



FRODSHAM MASTERPLAN

May 2019

Quality information

Document name	Ref	Prepared for	Prepared by	Date	Reviewed by
Frodsham Masterplan	60571087 DR- 10224	FNPSG	Bramastra Prabowo, AECOM	April 2019	Wei Deng, AECOM

Revision history

Revision	Revision date	Details	Authorised	Name	Position
A	15/04/19	Updated to the FNPSG comments	BM	Becky Mather, AECOM	Regional Design Director
FINAL	28/05/19	-	BM	Becky Mather, AECOM	Regional Design Director

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Introduction

01

Background

Locality is a national membership network for community organisations which empowers communities to lead and influence decision-making in their area.

Local communities can use neighbourhood planning as a means of changing their neighbourhoods for the better. Through Locality's support programme, the Frodsham Neighbourhood Plan Steering Group (FNPSG) have appointed AECOM to undertake a number of studies which will underpin their emerging Neighbourhood Plan. A Site Assessment Report was produced in September 2018 which identified sites appropriate for allocation for housing in the Neighbourhood Plan. Since the completion of this exercise the FNPSG have narrowed down their preferred development sites to 8 sites in Frodsham for future housing delivery, together with 2 sites for potential commercial land use enhancement and one site for open space and leisure land use.

To provide a further detailed study of these sites, AECOM is instructed to carry out a masterplan exercise, working closely with the FNPSG.

Purpose and Approach

The purpose of this report is to provide design guidance for new development in Frodsham Parish, with focus on the 11 identified sites for study.

The process that was undertaken in order to produce this Masterplan report is as follows:

- The FNPSG selected potential housing sites from AECOM's Site Assessment study (2018).
- AECOM representatives attended an inception meeting and sites walkover in Frodsham with FNPSG to define the brief and direction for this Masterplan report.
- AECOM produced a draft Masterplan report.
- The draft report was reviewed by the FNPSG.
- After capturing the feedback from the review, AECOM issued the final Masterplan report.

Document Structure

This Masterplan report is broken up into 4 sections:

1. The introduction section outlining the background, purpose, approach, study area, and the document structure.
2. Understanding Frodsham: Section two analyses parish-wide local context and designations, which appreciates the important aspects that should be considered in the design process.
3. Urban Design Principles and Concept Masterplan: A section where a more focused understanding of Frodsham's identified potential development sites is gained. The concept masterplan and design principles are identified within the character areas and applied to the suggested potential development sites.
4. Recommendation: This section will provide a summary of the findings and provide an indication of the next steps.

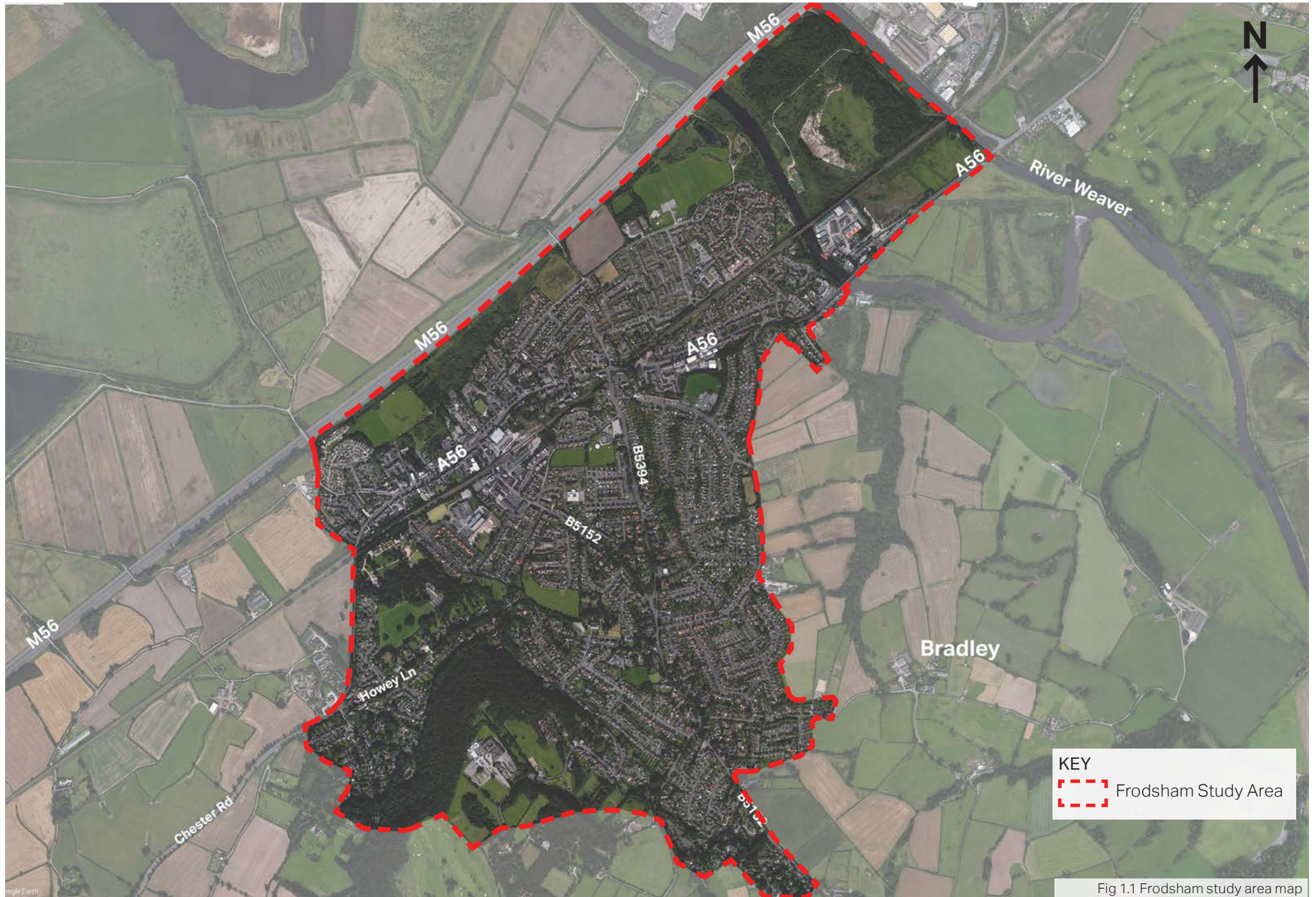


Fig 1.1 Frodsham study area map



Understanding Frodsham

02

Policy Review

Cheshire West and Chester Local Plan (2015)

The Local Plan, adopted in 2015, sets out the overall vision strategic objectives, spatial strategy and planning policies for the borough to 2030.

The key policies which will guide development in Frodsham include:

- Spatial strategy: STRAT 1, 2, 8, 9, 10, 11;
- All economic and social policies;
- Environmental : ENV 1, 2, 3, 4, 5, 6, 8

Frodsham is identified as a settlement within policy STRAT 8, with a housing delivery target of 250 units within the planning period.

Frodsham Neighbourhood Plan

Frodsham Neighbourhood Plan is a community-led planning framework which aims to serve as a guide for Frodsham's future development, regeneration, and conservation. Once it is accepted, the Neighbourhood Plan will become a part of the statutory plan, which is a legal document mandatory for consideration in any planning application. The Frodsham Neighbourhood Plan is built from the input and views of the community, creating a map of what Frodsham's people want for its future and a set of criteria for Frodsham's future developments.

The Neighbourhood Plan focuses on future local land use, with no authority to change anything set in national policy, such as fracking, wind farms, or highways. The location, type, density, and look of any new development are the aspects that can be specified by the Plan. The Plan is considered a legal planning document when it is in force, and any planning applications must take it into consideration.

Frodsham Town Design Statement (2010)

The purpose of the Frodsham Town Design Statement is to manage change in both landscape and buildings, whether large or small, in a way which reflects and harmonises with the local character of a settlement's buildings, spaces and landscape setting.

Frodsham Town Design Statement also provides guidance to householders and local businesses, planners, builders and architects and any other organisation or individual wishing to undertake development within the Frodsham Town Policy Boundary . Any new development is expected to contribute and maintain the local character and distinctiveness of the town and its setting.

This comprehensive document is important and very helpful to formulate understanding of Frodsham's character, contributing to considerations in the analysis process. It is used as a baseline document by AECOM to understand the local identity of Frodsham in the process of formulating masterplans.

Housing Needs Report for Frodsham (2018)

The purpose of the Housing Needs Report for Frodsham is to build a profile of the parish, its population, and identify housing needs to inform housing policies within the Neighbourhood Plan.

This report indicates that the existing housing stock in Frodsham are typically detached properties, which tend to be more expensive, with only a few flats and apartments. This type of housing mix therefore suggests more flats and apartments, one or two beds units in particular, might be needed to balance the housing market.

The population in Frodsham is ageing, with the over-65 age group rapidly increasing, making it a significant aspect of Frodsham's population structure. Suitable accommodation is needed, such as down-sized options and home assistance to cater to care needs and provide accessible services and interiors.

