

A Prospectus for the Future South Heywood

October 2010





Foreword

Local landowners and Property Developers, Russell Homes, Property Alliance Group and The Casey Group have worked in partnership with Rochdale Council, Rochdale Development Agency, Pennine Land and other key stakeholders, to formulate realistic development proposals that will deliver the Rochdale Core Strategy's vision of a new economic growth corridor at South Heywood, Rochdale and the associated highway infrastructure to support it.

The preferred masterplan is for a new sustainable community and employment area that integrates with existing communities and open countryside. This green corridor will provide exciting 21st Century employment opportunities, new high value quality homes to attract economic investment locally, and improved movement and access arrangements to relieve HGV congestion across South Heywood.

The partners are committed to delivering this vision, providing new homes and employment at South Heywood, which will benefit the local population and sub-region in line with Rochdale's Core Strategy.

This is one of a suite of documents prepared by the partners to describe and justify the scale and mix of development in line with the Core Strategy.



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Appendices

Appendices are provided in a separate document that supplements this Prospectus

- Appendix 1 – Ecological Survey and Assessment of Land to the South of Heywood, Rochdale (Heywood South Economic Growth Corridor) (June 2010)
- Appendix 2 – Preliminary Services Appraisal (July 2010)
- Appendix 3 – Geo-Environmental Site Assessment (July 2010)
- Appendix 4 – Air Emissions Report (July 2010)
- Appendix 5 – Acoustics Report (August 2010)

Abbreviations List

Examination in Public - EIP
Foul Water – FW
Heavy Goods Vehicles – HGVs
Local Development Framework – LDF
Noise Exposure Category – NEC
Sewage Treatment Works – STW
Site of Biological importance – SBI
Surface Water – SW
Sustainable Urban Drainage Systems – SUDS
United utilities – UU

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1. Introduction

Background and purpose of document

Local landowners and developers Russell Homes, Property Alliance Group and The Casey Group have worked in partnership with Rochdale Council, Rochdale Development Agency, Pennine Land and other key stakeholders, to formulate realistic development proposals that will deliver the Rochdale Core Strategy's vision of a new economic growth corridor at South Heywood, Rochdale.

This Prospectus is one of a suite of documents prepared by the partners to describe and justify the scale and mix of development in line with the Core Strategy, demonstrating market demand, technical and environmental deliverability, and viability.

The Prospectus provides a development framework, setting out the site context and baseline situation that has informed the preferred masterplan for South Heywood. The final section – Development Proposals – details the proposed make-up, scale and location of development and provides the parameters for future development.

The partners' commitment

Russell Homes, Property Alliance Group, The Casey Group and The Earl of Wilton Estates are the leading land owners and developers looking to deliver the Heywood South Development Scheme. The development will be delivered in conjunction with other key stakeholders including Rochdale Council, Rochdale Development Agency and Pennine Land. Pennine Land are the development and delivery vehicle of Rochdale Development Agency.

Russell Homes will take the role as lead developer of the residential development. The company has secured agreements to purchase Site 1, Site 3 and Site 4b as shown on plan 2 page 12.

Property Alliance Group Ltd. will assume the role of Lead Developer of the industrial land known as Sites 3b, 4a and 4b.

The Casey Group are the owners of Site 4a.

The Earl of Wilton Estate are the owners of Site 3 and Site 4b.

The Taylor Young Design Prospectus investigates and establishes the design parameters for Heywood South and in conjunction with further environmental technical and local market advice the proposals will form the basis of the development scheme to be promoted and delivered by Russell Homes, Property Alliance Group and The Casey Group

The advisory team

This Prospectus has been prepared by the partners with inputs from a specialist multidisciplinary advisory team comprising:

- Masterplanning, landscape and urban design
- Ecology Surveys
- Geo-environmental Reports
- Services Appraisals
- Acoustics Surveys
- Air Emissions Reports

The key findings have been summarised in the Site Context section and are detailed in an accompanying suite of supporting documents in the Appendices.

Procedural context for this document

This Prospectus provides evidence to support the Rochdale Core Strategy's proposals for development of an economic growth corridor and new housing provision in the Green Belt at South Heywood.

In support of the Core Strategy Rochdale Council have instructed Rochdale Development Agency and Pennine Land to prepare a Feasibility Report in respect of land at South Heywood. BNP Paribas Real Estate are to assist in the Feasibility Study by preparing a Market Evidence Report that will supplement the Study.

The purpose of the Feasibility Study is to examine the case for changing the planning allocation from green belt to employment and residential development in the South Heywood Economic Corridor as set out within the Core Strategy.

The Feasibility Study will explain how the development of the sites for employment and residential use can be achieved. The study seeks to investigate the following aims:

- The comprehensive delivery of the scheme bringing forward Rochdale MBC's key objectives of economic growth from new industrial development and the delivery of new aspirational housing for the Borough.
- To ensure that the private sector partners are able to bring forward the development schemes in a timely and effective manner and secure an appropriate commercial return for their investment.
- To ensure that the new Link Road from Junction 19 of the M62 is delivered as an essential infrastructure development to service the schemes.

The Taylor Young Design Prospectus investigates and establishes the design parameters for South Heywood and in conjunction with input from various environmental advisors, BNP Paribas and Rochdale Development Agency establishes a masterplan for development that will inform the Feasibility Study.

Following the Council Cabinet's endorsement and subsequent consultation it will support these proposals at the forthcoming Examination in Public (EIP), which will examine the soundness of the Core Strategy, ahead of its adoption.

"The Prospectus will provide a basis, and help inform, the preparation of the Council's Allocations DPD and other more detailed guidance for development in South Heywood. Future planning applications will be subject to this guidance"

2. Planning Policy Context

Planning policy

The South Heywood Prospectus has been prepared to support the Core Strategy that is being introduced to replace the current planning policies in the development plan for Rochdale borough. Specifically the Unitary Development Plan 2006.

The Core Strategy is the central Development Plan Document (DPD) in the Local Development Framework. The Core Strategy is a strategic level document which will provide the spatial planning vision and strategy that will shape the future of Rochdale Borough up to 2026. It sets the overall direction of growth and development and directs all other planning documents to conform with it.

The Core Strategy will be considered in detail through public consultation and an Enquiry in Public which is to be held in 2011. The Taylor Young South Heywood Prospectus will be used as evidence to support the principle of development that has been proposed by Rochdale Borough Council and the lead developers and landowners involved.



Warehouse and distribution opposite Site 4

3. Site and Context Analysis

Site description

The Prospectus relates to three individual sites, which comprise five plots, and are being comprehensively planned to form a single joined up masterplan. The sites are shown on Plan 1: Wider Context.

The sites are located in South Heywood, on the boundary of the urban and the rural areas to the north and south, respectively. All lie within the Green Belt.

The sites are controlled by – Russell Homes, the Casey Group and the Earl of Wilton Estates – as shown on Plan 2: Land Ownerships. The landowners have committed from the outset to prepare a comprehensive masterplan, responding to development opportunities and constraints across the overall area.

Site 1 – Collop Gate Farm – under the control of Russell Homes is approximately 19ha, comprising a derelict farm and outbuildings, and open former agricultural land. Some parts of the site have been left fallow and consist of large areas of grassland and dense vegetation. A small water course – Whittle Brook – runs through the site in a north-east to south-west direction.

Site 2 – Saxon Farm – is not a development site. It was identified in the Heywood South Economic Growth Corridor Feasibility Study (March 2010), See Plan 3. It does not form part of development proposals within this Prospectus.

Site 3 – North of Hareshill Road – comprises two plots in the ownership of the Earl of Wilton Estates. This site is approximately 12ha of poor quality open fields, some utilised for the grazing of livestock.

Site 4 – Hareshill Road / Pilsworth Road – comprises 2 plots, under the ownership of the Earl of Wilton estates and the Casey group. This site is approximately 22ha, a small part of which is open agricultural land. The majority of the site to the east is currently being re-graded to facilitate the construction of a new equestrian cross-country course.

The three sites were identified in the Heywood South Economic Growth Corridor Feasibility Study, prepared on behalf of Rochdale Council, shown on Plan 3. This informed proposals for a growth corridor as part of the Rochdale Core Strategy. This has subsequently guided proposals described in this Prospectus, demonstrating the capability of these sites to deliver sustainable development locally through a comprehensive masterplan.

Location

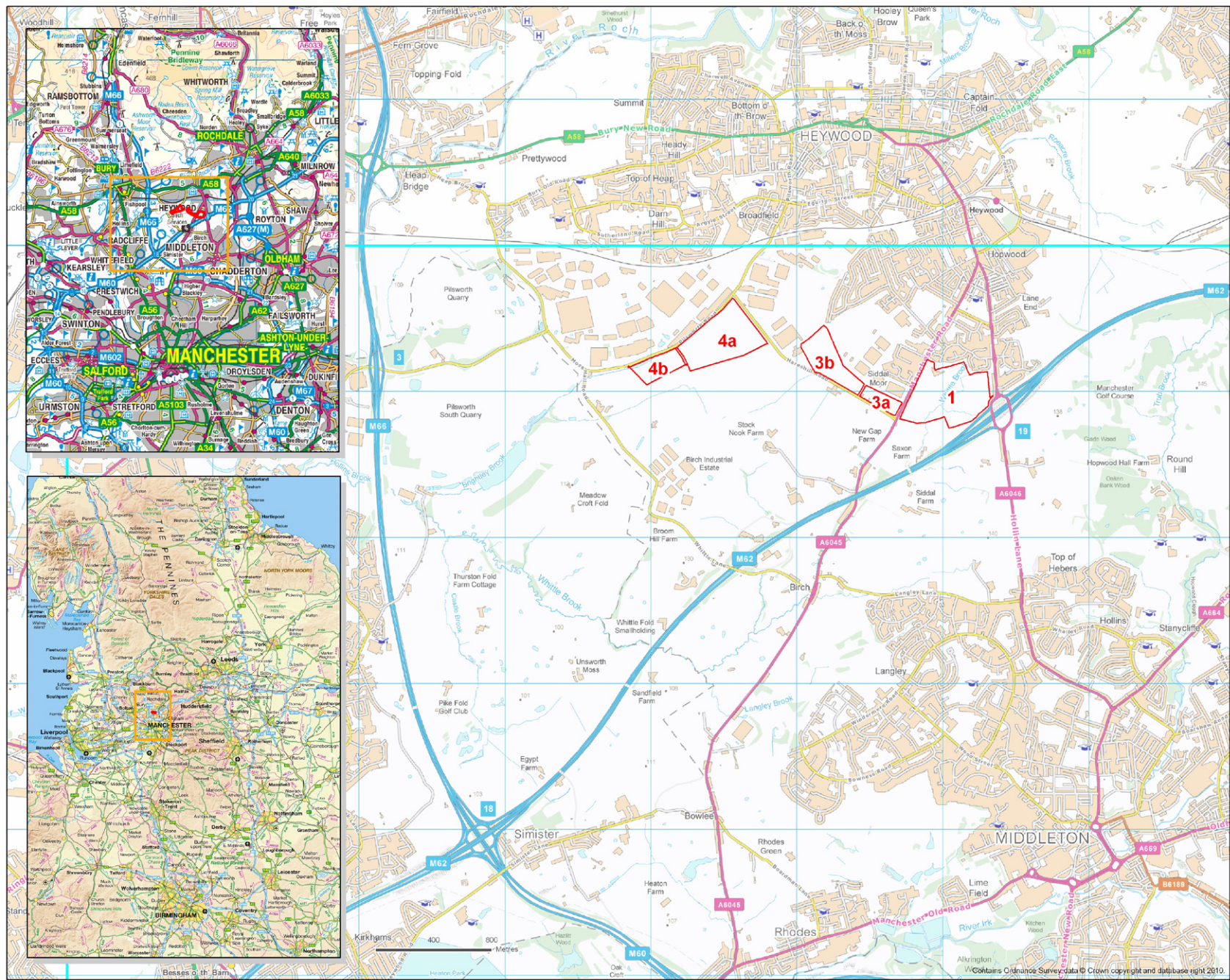
South Heywood lies south of Rochdale in the Manchester City Region, as illustrated on Plan 1. The Borough comprises four main townships, including Heywood, which is located between Rochdale and Bury town centres and uses both towns for employment, retail, community services and leisure opportunities. Heywood has the smallest population of the four settlements and is surrounded by rural landscapes made up of river valleys and moorland to the north and agricultural land to the south.

