

**Planning Committee**

06 March 2012

**Reference:**  
**APP/12/00003**

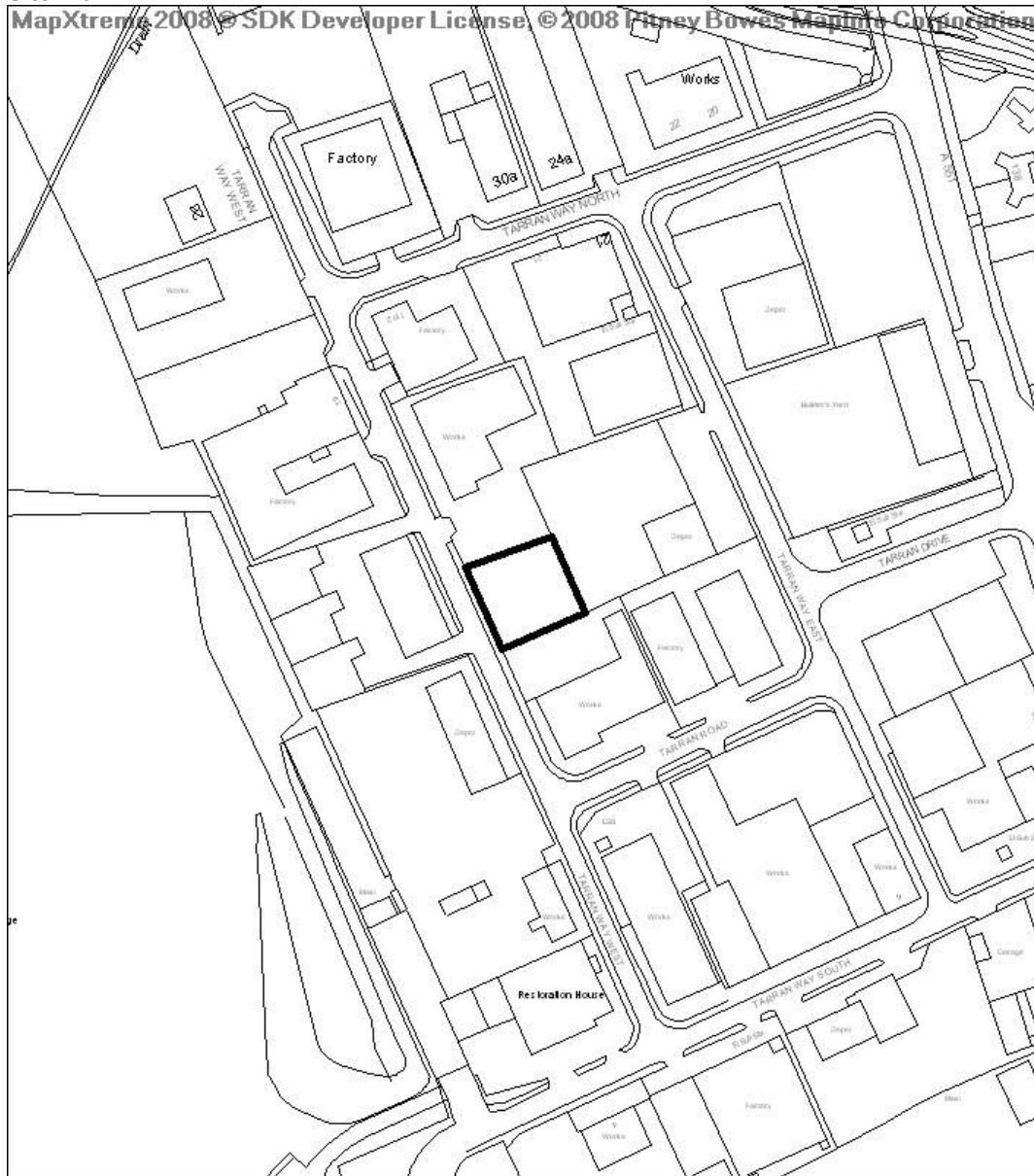
**Area Team:**  
**North Team**

**Case Officer:**  
**Mrs S Lacey**

**Ward:**  
**Moreton West and  
Saughall Massie**

**Location:** Selwyn Construction, TARRAN ROAD, MORETON, CH46 4TU  
**Proposal:** Proposed 3 storey commercial office facility (Use Class B1) with ground floor parking.  
**Applicant:** Leverage Solutions Limited  
**Agent :**