Despite 12% of housing stock being social / affordable housing, it is observed that the number of available social / affordable housing is not sufficient to meet local needs. Only small-scale housing developments can be delivered in the area, due to restrictions.

Active Design Ready Assessment (2018)

This document is produced to help inform how landscape design could facilitate or hinder physical activity in daily life in Frodsham.

In conclusion, Frodsham is a generally healthy community with an ageing population. The town is already a strong advocate of physical activity with the Sandstone Trail and the Festival of Walks. The town centre of Frodsham is described as 'very walkable' and this is reflected by the presence of frequent pedestrian cut-throughs that significantly reduce journey distance, compared to the normal road routes. The landscape of Frodsham is hilly; therefore, it can be difficult for parts of the community to engage in active travel. The residents of Frodsham have suggested that the quality of pavements could be improved to increase the likelihood of them walking around town more often.

Frodsham Cycle Strategy (2018)

The aim of this strategy is to provide a variety of suggested improvements to make Frodsham a sustainably connected and cycle friendly town, in order to satisfy the needs of those cycling to places of education, employment and leisure.

Overall, this document indicates all areas in Frodsham need improved cycle routes and connections from all over Frodsham, improved surfaces and signage, and redesignation of footways and footpaths.

Frodsham Neighbourhood Plan, Site Assessment by AECOM (2018)

AECOM was commissioned to undertake an independent site assessment for Frodsham Neighbourhood Plan on behalf of the FNPSG in 2018. The assessment includes sites from the 'Call for Sites' undertaken in May 2018 and sites identified through the Cheshire West and Chester Housing and Economic Land Availability Assessment (2017).

The purpose of this report is to produce an assessment of the identified sites and to advise which ones might be appropriate for allocation, in particular whether they comply with National Planning Policy Guidance and the strategic policies of Cheshire West and Chester Council's adopted and emerging Local Plan. This has given the FNPSG material to consider in their plan to ensure that the Neighbourhood Planning site selection process is robust and transparent and will meet the basic conditions considered by the independent examiner, as well as any potential legal challenges by developers and other interested parties.

The 11 sites identified as appropriate development sites are shown on the plan opposite (Figure 2.1). The current and proposed uses are also listed in the table 2.1.

Site FRO/0005
Brereton House, Bradley lane
 Site area: 0.1ha
 Current use: Single storey house
 Proposed use: Residential

Site FRO/0010
64 Main Street
 Site area: 0.1ha
 Current use: Restaurant
 Proposed use: Residential

Site FRO/0038
Land off Greenfield Lane
 Site area: 0.37ha
 Current use: Frodsham Sea Scouts building and parking area
 Proposed use: Residential

Site FRO/0039
Land to Rear of 15-23 St Hilda's Drive
 Site area: 0.11ha
 Current use: Scrubland
 Proposed use: Residential

Site FRO/0040
29 Main Street
 Site area: 0.14ha
 Current use: Cheshire Cheese Pub
 Proposed use: Residential

Site FRO/0060
Land off Ship Street
 Site area: 0.43ha
 Current use: Greenfield
 Proposed use: Residential

Site 1
Land at Frodsham Health Centre, Princeway
 Site area: 0.84ha
 Current use: Unused brownfield land
 Proposed use: Residential

Site 6
Eddisbury Square
 Site area: 0.53ha
 Current use: Commercial and surface parking
 Proposed use: Commercial

Site 7
Brook Works
 Site area: 0.32ha
 Current use: Residential and business use (small workshops)
 Proposed use: Residential and live/work units

Site 9
Riverside
 Site area: 28.2ha
 Current use: Disused open land (ex-industrial), boathouse
 Proposed use: Leisure/open space

Site 10
Land at Penkmans Lane
 Site area: 0.1ha
 Current use: Open garden land
 Proposed use: Residential

Table 2.1 Current and proposed land uses of 11 potential development sites (Source: Frodsham Neighbourhood Plan, Site Assessment by AECOM (2018))

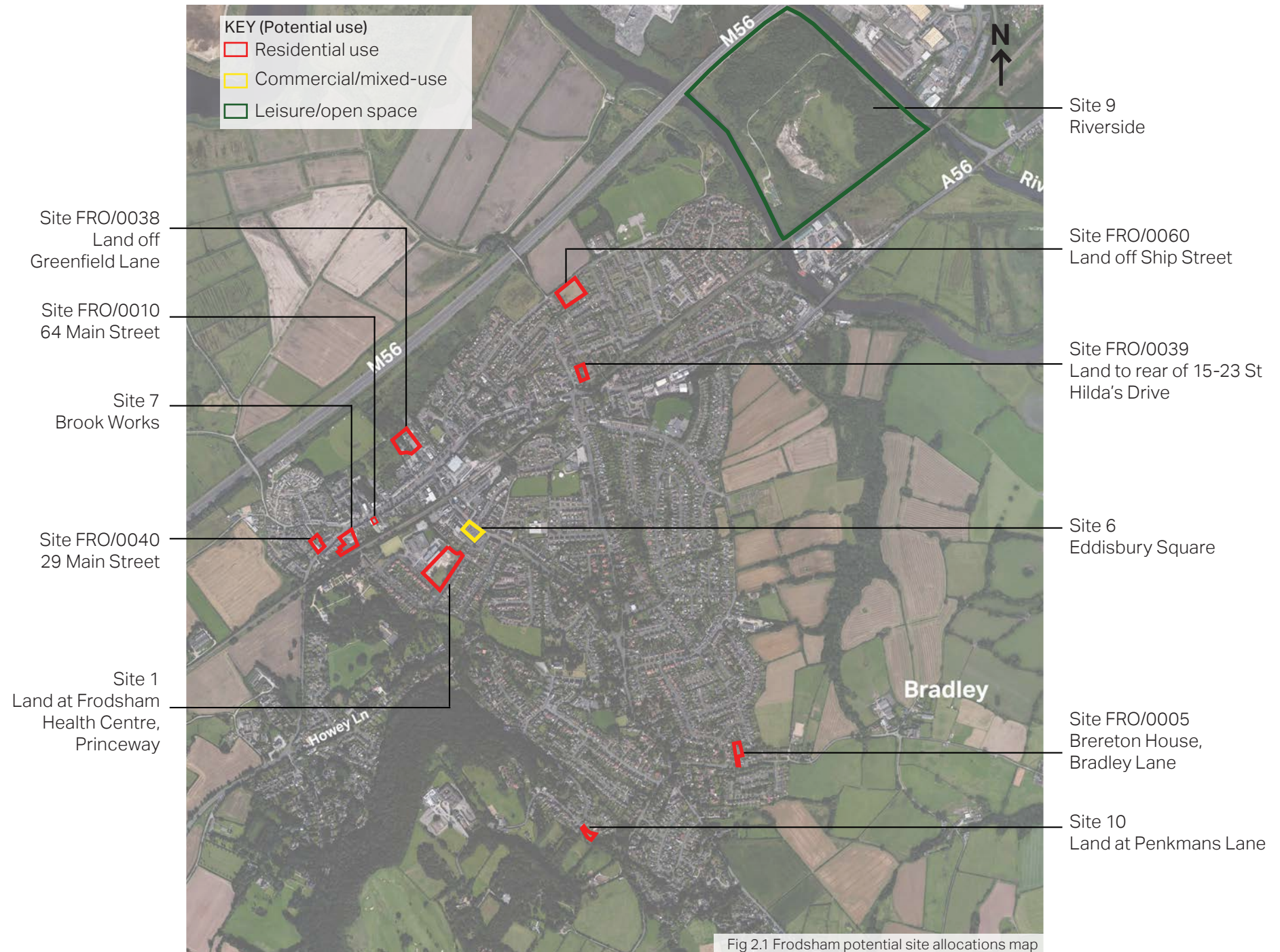


Fig 2.1 Frodsham potential site allocations map

Local Context and Designation: Historic Assets

Frodsham consists of a large number of historic assets, including four Conservation Areas and one Grade I, one Grade II*, over 40 Grade II Listed Buildings (see table 2.2). All historic designations form an essential part of local character. Any future development should look to enhance the historic value of Frodsham.

There are four Conservation Areas within Frodsham Town area, which generally join together and cover the west part of the town. Below is the list of Conservation Areas within Frodsham:

- Frodsham (Town) Conservation Area
- Frodsham (Castle Park Locality) Conservation Area
- Frodsham (Overton, St Lawrence's) Conservation Area
- Frodsham (Overton, Five Crosses) Conservation Area

Four potential sites for allocation (FRO/0010, FRO0038, FRO/0040, Site 7) fall within Frodsham (Town) Conservation Area. The site FRO/0010 is next to the Grade II Listed Building Entrance to Army Premises Adjoining Number 52 Main Street. The Grade II Listed Building Frodsham War Memorial Gates and Railings lies to the east of Site 11. The Brook House (Grade II Listed Building) forms the northern corner of Site 7. Any potential impact from new development on these historic assets should be carefully considered and relevant historic organisations should be consulted.



