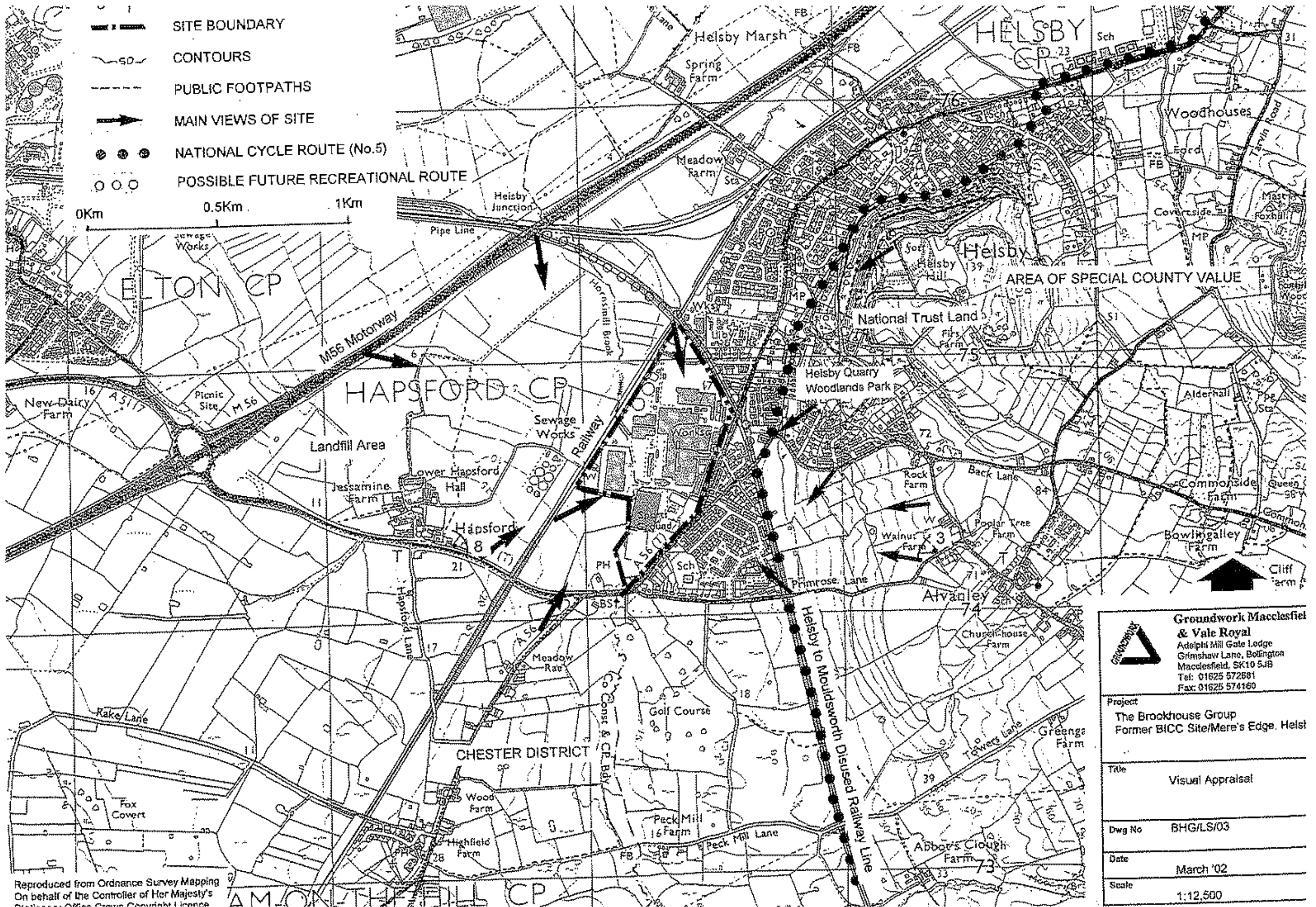
GS3  
H9  
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RT13  
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T8  
RT2.15

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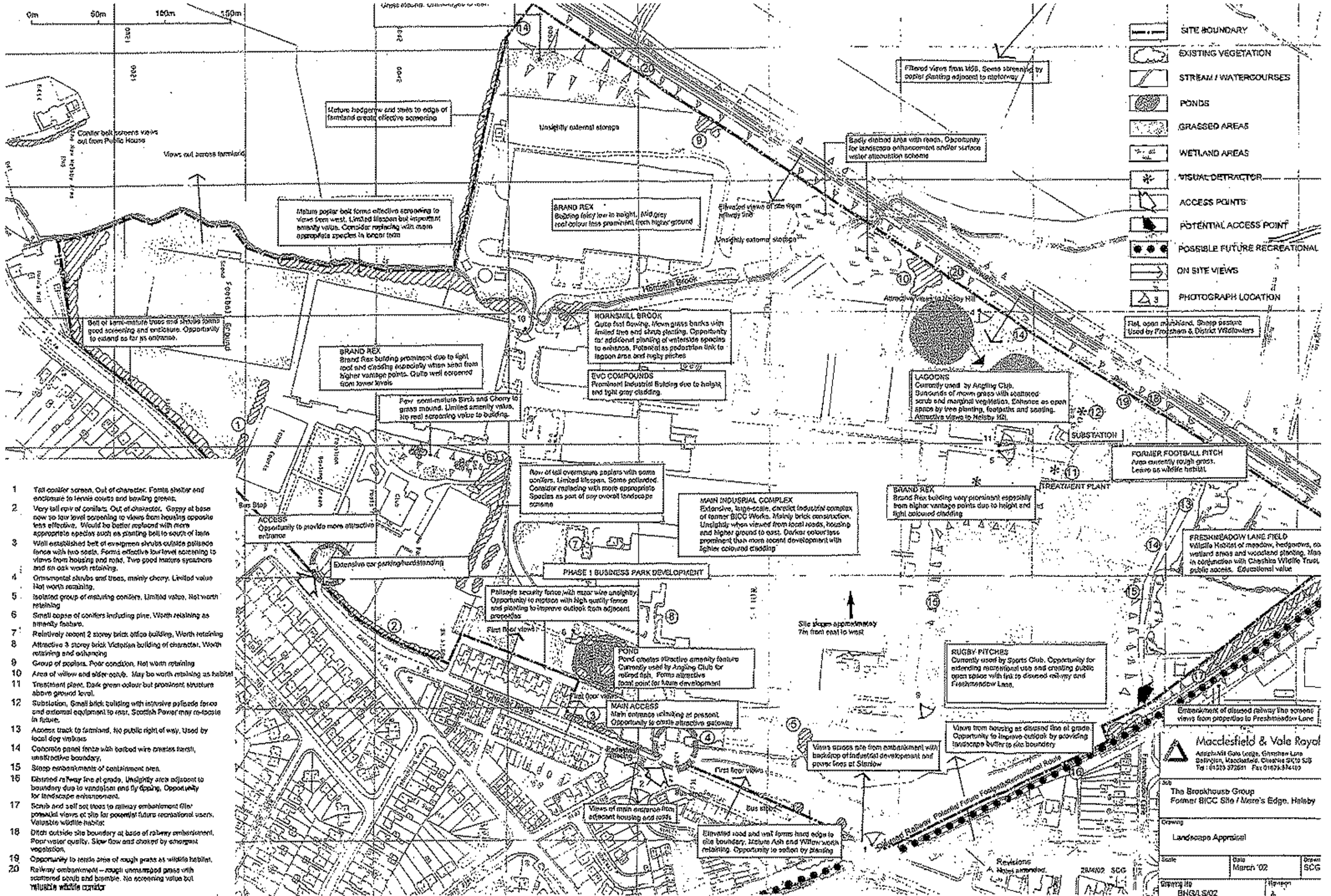
1000 metres





	<b>Groundwork Macclesfield &amp; Vale Royal</b> Adelphi Mill Gate Lodge Grimsshaw Lane, Bollington Macclesfield, SK10 5JB Tel: 01625 572581 Fax: 01625 574160
Project	The Brookhouse Group Former BICC Site/Mere's Edge, Helsby
Title	Visual Appraisal
Dwg No	BHG/LS/03
Date	March '02
Scale	1:12,500

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- SITE BOUNDARY
- EXISTING VEGETATION
- STREAM / WATERCOURSES
- PONDS
- GRASSED AREAS
- WETLAND AREAS
- VISUAL DETRACTOR
- ACCESS POINTS
- POTENTIAL ACCESS POINT
- POSSIBLE FUTURE RECREATIONAL
- ON SITE VIEWS
- PHOTOGRAPH LOCATION

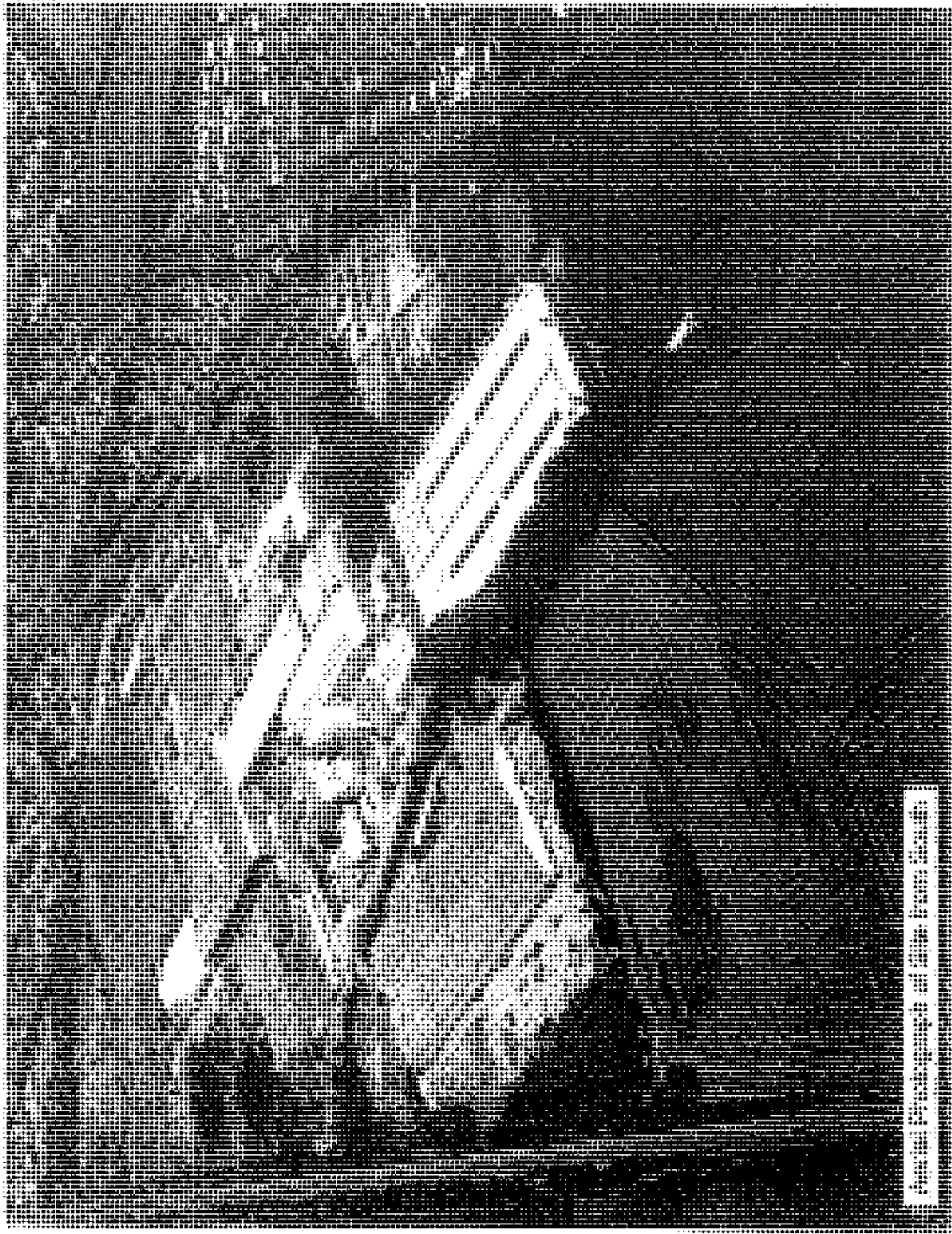
- 1 Tall conifer screen. Out of character. Forms shelter and enclosure to tennis courts and bowling green.
- 2 Very tall row of conifers. Out of character. Gappy at base now so low level screening to views from housing opposite less effective. Would be better replaced with more appropriate species such as planting tall to south of here.
- 3 Well established belt of evergreen shrubs outside palisade fence with two species. Forms effective low level screening to views from housing and road. Two good mature specimens and an oak worth retaining.
- 4 Ornamental shrubs and trees, mainly cherry. Limited value. Not worth retaining.
- 5 Splintered group of embankment conifers. Limited value. Not worth retaining.
- 6 Small copse of conifers including pine. Worth retaining as amenity feature.
- 7 Relatively recent 2 storey brick office building. Worth retaining.
- 8 Attractive 3 storey brick Victorian building of character. Worth retaining and enhancing.
- 9 Group of poplars. Poor condition. Not worth retaining.
- 10 Area of willow and alder scrub. May be worth retaining as habitat.
- 11 Treatment plant. Dark green colour but prominent structure above ground level.
- 12 Substation. Small brick building with intrusive pylons for cables and external equipment to east. Scottish Power may co-locate in future.
- 13 Access track to farmland. No public right of way. Used by local dog walkers.
- 14 Concrete panel fence with barbed wire prevents transit, unattractive boundary.
- 15 Sleep embankments of containment plan.
- 16 Disturbed railway line at grade. Unattractive area adjacent to boundary due to vandalism and fly tipping. Opportunity for landscape enhancement.
- 17 Scrub and tall wet trees to railway embankment filter potential views of site for potential future recreational users. Valuable wildlife habitat.
- 18 Ditch outside site boundary at base of railway embankment. Poor water quality. Slow flow and choked by emergent vegetation.
- 19 Opportunity to retain strip of rough grass as wildlife habitat. Railway embankment - rough unmowed grass with scattered shrubs and bramble. No screening value but valuable wildlife habitat.
- 20

