

Name of Applicant Type of Certificate	Proposal	Map/Plan Policy	Plan Ref. Expiry Date
Tesco Stores Ltd. 'A'	Erection of a 2 storey side extension and the installation of an external staircase (as amended by plan received 03.02.2012 and augmented by Draft Travel Plan received 08.02.2012) 71 Alcester Road, Hollywood, B47 5NP	RES	11/1003-SG 23.01.2012

RECOMMENDATION: that permission be **GRANTED**

Councillor L. J. Turner has requested that this application be considered by the Committee, rather than being determined under delegated powers.

Consultations

WH	Consulted 07.12.2011, expired 21.12.2011 - no objection subject to conditions.
Wythall PC	Comments received 21.12.2011 - object for the following reasons: 1. The change of use for the type of retail outlet involves will, without doubt, increase the number of visitors to this site with the inevitable increase in vehicles and we would query how the existing car parking facilities can cope with two retail outlets on one site, coupled with delivery vehicles at all hours of the day and evening. 2. Uphold residents concerns, particularly those living on the adjacent service road to their properties, as regards indiscriminate parking by people attending the retail outlet proposed. This comment also applies to adjacent roads such as Hollywood Lane. 3. The junction of Hollywood Land and Alcester Road is already the scene of many accidents due to the road lay-out and the increased number of vehicles now using the roads compared when the site was once a petrol filling station several years ago. If this application were to be granted then a vast increase in traffic movement would be envisaged. 4. the application site is situated in a pre-dominantly residential area and concerns have been expressed as to the proposed hours of openings, i.e. 7am - 11pm Mon - Sat with restricted Sunday opening. Increased light pollution has also been a matter of concern. 5. Query raised as to why an additional supermarket is required in this location - within a one mile radius of this site there are already 16 convenience stores with others in the pipeline. 6. It was noticed in the plans that refrigeration units are to be sited at the rear of the premises immediately adjacent to the first residence in Hollywood Lane - these systems create noise non-stop and would, of course remain running whilst the store was closed. 7. It was also noticed on the plans there appears to be shown any new toilet facilities - existing ones being removed?

8. We would query the means of access into the 'store room' through door in proposed extension - this door appears to be quite limited for accommodating delivery of good.

ENG	Consulted 30.08.2011, expired 13.09.2011 - no comments received.
EDO	Consulted 07.12.2011, expired 28.12.2011 - no comments received.
SPM	Consulted 07.12.2011, expired 21.12.2011 - no comments received.
EHM	Consulted 07.12.2011, expired 21.12.2011 - no objection subject to conditions relating to remedial measures.
Publicity	Neighbour notification - 2 letters sent 07.12.2011, expired 28.12.2011. Site notice posted 08.12.2011, expired 29.12.2011.

7 objections; summarised below:

- Already 16 convenience stores in the area
- Will adversely affect existing businesses
- Traffic issues including congestion at a busy road junction
- Will incur nuisance parking within small access road affecting safety
- Conflict with car parking space when deliveries are taking place
- More delivery vans
- Insufficient parking at the site for staff and customers, which will cause parking issues and cars parking in the adjacent service road
- Concerns regarding increased opening hours
- Concerns that the service road will be used to access the store car park both for deliveries and normal business use
- Building is not in keeping with residential area and an extension to an already poorly constructed and unsightly building should not be allowed
- The stores refrigeration displays and heating/cooling systems are not been indicated on the drawings nor a noise survey been carried out
- The 3rd unit has no means of access for the disabled
- Tesco's will put the little man/local shop owner out of business
- Additional light pollution will be caused
- Two businesses in one unit will create more deliveries
- Will be a hang out area for local youths
- The premises will be licensed till 11pm which will bring extra problems for the police with drunkenness and disorderly behaviour
- Extension will be even more detrimental to external appearance of the building
- Noise and disturbance issues relating to refrigeration units and longer business hours
- Development will increase the carbon footprint
- External staircase will be an intrusion of neighbouring residents privacy
- There will be additional litter
- Will cause extra traffic to this already busy area, which will compromise road safety

- The sides and back of the building will dominate the side views from neighbours garden and this extension

2 letters of support; comments summarised below:

