

# Cuerden Strategic Site

Masterplan Report





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## 1.0 Executive summary

The Cuerden Strategic Site (the site), located within the Borough of South Ribble provides a once in a generation opportunity to achieve a dynamic, sustainable, premium development that will generate significant economic and employment benefits across the region. The significance of the site as an economic driver for the area is supported further by its accessibility and location in an area that is home to a skilled population.

The masterplan for Cuerden has been generated through discussion with landowners, statutory consultees and other stakeholders to create a fully integrated, comprehensive development in the heart of Lancashire.

This report seeks to identify and describe the key principles which will in turn inform an approach to a masterplan that is viable and deliverable.

At the heart of the discussion is the site's inclusion in both the Central Lancashire Local Development Framework Core Strategy and the South Ribble Borough Council Site Allocations and Development Management Policies Development Plan (DPD); together with its integration with both strategic highway infrastructure and high quality environment.

The Preston, South Ribble and Lancashire City Deal (which is a 10 year strategic regeneration framework agreed by the Lancashire Enterprise Partnership (LEP), Local authority partners and Government) is the delivery vehicle for the acceleration of the Local Plan.

The site also forms a complementary part of a wider area of change and is allocated as a Major Site for Development in the Site Allocations DPD.

The 65 hectare site presents considerable opportunities to deliver a range of development to enhance its profile, helping to build critical mass. This is supported by the LEP's Strategic Economic Plan which intends to achieve strong and substantial growth across the sub-region.

The Site Allocations DPD local policy context sets specific objectives for the site and seeks to accelerate the integrated and comprehensive development of the site to deliver high quality employment uses including commercial and industrial, retail and leisure.

The Cuerden masterplan has been developed through consideration of a series of preliminary options in relation to the potential spatial structure of development tested against:

- A Landuse structure / character;
- Access and movement; and
- Development economics and phasing.

In turn, these issues have been reviewed in the context of the following key drivers:

1. Cuerden as a strategically important location bringing important benefits and impacts;
2. Development at Cuerden is a complementary part of a wider area of major change;
3. The site is the largest job creation site in the City Deal;
4. The immediate context introduces a wide variety of character influences and edge conditions to which development will make a 'bespoke' response;
5. Although greenfield, the site is already a 'place' in its own right, with features and characteristics to be respected and enhanced;
6. Development must be sensitive to integrate and complement wider landscape characteristics;
7. Maintaining quality throughout the development of Cuerden is paramount, this extends to all aspects of design including the buildings, highway and landscapes;
8. Highways and its supporting infrastructure has a strong influence over the character of the area and present some opportunities but also a number of barriers that need to be overcome;
9. Links to the strategic and local highway network are the key strength of the site alongside great potential for sustainable transport modes;
10. A balanced approach to sustainable access that considers all modes and all activities;
11. The scale of the site is a defining opportunity - enhancing profile and flexibility, and helping to build critical mass that in turn will achieve daytime and evening activity;
12. Development and developers must appropriately manage ecological impacts and must demonstrate that the need for the development overrides the need to protect the sand and gravel resource;
13. The local policy context sets specific objectives for the site, but provides a flexible framework. A viable masterplan for the whole site is required which can bring forward development to provide the infrastructure to unlock the site and which can be implemented at the earliest opportunity;
14. Development will be subject to the National Planning Policy Framework and local Planning Policy Guidance and associated tests; and
15. Cuerden must continue to be differentiated and unique in the market place, offering a Unique Selling Point (USP) that would stand apart from typical 'out of town' employment locations and complement 'centres first' policy objectives.

The scale and complexity of the opportunity at Cuerden requires a certain mix of uses and an orderly approach to the delivery of individual development sites. The masterplan provides a comprehensive strategy that achieves this and an overall pattern and scale of development that is appropriate.

High value enabling development is essential in facilitating comprehensive, early development and long term employment opportunities. The scale of infrastructure investment that is required before land can be made available to occupiers could not be provided solely by employment uses (offices, manufacturing and logistics) on their own

but once the Strategic Access Infrastructure is in place, the remainder of Cuerden will be viable; including being capable of sustaining future Infrastructure (i.e. further roads and services to unlock parcel development).

Moreover, with the Strategic Access Infrastructure in place, access to these sites will be immediately available. This will significantly enhance the attractiveness of the site to occupiers that require accessible, serviced and unencumbered sites and therefore lead to an acceleration of take-up.

Figure 1.1 Wider context

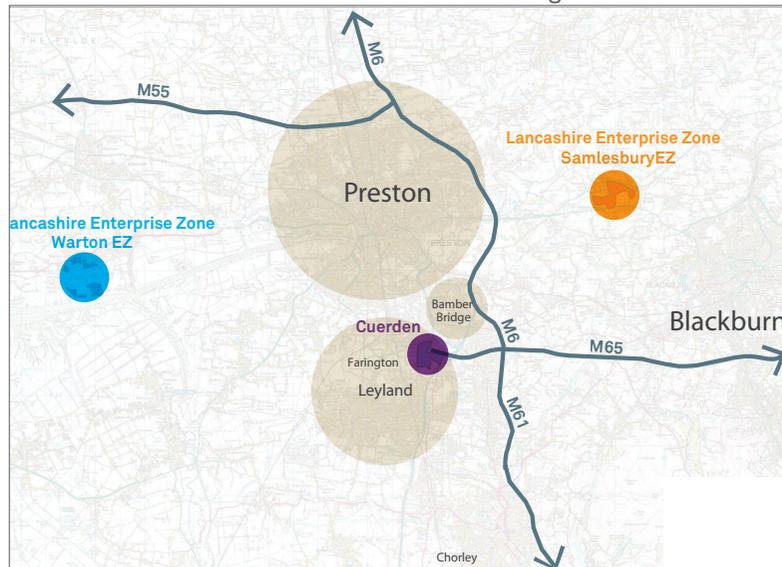


Figure 1.2 Local context



## 2.0 Future vision for Cuerden

South Ribble Borough Council have had a long-standing ambition to see the Cuerden site developed for employment purposes. However, it is clear from the large infrastructure requirements of the site that there is a need for a very significant private sector investment to bring the site forward. The vision of this masterplan sets out to achieve the balance between planning ambition and market realities.

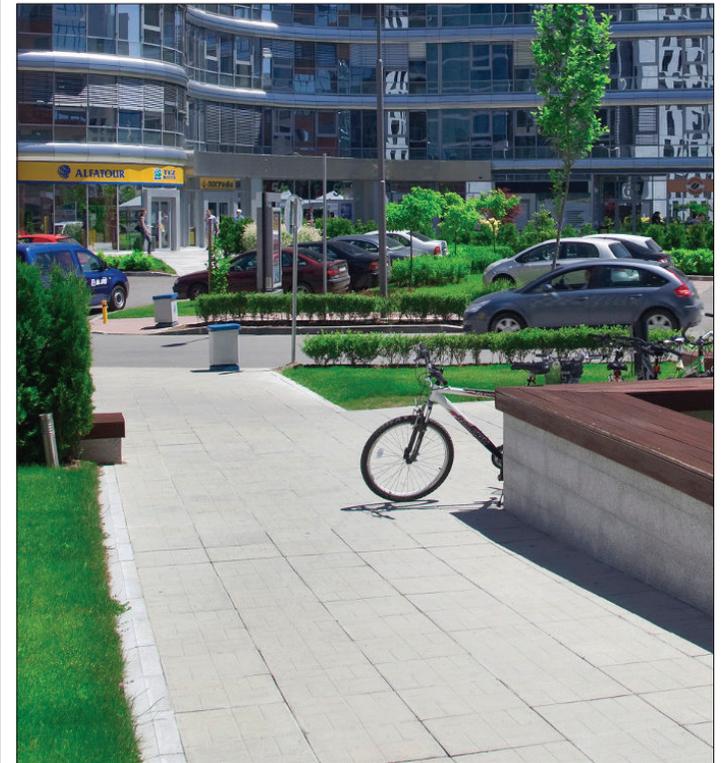
Cuerden is a very large site but the whole development must be driven by a high quality agenda, including high design standards of the buildings, treatment of environment and landscape matters, and the quality of business occupiers and jobs created. There will be the highest levels for the design of the buildings, the treatment of environmental and landscape matters, the business occupiers and the jobs created.

Cuerden will be more than a conventional business or employment park with a high quality agenda; it aims to be a place in its own right that functions beyond 9 to 5 Monday to Friday. The development will respect local residents on the site and will minimise the direct impact on their quality of life.

There will be a range of planning uses permitted to help achieve this. The opportunities to utilise the high quality environmental features for leisure, cycling and walking to attract people to and through the site, will be exploited. The site will be easily accessible for all modes of transport both locally and from the wider area to help achieve this.

Cuerden when developed will sit seamlessly into the local and wider environment. The full impacts of the whole development will have been assessed and the measures needed to minimise and mitigate as appropriate, both on and off the site, will have been implemented. These measures will have been completed to marry with the rate and phasing of the development.





## 3.0 Statutory context

### 3.1 Planning

The Cuerden site has a significant planning history and has been identified by local, regional and national authorities as an employment site for over 20 years.

Policy 53 of the Lancashire Structure Plan 1991- 2006 proposed a regional business location in the Farington/Cuerden/Lostock Hall area. The precise location of the site was determined by Policy EMP2 of the South Ribble Local Plan (2000). The aim of this allocation was to attract a substantial inward investment of regional importance in the form of high tech industry and business development for UK and international investors. In practice this aspiration was never achieved and is incompatible with global investment decisions. The North West Regional Spatial Strategy (2008) recognised the importance of the Cuerden site as a Regional Investment Site, capable of maintaining and improving the competitiveness of the North West region.

The site's employment allocation has been carried forward into Policy C4 of the Site Allocations and Development Management Policies Development Plan Document. The DPD has been the subject of a recent consultation by the Borough Council for which representations have been received and forwarded to the Planning Inspector for consideration. The inspector will then update the council on the next steps and it is anticipated that the document will be adopted in summer 2015. Policy C4 identifies Cuerden as a sustainable and

strategically significant site, capable of stimulating economic growth in Central Lancashire and the wider Lancashire sub region. Whilst this allocation has an employment focus, the policy recognises that there may be an opportunity for alternative uses such as retail, leisure or housing, provided that these uses support the comprehensive provision of infrastructure and strategic employment opportunities and help to create a more dynamic, vibrant and sustainable place with economic activity during both the day and the evening.

The City Deal aims to unlock the economic potential of Central Lancashire by providing an investment mechanism to enable earlier delivery of critical infrastructure needed to bring forward new housing and employment sites in and around the area, by establishing an Infrastructure Delivery Fund in excess of £460 million.

The National Planning Policy Framework (NPPF) published in March 2012, states that the purpose of the planning system is to contribute to the achievement of sustainable development.

There are three dimensions to achieving sustainable development. The economic role is of particular importance to Cuerden, through its contribution to building a strong, responsive and competitive economy. In order to achieve this, it is important to plan pro-actively to meet the needs of business and support an economy fit for the twenty first century. Planning policies should recognise and seek to address potential

barriers to investment, including any lack of infrastructure or services.

The development of the Cuerden site will satisfy the NPPF's requirements: for impact and sequential tests in relation to town centre uses such as retail or offices; flood

risk assessment; a transport assessment promoting the use of sustainable transport, as well as meeting the requirements of the Town and Country Planning (Environmental Impact Assessment) Regulations 2011.

### Policy C4 - Cuerden Strategic Employment Site

Planning permission will be granted for development of the Cuerden Strategic Site subject to the submission of:

- a) an agreed Masterplan for the comprehensive development of the site to provide a strategic employment site, to include employment, industrial and Green Infrastructure uses;
- b) a phasing and infrastructure delivery schedule;
- c) an agreed programme of implementation in accordance with the Masterplan and agreed design code.

Alternative uses, such as retail, leisure and housing may be appropriate where it can be demonstrated that they help deliver employment uses on this strategic site. The scale of any alternative enabling development will be limited to that which is clearly demonstrated to be necessary to fund essential infrastructure and which will not prejudice the delivery and maintenance of the primary employment function of the site. Any proposed main town centre uses must satisfy the sequential and impact tests set out in the National Planning Policy Framework (NPPF), relevant policies of the Core Strategy and this Local Plan.

*Source: South Ribble Borough Council*

The allocated land shown below forms part of South Ribble Borough Council's vision for development /growth in the area. In order to meet policy objectives the site must be developed with the necessary infrastructure requirements for high quality employment uses together which supporting enabling development.



Figure 3.1 Wider context

### 3.2 Wider context

- Preston, South Ribble and Lancashire City Deal** aims to unlock the economic potential of Central Lancashire by providing an investment mechanism to enable earlier delivery of critical infrastructure needed to bring forward new housing and employment sites in the area by establishing an Infrastructure Delivery Programme and Investment Fund, worth in excess of £460 million.
- The City Deal is the first of the Government's second wave of City Deals aimed at driving forward local growth. The Lancashire Enterprise Partnership (LEP) is responsible for the governance and delivery of the City Deal. An LEP Director chairs the Executive City Deal, which comprises the three leaders of South Ribble Borough Council, LCC and Preston County Council (PCC).
- The City Deal recognises that a current lack of strategic investment to deliver critical infrastructure could seriously limit the future prospects of the City Deal area, and Lancashire as a whole, to thrive as a dynamic place to invest and work.
- In delivering the Central Lancashire Highways and Transport Masterplan (CLHTM) the City Deal has an ambitious programme defined within its Infrastructure Delivery Plan to complete the improvements in the South Ribble area which will assist in minimising the impact of the Cuerden Masterplan on the highway Network. It is targeted to complete the dualling of the A582 from the current limit of dual carriageway at the Stanfield Lane Roundabout through Farington Whitestake and Penwortham into Preston City Centre. This will provide a high capacity corridor from Preston and the existing developed areas and for the further planned residential developments along the route to join the motorway network at the Cuerden Site. It is anticipated that this will be completed by 2020. In addition Penwortham Bypass is targeted for completion by 2018 bringing quality highway connection form further afield.
- The City Deal is also exploring the provision of a new Crossing of the River Ribble on the Western side of Preston connecting the A582 with the M55. This route utilises the Preston Western Distributor which is to be delivered by the City Deal also in advance of 2020. The connectivity to the Cuerden Site will then expand into the Fylde and Wyre.

- Considering the local network around Cuerden the City Deal Delivery has advanced plans to improve the corridors through Bamber Bridge, Lostock Hall and Leyland with an emphasis on the locality, environment and sustainable transport. Whilst the delivery of these requires the completion of the A582 to remove the traffic the latest completion is programmed for 2021.
- **The Lancashire Strategic Economic Plan**, a Growth Deal for the Arc of Prosperity, was published in March 2014, and sets out the LEP's growth ambitions for the next 10 years. It creates an overarching framework for economic success building on a number of key initiatives; including the City Deal and Lancashire Enterprise Zone.
- **Lancashire Enterprise Zone** is a national initiative focused on advanced engineering and benefits from the adjacent presence of BAE Systems at Warton and Samlesbury. The masterplan for Samlesbury was adopted by South Ribble Borough Council and Ribble Valley Borough Council in January 2014.

The key drivers have been generated to satisfy the objectives defined in these documents.

### 3.3 Existing minerals deposits

Cuerden is recognised within the Lancashire Minerals & Waste Development Framework Site Allocation and Development Management Policies DPD (adopted 26th September 2013) as potentially being a significant mineral deposit and as such, much of the Site is within a Mineral Safeguarding Area.

In 2014 AECOM undertook an investigation to provide information on ground conditions to assist in the determination of the viability of extracting sand at the Site. The study also provides data to help determine if there is a current market demand for the identified sand.

The purpose of the investigation was to provide information on ground conditions, in relation to potential sand deposits at Cuerden to assist in the derivation of the masterplan for the Site.

The ground investigation generally proved the anticipated ground conditions based on published and existing records. Top soil was recorded in the majority of exploratory locations, Made Ground was recorded where top soil was absent. Superficial deposits comprising bands of soft to firm, sandy,

gravelly clay and gravelly, silty, fine to coarse sand were recorded in the western and eastern sections of the site. Sand deposits were generally recorded in exploratory holes located in the centre of the site.

The findings of the investigation indicate that substantial sand deposits underlie the site, however the viability of the sand for extraction is dependent on a number of variables, including but not limited to the market value of the sand at the time of extraction.

If extraction is undertaken, an appropriate remediation strategy would need to be agreed. The remediation strategy will need to consider future uses for the quarry site; these could potentially include outdoor leisure uses that would complement adjacent employment and residential areas.



Figure 3.2 Aerial view of existing quarry

## 4.0 Key drivers

The potential economic benefits of the Cuerden site have been recognised for a long period of time, and the site has appeared in the Plans of South Ribble Borough Council over that period. The commitment of the Council to seeing the site developed has been reaffirmed in the most recent DPD, which confirms the planning status of the site for employment generating purposes.