**Macclesfield & Vale Royal**  
 Address: Gas Lodge, Greenway Lane, Macclesfield, Cheshire SK10 5JF  
 Tel: 01256 372801 Fax: 01256 384105

The Brookhouse Group  
 Former BICC Site / Mere's Edge, Hineby

Crawing  
 Landscape Appraisal  
 Scale: 1:1000  
 Date: March '02  
 Drawn by: SCG  
 Checked by: SCG  
 Drawing No: BHSA/SAG2



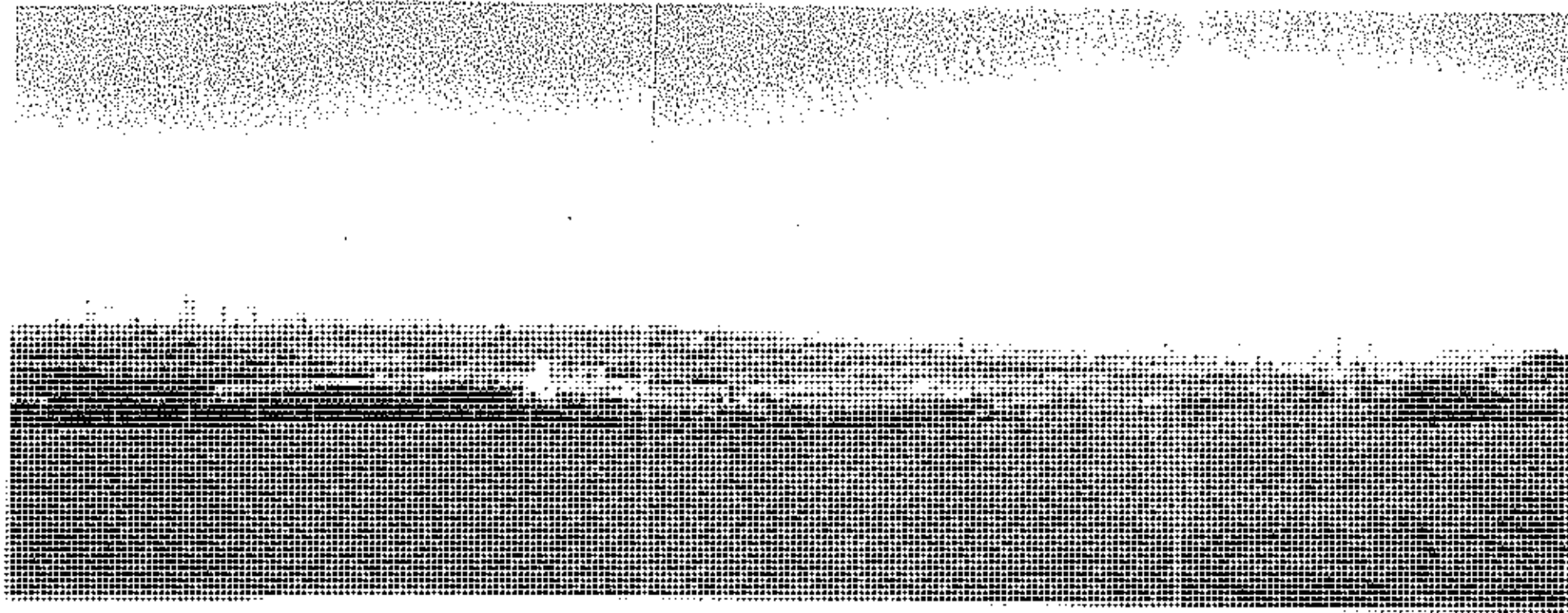




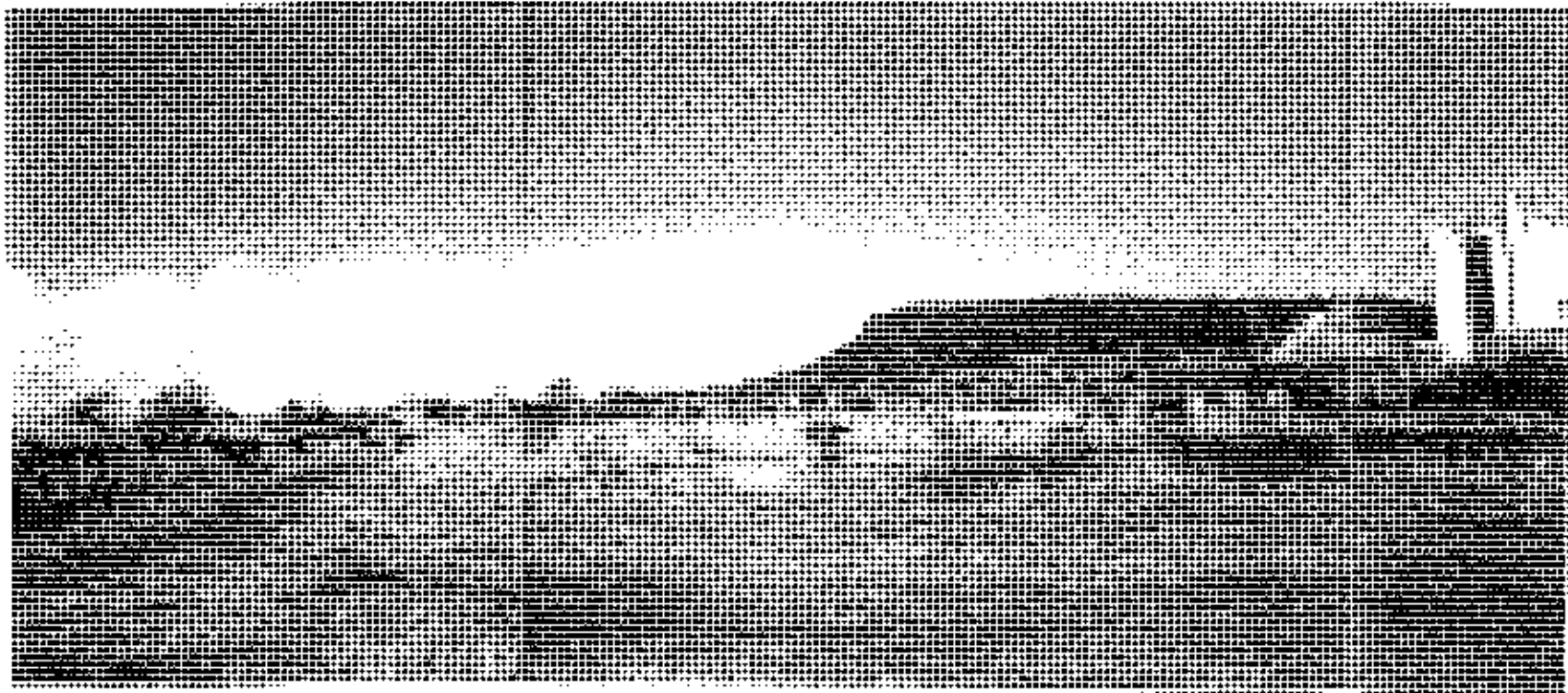
Photograph 1 Main Entrance from A56 Chester Road



