

Land at Peel Hill Farm

A sustainable opportunity in
the Fylde Blackpool Periphery

May 2017



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Appendix 1: Sustainability Checklist

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Project Ref:
THEM3010

Date of issue:
May 2017

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Introduction

01

This Site Prospectus has been prepared on behalf of The Strategic Land Group (SLG) in respect of land at Peel Hill Farm, Fylde. SLG is promoting the site through the emerging Fylde Local Plan (FLP).

The site is located in the Fylde-Blackpool Periphery (FBP) to the south of the M55 and east of the A538 Preston New Road in the Whitehills area of Fylde. The FBP lies adjacent to the urban area of Blackpool. It is a priority growth area for Fylde Borough Council in recognition of its sustainability and suitability to accommodate future development and as such a significant proportion of growth is directed to the FBP in the emerging FLP, which identifies it as a Strategic Location.

The role of the FBP reflects its proximity to key transport infrastructure and the proximity to priority employment locations. Importantly it is able to accommodate a significant amount of growth due to the availability of suitable sites which are free from constraints that would prevent development and the overall infrastructure capacity of the area –the Council's Infrastructure Delivery Plan confirms there are no insurmountable infrastructure issues affecting the FBP. There are numerous benefits in concentrating growth in strategic locations, developing a critical mass for the provision of infrastructure and services in the future. Locating development in the right place is the embodiment of sustainable development.

The Prospectus demonstrates that there is a need for the site to be allocated for housing in order to enable Fylde to meet housing needs, supporting a sustainable community and contributing positively to the Borough's overall housing requirement in the emerging plan. It sets out an assessment of the deliverability of the site for this purpose concluding that the site is deliverable, being available, suitable and achievable.

The vision is for a well-planned and distinctive place that fully acknowledges its context and will result in a place of the highest quality.

The site offers the potential to accommodate a residential-led sustainable community, comprising up to 700 new homes in a mix of sizes, types and tenures together with a local centre and a one-form entry primary school. An alternative layout which includes a substantial area of employment as well as 500 dwellings (with the local centre and primary school) has also been prepared.

The initial concepts show a layout which takes account of its context and has been informed by initial survey work. Overall this Site Prospectus demonstrates that the site represents a sustainable opportunity capable of accommodating a desirable and high quality residential development within a priority growth location. It will make an important contribution to housing supply, providing both market and affordable housing.

In addition to the important contribution to housing the development will also make a significant economic contribution.

The remainder of the document is structured as follows:

- Section 2** sets out the policy context, including the latest position on the FLP
- Section 3** outlines the strategic context of the FBP in terms of its current role
- Section 4** describes the site in terms of its location, the site itself and its surroundings
- Section 5** summarises the opportunity presented by the site
- Section 6** summarises the economic benefits arising from development of the site
- Section 7** provides an assessment of the deliverability of the site and critiques the Council's assessment of the site
- Section 8** summarises the document and provides concluding remarks
- Appendix** assesses the sustainability of the site



National Planning Policy: National Planning Policy Framework

Sustainable development is at the heart of the National Planning Policy Framework ('the Framework'). In planning for sustainable development, Local Planning Authorities (LPAs) should meet objectively assessed needs (OANs), including for housing and affordable housing, with sufficient flexibility to adapt to rapid change.

LPAs should maintain a deliverable five-year supply of housing and identify a supply of specific, developable sites or broad locations for growth beyond this timescale. The overall objective in relation to housing is to significantly boost its supply.

This places an onus on LPA's to not only give careful consideration to the housing requirement but also the sites available to meet the requirement and provide future flexibility.

The Framework promotes mixed-use developments, and encourages proposals which secure multiple benefits from the use of land.

Local Planning Policy

Fylde Borough Local Plan

The Fylde Borough Local Plan 1996-2006 ('FBLP') identifies the site as falling within a Countryside Area (Policy SP2) immediately to the east of the Limits of Development boundary (Policy SP1) which broadly followed the urban area of Blackpool.

The nearby Whitehills Business Park was allocated in the FBLP partly as an Employment Land Allocation (EMP1) and partly as an Existing Industrial Area (EMP2). In the emerging Plan, that area is subject to a variety of allocations relating to housing, employment land and mixed-use development.

Fylde Local Plan

The emerging FLP will cover the period 2011 to 2032. Over this period it is to accommodate a minimum of 7,768 net additional dwellings and 60.6 ha (gross) of employment land (Policy DLF1). This policy also identifies the locations for where development is going to take place, with supporting text and policies SL1 – 5 elaborating, including details of the number of dwellings and amount of employment land to be accommodated in each location.

The locational strategy of the FLP is underpinned by four strategic locations, including the FBP. Development of these sites is stated by the plan to 'help ensure that the Plan's Development Strategy, Vision and Strategic Objectives are achieved in order to accommodate the level of development and growth required within the lifetime of the Local Plan'.

The FBP strategic location is envisaged to take the largest share of housing for the borough throughout the plan period, along with the Lytham St Annes Strategic Location (both c.29% - c.2,300 dwellings). This reflects the significant growth potential of the FBP and its relationship to the Blackpool urban area.

The Local Plan is clear that development should occur in the most sustainable parts of the borough; it follows therefore that the Strategic Locations are considered to fit such a description.

Furthermore, the FLP recognises that the sustainability of most of these locations can be expected to improve as development comes forward, as it seeks to ensure the delivery of local services such as small shops, community centres and on-site open space on the larger sites. The FLP expects that encouraging mixed use development on the larger sites in the Strategic Locations will reduce the need to travel.

SLG objected to Policy DLF1 on the grounds that it did not accord with the requirement of the Framework to take steps to 'significantly boost housing supply' and was not positively prepared or adequately justified in the context of the Framework. It (and many others) sought a higher housing requirement which reflected the Council's evidence base.

SLG also believe that additional housing needs should be accommodated within the borough and that the FBP is the most sustainable location for additional housing growth to be delivered. It contends that additional housing sites are required even if the housing requirement currently proposed in the FLP is maintained in order to provide flexibility and ensure an adequate supply of housing sites across the plan period. The need becomes more acute if the housing requirement increases.

