

Southern Planning Committee

Agenda

Date:	Wednesday, 6th September, 2017
Time:	10.00 am
Venue:	Council Chamber, Municipal Buildings, Earle Street, Crewe CW1 2BJ

Members of the public are requested to check the Council's website the week the Southern Planning Committee meeting is due to take place as Officers produce updates for some or all of the applications prior to the commencement of the meeting and after the agenda has been published.

The agenda is divided into 2 parts. Part 1 is taken in the presence of the public and press. Part 2 items will be considered in the absence of the public and press for the reasons indicated on the agenda and at the foot of each report.

It should be noted that Part 1 items of Cheshire East Council decision making and Overview and Scrutiny meetings are audio recorded and the recordings will be uploaded to the Council's website.

PART 1 – MATTERS TO BE CONSIDERED WITH THE PUBLIC AND PRESS PRESENT

1. **Apologies for Absence**

To receive apologies for absence.

2. **Declarations of Interest/Pre Determination**

To provide an opportunity for Members and Officers to declare any disclosable pecuniary and non-pecuniary interests and for Members to declare if they have pre-determined any item on the agenda.

3. **Minutes of Previous Meeting** (Pages 3 - 12)

To approve the minutes of the meeting held on 9 August 2017.

Please contact Julie Zientek on 01270 686466

E-Mail: julie.zientek@cheshireeast.gov.uk with any apologies or requests for further information
Speakingatplanning@cheshireeast.gov.uk to arrange to speak at the meeting

4. **Public Speaking**

A total period of 5 minutes is allocated for each of the planning applications for the following:

- Ward Councillors who are not members of the Planning Committee
- The relevant Town/Parish Council

A total period of 3 minutes is allocated for each of the planning applications for the following:

- Members who are not members of the planning committee and are not the Ward Member
- Objectors
- Supporters
- Applicants

5. **16/3021N Former car park at Radway Green Road, Alsager, Crewe, CW1 5UJ: Change of use from car park (sui generis) to a mixed B2 (general industrial) and B8 (storage and distribution). To be used for the storage of Cabins and Modular Accommodation and used as a Depot to work from for Emma Sands, AD Modular Ltd (Pages 13 - 22)**

To consider the above planning application.

6. **17/0944N Land At Middlewich Road Whitehouse Lane Roundabout, Nantwich: Advertisement Consent - Erection of 4 sponsorship signs on the Roundabout: Middlewich Rd / Whitehouse Lane (Sainsbury's roundabout) for Mr Richard Bramhall, Ansa Environmental Services Ltd (Pages 23 - 28)**

To consider the above planning application.

THERE ARE NO PART 2 ITEMS

CHESHIRE EAST COUNCIL

Minutes of a meeting of the **Southern Planning Committee**
held on Wednesday, 9th August, 2017 at Council Chamber, Municipal
Buildings, Earle Street, Crewe CW1 2BJ

PRESENT

Councillor J Wray (Chairman)
Councillor M J Weatherill (Vice-Chairman)

Councillors Rhoda Bailey, D Bebbington, P Butterill, J Clowes, W S Davies,
S Edgar, S Hogben (for Cllr Rhodes), B Roberts and B Walmsley

NON-COMMITTEE MEMBERS IN ATTENDANCE

Councillors P Groves, D Hough and D Marren

OFFICERS PRESENT

Patricia Evans (Senior Planning and Highways Lawyer)
Andrew Goligher (Principal Development Control Officer - Highways)
Susan Orrell (Principal Planning Officer)
Richard Taylor (Principal Planning Officer)
Julie Zientek (Democratic Services Officer)

Apologies

Councillors A Kolker and J Rhodes

24 DECLARATIONS OF INTEREST/PRE DETERMINATION

The following declarations were made in the interests of openness:

With regard to application number 17/2220N, Councillor S Edgar declared that he had attended a pre-application meeting last year, but that he had not made up his mind with respect to the application.

With regard to application number 17/1666N, Councillor S Davies declared that he was the Ward Councillor. He had not discussed the application and had kept an open mind.

With regard to application numbers 16/5279C and 17/1666N, Councillor S Hogben declared that he was a Director of ANSA Environmental Services, which had been consulted with respect to the applications. He had not discussed the applications and had kept an open mind.

