

# PLANNING APPLICATION NUMBER:P09/0374

Type of approval sought	Full Planning Permission
Ward	NETHERTON WOODSIDE & ST ANDREWS
Applicant	Ashley Contracts
Location:	<b>UNIT 25, PEDMORE TRADING ESTATE, PEDMORE ROAD, BRIERLEY HILL, WEST MIDLANDS</b>
Proposal	<b>ERECTION OF FIRST FLOOR EXTENSION, RECLADDING OF INDUSTRIAL UNIT WITH NEW RETAIL ENTRANCE</b>
Recommendation Summary:	<b>APPROVE SUBJECT TO A 106 AGREEMENT</b>

## SITE AND SURROUNDINGS

1. The 0.1ha application site is the location of an existing industrial building (B2), located on the Pedmore Trading Estate. The unit has a part red brick and part cladded appearance, across the front elevation there is single storey office accommodation. Parking is not marked out, but is located to the front and side of the building. It occupies a prominent corner position, such that it is highly visible along Pedmore Road.
2. The surrounding area is largely industrial/commercial in nature, designated as a Key Industrial Area and Central Employment Zone within the UDP.
3. The Trading Estate is a short distance from the Merry Hill Centre.

## PROPOSAL

4. This application proposes the erection of a flat roof first floor extension above the footprint of the existing offices. This would measure 4.5m deep by 29.5m wide and 6m high.
5. It is proposed to overclad the unit with new flat silver cladding.
6. An existing roller shutter in the north elevation is to be removed and the aperture filled with a full height curtain wall. This would serve a newly created ancillary

retail element, some 75m<sup>2</sup>. A new 1:12 ramp would also be installed to facilitate disabled access into the retail area.

7. The windows in the premises are to be removed and replaced with black powder coated aluminium windows.
8. In the east elevation a 2m deep cantilevered canopy would be installed above the existing roller shutter.
9. A 2.5m high Palisade security fence would be installed to the east of the building, some 13m wide and set 1m back from the pavement.
10. There would be a total of 18 car parking spaces formally marked out, including 3 disabled bays.

## RELEVANT PLANNING HISTORY

Application no.	Proposal	Decision	Decision Date
93/51852	CHANGE OF USE FROM B2 TO B4 (HEAT ANEALING)	Approved with Conditions	06/01/94
84/51263	DETERMINATION REGARDING CONSTRUCTION OF EXTENSION TO WORKSHOP.	Approved with Conditions	18/07/84
CC/78/982	EXTENSION TO WORKSHOP.	Approved with Conditions	19/06/78
CC/76/285	CHANGE OF USE FROM WAREHOUSE AND OFFICES TO WORKSHOP AND OFFICES FOR MANUFACTURE OF METAL WORK BENCHES.	Approved with Conditions	08/04/76
DB/73/13023	ERECTION OF WAREHOUSE AND OFFICES.	Approved with Conditions	27/02/74

10. As a point to note, The Use Classes (Amendment) Order 1995 amended the 1987 Order by omitting Classes B4-B7. As a result industrial processes previously within these classes now fall within Class B2 (General Industrial).

## **PUBLIC CONSULTATION**

11. Direct notification was carried out to all adjoining and adjacent properties as a result of which no objections have been raised.

## **OTHER CONSULTATION**

12. None required

## **RELEVANT PLANNING POLICY**

13. Adopted UDP (2005)
- EE1 – Key Industrial Area and Development Sites
  - UR1 – Central Employment Zone
  - DD1 – Urban Design
  - DD5 – Development in Industrial Areas
  - DD6 - Access and Transport Infrastructure
  - DD7 – Planning Obligations
14. Supplementary Planning Document
- Parking Standards and Travel Plans
  - Planning Obligations

## **ASSESSMENT**

15. The key issues in determination of this application are;
- the principle of the use in this area,
  - impact upon character and appearance of this area;
  - impact upon upon highway safety, and
  - Whether provision is made for a Planning Obligation

### Principle of use

16. The unit would be used for the manufacture and upholstering of timber frame furniture (B2 – General Industrial) with a retail outlet.
17. Policy EE1 is intended to safeguard existing and ongoing industrial employment land use – thus identifying acceptable uses to include B2 (General Industrial), and stating that ancillary retail uses be limited to factory shops selling only products of the in situ company, up to 10% of the gross industrial floor space of the unit concerned with a maximum of 200m<sup>2</sup>.
18. The proposal includes a sales area of 75m<sup>2</sup> which represents less than 10% of the gross industrial floor space.
19. Consistent with UDP Policy UR1 – Central Employment Zone, the development would encourage the protection and creation of jobs.
20. The principle of this development is therefore wholly acceptable in terms of development plan policy.