The FLP is currently undergoing examination in public. The Stage 1 hearing sessions, which considered, inter alia, the legal compliance of the plan, the objectively assessed housing and employment needs and the development strategy, took place in March 2017. The Inspector has issued an initial letter on these sessions which confirms:

- The plan complies with the duty to cooperate.
- Further work is required in order to provide clarity on the implications of updated housing projections on the Objectively Assessed Housing Need.
- The Council are to consider modifications to the development strategy to make it effective.

The Council's response confirms that it intends to bring forward an early review of the FLP, and proposes a higher housing requirement (of 415 dpa).

The Stage 2 sessions are due to take place in June 2017.



The FBP is close to the other local authority areas (Blackpool and Wyre) that operate as a single housing market area and have strong economic inter-relationships.

The FBP is of paramount importance for the borough and the wider Fylde Coast area, containing strategically important employment areas, including the Whitehills Business Park and the Blackpool Airport Corridor Enterprise Zone, as well the M55 motorway, which connects the Fylde Coast to Preston and the M6.

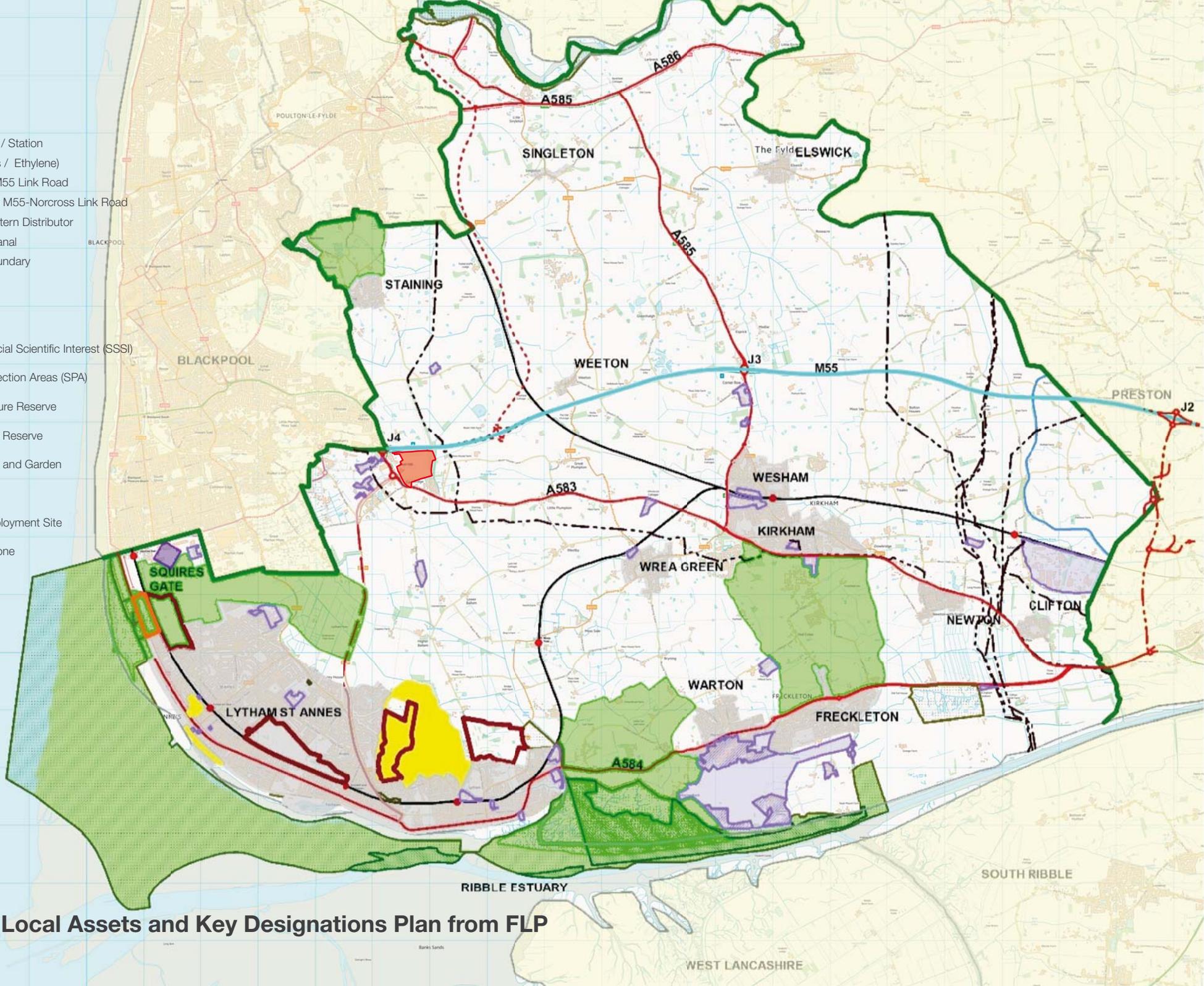
The Enterprise Zone is associated with energy and related uses, and serves 'Britain's Energy Coast'. Inward investment is sought from the energy industry, advanced manufacturing and engineering, food and drink manufacture and the digital and creative sector. The FBP 'is of sub-regional importance in employment terms' as recognised in the FLP (para 2.32 and 2.39).

Significant investment has been secured to strengthen its role and further investment is planned. This includes the M55 to Heyhouses Lane link road which will improve connectivity with Lytham St Annes and the Enterprise Zone.

A large number of dwellings have been granted planning permission in the FBP reflecting not only the strength of the housing market but also its suitability for residential development in terms of the absence of significant constraints (considered below) and the capacity of the area to absorb growth. This is due to the availability of suitable sites and also the relative absence of constraints. This is in contrast to other parts of the borough where growth is proposed, including the other Strategic Locations. The FLP underlines the capacity and ability of the location to accommodate more growth, identifying it as a Strategic Location, where a substantial proportion of the housing and employment requirement is to be accommodated. It is fundamental if the growth and investment envisaged by the FLP are to be achieved.

