

NORTH ROAD, ELLESMERE PORT

DEVELOPMENT BRIEF

PEEL HOLDINGS / MANCHESTER SHIP CANAL COMPANY



April 2003

CONTENTS

- 1. INTRODUCTION**
- 2. SITE LOCATION AND CONTEXT**
- 3. EXISTING SITE APPRAISAL**
 - 3.1 Site Location
 - 3.2 Existing Land Uses
- 4. TRANSPORT CONNECTIONS**
- 5. LOCAL PLANNING POLICY CONTEXT**
- 6. PLANNING HISTORY**
- 7. DEVELOPMENT CONCEPT**
- 8. TYPES OF DEVELOPMENT PROPOSED**
 - 8.1 Introduction
 - 8.2 Guiding Principles
 - 8.3 Development Outputs
 - 8.4 Land Use
- 9. SITE LAYOUT / SUBDIVISION**
- 10. RELATIONSHIP WITH THE ELLESMERE PORT 4M ECONOMIC DEVELOPMENT ZONE (EDZ)**
- 11. KEY DEVELOPMENT ISSUES**
 - 11.1 Road Traffic / Access
 - 11.2 Landscaping
 - 11.3 Ecological Issues
 - 11.4 Layout, Building Design and Materials
 - 11.5 Drainage / Levels
 - 11.6 Hazard Issues
 - 11.7 Land Contamination
 - 11.8 Services
 - 11.9 Construction Management Plan
- 12. THE WAY FORWARD**
- 13. CONCLUSIONS**

APPENDICES

- A North Road Site Plan
- B Planning Consents Plan
- C Car Parking Standards

1.0 INTRODUCTION

- 1.1 The Ellesmere Port and Neston Borough Local Plan was adopted on 15 January 2002. It provides policy guidance up to 2011. One of the key sites allocated for employment development up to 2011 is an area of land at North Road, Ellesmere Port. This land forms part of the wider North Road site, which in total comprises some 40 hectares. The site is known as Pioneer Business Park.
- 1.2 Ellesmere Port and Neston Borough Council with associated Partners have also successfully promoted an Economic Development Zone designation within the Borough. This designation, known as the 4M EDZ bid provides for co-ordinated action to promote regeneration of brownfield land / employment initiatives and attracts the potential for European Objective 2 funding support. This designation includes the North Road Site, which has been identified as a potential business park / industrial development site.
- 1.3 The redevelopment of brownfield land meets with national and regional government planning targets and policy objectives.
- 1.4 This development brief outlines the way in which the Site at North Road could be developed, setting out the key principles for development. It is to be used as a guide by developers in drawing up detailed plans for the Site and by the Borough Council in determining planning applications. It will be subject to public consultation and when approved will form Supplementary Planning Guidance. It is expected that the developer will submit Planning Applications following the Council's approval of this Brief.

2.0 SITE LOCATION AND CONTEXT

- 2.1 The North Road site is situated within the north eastern part of Ellesmere Port and Neston Borough, north of Ellesmere Port Town Centre and adjacent to the M53 Motorway.
- 2.2 Ellesmere Port has a long industrial history, particularly in the petrochemical industries. Whilst a petrochemical presence remains important to the area, large areas of brownfield land are now a common feature, following a general decline in the intensity of this activity in the area. Such previous uses have left a legacy of vacant and often contaminated brownfield land. However, with appropriate redevelopment activity this land can be brought back into viable use and can contribute to the regeneration of the Borough.
- 2.3 Ellesmere Port and the Site have good road connections, being in close proximity to the M53 motorway (which leads to M56, M6, M60, M62 and the wider motorway network). The Manchester Ship Canal (including Ellesmere Port and Manisty wharfs), River Mersey and Ellesmere Port to Hooton Railway line also lie close to the Site.
- 2.4 An attractive historic port area, which includes the Ellesmere Port Boat Museum, residential, specialist retail and hotel uses is also located nearby.
- 2.5 This Development Brief specifically relates to the proposed development of the Site, which comprises 40 hectares of land as a mixed use site with B1, B2 and B8 activities.

