

**PLANNING
COMMITTEE**

18th September 2019

Planning Application Consultation Response to Bromsgrove and Stratford-on-Avon District Councils

Reference: Bromsgrove Planning Application No. 19/00619/REM
Stratford-on-Avon Planning Application 19/01545/REM

Site at: Redditch Gateway,
Land Adjacent to the A4023 Coventry Highway.

Proposal: Application for approval of reserved matters relating to appearance, landscaping, layout, scale and access (internal to the site) for a use class B8 (storage and distribution) building with ancillary floorspace including use class B1 (offices); earthworks; plot and structural landscape works inclusive of an ecological enhancement area; internal access roads, car parking, gatehouse; utilities and plant infrastructure; on the northern development parcel pursuant to S73 permissions SDC 18/03746/VARY, BDC 18/01596/S73, RBC 18/01626/S73 following outline permissions SDC 17/01847/OUT, BDC 17/00701/OUT, RBC 17/00700/OUT

Applicant: Stoford Gorcott Limited

Ward: Alvechurch South Ward
Closest Redditch Ward: Winyates

The author of this report is Helena Plant, Development Control Manager, who can be contacted on Tel: (01527) 881335 Email: h.plant@bromsgroveandredditch.gov.uk for more information.

Purpose and scope of report

Redditch Borough Council has been invited to comment by both Bromsgrove District Council and Stratford-on-Avon District Council upon the application for approval of the matters reserved on the previous application, comprising details of access, appearance, landscaping, layout and scale. Members considered this request at their meeting on 14th August 2019 and that report and associated site plan is attached as **Appendix 1**.

That report recommended that Officers inform Bromsgrove District Council and Stratford-on-Avon District Council that Redditch Borough Council was in support of the applications. At the Committee meeting Members wished to add more detail to that recommendation and requested Officers feedback comments on specific issues numbered a) to e) as part of their consultation response. With respect to the specific element of the Reserved Matters Applications that relates to appearance, Item d) (the colour scheme for the building) required referral back to this Committee for further consultation and that is the purpose of this report.

Officers report to Planning Committee in August set out details of the; planning history, site location and description, phasing and delivery, use and amount of development, scale, layout, landscape, open space, drainage, ecology, lighting, internal access and parking. Members have already commented upon these

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issues and therefore these matters are not repeated here.

The Planning Applications are due to be considered by Bromsgrove District Council's Planning Committee and Stratford-on-Avon District Council's Planning Committee in due course. This response would inform the decision making of those Council's and supplement the views already expressed by this Committee.

Procedural Matters

This matter is reported to members because the scheme of delegation to planning Officers requires that:

All planning decisions, actions or advice/responses on behalf of the Local Planning Authority cannot be dealt with under delegated powers (so must be reported to Committee) where:

- The application is for major development (more than 1000sqm of commercial/industrial floorspace) where the recommendation is for approval
- Any application where two or more individual letters of objection from separate addresses raising material planning considerations are received from separate members of the public and the officer recommendation is for approval
- In addition to the above points, Members expressly requested that this matter be brought back to Committee for further consultation.

Background

Redditch Gateway site is separated by the A4023, dividing the site into north and south parcels. The Proposed Development would be located within the northern parcel, west of the A435. The Application Site is therefore within the administrative areas of Bromsgrove and Stratford-on-Avon Districts only. The majority of the proposed built form would be within the administrative area of Bromsgrove, with the parking and majority of the green infrastructure being located within the administrative area of Stratford-on-Avon District.

Located to the north east of the Application Site is Gorcott Hall (Grade II Listed Building), to the west is the established Ravensbank industrial estate, to the south is the A4023 and beyond that is the residential area of Winyates Green. To the east is the A435.

In order to minimize the actual roof heights of the buildings it is proposed that they incorporate a shallow pitched roof, with a fixed point ridge and parapet detail. The warehouse building height to the parapet is 16.2m, with an internal clear haunch height of 12m; The roof is located behind the parapet and is lower at 14.6m.

Appearance

The form of the large employment buildings need to address two primary concerns:

- To sit harmoniously within the site setting when seen from key long views, despite their potential overall size.
- To present an attractive and well considered design when seen from shorter views, avoiding a monolithic appearance.