The DPD recognises that the scale and profile of the site has the potential to support knowledge-based economic growth, with development in key sectors that will contribute to the economic sustainability of South Ribble, Central Lancashire and the wider area.

Cuerden has all the features to make the planning allocation a reality with its greenfield location, accessibility to the national road network, proximity to a skilled workforce, ability to attract investment and development of a significant scale and the potential to be occupied by high profile international companies.

A key factor of Cuerden is the very significant infrastructure cost to service the site and to deal with the impacts of the development. This is recognised in the DPD which allows for a range of planning uses that would enable the value of the development to cover these costs.

The site is in a number of ownerships which previously has been a factor in holding back development. However, LCC has now become the majority landowner of the site and is actively seeking to dispose of part of

its land in order to facilitate the first phases of a development which will provide the infrastructure, opportunities, and level of development needed to open up the entire site. LCC has been successful in attracting private sector developer interest confirming a latent market demand.

The Future Vision for the site, set out in section 2, establishes a clear agenda for Cuerden to be a place in its own right that is more than a conventional business or employment park that operates 9 to 5 Monday to Friday, and to this end a key driver is to ensure that the site is recognised as being of the highest quality. This quality agenda is across all aspects of the site from occupiers and jobs, to building design and retention and enhancement of environmental features. The more attractive the development then the greater prospect of the site attracting not only commercial investment but also people on foot and cycling to exploit its leisure potential.

Similarly, the site must have the highest levels of accessibility for the various transport modes and to cater for local as well as wider movement. This would include the role of the site in linking existing local routes for leisure.

Another key driver is, not only the need to have sufficient value in the site to cover infrastructure costs, but the need to marry the essential provision of such infrastructure with the rate and phasing of development. This will then help to minimise and mitigate the impacts of the development for local residents and the wider area. In particular there must be a clear set of plans to protect the impact of the development on those who already live within the site.



## Lands-use structure/ character

### 4.1 Cuerden as a strategically important location bringing important benefits and impacts

Cuerden will be a key driver of economic growth and job creation in the sub region.

The Central Lancashire Local Development Framework (LDF) Core Strategy (prepared jointly by South Ribble, Chorley and Preston Councils) recognises Cuerden as being of strategic importance to Lancashire and beyond.

In addition, the South Ribble Borough Council Site Allocations and Development Management Policies Development Plan Document – Partial Version (November 2013) (DPD) confirms its allocation as a Major Site for Development.

The site not only lies at the meeting point of the M6, M61 and M65, but a number of key roads in the strategic network converge here, including the A6, A49 and the A582 Farington Road. The latter connects through to form part of the proposed South Ribble Western Distributor (a key City Deal project).

Immediate proximity to the motorway network is a key asset, ensuring profile and connectivity to existing knowledge based industries and the cultural and leisure attractions in Central Lancashire and beyond. The West Coast Mainline also lies within close proximity of the site.

The proximity of high quality countryside and environmental assets is also a key factor. Quality of place is defined by accessibility of the Forest of Bowland, the Fylde coastline and the West Pennine Moors.

More locally, Cuerden lies at the heart of an area with strong quality of place characteristics. The site is integrated with a network of green space comprising award winning green flag parks, extensive open spaces, and a recently commissioned Central Park.

The site is adjacent to a corridor of Green Belt countryside which separates Leyland from the Preston conurbation. Although the adjacent land's Green Belt designation will require appropriately sensitive development and design response, it also provides an attractive open setting, green space and countryside views.

This includes a close relationship with Cuerden Valley Park, although the M6 (and to a lesser extent, the A49) create physical and psychological barriers between them.

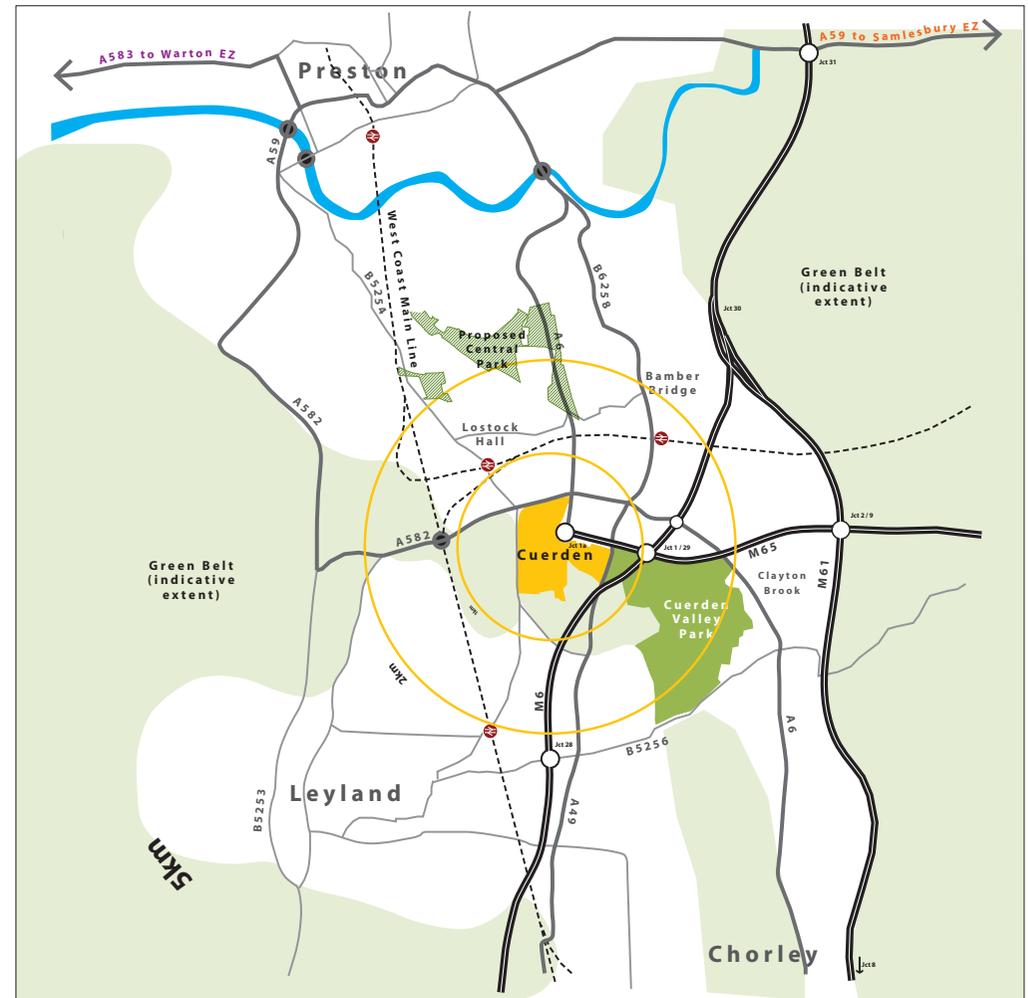


Figure 4.1 Wider location and connections

## 4.1.2 Creation of jobs and new opportunities

Whilst there are significant economic benefits to developing the Cuerden site, there are also clear social and community benefits both through the direct delivery of training and employment opportunities and through opportunities for local businesses to grow.

When fully developed, the Cuerden site has the potential to create in excess of 2,500 jobs in a range of sectors. This is in addition to the opportunities created through the actual development of the site such as construction jobs. Combined with the wider City Deal infrastructure activities, these represent unprecedented levels of job creation.

In addition, there are a number of significant employment sites in the Borough, including Lancashire Business Park, Samlesbury Enterprise Zone Paccar, Walton Summit, Leyland Business Park and Moss Side.

In order for these wider economic, social and community benefits to be realised and enjoyed by local communities, it is imperative that work begins now on equipping both residents and businesses with the necessary skills and expertise.

The Lancashire Skills Board, a formal committee of the LEP, is tasked and committed to ensuring Lancashire residents have the necessary skills to take full advantage of the wider economic development activities of the LEP.

In terms of Cuerden and the wider City Deal, the Skills Board will work with relevant

stakeholders to identify the opportunities and subsequent skills requirements of those employers developing the site, as well as the skills needs of employers occupying the site. The Board will work with local providers and establish networks to maximise the economic benefits to residents and businesses in Central Lancashire and the wider Lancashire area. This could be through a range of activities by (although not exclusively):

- Establishing employment and skills programmes with Cuerden employers to maximise the ability of residents from local regeneration areas to access new job opportunities;
- Encouraging the take up of apprenticeships; making use of relationships with the National Apprenticeship Service, local training providers and local apprenticeship models to promote apprenticeships with employers and residents;
- Working with Job Centre Plus to make use of existing and / or develop new Sector Based Academies. Sector Based Academies enable local job seekers to learn the skills required by businesses through pre-employment to provide relevant pre-employment training, work experience and guaranteed interview; and

- Making use of the Social Value Act by encouraging those commissioned to develop the site to recruit and employ from the local labour market; and to work with small and medium enterprises (SME) within the supply chain are adequately equipped to meet the obligations of the Social Value Act.

The City Deal Executive has been tasked with examining this further through the development of a City Deal Skills and Employment Plan by summer 2015.



**4.2 Development at Cuerden is a complementary part of a wider area of major change**

Cuerden forms part of a cluster of sites allocated as a Development Site in the South Ribble Borough Council Site Allocations DPD. Of the five in the local area, Cuerden and the Enterprise Zone at Samesbury are the only sites allocated as employment-led development opportunities. The other three represent major housing sites, with capacity for around 2,700 new homes.

Together this activity and development programme creates an area of major change of national significance. Development at Cuerden will need to be responsive to this opportunity ensuring that it is not a development site in isolation, rather a part of a bigger picture.

One implication is that County Council's highway objectives must be at the forefront. One of the key projects in the City Deal is the delivery of the 'South Ribble Western Distributor' major road scheme. This aims to enhance the capacity and connectivity of key routes at a strategic level in Central Lancashire, enabling development of, and access to, Cuerden, Lancashire Business Park and the Strategic Housing Sites.

The City Deal acts as a funding mechanism for the County Council's Central Lancashire Highways and Transport Masterplan (CLHTM) which was adopted in March 2013. The CLHTM set the priorities for future investment in highways and transport across Central Lancashire and the start of a delivery programme for the next 13 years.

City Deal infrastructure works are under way and further information can be found on the Lancashire LEP website: <http://www.lancashirelep.co.uk/invest-in-lancashire/city-deal.aspx>

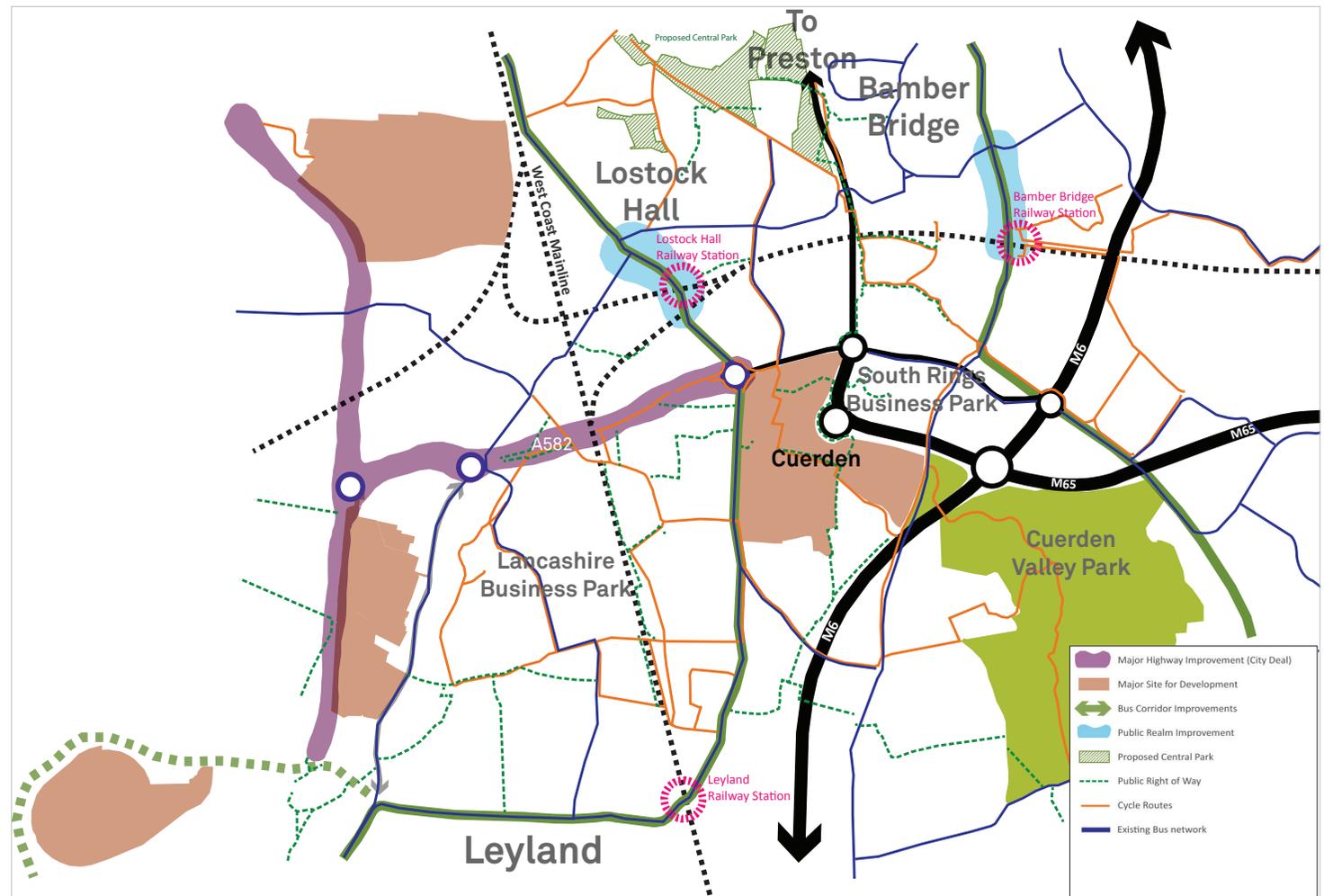


Figure 4.2 Local development programme: a major area of change

### 4.3 The site is the largest employment site in the Preston, South Ribble and Lancashire City Deal

Lancashire is one of the largest local economies in the North of England, currently generating over £23 billion in GVA per annum and supporting nearly 620,000 jobs. Many world class businesses are located in the county alongside an increasing number of high-performing SMEs established in the area, which is home to 45,000 businesses in total.

Over the last 10 years, the City Deal area has created more than 20,000 private sector jobs, largely driven by growth in SMEs, with an economic-base generating nearly £9 billion in GVA. As well as representing nearly half of Lancashire's economic wealth it also outstrips the majority of England's Core Cities for scale and level of performance. Central Lancashire has demonstrated that it is an area that can consistently deliver new jobs and economic growth.

However, in order to unlock further significant levels of market driven growth and private sector investment, a more strategic and ambitious approach is required to remove the existing critical infrastructure barriers to enable sustainable economic and housing growth.

The City Deal agreed, with Central Government, builds on the strong economic performance of the area over the last ten years and will help to ensure that the City Deal area continues to grow by addressing strategic transport infrastructure and development challenges to deliver new jobs and housing across the City Deal area. Over a ten-year period the deal sets out to generate:

- More than 20,000 net new private sector jobs, including 5,000 in the Lancashire Enterprise Zone;
- Nearly £1 billion growth in Gross Value Added (GVA);
- 17,420 new homes; and
- £2.3 billion in leveraged commercial investment

Cuerden is the single largest economic development site in the City Deal with the potential to create in excess of 2,500 jobs, more than 10% of the jobs expected to be created in the City Deal area over the next decade. The site is also capable of delivering well over 30% of the predicted commercial floorspace generated through the City Deal.