LEGEND

-  Motorway
-  A Road
-  Railway Line / Station
-  Pipeline (Gas / Ethylene)
-  Heyhouse M55 Link Road
-  Safeguarded M55-Norcross Link Road
-  Preston Western Distributor
-  Lancaster Canal
-  Borough Boundary
-  Green Belt
-  Ramsar Site
-  Sites of Special Scientific Interest (SSSI)
-  Special Protection Areas (SPA)
-  National Nature Reserve
-  Local Nature Reserve
-  Historic Park and Garden
-  Golf Course
-  Existing Employment Site
-  Enterprise Zone
-  Settlement
-  Airport
-  SLG Site



Extract of Local Assets and Key Designations Plan from FLP

The development potential of the FBP Strategic Location has been recognised by Fylde Borough Council, having previously jointly commissioned a study of the area around junction 4 of the M55 (i.e. the FBP) with Blackpool Council to determine what level of housing and employment development could be achieved. The study indicated that potential exists for about 5,000-6,000 dwellings and 56ha of additional employment land in the area providing that other supporting facilities including primary schools, secondary schools and neighbourhood centres were also provided.

The FLP envisages a lower level of development – 2,310 dwellings and 49.5ha of employment – though, along with the Lytham St Annes Strategic Location this represents the location where the greatest amount of development is proposed.

The identification of the FBP as a Strategic Location and its receipt of a substantial proportion of the borough's housing and employment growth to it reflects the conclusion of the FLP evidence base which recognises the FBP has the following strengths:

- Good access to services
- Good access to the motorway network and to existing employment areas around Junction 4 of the M55.
- New development would facilitate new local (retail) centres at Whitehills and Whyndyke over the lifetime of the Local Plan.

- Development in this area will have less impact on the landscape than development in more rural areas.
- The character of existing rural settlements will be more likely to remain unchanged if development is focused at the Strategic Location for Development.

The FLP also recognises the beneficial contribution of further development and investment in reinforcing the sustainability of the FBP. This will have a positive effect in terms of supporting infrastructure within the area either through improvements directly associated with developments (both on and off-site) and/or brought forward by the Council and statutory undertakers. Improvement to infrastructure will enable further growth beyond the level envisaged in the FLP to be accommodated in this area.

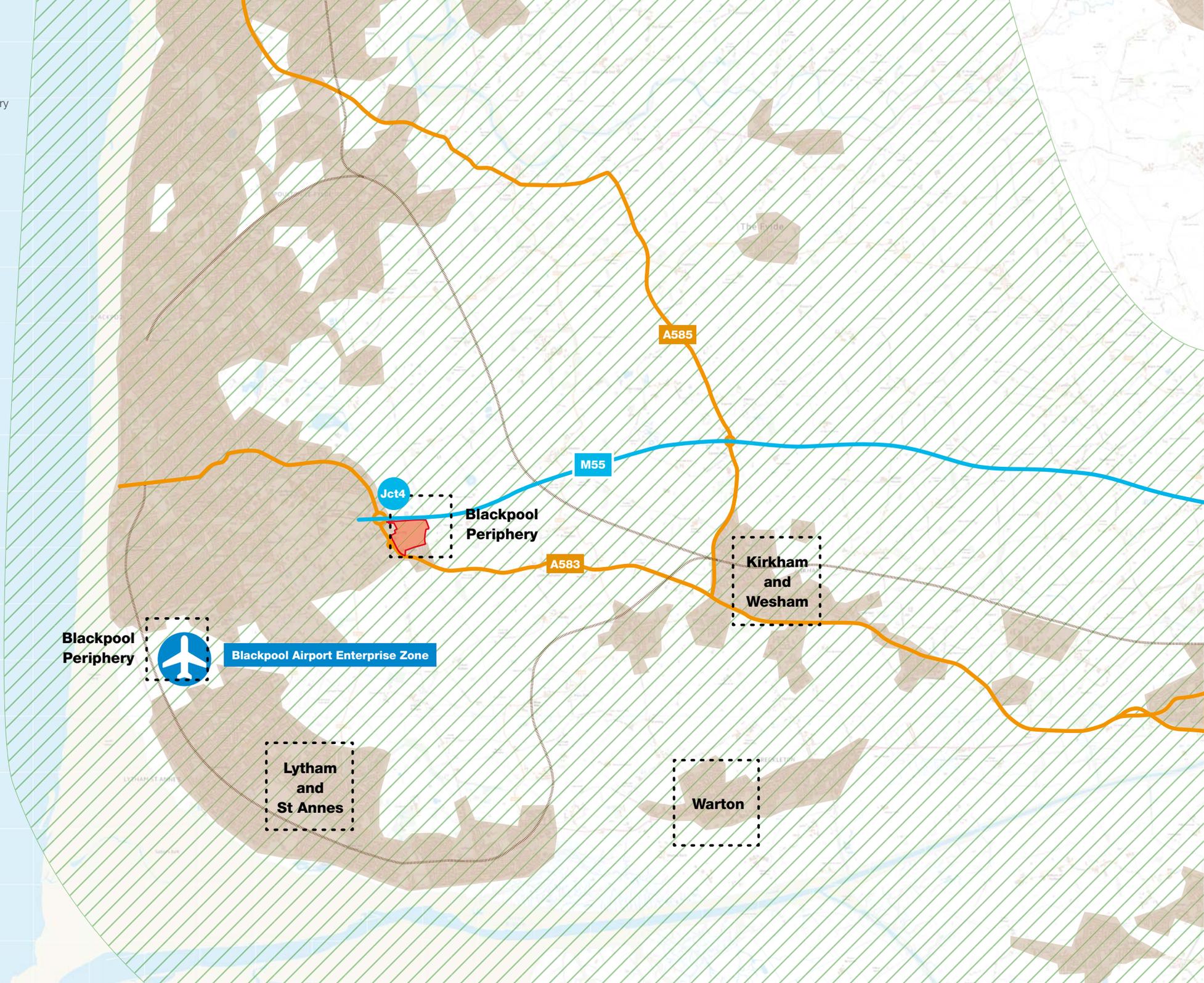
As noted above an underlying characteristic of the FBP is the absence of constraints in contrast to many other parts of the borough. It is noted that much of Fylde suffers from poor accessibility, areas subject to policy and environmental constraints (Green Belt, Areas of Separation; flood risk, more sensitive landscapes, European Nature Conservation Sites; Biological Heritage Sites; Sites of Special Scientific Interest; Historic Parks and Gardens; and golf courses). The constraints plan included within the FLP demonstrates the extent of constraints. It shows that other Strategic Locations, including the Lytham St Annes Strategic Location, are much more constrained, significantly limiting their ability to accommodate further growth. This underlines the importance of the FBP.

