

Application No: 12/4373N
Location: SITE ADJACENT SUNNYBANK CAR PARK, PYMS LANE, CREWE
Proposal: New build showroom with associated car parking
Applicant: Steve Elliot, BENTLEY MOTORS LTD
Expiry Date: 11-Feb-2013

SUMMARY RECOMMENDATION

APPROVE subject to conditions

MAIN ISSUES

**Principle of Development
Design Considerations and Landscaping
Parking, Highway Safety and Traffic Generation
Impact On Protected Species
Impact on Residential Amenity**

REFERRAL

This application is to be determined by the Southern Committee as it is a major development of over 1000sqm.

1. SITE DESCRIPTION

This application relates to a 0.83 ha site situated on the south side of Pym's Lane, Crewe. The site is rectangular in shape and is relatively flat with field boundaries defined by hedgerows and a post and rail fences.

The site is adjoined to the east by a car park and to the south and west by a Greenfield land all within the ownership of the applicant, Bentley Motors, whose main production facility is directly to the east. On the opposite side of Pym's Lane, is the Pym's Lane Waste Recycling Centre as well as other industrial and commercial units and associated parking further along.

The site falls entirely within the settlement boundary of Crewe as designated in the Borough of Crewe and Nantwich Replacement Local Plan 2011 and occupies part of a larger site waste allocation as designated in the Cheshire Waste Replacement Local Plan.

2. DETAILS OF PROPOSAL

Full planning permission is sought to construct a new build showroom with associated ancillary parking for Bentley Motors.

3. RELEVANT PLANNING HISTORY

P06/0022 – Outline Planning permission approved for Industrial Storage and Distribution (B1, B2 and B8) on 13th January 2006.

4. PLANNING POLICIES

National Policy

National Planning Policy Framework

Local Plan Policy

BE.1 Amenity
BE.2 Design Standards
BE.3 Access and Parking
BE.4 Drainage, Utilities and Resources
TRAN.3 Pedestrians
TRAN.8 Existing Car Parks
TRAN.9 Car Parking Standards

Other Material Policy Considerations

The Cheshire Waste Local Plan

5. OBSERVATIONS OF CONSULTEES (EXTERNAL TO PLANNING)

Environmental Health

No objection subject to conditions relating to hours of construction / use, a scheme to minimise dust emissions during demolition / construction and contaminated land.

Highways

No objection

United Utilities (UU):

No objection

Sport England

No comment

Natural England:

Refer to Standing Advice

Environment Agency:

No comment

6. VIEWS OF THE TOWN COUNCIL

N/A

7. OTHER REPRESENTATIONS

None received

8. OFFICER APPRAISAL**Main Issues**

The main issues in the consideration of this application is the principle of the suitability of the site for use as a showroom, the partial loss of a waste site allocation, the impact that the proposals would have on the character and appearance of the area, highways and parking, ecological considerations and neighbouring amenity.

Principle of Development

The application proposes the erection of a showroom facility for the adjacent Bentley Motors. The showroom would be separate from the main factory plant and would assist in the longer term vision and future expansion of Bentley Motors. In terms of the local plan, the site is within in the settlement boundary where development is acceptable provided that it is compatible with surrounding uses and accords with other relevant local plan policies.

In terms of compatibility, the use of this land is for a purpose which is ancillary to the adjacent employment use at Bentley Motors and is therefore considered to be acceptable and complimentary in principle when considering the proposal against the Crewe Local Plan. This end of the Pym's Lane area is predominantly commercial / industrial and therefore the proposal would not conflict with neighbouring uses.

However, owing to its location near to the Pym's Lane Household Waste and Recycling Centre, the site comprises part of a waste allocation (WM16A) in The Cheshire Waste Local Plan. As such, the site has been considered suitable in principle for the development of a range of waste management facilities with the purpose of forming part of an integrated network of sites capable of making adequate provision for waste arising within Cheshire. Thus, the potential loss of part of this allocation for potential future waste management use needs to be considered.

The Council's spatial plans section has confirmed that whilst the site subject of this application is partly within a waste allocation, the site is not actually safeguarded for waste use. The site is positioned in the corner of the allocation and as such, this application only results in a partial loss. Additionally, the applicant already owns the entirety of the site. Taking these factors into account, it is unlikely that the site would come to fruition as a waste site and therefore the site is not considered deliverable in the short to medium term. Furthermore, the proposal would only amount to a partial loss of the allocation, and there is scope within existing adjacent allocations (WM16A to the southwest) to accommodate future waste proposals.

The Council's Waste Strategy Manager has confirmed that they are not aware of any future plans to extend the adjacent Pym's Lane Household Waste and Recycling facility into the allocation relating to this site and as such it is considered that this partial loss would not impact on the borough's strategic provision of waste sites. This is supported by the fact that since the site was identified; no further progress has been made in terms of considering the potential of bringing forward the site for waste uses. Additionally, it is unlikely that site would be capable of being delivered for waste given that it is already within the ownership of Bentley Motors.