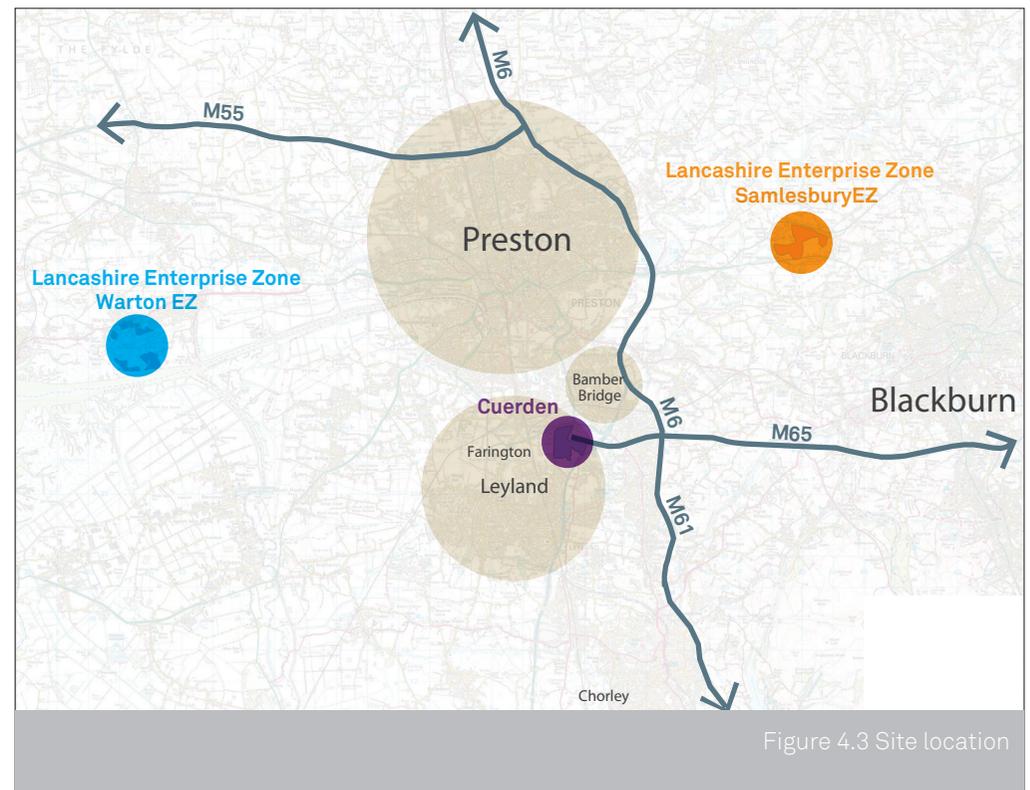


Figure 4.3 Site location

#### 4.4 The immediate context introduces a wide variety of character influences and edge conditions to which development will make a 'bespoke' response

Different edges / aspects of the site experience a variety of diverse characteristics, a result of historic development patterns, natural environment character, and the current environmental and landuse characters of these locations.

**North:** A manufactured landscape setting a hard urban edge. Development is mixed use and fragmented by a dual carriageway. Large scale roads often present a definitive edge and create a barrier.

**South:** A softer, semi-natural character, and a 'feathered' urban edge at the northern tip of Leyland (the transition between urban area and open countryside being much more gradual compared to the north). The current mineral extraction activities do, nonetheless, introduce a harder, and in some ways incongruous character.

**West:** Flat, Green Belt countryside with an agricultural character provides an open aspect. The countryside 'over-washes' Stanifield Lane and crosses into the site.

**East:** A distinct change in character influenced by a change in ground level, the new plantation woodland and Stoney Lane, leading through to Cuerden Valley Park. However, the park feels disconnected and in part is severed due to the visual and physical impact of a combination of local roads, high level motorways and associated significant traffic levels on both networks.

The site sits centrally within these changing characters, and development will need to create a transition between them. All have a 'legitimate' influence over the form and nature of new development. There is inherent potential to recognise a gradual shift in development character from west to east and from north to south.



- Site boundary
- Pathway
- Sub-area
- Edge
- ⚡ Barrier
- ⦿ Wider view
- ➔ Localised view
- ☀ Nodal point

Figure 4.4 Aerial view

### *Existing residents*

Although Cuerden has, in planning policy terms, been designated for some decades as an employment site, the lack of a co-ordinated approach to development has resulted in no development taking place on the site. This has led to a considerable period of uncertainty for the residents who live within the site.

The masterplan presents an opportunity to present proposals to minimise the direct impact of the development. These proposals will form part of the wider environmental enhancements envisaged for the site. In terms of phasing, whilst development in close proximity to the residents will not be first, proposals to mitigate the impact of development will be implemented as part of the first phases.

Similarly, the impact on residential amenities caused by on-going development, particularly in construction, will be subject to strict controls through the planning process. This will include the development of a specific Cuerden Design Code in accordance with South Ribble Borough Council policy, including scale, height and relationships with existing residential areas.



Residential dwellings at Old School Lane and Stoney Lane

**4.5 Although greenfield, the site is already a ‘place’ in its own right, with features and characteristics to be respected and enhanced**

The site itself and immediate surroundings combines a blend of attributes which merge to create a distinctive character.

The predominance of pasture is enlivened by wedges of mature indigenous woodland, an old tree lined narrow lane (Stoney Lane), a number of ponds and mature hedgerows.

Land drainage is a prominent feature, with several watercourses crossing the site - generally east west, but also feeding north to the River Lostock.

The environmental components of the site and surroundings create a distinctive situation. These features provide an excellent basis for structuring the spatial configuration of the development framework, and will be a valuable place-making influence.

Trees / woodland, hedgerows and ponds are ecological assets and where appropriate, should be retained, helping to create a distinctive place that is in tune with its environmental context.

This approach will need to be reflected in the design of streets, spaces and buildings created across the site. This could include structured / formal building plots or a more informal, free standing arrangement that blends with the landscape around the buildings.



Stoney Lane

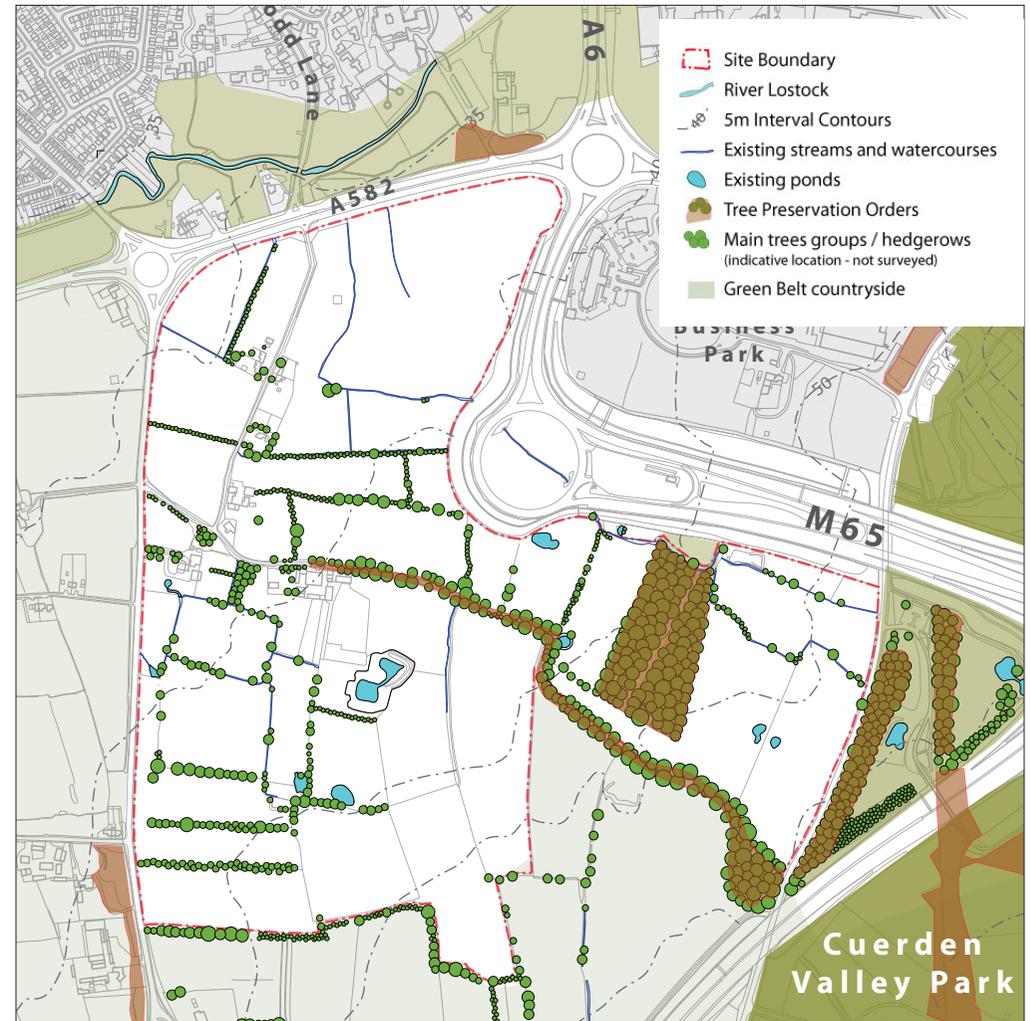


Figure 4.5 Site features giving the site a sense of place in their own right, providing an initial spatial framework within which to structure development

## 4.6 Development must be sensitive to integrate and complement wider landscape characteristics

The wider landscape character is undulating lowland farmland which includes a rich, diverse range of features. A selection of the wider landscape characteristics which could shape development here include:

- Hedgerows and hedgerow trees - define the field pattern in contrast with the moorland fringe farmland. They also provide sheltered habitats which are important wildlife links between wooded cloughs and outlying woodlands;
- Small mixed woodlands - provide important habitats and cover for wildlife and contribute to the overall appearance of a 'wooded' farmland. LCC are keen to encourage further tree planting in this area;
- Historic rural lanes with woodland, scrub and tall herb strips - Stoney Lane and Old School Lane are narrow rural lanes with limited vehicular passing points, historically serving local farms. They are distinctive and attractive features which could and should remain; and
- Country houses, properties and farm buildings are important in terms of architecture and landscape design. Strengthening links to Cuerden Valley Park / Cuerden Hall can enhance the sense of place and role of the site.

The Green Belt status of the broader area outside but adjacent to the site must also be a key factor. Development at the southern parts of the site in particular will have an impact on the visual amenity of the Green Belt.

The integration of landscape features with new built forms will be an important design principle. This doesn't need to be about the 'blanket' screening of development, but careful consideration to how the grain and scale of building will be perceived from views/sightlines into the site.

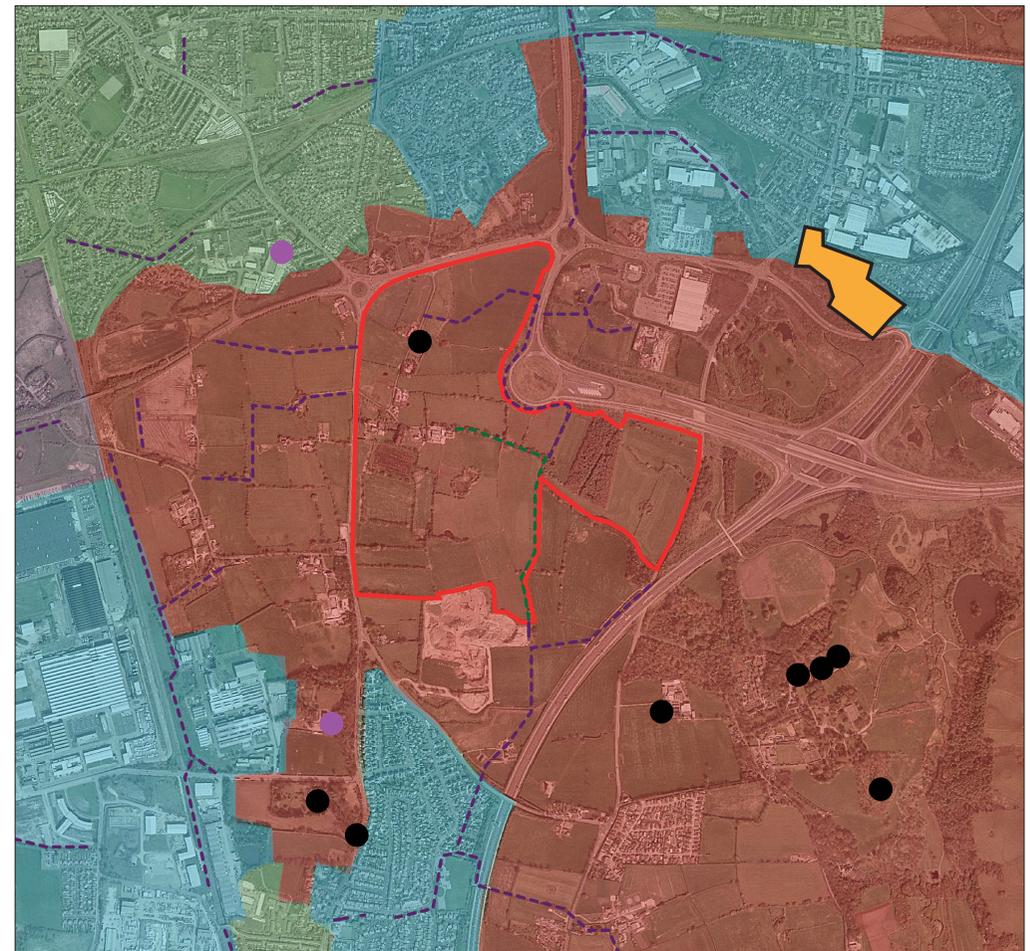
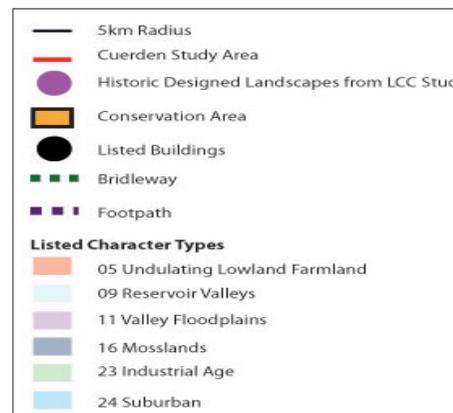


Figure 4.6 the relationship between wider landscape character areas

## 4.7 Maintaining quality throughout the development of Cuerden is paramount

The quality of place achieved at Cuerden will be defined through a considered approach to the design of new buildings, streets and the landscape in which they sit. This place will be expressed through form, scale and a variety of building types that will generate a place that has a unique character, with vitality and is seen as a quality destination in its own right. In this context, the location of outward facing, active frontages that address positive public space will be vital to the creation of a vibrant public realm that people want to be seen in. Equally, the choice of materials will be critical; a simple durable palette of materials that have visual resonance with materials found within the local vernacular will be an important consideration.

Moving forward, reference should also be made to best practice reference material. This includes guidance documents that provide essential information like good design, along with various standards on criteria against which the design of the built environment and its connectivity can be assessed, including:

- Design Manual for Roads and Bridges;
- Guidelines for planning for public transport in developments (IHT);
- Urban Design Compendium (UDC) 1 and 2 (Homes and Communities Agency);

- British Council for Offices, Guide to Specification (BCO 2014);
- Manual for Streets and Manual for Streets (MfS) 2 (Department for Transport);
- Car Parking: What works where (HCA); and
- Transport Evidence Bases in Place Making and Decision Taking – 13/3/2015 / IHT Guidelines on Transport Assessments.

All future detailed planning applications for Cuerden must be supported through a detailed design code that will form part of a suite of documents describing the approach to design. At present these documents are defined in a number of policies identified in the Central Lancashire Adopted Core Strategy Local Development Framework 2012.

The list of matters to be covered will be as follows:

National list:

- The Application Form;
- The Fee;
- Ownership Certificates/Agricultural Holdings Certificate;
- Existing and Proposed Plans, Sections and Elevations (to scale);

- Design and Access Statement; and
- Heritage Statement.

Local list

- Introduction
- TRANSPORT - Transport Statement/ Assessment, Parking and Access Details, Travel Plan;
- RESIDENTIAL - Affordable Housing Statement, Sustainability Statement;
- ECONOMIC - Regeneration and Economic Statement, Retail Impact Assessment, Sustainability Statement;
- DESIGN – Detail Design Code, Noise Impact Assessment, Ventilation/ Extraction, Structural Survey;
- ENVIRONMENT - Protected Species Assessment/Survey, Ecological/ Geological Assessment/Survey, Environmental Impact Assessment, Landscaping Details, Tree Survey and Arboricultural Implications Assessment, Public Rights of Way Statement;
- HEALTH AND WELLBEING - Healthy Eating Statement, Community Involvement Statement, Crime and Community Safety Statement;
- CLIMATE CHANGE - Air Quality Assessment, Contaminated Land

Assessment, Drainage Statement, Utilities Statement, Flood Risk Assessment, Renewable Energy Statement, Waste Management Statement;

- MISCELLANEOUS - Lawful Development Certificate, Planning Obligations/ Draft Heads of Terms, Supporting Statement, Lighting Assessment, Telecommunications Development Supplementary Information; and
- OTHER REQUIREMENTS - Construction Method Statement, Fee Calculation Summary, Photographs and Photomontages, Lifetime Homes Statement, Daylight/Sunlight Assessment, Open Space Assessment.

It should be recognised that in combination with the desire to attract significant investment and create new jobs, it is also extremely important to plan new development at Cuerden in a comprehensive way so as to create an intact, connected environment which significantly enhances the vibrancy and identity of the place. The need for carefully composed development is key; new buildings and spaces may have a degree of individuality, but overall should form part of a coordinated whole.