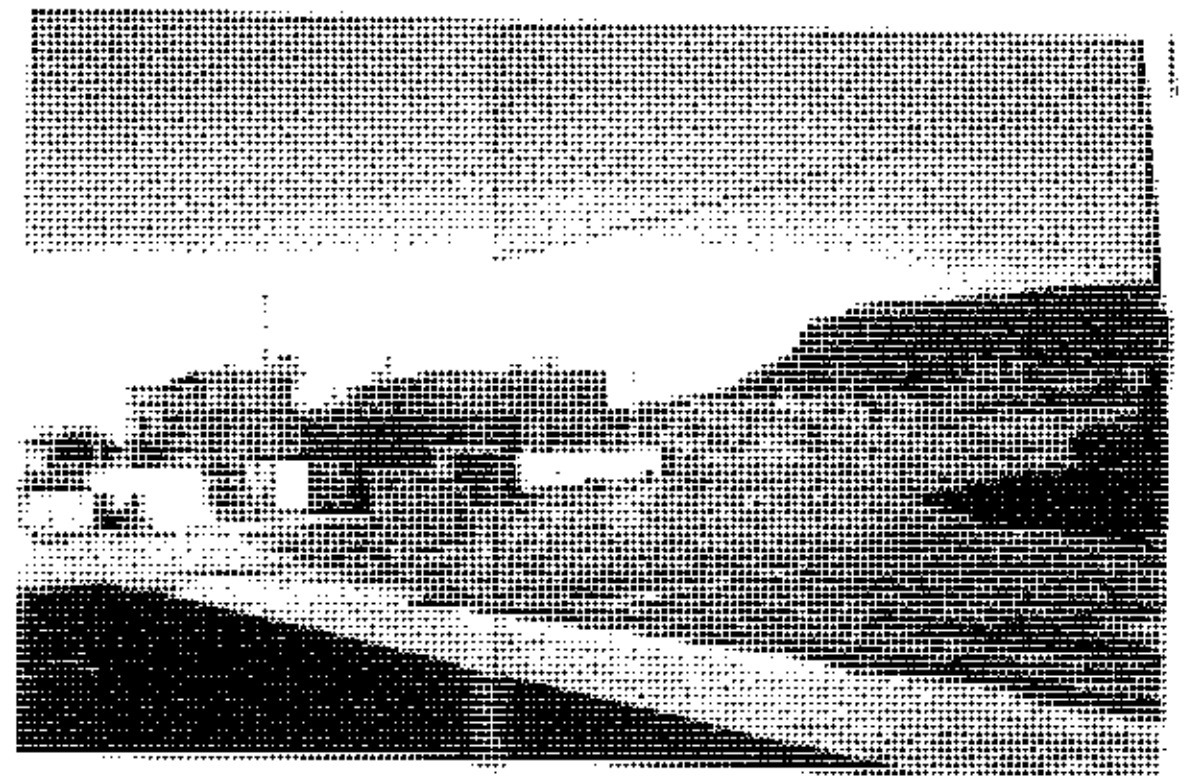
Photograph 2 View West from A56 Bridge



Photograph 3 View north west across site from Primrose Lane, Aivanley



Photograph 4 View from Lagoons adjacent to Railway towards Helsby Hill

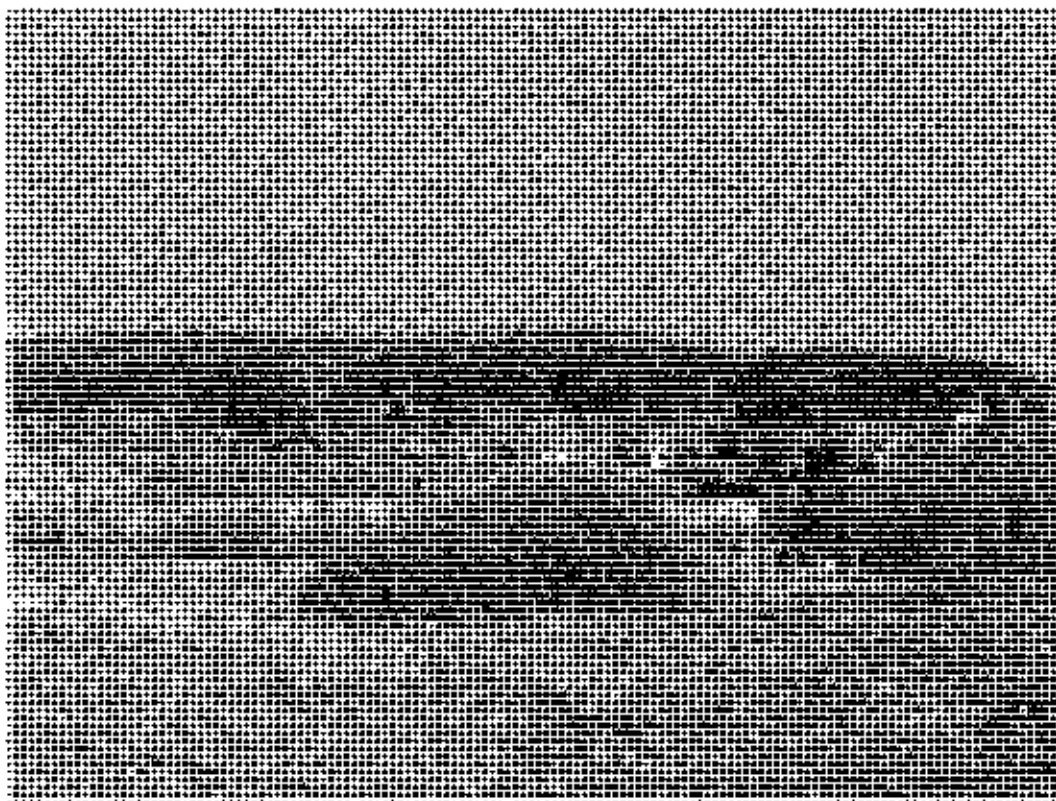


Photograph 5 Treatment Plant

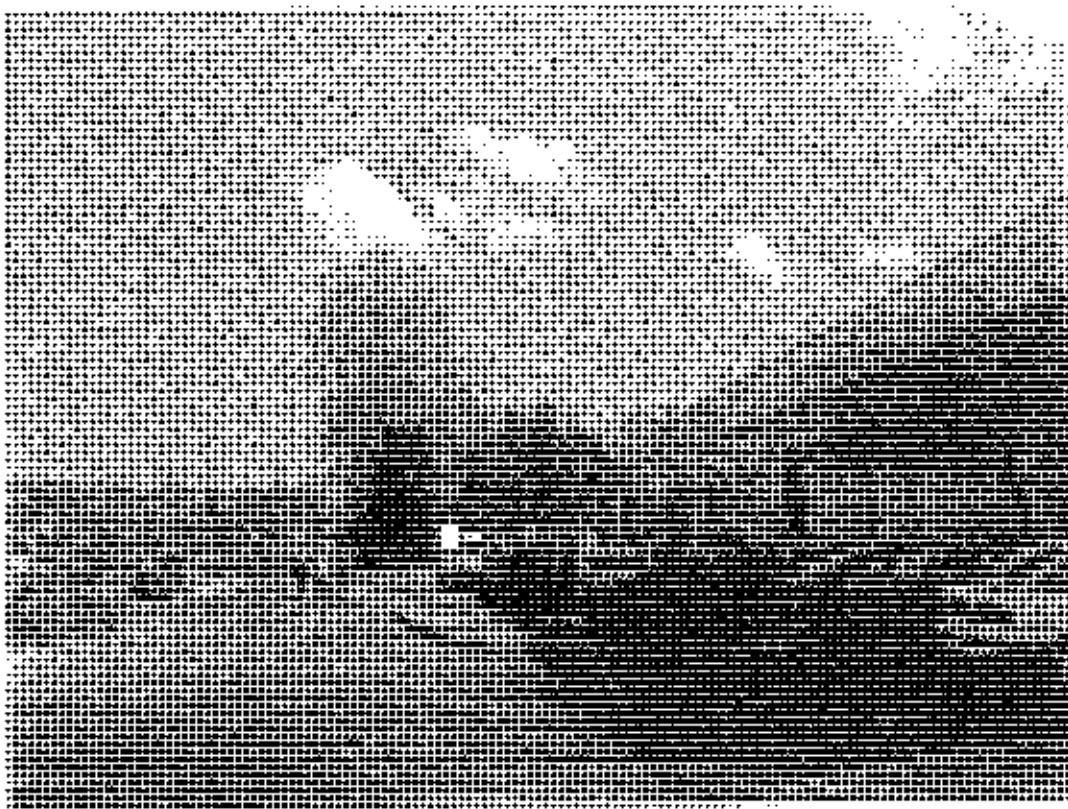




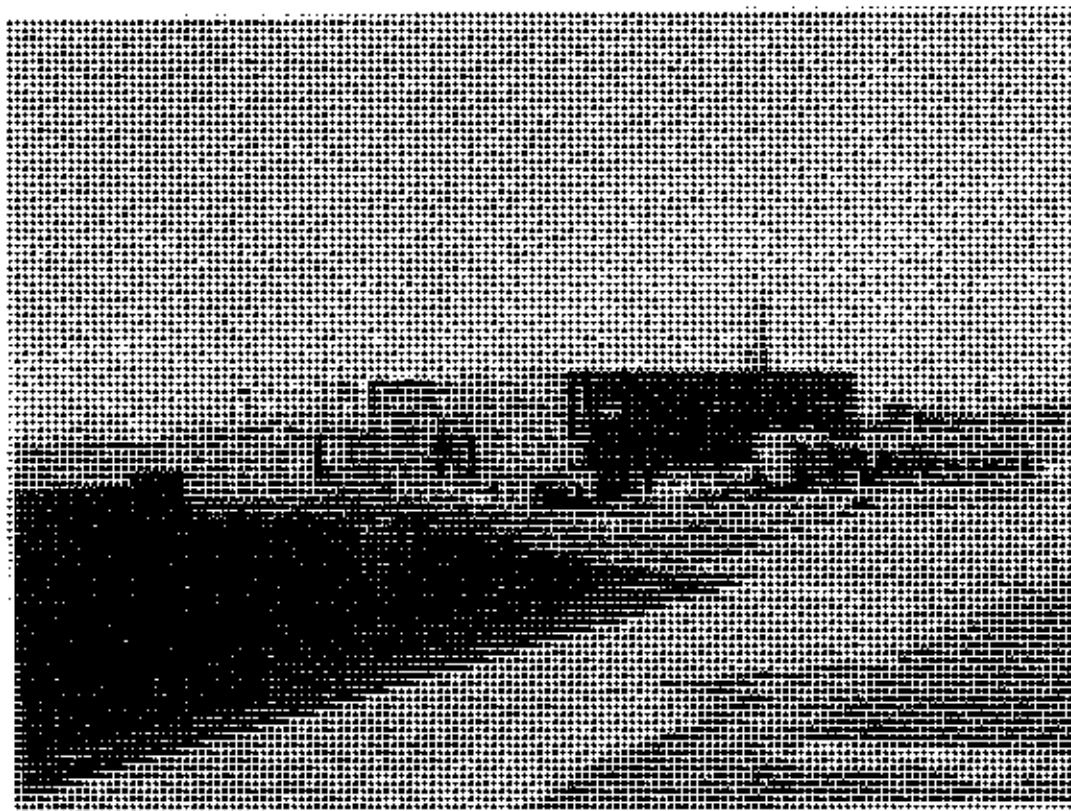
Photograph 8 View from A5117 at Hapsford to site



Photograph 9 View from Rugby Pitch across disused railway to housing



Photograph 10 View to east from centre of site to poplar and conifer group



Photograph 11 Substation

**Appendix 5: Summary of Noise Report by SRL Ltd**

17 May 2002

C/02/SW/9220-V01/L05-V1/CS

## HELSEY DEVELOPMENT SITE: SUMMARY NOISE IMPACT ASSESSMENT

### 1.0 INITIAL NOISE ASSESSMENT (MARCH 2001)

Sound Research Laboratories was commissioned by the Brookhouse Group to do a noise assessment at the Helsby Development site, Cheshire. The proposed development site is a disused section of a larger industrial estate. The aim of the initial noise assessment was to identify regions of the site suitable for residential, retail and leisure developments.

#### 1.1 Noise Sources and Measurement Locations

It was identified in our initial report (6th March 2001) that the site was influenced by noise from road traffic, rail traffic and various industrial sources. We measured ambient noise levels using a combination of 24 hour monitoring at a fixed location and a series of short term "spot" measurements across the site.

#### 1.2 Conclusions

Noise exposure across the site is variable, therefore it was proposed that a series of zones of suitability be created. These zones are shown in Figure 2 of our noise assessment report dated March 2001. From this it was identified that noise on;

- Area A is rail traffic and exhaust stack fans (Brand-Rex unit in the north of the site)
- Area B is partly influenced by the existing Brand-Rex factory
- Area C is mainly influenced by road traffic from the A56 and by the distant M56
- Area D is the highest, strongly influenced by noise from EVO plant and associated vehicle movements
- Area E is influenced by road traffic on the A56, on-site vehicles and general site noise

Of these site regions, Areas B and C were identified as the regions most suitable for a residential development.

# SRI

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## 2.0 OUTLINE BUILDING DESIGN

Based on the results and conclusions taken from the initial assessment in March 2001, a series of outline noise mitigation measures were recommended. These consisted of both screening and the potential to incorporate mitigation measures into building design. Internal noise levels were designed to be either 'reasonable' or 'good' as defined in *BS8233: Sound insulation and noise reduction for buildings*.

### 2.1 Building Design

With reference to my letter dated 28 March 2002, it was shown that the internal noise level criteria for bedrooms could be achieved with a combination of double glazing and a high performance acoustic slot vent. For other habitable rooms, such as lounges, the internal noise level criteria can be achieved with double glazing and a non-acoustic slot vent.

### 2.2 Acoustic Screening

Again, referring to the letter dated 28 March 2002, I recommended that, should a screen be used, it would need to be at least 5m in height. It should consist of a close boarded fence and/or an earth bund. This construction, when placed on the boundary of Area B (as shown on the latest version of the Masterplan), will give an additional 10dBA of noise attenuation, and hence reduce the sound insulation requirements of the buildings.

### 2.3 Existing Use and Potential of Impact of Industrial Use Surrounding Residents

The existing extensive industrial buildings have potential, in planning terms, to be re-occupied for unrestricted industrial purposes. The noise emanating from an industrial unit could be greater than the proposed mixed use development. The noise impact of the development proposal contained in the Masterplan would be likely to be less than the noise impact on surrounding residents than if the BICC facility were re-occupied/re-developed as industrial units.

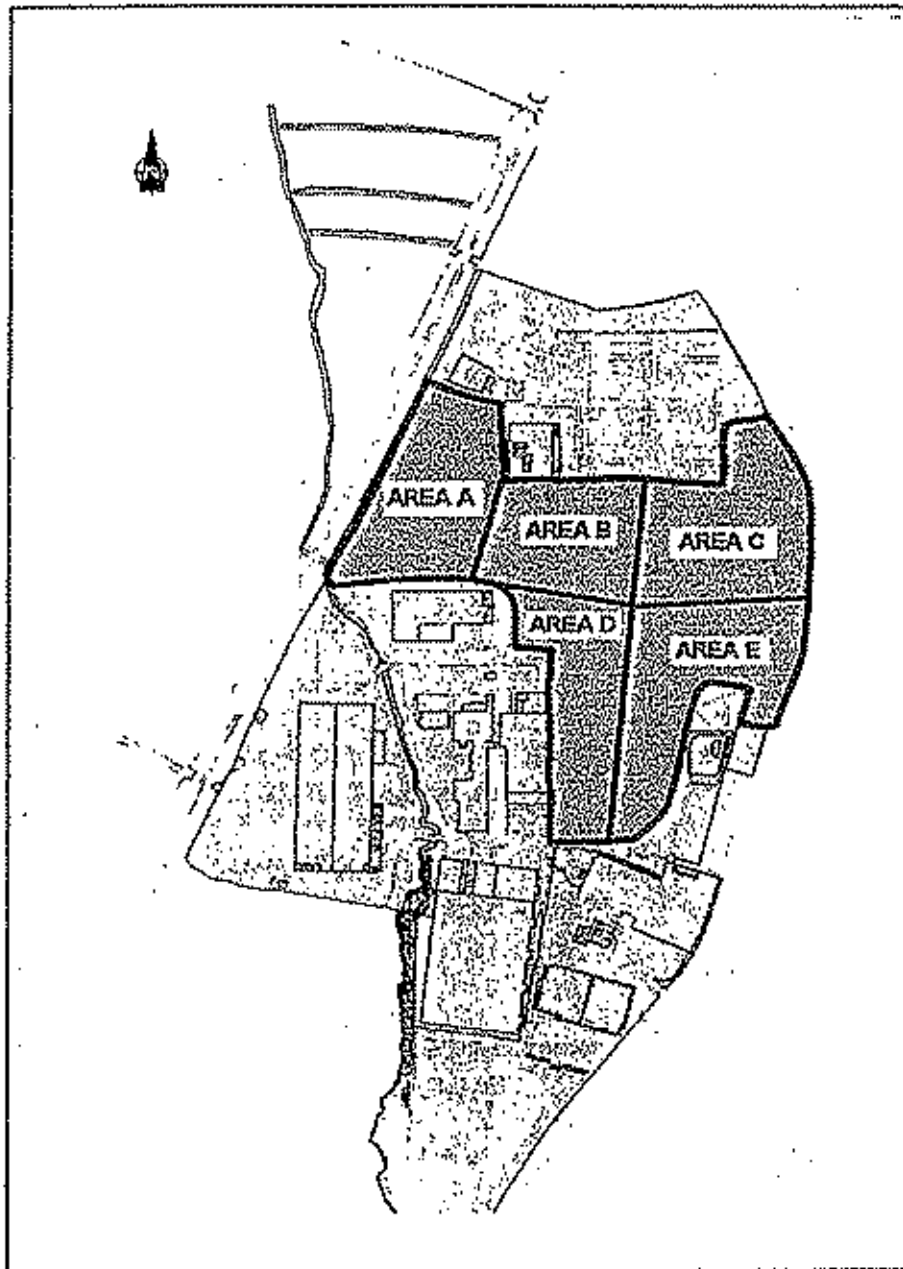
Please contact me if you have any questions.