With regard to application numbers 17/0903N, 17/0909N, 17/0908N, 17/0907N, 17/0906N, 17/0945N and 17/0933N, Councillor S Hogben declared that he was a Director of the applicant, ANSA Environmental Services. He would leave the meeting prior to the consideration of these items and would not take part in the debate or vote.

With regard to application numbers 17/0903N, 17/0909N, 17/0908N, 17/0907N and 17/0906N, Councillor B Roberts declared that he was a Member of Crewe Town Council, and that the Leader of the Town Council had asked him to raise a number of questions at the meeting.

25 MINUTES OF PREVIOUS MEETING

RESOLVED – That the minutes of the meeting held on 5 July 2017 be approved as a correct record and signed by the Chairman.

**26 16/5279C LAND EAST OF MEADOW AVENUE, CONGLETON:
ERECTION OF 16 BUNGALOWS WITH ANCILLARY FACILITIES AND
ASSOCIATED INFRASTRUCTURE FOR MR KEVIN HUMPHRIES,
HUMPHRIES BUILDERS LTD**

The Committee considered a report regarding the above planning application and a written update.

RESOLVED

(a) That, for the reasons set out in the report and the written update, the application be APPROVED subject to the completion of a S106 Agreement with the following Heads of Terms:

1. A scheme for the provision of 30% affordable housing – 65% to be provided as social rent/affordable rent with 35% intermediate tenure. The scheme shall include:
 - The numbers, type, tenure and location on the site of the affordable housing provision
 - The timing of the construction of the affordable housing and its phasing in relation to the occupancy of the market housing
 - The arrangements for the transfer of the affordable housing to an affordable housing provider or the management of the affordable housing if no Registered Social Landlord is involved
 - The arrangements to ensure that such provision is affordable for both first and subsequent occupiers of the affordable housing; and
 - The occupancy criteria to be used for determining the identity of occupiers of the affordable housing and the means by which such occupancy criteria shall be enforced.
2. Secondary Education Contribution of £54,378
3. Amenity Green Space enhancement and Children & Young People enhancement £17,908,89

and the following conditions:

1. Time limit
2. Plans
3. Materials

4. Removal of permitted development rights
5. Levels
6. Foul and surface water drainage strategy
7. Piling
8. Electric vehicle charging
9. Dust
10. Travel information pack
11. Contaminated land
12. Carried out in accordance with the submitted Flood Risk Assessment
13. Drainage strategy/design
14. Management scheme of the PROW
15. Programme of archaeological work
16. Landscaping scheme
17. Updated trees protection scheme
18. Updated arboricultural method statement
19. Tree retention
20. Services/drainage

Informative

1. Section 38 Agreement
- (b) That, in order to give proper effect to the Committee's intentions and without changing the substance of the decision, authority be delegated to the Head of Planning (Regulation), in consultation with the Chairman (or in his absence the Vice Chairman) of Southern Planning Committee, to correct any technical slip or omission in the wording of the resolution, between approval of the minutes and issue of the decision notice.

27 17/1666N LAND WEST OF NEW ROAD, WRENBURY: OUTLINE PLANNING APPLICATION FOR THE ERECTION OF UP TO 41 DWELLINGS WITH PUBLIC OPEN SPACE, LANDSCAPING AND SUSTAINABLE DRAINAGE SYSTEM (SUDS) AND VEHICULAR ACCESS POINT FROM NEW ROAD. ALL MATTERS RESERVED EXCEPT FOR MEANS OF ACCESS FOR GLADMAN DEVELOPMENTS

Note: Parish Councillor D Craig attended the meeting and addressed the Committee on behalf of Wrenbury-cum-Frith Parish Council.

The Committee considered a report regarding the above planning application and a written update.

RESOLVED

- (a) That, for the reasons set out in the report and the written update, the application be REFUSED for the following reason:

The proposed residential development is unsustainable because it is located within the Open Countryside would result in adverse impact

on the landscape character of the area contrary to Policies PG6 (Open Countryside), SD1, SD2 & SE4 (Landscape) of the Adopted Cheshire East Local Plan Strategy and Policies RES.5 (Housing in the Open Countryside) of the Crewe and Nantwich Local Plan Saved Policies, and the principles of the National Planning Policy Framework, which seek to ensure development is directed to the right location and open countryside is protected from inappropriate development and maintained for future generations enjoyment and use. As such it creates harm to interests of acknowledged importance.

