

Report for Resolution

Report to Planning Applications Committee
Date 10 November 2011
Report of Head of Planning Services
Subject 11/01747/F 73 Whiffler Road Norwich NR3 2AU

Item
5(2)

SUMMARY

Description:	Demolition of existing buildings and erection of new showroom, vehicle preparation workshop, car wash, external car sales display areas and car parking for use as car sales site (Class Sui Generis).
Reason for consideration at Committee:	Major Development & Departure
Recommendation:	Approve
Ward:	Mile Cross
Contact Officer:	Mr Lee Cook Senior Planner 01603 212536
Valid Date:	30th September 2011
Applicant:	Car Shops Limited
Agent:	Lanpro

INTRODUCTION

The Site

Location and Context

1. This application relates to the site of the former Autowrappers factory on the corner of Drayton Road and Boundary Road, accessed off Whiffler Road, and opposite the Asda store. The site of 2.24 hectares is currently vacant and has been so since 2007.

Constraints

2. The adjacent Drayton Road and Boundary Road are part of the major road network. The site falls within the Bayer CropScience outer consultation Zone. The area of the site and land to the south-east is a designated general employment area. There are a number of highway trees running close to the north and west boundary of the site.

Topography

3. The site undulates in level and in parts is lower than the adjacent Drayton Road. The site generally slopes to the south-east.

Planning History

The property has a long standing commercial/industrial use and various applications were submitted up to 2000 to support that use e.g. **4/1995/0131** - (1) Two non illuminated free standing signs. (2) Two illuminated wall mounted panel signs. (TEMP - 15/03/1995); **4/1997/0077** - Two externally illuminated high level signs and one non-illuminated low level sign. (TEMP - 10/03/1997); **4/2000/0977** - Extension of chimney. (Approved - 09/04/2001)

There have also been three previous applications to redevelop the site with a retail warehouse, the latter also including small industrial units: **4/1999/0203** - Redevelopment of site to provide approximately 6331sq.m. of retail floorspace with ancillary parking and servicing, vehicular entrance from Boundary Road and construction of road and access between Drayton Road and Whiffler Road (revised proposal). (Withdrawn - 15/04/2002) **06/00642/F** - Redevelopment of the GEI Autowrappers site to provide a non-food retail warehouse (A1) and three industrial units (B1, B2, B8) together with access and servicing arrangements and landscaping. (Withdrawn - 02/11/2006). **07/00472/F** - Redevelopment of the Gei Autowrappers site to provide a non-food retail warehouse (A1) and 3 no. industrial units (B1, B2 and B8) together with access and servicing arrangements and landscaping. (Refused - 29/08/2008). An appeal against this refusal was subsequently withdrawn.

Application **11/01748/A** - Display of: 1) 4 No. internally illuminated building signs; 2) 2 No. internally illuminated signs below the canopy area; and 3) 3 No. internally illuminated forecourt totem signs for the current applicant is pending decision.

Equality and Diversity Issues

There are no significant equality or diversity issues.

The Proposal

4. The application seeks to change the use of the Whiffler Road former Autowrappers site from B1/B2 use to car sales (sui generis), including B class uses in the form of a workshop.
5. The application includes demolition of existing buildings. The new building will be two storeys in height with rest rooms, offices and training rooms on the first floor. The showroom will be 2,415m² and vehicle preparation workshop will be 675m². External space is made up of car wash, external car sales display areas and car parking for use by staff and visiting members of the public.

Representations Received

6. Advertised on site and in the press. Adjacent and neighbouring properties have been notified in writing. No letters of representation have been received.
7. The scheme was also subject of local consultation by the applicant and again no responses have been reported as being received.

Consultation Responses

8. **Health and safety Executive:** The site falls within the Bayer CropScience outer consultation zone. A desk top PADHI consultation has been undertaken with the result that development is not advised against.
9. **Norfolk County Council – Strategic Highways:** No comment – NCC raised no strategic objection at pre-application stage.
10. **Norfolk County Council – Strategic Planning:** No comment
11. **Environment Agency:** After careful consideration of the information submitted, have no objection to the application subject to the imposition of conditions covering issues of infiltration drainage design; surface water storage within the car park area; maintenance of the surface water drainage system; discharge of the car wash to the foul sewer only; and prevention of further works should contamination be found. Other informatives are also suggested for inclusion on the decision notice.
12. **Anglian Water:** There are assets close to or within the site and an informative is suggested bringing this to the applicants' attention. Sewerage system at present has available capacity for foul sewerage flows. The preferred surface water disposal would be to a sustainable drainage system and the Planning Authority will need to seek the views of the Environment Agency and would request a condition requiring a drainage strategy covering site issues. Discharge of trade effluent to a public sewer requires Anglian Water consent and an informative is requested in this regard.
13. **Historic Environment Services:** Have requested a watching brief condition.
14. **Broadland District Council:** No comment
15. **Policy:** Although the proposal is not in accordance with the Local Plan policy, it does contribute to wider economic objectives and is in compliance with recent national policy and JCS policy. Additional evidence, such as a Business Plan which indicates how and when jobs will be created and the prospect of long term job retention, would help to support the case for this material consideration outweighing the local plan policy constraints.
16. **Transportation:** Car sales/servicing operations are comparatively benign uses in traffic terms and this view accords with the submitted Transport Assessment. The proposed use should be acceptable in principle particularly as no new accesses are being created to the main highway network, with access being retained from Whiffler Road only. A travel plan has been submitted with the application which shows a 10% reduction in vehicle use by staff within 5 years. Given the reduced peak hour traffic impact over the current approved use of the site and provision of other cycle facilities on site it is suggested that in the circumstances any travel plan requirement could adequately be dealt with by condition.
17. In terms of forecourt signs these are not an issue from a highway safety perspective. Site ownership confirmation is also required to determine if totem signs are on the highway or not.
18. **Design Officer:** Discussions have focussed on adapting the design so that it creates an imposing building on this important road junction, but not one that is overly dominant. Important that the existing landscape is maintained and new building

