

# Land East of Maghull



## Masterplan

January 2019

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Policy MN2 of the Sefton Local Plan (2017) allocated 'Land East of Maghull' as a strategic mixed-use site for a minimum of 1,400 new homes and a 20 ha (net) employment area and supporting infrastructure. The site location is shown in *Figure 1.1*.

This allocation is supported by the site specific policy: MN3: 'Land east of Maghull'. Paragraph 2 of Policy MN3 states that:

*'Proposals for development within Land East of Maghull will only be granted planning permission where they are consistent with a single detailed master plan for the whole site which is approved by the Council. The master plan should accord with this policy and any associated Supplementary Planning Document and may be submitted prior to or with the first application.'*

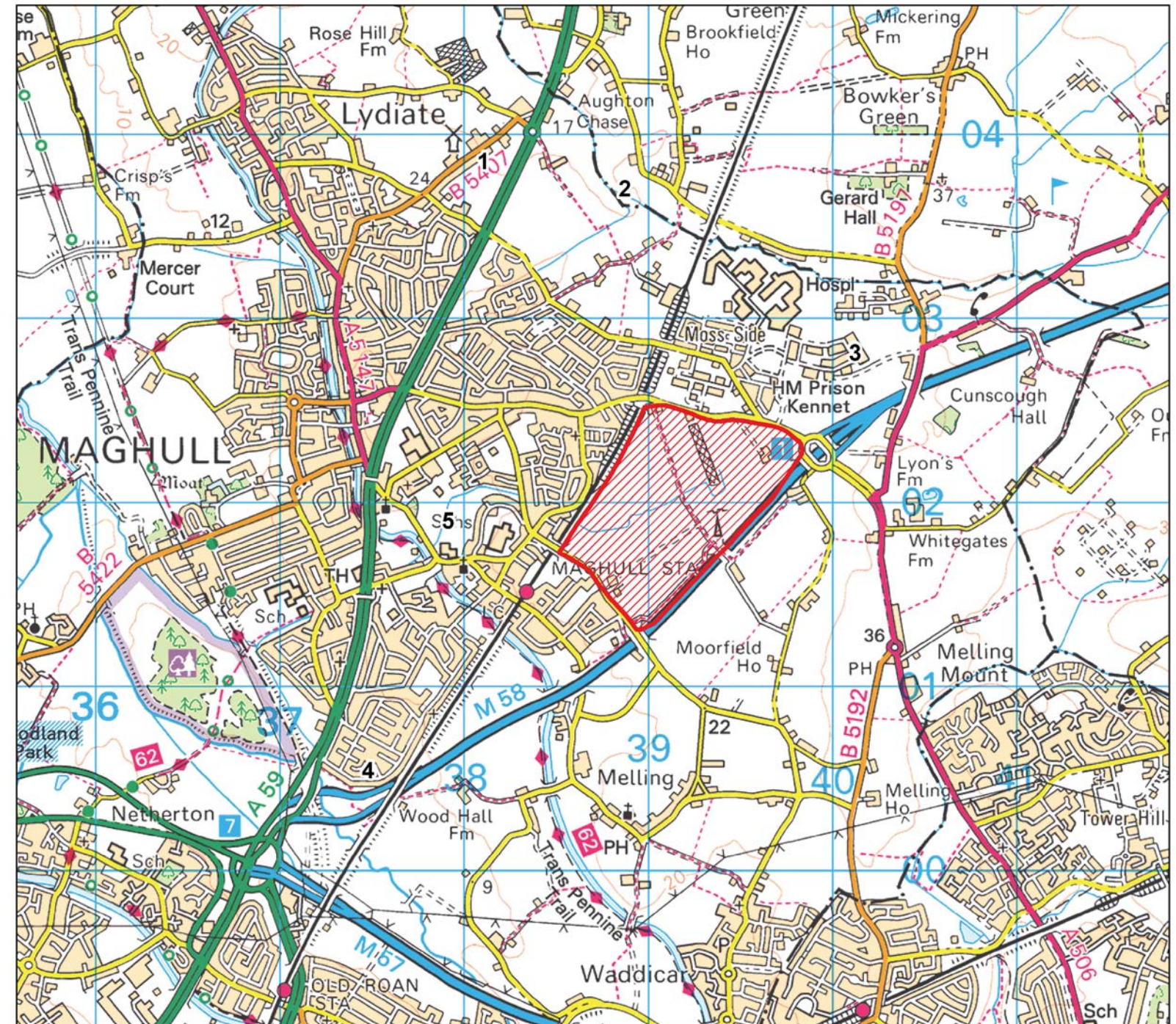
As the site is in multiple ownerships and expected to be subject to a number of separate planning applications, the purpose of the Masterplan is to co-ordinate development to ensure that the site is brought forward in a sustainable, cohesive and comprehensive manner. This Masterplan shall be a material consideration in the determination of future planning applications at the site by Sefton Council insofar as it accords with the Sefton Local Plan, the Maghull Neighbourhood Plan and Land East of Maghull Supplementary Planning Document.

This document is the Land East of Maghull Masterplan and has been produced by Countryside Properties, Persimmon Homes and The East Maghull Consortium in liaison with Sefton Council. The remaining landowners, stakeholders and the public have also been consulted during the preparation of the Masterplan and further details of this are included in *Section 11*.

The structure of the Masterplan is broadly based on the requirements set out in Section 4.1 of the Land East of Maghull Supplementary Planning Document (SPD) which was adopted by Sefton Council in September 2017. This Masterplan is intended to supplement the SPD with further detail to co-ordinate development and does not intend to duplicate the information set out in the SPD.

The Masterplan takes into account relevant planning policy for development of the site at both the national and local levels, as well as guidance included in the SPD. Details of this are included in *Section 3*.

To provide further detail to supplement the SPD, the development of the Masterplan has been informed by the findings of technical assessments undertaken during the preparation of the Sefton Local Plan and in the preparation of the initial planning applications. A list of these technical assessments is included in *Appendix A*.



**Figure 1.1 - Site Location**

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## The Vision

*The development of Land East of Maghull will create a comprehensive high quality, well-designed sustainable urban extension containing integrated, distinctive, safe and secure residential neighbourhoods, a Business Park and improvements to local infrastructure.*

### Development Objectives

The Vision for Land East of Maghull is shown above.

The Masterplan aims to deliver the Vision by providing overarching principles and guidance for future development of the site based on analysis of the site's key issues and opportunities.

The Masterplan will allow planning applications by different developers to come forward separately over time in a comprehensive and co-ordinated way.

The Vision is represented by the following Development Objectives, which provide the foundation for guidance set out in Sections 6 - 10 of this Masterplan.

#### DO1: Co-ordinated Development

*Enabling effective collaboration between landowners and developers to ensure that the site is developed in a comprehensive, sustainable, safe and integrated manner.*

#### DO2: Consistent Approach to Placemaking

*Making sure that each phase of development maintains a high quality of design based on a set of consistent Design Principles which are reflective of the site, its surroundings and its position on the urban edge of Maghull.*

#### DO3: Delivering New Housing

*Delivering a range of house types and tenures to improve the local offer, including new affordable housing and housing reserved for people aged over 55. The delivery of new homes will be guided by an overarching development framework, incorporating location-based variations in character.*

#### DO4: Providing New Employment Opportunities

*Creating an attractive 20 ha (net) Business Park in a strategic location to attract new business, industrial and storage/distribution related development.*

#### DO5: Improving Local Facilities and Infrastructure

*Delivering new local facilities and infrastructure to serve new and existing residents, including shops, community uses, public open space, school expansion and highways improvements.*

#### DO6: Enhancing Access and Connectivity

*Providing new and improved connectivity across the site and towards Maghull for pedestrians, cyclists, public transport users and private vehicles. This will improve access to the existing network of public footpaths, public transport nodes, the local highway network and an enhanced Junction 1 of the M58 Motorway.*

#### DO7: Creating a New Framework of Green and Blue Infrastructure

*Creating a framework of public green space centred around Whinny Brook, with new landscaping, ecological enhancements and leisure/recreational facilities for the enjoyment of new and existing residents.*

## Introduction

This section presents a summary of the site-specific planning policy requirements set out in Policy MN3 of the Sefton Local Plan, MAG 6 of the Maghull Neighbourhood Plan and also guidance set out in the Land East of Maghull Supplementary Planning Document (SPD).

Other relevant policies and guidance will also apply to development of the Land East of Maghull site and these are set out in Section 1.4 of the SPD.

## Sefton Local Plan

Policy MN3 of the Sefton Local Plan is a site-specific policy for development of the Land East of Maghull allocation.

Policy MN3 states that development of the site must provide:

- A minimum of 1,400 dwellings, incorporating a range of housing types and tenures to meet identified housing needs. This will include the provision of affordable / special needs housing (Policy HC1), and at least 2 dedicated older persons housing schemes (reserved for residents of 55 and over) each comprising at least 25 dwellings.
- A 20 hectare (net) serviced Business Park for office and light industrial (use class B1), general industrial, (B2), and storage and distribution (B8) uses. The Business Park will be located adjacent to the site's north eastern boundary as shown in Local Plan Figure 6.1 (*Figure 3.1*).
- Small-scale retail and commercial development to ensure the convenience shopping and other needs of new residents are met. This should be no more than 2,000 sqm (gross) in total.
- A new 'main park' within the site located either side of Whinny Brook. This must incorporate an equipped play area, new habitat creation, and provision for outdoor sports.
- A landscaping network including tree planting, buffer zones between employment and housing areas and to the M58 motorway and railway, the strategic paths and cycle routes network.
- A layout that provides:
  - a) a bus route across the site from School Lane / Maghull Lane in the north to Poverty Lane in the south;
  - b) a distributor road(s) that encourages residential traffic from the southern part of the site to access / egress via School Lane / Maghull Lane. The distributor road(s) will run from School Lane / Maghull Lane through the site

c) appropriate separation of commercial and residential traffic.

- Walking and cycling routes within and beyond the site linking new and existing residential areas and Business Park to the railway stations, bus services, local shops, open space, and schools. This will include improving existing rights of way within the site, including upgrading the existing Maghull no. 11 footpath to a pedestrian / cycle way
- Effective management of flood risk within the site, including use of sustainable drainage systems. The development of the site will result in the reduction of flood risk on site and to the adjacent railway line. No residential development will be located in Flood Zones 2 or 3 following any watercourse realignment, and
- The long-term management and maintenance of public open space, landscaping, and sustainable urban drainage systems, to be agreed by the Council.

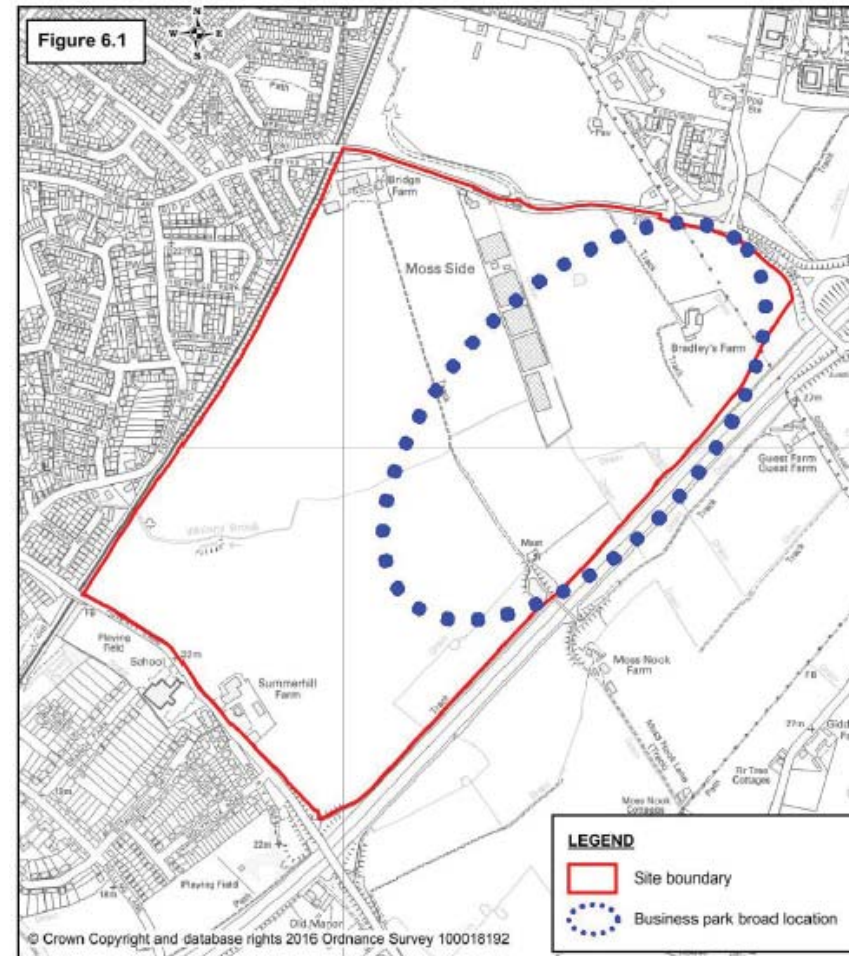


Figure 3.1 - Sefton Local Plan Figure 6.1

## Land East of Maghull Supplementary Planning Document (SPD)

Specific guidance set out in the SPD that will affect the design of the Concept Masterplan for the site is summarised below:

- Higher density development, including the provision for older people, should be located in the north-western part of the site close to the local distributor road and / or bus routes through and adjacent to the site and to Maghull North train station, and in the southern part of the site close to an accessible bus stop. In these locations, net residential densities should average above 40 dwellings per hectare.
- The shopping parade should be located adjacent to School Lane at its junction with the Local Distributor Road.
- The Local Distributor Road should be located either at the junction of School Lane / Maghull Lane with either Park Lane or from the roundabout on School Lane.
- The main access to the site from Poverty Lane should be located close to or at the junction with Molyneux Road.
- Any secondary residential access onto School Lane should be located either at the existing roundabout on School Lane or to the west of this. This should only provide direct vehicular access to a limited number of dwellings (maximum of 50) in the north western part of the site.
- Any secondary access onto Poverty Lane should be located to the west of the Summerhill Primary School buildings. The access must not provide a vehicular through route to the wider development, and should only provide vehicular access to a maximum of 50 dwellings.
- The Business Park should be served by a dedicated point of access located at either the Maghull Lane / Villas Road junction or the School Lane / Park Lane junction.
- Much of the flood risk mitigation associated with Whinny Brook should be contained within the main park and other open areas of the site.
- A new Main Park should be created within the site located on either side of Whinny Brook. This should be a minimum of 6 hectares in size.
- The equipped play areas, Multi Use Games Area (and any other facilities) should be located together and close to the centre of the site. These facilities must be at least 25 metres away from the curtilage of new housing in order to preserve residential amenity. These facilities should be located in areas that are outside of Flood Zone 3b.

### Other relevant Supplementary Planning Documents (SPD) / Information Notes

As well as the Land East of Maghull SPD, planning applications should also take into account the following SPDs and Information Notes:

- Affordable Housing and Special Needs Housing (SPD)
- Design (SPD)
- Nature Conservation (SPD)
- New Housing (SPD)
- Open Space (SPD)
- Sustainable Travel and Development (SPD)
- HRA Recreational Pressure Note
- Contributions to Education Provision Note
- Sustainable Drainage Systems (SuDS) and Flood Risk Information Notes
- Minerals Safeguarding Areas Note

### Maghull Neighbourhood Plan

Maghull Town Council has prepared a Neighbourhood Plan to shape future development within Maghull and Section 5.7 relates to the Land East of Maghull allocation site.

A referendum was held on 18th December 2018 in December 2018, with approximately 85% of voters being in favour of the Neighbourhood Plan. The Neighbourhood Plan was subsequently made by Sefton Council at the Full Council meeting on 24th January 2019.

MAG 6 relates to the production of this Masterplan and states:

*‘The agreed Master Plan for Land East of Maghull, to be submitted prior to submission of the first planning applications, should include the distribution of proposed land uses and layouts, and a framework and programme for the delivery of essential infrastructure.*

*‘The Master Plan should:-*

- *design the development to promote high levels of accessibility for pedestrians and cyclists within a network of Green Corridors (as defined in MAG 5: Green Corridors in the Neighbourhood Plan) and to allow for links to green spaces beyond the site boundary as at Ball’s Wood.*
- *the development should include clearly defined residential areas, each with its own distinctive built character.’*

*Planning applications submitted for the site must accord and adhere to the terms of the Approved Master Plan.’*

The requirements of MAG 6 have informed the preparation of this Masterplan, as set out in the following sections.

The explanatory text to MAG 6 also refers to the design of the distributor road and the provision of health care and community facilities.

The Concept Masterplan in *Figure 6.1* shows the alignment of the distributor road and the location of the proposed local shopping provision and ancillary development.