### Character and Appearance

21. The proposed extension would be suitable in terms of its design, scale and position, and would not have an adverse impact upon the streetscene.
22. The overall recladding of the unit, installation of new glazing and canopy features would represent a significant improvement to the visual appearance of the building.
23. A small section of the palisade fencing would be located to the eastern elevation of the site to provide additional security. This would be a suitable fencing type, and given its position within the Trading Estate would not harm the surroundings.
24. As the proposal would provide suitable modernised facilities which would enhance the character and appearance of the area, it would adhere to Policies DD1 – Urban Design and DD5 of the Adopted UDP.

### Impact upon highway safety

25. This parking provision of 18 spaces complies with the maximum parking requirement (19) as calculated using the Parking Standards and Travel Plans

Supplementary Planning Document and can be considered as compliant with the aims of PPG 13. There would not be any adverse impact upon highway safety, and therefore the development would comply with UDP Policies DD5 and DD6.

### Planning Obligation

26. Policy DD7 of the UDP and Planning Obligations SPD require that new industrial development which result in a higher number of trips being generated from the site, should make contributions toward transport improvements in the wider area in line with the increase in users arising from the development.
27. The proposed development has a requirement to provide planning obligations to mitigate against the consequential planning loss to the existing community. Should permission be granted a S106 Agreement would be required in respect of the following contributions.

#### *Offsite Contributions:*

The proposal attracts a requirement for a commuted sum to be paid towards the following infrastructure:

Transport Infrastructure Improvements - **£651.00**

Management and Monitoring Charge - **£500**

Admin charge to draft legal agreement - **£400**

Total Offsite Contribution equates to **£1551**

28. The applicant has agreed to the payment of these off-site planning obligations, and therefore the proposal complies with UDP Policy DD7 and the Planning Obligations SPD.

## **CONCLUSION**

29. The proposed development on this site is to be encouraged, given the site's designation within Key Industrial Area, and continued support of employment in the Borough. The siting and design of the proposed extension and various external improvements would not an adverse impact upon the character and

appearance of the surrounding area. The development would provide an acceptable level of parking, and would not arise in any harm upon highway safety. The applicant has agreed to the payment of off site planning obligations for Transport Infrastructure Improvements. This proposal is therefore compliant with the requirements of Adopted UDP Policies EE1 – Key Industrial Area and Development Sites, UR1 – Central Employment Zone, DD1 – Urban Design, DD5 – Development in Industrial Areas, DD6 - Access and Transport Infrastructure, DD7 – Planning Obligations, Supplementary Planning Documents - Parking Standards and Travel Plans and Planning Obligations.

## RECOMMENDATION

30. It is recommended that this application be approved subject to;
- a) The development shall not be commenced until a scheme for the submission and approval of a planning obligation to guarantee the provision of monies for transport infrastructure improvements has been submitted to and agreed in writing by the Local Planning Authority.
  - b) The Scheme shall include the method, timing and arrangements including a means to guarantee a financial payment, increased through index linking from the first April each subsequent year, in accordance with the Council's planning obligations policies.
  - c) The following conditions, with delegated powers to the Director of the Urban Environment to make amendments to these as necessary

### **REASON FOR THE GRANT OF PLANNING PERMISSION**

The proposed development on this site is to be encouraged, given the site's designation within Key Industrial Area, and continued support of employment in the Borough. The siting and design of the proposed extension and various external improvements would not an adverse impact upon the character and appearance of