Yours sincerely

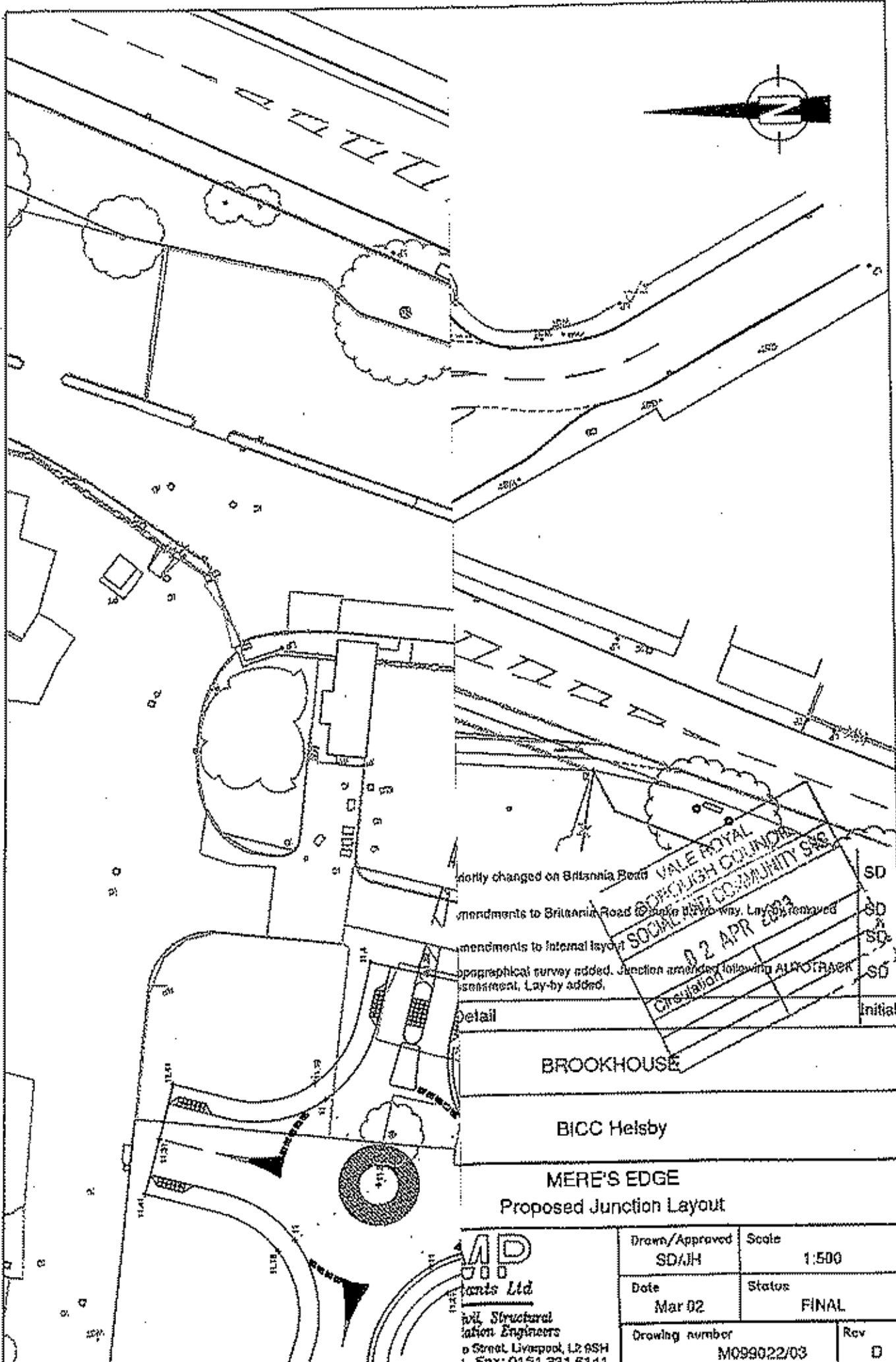


**Craig Scott**  
Consultant  
For and on behalf of  
Sound Research Laboratories Limited

Figure 2 - Defined Assessment Areas



**Appendix 6: Proposed New Main Site Access detail**



Priority changed on Britannia Road

Amendments to Britannia Road to make it a one way. Lay-by removed

Amendments to internal layout

Topographical survey added. Junction amended following ALMOTRAK assessment. Lay-by added.

Detail

VALE ROYAL  
SOUTH LANCASHIRE COUNCIL  
SOCIAL AND COMMUNITY SERVICES  
02 APR 2003  
Circulation

SD  
SD  
SD  
SD  
Initial

BROOKHOUSE

BICC Helsby

MERE'S EDGE  
Proposed Junction Layout

**MD**  
Structural  
Engineers  
100 Street, Liverpool, L2 6SH  
Tel: 0151 231 6141

Drawn/Approved SD/JH	Scale 1:500
Date Mar 02	Status FINAL
Drawing number M099022/03	Rev D



## Appendix 7: Results of Public Consultation Exercise and Council's Response

MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION

1.0 TRANSPORT

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
Congestion on Chester Road	The developer will submit and analyse information on current traffic levels and travel patterns and proposed increases/changes as a result of the development in a Transport Assessment as required by para 4.7 and 7.0 of the Planning Brief.	None
Inadequate site access	This will be carefully considered when it is submitted as part of a planning application. Cheshire County Highways have considered the proposed site access arrangements. The County Council considers that the access improvements suggested is a significant improvement upon the existing situation. A traffic-signalised junction will provide safer crossing areas for pedestrians and cyclists.	None
Second site access by the Helsby Arms	Detailed access arrangements will be considered by County Highways when a planning application is received. B8 – traffic implications T.A. – greater depth County Highways do not consider that this could be provided within the confines of the site and it is not considered necessary, as the improvements to the existing access in the Brief would be more than capable of accommodating development traffic to and from the site.	None
The mix of residential traffic and industrial traffic is dangerous	Government Planning Policy does encourage mixed use regenerated proposals particularly on brownfield sites subject to all highway related requirements being in place and appropriate standards met and correctly	None

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ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>There should be no increase in traffic levels on an evening and during the night on Chester Road as that would disturb the peace in the village</p>	<p>signed then there should be no adverse highways effects. Appropriate design considerations to minimise pedestrian and vehicular conflict will be implemented.</p> <p>County Highways consider that the only increase in the evenings will be from the residential aspect of the development. Should any of the employment proposals require additional traffic movements in the evening, such as warehousing, this will be considered during the processing of the planning application.</p>	<p>None</p>
<p>Creating a one-way system on Britannia Road would be unworkable due to the delivery lorries visiting the Coop.</p>	<p>JMP Traffic Consultants are re-assessing as a result of the comments.</p> <p>County Highways considered that the proposed layout could be re-engineered to resolve the problem. However the proposed arrangement will have benefits for better parking and no traffic waiting to enter the A56 from the estate. This reduces the number of signal change operations, allowing longer green phases on Chester Road, with greater benefits in reducing congestion.</p>	<p>None</p>
<p>One-way on Britannia Road would have a detrimental effect on the businesses on the road</p>	<p>County Highways consider that there will be more parking spaces, less traffic movement and better business use so the comment is not supported.</p>	<p>None</p>

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ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
Increased traffic levels would cause noise pollution	The ambient noise level is unlikely to increase significantly due to development proposals. However the developer will need to carry out noise assessments to examine possible implications for the development. A Noise Assessment is required by Section 7.0 of the Planning Brief.	None
Reopening the railway to the public and freight	It is unreasonable for the Borough Council to require the re-opening of the railway line by the developer. The development could not support the provision of such major transportation provision.	None
Creating a new junction for Helsby off the M56	This land is in the Green Belt and would have a significant impact. According to County Highways, the traffic generation from the re-development would not produce the traffic levels to require a new motorway section. However the views of the Highways Agency will be sought.	None
Transport Assessment to be submitted with any application	Paragraph 7.1 of the development brief does require the preparation of a Transportation Assessment, by the developer, to be submitted with any planning application for the site.	None
A pedestrian crossing on Robin Hood Lane would help Children get to school safely	Potential improvements to the junction of Robin Hood Lane and the A56 will be addressed in the T.A. and considered by County Highways in detail when the T.A. is submitted.	None

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2.0 PUBLIC HOUSE

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
There are too many public houses	<p>The Brief identifies that within the proposals for the site a new public house family restaurant could be accommodated.</p> <p>On the master plan an area is identified on the site frontage.</p> <p>It is not the role of the planning system to decide how many public houses should be in a particular settlement. It is however considered that this aspect of the proposal could add vitality and vibrancy to the location without causing any general adverse on local residential amenity.</p>	None
A McDonalds or Little Chef would be better than a public house	<p>As above. The type of proposal put forward will be a matter for the developer bearing in mind the location and the likely viability of a specific proposal.</p> <p>The provision of a wide range of facilities within the overall development proposals will encourage more local usage and less journeys.</p>	None
A good quality restaurant would be a good option	<p>As above. The developer will no doubt consider all the options put forward during public consultation and pursue subject to the contents of the adopted Planning Brief the most viable proposition via a planning application on which comments will be encouraged from the public.</p>	None

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3.0 RETAIL USE

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>A large supermarket would be detrimental to the vitality and viability of Helsby's Shops</p>	<p>It is accepted that the effect of the retail element of the proposal on the vitality and viability of Helsby center will be an important consideration. This will be assessed through the Retail Impact Assessment that is required as part of any planning application for the site</p>	<p>None</p>
<p>A small shopping mall with a number of smaller shops including a new post office and a bank would be more beneficial than one supermarket.</p>	<p>The detail of the mix of uses to be included within the retail element of the proposal will be considered at the planning application stage. The development brief requires that a Retail Impact Assessment (RIA) be submitted with any planning application for retail on the site. The RIA will allow the Council to assess the likely effects of the retail proposals on Helsby and the surrounding area.</p>	<p>None</p>
<p>A large supermarket would attract people from the surrounding villages and just increase the congestion on the roads in and around Helsby</p>	<p>Traffic generation by the various uses on the site will be assessed through the preparation of a Transportation Assessment. The development brief requires that a full Transportation Assessment is submitted with any planning application for the site.</p> <p>It is anticipated also that any significant proposals coming forward which may affect surrounding villages will be the subject of wider consultation including adjacent Parish Councils and Chester City Council.</p>	<p>None</p>
<p>ISSUE</p>	<p>PROPOSED BOROUGH COUNCIL RESPONSE:</p>	<p>PROPOSED PLANNING BRIEF AMENDMENT:</p>

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<p>Concern the retail proposals would not materialise</p>	<p>The Council supports the mixed-use regeneration proposals for the site including an element of retail provision subject to a R.I.A. Should no retail proposals materialise, the Council would expect a strong justification for alternative proposals.</p>	<p>None</p>
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4.0 HOUSING

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>Housing needs to be affordable for first time buyers as at present young people are being forced to leave the village because the prices are so high</p>	<p>Para 5.10 of the Development Brief requires the developer to provide an appropriate proportion of affordable housing units within the site based on the Councils up-to-date Housing Needs Survey. In addition, the Council would seek the provision of a mix of house types within the development proposals. It is suggested that this is stated more clearly within the development brief.</p> <p>The Council confirms that there is a requirement for affordable rented housing because of numbers on the Housing Register. Demand is mainly for 2 and 3 bed houses, with limited demand for 4 bed houses and upper floor flats.</p> <p>The housing development will be required to meet the requirements of the appropriate Local Plan policies for affordable housing.</p>	<p>Add new paragraph after para 5.10 to state that:</p> <p>"The Council will expect a range of dwelling types and sizes to be provided within the residential elements of any proposal."</p> <p>And paragraph 5.10 through the addition of "the developer will be required to discuss the amount and type of affordable housing provisions with the Council's Housing Strategy and Regeneration Section". Amend paragraph 5.10 to reflect completion of Housing Need Survey, and to reflect the Council's requirement for "on site affordable housing provision".</p>
ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:



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<p>Will the affordable housing be council or housing association run?</p>	<p>Policy H24 of the Vale Royal Borough Council Local Plan First Review states that where affordable housing is provided on site, it should be provided either directly by the developer or in partnership with a registered social landlord. This is an issue that will be decided at planning application stage.</p> <p>The Council anticipates affordable housing will be managed by an appropriate Housing Association. The details of the provision will be considered when planning applications are received</p>	<p>None</p>
<p>The site is simply adding to the counties housing surplus</p>	<p>The Borough Council does currently have an estimated oversupply of residential dwellings in the Borough up to the end of the Local Plan period, 2006. However, this site is a major regeneration opportunity predominately for an employment re-use. It is therefore for the Council to decide, at planning application stage, whether the regeneration of the former industrial site for a mixed-use development outweighs the current estimated oversupply of residential dwellings.</p> <p>However some of this requirement is to be met via the windfall sites. This is such a site, it is also on previously developed land and is part of a mixed regeneration scheme which has Government support and which will be more economically viable. There is also, a demand for affordable housing for special needs and in the rural areas.</p>	<p>None</p>
<p>ISSUE</p>	<p>PROPOSED BOROUGH COUNCIL RESPONSE:</p>	<p>PROPOSED PLANNING BRIEF AMENDMENT:</p>

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<p>Council / Housing Association housing would affect the character of the village</p>	<p>The design of the affordable housing will be carefully considered at planning application stage.</p> <p>Any proposals for affordable housing will be considered alongside proposals for private sector housing in terms of design. It is not considered that such schemes would adversely affect the character of the village.</p> <p>The amount of affordable housing will be determined by the Council in accordance with relevant Local Plan policies.</p>	<p>None</p>
<p>A phasing policy for the release of the housing land to be included</p>	<p>As stated above, the issue relating to over-supply of housing in the Borough is one, which will have to be balanced against the benefits of site regeneration predominately for an employment re-use. However, the Council do not feel that it is appropriate to have a phasing policy on a housing site that is anticipated would deliver around 80 units.</p> <p>In addition, any housing proposed will be on brownfield land and contribute to the requirements of the Local Plan in respect of windfall sites for the period up to 2008</p>	<p>None</p>
<p>All the housing should be at the front of the site so that it integrates with the village and is isolated from the industrial uses</p>	<p>The draft master plan shows the proposed housing area within the site rather than at the front of the site. It is proposed that the site frontage be developed for a combination of shopping and recreation/leisure uses in order to attract existing residents from the village. It is considered that these proposals including the housing will integrate and link to the village.</p>	<p>None</p>

