

4. ALTERNATIVES & DESIGN EVOLUTION

Introduction

4.1 Regulation 18 and Schedule 4 of the EIA Regulations require an applicant to provide:

“a description of the reasonable alternatives studied by the developer, which are relevant to the proposed development and its specific characteristics, and an indication of the main reasons for the option chosen, taking into account the effects of the development on the environment”.

4.2 This chapter of the ES identifies the main alternatives to the Development which have been considered by the Applicant and describes the main reasons for the choices made.

Alternatives

4.3 Alternative options typically comprise:

- The 'do nothing' alternative where the Development is not progressed;
- Alternative locations for the Development;
- Alternative uses for the Site; and
- Alternative design/layout for the Development in the context of the design evolution.

The 'do nothing' Alternative

4.4 The 'do nothing' Alternative refers to the option of leaving the Site in its current state. The Site has planning consent for commercial development however this has not been brought forward because the existing configuration of the Development would not make the most efficient use of the land.

Consideration of Alternative Locations & Uses

4.5 No alternative locations or uses have been considered as the Applicants can deliver the Development on the Site, which is allocated under Policy C4 (Cuerden Strategic Site) in the SRBC Local Plan¹ for employment led development.

Consideration of Alternative Designs

4.6 The form of the Development has been influenced by a range of factors, including location,

surrounding uses and landscape character, environmental impact assessment and input from LCC, statutory consultees and stakeholders. Additionally, the extensive consultation activities carried out to engage the local community, as highlighted within Chapter 2 of the ES and the Statement of Community Involvement, has shaped the Development.

Design Evolution

- 4.7 As detailed in Chapter 1 of the ES, a hybrid planning application was submitted in 2017 and subsequently granted by South Ribble Borough Council for the comprehensive redevelopment of the Strategic Site. However, given the changing market and retail climate, the Development has been revised such that the plans align to a greater extent to the current market and commercial conditions. Part of the Strategic Site, which is under a separate ownership, has been excluded from the Development. However, the masterplan has been designed so that this land can be brought forward in future phases. The extent of the future Development Plot Boundary can be seen in Figure 3.2.

REFERENCES

ⁱ South Ribble Local Plan (2015) Available at: <https://www.southribble.gov.uk/article/1134/Current-policies-and-guidance#South%20Ribble%20Local%20Plan%202015>