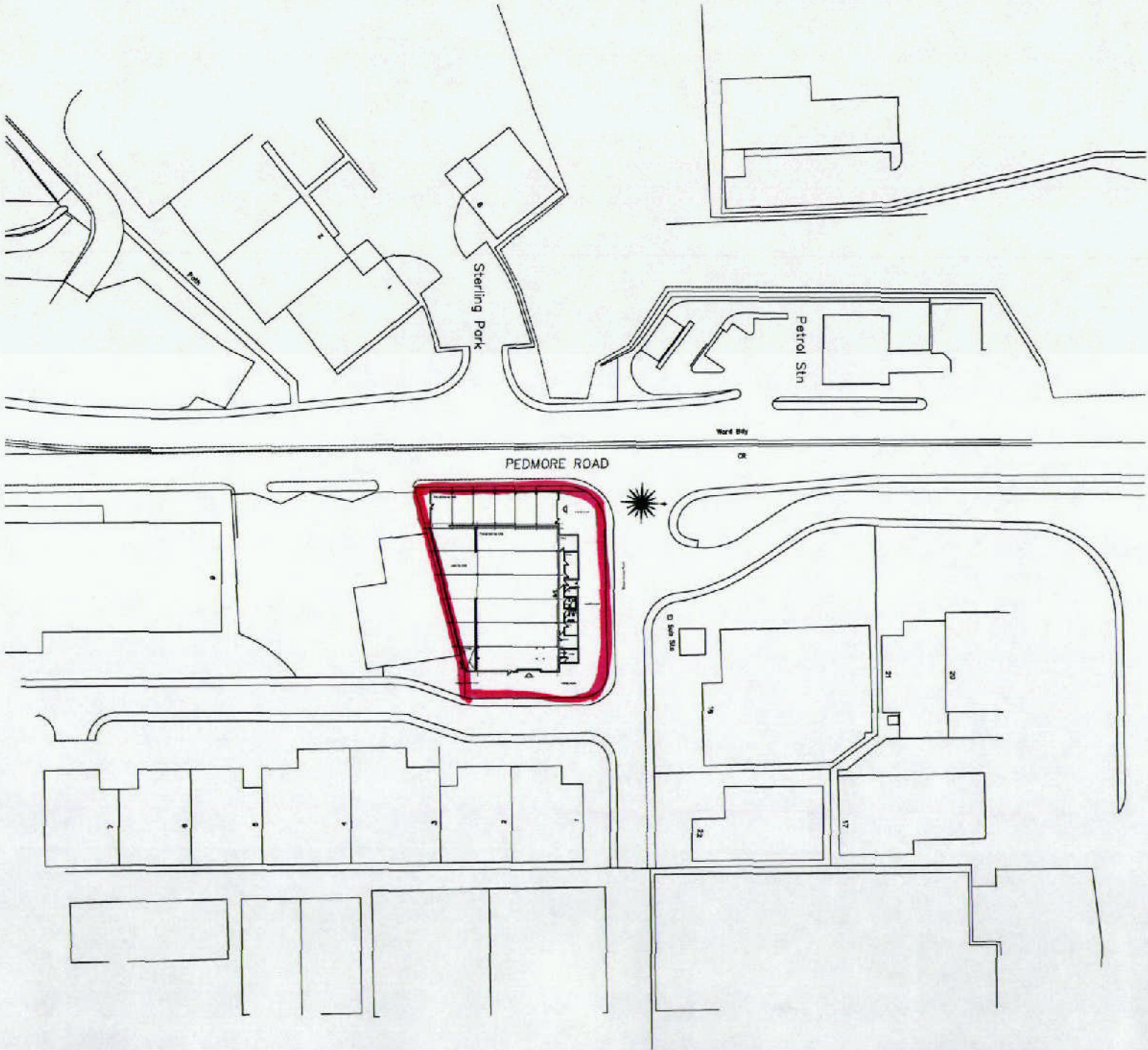
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#### INFORMATIVE

For the avoidance of doubt, this permission relates to drawing numbers PM2492: 002/RevB, 004 and 005 and shall be implemented in strict accordance with these plans unless otherwise agreed in writing with the LPA.

