

PLANNING APPLICATION NUMBER:P12/0666

Type of approval sought	Full Planning Permission
Ward	Kingswinford North and Wall Heath
Applicant	Mr M. Thompson, Optimisation Developments Ltd
Location:	MORRISONS SUPERMARKET, STALLINGS LANE, KINGSWINFORD, DY6 7SH
Proposal	DEMOLITION OF EXISTING INDUSTRIAL UNIT, PETROL FILLING STATION AND FOODSTORE. ERECTION OF NEW FOODSTORE (A1), PETROL FILLING STATION AND ASSOCIATED CAR PARKING AND DELIVERY AREAS.
Recommendation Summary:	APPROVE SUBJECT TO CONDITIONS

SITE AND SURROUNDINGS

1. The 2.83ha application site consists of two sites. The first site is an existing supermarket complex with car parking, petrol filling station and associated signage. The existing Morrisons store has a gross floor area of 3871sq.m and retail sales area of 2024 sq.m.
2. The petrol filling station lies in the south-western part of the site, currently providing 4 pump islands and 16 nozzles.
3. The car park provides 287 spaces and contains a number of galvanised metal/polycarbonate trolley shelters and illuminated by lighting columns.
4. It is bounded to the north by a dense landscaping belt (designated within a Site of Local Importance for Nature Conservation) beyond which there is residential development off Hawkeswell Drive and industrial development off Ham Lane.
5. The previously extended supermarket warehouse is located in the west of this site with a service yard extending northwards along the western boundary of the site. Following development of the warehouse extension, the service yard is completely separated from Hawkeswell Drive.
6. A parade of shops known as the Charterfield shopping centre is located to the west, some of which gave flats above. These units are served by a dedicated service yard and car parking enclosed by existing rear elevation of the supermarket. Going

further along the western boundary there is landscaping and fencing forming the boundary to Hawkeswell Drive, with residential units opposite.

7. On the opposite side of Stallings Lane there is a public green, abutted by residential development.
8. The second part of the site is land directly to the east of the existing supermarket site, comprising of a vacant distribution warehouse (formerly Bibby Route One) on the Oakdale Trading Estate. This unit is current accessed via Ham Lane, from a road running through the Oakdale Trading Estate to the north of the unit. This part of the application site is higher than the supermarket level, and is enclosed by palisade fencing. It is bounded to the west by the existing supermarket site, with a tree belt providing definition, to the north and east by a range of industrial uses, and to the south by Stallings Lane beyond which are residential dwellings.
9. There is a heavily landscaped frontage to Stallings Lane, particularly to the industrial unit.

PROPOSAL

10. This planning application seeks approval for demolition of the existing supermarket and industrial unit, and the construction of a 6843 sq.m. replacement store with a net retail sales area of 3756 sq.m. located in the eastern part of the site.
11. The main vehicular access into the site would be from Stallings Lane, where a new traffic light controlled junction would be provided on the junction of the store with this main road.
12. The store would be served by 407 parking spaces (including 51 accessible spaces for disabled shoppers and parents with toddlers). This parking provision would be split between a lower level car park from which a glazed travelator atrium would provide access to the store. In addition a ramped access to the car park fronting Stallings Lane at a higher level will allow level access into the store.
13. Eight motorcycle spaces and 28 cycle spaces would also be provided.
14. A new dedicated access/exit point would be provided for delivery vehicles. This will utilise the former main access to the industrial unit from Ham Lane, running to the north of the site to the proposed service yard of the store.
15. A further pedestrian access will be created from the residential Hawkswell Drive to the west of the site; this will be linked to the store entrance through the main car

park via a dedicated pedestrian walkway incorporating crossing points. A new ramp would be provided from the lower to upper car park to assist wheelchair users and those using prams. Stepped access is also shown. The majority of disabled spaces are located at this upper car park.

16. The replacement petrol filling station (PFS) would be located in the western part of the site, providing 12 pumps (6 islands) and a kiosk. This would include LPG facilities, a new mechanical car wash, car/jet wash and air & vac facilities.
17. The supporting planning statement advises that the proposed development would provide up to 368 permanent jobs (120 full-time and 248 part time).
18. The proposed store opening hours are 7am-11pm Monday to Saturday and 10am-4pm on Sundays, with servicing of the site taking place from 6am to 11pm, 7 days a week.
19. Phasing drawings have been provided which show demolition and construction phases, along with the provision of a temporary petrol filling station towards the rear of the site following demolition of current site.
20. The application is accompanied by the following surveys/reports:
 - Design and Access Statement
 - Supporting Planning Statement
 - Retail Assessment
 - Transport Assessment and Travel Plan
 - Employment Land Study
 - BREEAM Pre-assessment report and Renewable Energy Statement
 - Flood Risk and Drainage Assessment
 - Site Investigation Report comprising of Geo-environmental Appraisal
 - Air Quality Assessment
 - Acoustic Impact Assessment
 - Ecological Assessment
 - Archaeological Desk-Based Assessment
 - Landscape Design Statement and Soft Landscape Works Maintenance Report
 - Pre-Development Tree Survey
 - Statement of Public Consultation and Community Engagement

21. During the course of the application the key amendments sought were;

- The addition of a new mini roundabout within the car park layout.
- The redesign of the signalised junction into the site.
- The relocation of the access into the PFS
- The reorientation of the PFS and relocated car wash
- An Increased landscaping belt along the Western boundary of the site.
- Acoustic fence provided to the west of the site
- Phasing plans to show position of the proposed temporary Petrol Filling Station

RECENT HISTORY

APPLICATION No.	PROPOSAL	DECISION	DATE
P05/1252	Erection of covered trolley shelters	Approved with conditions	15-Jul-2005
P05/2657	Erection of 3 m high metal fence and gates (retrospective)	Refused	06-Feb-2006
P06/0284	Installation of window security shutters	Approved with conditions	27-Mar-2006
P06/0467	Erection of 2 m high boarded fencing with matching gates enclosing service yard (resubmission of refused application P05/2657)	Approved with conditions	16-May-2006
P06/1296	Erection of warehouse extension creation of new service yard with new gates and wall. Alterations to parking area.	Approved with conditions	22-Sep-2006
P08/1273	Erection of warehouse extension. Creation of new service yard with new gates and wall. Alterations to parking area.	Approved with conditions	20-Oct-2008

P11/0156	Increase height of western boundary fence by 1 m.	Withdrawn	10-May-2011
P11/0157	Removal of condition 6 of planning approval P08/1273 which states 'No deliveries shall be made to the site before the hours of 08.00 nor after 20.00 Monday to Saturday, or before the hours of 10.00 nor after 18.00 hours on Sundays and Bank Holidays'.	Withdrawn	10-May-2011
P11/0633	Removal of condition 6 of planning approval P08/1273 which states 'No deliveries shall be made to the site before the hours of 08.00 nor after 20.00 Monday to Saturday, or before the hours of 10.00 nor after 18.00 hours on Sundays and Bank Holidays' (resubmission of withdrawn application P11/0157)	Dismissed on appeal	13-Feb-2012
P11/0634	Increase height of western boundary fence by 1m (resubmission of withdrawn application P11/0156)	Dismissed on appeal	13-Feb-2012
P12/0301	Temporary Variation of condition 6 of planning permission P08/1273 to read 'No deliveries shall be made to the site before the hours of 0700 nor after 2000 Monday to Saturday, or before the hours of 1000 nor after 1800 hours on Sundays and Bank Holidays'.	Approved with conditions	11-Jul-2012

22. The most recent planning application P12/0301 was approved for a temporary period of no more 6 months to allow the situation to be monitored and allow feedback from adjoining residents. At the end of that period any impact could be re-

assessed and if there was no evidence of harm, a permanent variation of the condition could be submitted by the applicant.

PUBLIC CONSULTATION

23. Following original consultation and notification of amendments with some 176 adjoining and adjacent premises, the positing of a site notice and press notice, a total of 12 objections were received, summarised as follows;

- Larger store will mean more traffic using extremely busy and dangerous main road (Stallings Lane), increasing queuing and accident potential.
- Current junction dangerous when trying to turn right, will result in staff and customers parking on Charterfields estate
- More heavy good vehicles turning into and out of Ham Lane raising a traffic safety issue and more noise pollution
- Not enough space for vehicles queuing for petrol station, causing block up of entrance road and Stallings Lane.
- No need to re-instate pedestrian access unless it is possible to stop the removal of trolleys from the site – already an issue of trolleys left in the shopping precinct and on residential estate.
- Ideal opportunity to install traffic lights
- What traffic calming, management and cleaning measures provided during construction period.
- Ham Lane used for overnight parking by resting HGV drivers, some park on either side narrowing road considerably
- What measures in place to prevent traffic congestion around Morrisons' entrance?
- Surveys do not take account of new housing at top of Stallings Lane and the proposed Lidl on Stallings Lane.
- Volume of traffic will increase along Stallings Lane, but scheme fails to address problems that traffic lights will make to this situation.
- Proposal not warranted, other supermarkets within local area which serve community adequately

- Use of industrial better suited to help residential housing shortage for affordable housing
- Although the store provides further jobs, the increased capacity of store will take away shopper's from town centre and local high street stores – probably resulting in long term loss of employment
- Design and style of new building does not contribute to local environment, and is overbearing
- Store closer to some residential properties
- Extended delivery times would cause noise disturbance for residents
- Any change to site should ensure deliveries and warehouse away from residential properties.
- Not enough protection for nearby house from visual and noise nuisance aspect of the new store, petrol station and car park.
- When completed the proposed supermarket would be 24 hour operation
- Dust pollution during demolition stages – operating hours need to be controlled.
- Delivery hours need to be restricted, not extended as per other planning applications by Morrison's
- Petrol station too close to residents posing health risks
- Acoustic fencing should be used around the complete site to screen additional background noise
- Flooding measures need to be looked at.
- Consultation event doesn't seem to have resolved issues heard by local residents.
- Building clad in asbestos sheets – removal and disposal need to be controlled and regulated.
- Illuminated signage not acceptable, contributes to more light pollution
- Store already attracts youths causing anti-social behaviour

OTHER CONSULTATION

24. Group Engineer (Development): No objections subject to conditions.

25. Head of Environmental Health and Trading Standards: No objection subject to conditions. Geoenvironmental appraisal report submitted with application identifies contamination, recommends further works and outlines possible remediation. Offset any commuted sum requirements for Air Quality by encouraging additional on-site air quality mitigation measures and condition to control impacts of demolition/construction. Control of operating hours and measures to reduce noise impact.
26. Environment Agency: Following the submission of a revised Flood Risk Assessment, no objection raised, subject to condition requiring mitigation measures to be secured and implemented.
27. West Midlands Fire Service: Satisfactory for fire service access. Fire hydrant should be provided within 90m of main entrance.
28. West Midlands Police: No objection, but suggestions provided for increased security measures for the proposed store and petrol filling station. Wm Morrison confirms that they are satisfied that their security arrangements will be adequate in addressing all the items / security threats raised in the consultee response and will take them into full consideration.
29. Access in Dudley: Objection pending further information. Disabled space numbers should be 10% of overall. Ring & Ride drop off point. Development should comply with Building Regulations.
30. South Staffordshire Council: No comments to make on application
31. Historic Environment Team: No objections
32. Tree Protection Officer: No objections subject to the provision of sufficient replacement planting in order to mitigate for the loss of the tree belt.

RELEVANT PLANNING POLICY

33. National Planning Policy Framework (NPPF) 2012.
Section 1 – Building a Strong Competitive Economy
Section 2 – Ensuring the Vitality of Town Centres
Section 7 – Requiring Good Design
34. Black Country Core Strategy (2011)
CSP1 The Growth Network

CSP4 Place Making
DEL1 Infrastructure Provision
DEL2 Managing the Balance Between Employment Land and Housing
EMP1 Providing for Economic Growth
EMP3 Local Quality Employment Areas
EMP4 Maintaining a Supply of Readily Available Land
EMP5 Improving Access to the Labour Market
CEN1 The Importance of Black Country Centres for Regeneration
CEN2 Hierarchy of Centres
CEN4 Regeneration of Town Centres
CEN7 Controlling Out-of-Centre Development
TRAN1 Priorities for the Development of the Transport Network
TRAN2 Managing Transport Impacts of New Development
TRAN5 Influencing the Demand for Travel and Travel Choices
ENV1 Nature Conservation
ENV2 Historic Character and Local Distinctiveness
ENV3 Design Quality
ENV5 Flood Risk, Sustainable Drainage Systems and Urban Heat Island
ENV7 Renewable Energy
ENV8 Air Quality

Appendix 2 – Detailed Proposals for Regeneration Corridors and Strategic Centres -

RC10 Pensnett – Kingswinford

35. Saved 2005 UDP policies

DD1 Urban Design
DD3 Design of Retail Development
DD4 Development in Residential Areas
DD5 Development in Industrial Areas
DD9 Public Art
DD10 Nature Conservation and Development
UR9 Contaminated Land
HE8 Archaeology and Information
EP6 Light Pollution
EP7 Noise Pollution

36. Supplementary Planning Documents

Parking Standards SPD

Planning Obligations SPD

Access for All SPD

Historic Environment SPD

Nature Conservation SPD

37. Other relevant documents

Saved 'Planning for Town Centres Practice Guidance on Need, Impact and the Sequential Approach

ASSESSMENT

38. Key Issues in determination of this application are;

- Background
- Loss of employment land
- Principle of retail
- Highway safety including access and parking ;
- Design;
- Residential Amenity;
- Nature Conservation;
- Flood Risk;
- Renewable Energy;
- Access for All;
- Planning Obligations.

Background to proposal

39. The supporting Planning Statement, states that the proximity of the existing store to residential development, whilst a benefit in terms of sustainable access, has resulted in conflicts between operational requirements and the interests of residential amenity, and is effectively instrumental in the store having to be serviced through the customer car park which leads to concerns about customer safety

40. The existing Morrison's store comprises of a former Safeway outlet acquired in 2004 and not purpose built to Morrisons requirements. Although the store has been adapted initially through the original 'fit-out' to trade as Morrisons, and more recently via the warehouse extension, it falls well short of the Company's current specification and indeed customer requirements and expectations;

- i. The store building is not large enough to accommodate adequate warehousing and fresh food preparation area or a sales area of sufficient size
- ii. As a result, aisles are narrow, shelf space limited, a full range of goods cannot be carried, shelves have to be stocked during store opening hours
- iii. This in turn results in a store which is congested, there are insufficient checkouts, and there is queuing back from the checkouts into the aisles
- iv. The store is unable to accommodate a customer cafe and appropriate amount of staff and office space
- v. The PFS is too small to meet current levels of demand with consequent queuing within the site.

41. The acquisition of the adjacent land, however, provides an opportunity to assemble a site which is large enough to accommodate a new purpose built store and PFS.

The principal drivers to the site layout are;

- To relocate the store building as far as possible from existing residential development
- To minimise the interaction between service vehicles, residential development and customer access/car parking, and so to relocate the store building where it can be serviced through the adjacent industrial area while maintaining the existing customer vehicle access point off Stallings Lane.
- To maintain and where possible improve existing levels of pedestrian permeability, connectivity, and linkage between the store and the unit shops
- To overcome the level changes between the two component areas of the site to provide easy movement of pedestrians between car parking and the store
- To provide a fully inclusive development with accessible car parking spaces located in close proximity to the store entrance

- To relocate the PFS to an appropriate location relative to the new store
- To exploit and enhance existing landscaping with new landscaping

The Release of Employment Land

42. The site is located within Regeneration Corridor 10: Pensnett – Kingswinford. The application site is shown as an area proposed for 'local employment retention' (Policy EMP3) within RC10, although the delineation of boundaries and the figures provided are illustrative and only give a broad indication of the scale of change. The detailed boundaries and exact figures will be defined in the Development Strategy Development Plan Document which is being progressed and is due to go out for consultation on preferred options in June 2013. Local quality employment areas are characterised by a critical mass of industrial, warehousing and service activity in fit for purpose accommodation with good access to local markets and employees.

43. Before releasing any employment land it must be demonstrated by the applicant that the proposals comply with the requirements of Policy DEL2: 'Managing the Balance between Employment Land and Housing.' In particular, before considering the release of employment land we will:

- Ensure satisfactory arrangements for the relocation of existing occupiers to safeguard the existing employment base;
- Ensure that the development does not adversely affect the operation of existing or proposed employment uses;
- Ensure that the site is no longer viable and required either for employment use, including relocation of businesses displaced from sites released to other uses, or for other employment-generating uses.

44. The applicant's Employment Land Study (Nov 2011) indicates that the loss of the distribution warehouse will not have an adverse impact on the supply of employment land. The reasoning for this is as follows, particularly in relation to Policy DEL2 criterion:

45. The property is vacant and has been marketed to let by way of assignment or sublet of an existing lease for over 18 months without any significant interest. The property has been offered to the market on flexible terms with incentives available to potential occupiers. Therefore, arrangements will not be required to relocate any existing occupiers from the property into alternative accommodation.

46. The proposed development will not adversely affect the existing or proposed employment uses on the site as there are no existing employment uses on site. In respect of neighbouring employment accommodation, there are no proposed alterations to the site boundary which would restrict adjacent employment uses. In respect of proposed employment uses, there have not been any proposed employment uses identified through the marketing campaign and it is not anticipated that there are any realistic prospects of achieving any economic level of occupancy in the future.
47. The property comprises a distribution warehouse extending to 44,786 sq ft and the building dates from the 1960's/70's and was formerly occupied by Bibby, as a distribution depot. The building falls short of modern distribution requirements, particularly in respect of constrained yard areas and the limited eaves height of the accommodation. The applicants Employment Land Report, produced by Dove Haigh Phillips, also lists a total of 600,000 sq ft of vacant local premises, in superior condition, within a 1 – 2 mile radius which is currently vacant and on the local Kingswinford commercial property market.
48. Policy DEL2 also states that any proposals resulting in the loss of employment land submitted in advance of the adoption of AAPs (Area Action Plans) or SADs (Site Allocation Documents) should demonstrate a comprehensive approach, making best use of available land and infrastructure and not prejudicing existing and neighbouring uses. Incremental development will only be allowed where it would not prejudice master planning of the wider area.
49. The loss of the 1 unit in this location would not prejudice master-planning of the wider area, given that Morrison's already operate from a large part of the overall application boundary. The industrial property occupies a peripheral location on the Oakdale Industrial Estate which is adjacent to the existing Morrisons supermarket and given its established use the redevelopment of the foodstore including the vacant unit would not compromise existing and neighbouring uses. The redevelopment of the property would not cause the loss of any existing jobs or have an adverse effect on any adjacent jobs – on the contrary provide net additional jobs. The replacement foodstore will provide employment for some 368 people (120 full-time and 248 part-time). The existing store currently supports 279 jobs (111 full-time and 168 part-time), so the proposed development will result in an uplift in employment of 9 full-time positions and 80 part-time resulting in an overall uplift of

89 jobs. Staff currently employed at the existing store will be transferred to the new store.

