

**FORMER MAELOR CREAMERY SITE
PICKHILL LANE, CROSS LANES, WREXHAM**

**PLANNING APPLICATION FOR CHANGE OF USE
FROM CHEESE CUTTING AND PACKING FACILITY TO
POULTRY PROCESSING FACILITY**

DESIGN + ACCESS STATEMENT

Submitted on behalf of

MAELOR POULTRY LTD

Prepared by

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October 2014

Ref. C.3585

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Architecture + Building Surveying + Town Planning

C+A

1.0 INTRODUCTION

1.1 Introduction

1.1.1 This statement is being submitted in support of a planning application for change of use from chesses cutting and packing facility to poultry processing facility at the former Maelor Creamery site, Cross Lane, Wrexham.

1.1.2 The Statement describes the site and its surrounds, before examining the design and access considerations under which the application should be determined. The conclusion is reached that there are no material considerations which indicate that planning permission should not be granted.

2.0 SITE CONTEXT

- 2.0.1 The site is located south of the village of Cross Lanes off Pickhill Lane, a secondary road off the main A525. The operational part of the site extends to 7.0 ha, which is principally covered with buildings and hardstanding, however the total land ownership extends to 16.89 ha, which includes a large element of landscaping and open areas. The site is centred at grid reference 38621, 46710.
- 2.0.2 The site is located close to Cross Lanes and Bangor on Dee. The site itself is at the eastern side of Pickhill Lane, Wrexham and falls within the ward of Marchwiel. It is bounded on all sides by agricultural land, with a small number of dwellings opposite the site on the western side of Pickhill Lane.
- 2.0.3 There are two existing access points on Pickhill Lane; the main one being at the western end of the site. This access includes a security station, which is able to check vehicles in and out of the site and direct them to the appropriate area within the facility. All delivery vehicles use this entrance to enter and exit the site. All entrances and car parks have security gates, which can be closed as required. The northern exit is kept closed and is opened on demand.
- 2.0.4 The site has historically been used as a creamery and most recently was a cheese cutting and packing plant. Currently the site is in active use for commercial storage.

3.0 PROPOSED DEVELOPMENT

3.1 The aspiration is to utilise the existing production and administration buildings at the former creamery site at Maelor to establish a new poultry processing facility catering to the existing client base and looking to expand upon it. Subject to planning approval, the proposed new facility at Maelor is expected to be operational by the end of 2015. When fully operational, the facility would employ up to 150 people, with capacity to process in the region of 122 tonnes of poultry per day. The facility will operate as a 'complete' production-line facility, inclusive of slaughterhouse. The newly established facility would be state of the art, meeting stringent Environmental guidelines and regulations applied to food production industries such as this.

3.2 The re-development of the site will comprise:

- Re-use of all existing operational buildings (circa 14,000 m²) on site and associated car parking and vehicle manoeuvring areas.
- Minor access alterations (improved visibility splay).

3.3 The area that is the subject of the planning application is currently the operational part of the Maleor Creamery site. The site currently has one main building, with a few small supporting buildings. Land ownership extends to a wider area around the operational facility, comprising areas of mature woodland, greenspace, embankment, and lower level plain adjacent to the River Dee.

3.4 It is evident from their Product Range, which is extensive, that Salisbury Poultry are able to adapt to customer needs. They believe, such flexibility, capability and commitment is the unique combination that makes customers choose Salisbury Poultry as their poultry partner. It is with this ethos in mind that Salisbury Poultry are looking to expand their business, both operationally and geographically, hence the purchase of the former Maelor Creamery site in Wrexham and establishing the sister company of Maelor Poultry. Opening up the supply chain and taking full control of the operation, inclusive of slaughterhouse element, is integral to growth of the business. With the new facilities, it will give them scope to service the major retailers.

4.0 PLANNING POLICY CONTEXT

- 4.0.1 The relevant planning policy context and considerations are covered in some detail within the submitted Planning Statement. Therefore for the purposes of this statement a policy review has not been undertaken.
- 4.0.2 For a review of the relevant national and local planning policy guidance, and associated planning merits of the development, reference should be made to the Planning Statement.