#### 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 retail sales area shall not exceed 10% of the gross industrial floorspace of the main unit, and shall not be sold-off or sub-let separately from the main industrial unit, but remain as an ancillary use.
3. No materials other than those indicated on the drawing no's PM2492-002/Rev B and PM2492-004 shall be used without the approval in writing of the local planning authority, unless otherwise agreed in writing by the local planning authority.
4. The extension shall not be occupied until the area shown for parking on the plan numbered PM2492-005 has been resurfaced and marked out in accordance with the agreed scheme and that area shall not thereafter be used for any other purpose unless otherwise agreed in writing with the local planning authority.
5. Prior to its erection on site the palisade fencing hereby approved shall be powder coated black in colour and shall be maintained in that colour for the life of the development, unless otherwise agreed in writing by the local planning authority.

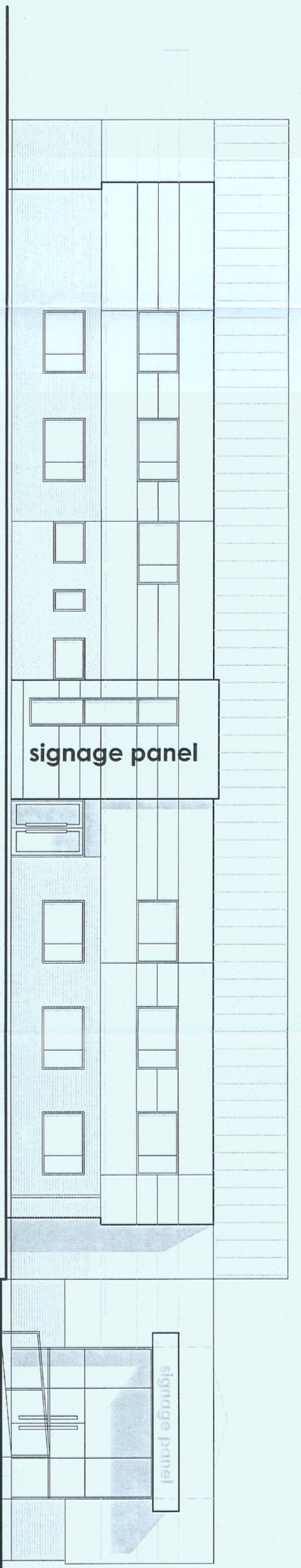


Location Plan  
PO9/0377





Proposed elevations  
20/01/2024

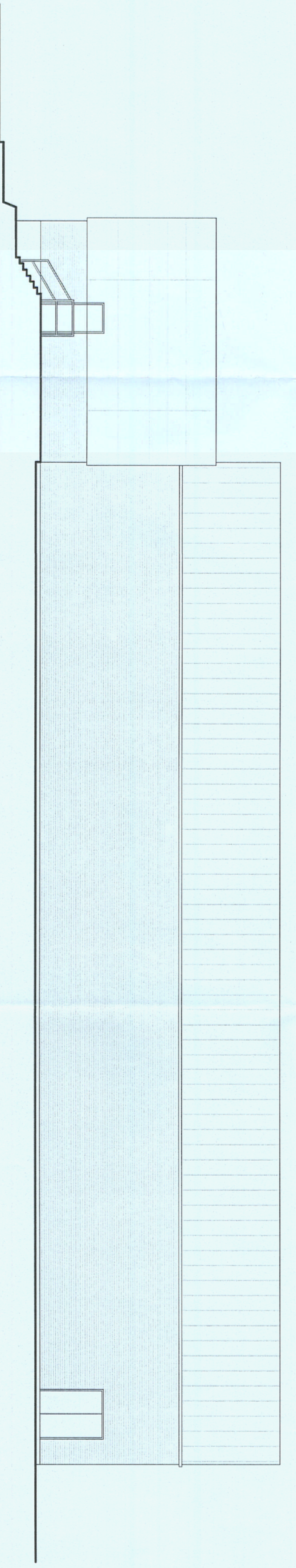


Existing cladding to be overclad with new flat cladding in silver  
Existing roller shutter to be removed and aperture filled with full height curtain wall element  
Existing windows to be removed and replaced with new black powder coated aluminium type. All damaged areas made good