continues to be seen within a landscaped setting. The building could appear overly dominant and bulky; however the canopy reduces the impression of bulk and creates a focal point. The amount and size of signage proposed is in my opinion excessive. Signs proposed to drop down from the canopy counter the 'lightness' of the canopy and effect this has on reducing the impression of bulk. Overall, the demolition of the existing building and redevelopment of the site with this new design should enhance the appearance of the neighbourhood.

19. **Arboricultural Officer:** There are potential arboricultural impacts relating to this application that have not been addressed by the submission of an Arboricultural Implications Assessment (AIA). There is nothing in the proposal that would be contentious enough in tree terms to recommend a refusal on such grounds. However it is crucial that an AIA is submitted that provides for the protection of all retained trees on and adjacent to the site and that shows some analysis of any potential ground changes that may result within or adjacent to any root protection area, such as changes in surfacing, new landscape planting, digging of fence post-holes etc. and which addresses such issues in an Arboricultural Method Statement. The AIA should be submitted for consideration before the application is determined; failing this it is of utmost importance to condition any permission to provide an AIA to the Council's approval and also to factor in to the conditions full compliance with the approved AIA
20. **Ecology:** Having viewed the ecological survey and reptile survey report I now feel that this issue has been satisfactorily addressed, and the mitigation measures proposed should accommodate the needs of any reptiles present that might not have been picked up by the survey. The biodiversity enhancement measures recommended in the survey (wildlife-friendly shrub and bulb planting and provision of bird and bat boxes) should be incorporated into the development. Not only is the development site itself reasonably large, it is also fairly close to several sites with existing biodiversity interest so there is definite scope for enhancing the biodiversity value of the whole area. The main mitigation measure, apart from those concerning reptiles, will be to ensure that any site clearance work is undertaken outside the main bird breeding season or is supervised. Although no reptiles were found during the course of the survey, as the report itself states there is a possibility that reptiles may be present and the report recommends comprehensive mitigation and enhancement measures, some of which would also benefit other wildlife such as amphibians, many invertebrate species and possibly small mammals. Conditions and informatives are suggested to cover these points.
21. **Pollution Control:** There is no history of contaminative uses on this site other than it was an unspecified 'factory or works'. The site does appear on our prioritisation list for investigation, though it has been given a 'negligible' risk rating. Having considered the reports I am happy that the site is not grossly contaminated. I would therefore reiterate the Environment Agency's request for a precautionary condition re unknown contamination being discovered during the construction phase. I would also request a condition to address any requirement to import soil or topsoil onto site certified to confirm its source and that it is appropriate for its intended use. Also suggests condition in respect of loss of amenity due to nuisance lighting; the installation of any plant or machinery on the premises; and details of any extract ventilation or fume extraction system. Informatives for the demolition/construction phase are also requested.

ASSESSMENT OF PLANNING CONSIDERATIONS

Relevant Planning Policies

Relevant National Planning Policies

PPS1	Delivering sustainable development
Supplement to PPS1	– Planning and Climate Change
PPS4	Planning for Sustainable Economic Growth
PPG13	Transport
PPS23	Planning and Pollution Control
PPS25	Flood Risk

Relevant policies of the adopted East of England Plan Regional Spatial Strategy 2008

E1	Job Growth
ENG1	Renewable energy sources
ENV7	Quality in the built environment
WM6	Waste management in development

Relevant policies of the adopted Joint Core Strategy for Broadland, Norwich and South Norfolk 2011

Policy 1	Addressing climate change and protecting environmental assets
Policy 2	Promoting good design
Policy 3	Energy and water
Policy 5	The economy
Policy 6	Access and transportation
Policy 12	Norwich urban area

Relevant saved policies of the adopted City of Norwich Replacement Local Plan 2004

EP1	Contaminated land and former landfill sites
EP3	Health and safety consultations
EP16	Water conservation and sustainable drainage systems
EP17	Protection of watercourses
EP18	High standard of energy efficiency for new development
EP20	Sustainable use of materials
EMP5	General employment area
HBE12	High quality of design
NE9	Comprehensive landscaping scheme and tree planting
SR12	Green Links
TRA3	Modal Shift measures
TRA6	Car parking standards – maxima
TRA7	Cycle parking standards
TRA8	Servicing Provision
TRA11	Contributions for transport improvements in wider area
TRA12	Requirement for travel plans
TRA14	Enhancement of pedestrian environment and safe pedestrian routes
TRA18	Major Road Network

Supplementary Planning Documents and Guidance

Transport Contributions SPD (draft for consultation January 2006)
Trees and Development SPD (adopted September 2007)

Energy Efficiency and Renewable Energy SPD (adopted December 2006)
Flood risk and development (June 2006)
Statement of community involvement – March 2010.

Other material considerations:

Written Ministerial Statement: 23 March 2011: Planning for Growth

Support of enterprise and sustainable development.