5.0 EVALUATION AND DESIGN

5.1 Design Principles

5.1.1 The key principles which have been considered in the preparation of this application are as follows:

- Accessibility
- Environmental Sustainability
- Character
- Community Safety
- Movement to, from, and within the development

5.1.2 In accordance with the relevant guidance the following design solutions have been produced.

6.0 DESIGN SOLUTIONS

6.1 Accessibility

6.1.1 Given the context of the site and its established industrial use, existing access arrangements are well formed and have allowed users to successfully operate from the site. The proposed redevelopment will only generate a very small amount of additional vehicle movements.

6.1.2 Notwithstanding this, the existing vehicular access arrangements into the site, which consist of two entrances on Pickhill Lane, are considered entirely appropriate and fit for use. As such they will remain largely unchanged. However, the submitted Transport Assessment has identified an opportunity to improve visibility at the above access points by moving the position of existing fencing along Pickhill Lane. These improvements have been incorporated into the final design and are shown on the site layout.

6.1.3 In terms of pedestrian accessibility, footways of approximately 1 metre in width, exist along the highway network leading from Cross Lanes to the First Milk site. In addition, footpaths run through local fields from both Cross Lane and Bangor-is-y-Coed.

6.1.4 The nearest bus stop to the site is located at Cross Lanes, approximately 1.1km from the site. Bus route 146 is served from this stop and runs a hourly daytime service between Wrexham and Whitchurch via Cross Lanes.

6.1.5 The first two services arrive in Cross Lanes at 07:07 from Wrexham and at 08:24 from Whitchurch. The last service leaves Cross Lanes towards Wrexham at 22:21 and towards Whitchurch at 23:01.

6.2 Environmental Sustainability

6.2.1 The re-development of the former Maelor Creamery site is in accordance with sustainability principles at both national and local levels.

- 6.2.2 The existing site has been operational for over 60 years, through a variety of landowners and associated food / dairy products production and packaging. The creamery operation ceased circa 20 years ago, since which time the site has been principally been used for cheese-cutting and packaging and distribution. The use of the site for manufacturing purposes has clearly been established therefore for a considerable period of time.
- 6.2.3 The re-development of the site is supported by PPW which gives preference to the re-use of previously developed (or brownfield) land over Greenfield sites. It is also supported by Policy PS3 of the Wrexham UDP, which states that previously developed land should be given priority over the use of Greenfield land.
- 6.2.4 By utilising existing buildings and facilities to accommodate a modern, efficient poultry processing facility, the re-use supports the Assembly Government's objectives to use resources, including land, efficiently. It is also in accordance with objectives in PPW to support initiative and innovation and enhance the economic success of a business to maximise its competitiveness.
- 6.2.5 The environmental impacts arising from transport movements associated with the redevelopment at the former Maelor Creamery are limited. The site already generates traffic movements from existing operations and the proposed redevelopment will only generate a very small increase in the amount of vehicle trips.

6.3 Character

Use

- 6.3.1 The proposed works will result in the redevelopment of the existing site to accommodate a modern and efficient poultry processing facility. In operational terms the proposed use will not be greatly dissimilar to the established cheese cutting and packing facility, i.e. delivery, processing of a raw product, through to packaged product output. The key difference in the operation is the proposed inclusion of a slaughterhouse element.

Amount

6.3.2 The re-development of the site will comprise:

- Re-use of all existing operational buildings (circa 14,000 m²) on site and associated car parking and vehicle manoeuvring areas.
- Operational site area extending to 7.0 hectares, as per existing.

Layout

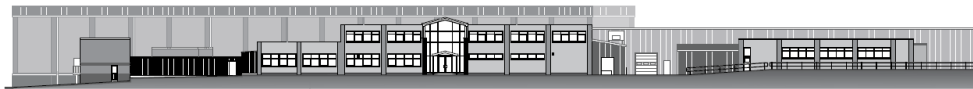
6.3.3 The operational layout of the site will remain as per existing, inclusive of key vehicle entrance / exit points and access points to all buildings. All operational changes will be internal.



Proposed Site Plan

Appearance

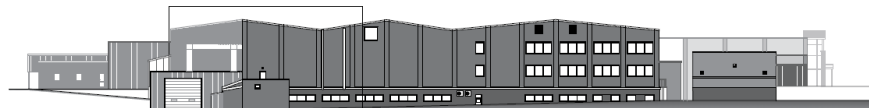
- 6.3.4 The appearance of the overall site and design of buildings will remain unchanged. The range of industrial buildings are deemed fit for purpose, taking into account the needs of the prospective end-user. The buildings are well established, have been the subject of on-going investment by the former site operator and sit comfortably within its setting, the wider surrounding area and local environment.