North Elevation to Access Road

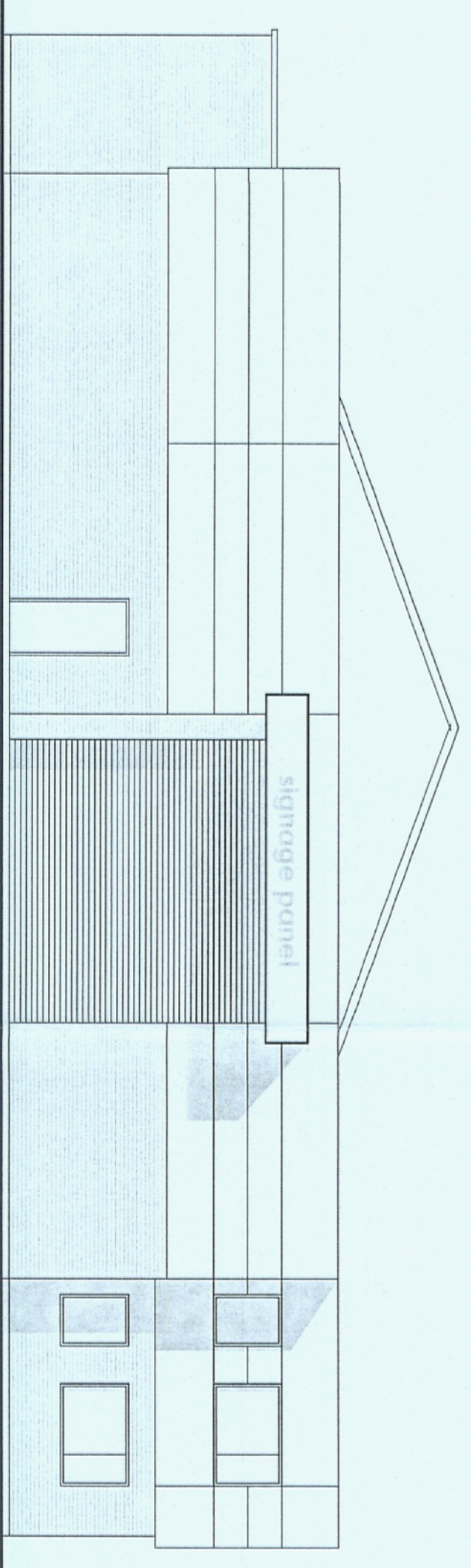


West Elevation to Pedmore Road



South Elevation

Existing cladding to be overclad with new flat cladding in silver  
Existing roller shutter to be removed and aperture filled with full height curtain wall element  
New 2metre deep cantilevered canopy off the existing frame



East Elevation within Estate

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This drawing to be read in conjunction with the specification and other drawings.  
Do not scale to ascertain dimensions.  
All dimensions to be checked and verified on site by the responsible contractor prior to commencement of work