## Access and movement

### 4.8 Highways and its supporting infrastructure has a strong influence over the character of the area and present some opportunities but also a number of barriers that need to be overcome

The CLHTM recognises that the surrounding highway network currently suffers from the effects of traffic congestion during periods of the day and weekend which collectively have a negative impact on the perception of quality of place. The CLHTM also recognises the intention for development at Cuerden and suggests a range of necessary transport interventions. New development must mitigate against the impact and where possible create an improved situation.

Specific significant issues include:

- The **M6 and M65 spur**;
  1. Visual impact of the substantial earth bund that flanks its western edge;
  2. Traffic congestion, vehicle weaving, safety and high volumes of traffic; and
  3. Traffic noise.
- The **terminus M65 roundabout**;
  1. High volume of traffic;
  2. Traffic noise;
  3. Visual impact of substantial earth bund to south & west of roundabout; and
  4. Other access point (VOSA)
  5. Safety (all modes) and restrictions/unsuitable for pedestrians and cyclists.

- The **spur to/from A6/A582 roundabout**:
  1. Visual impact of the substantial earth bund that flanks spur's western edge;
  2. High traffic volume;
  3. Traffic congestion; and
  4. Traffic noise.
  5. Safety – unsuitable for pedestrians and cyclists.
- The **A582 Lostock Lane**:
  1. High volume of fast moving traffic;
  2. Traffic noise;
  3. Heavily engineered infrastructure;
  4. Severs site from Lostock Hall creating literal and perceived barriers; and
  5. Limited pedestrian and cycle provision.

Whilst acknowledging potential difficulties in connecting to communities to the north of the site by non-car modes, links to communities in the south are much more conducive to encouraging smarter travel choices.

It is envisaged that pedestrian/cycle networks will be included as part of the enabling infrastructure, encouraging greater permeability throughout the site.

Cycle parking should be provided on site in order to encourage cyclists to the various landuses proposed in the masterplan.

Experience elsewhere has shown that cycle parking and facilities for employees on site will be particularly important in attempting to ensure a significant proportion of staff cycle to work, recognising that the travel behaviour of more occasional users to the site are likely to be more inclined towards the private car.





#### 4.8.1 Leisure opportunities

As part of the Future Vision for Cuerden to be a place in its own right, the need for a high quality agenda that acts in attracting people is set out. There will be opportunities for leisure type developments within the development in accordance with the planning policies, but there is an additional opportunity to exploit the existing and proposed enhanced environment of Cuerden for people on foot or cycling.

The development will make provision for such visitors to the site but also will provide the necessary links into the other local attractions such as Cuerden Valley Park.

The masterplan also recognises future potential uses, such as outdoor leisure, of the sand quarry immediately south of the site that may occur within the time period of the development of Cuerden.

## 4.9 Strategic transport modes and links to the strategic and local highway network are the key strength of the site, but it isn't just about access by car

The site lies at an excellent sub-regional location servicing the urban areas of Preston, Leyland and Chorley. Although Preston has a strong centre of gravity, Leyland and Chorley town centres have experienced significant positive change over the last 20-30 years.

The long history of manufacturing and industry within the area has evolved into an economy that underpins current regional growth. Significant industries such as Leyland Trucks (acquired in 1998 by the US truck manufacturer PACCAR), BAE Systems, Alstom and Multipart Solutions reinforce a changing but strong manufacturing presence in the North West (supported by a skilled local labour market) and are attracted to a region with a strong transport infrastructure.

Within the area, residential neighbourhoods are increasingly seen as attractive mid-priced options for both those working in the area and those working further afield. This is demonstrated by the recent development at Buckshaw Village, a 2,000 house development situated on the former Royal Ordnance Factory site. Approved in 2007, the development incorporates sustainable principles and was targeted at the family market and first time buyers.

Much of this growth success can be credited to the fact that at a wider Lancashire, and indeed North West perspective, the area is seen as a viable strategic location due to its good quality housing and its strong highway based transport communications.

The strategic highway based transport strength of Cuerden is most recognisable in relation to its location upon the motorway network, with near immediate access to and from the M65, M61 and M6. Cuerden's pivotal position on the motorway network is also accentuated by the fact that it lies at the lower end of a very busy section of the M6 motorway between the junction of the M6 with M55 (for Blackpool) and the M6 with the M65/M61.

Notwithstanding this, it is essential that the Cuerden site comes forward considering access to the site for all modes of travel with full consideration of the needs of existing users and the influence of committed development. The clear advantages of the location of this site in terms of the surrounding highway infrastructure should not detract from further necessary changes or the need to ensure the site is accessible by more sustainable modes in line with national policy and guidance.

Cuerden has the potential to be a place that people who live locally come to work, rather than travel through to get to work. This will rely on creating a balanced supply between car borne, walking/cycling and public transport access.

Cuerden's uniqueness is having strategic accessibility and the potential to incorporate effective non car access due to its close proximity to key settlements.

Perhaps the greatest opportunity for sustainable transport connections to Cuerden lies with public transport, notably buses. It is important that the early development phases include bus penetration into the site, this will complement existing services on Stanifield Lane that could, over time, be routed through the site. A number of existing local bus services route along Stanifield Lane and these services could potentially be routed into the site. Better

public transport connections between Cuerden and neighbouring centres such as Leyland, Chorley, Bamber Bridge and the City of Preston will be an important consideration.

The final mix of landuses proposed for Cuerden will determine the demand for additional bus services to serve the site and wider context. Experience elsewhere has shown that of paramount importance to establishing bus travel as a viable means for many is the use of comfortable, modern vehicles, frequent services and affordable ticketing, particularly in terms of season tickets. These additional services may require financial priming for a period of time. It is critical that infrastructure and services, funded by development, are operational early to establish sustainable travel behaviour of users routing through the site.

There is good, albeit indirect, broad rail connectivity to Cuerden benefits from relative adjacency to 4 stations from which onward travel to / from Cuerden can be made. Lostock Hall and Bamber Bridge are the closest railway stations to the site. Both stations sit on the Blackpool – Preston – Blackburn railway and therefore provide a gateway for those travelling from the Fylde Coast, East Lancashire and, via connection at Blackburn, West Yorkshire including Leeds. Both these stations are within walking distance of Cuerden and are on established bus routes.

Leyland station, that has recently received commitment from Network Rail for over £3 million of new investment, provides a gateway for travel to and from the regional locations to the south, including Greater Manchester and Liverpool. Preston station is a regional gateway and provides fast frequent services to the majority of UK core cities including London, Birmingham and Glasgow. Access to/from Cuerden from both Leyland and Preston can readily be achieved via bus. There are also ambitions, through the CLHTM, for improvements to the cycle infrastructure of the City Deal area that would enable onward cycle routes from Preston station to Cuerden.



The location of the site does offer a good opportunity to provide a modal interchange for the area and beyond which can be integrated into the site layout and build-out making best use of mixed landuse and car park provision.

Overall the strategic transport connections will encourage sustainable links to Leyland and other centres through enhanced public transport and non-vehicular transport provision.



## 4.10 Existing capacity and constraints on sites around the Cuerden site must inform the masterplan

Initial discussions with LCC Highways and the Highways Agency (HA) have confirmed an appreciation of existing constraints on highways around the site including the A6, A582 and A49 / B6258 corridor and at the terminus roundabout with its link to the M65 and the impact/influence of development expected as part of Central Lancashire. Going forward, the core access principles informing the Cuerden masterplan are:

### Highways

- The M65 terminus provides an opportunity for primary access. As part of any scheme to deliver a new arm at the junction safety and capacity issues would need to be addressed. A package of improvements on the strategic motorway at the terminus junction with the M65, the spur and signalised roundabout with the A582/A6 would be required. Consideration should be given to existing and proposed user requirements at this location including that of VOSA and sustainable modes. Currently, LCC Highways and the HA would endorse only one new arm off the junction; (which would require the whole junction to be signalised);
- The M6 Junction 29. A supporting package of measures would be required linking M6 to M65 at junction 29 and on the link between J29 and the M65 terminus roundabout to support the safe and effective movement of vehicles (and weaving);
- The A49 Wigan Road is less constrained in terms of capacity and the site would provide an all movement access point onto this corridor. LCC highways support an access on this important corridor (expected to be signalised). This access would provide a valuable connection to local communities in Eastern Leyland, Buckshaw, Bamber Bridge and Clayton-le-Woods, as well as providing a route for drivers who are not confident in using strategic routes or routes that are perceived as strategic;
- Long term access to and from the site via Stanifield Lane should not be discounted. This could be important to the viability and connectivity of future development, but any junctions must be tested to demonstrate that they would operate efficiently and safely with consideration that maintains the local environment and connectivity of dwellings and building on and served off Old School Lane and Stoney Lane. The potential for such access to change the behaviour of traffic using Farington Road must also be carefully considered, and this may present and support future highway changes;
- There is potential for the site to accommodate an east-west link road, from the M65 terminus to Stanifield Lane. This could in the future give rise to a link from Stanifield Lane to Farington Road, through existing Green

Belt countryside (Farington Estate). This needs to be considered further, especially in the context of current plans to widen Farington Road and adjacent roundabout, and in light of green belt policy;

- Stoney Lane and Old School Lane are within the site and will require measures to maintain the existing, distinctive and attractive environment, to serve and provide connectivity to a small number of dwellings and buildings. Measure to prevent these local narrow lanes from the impacts from development related movement whether direct or indirect will be required (including restrictions on HGV movements).

### Public transport and rail

- In terms of public transport, the A5083 is an important bus corridor and in the early phases of the development it will be important to maximise the interface with the network, ensuring good pedestrian links with crossings and quality standard bus stops infrastructure to be provided within the site to support public transport;
- Lostock Hall and Bamber Bridge railway stations are located on the East Lancashire line and are currently managed by Northern Rail, the sole service operator for the station. Both stations are served by an hourly service Monday-Saturday towards Preston

and Blackpool South westbound and eastbound to Blackburn, Burnley and Colne. Effective connections (regardless of mode) with Preston railway station is of considerable local importance. Preston, being a key station on the West Coast mainline, provides onward inter-city connections to London, Birmingham, Manchester, Glasgow and Edinburgh, as well as local trains to other parts of Lancashire, Cumbria, Merseyside and Yorkshire. Effective connections (regardless of mode) with Leyland railway station also provide significant regional connections for services into Greater Manchester, including Manchester Airport and Liverpool;

- Located to the north of the Cuerden site, both Lostock Hall and Bamber Bridge provide opportunities for the site when linked to supporting direct pedestrian routes. These links to the station need to be considered as part of the transport strategy to address current gaps in accessibility resulting from severing effect caused by the A582. Consideration must be given as to design solutions to reduce this severance effect; and
- It is relevant to note there is planning consent for food retail use at the B&Q site (South Rings Site) to the northeast. The transport proposals / impacts associated with that proposal will need to be taken on board in the access and transport statements which will be developed to support planning applications.

## Scale, management and sustainable development

### 4.11 The scale of the site is a defining opportunity - enhancing profile and flexibility, and helping to build critical mass that in turn will achieve daytime and evening activity

At over 65 hectares in total, the scale of the site presents considerable opportunities to deliver a variety of uses across a range of scales. This is not a one dimensional development site, scale can mean:

- An employment led opportunity with mixed uses, led by economic development / employment development objectives;
- Delivering substantial employment space, including an ability to cater for very large scale buildings;
- Different character areas throughout the site, performing different functions, integrating different landuse mix and helping to generate daytime and evening activity, 7 days a week;
- Integrating a strong landscape component; and
- Ability to deliver significant changes to highways and the transport network.

Scale is a considerable challenge and the need to identify logical 'bite sized' elements of the site is paramount. "Where do you start?" is the key question - development has to start on the right foot, in the right place with the right mix and the right message. Early development must be able to deliver the infrastructure to open up the site.

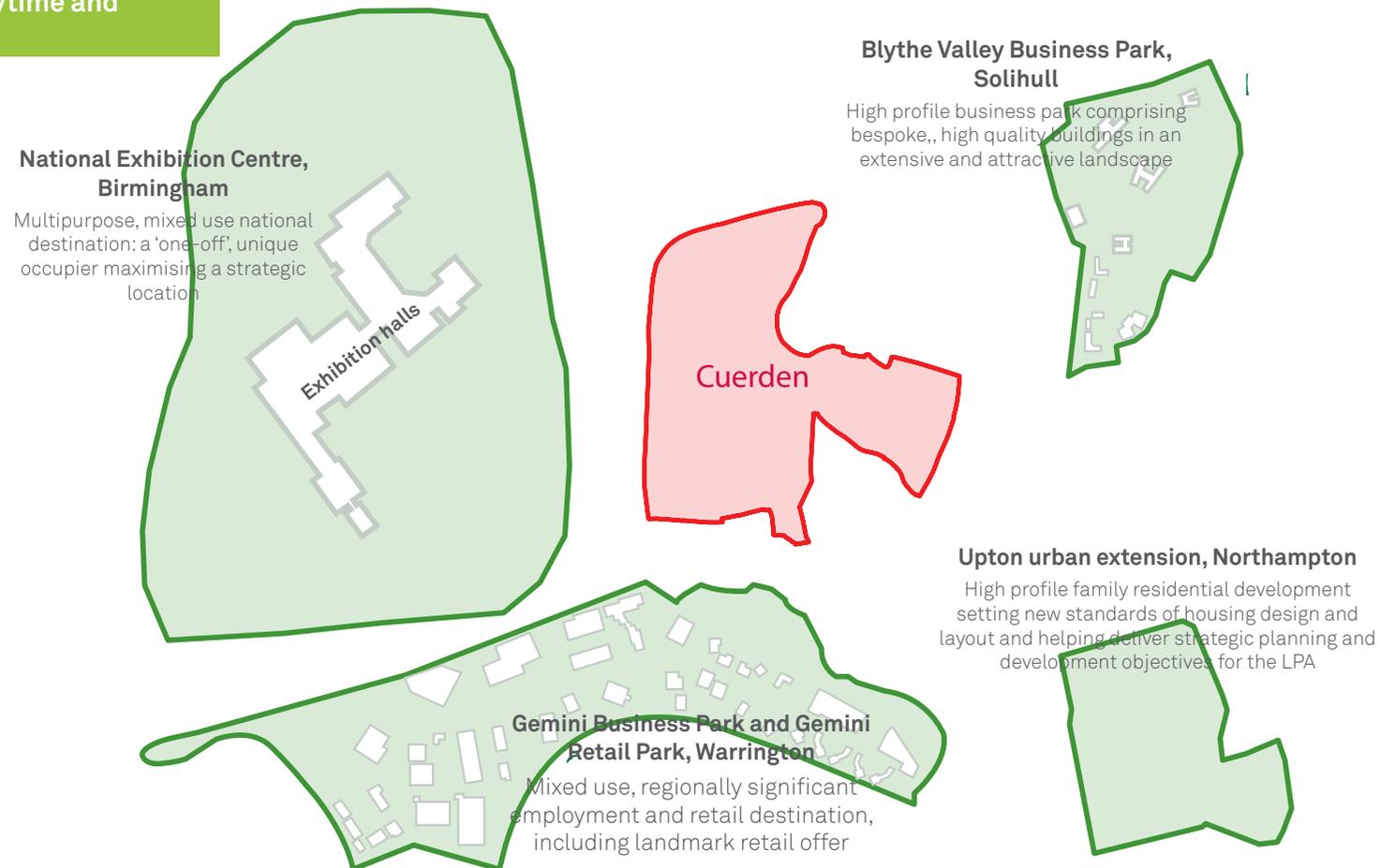


Figure 4.7 Scale comparators provide a helpful and inspirational insight into potential development capacity, use and character. These 4 examples all contain elements of development which could potential be part of the Cuerden mix.

**4.12 Development and developers must appropriately manage ecological impacts and must demonstrate that the need for the development overrides the need to protect the sand and gravel resource.**

Future development at Cuerden must be sensitive to identified natural and ecological features.

The Phase 1 Habitat Survey (December 2012) commissioned by LCC identified the need for due consideration to be given to the retention and/or managed alteration of a range of environmental features across the site including trees, the new plantation, hedgerows, grasslands, ponds and watercourses.

Development should also:

- Be able to quantify and qualify the biodiversity losses and gains;
- Provide mitigation through replacement on site, or close to the site; and
- Survey work is continuous and topographical surveys, sand investigations, ecological studies are ongoing.