Consultation Draft National Planning Policy Framework July 2011

Principle of Development

Policy Considerations

22. The site has been vacant for several years and, despite now being enclosed by site hoardings, has been subject to vandalism and other anti-social behaviour and the site and buildings are in a poor condition. The site is allocated in the Replacement Local Plan (RLP) as part of a General Employment area through policy EMP5.3 - Whiffler Road.
23. Policy EMP5 and the Greater Norwich Employment Sites and Premises Study, seek to retain employment land in employment uses. EMP5 requires that within areas defined for general employment uses within B1, B2 and B8 and other specific uses, such as ancillary or leisure uses will be permitted. Whilst change of use to car sales is not consistent with this Local Plan policy, the workshop element of the proposal is.
24. There are however occasions whereby a use could be approved if there are material considerations which would justify making an exception to policy. In this case, it is important to assess whether the proposal would cause demonstrable harm, lead to the loss of employment floorspace or undermine the use of the area for employment activities, or result in an unsustainably located development which would be contrary to the wider policies that seek to achieve a balance between social, economic and environmental considerations.
25. Since adoption of the RLP in 2004, there have been significant policy changes of relevance to the proposal. National policy in PPS4 introduced in 2009 defined economic development, in addition to B class uses, to include new development providing employment opportunities, generating wealth and producing an economic output. This could therefore cover significant employment generating uses such as the mixed workshop and car sales use proposed. PPS4 also promotes economic development which will assist regeneration, particularly in deprived areas. As PPS4 is a material consideration which post dates the adoption of the local plan policy, the proposal should be considered in relation to these changes
26. Job growth is required in the greater Norwich area under Policy E1 of the East of England Plan, adopted in 2008, and Joint Core Strategy Policies 5 and 12, adopted 2011. The former requires an indicative target of 35,000 new jobs between 2001 and 2021 and the latter 27,000 new jobs between 2008 and 2026. The recently adopted JCS also requires that "Land identified for employment on proposals maps will only be considered for other uses that are ancillary and supportive to its employment role." The definition of employment uses is that established in PPS4, rather than the previous B classes use definition the Local Plan policy is based on.
27. In addition to the above policy changes, consideration should also be given to additional issues relevant to the proposal as set out in its accompanying planning statement. The applicant has explored the availability and suitability of other sites within the area to bring forward the new employment use and found that no suitable alternative sites are available. Although there is no requirement for a sequential test under PPS4 for non town centre uses, the planning statement does show that the site is an appropriate location for such a use, particularly as it will add to a cluster of

related car sales and repair uses on neighbouring sites and work opportunities within the area.

28. The employment density proposed is also acceptable; over 100 full time jobs will be created on a site of just over 2 hectares in an area of high social deprivation and training opportunities will be provided. The proposal will bring long-term vacant premises back into productive use, assisting the regeneration of the industrial estate in a period of economic downturn. It is considered that the development would therefore not affect the overall balance of uses of B1, B2 and B8 in the area or lead to a loss of employment opportunities.

Design

Form, Scale and Design

29. The nature of the use of the building as a car showroom means that the building itself will be a relatively straightforward commercial box construction. If not carefully approached and detailed such a building could appear overly dominant and bulky.
30. Discussions have focussed on adapting the design so that it creates an imposing building on this important road junction, but not one that is overly dominant. The corner is heavily landscaped and it is important that the existing landscape is maintained so that the new building continues to be seen within a landscaped setting; it is encouraging to see that low level planting is proposed around the site and that existing trees are being retained. The Whiffler Road area to the SE is unstructured in terms of its development and there are less constraints here in terms of setting that the design needs to be take account of.
31. The introduction of the canopy on the corner facing the adjacent road junction has both reduced the impression of bulk and creates a focal point. The relatively simple lines and cladding of the main building should create a less dominant backdrop and overall the scheme will create a simple modern building sitting within the site. It is suggested to condition cladding materials and colour so that the building does not appear 'too heavy' in appearance.
32. The amount and size of signage originally proposed with a sign to the roof and 3 totem signs within the forecourt were considered to be excessive. The roof sign has been removed and a totem sign originally proposed next to the adjacent road junction has been removed from the scheme. As an alternative, signs are proposed below the canopy at its corner. The design ensures that the canopy is retained as a distinct design element and the changes made overcome earlier concerns and maintain lightness to the building and canopy. The signage proposed should also adequately address advertisement requirements whilst not adversely impacting on the visual amenity or safety of the area. Overall, the demolition of the existing building and redevelopment of the site with this new design should enhance the appearance of the neighbourhood.

Transport and Access

Vehicular Access and Servicing

33. Adequate space is provided for servicing (bin storage etc) and space provided for an 11m rigid vehicle and service bay within the site. Site access is via the existing estate road via the end of Whiffler Road and is considered acceptable in terms of the new use. Previous applications for alternative uses of the site have been via the adjacent major road network and this new proposal overcomes previous objections to earlier applications in terms of access.
34. However, suitable treatment and wording within any forecourt signs is required to ensure adequate direction for visitors to the site to prevent vehicles parking on the main highway. This matter has been made clear to the applicant and is being dealt

with under the advertisement application.