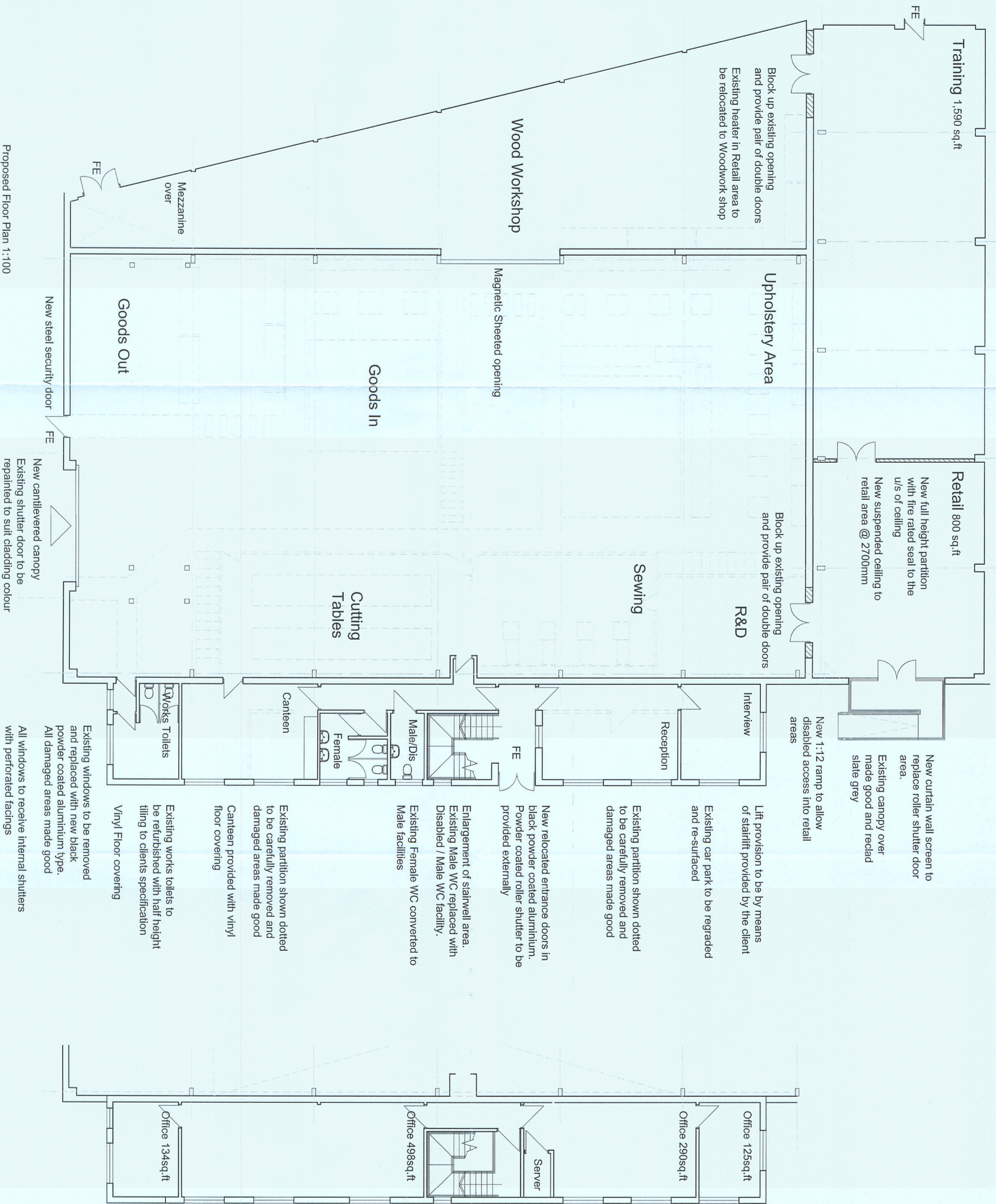
Rev | Details | All | Date/CHK  
Client | **WILLOWBROOK** | | |

Project | **UNIT 25 PEDMORE IND ESTATE**  
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ARCHITECTS  
**TOWN PLANNERS**  
**PROJECT MANAGERS**  
**ELEVATIONS AS PROPOSED**

DRAWING NUMBER | **PM2492 - 004**  
REVISION SCALE | 1:100  
DATE | 10.03.09  
DRAWN BY | AT/AT  
CHECKED BY | TR





Proposed Floor Plan 1:100

New full height partition with fire rated seal to the u/s of ceiling  
 New suspended ceiling to retail area @ 2700mm  
 New curtain wall screen to replace roller shutter door area.  
 Existing canopy over made good and re clad slate grey  
 New 1:12 ramp to allow disabled access into retail areas  
 Lift provision to be by means of stairlift provided by the client and re-surfaced  
 Existing car park to be regraded and re-surfaced  
 Existing partition shown dotted to be carefully removed and damaged areas made good  
 New relocated entrance doors in black powder coated aluminium. Powder coated roller shutter to be provided externally  
 Enlargement of stairwell area. Existing Male WC replaced with Disabled / Male WC facility.  
 Existing Female WC converted to Male facilities  
 Existing partition shown dotted to be carefully removed and damaged areas made good  
 Canteen provided with vinyl floor covering  
 Existing works toilets to be refurbished with half height tiling to clients specification  
 Vinyl Floor covering  
 Existing windows to be removed and replaced with new black powder coated aluminium type. All damaged areas made good  
 All windows to receive internal shutters with perforated facings

