

Warrington Borough Council
Planning Policy and Programmes
New Town House
Buttermarket Street
Warrington
WA1 2NH

Email
Direct
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Fax
Your Ref
Our Ref

Issued via email

28th September 2017

Dear Sirs

Warrington Local Plan Review- Preferred Development Option: Representations submitted on behalf of Lane End Strategic Land Limited

Cushman & Wakefield has been instructed by Lane End Strategic Land Limited (Lane End hereafter) to submit representations in relation to the current consultation on Warrington Borough Council's Local Plan Preferred Development Option.

Background

Lane End Strategic Land forms part of the Lane End Group, a company which identifies, promotes and develops land opportunities across the North West and nationally, working in partnership with Registered Providers and Local Authorities to deliver successful developments and builds sustainable mixed and balanced communities with a sense of place.

Lane End own the interest of approximately 0.53 ha (1.32 acres) of land at Silver Street, Warrington.

The site is located directly to the west of the Halliwell Jones Stadium and sits within a predominately commercial area. The site itself is triangular in shape and is bound by Winwick Road (A49) to the north, Pinnars Brow to the south and Winwick Road to the west. The site comprises a Jaguar Car Sales Showroom, Volvo Car Sales Showroom, a retail warehouse and associated car parking. Two Grade II listed buildings sit just outside the site area.

A copy of the location plan is provided as an addendum to this letter.

Representations

The subject of this representation is to make the Council aware of Lane End's development interests for land at Silver Street, Warrington, and to provide comment on the Preferred Development Option for the Local Plan.

Proposed Development

Lane End is in the process of preparing a planning application for the land at Silver Street. The proposal is to relocate the existing car showrooms to an appropriate alternative location and to demolish the existing retail warehouse. The existing Grade II listed buildings will be retained on site.

The site is to be redeveloped to include up to 78 residential apartments across three perimeter blocks and a proposed hotel of approximately 131 bedrooms (Use Class C1) to be located to the northern corner of the site. Commercial/retail/leisure uses are also proposed on the ground floor on one of the apartment blocks to create an active frontage.

These indicative proposals are available as per Appendix A.

Local Plan Preferred Development Option

Cushman & Wakefield has reviewed Warrington's Local Plan Preferred Development Option in the context of these development proposals and comments as follows:

Planning for Growth

Lane End agrees with the Council's proposed ambitions for growth which will support brownfield regeneration (including land at Silver Street) and provide the necessary infrastructure to unlock new development sites and alleviate congestion within the Town Centre. As part of the Local Plan Review process the Council has first sought to maximise the capacity of the existing urban area to accommodate new development. This work has included a detailed masterplanning exercise in conjunction with Warrington & Co which has included regeneration proposals for the Town Centre. Through this assessment, the Council has identified that there is the capacity to deliver 15,429 new homes within the existing urban area.

Strategic Objectives

Lane End concurs with the Council's proposed strategic objectives. It is considered that the proposed development at Silver Street will help to support the Council in realising a number of these objectives, particularly W1 and W3 through strengthening an existing neighbourhood, as well as introducing new residential development into the Town Centre, and creating a high quality public realm through the site's redevelopment.

Preferred Development Option

The Preferred Development Option identifies four main areas of growth, which includes the City Centre. Over the plan period a total of 3,526 new homes are proposed within the City Centre¹, 980 of which could be delivered within the first five years of the Local Plan. It is considered that the Silver Street site could

¹ Paragraph 4.6 of the Warrington Local Plan Preferred Development Option (July 2017) outlines the Council's ambitions to transition from a New Town into a New City. In accordance with Warrington's stated aspirations, the terms "town centre" and "city centre" are used interchangeable in these representations

come forward within the first five years and support the Council in meeting local housing need, and the Council's five year housing land supply in the short-term.

City Centre

Lane End agrees with the Council that the Town Centre should continue to be a main focus for development within the revised Local Plan. In line with the City Centre Masterplan the proposal is to encourage higher density development in the broader city centre area, which includes for residential development as well as the introduction of commercial areas around the Stadium Quarter for people to live and work, creating a gateway into the city.

The Local Plan Preferred Development Option includes a plan of the City Centre area² and provides a unique reference number to specific parcels/ plots of land. This identifies that the Silver Street site (site reference A29) is proposed to come forward as commercial development. Land immediately to the north and south is proposed as mixed use development.

Stadium Quarter Masterplan

The Silver Street site is located within the Stadium Quarter Character Area³. A Character Area document has been produced to support the redevelopment of this area, providing information on the potential development capacity, infrastructure requirements, constraints and opportunities.

It is intended that development within the Stadium Quarter *“will revitalise the northern end of the town centre, [providing] a gateway on approach from the A49 corridor....The masterplan envisages the creation of a new high quality residential community with close links to the town centre, supported by a mix of new commercial, education and leisure uses”*⁴.

Lane End agrees with the Council's aspirations for this area and welcomes the opportunity that this brings in enhancing connectivity with the main Town Centre, improving public realm and providing the necessary supporting infrastructure to regenerate this part of the Borough.

