

9 DCCE2004/4378/RM - CLASS A1 NON-FOOD RETAIL DEVELOPMENT CAR PARKING ASSOCIATED FACILITIES AND SERVICING DENCO HOLDINGS LTD, - HEREFORD, HEREFORDSHIRE, HR4 9SJ**For: Morbaine Ltd, The Finlan Centre, Hale Road, Widnes, Cheshire, WA8 8PU****Date Received: 29th December, 2004 Ward: Three Elms Grid Ref: 50707, 41642****Expiry Date: 23rd February, 2005**

Local Members: Councillors Ms A. Toon, Mrs P. Andrews, Mrs S. Daniels

1. Site Description and Proposal

- 1.1 The application site comprises offices and factory units occupied by Denco and located on the east side of Holmer Road. To the north of the site is further industrial development with small wholesale warehouse units beyond; to the south is the BT Depot with established retail warehousing beyond. Vehicular access to the site is via a private road which runs along the north side of the site providing access to the Denco premises, additional industrial land and a private playing field to the rear. A public footpath runs alongside the southern edge of the site.
- 1.2 All the premises on the east side of Holmer Road gain access via a service road that runs parallel. There are two points of access to the service road - opposite the existing vehicular access to the site (via a mini-roundabout on the service road and a T-junction and further to the south (via a recently improved and realigned T-junction). The service road also has a restricted exit only T-junction with Roman Road to the north.
- 1.3 Outline planning permission (application no. DCCE2003/3392/O) for a Class A1 non-food retail unit was granted on 17th November, 2004 following the completion of a Section 106 Agreement securing financial contributions towards highway related improvements. This is a reserved matters application seeking approval for the external appearance, siting, means of access, design and landscaping of the retail unit and associated works.
- 1.4 A centrally located DIY unit (to be occupied by B&Q) is proposed, providing some 5574 square metres of retail warehouse floorspace, and 1393 square metres garden centre area and approximately 743 square metres of space for a covered builders yard. A total of 297 parking spaces is proposed to the west and south of the unit. A service access and turning area is proposed to the north and east of the unit.
- 1.5 The application includes detailed landscaping proposals relating to the site boundaries and parking areas. The unit would be predominantly clad in silver/grey panels on the side elevations with the addition of higher quality textured facing brickwork and architectural mesh panels. The main entrance into the unit would take the form of a large glazed feature located in a set back position on the south elevation.

2. Policies

2.1 Hereford Local Plan:

- ENV14 - Design
- ENV15 - Access for all
- ENV16 - Landscaping
- E2 - Established employment areas
- E6 - Other uses on employment land
- S1 - Role of central shopping area
- S11 - Criteria for large scale retail development
- T2 - Highway and junction improvements

2.2 Herefordshire Unitary Development Plan (Revised Deposit Draft):

- S1 - Sustainable development
- S2 - Development requirements
- S4 - Employment
- S5 - Town centres and retail
- TCR1 - Central shopping and commercial areas
- TCR2 - Vitality and viability
- TCR9 - Large scale retail development outside central shopping and commercial areas
- TCR25 - Land for retail warehousing

3. Planning History

- 3.1 DCCE2003/3392/O - Class A1 non-food retail development, car parking, associated facilities and services. Approved 17th November, 2004.

4. Consultation Summary

Statutory Consultations

- 4.1 Highways Agency: Raises no objection.
- 4.2 The Ramblers Association comment that the development does not appear to have any effect upon the adjacent public right of way. The width of the footpath should not be obstructed in anyway and careful consideration should be given to ensuring footpath is not blocked by trolleys and the suitable floodlighting should be incorporated so as to make the footpath safer for shift workers.
- 4.3 Open Spaces Society raise no objections provided width of footway is preserved. Low wooden fencing alongside footpath is welcomed.
- 4.4 Welsh Water raise no objections subject to conditions regarding discharge of foul and surface water.
- 4.5 Health and Safety Executive raises no objection to grant of planning permission.

Internal Council Advice

- 4.6 Traffic Manager raises no objection.
- 4.7 Head of Environmental Health and Trading Standards raises no objection.

4.8 Public Rights of Way Manager raises no objection subject to retention of rights of way again welcoming the low wooden rail alongside the public footpath avoiding the tunnel effect created by other development of this type.

4.9 Conservation Manager raises no objection to the revised landscaping scheme.

5. Representations

5.1 Hereford City Council raise no objection.

6. Officers Appraisal

6.1 The principle of a non-food retail unit with associated parking and facilities has recently been established at this site through the granting of outline planning permission pursuant to DCCE2003/3392/O on 17th November, 2004. The details submitted with the outline application included illustrative material suggesting the possibility of 2 options for developing the site. These were a single DIY warehouse including associated garden centre and the provision of a row of 5 smaller retail warehouse units.

6.2 The application seeks reserved matters approved for a single DIY warehouse (consistent in size with the details submitted at the outline stage) to be occupied by B&Q and since the fundamental principle has been established it is considered that the main issues for consideration in the determination of this application are as follows:

- (a) the visual impact of the detailed design, external appearance and siting of the DIY and the associated landscaping proposals, and
- (b) highway safety and parking issues.

Visual Impact

6.3 The proposed warehouse would be sited at right angles to Holmer Road and the service road from which access would be derived to the associated parking and service areas. This orientation is consistent with the illustrative proposals submitted with the outline application and is essentially considered to be the only realistic option in order to accommodate a unit of this size on a relatively narrow site. The siting is such that the landscaped parking areas would be located immediately to the south and west of the unit, which would occupy a position set back some 30 metres from the access road frontage.

6.4 This is clearly a large building but its siting compares favourably to other large commercial buildings in the locality and it is not considered that it would be overly dominant or visually harmful within the streetscene.

6.5 The design represents a relatively standard format and in this location characterised by other large scale warehouse units there would be no objection to the approach adopted. The principal south facing elevation incorporates a glazed entrance feature which provide some interest on an otherwise very simple structure. The materials proposed are considered to be of a higher quality than existing development in the locality. The main elevation would comprise a construction of metallic silver composite panels with flint coloured textured concrete blockwork that would extend to enclose the more prominent garden centre area. The enclosure of this space included the use

of metal meshwork that is considered to be more appropriate than closeboarded fencing or trellis work.

- 6.6 The landscaping scheme has been considered and accepted by the Conservation Manager and in the light of the above it is considered that the visual impact of the proposed warehouse unit is acceptable in this context.

Highway Safety and Parking

- 6.7 The outline approval for this development secures a financial contribution towards the provision of highway related improvements including bus-stop provision and these will be secured through the monitoring of the Section 106 Agreement. The proposed parking allows for a total of 296 car parking spaces (including 8 disabled and 4 parent and child spaces). This is considered acceptable by the Traffic Manager who also raises no objection to the service area arrangements to the north of the unit.

RECOMMENDATION

That unconditional planning permission be granted.

INFORMATIVES:

- 1 The applicant is advised that the site is also the subject of an outline planning permission (DCCE2003/3392/O) and that Conditions 3, 5, 7, 8, 9, 10, 11, 12, 14, 16, 17, 18, 19 and 20 require discharging or satisfying as part of the overall development of the site. Furthermore that the Section 106 Agreement relating to this site requires the agreed financial contribution to be paid upon implementation of the development hereby approved.

2 N15 - Reason(s) for the Grant of PP/LBC/CAC

Decision:

Notes:

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Background Papers

Internal departmental consultation replies.