The design of the distributor road shall be agreed through future planning applications and accord with Section 7 of this Masterplan and Sefton Council’s Developer’s Pack.

Planning applications that include for all of the local shopping provision and ancillary development shall allow for the inclusion of health care and community facilities if these are deemed to be required by Sefton Council.

### National Planning Policy Framework

All development must also meet the requirements of the National Planning Policy Framework (NPPF).

The NPPF is supplemented by regularly updated planning practice guidance ([www.gov.uk/government/collections/planning-practice-guidance](http://www.gov.uk/government/collections/planning-practice-guidance)).

## Introduction

This section presents a summary of the site context and the key technical issues and opportunities that shall be considered further in *Section 5*. It should be read alongside *Section 2* of the SPD which provides a detailed appraisal of the wider site context and local facilities.

This section, along with *Sections 3 and 5*, provides a key link between the Vision and Development Objectives in *Section 2* and the Concept Masterplan and Urban Design Framework set out in *Sections 6 and 7*.

### A. Site and Contextual Analysis

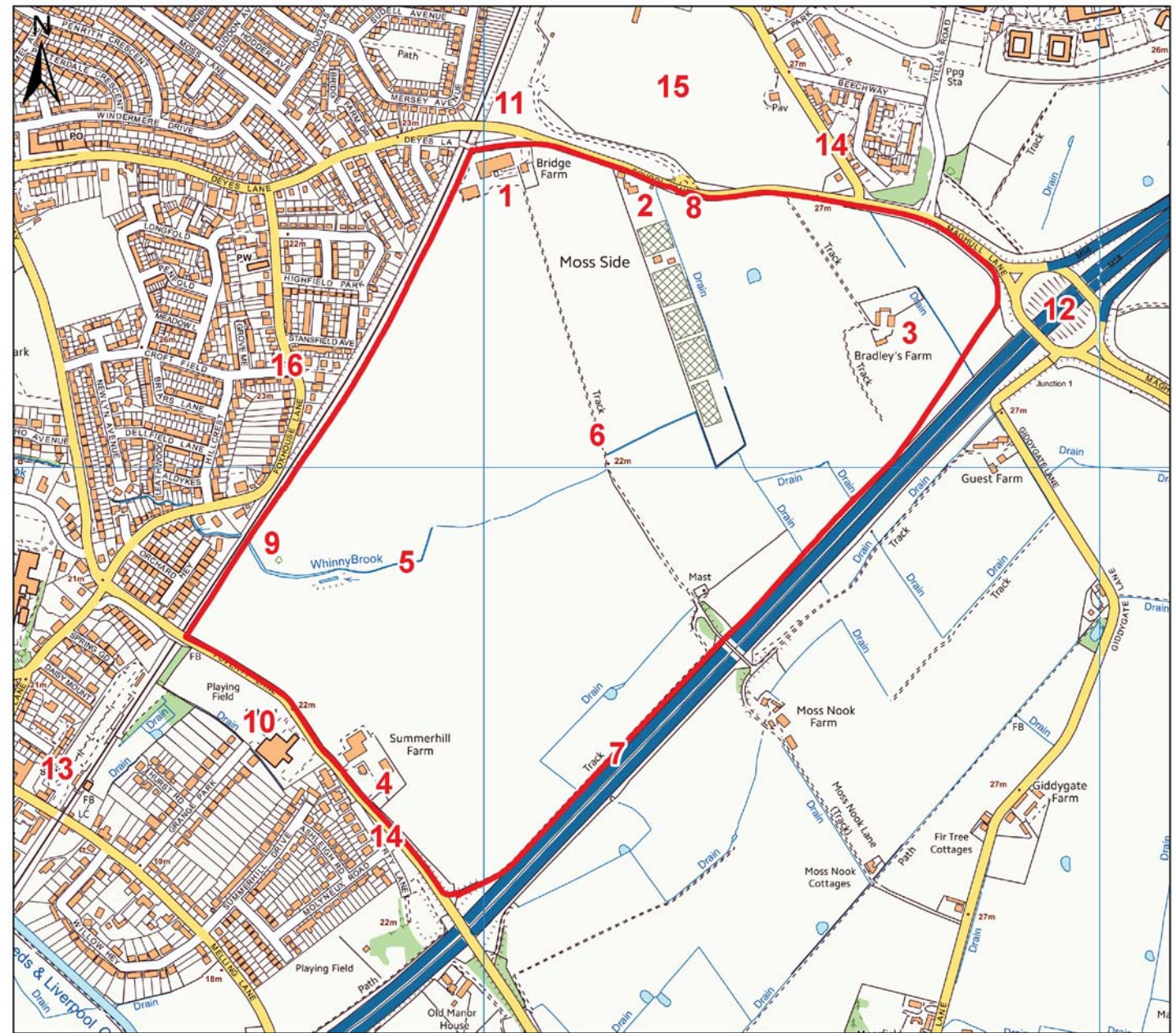
The Land East of Maghull site is approximately 86 ha in area and is located adjacent to the town of Maghull, Sefton (see *Figure 1.1*). It is the largest allocation site in the Sefton Local Plan and is suitable for delivering a strategic level of new development.

Maghull has a population of approximately 20,000, with examples of the original settlement around the Damfield Lane Conservation Area and Maghull Station. The majority of the town comprises post-war semi-detached and detached suburban housing.

Land East of Maghull is bounded by School Lane/Maghull Lane to the north, the M58 Motorway to the east, Poverty Lane / Leatherbarrows Lane to the south and the Liverpool-Ormskirk railway line to the west. The site is currently in agricultural use, with four sets of farm buildings, not all of which are currently in use.

*Figure 4.1* shows the following features within the Land East of Maghull site and the immediate surrounding area:

1. Bridge Farm
2. The Poplars and adjacent glasshouses
3. Bradley's Farm
4. Summerhill Farm
5. Whinny Brook
6. Public Footpath 11
7. Public Footpath 13
8. Existing roundabout on School Lane
9. Existing Orchard
10. Summerhill Primary School
11. Location of new Maghull North Railway Station
12. Junction 1 of M58 Motorway
13. Maghull Railway Station
14. Existing Bus Stops
15. 'Poppy Fields' Development (currently under construction)
16. Foxhouse Lane



**Figure 4.1 - Site Context**

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### Accessibility

The site is well served by road and rail infrastructure. Maghull Railway Station is located to the south west of the site and a new Maghull North Railway Station is located to the north.

Junction 1 of the M58 Motorway is located to the north east of the site and although this is currently restricted to a northbound on-slip and a southbound off-slip, the junction is being upgraded to an 'all-ways' junction to discourage traffic from travelling through Maghull to and from Switch Island.

There are existing bus stops located to the north and south of the site on Park Lane and Poverty Lane / Leatherbarrows Lane, as well as bus stops on School Lane to the north of Bridge Farm which can be brought into use.

Connectivity through the site between School Lane / Maghull Lane to the north and Poverty Lane / Leatherbarrows Lane to the south is currently restricted to pedestrian use of the existing public rights of way (i.e. Footpaths 11 and 13). However, although Footpath 13 is hard surfaced, Footpath 11 would not currently be considered suitable for all pedestrian users.

Cyclist and vehicular connectivity is currently via Foxhouse Lane to the west of the site, which adds distance to journeys by residents located immediately to the north and south of the site.

There are opportunities to improve local accessibility and connectivity through improvements to existing footpaths, as well as new pedestrian and cycle connections through the site to nearby facilities such as Summerhill Primary School and the Maghull North Railway Station.

Improvements to footpaths/cycleways along the School Lane and Poverty Lane frontages would also encourage walking and cycling towards Maghull Town Centre and other local amenities such as the train stations.

Access to public transport within the site can also be improved as Policy MN3 requires a bus route to be extended through the site, with bus stops provided in suitable locations.

There are opportunities for improved vehicle access for new and existing residents through the provision of a new distributor road through the site from School Lane to Poverty Lane that could reduce traffic on Foxhouse Lane.

A separate vehicular access should be provided to the proposed Business Park from School Lane/Maghull Lane and this could be at the junction of Park Lane or Villas Road.

### B. Land Ownership

The site is in multiple ownerships and is expected to be the subject of separate planning applications for the constituent parts of the site, with delivery over many years.

Figure 4.2 is based on Figure 2 of the SPD and shows the distribution of land ownerships at the site and where certain elements are currently controlled by developers.

Area 1 shown in pink is a large area of land to the south of Whinny Brook which is controlled by Countryside Properties and Persimmon Homes.

Area 2 shown in light blue, green and yellow is controlled by The East Maghull Consortium.

Area 3 shown in brown is controlled by Euro Garages.

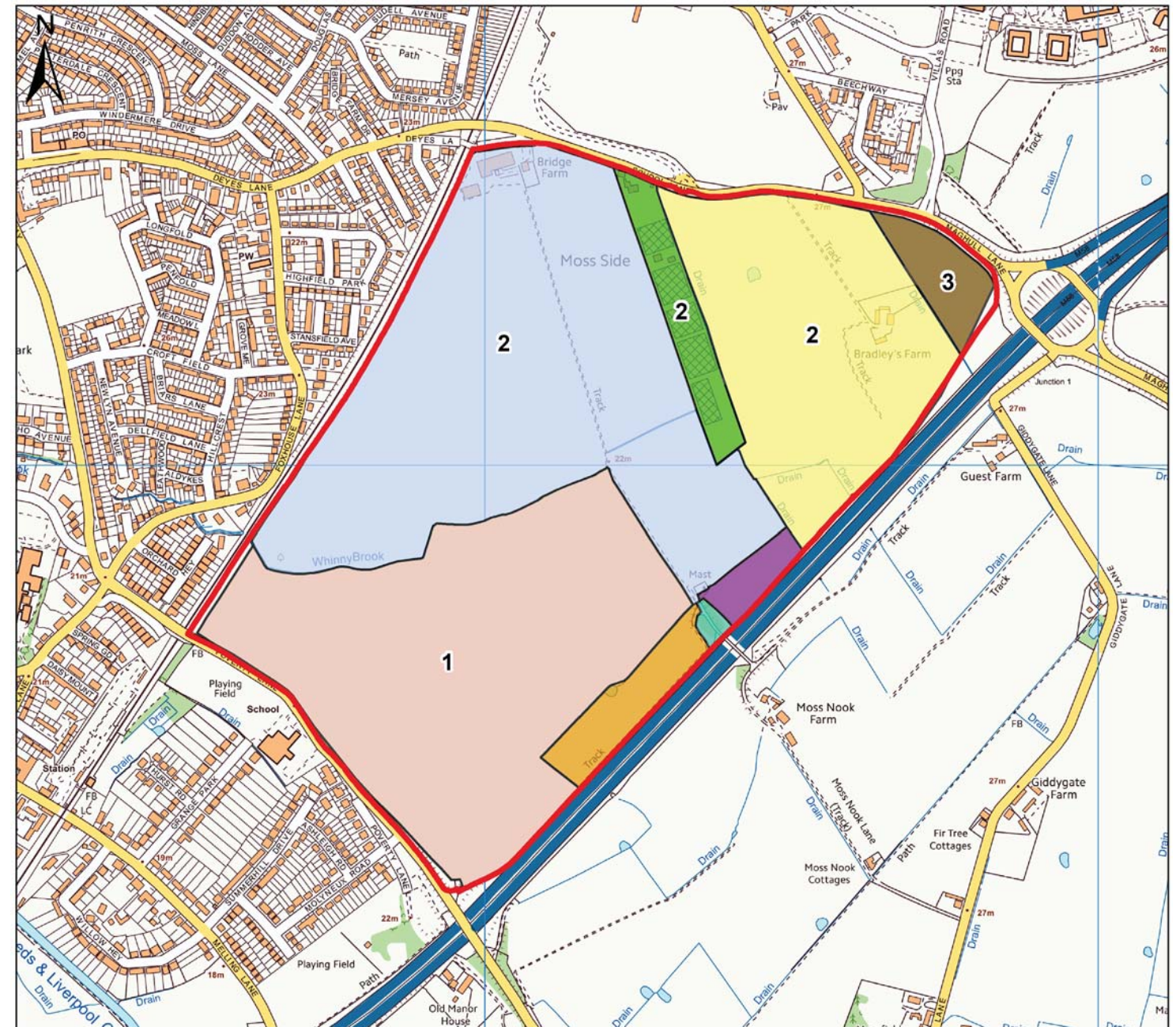


Figure 4.2 - Land Ownerships

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Beechway (Beechway Area)



Deyes Lane (Foxhouse Lane Area)



Foxhouse Lane (Foxhouse Lane Area)



Stansfield Avenue (Foxhouse Lane Area)



Grange Park (Poverty Lane Area)



Poverty Lane (Poverty Lane Area)

## C. Character Analysis / Townscape and Heritage Assessment

### Residential Character and Townscape

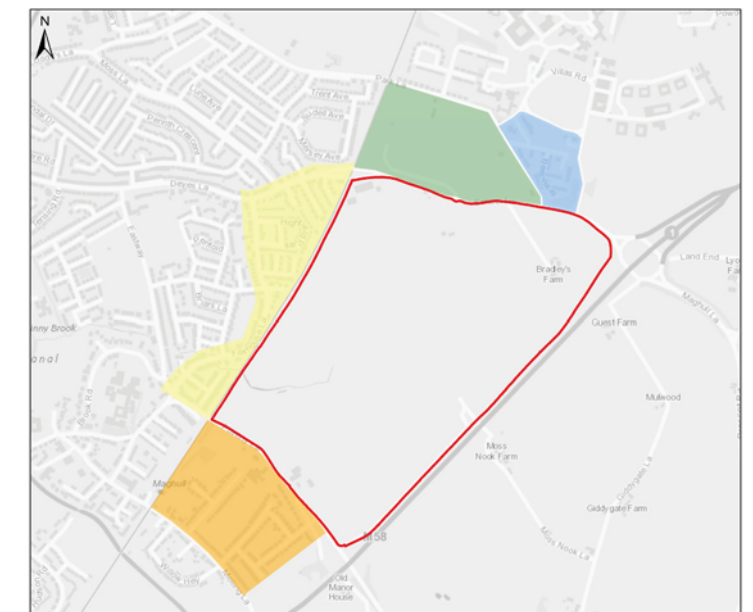
An assessment has been undertaken of nearby residential areas including Beechway and Poppy Fields to the north, Foxhouse Lane to the west and Poverty Lane to the south. The locations are shown below and the photographs opposite show examples of the typical types of housing in these areas.

The age of existing properties varies greatly, with modern properties to the north at 'Poppy Fields' sitting alongside 1960s and 1970s housing at Beechway.

To the west and south, there are a mixture of older properties, including some Victorian and Georgian examples, as well as post-war, 1960s and 1970s houses.

The properties nearby are predominantly two storeys in height, with bungalows also present on Poverty Lane and Foxhouse Lane. Detached and semi-detached dwellings prevail, although Poppy Fields and Beechway achieve higher densities with the prevalence of terraced properties.

Architectural styles and materials vary, but the dwellings are predominantly constructed using red or buff brick, with instances of white render and weatherboarding.



#### Key

- Beechway
- Poppy Fields
- Foxhouse Lane
- Poverty Lane
- Site Boundary

The site is allocated to deliver a minimum of 1,400 new homes and future planning applications for residential development shall include further analysis of nearby residential character and how it has informed the design of the scheme.

While development at Land East of Maghull is not expected to replicate nearby architectural styles, there are opportunities to deliver a range of new modern house types that respect their surroundings in terms of size, scale, materials and built form.

**Non-residential Character and Townscape**

Land East of Maghull is located approximately 1.2km to east of Maghull Town Centre and Policy MN3 requires a 20ha (net) Business Park, as well as new on-site shopping provision and ancillary development to serve the needs to new and existing residents.

*Retail*

An assessment of nearby retail facilities has been undertaken. These include shopping parades on Deyes Lane and also on Station Road near to Maghull Railway Station. The main retail facilities are located in Maghull Town Centre.

Deyes Lane includes a single-storey parade of shops of varying unit sizes and includes a small food store.

Maghull Town Centre includes parades of shops around Central Square and Westway, as well as a supermarket off Liverpool Road North. The shopping parades were constructed in the post-war period and include shop units with flats above. Vehicle parking is located within the centre of the square.

Central Square is in need of modernisation and there are plans for future redevelopment of the area.

Land East of Maghull provides an opportunity to deliver new modern local shopping provision and ancillary development that will provide an attractive gateway to the site for use by new and existing residents.

*Business Parks*

There are no nearby examples of Business Parks which would be equivalent to that proposed at the site.

There are existing industrial uses at Sefton Lane Industrial Estate at the west of Maghull and along Dunnings Bridge Road in Aintree.