3.0 **EXISTING SITE APPRAISAL**

3.1 **Site Location**

3.1.1 The Site is shown on the attached plan in **Appendix A**. The Site is located between Junctions 7 and 8 of the M53, having the motorway as its northern boundary and industrial uses to the southern boundary.

3.2 **Existing Land Uses**

3.2.1 The Site is currently a mix of vacant former petrochemical, industrial, distribution and office related uses and rough grazing land.

3.2.2 Scania have recently constructed a commercial vehicle distribution centre on part of the site (1.76 hectares) – this development will remain and its form will be taken account of and integrated within the design and development of the adjacent parts of the Site.

3.2.3 A mix of industrial land (and some residential) uses predominate within the areas around the Site. However, a number of former industrial sites have been cleared following demolition of their buildings, leaving vacant brownfield sites.

3.2.4 The nearest adjacent residential property lies over 100 m from the Site, to the rear of industrial units which sit adjacent to the Site and Poole Hall Road.

4.0 TRANSPORT CONNECTIONS

- 4.1 The Site is largely defined by roads, which lie on its boundaries. Situated adjacent to and between Junctions 7 and 8 of the M53, access to the national motorway network is immediate. Local vehicular, cycle and pedestrian connections are provided via North Road (which runs parallel with the M53 and links Junctions 7 and 8) and Poole Hall Road (which runs along the southern boundary of the site and provides links to nearby residential and industrial areas).
- 4.2 Junction 7 of the M53 principally serves the Manisty Wharf and the Vauxhall Car Plant to the North, whilst also providing access to the Site. Junction 8 serves the Ellesmere Port wharfs and the industrial areas of Rossmore Road.
- 4.3 Rossmore Road East forms the Site's eastern boundary and in itself links industrial (and residential areas) and the northern parts of Ellesmere Port Town Centre to Junction 8 of the M53.
- 4.4 Collectively, these road links provide excellent access into and out of the Site. It is anticipated that the main entrances for the Site will be formed adjacent to Junctions 7 and 8 of the M53, with North Road (and additional site roads) continuing to provide internal site linkages between the Motorway junctions. The additional site roads will serve to improve accessibility within and through the Site as a whole.
- 4.5 The Manchester Ship Canal forms a strategic commercial inland waterway linking Eastham in the west with Manchester in the east (some 36 miles). The Ship Canal has a regional role in the transporting of freight (currently around 8 million tonnes per year) and has the potential to double this capacity. The Canal sits within the Manchester Ship Canal Corridor which is a major regional asset, lying at the heart of the North West and linking the city regions of Manchester and Liverpool. This Corridor has a key role to play in the reclamation and effective use of derelict and brownfield sites, economic growth, regeneration and investment in the North West. The proximity of the Canal may present transport opportunities for potential businesses that might locate at the Site.

5.0 LOCAL PLANNING POLICY CONTEXT

5.1 Ellesmere Port and Neston Borough Council – the relevant Local Planning Authority adopted its Local Plan on 15 January 2002. The majority of the Site is allocated for Employment Use (under Policy EMP1) within this Development Plan. Policy EMP1 states that :

“Sites comprising a total of 88.53 hectares (218.74 acres) are allocated in the Local Plan to cater for new industrial or office developments (Use Classes B1 – Office / light industry, B2 – General industry, B8 – warehousing) ...”

The allocated parts of the North Road Site fall within the Policy.

5.2 The Site falls within the M53 / Shropshire and Union Canal Corridor, under Policy ENV11. This policy states that:

“... development proposals will be expected to make a positive contribution to the visual appearance of the corridor. This will require high standards of design, external appearance, layout, landscaping and associated tree planting consistent with improving the visual image of the area ...”

The development of the Site should reflect this objective.