Frodsham Hill War Memorial Gates



Frodsham Viaduct



Brook House



Entrance to Army Premises

Listed Buildings

Grade I	
Church of St Laurence	Church Road
Grade II*	
The Old Vicarage	Vicarage Lane
Grade II	
Bradley Hall Farmhouse	Bradley
Brook Farmhouse	Bradley
Five Crosses Farmhouse	Kingsley Road
Folly Tower (SW of Fox Hill)	Tarvin Road
Frodsham Bridge (partly in Sutton)	Bridge Lane
Frodsham Lock, Weir & Sluice Gates (River Weaver)	Frodsham Cut
Frodsham Railway Station & Stationmaster's House	Church Street
Godscroft Hall Farmhouse	Godscroft Lane
House No 44 & 67	High Street
House No 56	Hillside Road
Rock Cottage & Rock Farm	Chester Road
Telephone Kiosk 'K4' (North of Railway Bridge)	Church Street
War Memorial	Overton Hill
Grade II with Group Value	
Bear's Paw Hotel	Main Street
Boundary Stones - Rows of 4, N & S Bank, Water Meadow	Frodsham Cut
Church House Farmhouse	Church Road
"Drill Hall" Entrance (Next to No 52)	Main Street
Frodsham Viaduct (Chester-Warrington Railway)	
House No 1	Church Street
House No 1, 47-51, 53-59, 83-89, 101-103	Main Street
House No 38, 46-48, 52, 84, 90-92, 108-110	Main Street
House No 4	High Street
Lower Riley Bank Farmhouse & Hand Pump at front	Manley Road
Millbank Cottages No 1 & 2	Main Street
Manor Farmhouse (cottage, shed, stable, barn & 2 shippens)	Bridge Lane
Old Hall Hotel (No 81)	Main Street
Old Hall Hotel - 2 Tide Stones & Walls W&N of rear garden	Main Street
Overton House	School Lane
Queen's Head Hotel and Stable	Main Street
Riley Bank Farmhouse - Farm Building and Shippon	Manley Road
Ring O'Bells Inn	Bellemonte Road
Sundial, Church of St Laurence	Church Road
Telephone Kiosk 'K6' (Outside No 101/103)	Main Street
The Golden Lion	Main Street
The Paddocks	Manley Road
Trustee Savings Bank	Main Street
'Wright' Tomb, Church of St Laurence	Church Road

Table 2.2 List of Listed Buildings
(Source: Frodsham Town Council leaflet)

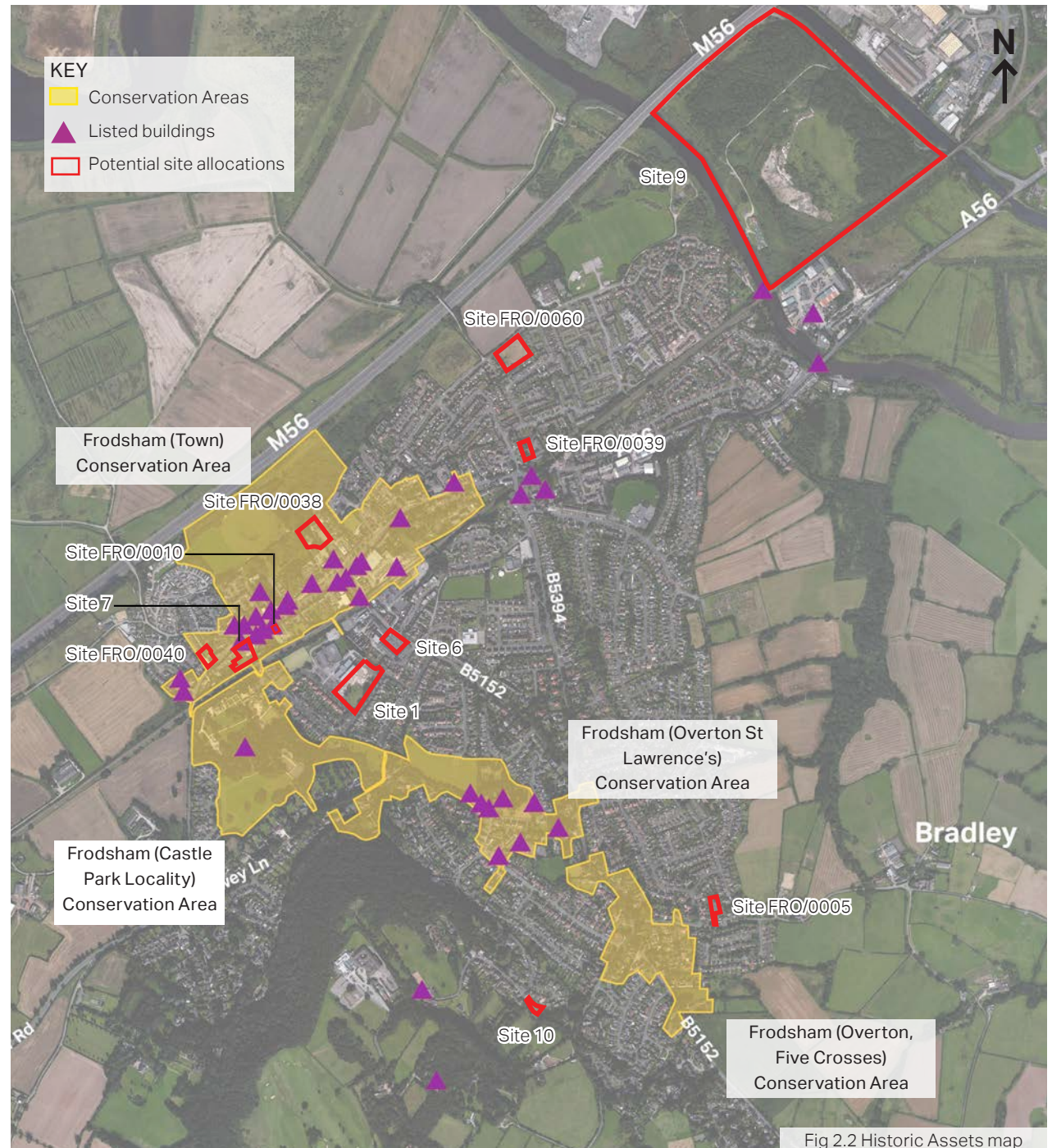


Fig 2.2 Historic Assets map

Local Context: Topography and Views

Frodsham sits to the north and beneath the imposing wooded escarpment of Frodsham Hill, and its top is just over 152m AOD.

Frodsham Town lies on a north facing slope covering the area between the Beacon Hill and the River Weaver Valley, which predominantly lies within Flood Zone 3.

Frodsham Hill War Memorial is one of the most important local features. This point overlooks Frodsham Town Centre and the Mersey Estuary. There are also a number of key views of the hill which should be maintained and protected. Of these, there are some long distance views which will be particularly sensitive to development.