Rochdale Borough is made up of two thirds Green Belt which contributes to its character and recreational provision. As part of the consultation process associated with preparation of the Rochdale Local Development Framework (LDF), the Green Belt is being reviewed in this local area. In considering the future of Rochdale and South Heywood, questions have been raised as to whether the Green Belt should be retained in its entirety, or whether key locations can be developed to benefit the Borough in other ways, for example, through employment generation or the provision of housing.

The site is close to both the M66 and M62 motorways which are linked to Manchester's circular motorway, the M60. It is well connected to regional transport hubs including Manchester Airport, Liverpool John Lennon Airport and the Port of Liverpool, all of which are within an hour's drive.



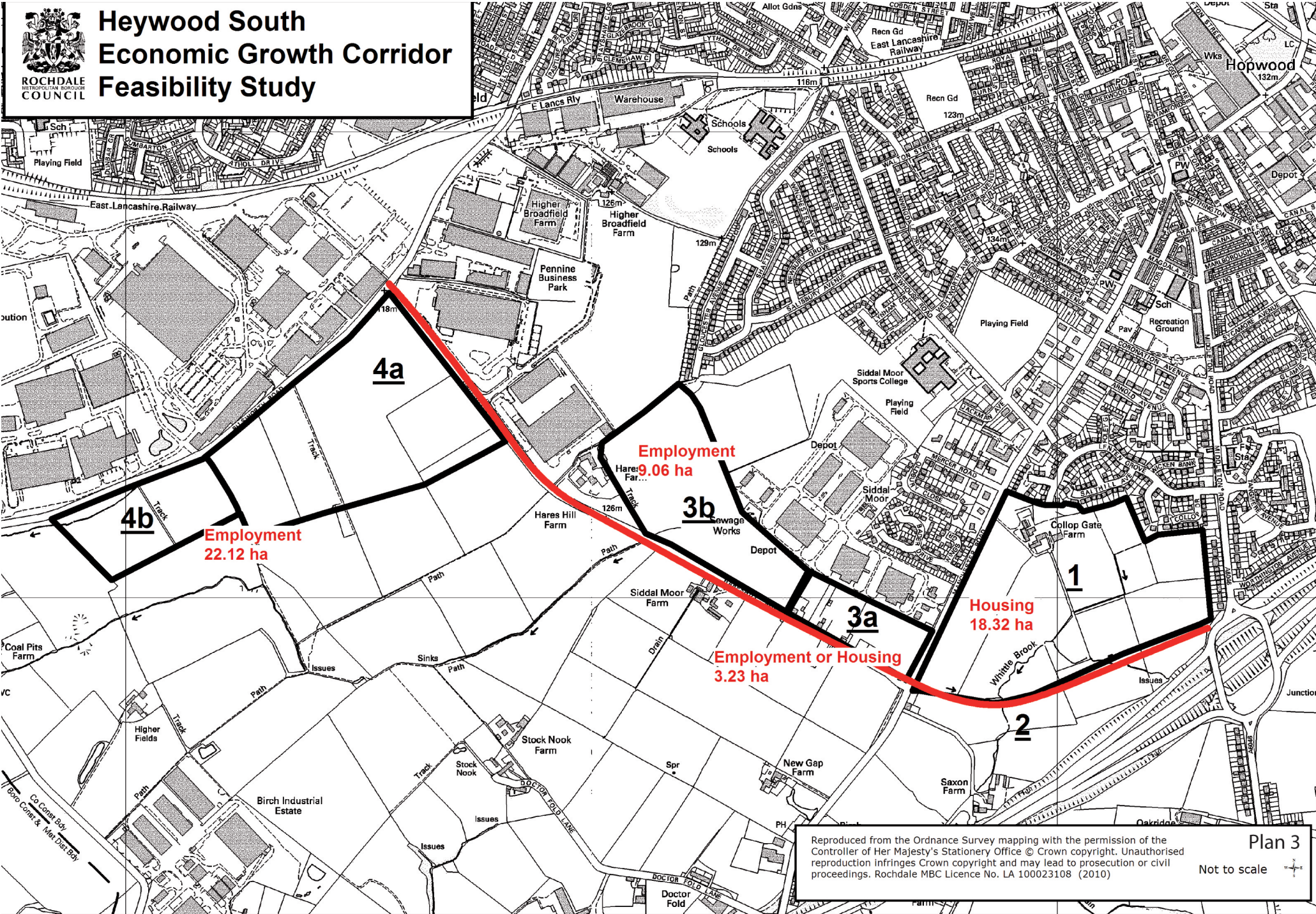
Derelict buildings at the former Collop Gate Farm



Plan 1 – Wider Context Plan



Heywood South Economic Growth Corridor Feasibility Study



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Plan 3
Not to scale

Movement and linkages

Access to the national motorway network is potentially good, given the area's proximity to the M62, M66 and M60. However motorway access for Heavy Goods Vehicles (HGVs) is currently via the M66, due to restricted HGV movement along Hareshill Road.

Site 1 is accessed off Manchester Road along its western boundary. Manchester Road connects the rural south with Heywood to the north. Beyond the eastern boundary, Middleton Road connects the centre of Heywood with the M62 and Middleton to the south. It passes the site to the east but direct access is not available.

The site is bounded by junction 19 of the M62, but access to the motorway is not available.

The street hierarchy north and west of Site 1 is primarily residential in character made up of culs-de-sac that limit permeability through this area.

Site 3 is accessed off Hareshill Road to the south, although movement by HGVs is restricted where Hareshill Road meets Manchester Road. Here a concrete pinch point limits accessibility to HGV's enabling access only for cars.

Site 4 is accessed off Pilsworth Road. This road provides access into the Centre of Heywood, Hollins and indirectly to Junction 2 of the M66.

Site 4 has significant highway frontage with boundaries to Hareshill Road to the north and Pilsworth Road to the west. Pilsworth Road provides access into the centre of Heywood, Hollins and indirectly to the M66 Motorway.

The employment areas surrounding site 4 to the north west and north east, comprise mainly of warehouse and distribution uses with high bay warehouse facilities and extensive hard surface areas. Most access and service roads take the form of cul-de-sacs, and permeability is limited throughout. Movement is further restricted by extensive, closed secure boundaries.

Bus stops exist along Manchester Road and Middleton Road. Services operate between Heywood, Rochdale, Manchester City Centre, and Bury at 10-20 minute intervals. Bus services at Hareshill Road are less frequent at roughly 30 minute intervals, and the number of destinations is limited.



Tall dense hedges limit views. Long Vistas are created.



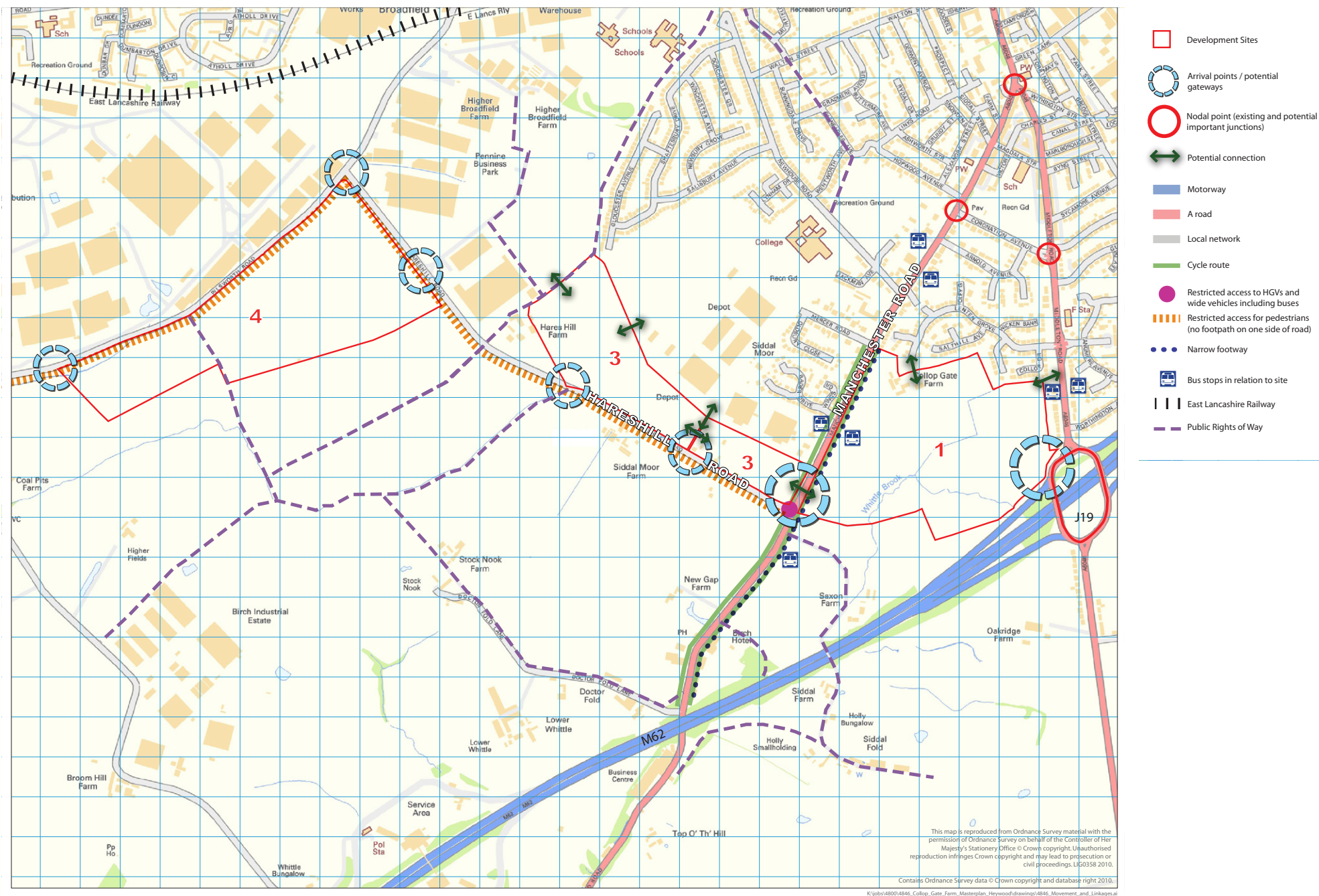
Possible connection on to Middleton Road from Site 1



HGV restriction along Hareshill Road



Long stretches of secure boundaries limit permeability



Plan 4 – Movement and Linkages

Townscape and built form

There are a limited number of distinct landmarks within the area, although character areas are very defined. Residential, warehouse and distribution, and rural areas provide a sense of orientation and legibility.

The large mass and height of the warehouses along Pilsworth Road and Hareshill Road are prominent when viewed from the south. These help with way-finding and orientation.

South Heywood is distinctively characterised by three areas, made up of housing; large warehouses; and open land.

