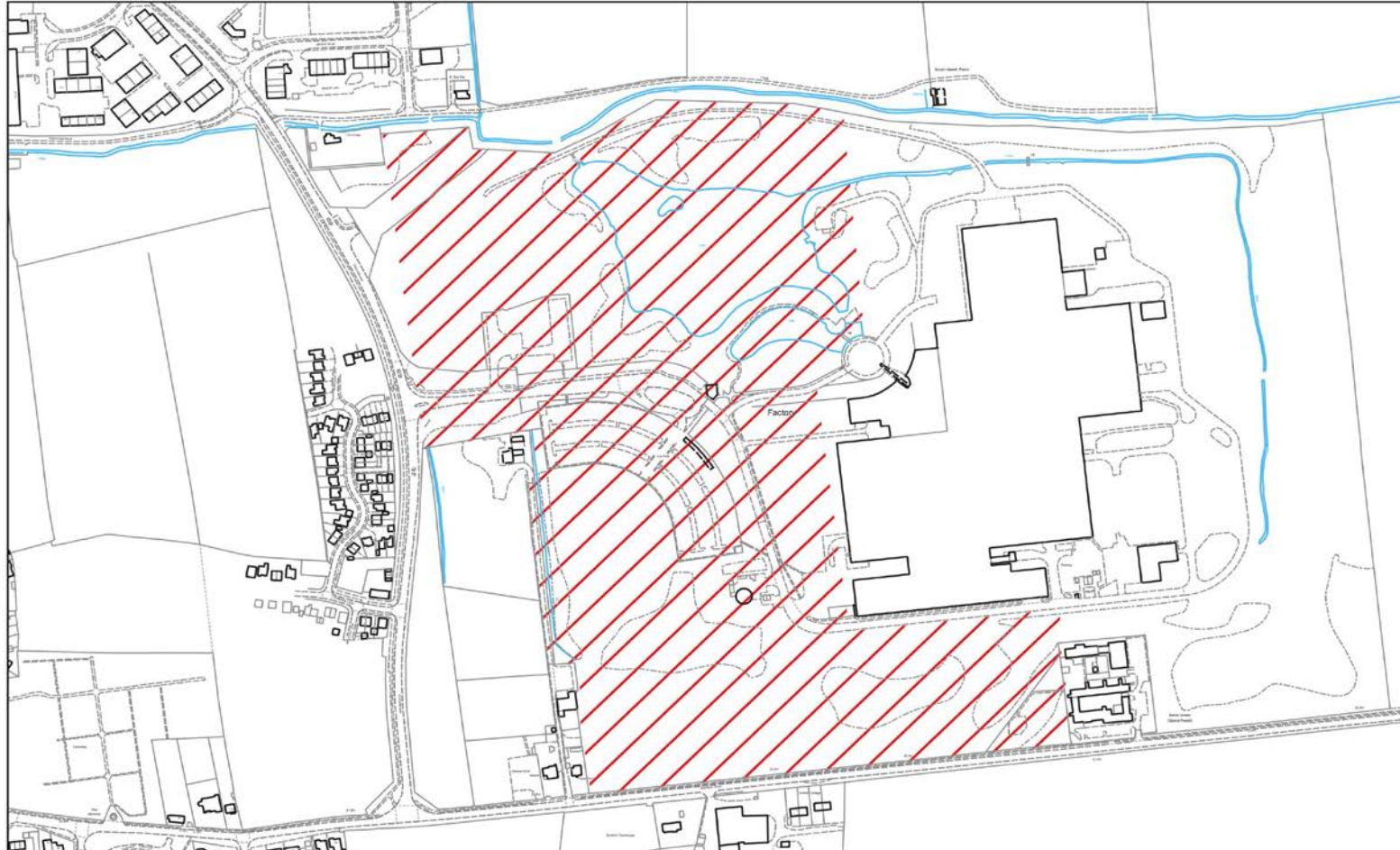


Omitted Site Land to the west of the Wren Factory, Falkland Way

1:5,000



<b>Site Name</b>	Land to the west of Wren Factory	
<b>Site Reference</b>	Wren Factory Omitted Site	<b>Promoter:</b> Wren Living (Johnson Brook) <b>Agent:</b> Johnson Brook
<b>Site Location</b>	Land off Falkland Way	
<b>Settlement</b>	Barton upon Humber	
<b>Site Area</b>	11.4ha	
<b>Number of Dwellings</b>	350	
<b>Representations received at Submission Draft (2014)</b>	846266/01/442/3.226/1/2/3/4 Wren Living (Johnson Brook)	
<b>Public Consultations</b>		
<b>Issues and Options (November 2007)</b>	This site was not submitted at this stage.	
<b>Pre-submission Second Stage (January 2009)</b>	This site was not submitted at this stage.	
<b>Submission Draft (November 2010)</b>	This site was not submitted at this stage.	
<b>Revised Submission Draft (April 2014)</b>	The site was not allocated in the DPD at this stage of consultation but the site was submitted during the consultation period by the landowner's agent and is being considered as an omitted site.	
<b>Reasons and comments for rejected proposal</b>	<p>The site had not been submitted as part of the Housing and Employment Land Allocations DPD until the revised submission stage and therefore has not been assessed until the latter stages of plan preparation.</p> <p>In considering this omitted site the Council cannot support its allocations for the following reasons:</p> <p><b>Lack of engagement with DPD consultation process</b></p> <p>The site was acquired by the owners in August 2013 and was not submitted to the Council until the final stage of public consultation as an omitted site. Therefore the site was never included in any of the previous consultation stages as part of this DPD.</p>	

Other sites submitted as part of the various consultation stages are deemed more sustainable and suitable for housing development based on assessments which have been carried out including the Strategic Housing Land Availability Assessment and Sustainability Assessment. As this site has come in at a late stage the Council still contends that they have allocated the most sustainable and deliverable sites that were available at the time of drafting the Revised Submission Draft. This site has come in after this stage and the Council do not feel that it should be allocated instead of, or as well as the proposed sites.