**Site Plan:**



## **Development Plan Designation:**

Primarily Industrial Area

## **Planning History:**

APP/76/04707 - Residential development 400 dwellings - Refused 23/09/1976  
APP/77/06966 - Light industrial estate extension - A/C 14/06/1977  
APP/79/11834 - Erection of building for light engineering - A/C 22/05/1979  
APP/83/23155 - Single storey industrial unit - A/C 25/08/1983  
APP/87/06027 - Erection of a first floor extension - Approve 06/08/1987  
APP/10/00466 - The proposed development entails the construction of a new raised 3 storey commercial office facility with ground floor parking. The land was originally purchased by Selwyn Construction Engineering Ltd 30 years ago with the view of expansion of their existing business. The business is now in a position where it requires additional office facilities to enable this growth. This development will provide extra employment opportunities for office and construction staff – Approved 05/01/2011

## **Summary Of Representations and Consultations Received:**

### **REPRESENTATIONS**

Having regard for the Council's Guidance on Publicity for Applications, 10 letters of notification were sent to neighbouring properties. A site notice was displayed on the highway. At the time of writing this report no objections have been received.

One letter of comment has been received regarding parking provision as there is already limited parking in the vicinity.

### **CONSULTATIONS**

The Director of Technical Services, Traffic and Transportation Division had no objection to the proposal.

The Director of Law, HR and Asset Management, Pollution Control Division had no objection to the proposal.

## **Director's Comments:**

### **REASON FOR REFERRAL TO PLANNING COMMITTEE**

The application is defined as Major Development and is therefore required to be considered by the Planning Committee under the Council's adopted Scheme of Delegation for Determining Planning Applications.

### **INTRODUCTION**

The application proposes a 3 storey commercial office facility incorporating ground floor parking. The land was originally purchased by Selwyn Construction Engineering Ltd 30 years ago with the view of expansion of their existing business, which is located on the adjoining site. The business is now in a position where it requires additional office facilities to enable this growth. This development will provide extra employment opportunities for office and construction staff.

The application is a resubmission of a previously approved application (reference APP/10/00466). The amendments include an increase in height from 9.5 metres to 11 metres, and elevational alterations including additional windows and plastic coated sheeting to the facade.

### **PRINCIPLE OF DEVELOPMENT**

The proposal is acceptable in principle. UDP policy EM8 outlines offices (other than those within Use Class A2) will be permitted within Primarily Industrial Areas, subject to consideration of Policies EM6 and EM7.

### **SITE AND SURROUNDINGS**

The site is situated within the centre of an industrial estate, designated as a Primarily Industrial Area, which comprises of two-storey and single-storey industrial units with 2m high palisade fencing to the

boundaries.

### **POLICY CONTEXT**

The application shall be assessed against policies EM8 Development within Primarily Industrial Areas and EM6 and EM7 of the adopted Wirral Unitary Development Plan, and Planning Policy Statement 4: Planning for Economic Development. PPS4 identifies such office development as a main town centre use. The applicant has submitted a statement identifying that the need for the development arises from the consolidation and expansion of the existing business - the building would provide space for the existing administrative and professional services departments of Selwyn Construction Limited (SCE). Policy EC14 of PPS4 makes it clear that town centre policies of the PPS do not apply to planning applications for main town centre uses where they are ancillary to other uses. In this instance the proposal is linked to an established use at the site and would secure employment in a part of the Borough with high unemployment rates. The applicant has indicated 24 new full time jobs would be provided through the proposed development. Consideration must also be given to whether the proposal secures a high quality and inclusive design which takes the opportunities available for improving the character and quality of the area and the way it functions including the impact on economic and physical regeneration. In this instance the land is vacant, and the proposal is for the expansion of the adjoining business, Selwyn Construction Limited. It is considered that the design proposed would present an improvement to the character and quality of the Primarily Industrial Area. The physical regeneration, economic and employment benefits that can be accrued from the proposed development weigh significantly in favour of granting planning permission in this particular case.

### **APPEARANCE AND AMENITY ISSUES**

Industrial units for B1 Business Use are generally an acceptable use on land designated Primarily Industrial Area. It is considered the proposal represents an improvement to the site, by encouraging economic growth. A business plan was submitted with the application regarding the expansion of the business and the relocation of the offices from Solihull to the Wirral. It is considered necessary to condition the use be limited to Use Class B1 Business (offices not within Class A2), in accordance with the application made, to ensure the continued designation of the site as Primarily Industrial Area. Whilst the scale of the building is taller than the surrounding developments, its scale is not considered to be detrimental to the character of the area, having regard to Policy EM8. As the proposal is within the centre of the site, it will have little impact on the surrounding area. It is not considered necessary to place limitations on the hours of use.

