

BROMSGROVE DISTRICT COUNCIL

MEETING OF THE PLANNING COMMITTEE

MONDAY 4TH JUNE 2026, AT 6.01 P.M.

PRESENT: Councillors M. Marshall (Chairman), B. Kumar (Vice- Chairman), J. Clarke, D. J. A. Forsythe, E. M. S. Gray, B. M. McEldowney (substituting for Councillor A. Bailes), D. J. Nicholl, S. T Nock (substituting for Councillor H. J. Jones), S. R. Peters and J. D. Stanley.

Officers: Ms. R. Bamford, Mr. D. M. Birch, Ms. S. Hazlewood, Mr. D. Kelly, Ms. S Williams, Mr. G. Day and Mr. J. Swann.

Also Present: Mr. M. Howarth (Legal Advisor - Anthony Collins Solicitors) and Mr. B. Simm (Highways Development Management and Control Manager - Worcestershire County Council).

The Democratic Services Officer addressed the Committee and outlined that Councillor D. J. Nicholl had been appointed to the Planning Committee in lieu of Councillor J. W. Robinson, for the 2026/ 27 municipal year.

1/26

ELECTION OF CHAIRMAN

As this meeting of the Planning Committee was the first held during the municipal year of 2026/ 27, Members present were required to elect a Chairman.

RESOLVED that Councillor M. Marshall be elected as Chairman of the Committee for the municipal year of 2026/ 27.

2/26

ELECTION OF VICE- CHAIRMAN

As this meeting of the Planning Committee was the first held during the municipal year of 2026/ 27, Members present were required to elect a Vice- Chairman.

RESOLVED that Councillor B. Kumar be elected as Vice- Chairman of the Committee for the municipal year of 2026/ 27.

3/26

APOLOGIES FOR ABSENCE AND NOTIFICATION OF SUBSTITUTES

Apologies for absence were received from Councillors A. Bailes, H. J. Jones, R. E. Lambert.

Councillor B. M. McEldowney was in attendance as the substitute Member for Councillor A. Bailes and Councillor S. T. Nock was in attendance as the substitute Member for Councillor H. J. Jones.

4/26

DECLARATIONS OF INTEREST

There were no declarations of interest.

5/26

MINUTES

The minutes of the Planning Committee meetings held on 9th April and 11th May 2026 were received.

RESOLVED that the minutes of the Planning Committee meetings held on 9th April and 11th May 2026 be approved as a correct record.

6/26

UPDATES TO PLANNING APPLICATIONS REPORTED AT THE MEETING (TO BE CIRCULATED PRIOR TO THE START OF THE MEETING)

The Chairman announced that a Committee Update had been circulated to Members prior to the meeting commencing, with a paper copy also made available to Members at the meeting.

Members indicated that they had had sufficient time to read the contents of the Committee Update and were happy to proceed.

7/26

17/01468/FUL - CONSTRUCTION OF FREESTANDING RESTAURANT WITH ASSOCIATED DRIVE THRU, CAR PARKING AND LANDSCAPING AND ASSOCIATED WORKS. ALTERATIONS TO ACCESS. LAND AT STOURBRIDGE ROAD, BROMSGROVE. MCDONALD'S RESTAURANTS LTD AND CORDWELL LEISURE DEVELOPMENTS LTD.

Further to Minute No. 72/26 (meeting held on 9th April 2026) the Planning Committee considered the application.

It was being reported to the Planning Committee for consideration due to the land being owned by Bromsgrove District Council, in accordance with the Council's constitution.

Further information was included in the Committee Update, which detailed that further representations had been received in relation to the impact upon the highways network and residential amenity, as well as health and wellbeing concerns.

It was acknowledged that a further objection had been received after the publication of the Committee Update.

The Committee Update also detailed that a consultation response had been received from Worcestershire County Council Public Health, as detailed within the Committee Update.