- (b) That, in order to give proper effect to the Committee's intentions and without changing the substance of the decision, authority be delegated to the Head of Planning (Regulation), in consultation with the Chairman (or in his absence the Vice Chairman) of Southern Planning Committee, to correct any technical slip or omission in the wording of the resolution, between approval of the minutes and issue of the decision notice.
- (c) That, should this application be subject to an appeal, the following Heads of Terms should be secured as part of any S106 Agreement:
 - 1. A scheme for the provision of 30% affordable housing – 65% to be provided as social rent/affordable rent with 35% intermediate tenure. The scheme shall include:
 - The numbers, type, tenure and location on the site of the affordable housing provision
 - The timing of the construction of the affordable housing and its phasing in relation to the occupancy of the market housing
 - The arrangements for the transfer of the affordable housing to an affordable housing provider or the management of the affordable housing if no Registered Social Landlord is involved
 - The arrangements to ensure that such provision is affordable for both first and subsequent occupiers of the affordable housing; and
 - The occupancy criteria to be used for determining the identity of occupiers of the affordable housing and the means by which such occupancy criteria shall be enforced.
 - 2. Provision of Public Open Space and LAP. Public Open Space to include management company for maintenance in perpetuity
 - 3. Contribution towards education (£98,056)

28 17/2220N GREENBANK FARM, CREWE ROAD, SHAVINGTON CW2 5AD: OUTLINE APPLICATION FOR DEMOLITION OF EXISTING BUILDINGS AND ERECTION OF UP TO 8 DWELLINGS, ASSOCIATED PARKING & LANDSCAPING (WITH ALL MATTERS RESERVED EXCEPT ACCESS) FOR DIRECTORS, RJC REGENERATION LTD

Note: Mr R Spruce attended the meeting and addressed the Committee on behalf of the applicant.

The Committee considered a report regarding the above planning application.

RESOLVED

- (a) That, for the reasons set out in the report, the application be APPROVED subject to the following conditions:
1. Standard Outline
 2. Submission of Reserved Matters Time limit for submission of reserved matters
 3. Approved Plans
 4. Construction Environmental Management Plan
 5. Levels
 6. Foul and surface water drainage
 7. Piling
 8. Electric vehicle charging
 9. Contaminated land
 10. Landscaping scheme
 11. Tree Protection measures
 12. Revised Arboricultural Impact Assessment
 13. Nesting birds
 14. Mitigation as per the submitted Ecological Appraisal
- (b) That, in order to give proper effect to the Committee's intentions and without changing the substance of the decision, authority be delegated to the Head of Planning (Regulation), in consultation with the Chairman (or in his absence the Vice Chairman) of Southern Planning Committee, to correct any technical slip or omission in the wording of the resolution, between approval of the minutes and issue of the decision notice.

29 16/3021N FORMER CAR PARK AT RADWAY GREEN ROAD, ALSAGER, CREWE, CW1 5UJ: CHANGE OF USE FROM CAR PARK (SUI GENERIS) TO A MIXED B2 (GENERAL INDUSTRIAL) AND B8 (STORAGE AND DISTRIBUTION). TO BE USED FOR THE STORAGE OF CABINS AND MODULAR ACCOMMODATION AND USED AS A DEPOT TO WORK FROM FOR EMMA SANDS, AD MODULAR LTD

Note: Councillor D Marren (Ward Councillor) and Councillor D Hough (Neighbouring Ward Councillor) attended the meeting and addressed the Committee on this matter.

The Committee considered a report regarding the above planning application and a written update.

RESOLVED – That the application be DEFERRED for a Committee site inspection to enable Members to assess the impact of the development.

**30 17/0339N LAND TO THE NORTH OF LITTLE HEATH BARNS,
AUDLEM ROAD, AUDLEM: ERECTION OF RETIREMENT LIVING
HOUSING (CATEGORY LL TYPE ACCOMMODATION), COMMUNAL
FACILITIES, LANDSCAPING AND CAR PARKING FOR MCCARTHY &
STONE RETIREMENT LIFESTYLES LTD**

Note: In the interests of openness, Councillor S Hogben declared that he was a Director of ANSA Environmental Services, which had been consulted with respect to the application.

Note: Councillor P Groves (on behalf of the Ward Councillor), Parish Councillor G Seddon (on behalf of Audlem Parish Council), and Mr S Bruce, Mr P Cawood and Ms H Jones (objectors) attended the meeting and addressed the Committee on this matter.