Site 1 is influenced by more diverse land uses, specifically housing, which provides a variety of design cues along the edge of the site. A variety of residential typologies exist to the north and west of site 1, including:

- 1930s semi-detached houses surrounded by 1980s infill;
- New pastiche estates mirrored on Georgian architecture, with limited local vernacular;
- Large post 1930s detached cottages and villas along Manchester Road; and
- A mix of post 1980s and 1990s detached and semi-detached houses.

Farmsteads exist to the south of the site, although these add little townscape value to the area with unsightly extensions to original houses and incongruous modern storage units.

Site 3 is influenced by the contrasting contexts of large warehouses, farmsteads and the open rural setting. The contrast between the open fields to the south and the large scale warehouses to the north emphasises the dominance of these employment sites over the landscape. There are limited 'green' elements within the employment sites that help to soften their urban presence.

Site 4 is influenced by warehouses to its north and west and the rural setting to the south and east, in much the same way as Site 3.

Four street patterns exist across the area:

- Main highway corridor (Middleton Road) into the town from the M62;
- Tight suburban culs-de-sac make up the vast majority of the road layout in the area;
- Service roads and hard surface areas associated with the large warehouse and distribution plots; and
- Narrow rural lanes and public rights of way.



Collop Gate Farm located within Site 1 is vacated and in a state of disrepair



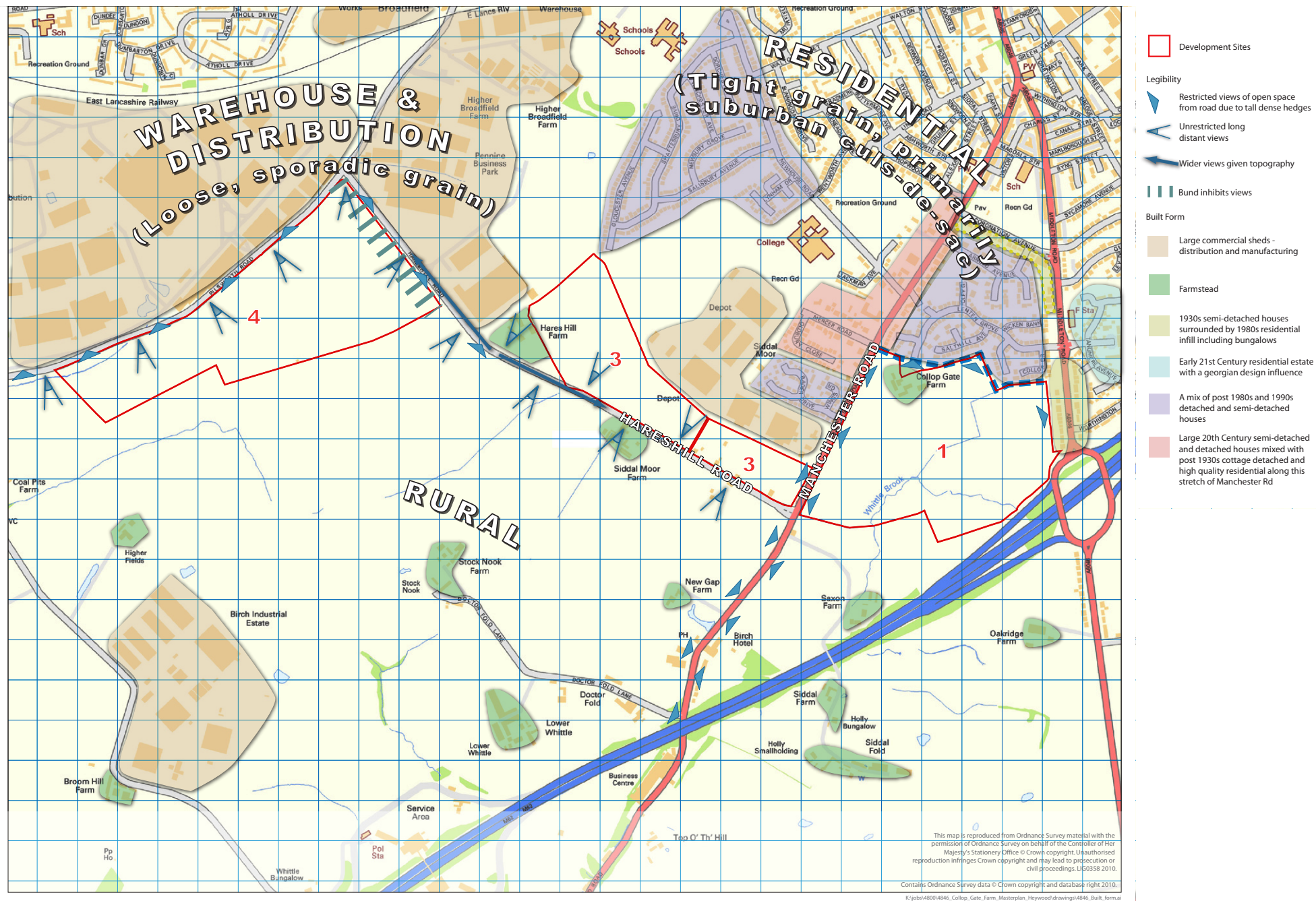
Large distribution units opposite Site 4



Large 3 storey residential along Manchester Road



Culs-de-sac north of Site 1



Plan 5 - Legibility & Built Form

Landscape and environment

Landscape character

The sites are located on the edge of South Heywood, within the Green Belt and comprise of arable fields with mainly hedgerow boundaries. Some hedgerows have been removed and replaced by post and wire fencing to delineate field boundaries, see Plan 6: Landscape Features.

When approaching from the east (Pilsworth Road), large, industrial buildings are a prominent part of the local character. From the north (Manchester Road), the character is more residential. Hareshill Road connects these two areas and as a result has a character that combines the two land uses. When travelling along all these highways, there is a feeling of being connected to the semi-rural setting.

Land within Site 4 (between Pilsworth Road and Hareshill Road) is currently being remodelled and earthworks are a prominent part of this site.

Away from built up areas, the landscape is predominantly agricultural and appears actively managed. As noted by the ecological survey, fields are mainly improved grassland with a few instances of arable use. Vegetation is limited to field boundaries and there are very few large groupings of trees. A number of small watercourses pass through the area, in particular Whittle Brook which dissects Site 1. These features are usual flanked by further deciduous trees that could provide valuable habitat for birds and some protected species. In line with the recommendations of the ecological report, these watercourse corridors should be retained and form part of the landscape framework for new development. Although closer to the motorway, the environment around Site 1 is more appealing due to the lack of larger industrial buildings and more comprehensive network of field boundaries.

Visual impact

The local topography undulates very gently and when combined with the layering of existing vegetation, means that views of the sites are often restricted. From distant locations existing industrial sheds are not always visible, being partially screened by mature vegetation.

The most sensitive visual receptors are residential properties, immediately north of site 1. The majority of the remaining neighbouring land use is industrial and therefore of lower sensitivity.

Many of the local A roads are bounded by tall hedgerows meaning that distant views are uncommon. The site is rarely visible from the motorway network due to the presence of intervening vegetation.

There is a comprehensive network of footpaths passing through the Green Belt but most of the existing provision does not relate to the three sites. Footpath 75 does however cross site 1 in a north-south orientation and footpath 73a runs along the west and north boundary of site 3. The character of these footpaths is one of an urban edge environment where the route passes through fields but a visual connection to built-up areas remains.

Topography

Site 1 – Collop Gate Farm

Site 1 generally falls towards Whittle Brook, which runs through the centre of the site. The site generally falls in level towards the south.

Site 3 – North of Hareshill Road

Site 3 varies in level from approx. 132m AOD in the north-west corner to approximately 123m AOD at the low point / natural valley. Site 3 generally falls from its northern boundary towards Hareshill Road.

Site 4 – Hareshill Road / Pilsworth Road

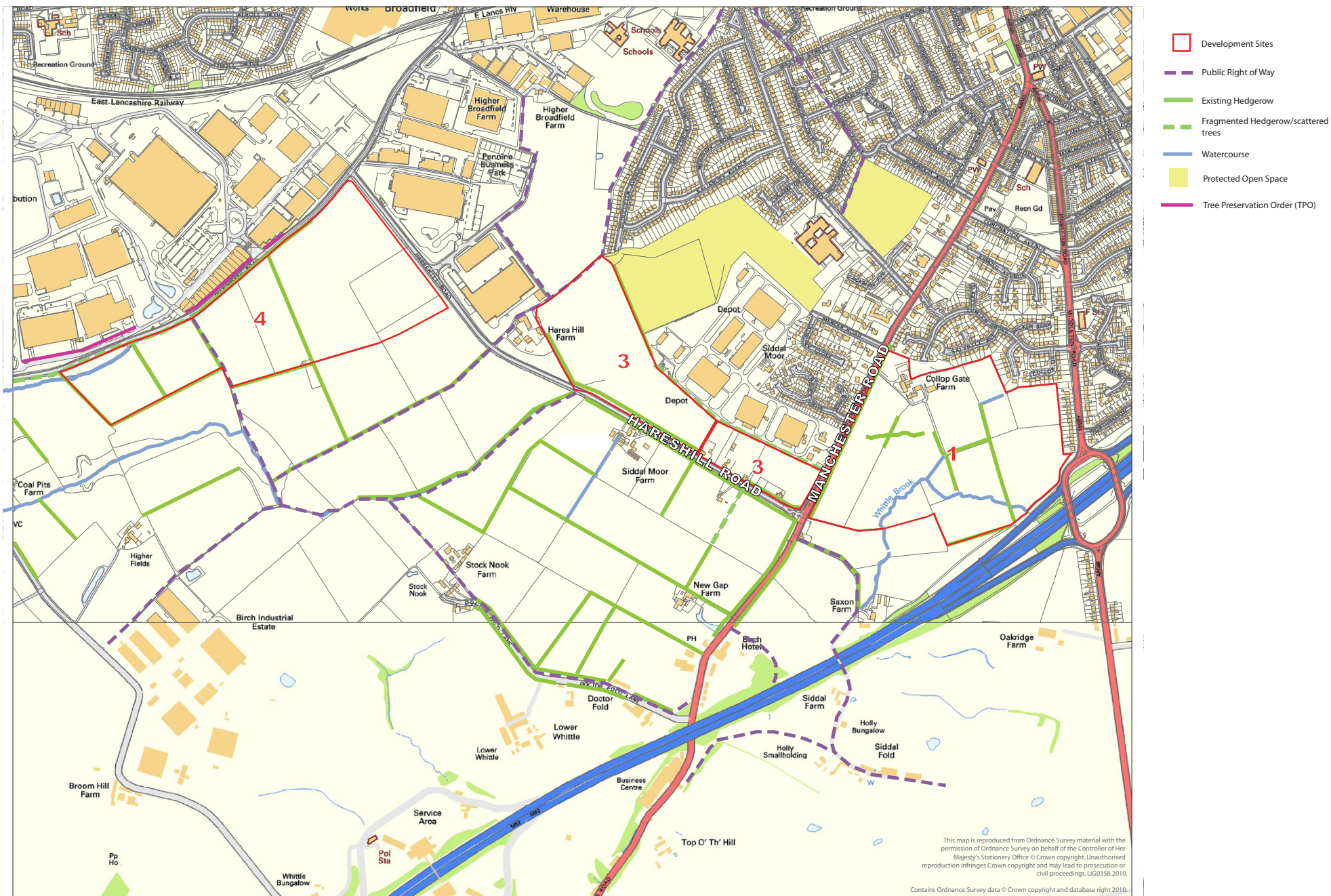
Site 4 was being extensively re-modelled at the time of the site visit so much of the existing topography had been, or was proposed to be regraded. Based on Ordnance Survey data, existing

levels (prior to regrading) appear to vary from approx. 130m AOD in the south-east corner to approx. 110m AOD in the north-west corner, by Brightley Brook.