Summary

- The FBP is an identified growth area and a strategic priority to deliver sustainable growth through the FLP.
- The importance and contribution of the FBP to meet development needs has long been recognised and the growth strategy identifies the potential of this strategic area.
- The FBP is the only Strategic Location that is unconstrained and / or has the capacity to absorb further growth in a sustainable manner.
- SLG consider that FBP can and should accommodate further housing growth and this can be achieved through the allocation of Peel Hill Farm (within the FBP) to deliver a sustainable community.
- The next section of this Site Prospectus considers the opportunity presented by Peel Hill Farm.

LEGEND

-  Site boundary
-  Lancashire
-  Arc of Opportunity
-  Strategic Locations identified in the FLP



Site Location

The site forms part of the FBP close to the urban area of Blackpool. It is located adjacent to junction 4 of the M55 motorway and a number of A-roads which provide vehicular access to Blackpool and other parts of the FBP.

The Site

The site measures c.29ha and it is irregular in shape.

It is currently used for three main purposes. The area closest to the existing roundabout on Preston New Road is occupied by a farm house and associated out buildings and areas of hard-standing. Immediately to the south of this area, and also adjacent to Preston New Road, is an operational caravan park. The majority of the site, to the east, consists of open fields which are in agricultural use.

An established belt of trees runs along the western and the majority of the northern boundaries of the site, providing a substantial element of screening around the periphery. The site rises gently from north-west to south east. A high voltage electricity cable runs north-south between pylons.

Access is taken from an access road which leads off a roundabout on Preston New Road.

The whole site falls within a single ownership. The Strategic Land Group has an agreement with the landowners to promote it for development through the Local Plan process.

Surroundings

Existing residential properties on Moss House Lane adjoin the eastern boundary, immediately south of the M55. An area of woodland and a caravan park adjoin the southern boundary of the site.

To the west of the site, on the opposite side of Preston New Road, is the Whitehills Business Park, an established employment location which contains various commercial, retail and leisure uses. Other employment / commercial uses and residential developments lie to the west between the site and the urban area of Blackpool.

The wider area to the east contains agricultural land, residential and commercial uses.

There are bus stops and cycle route immediately adjacent to the site on Preston New Road.



- KEY**
- Indicative site boundary
 - ▶ Existing access point
 - Motorway
 - Roads
 - Footway/cycleway
 - Bus stop
 - Existing vegetation
 - Woodland edge
 - Views into site
 - Public Right of Way
 - Sensitive edge adjacent to existing uses
 - Preston New Road frontage
 - Site edge affected by motorway
 - Fall of land
 - Overhead power line with indicative easement to building frontage (based on approximate average distance to building frontages shown on Whyndyke Farm masterplan)
 - Low voltage electricity cable
 - 6.0 - 6.6kV electricity cable
 - Electricity pylon/mast
 - Drainage ditch
 - Pond
 - Existing residential building on site
 - Existing agricultural building on site
 - Existing buildings
 - Caravan park

M55 JUNCTION 4

M55 MOTORWAY

Site visible from motorway

HARD BOUNDARY TO MOTORWAY WITH POTENTIAL NOISE CONSTRAINT

Views into site from residential properties

Views into site from residential properties

Pond

Hedgerow

Fall of land

Hedgerow

OVERHEAD POWER LINES
 Approximate easement to building frontages

Potential offset to woodland edge

Drainage ditch

Field

Meadow Green Cattery

B&Q superstore

Car Park

Low Voltage Electricity Cable

Electricity mast

EXISTING ACCESS

Existing agricultural buildings

Existing residential dwelling

Existing caravan park on site

Hedgerow

Fall of land

6.0 - 6.6 kV Electricity Cable

SENSITIVE EDGE TO CARAVAN PARK

Views into site from residential properties

Electricity pylon

WOODLAND

HALLAM WAY

Roundabout

Hotel

Car dealerships

PRESTON NEW ROAD

Field

Woodland

Ashfield Caravan Park

Retail store

Car dealerships

The Vision

The vision for Peel Hill Farm is to create a well-planned and distinctive place that fully acknowledges its townscape and landscape context and for the creation of a sustainable community of the highest quality that provides an exceptional place for people to live, work and play.

The Proposals

Proposals for the land at Peel Hill Farm have been developed having regard to an assessment of the technical and environmental site constraints and input from environmental consultants. The resulting constraints plan is shown opposite.

Through this process, an illustrative masterplan has been developed which will result in a high-quality community which integrates into the surrounding area. It can form a desirable neighbourhood which includes supporting facilities such as a local centre and a single form entry primary school.

Up to 700 new homes can be delivered at Peel Hill Farm. This will include a mix of sizes and tenures, including affordable housing. The housing mix is expected to be informed by the need in the local area and will be subject to discussions with officers.

It is structured around large areas of open space and green infrastructure. This includes a large area of multi-functional public open space at the centre of the development, which includes a play area. Other areas of open space have been carefully positioned along principal movement routes through the scheme in order to improve legibility and way finding, as well as giving residents and visitors easy access to green space and play areas. A large green corridor will run north-south through the site, and a substantial landscape buffer around the perimeter will be retained and enhanced.

Development will be set back from the more visually sensitive eastern edge. Development within the eastern part of the site has been significantly reduced in density to create a softer edge that is dominated by landscape features rather than buildings. The masterplan is designed to create visual connections to the wider area, particularly to existing assets such as mature woodland and open spaces.

The local centre and primary school are expected to be sited close to the site frontage To form an attractive and distinctive mixed-use frontage to Preston New Road that benefits the existing streetscape.

