

**Report to** Planning applications committee

**Item**

26 March 2015

**Report of** Head of planning services

**Subject** Application no 1401841F - 36 - 50 Drayton Road  
Norwich

**Applicant** Cullen Investment Holdings Ltd

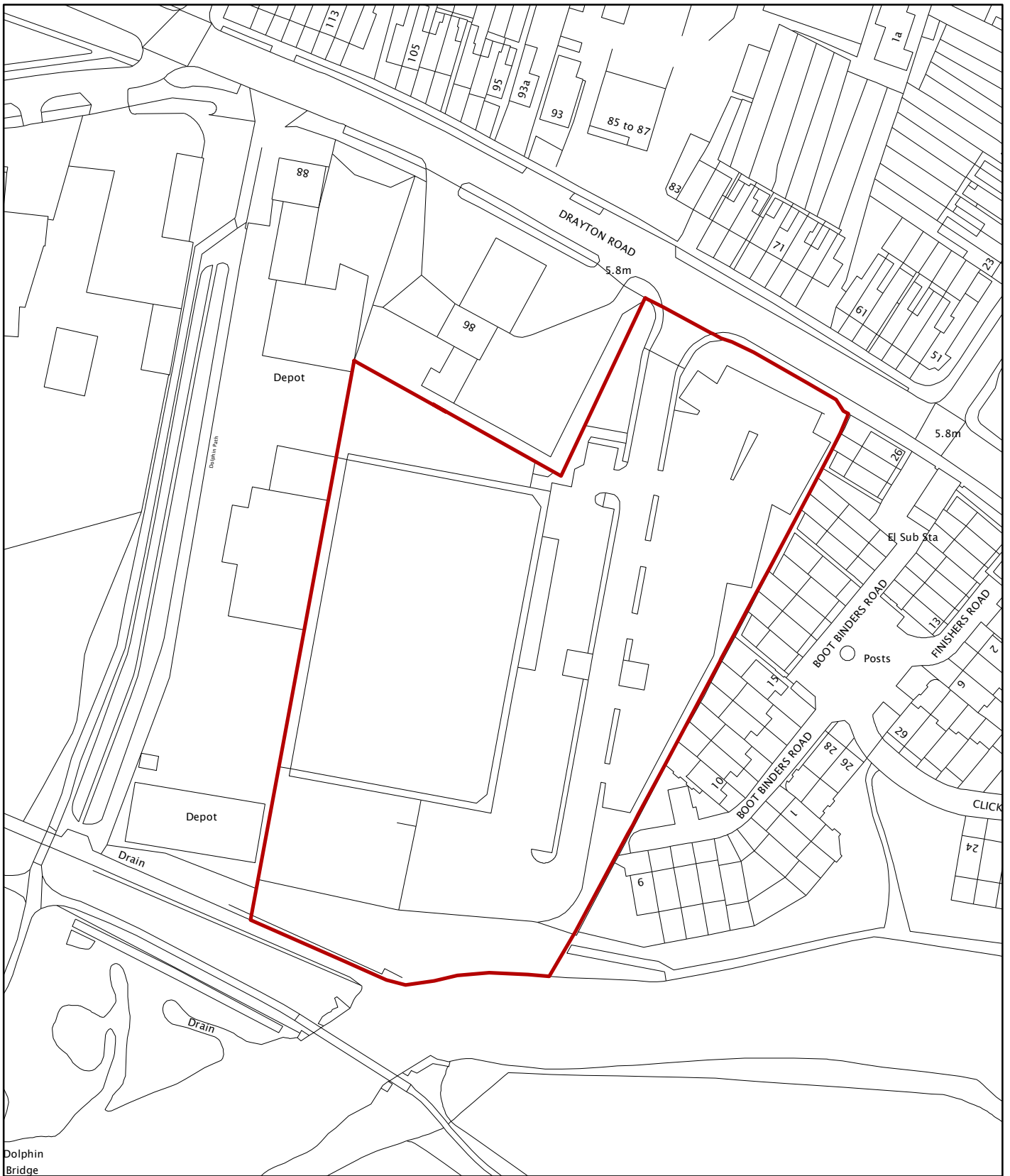
**Reason for referral** Objection

4(G)