View from the Frodsham Hill War Memorial



View from Fluin Lane



View from the A56



View from the Brook Furlong

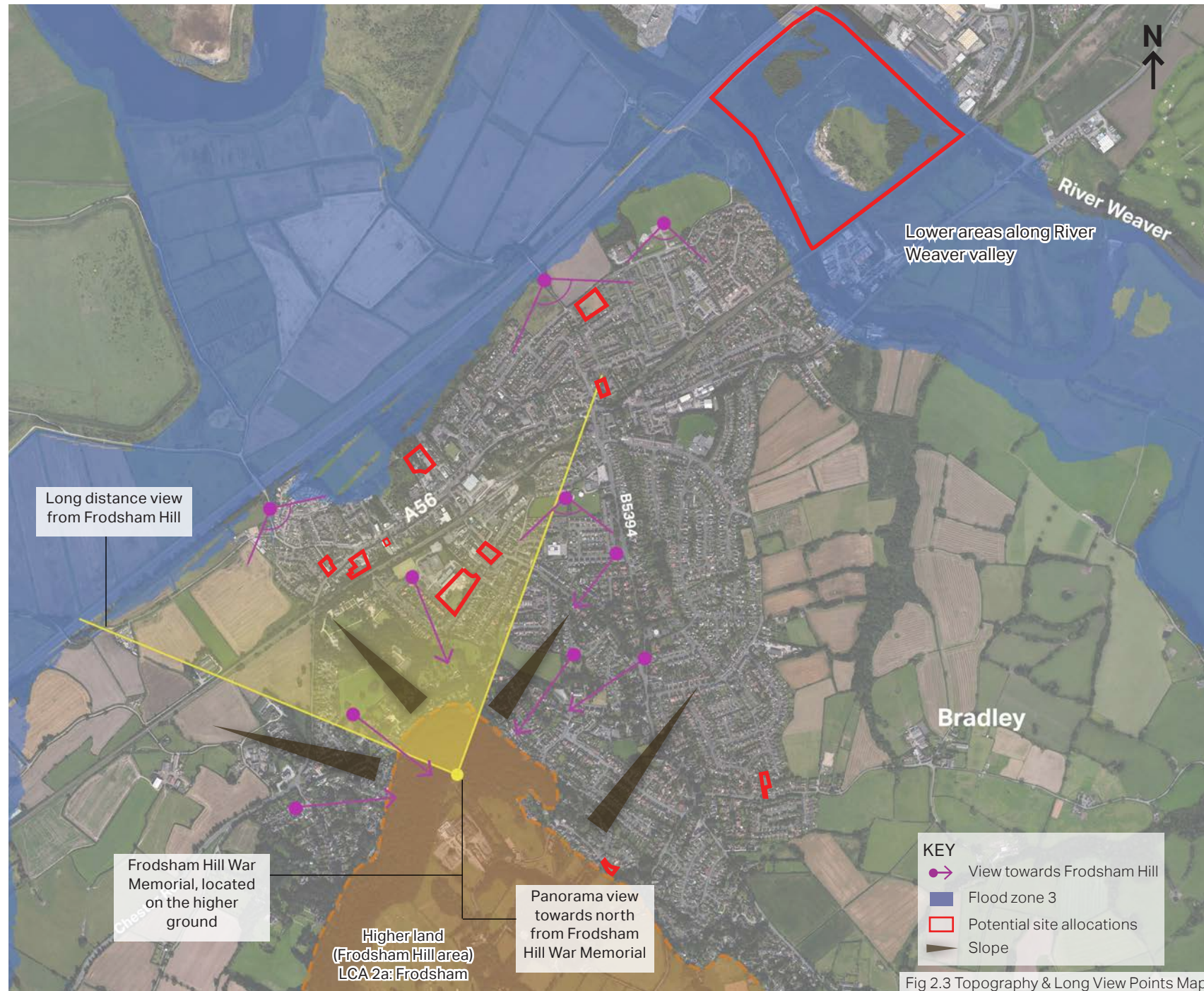


Fig 2.3 Topography & Long View Points Map

Local Context and Designation: Green Space and Environmental Designations

A number of environmental designations can be found within or around Frodsham Town. There are several Local Wildlife Sites located around Frodsham. Frodsham and Overton Woods Local Wildlife Site (part of Frodsham/ Overton Hill green space), Hob Hey Wood Local Wildlife Site and East Clifton Tip Local Wildlife Site are located within the Parish.

Site 9 Riverside area is part of the East Clifton Tip Local Wildlife Site, thus only low-impact developments could be considered.

Frodsham Railway and Road Cuttings of Special Scientific Interest (SSSI) are located in Frodsham Town Centre and Overton area. In the town centre, the sandstone exposures northeast of the railway station and on High Street and The Rock, form part of this area's SSSI. Meanwhile, the rock exposures on Howey Lane are part of the Frodsham Railway and Road Cuttings SSSI in Overton area. Any development within or in close proximity, should consult with Natural England to ensure negative impacts are minimised.

The FNPSG has studied the existing green spaces within Frodsham. A list of green space names are shown in the plan (Fig. 2.4) and their detailed functions are shown in the table 2.4.

Table 2.4 Frodsham Green Space list

	List of Green Spaces	Key Function
1	Salt Works Play Area and Skateboard Park	Outdoor sport
2	Hawthorne Rd Community Orchard	Community orchard
3	Ashton Drive Allotments	Allotment
4	Hob Hey Wood and Community Orchard	Natural green space and community orchard
5	Marshlands Tree Garden	Amenity greenspace
6	Ship Street Bowling Green & Community Orchard	Community orchard
7	London Rd Allotments	Allotment
8	London Rd & Fluin Ln (Community Centre) Field	Outdoor sport
9	Townfield Lane Park	Amenity greenspace
10	Castle Park House and Arts Centre	Amenity greenspace
11	Kingsway Allotments	Allotment
12	Churchfields Recreation Area & Community Orchard	Community orchard
13	Tarvin Road Cemetery	Cemeteries
14	Frodsham/ Overton Hill Area	Natural
15	Manley Road Copse	Natural
16	Top Road Play Area	Play area
17	Crow Mere	Amenity greenspace
18	Marl Pitts Wildlife Area	Natural





**Urban Design &
Conceptual Design Principles**

03

Urban Design & Conceptual Design Principles

This section provides a series of urban design and conceptual design principles for 11 allocated sites in Frodsham.

Frodsham's Townscape Area

This townscape study is divided into 15 townscape areas, using physical boundaries that border each area, such as roads and railways. Each area has distinctive characteristics. Several of the allocated sites are located within Frodsham Townscape Area, which need to respect the area's characteristics in their development.

A general description of character areas is provided in the "Frodsham Townscape Area". The future development should respect the existing local characteristics and carefully consider how to respond to these. The five character areas in which potential allocation sites located are:

Townscape Area 01 (Marsh Lane)

This area is predominantly residential, with Marsh Lane as the main route. Properties range in age from early 18th century to 21st century on Meadowside, and parts of the townscape has a distinctively compact character due to the terraces built during 19th to 20th century. Recurring design features, include use of contrasting brick colours and decorative brickwork on property walls and chimney and distinctive coursed sandstone boundary walls.

Townscape area 03 (Commercial Core)

This area's key roads are Main Street, High Street and the northern half of Church Street. Almost all of this townscape area lies within a Conservation Area, with a number of listed buildings. A Site of Special Scientific Interest (SSSI) is present within the townscape area. The area is the commercial core, a vibrant and visually attractive town centre with a range of small businesses, many of which are family run. Narrow lanes and alleys lead to backland development of variable quality, and a variety of open spaces, on the site of former burgage plots. This area is characterised by the surviving historic buildings with a variety of contrasting materials and styles.

Townscape Area 04 (Ashton Drive)

This townscape area is predominantly residential, with small nodes of amenities. A panoramic view towards Merseyside is present from Ship Street. A focal point in the southwest is provided by The Trinity Church Spire. The area around Ship Street is characterised by buildings from the 20th century. Most of the older properties in this area lack provision for cars, which contributes to on-street parking congestion.

Townscape Area 08 (Doric Avenue)

This area is predominantly residential. Development has taken place since pre-Victorian times to the late 20th century, providing the area with a variety of properties. The western part of the area mainly comprises of older property which display Georgian, Victorian, and Edwardian architectural style. The western part of the townscape area is in the Frodsham Area of Archaeological Potential and Frodsham (Overton, Five Crosses) Conservation Area.

Townscape Area 10 (Overton)

Overton Townscape Area has developed from the medieval settlement that grew around the Parish Church, to become a diverse, mixed-age mainly residential area. Large parts of this townscape area lie within Frodsham (Overton, St Lawrence) Conservation Area, which includes a Grade I Listed Building. Most dwellings are brick built and older properties have decorative brickwork detail and distinctive local design features.

Townscape Area 13 (Kingsway)

This townscape area is tree-lined and bound by the railways. Most of the area is residential, with a small part located within the Frodsham (Castle Park Locality) Conservation Area. The properties are mostly medium sized semi-detached houses, with styles ranging from Victorian to 21st century.

The allocated sites within the Townscape and Landscape Character Area are:

Site FRO/0040 (29 Main Street) and Site 7 (Brook Works) are located within **TA01 (Marsh Lane)**



Site FRO/0010 (64 Mains Street), Site FRO/0038 (Land off Greenfield Lane) and Site 6 (Eddisbury Square) are located within **TA03 (Commercial Core)**

Site FRO/0039 (Land to Rear of 15-23 St Hilda's Drive) and Site FRO/0060 (Land off Ship Street) are located within **TA04 (Ashton Drive)**

Site FRO/0005 is located within **TA08 (Doric Avenue)**

Site 10 (Land at Penkman's Lane) is located within **TA10 (Overton)**

Site 1 (Land at Frodsham Health Centre) is located within **TA13 (Kingsway)**

-  Potential site allocations
-  Frodsham Townscape Area
Source: Frodsham Town Design Statement, Cheshire West and Chester Council, adopted July 2010