Part of the Cuerden site has been included in a Minerals Safeguarding Area as sand deposits are present. The provisions of Policy M2 of the adopted Minerals and Waste Local Plan need to be addressed prior to development. Relevant authorities would need to consider whether:

- The mineral concerned is no longer of any value or has been fully extracted;
- The full extent of the mineral can be extracted satisfactorily prior to the incompatible development taking place;
- The incompatible development is of a temporary nature and can be completed and the site returned to its original condition prior to the minerals being worked;
- There is an overarching need for the incompatible development that outweighs the need to avoid the sterilisation of the mineral resource;
- That prior extraction of minerals is not feasible due to the depth of the deposit; and
- Extraction would lead to land stability problems.

Overarching need for development will be scoped with Lancashire County Council as Minerals Planning Authority and is likely to include a consideration of the following:

- The size and quality of the sand resource;
- The significance of the sand resource relative to the annualised apportionment identified in the Lancashire Minerals and Waste Core Strategy;
- Is delivery of the development key to delivering the adopted Central Lancashire Core Strategy's vision?;
- The need for the development (for example, job creation and meeting end user needs); and
- The need to deliver this in the short term, rather than the medium to long term.

Aecom were commissioned to conduct a sand investigation Study at the Cuerden site. The purpose of the investigation was to provide information on ground conditions (in relation to potential sand deposits at the Site) to assist in the development of the site masterplan.

If extraction is undertaken, an appropriate remediation strategy would need to be agreed.



## 4.13 Consideration must be given to innovative solutions to a range of environmental issues and sustainable development

### Design policy

South Ribble Borough Council has various design codes and policies in place and will work with planning applicants to develop a specific Cuerden Design Code.

### Energy

In order to address the fundamental sustainability, quality and place making criteria, designs for the Cuerden site must give due consideration to wider environmental measures that promote sustainable workplaces, including minimising energy usage; achieving energy performance in design, incorporating passive heating and cooling; and achieving high BREEAM ratings, which will positively encourage the usage of renewable energy.

Through adopting a fabric first approach together with high levels of energy efficiency, the intention is to achieve compliance with Part L 2013 by fabric and services alone, before accounting for carbon savings from low and zero carbon technologies. Buildings at Cuerden must aim to achieve very good thermal performance by optimising fabric and air tightness and reducing thermal bridging through build quality and attention to detailing. Heating to the buildings could be delivered by high efficiency gas condensing boilers.

Further energy efficiency improvements could include low energy lighting, energy efficient

plant and comprehensive smart energy management throughout the lifetime of the development.

On-site renewable and/or low carbon technology should be integrated into the development through building and layout design. At the appropriate stage assessments of low and zero carbon technologies such as those illustrated opposite should be explored further moving towards individual detailed planning applications.

### Broadband connectivity

The City Deal also aims to address the Lancashire Superfast Broadband programme which will ensure the area has a digital infrastructure which is as strong and as fast as anywhere else in Europe. This will improve digital connectivity and attract prospective business to the area. This will benefit new businesses investing in Cuerden as well as existing businesses and homes in Central Lancashire.

### Green and blue infrastructure

The numerous existing landscape features that are characteristic of the Cuerden site logically lead to solutions where green and blue infrastructure is adopted as a key design parameter that has wider development benefits. It should be seen as a distinct opportunity for water sensitive urban design - not only enabling water management but creating attractive green infrastructure, wet

features, enhancing public open space, and providing opportunity for education about water resources and management.

The whole water-cycle strategy will thereby meet the wider placemaking objectives as well as demonstrating an approach that will encompass existing drainage channels and ponds.

An integrated and proactive surface water drainage network will provide a Sustainable Drainage System (SUDS). This could be achieved through the proposed informal and formal open space networks performing a major function of surface water drainage attenuation. The SUDS systems need to be separate from ponds that are retained or re-established for wildlife benefit. This is necessary to ensure that potential pollutants within run-off do not have a detrimental impact on wildlife and habitats. In addition swale and rill/hardscape storage systems should be designed into the proposed road network.

Furthermore, individual buildings are expected to be designed in detail to incorporate features which collect run-off and recycle for use as grey water, combined with rainwater and storm water harvesting. Green roofs could play a key role in this regard and could serve a dual purpose by helping to reduce surface water run-off and create areas of habitat at roof-level.

### Design considerations

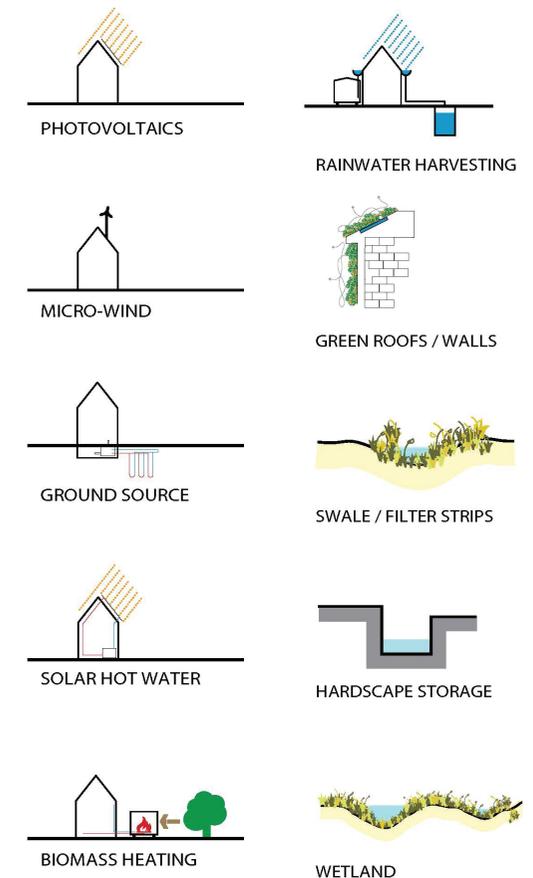


Figure 4.9

Figure 4.10

#### 4.14 Development will be subject to the National and Local Planning Policy Framework and Planning Policy Guidance and associated tests

NPPF published in March 2012, states that the purpose of the planning system is to contribute to the achievement of sustainable development.

There are three dimensions to achieving sustainable development; economic role, social role and environmental role. The economic role is of particular importance to Cuerden, through its contribution to building a strong, responsive and competitive economy. In order to achieve this, it is important to plan pro-actively to meet the needs of business and support an economy fit for the twenty first century. Planning policies should recognise and seek to address potential barriers to investment, including any lack of infrastructure or services.

The development of the Cuerden site should satisfy the NPPF's requirements for impact and sequential tests in relation to town centre uses such as retail or offices, flood risk assessment, a transport assessment promoting the use of sustainable transport, as well as meeting the requirements of the Town and Country Planning (Environmental Impact Assessment) Regulations 2011.

In order to build a strong, responsive and competitive economy, local planning authorities should plan pro-actively to meet the development needs of business and support an economy fit for the twenty-first century. Investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policies should recognise and seek to address potential barriers to investment, including any lack of infrastructure or services.

Furthermore, policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances.

Planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose. Where there is no reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different landuses to support sustainable local communities.



#### 4.15 Cuerden must continue to be differentiated and unique in the market place, offering a USP that would stand apart from typical 'out of town' employment locations and complement 'centres first' policy objectives.

Cuerden sits at the heart of the strongly performing economy of Central Lancashire. A high level review of the market conditions and recent performance of the area has been undertaken to inform the masterplan. The key drivers that have emerged from that process are as follows:

1. New employment stock which has come on stream in Central Lancashire i.e. Buckshaw Village, has met historic latent demand and has been successfully taken up. Central Lancashire has seen a 4.7% growth in the amount of commercial floor space on offer over the 2004-2008 period as shown by the CLG data (2009). Offices (+10.4%) and warehouses (+10.8%) have been key contributors to this growth. Serviced land available through large schemes has been particularly successful in meeting investor needs. Demand for new/refurbished space has accounted for approximately 25.9% of deals transacted over the period 2008/9-2012/13;
2. There is widespread provision to meet demand for all use types across Central Lancashire, including some high quality new development which has helped to meet latent demand;
3. However, new developments such as Buckshaw Village are reaching completion and it is anticipated that there will be a continued need and market demand for high quality space particularly as Lancashire's Strategic Economic Plan is implemented;
4. There is continued demand for freehold sales, and demand for industrial space in particular as evidenced by the scale of industrial commercial transactional activity in comparison to office. However, the economic downturn impacted upon speculative building and a number of schemes stalled as a result. Moving forward, as the investment climate improves, it is anticipated that some of these stalled schemes will progress. Securing pre-lets is an important prerequisite to the success of these schemes;
5. Historically there has been a lack of new supply coming forward in town/city centre locations. However, planning policy is focusing on 'centres first' and it is anticipated that new schemes arising from the draft Preston City Centre Plan will progress as the economy improves and regeneration/growth initiatives such as City Deal help to progress these schemes;
6. There are a number of other important sites coming forward in Central Lancashire which offer similarities to the Cuerden offer in terms of location, scale and status. These include;
7. The Lancashire Enterprise Zone site at Samlesbury, Preston City Centre Plan "Opportunity Areas", and sites situated around Preston East are considered to represent the most comparable sites locally;
8. Local, Regional and National Agent feedback suggests that Cuerden's unique location and scale of opportunity places it above local competition and onto a regional playing field;
9. It is considered that Cuerden has the potential to attract high profile distribution, logistics, retail, leisure, e-commerce and industrial users drawn from a regional/national market and supporting high value sectors, whilst any office component of the scheme is likely to serve a predominantly sub-regional market (unless the office floorspace is ancillary to distribution/industrial occupiers);
10. It is also noted that the current values being achieved for office space, distribution and logistic uses in isolation do not give financial viability to provide the necessary infrastructure which could form a barrier to delivering uses on Cuerden in the short to medium term;
11. Agent feedback suggests a market catchment for traditional employment uses that would add value to existing economic activity extending across a triangle along the M61 to Manchester, south to Junction 16 of the M6 and north of Preston;
12. The main competitors on a regional scale in that catchment are considered to be Omega at Warrington and Logistics North at Bolton, and to some degree Basford in Crewe to the South, however given its relative distance it is likely that whilst Basford has an equally strong offer, it will serve a different catchment; and

13. Cuerden needs to be positioned in terms of timing, phasing and offer to the market to respond to key drivers of demand, including anticipated growth in industrial and logistics activity, specifically driven by the changing nature of retail activity and the central location of the site in meeting anticipated demands for warehousing and manufacturing space emanating from the development of a deep water Post Panamax in-river terminal at the Port of Liverpool. The site needs to also respond to occupier and investment demand for build-to-suit development plots and freehold land sales.



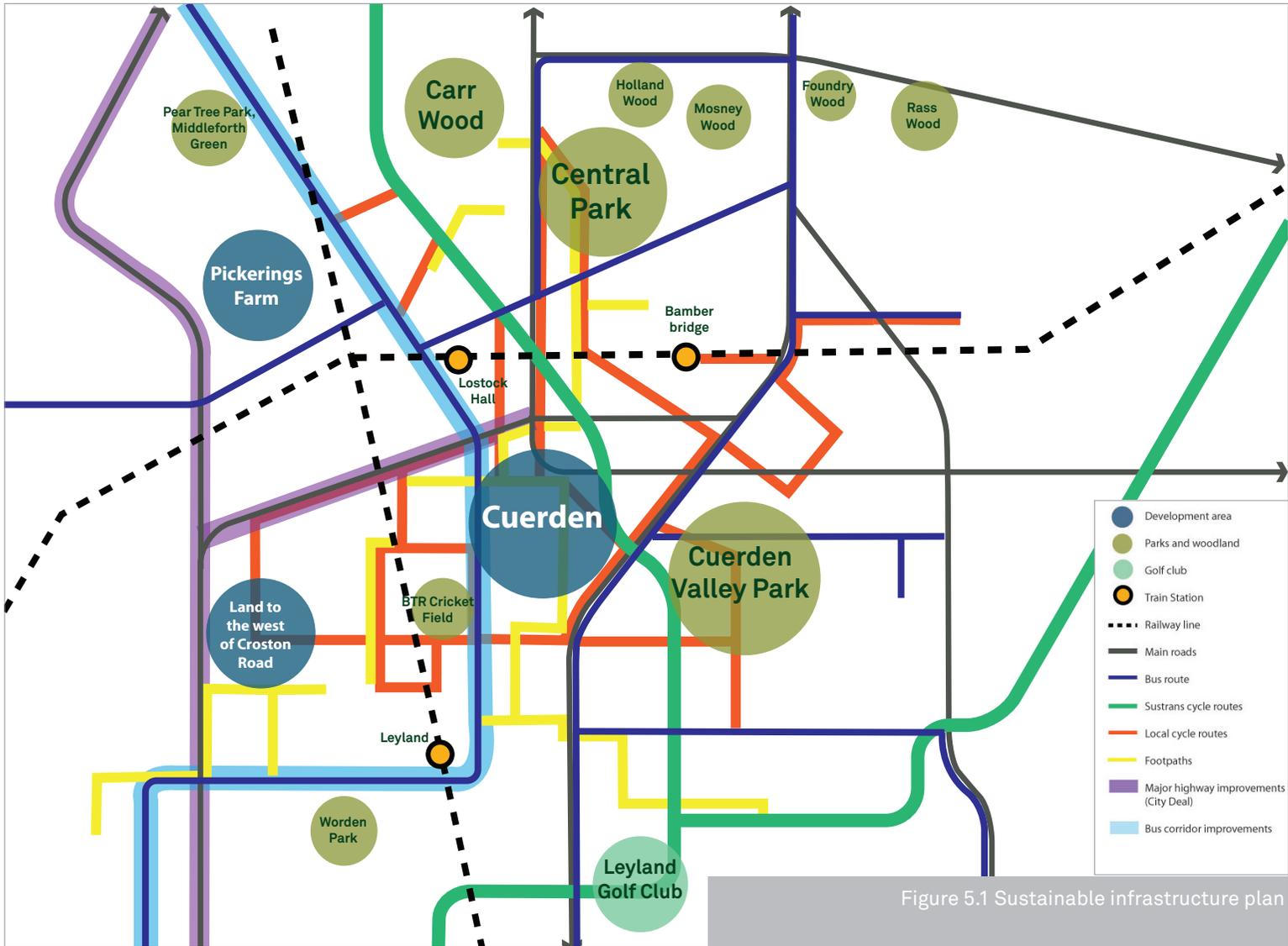


Figure 5.1 Sustainable infrastructure plan



## 5.0 Strategic highway improvements

### 5.1 Infrastructure improvements

Comprehensive development at Cuerden will require delivery of infrastructure changes to support needs for all modes of transport. These include both motorised and non-motorised modes to ensure that the site is accessible and sustainable, satisfying national guidance.

The proposed strategic highway improvements illustrated in this section have been generated to maximise performance and reliability of the highway and transport systems in relation to the local highway and motorway networks, together with the needs of the existing Cuerden area. It has been developed using a technical evidence base, local knowledge and an understanding of other influences such as those contained in the CLHTM. The strategic highway interventions provide direction and guidance relative to the requirements and progression of development within the Cuerden area.

Any high value enabling developments will need to ensure that the whole site can be opened up. This requirement will be set out through the planning process and will be delivered through appropriate and legally binding planning obligations and planning conditions.

The following indicative infrastructure improvements relate to development of the whole site. They are therefore subject to testing through detailed planning application (in line with a proper planned approach and not piecemeal) and over a

period of time will be phased in line with assessed impacts (prior to delivery where necessary).

Interventions proposed outside the site boundary are as follows but not limited to:

#### M65

- Speed reduction measures on M65;
- Advance Sign Measures towards roundabout (M65 and on M6 slip); and
- Potential VMS on M6 with Signing or Gantry on off slip.

#### M65 terminus roundabout

- Signalisation of the M65 terminus roundabout with additional approach and circulating lanes (primary access).

#### Link between Terminus roundabout and A582 Lostock Lane/A6 London Way signalised roundabout

- Additional north bound lane; and
- Potential pedestrian bridge over this highway with gateway signing, linking South Rings with Cuerden.

#### A49 Wigan Road

- Pedestrian/cycle provision providing a continuous route from the built environment south to and including the A6. These will include Toucan provision over the A6 (some of these changes will also be a requirement to development within South Rings);
- Signalised junction; and
- Quality standard bus stop/shelter.

#### A582

- Toucan crossing over highway linking site to existing built environment;
- Quality bus stop/shelter; and
- Other changes on the A582 and at the existing Stanifield Lane roundabout to be delivered as part of City Deal.

#### A5083 Stanifield Lane

- Pedestrian and cycle provision with Toucan crossing and a quality standard bus stop/shelter.

#### B5254 Watkin Lane

- Delivery of a rapid transit corridor with small scale improvements delivered as highlighted in the Central Lancashire Highway and Transport Masterplan, delivered through City Deal.

#### B6258 Station Road

- Delivery of a rapid transit corridor with small scale improvements delivered as highlighted in the Central Lancashire Highway and Transport Masterplan, delivered through City Deal.