<b>Ward:</b>	Mile Cross
<b>Case officer</b>	John Dougan - johndougan@norwich.gov.uk

Development proposal		
Internal reconfiguration to provide a 1696 sqm open A1 food retail unit (class A1) and 1620sqm bulky goods retail unit (class A1), erection of extension to north elevation to form loading bay dock and plant room, external alterations to building facade and layout of car park.		
Representations		
Object	Comment	Support
6	0	1

Main issues	Key considerations
1 Principle of development	Protection of existing retail centres, existing lawful use of the site, contribution to the economy, employment opportunities and accessibility
2 Design	Appearance of site and surrounding area
3 Trees and landscaping	Protection of trees along the boundaries of the site, loss of trees within car park.
4 Transport	Parking / vehicular movements, safe access / egress, pedestrian safety, servicing
5 Amenity	Impact upon neighbouring occupiers from noise and disturbance and light pollution.
<b>Expiry date</b>	20 March 2015
<b>Recommendation</b>	Approve



© Crown Copyright and database right 2015. Ordnance Survey 100019747.

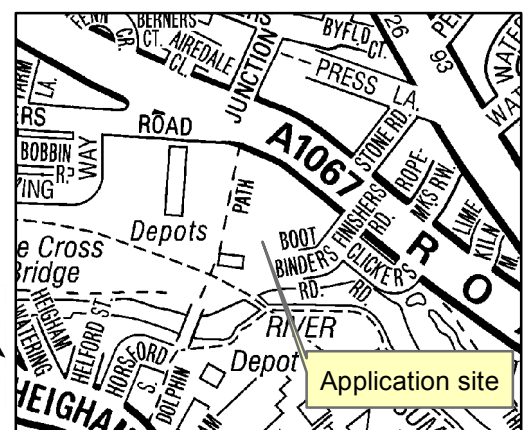
Planning Application No 14/01841/F  
Site Address 36-50 Drayton Road

Scale 1:1,250



**NORWICH**  
**City Council**

**PLANNING SERVICES**



## The site and surroundings

1. The character of the area is a mixture of residential and employment area activities to the north and south of Drayton Road adjacent to an area of green space with mature trees / waterways which surrounds the Marriot's Way cycle path. There is a large district centre located 440 metres further to the west comprising a small supermarket, a post office and a series of small shops and hot food takeaway uses. It is also noted that there are two allocated sites in close proximity to the site being R25 and R32, both being allocated for housing.
2. The application site is located to the southern side of Drayton Road, there being residential properties to the east boundary, residential properties opposite the access, a car showroom to the north-west boundary, industrial units to the west boundary and an area designated as open space to its southern boundary. Part of the southern section of the site is also designated as open space in the form of a dense section of mature trees.
3. The site is set below the level of Drayton Road and is of a scale which sits relatively sensitively in the context of the residential properties to the east and also from the perspective of the Marriott's Way to the south. This is primarily due to the extensive tree planting to the south and east boundaries as well as the planting within the existing parking area.
4. The site contains a retail warehouse 74 metres long, 47 metres wide and 8 metres high, the exterior faced in blue cladding with glazed elements to its east, north and southern elevations. The building is split into two sections comprising Topps Tiles (827 sqm) and Wickes (2442 sqm). It also contains a staff block (146 sqm) at first floor level.
5. The unit comprising Topps Tiles operates under the benefit of planning permission 4930682/U, restricted to the sale of bulky goods (DIY goods, building materials, vehicle parts, flat pack furniture, garden goods, pets & pets accessories, cars, caravans and boats and no other purpose.
6. The southern section of the site comprises a delivery yard / storage compound serving the Wickes directly adjoining the mature trees designated as open space. There is a separate delivery yard to the north east corner of the site serving Topps Tiles.
7. The site is served by a wide junction from Drayton road and a 131 space car park to the east of the site which is bounded by a 1.8 metre high close boarded fence of average condition relatively mature trees along the east boundary which partially screen the residential development to the east. The site also contains various tree stands within the car park area and along the road frontage.
8. Pedestrian access is via the existing access road with no cycle storage in place. It was also noted that the access to the site is particularly wide for pedestrians to walk in a safe manor.