Deyes Lane



Station Road



Maghull Town Centre (Central Square)



Maghull Town Centre (Central Square)

The inclusion of a new Business Park at the site provides an opportunity to deliver a high quality modern design in a landscaped environment, that will respect its urban fringe location.

The Business Park will not aim to replicate the styles of built development at Sefton Lane Industrial Estate or Dunnings Bridge Road and will not include a retail park.

**Built Heritage and Archaeology**

An Archaeological Desk-Based Assessment was carried out in 2015 by CgMs and updated in 2017.

A review of historic mapping found that the site has been in continuous agricultural use.

The assessment established that there are no designated assets within the site and that there would be no impact on designated assets or their settings and significance within the surroundings of the site.

There are seven non-designated assets within the site, which include a probable Prehistoric flint and Post-Medieval pottery. The other non-designated assets relate to Post-Medieval buildings, two of which are extant 19th century buildings at Bradley's Farm and The Poplars.

The assessment identified low potential for further Prehistoric sub-surface remains and a low/nil potential for the Roman and Medieval periods.

There is also low potential for sub-surface remains of Post-Medieval date, but with higher potential on Bradley's Farm, The Poplars and the site of the former school.

## D. Visual and Landscape Character Appraisal

A landscape and visual appraisal of the site was undertaken in 2015.

### Topography

Land East of Maghull predominantly comprises low lying and gently sloping open arable fields at approximately 25m Above Ordnance Datum (AOD) at the north and 22m AOD at the south. The centre of the site adjacent to Whinny Brook is approximately 20m AOD. The site contours are shown in *Figure 4.3*.

### Landscape Character

The northern boundary of the site faces School Lane/Maghull Lane and beyond this, residential development. The southern boundary faces Poverty Lane and beyond this, residential development and Summerhill Primary School.

The eastern boundary is adjacent to the M58 Motorway, which is at grade with strong visual links. At the western boundary the railway line is in a slight cutting and partially screened by existing vegetation.

The site is generally open in nature with no strong hedgerows or tree belts. Field parcels are divided by drainage ditch features and the public footpath which bisects the site north west to south east. This is a wide farm track popular with local dog walkers.

The most important local landscape feature within the site is Whinny Brook and there is an opportunity for the brook to be incorporated into a new landscaped area of public open space.

To the north of the brook at the western boundary, is an existing orchard which has local ecological importance and should be retained and managed as part of future development.

Buildings are concentrated in four locations as shown in *Figure 3*, none of which are anticipated to be retained:

1. Bridge Farm - at the junction of School Lane and the railway bridge. The buildings are modern and commercial in appearance and scale with a modern residence.
2. Summerhill Farm - located on the southern boundary has large expansive sheds and buildings which dominate the close views from Poverty Lane.

3. Bradley's Farm - located towards the north east of the site consisting of a number of clustered buildings with a large distinctive old red brick farm house of tall proportions. A number of mature trees and vegetation surround the buildings to provide some screening.

4. The Poplars - located at the north of the site and including a narrow tract of derelict glass houses surrounded by tall mature trees and vegetation.

The only other structure of note is a mobile telephone mast located close to the motorway.

The site is influenced strongly by urbanising features, particularly the motorway and the proximity of the urban settlement of Maghull, which significantly reduces the rural character of the area.

The site demonstrates characteristics of revised farming practices resulting in the change in scale and visual appearance of the landscape and its associated patterns. This type of landscape has been termed 'urban fringe' where rural areas meet urban zones.

Perceptual qualities at the site are therefore considered to be low although the condition and intactness of the farming land is good.

### Value of the Site

The site does not have a landscape designation and there are no landscape features that are considered to be of significance.

The site does not provide a major contribution to the wider landscape setting beyond the motorway to the east which both screens and filters scenic views.

The roads adjacent to the site and particularly the motorway are relatively busy and the sense of tranquility is reduced.

There is no existing recognised recreational use associated with the site although the public footpaths are frequently used by local people.

However, there is an opportunity through future development of the site to enhance access for the local community by providing new public open space and upgrading the public footpath.

### Sensitivity of the Site

The site has existing landscape character of little value, the nature of which is reasonably tolerant to change. It is not envisaged that development would significantly affect the character of adjacent landscapes.

### Views of the Site

Wider views into and out of the site are generally obscured by the surrounding residential built form, which provides an element of visual self-containment.

Nearby residential housing generally comprises post-war to present day architecture of traditional design with a mix of detached, semi-detached and terraced housing in a medium density. Rear gardens abut the railway line on the western boundary and a primary school and housing overlook the site from the south west.

To the north, the Ashworth Hospital complex is accessed from Maghull Lane. The buildings are more expansive and set within a landscaped environment so providing a degree of visual infiltration between the site and hospital grounds.

To the east, the M58 Motorway abuts the site and is a strong visual and physical feature. Parts of the boundary are vegetated giving some visual screening but in the main the motorway carriageway is open to views from inside the site.

Views are gained across the motorway corridor in places to the rural area beyond, which is typical of the rolling lowland agricultural landscape of the area to the east.

Full views across the whole site are limited and only possible from the M58 footbridge. Other elevated views into the site can be gained from the railway bridges on School Lane and Poverty Lane.

Development of the site will need to consider close-range views at the boundaries, with new structural landscaping used to provide visual screening.

## 4. Baseline Appraisal of the Site and Surroundings

### Key

1. Bridge Farm
2. Summerhill Farm
3. Bradley's Farm
4. The Poplars
5. Whinny Brook
6. Existing Orchard
7. M58 Footbridge
8. School Lane Railway Bridge
9. Poverty Lane Railway Bridge
10. Ashworth Hospital Site

Site contours shown in grey.



**Figure 4.3 - Topography and Landscape Features**  
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### E. Ecological Analysis

Ecological appraisals of the site were undertaken in 2010 and 2015 and then updated in 2017 and 2018. The results of the 2018 survey are shown in *Figure 4.4*.

#### Designations

The site is not designated for ecological purposes and is not located immediately adjacent to an ecological designation. The closest internationally designated sites are approximately 9km to the west and there are no nationally designated sites nearby.

There are three Local Wildlife Sites within 2km, the closest of which is approximately 20m to the south of the site, to the east of the railway line between Melling Lane and Poverty Lane.

#### Habitats

The site predominantly comprises arable land (shown with an 'A' in *Figure 4.4*), with smaller areas of semi-improved grassland adjacent to Whinny Brook and along the southern boundary (shown with 'SI').

There are small areas of woodland beside the M58 footbridge and at the western boundary near Whinny Brook which includes an abandoned orchard. There are also several areas of dense scrub. Scattered trees can be found at the west and north of the site, as well as near the eastern boundary and at Bradley's Farm.

There are hedgerows located along the southern boundary to Poverty Lane and the M58, as well as adjacent to the derelict glasshouses towards the north of the site. None of the hedgerows qualify as important under the Hedgerow Regulations 1997.

Whinny Brook is the largest watercourse at the site and there are smaller drainage ditches located around the site. There is also a small pond located to the south of Whinny Brook and another approximately 50m to the west of the M58 Motorway.

There are opportunities to enhance habitats within the site through retention and improvement of existing features such as hedgerows, woodland and the abandoned orchard, as well as through provision of new planting.

### Species

The site supports bats, breeding and wintering birds, water voles, common toad and brown hare.

Although not a constraint to development, future planning applications will need to include detailed species surveys and incorporate measures to mitigate potential impacts.

### F. Habitat Regulations Assessment

Whilst a Habitat Regulations Assessment (HRA) is not required for this Masterplan, sufficient information must be submitted alongside future planning applications to enable Sefton Council to assess the impacts on internationally important nature sites and their supporting habitat. In addition, the Masterplan should also include on-site measures to help mitigate potential recreational pressure on the Sefton Coast.

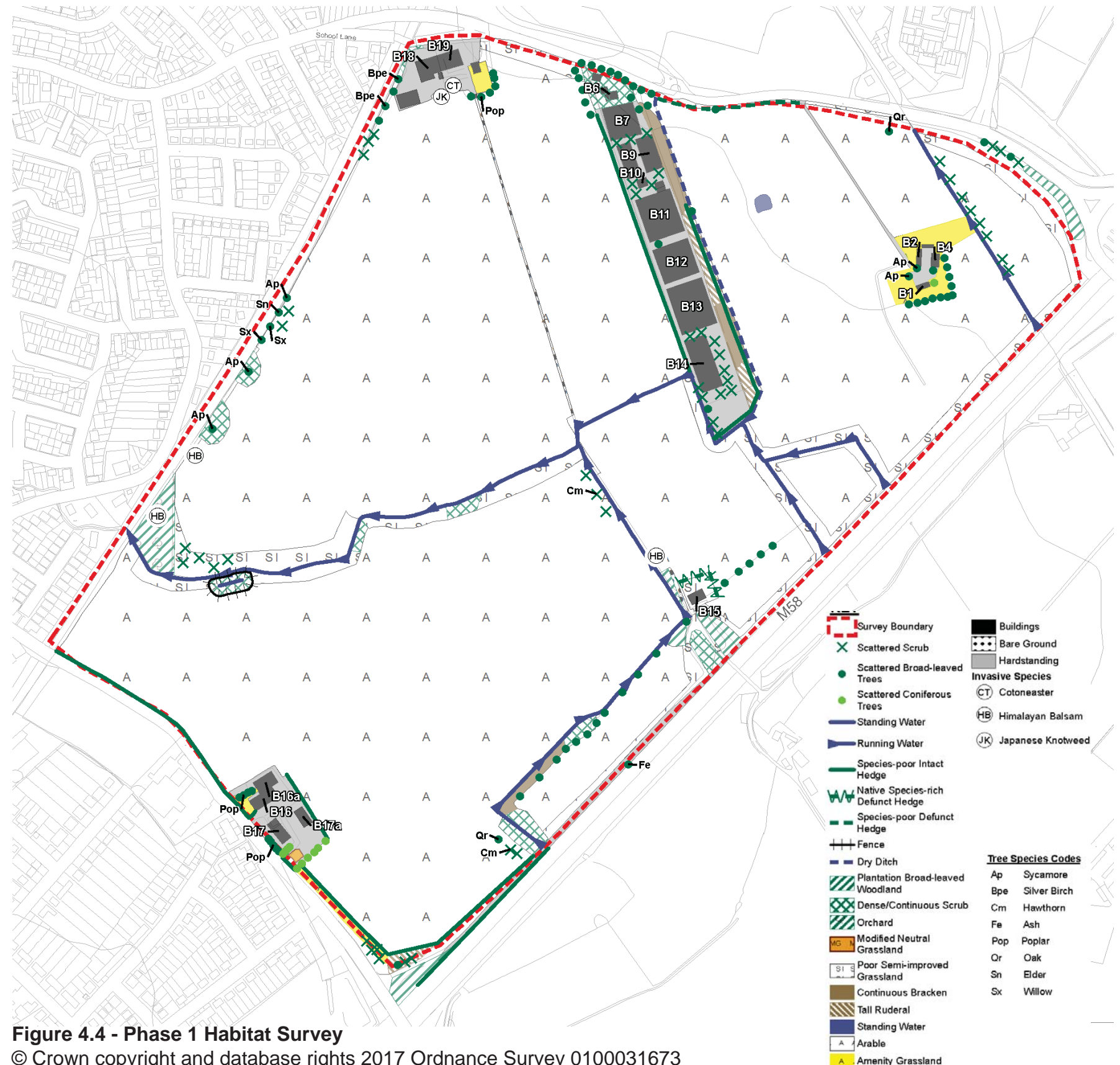


Figure 4.4 - Phase 1 Habitat Survey

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## G. Open Space Assessment

Nearby areas of public open space are shown in *Figure 4.5* as well as the Leeds and Liverpool Canal.

These areas of public open space will provide residents with opportunities for outdoor leisure and recreation activities and are all accessible by foot or cycle.

New open space will also be provided within the site in accordance with the Sefton Local Plan and associated guidance for recreation, nature and drainage purposes.

The use of these local areas of open space, as well as new open space provided within the site, will help to reduce the need for longer-distance trips and ease visitor pressure on the Sefton Coast which is ecologically sensitive.

The closest area of public open space is Balls Wood which is located to the south of the site off Leatherbarrows Lane. This includes areas of amenity grassland and woodland and can be accessed via the public footpath that runs adjacent to the M58 Motorway and across Leatherbarrows Lane.

Other nearby areas are located to the north of the site within the 'Poppy Fields' development.

As well as areas of open space, the Leeds and Liverpool Canal is located to the south west of the site and can be accessed via Drapers Footbridge off Rutherford Road. The canal includes a towpath than can be used for recreational purposes, connecting Maghull Town Centre with the wider countryside.

As the site is bounded by roads, the M58 Motorway and the railway line, there is limited scope to improve linkages to nearby areas of open space.

However, the routes of the existing public footpaths within the site should be retained and there are opportunities for their enhancement as part of future development.

There are also opportunities for improvements to pedestrian and cycle connectivity within the site and along School Lane and Poverty Lane which will help to improve linkages to nearby areas of public open space.



**Figure 4.5 - Areas of Public Open Space**  
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## H. Flood Risk Assessment

A Flood Risk Assessment (FRA) was carried out in 2015 and has been updated in 2017 and 2018.

The FRA identified that the majority of the site is located in Flood Zone 1 on the Environment Agency's Flood Map (i.e. a low probability of flooding), see *Figure 4.6*.

The land adjacent to Whinny Brook is located within Flood Zone 2 (medium probability of flooding) and Flood Zone 3 (high probability of flooding).

Policy MN3 of the Sefton Local Plan requires development to provide:

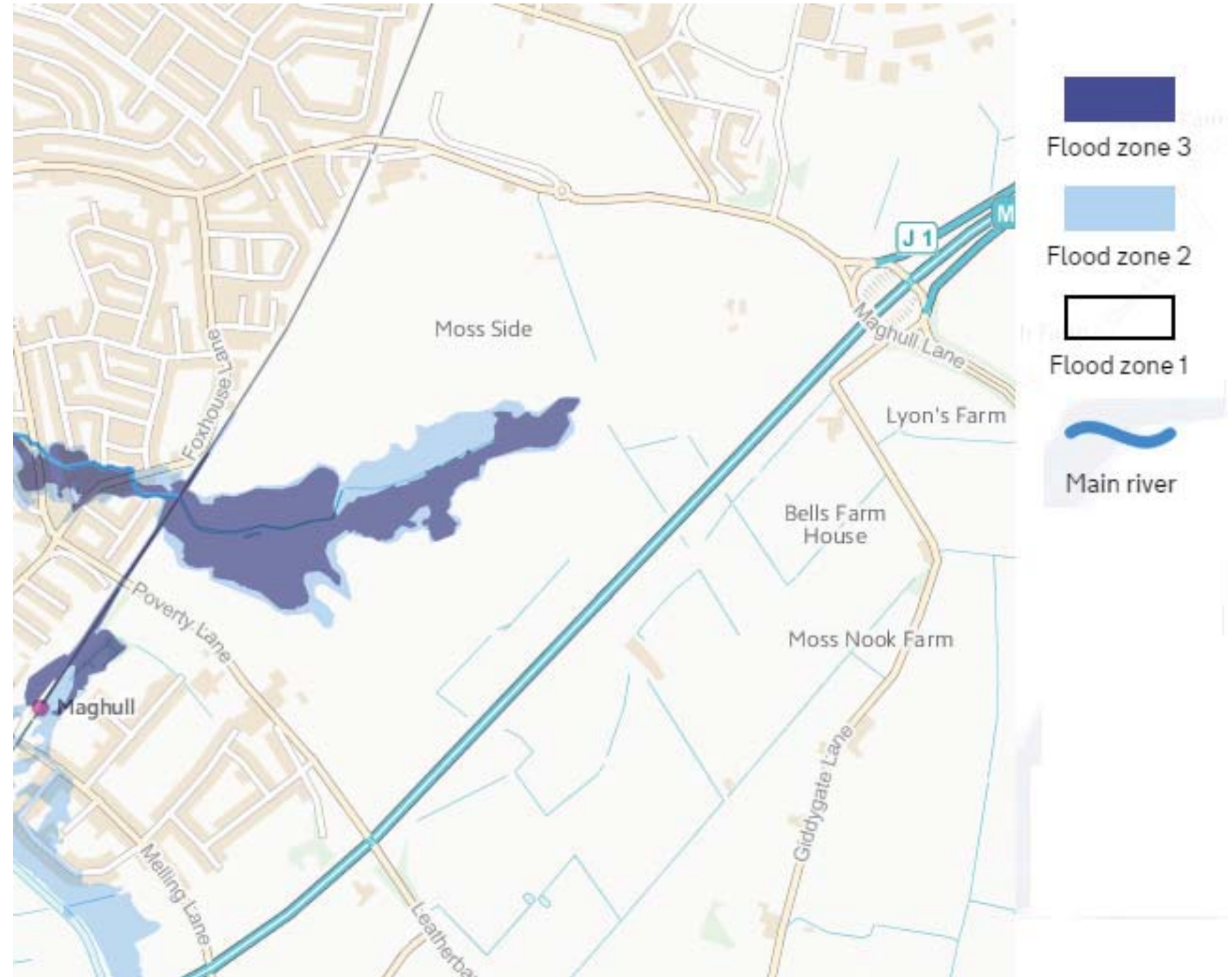
*'Effective management of flood risk within the site, including use of sustainable drainage systems. The development of the site will result in the reduction of flood risk onsite and to the adjacent railway line. No residential development will be located in Flood Zones 2 or 3 following any watercourse realignment.'*

The land within Flood Zones 2 and 3 presents a constraint to development, but there is an opportunity to contain flood risk within an area of open space and reduce the extent of Flood Zones 2 and 3. Further details of this are presented in *Section 5*.