5.3 The site also falls within the area of the Mersey Forest. Policy ENV10 of the Local Plan relates to the Mersey Forest and states that:

“Within the area of the Mersey Forest, the Borough Council will negotiate with developers to secure a contribution to the development of the Mersey Forest.

This contribution will:

- i) be appropriate to the nature and scale of the proposed development, and*
- ii) provide for a high quality tree planting scheme on site.*

Where all or part of the tree planting scheme cannot be secured on site, then some of the planting may take place off-site provided that it assists the development of the Mersey Forest in the locality of the site.

Where the planting cannot be achieved, the Borough Council will negotiate to secure the development of facilities for informal recreation of for the enhancement of nature conservation in the locality of the site in association with the development of the Mersey Forest.

Small scale ancillary development integral to the development of the Mersey Forest will be supported.”

The development of the Site should broadly reflect this objective.

- 5.4 Cycleways are also shown adjacent to the Site within the Local Plan (under Policy TRANS5).
- 5.5 Regional Planning Guidance for the North West is currently in the process of review, having been subject last year to Examination in Public. Following the panel’s report on draft RPG, the Secretary of States Proposed Changes were published in May 2002. The final version of the updated RPG is expected to echo the aspirations of existing RPG and the Cheshire Structure Plan, which place particular importance on the redevelopment of brownfield sites, major development sites and development proposals that promote regeneration and economic growth. The development of the Site should reflect these strategic objectives.

6.0 PLANNING HISTORY

6.1 There are a number of recent planning decisions in respect of the Site and land surrounding the Site. Relevant planning approvals include (the areas covered by the consents are shown in **Appendix B**):

A: In 1992, Planning Permission was granted on appeal for a 64 bedroom **hotel and parking** on a 0.4 hectare site at the junction of Rossfield Road and Rossfield Road East.

B: In August 1997, the above **hotel and parking** Permission was extended for 5 years.

C: In September 1999, an Outline Planning Permission was granted for the Erection of Buildings within Use Classes **B1, B2 and B8** on some 28.9 acres of land within the Site.

D: In 2000, an Outline Planning Permission was granted on a call-in by the Secretary of State for development comprising **B1, B2 and B8 uses** on 9.61 hectares of land at Rossfield Road (adjacent to the site) and Motor Showroom, Fast Food **Retail** and Restaurant / Hotel uses alongside Rossmore Road itself.

E: In July 2002, a Planning Application to renew the above 1999 Outline Planning Permission (C above) for **B1, B2 and B8 use** on some 28.9 acres of the Site was made. This was approved by the Council in January 2003.

F: A Reserved Matters Planning Application was made in August 2002 on the above **B1, B2 and B8** site (C & E above) – a decision from the Council is currently awaited.

6.2 Business, hotel, fast food and motor showroom uses have therefore been determined as being acceptable on or in the immediate vicinity of the Site.

7.0 DEVELOPMENT CONCEPT

- 7.1 The overall objective of the development of the Site is to create a regionally important and attractive Business Park on this strategic, important and prominent site.
- 7.2 The development of the Site should seek to promote forward investment into the Borough through a medium to high density mixed use scheme. The development of the Site should take account of the aspirations of Ellesmere Port and Neston Borough Council, as set out in the Local Plan and incorporate a mix of uses to provide employment opportunities and to bring wider, economic, environmental and social benefits to the surrounding area and the Borough as a whole.
- 7.3 The Site's prominent frontage to the M53 motorway and its comparative uniqueness in offering two motorway junctions provides a marketable location for development. Maximum advantage of the Site should be made by orientating quality buildings towards the motorway - providing a new and attractive appearance to the Site - distinct from the historic petrochemical types of uses that have predominated on the Site.
- 7.4 The Site should be accessed by road infrastructure at either end of the Site. These will act as gateways into the development. The existing, but currently unused railway sidings, are seen to have the potential to perform a strategic transport role in the future, either on their current alignment or relocated to accommodate the overall layout of the Site. If the existing railway sidings are not reinstated they have potential to form part of the wider cycleway network for the Site, subject to this use not adversely affecting access to the Site and its wider layout and development.
- 7.5 Where it is provided, B1 development would normally be expected to be in prominent locations such as alongside the motorway and adjacent to Junction 8. Landmark buildings could create a higher value development in this area – contributing to the visual appearance of the M53 Corridor, in accordance with Local Plan Policy ENV12 (see paragraph 4.2 below).
- 7.6 The Site also falls within the area identified for the Mersey Forest initiative. It is considered that the development of the Site will make a contribution to the development of the Mersey Forest in