Site 4 generally falls from the southern boundary towards Pilsworth Road.



Land regrading east of Hareshill Road at Site 4



Plan 6 – Landscape Features

Ecology

Ecological surveys and assessments of this area were carried out by the Greater Manchester Ecology Unit in April, May and June 2010. Reference should be made to the full reports, at Appendix 1. A summary of the findings is here.

- No sites designated for their nature conservation value are found within the survey area, and none will be affected by potential developments.
- Barn owls have been recorded as probably breeding close to the study area and using the study area for feeding. No sites were found to accommodate nests and habitat improvements are suggested to improve habitat and mitigate for possible impacts of development.
- No priority habitats for conservation as listed in the UK BAP were recorded within the survey area.
- Several priority species for conservation (birds) have been recorded within the survey area. The study area is of district value for supporting farmland bird populations.
- Habitat suitable for supporting water voles, a protected species, was recorded along watercourses and ditches in the survey area, although the species itself was not found during the survey.
- There is potential to improve the nature conservation value of certain habitats within the survey area.

It is concluded that the areas being proposed for future development could accommodate built development without ecological impacts, providing that certain ecological factors (particularly farmland bird habitats and water courses – refer to Plan 7 and 8 overleaf) are properly considered in the detailed designs of any future development proposals and that mitigation and compensation proposals are implemented. As can be seen on Plan 7, the identified area of farmland birds falls outside the development area.

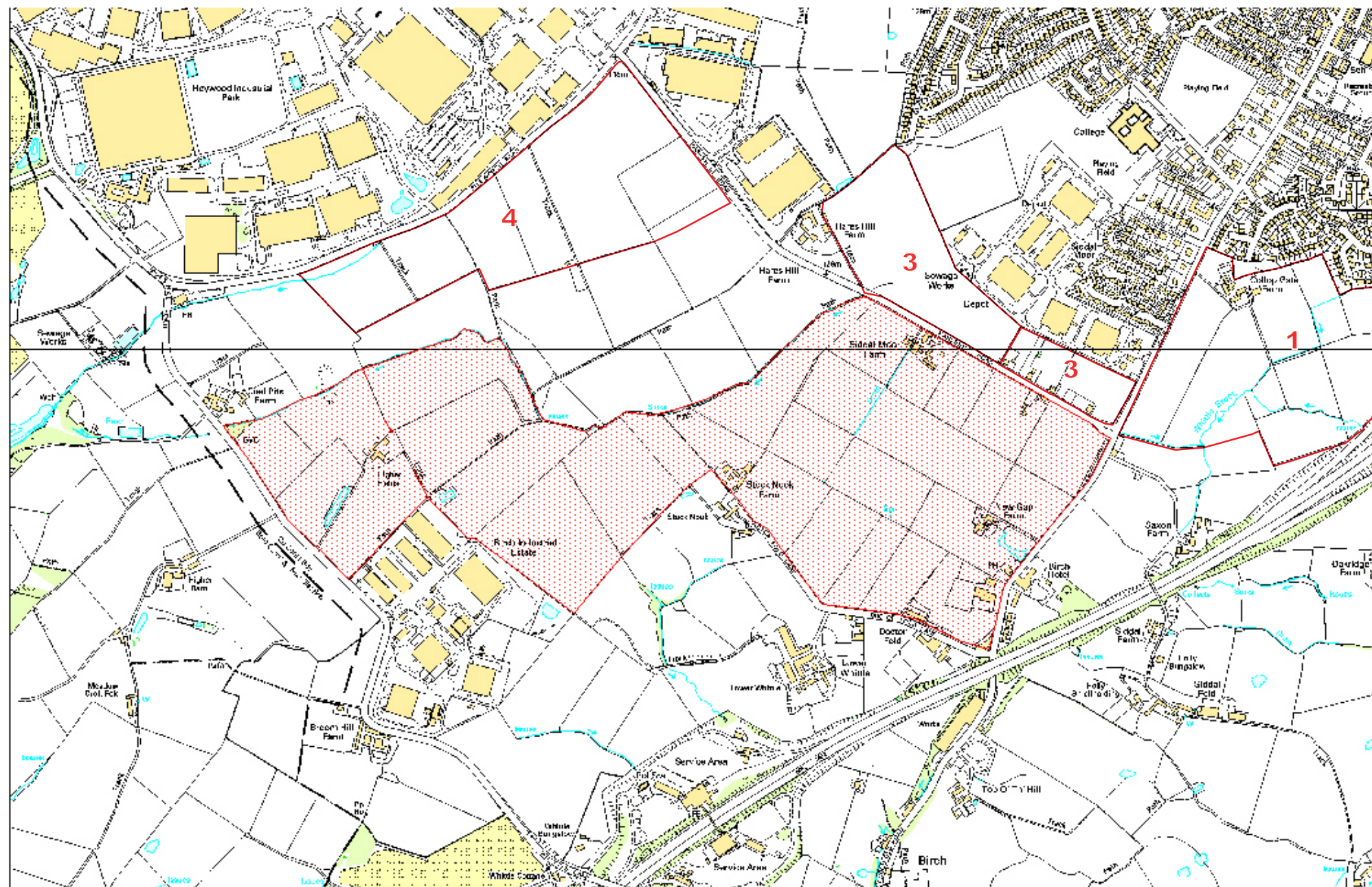
The Pilsworth Site of Biological importance (SBI) is outside the development area and a comprehensive construction and environmental management plan will accompany the proposed development, setting out how this area will be protected.

This plan will include best practice measures for dealing with surface water drainage e.g. Sustainable Urban Drainage Systems (SUDS) removing all impact on the SBI.


The following principal measures are recommended as mitigation for the potential impacts of development:

- Retention of key hedgerows;
- Retention of watercourses and watercourse corridors (leave a minimum 8m wide corridor along watercourses – Plan 8).
- Retention of area of grassland along field margins and hedgerows;
- Schedule any ground clearance operations outside of the optimum period for bird nesting (March to July inclusive);
- Survey development areas for birds immediately prior to development;





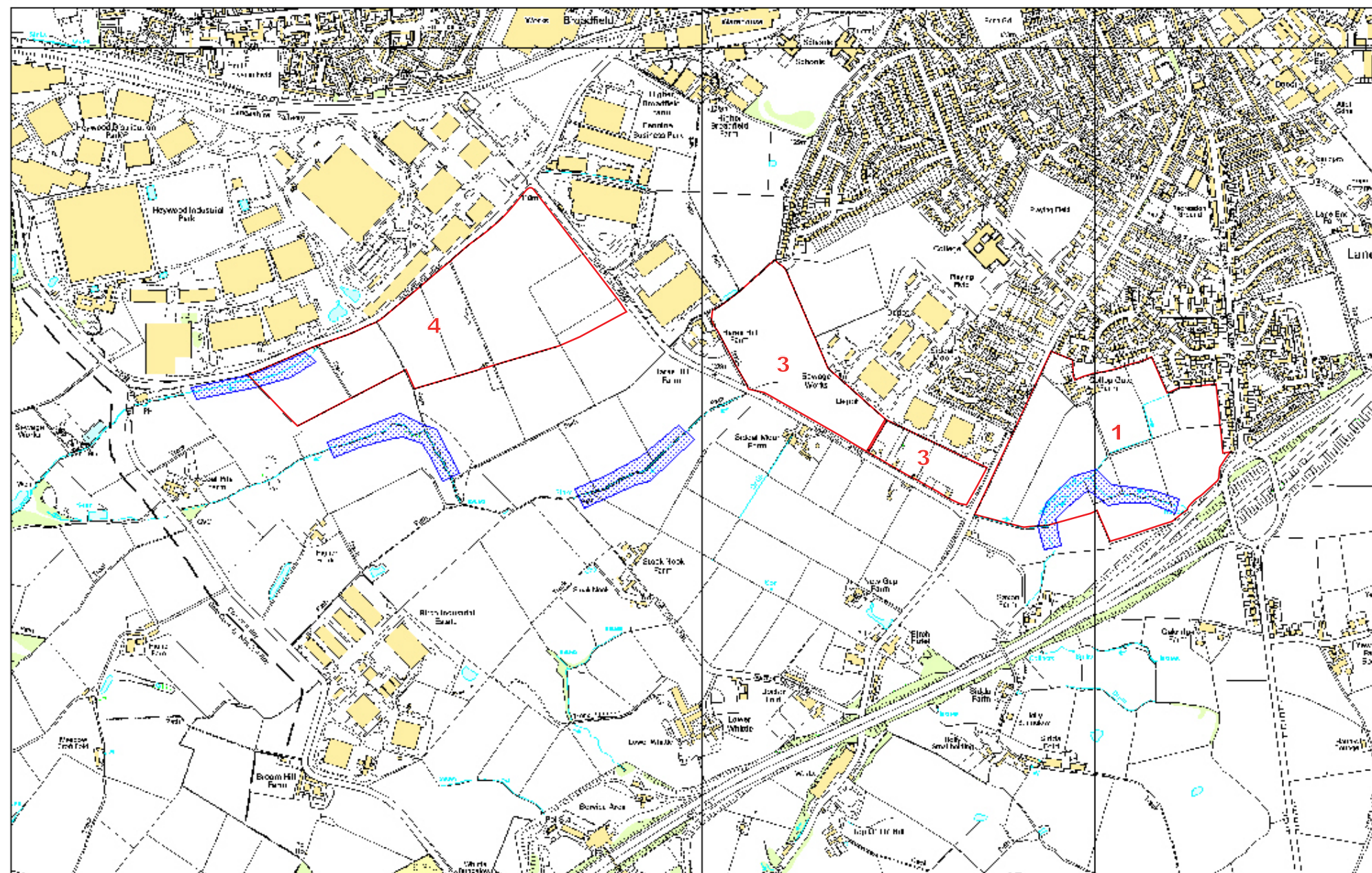
GREATER MANCHESTER ECOLOGY UNIT
SOUTH HEYWOOD ECONOMIC GROWTH CORRIDOR - ECOLOGY STUDY
AREAS IDENTIFIED FOR POTENTIAL ENHANCEMENT

 Areas of search for potential enhancement for farmland birds

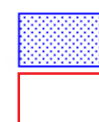
 Development Sites

NOT TO SCALE

Plan 8



GREATER MANCHESTER ECOLOGY UNIT
SOUTH HEYWOOD ECONOMIC GROWTH CORRIDOR - ECOLOGY STUDY
AREAS IDENTIFIED FOR POTENTIAL ENHANCEMENT



Watercourse corridors that should be considered
 for retention / enhancement

Development Sites

Plan 9

NOT TO SCALE



Existing site compound area at Site 1

Infrastructure

Reference should be made to Appendix 2, which provides combined service record drawings showing the presence of United Utilities (UU) Foul Water (FW) and Combined sewers in the area. In the majority of cases the sewers are located to the north of the sites (Site 1 and 3 in particular) where the existing topography is above that of the proposed development site. Consequently, Sites 1 and 3 will require a pumped FW solution. In both cases, FW can be drained, via gravity, within the site itself to a central collector point and then pumped from the collector point to an available outfall / discharge point within the UU sewer network. Site 4 may be able to discharge, via gravity, to an existing Adopted Sewage Treatment Works (STW) located approx. 500m south-west of the site. A gravity connection to the existing STW is subject to further investigation regarding levels etc. Where a pumped solution is necessary, then sewers for adoption will require a pumping station compound is located a minimum of 15m from any habitable building.

Surface Water (SW) run-off from the sites is unlikely to be permitted to discharge into the surrounding sewer network, given that the majority of the sites are currently greenfield. It is more likely that appropriate flow control devices and attenuation will need to be incorporated into the proposed drainage systems on each of the sites with the SW run-off from the proposed development discharging to a nearby watercourse – each site has a watercourse within close proximity. The final discharge rate from each site is likely to have to be restricted to equivalent Greenfield run-off rates to ensure no additional flows enter the watercourses and thus exacerbate, or cause, any flooding downstream.

