

| Name of Applicant                     | Proposal                                                                                                                      | Expiry Date | Plan Ref.    |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|
| Bromsgrove Sporting Football Club Ltd | Proposed stand to cover existing terrace seating<br><br>Victoria Ground, Birmingham Road, Bromsgrove, Worcestershire, B61 0DR | 25.06.2019  | 19/00395/FUL |

**This application is being reported to members because it is situated on Council owned land and because it is a major planning application.**

**RECOMMENDATION:** That planning permission be Granted.

### Consultations

**Sport England** Consulted 05.04.2019

The proposed development is for ancillary facilities supporting the principal use of the site as a playing field, and does not affect the quantity or quality of playing pitches or otherwise adversely affect their use. This being the case, Sport England does not wish to raise an objection to this application.

**Leisure Services Manager** Consulted 05.04.2019  
No Comments Received To Date

**Conservation Officer** Consulted 05.04.2019

It is considered that the proposed development would sustain the character, appearance, and the significance of the settings of the aforementioned heritage assets, thus complying with BDP20 of the Bromsgrove District Plan (2017). Should you be minded to grant permission, I would suggest that the paint colour is conditioned.

### **Publicity**

**49 neighbour notification letters** sent on 05/04/2019 expired 29/04/2019

**Site notice** displayed on 11/04/2019 expired 05/05/2019

**Press Notice** published on 12/04/2019 expired 29/04/2019

### **Representations**

Two representations in support of the application have been received and summarised as below:

- My property will overlook this development. However, I fully support this application and see it as a valuable asset to the club and town, and a fitting memorial.
- Great addition for the club and I can't see how it will distract from the local area. I fully support this application.

### Relevant Policies

## **Bromsgrove District Plan**

BDP1 Sustainable Development Principles

BDP12 Sustainable Communities

BDP17 Town Centre Regeneration

BDP19 High Quality Design

BDP20 Managing the Historic Environment

BDP21 Natural Environment

BDP25 Health and Well Being

## **Others**

NPPF National Planning Policy Framework (2018)

NPPG National Planning Practice Guidance

## **Relevant Planning History**

|              |                                                     |         |            |
|--------------|-----------------------------------------------------|---------|------------|
| 18/00748/ADV | Proposed advertisement on net of net fencing system | Refused | 09.10.2018 |
| 18/00979/FUL | Erection of a net fencing system                    | Granted | 09.10.2018 |

## **Assessment of Proposal**

### **Site Description**

The Victoria Ground football ground is located on the north western side of Birmingham Road in Bromsgrove. It is bounded by Aldi supermarket to the southwest, residential housing to the northwest and northeast along Stourbridge Road and Victoria Road, and a mix of residential and commercial buildings to the southeast along Birmingham Road.

The site is situated within the urban area of Bromsgrove in an area designated as Town Centre Zone in the Bromsgrove District Plan and is within the setting of several Grade II listed buildings and the Bromsgrove Town Centre Conservation Area.

### **Proposal**

The application is for the erection of a metal stand to cover the existing terrace seating at the southern end of the ground to provide a covered standing area for spectators. The proposed stand is required to improve the existing facilities at the ground along with helping to better screen noise and light from neighbouring properties and prevent wayward footballs from entering the Aldi supermarket car park. The proposed stand would not increase the capacity of the ground. The proposal does also include the planting of trees to the southern side of the side adjacent to the boundary with Aldi Supermarket. Although no specific details of the types of planting or their sizes have been provided to date.

### **Historic Environment and character and appearance of area**

The proposed stand would be a large structure which given the change in levels in the area would be visible from the Birmingham Road across the existing Aldi supermarket car park.

The Councils Conservation Officer has commented on the application setting out that the site itself is of no historic or architectural interest, however does fall within the setting of several Grade II listed buildings and the Bromsgrove Town Conservation Area.

At the south of the football ground there is an existing concrete terrace which extends the full width of the football pitch with a rear 2.35m concrete wall, which is visible from Birmingham Road and the Aldi supermarket car park. Currently to the south of the existing terrace is a small area of scrub land which separates the terrace from the Aldi supermarket car park. The proposed stand would cover the full width and length of the existing terrace, with an overall height (taken from the scrub land to the rear of the terrace) of 4.9metres. The stand would be formed of a metal frame with a metal clad roof and part clad rear wall. The cladding on the rear of the proposed stand would extend down over the existing concrete wall and would be green coloured in colour.

The visual impact of the stand, as viewed from the south, would be softened by an area of tree planting in the existing scrub area and it is also noted that the increased enclosure of the site will help to contain the light from the floodlights and noise levels.

The Councils Conservation Officer considers that the proposed stand would be a visual improvement in the area. They also consider that the proposed green colour to be acceptable as this would match the existing stand situated at the northern end of the ground and would blend in well with the proposed planting.

Overall subject to a condition relating to the colour of the proposed stand, the Conservation Officer has raised no objection to the proposal as it is considered that it would sustain the character, appearance, and the significance of the settings of the nearby heritage assets.

### **Amenity**

Due to the sitting and design of the proposed stand, it is not considered that it would adversely affect the amenities of the occupiers of the neighbouring residential properties.

It is noted that 2 representations have been received in support of the proposal.

### **Conclusion**

Overall it is considered that the proposal accords with the policies in the Bromsgrove District Plan and the NPPF and is therefore acceptable.

**RECOMMENDATION:** That planning permission be Granted.

### **Conditions:**

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

Reason: In accordance with the requirements of Section 91(1) of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

Drawing No. 641-01 Rev. A Existing and Proposed Plans of New Stand  
Drawing No. 641-02 Rev. A Existing and Proposed 3D views of New Stand

Reason: To provide certainty to the extent of the development hereby approved in the interests of proper planning.

3. Prior to its first installation details of the paint colour to be used on the proposed development hereby approved shall be submitted to and approved in writing by the Local Planning Authority. The development shall then be carried out in accordance with the approved details.

Reason: To protect the amenity of the area and the setting of the heritage assets in this location.

4. Prior the first use of the development hereby approved details of a landscaping scheme, including a planting schedule, showing details of the new landscape planting (including species, plant sizes, numbers and densities) shall be submitted to and approved in writing by the Local Planning Authority.

Such approved planting shall be completed prior to the first use of the development hereby approved or such other time as is agreed as part of the details to be submitted.

All such planting shall be maintained to encourage its establishment for a minimum of five years following contractual practical completion of the development. Any trees or significant areas of planting which are removed, die or become, in the opinion of the Local Planning Authority, seriously damaged or defective within this period, shall be replaced as soon as is reasonably practicable with others of species, size and number as originally approved, unless the Local Planning Authority gives its written consent to any variation.

Reason: In order to secure a well-planned development.

**Case Officer:** Claire Gilbert Tel: 01527 881655  
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