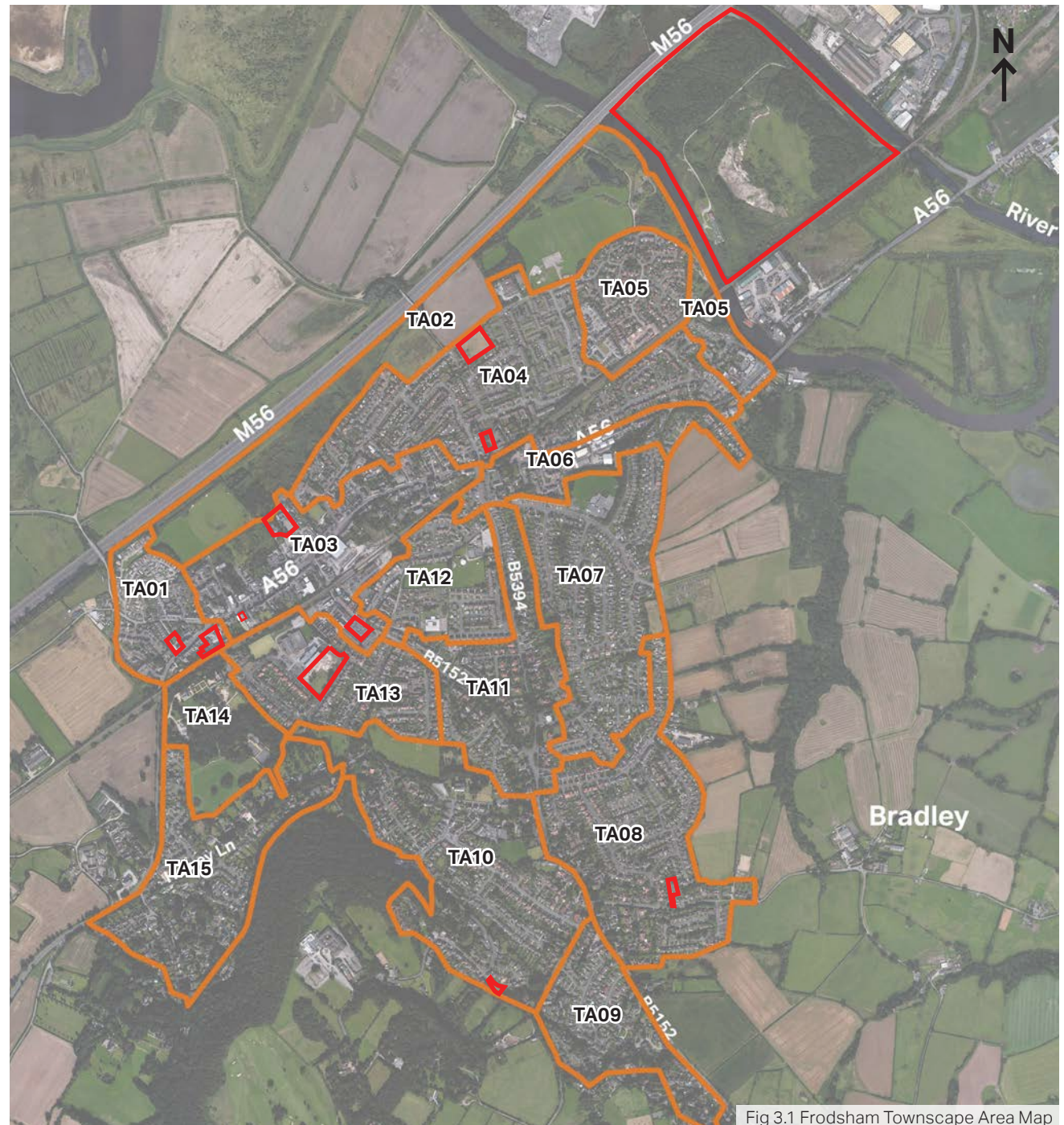


Fig 3.1 Frodsham Townscape Area Map

Site FRO/0005: Brereton House, Bradley Lane

Description of Site

Site area: 0.1ha

Current use: Single storey house

Proposed use: Residential

Indicative no. of dwellings: 2

Townscape Area 08 (Doric Avenue)

The site is located within Frodsham's residential area, and is accessible via Bradley Lane. It is 1.52 km away from Frodsham Town Centre and is adjacent to the Frodsham (Overton, Five Crosses) Conservation Area. The site is located behind existing properties on Bradley Lane, so it is not visible from the street. Rear gardens of the existing residential properties surround the site, which mainly consist of 2 storey semi-detached houses. The gradient of the site's surrounding land is relatively flat. Currently, the site comprises a bungalow. The previous site assessment indicates that the site has a potential to accommodate two dwellings.

A number of design principles for future development are suggested below to ensure good quality design can be achieved.

Design Principles

- Two storey building is appropriate for new development in the site;
- The minimum distance between the proposed and existing properties should be carefully considered (see figure 3.2);
- The rear garden area of new developments should be located to the north where it responds to other existing properties well;
- Careful boundary treatments should be applied to provide privacy between the existing and proposed buildings.

Existing Images



Existing bungalow within the site



Existing view to the site from Bradley Lane



Bradley Lane boundary treatments

Conceptual Design Principles

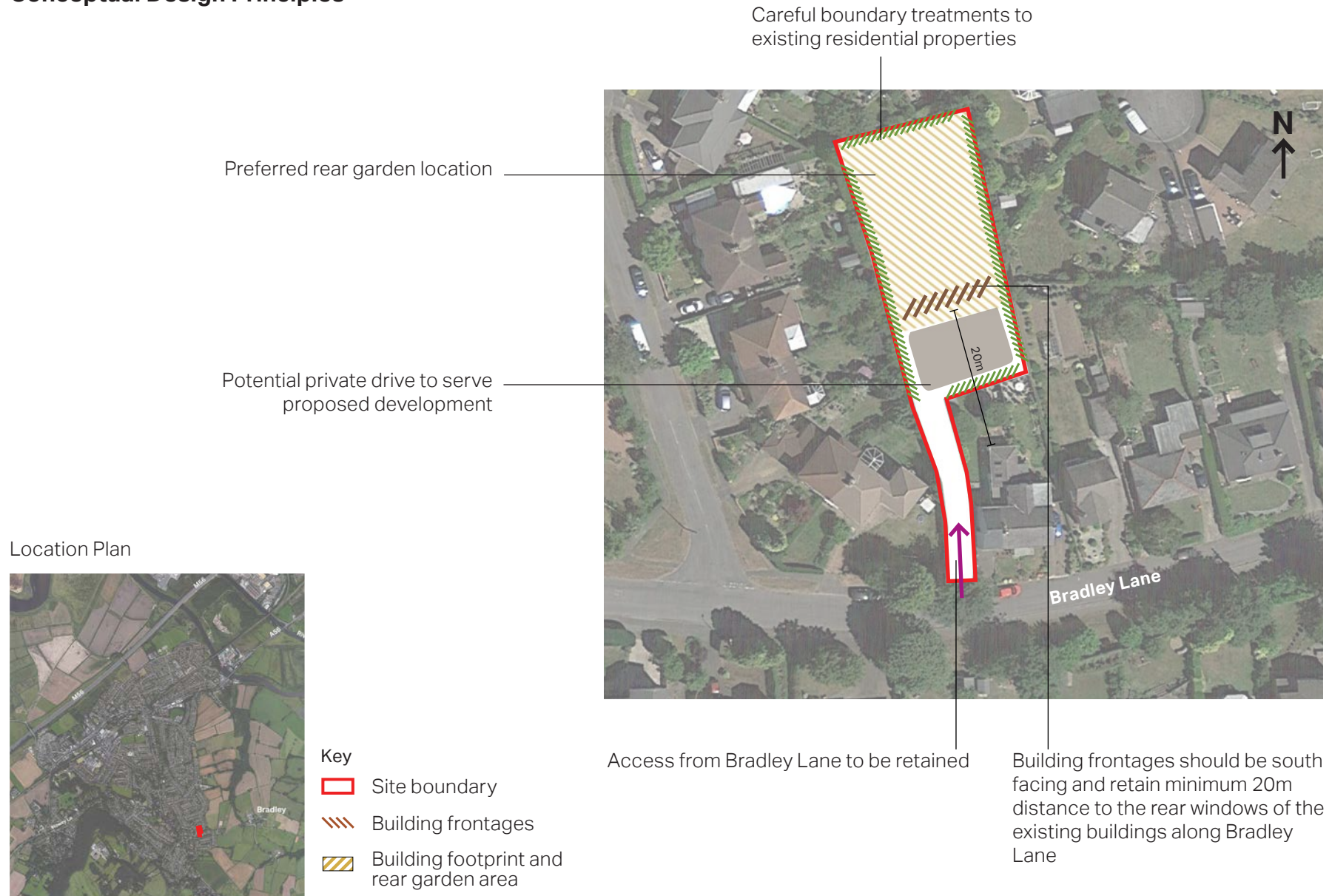


Fig 3.2 Site FRO/0005 concept masterplan and design principles

Site FRO/0010: 64 Main Street

Description of Site

Site area: 0.1ha

Current use: Restaurant

Proposed use: Residential

Indicative no. of dwellings: 1

Townscape Area 03 (Commercial Core)

This site is centrally located and highly accessible from Main Street. The building is currently used as a restaurant. It sits next to the Grade II Listed Building, Entrance to Army Premises adjoining number 52 Main Street, and lies within Frodsham (Town) Conservation Area. Therefore, any redevelopment that could have potential impact on historic designations need to be sensitive to and respect this setting. The retail function on the ground floor is suitable to be retained, in line with the local plan policy which seeks the retention of retail uses in Frodsham Town Centre.

In order to deliver good quality design, several design principles are suggested below.

Design Principles

- The existing building should be retained, and converted in the same scale;
- Materials and architectural styles applied by any new developments should respect the existing character area and Conservation Area setting, including minimising any work that may affect the Grade II listed buildings adjacent to the site;
- The commercial use of the ground floor should be retained, while the upper floor has potential to be converted into residential units;
- The site's design and management should consider the impact on the adjacent back gardens of the existing properties.