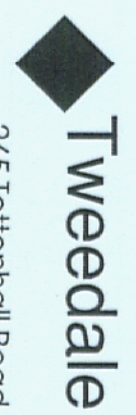
Block up existing opening and provide pair of double doors  
 Existing heater in Retail area to be relocated to Woodwork shop  
 Block up existing opening and provide pair of double doors  
 Block up existing opening and provide pair of double doors  
 New 1:12 ramp to allow disabled access into retail areas  
 Air conditioning cassette to be provided in small office  
 First floor offices to be provided with carpet throughout. Colour and specification to the clients choice  
 New first floor construction formed in lightweight frame and cladding  
 New black powder coated aluminium windows  
 Skirting trunking to be provided to the first floor office areas with services dropped through ceiling to pick up island units  
 New suspended ceiling throughout first floor area



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Rev	Details	Alt.	Date/CHK

CLIENT  
**WILLOWBROOK**



265 Tettenhall Road  
 Wolverhampton  
 WV6 0DE

PROJECT  
**UNIT 25 PEDMORE IND ESTATE  
 PEDMORE ROAD  
 BRIERLEY HILL**

ARCHITECTS  
**TOWN PLANNERS  
 PROJECT MANAGERS**

DRAWING NUMBER  
**FLOOR PLANS  
 AS PROPOSED**

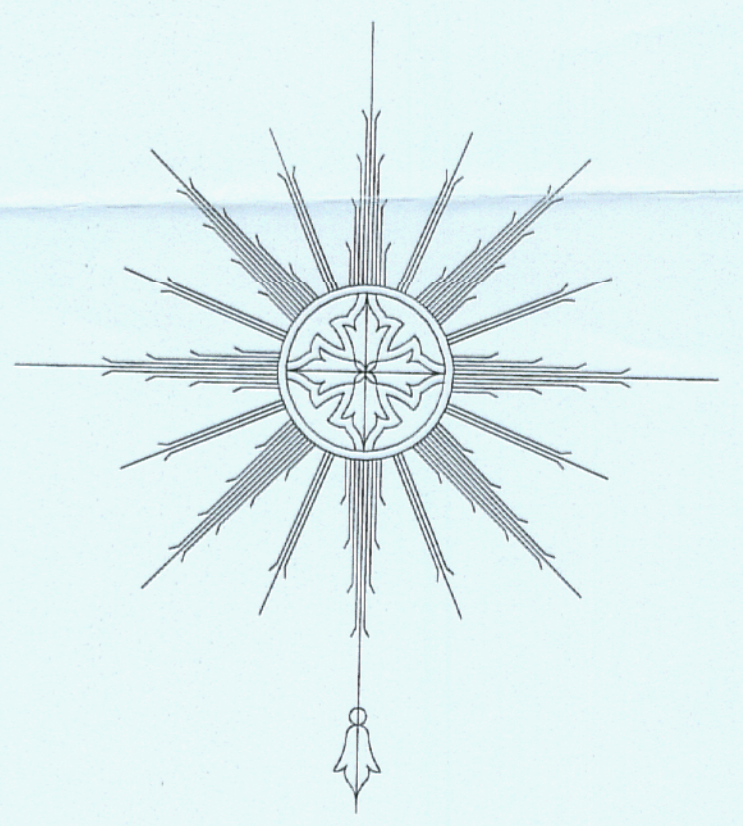
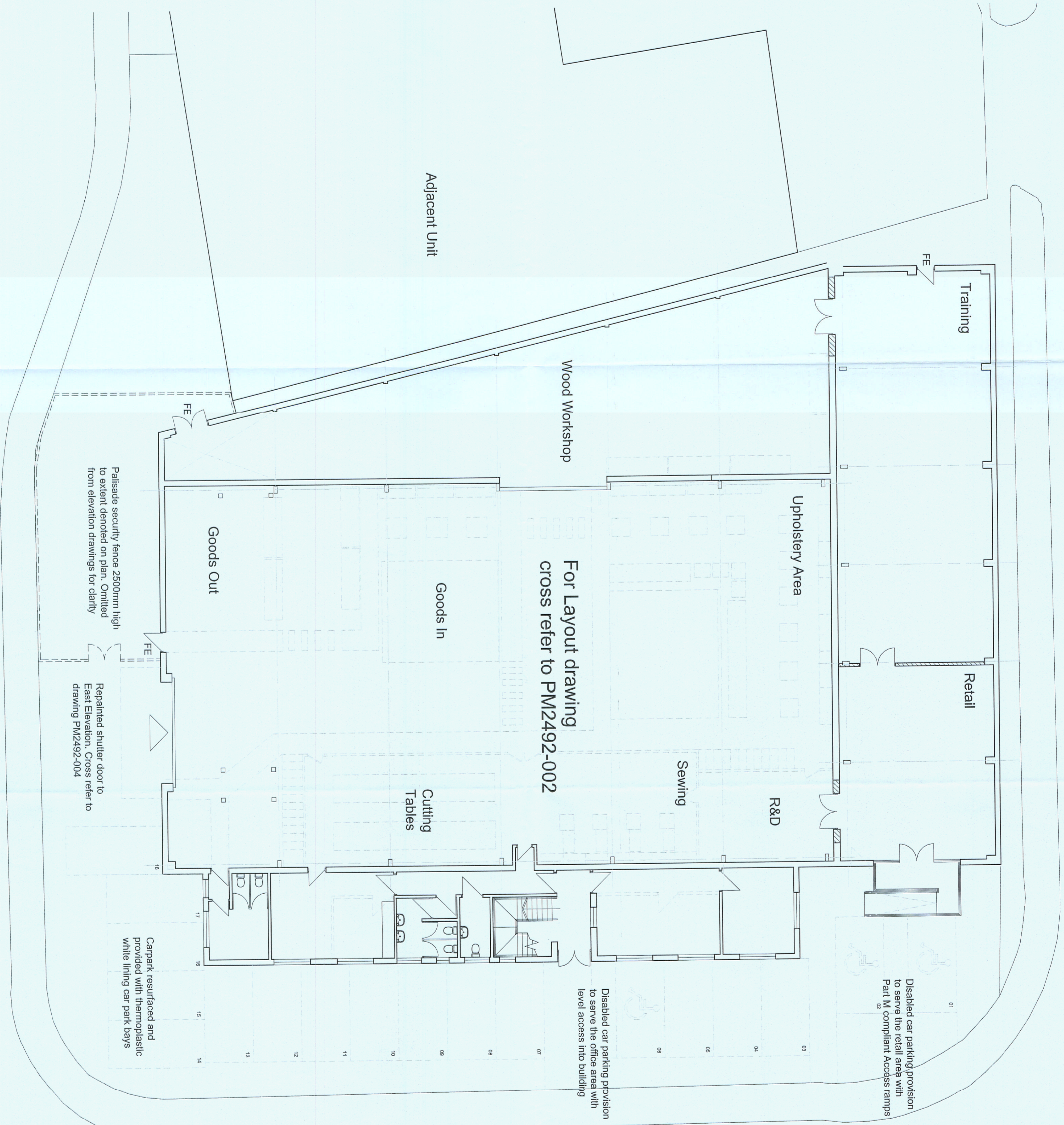
ARCHITECTS  
**TOWN PLANNERS  
 PROJECT MANAGERS**

REVISION NUMBER	DATE	BY	CHKD BY
PM2492 - 002 B	17/03/09	AS/AI	TR
	28.01.08		



Passed for plans  
 20/10/0374

709/0374



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Rev: Details  
 CLIENT: **WILLOWBROOK**  
 PROJECT: **UNIT 25 PEDMORE INDUSTRIAL ESTATE**  
**PEDMORE ROAD**  
**BRIERLEY HILL**

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DRAWING NUMBER: **PM2492 - 005**  
 REVISION SCALE: DATE  
 AT AI 04.03.09  
 DRAWN BY: NC  
 CHECKED BY: TR