United Utilities water mains are located beneath the majority of the highways, footways and verges surrounding each of the proposed development sites. An 800mm diameter Trunk Main is shown crossing the south-east tip of Site 4.

United Utilities electricity cable networks exist in the immediate vicinity of each site, with low voltage cables located beneath the majority of the highways, footways and verges surrounding the proposed development sites, with 6kV, 11kV and 33kV cables also present in various other locations. An 11kV cable(s) is noted traversing the centre of Site 3, from south to north. UU have confirmed that there is a 4m wide easement (2m either side of the cable) attached to this cable(s), preventing development within this zone.

National Grid Gas has a number of gas transmission networks in the vicinity of the sites, which comprise low pressure and medium pressure gas mains of varying diameters. Of particular note is the presence of a 12" high pressure gas main traversing the centre of Site 1, from south-west to north-east. National Grid Gas has confirmed that there is a 40' wide easement attached to this high pressure gas main (40' = 12.2m approx. i.e. 6.1m either side of the gas main) preventing development within this zone.

British Telecom has an extensive network of telecommunication cables in the area and underground cable networks are present adjacent to all of the proposed development Sites. Virgin Media do not operate within the Heywood area and thus have no equipment nearby. There are 2 mobile telephone masts located within Heywood Industrial Estate, to the west of Heywood Distribution Park and approx. 300m west of Site 4.

Plan 9: Infrastructure & Constraints overleaf, provides a summary of the main constraints, including services.



SW outfall into ditch at Site 3



SW drainage ditch at Site 4

Ground investigation

A Phase I Geo-Environmental Desk Study has been carried out and the findings are provided at Appendix 3.

The scope of work consisted of obtaining historical documents, environmental database information and completing a site walkover.

Sites 3A, 3B and 4 have historically comprised undeveloped or agricultural land and have the same use to date. Based on these historical and current uses, environmental setting and proposed end use, no significant contaminated land risks or liabilities have been identified within these sites.

A historical Gravel Pit dating back to the latter half of the 19th Century has been identified (See Plan 10: Geo-Environmental Impact Plan) at the periphery of the northern boundary of Site 1 (Collop Gate Farm); this gravel pit has been identified as a potential source of hazardous ground gas and contaminants within the made ground. However, (if found to be present) these could be remediated to remove the source of gas.

A number of historical mine entries have been identified within the central area of Site 1; and while no significant development has been identified within this area, it is considered likely that colliery spoil will be present within localised areas.

A series of historical mine entries (shafts) have been identified within Site 1 (See Plan 10). These mine entries are believed to extend to the underlying 'Arley Mine' which is known to be a highly productive seam worked during the 17th, 18th, 19th and early 20th Century throughout Lancashire.

The Coal Authority has provided details for the capping of one of these shafts, however it is not known what if any stabilisation works have been completed within the remaining mine entries.

The mine entries are believed to extend to a depth of circa 30m below ground level where the a sub-crop of the Arley Seam was worked (using a 'pillar & stall' technique) up until the early part of the 20th Century. Our consultants have contacted the Coal Authority who have stated that they do not hold any detailed mine abandonment plans for these workings.

A preliminary review of the underlying geology indicates that solid bedrock is present at circa 10m below ground level (bgl), which, if correct would suggest that any workings at circa 30m bgl would be unlikely to cause a subsidence event in the future.

Once a mine entry has been located and subsequently stabilised, care will be taken to ensure that the mine entry is not within the boundary of a 'freehold' residential property. The mine entries should have a buffer of 10m from their centre.

Site 1 has been identified as a low level source of potential hydrocarbon contaminants associated with agricultural vehicle maintenance, fuel storage and processing of construction material.

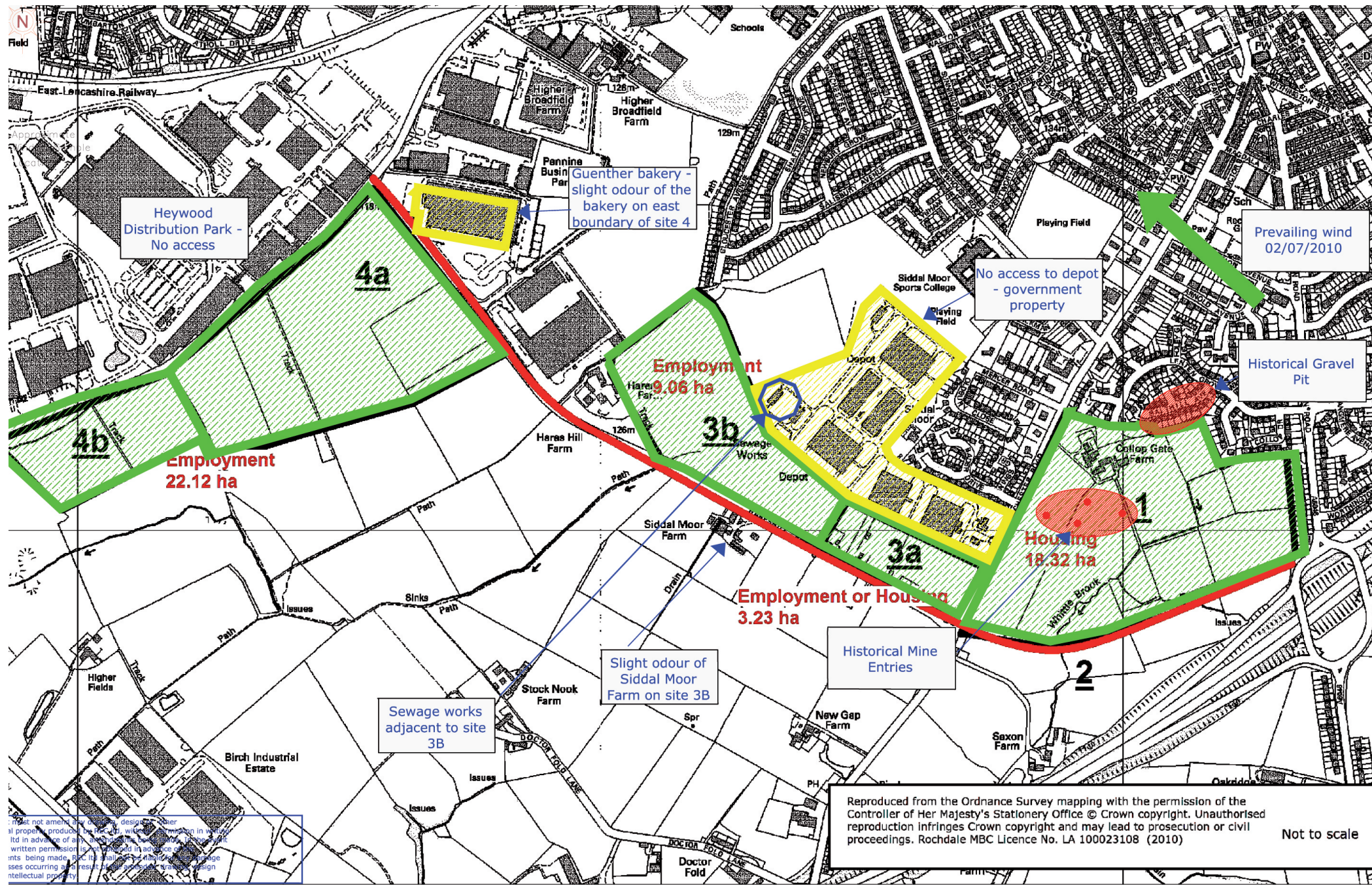
It is considered that a detailed Phase II intrusive investigation will be required at detailed planning application stag, to adequately address all identified potential pollutant linkages and ensure that all risk to future receptors is mitigated in full.

Based on the findings of the desk based Geo-Environmental Assessment, it is concluded that subject to the completion of a Phase II intrusive investigation and implementation of the appropriate remedial works, the sites would be suitable for a mix of uses, including residential.



Capped mineshaft at Site 1

Plan 10 - Geo-environmental Impact Plan



Resource and Environmental Consultants Ltd | Job Title

Client

Job No. ETNAI

Date 07/10 | Job

Drawing Title

Air quality

"A survey of potential air emissions has been carried out, particularly particulate and gaseous phase emissions which may be arising from local industrial/commercial properties and from the M62 motorway, and which may impact on proposed residential and commercial developments. The findings are provided at Appendix 4.

No industrial/commercial air emission sources registered with the Environment Agency or Local Authority have been identified within influencing distance of the South Heywood development site however the site falls within the M62 corridor Air Quality Management Area.

The Air Quality Management Area (AQMA) in this location has been defined by the presence of both major and minor roads in the borough, including the M60, M62, A58, A664, A6033 and B6225. The pollutant of concern with respect to the AQMA is stated as being Nitrogen Dioxide (NO₂).

The AQMA developed for Rochdale MBC determined that Nitrogen Dioxide NO₂ is likely to exceed the Air Quality Objectives (2005) in certain areas of the borough; however this assessment was made using a computer generated model and is not representative of true ambient air concentrations. The closest modelling point to the proposed development area is located at the Motorway Junction 19-20 where the modelled 'worst case' annual average marginally exceeded the established target for this point. The proposed residential development will at its closest point be located over 100m from this testing station and so the potential dilution and dispersal over this area will have a positive impact on the NO₂ ambient air concentrations. Moreover the link road and the proposed new junction will reduce the traffic movement along Middleton Road and this will have a beneficial impact on air quality in this area. Landscape planting to the south of the site will improve the air quality within the location and it is considered that the combined improvements of landscaping and improved local highway infrastructure will actively improve air quality.

Air quality should therefore not be adversely affected by such operations. There appears to be no indication that other non-regulated enterprises in the area are adversely affecting air quality. No visible plumes or other indicators of potential pollution were observed during the survey, and only slight no odorous emissions were noted from nearby farms."

Acoustics

An initial noise impact assessment has been carried out. Reference should be made to this at Appendix 5. The assessment has involved carrying out noise measurement surveys in appropriate areas (e.g. traffic noise from motorway junction, Manchester Road) and calculating likely levels of traffic noise from the proposed new link road.

Initial noise monitoring surveys have been carried out for representative periods of the daytime and night/early morning in order to determine the prevailing noise climate of the area.

Parts of Site 1 are exposed to existing traffic noise from Manchester Road, the motorway and Junction 19. The noise surveys demonstrate that Site 1 is exposed to road traffic noise from Junction 19 and the motorway, at a level of Noise Exposure Category (NEC) B in the daytime. Category B equates to noise that should be taken into account, with steps taken to ensure an adequate level of protection against noise.

Areas of land most exposed to road traffic noise on Manchester road (western boundary of Site 1 and eastern boundary of the southeast part of Site 3) falls within NEC B in the daytime and NEC C during night-time periods. Category C requires development to ensure a commensurate level of protection against noise.

In order to achieve the adopted internal noise criteria for proposed residential at this site it will be necessary to install a higher specification of glazing and/or acoustically treated ventilation to habitable rooms located close to, and with a line of sight to Manchester Road. An acoustic fence of at least 2m in height, installed around gardens close to Manchester Road, will ensure the adopted noise criterion are achieved.

The areas of proposed residential development land at Site 3, are exposed to relatively low levels of occasional noise from the adjacent storage depot, and fall into NEC A during the daytime. The adopted internal noise criteria for habitable rooms, and adopted noise criterion for gardens can be achieved without any specific noise mitigation measures. In order to reduce maximum noise levels from HGVs using the perimeter access road of the adjacent storage depot, it is recommended that acoustically treated ventilation instead of window frame slot vents, are installed to bedrooms that have a line of sight to the storage depot.