The existing site access will be utilised as the main vehicle access but will be upgraded and supplemented by additional pedestrian accesses.

- KEY**
- Indicative site boundary
 - Proposed access from Preston New Road
 - Pedestrian/cycle access from cycleway/footway
 - Main spine street
 - Secondary internal loop street
 - Residential parcel (lighter shade indicates lower density)
 - Potential location of relocated caravan park
 - Local Centre parcel
 - 1 FE Primary School parcel
 - Open space
 - Proposed planting
 - Play area
 - Footway/cycleway
 - Bus stop
 - Existing vegetation
 - Public Right of Way
 - Pond
 - Existing buildings
 - Caravan park



Concept Masterplan

An alternative proposal has also been prepared. It includes an area of c.5ha of employment, with around 500 dwellings, as well as the local centre and primary school. It demonstrates that the site has the potential to accommodate different forms of development and the contribution the site can make to the wider development and growth of the FBP.

- KEY**
- Indicative site boundary
 - Proposed access from Preston New Road
 - Pedestrian/cycle access from cycleway/footway
 - Main spine street
 - Secondary internal loop street
 - Access to employment parcels
 - Employment access road
 - Residential parcel (lighter shade indicates lower density)
 - Potential location of relocated caravan park
 - Local Centre parcel
 - 1 FE Primary School parcel
 - Employment parcel
 - Open space
 - Proposed planting
 - Play area
 - Footway/cycleway
 - Bus stop
 - Existing vegetation
 - Public Right of Way
 - Pond
 - Existing buildings
 - Caravan park



Alternative Concept Masterplan

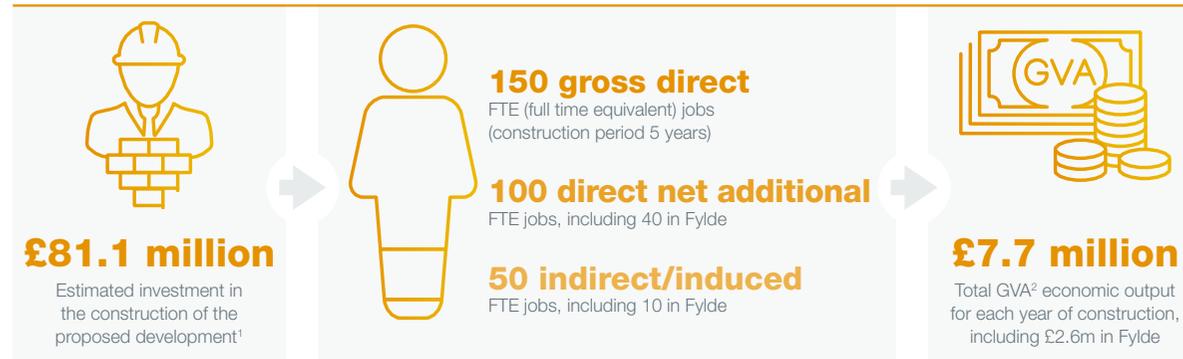


Economic Benefits

Site: Peel Hill Farm, Borough of Fylde

Proposed development: 700 residential dwellings, Primary School (1 Form of Entry) and 0.6 ha of land to create a local centre (includes shops and health centre or dentist)

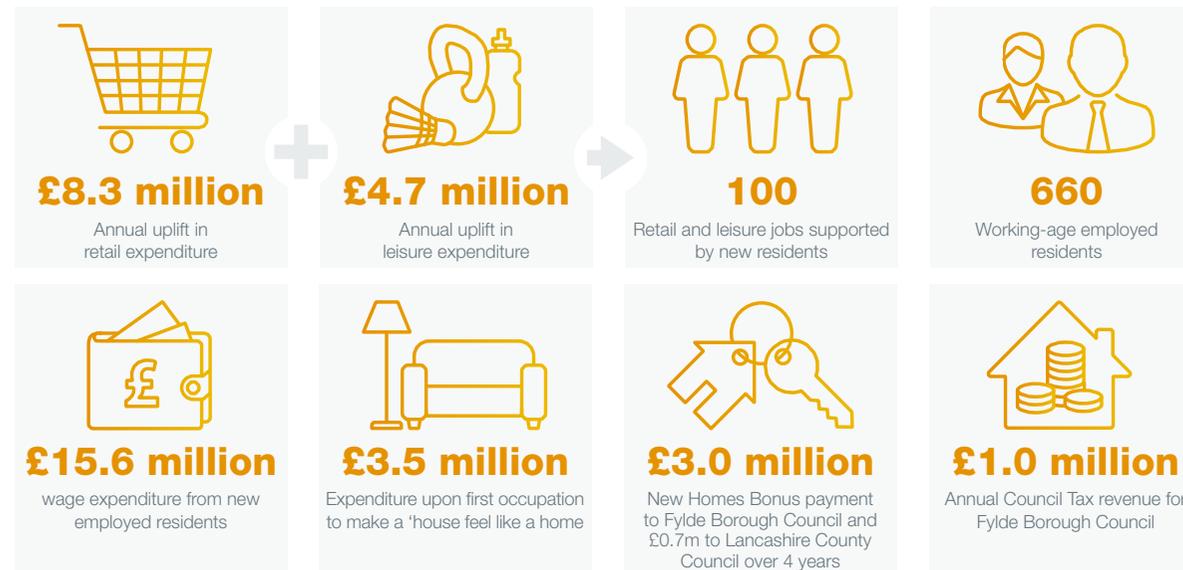
Construction Phase



¹ Includes assumptions made regarding infrastructure costs and professional fees.
² GVA (Gross Value Added) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). It provides a key measure of economic productivity. Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes.
³ Operational impacts are presented as gross. Existing on site employment is assumed to be limited, but is excluded from the assessment due to the lack of information available.
⁴ Of which the local authority can keep 50% of uplift in business rates (100% from 2020).

Operational Phase³

Residential



Local centre





To be considered deliverable, sites should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years and in particular that development of the site is viable.

This section considers those aspects in turn to demonstrate that the site is deliverable.