The Committee considered a report regarding the above planning application and a written update.

RESOLVED

- (a) That, for the reasons set out in the report and the written update, the Committee be MINDED TO REFUSE the application for the following reason:

Whilst the application has been supported by a viability report, the findings conflict significantly with the independent report carried out on the Councils behalf which concludes that the scheme could provide a higher contribution towards affordable housing than that being proposed. As a result it has not been justified as part of the application process why the proposal is unable to provide the required contribution towards affordable housing. The proposal is therefore Contrary to Policies SC5, SD1 & SD2.

- (b) That, should the application be the subject of an appeal, approval be given to enter into a S106 Agreement with the following Heads of Terms:

1. Commuted sum of £556,699 towards affordable housing in the local area
2. Provision of a management company for the future maintenance of on site openspace/green gym

**31 17/0903N ERECTION OF 4 SPONSORSHIP SIGNS ON THE
ROUNABOUT: A532 / A5019 (MUNICIPAL BUILDINGS
ROUNABOUT). CREWE: ADVERTISEMENT CONSENT FOR
RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

Note: Prior to consideration of this application, the meeting was adjourned for refreshments.

Note: Councillor S Hogben left the meeting prior to consideration of this application.

Note: Mr R Bramhall and Mr R Kemp attended the meeting and addressed the Committee on behalf of the applicant.

The Committee considered a report regarding the above application.

RESOLVED – That, for the reasons set out in the report, the application be APPROVED subject to the following conditions:

1-6 standard advertisement conditions

Signs to be non-illuminated

Posts to be painted black

In accordance with approved plan

- 32 **17/0909N ROUNDAABOUT, MILL STREET / HIGH STREET, CREWE: ADVERTISEMENT CONSENT FOR ERECTION OF 4 SPONSORSHIP SIGNS ON THE ROUNDAABOUT. ONE FACING EACH ENTRY POINT ONTO THE ROUNDAABOUT FOR MR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

The Committee considered a report regarding the above application.

RESOLVED – That authority be DELEGATED to the Head of Planning (Regulation), in consultation with the Chairman of Southern Planning Committee, to APPROVE the application for the reasons set out in the report, subject to revision of the proposal to allow for 2no. advertisements and revision of the height of the signs to address highway safety concerns.

- 33 **17/0908N ROUNDAABOUT, A5019/LYON STREET, (TESCO ROUNDAABOUT), CREWE: ERECTION OF 4 SPONSORSHIP SIGNS ON THE ROUNDAABOUT. ONE FACING EACH ENTRY POINT ONTO THE ROUNDAABOUT FOR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

The Committee considered a report regarding the above application.

RESOLVED – That authority be DELEGATED to the Head of Planning (Regulation), in consultation with the Chairman of Southern Planning Committee, to APPROVE the application for the reasons set out in the report, subject to revision of the proposal to allow for 2no. advertisements and revision of the height of the signs to address highway safety concerns.

- 34 **17/0907N OLD PARK ROAD/ WESTON ROAD ROUNDABOUT, CREWE: ADVERTISEMENT CONSENT FOR THE ERECTION OF 3 SPONSORSHIP SIGNS ON THE ROUNDABOUT. NON-REFLECTIVE LAMINATED POLYCARBONATE SIGN. ONE FACING EACH ENTRY POINT ONTO THE ROUNDABOUT FOR MR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

The Committee considered a report regarding the above application.

RESOLVED – That, for the reasons set out in the report, the application be APPROVED subject to the following conditions:

Standard advertisement conditions

Signs to be non-illuminated

Posts to be painted black

In accordance with approved plan- signs to be 1m by 600mm

- 35 **17/0906N LAND AT SAVOY ROAD WESTON ROAD ROUNDABOUT, CREWE: ADVERTISEMENT CONSENT - ERECTION OF 5 SPONSORSHIP SIGNS ON THE ROUNDABOUT. ONE FACING EACH ENTRY POINT ONTO THE ROUNDABOUT FOR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

The Committee considered a report regarding the above application.

RESOLVED – That, for the reasons set out in the report, the application be APPROVED subject to the following conditions:

1-6 standard advertisement conditions

Signs to be non-illuminated

Posts to be painted black

In accordance with approved plan- signs to be 1.5m by 600mm

- 36 **17/0946N A51 (NANTWICH BYPASS) / B5074 (BARONY RD) (REASEHEATH ROUNDABOUT), NANTWICH: ADVERTISEMENT CONSENT - ERECTION OF 4 SPONSORSHIP SIGNS ON THE ROUNDABOUT FOR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

The Chairman reported that this application had been withdrawn from the agenda prior to the meeting.