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5.0 LEISURE

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>A swimming pool would be of great benefit to the local community who feel that all their taxes are spent in Winsford.</p>	<p>A previous study to assess the viability of a swimming pool to serve the north western area of Vale Royal demonstrated that with existing facilities in neighbouring boroughs, the potential catchment and market, such a provision would be unrealistic and unsustainable.</p>	<p>None</p>
<p>At present there is a shortage of places for young people to go, this should be included in the development</p>	<p>Whilst there are a variety of community leisure facilities in Helsby the role of the Sport and Social Club in providing formal recreation provision is extremely important. For younger children the Council's open space survey identified a shortfall in equipped play space especially in the southern end of Helsby. This should be incorporated in the development proposals along with some appropriate teenage (informal) provision developed in association with the community.</p>	<p>Add after paragraph 5.14, "A Children's play area should be provided by the developer as part of any proposal for residential development on the site. Additional consideration should be given the type and location of a facility to serve the southern end of the village".</p> <p>Also add "The need for informal youth provision should also be discussed with the Borough and Parish Councils".</p>
<p>The sports and social club should remain and be enhanced by the development. This should include refurbishment and a wider range of activities for all ages.</p>	<p>Agreed. The development proposals merely note the existing facilities and should be more pro-active in ensuring the club's continuance and sustainability by transferring into community ownership by, perhaps, a legal agreement, as envisaged in PPG 17. The Council will require by way of a legal agreement attached to appropriate planning applications a planning obligation, which secures in perpetuity continued use of the Sports and Social Club for Community Benefit.</p>	<p>Add after 5.2.3 "The Council is determined to ensure that the Sports and Social Club's future is secured through transfer into community ownership. It will be seeking a planning obligation attached to appropriate planning applications".</p>
ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:

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<p>The rugby club should continue to have access to the pitches during the development by both foot and vehicle as it is important that ambulances can get access to the pitch</p>	<p>Agreed. Pedestrian access within the site to use recreation facilities should be supported.</p>	<p>None</p>
<p>Changing facilities should be built by the pitch and the car parking that is already there should remain, floodlights would help the club to attract more players.</p>	<p>Separate changing facilities for rugby pitches removed from the main Sports and Social Club, would be unsustainable. Applications to floodlight pitches may be a matter for the club and subsequent applications will be considered by the Council and assessed against planning policy.</p>	<p>None</p>
<p>A children's play area should be included in the proposed development</p>	<p>Agreed. See para 5.2</p> <p>Open Space Survey suggests deficiency of ~ 2.375 ha of play space. PPG 17 suggests it is reasonable to relate development proposals to community needs. Access to play space on this site should serve the southern Helsby community.</p> <p>It is accepted that a children's play area should form part of any proposal for residential development on the site. The development brief should be amended to reflect this.</p>	<p>Add paragraph after para 5.14 stating "A children's play area should be provided by the developer as part of any proposal for residential development on the site."</p>
<p>Section 3.4 should include reference to the recreation and tourism policies of the Local Plan First Review</p>	<p>Agreed. This is an omission</p>	<p>Paragraph 3.4.5 to become 3.4.6. 3.4.6 to include reference to the relevant recreation and tourism policies of the Local Plan First Review.</p>
<p>Section 3.1 should include reference to PPG 17 Sport and Recreation</p>	<p>Agreed. This is an omission</p>	<p>Add new paragraph 3.1.14 which refers to the relevant contents of PPG 17.</p>

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**6.0 ENVIRONMENT**

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
This is an industrial heritage site and the buildings should not be demolished.	The adopted Local Plan allocates a large part of the Brief area for employment uses. It does not however seek to retain any of the buildings specifically. It is considered that the gatehouse building is however of sufficient architectural interest to warrant its retention and protection as a feature of the proposed development.	Add reference in Section 2.3 of Brief to the need to retain the brick gatehouse building.
There are dangers when building on a chemical waste tip.	There are no proposals to build on the PCB containment area.	None
The list of design considerations in Section 6 should include the potential impact of any remediation strategy to deal with contaminated land.	Agreed. This could affect the location of particular uses.	Amend Section 6 to include the potential impact of a contaminated land remediation strategy.  Also amend list of documents in 7.1 to include: "Good Condition Survey, Risk Assessment, Conceptual Model and Remediation Strategy".
A section on Air Quality is absent from the Brief.	Agreed. Include the Council's requirements	Include the need for an Air Quality Assessment in Section 7.0
ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:

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<p>The wildlife corridor should continue along the length of the railway line.</p>	<p>The line of the railway is not in the developers control and it would be unreasonable to expect the developer to provide this as part of the proposal. However, the line of the former railway is identified in the Local Plan First Review as being safeguarded for recreational use. The line itself represents a natural wildlife corridor and the Council would seek to retain this feature along with promoting its recreational value.</p> <p>The line of the former railway line is not affected by the development proposals. Discussions could take place with Railtrack and the Parish Council over the potential to link the Brief area with the disused railway line, functionally and visually, through pedestrian/cycleway links, landscaping and other recreational facilities.</p>	<p>Amend Brief to reference the potential of linking the Brief area with the disused railway line by way of additional bullet point to Section 6.0 to read "Consideration to be given to linking the brief area with the disused railway line functionally and visually through pedestrian/cycle links, landscaping and other recreational facilities".</p>
<p>Helsby has a drug problem and the wildlife corridor could become a haven for these people should it not be maintained.</p>	<p>The development brief, in paragraph 7.1, requires a landscape management strategy be prepared by the developer and be submitted with any planning application. The strategy will set out how all the landscaped areas of the proposal will be managed and maintained.</p> <p>The Council's Community Safety Officer has considered the comment and responds that all the evidence suggests that Helsby has a low level of illegal drug use.</p>	<p>None</p>
<p><b>ISSUE</b></p>	<p><b>PROPOSED BOROUGH COUNCIL RESPONSE:</b></p>	<p><b>PROPOSED PLANNING BRIEF AMENDMENT:</b></p>

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<p>Will the visible environment be altered greatly by high buildings and bright lights from the supermarket?</p>	<p>Light pollution is an issue that will be addressed at the detailed planning application stage. However, the development brief does require an urban design statement to be prepared by the developer and be submitted with any planning application. The urban design statement will address issues of light pollution reduction. In addition, Policy P4 of the Local Plan First Review seeks to minimize potential light pollution from glare and spillage.</p>	<p>None</p>
<p>At present Helsby has a good village environment, too much development could change this</p>	<p>The Council accepts that the development should certainly aim to enhance the village environment. It is considered that this neglected industrial site will be physically and visually enhanced by new development in different forms through good design, quality landscaping and modern materials. In addition an urban design statement is being produced.</p>	<p>None</p>
<p>Asbestos in the existing buildings could cause problems.</p>	<p>Environmental Health Services are aware of this issue and will liaise with the developer to provide practical advice on removal.</p>	<p>None</p>
<p>When the lagoons are made more accessible care needs to be taken due to the abundance of wildlife that exists there.</p>	<p>It is accepted that the lagoon area does have a wildlife value. The development brief does require that a Phase 1 habitat survey is prepared by the developer and submitted with any planning application. This survey will assess the wildlife value of the site and will form the basis for the consideration of detailed measures for mitigation that may be required to protect and enhance those species as part of any future proposal.</p>	<p>None</p>
<p><b>ISSUE</b></p>	<p><b>PROPOSED BOROUGH COUNCIL RESPONSE:</b></p>	<p><b>PROPOSED PLANNING BRIEF AMENDMENT:</b></p>

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<p>There is a need for a section on Air Quality in the Brief</p>	<p>Agreed</p>	<p>Add section on Air Quality as 4.7 and re-number subsequent sections.          Add, "An Air Quality Assessment will need to be undertaken to assess the impact upon, the proposed residential development, that transport, especially the use of the M56 and A56 and industrial sources could have.          Consideration of industrial sources should include those existing and proposed on the site at the Starlow Complex including Kemina and those proposed in the ince areas.           Reference to the Air Quality Review and Assessment documents produced by Vale Royal, Ellesmere Port and Neston and Chester City Councils will be required".</p>
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7.0 OTHER ISSUES		
ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
This scheme could prove a huge success, providing services, which are badly needed and breathe some life into a village, which is slowly in some senses dying.	Agreed. It is considered that a quality development on this site will provide a major mixed regeneration scheme, which will become an asset to the village and surrounding area.	None
The majority of the responses received are very much in favour of the proposals subject to specific issues mentioned elsewhere in this document. If nothing is done with the site it will fall into disrepair.	Comment is welcomed but specific issues require attention.	None
Hope that the development is driven by the needs for the right balance of uses and not the biggest return on investment	It is accepted that this site is an under-used asset, which would benefit from the proposed mixed-use regeneration scheme. It has considerable potential for a good quality development scheme. The proposal does accommodate a mix of uses which reflects Government advice for brownfield regeneration schemes. However it is vital to ensure that the development which is proposed is commercially viable for it to happen. The proposals must however also be acceptable in planning terms and be in accordance with Local Planning Policy.	None
The development needs to provide employment for local people of all ages.	The proposals provide for a variety of employment generating activities on site. In addition an Employment Market appraisal of the site is being produced. The developer will be aware of the local labour market and the Council's Economic Development Team will also advise on local employment issues.	None
ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
		Add to list of documents in Section 7.0 *A Market Appraisal of the site to justify particular uses*.

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<p>The additional housing is going to put pressure on the schools in the area, does this capacity exist in the local area.</p>	<p>Cheshire County Council has been consulted on the content of the draft development brief for the site. The Director of Education stated that:          "Residential development in this location would affect admissions to primary schools in the Helsby and Frodsham area, and the impact of any residential development therefore needs to be closely monitored. It is anticipated that the existing high schools in the Frodsham and Helsby area would be able to cope with the extra demand generated by this development"</p>	<p>None</p>
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8.0 UTILITIES

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>United Utilities have a borehole pumping station in the south east corner of the site.</p>	<p>Noted. Add reference to section on water in Brief.</p>	<p>Brief to be amended to include reference to "bore hole pumping station in south east corner of site"</p>
<p>A 225mm water main exists in the south of the site this can be extended at developers cost for domestic purposes but more information is required for other uses.</p>	<p>Noted. Paragraph 4.2.10 will be amended to reflect the comment.</p>	<p>Amend paragraph 4.2.10 to read, "a 225mm water main exists in the south of the site and this can be extended for domestic purposes. The developer should contact United Utilities regarding other uses"</p>
<p>There are several sewers on the site and development cannot go over these as an access strip of 6m wide and at least 3m either side of the centre line is required for maintenance and replacement.</p>	<p>Sewers are considered in paragraphs 4.2-12 -- 4.2.15 in the Brief.  Where necessary service diversions will be implemented to facilitate the development.  An additional paragraph will be added to the Brief to reflect the comment.</p>	<p>Amend brief in section 4.2 to read "where sewers are retained on site, an access strip of 6m in width and at least 3m either side of the centre line is required to be free of development for future maintenance and possible replacement".  Also add, "The Drainage Section of the Council will need to be consulted regarding the requirements for sewer connections for new infrastructure. The Council at the developer's expense will carry out the diversion of existing public sewers necessitated by the proposals."</p>
<p>The site must be drained on a separate system with only foul drainage connected to the foul sewer.</p>	<p>Noted.</p>	<p>Amend brief to add "The site must be drained on a separate system with only foul drainage connected to the foul services" to section 4.2</p>
<p>Wastewater treatment works is currently being improved, and further consultation is required as this may potentially limit the capacity available to serve the site</p>	<p>Noted. Further consultation will take place on planning application with United Utilities. Developer advised to liaise with United Utilities.</p>	<p>None</p>
<p>ISSUE</p>	<p>PROPOSED BOROUGH COUNCIL RESPONSE:</p>	<p>PROPOSED PLANNING BRIEF AMENDMENT:</p>

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<p>Reference to Hornsmill Brook flooding incidents as "rare" should be reviewed.</p>	<p>Noted. Paragraph 4.43 confirms that a full flood risk assessment will be required to accompany any planning application. The Environment Agency will also be consulted regarding possible flood risk.</p>	<p>Amend list of documents/assessments required in Section 7 to include a Potential Flood Risk Assessment.</p>
<p>Cheshire Fire service would be happy to receive detailed proposals on mitigation initiatives for any buildings that have the potential to damage the environment should fire occur, particularly in relation to fire fighting water run off.</p>	<p>Noted. The Fire Service is aware of the need to respond to consultation on planning proposals. This is usually carried out as part of the processing of Building Regulation applications. There is effective liaison with Building Control by the Planning Control Service.</p>	<p>None</p>
<p>The fire service would like to be involved in legislative and community based safety initiatives, which will help to reduce the need for operational fire fighting responses. This can be for both the employment uses and residential uses</p>	<p>Noted. Suggested that the developer be advised of this proposal.</p>	<p>None</p>
<p>The fire service would like more input on access and water supplies as and when firm plans are drawn up.</p>	<p>Noted. This is an issue for discussion with the developer, United Utilities and Vale Royal Building Control, when planning applications/building regulation applications are received.</p>	<p>None</p>