The alterations to the facade are considered an improvement to the previous application. The increase in height of the building of approximately 1.5 metres is not considered to have a detrimental impact. As the building is taller than the previously approved application, and no details have been provided regarding the colour of the facing materials, it is considered reasonable and necessary to condition these.

The proposal complies with the principles of policies EM8, EM7 and EM6 and is recommended for approval.

### **SEPARATION DISTANCES**

Separation distances do not apply in this instance, as no residential properties will be affected by the proposed development.

### **HIGHWAY/TRAFFIC IMPLICATIONS**

A Transport Statement was submitted with the application. The Director of Technical Services (Traffic Management) had no objection to the proposal. The proposed number of parking spaces does not exceed the maximum limits as set out in SPD4. There are parking restrictions protecting the surrounding junctions. It is considered there are no significant highway safety implications arising from the proposal.

### **ENVIRONMENTAL/SUSTAINABILITY ISSUES**

The site is designated within Flood Zone 2 and Flood Zone 3. Conditions can be imposed to limit surface water run-off and incorporate flood-proofing measures. The applicant has provided a Flood Risk Assessment highlighting the use of Sustainable Urban Drainage Systems (SUDS). Conditions to secure these measures are considered reasonable and necessary given the designation of the land.

Given this, it is considered that the development would not increase the risk of flooding within the local area. PPS25 requires consideration of the sequential test set out in PPS25, supporting the use of land with less risk of flooding first. In this instance the development is linked to the existing business for economic purposes and thus sites elsewhere in the area are not suitable.

The Director of Law, HR and Asset Management (Housing & Environmental Protection Division) was consulted and had no objection to the proposal.

### **HEALTH ISSUES**

There are no health implications relating to this application.

### **CONCLUSION**

The proposal is acceptable in regards to use and scale, and complies with relevant policies EM6, EM7 and EM8 of the adopted Wirral Unitary Development Plan. The scheme represents an opportunity for the expansion and consolidation of an existing business, and considerable weight has been given to the economic benefits of the scheme. The proposal is considered to comply with PPS4.

### **Summary of Decision:**

Having regards to the individual merits of this application the decision to grant Planning Permission has been taken having regards to the relevant Policies and Proposals in the Wirral Unitary Development Plan (Adopted February 2000) and all relevant material considerations including national and regional policy advice. In reaching this decision the Local Planning Authority has considered the following:-

The scheme represents an opportunity for the expansion and consolidation of an existing business, and considerable weight has been given to the economic benefits of the scheme. The proposal is acceptable in regards to use and scale, and complies with relevant policies EM6, EM7 and EM8 of the adopted Wirral Unitary Development Plan and Planning Policy Statement 4.

**Recommended          Approve**  
**Decision:**

### **Recommended Conditions and Reasons:**

1. The development hereby permitted shall be commenced before the expiration of three years from the date of this permission.

**Reason:** To comply with Section 91 (as amended) of the Town and Country Planning Act 1990.

2. The premises shall be used only for purposes within Use Class B1 as defined in the Town and Country Planning (Use Classes) Order 1987.

**Reason:** No separate use should commence without the prior approval of the Local Planning Authority in order to ensure that use of the premises does not prejudice the amenity of the area and conforms with Council's policies.

3. Notwithstanding the detail shown in drawing no. 1008-25.0-106 rev B, the development hereby permitted shall not be commenced until such time as a scheme to limit surface water run-off generated by the proposed development, has been submitted to and approved in writing by the local planning authority. The development shall be implemented in accordance with the approved scheme and retained as such thereafter.

**Reason:** To prevent flooding by ensuring the satisfactory storage of/disposal of surface water at the site.

4. The development shall not be commenced until such time as a scheme to incorporate flood-proofing measures in the proposed development has been submitted to and approved in writing by the Local Planning Authority. The development shall be implemented in accordance with the approved scheme and retained as such thereafter.

**Reason:** To reduce the impact of potential flooding on the proposed development.

5. No part of the development shall be brought into use until space and facilities for cycle parking of a type and in a location previously submitted to and agreed in writing by the Local Planning Authority have been provided and these facilities shall be permanently retained thereafter.

**Reason:** In the interests of highway safety having regard to UDP Policy TR12.

6. Before any construction commences, samples of the facing materials to be used in the external construction of this development shall be submitted to and approved in writing by the Local Planning Authority. The approved materials shall then be used in the construction of the development.

**Reason:** To ensure a satisfactory appearance to the development in the interests of visual amenity.

**Last Comments By:** 29/02/2012 11:24:17

**Expiry Date:** 23/03/2012