Car and Cycle Parking

35. The number of car parking spaces has been reduced from the level calculated by the agent using County parking standards at pre-application stage, which are generally more relaxed than maximum car parking applied within the City. The car park is shared between staff and customers with 50 staff on site at any one time and peak customer visits comparable to other sites at between 4 and 30 visits. Parking levels as revised would appear to be acceptable and at a balance to assist in any potential modal shift. Space for motorcycle parking is also available on site. It is suggested that these areas are protected in their use by condition to prevent car sales or storage taking place within this area.
36. In terms of cycle parking exact numbers and location have been discussed in terms of an appropriate proportionate number for the use of the site. A secure cycle store is provided and this appears to be in the safest location on-site for the store. There is a locker room being provided as shown on the floor plan for the building and showers/wash facilities for staff on site. Cycle visits by customers is likely to be minimal but some cycle parking for customers close to the entrance to the building is also shown to be provided. The provision of these facilities is suggested to be covered by imposition of suitable conditions

Pedestrian Links

37. A review of pedestrian access points to the site from Drayton Road/Boundary Road given the potential for visitors arriving on foot from other commercial destinations in the area has been undertaken. The front boundary will be protected by a low post and rail fence. Given that the final route of these will not be known until the site is in operation a condition is suggested to enable provision in line with an assessment of future desire lines into the site.

Transport Assessment and Travel Plan

38. The applicant has provided a travel plan to encourage some additional modal shift for employees travelling to the site. They are suggesting a 5% reduction in 5 years which amounts to a reduction of 2 ½ vehicle movements. Monitoring arrangements would normally be required by way of a S106 agreement or undertaking. From the transport assessment there is a clear indication that peak hour movements will be reduced from the level of previous commercial use of the site. The intent of the applicant is welcomed and given that the travel plan reduction is in addition to a reduction in existing peak hour movements arising from the new use it is considered that any travel plan requirement can adequately be dealt with by condition. Given the net reduction in peak hour traffic movements compared to the former use no transport contribution would arise from the proposed development as required by policy TRA11.

Environmental Issues

Site Contamination and Remediation and Waste Management

39. Contamination Report Site Re-appraisal and supporting information has been received and reviewed for the site. It is considered that these reports satisfy the requirements of PPS23, with respect to providing a preliminary risk assessment, including a desk study, conceptual site model and initial assessment of risk. The intrusive investigation has not identified any levels of contaminants that would appear likely to pose a significant risk to controlled waters, although this investigation has not included the area beneath the building. Therefore, based on the information so far provided it is suggested that a condition is imposed requiring that if contamination not previously identified is found to be present then no further development is carried out until a remediation strategy detailing how this

unsuspected contamination shall be dealt with has been agreed.

40. The pollution control officer has also identified potential issues of imported soil or topsoil onto site and materials to be removed from the site arising from demolition and site clearance. These would amount to a management issue partly under the control of Pollution Control and suitable conditions and informatives are therefore suggested to cover the above issues.

Flood Risk

41. The proposed development increases the existing impermeable area of 1.10 hectares to 1.54 hectares and therefore the proposed development will increase the volume of runoff produced. The FRA proposes that the new impermeable building and car park development is drained to a soakaway under the proposed car park using infiltration to drain the proposed development reducing the discharge to the sewer. The soakaway and pipe network has been designed to store all the surface water in the 1 in 100 year rainfall event including climate change.
42. In extreme rainfall events in excess of the capacity of the pipe network, the surface water would fall to the south east area of the site in the location of the proposed parking area. This could store up to 250m³ of surface water if the kerbs were raised to 100mm high to contain the water. This, along with the proposed topography sloping away from buildings, would reduce the surface water flood risk to occupants of the proposed development. As suggested by the Environment agency details of surface water issues should be provided at the discharge of conditions stage.
43. The adjacent road will also continue to drain to Anglian Water Sewer as it does currently. This arrangement has previously been accepted by Anglian Water and therefore the road drainage will not affect the proposed surface water scheme for the new development. The FRA states that the surface water drainage system would be maintained by The Car Shop. Details of the long-term adoption and maintenance should also be required by condition

Archaeology

44. The proposed development lies in an area of linear cropmarks recorded on the Norfolk Historic Environment Record. The nature of these cropmarks is unknown, but they may be in association with an adjacent find of a Bronze Age axehead. The Historic Environment Services has therefore requested a condition, in accordance with Policy 12.3 of PPS 5 in relation to the monitoring of works under archaeological supervision and control.

Energy Efficiency and Renewable Energy

45. Policy 3 of the Joint Core Strategy which extends policy ENG1 for the provision of on-site energy sources seeks to maximise energy production on site, beyond 10% where possible and viable, and also seeks sustainable methods of construction. In their supporting documents the agent indicates that the scheme would explore methods of sustainable construction to maximise energy efficiency.
46. The applicants have also provided information on renewable energy systems and investigated the provision of photovoltaic solar PV panels to the roof of the building to provide energy potentially in excess of the 10% energy requirement under policy ENG1 of the East of England Plan and to meet provision required under Policy 3 of the Joint Core Strategy. It is felt that in the circumstances the policy requirement for energy production could adequately be covered by condition

Water Protection and Conservation

47. The site is classified as being within Source Protection Zone III of the Environment Agency's groundwater protection policy. This means that any pollutants entering the groundwater below this site could contaminate the public water drinking supply. The applicant should ensure that adequate pollution control measures are in place and in particular with regard to the vehicle washing effluent can be contained and is directed to the foul sewer. The agent has confirmed that this will be the case a

condition is also suggested to cover this point.