#### **Highway Considerations**

The Highway Authority has concerns about allocating this land for housing as the traffic generated by this residential development, coupled with the level of industrial traffic from the Wren Factory, will increase vehicle movements through Barton Town Centre along the A1077. This is already a sensitive issue with local residents. There are also potentially issues with the proximity of the development to industry and their aspirations to include a convenience store, nursery, and pub/hotel.

#### **Noise and Odour Issues**

The Council have concerns about the introduction of 350 dwellings within 60 metres of the existing Wren Kitchens Factory with regards to its potential to impacts on the future residents in relation to noise and odour. The Council is aware that at present time manufacturing is not being undertaken at the site but that it will commence at some point in the near future. Generally speaking residential use adjacent/close to heavy industry use is not considered to be compatible due to the potential for nuisance to residents.

At the present time the Council has no information on the noise attenuation capabilities of the factory building envelope or the cowls proposed for the ventilation extraction systems which will be required for the manufacturing process. Furthermore, this department is conscious of the fact that once developed the residential area will be permanent whilst the existing proposed use of the factory may well change should Wren Kitchens relocate elsewhere, rendering the dwellings open to potential significant noise changes.

#### **Existing Landscape Enhancement Area in North Lincolnshire Local Plan 2003 Saved Policy LC15 - 6**

The land in question is currently designated by Saved Policy LC15 – 6 of the North Lincolnshire Local Plan as a Landscape Enhancement area. It was designated in order to screen visually and acoustically intrusive development from other sensitive land uses. This enhancement area was required to screen the former Kimberley Clark factory (now Wren Kitchens) from the proposed residential allocation on the western side of Falkland Way, and the town itself. Its loss will reduce the visual amenity that will be enjoyed by the residents of Barton upon Humber and therefore the development of this site cannot be supported.