Available

The whole of the site falls within a single ownership. There are no tenancies or other legal restrictions which would prevent the site coming forward for development.

The owners have expressed a willingness to sell the site should it be allocated for development. SLG has entered into a promotional agreement with the land owner to promote the site for development through the FLP process.

The Strategic Land Group is an experienced land promoter which is currently working on projects with the potential to deliver over 4,000 homes. They therefore have the necessary expertise to ensure that the development can be delivered.

The site is within a strong market area. A number of housebuilders including Jones Homes, Barratt Homes and Prospect (GB) have confirmed that they would be interested in the site when it comes to market.

The site can be considered to be available.

Suitable

The site is located in a sustainable location free from constraints that would prevent a residential development from being delivered. A summary of the initial assessments that would support this conclusion is provided below.

Heritage Impacts

There are no listed buildings or scheduled ancient monuments within the boundaries of, or in close proximity to, the site. It is known that Late Neolithic/Early Bronze Age artefacts have been found in the wider area (including on the Whyndyke Farm site to the north). Provided an appropriate, staged archaeological assessment was carried out prior to the commencement of development this would not preclude development.

The site is therefore suitable for development in heritage terms.

Accessibility

The sustainability of the site has been assessed by Croft Transport Solutions in the Transport Issues Note. They confirm that the site is within a reasonably short walking distance with a range of day to day amenities and that there is scope to improve sustainable transport connectivity. This would improve the range of facilities readily accessible by future residents of the site.

The Council's own Strategic Site Assessment (SSA) report confirms that existing bus stops are located immediately adjacent to the site boundary, as is a cycle route, while the site is obviously well located with regards to both the A-road and motorway networks. Although the site is over 3km from a railway station, this is true of all the sites in the Fylde-Blackpool Periphery.

The site can be considered to be located in a suitably accessible location for development.

Access and Highway Impacts

A Transport Issues Note has been prepared by Croft Transport Solutions. It assesses the potential impact of the proposed development on the highway network.

It does not identify any particular issues or impediments to further growth in this location, noting that there are numerous routes for traffic to disperse onto the local highway network. It focuses on capacity at J4 of the M55 as a major strategic junction. It concludes that there would be some capacity in the future following implementation of improvements required as part of the Whyndyke Farm development. There are also opportunities for further improvements to substantially improve the capacity of the junction.

Access to public transport is expected to improve as a result of the level of development proposed within this part of the borough, as a critical mass which can sustain more frequent and a greater amount of bus services. This will minimise reliance on car journeys.

It is therefore considered that the site is in a suitable location for development from a highways perspective. The location can accommodate further development

The Transport Issues Note also confirms that the vehicular access shown on the masterplan is technically suitable to serve the proposed development.

Landscape Impacts

A Landscape and Visual Impact Assessment (LVIA) has been prepared by TPM Landscape. It confirms that the site is well contained, with physical features and topography that limits views.

The proposal site and study area is not designated and the proposed development would not have any impact on any designated landscapes. Development will not alter key landscape characteristics, or remove any features or elements of particular importance or value. The site is not therefore sensitive in landscape terms.

The assessment also concludes that there are only very limited opportunities for viewing the site from the wider landscape and none from public footpaths or locations within the 1km study area. As views are contained to the immediate periphery of the site the visual impact is limited. Mitigation in the form of landscape buffers and open space around the edge of the site is proposed to further reduce the impact from closer viewpoints.

It concludes that the site has the capacity to accommodate the proposed development without unacceptable adverse effects to the landscape and visual resource, and that it can be successfully assimilated.

Further mitigation could be achieved by limiting building heights and through the layout and density of the development.

The site is suitable in landscape and visual impact terms.

A copy of the LVIA can be provided upon request.

Ecological Impacts

There are no sites with a statutory ecological designation within the vicinity of the site, and no known records of protected species being found within the site's boundary. The site has been subject to an Extended Phase 1 Habitat Survey.

It confirms that the site is of a poor ecological value and offers little value to wildlife. The boundaries contain the most ecological value. There are no protected species on the site.

It recommends a number of measures for habitat enhancement which would increase the biodiversity value of the site. They include planting of native tree species, the inclusion of native and non-native species within the soft landscaping to provide a pollen and nectar source for invertebrates and the erection of bird and bat boxes. All of these measures are capable of being incorporated into the final scheme.

The site is therefore suitable for development from an ecological perspective.

A copy of the Ecology Report can be provided upon request.

Flood Risk & Drainage

According to the Environment Agency's Flood Map for Planning, the site falls within Flood Zone 1. Flood Zone 1 is the lowest flood risk categorisation that is possible and is suitable for all types of development.

The drainage strategy of the site is to be determined but will have regard to national policy and guidance and will be informed by a site specific Flood Risk Assessment. Consideration will be given to the use of sustainable drainage techniques.

The site is therefore suitable for development with respect to flood risk and drainage.

Ground Conditions

The majority of the site has been used for agricultural purposes. There is no indication of any issues of contamination. Should ground condition surveys identify the potential for contamination it is expected that it can be readily remediated as part of the development of the site.

The site is suitable in terms of ground conditions.

Education

An assessment carried out by Lancashire County Council's Education team in respect of the nearby Whyndyke Farm site recognises that the schools in the vicinity of the site are currently at capacity. A new development of the size proposed at Peel Hill is therefore likely to require the provision of a new primary school within the site. The number of secondary pupils is unlikely to generate a requirement for a new secondary school, and the impact of the development could therefore be off-set by an appropriate financial contribution.

Sustainability

The credentials of the FBP as a location for growth are recognised in Fylde Council's Site Assessment Background Paper (SABP). It states that the benefits of locating development here include:

- Proximity to key employment locations including land at the Blackpool Airport Corridor, the Enterprise Zone and at Whitehills.
- Good access to the motorway network and existing employment areas around J4.
- The facilitation of a new local (retail) centres at Whitehills.
- Development having a lesser impact on the landscape than development in more rural areas and that the character of existing rural settlements will remain unchanged if development is focussed at the SL.