Existing Images



Existing building used as a restaurant



Existing image of the Grade II Listed Building (Entrance to Army Premises adjoining number 52 Main Street)



Existing view to the site from Main Street

Conceptual Design Principles

The existing building to be retained/
converted in the same scale

A key frontage should face Main
Street, with the ground floor utilised
as a commercial space and upper
floor used for residential

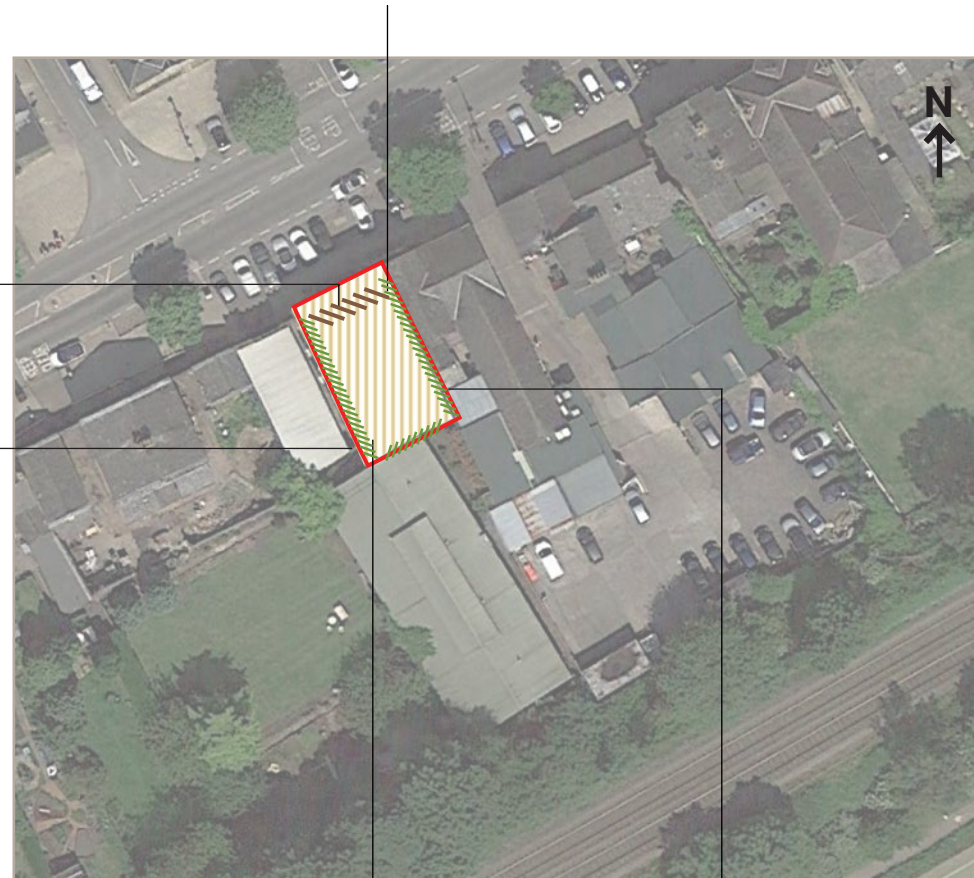
Consent from local authority/
Heritage England may be needed
for any type of work that has an
effect to the Listed Building

Location Plan



Key

- Site boundary
- Building frontages
- Building footprint and rear garden area



Preferred rear garden area

Careful boundary treatments
should be considered, subject to
further study

Fig 3.3 Site FRO/0010 concept masterplan and design principles

Site FRO/0038: Land off Greenfield Lane

Description of Site

Site area: 0.37ha

Current use: Frodsham Sea Scouts building and parking area

Proposed use: Residential

Indicative no. of dwellings: 10

Townscape Area 03 (Commercial Core)

This site is located along northern edge of Frodsham and can be accessed via Greenfield Lane from Main Street. Currently, it functions as a parking space with the 3rd Frodsham Sea Scouts building present on the site. It lies within the Frodsham (Town) Conservation Area. Therefore, any redevelopments that could have potential impact on historic designations need to be carefully considered and respect this setting.

The design of future developments is guided by the principles below.

Design Principles

- Access to the site via Greenfield Lane;
- Materials and architectural styles applied by new developments should respect the existing character area and Conservation Area setting;
- Good quality mature trees within the site should be retained where possible;
- Minimum distances between proposed residential units and existing properties should be carefully considered;
- Careful boundary treatments between the proposed properties and the adjacent properties should be considered;
- Any development should respect Frodsham (Town) Conservation Area Appraisal (2006).

Existing Images



Existing view to the site from Greenfield Lane



Existing parking area on the site



Existing 3rd Sea Scouts building within the site

Conceptual Design Principles

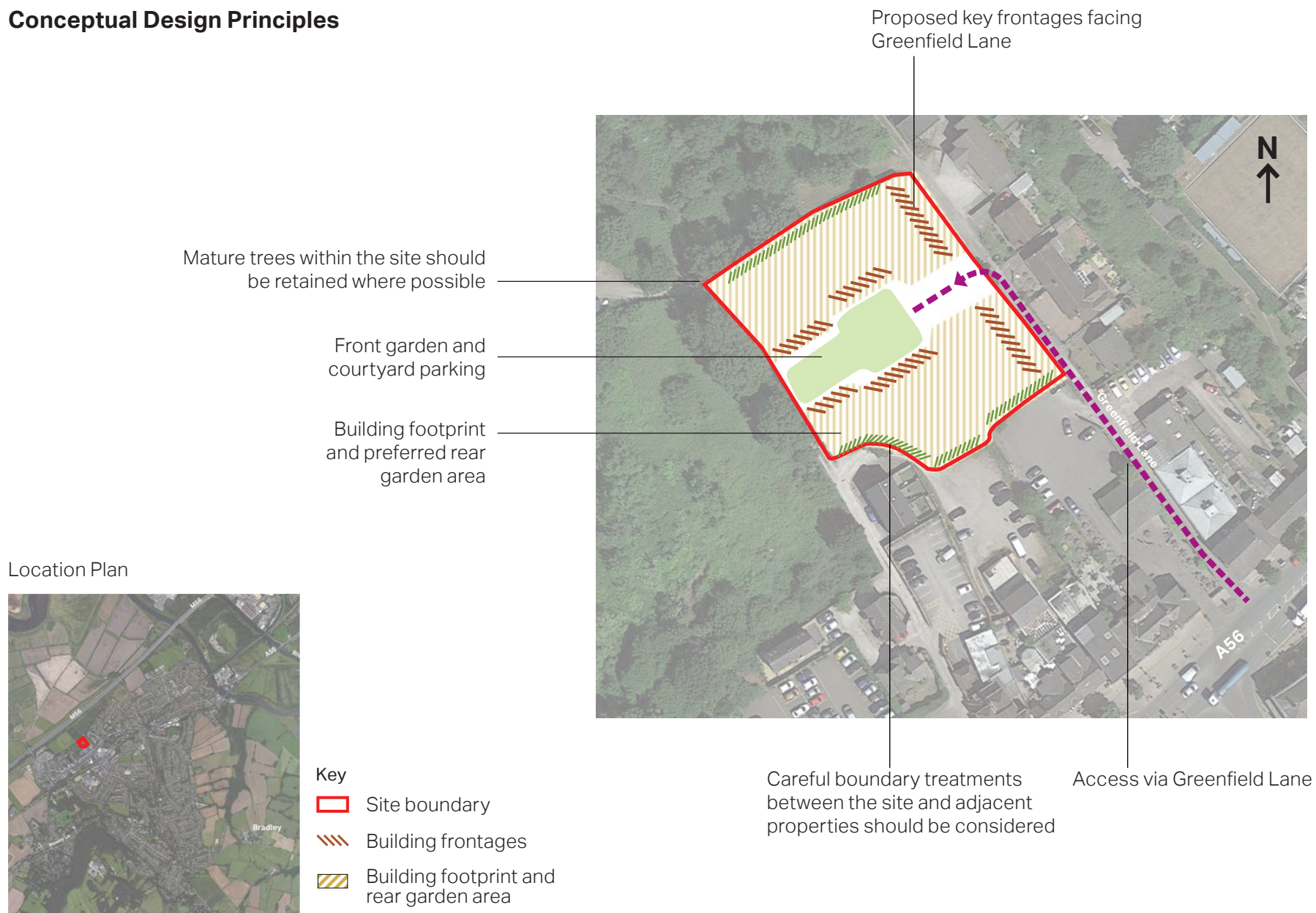


Fig 3.4 Site FRO/0038 concept masterplan and design principles

Site FRO/0039: Land to Rear of St Hilda's Drive

Description of Site

Site area: 0.11ha

Current use: Scrubland

Proposed use: Residential

Indicative no. of dwellings: 5

Townscape Area 04 (Ashton Drive)

The site is located on relatively flat ground, currently unused and is surrounded by residential properties. An L shaped two storey block of flats lies to the east of the site. Rear gardens of several semi-detached houses define the northern and western boundaries of the site. The site is less visible, with no important existing features. The site is centrally located, 640m away from Frodsham Town Centre. Access maybe an issue as it has to be obtained via the adjacent property.