- Since Anglo Italian moved to the site and replaced the car wash noise pollution has been removed
- Anti-social behavioural issues have been eradicated since Anglo Italian moved to the site
- Anglo Italian keep the grounds professional clean and tidy
- Traffic would not be an issue since the building holds ample parking spaces and room for lorries to easily drop of products with minimal disruption to the surrounding areas
- Anglo Italian employ local people and sub contract out to over 50 local residents
- The deal with Tesco is crucial financially for us to survive and will boost business opportunity to the area, whilst servicing the local residents with a high quality outlet
- The alterations will effect residents in a positive way
- As a blue chip company, Tesco ensure positive relations with local business and look to secure products from surrounding areas, so this deal will boost the local economy, offer growth, much needed employment and convenience to the local people

The site and its surroundings

This application relates to a two storey mono-pitched building located on the junction of Alcester Road and Hollywood Lane, Hollywood. The building is part brick and part iron clad with an external steel staircase on the rear elevation. The site lies in a residential area, surrounded by dwellings on 3 sides, with a golf club house on the opposite side of Hollywood Lane. The site is currently occupied by Anglo Italian, a ceramic tile showroom, with an A1 use, which was granted planning permission in June 2006. There is associated car parking to the front of the site with access off Alcester Road. It is my understanding that the Hollywood Lane access into the site is used by large vehicles for deliveries.

Proposal

A two storey extension is proposed by Tesco Stores Ltd at the northern end of the building. The extension would measure 2.7m (w) x 10.4 (l) and create an additional 56m² of gross external floorspace. The extension would include a new door to provide level access into the store and the extension would house an internal goods lift and staircase to the first floor. The proposal also includes the installation of stairs on the southern end of the building to provide access to the first floor. A canopy and cladding would be formed around the stairs which would also include a disabled stair lift.

The proposed plans indicate the sub-division of the building into 3 separate units - 2 at first floor level and 1 on the ground floor. The appellant has explained that the existing tile shop would utilise the southern first floor unit and that the northern first floor unit would be used for Tesco's storage purposes. The Tesco shop would operate from the ground floor.

It is important to note that this application is not the subject of a change of use since the site has an extant A1 use.

Policy E4 of the Bromsgrove District Local Plan is most relevant in determining the proposed development and the main issues to consider are:

- whether the scale and nature of the activity is appropriate for the area in which it is located;
- whether the alterations to the existing fabric are sympathetic to the form and character of the development and its setting;
- whether the proposal would be appropriate in terms of traffic implications and parking requirements; and
- whether the proposed development would be acceptable in terms of residential amenity.

Relevant Policies

WMSS	QE3
WCSP	D.27, D.34
BDLP	DS13, E4
DCS2	CP3
Others	PPS1, PPS4, PPG13

Relevant History

B/2006/0190	Proposed ceramic tile showroom, car parking and associated works at 71 Alcester Road, Hollywood (amended drawings received on 24 th May 2006). Granted 28.06.2006.
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Assessment

Design

In view of the fact that the site has a commercial A1 use, I consider the nature of the proposal to be appropriate within the curtilage of the site. Taking into consideration the siting of the extension on a relatively small area of hardstanding between the building and the highway, which would be no closer to the neighbouring dwelling; I consider the two storey scale extension would be suitable within the context of the site and surroundings.

The proposal would match the form and design of the existing building and utilise matching materials. For this reason I consider the extension would be sympathetic to the form and character of the building. Contrary to the comments from a third party, I do not consider the extension would have a detrimental impact on the external appearance of the building over and above that which exists.

Highways

Comments from third parties in respect of highway matters are duly noted.

The County Highways Officer has been consulted in respect of the provision for parking and traffic implications. The applicant has provided a draft Travel Plan to supplement the application with the intention of producing a full Travel Plan Statement following planning permission.

The site currently provides 15 car parking spaces and 2 disabled spaces. The proposal would improve the current provision by providing 18 car parking spaces, 2 disabled spaces and 10 sheltered and secure cycle spaces, 6 for customers and 4 to the rear for staff.

The Highways Officer is satisfied that the increase in provision of car and cycle parking would be appropriate for the proposal in respect of the floor space (56m²) to be created by the development. On the basis that the Highways Officer is satisfied with the provision of parking, I do not consider the proposal would result in the displacement of vehicles onto the public highway. For this reason I do not consider the proposal would have adverse highway safety implications.