Parts of Site 3 are located close to dwellings. In order to reduce any noise impact from the proposed development in this area, it is recommended that all access doors of buildings are orientated away from nearby dwellings, and suggest combined fixed plant noise levels at nearby dwellings, based on the lowest background noise levels measured during the noise survey.

The southern part of Site 1 will be exposed to traffic noise from the proposed new link road. The results of a traffic assessment for the proposed new link road to Junction 19 of the M62 that has been carried out by Mouchel, on behalf of Rochdale Council. The traffic data has been used to undertake traffic noise calculations for the new link road based upon the calculation procedure set out in the Department of Transport document 'Calculation of Road Traffic Noise', 1988.

It can be seen that within 40 metres of the road the calculated daytime and night-time traffic noise levels without any acoustic screening fall into Noise Exposure Category C of PPG 24 'Planning and Noise'

It will be possible to implement noise mitigation measures for the proposed residential development of Area 1 by a combination of acoustic bunding/fencing (for gardens) and sound insulation (for habitable rooms).

Full recommended noise mitigation measures for the various sites will need to be provided at detailed planning stage. Importantly there are no noise constraints that would prevent development of a mix of uses.



Regrading at Site 4. Distant views of warehouses.

Uses & activities

Reference should be made to Plan 11: Existing land uses. Distribution and manufacturing activity in South Heywood is very strong and prominent.

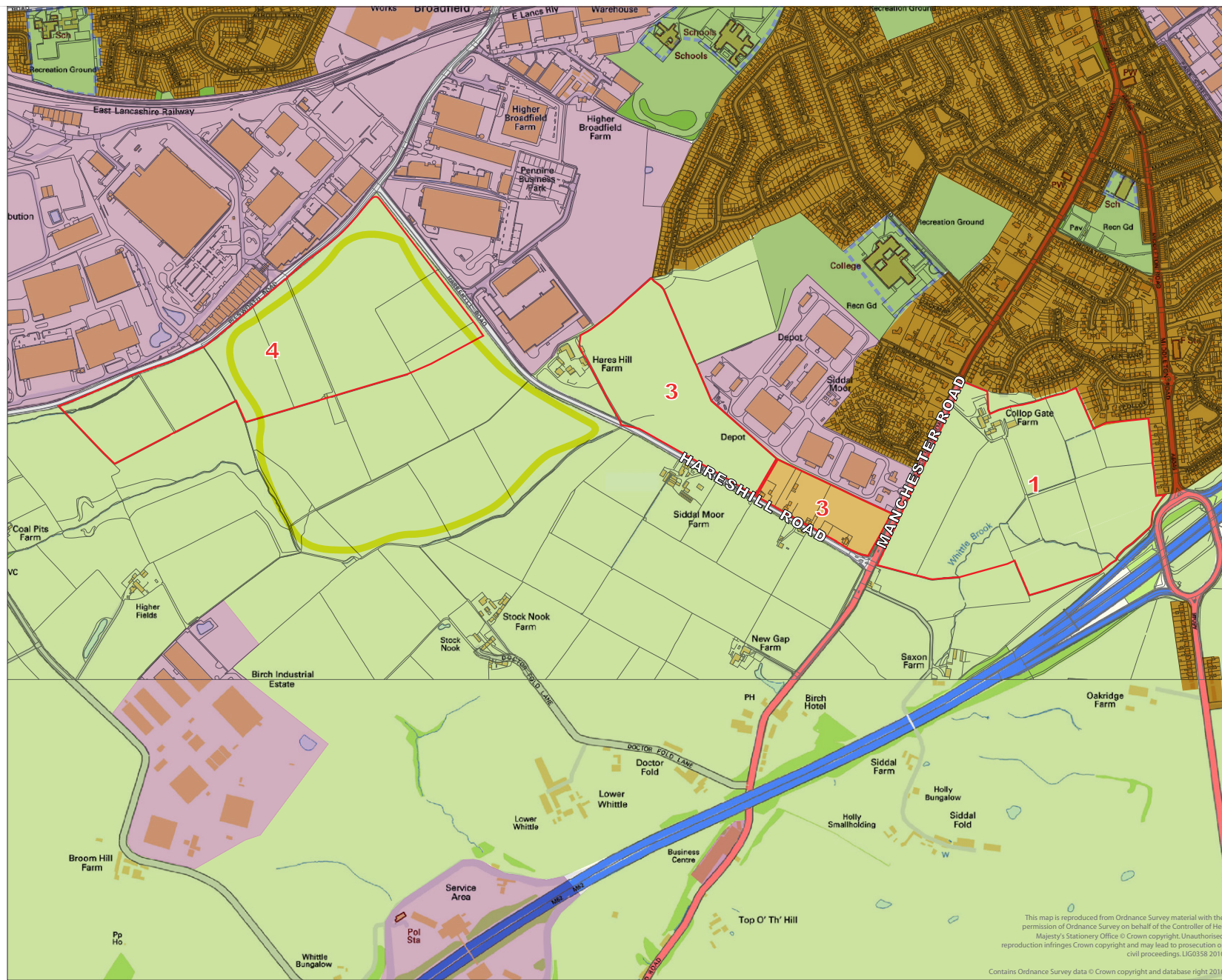
Smaller commercial units are represented abutting the East Lancashire Railway.

Education and recreation are accessible within the existing and proposed residential areas, including Siddal Moor Sports College, Holy Family High School, St.Joseph's Primary School, Hopwood County Primary School.

The Casey Group are re-grading a large area of the Green Belt south of Hareshill Road for an equestrian cross country course. Stables and relevant facilities will be located opposite the site at Hareshill Farm to the east. This abuts Site 3.



Range of land uses and activities within and surrounding the development proposal – sites 1, 3 and 4



- Development Sites
- Employment - Distribution/Manufacturing
- Residential
- Residential Small Holding
- Formal Recreation
- Informal Open Space, Farmland
- Current Landfill & Approved Equestrian Centre
- Education

Plan 11 – Existing Land Use Plan

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Constraints and opportunities

The following summary has been prepared in light of the site analysis undertaken to date. Plan 12: Site Context, provides a useful illustrated summary. Whilst further detailed investigations may be required to fully appreciate the constraints and opportunities this summary provides a robust context to inform development options at the site. It provides a starting point for the preparation of a preferred masterplan for the area which is comprehensive and formulated on the constraints and opportunities identified. It is important that the development responds to known constraints and capitalises on the area's opportunities. On the basis of this the development team and Council can move forward with a masterplan for the area that minimises adverse impacts and builds on the positives the area has to offer.

Constraints

- Some existing services including water and gas mains have easements that must be retained.
- Capped former mineshafts must retain a 10m non developable buffer.
- A Phase II Intrusive Survey will be required to adequately address all identified potential pollutants, at detailed planning stage.
- An acoustic fence of at least 2.0m in height should be installed around gardens close to, and with a line of sight to the motorway junction, and to Manchester Road in order to achieve the adopted noise criterion.
- Warehouses and distribution and other employment uses, should be orientated so that all access doors of buildings face away from nearby dwellings.
- Sensitive uses, including residential can be attenuated by the installation of double glazing.
- Residential adjacent to sites 1 and 3 are sensitive uses/ visual receptors and new development should be sensitively designed accordingly.
- Large commercial sites will have to respectfully respond to the Green Belt.

- Retention of watercourses to maintain potential water vole and other wildlife habitat (leaving a minimum 8m wide corridor along watercourses).
- Retention of hedgerows where possible.
- Retention of as much rough grassland as possible, particularly along field margins and hedgerows.



Derelict Collop Gate Farm, at Site 1

Opportunities

Development mix

- An extended local community founded on sustainable development principles and good design.
- New high quality housing to meet local and sub regional housing needs.
- Local services to support new and existing uses.
- New employment generating uses to support the local economy.
- Distinctive but interrelated activities to ensure a gradual transition between neighbouring uses within each of the sites.

Access

- Improved movement across the area, including a link road to the M62 Motorway.
- Improved local access for cyclists and pedestrians so that movement is more direct and surrounding areas are more permeable.
- Safer movement with the introduction of wider footways at specific locations. Major highway infrastructure investment to unlock the area's development potential, particularly for employment uses such as warehouse and distribution and Small to Medium Enterprises (SMEs).
- New arrival points at existing gateways, helping to raise the site's prominence and value, raising the profile of the area and providing a sense of direction and improved legibility.

Open space and landscape

- Open space whether green or blue corridors, informal or formal, capitalising upon easements across the area. Footpaths and cycleways should also make the most of these non-developable easements and buffer zones.
- New Public Open Space to meet local recreation and leisure needs, whilst improving the landscape setting.

- Development laid out to open up wider views of the Green Belt.
- Hedgerows retained and created to frame important views and create vistas, create important wildlife habitats visual and acoustic boundaries and help soften the built environment.
- A robust landscape strategy shall soften the proposed built environment.
- Respond to both the built and natural setting, creating a strong and sensitive relationship with neighbouring sites.

Environment and ecology

- Potential to improve the nature conservation value of habitats within the survey area.
- Retention of watercourses to improve wildlife habitat; enhance local landscape; reduce flow rates in a sustainable way via SUDs; and create blue corridors that add to leisure and recreation value locally.
- New wetland scrapes and unmanaged land (rough grassy margin alongside fields, hedges and woods) to support local wildlife.
- Provision of habitat suitable to the area, in line with accompanying ecology survey, along services easements and buffer zones associated within the former mineshafts.
- Erect nest boxes
- Leave any dead and dying trees where they stand.
- Leave uncultivated strips around field edges
- Plant new hedgerows and shrub areas (not woodland planting).
- Plant scattered trees.

4. Development Proposals

Vision and ambition

Plan 12 provides a simple interpretation of our ambition for the area. It illustrates three distinct but interrelated development areas, based around three main activities, carefully linked in a comprehensive manner. These new development proposals are sensitively designed around their neighbouring activities, and provide employment and residential uses which are in demand locally and regionally, as set out within the Rochdale Draft Core Strategy.

