
ITEM	APP/2007/6380	WARD Bromborough
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Location: Magnet 2 Tebay Road Bromborough Wirral CH62 3QJ

Proposal: Erection of retail showroom, trade warehouse, DIY retail store (including garden centre) with associated car parking and landscaping (Amendment to Planning Permission APP/2005/6513 to include erection of conservatory and fencing and minor alterations)

Applicant: Henry Boot Developments Ltd
C/o 196 Deansgate
Manchester
M3 3LF

Agent: Matthews and Goodman LLP
196 Deansgate
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Development Plan allocation and policies: National Policies

PPS1: Delivering Sustainable Development
PPS6: Planning for Town Centres

Regional Policies

Policy DP1: Economy in the Use of Land & Buildings
Policy DP4: Promoting Sustainable Economic Growth and Competitiveness and Social Inclusion
Policy EC8: Town Centres - Retail, Leisure and Office Development
Policy SD1: The North West Metropolitan Area (Regional Poles and Surrounding Areas)

Local Policies

Policy EM6: General Criteria for New Employment Development
Policy EM7: Environmental Criteria for New Employment Development
Policy EM8: Development within Primarily Industrial Areas
Policy SH9: Criteria for Out-of-Centre and Edge-of-Centre Retail Development
Policy SH10: Design and Location of Out-of-Centre and Edge-of-Centre Retail Development
Policy SH01: Principles for New Retail Development

Planning History: APP/2005/6513 - Erection of retail showroom, trade warehouse, DIY retail store (including garden centre) with associated car parking and landscaping (Approved 06/01/2006)

Representations and consultations received: Representations:
A site notice was displayed near the site and a Press Notice published. In addition, a total of 8 letters of notification have been sent to properties in the area. At the time of writing this report there were no objections received.

The Bromborough Society submitted comments relating to landscaping and trees.

Consultations:

Director of Regeneration (Housing & Environmental Protection Division) - No objection

Director of Technical Services (Traffic Management Division) - No objection as the proposal has no significant traffic management implications.

Director of Technical Services (Arboricultural Officer) - No comments to make. A number of trees have been felled in the last month with permission and mitigation planting has been ongoing.

Directors comments: PROPOSAL

The proposal is for the erection of a retail showroom, trade warehouse, DIY retail store (including garden centre) with associated car parking and landscaping. This proposal is an amendment to Planning Permission APP/2005/6513.

The main alteration is that it is now proposed to erect a conservatory and fencing. There will also be minor alterations, which involve repositioning of escape doors and roller shutters, alteration to the canopy and alterations to the glazing levels on the building.

PRINCIPLE OF DEVELOPMENT & POLICY CONTEXT

As this proposal is a relatively minor amendment to a previously approved application, the principle has been established. Therefore, although the application is subject to Policy EM8 and is subject to PPS6: Planning for Town Centres, there is no express requirement for an additional sequential approach to be taken. However, the applicant has submitted the same details which were considered acceptable for the previous application, including the alternative sites considered but discounted.

The main alteration to the previous application is the erection of a conservatory to the rear of the proposed unit. Although this will result in an increase in internal floorspace, this area was previously designated as part of the garden centre and therefore there is no net increase in retail space.

SITE AND SURROUNDINGS

The application site is designated as a Primarily Industrial Area, and was previously the Magnet warehouse and showroom. This is still on the site at present, but the new building is almost complete too adjacent to this. The site is on the junction of Tebay Road and New Chester Road.

APPEARANCE AND AMENITY ISSUES

The proposed amendments will have little impact on the overall appearance of the extant permission. The proposal will result in some increased glazing to the front elevation which will have a positive impact on the appearance of the development. The other alterations are relatively minor, including a new fence to the rear, and will have little impact whatsoever on either the appearance of the development or amenities of surrounding buildings and uses.

HIGHWAY/TRAFFIC IMPLICATIONS

There are 122 parking spaces provided with the development, and it is not considered that the proposed amendments have any significant traffic management implications, as stated by the Director of Technical Services (Traffic Management Division).

ENVIRONMENTAL/SUSTAINABILITY ISSUES

There are no Environmental or Sustainability issues relating directly to these proposed amendments. Although the location will more than likely encourage car use, the nature of the goods to be sold on the premises means that car use is generally necessary.

HEALTH ISSUES

There are no health implications relating to this application.

CONCLUSION

In conclusion, the proposed amendments are relatively minor and will have no impact on the appearance of the development or local amenities. The slight increase in internal floorspace is not considered to differ from the approved scheme, especially as this space was previously planned for an external retail space. As such, the proposed amendments to the existing permission are considered to be acceptable and comply with relevant policies.

Summary of Decision:

Although acknowledging that it is out of centre, the proposed development claims a number of benefits in PPS6 terms. The trading impact has previously been agreed to be minimal and the site benefits from an extant permission and a partially

implemented planning approval. The retailing restrictions imposed as part of this approval would, if implemented, reduce the potential for harm to interests of acknowledged importance and have a lesser impact in terms of retail policy. The design, scale and massing of the proposed building is considered to be acceptable and the proposals accord with national, regional and local planning policies.