48. The JCS policy 3 also seeks a response from new development for the protection of water quality and availability. The agent has provided details about sustainable construction and assessment within the application. Again it is felt likely that in the circumstances the policy requirement for water efficiency could adequately be covered by condition.

Noise, Plant and Machinery and Lighting

49. The site is within a commercial area and adjacent to the main outer ring road to Norwich. Although there is unlikely to be any impact on residential amenity conditions are suggested in terms of plant and machinery; fume and extract systems; and lighting design to ensure that there are no adverse impacts on adjacent occupants or in terms of the visual amenity of the area.

Trees and Landscaping

Loss of Trees or Impact on Trees

50. There are a number of existing highway trees within this area and a few further trees within the development site itself. Main impacts will be from changes in surfacing, new landscape planting, digging of fence post-holes etc. There is nothing within the proposal that would be contentious enough in tree terms to recommend a refusal on such grounds and is an improvement in terms of previous proposals which sought removal of street trees from the adjacent area.
51. An assessment will be required, however; of likely tree protection impacts and the applicant has engaged an arboriculturist to carry out a tree survey and produce relevant documents to show that trees will be protected during demolition and construction phases together with method statements to show how the above works will take place

Replacement Planting and Ecology Issues

52. The main ecology issues in relation to this proposal are the potential effect on the trees present in the area and impact on any protected species during and following development stages. The applicant has reviewed standing guidance and submitted two reports (ecology report and specific reptile report) as an assessment of the site and buildings. The reports show that no protected species appear to be present on site but do suggest that a scheme of enhancements is agreed.
53. No trees are shown to be removed from the site and landscaping is proposed to the main road frontages together with enhancements within the site. The mitigation measures proposed for shelter areas within the site should accommodate the needs of any reptiles present that might not have been picked up by the survey to offset any habitat impact. Demolition should take place outside of nesting season but an informative is suggested on this matter to advise on best practice. Other habitat improvements such as possible nesting boxes should be sought as part of the scheme given the potential enhancements which could accrue to the wider area and species affected. Conditions are suggested in relation to landscape and biodiversity matters.

Conclusions

54. The applicant has explored the availability and suitability of other sites within the area to bring forward the new employment use and found that no suitable alternative sites are available. The employment density proposed is also acceptable with over 100 full time jobs potentially being created and training opportunities provided on a site of just over 2 hectares in an area of high social deprivation. National policy in PPS4 introduced in 2009 defined economic development, in addition to B class uses, to include new development providing employment opportunities, generating

wealth and producing an economic output. This could therefore cover significant employment generating uses such as the mixed workshop and car sales use proposed. PPS4 also promotes economic development which will assist regeneration, particularly in deprived areas. In this instance it has been shown that there are material considerations which would justify making an exception to the 2004 policy to allow the proposed development.

55. The proposal would result in an appropriate and satisfactory form of development that would bring back this vacant site into employment use and help enhance use of the estate overall. The siting and design of the building and layout of the site would create an acceptable relationship to its surroundings and the scheme would maintain the character and the appearance of the area. Trees are being retained on and adjacent to the site and additional landscaping proposed to help retain a landscape setting to the site. Safe access and use should be achievable subject to the imposition of conditions. The installation of associated lighting, plant and equipment is considered to be achievable without detriment to amenity subject to the conditions recommended and there are not considered to be any detrimental impacts to the amenity of neighbouring premises by virtue of noise or odour pollution which would arise or could not be adequately dealt with by condition. Subject to conditions construction phase and the resultant scheme should also be able to adequately respond to issues of contamination, archaeology and flood risk.

RECOMMENDATIONS

To approve Application No 11/01747/F 73 Whiffler Road Norwich NR3 2AU and grant planning permission, subject to the following conditions:-

- 1) Commencement within 3 years;
- 2) Development to be in accordance with approved drawings listed;
- 3) Details of cladding and colour; external lighting; cycle storage
- 4) Access road, site links, car parking, bin stores to be provided in accordance with approved plan
- 5) Details of installation and maintenance of energy requirements to be achieved through decentralised and renewable or low-carbon sources
- 6) Details of water efficiency methods;
- 7) Details of archaeological site monitoring/supervision
- 8) Detail of arboricultural information;
- 9) Compliance with approved arboricultural information;
- 10) Retention of tree protection;
- 11) Details of landscaping and ecology enhancements;
- 12) Landscape maintenance;
- 13) Extent of site area used for car sales and display shall be in accordance with site layout plan;
- 14) Control on use of parking area;
- 15) Compliance with travel plan and details of travel schemes;
- 16) Details of pedestrian links;
- 17) If, during development, contamination not previously identified is found to be present no further development carried out until a remediation strategy is submitted and approved detailing how this unsuspected contamination shall be dealt with;
- 18) Control on import of top soil;
- 19) Details of who shall maintain the surface water system and the maintenance actions that shall be undertaken throughout the lifetime of the development;
- 20) Details and drawings showing how the car park will be designed to store excess surface water in an extreme rainfall event, as outlined in the FRA;

- 21) An infiltration drainage scheme incorporating soakaways shall be implemented prior to the completion and occupation of the development;
- 22) Plant and machinery;
- 23) Fume or extract system.