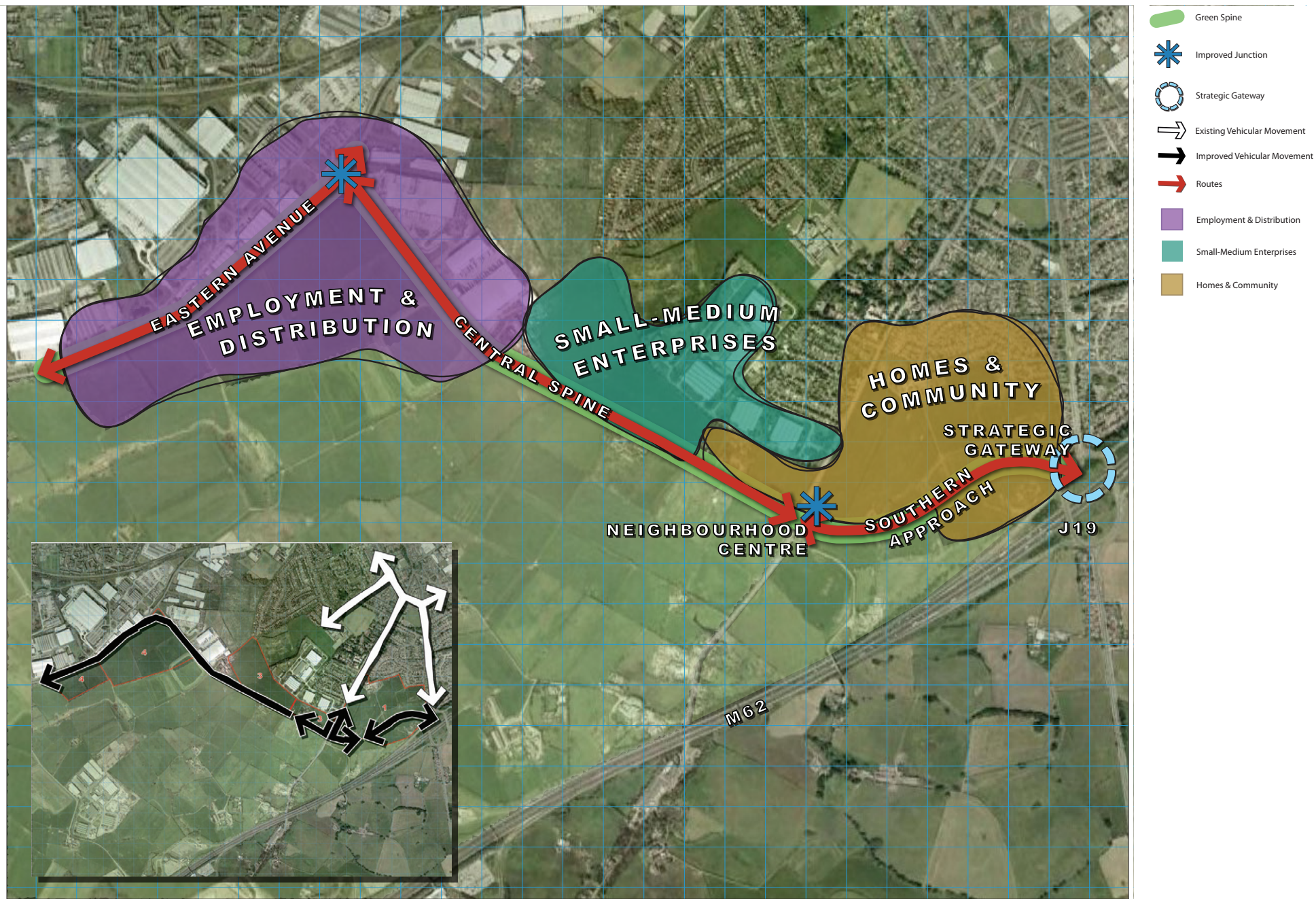
At Site 1, a sustainable community will integrate with existing residential areas on three of its sides, with local services to its southern boundary at a new neighbourhood centre, benefitting from access via the new link road. Interaction with existing residential will be carefully considered to ensure a sensitive and comprehensive solution that does not detract from the area.

Business employment, consisting of Small to Mediums Enterprises (SMEs), provides a sensitive transition between the proposed residential at Site 1 and warehouse & distribution at Site 4. This links with existing businesses off Manchester Road; and provides varied employment locally.

Warehouse & distribution is proposed at site 4, and relates well to similar uses on two of its sides. Consideration is being given to how proposed development will interact with the green belt to its south, to soften its impact on the landscape setting.

The three sites are developed along an improved road corridor that unlocks the sites for development. A new link road will provide quick and efficient movement from the strategic gateway at junction 19 of the M62, to the new Central Spine (Hareshill Road). This spine road will be widened to provide direct access to the warehouse and distribution centre, and an efficient link to and from the national motorway network. This will reduce movement through the town centre, reducing congestion, and provide new direct links east to west.





Plan 12 – Vision Plan

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Landscape strategy

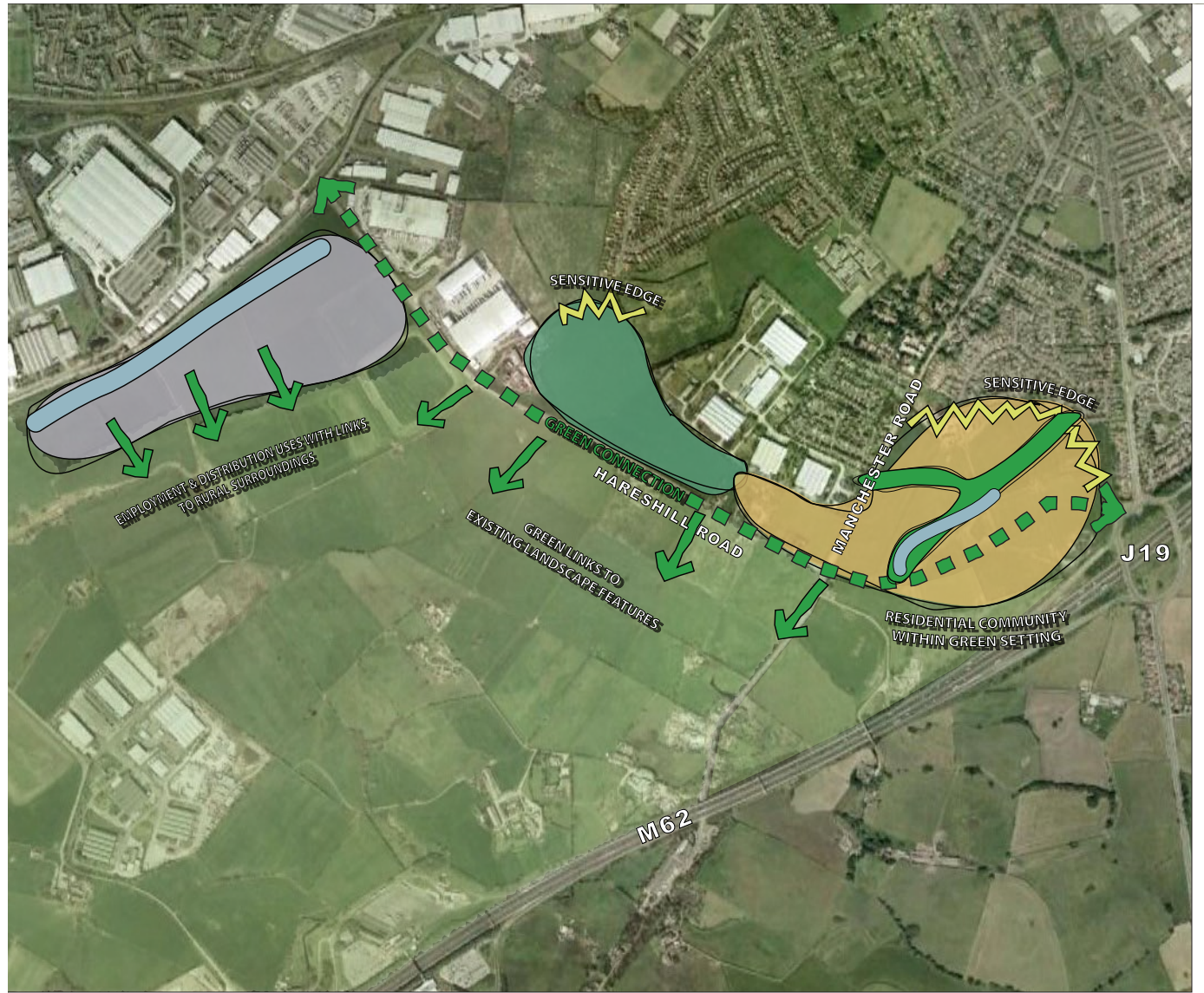
At the heart of the landscape strategy, as shown on Plan 13, is the creation of a green spine, along the length of the new road link. In response to the existing landscape character and to provide a physical link to existing landscape features of the wider environment, roadside hedgerows and hedgerow trees should be a key component of this corridor. This is particularly important given the proximity of the greenbelt.

The landscape strategy supports the principle of retaining existing watercourses and therefore on the residential and industrial sites, the brooks have been highlighted as key components within areas proposed for development. This will be beneficial for ecological and amenity value.

Integral to the residential development is the creation of a strong landscape framework based upon the existing network of hedgerow field boundaries and former mining infrastructure. This will contribute to the landscape character, provide an important green setting for residential areas and help to blend the development into its semi-rural surroundings.

A number of “sensitive edges” have been highlighted where proposed development sites are located next to established residential areas. The landscape strategy will respond to these existing uses to ensure that visual impact is minimised and both short and long term views are considered.

-  Sensitive Edge
-  Water Corridor
-  Green Corridor
-  Green Links to Countryside
-  Green Connection
-  Employment & Distribution
-  Small-Medium Enterprises
-  Homes & Community



Plan 13 – Landscape Strategy Concept

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Masterplan concept and development outputs

Following exploration of the vision, a conceptual masterplan (Plan 14) has been produced that assigns land uses and overarching principles to the sites at South Heywood. A further level of detail is provided at Plan 15 - Masterplan Development Outputs, which sets out the quantum of development.

Residential – 18.72 ha

Residential use is focused at Site 1 where new housing will be sensitively connected to existing communities. Access will be taken from Manchester Road. This site (15.5Ha) will accommodate approximately 459 dwellings at a density of 30 per hectare. It will consist of 4 and 5 bedroom aspirational housing which reflects the type of accommodation that has historically been lacking in Heywood. It will serve as the gateway to the new neighbourhood with opportunities to raise the profile of area.

Residential development plots will be located to respond to local habitat and technical constraints e.g. former mine workings and watercourses, and will be sensitively designed to ensure an appropriate relationship between new and existing communities.

Residential use will also extend across Manchester Road to site 3A and provide for 62 dwellings at a density of 19 units per hectare. Strong links should emerge between Sites 1 and 3A and these uses will provide a gradual transition to Small to Medium Enterprises (SMEs) on site 3B to the west.

Commercial – 0.81ha

A pocket of neighbourhood retail and community uses will be located to the south of Site 1, alongside the new link road with strong connections to the wider infrastructure network. Locating retail uses here will provide viable active frontage along the link road and also strengthen the acoustic barrier between new residential properties and the road network.

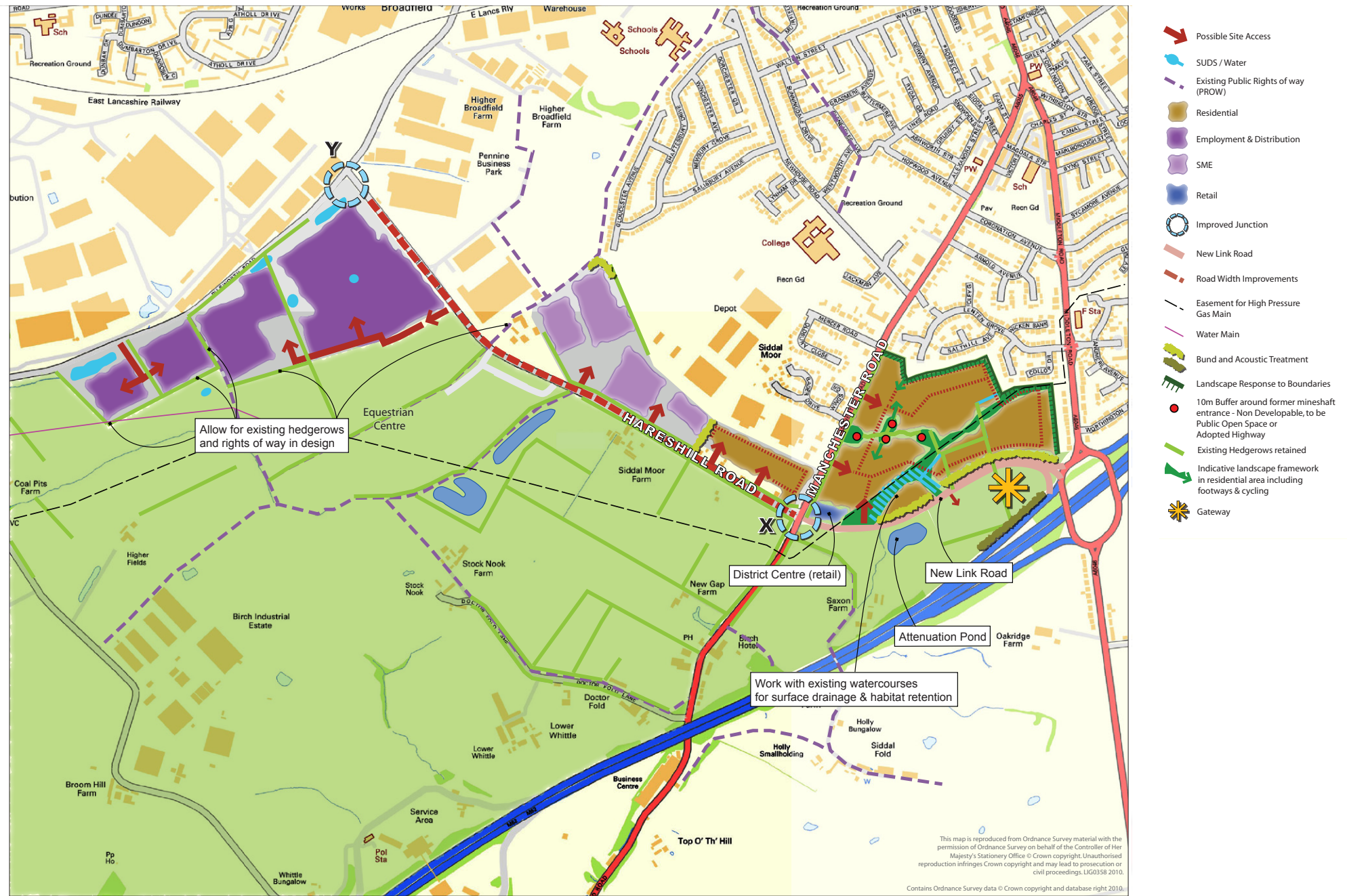
The district centre is strategically located next to vehicular cross roads and is close to both existing and proposed communities. This will provide an easily accessible and valuable mixed use retail offer, serving the local residential and employment community.