To achieve good quality design, a number of design principles are proposed below.

Design Principles

- The frontages of new developments should be facing south/ the access road;
- Minimum distances between proposed residential units and existing properties should be carefully considered;
- Privacy between the new and existing properties should be ensured by placing careful boundary treatments where appropriate;
- The developments should adhere to the contextual use of materials, and building

Existing Images



Existing condition of the site



Existing access via Chinese Delight restaurant



Existing access to the site

Conceptual Design Principles

Minimum 20m distance from habitable window to habitable window between two buildings

Minimum 10m distance between the proposed blank elevation and existing building

Location Plan

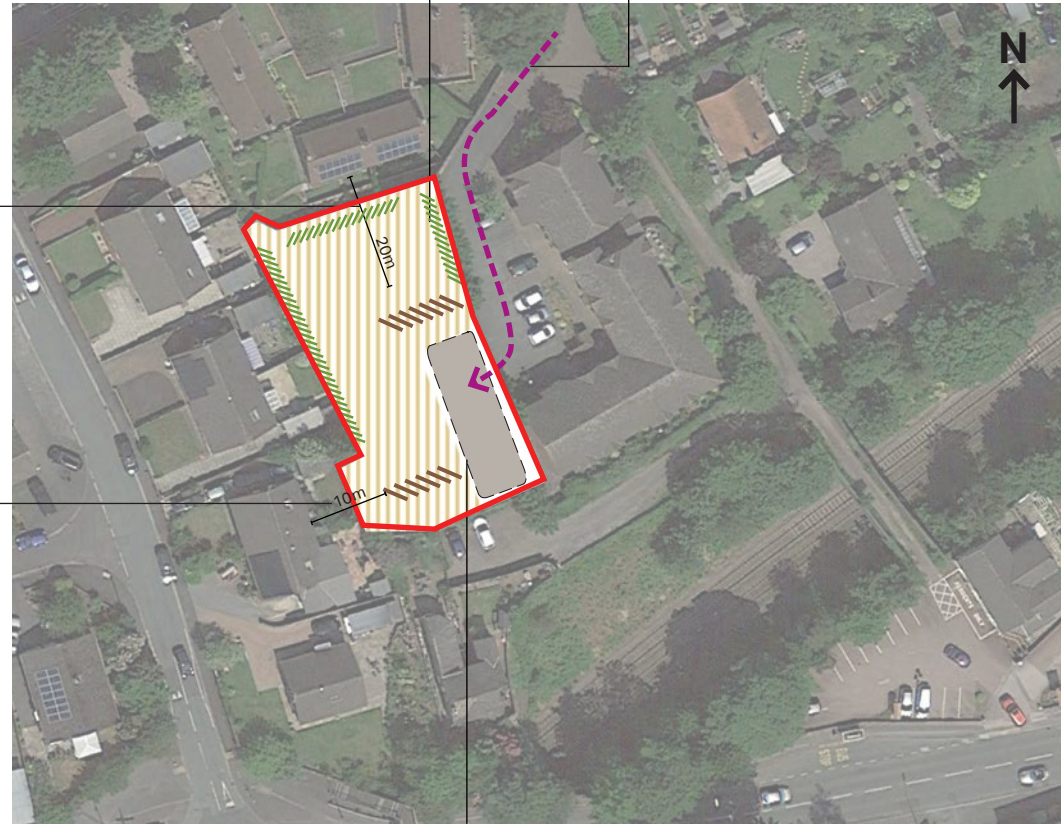


Key

- Site boundary
- Building frontages
- Building footprint and rear garden area

Boundary treatment between courtyard parking from the existing properties with the site

Access to the site via adjacent properties is determined by future agreements



Opportunity to create a private drive for new development

Fig 3.5 Site FRO/0039 concept masterplan and design principles

Site FRO/0040: 29 Main Street

Description of Site

Site area: 0.14ha

Current use: Cheshire Cheese Pub

Proposed use: Residential

Indicative no.of dwellings: 7

Townscape Area 01 (Marsh Lane)

The site is centrally located, within the Frodsham Town Centre area and has good access to social facilities. The planning application to erect nine dwellings within the site is submitted with the conversion of the pub into two dwellings and closure of the pub. The site includes the Cheshire Cheese pub, which is a locally Grade II Listed Building and should be retained. The entirety of the site lies within the Frodsham (Town) Conservation Area.

A number of design principles for future development are suggested below to ensure good quality design can be achieved.

Design Principles

- The Grade II Listed Building Cheshire Cheese Pub should be retained; it has potential to be converted into residential units. Any work that has an effect on the building should obtain consent from the local/ heritage authority, and new developments should respect the listed building;
- The existing access should be retained where possible;
- In order to create positive streetscape, new developments should provide key frontages facing the main street;
- The existing characteristics of the surrounding area should be taken into account;
- Careful boundary treatment should be applied between new developments and existing properties.

Existing Images



Existing site access via Main Street



Existing Cheshire Cheese Pub outdoor area



Existing parking courtyard

Conceptual Design Principles



Fig 3.6 Site FRO/0040 concept masterplan and design principles

Site FRO/0060: Land off Ship Street

Description of Site

Site area: 0.43ha

Current use: Playing field

Proposed use: Residential

Indicative no. of dwellings: 12

Townscape Area 04 (Ashton Drive)

This site is located on relatively flat ground with a gentle slope falling north, currently it is used as a playing field and accessible via Ship Street. The area around the site mainly consists of 1-2 storey semi-detached and terraced houses. The Housing and Economic Land Availability Assessment states that the site has a potential to accommodate 12 dwellings. The site will form part of key view overlooking open countryside. Therefore, careful consideration of the potential visual impact on the open countryside might be needed.

Future development could take guidance from the following design principles in order to achieve good quality design.

Design Principles

- In order to create positive streetscape, new development should provide key frontages facing the Ship Street;
- The development should adhere to the contextual use of materials, and building heights should respect the heights of adjacent buildings;
- Boundary treatments should be applied carefully between the proposed development and surrounding residential area;

Existing Images



Existing site condition



A gentle slope covers majority of the site



Public Rights of Way (RB85) located on the east of the site

Conceptual Design Principles



Fig 3.7 Site FRO/0060 concept masterplan and design principles

Site 1: Land at Frodsham Health Centre, Princeway

Description of Site

Site area: 0.84ha

Current use: Brownfield (former school)

Proposed use: Residential

Indicative no. of dwellings: 60-65 dwellings

Townscape Area 13 (Kingsway)

The site is gently sloping and appears free from major development constraints. It is located immediately adjacent to the Princeway Health Centre and within 200m of the prime shopping and service areas on Church Street and Main Street. The site has three road frontages, Queensway, Princeway and Martin Road. A potential density around 50-75 dwellings per hectare which could deliver mostly apartments, might be appropriate on the site and could make a major contribution to the housing needs of the community within Frodsham.

A number of design principles are suggested below.

Design Principles

- New developments should ensure that the site is well connected to the leisure and health centre area;
- Access to be obtained from Martin Road;
- Positive frontages facing Princeway and Queensway should be achieved;
- Mature trees within the site should be retained, where appropriate and possible;
- Higher density development (50-75dph), such as townhouses and apartments, is thought to be appropriate for the development of the site considering the significant role of the site to Frodsham's housing needs;

Existing Images



Existing site condition

- Development should provide sufficient number of parking following the guidance from the local council and the location of the parking area should be thoroughly considered to not dominate the view from Princeway and Queensway ;
- The slope of the site should be utilized to maximise potential whilst retaining the views and vistas from the site;
- The materials should be in keeping with those used in the surrounding area;
- Development of 2-3 storey is considered appropriate where contextual scale and massing is respected.