As the site slopes gradually towards Whinny Brook from both the north and south, there is also an opportunity to utilise Whinny Brook for surface water drainage purposes.

The use of Sustainable Drainage Systems (SuDS) is limited by the relatively high water table, but there may be opportunities to utilise existing drainage ditches and also other SuDS methods such as attenuation ponds and on-plot infiltration trenches.

Future planning applications will be required to include a Flood Risk Assessment and appropriate Surface Water Drainage Strategy to demonstrate that on-site and off-site flood risk will not be increased and where possible, that the causes and impacts of flooding within the site and elsewhere, including to existing developments downstream, will be reduced.



**Figure 4.6 - Extract from the EA Flood Map**

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### I. Utilities Assessment

A review of existing utilities within the site has been undertaken and is shown in *Figure 4.7*.

The main constraint to development is an existing high pressure gas pipeline located at the east of the site running parallel to the M58 Motorway, which has a 9m easement.

The Health and Safety Executive (HSE) have been consulted and have they specified the following consultation zones:

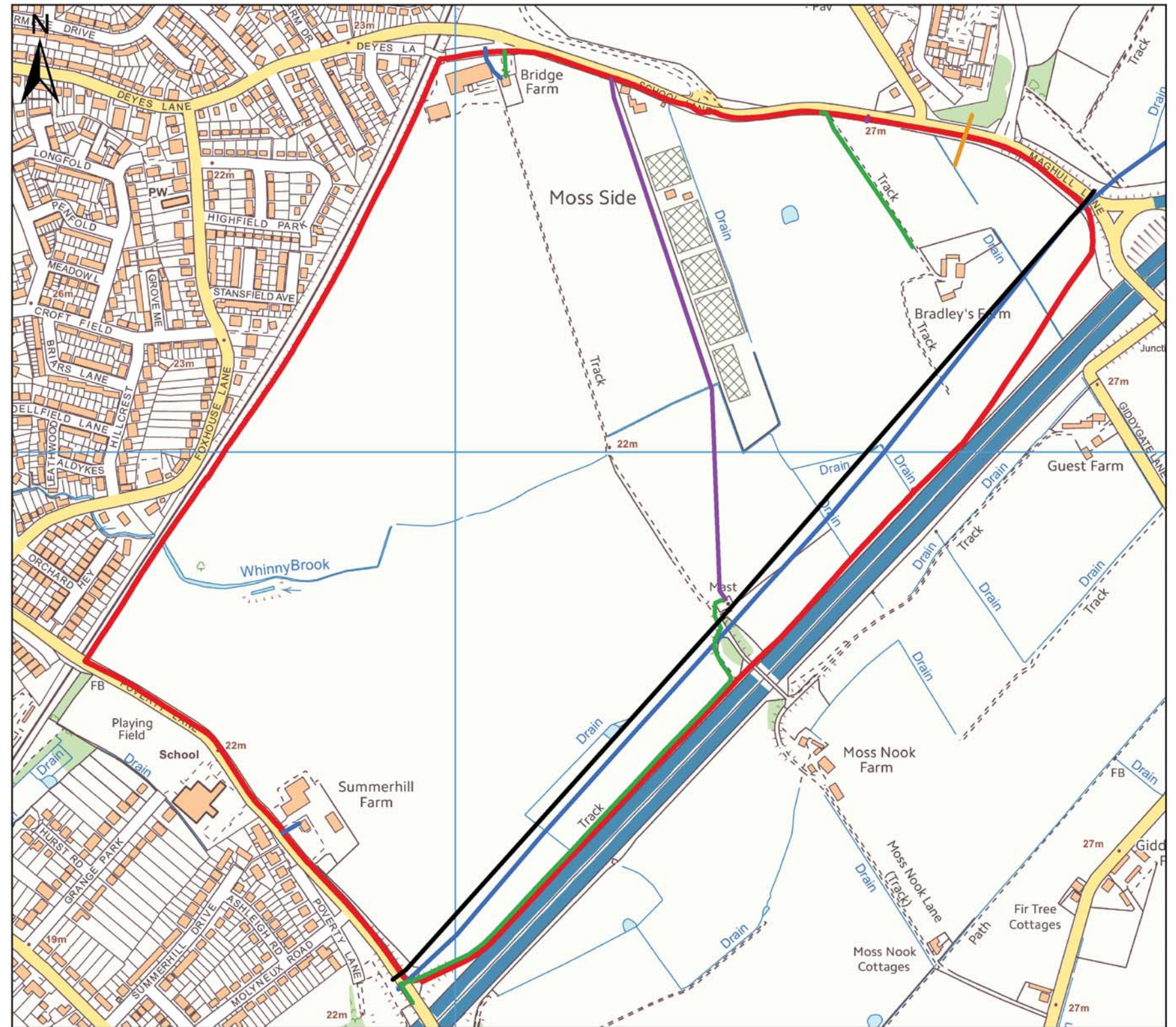
**Inner and Middle Zones:** 9m; and  
**Outer Zone:** 55m.

Residential development will therefore, need to be located at least 9m from the pipeline.

Other utilities include a 400mm water main adjacent to the gas pipeline, underground low voltage power and telecommunications lines to the existing telecommunications mast at the western boundary and connections to Bridge Farm and Bradley's Farm.

Future development of the site will also need to consider existing utilities along Poverty Lane and School Lane/Maghull Lane.

- Key**
- Gas
  - High Voltage
  - Low Voltage
  - Telecoms
  - Water



**Figure 4.7 - Existing Utilities**

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## J. Noise and Air Quality

### Noise and Vibration

A Noise Assessment of the site was undertaken in 2015 and updated in 2017.

The assessments identified the M58 Motorway and the railway line as the key sources of potential noise and vibration issues for new development at the site.

To mitigate potential noise issues from the M58 Motorway, new residential development should either be located away from the Motorway or include development such as apartments to provide screening and help reduce noise levels within the site.

Landscaping is not considered an effective measure for mitigating noise and therefore, should not be proposed for this purpose.

At the western boundary, the assessment identified a suitable stand-off distance of 20m from the railway line to the nearest building facade in order to mitigate potential vibration effects from passing trains.

Noise and Vibration Assessments should be undertaken for future planning applications and include measures to mitigate noise and vibration effects to appropriate levels. These could include stand-off distances, building orientation, noise barriers, boundary treatments and improved glazing and ventilation.

### Air Quality

An Air Quality Assessment was undertaken in 2013 and updated in 2017.

There are no existing sources of potentially significant air quality issues that would affect the location of new development, however, the effects of future development on nearby sensitive receptors should be assessed as part of future planning applications.

Good connectivity to public transport and new footpath/cycleway provision should help to discourage car use and reduce the level of potential vehicle emissions.

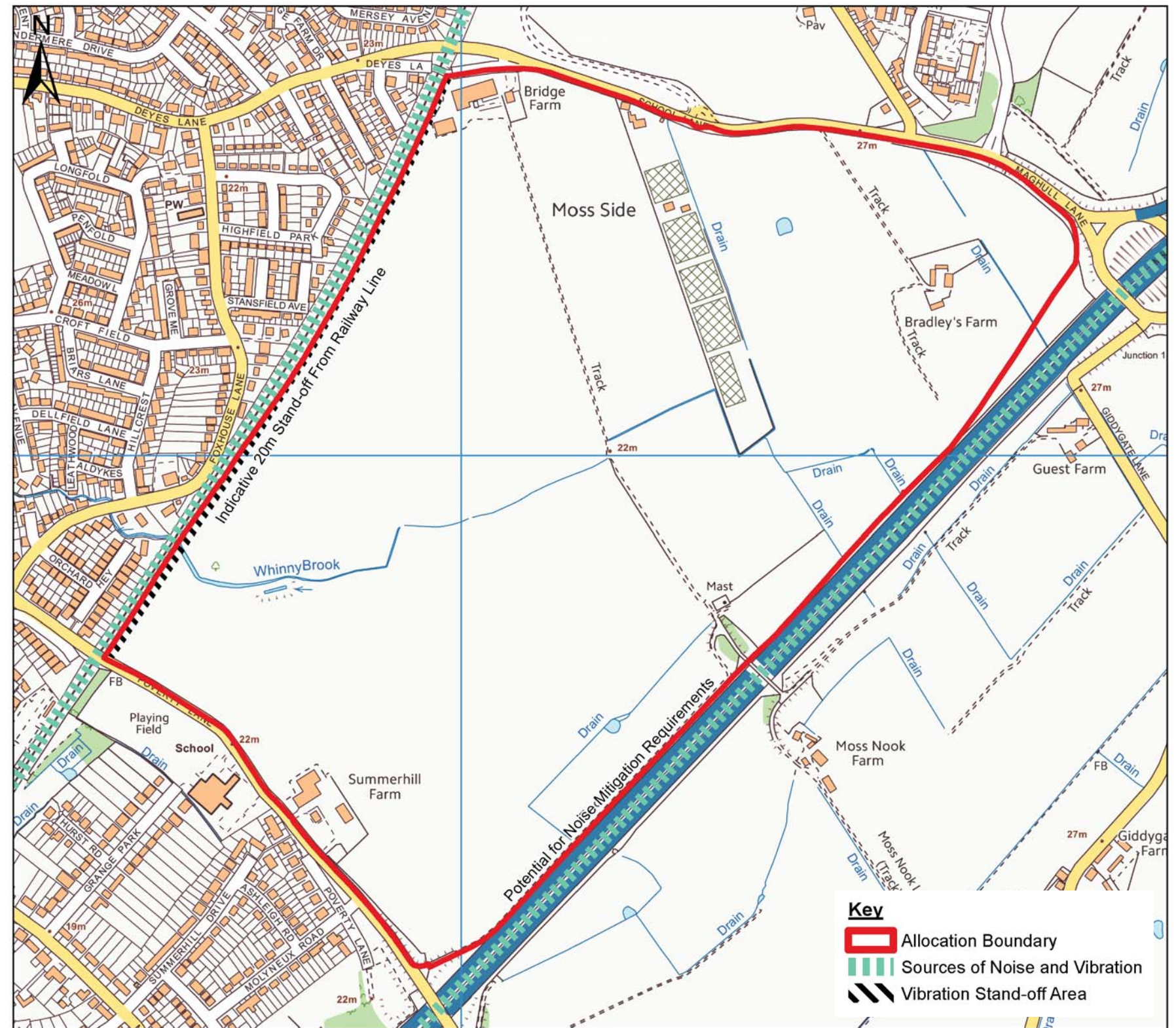


Figure 4.8 - Noise and Vibration Constraints

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## Introduction

This section presents an analysis of the key issues and opportunities for Land East of Maghull identified through the review of Local Plan policy and SPD requirements in *Section 3* and the appraisal of the site and its immediate surroundings in *Section 4*.

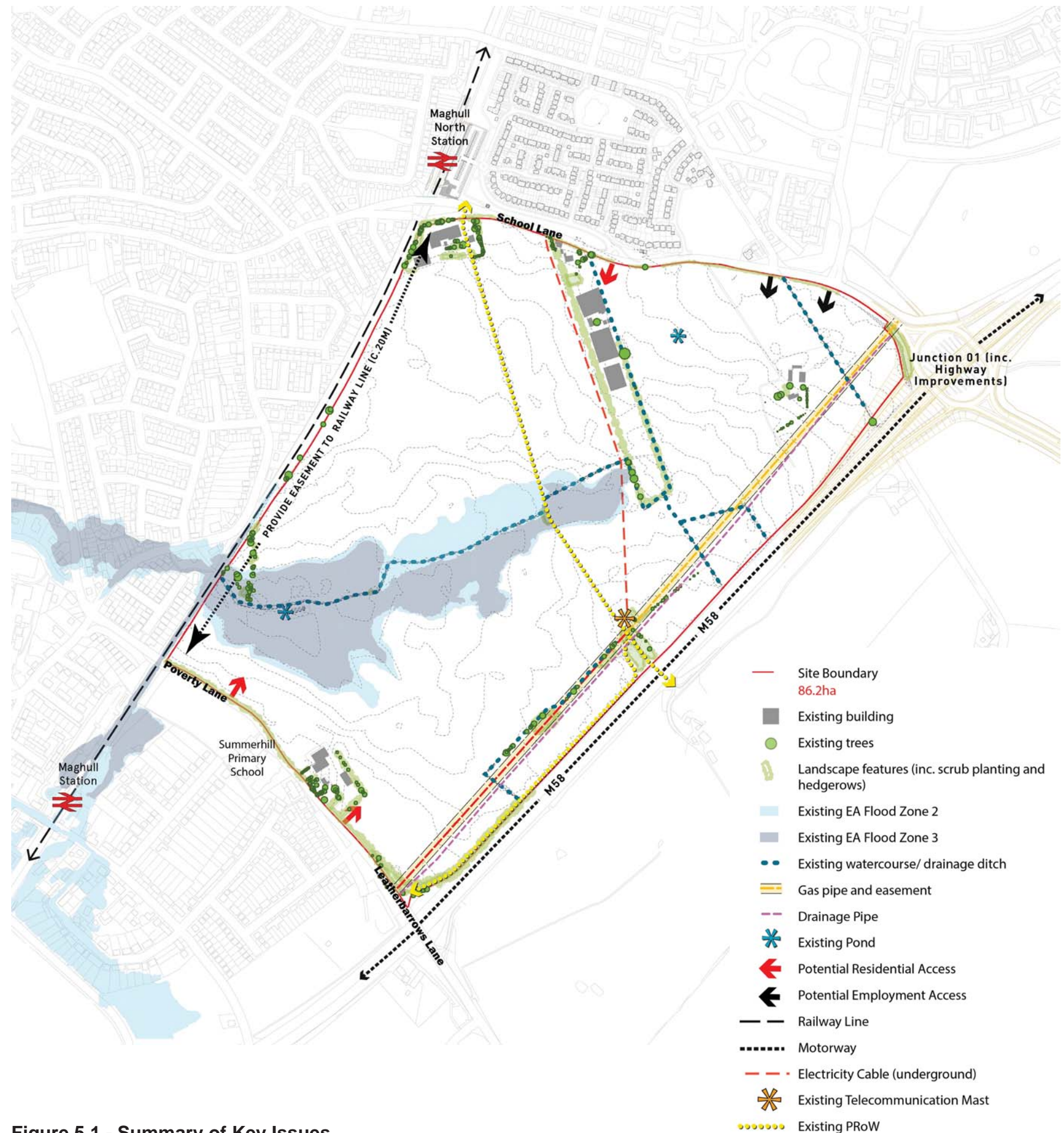
The sub-section setting out ‘Key Opportunities’ includes an ‘Accessibility Framework’, a ‘Flood Risk and Drainage Framework’ and a ‘Strategic Landscape Framework’ that have informed the design of the Concept Masterplan shown in *Section 6*.

## Key Issues

Below is a summary of the key issues identified in *Section 4*, most of which are also shown graphically in *Figure 5.1*:

- Location of Whinny Brook and other existing watercourses on site.
- Flood Zones 2 and 3 adjacent to Whinny Brook.
- High pressure gas pipeline with 9m easement.
- 20m stand-off from the railway line to reduce vibration from passing trains.
- Consideration of noise issues from the M58 Motorway and between the residential and employment areas.
- Locations of existing Public Rights of Way to be retained.
- Limited opportunities for surface water infiltration affecting the ability to utilise sustainable drainage systems at the site.
- Requirements for ecological mitigation, including retention and improvement of the abandoned orchard at the western boundary and mitigation for loss of 50m of water vole habitat at the western section of Whinny Brook.

The potential locations for access, as set out in the SPD, are also shown on *Figure 5.1*.