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9.0 HELSBY PARISH COUNCIL

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE	PROPOSED PLANNING BRIEF AMENDMENT
<p>Creating a one-way system on Britannia Road would be unworkable due to the delivery lorries visiting the Coop. The lorries currently enter from Robin Hood Lane; unload at the rear-loading bay and then exit onto Chester road. The proposed layout means the lorries will block the entrance to Britannia Road when unloading then have to turn around and exit via Robin Hood Lane.</p>	<p>County Highways confirm that the proposed alterations have taken into account servicing requirements to the Co-op Store. A service vehicle will be able to wait/loaded adjacent to the delivery doors without blocking the one-way section of the minor road. The new parking area has been designed to form a turning head, which could accommodate a delivery vehicle. Revisions to the junction design will be proposed to also incorporate a loading/parking bay outside the store along the A556, although the County Council will need to approve the detailed design.</p>	<p>Amend paragraph 4.7.6 to add a reference to the need for revisions to the junction design to incorporate a loading/parking bay outside the store along the A556, will need to be subject to County Highways approval.</p>
<p>There are too many public houses; a prestigious hotel and restaurant would be better.</p>	<p>See previous comment and response</p>	<p>None</p>
<p>Concern about mix of industrial, cyclists, cars and pedestrians all using the entrance off Chester Road. This is dangerous and there must be safety measures to safeguard everyone.</p>	<p>It is confirmed that County Highways have no objections in principle to the proposed access arrangements. However the detailed arrangements will need to be subject to a Safety Audit, which may require additional measures.</p>	<p>None</p>
<p>A children's play area should be included in the proposed development</p>	<p>It is accepted that a children's play area should form part of any proposal for residential development on the site. The development brief should be amended to reflect this.</p>	<p>Add paragraph after para 5.14 stating "A children's play area should be provided by the developer as part of any proposal for residential development on the site."</p>
<p>A new site entrance off A5117 south of the Chester to Warrington railway line should be established so that existing and new industrial traffic have no need to enter the village.</p>	<p>County Highways have accepted the principle of the proposed access arrangements to the site.</p>	<p>None</p>
<p>New road traffic census taking into account both present and proposed traffic is needed</p>	<p>A Transportation Assessment is required to accompany any planning applications</p>	<p>None</p>

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ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
	<p>submitted. This will include the very latest information available and the County Highways will decide if new road traffic census information is necessary to be included in the T.A.</p>	
<p>Further research is needed into presence and location of PCB's. Hornsmill Brook will be a feature of the site and with children about all contamination must be eradicated.</p>	<p>The developer has produced a detailed study of potential contamination hazards likely to adversely affect the development. The Council will require full details of ground conditions, plus a report detailing land contamination/remediation issues taking account of sources/pathways and receptors, using zoning based on the suitability of different areas for sensitive end users.</p>	<p>Amend list of design considerations under Section 6.0 to include the need for a report covering the information required set out in the Council's response.</p> <p>Amend list of documents under Section 7 to include the need for "a Ground Condition Survey, Conceptual Model, Risk Assessment and Remediation Strategy".</p>
<p>The sporting facilities must remain</p>	<p>The development proposals do not seek to remove the existing sporting facilities within the site.</p>	<p>None</p>
<p>The site should be developed in accordance with the Vale Royal Borough Plan.</p>	<p>The Brief includes Section 3.4 and 5.0 which assesses the proposals against the adopted Local Plan First Review. The site is identified as suitable for a mix of uses. The Local Plan also provides for windfall housing sites such as in this case.</p> <p>It is accepted that the site should be developed broadly in accordance with the Vale Royal Borough Local Plan First Review. The site is allocated in the Local Plan for predominantly employment development with an element of retail. The current proposal accords with the Local Plan in this fact, although it does include a small element of residential development. It is accepted that in order to facilitate the</p>	<p>The need for a sustainability appraisal will be added to the list of documents set out in Section 7.0 to accompany planning applications.</p>

**MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION**

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
	<p>redevelopment of a major part of the site for employment use, other uses may need to be considered. This will be assessed in full at planning application stage. The Government Office for the North West (GONW) was consulted regarding the content of the development brief. GONW stated that "What is proposed seems to us broadly acceptable and justified in terms of the Local Plan."</p> <p>It is also considered that the development proposals should be the subject of a sustainability appraisal.</p> <p>Having considered the Local Plan policies the Council considers that the range of uses proposed are acceptable in principle.</p>	

MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION

10.0 ELTON PARISH COUNCIL

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>Welcome the development of the site, particularly any development that provides employment opportunities, which will benefit Elton residents.</p>	<p>The support for the employment generating elements of the proposal is welcomed.</p>	<p>None</p>
<p>Concerns over the potential of a site developed for retail, housing, offices and warehousing to generate additional road traffic</p>	<p>See previous comments regarding the need for a T.A. for the site. The County Highways has no objection in principle to the proposals.</p>	<p>None</p>
<p>Increased traffic will put strain on the already busy M55 junction and as such an additional motorway junction to serve Helsby and Elton should be included in the proposal</p>	<p>The views of the Highways Agency will be sought on the impact of the development on the M56 junction. No evidence has been put forward to indicate a need for a new motorway junction.</p>	<p>None</p>
<p>The development of the site provides an excellent opportunity for the electrification of the railway line enabling travel from Helsby to and from Liverpool and the Wirral.</p>	<p>It is unreasonable for the Borough Council to require the electrification of the railway line by the developer. The development could not support the provision of such major transportation provision.  However the improvements of links from the site to the railway station will be investigated.</p>	<p>None</p>



MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION

11.0 CHESHIRE COUNTY COUNCIL

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>Welcome that majority of site is proposed for employment development, retention of sports and social club and existing landscape features such as the brook and ponds also welcomed</p>	<p>Support for these factors is welcomed.</p>	<p>None</p>
<p>Impact of housing on schools in the area should be monitored. Consider existing High schools in Frodsham and Helsby will be able to accommodate extra demands</p>	<p>The Borough Council will continue to meet the County Council's Education Department on a regular basis to discuss issues regarding new residential development and school capacity.</p>	<p>None</p>
<p>Existing 4 bus stops should be upgraded as part of the development</p>	<p>It is agreed that the bus stops in the vicinity of the site should be upgraded as part of this proposal. This should be stated clearly in the Brief.</p>	<p>Amend para 4.7.9 to state: "Bus stops are located within walking distance of the site. The design of any layout must provide convenient pedestrian linkages to these stops. The existing stops in the vicinity of the site should be upgraded to the new Cheshire County Council standard bus stop design."</p>
<p>Object to the scale of the retail development as it could have a detrimental effect on the vitality and viability of the centre of Helsby.</p>	<p>It is accepted that the effect of the retail element of the proposal on the vitality and viability of Helsby center will be an important consideration. This will be assessed through the Retail Impact Assessment that is required as part of any planning application for the site</p>	<p>None</p>
ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:

MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION

<p>Requests that the brief includes site for household waste centre.</p>	<p>The Borough Council is looking for a high quality mixed-use development that will attract some significant employment uses to the site. The Council considers that a household waste center will detract from the high quality nature of the development and may act as a disincentive to attracting new employment investment to the area.</p>	<p>None</p>
<p>A phasing policy for the release of the housing land to be included</p>	<p>The Borough Council does currently have an estimated oversupply of residential dwellings in the Borough up to the end of the Local Plan period, 2006. However, this site is a major regeneration opportunity for predominately an employment use. It is therefore for the Council to decide at planning application stage whether the regeneration of a former industrial site for a mixed-use development outweighs the current estimated oversupply of residential dwellings.</p>	<p>None</p>
<p>Transport Assessment to be submitted with any application.</p>	<p>Paragraph 7.1 of the development brief does require the preparation of a Transportation Assessment, by the developer to be submitted with any planning application for the site.</p>	<p>None</p>

MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION

12.0 GOVERNMENT OFFICE FOR THE NORTH WEST

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>Mix of uses is broadly acceptable and justified in terms of the local plan</p> <p>Retail element needs to be appraised in the light of its relationship to shopping/town centre policies, as it is out of centre in a large village. May be possible to argue it reduces the need to travel</p> <p>Welcome predominance of employment uses, and ability to reduce the need to travel given nearby catchment population.</p>	<p>The support for the mix of uses is welcomed.</p> <p>It is accepted that the effect of the retail element of the proposal on the vitality and viability of Helsby center will be an important consideration. This will be assessed through the Retail Impact Assessment that is required as part of any planning application for the site.</p> <p>The support for the employment proposals for the site is welcomed.</p>	<p>None</p> <p>None</p> <p>None</p>
<p>Housing would add to districts surplus</p>	<p>The Borough Council does currently have an estimated oversupply of residential dwellings in the Borough up to the end of the Local Plan period, 2006. However, this site is a major regeneration opportunity predominately for an employment use. It is therefore for the Council to decide, at planning application stage, whether the regeneration of a former industrial site for a mixed-use development outweighs the current estimated oversupply of residential dwellings. See previous responses.</p> <p>Recognition of the location of the site for increasing rail commuting is noted.</p>	<p>None</p>
<p>Excellent location for rail commuting</p>	<p>Recognition of the location of the site for increasing rail commuting is noted.</p>	<p>None</p>

MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION

13.0 ENVIRONMENT AGENCY

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
Have no objection in principle	Welcomed.	None
A flood risk assessment should be carried out to determine the extent of flooding from Hornsmill Brook, for the '1 in 100 years' design flow in the brook allowing for climate change.	A full flood risk assessment is required to accompany any planning application. (see plan 4.43 and section 7.0 of Brief).	Amend 7.0 to include requirement for full Flood Risk Assessment
The agency is prepared to relax the minimum 8m access requirement from the top of the banks to just one bank in this case.	Noted. The developer will be informed	None
Any new crossings of the brook will have to pass the '1 in 100 years' design flow having no effect on water levels	Noted and developer will be informed.	None
Any culverting of the brook will require the Agency's consent	Noted and developer to be informed. Also need to adhere to relevant Local Plan policy	None
It is important that the wildlife corridors link not only with each other but the wider countryside as well creating a route in and out of the site	Noted and agreed.  The Borough Council will seek to ensure that the wildlife corridors link both to each other and to the surrounding area. The development brief requires the provision of a landscape design strategy and an urban design statement. These documents will set out how the provision of the strategic landscape elements of the site and the provision of wildlife corridors will form the basis of the development proposals. These will be assessed as part of any future planning application.	None

**MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION**

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>There are water voles on the site and it is important that during works their habitat is not disturbed, as it is a criminal offence to do so.</p>	<p>The development brief requires that the developer should carry out a phase 1 habitat survey and a Protected Species Survey for the site. Any protected species identified through these surveys will require the consideration of the need for mitigation and handled in the appropriate manner.</p>	<p>None</p>
<p>The site should be surveyed prior to the development to ascertain the presence of otherwise of other protected species or valuable wildlife habitats and the development should aim to build on the outcome of the survey.</p>	<p>The development brief requires that the developer should carry out a phase 1 habitat survey and a Protected Species Survey for the site. Any protected species identified through these surveys will require the consideration of the need for mitigation and handled in the appropriate manner.</p>	<p>None</p>
<p>The site is partly located within a groundwater source protection zone. This will provide constraints not only on the pollution prevention measures but also on the type of development permitted. Details on restraints can be found in the Environment Agency Publication, 'Policy and Practice for the Protection of Groundwater'</p> <p>Discussions should take place with the agency if any boreholes need infilling.</p>	<p>Noted. The developer will be informed of the document.</p>	<p>Para 4.3.1 will be amended to include the whole of the Environment Agency comment.  ??</p>
<p>The Helsby wastewater treatment works is already up to capacity and the developer should discuss this with United Utilities.</p>	<p>Noted. Developer is aware.</p>	<p>None</p>

MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION

14.0 CHESTER CITY COUNCIL

ISSUE	PROPOSED BOROUGH COUNCIL RESPONSE:	PROPOSED PLANNING BRIEF AMENDMENT:
<p>City Council welcomes moves to bring back this large site into more effective use for providing employment purposes.</p> <p>City Council advise Vale Royal that Chester City Local Plan Inspector has recommended that the area of land allocated for employment in the Chester Rural Area Local Plan should be retained as an employment allocation in the emerging Local Plan.</p> <p>Inspector's recommendation yet to be considered by Chester City Council, premature to change brief.</p>	<p>Noted. Agree that employment should be a significant element in the master plan but this is a mixed-use regeneration site</p> <p>Noted.</p> <p>Brief includes Chester City land including industrial building. Retaining land as allocated employment site will not prejudice the comprehensive approach to the future development of the site.</p>	<p>None</p> <p>None</p>
<p>Wish to see the creation of a strong landscaped boundary along southern and western sides of the site.</p> <p>Any new buildings should be of a scale and appearance appropriate to this semi-rural location</p>	<p>Noted.</p> <p>Para 4.5.5 in the Brief requires the creation of a strong landscape framework.</p> <p>It is agreed that an addition could be made to this programme to reflect the views expressed.</p>	<p>Amend bullet point 2 of 4.5.5 to include "all" before "site boundaries" and add after "development", "any new buildings should be of a scale and appearance appropriate to the location within the site bearing in mind the character of adjacent land".</p>

**MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION**

**APPENDIX B: Statement of Community Engagement – BICC Site, Chester Road, Helsby**

- 1.0 Extensive public consultation was carried out on the Draft Planning Brief for the former BICC Site, Chester Road, Helsby from Monday, 17 June to Friday, 26 July 2002.
- 1.1 On Thursday, 27 June, and Tuesday 2 July 2002 a public exhibition of the proposals was held at the BICC site. This was manned by representatives of the developers and the Council officers. The exhibitions were well attended with around 200 individuals visiting and receiving informal presentations on the proposals.
- 1.2 A public consultation leaflet was produced explaining the proposals and which included a comments form. Copies were available from the Borough Council or Helsby Library – approximately 5000 copies were sent out. A copy is also included in this Brief document.
- 1.3 The exhibition of proposals was also available for public inspection at Helsby Library from 1 July 2002 to 19 July 2002 before moving to Wyvern House, Winsford for a period 22 July to 26 July 2002.
- 1.4 A copy of the Development Brief was also placed on the Council's web site for inspection and comments electronically.
- 1.5 A presentation on the proposals was made to Helsby Parish Council by the developers on 8 July 2002 with members of the public in attendance who asked a number of questions.
- 1.6 Details of the development proposals were also published in the Helsby News and the Runcorn Weekly Advertiser and the Chester Chronicle.
- 1.7 A total of 52 formal written replies were received to the wide ranging public consultation exercise by either e-mail, post, fax or by completed comment forms.
- 1.8 Copies of the Brief were also sent to our 100 consultees.
- 1.9 Press briefings were also provided to local and regional media.

**MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION**

**Proposed Planning Brief for former BICC Site, Chester Road, Helsby, "Meres Edge" -- Public Consultation Responses**

<u>Name</u> .....	<u>Address</u>
Nigel Taylor .....	Divisional Officer Operations, Cheshire Fire Service
David Hardman.....	United Utilities, Lingley Mere Business Park, Lingley Green Avenue, Great Sankey Warrington, WA5 3LP
Mrs P C English.....	Clerk to the Parish Council, Ingelwood, 75 Seacombe Drive, Great Sutton, Ellesmere Port, CH66 2BB
Cllr Barbara Atkinson.....	Chairman Helsby Parish Council, New Oak House, 118 Chester Road, Helsby, Frodsham, WA6 0QS
Alan S Thornley .....	County Planning Officer, Backford Hall, Chester, Cheshire CH1 6PZ
.....	Senior Planning Officer, Development Plans (West) Government Office for the North West.
Chris Bamber.....	Cunard Building, Pier Head, Liverpool L3 1QB
Chris Waring.....	Planning Liaison Officer, Environment Agency, 430 Birchwood Boulevard, Warrington, Cheshire WA3 7WD
Frank Thomas.....	14 Chester Road
Helsby Resident .....	No address
Mrs B G Higson.....	114 Old Chester Road, Helsby, WA6 9PG
Mr Paul Fry.....	52 Chester Road, Helsby, Cheshire WA6 0EZ
Mrs Margaret Willet.....	134 Chester Road, Helsby, Frodsham WA6 9NN
Mr and Mrs Richard Green.....	Birch Cottage, 112 Old Chester Road, Helsby, WA6 9PG
L Ryder .....	28 Rydal Grove, Helsby
Mr and Mrs R W Massey.....	19 Homeway, Helsby
Graham Noxley.....	2 Vicarage Hill, Helsby, Cheshire, WA6 9AD
Dr A Gardiner.....	5 Greenacres, Frodsham
John Clements.....	22 Latham Avenue, Helsby, Frodsham, Cheshire WA6 0ER
David Draper .....	265 Chester Road, Helsby, Frodsham, Cheshire WA6 0PN
Mrs E Walters.....	59 Latham Avenue, Helsby, Cheshire WA6 0EA
Mrs Margaret Wright .....	Yoids Cottage, 7 Old Chester Road, Helsby, via Frodsham, Cheshire WA6 9JY
B J Langton .....	Rivendell, 32 Robin Hood Lane, Helsby, Cheshire WA6 0DS
B S Newman.....	4 Chester Road, Helsby, Cheshire WA6 0EZ
Mr and Mrs R R Garnett.....	20 Chester Road, Helsby, Cheshire
Mrs Alison Ravenscroft and	
Mr Anthony Ravenscroft.....	8 Marlborough Drive, Helsby, Cheshire WA
Stephen Hipwell.....	38 Hillview Avenue, Helsby WA6 0ES
Mr C Johnson .....	Greenfields, Primrose Lane, Alvanley, Cheshire WA6 9BS
Mr C Johnson .....	Helsby Rugby Club, c/o Greenfields, Primrose Lane, Alvanley, Frodsham, Cheshire WA6 9BS
Mr Lee Farrar.....	8 Crossland Terrace, Helsby WA6 9LY
Rose and John Hogarth.....	87 Robin Hood Lane, Helsby, Frodsham, Cheshire WA6 9ND
Brian Dutton.....	55 Leitham Avenue, Helsby



MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION

Mrs J Nicolls .....64 Mountain View, Helsby  
 Mr and Mr J U Neukom .....2 Stephens Grove, Helsby, WA5 9NQ  
 Mr J G Nerbury .....20 The Paddock, Alvanley Road, Helsby, Cheshire WA5 9PY  
 D B Dearden .....18 Chester Road, Helsby, Frodsham WA6 0EZ  
 Mrs J M Collins .....Mrs J M Collins 24 Parkfield Drive, Helsby  
 Sue Lonner .....5 The Paddock Helsby  
 D P H and J C Rowe .....35 Fairways, Frodsham WA6 7RU  
 J H Birtles .....41 Church Street, Frodsham, Cheshire WA6 5DP  
 Mrs E M Williams .....Clifton Vicarage Lane, Helsby  
 Mrs M McCosy .....17 Fluin Lane, Frodsham, Cheshire WA6 7QL  
 Stuart Minshull .....2 Britannia Road, Helsby WA6 0DP  
 E Chadwick .....15 Linden Drive, Helsby  
 Jeanette Makin .....6 Orchard Place, Helsby  
 Mr G Renton .....110 Ashton Drive, Frodsham WA6 7PX  
 Keith Rogers .....8 Holly Bank, Church Street, Frodsham, Cheshire WA6 5QY  
 Ivy Stokes .....26 Queens Drive, Helsby  
 Mr A Kerr and Mrs M Keavan .....81 Bridge Lane, Frodsham, Cheshire WA6 7JD  
 Mr and Mrs Tunstall .....2 Barn Croft, Helsby WA6 0PJ  
 Mr A Collocott .....39 Latham Avenue, Helsby WA6 0DY  
 Gary Bubb .....Biggins Sargent Partnership Ltd, BSP House, Station House, Chester CH?1 3DW  
 Mrs D Rigney .....34 Latham Avenue, Helsby  
 Roger and Marge Kemmy .....6 Back Crossland Terrace  
 Lennie and Ann Tennant .....Engenius Ltd, Rake House, Lower Rake Lane  
 Mrs Jones .....30 Chester Road, Helsby  
 Greta Cousins .....Cheshire County Council, Alderthall, Burrows Lane, Frodsham WA6 6XG  
 B E Randles .....37 Robin Hood Lane, Helsby  
 Mrs H W King .....30 Hallastone Road, Helsby  
 E Woodall .....7 Springfield, WA6 0BY  
 J F McRady .....Witham Hill, Alvanley Drive, WA6 92E  
 K Waterway .....Balfour Beauty Site  
 W Gardner .....4 Morton Avenue, Helsby  
 C Wright .....2 Homeway, Helsby  
 Paul Williams, Steve Williams.....  
 Simons Myers .....EVC Compounds  
 I Hilditch .....6 Fieldway, Frodsham WA6 6RQ  
 R G White .....Sec Helsby SESC  
 John Newhouse .....5 Rockfield Drive, Helsby

MERE'S EDGE, HELSBY DRAFT DEVELOPMENT BRIEF  
PUBLIC CONSULTATION

- P Johnson..... 3 Broadside Drive, Helsby
- R Davies..... Brand-Rex, Helsby
- J Hughes ..... 10 Mountain View, Helsby
- M Thompson..... 6 Rydal Grove, Helsby
- W Beddause..... 7 Britannia Road, Helsby
- C M Harris ..... 25 Saint James Avenue, Upton, Chester
- B and B Morgan..... Rockwood, Sandy Lane, Helsby
- Mrs R D Wright..... Blacklowe, 5 Sandy Lane, Helsby
- T J and M J O'Neill..... Renbale, Robin Hood Lane, Helsby
- J R Evans..... Brand-Rex, Helsby
- D Banner ..... Brand-Rex, Helsby
- B Cartwright..... 33 Hillview Avenue, Helsby
- L J Ford ..... 2 High View, Helsby
- Janet Ford ..... 2 High View, Helsby
- R Robinson..... 23 Latham Avenue, Helsby
- R Massey..... 19 Homeway, Helsby
- A Simcock..... 22 Crescent Drive, Helsby
- N J Simcock..... 22 Crescent Drive, Helsby
- Mr E Ward ..... 85 Moel Gron, Myrnydd Isa, Mold, Flintshire
- T J Sulton ..... 38 Herford Close, Weiston, Warrington
- M Holmes ..... 79 Latham Avenue, Helsby
- Mr and Mrs Clare ..... 18 Latham Avenue, Helsby
- Mr and Mrs Audés ..... 21 Primrose Lane, Helsby
- C Davies ..... 51 Chester Road, Helsby
- P Garner ..... 6 Latham Avenue, Helsby
- R Hughes..... Primrose Cottage, Back Lane, Helsby
- D Evans..... 8 Hill View, Helsby
- C Dolan..... 3 Homeway, Helsby
- J Jacques ..... 1 Homeway, Helsby
- D Wright ..... 10 Denbigh Close, Helsby
- A R Platt ..... 10 Denbigh Close, Helsby
- Mr N Hayes..... 6 Chester Road, Helsby
- J Keasley ..... 22 The Paddock, Helsby
- T and B Ryder ..... 28 Rydal Grove, Helsby
- David Blundell..... Moorcoote, Loer Rake Lane
- Mr N Radnor..... 8 Denbigh Close, Helsby