Reasons for approval

The decision has been made with particular regard to PPS1, PPS4, PPG13, PPS23 and PPS25 policies E1, ENG1, ENV7 and WM6 of the east of England Plan 2008; Policies 1, 2, 3, 5, 6 and 12 of the Joint Core Strategy 2011; and policies EP1, EP3, EP16, EP17, EP18, EP20, EMP5, HBE12, NE9, SR12, TRA3, TRA6, TRA7, TRA8, TRA11, TRA12, TRA14 and TRA18 of the City of Norwich Replacement Local Plan Adopted Version, November 2004 and to all other material considerations:

The applicant has explored the availability and suitability of other sites within the area to bring forward the new employment use and found that no suitable alternative sites are available. The employment density proposed is also acceptable with over 100 full time jobs potentially being created and training opportunities provided on a site of just over 2 hectares in an area of high social deprivation. National policy in PPS4 introduced in 2009 defined economic development, in addition to B class uses, to include new development providing employment opportunities, generating wealth and producing an economic output. This could therefore cover significant employment generating uses such as the mixed workshop and car sales use proposed. PPS4 also promotes economic development which will assist regeneration, particularly in deprived areas. In this instance it has been shown that there are material considerations which would justify making an exception to the 2004 policy to allow the proposed development.

The proposal would result in an appropriate and satisfactory form of development that would bring back this vacant site into employment use and help enhance use of the estate overall. The siting and design of the building and layout of the site would create an acceptable relationship to its surroundings and the scheme would maintain the character and the appearance of the area. Trees are being retained on and adjacent to the site and additional landscaping proposed to help retain a landscape setting to the site. Safe access and use should be achievable subject to the imposition of conditions. The installation of associated lighting, plant and equipment is considered to be achievable without detriment to amenity subject to the conditions recommended and there are not considered to be any detrimental impacts to the amenity of neighbouring premises by virtue of noise or odour pollution which would arise or could not be adequately dealt with by condition. Subject to conditions construction phase and the resultant scheme should also be able to adequately respond to issues of contamination, archaeology and flood risk.

Informatives:

Materials removed from the site should be classified as per the analysis results obtained from the site investigation and any subsequent testing. Materials disposed of off site should be taken to a suitably licensed facility.

All practical methods shall be taken to prevent dust emission from the site. Such methods may include water suppression, damping down or covering materials etc, as necessary.

Construction site noise shall be mitigated by appropriate times of operation, direct noise minimisation practices, and through liaison with NCC officers. Acceptable hours of

operation for noisy works shall be 07:30 – 17:30 Mon to Fri and 07:30 – 13:00 on Sat, with no work on Sundays or Public Holidays

Environment Agency advice by letter dated 27th October 2011

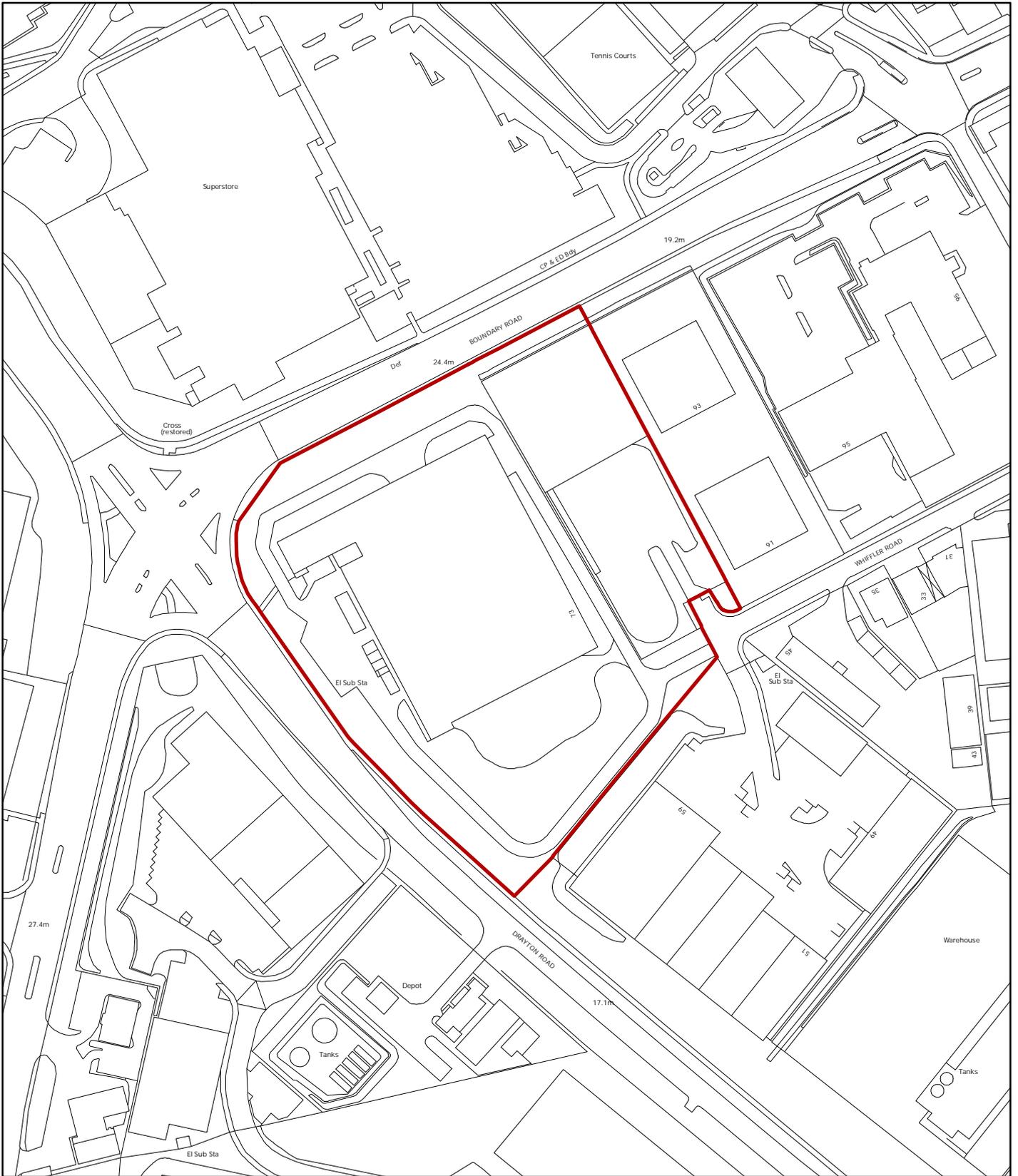
Anglian Water advice by letter dated 28th October 2011.