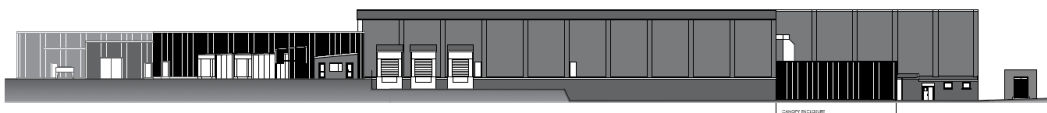
SOUTH WEST ELEVATION
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20.08.11 11.02.01.01



NORTH WEST ELEVATION
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Elevation treatment

Scale

- 6.3.5 The scale of the overall site and buildings will remain unchanged. The range of industrial buildings are deemed fit for purpose, taking into account the needs of the prospective end-user. The buildings are well established, have been the subject of on-going investment by the former site operator and sit comfortably within its setting, the wider surrounding area and local environment.

Landscaping

- 6.3.6 As an existing industrial facility the site benefits from established landscaped areas that act to screen the site from surrounding areas, particularly the south. An existing landscaping band wraps around the south and western section of the industrial site and buildings. In addition an area of landscaping fronts the highway entrances of Pickhill Road. All these existing landscaped areas are to remain.



Example of established landscaping

7.0 Community Safety

- 7.1 Given the nature and use of the development, and its location, there is limited scope to improve community safety.
- 7.2 The existing site is secured by 2.5m high security fencing and the proposed development does not seek permission to alter these arrangements. Within the site all proposed buildings will be fully secure.
- 7.3 As such it is concluded that the proposals have no impact upon community safety.

8.0 Movement to, from, and within the development

- 8.1 Movement, to from and within the development for the most part relate to vehicular movements; a detailed assessment of which is provided within the Transport Assessment.
- 8.2 The environmental impacts arising from transport movements associated with the redevelopment at Maelor Creamery are limited. The site already generates traffic movements from existing operations and the proposed redevelopment will only generate a very small amount of additional vehicle trips.
- 8.3 The existing vehicular access points to the site off Pickhill Road are considered fit for purpose and no significant alterations, bar moving existing fencing to improve visibility splays, is required.
- 8.4 Internal vehicular movements have been carefully considered and the internal layout has been designed to allow on site turning, enabling vehicles to both enter and exit the site on forward gear. Movement of HGV's within the site has been tracked to ensure satisfactory turning areas etc. On the whole, vehicles will follow similar internal circulation routes, with a temporary loading / turning arrangement to serve the existing operational building during construction of the new-build units.
- 8.5 Overall, the proposed access and movement arrangements are considered, safe and most appropriate to the site and its use.

9.0 CONCLUSIONS

- 9.1 The proposed development presents a substantial investment opportunity for the Wrexham Borough, with the prospect of generating jobs at a local level and developing a modern efficient facility that will strengthen the position of an established poultry products supplier in the ever-competitive market. The development project has the potential to create further inward investment for the Borough and so strengthen the local economy and future employment opportunities.
- 9.2 The existing site has been operational for over 60 years, through a variety of landowners and associated food / dairy products production and packaging. The creamery operation ceased circa 20 years ago, since which time the site has been principally been used for cheese-cutting and packaging and distribution. The use of the site for manufacturing purposes has clearly been established therefore for a considerable period of time.
- 9.3 The re-development of the site is supported by PPW which gives preference to the re-use of previously developed (or brownfield) land over Greenfield sites. It is also supported by Policy PS3 of the Wrexham UDP, which states that previously developed land should be given priority over the use of Greenfield land.
- 9.4 By utilising existing buildings and facilities to accommodate a modern, efficient poultry processing facility, the re-use supports the Assembly Government's objectives to use resources, including land, efficiently. It is also in accordance with objectives in PPW to support initiative and innovation and enhance the economic success of a business to maximise its competitiveness.
- 9.5 As such it is respectfully requested that planning permission be granted.