

PLANNING COMMITTEE

3rd July 2013

PLANNING APPLICATION 2013/119/FUL

EXTENSION OF EXISTING FACTORY; RELOCATION OF EXISTING BUND TO INCREASE SITE PARKING; ADDITIONAL CONCRETE YARD SPACE; MEZZANINE FLOOR AND NEW SITE ENTRANCE OFF WINYATES WAY

MAGNA EXTERIORS AND INTERIORS, MERSE ROAD, REDDITCH

APPLICANT: MR C WALTON
EXPIRY DATE: 7TH AUGUST 2013

WARD: CHURCH HILL

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(See additional papers for Site Plan)

Site Description

The site, which measures 3.97 hectares, has been occupied by Intier Automotive Interiors Ltd for over 8 years, employing 329 people who produce parts for the automotive trade for car manufacturers such as Jaguar Land Rover and BMW.

To the west lies Winyates Way, the Territorial Army (TA) Centre and Church Hill Way; to the south, Moons Moat Drive; to the east, Merse Road; and further to the north, Eagle Road.

Existing floor space totals 9265 square metres in area. The exterior of the site is largely dominated by the storage of bulk materials involved in the production process and the handling of goods in and out of the facility. The site and the wider area is covered by 'blanket' Tree Preservation Order 7 (TPO 7) although the site itself does not contain any noteworthy trees.

Access to the site is via Merse Road to the east.

The site is situated within a Primarily Employment Area as designated on the Borough of Redditch Local Plan No.3 Proposals Map.

Proposal Description

Permission is sought to extend the existing factory to keep up with increased demand on production to match the increased growth of their current customer base. The applicant states that the proposals would create an additional 125 jobs over three split shifts.

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The extension would be located to the rear of the existing building and would provide a total of 3,720 square metres of (B2 / General Industrial) new floor space. It would be of steel portal frame construction with a goosewing grey insulated panelled wall and roof with sapphire blue flashings to match that of the existing building. The extension would consist of two, 24 metre spans and one half span at 12 metre (60 metres in total). The height to eaves would be 11 metres with the buildings overall height rising to 12.3 metres, matching the height of the existing building. Towards to the north elevation of the building, a small mezzanine floor would be created (120 square metres). This is required to house air handling units for the factory.

The site currently has only one entrance in and out for both all HGV's and all employees. The application also proposes to add an extra junction off Winyates Way which would act as an entrance, solely for HGV's, reducing the number of vehicles entering the site via Merse Road. The new access would be formed at a point, approximately 20 metres due south of the existing access which serves the TA Centre, which is similarly served off Winyates Way.

Due to the extra 125 jobs which would be created over three different shifts, the application includes provision to create additional staff parking. An existing small soil bund would be removed in order to accommodate an extra 32 car parking spaces. The soil from the bund to be removed would be relocated and added to an existing bund which is located towards the north-west corner of the site.

Relevant Key Policies:

All planning applications must be considered in terms of the planning policy framework and all other relevant material considerations (as set out in the legislative framework). The planning policies noted below can be found on the following websites:

www.communities.gov.uk

www.redditchbc.gov.uk

National Planning Policy

The National Planning Policy Framework (NPPF)

The NPPF supports existing business sectors, taking account of them expanding or contracting in order to encourage sustainable development and building a strong and competitive economy. The proposal would contribute towards economic prosperity as it involves the expansion of an existing business and as such will assist towards building a strong, responsive, sustainable and competitive economy. Therefore, the proposal would comply with the relevant aims of the NPPF.

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Borough of Redditch Local Plan No.3

S.1	Designing Out Crime
B(BE).13	Qualities of Good Design
E(EMP).2	Design of Employment Development
E(EMP).3	Primarily Employment Areas
E(EMP).3a	Development Affecting Primarily Employment Areas
C(T).2	Road Hierarchy
C(T).12	Parking Standards

Supplementary Planning Guidance /Supplementary Planning Documents

Encouraging Good Design
Designing for Community Safety

Public Consultation Responses

The application has been advertised by writing to neighbouring properties within the vicinity of the application site, by display of public notice on site, and by press notice. No representations have been received.

Consultee Responses

County Highway Network Control

No objection. Informative recommended informing the applicant that works within the publically maintained highway can only be carried out by the County Councils approved contractor under the Highways Act 1980.

Worcestershire Regulatory Services (Environmental Health)

No comments submitted

Police Crime Risk Manager

No objection

Severn Trent Water

No objection. Drainage details to be subject to agreement with Severn Trent

Economic Development

No objection

Assessment of Proposal

The key issues for consideration in this case are as follows:-

Principle

The site is within an established employment area that is zoned for Primarily Employment Uses in the Borough of Redditch Local Plan No.3. Therefore, the proposed development would be acceptable, complying with policies E(EMP).3 and E(EMP).3a of the Borough of Redditch Local Plan No.3, in addition to core planning principles identified in the National Planning Policy Framework.

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Design and Layout

The extension proposed would be located to the rear (the north) of the existing building and therefore its visual impact from main public vantage points is relatively limited. Its design and external appearance would respect the character and form of the existing portal framed factory building which is clad in 'Goosewing Grey' (BS 10 A 05) coloured metal profiled sheet with blue flashings. The materials and colours used would therefore be appropriate in their context.

The proposal would comply with Policies B(BE).13 and E(EMP). 2 of the Borough of Redditch Local Plan No.3.

Highways and Access

The existing 170 space car park to the south of the site, including access to it (via Merse Road) would be unaffected by the proposed development. Highways have confirmed that they are in agreement with the proposed additional 32 car parking spaces to be provided having regard to the new floorspace to be provided.

To reduce any congestion on site with the expected increased traffic in and out, it is proposed that the HGV traffic be split. Goods in would be via the existing access (Merse Road) whilst goods out would be via the new, additional access, solely for HGV's off Winyates Way. By creating the additional access, it would reduce the amount of manoeuvring on site carried out by large vehicles and by segregating car vehicle movements with those of 'goods out' by HGV's would serve to benefit highway safety on site.

To ensure that the additional access does not become a cut through onto Merse Road for the general public there would be a remotely operated security gate so that fork lift trucks and service vehicles can gain access all around the site but remove the risk of the site becoming a through road.

In order to manage the increased traffic onto the site, the security kiosk is proposed to be situated closer to the entrance on to Merse Road to ensure that all traffic into and out of the site is directed and controlled earlier on its arrival and to reduce the risk of misdirected traffic and manoeuvring on site.

Conclusion

The proposals would represent an acceptable use in this location given that the site is within a Primarily Employment Area. The development would comply with the relevant policies of Local Plan No.3 together with those of the National Planning Policy Framework. The design of the extension would respect that of the existing building and its surroundings and car parking and access arrangements would be satisfactory. As such, the proposal is considered to be acceptable and can be recommended for approval.

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Recommendation

That having regarded to the development plan and to all other material considerations, planning permission be GRANTED subject to conditions and informatives as summarised below:

- 1 Development to commence within 3 years.
- 2 Materials to be used as per details given within submission (Q9 on planning application form)
- 3 Plans approved specified

Informatives

- 1 Reason for approval
- 2 Drainage
- 3 Positive and proactive informative
- 4 Highway Note No. 4

Procedural matters

This application is reported to Planning Committee for determination because the application is for major development (more than 1000 sq metres of new commercial / Industrial floorspace), and as such the application falls outside the scheme of delegation to Officers.