- 37 **17/0945N LAND AT NANTWICH ROAD ROUNDABOUT, WILLASTON: ADVERTISEMENT CONSENT - ERECTION OF 5 SPONSORSHIP SIGNS, NON-REFLECTIVE LAMINATED POLYCARBONATE SIGN ON THE ROUNDABOUT: A534 (CREWE RD) / A51 (NANTWICH BYPASS) / PARK RD (THE PEACOCK ROUNDABOUT) FOR MR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

The Committee considered a report regarding the above application.

RESOLVED – That, for the reasons set out in the report, the application be APPROVED subject to the following conditions:

1-6 standard advertisement conditions

Signs to be non-illuminated

Posts to be painted black

In accordance with approved plan- signs to be 1m by 600mm

- 38 **17/0933N ROUNDABOUT: CREWE ROAD/CREWE GREEN ROAD/ ELECTRA WAY (MMU ROUNDABOUT), CREWE: ADVERTISEMENT CONSENT FOR 4 SPONSORSHIP SIGNS ON THE ROUNDABOUT FOR MR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

The Committee considered a report regarding the above application.

RESOLVED – That, for the reasons set out in the report, the application be APPROVED subject to the following conditions:

1-6 standard advertisement conditions

Signs to be non-illuminated

Posts to be painted black

In accordance with approved plan- signs to be 1.5m by 600mm

- 39 **17/0828C ROUNDABOUT AT POCHIN WAY AND A54, MIDDLEWICH: ADVERTISEMENT CONSENT - ERECTION OF 4 SPONSORSHIP SIGNS ON THE ROUNDABOUT. ONE FACING EACH ENTRY POINT ONTO THE ROUNDABOUT FOR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

The Chairman reported that this application had been withdrawn from the agenda prior to the meeting.

The meeting commenced at 10.00 am and concluded at 2.24 pm

Councillor J Wray (Chairman)

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Application No: 16/3021N

Location: Former car park at Radway Green Road, Alsager, Crewe, CW1 5UJ

Proposal: Change of use from car park (sui generis) to a mixed B2 (general industrial) and B8 (storage and distribution). To be used for the storage of Cabins and Modular Accommodation and used as a Depot to work from.

Applicant: Emma Sands, AD Modular Ltd

Expiry Date: 18-Aug-2016

CONCLUSION:

This is a retrospective application on a 'brownfield' site, for a business providing employment. Whilst it is within the open countryside, it is ideally situated for access to the M6 making it locationally sustainable.

From an economic sustainability perspective, the scheme will provide employment opportunities in the local area and other economic benefits that would derive from that employment provision.

From an environmental and social perspective the proposal is considered to be acceptable in the impact upon, amenity, parking, highway safety and traffic generation terms.

Subject to the retention of the hedgerow on the boundary with Radway Green Road, to a minimum of 2 metres in height, the impact on visual amenity is considered to be acceptable.

It is necessary to impose a condition restricting the hours of operation in order to protect the amenity of nearby residential properties.

The proposals are considered to be a sustainable form of development which would comply with the relevant local plan policies and would not compromise key sustainability principles as set out in national planning policy.

RECOMMENDATION:

Approve subject to conditions

DEFERRAL

The application was deferred from the Southern Planning Committee meeting on 9th August 2017 to allow Members to visit the site prior to making a decision.

CALL IN

The application has been called in to Committee by Cllr Marren on the grounds of the modular units being stacked high causing harm to the character of the area.

PROPOSAL

The proposal is for a retrospective change of use from a car cark (sui generis), to a mixed B2 (general industrial) and B8 (storage and distribution) use. It is used for the storage of cabins and modular accommodation used as a depot to work from.

Fundamentally the site is being used for the storage of modular buildings that are then distributed to where they are needed.

SITE DESCRIPTION

The application site comprises a largely triangular shaped plot situated on the south eastern side of Radway Green Road, Alsager. It was formerly a car park serving the Radway Green ammunition factory run by BAE Systems.

RELEVANT HISTORY

No relevant planning history relating to this site.