Interventions proposed inside the site boundary are as follows:

- LCC will work with developers with land interests at Cuerden to agree optimal locations and technical solutions to ensure that each development area is accessed in an appropriate way;

- Single access from the roundabout at the terminus of M65, providing a dual carriageway on its length with additional lanes at the junction with the M65;
- Single carriageway spine roads within the site itself with additional lanes on approaches to junctions where necessary, with each developer providing internal estate roads. All roads will include pedestrian provision and key routes will also include combined cycle/pedestrian provision which will also be illuminated;
- Signalised access onto the A49 with right turn storage on the A49 pedestrian and cycle provision links to the Cuerden Valley Car park (with supporting management);
- Future priority access to Stanifield Lane with pedestrian and cycle provision and public transport infrastructure (where appropriate) to the south of the site;
- The internal road network to include Quality bus stops to ensure that all elements of the site can be accessed within reasonable walk distances;
- Pedestrian/cycle access from the A49 Wigan Road at the south of the site linking into internal pedestrian/cycle infrastructure; and
- Suitable treatment on Stoney Lane and Old School Lane to maintain its local use to ensure no vehicular connection between existing residential areas and proposed development.

1. A582 Lostock Lane/A6 London Way Roundabout and approaches (East)

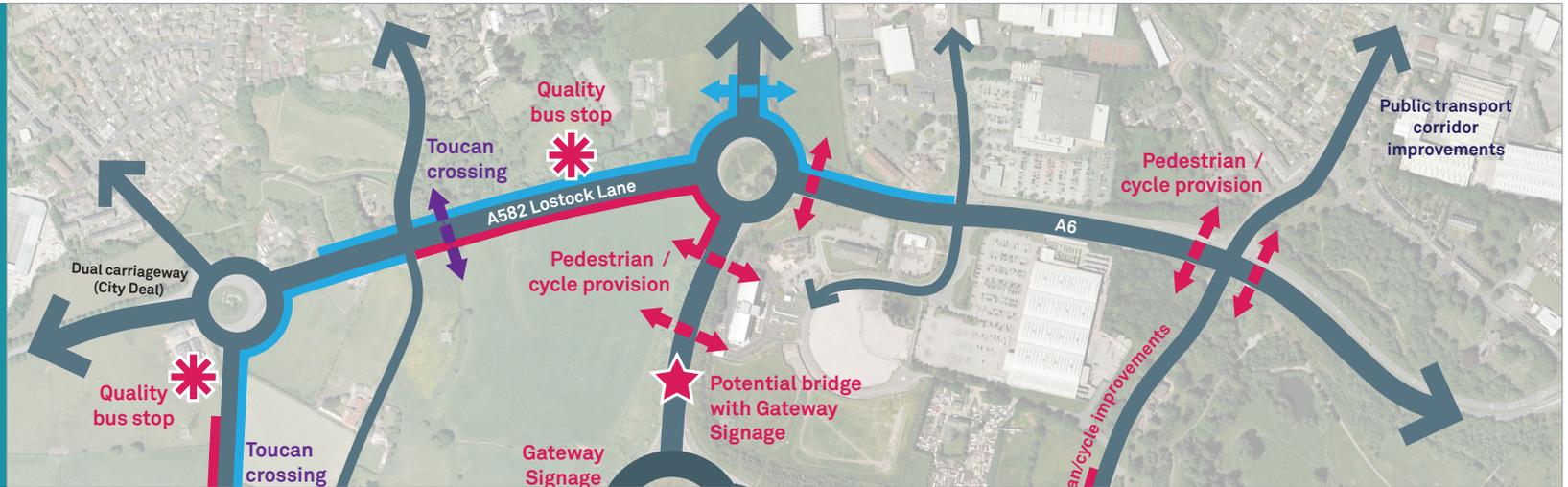


Figure 5.2

2. M65 and link to A582 Lostock Lane/ A6 London Way Roundabout (East)

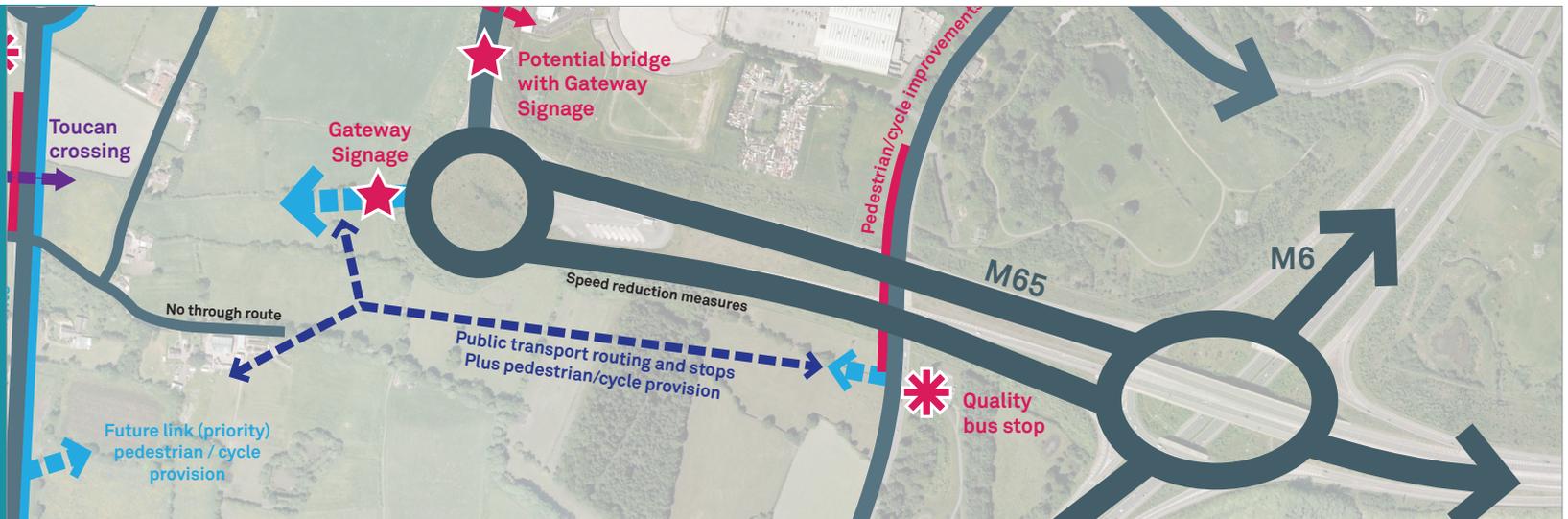


Figure 5.3

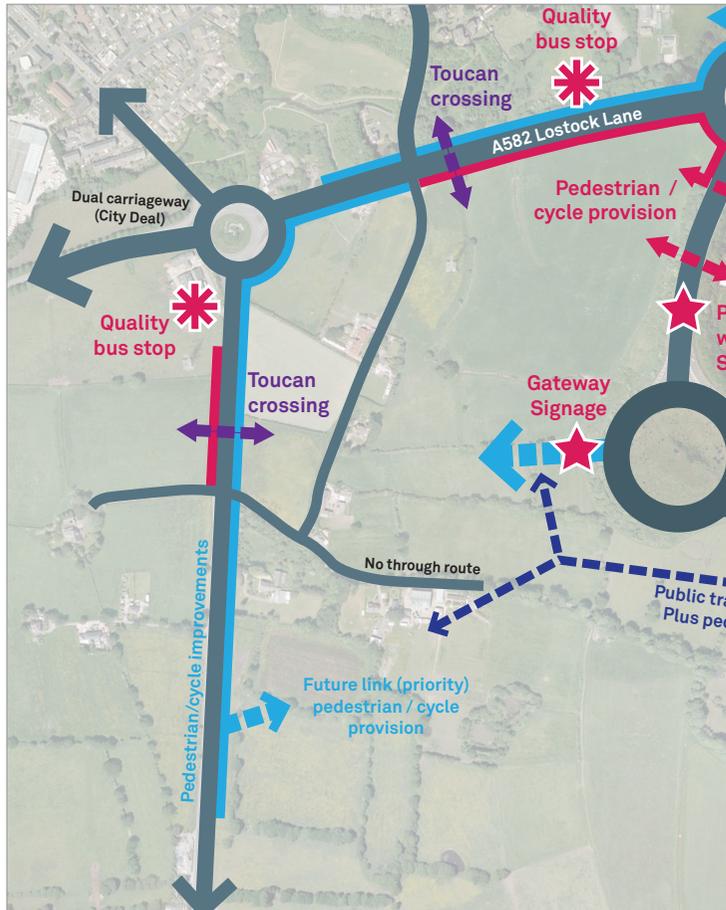


Figure 5.4

**3. Stanifield Lane corridor  
(West)**

**5.2 Sustainable transport**

The masterplan reinforces a sustainable transport network, not only within the development but stimulating a better, more sustainable sub-regional network.

In order to improve the accessibility of the development site, numerous changes to the highway and transport infrastructure and provision are proposed. These proposed changes will be subject to detailed design and safety audit and are included in the list set out on page 33. The masterplan recognises and has embraced opportunities and every effort has been made to ensure that access to the site is through sustainable modes of transport avoiding the notion that this is a location dominated by the private car.

The development will include parking to satisfy needs and be within car parking standards as deemed appropriate by South Ribble Borough Council.

The location of the site does offer a good opportunity to provide a modal interchange for the area and beyond which can be integrated into the site layout and build-out making best use of mixed landuse and car park provision.

During the early stages of development, existing public transport services will be used with new Quality standard bus stops together with, where practical, extension to existing services provided by development. It is also anticipated that additional commercial public transport opportunities will arise strengthening the sustainability of the site and beyond through associated linked trips.

This masterplan very much represents the beginning of the programme of substantial changes that are required to deliver the Cuerden site. There is much to do which will need the commitment and efforts of a variety of partners – The City Deal partners collectively, and specifically South Ribble Borough Council and LCC, alongside the HCA, the HA, private sector developers, occupiers and the local community.

Following acceptance of the masterplan, further work will be undertaken as part of the planning application process to ensure that as development proposals progress to delivery that suitable highway and transport infrastructure is delivered to ensure the site is sustainable and that the surrounding network is safe and reliable to all users whether existing or new and also routing and infrastructure within the site.

## 7.0 Developing a spatial framework

The spatial framework has taken the positive attributes of landuse structure, access and movement and phasing principles and distilled them into an approach to development at Cuerden that will achieve the overall policy and delivery objectives. The approach illustrated in 7.1 describes how these spatial decisions can respond to the site context whilst remaining significantly flexible to act as a guiding tool as proposals for the site are developed in greater levels of detail.

### 7.1 Development landuse

Aiming to strike the right balance in the landuse mix, one that is: viable, with the right mix, supports infrastructure delivery, employment opportunities and creates a vibrant daytime and evening place.

**Development at Cuerden will be based on an employment led landuse mix set within an attractive landscape. A mixed use hub will create a central focal point with enabling development as a destination point and in-fill residential enhancing existing development.**

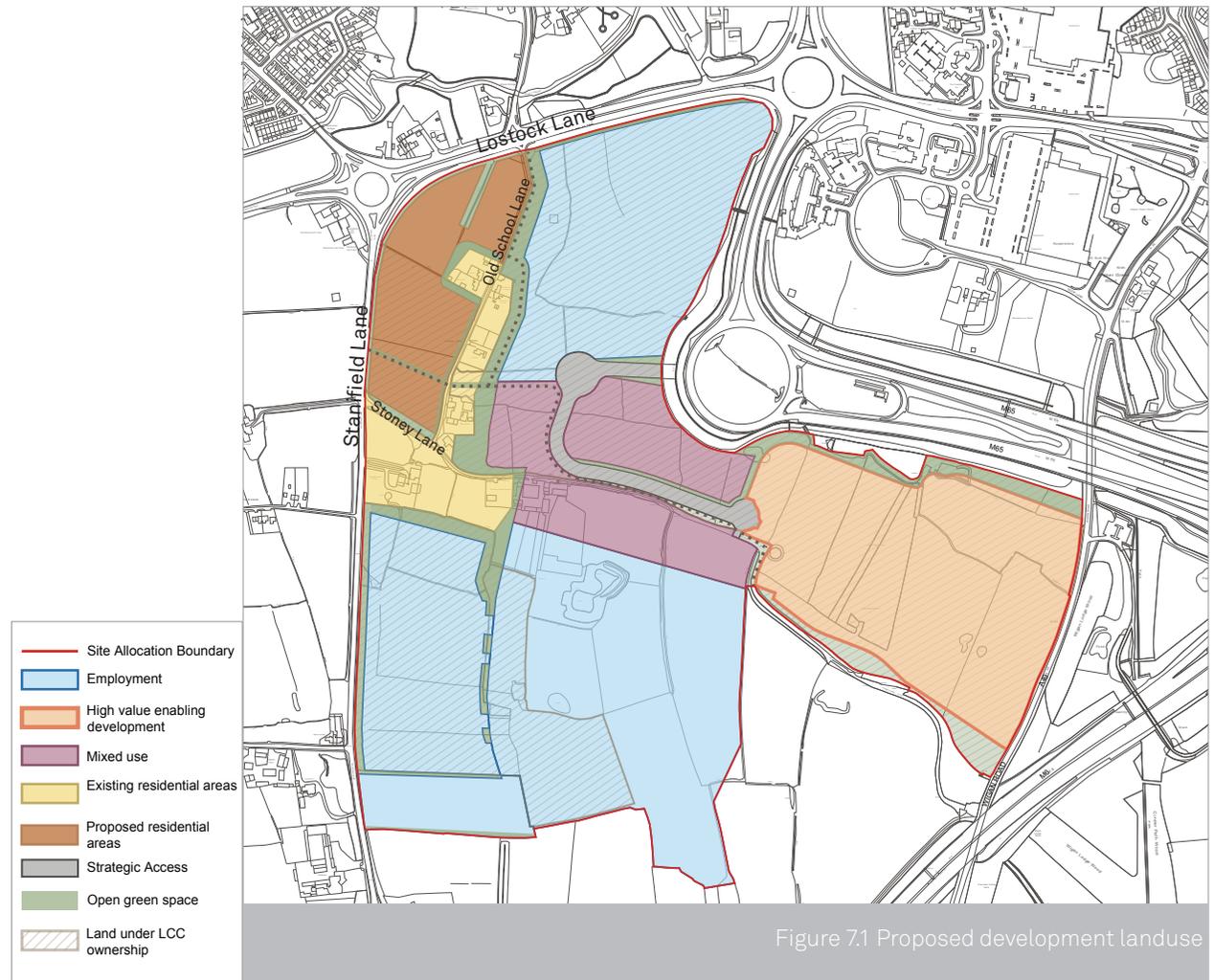
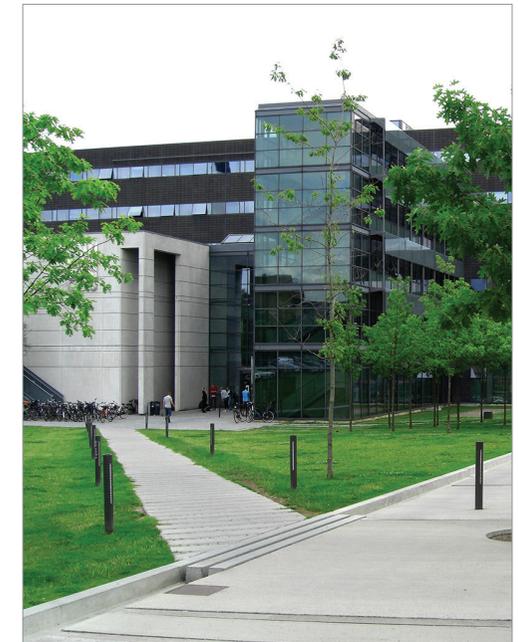


Figure 7.1 Proposed development landuse

### 7.1.1 Design principles

The spatial framework design principles listed below provide further guidance for future development partners in relation to creation of a successful place and mix of land uses at Cuerden. These include:

- High value enabling development is to be located at the main entry of the site along the M65; to create a primary access and gateway; and secondary access from the gateway which defines a distinctive entry into the development; and animates the edge of the route;
- Existing residential development in the west of the site is retained and appropriately buffered so it can be seen as separate from new development;
- Proposed high quality residential development in the north west corner of the site will be accessed locally from Stanifield Lane and will not infringe on existing residential, with a density in keeping with the surrounding area;
- Proposed land uses are arranged to accommodate a gradual increase in development scale from east to west within the site, in order to encourage a positive relationship between built form, activity and land use;
- Lower density employment is proposed at the north edge of the site to minimise impact on the existing residential development adjacent the site along Lostock Lane;
- The sense of arrival, layout and character of the M65 roundabout junction should be designed to create a distinctive place;
- Development frontage overlooking Lostock Lane and Stanifield Lane is required to define and identify the edge of the development. This could be achieved with distinctive, outward facing and active frontages; and
- Significant locations and landuse changes are to be identified by changes in urban scale/design that provide appropriate, noticeable change in emphasis of urban form or detail.