50. Given that the overall site area would remain in commercial use, it is unlikely to prejudice existing and neighbouring uses, and would not prejudice master planning of the wider area.

51. For these reasons it is considered that compliance with BCCS Policies DEL2, EMP1, EMP3, EMP4 and EMP5 has been demonstrated.

Retail policy

52. The proposals comprise the redevelopment of Morrisons' existing supermarket site and adjacent land at Stallings Lane, near Kingwinford to provide a larger replacement foodstore, petrol filling station and associated car parking. The existing Morrisons' store has a gross floor area of 3,871 sq. m and a retail sales area of 2,024 sq. m. The replacement store will have a gross floorspace of 6,843 sq.m. and a retail sales area of 3,756 sq m.

53. In accordance with Morrisons' trading profile the proportion of sales floorspace to be given over to the sales of comparison goods will not exceed 25% - resulting in a maximum comparison goods component of 939 sq. m. and a consequential convenience component of 2,817 sq m. Compared with the floorspace distribution of the existing store, the floorspace uplift figures are:

- gross: +2,792 sq. m;
- total retail sales: +1,732 sq. m;
- convenience: +945 sq. m;
- comparison: +787 sq. m.

54. The existing Morrisons' supermarket is an out-of-centre foodstore located adjacent to a parade of 11 shops known as the Charterfield shopping centre. The Morrison's supermarket is located approximately 1km to the north east of Kingswinford District Centre and close to Wall Heath Local Centre. The parade of shops is protected by Policy CEN6 in the Black Country Core Strategy which seeks to ensure the provision and retention of local shops and other centre uses to meet essential day-to-day needs.

55. As the foodstore proposed has a gross floor area exceeding 200 m² it should be assessed against the requirements of Policy CEN7 'Controlling Out-of-Centre Development. Core Strategy Policy CEN7 deals with controlling out-of-centre development and requires such proposals to assess sequentially preferable sites. It states that proposals for out-of-centre development will only be considered favourably where all of the impact assessments in national guidance have been satisfied. It requires developments to be accessible by a choice of means of transport and acknowledges that the strategy is to accommodate investment in existing centres and consequently it is necessary to provide strong justification for out-of-centre schemes.

Foodstore Catchment Area

56. The first stage of the retail assessment is to define the Study Area. This was centred on the existing Morrisons store in Kingswinford and has been defined to reflect the area over which the foodstore is expected to draw trade and identify the level of expenditure available for the proposal. The Study Area was designed on a conventional zonal basis using postcode sectors. The catchment area has been derived in accordance with National policy and the Saved 'Planning for Town Centres Practice Guidance on Need, Impact and the Sequential Approach.'

Sequential Assessment

57. The NPPF in Paragraph 24 state that Local Planning Authorities 'should apply a sequential test to planning applications for main town centre uses that are not in an existing centre and not in accordance with an up-to-date Local Plan. Paragraph 24 also requires that applicants and local planning authorities should demonstrate flexibility on issues such as format and scale. Furthermore, paragraph 6.30 of the PPS4 Saved Companion Guide 'On Need, Impact and the Sequential Approach,' states that in the case of a single retailer, it is not the purpose of national planning policy to require development to be split into separate sites where flexibility in their business model and the scope for disaggregation has been demonstrated.

58. The basis of the development of a new 'purpose built full format' store to replace the existing outlet is address the qualitative deficiencies of the existing store. If only the uplift in retail floorspace was assessed it is accepted that this would be tantamount to

disaggregation likely to cause genuine difficulties in operating Morrison's business model from any sequentially preferable site capable of accommodating a unit of the size of the overall floorspace uplift, or the existing store or from a new store not built to 'full format'. The unit would sell a significantly reduced range of products and the provision of the extra floorspace on a sequentially preferable site would not meet the qualitative need which would remain outstanding even if a new store were built, but not to 'full format'. For these reasons it has been agreed that the whole of the floor area of the proposed new 'full format' store with a gross floorspace of 6,843 sq.m. and a retail sales area of 3,756 sq m has been assessed as well as the size of the proposed uplift in floorspace.

59. In accordance with the NPPF and Core Strategy Policy CEN7 the devised Primary Catchment Area (PCA) of the proposed replacement foodstore includes Kingswinford District Centre, Sedgley District Centre, Wall Heath Local Centre, Pensnett Local Centre, Wordsley Local Centre and Gornal Wood Local Centre. All in-centre and edge-of-centre opportunities have been assessed in terms of their 'availability, suitability and viability' to accommodate the proposed foodstore. The sites considered worthy of further explanation where those identified in and on the edge of Kingswinford District Centre.

- 1) Co-op Car Park (0.60 ha)
- 2) Penzer Street and Arizona Crossing car parks, and Police Station (0.54 ha)
- 3) Summer Hill north car park (0.09 ha)
- 4) Summer Hill south car park and adjacent retail units (0.71 ha)
- 5) Kingswinford Secondary School Playing fields (1.71 ha)
- 6) Allotments (0.69 ha)
- 7) Mill Garage site (0.13 ha)

60. Sites 1-4 and 7 are all located within the defined centre boundary of Kingswinford, with sites 5 and 6 being located on the edge of the centre. All of the sites are currently in use, however they do have the potential to be considered for development in the future should they become surplus to requirements.

61. Notwithstanding the above, none of the sites are of adequate size to accommodate the proposed development as a whole, and only Site 5 would be capable of

accommodating a food store and associated car parking and servicing the size of the proposed uplift in floorspace. As stated in the supporting Retail Assessment in May 2012, a site of at least 0.89 ha would be required for this purpose. In policy terms Site 5 would be unsuitable for the proposed development given that it is currently occupied by playing fields and sports pitches that are important and protected facilities attached to the adjacent secondary school. The site is also bounded on three sides by residential dwellings fronting onto Cottage Street, High Street and Penzer Street, and therefore the provision of a food store and associated servicing and car parking facilities in this location would have unacceptable impacts on residential amenity.

62. It is concluded that there are no 'suitable, viable and available sites' within or adjacent to Kingswinford District Centre that could accommodate either the proposed development as a whole or a food store the size of the proposed uplift in floorspace. Given that no sequential sites have been identified within the proposed catchment area of the proposed development and on that basis the assessment passes the test.

Retail Impact Analysis

63. In terms of the impact assessment Para 26 of the NPPF states 'when assessing applications for retail, leisure and office development outside of town centres, which are not in accordance with an up-to-date Local Plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold.'
64. Core Policy CEN7 states that any proposal for a town centre use in an out-of-centre location, whether brought forward through a Local Development Document or planning application, will only be considered favourably if the impact assessments contained in the most recent national guidance are satisfied. The NPPF Paragraph 26 confirms '*when assessing planning applications for retail, leisure and office development outside of town centres, which are not in accordance with an up-to-date Local Plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold.*' The Core Strategy requires an impact assessment for proposals over 200 sq. m gross floorspace. This should include assessment of:

- The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made.

65. There is no existing, committed or planned development within the centres in catchment area of the proposal.

66. The applicants Retail Impact Assessment (RIA), May 2012 sets out the benchmark turnover of the existing store and the benchmark turnover of the proposed store at the base year (2012). In terms of the existing store, it shows that the benchmark convenience turnover is £23.30m and the total benchmark turnover including comparison turnover is £24.81m. The RIA also sets out the benchmark turnover of the proposed food store at 2012. The benchmark convenience turnover of the proposed food store is £35.06m and in convenience terms, the resultant uplift in turnover is £11.76m (increasing from £23.30m to £35.06m). The convenience turnover of existing food stores within the survey area is also set out. It demonstrates that the survey based convenience goods turnover of the existing Morrison's store is £41.30m, this means that the existing Morrison's store is overtrading by £18m. The overtrading figure is the expenditure capacity in the first instance and overtrading at the store is acknowledged in the Black Country Centres Study, and leads to the qualitative deficiencies of the store. There remain a number of operational difficulties which cannot be resolved within the existing store site.

67. It is expected that the replacement Morrison's store will divert £ 0.09m away from the Co-op store in Kingswinford District Centre. The Retail Assessment (RA) demonstrates that the Co-op store has a survey based turnover in 2015 of £4.15m. On the basis of this level of trade diversion, the percentage impact on this store would be 2.23%. In this regard, the store would continue to trade above benchmark, and would remain an important and well used 'top up' shopping facility. In terms of the likely impact on Kingswinford District Centre as a whole, the proposal is expected to divert £0.07m, which equates to an impact of 1.99%. It has been shown that the centre is currently trading above company average levels, and

the level of impact will not have a harmful effect on the performance of the centre. Furthermore, the health check in the RA indicates that the centre is vital and viable and this conclusion is supported by the Black Country Centres Study (2009) Health Check for Kingswinford.

68. In terms of trade diversion from Wall Heath the proposed development is expected to draw £0.03m from the in-centre Co-op store at Albion Parade. The level of impact on this store is expected to be 2.60%. In respect of the centre as a whole, the proposal is anticipated to draw less than £0.01m, which equates to an impact of 0.60%. Whilst the centre is trading below expected levels it is not considered that the development of a replacement main foodstore at Stallings Lane is likely to alter the shopping patterns of local residents who, as evidenced by the results of the household survey, use the facility mainly for top-up shopping purposes.
69. In respect of the anticipated level of impact on District and Local Centres and existing convenience provision within the catchment area the proposal will have a negligible impact on existing trading patterns and on stores performance against company average. In general, the additional floorspace proposed as part of the replacement store is unlikely to be any more attractive than at present to customers who undertake their shopping in smaller local stores. On the assumption that stores catering for 'main food' shopping needs compete on a like for like basis with similar stores, it is reasonable to conclude that small stores catering for 'top up' shopping needs will continue to trade alongside main foodstores, providing a complementary offer.
70. The proposal would not undermine the relevant objectives of BCCS Policies CEN1, CEN4, CEN5, and complies with the requirements of BCCS Policy CEN7, the development would be consistent with the sequential approach and retail impact tests set out in the NPPF, which ensure the vitality of town centres and main urban areas.

Highway safety including access and parking

71. The store access will be upgraded to signalised (traffic lights) operation as part of this development, providing signalised pedestrian crossing of Stallings Lane.
72. The Group Engineer (Development) would require the applicant to agree to a Section 278 works schedule to include modification of Stallings Lane to provide a

new signal controlled junction including pedestrian facilities, introduction of a pedestrian refuge on Stallings Lane, creation of new public highway linking the store to Stallings Lane, street lighting and Highway Drainage, which can be secured by Grampian condition.

73. Submission of a Transport Assessment and traffic survey data from the existing Kingswinford and similar Morrison's Store indicate that the proposed layout which includes an internal mini-roundabout would not result in excessive queuing, this due to the increased number of pumps (12 instead of 8) and more 'pay at pump' facilities. This layout should not result in instances of blocking back onto Stallings Lane, which was originally a concern raised by the Group Engineer (Development).
74. It is noted that a dedicated left turn storage lane is provided along the site access road at the mini-roundabout, which would cater for any extraordinary queuing into the petrol filling station.
75. There is also a 'keep clear' marking proposed at the mini-roundabout to help ensure that traffic going forward into the store car park is not obstructed by queuing traffic into the petrol filling station.
76. The Parking Standards SPD (2012) has an A1 Food Retail maximum parking standard of 419 parking spaces. The development provides a total of 407 parking spaces, which is considered to be sufficient to cater for the stores needs.
77.2% of the total parking provision should be allocated for powered two wheeled vehicles, the provision of 8 powered two-wheeler parking spaces would be adequate.
77. The Parking Standards SPD (2012), Table 7 Minimum Standards for Disabled Parking Space Provision requires that for A1 retail development; 6% of the total parking provision plus 1 space for each disabled employee to be marked as disabled bays and 4% of the total parking provision as widened disabled bays. The provision of 41 disabled and widened parking spaces are provided, which would comply with the council standards.
78. The refreshed *Parking Standard & Travel Plan SPD* has an A1 Retail cycle parking standard of 1 space for every 400sq.m of Gfa for staff and 1 space for every 500sq.m for customers. Also facilities over 200sq.m Gfa should provide a minimum of 2 cycle spaces and a shower facility. The development shows 28 cycle parking

spaces. As these should be secure, well lit and undercover, a condition showing the design of cycle shelters is required.

79. The refreshed *Parking Standards SPD, paragraph 9.5* requires that 5% of all parking spaces in commercial or non-residential developments are covered with electric charging points. This requires provision of 21 electric vehicle charging points. Given this relatively new technology, this amount of spaces would seem a little excessive. From an air quality perspective, the Council is prepared to accept a lower number of 6 electric charging points with provision for additional points at a later stage if and when demand increases. This can be secured by condition.
80. The accompanying Travel Plan seeks to promote sustainable travel to and from the proposed development. The key objectives of the Travel Plan are to reduce the need to travel by car, improve travel choice by enhancing and promoting sustainable and healthy modes of transport, and to create an awareness of and promote the Travel Plan as early as possible. A number of measures along with timescales are put forward to meet these objectives. Onsite parking facilities for cycles, motorcycles and electric cars would encourage contribute toward this.
81. BCCS Policies CSP4 and TRAN4 seek the provision of easy access by walking, cycling and public transport to centres and a permeable street network with pedestrian priority that gives maximum freedom of movement, and Policy. Saved UDP Policy DD1 requires that development proposals should provide pedestrian routes that make movement easier through and within the built up area.
82. Dedicated pedestrian walkways and pedestrian crossing points are provided throughout the car park, providing direct, safe and convenient routes to the Store entrance. Pedestrians can gain access to the site at multiple locations, principally from the Stallings Lane frontage.
83. Pedestrian access can also be gained at the west of the Site, off Hawkeswell Drive. A dedicated pedestrian walkway links with pedestrian crossing points through the car park. This route will be of particular use for linked trip making with the Charterfields shopping centre and also pedestrian trips from the substantial residential area to the west of the store.
84. The implementation of a new traffic light system at the junction would improve highway safety, more than ample parking is provided on site, improvements are made for pedestrian connectivity and the site is supported by a Travel Plan which

aims to encourage travel by sustainable modes of transport. The development would be in accordance with BCCS Policies CSP4, TRAN2, TRAN4, TRAN5 and Saved UDP Policies DD1 and DD4 are complied with.

Design

85. In respect of design issues, the NPPF requires that a high quality of design should be sought in developments. Policy ENV3 of the Core Strategy advises that development proposals across the Black Country can deliver a successful urban renaissance through high quality design that stimulates economic, social and environmental benefits. Saved Policy DD1 of the UDP requires that new developments should make a positive contribution to the character and appearance of the area.
86. The existing store entrance is weakly defined at present with little articulation to the facade and lacking a main focal point. In particular the southern elevation fronting Stallings Lane provides a limited activated frontage which has been obscured to accommodate standard equipment.
87. Generally the store will be single storey and will be approx 8.0 metres (from sales floor level) in height to the top of the parapet. Where this incorporates the level change between the two sites on the western elevation, the building will be 8.0 metres high to the top of the parapet. The two storey staff block will be approx 10.0 metres high.
88. An active glazed frontage of the store would front the main car park. This would serve the cafe and offices. The plans show that this would be visible from Stallings Lane and from the main access into the site.
89. The store incorporates a partially glazed entrance tower to form a focal point, this would be approximately 10.5m high (from sales floor level). This also incorporates brickwork to the tower and columns. A glazed atrium would enclose the travelator, this features brise soleil to help reduce overheating in the summer.
90. A significant feature on the building is the solar wall located in the southern elevation, as well as providing renewable energy benefits, this would help break the mass of this elevation in addition glazing panels which provide an active elevation to the upper level car park.

91. The rest of the building utilises composite cladding and brickwork to base of building, this ensures a modern yet sympathetic external finish to break up the massing of the building and create variety to the facade.
92. The submitted sections show that whilst the replacement would be higher than the existing supermarket, it would be similar in scale to the industrial unit. Given that it would be over 50m away from Stallings Lane, it would not be overbearing within the streetscene.
93. The service yard would be to the rear of the store adjacent to industrial uses away from any prominent views from the street and other public areas, this would represent an improvement to the existing situation.
94. The petrol filling station would be positioned closer to Stallings Lane than at present, but further back than the original supermarket. The external finish of the kiosk wall, car wash and canopy would incorporate composite cladding to match the store. This element would make a positive contribution to the Stallings Lane frontage.
95. The shrub and tree planting would perform a dual purpose of providing an attractive setting for the replacement store, whilst benefitting ecological species. The opportunity for a new landscaped strip along the western boundary would improve the visual amenity along Hawkeswell Drive. Within the site new or reinforcing landscaping would enhance the amenity value, providing an attractive and welcoming environment for users of the site, as well as complimenting the architecture of the proposed buildings. This would amply off-set the loss of the woodland strip running through the centre of the site.
96. BCCS Policy ENV3 requires that the Building Research Establishment Environmental Assessment Method (BREEAM) Very Good or above is achieved for development other than residential at the time of submitting the proposal for planning permission, to demonstrate a commitment to achieving high quality sustainable design. This BREEAM Pre-Assessment report confirms that the design proposals will meet the BREEAM Very Good standard and the proposal is therefore compliant with BCCS Policy ENV3.
97. The proposal makes a positive contribution to place making through high quality design. It would therefore comply with the NPPF, BCCS Policies CSP4 and ENV3, and Saved UDP Policies DD1, DD3 and DD4.