The sustainability of the site has been assessed by Croft Transport Solutions. They confirm that the site is within a reasonably short walking distance with a range of day to day amenities and that there is scope to improve sustainable transport connectivity. This would improve the range of facilities readily accessible by future residents of the site.

In addition, existing development proposals will serve to improve the range of facilities in the area. For example Whyndyke Farm is proposed to be allocated as a mixed-use development site (MUS2) in the FLP delivering up to 810 homes and 20ha of employment across the plan period. It already benefits from an outline planning permission for 1,400 new homes, 20 hectares of employment land, a primary school, a health centre and two neighbourhood centres. This is recognised in the FLP.

An assessment of the sustainability of the site against the objectives used by the Council in its Sustainability Assessment is provided at Appendix 1.

Achievable

SLG has carried out initial viability assessments. They have not identified any technical or other issues to date that would impact on the viability of the development.

No technical issues have been identified which would not be expected for a site of this nature in this location.

In addition, SLG's experience in promoting sites and working with housebuilders to ensure delivery means that the delivery of dwellings from

The site can clearly be considered to be achievable.



Conclusion on Deliverability and Council’s Appraisal of the site

This section demonstrates that the site fulfils the criteria for being deliverable; it is available, suitable and achievable. It is a suitable housing site located in an area identified for growth and is a strong market area.

This section also addresses the comments and concerns raised by the Council in considering the site as a potential housing site as set out in its Site Assessment. A response to that assessment is set out adjacent.

	Fylde’s Assessment	Response
Deliverability	There is developer interest in the site	Site is being promoted by an established and successful land promoter with a view to securing an allocation in the FLP and enabling a housebuilder(s) to deliver a substantial number of dwellings.
Sustainability	Good motorway access to Junction 4 of the M55.	Agreed.
	In close proximity to employment land and premises at Whitehills.	There is clear logic to and sustainability benefits that arise from co-locating jobs growth with housing growth – it is a central principle of the Framework.
	The surrounding roads, including the motorway, form barriers to movement, and the site is isolated from settlements and services	Development to the east of Preston New Road and adjacent to the M55 has been granted planning permission (Whyndyke Farm). That site has an almost identical relationship to the urban area of Blackpool, located to the east of Preston New Road. In doing so it was recognised that there was scope to improve the connectivity, principally through improved public transport provision. The same principle and approach can be taken in respect of this site to ensure connectivity with its surroundings. The provision of a local centre and primary school on the site will also serve to maximise the accessibility of important services to residents.
Development of the site would have a detrimental effect on landscape character and visual impact, as the site rises up and is prominent	As summarised above the LVIA undertaken demonstrates that the site is not sensitive in landscape terms and that the visual impact would be limited. The impact of development No methodology is given for the Council’s assessment. There is no justification as to how they have arrived at a Moderate-High Sensitivity to development. A landscape of Medium-High Sensitivity would typically have a particular Value (usually through public use/ footpaths etc), or for it to be a regionally recognised area (eg an Area of Special Landscape Area or something similar), and would be a good landscape representative of the defining characteristics of the wider area. The site landscape in this case is more akin to a Low-Medium sensitive one, if the methodology used in the LVIA is followed. No such assessment was made for the Wyndyke Farm Strategic Assessment, despite it occupying a similar position relative to the urban area.	

	Fylde's Assessment	Response
Deliverability in Relation to Infrastructure	Improvements to Junction 4 of the M55 will be required.	A Transport Note assessing the impact of the proposed development demonstrates that it will be at capacity at J4 in the future. Further improvements can be made to increase the capacity.
	No rail access.	The FLP evidence base recognises the scope to improve and / or create bus services to access railway stations at Blackpool' from sites within the FBP.
	Poor bus service and there are no schools in this area.	A critical mass of development being delivered in the FBP will enable improved bus services to be more feasible and viable. The site could deliver a new primary school, meeting its own educational needs.
Recommendation	Too much development in this area would be unsustainable, development should be distributed throughout the borough in accordance with the sustainability appraisal of the Issues and Options and Preferred Option. Given that the site is detached from the built-up area, along with the physical barriers and visual impact, this site is the least sequentially preferable of the potential strategic sites in this area.	<p>The FLP proposes the greatest proportion of new housing in the FBP reflecting its suitability to do so. The provision of a further c.700 dwellings would represent a c.5% increase and would not fundamentally alter the proportion of housing growth to be accommodated in the FBP but would instead build on its strengths as a strategic location of sub-regional importance with good and improving levels of sustainability. A far higher level of growth has previously been planned in this area through the M55 Hub conceptual masterplan.</p> <p>The site is adjacent to existing and planned development and substantial physical features such that it will be seen as being part of (or at least adjacent to) the built up area.</p> <p>There are no unacceptable visual impacts that will result from the development of this site. The Council's own assessment set out in its Strategic Site Assessment recognised the ability to address its concerns through the types of mitigation set out above in relation to landscape and visual impact.</p> <p>It is unclear how the Council arrived at the conclusion that too much development in this area would be unsustainable. Options for greater levels of growth were not assessed in its Sustainability Appraisal.</p> <p>Our evidence (transport) demonstrates that there is no impediment to further sustainable growth at the FBP</p> <p>As a deliverable and sustainable site capable of making an important contribution to meeting Fylde's housing supply it should be allocated for housing. There are no physical or policy reasons for not doing so.</p> <p>It is SLG's view that the most appropriate and sustainable planning strategy is to accommodate further housing sites within the FBP.</p>



This Site Prospectus sets out a vision and masterplan for the sustainable development of land at Peel Hill Farm, Fylde.

It demonstrates that the site is located with a part of the borough – the FBP – which is significant at a sub-regional level. The FLP prioritises growth in this location reflecting its existing (and improving) sustainability, its proximity to infrastructure and strategic employment and its capacity to accommodate growth. There is an absence of constraints, when compared to much of the borough, including other Strategic Locations and it is a strong market area. Put simply, this is the location where further growth should be prioritised and can be accommodated, and the most appropriate strategy for the FLP.

The site is deliverable, having been demonstrated to be available, suitable and achievable. It is capable of making a significant contribution to market and affordable housing needs.