**Figure 5.1 - Summary of Key Issues**

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## Key Opportunities

Below is a summary of the key opportunities identified in Section 4, most of which are also shown graphically in Figure 5.2:

- A minimum of 1,400 new homes.
- Two new older persons housing schemes of a minimum of 25 units each.
- A 20ha (net) Business Park.
- New local shopping provision and ancillary uses.
- New primary vehicular access points from Poverty Lane and School Lane connected by a central distributor road.
- Secondary vehicular access from Poverty Lane serving a limited number of new homes.
- A new vehicular access to the Business Park at either the junction of Maghull Lane / Villas Road or School Lane and Park Lane.
- Retained and improved Public Rights of Way, as well as new footpaths/cycleways within the site connecting to the wider area.
- New measures to reduce flooding by lowering and re-profiling the Whinny Brook corridor.
- Strategic landscaping along the Public Rights of Way and along the Whinny Brook corridor to create a new linear park. This shall also provide a landscape framework to the Business Park.
- New ecological mitigation and enhancement measures within the Whinny Brook corridor



**Figure 5.2 - Key Opportunities**

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### Access Framework

Land East of Maghull provides an opportunity for a new local distributor road to be delivered between Poverty Lane at the south of the site and School Lane at the north.

The distributor road shall provide a strategic route through the development and incorporate a bus route with accessible bus stops. All residents should be within 400m of a new or existing bus stop.

As set out in the SPD, the distributor road must have a minimum width of 7m, with a 3m shared-use path on one side and a 2m pedestrian path on the other. There should also be 2m verges on either side.

The proposed route of the local distributor road is shown in *Figure 5.2* which runs from the existing roundabout on School Lane to near the junction of Poverty Lane and Molyneux Road as required in the SPD.

The junction with Poverty Lane will include a new roundabout to provide a gateway feature to the site and help reduce traffic speeds along Poverty Lane. The junction is located away from Molyneux Road to discourage non-resident traffic from heading south along this route.

A secondary access to the residential development is proposed at the south west of the site from Poverty Lane. This shall serve no more than 50 dwellings and shall not provide a vehicular connection to the rest of the site in accordance with the SPD.

The Business Park will be served by a single separate vehicular access. This shall be located at either the junction of School Lane and Park Lane or the junction of Maghull Lane and Villas Road.

The whole of the site will be a 20mph zone and will be appropriately traffic calmed.

The existing Public Rights of Way (PROWs) will be retained and enhanced to a shared footpath and cycleway.

New footpaths/cycleways shall be provided within the 'main park' alongside Whinny Brook, connecting the local shopping provision with the local distributor road. There shall also be a new footpath provided linking Maghull North Station to the north of the site with Summerhill Primary School to the south.

Pedestrian access to Summerhill Primary School must be possible from all residential areas within the site.

The locations of the distributor road, new access points and PROWs are shown in *Figure 5.2*.

### Flood Risk and Drainage Framework

As shown in *Section 4*, part of Land East of Maghull is within Flood Zones 2 and 3 on the Environment Agency's Flood Map due to the presence of Whinny Brook and other unnamed watercourses.

There are opportunities to include new flood risk mitigation measures to reduce the extent of Flood Zones 2 and 3 and make a greater proportion of the site suitable for development.

Through consultation with Sefton Council as the Lead Local Flood Authority (LLFA) and the Environment Agency, a flood risk mitigation strategy is proposed which will contain Flood Zones 2 and 3 within the proposed main park adjacent to Whinny Brook. The extent of the proposed works is shown in *Figure 5.2*.

The works will include the lowering and re-profiling of the Whinny Brook corridor to contain flood volumes up to a 1 in 1,000 year event. The corridor will be approximately 60m wide and will include earth banks that slope down into the corridor with a 1 in 3 gradient. The height of the banks will be approximately 2.3m.

The main Whinny Brook channel will be widened to approximately 4m which will contain flows for the majority of the time (up to a 1 in 2 year event). This will leave a distance of approximately 23m between the channel and the top of the earth banks and ensure that the park is suitable for leisure and recreational uses, noting that the proposed play area and MUGA will be outside of this area. A typical cross-section of the Whinny Brook corridor and channel is shown in *Figure 8.2*.

No part of Whinny Brook shall be narrowed and the modified section of Whinny Brook will not be made narrower than upstream.

Other watercourses within the site shall be retained or diverted and used for surface water drainage along with Whinny Brook (where appropriate). Due to the high water table at the site, there is limited potential for the use of infiltration drainage systems.

The Business Park shall attenuate surface water run-off on-site and discharge to existing watercourses at an agreed greenfield run-off rate.

Future planning applications shall include an up-to-date site-specific Flood Risk Assessment (FRA) and Drainage Strategy that accords with this framework and other guidance published by Sefton Council. The FRA shall demonstrate that the site shall not increase off-site flood risk, with reductions where possible to flood risk downstream and along the railway line.

### Strategic Landscape Framework

Development at Land East of Maghull shall provide areas of public open space, including a new 'main park'. As set out in the SPD, the park should be located either side of Whinny Brook and be at least 6ha in area.

The location and shape of the park is shown in *Figure 5.2* and has been designed along the route of Whinny Brook to include the proposed flood risk mitigation measures, a new play area and a Multi-Use Games Area (MUGA) as required in the SPD. The play area and MUGA are proposed to be located within a wider area adjacent to the location of the Business Park to provide a buffer.

Further details on the 'main park' are provided in *Section 8*, which also includes the retention and enhancement of the existing orchard, as well as ecological mitigation measures.

A secondary area of public open space is also provided at the south eastern corner of the site, with smaller squares and pocket parks proposed within the residential areas to provide local amenity spaces for new residents. A new under 5s play area shall be located in one of these smaller areas.

Structural landscaping, including retention of existing features where possible, shall be located adjacent to the M58 Motoway. This will provide visual screening of the motorway from within the site and help reduce impacts of noise and air pollution.

Landscaping along the western boundary is likely to be within the gardens of adjacent properties backing onto the railway line, rather than in new areas of public open space. This would reflect existing development to the west, while maintaining a 20m distance from the track to the nearest building facade.

There should be new landscaping along Poverty Lane and School Lane / Maghull Lane to provide an attractive frontage to both the residential and commercial development.

Within the site, structural landscaping and public open space is proposed around the Business Park to create a buffer and help protect residential amenity, by reducing the potential for noise issues and screening potential views.

As well as upgrading the PROWs to a shared footpath and cycleway, new landscaping will be provided along these routes to improve amenity, whilst ensuring that they remain safe and suitable for all users.

Planting shall be provided within the site to improve amenity. Medium-large sized tree species shall be planted along the entire length of the local distributor road at intervals of approximately 25m as required in the SPD.

### Ecological Mitigation Framework

Land East of Maghull provides the opportunity or enhancement of ecological habitats within the site.

The existing abandoned orchard at the western boundary of the site to the north of Whinny Brook should be retained where possible (subject to flood mitigation works) and enhanced with new planting.

There is evidence of water vole use in the western 50m stretch of Whinny Brook towards the railway line. Mitigation and enhancement measures should be included as part of the Whinny Brook re-profiling works to provide new habitat suitable for use by water voles.

Part of the site is known to support species of wintering birds. Surveys should be undertaken during the preparation of future planning applications and appropriate mitigation agreed with Sefton Council.

### New Development

Land East of Maghull provides the opportunity to deliver new development proposed in the Sefton Local Plan and Land East of Maghull SPD:

- A minimum of 1,400 new homes of a range of types and tenures (LEM6 of SPD). Affordable housing should be provided within the site consistent with Local Plan Policy HC1 and be pepper-potted throughout each residential phase of the development.
- Two older person's housing schemes, one at the north of the site adjacent to School Lane and one at the south of the site adjacent to Poverty Lane (LEM6 of SPD).
- New local shopping provision and ancillary development adjacent to School Lane to provide new retail and community facilities (LEM8 of SPD).
- A new 20ha (net) Business Park at the north east of the site with a separate vehicular access at the Park Lane or Villas Road junctions (LEM7 of SPD).

The locations of the proposed new development are shown in *Figure 5.2* and reflect the requirements set out in the Sefton Local Plan and the SPD, as well as incorporating the Access Framework, Flood Risk and Drainage Framework, Strategic Landscape Framework and other technical issues and opportunities identified in this section.

The Business Park is required by Policy MN3 to be sited in the north eastern corner of the site and is bounded by proposed landscaping along the M58 Motorway and Maghull Lane / School Lane, the existing PROW to the south and the 'main park' to the west.

If gateway or enabling development is required to enable delivery of the Business Park, it should be located along the frontage to Maghull Lane / School Lane. Development of this nature should comply with the requirements of Part 7 of Local Plan Policy MN2 and Part 9 of LEM7 and paragraph 3.7.7 of the SPD.

## Introduction

This section includes details of the Masterplan Framework and proposed land uses within the site.

It is informed by the analysis of key issues and opportunities in *Section 5* and subsequent public and stakeholder consultation described in *Section 11*.

The Concept Masterplan in *Figure 6.1* shows the general location, size and structure of the following built development in accordance with Section 4 of the SPD:

- Proposed residential development
- Two older persons housing schemes
- Business Park
- Local shopping provision and ancillary development

It also shows the following:

- Key areas of public open space
- Structural landscaping
- Points of access
- Distributor road alignment
- Public footpaths/cycleways
- Indicative locations for new Whinny Brook crossings
- Indicative bus stop locations

Development at Land East of Maghull is likely to be delivered across different land ownerships through several different planning applications and therefore, the Concept Masterplan and content of this document is intended to ensure a co-ordinated approach and avoid piecemeal development, in accordance with Development Objective DO1.

Future planning applications must demonstrate how they accord with this Masterplan.

## Development Types and Quantums

Future development at the site will be required to contribute to delivery of the following types and quantum of uses. The locations of these uses shall accord with the Concept Masterplan in *Figure 6.1*.

### Residential Development

A minimum of 1,400 new homes will be delivered within the areas for residential development shown on the Concept Masterplan in *Figure 6.1*.

Two older persons housing schemes, each with a minimum of 25 units reserved for people over 55 only, will be located at the north and south of the site adjacent to School Lane and Poverty Lane respectively.

Residential development, including the older persons housing schemes, covers an area of approximately 46ha with varying densities.

Each planning application for residential development will be required to demonstrate how it accords with the Development Plan and how it has been informed by guidance set out in the SPD and this Masterplan.

### Business Park

Land East of Maghull will deliver a serviced 20ha (net) Business Park at the north eastern corner of the site to include B1/B2 and B8 uses. Gateway and/or development comprising non B1, B2 and B8 uses may be located within the gross area for the Business Park on the Maghull Lane / School Lane frontage so long as it does not have a significant impact on the ability to deliver a 20ha Business Park. Any provision should comply with Local Plan Policies MN2 and MN3 in particular and the SPD, as well as other relevant Local Plan policies. As required by paragraph 3.7.7 of the SPD, uses such as a stand-alone public house or supermarket will not be supported in this location.

As set out in the Local Plan, the net area calculation includes new employment units, internal roads and internal landscaping. It excludes the landscaped setting and access points.

The Business Park will include a separate vehicular access to the proposed residential development and this shall be located at either the junction of School Lane and Park Lane or Maghull Lane and Villas Road.

Planning applications at the Business Park shall accord with Policies MN2 and MN3 of the Sefton Local Plan and be informed by the SPD, in particular LEM7.

### Local Shopping Provision and Ancillary Development

An area of approximately 1.4ha will be located at the north of the site adjacent to School Lane and the new distributor road which will include for new local shopping provision and other ancillary development, which could include community and leisure uses.

Future planning applications shall accord with the Development Plan and be informed by LEM8 of the SPD and this Masterplan.

## Public Open Space and Green Infrastructure

A minimum of 6ha of public open space shall be delivered as a new main park adjacent to Whinny Brook with a new play area, a Multi-Use Games Area (MUGA), footpath/cycleways, landscape planting and ecological mitigation and enhancement measures.

The park shall link to other areas of public open space via new and existing footpaths/cycleways which shall provide opportunities for circular walks which could help mitigate potential recreational pressure from the development on the Sefton coast.

Additional public open space shall be delivered at the south east of the site and within the residential areas to ensure that development accords with Sefton Council's open space requirements. There shall also be new structural landscaping at the boundaries of the site and within the development.

Proposals that include all or part of the park adjacent to Whinny Brook should also be informed by LEM5 of the SPD and this Masterplan.

## Highways and Access

A new distributor road shall connect School Lane at the north of the site to Poverty Lane at the south. The main residential access from School Lane shall be from the existing roundabout that also serves the Poppy Fields development to the north. The main residential access from the south shall be from a new roundabout on Poverty Lane near, but not at, the junction with Molyneux Road.

A secondary vehicular access from Poverty Lane shall be located to the west of Summerhill Primary School and will serve no more than 50 dwellings. A secondary access is also permissible from School Lane, west of the distributor road, serving no more than 50 dwellings.

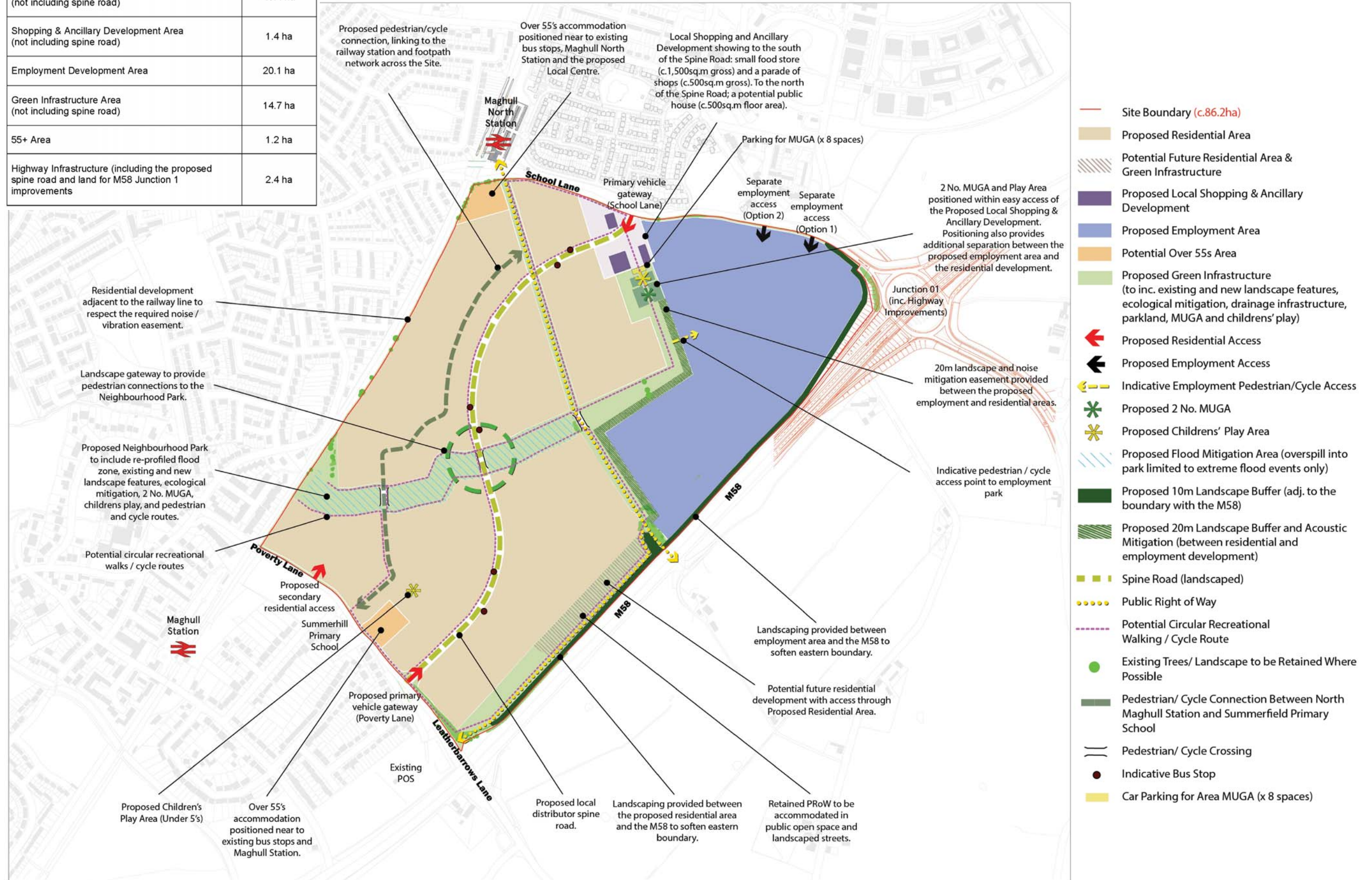
The main access into the Business Park will be from either the junction of School Lane and Park Lane or Maghull Lane and Villas Road. There will also be pedestrian and cycle links between the Business Park and the rest of the development.

The existing PROWs shall be retained and enhanced to a shared footpath/cycleway in accordance with Policy MN3 of the Sefton Local Plan.