Site clearance work should be undertaken outside the main bird breeding season (roughly March - early September). If there is no alternative to site clearance work taking place within the bird breeding season, a bird surveyor should check for any evidence of nesting prior to work commencing, as recommended in the survey report

The avoidance measures and site works should be carried out as per the recommendations in the report (as the report points out, the careful timing of various site operations, in particular the storage of any materials on site, can be used to reduce the amount of mitigation measures necessary).

Unless there are over-riding safety considerations, the use of low intensity lighting, both during the construction phase and in the finished development, will benefit bats as well as any reptiles present at the site.

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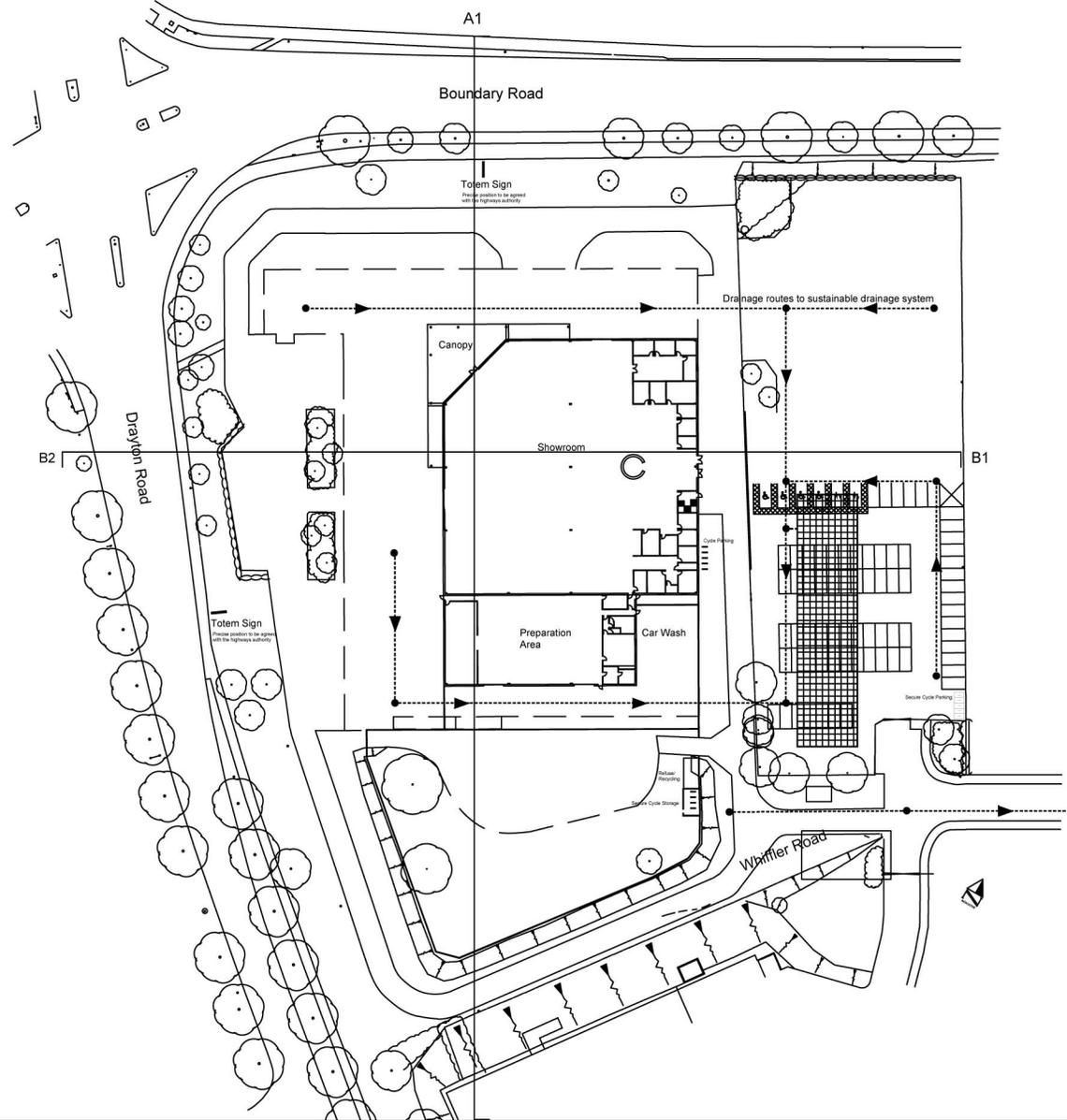
Planning Application No 11/01747/F
 Site Address 73 Whiffler Road
 Scale 1:2,000