## 7.2 Access and movement

Aiming to set the foundation for an appropriate route network, one that is sustainable, meeting strategic LCC and HA highway objectives and can be phased to ensure later additions do not have an adverse impact.

**A sustainable transport strategy will be developed for the Cuerden site. This will consider all modes of transport in order to achieve a highly connected development for pedestrians, cyclists and road users including integration of a bus network through the scheme.**

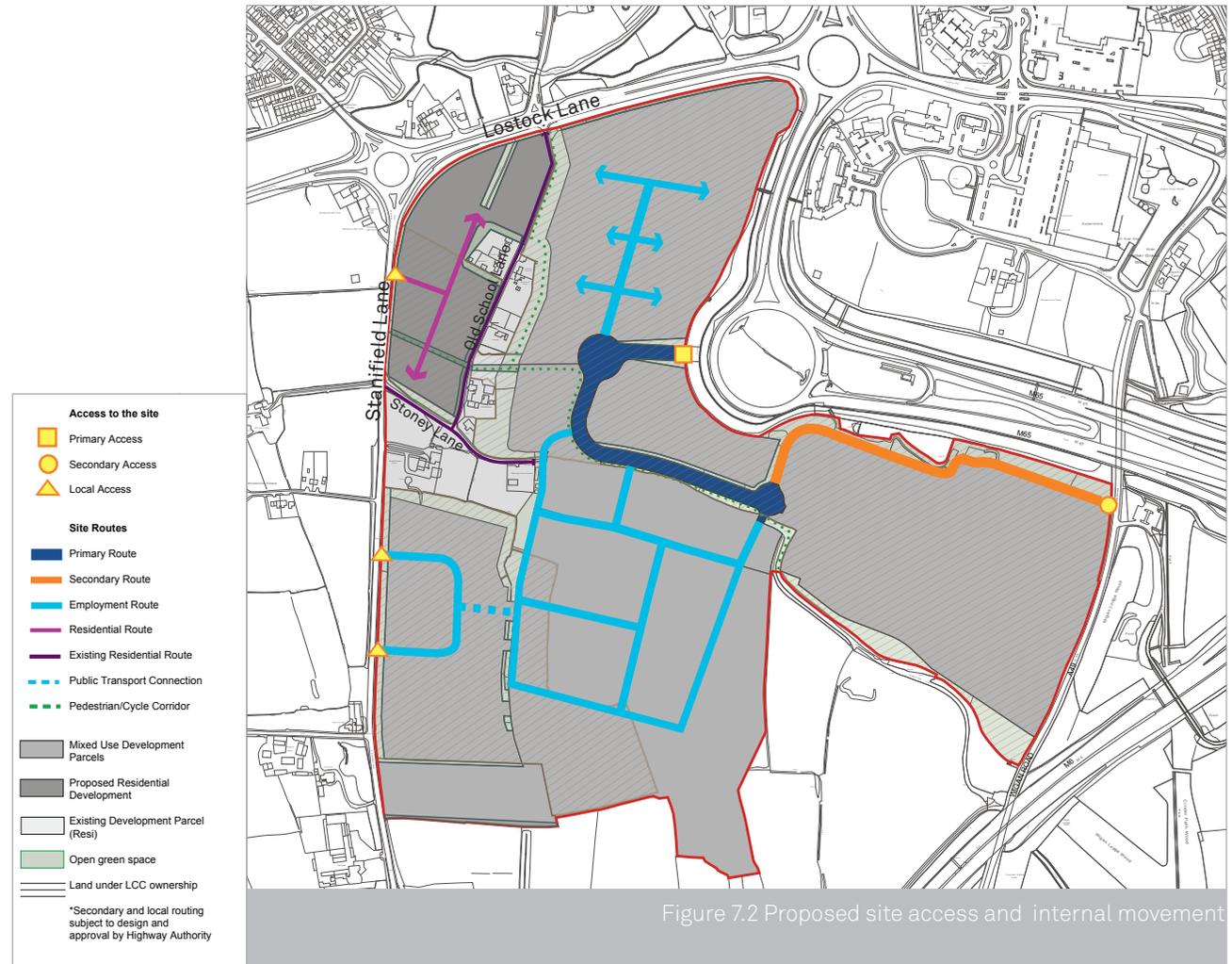


Figure 7.2 Proposed site access and internal movement

### 7.2.1 Design principles

The access and movement design principles listed below provide further guidance for future development partners in relation to the creation of a sustainable route network. These include:

- The M65 will act as the key entry connection into the site;
- The strategic access road is designed to open up the site for future development;
- A pedestrian and cycle corridor connects the site from east to west running along the southern edge of the strategic access road as well as linking to Lostock Lane and the wider movement network;
- Improvements to the cycle network throughout the site would allow for linkages to the wider Sustrans cycle network and connect Cuerden Valley Park with the proposed new Central Park to the north;
- The secondary route network is indicative and has been provided to illustrate how individual development parcels could be serviced. Connections are shown off the strategic access and Stanifield Lane. All of the routes are subject to detailed design considerations;
- A future public transport route has been indicated between these two

secondary routes to achieve the required sustainable connections;

- Public transport as well as pedestrian/ cycle routes will be implemented during the initial infrastructure phase;
- The existing residential area is serviced by two residential access only roads connecting from Stanifield Lane and Old

School Lane. This will minimise impact from traffic generated by neighbouring employment areas; and

- Car parking and servicing will be in accordance with SRBC and LCC policy and integrated within the overall landscape scheme, shown in the table below.

Class	Broad Land Use	Specific land use	Spaces per gross floor area	Disabled parking		Bicycles	Motorcycles
				Up to 200 bays	Over 200 bays		
A1	Shops	Retail warehouse	1 per 40m <sup>2</sup>	3 bays or 6% of total	4 bays + 4% of total	1 per 200 m <sup>2</sup> (min 2)	1 per 500 m <sup>2</sup> (min 2)
B1	Business	Office, Business Parks, Research and development	1 per 30m <sup>2</sup>	1 per disabled employee +2 or 5% of total	6 + 2% of total capacity	1 per 300 m <sup>2</sup> (min 2)	1 per 750 m <sup>2</sup> (min 2)
B2	General industry	General industry	1 per 45m <sup>2</sup>	1 per disabled employee +2 or 5% of total	6 + 2% of total capacity	1 per 450 m <sup>2</sup> (min 2)	1 per 1000 m <sup>2</sup> (min 2)
B8	Storage and distribution	Storage and distribution	1 per 100m <sup>2</sup>	1 per disabled employee +2 or 5% of total	6 + 2% of total capacity	1 per 850 m <sup>2</sup> (min 2)	1 per 2000 m <sup>2</sup> (min 2)

Table 1.1 South Ribble Site Allocations and Development Management Policies  
Development Plan Document Partial Version Draft 2013 - Appendix 5



### 7.3 Green infrastructure

Green infrastructure has been introduced to break down the scale into logical areas, which aim to ensure that; development is clearly deliverable, of sufficient scale to enable the whole site to be delivered in a sustainable format and all development components complement delivery of the overall landuse structure / character areas. Nearly 15% of the site will be given over to green infrastructure. In addition, individual development plots will incorporate their own open space provision (this could be up to a further 10% of the site, depending on end land use) resulting in 25% of the site given over to green uses in the form of formal green space, tree planting and integrated green links.

**Green infrastructure on the site will respond to the wider landscape character through a variety of open spaces, including the retention of natural woodland, mitigation of removed plantations and an integrated network of attractive landscaped corridors.**

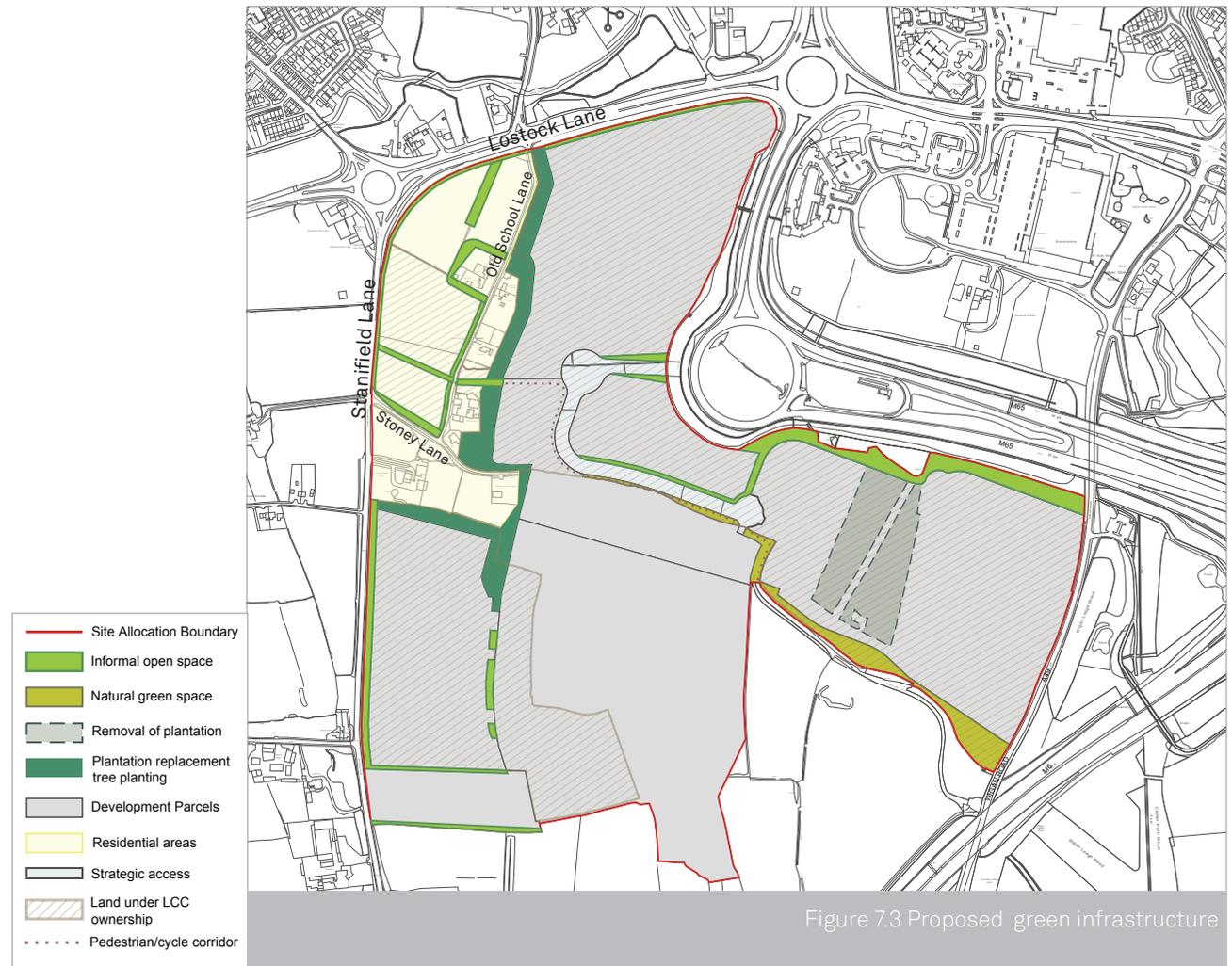


Figure 7.3 Proposed green infrastructure



Green infrastructure on the site makes a significant contribution to the quality of the site and many of the key existing local environmental features can be retained. Elsewhere on site there will be a programme of enhancement such as a proposed central green to the north west of the site.

The aim will be to create an integrated network of linked green infrastructure that complements the improved local accessibility required for the development but additionally for leisure through walking and cycling.

The masterplan recognises the role of the site in providing linkages across and through it to other local attractions such as Cuerden Valley Park. Where development leads to the loss of existing features there will be mitigation proposals that not only compensate for the loss but also add to the general green infrastructure. Green infrastructure will be introduced in the early phases of development to mitigate potential impact on existing residents and the general environment.

### 7.3.1 Design principles

The green infrastructure design principles listed below provide further guidance for future development partners in relation to an overall Green Infrastructure Strategy that integrates with development. These include:

- Establish an approach to the location of green space and overall land use areas that retains and enhances existing ecological assets where possible;
- Creation of a network of green pedestrian/ cycle links and shared surfaces that link to the wider communities and other public amenities;
- Development should comply with relevant wildlife protection legislation such as the Conservation of Habitats and Species Regulations 2010 (as amended) and the Wildlife & Countryside Act 1981 (as amended);
- Retention of a number of high quality trees within the proposed green spaces will be further enhanced by introduction of additional native tree specimens;
- An extensive green buffer will provide a defined edge to the existing residential areas to the west;
- The green buffer corridor is conceived as part of the wider green infrastructure strategy, including areas of landscape and drainage, and providing a distinctive

green public realm to the north of the site;

- The green buffer corridor will provide usable green space benefiting the new development as well as existing residents;
- Retention of informal open space along site boundary, as well as additional native tree specimens will provide a natural screen between the site, Lostock Lane and the M65;
- Replacement plantation tree planting as well as pedestrian/cycle connections are to be implemented as part of the initial infrastructure provision;
- Landscape treatment along the strategic access route is expected to incorporate formal trees within the public realm using species that will thrive in trafficked environments;
- Addition of appropriate SUDS where applicable, as well as associated 'meadow' planting will further enhance the habitat value;
- Where applicable, swale and rill/ hardscape storage systems should be designed into the proposed road network;

- Retention of natural ponds where possible will also enhance the habitat value on site and minimise impacts on protected species; and
- Cuerden performs a key corridor link between Central Park and Cuerden Valley Park, this should be achieved through a combination of existing, enhanced and new footpaths and cycle links.

Typology	Local Standard (South Ribble): Hectares per 1,000 population	Proposed greenspace provision (Ha) in residential areas at 38 dph
Amenity	1.33	0.48
Provision for children and parks	0.06	0.02
Parks and gardens	0.66	0.24
Natural and semi-natural greenspaces	1.98	0.73

Table 1.2 Green space provision in residential areas of 38 dph.

### 7.4 The existing residential area

The plan opposite is an extract from the wider masterplan that provides greater definition and an appreciation of relative scale. It is supported by a series of sections through the landscape buffer to demonstrate the potential locations of new built form relative to existing houses. All of the illustrations are subject to confirmation through detail design.



Figure 7.4 Composite plan, zoom.

### 7.4.1 Section 1A - Old School Lane - Green Buffer

The masterplan proposes a green buffer along the eastern and southern edge of the existing residential areas.

The following Sections 1A-1C illustrate the massing and scale of the proposed development and how scale will impact on location relative to the buffer.

The green buffer will aim to enhance the existing green environment with the addition of native tree and shrub planting, as well as a combined foot/cycle path through the centre. This will further encourage green links throughout this area of the site.

Section 1A illustrates both the green buffer, as well as the development offset for single storey buildings.