The masterplan proposes the delivery of approximately 860 new dwellings across the Stadium Quarter area, with higher residential densities proposed to be centred around the inner commercial area.

The indicative masterplan proposes that the Silver Street site is to come forward as commercial development, although there is no definition as to what the commercial development is to comprise.

As set out above, Lane End Development's emerging proposals for the site are to deliver up to 78 new residential dwellings across three apartment blocks and a new hotel, along with commercial/retail/leisure uses to the ground floor to create an active frontage. It is considered that these proposals are in broad accordance with the key principles of the City Centre Masterplan and Stadium Quarter Character area, but for clarity it is respectfully requested that Lane End are able to engage in dialogue with the Council and

² Page 35 of the Warrington Local Plan Preferred Development Option (2017)

³ Parcel A29 on Masterplan Character Areas Key Plan (Aecom)

⁴ Masterplan Character Areas: Stadium Quarter

Warrington and Co. regarding suitable and appropriate amendments to the City Centre masterplan to show Parcel 29 as a mixed use development

Furthermore, the illustrative masterplan which has been produced as part of the Council's Stadium Quarter Character Area proposes the creation of four new perimeter development blocks and indicates the retention of the existing Grade II listed buildings. Lane End broadly agrees with this approach, to create a strong building line fronting onto Winwick Road and Pinners Brow, although in the current design proposals, Lane End's intention is to use part of the site fronting onto Winwick Road to the east as public realm/ open space given that there is an existing easement on site which impacts the developable area (as set out in Appendix A).

On this basis, Lane End would welcome early dialogue with the Council and Warrington & Co to ensure that any future masterplan coming forward for the wider Stadium Quarter area aligns with and has regard to Lane End's emerging proposals.

Delivery Timescales

Aecom, on behalf of the Council has produced an overall phasing plan for Warrington Town Centre and Warrington Waterfront areas. This plan provides an anticipated phasing schedule for the individual parcels of land. In relation to parcel A29, the Council has indicated that development could come forward within a timeframe of 6 – 10 years.

Notwithstanding the fact that the existing uses on the site will need to be relocated, it is Lane End's intention that proposals on the site could be brought forward within the next 5 years. As shown within Appendix A, Lane End is in the process of developing emerging proposals for the site and proposes to submit a detailed planning application in late 2018. The site is therefore considered to be deliverable in the short-term and will be able to bring forward 78 residential units to help support the Council's five year housing land supply.

The Council has also prepared a Trajectory Datasheet for the different masterplan areas. This sets out the level of residential development proposed for each of the residential/ mixed use parcels and identifies whether the parcel is proposed to deliver low, medium or high density development as well as indicative timescales for delivery. Given that parcel A29 is not currently identified as residential or mixed use development within the indicative masterplan, the site is omitted from this list.

As set out above, it is considered that the Silver Street site (parcel 29) is capable of and has the capacity to bring forward an element of residential uses over the short to medium term. This site could therefore be brought forward as an early phase of development alongside sites A24, A25, A26 to support the Council in delivering a step-change for the Stadium Quarter on an important gateway site, particularly as the proposed development is not reliant on new infrastructure to be delivered.

Lane End therefore requests that the Council and their technical advisers works closely with Lane End to ensure that parcel A29 can be amended as a mixed use development that can be delivered in the first five years of the plan and is capable of bringing forward medium to high density development.

Conclusions

As outlined above, our representations confirm that Lane End's land situated on Silver Street, Warrington is achievable and deliverable over the first five years of the Local Plan period. On this basis, Lane End is in support of the Council's Preferred Development Option to focus new development within inner Warrington and the Town Centre. The site therefore has significant potential to assist in delivering the Council's vision, and in particular the objectives for the Stadium Quarter area.

As set out within the representations, Lane End are working up scheme proposals for Silver Street that demonstrate that the site is capable of accommodating a mixed use development comprising 78 residential apartments, hotel and associated leisure/ commercial uses, and can be delivered within the short-term. This will directly assist the Council and Warrington & Co with the redevelopment of an important gateway site with a high quality and sustainable scheme proposal. This will serve to act as a step-change for the wider Stadium Quarter area and support the Council's aspirations to create a new high quality residential community.

We respectfully request that Cushman & Wakefield on behalf of Lane End is kept informed as to the progress of the Warrington Local Plan Review, including being notified of any future opportunities to provide comments, so that Lane End can respond appropriately as required.

I trust that the above letter of representation is clear and comprehensive, however should you have any queries, please do not hesitate to contact me.