### ***Plans***

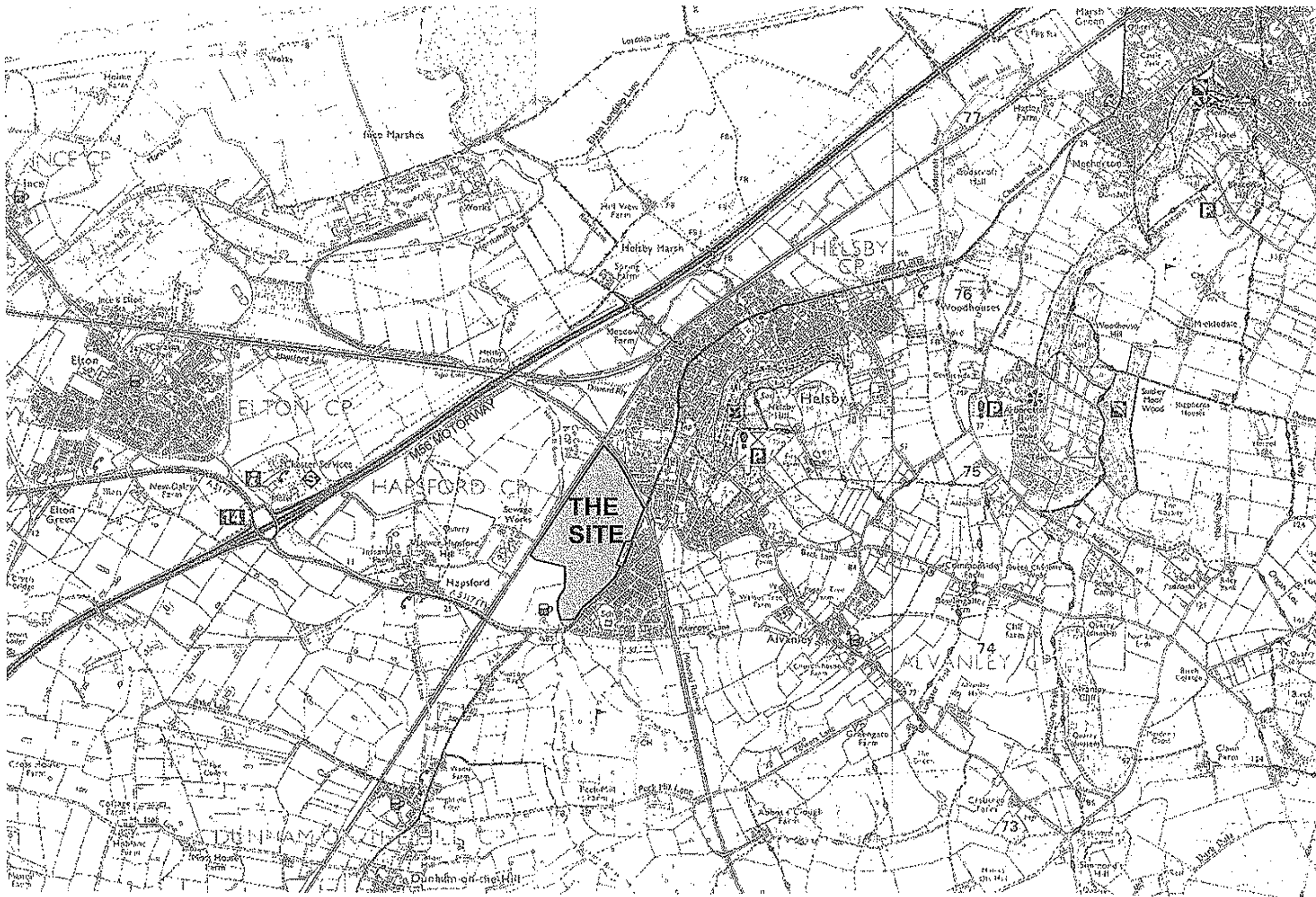
Plan:1 Location Plan

Plan 2: Boundary of development Brief Area and Key Ownership

Plan 3: Existing Key Mains Services

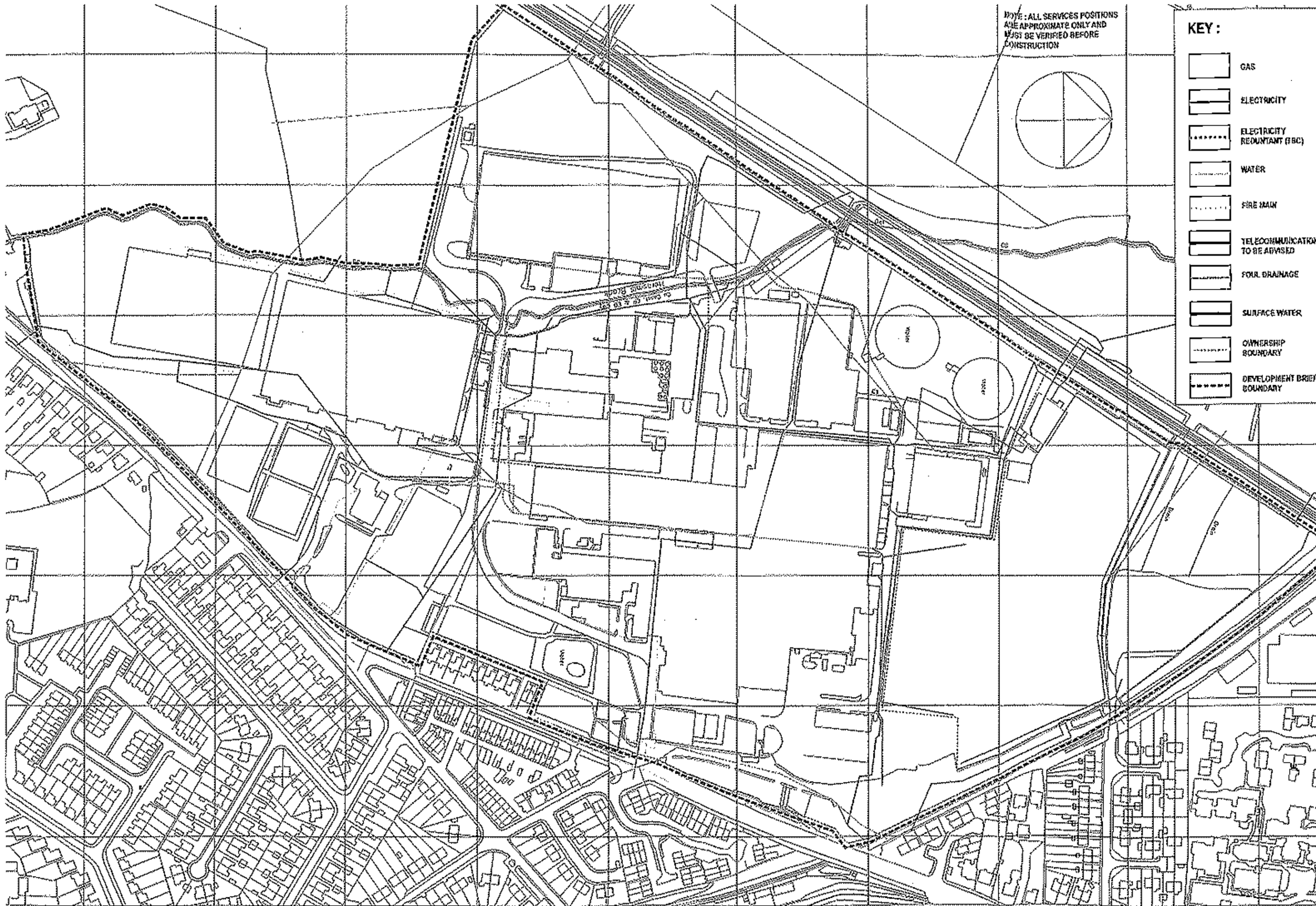
Plan 4: Ground Constraints Plan

Plan 5: Land Use Master Plan

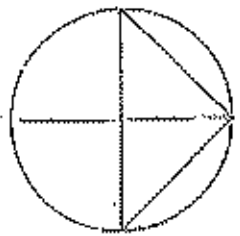


PLAN 1. LOCATION PLAN FORMER BICC SITE, MERE'S EDGE, HELSBY



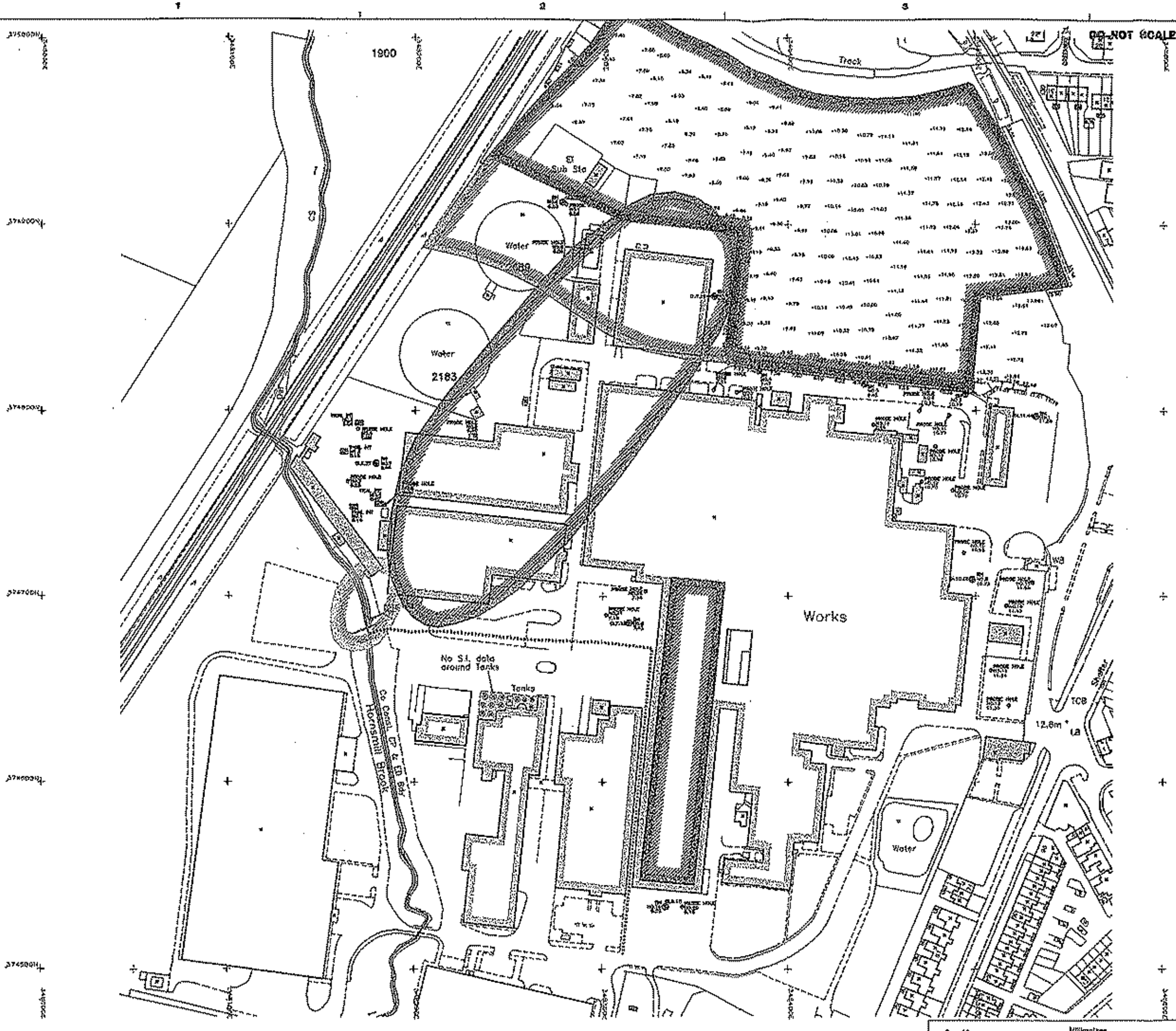


NOTE: ALL SERVICES POSITIONS ARE APPROXIMATE ONLY AND MUST BE VERIFIED BEFORE CONSTRUCTION



**KEY :**

	GAS
	ELECTRICITY
	ELECTRICITY REDUNDANT (EBC)
	WATER
	FIRE MAIN
	TELECOMMUNICATION TO BE ADVISED
	FOUR DRAINAGE
	SURFACE WATER
	OWNERSHIP BOUNDARY
	DEVELOPMENT BRIEF BOUNDARY



DO NOT SCALE

# ATKINS

- Notes**
- Limit of previous WII Atkins site investigation data
  - Area known to contain PCB waste
  - Horns Mill Brook
    - Extent of flood plain not known
    - Full flood risk assessment required
  - Archaic pipe-laying thought to be present in this area
  - No WII Atkins site investigation data in these buildings
    - Further site investigation required to characterise ground conditions (recommended after buildings have been removed)
  - Likely extent of erosion groundwater
    - Potential impacts on foundations and excavations
  - Area of possible PCB contamination
    - Further site investigation required to fully assess risks
  - PCBs encountered in Horns Mill Brook in this area from drift discharges
    - Drainage survey required to identify possible sources of PCBs

3750000  
3745000  
3740000  
3735000  
3730000  
3725000  
3720000  
3715000  
3710000  
3705000  
3700000

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3705000  
3700000

Drawing Number 5002786.001

1 of 2

1:1 Scale

13.5m

1:1 Scale

13.5m

1:1 Scale

Rev	Description	By	Date	On/Off	A/R

**ATKINS**  
 Atkins House  
 Breckwood Boulevard  
 Warrington WA3 7SL  
 Tel: 01925 828287  
 Fax: 01925 828133

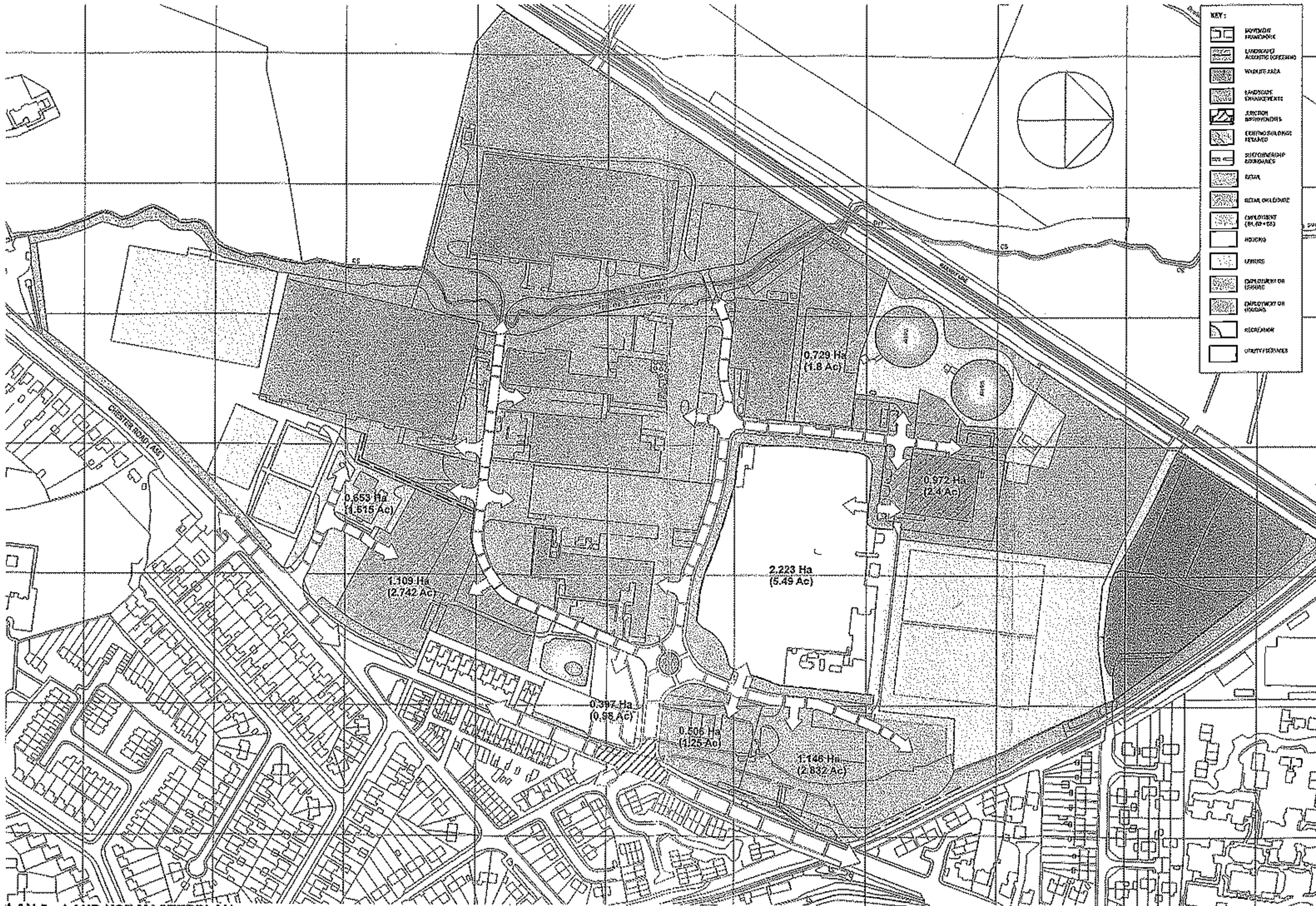
**BROOKHOUSE GROUP LTD.**

**BOCC HESBY**

**CONSTRAINTS PLAN**

Original Scale	Drawn	Checked	Authorised
1:1000	DWB	22/04/02	DWB
Drawing Number	5002786.001		





PLAN 5 LAND USE MASTER PLAN FORMER DICO SITE MEREIS EDGE BELSOV