Furthermore, with respect to the impact upon residential amenity, in particular the noise and activities associated with deliveries to the site, officers had given the matter revised consideration. Accordingly, an additional Condition was laid out in the Committee Update, that 'Deliveries to the store shall only take place between 20.00 to 00.00 and not at any other time', to protect the amenities of adjacent occupiers.

A copy of the Committee Update was provided to Members and published on the Council's website prior to the commencement of the meeting.

Officers presented the report and in doing so highlighted that the application was for the construction of a freestanding restaurant with associated drive thru, car parking, landscaping and works.

The reasons for deferment at the meeting of the 9th April 2026 were highlighted by officers, namely, confirmation that the highways modelling was based on up-to-date base data, and evidence that the scheme had been tested against all reasonable future scenarios. The full response and further information in relation to these reasons was detailed in the report.

Officers presented the presentation slides, as detailed on pages 53 to 62 of the main agenda pack which detailed the proposed location of the restaurant, access points to the carriageway and a digital rendering of the restaurant.

The presentation slides detailed the main matters for consideration, namely, principle of development, public health, design and historic environment, highways matters and trees on page 62 of the main agenda pack.

479 representations had been received, of which 541 were in objection and 27 in support.

A wide number of partner agencies had been consulted as part of the planning process, with the majority of consultees raising no objections to the proposal. Furthermore, no objections subject to Conditions, had been received by Worcestershire County Council as the highways authority.

Further information, including relevant planning history, the Bromsgrove District Plan (BDP) and the National Planning Policy Framework (NPPF) was relayed to the Committee.

It was noted that the planning application was recommended to be granted, subject to conditions. In addition, it was recommended that delegated powers be granted to the Assistant Director for Planning, Leisure and Culture Services to determine the application following the receipt of a suitable and satisfactory legal mechanism in relation to the following matter, namely, £10,000 for the revalidation and optimisation of the Microprocessor Optimised Vehicle Actuation signal timings specification at the Parkside Junction.

At the invitation of the Chairman, Carol Bennett, an objector living in the locality spoke in opposition to the application. John Gerner, objecting to the application on behalf of the Bromsgrove Society also addressed the Committee. Councillor J. Robinson, Ward Councillor, also addressed the Committee in opposition to the application. Having addressed the Committee, Councillor J. Robinson then left the room.

Members then debated the application. From the comments and questions by members of the Committee, the following responses were made, and issues highlighted:

- It was noted that West Mercia Police had made no representations in relation to the application.
- The application was in compliance with Policy BDP25.7 which applied a 400m buffer around schools, parks and youth centred facilities for hot food takeaways.
- Worcestershire County Council as the highways authority were satisfied that sufficient on-site parking had been proposed by the applicant.
- Members agreed that at present the junction on Stourbridge Road incurred heavy congestion at peak times.
- The NPPF set out a series of criteria for assessing capacity and congestion on the highways network. It stated that development should only be refused on highways grounds, should the impact on highway safety or residual cumulative impacts on the road network have been assessed as severe.
- It was noted by Members that any proposal seeking planning permission can only seek to address highways matters directly arising from the proposed development and cannot address pre-existing highways issues.
- It was proposed that a yellow box and keep clear markings be placed on the carriageway on the access point to Stourbridge Road.
- Proposed Condition 10 outlined that a detailed schedule of works including signage, pedestrian crossings and visibility splays must be approved by the Council prior to development commencing.
- Further traffic monitoring reports would be reviewed by the highways authority on a regular basis.

- Enforcement of the highways network and road traffic violations was the responsibility of West Mercia Police.
- It was questioned whether the proposed design of the restaurant was in keeping with the character of the local area.

The Committee discussed the proposal for the provision of £10,000 for the revalidation and optimisation of the Microprocessor Optimised Vehicle Actuation signal timings specification at the Parkside Junction. Members sought further clarity on how the legal mechanism in relation to this would work in practice and technical advice was provided to the Committee.

Councillor J. Clarke proposed an additional condition, namely that: 'Within 6 months of the first use of the development, and thereafter at 18 months, a Traffic Monitoring Report shall be submitted to and approved in writing by the Local Planning Authority.