The colour palette proposed essentially uses four shades of grey and a feature colour band in a blue tone. The smaller elements of the building, such as the offices which are sited on the corners of the warehouse and along the main frontage to the carpark, are detailed in a mid-grey (RAL 180 40 05) with darker grey (RAL 70 16) detailing the doors windows and shutters to these areas. In contrast the main warehouse is detailed in a lighter grey (RAL 9002). Variety is introduced to elevations by the use of a contrasting colour on the stair towers (RAL 7038). A Feature band is also proposed to the warehouse in the form of blue (RAL5012) treatment at eaves level

Members of this Committee expressed concern at the August meeting as to the proposed grey colour scheme and questioned whether it would minimize the impact of the building or assist in blending in with its surroundings. Whether other materials had been considered and the brightness of the white roof section was also raised.

In response to these concerns information has been provided and is summarized below;

Outline

The landscape and visual impact of the proposed development was considered at outline stage via the Environmental Statement (ES). Views of the site from two assessed points show that it is not the building that is visible, but its roof. At that stage the roof was shown as being a light colour – and not green.

Consideration of the impact of the building on nearest residents formed part of the ES Chapter 10 supporting the Section 73 consent. This assessment does not single out colour as a direct impact. Roof colour was highlighted in terms of its relationship with Gorcott Hall, however current proposals do not move away from the light colouring shown on the montages and agreed at outline stage. Furthermore, views of the site limit roofscape visibility. For example Winyates' residents would not see the roof given the difference in levels/heights and the fact that the roof is surrounded by a parapet.

Assimilating the building into its local context is important and the approved Design and Access Statement included such an assessment. Figure 22 shows the existing buildings on Hedera Road, the adjacent industrial estate which form some of the backdrop for Redditch Gateway. These units are from the grey colour palette. None are for example green or visually bright. The applicant has sought to blend the development with this context as opposed to creating a visual contrast.

Finally, the DAS Section 9 presents an overview of the principles to be applied to the matter of Appearance and this includes the range of colours from which the reserved matters would draw. Illustrations on pages 41 and 42 show how the grey and white colour range would be depicted on site. The DAS formed part of the approved documents for the extant consent.

Reserved Matters Application

The reserved matters, reflects the principles previously agreed and uses a variety of grey shades and are depicted through a number of computer generated images. The CGI from Coventry Highway clearly illustrates the limited views of the upper elements of the elevation. From this vantage point where the upper limits of the building are seen against the sky, the use of grey tones is considered more sensitive, than for example a contrasting colour.

Consideration of the impact of the building on residents in Kingham Close is also demonstrated via a CGI. The image shows a white wire line edged building - demonstrating that even at second floor level, the building is hidden behind the trees that will be retained.

The submitted DAS, sets out how consultation has already seen the previously proposed darker grey colour palette amended to a lighter version, more appropriate to its context.

Overall the agents have proposed a colour palette that is both consistent with local built form and yet is modern, and reflects a colour range that is attractive to investors. One which will act as a catalyst for the residual part of the Gateway scheme, with a light, 'airy', crisp, clean image reflective of the ethos of the Gateway site being a 'gamechanger' site. Occupiers state that they seek such premises and are keen to lose the 'tag' of low quality and dated floor space that has historically been associated with B2/B8 Uses.

Officer Appraisal

The current RSM application reflects the principles and parameters agreed at Outline stage and S73 stages. The local context (including that adjacent to Gorcott Hall), the impact on residents and the wider visual impacts of the development have all been considered and the use of grey tones/light roof is seen as the most sensitive and appropriate. Officers are of the view that the appearance of the building as proposed should be supported.

Conclusion

That Officers inform Bromsgrove District Council and Stratford-on-Avon District Council, that Redditch Borough Council is in support of applications 19/00619/REM and 19/01545/REM with respect to the appearance of the development.

RECOMMENDATION: That :

- i. That RBC raise no objection to the reserved matters applications cited above with respect to appearance and,
- ii. Members endorse the comments made under the heading "Officer Appraisal."

