

Name of Applicant Type of Certificate	Proposal	Map/Plan Policy	Plan Ref. Expiry Date
<b>ADROIT GROUP LIMITED "B"</b>	B1 office building - Plot 2, Bromsgrove Technology Park, Aston Road, Bromsgrove	EMP	<b>B/2007/1082</b> 26.12.2007

**RECOMMENDATION:** that, subject to the satisfactory views of the WCC(HP), permission be **GRANTED**.

### Consultations

WCC(HP)	<p>Consulted - views received 04.10.2007:</p> <ul style="list-style-type: none"> <li>• Recommends that the application be deferred for the following reasons: <ul style="list-style-type: none"> <li>▪ The applicant needs to provide details of HGV access and turning facilities that do not conflict with the proposed car-parking spaces in order to ensure that delivery vehicles do not reverse back onto the estate roads creating conflict with other road users.</li> </ul> </li> </ul>
ENG	<p>Consulted - views received 11.10.2007:</p> <ul style="list-style-type: none"> <li>• No objection subject to Conditions.</li> </ul>
EDO	<p>Consulted - views received 28.09.2007:</p> <ul style="list-style-type: none"> <li>• Economic Development supports the application.</li> </ul>
Publicity	<p>4 letters sent 01.10.2007: no response received (expire 22.10.2007). 1 site notice posted 19.10.2007: no response received (expires 09.11.2007). 1 press notice published: no response received.</p>

### The site and its surroundings

This application relates to an area of land measuring some 0.24 hectares located immediately to the east of Aston Road and to the south of Sherwood Road. This site forms part of the 22 hectare site granted outline planning consent in November 2003 (Plan Ref. B/2002/1014) for a major mixed use redevelopment of residential development and ancillary uses and employment uses within Use Class B1 and B2. This scheme relates to the southern aspect of the site proposed for B1 and B2 uses. The site is located in a recognised employment zone.

### Proposal

The proposals relate to the erection of a singular block described by the applicant as the new company headquarters for Adroit Group Limited. As such, I consider the application relates to the erection of a B1 office and this has been reflected in the application description. The building is L-Shaped and has a floor area of 1,107 square metres. The building is predominantly two-storey in appearance with a larger central atrium connecting the two spurs. The building is of modern design with a mix of external facing materials consisting of horizontal cedar boarding cladding, coated aluminium cladding panels and an aluminium standing seam roof. The central atrium consists of a glazed curtain wall system.

The scheme proposes 48 car parking spaces and 6 cycle spaces contained within a specifically designed shelter. Soft landscaping is proposed to the eastern boundary and in the north-west corner, in addition to the inner courtyard within the site. Vehicular access will be gained from the recently installed road network serving the Park.

### Relevant Policies

WMSS UR3, PA1, PA3, PA6, QE1, QE3, QE9, T1, T2, T7  
WCSP SD.2, SD.3, SD.4, CTC.1, CTC.5, CTC.8, CTC.9, TR.1, TR.11, TR.12  
BDLP DS13, E7, E9, TR1, TR11, ES1, ES3, ES4, ES5, ES6, ES7, ES14  
Others PPS1, PPG13, PPS23, Bromsgrove Technology Park Design Guide

### Relevant Planning History

B/2005/1047 Landscaping to spine road - approval of Reserved Matters under B/2002/1014; approved 09.02.2006.  
B/2005/0658 2 non-illuminated free-standing information boards - (Advertisement Consent); approved 16.11.2005.  
B/2005/0161 Construction of spine road - approval of Reserved Matters under B/2002/1014; approved 11.08.2005.  
B/2002/1014 Major mixed use redevelopment for residential development and ancillary uses and employment uses within use class B1 and B2 - Outline Consent; approved 24.11.2003.  
B/2000/1338 Development of surplus land for residential use: Outline - Resolved to be approved subject to applicants entering into legal agreement; withdrawn 31.10.2005.  
B/1993/0807 Development of the site with new offices, industrial and warehouse units for B1, B2 and B8 uses; approved 09.05.1994.  
B/1993/0382 Development of the site with new offices, industrial and warehouse units for B1, B2 and B8 uses; refused 16.08.1993

### Notes

Given that the principle of employment-related development has been established through the granting of outline application B/2002/1014, the main issues relating to this application relate to whether the siting, design and appearance of the proposals are acceptable in the light of current planning policy and guidance, with particular reference to the Bromsgrove Technology Park Design Guide.