Ellesmere Port through the environmental enhancement of the Site and undertaking landscape tree planting in this prominent location.

- 7.7 The development should have a defined boundary along North Road, with a landscaped boulevard / environmental edge of 10m in depth to frame the development and create attractive and distinctive views.

8.0 **TYPES OF DEVELOPMENT PROPOSED**

8.1 **Introduction**

8.1.1 The majority of the Site is allocated for employment use within the Ellesmere Port and Neston Local Plan – this would include B1 (Business), B2 (General Industrial) and B8 (Storage and Distribution) uses.

8.2 **Guiding Principles**

8.2.1 The development of the Site should:

- be consistent with the allocated uses within the Local Plan
- take advantage of the Site's excellent transport links and in particular its proximity to Junctions 7 and 8 of the M53
- take advantage of the Site's proximity to Ellesmere Port Town Centre, which offers sustainable transport links and nearby residential catchments
- take advantage of the Site's visibility and visual prominence from the M53 motorway corridor
- be of good quality layout design, be of good quality building design and be constructed of good quality materials (these issues are considered further in paragraph 11.4)
- meet the needs / demands of the market (to ensure up take / occupation)
- be commercially viable (taking account of land values and development costs)
- take account of environmental sustainability issues and be of good environmental quality.

8.3 **Development Outputs**

8.3.1 The development of the Site can be expected to:

- provide local employment opportunities
- promote regeneration, inward investment and economic activity along the M53 motorway corridor and for the wider Ellesmere Port area
- bring vacant brownfield land into active and viable use
- be consistent with and meet the objectives of the Ellesmere Port 4M Economic Development Zone designation
- be a catalyst for the wider development of the wider area
- enhance the perception and profile of the Ellesmere Port area.

8.4 **Land Use**

8.4.1 The overall mix of uses for the Site is anticipated to include Office (B1), General Industrial (B2), Warehouse and Distribution (B8) and other ancillary uses. The Site is anticipated to provide approximately 120,000 m² of floorspace.

8.4.2 Any ancillary uses should be considered close to Rossmore Road East and Junction 8 of the M53. These ancillary / related uses would both serve the development and provide a mix of facilities for use by wider business and residential communities in the vicinity.

9.0 **SITE LAYOUT / SUBDIVISION**

9.1 Given the size of the Site, it is anticipated that the Site will be developed in a phased manner, over a number of years.

9.2 To provide flexibility in responding to changes in the market, it is expected that Outline Planning Permission(s) be obtained for the whole Site, which will be then implemented in phases following the granting of individual Detailed Planning Permissions.

9.3 The subdivision of the Site should be flexible, guided by the need to provide a large enough site for a self contained Business / Industrial Park accommodating uses requiring larger footplates, but also being capable of a range of smaller plot subdivisions across the Site.