Residential Amenity

98. As outlined above one of the major drivers for the layout of the store was to remove the service yard away from nearest neighbours along Hawkeswell Drive and those residential occupiers above units in Charterfields Shopping Centre. The proposed re-development of the Morrisons' store would incorporate re-location of the delivery service yard to the north-eastern corner of the new site, with access for vehicles being through an existing industrial area on Ham Lane. In terms of noise, this is much more preferable to the existing situation as there are no residential properties in close proximity to the proposed service yard.
99. The entrance route for vehicles to access the proposed service yard is located in an industrial area which is generally uncontrolled in planning terms and will currently have a high volume of heavy goods traffic. There are no hours of use restrictions on the industrial area and it is not envisaged that deliveries to the Morrisons store will adversely contribute to existing industrial traffic in terms of noise.
100. The proposed plans show that the petrol station and car wash are to be re-located to the south-west of the new site. Following concerns expressed by the Head of Environmental Health and Trading Standards, the mechanical car wash was re-positioned away from the western boundary to adjacent the site access road. On this western side, there would still be a jet wash and air & vac facilities.
101. Amended plans were submitted to show installation of a 3m acoustic barrier extending largely adjacent the service yard of Charterfields Shopping Centre and partially onto Hawkeswell Drive. The Head of Environmental Health and Trading Standards advises that along with the erection an acoustic barrier, restrictions to the operating hours of the petrol filling station, car and jet wash, air & vac facilities would need to be controlled, a condition is suggested. This would ensure that the residential amenities of nearby residents would not be adversely affected in accordance with Saved UDP Policies DD4 and EP7.
102. The new supermarket would be sited over 75m away from dwellings opposite on Stallings Lane and Avondale Close, along with the retention of intervening landscaping, this would ensure that the outlook or privacy of these residents is not harmed.

103. The petrol filling station would be sited some 45m from properties in Cornwall Close, the closest of which would have the gable elevation fronting Stallings Lane. No harm upon these residents would arise.
104. The new planting belt alongside the western boundary would help provide a visual screen of the development from properties in above Charterfields Shopping Centre and Hawkeswell Drive. The separation distances in any case are satisfactory to ensure no harm upon these occupiers.
105. As long as all replacement lighting masts within the car park are shielded, this would obviate light spillage onto Hawkeswell Drive, protecting the amenities of these residents in accordance with Saved UDP Policies EP6 and DD4. A condition is required to secure this.
106. The development has been designed to ensure that the residential amenity of nearby occupiers would not be adversely affected in accordance with Saved UDP Policy DD4.

Nature Conservation

107. The Council's Nature Conservation Officer did raise concern about the loss of the woodland strip which runs through the centre of the site to the SLINC, concerned that the replacement provision of new planting would not off-set this loss. The tree belt to be removed is not protected and is comprised of generally poor specimens that would be difficult to satisfactorily retain during any re-development of the site. As these trees are not subject to a Tree Preservation Order, they could in fact be removed without permission.
108. In any case, the applicant's Ecologist has provided a revised scheme to bolster the balance of mitigation and the amount of nature conservation enhancements.
109. This substantially strengthens habitat linkage across the site. This has been achieved by increasing the width of the proposed belt of shrub/tree planting along the west boundary of the site. Most of this belt is now shown to be 8.26 m wide, of which 6.26 m would contain dense, native, shrub and tree planting. This belt will provide cover and habitat, and a strong link across the site that is likely to be used by a variety of birds and other species.
110. The other 2m in the belt would consist of low growing ground cover and ornamental species because it lies adjacent to car parking spaces, where there are

specific maintenance requirements. However, eight of these ornamental species are included on published lists (for example, by Natural England, Butterfly Conservation, Bumblebee Conservation Trust, RSPB) of non-native plants that are beneficial to wildlife, so this area will also provide some ecological benefit. It will also provide a minor ecotone and buffer along the edge of the dense scrub, which will benefit some species.

111. The landscaping proposals also include new blocks of ornamental and native planting on the south and east boundaries, including a substantial block of native thicket planting containing hazel, hawthorn, holly, wild privet, blackthorn, goat willow and guelder rose along the east boundary. This area supplements the existing, adjacent area of off-site vegetation and would thus also strengthen habitat connections around the site towards the SLINC, and in the general area.

112. The Ecology report also recommends that a range of bat roosting and bird breeding boxes should be incorporated within the development. These could either be installed on suitable trees or other structures around the edge of the site, or built into the external walls of the new supermarket and other buildings. These measures can be secured by conditions.

113. As long as the required landscaping scheme and other ecological enhancements are secured by condition, the proposal would not have a significantly harmful impact upon nature conservation in accordance with BCCS Policies ENV1 and Saved UDP Policies DD10, NC1 and NC10.

Flood Risk

114. Policy ENV5 of the Core Strategy requires that proposals for development must demonstrate that the level of flood risk associated with the site is acceptable.

115. Following submission of a Revised Flood Risk Assessment the Environment Agency (EA) have removed their objection, advising that the proposed development will be acceptable subject to a condition to secure measures to limit surface water run-off back to equivalent greenfield rates as detailed in the Revised Flood Risk Assessment.

116. The EA also acknowledge that they recognise that sustainable drainage may be difficult to achieve on this site but ask that all options are thoroughly investigated as part of a condition to provide a detailed surface water drainage scheme.

117. The drainage information and suggested conditions would ensure that the development complies with BCCS Policy ENV5.

Renewable Energy

118. As the proposed foodstore is more than 1,000 sq m gross floorspace Policy ENV7 will be applied.

'All non-residential developments of more than 1,000 sq m floorspace (whether new build or conversion) must incorporate generation of energy from renewable sources sufficient to off-set at least 10% of the estimated residual energy demand of the development on completion. The use of combined heat and power facilities should be explored for larger development schemes. An energy assessment must be submitted with the planning application to demonstrate that these requirements have been met.'

119. The Renewable Energy Statement sets out renewable technologies as a heat harvester unit to pre-heat domestic hot water and the provision of space heating using renewable waste heat from refrigeration.

120. The use of waste heat from refrigeration to pre-heat domestic hot water and provide space heating is not strictly speaking renewable energy. However it is akin to Combined Heat and Power albeit on a smaller level (as mentioned in ENV7) this is acceptable in terms of meeting the requirements of ENV7. Compliance of ENV7 is also demonstrated by achieving 2 credits under issue Ene 5 and gaining a 'very good' BREEAM rating. Calculations show an estimated 10% of energy saving through this technology.

121. Morrisons are also demonstrating other activities to reduce energy use through the carbon hierarchy; avoid emissions, reduce emissions and replace emissions. In addition the design and access statement mentions the use of photovoltaic panels and a solar wall cladding system to generate renewable energy.

122. Subject to imposition of a condition to secure the above measures, the development would comply with Saved UDP Policy ENV7.

Access for All

123. New development offers the greatest opportunities to achieve the principles of inclusive. The proposal makes satisfactory provision of disabled and parent & toddler car parking spaces in accordance with the Parking Standards SPD. A dropping off point which can be used by Ring and Ride.
124. Confirmation has been provided by the applicant that the proposed entrances will be easily identifiable by ensuring doors and or door frames contrast in colour from other elements of the building. Glazed entrance doors, adjacent to, or incorporated within glazed screens (which pose particular problems for people with visual impairments) would also be easily identifiable, by contrasting in colour the top and sides of the entrance door frame
125. The applicant has also confirmed that pedestrian crossings within the site, pedestrian ramped access, stepped access, door manifestations, structural columns located within the pedestrian access route would be designed in accordance with the Access for All SPD.
126. The proposed development has been designed to ensure that it contributes to creating an inclusive built environment in accordance with the principles laid out in the Access for All SPD.

Planning Obligations.

127. Black Country Core Strategy Policy DEL1 'Infrastructure Provision' sets out the adopted policy framework for Planning Obligations within Dudley and the Planning Obligations SPD provides further detail on the implementation of this policy; these policy documents were prepared in accordance with national legislation and guidance on planning obligations. Policy DEL1 requires all new developments to be supported by sufficient on and off-site infrastructure to serve the development, mitigate its impact on the environment, and ensure that the development is sustainable and contributes to the proper planning of the wider area.
128. The obligations potentially triggered according to the Planning Obligations SPD are Economic and Community Development, Transport Infrastructure Improvements, Air Quality Improvements, Nature Conservation Enhancements and Public Art. In determining the required planning obligations on this specific application the following three tests as set out in the CIL Regulations, in particular

Regulation 122, have been applied to ensure that the application is treated on its own merits:

- a) necessary to make the development acceptable in planning terms
- b) directly related to the development;
- c) fairly and reasonably related in scale and kind to the development.

Following consideration of the above tests only the following obligations are required for this application:

On-Site Provision (to be secured by condition)

Economic and Community Development - Statement required to be submitted and approved by the council prior to commencement. It would be an obligation on the developer to enter into a local employment statement with the council in order to provide for economic and community development benefits. This could be in the form of commitments to sourcing building materials locally and the provision of jobs for local people in both the construction and end-use phases.

Air Quality Improvements – Policy ENV8 of the Core Strategy advises that adequate and satisfactory mitigation measures must be secured for developments that generate an increase in the number of trips to and from a development site. The preference is for this to be provided through on-site provision. In this case the equivalent off-site contribution is £65,931.48. In lieu of a financial contribution it is considered that the provision of electric vehicle charging points, cycle parking provision, commitment to low emission delivery vehicles within the development will help to contribute to the aims of the Council's Air Quality Action Plan in respect of emission reduction initiatives.

Nature Conservation Enhancements - to an equivalent value of £15,851.16. The required enhancements can be sought by ensuring that the development takes place in accordance with the recommendations of the ecological appraisal and that details of enhancement measures are submitted for approval (by condition).

Public Art - Policy CSP4 of the Core Strategy requires the provision of public art in major developments, to support and enhance the cultural and social development and identity of the Black Country. In this case an art feature could satisfactorily be accommodated within the public realm area to the front of the proposed store on the Stallings Lane frontage or within the site. Details can be sought by condition.

129. It is considered that these contributions meet the necessary tests as stated above in that they contribute to the delivery of a sustainable development, are being provided directly on the development site itself and are deemed to be in scale and kind to the proposed development. This development complies with the requirements of BCCS Policy DEL1 and the Planning Obligations SPD. The applicant has agreed to the provision of these onsite planning obligations.

CONCLUSION

130. In line with the NPPF, positive impacts would arise in terms of contributing toward sustainable development incorporating economic, social, environmental benefits.

131. The proposed development will lead to the positive improvement of an existing, partly vacant site. It will support the spatial objectives of the Black Country Core Strategy and for Regeneration Corridor 10 which seeks to serve day-to-day shopping needs and have sustainable regeneration benefits. The Core Strategy Policy CSP1: 'The Growth Network,' promotes community services and local shops to serve new residential communities. The Regeneration Corridors provide the most sustainable locations for economic growth across the Black Country.

132. It has been demonstrated that the industrial site is no longer viable and required employment use. Given that overall site area would remain in commercial use, it is unlikely to prejudice existing and neighbouring uses, and would not prejudice master planning of the wider area. The principle of utilising the land for the food store is acceptable. The development would be consistent with the

sequential approach and retail impact tests set out in the NPPF, which ensure the vitality of town centres and main urban areas.

133. The development would generate economic outputs, physical regeneration and local employment. The development could create 368 jobs in full and part-time positions. The development will also generate jobs in the construction phase of the development. The proposal would therefore generate a significant number of new jobs and economic benefits to Dudley, the Black Country and the West Midlands as a whole, at a time of high unemployment.
134. With respect to the environmental benefits of the scheme the development makes a positive contribution to place making through high quality design contributing to creating an inclusive built environment. The re-located delivery service yard away from residents would represent an improvement to the existing situation; relevant conditions would ensure that residents are protected from the replacement store and petrol filling station.
135. The implementation of a new traffic light system at the junction would improve highway safety, more than ample parking is provided on site, improvements are made for pedestrian connectivity and the site is supported by a Travel Plan which aims to encourage travel by sustainable modes of transport.
136. As long as the required landscaping scheme and other ecological enhancements are secured by condition, the proposal would not have a significantly harmful impact upon nature conservation. The revised Flood Risk Assessment demonstrates that the level of flood risk associated with the site is acceptable. The development incorporates generation of energy from renewable sources to comply with council guidance.
137. In terms of social benefits the development will help to achieve the NPPF aim of supporting the health and social well-being of communities, by creating a high quality built environment, utilising a partly vacant site and by providing an additional option for the residents of the Borough to purchase a range of quality, healthy foods.

138. It would therefore comply with National Planning Policy Framework (NPPF) 2012, Black Country Core Strategy (2011) CSP1 The Growth Network, CSP4 Place Making, DEL1 Infrastructure Provision, DEL2 Managing the Balance Between Employment Land and Housing, EMP1 Providing for Economic Growth, EMP3 Local Quality Employment Areas, EMP4 Maintaining a Supply of Readily Available Land, EMP5 Improving Access to the Labour Market, CEN1 The Importance of Black Country Centres for Regeneration, CEN2 Hierarchy of Centres, CEN4 Regeneration of Town Centres, CEN7 Controlling Out-of-Centre Development, TRAN1 Priorities for the Development of the Transport Network, TRAN2 Managing Transport Impacts of New Development, TRAN5 Influencing the Demand for Travel and Travel Choices, ENV1 Nature Conservation, ENV2 Historic Character and Local Distinctiveness, ENV3 Design Quality, ENV5 Flood Risk, Sustainable Drainage Systems and Urban Heat Island, ENV7 Renewable Energy, ENV8 Air Quality, Appendix 2 – Detailed Proposals for Regeneration Corridors and Strategic Centres - RC10 Pensnett – Kingswinford, Saved 2005 UDP policies DD1 Urban Design, DD3 Design of Retail Development, DD4 Development in Residential Areas, DD5 Development in Industrial Areas, DD9 Public Art, DD10 Nature Conservation and Development, UR9 Contaminated Land, HE8 Archaeology and Information, EP6 Light Pollution, EP7 Noise Pollution, Supplementary Planning Documents: Parking Standards, Planning Obligations, Access for All, Historic Environment and Nature Conservation, and Saved 'Planning for Town Centres Practice Guidance on Need, Impact and the Sequential Approach.

RECOMMENDATION

139. It is recommended that the application be approved subject to the following conditions:

REASON FOR THE GRANT OF PLANNING PERMISSION

In line with the NPPF, positive impacts would arise in terms of contributing toward sustainable development incorporating economic, social, environmental benefits.

The proposed development will lead to the positive improvement of an existing, partly vacant site. It will support the spatial objectives of the Black Country Core Strategy and for Regeneration Corridor 10 which seeks to serve day-to-day shopping needs and have sustainable regeneration benefits. The Core Strategy Policy CSP1: 'The Growth Network,' promotes community services and local shops to serve new residential communities. The Regeneration Corridors provide the most sustainable locations for economic growth across the Black Country.

It has been demonstrated that the industrial site is no longer viable and required employment use. Given that overall site area would remain in commercial use, it is unlikely to prejudice existing and neighbouring uses, and would not prejudice master planning of the wider area. The principle of utilising the land for the food store is acceptable. The development would be consistent with the sequential approach and retail impact tests set out in the NPPF, which ensure the vitality of town centres and main urban areas.

The development would generate economic outputs, physical regeneration and local employment. The development could create 368 jobs in full and part-time positions. The development will also generate jobs in the construction phase of the development. The proposal would therefore generate a significant number of new jobs and economic benefits to Dudley, the Black Country and the West Midlands as a whole, at a time of high unemployment.

With respect to the environmental benefits of the scheme the development makes a positive contribution to place making through high quality design contributing to creating an inclusive built environment. The re-located delivery service yard away from residents would represent an improvement to the existing situation; relevant conditions would ensure that residents are protected from the replacement store and petrol filling station.

The implementation of a new traffic light system at the junction would improve highway safety, more than ample parking is provided on site, improvements are

made for pedestrian connectivity and the site is supported by a Travel Plan which aims to encourage travel by sustainable modes of transport.

As long as the required landscaping scheme and other ecological enhancements are secured by condition, the proposal would not have a significantly harmful impact upon nature conservation. The revised Flood Risk Assessment demonstrates that the level of flood risk associated with the site is acceptable. The development incorporates generation of energy from renewable sources to comply with council guidance.

In terms of social benefits the development will help to achieve the NPPF aim of supporting the health and social well-being of communities, by creating a high quality built environment, utilising a partly vacant site and by providing an additional option for the residents of the Borough to purchase a range of quality, healthy foods.

It would therefore comply with National Planning Policy Framework (NPPF) 2012, Black Country Core Strategy (2011) CSP1 The Growth Network, CSP4 Place Making, DEL1 Infrastructure Provision, DEL2 Managing the Balance Between Employment Land and Housing, EMP1 Providing for Economic Growth, EMP3 Local Quality Employment Areas, EMP4 Maintaining a Supply of Readily Available Land, EMP5 Improving Access to the Labour Market, CEN1 The Importance of Black Country Centres for Regeneration, CEN2 Hierarchy of Centres, CEN4 Regeneration of Town Centres, CEN7 Controlling Out-of-Centre Development, TRAN1 Priorities for the Development of the Transport Network, TRAN2 Managing Transport Impacts of New Development, TRAN5 Influencing the Demand for Travel and Travel Choices, ENV1 Nature Conservation, ENV2 Historic Character and Local Distinctiveness, ENV3 Design Quality, ENV5 Flood Risk, Sustainable Drainage Systems and Urban Heat Island, ENV7 Renewable Energy, ENV8 Air Quality, Appendix 2 – Detailed Proposals for Regeneration Corridors and Strategic Centres - RC10 Pensnett – Kingswinford, Saved 2005 UDP policies DD1 Urban Design, DD3 Design of Retail Development, DD4 Development in Residential Areas, DD5

Development in Industrial Areas, DD9 Public Art, DD10 Nature Conservation and Development, UR9 Contaminated Land, HE8 Archaeology and Information, EP6 Light Pollution, EP7 Noise Pollution, Supplementary Planning Documents: Parking Standards, Planning Obligations, Access for All, Historic Environment and Nature Conservation, and Saved 'Planning for Town Centres Practice Guidance on Need, Impact and the Sequential Approach.