Yours faithfully,



Senior Consultant, Cushman & Wakefield Planning

Enc – Site Location Plan

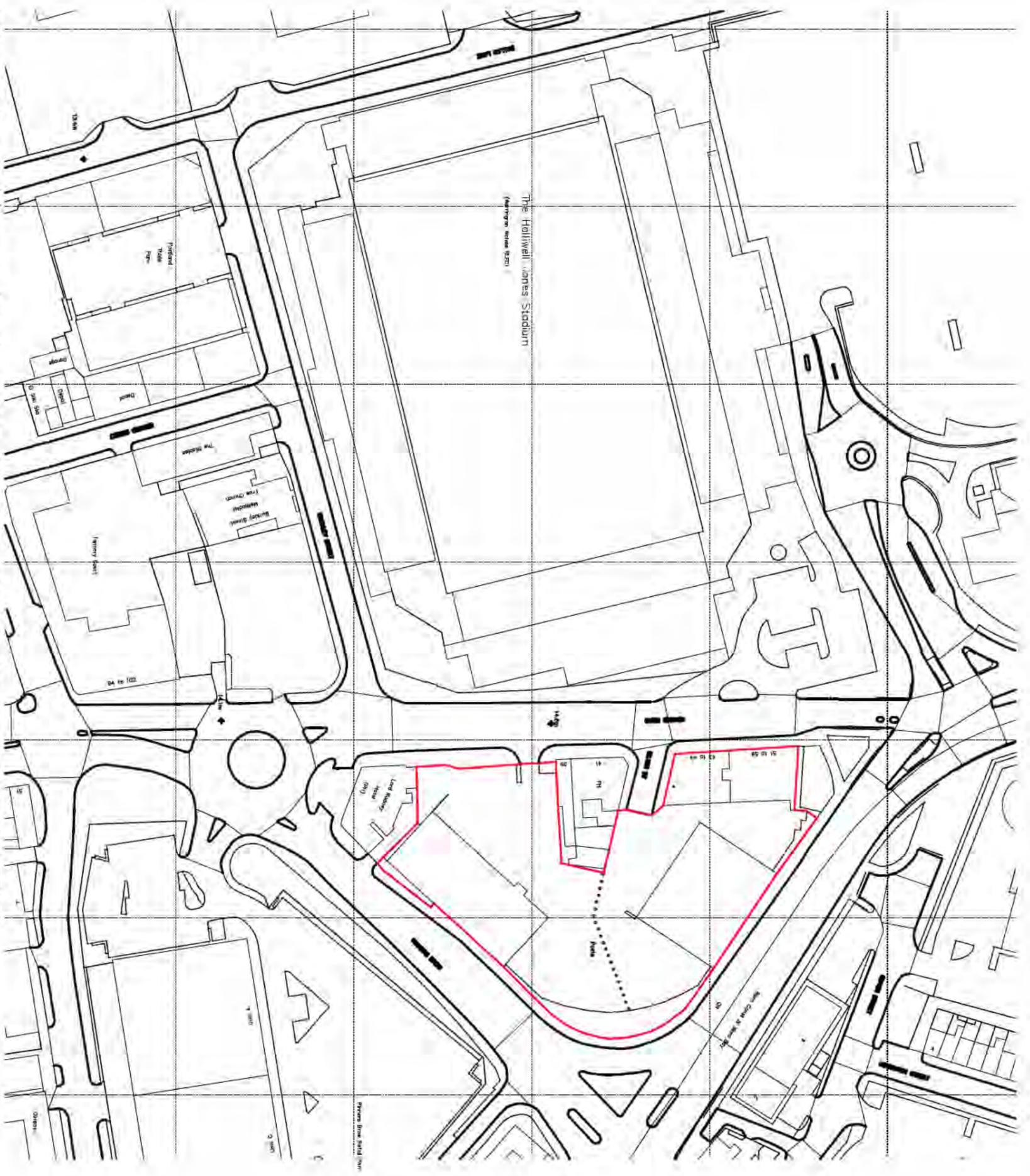
Appendix A – Proposed Development at Silver Street

The contractor is responsible for checking dimensions, tolerances and references. Any discrepancy to be verified with the Architect before proceeding with the work. Where an item is covered by drawings to different scales the larger scale drawing is to be worked to.

Do not scale drawings. Figure dimensions to be worked to in all cases.

CDM REGULATIONS 2015: All current drawings and specifications for the project must be read in conjunction with the Designer's Health and Environment Assessment Record.

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Rev. Date. Description. DWG. CUI.

Silver Street, Warrington

Site Location Plan

AA6913 1001 /

Information

Drawn VP. Checked BR. Date Sep/2017. Scale @ A3 (1:250)

PRP

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Appendix A – Proposed Development at Silver Street

PRP



Silver Street Warrington

Feasibility Study



Existing Site



- Site Boundary
- Easement

Proposed Site



— Site Boundary

Proposed Site

Hotel



00	0 units
01	29 units
02	29 units
03	29 units
04	29 units
05	15 units
Total	131 units

Proposed Site

Residential 01



00	4no 1B2p @50sqm 1no 2B4P @70sqm
01-04	6no 1B2p @50sqm 2no 2B4P @70sqm
Total	28no 1B2p @50sqm 9no 2B4P @70sqm

Proposed Site

Residential 02



00	5no 2B4P @70sqm
01-03	8no 2B4P @70sqm
Total	29no 2B4P @70sqm

Proposed Site

Residential 03



	Level 00	Commercial Space
	Level 01-02	10 - 1B2P @ 50 sqm 02 - 2B3P @ 70 sqm
	Total	12 Apartments

Proposed Site Views



Proposed Site Views



Proposed Site Views