The report shall include:

- a) Surveys of traffic flows and queue lengths on Stourbridge Road, Birmingham Road and at the Parkside Junction;
- b) Assessment of right-turn movements into the site and any blocking back impacts;
- c) Review of the operational performance of the Parkside junction, including signal timing efficiency;
- d) Comparison of observed impacts against those predicted within the approved Transport Assessment.

Where the report identifies that the development has resulted in materially greater traffic impacts than forecast, a scheme of additional mitigation measures shall be submitted to and approved in writing by the Local Planning Authority.

The approved mitigation measures shall thereafter be implemented in full within a timetable to be agreed and retained thereafter.'

Following receipt of the technical advice and the proposed condition the meeting was adjourned between 19.08 hours to 19.21 hours to enable Committee Members to consider the information before them.

The Committee consented that the additional Condition proposed by Councillor J. Clarke be accepted in principle, with the final wording, scope and detail to be agreed by the Assistant Director for Planning, Leisure and Culture Services, in consultation with the Chairman of the Planning Committee.

On being put to the vote it was

RESOLVED that having had regard to all the information before them and all other material considerations

(a) that planning permission be granted;

- (i) subject to the Conditions as laid out on page 46 of the main reports pack;

- (ii) subject to Deliveries to the store only taking place between 20.00 to 00.00 and not at any other time;
 - (iii) subject to a Traffic Monitoring Report submitted in writing to and approved by the Local Planning Authority within the six months of the first use of the development, and thereafter at 18 months, the final scope and detail of which to be agreed by the Assistant Director for Planning, Leisure and Culture Services, in consultation with the Chairman of the Planning Committee;
- (b) that delegated powers be granted to the Assistant Director for Planning, Leisure and Culture Services to determine the application following the receipt of a suitable and satisfactory legal mechanism in relation to the following matter:
- (i) £10,000 for the revalidation and optimisation of the Microprocessor Optimised Vehicle Actuation signal timings specification at the Parkside Junction.

Following consideration of the above matter referred to at Minute No. 90/26 the meeting was adjourned between the hours of 19.28 hours and 19.30 hours.

8/26

25/00118/FUL - CHANGE OF USE FROM BULKY GOODS RETAIL TO A MIX OF CONVENIENCE AND COMPARISON GOODS RETAILING. UNIT 1, BROOK RETAIL PARK, SHERWOOD ROAD, BROMSGROVE. SAINSBURY'S SUPERMARKETS LIMITED

It was being reported to the Planning Committee for consideration due to its classification as a major planning application.

Further information was included in the Committee Update, which detailed that further representations had been received from Firstplan Limited on behalf of Waitrose and Partners and Councillor J. Elledge

Further detail in relation to the securing of funding towards town centre mitigation measures were provided in the Committee Update. A scheme had been proposed by the Bromsgrove Centres Manager for a festoon lighting scheme costed at £25,000 along the high street, the scheme would replace the current surface- level lighting which was nearing the end of its lifespan.

It was noted that the applicant had confirmed their agreement to the proposed town centre mitigation measures, and the scheme had received no objections from Officers.

It was acknowledged that a briefing note from the applicant had been circulated to Committee Members, it was noted that this had been placed in the public domain and was available for inspection by either the public or the press via Public Access.

A copy of the Committee Update was provided to Members and published on the Council's website prior to the commencement of the meeting.

Officers presented the report and in doing so highlighted that the application was for change of use from bulky goods retail to a mix of convenience goods retailing in relation to a commercial unit.

Officers presented the presentation slides, as detailed on pages 81 to 88 of the main agenda pack which detailed the proposed floorplan and site overview which was located at Brook Retail Park, Sherwood Road, Bromsgrove.

220 representations had been received, of which the overwhelming majority were in support of the application and an extensive public consultation exercise had been conducted.