New roads, parking provision, cycleways and footpaths within the site shall accord with the Development Plan, Sustainable Travel and Development SPD, and the Sefton Developer's Pack and be informed by LEM3 of the SPD.

# 6. Concept Masterplan

|   |         |
|---|---------|
| Site Boundary Area  | 86.2 ha |
| Residential Development Area (not including spine road)   | 46.4 ha |
| Shopping & Ancillary Development Area (not including spine road)                                    | 1.4 ha  |
| Employment Development Area   | 20.1 ha |
| Green Infrastructure Area (not including spine road)  | 14.7 ha |
| 55+ Area  | 1.2 ha  |
| Highway Infrastructure (including the proposed spine road and land for M58 Junction 1 improvements) | 2.4 ha  |



**Figure 6.1- Concept Masterplan**

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## Introduction

Development Objective DO2 of this Masterplan is to provide a consistent approach to placemaking based on a set of Design Principles for Land East of Maghull.

This section describes the design principles which have been informed by the character and townscape analysis set out in *Section 4*.

This section also provides design guidance for development within each of the proposed Character Areas shown in Figure 7.1

Development proposals should also have regard to the design guidance set out in LEM2 of the SPD, which has not been repeated here, and relevant policies contained within the Maghull Neighbourhood Plan. For example, 'Policy EQ7 Energy Efficiency and Low Carbon Design' states that:

*'Major development should incorporate measures to reduce greenhouse gas emissions where practicable, through one or more of the following:*

- a. Making the most of natural solar gain through site and building layout and design,*
- b. Energy efficiency measures, including for existing buildings,*
- c. Use of low carbon, decentralised and renewable energy,*
- d. Provision of infrastructure for low emissions vehicles.'*

## Layout

Layouts for development blocks should be designed based on the following road hierarchy in accordance with the Sefton Developer's Pack:

- **Distributor Road:** Minimum 7m width with 3m shared footpath/cycleway on one side and a 2m footpath on the other.
- **Estate Roads:** 5.5m width, with 2m footpaths on either side.
- **Minor Residential Roads:** Approximately 4.5m width width, some with shared surfaces.

Each area within the site shall be a 20mph zone with appropriate traffic calming.

Development at the boundaries of the site should present itself to the existing highway. Rear gardens should not form the boundaries with School Lane and Poverty Lane or to a public area. Where residential boundaries abut public areas, they should provide an attractive frontage.

Applications for residential development should demonstrate how the development can be drained in a sustainable manner through innovative layout designs that consider topography, landscaping and ground conditions.

Planning applications should demonstrate how the design integrates with the proposed green infrastructure to help further reduce the surface water run-off rates.

The perimeters of residential development blocks should be defined by dwelling frontages to ensure that each property enjoys the benefits of secure private rear gardens, in curtilage parking where possible and landscaped front gardens.

Areas of public open space shall be over-looked by residential development to provide natural surveillance.

## Density

Densities within the site should ensure the efficient use of land whilst reflecting the character of the surrounding area.

Residential densities should vary across the site to reflect the changes in character, with higher density development located in the most accessible parts of the site.

## Architectural Principles and Appearance

New development at Land East of Maghull will be expected to reflect the best features of local architecture. Future planning applications will need to include further contextual analysis to inform the design process.

Developers should avoid replicating a pastiche of historical forms, but should identify the underlying principles that have been applied to the new development.

There should be variations in architecture to reflect its location and function and align with the subtle differences in character as set out in this section.

The predominant materials used in the existing houses in the vicinity of the site are red brick and white render with grey roof tiles. There are also elements of red roof tiles and buff brick.

New residential development should include a palette of materials that fits with the local vernacular. These should include a combination of red and buff bricks, as well as providing variety through full or partial render and other details such as tile hanging.

Frontages to School Lane and Poverty Lane should look to compliment the existing character of the area while being careful not to repeat the form of the existing residential stock.

Non-residential buildings should be of a modern design, whilst ensuring they respect their urban fringe location.

A combination of brick, metal and glass should be used to provide variety, with consideration given to material colours to ensure the buildings respect their landscaped setting.

## Boundary Treatments

Boundary treatments should provide clear and well-defined public and private spaces.

A mixture of boundary treatments should be incorporated into the residential areas including brick walls, timber fencing, timber knee rails and metal railings. Care should be taken around areas of public open space to ensure that boundary treatments are safe for children.

Suitable commercial boundary treatments should be used at the Business Park, striking an appropriate balance between security and general amenity. Trees should be located away from walls and fences where they may impact on security.





### Character Area Guidance

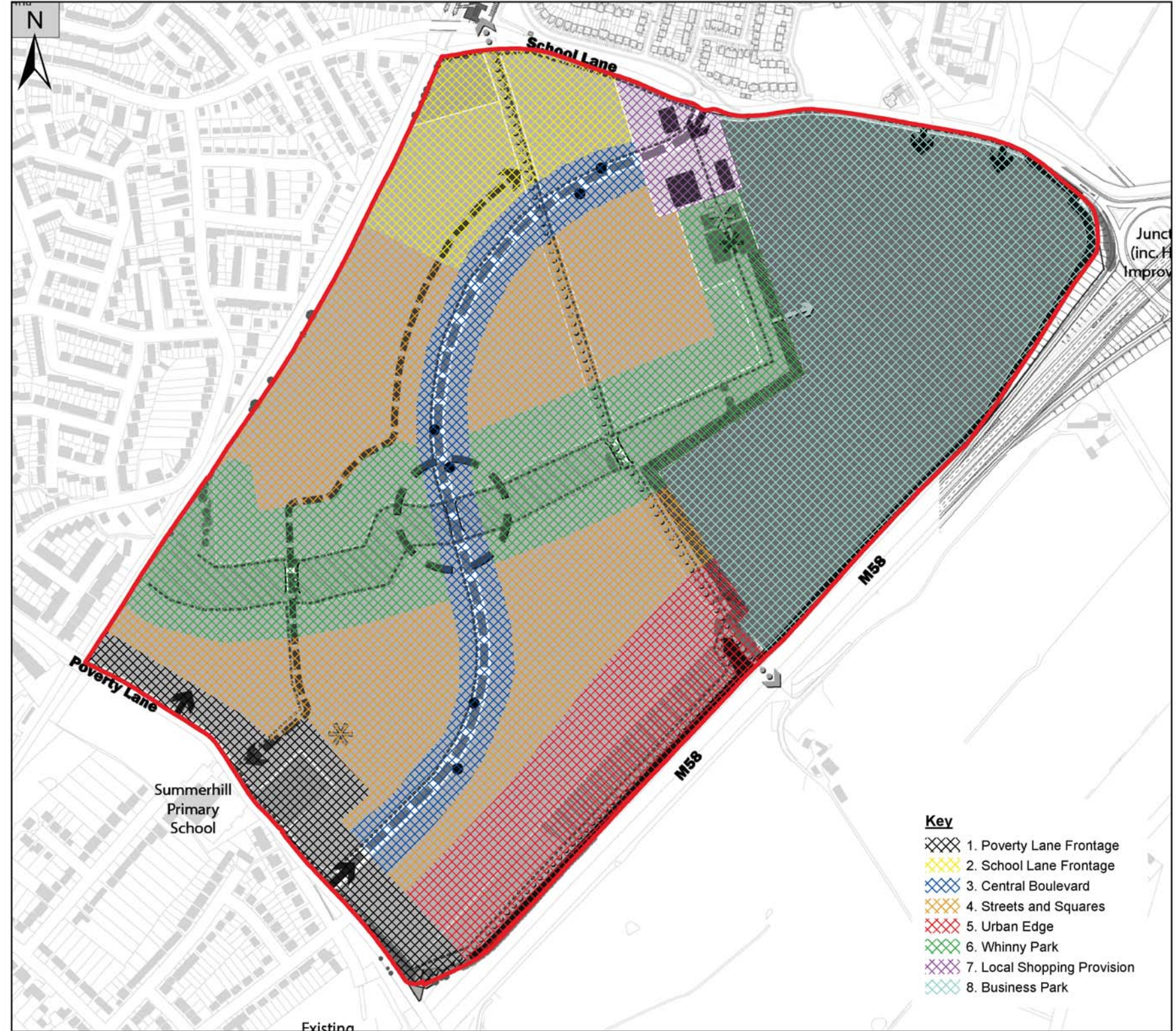
The different elements of the Concept Masterplan can be broken down into a series of character areas, each with subtle differences in the design and layout of new development.

The character areas respond to the guidance set out in the SPD and the physical aspects of the site and its surroundings.

The character areas shown on *Figure 7.1* are:

1. Poverty Lane Frontage
2. School Lane Frontage
3. Central Boulevard
4. Streets and Squares
5. Urban Edge
6. Whinny Park
7. Local Shopping Provision and Ancillary Development
8. Business Park

Key design principles for each of these character areas is provided in the following sub-sections.



**Figure 7.1 - Character Areas**

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## 1. Poverty Lane Frontage

Located at the south of the site, this area provides the gateway and frontage to the site from Poverty Lane.

### Key Design Principles

#### 1. Providing an attractive gateway from Poverty Lane

- A new gateway to the development shall be created from a new roundabout on Poverty Lane.
- New houses should be set back from the road to respect existing residential development south of Poverty Lane and to allow some new drop-off parking provision for Summerhill Primary School.
- There should be no private driveways accessed directly from Poverty Lane.
- The new entrance into the site should include formal hedgerow and specimen tree planting with feature planting on the roundabout.
- Existing hedgerow along Poverty Lane should be retained where possible, with replacement hedgerow and specimen tree planting included to form a continuous landscape buffer.

#### 2. Delivery of new access and infrastructure

- A new main roundabout should provide access onto the central distributor road.
- Any secondary access should be provided to the west of Summerhill Primary School and serve a maximum of 50 dwellings.
- Other points of access should be included for pedestrians and cyclists.
- New footpaths and cycleways should be provided along Poverty Lane.
- Future planning applications should explore opportunities for improving vehicle parking along Poverty Lane near to Summerhill Primary School.

#### 3. Mixture of building heights

- New houses should be predominantly 2-2.5 storeys in height.
- The older persons housing scheme should be up to approximately 12m in height.



Figure 7.2 - Illustrative Poverty Lane Frontage

## 2. School Lane Frontage

Located at the north east of the site, this area responds to LEM2 of the SPD by including higher density residential development.

It also includes an older persons housing scheme, located close to accessible bus stops and the central Distributor Road, as well as Maghull North Railway Station.

### Key Design Principles

#### 1. Providing an attractive frontage to School Lane

- There should be no private driveways directly accessed from School Lane.
- Should there be a need for a secondary access from School Lane, this should only serve up to 50 dwellings.
- Soft landscaping should provide an attractive frontage to School Lane, retaining existing features where possible.

#### 2. Strengthening connections

- Retaining and improving the existing public footpath.
- Creating an accessible connection for pedestrians and cyclists to School Lane and Maghull North Railway Station.
- Providing a new footpath / cycleway along the south of School Lane.

#### 3. Higher density development

- New houses should be a mixture of 2 to 2.5 storeys in height.
- Apartments may also be located in this area.
- This area will include an older persons housing scheme of up to approximately 12m in height.
- Development in this area should have an average density of greater than 40 dph to accord with LEM2 of the SPD.



## 3. Central Boulevard

The Central Boulevard character area includes the properties fronting the local distributor road through the site, which runs from School Lane at the north to Poverty Lane at the south.

This area acts as a core transitional zone from the higher density residential and commercial development at the north, into the different residential character areas within the site and fronting Poverty Lane.

### Key Design Principles

#### 1. Providing key access infrastructure

- Delivery of the new distributor road, footpath / cycleways and bus stops.
- The distributor road shall be at least 7m wide with a 3m shared footpath / cycleway on one side and a 2m footpath on the other.
- Internal estate roads should lead from the distributor road providing connectivity through the site.

#### 2. High quality landscaping

- Street trees should be located along the central distributor road at no more than 25m intervals where possible, with 2m grass verges on either side of the road.
- Landscaping should be provided at the entrance to the site from Poverty Lane, School Lane and at the local centre.

#### 3. Variation at key intersections

- New housing should be predominantly 2-2.5 storeys in height, with some 3 storey dwellings also considered suitable at key intersections of the distributor road.

## 4. Streets and Squares

As shown in *Figure 7.1*, these areas provide the core of the development and a transition between the varying character at the boundaries of the site and alongside Whinny Brook. These areas contain estate roads and minor residential streets resulting in a combination of formal and informal development.

### Key Design Principles

#### 1. Medium density residential core

- New houses should be predominantly 2 storeys in height, with some 2.5 storey dwellings.
- Development should be of medium density, with lower density development around areas of public open space.
- A combination of building materials should be used to create interesting and varied street scenes.
- As these areas are internal to the site, there is more opportunity for variation in architectural styles.

#### 2. Enabling circulation through the site

- Estate roads shall provide the main circulation through the site, with a more informal structure along the minor residential streets and next to public open space.
- 2m footpaths should be located alongside the estate roads.

#### 3. Providing pockets of open space and landscaping

- These areas should include a combination of street trees, hedges and private gardens.
- Public open space should be designed as an informal green and be overlooked by neighbouring properties to aid security.
- Opportunities for informal play should be provided where possible.



**Figure 7.3 - Illustrative Street Scene**

## 5. Urban Edge

This area is located towards the south eastern corner of the site towards the M58 Motorway and forms a new residential urban edge to Maghull.

### Key Design Principles

#### 1. Higher density development

- New houses should be a mixture of 2-2.5 storeys in height.
- Development should be of a higher density to help reduce noise intrusion into the site from the M58 Motorway.
- To provide the higher density, this area such include smaller 2 to 3 bedroom dwellings and possibly apartments.

#### 2. Providing a landscaped buffer to the site

- The landscaped buffer to the M58 Motorway shall include new structure planting, amenity grassland, landscaping and footpaths.
- Landscaping within the built area should include street trees and small verges.

#### 3. Consideration of existing infrastructure

- New development should respect the 9m easement associated with the high pressure gas pipeline and the existing water main.
- Landscaping in the public open space should incorporate the existing public footpath adjacent to the M58 Motorway.



Figure 7.4 - Illustrative Street Scene

## 6. Whinny Park

This area is located at the centre of the site and includes the new linear park adjacent to Whinny Brook.

### Key Design Principles

#### 1. Key interface between the park and residential development

- New houses should front the linear park to provide an element of natural surveillance.
- Minor residential streets shall provide access to new houses fronting the park, but should not be used to access the play area and MUGA.
- Special consideration should be given to the interface between the play area and MUGA and nearby residential development to avoid potential amenity issues.

#### 2. Delivering the key area of open space and flood mitigation

- The park should be delivered to a high quality and be the recreational focus of the site.
- The park shall be designed to incorporate flood mitigation measures, amenity grassland, landscaping, a play area, a multi-use games area (MUGA) and new footpaths/cycleways.
- Built development should include a combination of street trees, hedges, verges and private gardens.

#### 3. Providing new connections

- This area shall include vehicular and pedestrian crossings of Whinny Brook at an appropriate level to avoid flooding.
- New footpaths and cycleways shall provide connections between the local centre, the Business Park and the residential neighbourhoods.



Figure 7.5 - Illustrative Street Scene

## 7. Local Shopping Provision and Ancillary Development

The new local shopping provision shall be located at the north of the site adjacent to School Lane, providing a 'gateway' feature to the residential areas.

Illustrative examples of the types of uses to be included in this area are shown in *Figure 7.6*.

Vehicle parking should be provided in accordance with the Sustainable Travel and Development SPD, including the provision of electric vehicle charging points.

### Key Design Principles

#### 1. Food Store

- The site would be appropriate for a new food store of up to approximately 1,500 sqm gross with associated parking that accords with the Sefton Developers Pack.
- The store should be of modern design, utilising a combination of materials including glass, metal and brick.
- Consideration should be given to the location for deliveries and servicing in order to avoid impacting on nearby residents.

#### 2. Shopping Parade

- A shopping parade of up to six small units (total floorspace of approximately 500 sqm gross) would be suitable and should include a variety of A1-A5 uses, with a maximum of one unit in A5 use.
- The shopping parade should be of modern design and could include residential uses at the first floor.
- The parade should be serviced from the rear and provide appropriate on-site turning in accordance with the Developers Pack.

#### 3. Public House and Other Uses

- Other uses could be provided to the north of the distributor road, such as a public house.
- Vehicle parking should be provided in accordance with the Developers Pack.
- As for the retail uses, consideration should be given to deliveries and servicing in order to avoid impacts on nearby residents.



Figure 7.6 - Illustrative Examples of the Local Shopping Provision

## 8. Business Park

A 20ha (net) modern Business Park shall be located at the north east of the site

Illustrative examples of the types of uses to be included in this area are shown in *Figure 7.7*.