The site itself is capable of accommodating a desirable and high quality residential development. Existing natural features will be retained and enhanced within and surrounding the site, particularly established trees which run along the site boundaries and provide a substantial landscape buffer and ecological corridor.

The concept masterplan presented within the document provides a framework which responds to its context. It demonstrates that site is capable of accommodating a new community with a school and local shops / services provided along with around 700 new homes (including affordable housing), with a focus on good quality family housing and can therefore make a very substantial contribution to Fylde's housing requirement and meeting the acute need for affordable housing. An alternative layout would enable high quality modern employment to be provided.

The Site Prospectus also critiques the Council's previous assessment of the site, which led to it not being considered as a housing allocation. It demonstrates that the Council's assessment is flawed and that in fact this is a deliverable site which should be allocated for housing in the FLP.

Appendix 1: Sustainability Checklist

SA Objective	Comment	Compliance with objective
Reduce crime, disorder and fear of crime	<p>The final layout will take opportunities to minimise crime, disorder and fear of crime. This will be achieved by maximising natural surveillance, ensuring suitable lighting and considering the configuration of routes through the site.</p> <p>Any development on the site will be subject to a detailed layout which will be subject to assessment by the Local Planning Authority through the planning application process. It is expected that an application will be accompanied by a Crime Impact Statement and subject to consultation with the Lancashire Constabulary Architectural Liaison Officer.</p>	✓
Improve levels of educational attainment and encourage lifelong learning	<p>The site may incorporate a new primary school which will be designed to provide a high quality teaching environment for pupils.</p> <p>This will assist in the delivery of a good standard of education.</p>	✓
Improve physical and mental health for all and reduce health inequalities	<p>The proposed local centre can be expected to include provision for public health uses such as a doctors surgery and/or dentists. This will allow future residents and those already living close to the site to access health facilities.</p> <p>The inclusion of areas of public open space, including a large green corridor will allow residents to easily access recreation and partake in relaxing activities. It will contribute to physical and mental wellbeing.</p>	✓
Ensure that housing provision meets all needs	<p>A significant contribution to Fylde's housing requirement can be accommodated on the site.</p> <p>It will comprise a mix of dwelling types, sizes and tenures, including affordable housing. It is expected that the housing mix will take account of local housing needs as established by Fylde's evidence base.</p> <p>All housing provided will be modern, high quality housing built in accordance with modern standards.</p>	✓
Protect and enhance community spirit and cohesion	<p>A mix of housing types and the provision of community facilities, including a school and open space will allow residents to socialise and mix.</p> <p>This will promote social cohesion and foster a community spirit.</p>	✓
Encourage sustainable economic growth and business development	<p>The site is already served by public transport, and bus stops lie close to the site boundary.</p> <p>A critical mass of development within the Fylde Blackpool Periphery can be expected to generate improved public transport services as there is increased demand and greater potential revenue for operators. Indeed, the Fylde Local Plan recognises that the sustainability of most of the Fylde Blackpool - Periphery will improve as development comes forward.</p> <p>There is potential to improve connectivity to pedestrian and cycle routes and existing facilities in the surrounding area as part of the development. In addition, residents will also have access to a selection of shops, services and facilities through inclusion of the local centre / primary school.</p>	✓

Encourage sustainable economic growth and business development	<p>Housing growth and the provision of high quality housing is required to support the economic aspirations of Fylde. The creation of a new community in this location will accord with this objective.</p> <p>The potential inclusion of an area of employment will make a direct contribution and will serve to meet an established need for high quality, modern premises in this part of the Borough.</p>	✓
Promote economic inclusion	Supporting economic growth, as set out above, will positively contribute to employment opportunities within Fylde. This will enable access to jobs for existing and future residents.	✓
Deliver urban renaissance	<p>Greenfield and brownfield sites are required in order to meet Fylde's housing and employment requirements. Indeed the majority of housing and employment allocations proposed in the Fylde Local Plan are greenfield sites.</p> <p>The development of greenfield sites will not therefore prevent this objective being achieved.</p>	✓
Protect and enhance biodiversity and geodiversity	<p>An initial survey of the site confirms that it is of low ecological value overall.</p> <p>The features that do have greater value (i.e. the site boundaries) will be retained and enhanced and as such will contribute positively to biodiversity. Further opportunities for enhancement have been identified in the assessment and will result in an overall improvement in biodiversity.</p>	✓
Protect and enhance landscape character and quality and protect tranquillity	The LVIA prepared to assess the impact of development at Peel Hill Farm concludes that the site has the capacity to accommodate the proposed development without unacceptable adverse effects to the landscape and visual resource, and that it can be successfully assimilated, particularly if mitigation such as buffer planting and the careful consideration of building heights, the layout and density of the development.	✓
Conserve and enhance the historic environment, heritage assets and their setting	<p>There are no heritage assets within or adjacent to the site.</p> <p>An application for planning permission for development of the site would be accompanied by an archaeological assessment and suggestions of suitable mitigation if required to ensure that no unacceptable archaeological impacts resulted.</p>	✓
Protect and enhance the quality of the water environment and reduce the risk of flooding	<p>Development will incorporate suitable surface water and foul water drainage features. These will be subject to discussions with statutory bodies including the Environment Agency and the local lead flood authority as necessary. Suitable run off rates will be agreed with these bodies.</p> <p>The site is within Flood Zone 1 and is not subject to a particular risk of flooding. Notwithstanding this, the drainage design will ensure that the development will not result in an increase in flood risk beyond the site boundary and that properties are not subject to unacceptable flood risks.</p> <p>The drainage is yet to be designed but consideration will be given to the use of Sustainable Drainage Systems.</p>	✓
Limit and adapt to the impacts of climate change	<p>The drainage system will be designed with an allowance for climate change to ensure future capacity.</p> <p>Dwellings will incorporate energy efficiency measures, modern standards of insulation and other measures to minimise their use of resources.</p>	✓
Protect and improve air quality	Any further applications will be subject to air quality assessment	✓
Ensure the sustainable use of natural resources	Development will seek to minimise the use of resources as far as possible and the construction process will be subject to a Site Waste Management Plan.	✓

For further information contact

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