10.0 RELATIONSHIP WITH THE ELLESMERE PORT 4M ECONOMIC DEVELOPMENT ZONE (EDZ)

- 10.1 Peel Holdings and the Manchester Ship Canal Company has previously been a partner with the Council in the marketing of land around the Site for development and has also partnered Ellesmere Port and Neston Borough Council in a successful Economic Development Zone designation and European funding bid.
- 10.2 The North Road Site is an important site within the EDZ designation. One of the key themes of the designation and bid is the transformation of derelict or underused brownfield land into quality industrial and office accommodation.
- 10.3 The Site has been identified by EPNBC as a strategic brownfield site that could be brought back into productive use and may therefore attract Objective 2 European Funding support.
- 10.4 As part of the overall development it is expected that a ground remediation project is to be undertaken and new infrastructure facilities are provided. An element of gap funding within the EDZ is also assumed due to the levels of rent in comparison to construction costs, land values and other associated fees.
- 10.5 The ability to attract European (ERDF) funding is considered to be vital to the scheme's overall success and is expected to assist in improving potential occupiers perceptions of locating in this region – which have often be negative in the past.
- 10.6 In terms of funding, three different sources are expected - these being public, private and European ERDF grant funding. ERDF funding is currently anticipated at an intervention rate of 15% of the total investment cost up to the year 2008.
- 10.7 The success of the Economic Development Zone designation and the prospect of Objective 2 funding to support development has created a new momentum and optimism in the potential development and success of schemes such as that proposed for this Site.

11. KEY DEVELOPMENT ISSUES

11.1 Road Traffic / Access

11.1.1 Whilst the Site benefits from excellent transport facilities as detailed above, the traffic impact of any significant development proposal on the Site must be assessed through a formal Transport Assessment. This Transport Assessment and the proposed development should encompass the following general principles:

- primary road access to be taken from Junctions 7 and 8 of the M53 via improved local road links (North Road, Poole Hall Road and Rossmore Road East) or via new links
- good use to be made of Site's existing road linkage between Junctions 7 and 8 of the M53 and in particular North Road to provide access flexibility and spread traffic load
- the Site will be developed with appropriate cycle and pedestrian links which should link with the wider network to provide access to adjacent housing, employment areas and the nearby Town Centre.
- a Travel Plan should be prepared and implemented at an early stage of the development to promote sustainable access to the Site.

11.2 Landscaping

11.2.1 Quality landscaping provision will be an important part of the development proposal(s) and should be implemented at the earliest reasonably practicable stages of each phase of the development.

11.2.2 At present the Site generally has limited landscaping, particularly at the edges of the Site, therefore the landscaping of the boundaries of the Site will be particularly beneficial. Each area of boundary landscaping should be approximately 10 metres deep. They will be appropriate to their location and function and will be considered in the context of the proposed phase of development to which it relates.

11.2.3 The provision of Site boundary landscaping planting along the motorway corridor will improve the general amenity of the wider area and provide an attractive context to the proposed

development. This boundary landscaping along the motorway corridor should frame views onto the Site rather than seek to screen the Site from view. Careful landscaping of the Site boundary along Poole Hall Road and Rossmore Road East should also be provided to ensure that views onto the Site from these locations are attractive.

- 11.2.4 Landscaping should be used to create attractive access gateways to the Site.
- 11.2.5 Landscaping should be provided within plots and on plot boundaries.
- 11.2.6 The Sites overall landscape structure should provide continuity across the overall Site, but also be sufficiently flexible to allow for different landscape character within different parts of the Site. This will help to define and characterise specific plots within the Site.
- 11.2.7 The landscaping of the Site should also take account of the M53 Corridor policies within the Local Plan, the Mersey Forest initiative and the Council's M53 / Shropshire Union Canal Corridor Strategy.
- 11.2.8 The careful design of hard and soft surfaces and landscaping within the Site should be provided to secure an attractive and marketable development site.

11.3 Ecological Issues

- 11.3.1 Planning applications for the relevant phase of the development shall include details of any ecological value identified on the Site, in accordance with Policy ENV5 of the Local Plan.

11.4 Layout, Building Design and Materials

- 11.4.1 It would be inappropriate within this Development Brief to specify precise details of site layout, building design and materials, as future developers and tenants can be expected to influence the design of parts of the Site and of buildings to their individual specification. However, the guiding principle of high quality design and layout are established within this document. In addition, it is important in the development of the Site that there is continuity of general form and quality.

