

Application No: 14/0515N

Location: New Bentley Showroom Land Adjacent SUNNYBANK CAR PARK, CREWE

Proposal: Variation of condition 9 (hours of opening) on approval 12/4373N - New build showroom with associated car parking

Applicant: Bentley Motors Ltd

Expiry Date: 25-Apr-2014

SUMMARY RECOMMENDATION

APPROVE subject to conditions

MAIN ISSUES

**Principle of Development
Impact on Residential Amenity**

REFERRAL

This application seeks to amend a condition which was attached to a major application that was determined by the Southern Planning Committee.

1. SITE DESCRIPTION

This application relates to the site of new Bentley Showroom positioned on the southern side of Pym's Lane within the Crewe settlement boundary. 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.

1. DETAILS OF PROPOSAL

This application seeks permission to amend the hours of opening for the new Bentley Showroom that was approved under planning ref; 12/4373N.

Condition number 9 restricted the hours of opening to between the hours of 09.00 to 17.00 Monday to Sunday. This application seeks to vary the hours to between 08.00 to 17.00

Monday to Sunday and so that they can open up to 23.00 on four occasions each month between Monday to Friday and on one occasion each month on a Sunday evening.

3. RELEVANT PLANNING HISTORY

There is an extensive planning history for the Bentley Motors site. However, the only applications of relevance to this proposal are as follows:

12/4373N - New build showroom with associated car parking approved on 6th February 2013

12/4426N - Proposed development of the site to provide a permanent car park with a total of 1817 car parking spaces plus lorry parking for up to 14 HGV's – Approved 03-Jun-2013

4. PLANNING POLICIES

National Policy

National Planning Policy Framework

Relevant Local Plan Policies

BE.1 Amenity

Cheshire East Local Plan Strategy – Submission Version

Paragraph 216 of the National Planning Policy Framework (NPPF) states that, unless other material considerations indicate otherwise, decision-takers may give weight to relevant policies in emerging plans according to:

- the stage of preparation of the emerging plan (the more advanced the preparation, the greater the weight that may be given);
- the extent to which there are unresolved objections to relevant policies (the less significant the unresolved objections, the greater the weight that may be given); and
- the degree of consistency of the relevant policies in the emerging plan to the policies in the NPPF (the closer the policies in the emerging plan to the policies in the Framework, the greater the weight that may be given).

In view of the level of consultation already afforded to the plan-making process, together with the degree of consistency with national planning guidance, it is appropriate to attach enhanced weight to the Cheshire East Local Plan Strategy - Submission Version in the decision-making process.

At its meeting on the 28th February 2014, the Council resolved to approve the *Cheshire East Local Plan Strategy – Submission Version* for publication and submission to the Secretary of State. It was also resolved that this document be given weight as a material consideration for Development Management purposes with immediate effect.

Cheshire East Local Plan Strategy – Submission Version Policies:

Policy SD2 Sustainable development principles

5. OBSERVATIONS OF CONSULTEES (EXTERNAL TO PLANNING)

Environmental Protection:

No objection, subject to hours of construction being restricted.

6. VIEWS OF THE CREWE TOWN COUNCIL

No comments received

7. OTHER REPRESENTATIONS

None received

8. OFFICER APPRAISAL

Main Issues

Considerations relating to the suitability of the site for use as a showroom have already been accepted and the proposed amendments do not raise issues relating to highways, parking, traffic generation or any other material planning considerations. The main issue to consider as a result of the proposed change in hours of opening is the potential impact on any neighbouring properties.

Impact on Residential Amenity

The nearest residential properties to the site front onto Middlewich Road to the West, and include 'Brassey Bank', 'Bridge Farm' and 'Oakleigh Farm'. The latter would be mostly affected by the proposal given that it is the nearest property. However, the new showroom still achieves a distance of at least 150 metres with this neighbour.

This proposal would allow the showroom to open 1 hour earlier in the mornings from 08.00 instead of 09.00. The proposed amendment would also allow the showroom to open later (until 11 pm) but this would be, in terms of the information submitted by the Applicant, on an infrequent basis being four times a month on weekdays and 1 time per month on a Sunday.

Having regard to the generous separation with the nearest neighbours and the industrial / commercial nature of the area, it is considered that the proposals would not materially harm neighbouring residential amenity. In the absence of any objection from Environmental Protection, the scheme is deemed to be compliant with local plan policy BE.1 and would facilitate the business and economy by assisting a large local employer.

10. REASONS FOR APPROVAL

The principle of the development has already been accepted. The extended hours of opening are considered to be acceptable in terms of their impact upon residential amenity and

therefore the proposal complies with the relevant local plan policy requirements and accordingly is recommended for approval.

11. RECOMMENDATION

APPROVE subject to the following conditions:-

- 1. Accordance with Amended Plans**
- 2. Materials in accordance with those details already discharged**
- 3. Landscaping in accordance with those details already discharged**
- 4. Landscaping implementation**
- 5. Breeding bird survey in accordance with those details already discharged**
- 6. Construction of Access in accordance with approved plans**
- 7. Hours of construction limited**
- 8. Hours of opening limited to times specified**
- 9. Details of lighting in accordance with those details already discharged**

