

Brief

BE Group was appointed by Limewood Developments, a commercial property subsidiary of the Greenalls Group, to assess and realise the potential of land (partly in their ownership), as a flagship office park.

The site comprised 217 acres of land on the eastern edge of Runcorn, adjacent to junction 11 of the M56.

The site was identified in the Consultation and Deposit Versions of Halton's Unitary Development Plan, as being within Green Belt.



Activities

Prior to making a formal objection to the Deposit Local Plan, BE Group researched the justification for an office park, preparing an overview of the site's market niche using an illustrative development concept.

Halton Borough Council gave renewed consideration to this proposal. After various presentations and meetings, the local authority resolved to modify their plan, removing the area from the green belt.

BE Group gave supporting evidence at the Development Plan Inquiry. Upon the successful resolution of this, the company co-ordinated a planning application incorporating a T.I.A, Design Brief and Environmental Statement.

BE Group was retained to provide strategic planning advice for the scheme, and contributed to a marketing campaign targeted at major national and international occupiers.



Outcome

Planning permission was successfully secured for what is now one of the North West's premier business parks.

60 percent of the overall site was set aside for woodland, landscaping, ponds and nature conservation.

BNFL, Esoft and DeVere Hotels all now occupy office headquarter buildings on the site.