It is also important to acknowledge that the proposals will assist in the economic growth of Bentley Motors, a large local employer who are seeking to improve and reconfigure their facilities in order to work more effectively and efficiently within the main and production areas of the plant to enable future growth. As such, there are clear benefits arising from the scheme that would support job creation and the economic growth of the locality and the Borough. It is considered that such benefits would outweigh the loss of the site for potential waste uses. The principle of this development is therefore considered to be acceptable and in line with local and national policy.

Design and Landscaping Considerations

The Showroom building is a single storey simple rectangular box form with glazed curtain wall cladding on all four sides. An additional layer of curved woven stainless steel mesh panels would be applied over part of the north, east and west elevations for brand identification.

The frontage along Pym's Lane is defined by post and rail fence and as such the existing site is already evident from within the street. The introduction of the proposed building will alter the appearance of this part of Pym's Lane. However, it is considered that the proposed building will serve as a gateway to the commercial and industrial facilities that characterise this end of Pym's Lane and will help with the visual transition towards the main Bentley production plant. In any event, the proposed building will be single storey and set back slightly from the road as to not appear too intrusive.

There are no landscape designations on the application site. In the Cheshire Landscape Character Assessment the site lies within the Landscape character type 7: East Lowland Plain, specifically in the Wimboldsley Character Area 5. The site is typical of the character type of a predominantly flat, large scale landscape. The Landscape Officer considers that the site has the landscape capacity to accommodate the proposed development provided that details of any proposed peripheral mounding and a detailed landscape scheme are secured by condition.

Having regard to pattern and character of the existing development in the area, in design terms, it is not considered that the proposals will harm the visual appearance of the site or surrounding area. Subject to appropriate landscaping of the boundaries, which could be secured by condition, it is considered that the proposal would be respectful to the surrounding landscape.

Parking, Highway Safety and Traffic Generation

Policy BE.3 deals with access and parking and states that development will only be permitted where proposals provide:

- safe pedestrian access
- the provision of any off street parking
- manoeuvring and operational space should be designed to minimise visual impact
- safe vehicular access and egress arrangements

Access to the showroom is to be provided off an internal road served by an access off Pyms Lane that will cater for the car currently proposed under planning ref; 12/4426N. The new access can provide the required level of visibility to the facilities proposed although there is need to remove two existing trees in order for the visibility splays of 2.4m x 120m to be achieved. There will be sufficient parking spaces provided for the showroom with its own ancillary parking and as such will be self contained. The Strategic Highways Manager has recommended the provision of a footway and a pedestrian crossing further along Pyms Lane, but is considered that these would not be required as a consequence of this development. The scheme is found to be in compliance with local plan policy BE.3.

Impact on Protected Species

The Council's Nature Conservation has considered the application. Having regard to the surroundings, the Nature Conservation Officer considers that whilst the proposal will result in the loss of some grassland, the impact will only be at the local level. Further, he notes that a significant length of new hedgerow is proposed as part of the development. A suitably managed native species hedgerow would go some way to towards compensating for the loss of biodiversity associated with the proposed development. This will be secured as part of the landscaping scheme. There may be potential for breeding birds and therefore a condition relating to breeding birds is recommended. Consequently, the scheme is deemed acceptable in term of nature conservation considerations.

Impact on Residential Amenity

The surrounding uses are predominantly commercial and industrial and therefore the proposal will not directly impact on the amenity afforded to any nearby residential uses. The scheme is therefore deemed to be compliant with local plan policy BE.1.

10. REASONS FOR APPROVAL

The principle of the development is compatible with surrounding land uses and would facilitate the delivery of new jobs and economic growth for Bentley Motors, a large local

employer. Whilst the site does form part of a site waste allocation in the Cheshire Waste Replacement Local Plan, it is considered that this partial loss would not impact on the borough's strategic provision of waste sites and the benefits of the scheme would outweigh this loss. The design of the proposals would not impact detrimentally on the character, appearance or landscaping of the site. The proposal is considered to be acceptable in terms of its impact upon residential amenity, highways and parking and it therefore complies with the relevant local plan policy requirements and accordingly is recommended for approval.

11. RECOMMENDATION

APPROVE subject to the following conditions:-

- 1. Standard 3 year time limit**
- 2. Accordance with Amended Plans**
- 3. Materials to be submitted**
- 4. Landscaping submission – to include native species and details of any mounding**
- 5. Landscaping implementation**
- 6. Breeding bird survey to be carried out prior to commencement of any works during nesting season**
- 7. Construction of Access in accordance with approved plans**
- 8. Hours of construction limited**
- 9. Hours of operation limited**
- 10. Details of lighting to be submitted prior to first use**

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