Policy E9 of the BDLP sets out criteria against which proposals for new employment development should be considered. These include:

- (i) traffic to be generated can be accommodated within road network without adversely affecting residential amenity;
- (ii) adequate parking and servicing areas are provided;
- (iii) there would no undue harm to residential amenity by virtue of noise, vibration, etc.; and
- (iv) where appropriate landscaping will be required.

This policy is supported by the provisions of policies DS13 and TR11 of the BDLP as well as policy T.1 of the WCSP.

In respect of (i) and (ii), the views of the WCC(HP) are still awaited. Subject to no objection being raised, I find no reason to consider the proposal to be unacceptable in this respect. I will update Members at the Committee on this issue.

Given the site is designated for employment purposes and the distance to the nearest residential properties (those being the new residential dwellings on Breme Park to the north-east of the site), I would suggest that there is no justification to refuse permission on noise issues. The application also relates to a one office development to which I consider noise considerations will not be an issue.

In respect of point (iv), additional soft landscaping is proposed to the eastern boundary and north-west corner of the site, with this landscaping complementing the strategic landscaping provision approved for the spine road under Reserved Matters application B/2005/1047. I consider it pertinent to impose a suitable landscaping condition to ensure this is carried out and to ensure continuity with this scheme.

Policy E7 of the Bromsgrove District Local Plan states that Development Briefs will normally be required for all new employment land sites exceeding two hectares, such as the Bromsgrove Technology Park site. The District Council has produced a Design Brief for the site. Section 4 of the *Bromsgrove Technology Park Design Guide* states that *the [Technology] site will be promoted to business which specifically use technology to deliver their end product or service, and will ideally be a mix of start up and established businesses. Examples of the type of business to be encouraged to the site would be Design and Technology consultancies, prototype development companies, software design / engineers, designers, information technology consultants and other similar professional services. Companies meeting the overall objective of using technology as an integral part of their business will also be encouraged onto the Technology Park.* As such I consider the proposed B1 use in this application accords with this guidance.

The Design Guide refers to a series of key buildings which are set in prominent and highly visible positions on the site. The application site falls within this remit and is set in a visual corridor leading from Aston Road through the Park to the north. The Design Guide encourages buildings to be contemporary in their style and exhibit design quality and make provisions for future adaptations relating to structure, construction type, materials, services systems and flexibility.

I am of the view that the modern style of the building is of striking design with a mix of glazing and cladding to all elevations and a defined central glazed entrance that provides visual impact and interest. The central atrium will be viewed from the entrance to the Technology Park leading off Aston Road and will thus will be visually prominent. I consider it pertinent to impose a suitable Condition relating to the submission and approval of external facing materials to ensure the philosophy of the Design Guide is achieved.

Given all material circumstances, I consider the scheme to be acceptable.

**RECOMMENDATION:** that, subject to the satisfactory views of the WCC(HP), permission be **GRANTED**.

2. Notwithstanding the annotated materials schedule detailed on the approved drawings, details of the form, colour and finish of the materials to be used externally on the walls and roofs, together with windows and doors and window and door frames, together with rainwater goods, shall be subject to the approval, in writing, of the Local Planning Authority before any work on the site commences.
3. Prior to the commencement of the development hereby permitted, details of the foul and surface water drainage systems to serve the application site shall be submitted to and approved in writing by the Local Planning Authority. The approved drainage system shall be implemented and operational before the buildings hereby approved are first used.
4. C10 (the proposed building hereby approved is first occupied).

### Reasons

2. In the interest of visual amenity in accordance with policy CTC.1 of the Worcestershire County Structure Plan and policy DS13 of the Bromsgrove District Local Plan.
3. To ensure the development does not cause environmental/ground water pollution in accordance with policies ES3, ES4, ES7 and ES14 of the Bromsgrove District Local Plan.

### Notes

This consent does not permit the erection of any form of advertisement on the site.

The building should conform to Secured by Design Standards (Commercial). Details can be found at [www.securedbydesign.com](http://www.securedbydesign.com). The applicant is encouraged to contact PC Stan Baker, Crime Risk Manager, West Mercia Constabulary, 17 The Crescent, Bromsgrove, Worcestershire, B60 2DF to discuss this matter further.

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

WMSS	UR3, PA1, PA3, PA6, QE1, QE3, QE9, T1, T2, T7
WCSP	SD.2, SD.3, SD.4, CTC.1, CTC.5, CTC.8, CTC.9
BDLP	DS13, E7, E9, TR1, TR11, ES1, ES3, ES4, ES5, ES6, ES7, ES14
Others	PPS1, PPG13, PPS23, Bromsgrove Technology Park Design Guide

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.