The decision to grant planning permission has been taken with regard to the policies and proposals in the adopted Black Country Core Strategy (2011), the Saved UDP (2011) and to all other relevant material considerations.

The above is intended as a summary of the reasons for the grant of planning permission. For further detail on the decision please see the application report.

INFORMATIVE NOTE – THE COAL AUTHORITY

ALL DEVELOPMENTS WITHIN COALFIELD STANDING ADVICE AREAS

The proposed development lies within a coal mining area which may contain unrecorded mining related hazards. If any coal mining feature is encountered during development, this should be reported to The Coal Authority.

Any intrusive activities which disturb or enter any coal seams, coal mine workings or coal mine entries (shafts and adits) requires the prior written permission of The Coal Authority.

Property specific summary information on coal mining can be obtained from The Coal Authority's Property Search Service on 0845 762 6848 or at www.groundstability.com

APPROVAL STATEMENT INFORMATIVE

In dealing with this application the local planning authority have worked with the applicant in a positive and proactive manner, seeking solutions to problems arising in relation to dealing with the application, by seeking to help the applicant resolve technical detail issues

where required and maintaining the delivery of sustainable development. The development would improve the economic, social and environmental concerns of the area and thereby being in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

Conditions and/or reasons:

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.
2. The development hereby permitted shall be carried out in accordance with the following approved plans: P(100)01/RevA, P(204) Rev B, P(202) Rev C, P(205), LS20155/2, P303, P206, P302/Rev C, P402/Rev B, P(100) 02/Rev K, P(403)/Rev C, P (500) 01, P301/Rev E, P(100)10, 1230-11-02 Rev A, 1230/11-03A, 1230-11-04 Rev A, 1230-11-SK1-23-10-12 Rev A, 1230-11-RP002 Rev A, 6830/006/Rev B, 6830/001/Rev G, Phasing plans 1-8 (inc) submitted 03/01/2013.
3. The overall floorspace of the foodstore shall be limited to no more than 6,843 m² gross floorspace. No more than 3,756 m² of the floorspace of the building shall be used for net retail sales, with no more than 2,817 m² of that net floorspace shall be used for the sale of convenience goods and no more than 939 m² net floorspace shall be used for the sale of comparison goods.
4. Prior to the commencement of development, details of the types, colours and textures of the materials to be used on the external surfaces of the buildings hereby approved shall be submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in complete accordance with the approved details.
5. Prior to the commencement of development, details of the existing and proposed levels of the site (including finished floor levels), which should be related to those of adjoining land and highways, shall be submitted to and approved in writing by the local planning authority. The development shall proceed in accordance with the approved levels.
6. Prior to the commencement of development details of the types, colours and textures of the materials to be used in the hard surfacing of the development hereby approved shall be submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in complete accordance with the approved details and retained for the lifetime of the development unless otherwise agreed in writing with the local planning authority.
7. No development shall begin until an assessment of the risks posed by any contamination has been submitted to and approved by the Local Planning Authority. Such an assessment shall be carried out in accordance with authoritative UK guidance.
8. Where the approved risk assessment (required by condition 7) identifies contamination posing unacceptable risks, no development shall begin until a detailed scheme to protect the development from the effects of such

contamination has been submitted to and approved by the local planning authority.

9. Unless otherwise agreed in writing with the LPA, the approved scheme (required by Condition 8) shall be implemented and a verification report submitted to and approved by the LPA, before the development (or relevant phase of the development) is first occupied/brought into use.
10. No development shall begin until an assessment of the risks posed by any ground gases or vapours has been submitted to and approved by the Local Planning Authority. Such an assessment shall be carried out in accordance with authoritative UK guidance.
11. Where the approved risk assessment (required by Condition 10) identifies ground gases or vapours posing unacceptable risks, no development shall begin until a detailed scheme to protect the development from the effects of such contamination has been submitted to and approved by the local planning authority.
12. Unless otherwise agreed in writing with the LPA, the approved scheme (required by Condition 11) shall be implemented and a verification report submitted to and approved by the LPA, before the development (or relevant phase of the development) is first occupied/brought into use.
13. Development shall not commence additional proposals to encourage the use of low emissions vehicles have been submitted to and approved in writing by the local planning authority, including, but not limited to, the following examples,
 - i. Provision of a low emissions delivery fleet and/or specification of a minimum Euro standard for delivery vehicles
 - ii. Provision of alternative fuels at the petrol station
 - iii. Provision of measures to discourage idling of delivery or passenger vehicles on the supermarket premises, e.g. appropriate signage, external power supply for refrigerated vehicles etcAll works which form part of the approved scheme shall be completed before occupation of the relevant phase unless otherwise agreed in writing by the local planning authority. The measures in the agreed scheme shall be maintained throughout the life of the development.
14. Development shall not commence until a low emissions strategy for mitigating the air quality impacts of the development including demolition and construction at the application site and vehicle movements around the Borough shall be submitted to and approved in writing by the Local Planning Authority. All works which form part of the approved scheme shall be completed before occupation of the proposed development unless otherwise agreed in writing by the Local Planning Authority. The measures in the agreed scheme shall be maintained throughout the life of the development. The Low Emission Strategy shall have targets for emission reduction and timescales, with pollution savings quantified. At the end of each calendar year an implementation plan shall be submitted for approval in writing by the Local Planning Authority, which on approval shall be fully implemented in accordance with the details and measures so approved. The Low Emission Strategy shall take into account future changing standards and available technologies and be updated accordingly in agreement with the Local Planning Authority.
15. Development shall not commence until a scheme for provision of active electric vehicle charging points and associated electrical infrastructure for future

expansion has been agreed in writing by the local planning authority. An active charging point shall be provided adjacent to each allocated parking space and shall be designated for the sole use of electric vehicles. The charging point shall be supplied by an independent 32 amp radial circuit and equipped with a type 2, mode 3, 7-pin socket conforming to EN61296-2.

16. Prior to commencement of the permitted use, a scheme for a continuous acoustic barrier constructed along the boundary of the site with Charterfields Shopping Centre as indicated on the approved plan P(100)02 revision K shall be submitted to and approved in writing by, the Local Planning Authority. The barrier shall be a minimum height of 3 metres measured from the ground level of Charterfields Shopping Centre and minimum surface density of 10 kg/m². All works which form part of the approved scheme shall be completed before the approved use commences. The barrier shall be retained throughout the life of the development.
17. The existing car park boundary fence along Hawkeswell Drive shall be retained for the lifetime of the development
18. The car wash, jet wash and air vacuum facility hereby approved shall not be operated before 0700 hours or after 2100 Monday to Saturday nor before 0900 nor after 1800 on Sundays and Public Holidays.
19. The petrol station shall not be open to the public before the hours of 0600 nor after 2300 Monday to Saturdays or before 0800 nor after 2200 on Sundays and Public Holidays.
20. The rating level of noise emitted from any fixed plant and/or machinery associated with the development shall not exceed background noise levels by more than 5dB(A) between the hours of 0700-2300 (taken as a 60 minute LA90 at the nearest noise sensitive premises) and shall not exceed the background noise level between 2300-0700 (taken as a 5 minute LA90 at the nearest noise sensitive premises). All measurements shall be made in accordance with the methodology of BS 4142 (1997) (Method for rating industrial noise affecting mixed residential and industrial areas) and/or its subsequent amendments. Where access to the nearest noise sensitive property is not possible, measurements shall be undertaken at an appropriate location and corrected to establish the noise levels at the nearest noise sensitive property. Any deviations from the LA90 time interval stipulated above shall be agreed in writing with the local planning authority.
21. Prior to first use, the lighting columns referred to as Masts C2, C4, and C5 on plan Initial Horizontal & Vertical Illuminance Levels should be shielded as are masts C11-14, and thereafter retained for the lifetime of development, unless otherwise agreed in writing with the LPA.
22. If during development contamination not previously identified is found to be present at the site then no further works shall be carried out until the developer has submitted and obtained written approval from the LPA.
23. The development permitted by this planning permission shall only be carried out in accordance with the approved Flood Risk Assessment (FRA) (Ref: LS1286/FRA1, March 2012) and the following mitigation measures detailed within the FRA: Limiting surface water run-off event back to equivalent greenfield rates and demonstrate sufficient storage in the 1 in 100 year plus climate change storm event.

24. No development shall take place until the detailed surface water drainage scheme for the site, based on sustainable drainage principles and an assessment of the hydrological and hydrogeological context of the development, has been submitted to and approved in writing by the local planning authority. The drainage strategy should demonstrate the surface water run-off generated up to and including the 1 in 100 year plus 20% critical storm will not exceed the run-off from the undeveloped site following the corresponding rainfall event. The scheme shall subsequently be implemented in accordance with the approved details before the development is completed.
25. At least 10% of the energy supply of the development shall be secured from decentralised and renewable or low-carbon energy sources (as described in the glossary of Planning Policy Statement: Planning and Climate Change (December 2007)). Details and a timetable of how this is to be achieved, including details of physical works on site, shall be submitted to and approved in writing by the Local Planning Authority prior to the occupation of the store. The approved details shall be implemented in accordance with the approved timetable and retained as operational thereafter, unless otherwise agreed in writing by the Local Planning Authority.
26. No development shall commence until details of nature conservation enhancement works have been submitted to and approved in writing by the Local Planning Authority. The nature conservation enhancement works shall thereafter be provided in accordance with the approved details prior to first occupation of the development and be maintained for the life of the development.
27. No development shall commence until details of works of public art have been submitted to and approved in writing by the Local Planning Authority. The works of public art shall thereafter be provided in accordance with the approved details prior to first occupation of the development and be maintained for the life of the development.
28. No development shall commence until an Economic and Community Development Statement has been submitted to and approved in writing by the Local Planning Authority. The Statement shall address as a minimum, measures to increase the number of jobs open to local people available on the site and the development of initiatives that support activities to upskill local unemployed people of working age so as to support them into sustained employment as outlined in the Council's Planning Obligations Supplementary Planning Document. The development shall be implemented in accordance with the approved Statement and retained in accordance with the Statement for the lifetime of the development.
29. Notwithstanding the plans submitted, proposed entrances should be easily identifiable by ensuring doors and or door frames contrast in colour from other elements of the building. Pedestrian crossings within the site, pedestrian ramped access, stepped access, door manifestations, structural columns located within the pedestrian access route should comply with design guidance set out in the Access for All SPD.
30. Landscaping works shall be implemented in accordance with plan no: 1230/11/03/Rev A before the end of the first planting season following initial occupation of the development, this shall be subject to the Soft Landscape

Works Maintenance and Management proposals (Doc Ref No: 1230/11/RP003/Rev A), unless otherwise agreed in writing with the LPA.

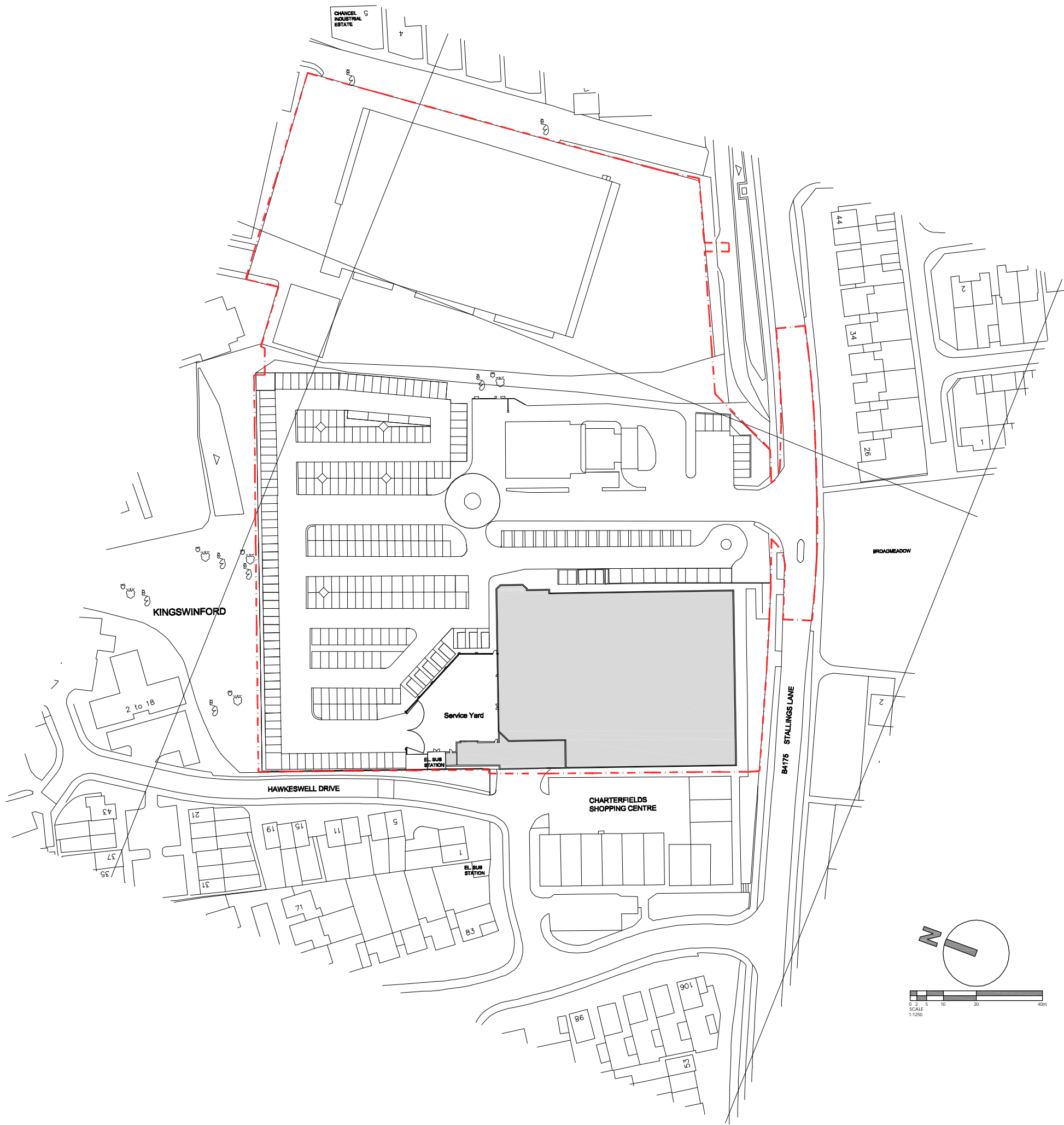
31. The development shall not commence trading until an updated travel plan has been submitted to and approved in writing by the Local Planning Authority, to include details of a travel plan co-ordinator, staff travel survey, car parking management, walking and cycling initiatives, publicity and marketing, set targets & monitoring and to join company travelwise in Dudley together with a timetable for each of the elements. The travel plan shall be implemented in accordance with the details approved and remain operational for the life of the development
32. No development shall take place until evidence that the development is registered with a BREEAM certification body and a pre-assessment report (or design stage certificate with interim rating if available) has been submitted indicating that the development can achieve the stipulated BREEAM level. No building shall be occupied until a final Certificate has been issued certifying that BREEAM (or any such equivalent national measure of sustainable building which replaces that scheme) rating 'Very Good or above' has been achieved for this development.
33. No development shall take place including any works of demolition until a construction management plan or construction method statement has been submitted to and been approved in writing by the Local Planning Authority. The approved plan/statement shall be adhered to throughout the construction period. The statement shall provide for:
 - Parking of vehicle of site operatives and visitors
 - routes for construction traffic
 - hours of operation
 - method of prevention of mud being carried onto highway
34. No development shall take place until there has been submitted, and approved in writing by the local planning authority details of the tree protection measures on site. The details shall include:
 - a. A plan showing the location and identification (with reference to a survey schedule if necessary) of all trees on, or directly adjacent to the development site, that are to be retained during construction. These trees are to be marked with a continuous outline.
 - b. A plan showing the location and identification (with reference to a survey schedule if necessary) of all the trees on, or directly adjacent to the development site that are to be removed prior to, or during development. These trees are to be marked with a dashed outline.
 - c. A plan showing the extent of the Root Protection Area, which is to be protected by physical barriers during development. The extent of the area that is to be protected will be calculated in accordance with Clause 4.6 of British Standard BS:5837 – 2012 'Trees in Relation to Design, Demolition and Construction– Recommendations'.
 - d. Design details of the proposed protective barriers and ground protection to be erected around the trees during development. Any protection barriers should be designed and constructed in accordance with the provisions set out in section 6.2 of British Standard BS:5837 – 2012 'Trees in Relation to Design, Demolition and Construction– Recommendations'.
35. No development or other operations shall commence on site or in connection with the development hereby approved, (including any tree felling, tree pruning,

demolition works, soil moving, temporary access construction and or widening, or any operations involving the use of motorised vehicles or construction machinery) until a detailed Arboricultural Method Statement has been submitted to and approved in writing by the Local Planning authority. No development or other operations shall take place except in complete accordance with the approved Method Statement. Such method statement shall include full detail of the following:

- Implementation, supervision and monitoring of the approved Tree Protection Plan.
 - Implementation, supervision and monitoring of the approved Treework Specification.
 - Implementation, supervision and monitoring of all approved construction works within any area designated as being fenced off or otherwise protected in the approved Tree Protection Plan.
 - Timing and phasing of arboricultural works in relation to the approved development.
36. No development or other operations shall commence on site or in connection with the development hereby approved, (including any tree felling, tree pruning, demolition works, soil moving, temporary access construction and or widening, or any operations involving the use of motorised vehicles or construction machinery) until a detailed tree felling / pruning specification has been submitted to and approved in writing by the Local Planning Authority. No development or other operations shall commence on site until the approved tree felling and pruning works have been completed. All tree felling and pruning shall be carried out in full accordance with the approved specification and the requirements of British Standard 3998 (2010) Recommendations for Tree Work.
37. All excavations to be undertaken within 6 metres of the stem of existing trees on site shall be undertaken in accordance with NJUG Publication number 10 'Guidelines for the Planning, Installation and Maintenance of Utility Services in proximity to Trees'.
38. No development or other operations shall commence on site in connection with the development hereby approved, (including any tree felling, tree pruning, demolition works, soil moving, temporary access construction and or widening, or any operations involving the use of motorised vehicles or construction machinery) until a detailed service (gas, electricity and telecoms) and foul and surface water drainage layout has been submitted to and approved in writing by the Local Planning Authority. Such layout shall provide for the long term retention of the trees. No development or other operations shall take place except in complete accordance with the approved service/drainage layout.
39. No development shall take place until there has been submitted to and approved in writing by the local planning authority technical details of any proposed pathway / hard surfacing / driveway / parking area within 3 metres of the outer canopy spread of any existing tree situated on or off the site. The details of the vehicular access and parking areas shall include existing and proposed ground levels, materials to be used and the relative time of construction within the whole development and must be in accordance with appropriate guidelines, namely Clause 7.4 of British Standard BS:5837 – 2012 'Trees in Relation to Design, Demolition and Construction– Recommendations' and Arboricultural Advisory & Information Service Practice Note 'Driveways Close to Trees' (1996). Any

driveway / parking areas within 3 metres of existing trees must be constructed using 'no-dig' techniques incorporating appropriate surfaces to avoid damage to trees and to prevent any potential direct or indirect damage caused by trees.