It is proposed that the delivery vehicular access to the site off Hollywood Lane would remain. Whilst additional deliveries would be expected, the comparison against parking standards does not warrant any additional delivery facilities. I recognise that there is the potential for conflict with the accessibility of some of the parking spaces at delivery times; however it is considered likely that the retailers would arrange deliveries to avoid peak times and that delivery would operate swiftly.

According to the Smarter Choices Policy of the Worcestershire Local Transport Plan 3, workplaces will be encouraged to develop a Travel Plan. Therefore a draft Travel Plan Statement has been composed in order to meet the needs of the local authority.

Amenity

The northern end of the existing building breaches the 45 degree code with no. 11 Hollywood Lane. By virtue of its scale and siting I do not consider the extension would cause any significant losses of light to no. 11 Hollywood Lane beyond that which exists. Having regard to the matter of light pollution raised by third parties I note that only 1 new door has been proposed on the northern elevation. For this reason I do not consider the extension would give rise to issues of significant light pollution over and above that which exists. Whilst a new staircase has been proposed on the southern end of the building; since this would be covered with a canopy and clad at the sides I am content that the proposal would safeguard the privacy of adjoining occupiers.

I note that noise and disturbance issues relating to plant equipment would be the subject of a separate planning application.

Overall I do not consider the proposal would have an adverse impact on the residential amenities of adjoining occupiers over and above that which exists.

Other issues

The proposal would provide 25 employment opportunities and allow the local business of Anglo Italian to continue to trade at the premises. I consider therefore, that the proposal would therefore benefit the local economy and support the objectives of PPS4.

Members are reminded that economic benefits constitute a material consideration that should be considered when determining the application.

I note the comments from third parties in respect of increased opening hours, commercial competition and anti-social behaviour, however, by virtue of the site having an extant A1 use with no restrictions on opening hours; I am mindful that the proposal does not constitute a change of use. These matters do not therefore amount to material considerations in respect of the proposed extension.

Recommendation: that permission be **GRANTED**.

Conditions:

1. The development must be begun not later than the expiration of three years beginning with date of this permission.

Reason: Required to be imposed pursuant to Section 51 of the Planning and Compulsory Purchase Act 2004.

2. The development hereby permitted shall be carried out in accordance with the following approved plans:

Drawing Number F9D10-211 A(00)01 received 28.11.2011;
Drawing Number F9D10-211 A(00)03 received 28.11.2011;
Drawing Number F9D10-211 A(00)06 received 28.11.2011;
Drawing Number F9D10-211 A(00)07 received 28.11.2011;
Drawing Number F9D10-211 A(00)80 received 03.02.2012;
Drawing Number F9D10-211 A(00)81 received 28.11.2011;
Drawing Number F9D10-211 A(00)82 received 28.11.2011;
Drawing Number F9D10-211 A(00)83 received 28.11.2011;
Drawing Number F9D10-211 A(00)84 received 28.11.2011.

Reason: For the avoidance of doubt and in the interests of proper planning.

3. The development hereby permitted shall not be brought into use until the turning area and parking facilities shown on the approved plan have been properly consolidated, surfaced, drained and otherwise constructed in accordance with details to be submitted and approved in writing to the Local Planning Authority and these areas shall thereafter be retained and kept available for those users at all times.

Reason: In the interests of Highway safety and to ensure the free flow of traffic using the adjoining Highway.

4. Two car parking spaces shall be provided on the site for the use by the disabled in a location to be agreed in writing by the Local Planning Authority. Such spaces shall be satisfactorily identified and reserved solely for that purpose and shall be made available prior to the developments occupation.

Reason: In the interests of Highway safety and to ensure the free flow of traffic using the adjoining Highway.

5. Prior to the first use of the extension hereby approved secure parking for 6 cycles to comply with the Council's standards shall be provided within the curtilage of each dwelling and these facilities shall thereafter be retained for the parking of cycles only.

Reason: To comply with the Council's parking standards.

This decision has been taken having regard to the policies within the West Midlands Spatial Strategy, the Worcestershire County Structure Plan (WCSP) June 2001 and the Bromsgrove District Local Plan January 2004 (BDLP) and other material considerations as summarised below:

WMSS	QE3
WCSP	D.27, D.34
BDLP	DS13, E4
DCS2	CP3
Others	PPS1, PPS4, PPG13

It is the Council's view that the proposed development complies with the provisions of the development plan and that, on balance, there are no justifiable reasons to refuse planning permission.