Warehousing and distribution – 22.12ha

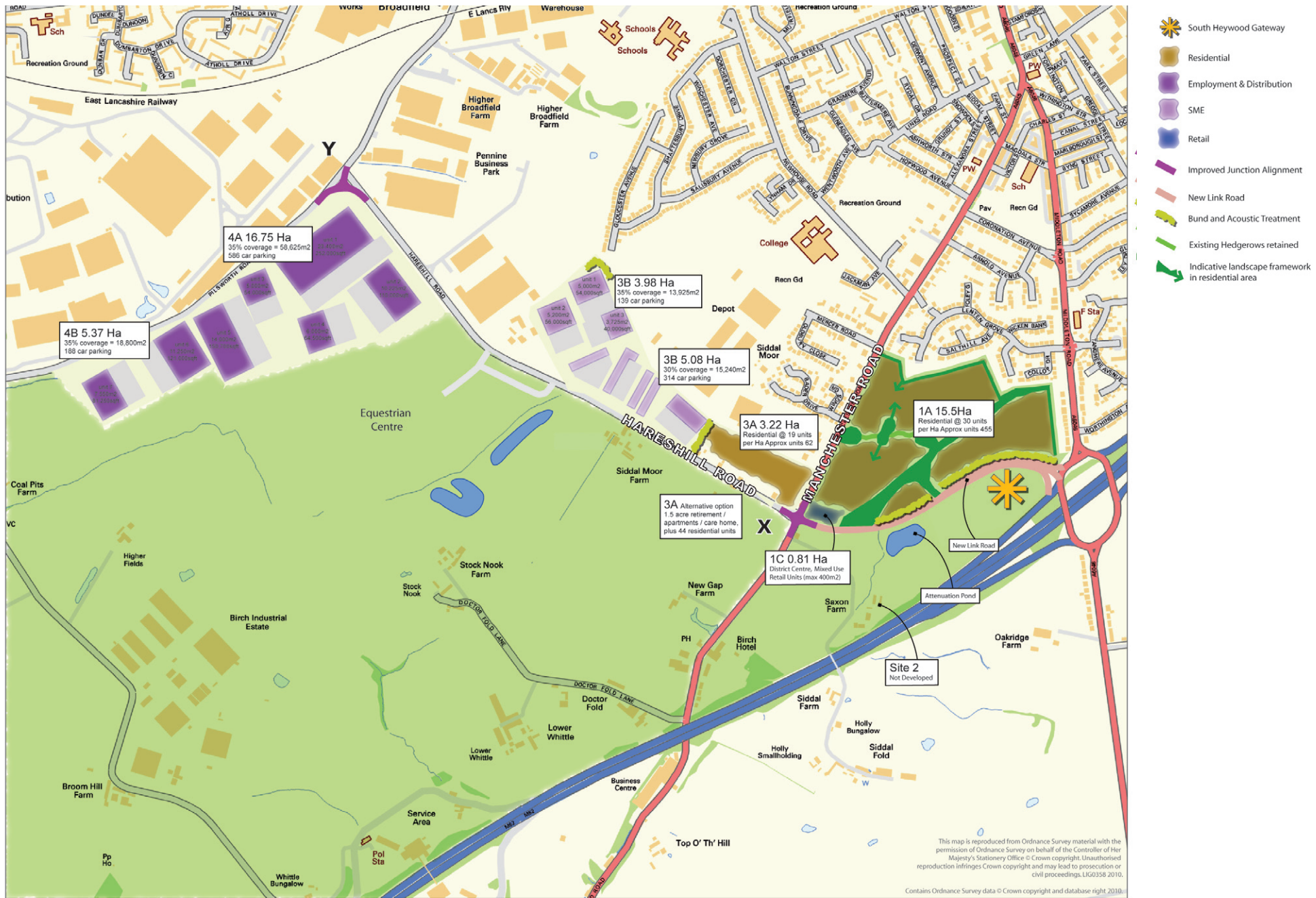
In line with adjacent existing uses, Site 4 will comprise warehouse and distribution uses with associated car parking. The site is divided into two parts measuring 16.75 ha and 5.37ha, with both being developed to provide 35% coverage. The improved road network will enable more efficient connections between this site and the motorway and mean that primary vehicular access can be established from Hareshill Road. A second access has also been identified on Pilsworth Road. Similarly to Site 1, existing vegetation and important habitation will be retained where possible, and in this instance, hedgerows will create linear connections with the wider landscape. As part of the SUDS strategy, the existing brook corridor along Pilsworth Road will be enhanced and create an attractive edge along the northern side of the site.

Other employment developments – 9.03 ha

In the transition zone, Site 3B, Small to Medium Enterprise (SME) units with car parking will extend the employment offer in South Heywood. This site is divided into two parts, measuring 3.98ha and 5.08ha. These parts of the site will be developed to have 35% coverage and 30% coverage respectively. These will be accessed from Hareshill Road and the interface with more sensitive residential uses will be given due consideration in terms of acoustic and visual impact.



Plan 14 – Masterplan Concept



Plan 15 – Development Outputs

Development parameters

Site 1 & 3 – Residential uses

Permitted uses

It is envisaged that the development will be 3, 4 and 5 bed executive family housing. Parking will be provided within the curtilage of the plot and the houses will have garages and good sized rear gardens.

Density

As indicated on the Masterplan this will not be a high density development. The target is a density of 30 dwellings to the hectare at Site 1 and 19 units to the hectare at Site 3.

Height

A mix of housing will ensure variety in building heights. This range will add interest to the townscape. The majority of dwellings will be 2 – 2 ½ storeys, with the occasional use of 3 storey dwellings to punctuate a vista and add interest at focal points or important corners.

Aesthetic

There is no dominant local character to establish a vernacular that will determine the theme of the development. There are however, well designed houses and streets that relate to the site, and the proposed development will take the best of these features and incorporate these principles into the design. These include pitched roofs with a mixture of slate and tile finishes, red brick walls with areas of render or contrasting brick and even a small amount of natural stone would be suitable.

Windows should be well sized and proportioned to maximise natural light into the dwelling and surveillance outside. The front elevations on to key highway routes should have bay windows to create depth and give articulation to the building frontage. This will also assist with passive surveillance of the street.

Constraints

The constraints have been indicated in section 3 and include gas mains; redundant mine workings; and an (non-statutory) ecological buffer around the brook, to the south of Site 1.

These constraints can be incorporated into the development, and utilised for areas of open space and amenity.

Highway noise needs to be considered, however a landscape bund will provide a suitable acoustic barrier between the link road and the proposed residential development.

Open Space, landscape strategy

A study of the local character has been undertaken. A positive element of the site is the strong hedgerows between the field boundaries and it is important that these should be maintained to add character and ecological value.

Frontages

Good design principles and best practice must underpin the detailed design. Buildings should be outward facing and formed into informal perimeter blocks of a suburban density. This will respond positively to security ensuring natural surveillance and secure rear gardens. Dwellings will not face outwards onto the link road.

Definition of key route, road hierarchy and access

A clear hierarchy of roads and routes must be developed, with permeability throughout. The main distributor roads should feed into reduced width local lanes that in turn feed into shared surfaces and home zones. Manual for Street should be adhered to within site design. Cycling and pedestrian movement must be paramount and additional routes formed for ease of movement around the site and into the surrounding neighbourhoods and to local facilities.

Site 3 - Commercial uses and residential uses

Permitted uses

The development will be primarily Small to Medium Enterprises (SMEs), storage and distribution, and industrial units. The size of the eventual buildings must be totally flexible to allow end users to dictate their needs. On Site 3B starter/SME type business units will be based around parking courts, with flexible sized but ancillary office areas and flexible tenures.

Coverage

As indicated on the masterplan 35% site coverage is planned for the storage and distribution buildings with 30% coverage for the B1 and B2 employment development.

Height

A range of building heights will be required to satisfy the differing requirements of operators who occupy the buildings. Heights are proposed at 6m-8m to eaves level and 8m-10m to ridge level. The office elements would be 2 storey with an eaves height of approximately 6m.

Open Space, landscape strategy

Landscape around the northern boundary of the large industrial buildings is desirable to soften their visual impact and provide a buffer to the existing residential properties located adjacent. A landscape buffer is also required between the commercial uses and the residential on site 3.

Definition of key route, road hierarchy and access

Access would be directly off Hareshill Road, serving each element of the development separately.

Site 4 – industrial, storage and distribution

Permitted uses

It is envisaged that the development will be primarily B2 industrial and B8 storage and distribution buildings, similar in nature to the distribution and factory buildings that surround the site. The size of the eventual buildings must be totally flexible to allow for end users to dictate their needs.

Density

As indicated on the masterplan site coverage is planned at 35% buildings to 65% land.

Height

A range of building heights will be required to satisfy the differing requirements of operators. An approximate size is suggested of 6m-12m to eaves level and 8m-15m to ridge level.

Constraints

A number of ponds to the west of the site are required to be maintained and potentially increased in size for flood risk and attenuation purposes. A watercourse running north-south on the western boundary is required to be maintained.

Open Space, landscape strategy

Landscape around the edge of the large industrial buildings is desirable to soften their appearance and visual impact.

Definition of key route, road hierarchy and access

Two access points onto the development site are envisaged. One will serve the smaller parcel of site to the south west, from Pilsworth Road. The other would be the main access to serve the larger areas of the site from Hareshill Road. An internal road will distribute to the various buildings.

5. Next Steps

Rochdale Council's Core Strategy is to be considered at an Enquiry in Public which is due to take place in the spring of 2011.

This document will be used as evidence to inform the concept behind South Heywood.

Thereafter it will be used to inform a more detailed analysis of South Heywood through a series of masterplans and further environmental reports that will support the 'Site Allocations Development Plan' document and planning applications.



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