40. The development shall not commence until the detailed design of the highway improvements on Stallings Lane, associated section of new public highway, temporary works required to facilitate these improvements and timescales for the works have been submitted and agreed in writing. The development should not commence trading until the highway scheme has been implemented in accordance with the agreed details.
41. The development shall not commence until a detailed traffic management scheme for the control of vehicles within the development site has been submitted and agreed in writing. The development should not commence trading until the traffic management scheme has been implemented in accordance with the agreed details and maintained for the life of the development.
42. The development shall not commence trading until the parking area (including the disabled and widened, powered two-wheeler, and parent & toddler parking spaces) has been surfaced and marked out in complete accordance with the approved plans, and thereafter maintained for parking for the life of the development.
43. The service yard shall be used solely for the servicing for the store. No open storage shall be permitted within the service yard and the service yard should remain operational for the life of the development.
44. Prior to first use of the development hereby approved, details of well lit, undercover and secure cycle parking facilities (providing at least 26 cycle parking spaces) should be submitted to and approved in writing by the LPA, and thereafter implemented in accordance with the approved details and maintained for no other purpose for the life of the development.
45. Notwithstanding the provisions of the Town and Country Planning Act 1990 (as amended) and schedule 2 part 42 class A of the Town and Country Planning (General Permitted Development Order) 1995 (as amended) (or order revoking or reacting that order with or without amendment) the food store shall not be extended externally or internally (including the provision of a mezzanine) without the express grant of planning permission.



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- METHOD STATEMENTS
- PERMIT TO WORK
- CONSTRUCTION PHASE HEALTH AND SAFETY PLAN

THE DESIGNERS NOTE THAT THE FOLLOWING HEALTH AND SAFETY RISKS HAVE NOT B ELIMINATED DURING THE DESIGN PROCESS:

revision	date	by	ch

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client



MORRISONS
Wm MORRISON SUPERMARKETS PLC

drawn by	checked by	date	scale
CM	RAB	APR 2012	1:1250@A3

project

PROPOSED NEW SUPERMARKET & PETROL FILLING STATION

drawing title

SITE LOCATION PLAN

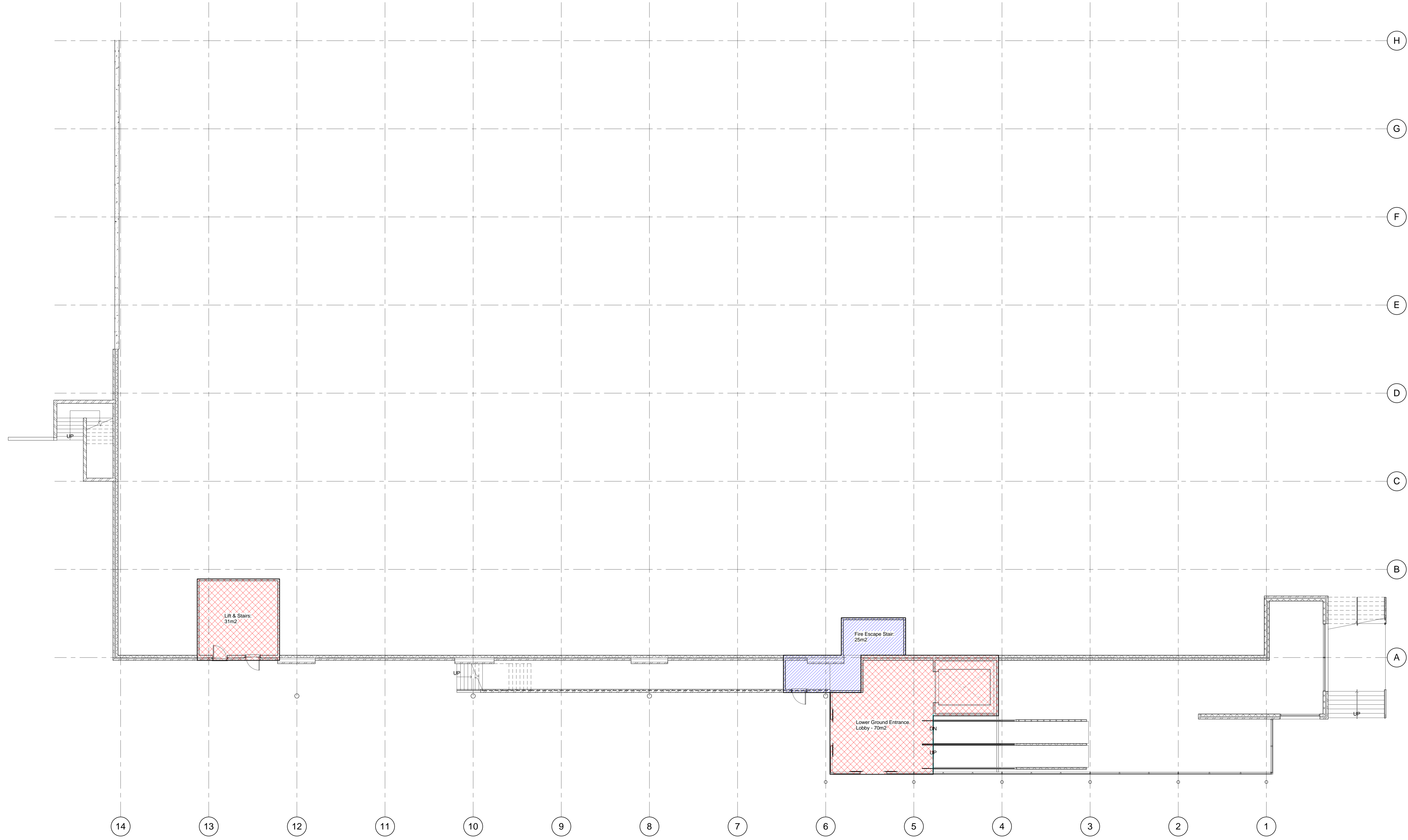
project number	drawing number	revision
6939	P(100)01	

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RISKS




revision	date	by	chk

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client
 project
 drawing title
 project number
 drawing number
 revision

drawn by	checked by	date	scale
RPB	SH	05/23/12	1 : 100@A0
PROPOSED NEW SUPERMARKET KINGSWINFORD, DUDLEY		Proposed Lower Ground Floor Plan	
6939	P(205)		

file reference: G:_P\16939 - Kingswinford6939 - 03 CAD/Revit/04K/Without Mezz Rev A.rvt

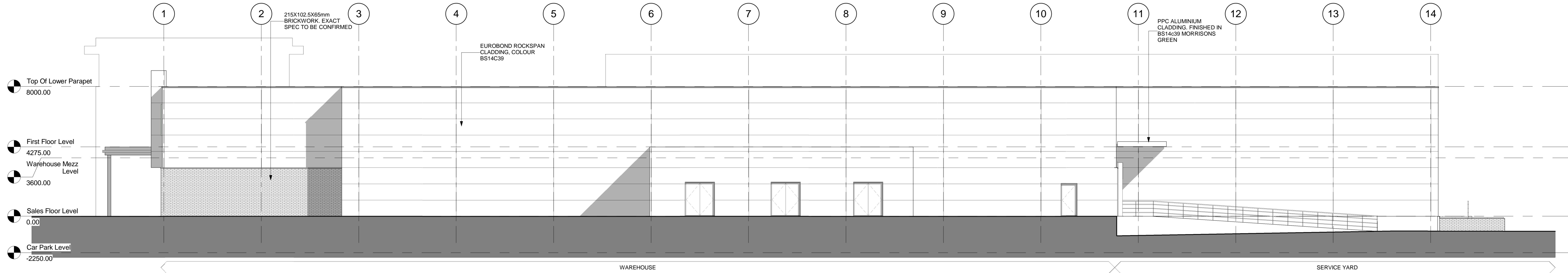
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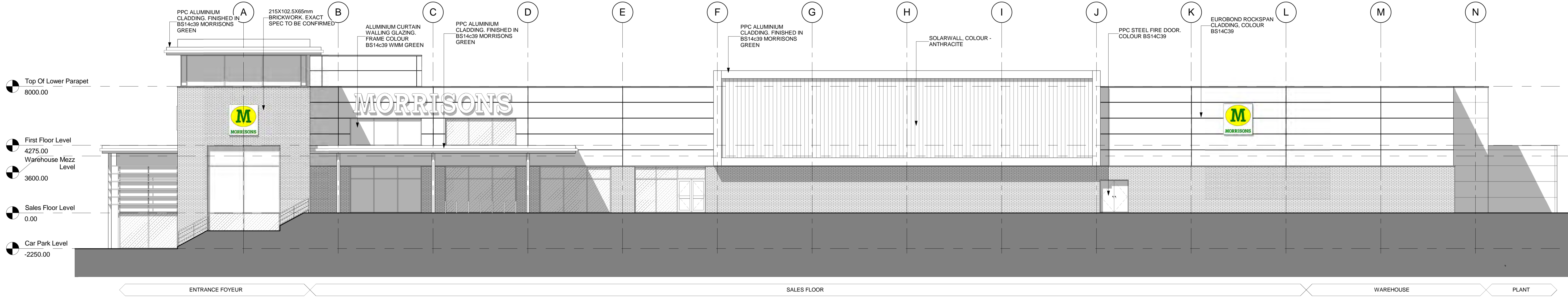
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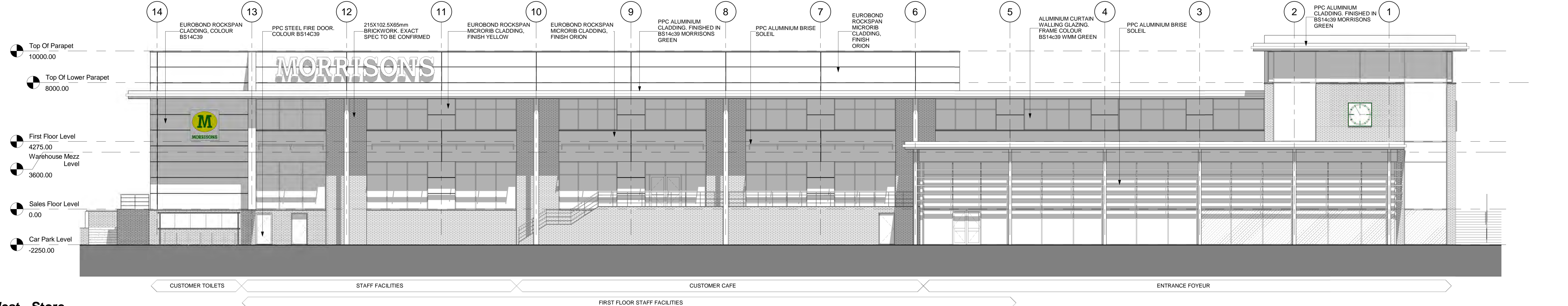
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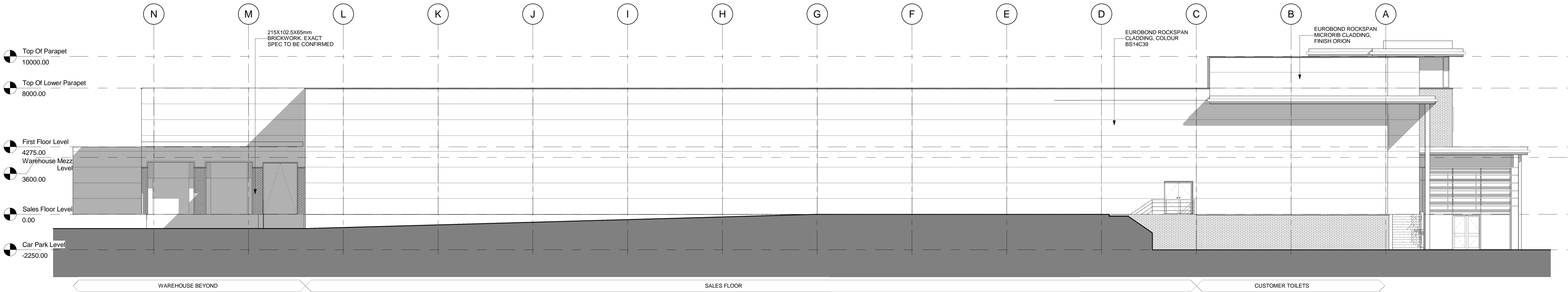
1 East - Store
1 : 100



2 South - Store
1 : 100



3 West - Store
1 : 100

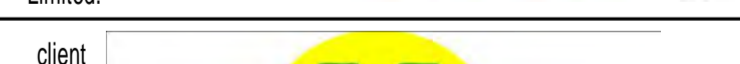


4 North - Store
1 : 100

REVISION	DATE	BY	CHK	
E	Lookalike glazing panels added to lower portion of East elevation	JULY 2017	CM	RAB
D	Plant room added	MAY 2012	CM	SH
C	Client logo changed to ODL	APR 2012	CM	SH
B	Reduced height of elevations following comments from Morrisons	Mar 2012	CM	SH
A	Elevations updated to suit removal of mezzanine level	Feb 2012	CM	SH

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M
OPTIMISATION DEVELOPMENTS LTD

drawn by CM checked by SH date 12/11 scale 1:100@A0

project
PROPOSED NEW SUPERMARKET
KINGSWINFORD, DUDLEY

drawing title
Proposed Elevations

project number 6939 drawing number P301 revision E

Reference: G:\P\M6939 - Kingswinford6939 - 03 CAD\Revit\K04 - Without Mezz Rev A (Recovery).rvt

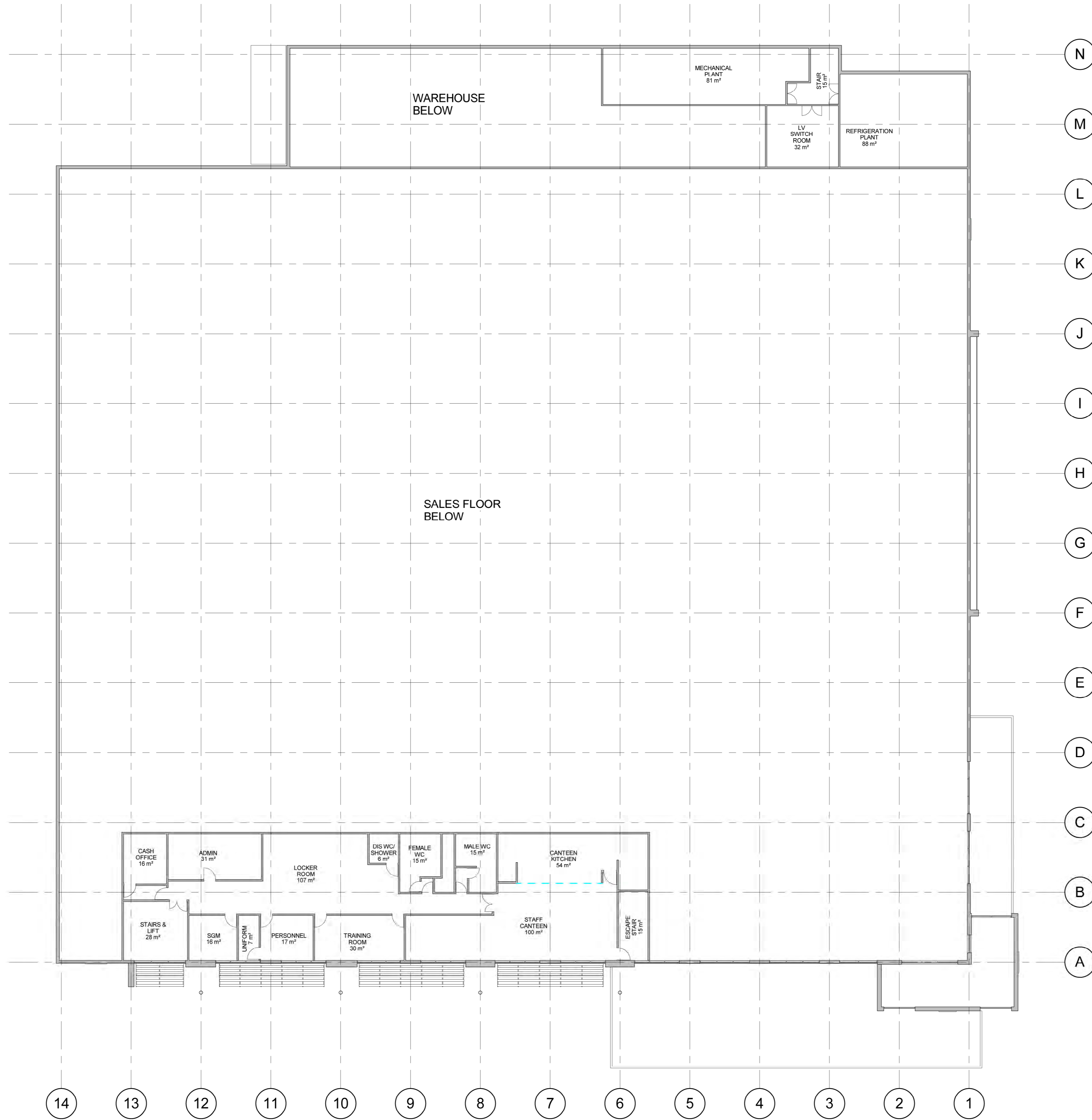
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RISKS