NATIONAL & LOCAL POLICY

It should be noted that the Cheshire East Local Plan Strategy was formally adopted on 27th July 2017. There are however policies within the legacy local plans that still apply and have not yet been replaced. These policies are set out below.

Cheshire East Local Plan Strategy 2010-2030 July 2017

PG 2 Settlement Hierarchy

PG6 Open Countryside

SD 1 Sustainable Development in Cheshire East

SD 2 Sustainable Development Principles

SE 1 Design

SE 2 Efficient Use of Land

SE 4 The Landscape

SE 5 Trees, Hedgerows and Woodland

SE 9 Energy Efficient Development

SE 12 Pollution, Land Contamination and Land Instability

SE 13 Flood Risk and Water Management

PG 1 Overall Development Strategy

EG 1 Economic Prosperity

EG 2 Rural Economy

EG 3 Existing and Allocated Employment Sites

LPS 23 Radway Green Brownfield Alsager.

Borough of Crewe and Nantwich Adopted Local Plan 2011

BE.1: Amenity

BE.4: Drainage, Utilities and Resources

NE.17: Pollution Control

E.1: Existing Employment Allocations

The Haslington Neighbourhood Plan has only reached Regulation 7 stage and as such carries no weight.

National Policy:

The National Planning Policy Framework (NPPF) establishes a presumption in favour of sustainable development.

CONSULTATIONS:

Parish/Town Council: No comments received at the time of report writing.

Highways: No objection.

Environmental Protection: No objection.

Network Rail: No objection subject to units not being stored within 2 metres of the boundary with the railway.

Environment Agency: No objection.

Health & Safety Executive (Explosives Inspectorate): No objection subject to the modular buildings not being stacked to more than 12 metres in height.

Flood Risk Manager: No objection.

REPRESENTATIONS:

Neighbour notification letters were sent to neighbouring properties and a site notice posted.

At the time of report writing representations have been received from 5 properties. These can be viewed in full on the Council website. The representations express several concerns including the following:

- The site is an eyesore and needs to be screened
- The buildings are unsightly
- A planning application should have been submitted prior to the site coming into use
- Damage to highway verges
- Loss of privacy
- There are more units on the site than has been applied for

APPRAISAL

The key issues to be considered in the determination of this application are set out below.

Principle of Development

The site is the former car park for the BAE Systems site and is allocated as an existing employment site in the Crewe and Nantwich Replacement Local Plan. It is within Strategic Site Allocation LPS 23 in the Cheshire East Local Plan Strategy.

LPS 23 seeks to ensure that the site as a whole provides high quality employment for the area. The modular building business may not be considered to meet this requirement; however there is no definition within the policy of what constitutes high quality. The business does provide local employment and has been operating from the site for in excess of a year. If the business moved from the site it could easily be returned to its former use as no significant engineering works have taken place.

Spatial Planning have stated that there is no specific definition of 'high quality employment' and no definitive development brief for the site at the current time.

Given the strategic vision for the site in the future, it is considered that consent should be granted for a temporary period of two years, in case proposals come forward for significant redevelopment of the site.

Subject to a temporary consent for three years, it is considered that the proposal is acceptable in principle.

Sustainability

The National Planning Policy Framework definition of sustainable development is:

"Sustainable means ensuring that better lives for ourselves don't mean worse lives for future generations. Development means growth. We must accommodate the new ways by which we will earn our living in a competitive world. We must house a rising population, which is living longer and wants to make new choices. We must respond to the changes that new technologies offer us. Our lives, and the places in which we live them, can be better, but they will certainly be worse if things stagnate. Sustainable development is about change for the better, and not only in our built environment"

There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles:

an environmental role – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy

an economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places

and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;

a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and

These roles should not be undertaken in isolation, because they are mutually dependent.

ENVIRONMENTAL SUSTAINABILITY

Highways

The Head of Strategic Infrastructure (HSI) has assessed the application and raises no objection to it. This is due to the fact that the site was previously a large car park and therefore the change of use would be unlikely to lead to an increase in vehicle movements.

The HSI considers that the visibility at the access is acceptable and does not cause detriment to highway safety. There is adequate parking provision within the site to ensure that on-street parking is not generated from the site. There is no issue with on street parking in the area caused by the loss of the car park to the BAE Systems site.

