



MIXED USE MASTERPLAN ON BROWNFIELD FACTORY SITE, BROMBOROUGH POOL

for Dibbin Estates &
Equipment Ltd

Ainsley Gomon was appointed to carry out a feasibility masterplanning exercise which formed the basis for an outline planning application for a former oleochemical (Fatty Acid) complex on the Wirral. The 30 Acre site factory which closed in 2009, was historically sited to benefit from the proximity of the Mersey and the Dibben Estuary. As a result, part of the site is at risk from both fluvial and tidal flooding. The Wirral UDP designated the site for industrial/employment use; the site contained a listed building, some of the original factory buildings, as well as a number of more recent office buildings and factory accommodation which have become derelict in recent years. The site is also adjacent the Conservation Area of Bromborough Pool Village and the site of a Scheduled Monument.



The masterplan addressed some of the complex site constraints proposing zoning of the site. The design creates a sustainable, balanced, mixed use development that is predominantly light industrial/offices, creating a diverse community for people to live, work and enjoy recreation whilst supporting the adjacent residential conservation area. It is proposed to retain, restore and convert the listed building. The proposals place a great importance on landscaping, incorporating a pocket park adjacent to the listed building and riverside walk, including the reinstatement of the river bank wetland environment.



Subsequent to successfully achieving the initial outline planning consent, we have been involved with a number of the resulting reserved matters applications, as the redevelopment of the site has progressed.



Value: £38m (approx)
planning: Outline 2013
Commission: Design & Planning

30 ACRE FACTORY | BROMBOROUGH POOL | WIRRAL
MASTERPLAN | MIXED USE | BROWNFIELD

AG | **A** **AINSLEY GOMON ARCHITECTS**