AREA SCHEDULE

CAR PARK LEVEL GIA = 102sq.m

SALES FLOOR LEVEL GIA = 6030sq.m

FIRST FLOOR LEVEL

- Plant Rooms - 223sq.m

- Staff Area - 488sq.m

TOTAL GIA = 6843sq.m

TOTAL RETAIL SALES AREA = 3756sq.m

TOTAL NET SALES AREA = 4372sq.m

B	client logo changed to ODL	APR 2012	CM	SH
A	Retail & Net Sales areas added	Mar 2012	CM	SH
	revision	date	by	chk

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PROPOSED NEW SUPERMARKET
KINGSWINFORD, DUDLEY

drawing title

PROPOSED FIRST FLOOR PLAN

drawn by	checked by	date	scale
CM	SH	28/03/12	1 : 200@A1

project number	drawing number	revision
6939	P(204)	B

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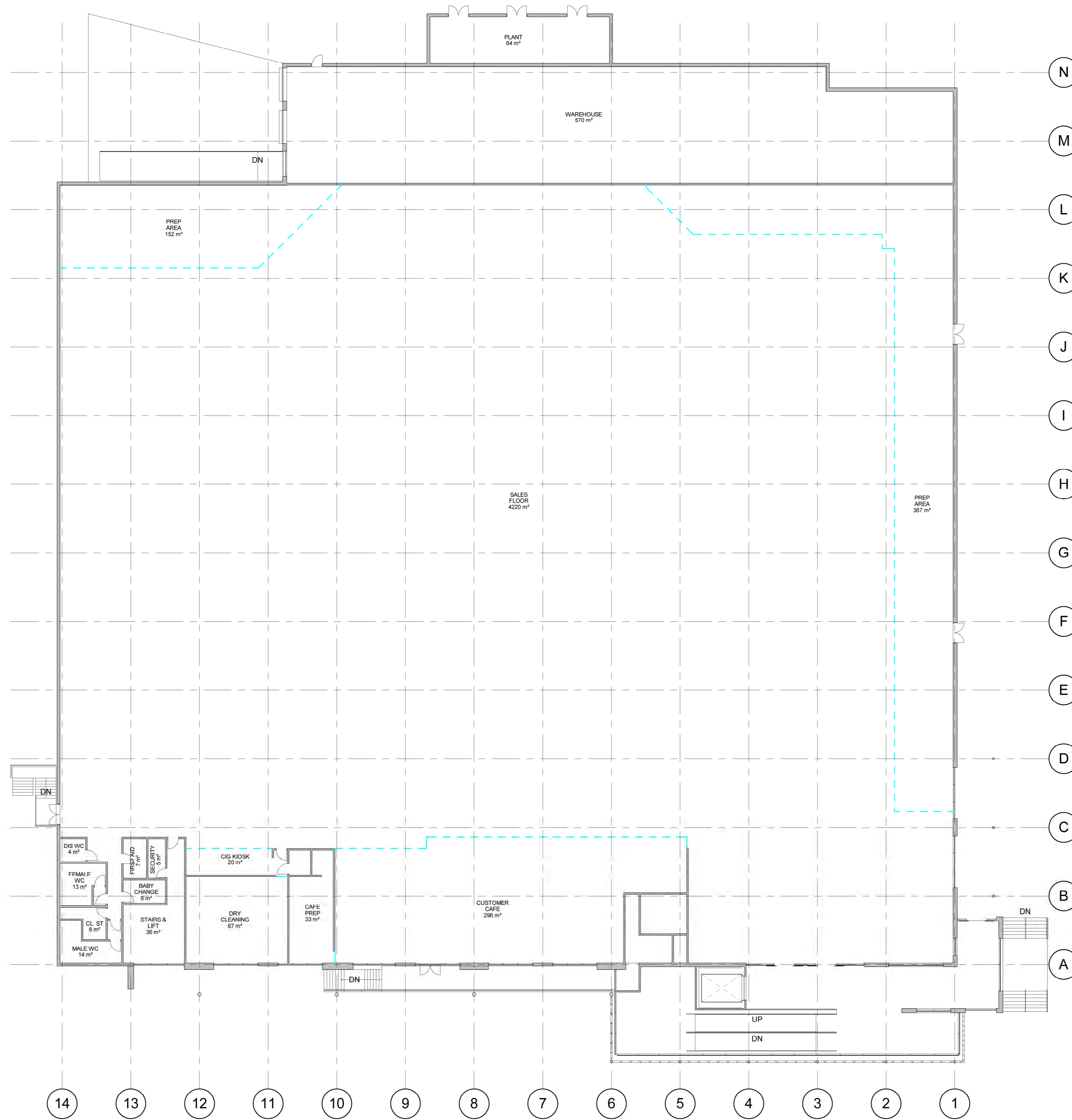
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RISKS



AREA SCHEDULE

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SALES FLOOR LEVEL GIA = 6030sq.m

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- Staff Area - 488sq.m

TOTAL GIA = 6843sq.m

TOTAL RETAIL SALES AREA = 3756sq.m

TOTAL NET SALES AREA = 4372sq.m

revision	date	by	chk
C	client logo changed to ODL	APR 2012	CM SH
B	Retail & Net Sales areas added	Mar 2012	CM SH
A	Area schedule added	Mar 2012	CM SH

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client
 M
 client

drawn by	checked by	date	scale
Author	SH	12/11	1 : 200@A1

project

**PROPOSED NEW SUPERMARKET
KINGSWINFORD, DUDLEY**

drawing title

PROPOSED SALES FLOOR PLAN

project number	drawing number	revision
6939	P(202)	C

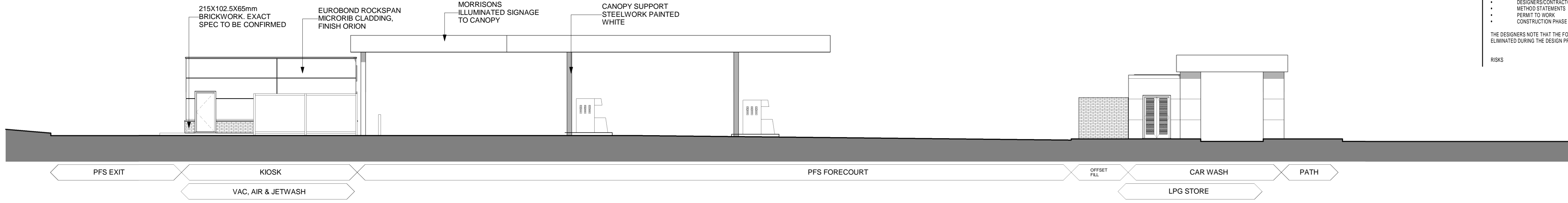
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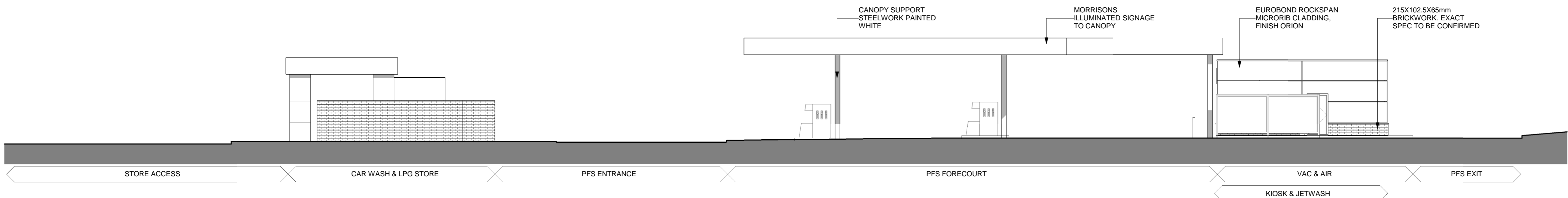
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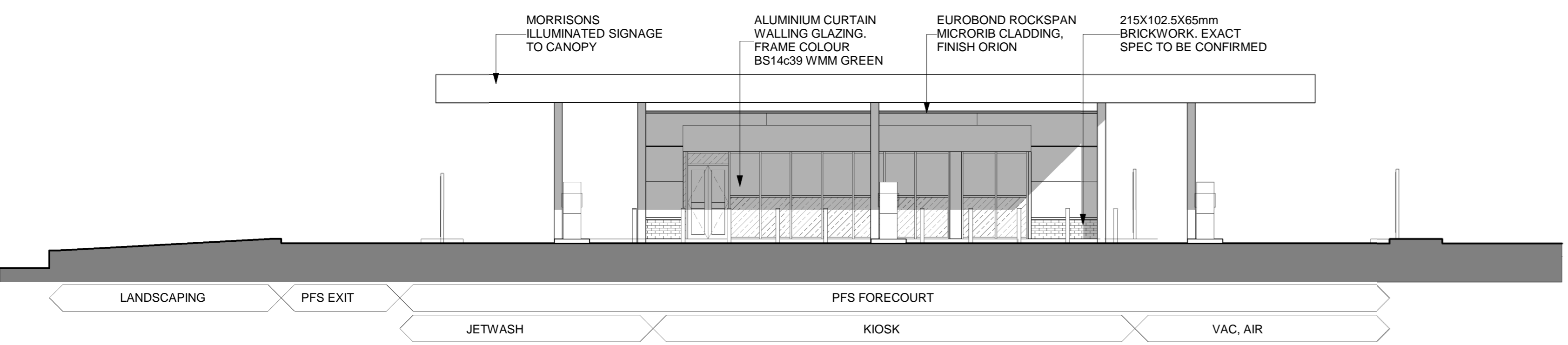
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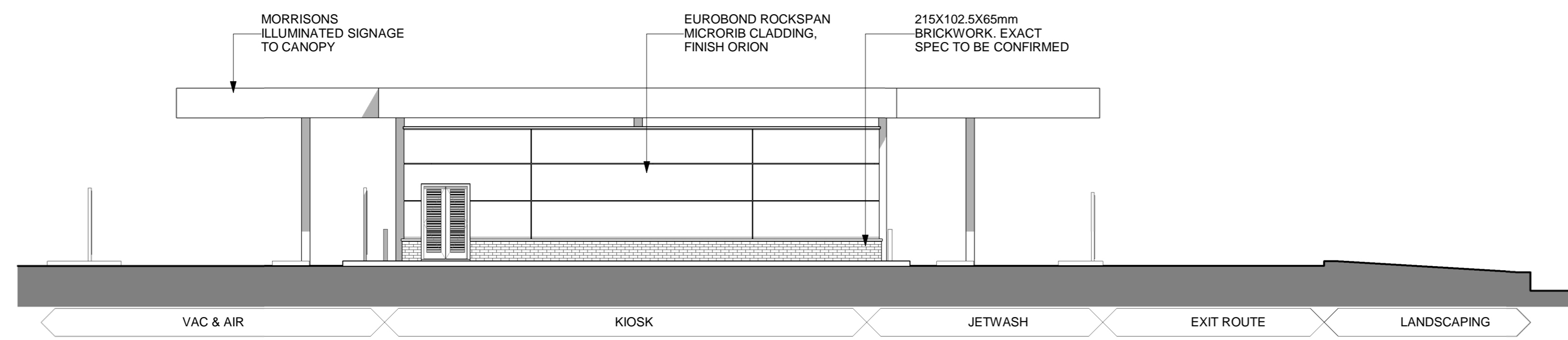
1 East - PFS
1 : 100



2 West - PFS
1 : 100



3 North - PFS
1 : 100



4 South - PFS
1 : 100

C	PFS updated to new layout	NOV 2012	CM	SH
B	client logo changed to ODL	APR 2012	CM	SH
A	PFS cladding finish changed to orion	Mar 2012	CM	SH
	revision	date	by	chk

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drawn by: CM | checked by: SH | date: 14/03/12 | scale: 1 : 100

project

PROPOSED NEW SUPERMARKET KINGSWINFORD, DUDLEY

drawing title

PROPOSED PFS ELEVATIONS

project number: 6939 | drawing number: **P302** | revision: **C**

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file reference: G:_P\M6939 - Kingswinford\6939 - 03 CAD\Revit\40K Without Mezz Rev A.rvt



SERVICE YARD ACCESS / EXIT

NOTE:
Discussion with adjoining owners with regard to existing trees condition-refer to Midland Tree Surgeons report.

PROPOSED STORE
FFL: 84.75
Building Height: 10m

FUEL STATION
FFL: 82.85
HEIGHT: 3.75m

CHARTERFIELDS SHOPPING CENTRE

SERVICE YARD

STALLINGS LANE

KEY

- EXISTING TREES AND VEGETATION TO BE RETAINED**
(Refer to BCA 'Tree protection plan' dwg 1230/11-02)
- SEMI-MATURE TREE**
(Tree pit size: 2000x2000x1000mm backfilled with topsoil)
20-25cm stem girth
6.0-7.0m height
3m clear stem
Rootballed
 - EXTRA HEAVY STANDARD TREES**
(Tree pit size: 1500x1500x900mm backfilled with topsoil)
18-20cm stem girth
4.5-6.5m height
1.8-2.1m clear stem
Rootballed
 - EXTRA HEAVY STANDARD TREES**
(Tree pit size: 1000x1000x750mm backfilled with topsoil)
14-16cm girth
4.25-6.0m height
1.8-2.1m clear stem
Rootballed
 - PROPOSED MULTI-STEM TREES**
(Tree pit size: 1000x1000x750mm backfilled with topsoil)
3.5-4.0m height
5x transplanted
Rootballed
 - PROPOSED CONIFEROUS TREES**
(Tree pit size: 1000x1000x750mm backfilled with topsoil)
2.5-3.0m height
Rootballed
 - PROPOSED SPECIMEN SHRUBS**
(450mm depth of topsoil)
 - PROPOSED ORNAMENTAL SHRUB PLANTING**
(450mm depth of topsoil)
Ultimate plant height is above 1m.
 - PROPOSED LOW GROUNDCOVER PLANTING**
(450mm depth of topsoil)
Ultimate plant height is below 1m.
 - PROPOSED DETERRENT HEDGE PLANTING**
(450mm depth of topsoil)
Planted at 450mm centres in a double staggered row. Rows to be 500mm apart. To be maintained at 1.2m high.
- Species Common Name**
- | | |
|------------------|--------------|
| Acer campestre | Field Maple |
| Acer platanoides | Norway Maple |
| Acer saccharinum | Silver Maple |
| Quercus robur | English Oak |
- Species Common Name**
- | | |
|------------------|--------------|
| Acer platanoides | Norway Maple |
| Acer saccharinum | Silver Maple |
| Betula pendula | Silver Birch |
| Malus sylvestris | Crab Apple |
| Quercus robur | English Oak |
| Prunus avium | Wild Cherry |
| Sorbus aucuparia | Rowan |
| Tilia x europaea | Common Lime |
- Species Common Name**
- | | |
|----------------|------------------|
| Betula pendula | Silver Birch |
| Prunus serrula | Paperbark Cherry |
- Species Common Name**
- | | |
|------------------|------------|
| Pinus sylvestris | Scots Pine |
|------------------|------------|
- Species Supply Size Pot Size Spacing**
- | | | | |
|---------------------|-----------|----|-----------|
| Buddleja davidii | 600-800mm | 3L | 750mm c/s |
| Choisya ternata | 300-400mm | 3L | 600mm c/s |
| Ilex aquifolium | 400-600mm | 2L | 750mm c/s |
| Mahonia aquifolium | 300-400mm | 3L | 600mm c/s |
| Prunus laurocerasus | 300-400mm | 3L | 600mm c/s |
| Viburnum tinus | 300-400mm | 3L | 600mm c/s |
- Species Supply Size Pot Size Spacing**
- | | | | |
|-------------------------------------|-----------|----|-----------|
| Berberis trifoliata 'Amstelveen' | 400-600mm | 3L | 500mm c/s |
| Choisya 'Aztec Pear' | 300-400mm | 3L | 500mm c/s |
| Cornus stolonifera 'Kelsay' | 200-300mm | 3L | 450mm c/s |
| Cotoneaster conspicuus 'Decorus' | 300-400mm | 3L | 500mm c/s |
| Escallonia 'Apple Blossom' | 400-600mm | 3L | 500mm c/s |
| Hebe pinguifolia 'Sutherlandii' | 200-300mm | 3L | 500mm c/s |
| Hedera helix 'Hibernica' | 400-600mm | 2L | 400mm c/s |
| Hypericum x moserianum | 300-400mm | 3L | 500mm c/s |
| Lavandula angustifolia | 200-300mm | 3L | 450mm c/s |
| Lonicera nitida 'Maygreen' | 300-400mm | 2L | 600mm c/s |
| Lonicera periclymenum | 300-400mm | 2L | 600mm c/s |
| Pachysandra terminalis | 150-200mm | 2L | 400mm c/s |
| Prunus laurocerasus 'Cherry Brandy' | 300-400mm | 3L | 600mm c/s |
| Pyracantha coccinea 'Saphyr Yellow' | 400-600mm | 3L | 500mm c/s |
| Rosa 'Kent' | 300-400mm | 3L | 450mm c/s |
| Rosa 'Yellow Frau Dagmar' | 300-400mm | 3L | 450mm c/s |
| Rubus 'Batty Ashburner' | 300-400mm | 2L | 500mm c/s |
| Stephanandra incisa 'Crispa' | 200-300mm | 2L | 500mm c/s |
| Symphoricarpos x c. 'Hancock' | 400-600mm | 3L | 500mm c/s |
| Viburnum davidii | 200-300mm | 3L | 450mm c/s |
| Vinca minor 'Alba' | 150-200mm | 2L | 400mm c/s |
- Species Size Pot Size**
- | | | |
|----------------------|-----------|----|
| Berberis verruculosa | 300-400mm | 3L |
|----------------------|-----------|----|

NOTES

This drawing is based on following documents:
Bowman Riley Architects Proposed Site Plan 6939-P(100)02
Rev F received 16/04/2012.