Visual Amenity

When the development first came to the attention of the Council the modular buildings were stacked two high adjacent to the boundary with Radway Green Road, which was having a detrimental impact on the character and appearance of the area. Following discussions with the applicant all the double stacks adjacent to the boundary were reduced to single storey.

The hedgerow on the boundary has now been allowed to grow to a height that provides additional screening to the site. This has improved the appearance of the site and it is considered that if the application is approved, a condition should be imposed requiring retention of this hedgerow at a **minimum** height of 2 metres in order to ensure that an adequate level of screening is provided. The 'Principle of Development' section of this report refers to allowing a temporary permission for a period of three years. This would also allow for monitoring of the screening and operation of the site.

ECONOMIC SUSTAINABILITY

The Framework includes a strong presumption in favour of economic growth.

Paragraph 19 states that:

'The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth'.

Specifically, in relation to the rural economy the Framework identifies that planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development.

'The economic benefits of the development need to be balanced against the impact upon the open countryside.

The applicants occupied the site without the benefit of planning permission as they were under the misapprehension that it was not required. When approached by the Council they submitted the application and following advice, removed the double stacked units from the boundary of the site and submitted a revised layout plan.

The company has made it clear that it wants to work with the community and provide local employment, and to this end has been having active discussions with members of the Alsager Partnership.

Due to its previous use as a car park, it can be considered as previously developed land, albeit that it lies within open countryside. The Framework in paragraph 17 encourages the reuse of previously developed (brownfield) land provided that it is not of high environmental value. As the site was a hard surfaced car park, it certainly had no significant environmental value.

In paragraph 19 of the Framework, it is clear that the Government requires the planning system to do everything it can to support sustainable economic growth and to encourage not impede sustainable growth.

This is a business that is providing employment and supplying modular buildings to many sectors including industry, schools and healthcare. The site being in such close proximity to Junction 16 of the M6, is ideally placed for a business of this type that supplies sites across the country and as such it is considered to be locationally sustainable.

SOCIAL SUSTAINABILITY

The approval for the use of the site would retain existing employment to the benefit of the employees and the area.

Residential Amenity

Objections have been received from local residents expressing concerns about the impact on the visual amenity of the area, loss of privacy and operating at weekends, early mornings and late evenings.

The issue of visual amenity is an important one and as set out in this report, additional screening by the hedgerow is ongoing and should be secured by condition.

Having regard to privacy, the modular buildings, other than the office and welfare buildings are not and will not be occupied. As such they should have no adverse impact on the privacy of nearby residential properties.

The application form states that the hours of opening would be 7.00am to 4.30pm Monday to Friday, however the occupier of a nearby residential property has supplied photographs and emails stating that the site has been operating out of these hours. This includes Saturday at 8.00am and Sunday at 8.30pm.

Without a planning permission in place and the appropriate conditions being imposed, it is not possible for the Council to control this. Therefore should approval be granted, in order to control operations on the site, it is recommended that a condition should be imposed restricting operations to 7.00am to 5.00pm Monday to Friday, 9.00am to 1.00pm on Saturdays and no working on Sundays or public holidays. This would give flexibility to the business whilst also protecting the residential amenity of nearby properties.

Conclusion – The Planning Balance

This is a retrospective application on a 'brownfield' site, for a business providing employment. Whilst it is within the open countryside, it is ideally situated for access to the M6 making it locationally sustainable.

From an economic sustainability perspective, the scheme will provide employment opportunities in the local area and other economic benefits that would derive from that employment provision.

From an environmental and social perspective the proposal is considered to be acceptable in the impact upon, amenity, parking, highway safety and traffic generation terms.

Subject to the retention of the hedgerow on the boundary with Radway Green Road, to a minimum of 2 metres in height, the impact on visual amenity is considered to be acceptable.

It is necessary to impose a condition restricting the hours of operation in order to protect the amenity of nearby residential properties.

The proposals are considered to be a sustainable form of development which would comply with the relevant local plan policies and would not compromise key sustainability principles as set out in national planning policy.

RECOMMENDATION

That the application be APPROVED subject to the following conditions:

- 1. Approved plans**
- 2. Temporary permission for three years**
- 3. Hedgerow boundary with Radway Green Road retained at a minimum of 2 metres in height**
- 4. Modular buildings shall not be stacked on top of each other adjacent to the boundary with the site**
- 5. Modular buildings shall not be stacked in sets of more than 2**
- 6. Modular buildings shall not be stored within 2 metres of the boundary with the railway line**

- 7. Hours of operation restricted to 7.am to 5.00pm Monday to Friday, 9.00am to 1.00pm Saturdays with no working on Sundays and public holidays**

In the event of any changes being needed to the wording of the Committee's decision (such as to delete, vary or add conditions/informatives/planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning (Regulation) has delegated authority to do so in consultation with the Chairman of the Southern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.