Existing boundary treatment between the site and Health Centre

Conceptual Design Principles

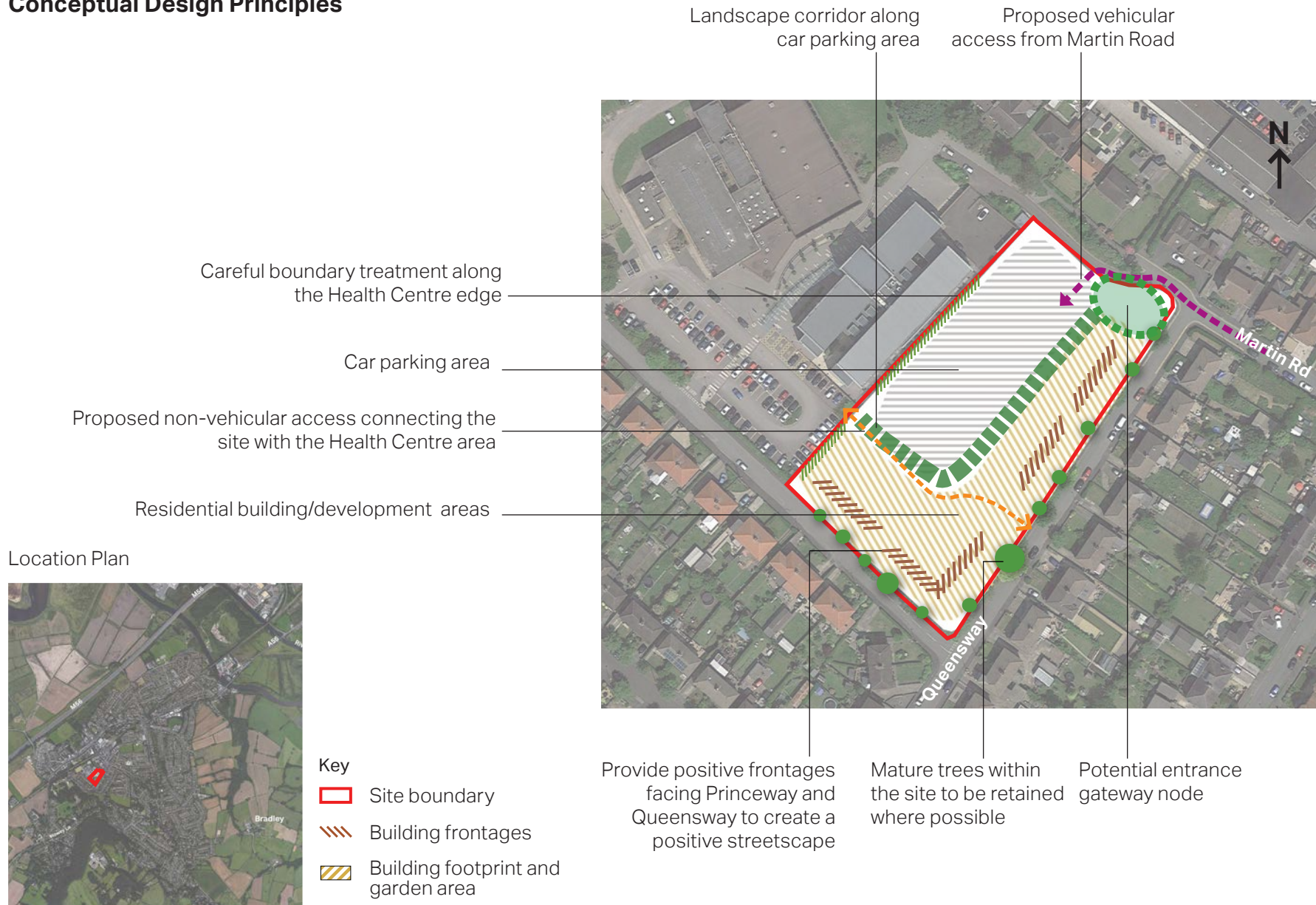


Fig 3.8 Site 1 concept masterplan and design principles

Site 6: Eddisbury Square

Description of Site

Site area: 0.53ha

Current use: Residential and commercial

Townscape Area 03 (Commercial Core)

The site is centrally located on the Church Street, highly accessible and well connected to the rest of the town. It can be accessed from Church Street. It is currently active as a shopping parade, with significant social and community value, but the community feels that the site could be enhanced in terms of architectural and placemaking quality. The current building lacks of architectural quality, and enhancement to the building appearance is suggested.

Below are design principles which future developments should adhere to.

Design Principles

- The group would support the use of S106 funds from development in the Neighbourhood Plan Area to upgrade public realm, and in negotiation with the centre operator, the betterment of the shop frontages;
- Building facade should be improved and upgraded. Any upgrade to the building appearance should respect to the local character area surrounding;
- Public realm enhancement between Eddisbury Square and Church Street is needed to create a positive streetscape on the site.

Existing Images



Existing photos of car parking area in Eddisbury Square



Out of date architectural style of existing building



Higher quality public realm might be needed

Conceptual Design Principles

Location Plan



Key

Site boundary



Fig 3.9 Site 6 concept masterplan and design principles

Site 7: Brook Works

Description of Site

Site area: 0.32ha

Current use: Residential and business use (small workshops)

Proposed use: Residential and business use

Indicative no. of dwellings: 7-12 dwellings

Townscape Area 01 (Marsh Lane)

The site is located at the prominent corner site fronting on to Main Street with a secondary frontage to Fountain Lane. The Grade II Listed Building Brook House lies to the northern corner of the site. It is located within the Frodsham (Town) Conservation Area. The site is suitable for residential and business use (workshops and offices). It has a potential to deliver small units, such as 1-2 beds, with a higher density development and could make a major contribution to the housing needs in Frodsham. The merits of several alternatives should be carefully considered with the objective of maximising the potential of the site whilst respecting its prominent location in the Conservation Area. Two options are suggested in the report.

A number of design principles are suggested below.

Design Principles

- Management of access to the site between residential and business uses should be carefully considered;
- The Grade II Listed Building Brook House should be retained, and any associated development with potential effects should be carefully considered;
- The site sits within a Conservation Area and changes to the frontage to Main Street must be

Existing Images



Existing workshop building within the site

- particularly well designed to match the listed building adjacent;
- Encourage blended uses while still respecting the character of the area;
- The heights and materials applied to the development should respect the existing setting and the Conservation Area; and
- Careful boundary treatment should be provided between the proposed development and existing properties.



Grade II Listed Building Brook Works

Conceptual Design Principles



Fig 3.10 Site 7 concept masterplan and design principles

Site 9: Riverside

Description of Site

Site area: 28.2ha

Current use: Disused open land (ex-industrial), boathouse

Proposed use: Leisure/ recreation

The site is located outside the core urban area, to the east side of the River Weaver. It is currently only accessible via a track from a Public Rights of Way along the eastern boundary of the site. The site falls within the East Clifton Tip Local Wildlife Site, which could restrict its potential for development. A detailed ecological survey will be required for development proposals within this area.

Below are design principles which future developments in this site should adhere to.

Design Principles

- The development should strive to improve and enhance the existing woodland, grassland, and wetland habitats, and to preserve designated and undesignated heritage assets;
- Potential to provide a marina along the river;
- Access should be provided to the site via existing track, and a possible emergency access might be provided via the commercial area;
- Areas of lower flood risk have potential to be leisure or recreational areas, and associated car parking areas.

Existing Images



Existing access to the site



Existing site condition



Existing building within the site

Conceptual Design Principles

Most of the site lies within Flood Zone 3. Potential development needs to submit a flood risk assessment for its application

Potential wetland area and wildlife watching facilities along existing water courses

Potential marina to the River Weaver

Location Plan



Woodland to be retained and enhanced. Potential to provide wildlife habitat

Main access via existing track
along northern edge



Existing reeds bed
area to be retained,
potential wildlife
habitat area

Possible emergency access via commercial area

Areas of lower flood risk, potential for leisure/ recreation activities, and car parking areas

Fig 3.11 Site 9 concept masterplan and design principles

Site 10: Land at Penkman's Lane

Description of Site

Site area: 0.1ha

Current use: Open garden land

Proposed use: Residential

Indicative no. of dwellings: 2

Townscape Area 10 (Overton)

The site is a greenfield which can be accessed from Penkmans Lane, and 1.75 km away from the town centre. The site is about 1m lower than Penkman's Lane and edged with well managed hedgerows along all boundaries. The area around the site, primarily residential, is mainly made up of 2 storey detached houses.

A number of design principles for future development are suggested below to ensure good quality design can be achieved.

Design Principles

- The site is suitable for up to two dwellings;
- The existing access from Penkmans Lane should be retained;
- Provision of a rear garden should respond to existing properties around the site;
- Boundary treatments should be carefully considered to provide privacy between the proposed development and existing properties;
- Future developments should be adequately setback from the street and should provide key frontages to create positive streetscape along Penkmans Lane.

Existing Images



Conceptual Design Principles

Location Plan



Key

- Site boundary
- Building frontages
- Building footprint and rear garden area

Careful boundary treatment with tree line buffer

Provision of rear garden to conform with the layout of adjacent properties

Provide positive frontage facing Penkmans Lane



Existing access from Penkmans Lane to be retained

Front garden/ parking for the proposed development

Fig 3.12 Site 10 concept masterplan and design principles



Recommendation

04

Recommendation

This document provides a series of design principles and recommendations for the potential site allocations in Frodsham. The report is based on high level reviews regarding the context, constraints, history, and characteristics of the town. The reviews suggest that any future development should be in line with the local town characteristics and the existing context. The general design principles and concept masterplan within the report will guide future developments in Frodsham to respect the area, conserve the existing setting, heritage, links, and townscape character.

The FNPSG is recommended to use this document to embed design policies within the Neighbourhood Plan to achieve the objectives set out in this document. Developers should also observe this document to understand the design quality they are expected to achieve.

Overall this document sets a holistic set of design principles, conceptual masterplans for development in Frodsham, which will allow Frodsham to protect and enhance its character and appearance for future development.