Refer to Midland Tree Surgeons Ltd Pre-Development Tree Survey dated November 2011.

Tree locations shown are based on information provided by CSL Surveys: drawing 9675-01.

Tree retention is to be reviewed by arboricultural consultant with regard to protection of trees and adjacent construction.

All tree work to be in accordance with the requirements of BS5837:2005.

PROPOSED THICKET MIX PLANTING
(300mm depth of topsoil)
Where woodland or thicket is planted next to a hard surface/kerb/fence, it should be positioned 1m from the edge.

Transplants planted in groups of 7-15 of the same species on a 1.0m grid.

%	Species	Common Name	Size	Age	Root/Pot
20%	Corylus avellana	Hazel	400-600mm	1+1	OG
30%	Crataegus monogyna	Hawthorn	400-600mm	1+1	OG
10%	Ilex aquifolium	Holly	400-600mm	1+1	2L
10%	Ligustrum vulgare	Privet	400-600mm	1+1	2L
5%	Prunus spinosa	Blackthorn	400-600mm	1+1	OG
15%	Salix caprea	Goat willow	600-800mm	1+0	OG
10%	Viburnum opulus	Guelder Rose	400-600mm	1+1	OG

EXISTING GRASS AREAS
To be reinstated as necessary following construction works and seeded with DLF Trifolium Pro 120 Slowgrowth at a rate of 35-50g/m2.

PROPOSED FENCE
(TO ARCHITECTS SPECIFICATION)

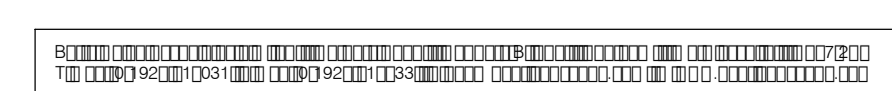
SLOPE

EXISTING LEVELS
(Proposed levels given in brackets)

SITE BOUNDARY



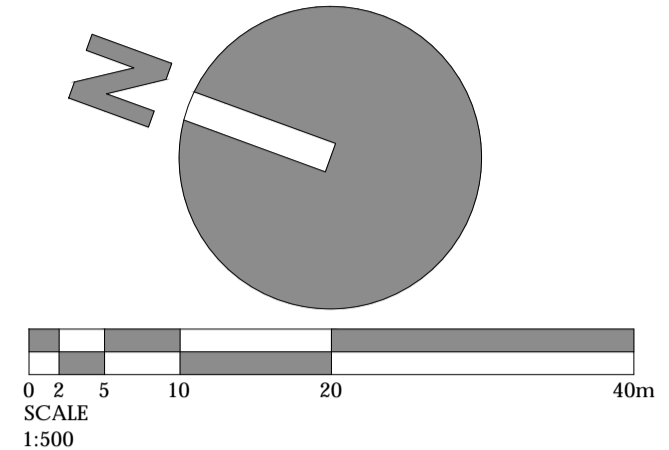
Morrisons Supermarkets PLC			
New Superstore, Stallings Lane Kingswinford			
Landscape Concept			
1230/11			
19/04/2012	KSN		03
Planning	MG		
1:500	A1		A
230-11-03 Landscape Concept-Sections-23-10-12.dwg			



CONSTRUCTION STAFF AND OPERATIVES MUST ENSURE THE PRINCIPAL CONTRACTOR HAS PROVIDED THOROUGH AND ACCURATE INFORMATION ON ALL HEALTH AND SAFETY ASPECTS RELATING TO THE DESIGNS IDENTIFIED ON THIS DRAWING INCLUDING THE REVIEW OF:

- DESIGNER/CONTRACTORS RISK ASSESSMENTS
- METHOD STATEMENTS
- PERMIT TO WORK
- CONSTRUCTION PHASE HEALTH AND SAFETY PLAN

THE DESIGNERS NOTE THAT THE FOLLOWING HEALTH AND SAFETY RISKS HAVE NOT BEEN ELIMINATED DURING THE DESIGN PROCESS:



ADDITIONAL SITE AREA 2.62 ACRES

SERVICE YARD

PROPOSED NEW SUPERMARKET
40k NET SALES AREA

- 350 Spaces
- 10 P&T Spaces
- 25 Disabled Standard Spaces
- 16 Disabled Width Spaces
- 6 E.Charge Spaces
- TOTAL 407 SPACES

Upper Car Park Level

PICK UP POINT

RAMP UP TO CAR PARK

EXISTING ACCESS/EGRESS

ENTRY

CAR WASH

EXIT

CAR WASH CAR & VEHICLE

HAWKESWELL DRIVE

SERVICE YARD

Charterfields Shopping Centre

AVONDALE CLOSE

Broadmeadow

STALLINGS LANE

revision	date	by	chk
K	29.10.12	SJH	SJH
J	05.09.12	RAB	SJH
H	31.08.12	RAB	SJH
G	23.04.12	SJH	SJH
F	16.04.12	SJH	SJH
E	28.03.12	SJH	SJH
D	15.03.12	SJH	SJH
C	25.01.12	SJH	SJH
B	15.12.11	SJH	SJH
A	29.11.11	SJH	SJH

All dimensions to be verified on site, and the Architect informed of any discrepancy. All drawings and specifications should be read in conjunction with the Health and Safety Plan; all conflicts should be reported to the CDM Co-ordinator.

DO NOT SCALE THIS DRAWING

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SUPERSTORE
CAR PARKING NUMBERS:

350 STANDARD SPACES
10 PARENT & CHILD SPACES
16 DISABLED WIDTH SPACES
25 DIS. STANDARD SIZE SPACES
6 ELEC. CHARGING SPACES

407 TOTAL PARKING SPACES

280 EXISTING CAR PKG SPACES
ADDITIONAL 127 SPACES

8 MOTORCYCLE SPACES
28 CYCLE SPACES



drawn by	checked by	date	scale
SJH	SJH	NOV 11	1:500

client
OPTIMISATION DEVELOPMENTS LTD

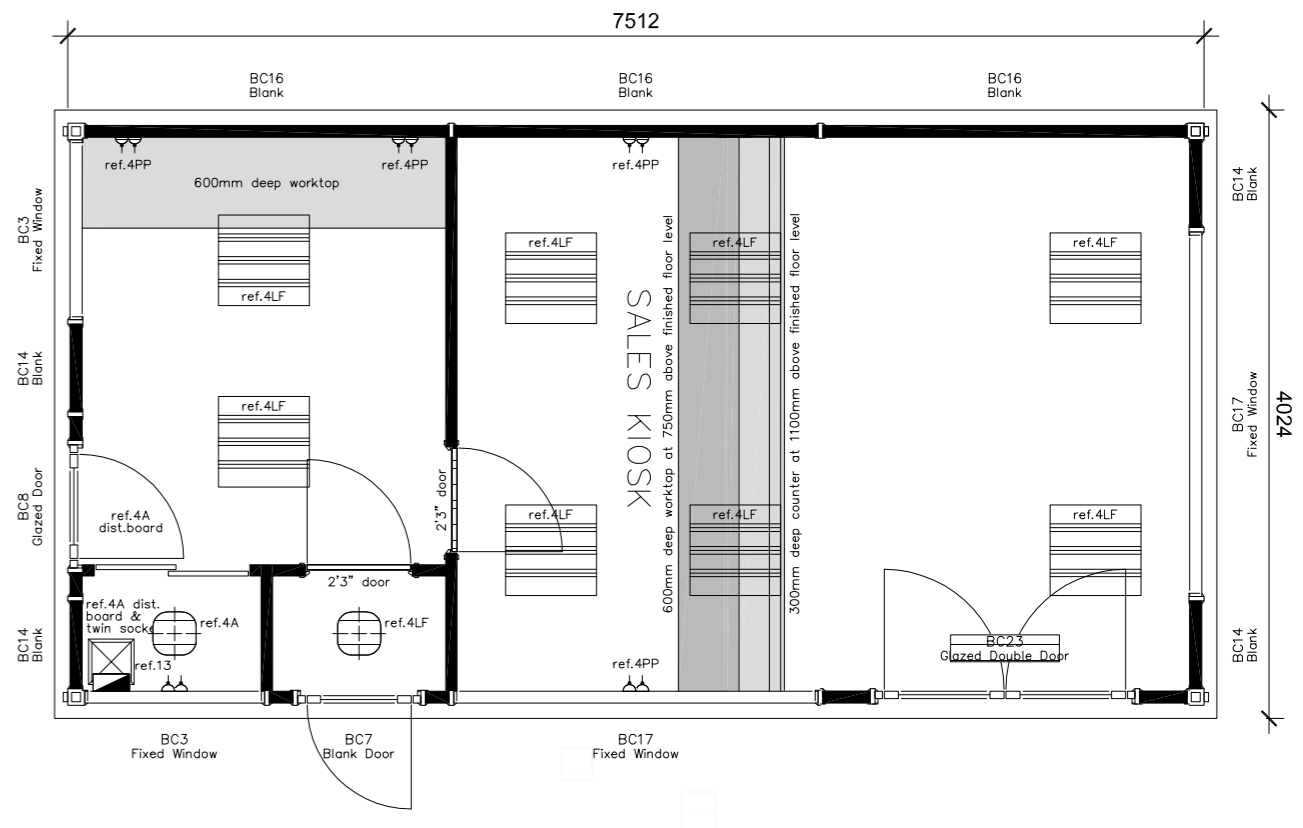
project
PROPOSED NEW SUPERMARKET, KINGSWINFORD

drawing title
PROPOSED SITE PLAN

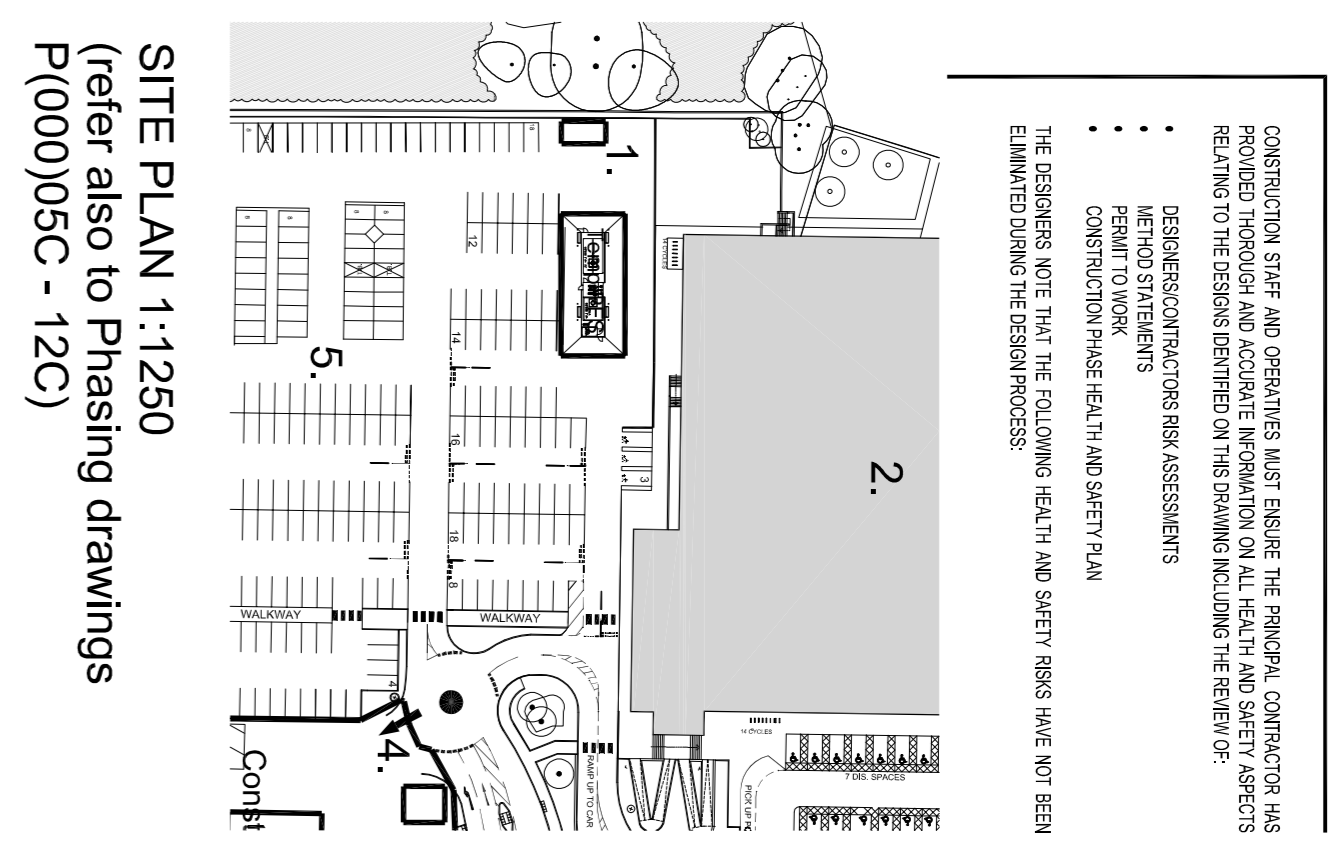
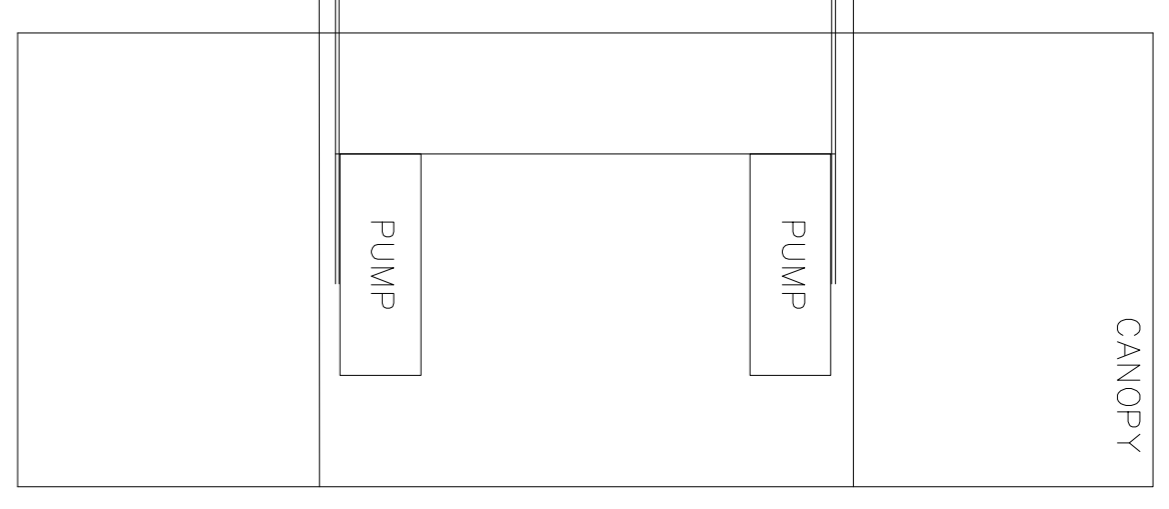
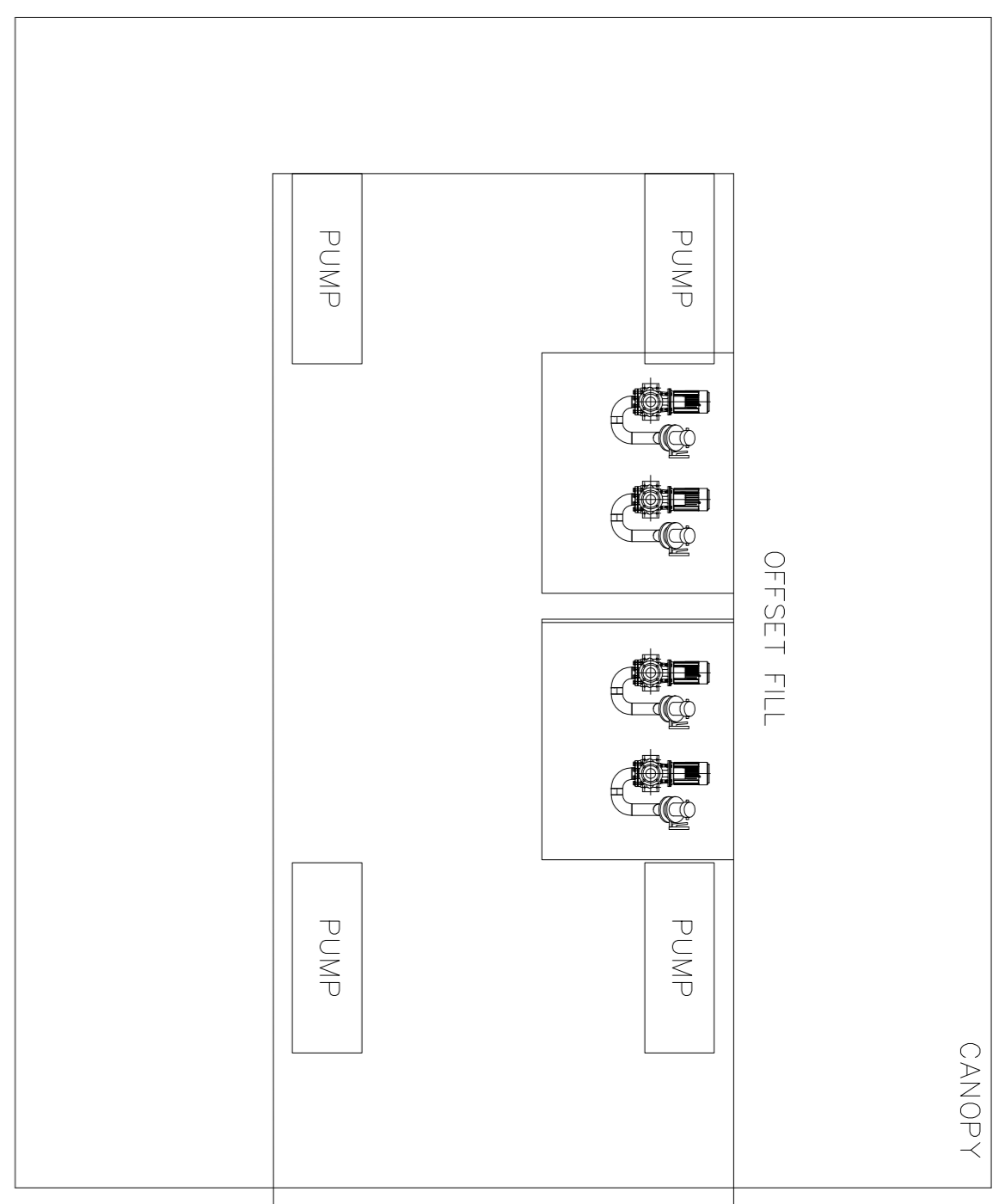
project number	drawing number	revision
6939	P(100)02	K