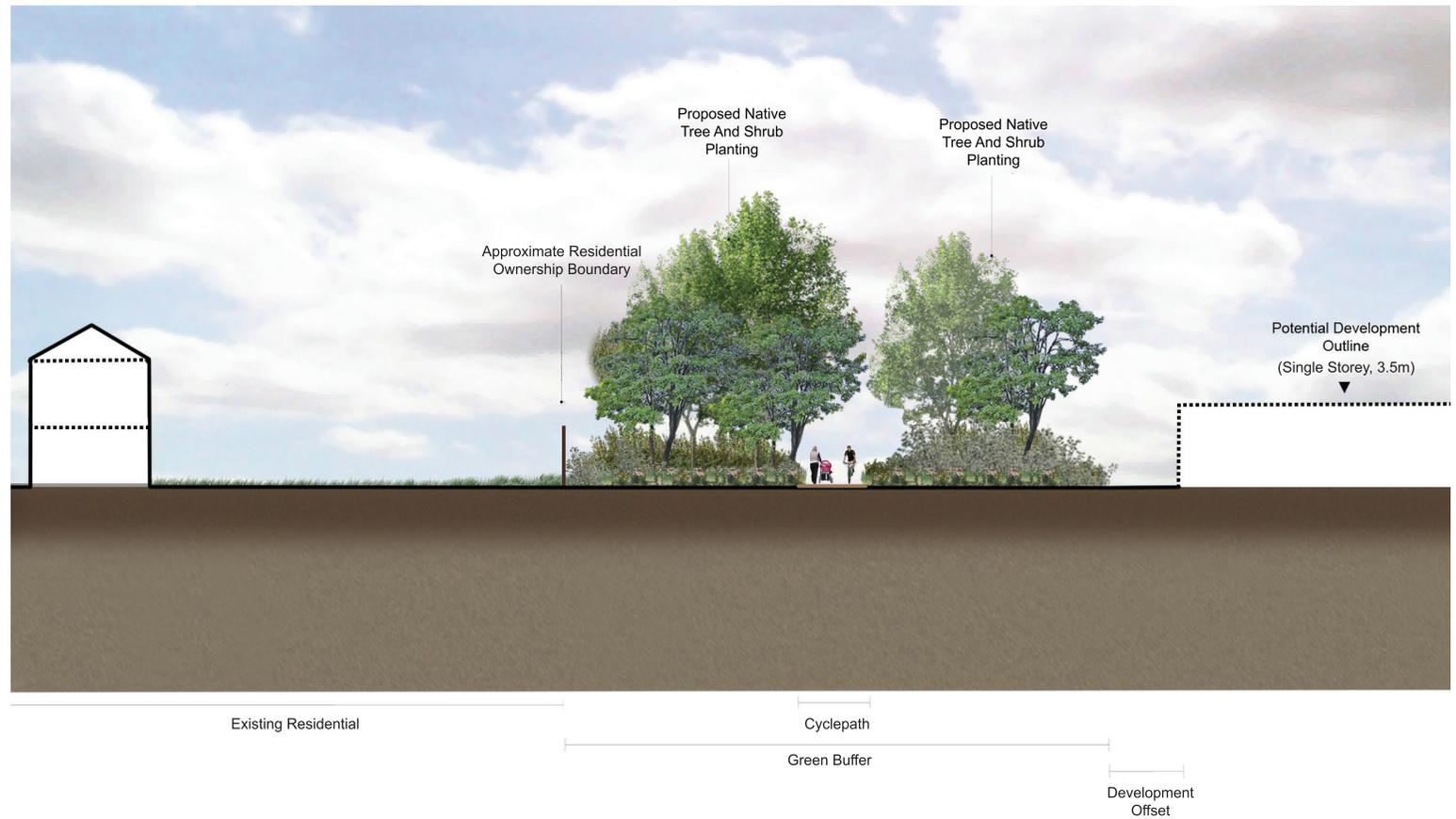


Figure 7.5 Section 1A

### 7.4.2 Section 1B - Old School Lane - Green Buffer

Section 1B applies the same principles as 1A with regards to the green buffer, however the development offset is extended in response to the proposed development increasing to two storeys.

Extending the development offset from the green buffer reduces the impact on the neighbouring residential area, both visually and environmentally.

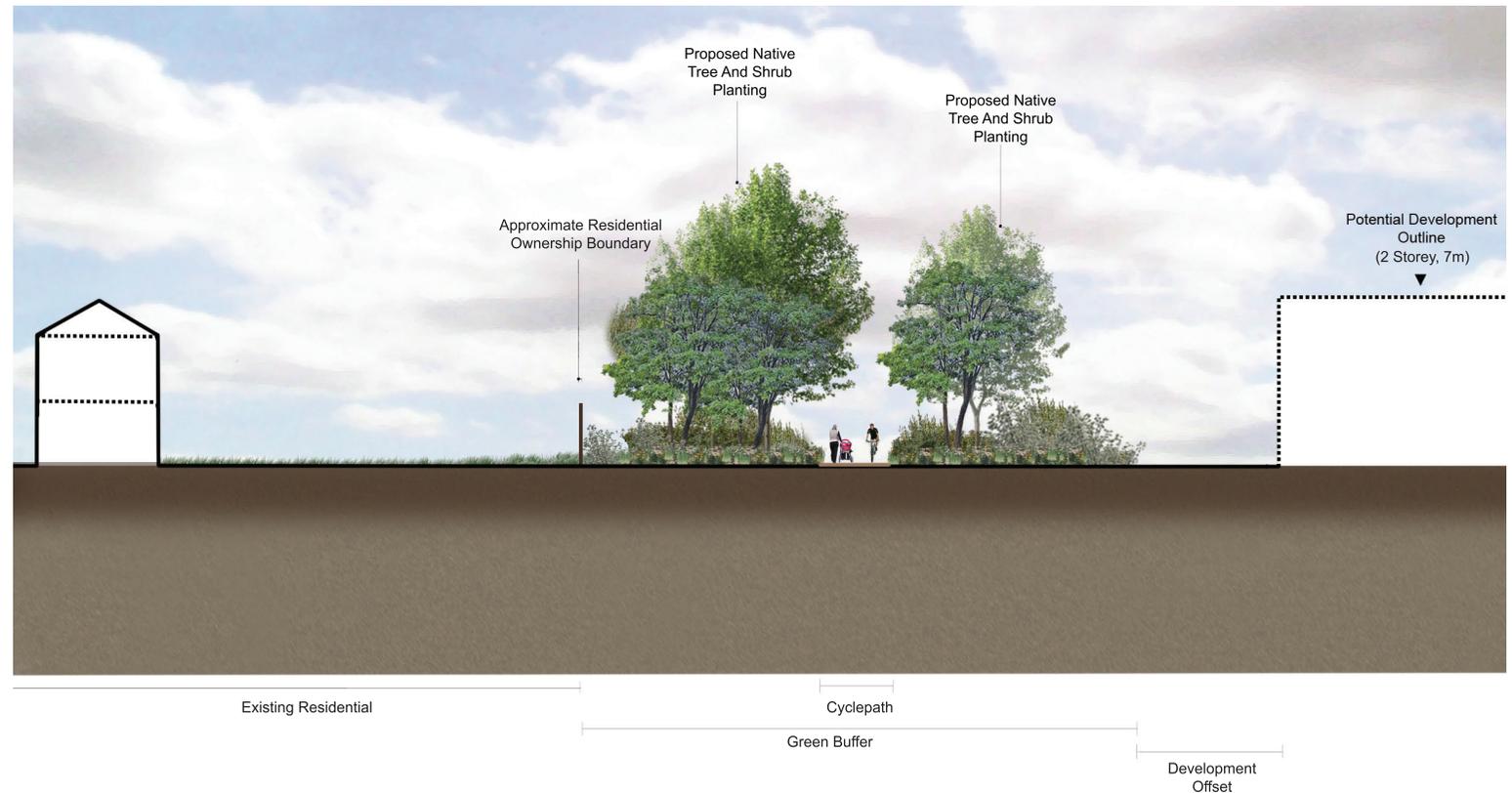


Figure 7.6 Section 1B

### 7.4.3 Section 1C - Old School Lane - Green Buffer

Section 1C again illustrates the enhancement of the green environment on site through the green buffer and additional tree and shrub planting.

It also illustrates an extended development offset in response to the proposed development outline increasing to three storeys. This extension of the offset further reduces the impact on the neighbouring residential area, both visually and environmentally.

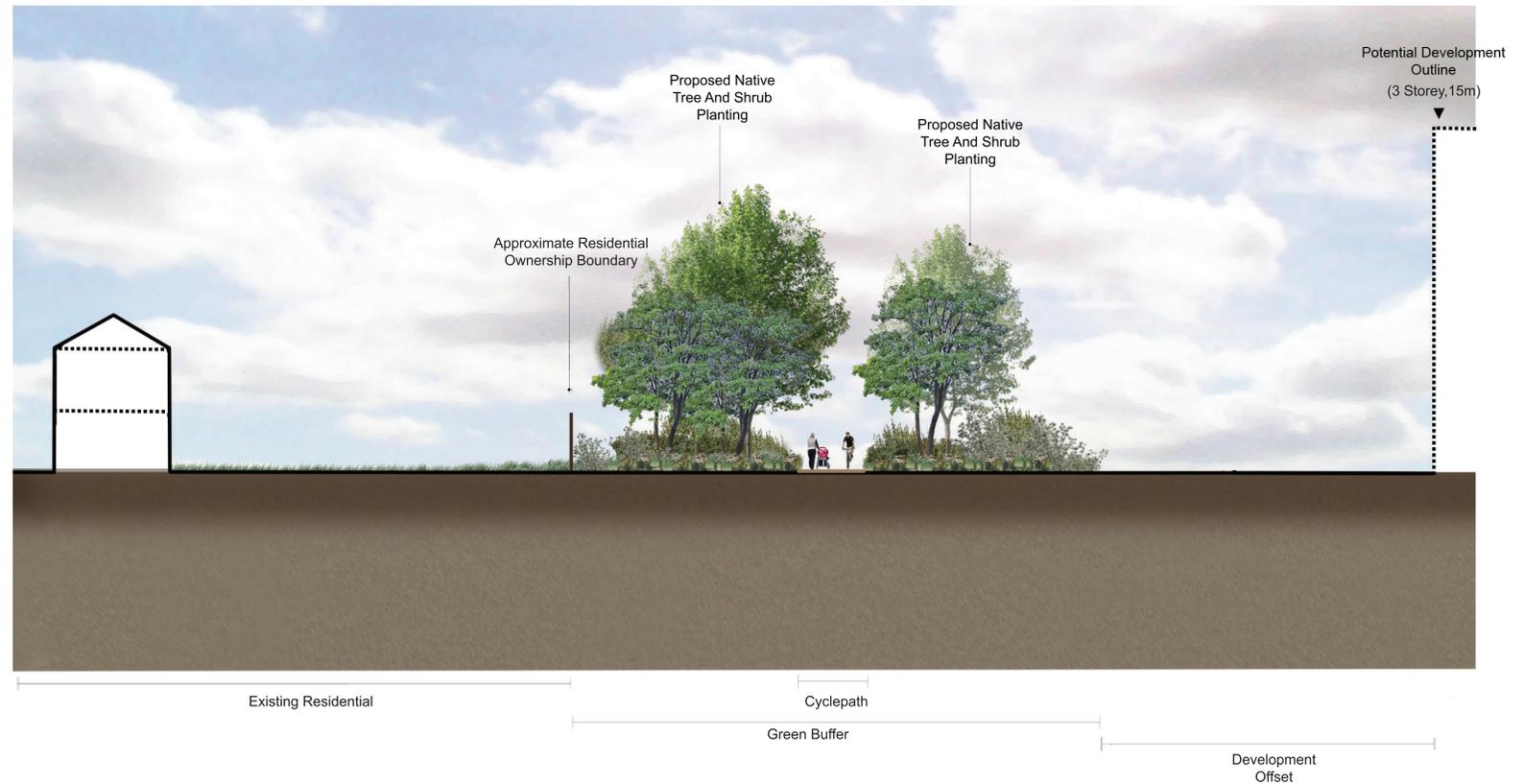


Figure 7.7 Section 1C

## 7.4 Summary of viability issues

The scale of opportunity at Cuerden requires an ordered approach to delivery of individual development tranches. The masterplan provides a comprehensive strategy that considers both early enabling work and the overall pattern and scale of development. The key issues that have been considered are as follows:

- Releasing land for development is dependent on significant investment in off-site and on-site Strategic Access Infrastructure (roads & services). The mix and phasing of uses must therefore be capable of facilitating this investment by the private sector;
- The initial phase and associated strategic access infrastructure must enable other future commercial uses for example; business, manufacturing and logistics development to be accommodated on a viable basis and without delay;
- High value enabling development must therefore be on a scale that is commensurate with the level of investment that is required for the private sector delivering the strategic access infrastructure;
- The mix of uses on site are designed to both maximise employment opportunity while ensuring delivery of the site as a whole;
- Each development phase should have a viable landuse mix in its own right;
- Development phases must complement delivery of overall landuse structure / character areas;
- Crucially, the objective is to achieve the comprehensive development of the entire site; and
- Developers with land interest at Cuerden recognise the need to develop a mechanism to ultimately share the cost of the infrastructure on a basis that is proportionate to the scale and nature of their land. This mechanism will be formalised into appropriate agreements prior to commencing the first phase of development.



## 8.0 The preferred masterplan, viability, phasing and conclusions

### 8.1 The preferred masterplan

The masterplan illustrated in this section of the report has been generated through a comprehensive process of engagement and dialogue with a broad range of public and private sector stakeholders. It demonstrates how the overall vision can be achieved in a format that complies with planning policy requirements. Evolution of the masterplan has at each stage been determined through a balanced approach that takes into account matters highlighted through scenario testing, the viability studies and flexibility identified in the spatial framework.

The resulting preferred masterplan has the potential to integrate environmental, economic and social objectives within a strong spatial framework which has good design at its core.



Figure 8.1 Preferred masterplan

## 8.2 Viability and phasing

The scale and complexity of the opportunity at Cuerden requires a certain mix of uses and an orderly approach to the delivery of individual development sites. The masterplan provides a comprehensive strategy that achieves this and an overall pattern and scale of development that is appropriate. The plan addresses the following issues:

- **An Initial Phase** of high value enabling development of sufficient scale to generate the value to sustain and deliver the on and off site Strategic Access Infrastructure (roads and services); and
- Creating a resultant platform to unlock viable development across the rest of the Cuerden site. The initial strategic access infrastructure investment will enable other parts of the site to be unlocked, potentially allowing other commercial development opportunities to move forward in parallel.

The high value enabling development is also essential if the site's comprehensive and early development is to occur. The scale of investment that is required before land can be made available to occupiers could not be sustained solely by employment uses (offices, manufacturing and logistics) on their own but once this Strategic Access Infrastructure is in place, the remainder of Cuerden will be viable; including being capable of sustaining future Secondary Infrastructure (i.e. further roads and services to unlock parcel development).

Moreover, with the Strategic Access Infrastructure in place, these sites will be immediately available. This will significantly enhance the attractiveness of the site to occupiers that require serviced and unencumbered sites and therefore lead to an acceleration of take-up.

## 8.3 Conclusions

This report represents a thorough assessment and appraisal of Cuerden given the long-term aspirations of the land owners and local regeneration partners to facilitate private sector led growth. It integrates environmental, economic and social objectives with a strong spatial framework that has good design and place making at its core. It puts forward a masterplan that is viable and deliverable.

Cuerden has been at the forefront of local policy objectives around employment and growth for a long time. It is essentially an attractive and viable site but the sheer scale of the investment required to release land will remain a barrier to achieving local objectives without the mix of uses and phasing identified within this plan. This, coupled with a recovering economy and mechanisms such as the Preston, South Ribble and Lancashire City Deal, will create the conditions that are conducive to realising the potential of this important Site.

The masterplan provides a spatial framework which:

- Is comprehensive and coordinated – stitching together physical assets and providing smooth transitions between uses and characteristics;
- Is accessible and permeable to enable ease of movement into and through the site; and

- Is deliverable – through recognition that investment on the Cuerden site can come forward in phases over a number of years.

The masterplan recognises that individual planning applications will need to be brought forward in accordance with NPPF and Planning Policy Guidance and will need to satisfy requirements in the National and local lists set out in this masterplan.

It is a framework for future investment that recognises realistic development opportunities and the importance of the role of enabling development to fund and deliver infrastructure that will unlock further long term prosperity in Central Lancashire.

## Glossary of terms

### City Deal

The Preston, South Ribble and Lancashire City Deal is the delivery mechanism for the acceleration of the Local Plan. It aims to unlock the economic potential of Lancashire by providing a cash flow mechanism to enable earlier delivery of critical infrastructure needed to bring forward development.

Over a 10-year period, the City Deal will generate:

- More than 20,000 net new private sector jobs, including 5,000 in the Lancashire Enterprise Zone;
- Nearly £1 billion growth in Gross Value Added;
- 17,420 new homes; and
- £2.3 billion in leveraged commercial investment.

### CLHTM

Central Lancashire Highways and Transport Masterplan.

### Policy C4

Policy C4 of the Site Allocations and Development Plan Policies Development Plan Document (partial version), highlights the site's allocation for employment. It sets out the requirements of any future planning application and also identifies Cuerden as a sustainable and strategically significant site, capable of stimulating economic growth in Central Lancashire and the wider Lancashire sub region.

### DPD

The Site Allocations and Development Management Policies Development Plan Document (DPD) – Partial Version 2013. This document has been endorsed by Cabinet and Full Council for use in development management purposes to guide decisions on planning applications.

### Green/Blue Infrastructure

A means of incorporating nature into our built environments through the use of green space, water and vegetation.

### High value enabling development

High value enabling development is defined as development required to unlock the Cuerden site through investment in highway and utility infrastructure

### LCC

Lancashire County Council.

### LEP

Lancashire Enterprise Partnership.

### Mixed use development

Mixed use development blends a combination of different landuses such as employment and leisure. These developments will create a sense of arrival for Cuerden, contribute to the daytime and evening offer and achieve a more sustainable development, through the provision of amenities for employees on site.

### Nodal Point

A concentration of activity which often occurs at a convergence of main routes.

### USP

Unique Selling Point – the site specific development and design quality (buildings and landscape) that will set Cuerden apart from comparable examples.

### VOSA

Vehicle and Operator Services Agency.

### VMS

Variable message sign.



[Redacted]

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