Vehicle parking should be provided in accordance with the Sustainable Travel and Development SPD, including the provision of electric vehicle charging points.

### Key Design Principles

#### 1. Business Units / Offices

- New buildings should be of modern design, utilising a combination of materials including glass, metal and brick.
- Parking should be provided in accordance with the Developers Pack.



#### 2. Industrial and Storage / Distribution Units

- Units should be of a variety of sizes, subject to market demand.
- Consideration should be given to deliveries and servicing in order to avoid impacts on nearby residents.



#### 3. Other Ancillary Uses

- Ancillary uses shall be included within the Business Park where they comply with Policy MN2 of the Local Plan, subject to approval by Sefton Council.
- These uses shall be located adjacent to Maghull Lane / School Lane to provide a 'gateway' feature to the Business Park.
- New buildings should be of modern design, utilising a combination of materials including glass, metal and brick.
- Uses should not conflict with those being provided within the area for 'local shopping provision and ancillary development'.



Figure 7.7 - Illustrative Examples of the Business Park Uses



## 8. Main Park

Part 5d of Policy MN3 of the Sefton Local Plan requires a new 'main park' located either side of Whinny Brook which must include an equipped play area, new habitat creation and provision for outdoor sports.

LEM5 of the Land East of Maghull SPD provides detailed guidance for the park, which includes the following:

- Minimum area of 6ha.
- It should be designed to be capable of achieving a 'Green Flag' award.
- Primarily serve the new residential areas but be accessible to existing nearby residents.
- Should include an equipped play area and a multi-use games area (MUGA).
- Play area and MUGA to be located close together, at least 25m away from new housing and outside Flood Zone 3b.
- Include well-drained surface path network for walking and cycling that is accessible to all.
- A high standard of landscaping.
- The park should be overlooked by the principal frontages of new dwellings. Footpaths and footbridges crossing the park should be appropriately lit at night.
- Much of the flood risk mitigation and surface water drainage should be contained within the park, with landscaping designed accordingly.
- The park should be designed to incorporate appropriate lighting, litter and dog waste bins, seating and signage to key destinations, as well as informative signage.

The location of the park is shown on the Concept Masterplan in *Figure 6.1* and the general locations for the proposed uses within the park are shown in *Figure 8.1*.

Formal play at the equipped play area and MUGA are located outside of the flood mitigation area shown on *Figure 6.1*.

Areas for ecological mitigation and enhancement are shown in *Figure 8.1* which includes the retention and enhancement of the orchard and new water vole habitat along Whinny Brook.

The remainder of the park shall be used for informal recreation, including new footpaths/cycleways, grassed areas and landscaping, with further detail submitted at the planning application stage.



### Key

- Play Zone (inc. parking)
- Informal Recreation Zone
- Orchard - Retained and Enhanced
- Water Vole Mitigation Area
- Flood Mitigation Area
- ⋯ Walking Routes (Indicative)
- ⋯ Whinny Brook

**Figure 8.1 - Proposed Uses within Whinny Park**

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This proposed park is located at the heart of the site and will form a notable landscaped area through the development. It will also contribute towards mitigating visitor pressure on the Sefton Coast.

The proposals for the park include for the re-profiling of ground levels to enable flood mitigation and shall include gently sloping embankments along the northern and southern extents of the open space. The embankments and outfalls into the Whinny Brook corridor should be designed and managed to withstand erosion as the park will, in part, occasionally function as a flood storage area.

A typical cross-section is shown in *Figure 8.2*, noting that flood events up to a 1 in 2 year event will be contained within the main Whinny Brook channel.

Footpaths and crossing points over Whinny Brook will be provided, connecting residents through the open space and allowing a circular route. The management and maintenance plan for the open space should set out how the public footpaths and crossing points will be cleared and made accessible in good time following a flooding incident.

Whinny Brook is known to support a small population of water voles and there is an existing pond to the south of the brook of ecological value. Future proposals shall include measures to mitigate the effects on water voles and the loss of the pond in consultation with the Merseyside Environmental Advisory Service (MEAS).

Native tree and shrub planting shall provide wildlife habitats as well as important corridors for bats. Woodland planting will be concentrated on the edge of the space with groups of shrubs throughout to provide diversity in wildlife habitats.

Existing mature trees and understory planting should be retained where possible to form a mature setting to new open space. This should be supplemented with further scattered trees and native woodland edge planting to increase visual interest, integrate it into the public open spaces and increase wildlife habitat

Formal recreational provision includes an equipped play area (LEAP) suitable for children aged between 0 and 12 and a two pitch multi-use games area (MUGA) within this area. These are located adjacent to the local shopping provision where vehicle parking is available and a footpath link will provide connectivity between these areas.

Future planning applications should ensure that new homes are orientated in such a way that this area benefits from natural surveillance. This will contribute towards self-policing of the area and minimise potential for anti-social behaviour.

A small amount of vehicle parking may be required to serve the play area and MUGA. This should not be accessed via minor residential roads to avoid potential impacts on residents. Access to this parking could be via the local shopping provision at the north of the site.

The open space will create a green buffer between the residential uses of the development and the employment land to the immediate east.

A 20m buffer should also be provided at the boundary to the Business Park to include continuous mixed native woodland planting and noise mitigation measures (if necessary).

A pedestrian link will be provided connecting residents to the formal recreational facilities and the existing public footpath which is to run through the development.

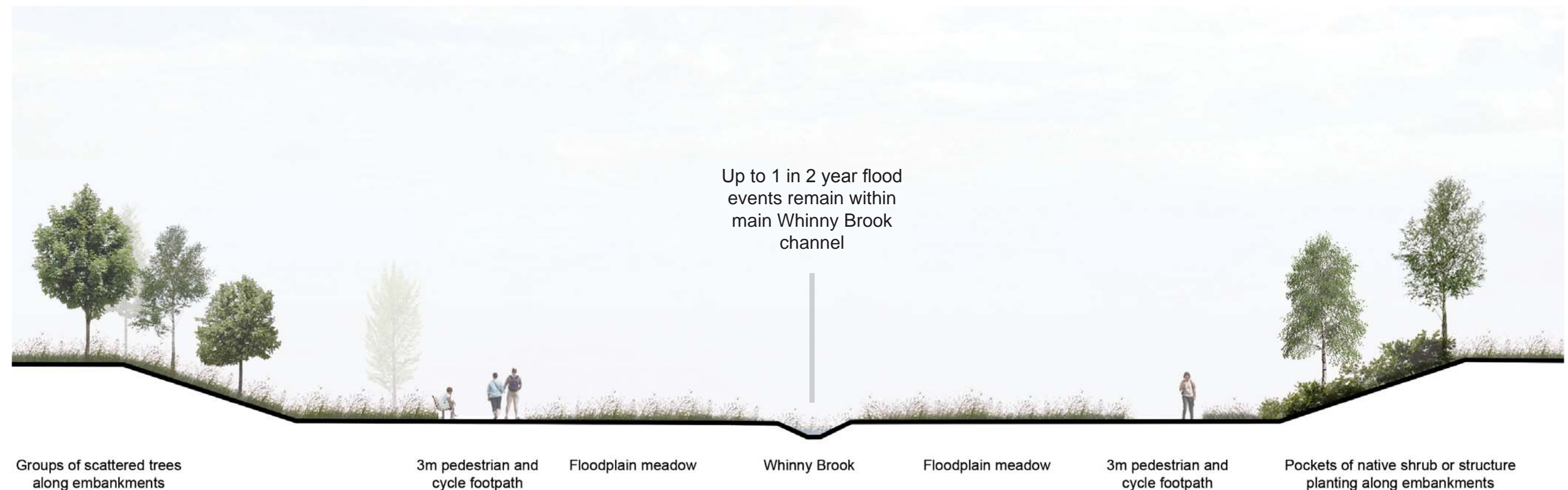


Figure 8.2 - Indicative Cross-section of Central 'Informal Recreation Zone'

### Phasing

The park should be delivered in general accordance with the following phases, which are also shown on *Figure 8.3*:

Phase 1 - includes the land required to deliver the flood mitigation and surface water drainage measures, as well as the distributor road crossing and water vole mitigation.

Phase 2 - includes retention and enhancement of the existing orchard and delivery of the play area, MUGA and footpath/cycle connections to the local centre and Business Park.

Policy MN3 of the Sefton Local Plan includes the following requirements relating to phasing of development at Land East of Maghull:

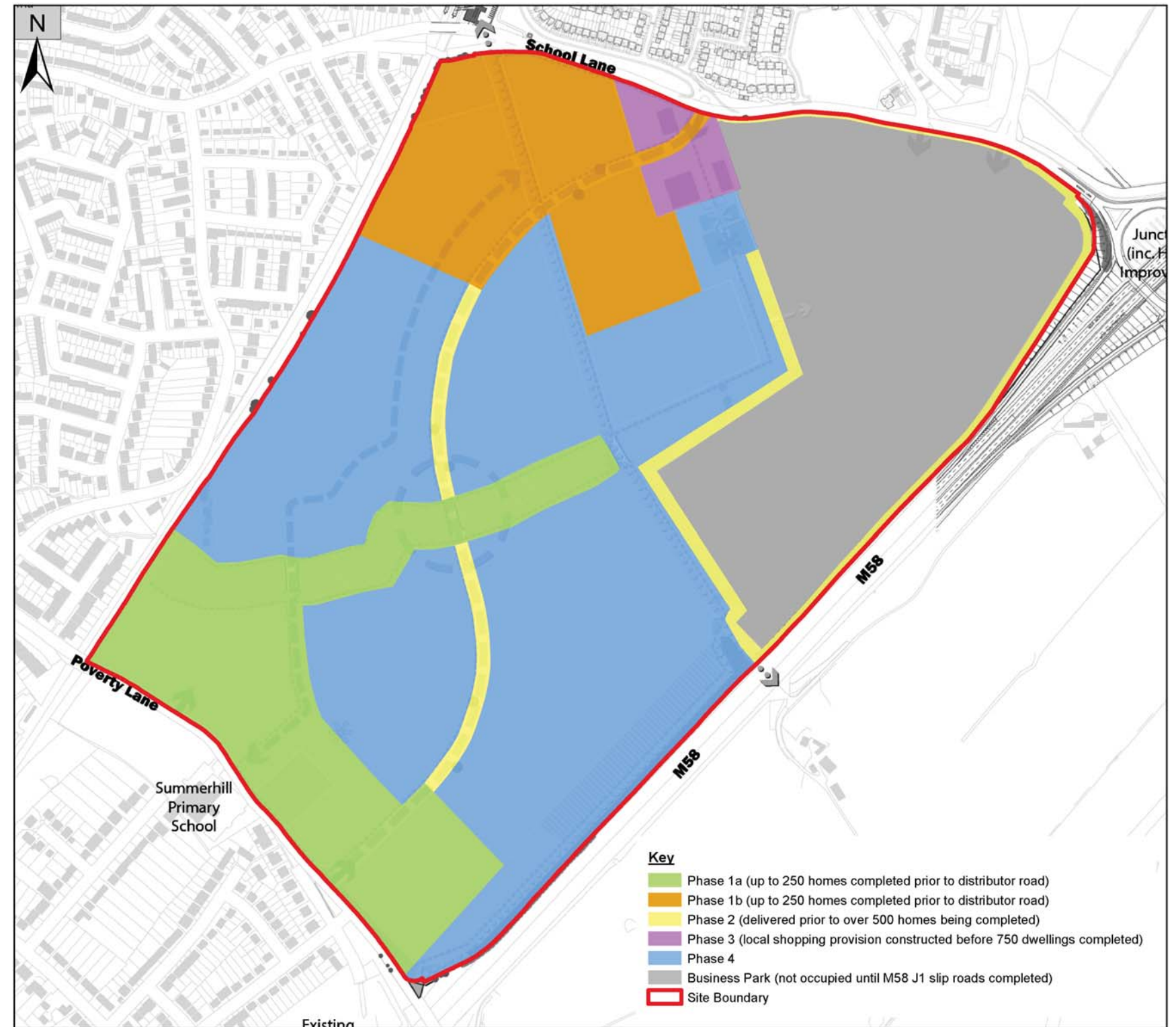
1. Maghull North Railway Station must be operational before the practical completion of the 500th dwelling.
2. The southbound on slip and northbound off slip at Junction 1 of the M58 Motorway must be constructed before the practical completion of the 500th dwelling.
3. No more than 250 dwellings will be served from Poverty Lane and no more than 250 dwellings will be served from School Lane / Maghull Lane, prior to the completion of the internal bus route / distributor road.
4. The access to the Business Park from School Lane / Maghull Lane must be constructed to an appropriate standard, servicing into the Business Park provided and the landscaping framework to the Business Park implemented before the practical completion of the 500th dwelling.
5. The proposed Business Park must not be occupied until the new slip roads are completed at Junction 1 of the M58.
6. The local shopping provision must be constructed and made available for occupancy before the practical completion of the 750th dwelling.
7. The main park and outdoor sports provision will be provided in a phased manner.

Development of Land East of Maghull is likely to be brought forward by different developers through a series of separate planning applications. Therefore, to accord with Policy MN3 and ensure delivery of strategic infrastructure, the following indicative phasing is proposed, as shown in *Figure 9.1*:

1a and 1b. Initial residential development of up to 500 dwellings and delivery of flood mitigation and part of the distributor road.

2. Construction of the remaining distributor road, access and servicing into the Business Park and strategic landscaping at the Business Park shall be delivered prior to completion of the 500th dwelling.

3. Construction of the local shopping provision and ancillary development prior to completion of the 750th dwelling.



**Figure 9.1 - Indicative Phasing Plan for Site**

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4. Development of the remaining residential development, public open space and orchard enhancements (concurrent with adjacent housing).

Phases can be concurrent or overlap and planning applications are likely to include part or all of a single phase, or more than one phase.

## M58 Junction 1 Slip Roads

Work on the new slip roads at Junction 1 of the M58 is due to commence early 2019, with anticipated completion by the end of 2019.

### Phase 1

No more than 500 residential dwellings shall be completed until the entire distributor road has been delivered.

Up to 250 dwellings will be located to the north of Whinny Brook close to School Lane and up to 250 to the south of Whinny Brook close to Poverty Lane.

Development proposed within Phase 1 should include a proportion of affordable housing.

The older persons housing schemes should be delivered alongside the adjoining housing where possible. However, this does not prevent the practical completion of up to 500 dwellings (excluding the older persons housing) prior to delivery of the distributor road, which will be required to fund initial infrastructure provision.

The agreed flood mitigation and surface water drainage works within the Whinny Brook corridor will be required within Phase 1 to ensure that all residential development is located outside of Flood Zones 2 and 3.

Phase 1 will deliver the new points of access to the residential areas from School Lane and Poverty Lane.

The first planning application submitted that includes for a section of the distributor road shall include detailed proposals showing the full alignment and specification for the distributor road to ensure a consistent and co-ordinated approach to development.

It is envisaged that Phase 1 will have a duration of approximately 3 to 4 years from the start of construction.

## Phase 2

Phase 2 will comprise the remainder of the distributor road to the north and south of Whinny Brook in order to allow further development to be delivered in later phases.

The access to the Business Park from School Lane / Maghull Lane shall be constructed to an appropriate standard to serve the entire Business Park

Servicing into the Business Park to enable future development shall also be provided.

Strategic landscaping between the Business Park and the proposed residential areas shall be implemented prior to completion of the 500th dwelling.

Strategic landscaping between the Business Park and School Lane / Maghull Lane and the M58 Motorway shall be implemented prior to construction of the Business Park.

## Phase 3

The local shopping provision and ancillary development will be delivered and available for occupation prior to practical completion of the 750th dwelling. The range of facilities available and timescales for occupation will be subject to market demand.

As vehicle parking in this area will also be used by visitors to the park, play area and MUGA, this parking should be provided alongside delivery of these facilities.

## Phase 4

Phase 4 includes the remaining residential development and the remainder of the public open space.

The remaining residential development will be developed over approximately 10 years from the start of construction and shall include the remaining private and affordable dwellings.

Due to the level of residential development, future planning applications are likely to be for sub-phases of Phase 3. Although residential development is likely to be brought forward by different developers, it should be consistent with the development framework set out in this Masterplan to ensure comprehensive and co-ordinated development.

## Business Park

The vehicular access, servicing and structural landscaping between the Business Park and the proposed residential areas will be provided before practical completion of the 500th dwelling. This is likely to be within 3-4 years of the commencement of development on the site. No units on the Business Park should be occupied until the proposed slip roads on the south side of M58 junction 1 have been constructed.

Construction and occupation of the Business Park will be subject to market demand, however, this could be delivered concurrently with Phases 1-3 provided that the improvements to Junction 1 of the M58 Motorway have been completed.