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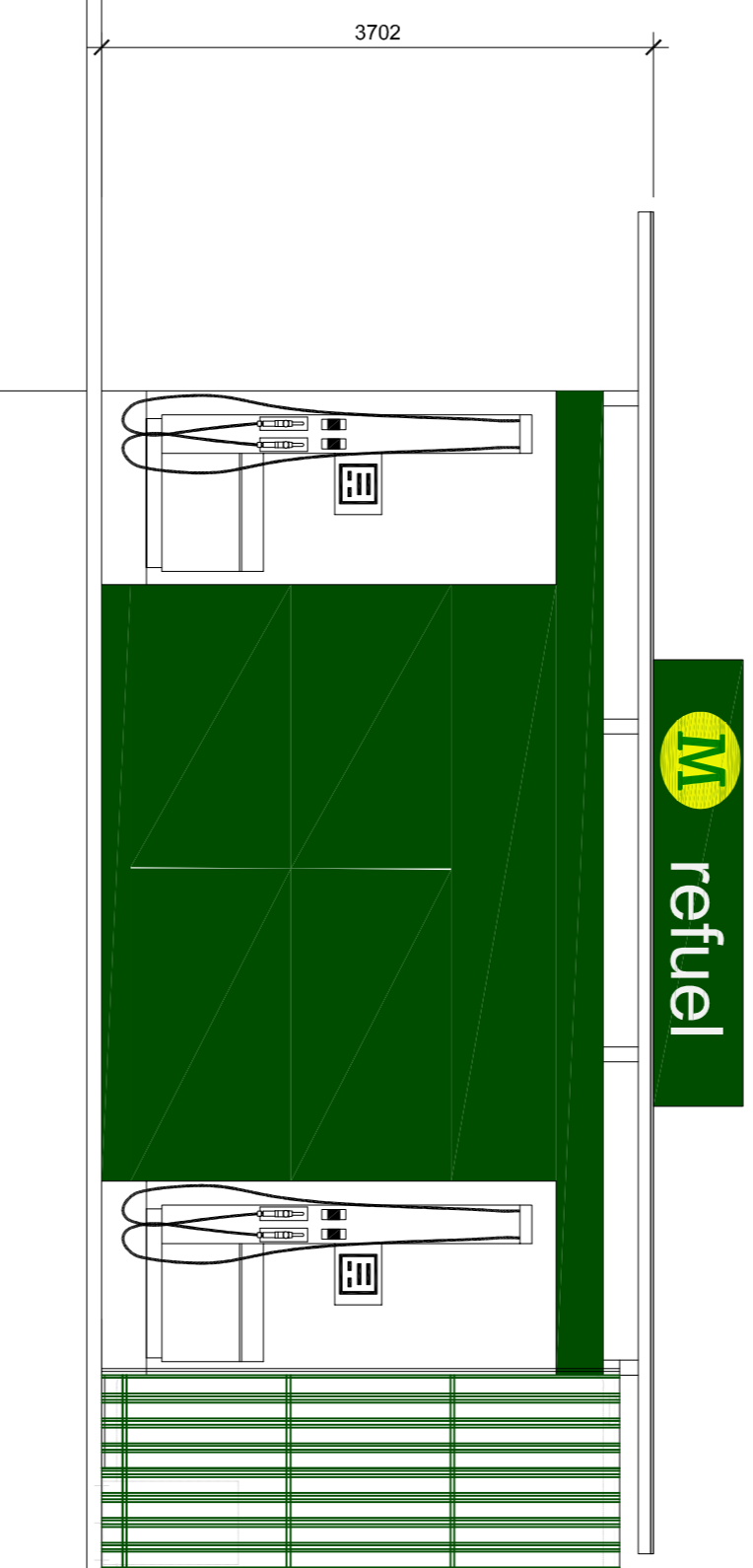
PLAN VIEW 1:50



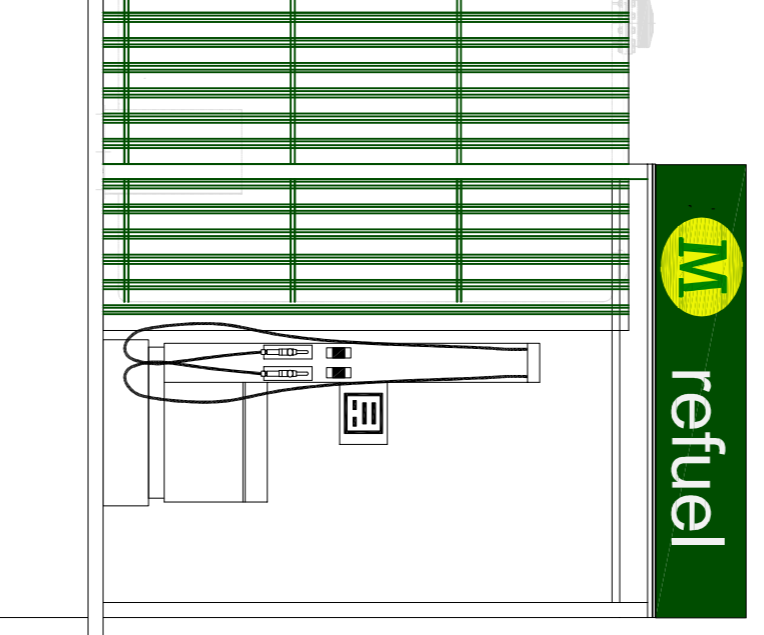
SITE PLAN 1:1250
(refer also to Phasing drawings P(000)05C - 12C)



SIDE ELEVATION 1:50



21224

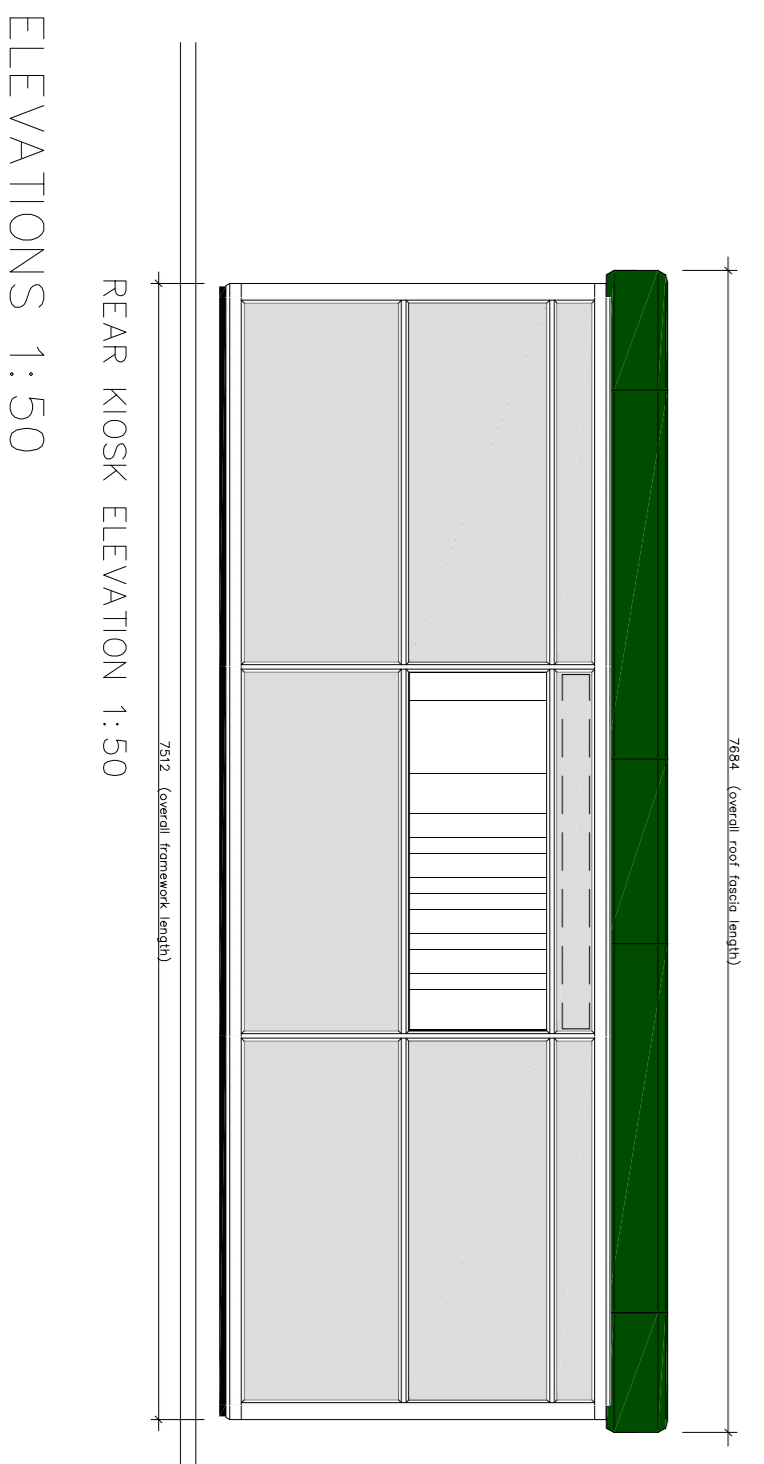


SIDE ELEVATION 1:50

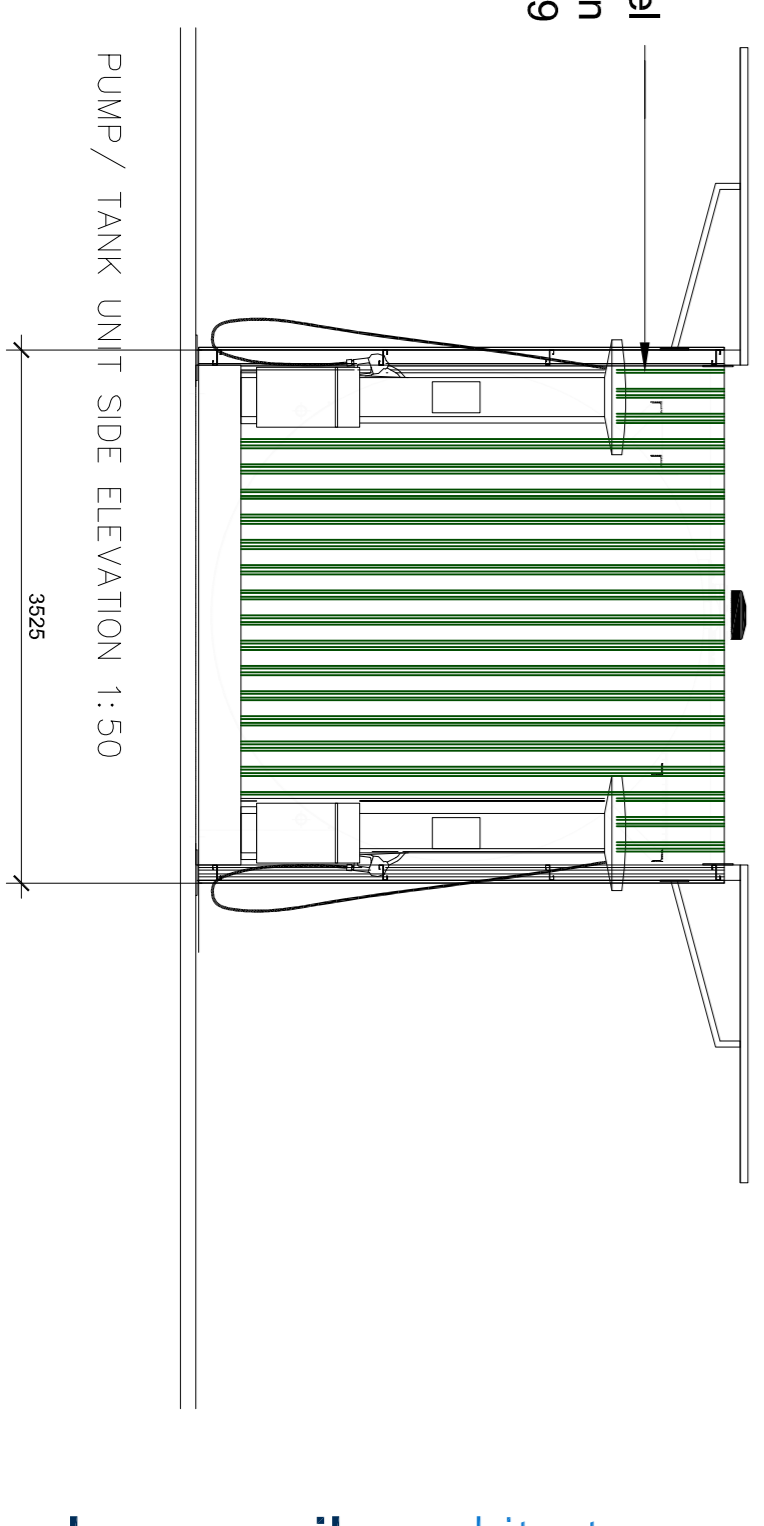
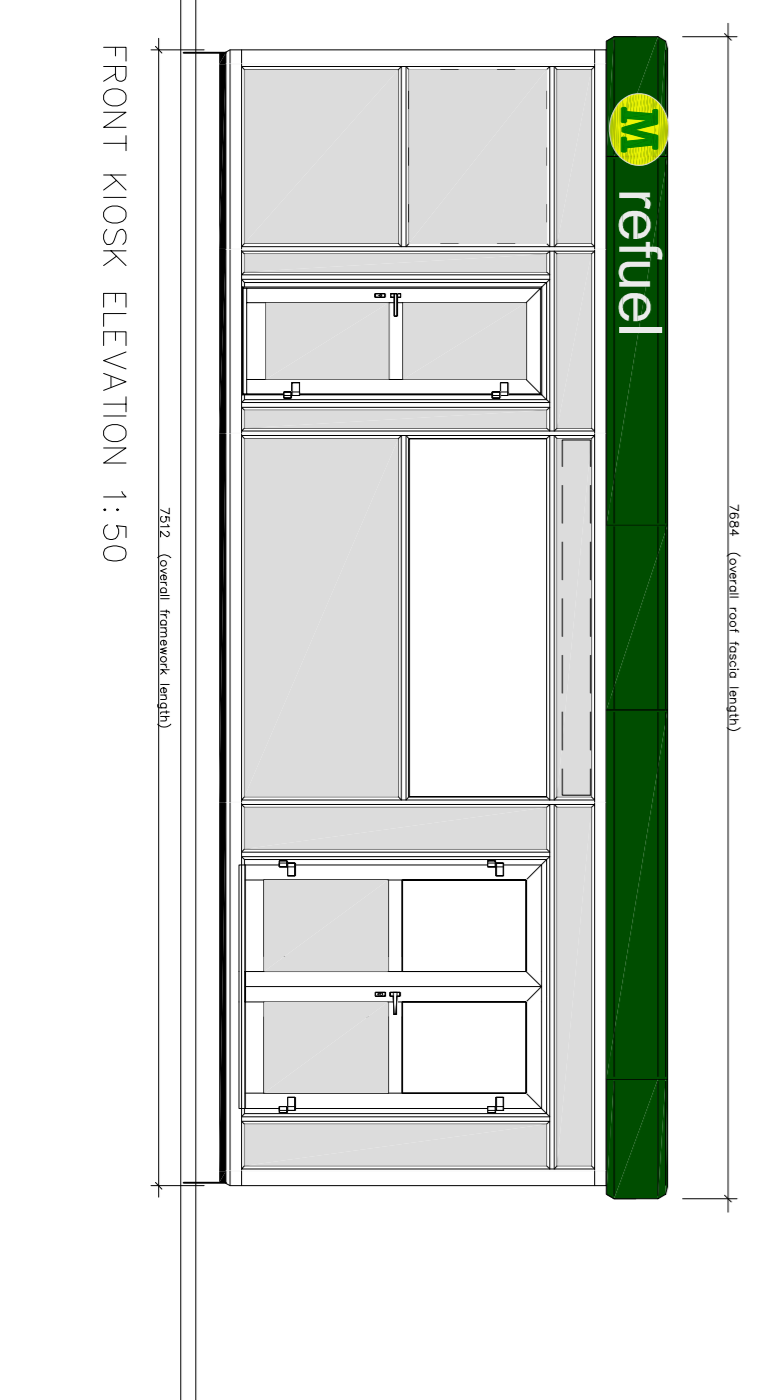
Fascia: W/m green
BS 14C 39
Semi gloss GRP panelling
colour: grey
Framework:aluminium

All kiosk openings to have external
security roller shutters with ppc coated finish
W/m green BS 14C 39

Tank surround profiled steel
ppc coated W/m green
BS 14C 39



ELEVATIONS 1:50



PUMP / TANK UNIT SIDE ELEVATION 1:50

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project	PROPOSED NEW SUPERMARKET, KINGSWINFORD		
drawing title	TEMPORARY PFS PROPOSALS		
project number	6939	drawing number	P(100)10
revision	-	scale	-

client: **MORRISON'S**
WIN MORRISON SUPERMARKETS PLC

drawn by: RAB
checked by: Varies@A1
date: 12.12
scale: Varies@A1

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