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Application No: 17/0944N

Location: Land At, MIDDLEWICH ROAD WHITEHOUSE LANE ROUNDABOUT,
NANTWICH

Proposal: Advertisement Consent - Erection of 4 sponsorship signs on the
Roundabout: Middlewich Rd / Whitehouse Lane (Sainsbury's roundabout).

Applicant: Mr Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 14-Apr-2017

SUMMARY

The proposed development consists of the display of sponsorship signs.

The development would be acceptable in terms of amenity and public safety.

As such the application is recommended for approval.

RECOMMENDATION

APPROVE subject to conditions

PROPOSAL

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

Four non-illuminated signs 1m wide by 600mm high, 1 metre above ground, supported on wooden posts.

SITE DESCRIPTION

The proposal site is the roundabout at the Whitehouse Lane/Middlewich Road junction with the access round to Sainsbury's, Nantwich.

RELEVANT HISTORY

None

NATIONAL & LOCAL POLICY

It should be noted that the Cheshire East Local Plan Strategy was formally adopted on 27th July 2017. There are however policies within the legacy local plans that still apply and have not yet been replaced. These policies are set out below.

Cheshire East Local Plan Strategy

MP1: Presumption in Favour of Sustainable Development

SE1: Design

SD2: Sustainable Development Principles

SE4: Landscape

Borough of Crewe and Nantwich Replacement Local Plan 2011

BE1 Amenity

BE3 Access and parking

BE19: Advertisements and Signs

BE20: Advance directional signs

National Planning Policy

National Planning Policy Framework (NPPF)

Planning Practice Guidance- section 18b

Neighbourhood Plan – There is no Neighbourhood Plan in Nantwich

Other material considerations

Circular 03/2007 Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Extract from PPG section 18b:

Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

CONSULTATIONS

Head of Strategic Infrastructure - No objection

VIEWS OF THE TOWN/PARISH COUNCIL

Nantwich Town Council - The proposal will lead to increased visual clutter due to the multiplicity of signs and a distraction for motorists with the potential for harm to highway safety. The Town Council objects on the grounds of demonstrable harm to the appearance of the street scene and demonstrable harm to highway safety.

REPRESENTATIONS

None

APPLICANT'S SUPPORTING INFORMATION:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by Cheshire East council prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to National Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

Highways have confirmed that we do not need 1m clearance at all sites, but may at some and this will be decided during the highways safety audit. The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

APPRAISAL

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

This indicates that the main issues are amenity and public safety

Amenity

The site is situated on the edge of Nantwich, between a commercial area and residential development.

The signs would all be within the existing roundabout and would be non-illuminated. Given the commercial context of the area, the size of the roundabout and the non illuminated nature of the signage it is considered that there would be no adverse impact on the visual amenity of the locality.

The proposal is therefore considered to be in compliance with Policies BE1 and BE19 of the adopted local plan.

Highway safety

The Strategic Highways Manager raises no objections to the proposal. The proposed size and location of the signage on the roundabout is acceptable in highway safety terms, they do not interfere with visibility and no objections are raised.

The proposal is therefore considered to be in compliance with Policies BE3 and BE19 of the adopted local plan of the adopted local plan.

CONCLUSIONS

The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area. The proposals would not result in any demonstrable harm to the amenity of adjoining properties. The application proposals are therefore considered to be a sustainable form of development.

The proposed development is therefore considered to be in compliance with Policies MP1 (Presumption in Favour of Sustainable Development), SE1 (Design), SD2 (Sustainable Development Principles) and SE4 (Landscape) of the CELPS and Policies BE1 (Amenity), BE3 (Access and Parking) and BE19 (Advertisements and Signs) of the Borough of Crewe and Nantwich Replacement Local Plan and guidance contained within the National Planning Policy Framework.

RECOMMENDATION:

Approve subject to following conditions

1-6 standard advertisement conditions

Signs to be non-illuminated

Posts to be painted black

In accordance with approved plan- signs to be 1m by 600mm



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