## Introduction

Policy MN3 of the Sefton Local Plan states that: *‘Proposals for development within this site must demonstrate a comprehensive approach to infrastructure provision (including provision of an appropriate proportion of financial and/or ‘in kind’ contributions towards strategic and/or local infrastructure required to enable the comprehensive development of the site). All residential applications within the site must contribute proportionally (on a per dwelling basis) to the following improvements:*

- a. the expansion of Summerhill Primary School to become a two form entry school.
- b. the provision of a main park within the site.
- c. new slip roads at junction 1 of the M58 motorway.
- d. subsidy of a bus service through the site for a period of 5 years from the practical completion of the distributor road.’

Further guidance in relation to infrastructure contributions is set out in LEM9 of the Land East of Maghull SPD.

## Highways Infrastructure

Construction of the central distributor road in its entirety is critical for the successful delivery of the Land East of Maghull allocation. The road should be constructed at the earliest opportunity to enable residential development to proceed beyond 250 dwellings to the north and south of Whinny Brook.

If a planning application is to deliver a section of the distributor road and/or footpaths/cycleways, these must be built up to the boundary of the application site in accordance with LEM1 of the SPD. Bridges or other structures that cross ownership boundaries should be delivered in their entirety.

The timing of on-site and off-site highways infrastructure other than the distributor road will be determined at the planning application stage by condition and/or legal agreement as appropriate.

In terms of contributions towards the new slip roads at junction 1 of the M58, LEM9 of the SPD states that:

*‘Contributions towards the new slip roads at Junction 1 of the M58 motorway will be paid, at the latest, on the following basis:*

- *Applications for fewer than 200 dwellings: practical completion of 50% of the dwellings*
- *Applications for 200+ dwellings: practical completion of the 100th dwelling’*

Figure 10 of the SPD estimates that contributions of approximately £1.1 to £1.3 million will be required. Contributions towards the slip roads will be secured at the planning

application stage through a legal agreement.

Measures will be explored to mitigate the impacts of construction traffic, for the life of the development, on local roads and nearby schools. These measures shall be set out at the planning application stage in a Construction Traffic Management Plan to be agreed with Sefton Council.

## Extended Bus Service

A bus service shall be extended through the site, with new bus stops located along the distributor road in accordance with the Concept Masterplan in *Figure 6.1*.

Future planning applications shall include these new bus stops along the distributor road and also assess the need for new or re-located bus stops on School Lane and Poverty Lane.

The extended bus service will be operated following practical completion of the distributor road, at which point the new bus stops shall have also been constructed.

LEM9 of the Land East of Maghull SPD states that:

*‘Contributions towards the subsidised bus service will be paid, at the latest, on the following basis:*

- *Applications for fewer than 200 dwellings: practical completion of 50% of the dwellings*
- *Applications for 200+ dwellings: practical completion of the 100th dwelling’*

The bus service will be subsidised for 5 years following practical completion of the distributor road with contributions secured at the planning application stage through a legal agreement. Figure 10 of the SPD estimates that a total contribution of £750,000 will be required.

## Flooding and Drainage

A comprehensive assessment of flood risk and drainage across the whole site shall be carried out and submitted with the first planning application.

Detailed flooding and drainage mitigation works to the Whinny Brook corridor shall be agreed with Sefton Council and the Environment Agency at the planning application stage, including addressing concerns or queries raised during consultation.

Mitigation measures shall take into account projected future climate change scenarios based on relevant guidance at that time and should be delivered at the earliest opportunity to reduce the risk of flooding on and off-site and enable future

residential development to be located outside of Flood Zones 2 and 3 in accordance with Local Plan Policy EQ8.

An application for full planning permission, or approval of reserved matters, for the flood mitigation works shall require the submission of a Construction Environmental Management Plan (CEMP) setting out how waste material generated by the re-profiling of the Whinny Brook corridor will be managed.

Planning applications should demonstrate how they will provide unfettered access to interconnecting phases to ensure necessary drainage infrastructure is in place to service the delivery of the entire allocation. This will prevent the formation of ‘ransom strips’, avoids a piecemeal approach to infrastructure provision and demonstrates how the site is delivered sustainably through the interconnecting phases.

## Recreation and Public Open Space

Recreation and public open space should be delivered in a coherent manner linked to the provision of the re-aligned Whinny Brook corridor.

The locations for public open space and recreation provision are shown on the Concept Masterplan in *Figure 6.1* and delivery shall be phased in general accordance with *Section 8*.

Details regarding delivery of public open space shall be secured at the planning application stage in accordance with LEM9 of the SPD. Individual areas of public open space shall either be delivered in their entirety through a single planning application, or via contributions from separate applications secured through legal agreements.

## Education

Policy MN3 requires all residential planning applications to contribute proportionally (on a per dwelling basis) towards the expansion of Summerhill Primary School to become a two form entry school. LEM9 of the Land East of Maghull SPD states:

*‘Financial contributions (per dwelling) towards the expansion of Summerhill Primary School will be paid on the following basis:*

- *50% of the pro rata requirement on commencement of each planning application for residential development (excluding schemes designed specifically for people aged 55 and over) on the site; and*
- *The remainder being paid 18 months after commencement of each residential development.’*

These contributions shall be secured at the planning application stage through legal agreements.

### Affordable Housing

Affordable housing shall be delivered in accordance with the requirements of the Sefton Local Plan, unless otherwise agreed with Sefton Council following submission of a robust viability assessment or justification.

Details of the affordable housing to be delivered will be agreed at the planning application stage and secured through a legal agreement.

### Ecological Mitigation

The site is known to support several protected species such as water voles and wintering birds. Development at the site may also have the potential to affect important ecological designated sites such as those at the Sefton Coast through increased recreational pressure.

Planning applications for development at the site will need to be supported by appropriate ecological surveys and assessment reports and if necessary, suitable measures agreed with Sefton Council to mitigate potential effects on species and designated sites.

### Community Uses

The need for new on-site community uses including healthcare provision as part of the local shopping provision and ancillary development, or contributions towards the expansion of existing off-site facilities (and the timings of these), should be agreed at the planning application stage and delivered through planning obligations.

### Waste Management

Each Construction Environmental Management Plan (CEMP) submitted with a planning application should have regard to the phasing plan set out in the Masterplan and how waste management across the site will be compatible with the development of the whole site.

### Management and Maintenance

All residential planning applications shall contribute proportionately to the management and maintenance arrangements for the Main Park, structural landscaping and other areas of public open space in perpetuity.

New homes should contribute to this on a per dwelling basis. It should not be assumed that Sefton Council or a Parish or Town Council will adopt, operate, manage or maintain public areas or areas of structural landscaping.

The relevant legal agreements associated with future planning applications shall include details of who should adopt, operate, manage or maintain on-site flood management and the default arrangements should an appointed Management Company fail.

Sefton Council will need to be satisfied that suitable long-term arrangements are in place before planning permission is granted.

### Planning Obligations

Financial contributions required by Sefton Council to mitigate impacts on local community facilities and services, or to secure the implementation of the proposed infrastructure, shall be secured through planning obligations set out in a Section 106 legal agreement.

Draft Heads of Terms for S106 Agreements should be submitted with all relevant planning applications so that the draft contents of the agreement are available when the planning application is to be determined.

Prospective developers are advised to enter into early discussions with Sefton Council to agree appropriate draft Heads of Terms, although it is acknowledged that the precise terms of a planning obligation will not be agreed until a resolution to approve planning permission has been made.

Planning applications will be required to demonstrate provision of acceptable on and off site financial contributions. Contributions may be required towards the following:

- Primary education provision;
- Off-site highways improvements, including the M58 slip roads;
- Public transport improvements, including a subsidised bus route through the site;
- Leisure, recreation and green infrastructure (including the Main Park);
- Off-site ecological mitigation;
- Footpaths and cycleways; and
- Improvements to healthcare facilities.

## Introduction

This section sets out what public and stakeholder consultation has been undertaken during the preparation of the Masterplan.

It also includes a brief summary of issues raised during the consultation process and either how they have influenced the design of the Masterplan or how they should be considered in future planning applications.

This section also includes details of collaborative working and engagement between the different landowners in order to agree a comprehensive Masterplan for the Land East of Maghull site.

## Public and Stakeholder Consultation

Representatives from Countryside Properties, Persimmon Homes and The East Maghull Consortium met with the following stakeholders during March 2017 to discuss the draft Concept Masterplan proposals as part of consultation activities on the planning applications:

- Bill Esterson MP
- Cllr Robert Owens
- Cllr Matt Gannon
- Members of Maghull Town Council inc. Cllr Patrick McKinley

A second meeting was also held with members of Maghull Town Council in August 2017. Maghull Town Council suggested that the local centre should be located more centrally. However, the SPD states that the local centre should be located at the north of the site adjacent to School Lane as this location will provide prominence and also serve development adjacent such as 'Poppyfields'.

The Town Council also suggested that the play area and MUGA could be located more centrally. The reasons for the proposed location are its close proximity to the local shopping provision to benefit from shared parking, distance from residential development to avoid disturbance and assistance in forming a green buffer to the proposed Business Park.

Public consultation events on the emerging planning applications were also held at Summerhill Primary School on Poverty Lane on 4th May 2017 and 6th May 2017.

The consultation events presented a draft of the Concept Masterplan and provided summaries of the rationale behind it. Representatives from Countryside Properties, Persimmon Homes, White Peak Planning and Newgate attended the events to discuss the proposals and answer questions from the public.

In total, 189 visitors attended the events and 80 feedback forms were received which provided an opportunity for the public to comment on the draft Concept Masterplan.

The main concerns raised by existing residents relating to the proposals were the potential for traffic impacts on Poverty Lane, particularly during school drop-off and pick-up times, and also the potential for 'rat-running' along Molyneux Road.

In response to this, future planning applications should give consideration to improving the existing parking situation on Poverty Lane near Summerhill Primary School. In addition, the new main site access from Poverty Lane is not to be located at the junction with Molyneux Road to discourage traffic from travelling south using this route.

Some concerns were also raised in relation to the Poverty lane frontage and possible visual effects on existing residents. In response, properties fronting Poverty Lane should be set back from the road and comprehensive landscaping included to provide an attractive frontage.

Flood risk from Whinny Brook was raised by some residents, particularly in relation to downstream flooding. The Environment Agency and Sefton Council's Flooding and Drainage team have been consulted to inform the design of the comprehensive flood mitigation strategy to reduce both on and off-site flood risk.

## Agreement of Landowners / Promoters

A Memorandum of Understanding (MoU) was signed by the majority of the promoters of the Land East of Maghull site in 2015.

The MoU demonstrated commitment by the signatories to support Sefton Council in the production of a Supplementary Planning Document (SPD) or Masterplan Framework to be approved by the Council as guidance for the allocation and subsequent planning applications.

A meeting was held in March 2018 between Sefton Council and all of the landowners/promoters to discuss the draft Concept Masterplan. The meeting provided an opportunity for all parties to set out their aspirations for their land and provide comments on the draft proposals.

The Concept Masterplan and this document were revised following the meeting and then reviewed and agreed by all parties (or their representatives) prior to submission to Sefton Council.



# Land East of Maghull

## The Masterplan

The masterplan is based on the requirements of Policy MN3 of the Sefton Local Plan and guidance set out in the Land East of Maghull Supplementary Planning Document



### Key

- |                                 |   |
|---------------------------------|---|
| — Site Boundary<br>c.85.14ha    | — Existing Brook                              |
| ■ Proposed Residential Block    | — Proposed Drainage                           |
| ■ Proposed Local Centre         | — Proposed footpath                           |
| ■ Proposed Employment Area      | ■ Proposed Buffer Planting                    |
| ■ Proposed Over 55s Area        | ● Proposed Boundary Planting (filtered views) |
| ■ Proposed Green Infrastructure | — Spine Road (landscaped)                     |
| ➔ Proposed Residential Access   | — Primary Residential Street                  |
| ➔ Proposed Employment Access    | — Secondary Residential Street                |
| ✳ Proposed MUGA                 | ■ Incidental Open Space                       |
| ✳ Proposed Play Area            | ■ Public Right of Way                         |

## To have your say

Call **FREEPHONE 0800 130 3353** (Monday to Friday, 9am-5.30pm)

Email [info@eastmaghull.co.uk](mailto:info@eastmaghull.co.uk)

Write to Freepost RSKS-SBBE-LHHZ, Countryside and Persimmon East Maghull  
c/o Newgate Communications, Sevendale House, 5-7 Dale Street, Manchester, M1 1JB



## Introduction

This section describes how the Masterplan has responded to the Development Objectives set out in *Section 2*.

By responding to these Development Objectives, the Masterplan has set out a framework for how future development can deliver the Vision for Land East of Maghull which is to:

*'create a comprehensive high quality, well-designed sustainable urban extension containing integrated, distinctive, safe and secure residential neighbourhoods, a Business Park and improvements to local infrastructure.'*

### DO1: Co-ordinated Development

This Masterplan has been jointly prepared by landowners and developers with an interest in the site to provide an overarching framework for development and infrastructure delivery.

The Access Framework, Flood Risk and Drainage Framework, Strategic Landscape Framework and Urban Design Framework contained in this Masterplan will ensure that the site is developed in a comprehensive, sustainable, safe and integrated manner.

### DO2: Consistent Approach to Placemaking

The Concept Masterplan in *Section 6* is based on a reflective assessment of the site, its surroundings and its position on the urban edge of Maghull.

The development principles set out in *Section 7* provide a framework for future development to ensure a consistent approach and to maintain quality throughout.

### DO3: Delivering New Housing

The Concept Masterplan in *Section 6* shows where a range of new house types and tenures will be delivered, including new affordable housing and housing reserved for people aged over 55.

*Section 7* provides an overarching design guidance, incorporating slight location-based variations in character.

### DO4: Providing New Employment Opportunities

The Concept Masterplan in *Section 6* shows the location of the new 20ha (net) Business Park.

As required in the Sefton Local Plan, the Business Park will be in a strategic location at the north east of the site to attract new business, industrial and storage/distribution related development, as well as ancillary uses.

### DO5: Improving Local Facilities and Infrastructure

The Concept Masterplan in *Section 6* shows the location of the new local shopping provision and ancillary development at the north of the site adjacent to School Lane. This will include new local facilities including shops and community uses.

As well as the local shopping provision and ancillary development, the site will deliver new highways infrastructure, as well as flooding and drainage measures to reduce on and off-site flood risk.

Future planning applications for development at the site will be required to contribute to the expansion of Summerhill Primary School, improvements to Junction 1 of the M58 Motorway and other community facilities where necessary.

### DO6: Enhancing Access and Connectivity

The Concept Masterplan in *Section 6* demonstrates how future development will provide new and improved connectivity across the site and towards Maghull centre, and Maghull and Maghull North Stations for pedestrians, cyclists, public transport users and private vehicles.

The local distributor road will create new access for pedestrians, cyclists, buses and private vehicles between School Lane and Poverty Lane.

New bus stops will be located along the distributor road and a bus service extended to improve accessibility and reduce private car use.

There are opportunities to deliver improved footpaths / cycleways along School Lane and Poverty Lane to provide connections towards Maghull and other nearby facilities and recreational areas.

### DO7: Creating a New Framework of Green Infrastructure

The Concept Masterplan includes a strategic landscape framework for new public open space and landscaping within the site, as well as ecological enhancements and leisure/recreational facilities for the enjoyment of new and existing residents.

The new main park adjacent to Whinny Brook will be the recreational focus of the development and provide a new play area and multi-use games area.

Contributions towards the delivery, management and maintenance of new public open space and landscaping will be secured at the planning application stage through legal agreements.

## Appendix A - List of Supporting Documents

Below is a list of supporting documents that have informed the preparation of the Land East of Maghull Masterplan:

- Air Quality Feasibility Assessment (WYG, September 2013)
- Arboricultural Impact Assessment (TEP, June 2017)
- Archaeological Desk-based Assessment (CgMs, March 2015 and July 2017)
- Extended Phase 1 Habitat Survey (Thomson Ecology, November 2010) and 2017 and 2018 TEP updates
- Flood Risk Assessment (WYG, March 2015)
- Flood Risk and Drainage Assessments (WYG, October 2017)
- Flood Risk and Drainage Assessment Addendums (WYG, October 2018)
- Landscape and Visual Appraisal - Draft (Appletons, March 2015)
- Noise Assessment (WYG, March 2015 and June 2017)
- Preliminary Ecological Appraisal (Thomson Ecology, March 2015)
- Transport Assessment (WYG, July 2017 and August 2018)
- Utility Survey (Powers & Tiltman, July 2016)

Note that the list is not exhaustive and the dates shown reflect when the report was completed.

In many cases, technical work was undertaken over a long period of time and informed the preparation of the Masterplan prior to completion of the final report.