11.4.2 To address these issues, design guidelines will be agreed with the Local Planning Authority. These should identify flexible design parameters for each phase of the Site and will include the following elements.

INFRASTRUCTURE

Roads
Pavements
Parking Areas
Servicing

SITE

Development Principles
Access
Parking
Building Lines
Urban Design Principles
Screening & Interim
Surface Treatments

BUILDINGS

Form
Scale
Materials

ENVIRONMENT

Street Lighting
Street Furniture
Signage
Tree Planting
Hard & Soft Landscaping

11.4.3 These design guidelines should be prepared as part of detailed planning applications.

11.4.4 Car parking standards are given in **Appendix C**.

11.5 Drainage / Levels

11.5.1 Each phase of the development of the Site will require appropriate surface and foul water drainage provision. It will therefore be necessary to establish existing drainage provisions and provide any additional drainage capacity that may be necessary.

11.5.2 Details of site ground levels are to be established at an early stage of the development of the Site (including existing levels and levels following any land reclamation that may occur). Details of new ground levels related to the development are to be submitted to the Council as part of any Planning Application.

11.6 Hazard Issues

- 11.6.1 Parts of the Site fall within Health and Safety Executive (HSE) Hazard Consultation Zones – however, these principally relate to petrochemical uses that existed on the Site, but that are no longer present.
- 11.6.2 Consultation with the Health and Safety Executive will therefore be necessary to resolve any issues that may relate to the development of the Site and the presence of any existing consultation zones that may relate to previous or nearby hazardous installations. Where necessary the scheme layout and content should take account of Health and Safety requirements / considerations.

11.7 Land Contamination

- 11.7.1 The majority of the Site has a legacy of industrial and petrochemical related use; these forms of use present the risk of residual land contamination.
- 11.7.2 Investigations will be required to ascertain the extent of any contamination on the Site prior to construction works for the relevant phase. Areas found to be contaminated will be subject to remediation appropriate to the end use.
- 11.7.3 The proposed development of the Site should have regard to Policy HAZ4 within the adopted Local Plan and specifically that a contaminated land assessment will be carried out (for those parts of the Site where it is known or suspected that there may be contamination) and reports submitted to the Council with any relevant Planning Application.
- 11.7.4 Investigations on part of the Site have identified concentrations of hydrocarbons, which would require remediation before that part of the Site can be redeveloped.
- 11.7.6 In summary, the presence of contamination although being an important factor to be taken proper account of, should not preclude the redevelopment of the Site (after appropriate remediation). ERDF funding will be particularly important in resolving contamination issues and then ensuring the viability of the following development scheme.

11.8 Services

11.8.1 Services, their integrity and capacity to serve the development of the Site either on or adjoining the Site are to be established. New or retained services are to be identified, within detailed planning applications.

11.8.2 The following details are however provided as an indication of service provision.

- Surface water drains are understood to exist in Poole Hall Road, Rossmore Road East and North Road. A piped watercourse is known to traverse the site (Poole Hall Road to North Road)
- Foul water drains are understood to exist in Poole Hall Road, Rossmore Road East and North Road.
- High voltage electricity cables are understood to exist along North Road, parts of Poole Hall Road, parts of Rossmore Road East and traversing the Site at one point between Poole Hall Road and North Road. A further existing 33 KV cable is understood to exist along part of North Road. Details of low voltage cables are to be determined.
- Medium pressure gas mains are understood to exist along Poole Hall Road, Rossmore Road East and the majority of North Road. A intermediate pressure main is known to serve the part of the site in the vicinity of Rossmore Road East. A hydrogen main is understood to be present along the majority of North Road.
- Water mains are understood to existing along Poole Hall Road, the majority of North Road and to the south of Rossmore Road East.
- The site can be served through either the use of existing telecommunication infrastructure in the vicinity of the Site or by the provision of new facilities on site.