Recommendation: Approve

Condition(s):

- 1 Full permission statutory commencement time limit. (C03A)
- 2 samples of the materials to be submitted and approved prior to commencement (C59B)
- 3 Detailed landscaping scheme to be agreed prior to commencement (C71A)
- 4 Replacement of diseased planting for a period of 5 years from completion. (C71G)
- 5 Landscaping works to be carried out in accordance with the approved details as set out in Condition ?????. (C71J)
- 6 Development shall not be commenced until a Travel Plan has been submitted to and approved in writing by the local planning authority. The provisions of the Travel Plan shall be implemented and operated in accordance with the timetable contained therein and shall not be varied other than through agreement with the local planning authority. For the avoidance of doubt, such a plan shall include;
Access to the site by staff and visitors;
Information on existing transport services to the site and staff and visitor travel patterns;
Travel Plan principles including measures to promote and facilitate more sustainable transport;
Realistic targets for modal shift or split;
Identification of a Travel Plan co-ordinator and the establishment of a travel plan steering group;
Measures and resource allocation to promote the Travel Plan; and
Mechanisms for monitoring and reviewing the Travel Plan, including the submission of an annual review and action plan to the local planning authority.
- 7 The gross retail floorspace of the building hereby permitted and as shown on the approved plans (Drawing Nos. 0269/A.L.078, 0269/A.L.081 and 0269/A.L.082) shall not exceed 2,496 sq. metres.
- 8 There shall be no further sub-division or creation of additional floorspace within the building hereby permitted and as shown on the approved plans (Drawing Nos. 0269/A.L.078, 0269/A.L.081 and 0269/A.L.082).
- 9 No customer shall be admitted to the premises after 2000 or before 0800 hours Monday to Friday, after 1800 or before 0800 hours on a Saturday and after 1700 or before 1100 hours on Sundays and Bank Holidays.
- 10 Notwithstanding the provision of Class A1 of the schedule to the Town and Country Planning (Use Classes Order) 1987 (or any subsequent re-enactment), none of the following goods shall be sold from the retail stores without the prior written consent of the Local Planning Authority (other than ancillary to the principal use of the premises for the sale of authorised goods):
 - (a) food and drink for consumption off the premises;
 - (b) any clothing, footwear (other than specialist items related to the carrying out of DIY and home improvements), handbags, fashion accessories, jewellery and silverware;
 - (c) books, newspapers, magazines and stationery (other than specialist publications relating to the carrying out of DIY and home improvements);
 - (d) crockery, glassware, china and kitchenware (other than ancillary to the sale of kitchens);
 - (e) toys (excluding outside play equipment);
 - (f) pets and pet products;
 - (g) sports equipment and clothing (including walking and climbing equipment);
 - (h) camping equipment;
 - (i) cosmetics, pharmaceuticals and toiletries;
 - (j) audio visual equipment, computers and computer games, cameras and films, watches, electrical and non-electrical musical instruments;
 - (k) Videos, DVDs, CDs, audio cassettes and records (other than specialist items relating to the carrying out of DIY and home improvements);
 - (l) mobile phones and other household/personal telecommunications equipment;
 - (m) electrical and gas fires, gas storage heaters, irons, vacuum cleaners, sewing machines;
 - (n) dishwashers, electrical and gas cookers, washing machines, microwaves, refrigerators

and freezers and other cooking equipment (unless sold as ancillary to the sale of other types of goods such as kitchen units);

(o) tobacco;

(p) florist items;

(q) travel agency;

(r) soft furnishings and household textiles (other than beds and other upholstered furniture)

For the purposes of this condition, "ancillary" is defined as not exceeding 15% of net retail floorspace of the retail premises.

Reason for conditions

- 1 Standard (CR03)
- 2 In the interests of visual amenity. Policy EM6 or HS4 of the UDP (CR66)
- 3 In the interests of the visual amenities of the area. Policy GR5 of the UDP (CR79)
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- 6 In accordance with PPG13 paragraph. 89 "The Government considers that travel plans should be submitted alongside planning applications which are likely to have significant transport implications, including those for all major developments comprising jobs, shopping, leisure and services (using the same thresholds as set out in annex D)"
- 7 Having regard to Policies SH9 and SH10 of the adopted Wirral UDP and advice contained within PPS6, it is considered important to ensure that no additional development is carried out without the permission of the Local Planning Authority.
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- 9 To ensure that the store is not used at a time which would be likely to cause nuisance or disturbance to nearby residents, having regard to Policy HS15 of the adopted Wirral Unitary Development Plan.
- 10 Having regard to Policies SH9 and SH10 of the adopted Wirral UDP and advice contained within PPS6, it is considered important to ensure that no additional development is carried out without the permission of the Local Planning Authority.

Last Comments By: 02 August 2007

56 Day Expires On: 28 September 2007