The Retail and Planning Statement outlined that the proposal would generate up to 100 new full and part- time jobs for people living in the Bromsgrove locality.

It was noted that the applicant had engaged constructively with the Council throughout the Planning process and that the proposed Argos comparison goods concession had been removed from the application.

It was outlined by Officers that Worcestershire County Council Travel Planning Team had raised no objection to the Travel Plan submitted with the application, subject to Condition 9 at Page 79 of the main agenda pack.

Further information, including relevant planning history, the Bromsgrove District Plan (including policy BDP17 – Town Centre Regeneration) and the National Planning Practice Guidance was relayed to Committee Members.

It was noted that the planning application was recommended to be granted. In addition, it was recommended that delegated powers be granted to the Assistant Director for Planning, Leisure and Culture Services to determine the application following the receipt and completion of a suitable and satisfactory legal mechanism in relation to the following matter, namely, the securing of secure funding towards town centre mitigation measures.

It was also recommended that delegated powers be granted to the Assistant Director for Planning, Leisure and Culture Services to agree the final scope and detailed wording and numbering of conditions as laid out in the report.

At the invitation of the Chairman, Christian Wakelin, representing Sainsbury's Supermarkets Limited and Sarah Hawkins, representing Alder King (the Applicant's Planning Agent), addressed the Committee in

support of the application. Councillor S. Ammar also addressed the Committee in support of the application, before leaving the room. Councillor J. Elledge also addressed the Committee in her capacity as Ward Councillor, in opposition to the application. Having addressed the Committee, Councillor J. Elledge then left the room.

Members then debated the application. From the comments and questions by members of the Committee, the following responses were made, and issues highlighted:

- The Transport Statement, which was reviewed by Worcestershire County Council as the highways authority, had demonstrated that the change of occupier type would not have a severe impact to the local road network.
- A parking survey undertaken at the site in combination with surveyed occupancy data at existing Sainsbury's sites had concluded that there was sufficient parking to meeting customer demand.
- Works which were being undertaken as part of the A38 Bromsgrove Route Enhancement Programme would support the flow of traffic and would improve cycling and walking infrastructure within the locality.

The Committee discussed the town mitigation aspects of the proposal for the festoon lighting scheme costed at £25,000 along the high street. It was outlined that this project would enhance the visual quality of the town centre and support footfall, occupation time and the evening economy. Members sought further clarity on how the legal mechanism in relation to this would work in practice and technical advice was provided to the Committee.

The meeting was adjourned between 19.56 hours to 20.01 hours to enable Committee Members to consider the information before them.

On being put to the vote it was

RESOLVED that having had regard to all the information before them and all other material considerations

(a) that planning permission be granted;

- (i) subject to the Conditions as laid out on page 78 of the main reports pack;

(b) that delegated powers be granted to the Assistant Director for Planning, Leisure and Culture Services, following consultation with the Planning Committee Chairman, to determine the application following the receipt and completion of a suitable and satisfactory legal mechanism in relation to the following matter:

- (i) the securing of secure funding towards Town Centre mitigation measures;

- (c) that delegated powers be granted to the Assistant Director for Planning, Leisure and Culture Services to agree the final scope and detailed wording and numbering of conditions as set out on page 78 of the main agenda pack.