11.9 Construction Management Plan

11.9.1 In order to prepare parts of the Site for development it will be necessary to undertake ground investigations, possible remediation of contamination and undertake the demolition of existing structures.

- 11.9.2 Construction of the buildings and related infrastructure will require excavations, drainage installations, foundation construction, concrete batching, the use of cranes and other plant and other above ground works.
- 11.9.3 The works to prepare and develop the Site will be undertaken in accordance with all necessary legislative requirements and in a manner consistent with good practice. Careful, planned construction will minimise the risk of pollution or disturbance / nuisance arising from the construction works, particularly in relation to nearby residential development.
- 11.9.4 A comprehensive Construction Management Plan will be required to be submitted to and approved by the Local Planning Authority prior to development works commencing on Site.

12. THE WAY FORWARD

- 12.1 Given the size of the Site and the need to match the provision of land with market demand and take-up, it is anticipated that outline planning application(s) should be made for those parts of the site which do not already benefit from appropriate extant planning permissions. Following this detailed planning issues will be addressed through the submission of detailed planning applications for individual phases of development.
- 12.2 The development of the Site should so far as is possible be progressed in a manner consistent with the Council's Economic Development Zone programme and prevailing market conditions.
- 12.3 It is important that the momentum created by the successful Economic Development Zone designation is maintained and early development secured on the site.

13. **CONCLUSIONS**

13.1 The Site offers a unique development opportunity. The size and potential of the site to form a major business and employment site is obvious. The successful development of the Site will achieve a number of Ellesmere Port and Neston Borough Council's key objectives (as identified within the Local Plan and Economic Development Zone designation and Objective 2 funding bid), in particular:

- + to bring vacant brownfield land into viable use
- + to deliver economic benefits including local employment and investment
- + to promote regeneration and inward investment within the locality
- + to raise the profile and perception of Ellesmere Port
- + to deliver a quality, attractive and viable development.

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APPENDIX A

North Road Site Plan



PIONEER
Business Park



NORTH ROAD, ELLESMERE PORT

SITE PLAN

SCALE: 1:10,000

JANUARY 2003

APPENDIX B

Planning Consents Plan



PIONEER
Business Park



NORTH ROAD, ELLESMERE PORT
PLANNING CONSENTS PLAN
SCALE : 1:10,000
JANUARY 2003

APPENDIX C

Car Parking Standards

Extract from PPG13 – Transport, Annex D: Maximum Parking Standards

This table should be read in conjunction with the text on parking in paragraphs 49 to 56 of PPG13 – Transport (March 2001).

Use	National Maximum Parking Standard 1 space per square metre (m ²) of gross floorspace unless otherwise stated	Threshold from and Above Which Standard Applies (gross floorspace)
Food retail	1 space per 14 m ²	1000 m ²
Non food retail	1 space per 20 m ²	1000 m ²
Cinemas and conference facilities	1 space per 5 seats	1000 m ²
D2 (other than cinemas, conference facilities and stadia)	1 space per 22 m ²	1000 m ²
B1 including offices	1 space per 30 m ²	2500 m ²
Higher and further education	1 space per 2 staff + 1 space per 15 students (see note 1)	2500 m ²
Stadia	1 space per 15 seats (see note 2)	1500 seats

Notes:

1. The standard for students relates to the total number of students attending an educational establishment, rather than full-time equivalent figures.
2. For stadia, sufficient coach parking should be provided to the satisfaction of the local authority and treated separately from car parking. Coach parking should be designed and managed so that it will not be used for car parking.
3. Parking for disabled people should be additional to the maximum parking standards. Development proposals should provide adequate parking for disabled motorists, in terms of numbers and design (see Traffic Advice Leaflet 5/95, Parking for Disabled People).
4. For mixed use development, the gross floorspace given over to each use should be used to calculate the overall total maximum parking figure. For land uses not covered in these standards, the most stringent regional or local standards should apply.