

**PLANNING
COMMITTEE**

1st March 2011

PLANNING APPLICATION 2010/307/FUL

**RESITING OF WAREHOUSE APPROVED UNDER APPLICATION
2010/207/FUL, ADDITIONAL FLOOR SPACE TO CREATE CONFERENCE
ROOM AND EXTERNAL ALTERATIONS TO BUILDING**

FORMER METAL PRESSINGS, STUDLEY ROAD, REDDITCH

**APPLICANT: LANGDON INDUSTRIES LTD
EXPIRY DATE: 21ST MARCH 2011**

WARD: LODGE PARK

The author of this report is Steven Edden, Planning Officer (DC), who can be contacted on extension 3206 (e-mail: steve.edden@redditchbc.gov.uk) for more information.

Site Description

The application site is a large rectangular area measuring just over 3 ha. Access is via Studley Road to the west. Existing Industrial uses lie to both the north and south of the site. Beyond Studley Road to the west is residential development (Fladbury Close). Entering the site from Studley Road, the land falls away in a west to east direction. Towards the centre lie existing portal framed warehouse buildings. The remainder of the site is formed of hardstandings, including a large demarked car park, situated between the access onto Studley Road and the warehouse buildings.

The site lies within a designated Primarily Employment Area as defined on the Borough of Redditch Local Plan proposals map.

Proposal Description

The proposal is to re-site the warehouse building approved under application 2010/207/FUL such that it would be one metre nearer to the southern boundary of the application site. In addition, it is proposed to erect 120 square metres of floorspace which would be used as a conference room. This would be located between the existing two storey office building present on the site and the warehouse building approved under application 2010/207/FUL. As part of this application it is also proposed to erect a small condenser unit, a series of ridge vents which would be visible from both the north and south facing elevations and 16 metal clad louvres each measuring 2.5 x 1 metre in dimension (visible from the north facing elevation only). A series of 6 cobalt blue 1 metre wide stripes are proposed to the south facing elevation of the building. All of the above alterations would materially alter the appearance of the building, and are therefore to be considered as part of this application.

The existing demarked parking area containing 80 no. car parking spaces, located between the existing office building and Studley Road would remain, as would the demarked 45 space lorry park to the rear of the site.

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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

PPS1	Delivering Sustainable Development
PPS4	Planning for Sustainable Economic Growth
PPG13	Transport
PPG24	Noise

Borough of Redditch Local Plan No.3

CS.4	Minimising the need to travel
CS.7	The Sustainable location of development
B(BE).13	Qualities of Good Design
E(EMP).2	Design of employment development
E(EMP).3	Primarily Employment Areas
C(T).12	Parking Standards

SPDs

Encouraging Good Design

Relevant site planning history

2010/207/FUL: Retention of existing office block, demolition of existing low level warehousing and construction of new warehouse with associated HGV parking area. Granted 13th October 2010.

Public Consultation responses

None received

Consultee Responses

County Highway Network Control

No objection to proposal. Support the applicant's proposal to ensure that all HGV's would turn right into the site / left out of the site in order to reduce conflicts associated with traffic passing through residential / pedestrianised areas. Consider that the existing access to the site via Studley Road is suitable for anticipated number of vehicle trips.

Environmental Health

Comments awaited

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Procedural matters

This application is put before the Planning Committee due to the fact that it is a 'major' application (the site area exceeds 1 hectare). Under the agreed scheme of delegation to Planning Officers, 'major' applications should be reported to Committee, where the recommendation is approval.

Background

Permission was granted for the demolition of existing buildings on this site, the retention of an existing two storey office building and the erection of a new temperature controlled warehouse facility at the Planning Committee of 12th October 2010. The permitted warehouse building measured 97.5m in length and 52m in width with a height to ridge of 14m. The alterations and extensions proposed under this application are essentially seen as relatively minor modifications to that extant, yet at present, unimplemented consent.

Assessment of Proposal

Principle

Being located within a Primarily Employment area where Policy E(EMP).3 applies, the proposals are considered to be acceptable in policy terms, subject to criteria pertaining to design, amenity and highway safety.

Design/Scale of development

The 120 square metre conference facility, whilst being visible from Studley Road would not be considered to be incongruous in appearance and would be no higher than the existing two storey office building present on the site. The conference room would be finished in metal cladding (goose wing grey colour) to match that of the existing warehouse building approved under application 2010/207/FUL. The louvres, vents, small condenser unit and the cobalt blue stripes proposed would not harm the appearance of the building or detract from its surroundings.

Impact on surrounding amenities

The main warehouse building permitted under application 2010/207/FUL is proposed to be re-sited such that it would be 1 metre nearer to the southern boundary of the site. This is in order to enable more convenient access to the rear, between the northern boundary and the warehouse. Officers are satisfied that, taking into consideration the overall height of the building (14 metres to ridge), sufficient separation distance would exist between the re-sited building and existing employment units further to the south such that amenity would not be prejudiced.

Access, parking, loading and highway safety

Under consideration of application 2010/207/FUL, Officers stated that an overprovision of parking for the development was proposed, taking into consideration the retention of the existing demarked 80 space car park to the front of the site. Given the floorspace proposed under the earlier application, and having regard to the Councils maximum car parking standards and Policy C(T).12, Officers considered that it would be reasonable to ask for the area of

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car parking to the front of the site to be reduced by approximately 30 spaces. Officers also referred members to Policy E(EMP).2 (Design of employment development). This aims to provide sufficient green soft landscaping about a new development such that it enhances the visual quality of that development. A reduction in car parking spaces at the point immediately to the east of Studley Road would have enabled new trees to be planted to help screen the development from Studley Road. A condition to this effect was recommended by your Officers. Members were in agreement with the principle of enhancing landscaping in this area for screening purposes, but were unhappy with the proposed loss of car parking spaces. A revised landscaping condition was attached to the earlier consent and details showing an increased landscape buffer in this area (without any loss of car parking) have been agreed in writing between Officers and the applicant since the approval of application 2010/207/FUL.

The conference facility proposed would place little demand on car parking such that there would still (having regards to Policy C(T).12) be an overprovision of car parking on site. However, having regards to Members previous concerns and the approval of a revised landscaping plan since the determination of application 2010/207/FUL, the plans as submitted under this application are considered to be acceptable.

As before, the proposal would utilise the existing access point off Studley Road and would provide acceptable loading/unloading facilities. County Highway Network Control raise no objections to the application.

Conclusion

The proposals are considered to comply with the planning policy framework and would not cause harm to the visual or residential amenities of the area, nor to highway safety. As such, the application is fully supported.

Recommendation

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

1. Development to commence within 3 years
2. Approved plans defined
3. Means of vehicular access to the development hereby approved shall be from Studley Road, via Howard Road and Old Forge Drive only

Informatives

1. Reason for approval