9/26

25/00798/S73 - APPLICATION FOR THE VARIATION OF PART OF THE WORDING OF CONDITIONS 32 AND 33 OF OUTLINE PLANNING APPLICATION 16/0335 (ALLOWED AT APPEAL (APPEAL REFERENCE: APP/P1805/W/20/3265948)) TO AMEND THE OCCUPATION TRIGGER NUMBERS INCLUDED WITHIN THE AFOREMENTIONED CONDITIONS COMPRISING THE FOLLOWING: CONDITION 32 AMENDING THE OCCUPATION TRIGGER FOR A ROUNDABOUT AT THE JUNCTION OF ROCK HILL / FOX LANE FROM 100 DWELLINGS TO 398 DWELLINGS ; AMENDING THE OCCUPATION TRIGGER FOR CYCLE IMPROVEMENTS ALONG STOURBRIDGE ROAD FROM 100 DWELLINGS TO 153 DWELLINGS; AMENDING THE OCCUPATION TRIGGER FOR IMPROVEMENTS AT THE WORCESTER ROAD/ SHRUBBERY ROAD JUNCTION FROM 100 DWELLINGS TO 550 DWELLINGS AND; CONDITION 33 AMENDING THE OCCUPATION TRIGGER FOR A SIGNAL-CONTROLLED JUNCTION ON THE A448 KIDDERMINSTER ROAD FROM 200 DWELLINGS TO 396 DWELLINGS; AND ROUNDABOUT WORKS ON THE A448 KIDDERMINSTER ROAD FROM 200 DWELLINGS TO 332 DWELLINGS. LAND AT PERRYFIELDS ROAD, BROMSGROVE. TAYLOR WIMPEY UK LTD.

It was being reported to the Planning Committee for consideration due to its classification as a major planning application.

Further information was included in the Committee Update, which contained updated and revised presentation slides.

A copy of the Committee Update was provided to Members and published on the Council's website prior to the commencement of the meeting.

Officers presented the report and in doing so highlighted that the application was for a variation of part of the wording of Conditions 32 and 33 of Outline Planning Application 16/0335, which was permitted on appeal.

Officers presented the presentation slides as detailed within the Committee Update and outlined that permission had been sought by the developer to increase the house occupation trigger points that are associated with the delivery of road and highway improvements.

Taylor Wimpey Ltd had experienced a delay in securing road space on the local highway network to enable them to complete and implement the offsite highways works. This was as a result of major works taking place as part of the A38 Bromsgrove Route Enhancement Programme

and other improvements to the highways requiring road space on the highways network.

As a result of this, the request to vary the conditions to increase trigger points of house occupations would prevent delays in the delivery of required housing in the area.

It was reported that the applicant had provided supporting information and data modelling, as well as entering into discussions with the Council, Worcestershire County Council as the highways authority and Mott MacDonald.

Mott MacDonald as the Council's independent transport advisor had reviewed the proposals and concluded that whilst traffic disruption could be expected, that the proposals and strategy were appropriate to enable the delivery of the residential dwellings to be brought forward.

Worcestershire County Council as the highways authority had also reviewed the application and had raised no objection. Furthermore, they had concluded that the proposals would not result in a severe impact on capacity or congestion or result in an unacceptable impact on highway safety.

The proposal would support continued housing delivery in the District.

It was noted that a public consultation had taken place.

Further information, including relevant planning history, the Bromsgrove District Plan, and housing availability considerations was relayed to the Committee.

It was noted that the application for variation of conditions was recommended to be granted. In addition, it was recommended that delegated powers be granted to the Assistant Director for Planning, Leisure and Culture Services, following consultation with the Planning Committee Chairman, to agree the final scope and detailed wording and numbering of Conditions as laid out in the report.

At the invitation of the Chairman, Gemma Johnson, representing Marrons (the Applicant's Planning Agent), addressed the Committee in support of the application.

Members then debated the application. From the comments and questions by members of the Committee, the following responses were made, and issues highlighted:

- A hybrid approach had been recommended in respect of splitting the timings of the highways works on the A448 Kidderminster Road as covered under Condition 33.
- Permission for the development had originally been granted in 2021, and this was the first variation that Taylor Wimpey Ltd had sought approval for.

- It was reported that the interim scheme was supporting the flow of traffic effectively.

Members discussed the impact of the proposed variation upon the highways network in the locality.

On being put to the vote it was

RESOLVED that having had regard to all the information before them and all other material considerations

(a) that planning permission be granted;

(b) that delegated powers be granted to the Assistant Director for Planning, Leisure and Culture Services, following consultation with the Planning Committee Chairman, to agree the final scope and detailed wording and numbering of conditions, as set out in the report.

The meeting closed at 8.37 p.m.

Chairman