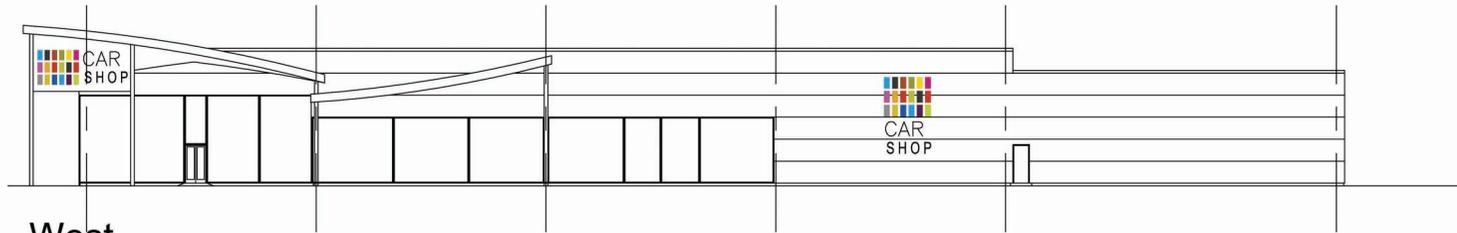


NORWICH
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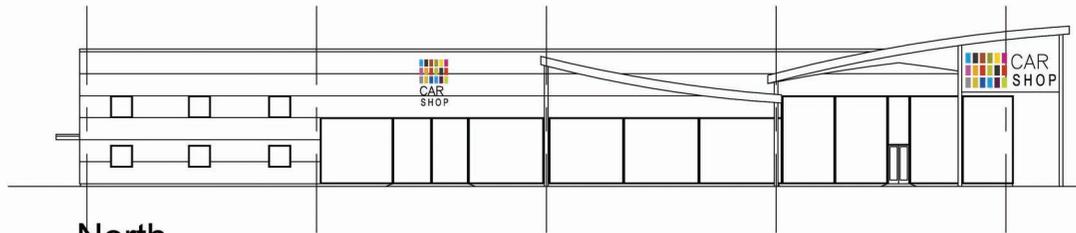
PLANNING SERVICES



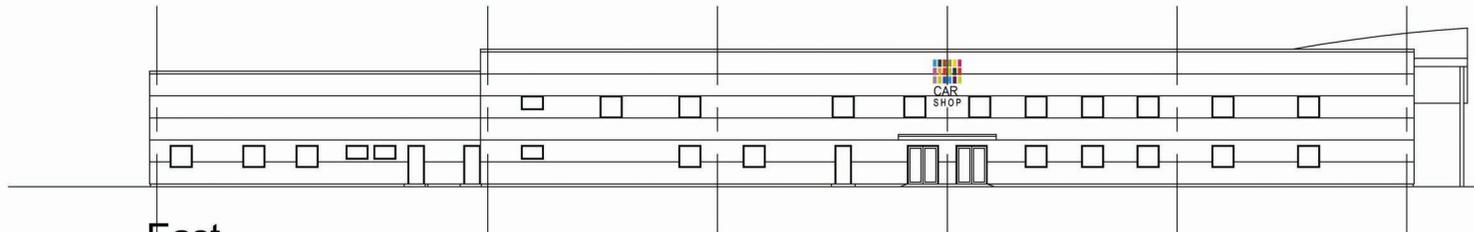




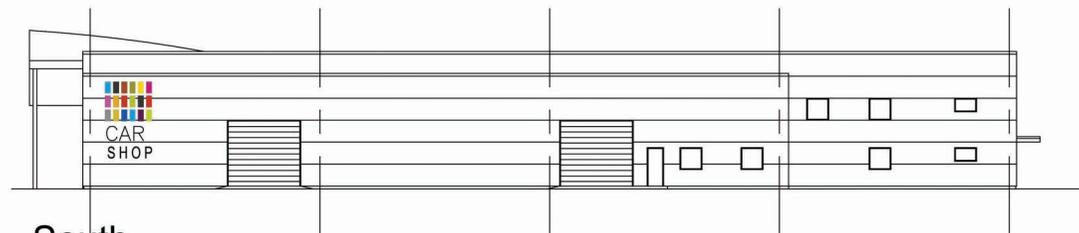
West



North



East



South



Project The Car Shop: Building Elevations
Client The Car Shop
Drawing no. CAR001/200 - 07
Scale 1:250 @ A2
Job Ref CAR001/200
Date September 2011
Revision A

4 St Mary Works
 Duke Street
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 NR3 1QA
 01603 628 464

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A: GENERAL UPDATE 6/11
Revisions

PHIL BATES
 Architectural Technician



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CLIENT: THE CAR SHOP
PROJECT: PROPOSED SHOWROOM SCALE: 1/250
 73 WHIFFLER ROAD DATE: JUNE 11
 NORWICH
TITLE: ELEVATIONS DRG No: 11.041.03 A

FIGURE DIMENSIONS TO BE USED IN PREFERENCE TO SCALED SIZES, DIMENSIONS TO BE CHECKED PRIOR TO COMMENCEMENT ON SITE



Project The Car Shop:
Perspective Images

Client The Car Shop

Drawing no. CAR001/200 - 10

Scale N/A

Job Ref CAR001/200

Date September 2011

Revision A

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