## Constraints

9. The south of the site comprises an area of open space which forms part of a wider area of open space comprising mature trees, water ways and the Marriott's Way./ / Wensum Park.
10. The site is located in flood zone two, comprising land having between a 1 in 100 and 1 in 1,000 annual probability of river flooding.
11. The site is designated as being an employment area, prioritising employment and business development.

## Relevant planning history

Ref	Proposal	Decision	Date
4/1988/1380	Two externally illuminated wall mounted signs, and one free standing car park entrance sign.	TEMP	01/02/1989
4/1993/0682	Use of part of existing building as retail use (Class A1).	INSFEE	04/11/1993
4/1998/1012	Seven internally illuminated high level signs; One internally illuminated pylon sign; one externally illuminated high level sign; four non-illuminated signs and three flag poles.	PART	05/05/1999
4/1998/0888	Erection of entrance arch feature and external alterations.	APCON	27/11/1998
4/2002/0579	Retrospective application for the standing at a snack trailer on the car park.	APCON	04/07/2002
4/2002/1029	Formation of compound to create outdoor project centre	APPR	16/01/2003
12/01454/CLP	Application for Certificate of Lawfulness for proposed use for unrestricted class A1 sales. (this permission relates to the existing Wickes unit)	APPR	24/08/2012

## The proposal

12. The proposal comprises reconfiguration of the building to provide a 1696 sqm food retail unit within the northern section of the building. This is served by the existing delivery yard to the north-east of the site which would be equipped with a new loading bay / ramp and refrigeration plant.

13. The remainder of the building (1620 sqm) to the south would comprise a retail unit which is restricted to bulky goods sales only, served by the existing storage compound and servicing area to the south the site.
14. The development also includes the upgrading of the walls to roof in a range of white and grey metal profile cladding. Alterations also include deletion of the majority of the glazing to the north elevation and reconfiguration of the glazing to the east elevation.
15. The car park would be reconfigured to provide an increase of 31 parking spaces amounting to a total of 162 spaces. A total of 60 cycle spaces would also be provided, primarily to the frontage of the building and 8 no. hoops to the north-east corner of the site. Additional disabled and parent parking spaces would also be provided. Lighting in the car park area would also be provided.
16. The development would also result in the loss of some existing trees and landscaping within the site and providing an additional pedestrian access to the north-east corner of the site. The existing access gates are to be retained. Although new low level shrub planting is proposed to the frontage of the site.

### Summary information

Proposal	Key facts
<b>Scale</b>	
Total floorspace	A1 (retail) – 1696 sqm and A1 (restricted retail) 1620 sqm
No. of storeys	As existing
Max. dimensions	As existing except for the small addition of the loading bay / ramp to the north of the building.
<b>Appearance</b>	
Materials	White and grey profiled metal cladding
Energy and resource efficiency measures	Improved energy efficiency by virtue of new wall insulation and cladding
<b>Operation</b>	
Opening hours	None proposed
Ancillary plant and equipment	Refrigeration plant to the north elevation
<b>Transport matters</b>	
Vehicular access	As existing
No of car parking spaces	Increase from 131 to 162

No of cycle parking spaces	60 spaces
Servicing arrangements	Inclusion of a ramp and loading bay to the north and the reduction in size of the existing servicing area to the south.

## Representations

17. Adjacent and neighbouring properties have been notified in writing. 7 letters of representation have been received citing the issues as summarised in the table below. All representations are available to view in full at <http://planning.norwich.gov.uk/online-applications/> by entering the application number.
18. Planning procedure for this type of application does not require that all properties in the area be formally consulted, specifically those whom are directly opposite or adjoin the boundary of the application site. The application has been subject to the correct neighbour consultation procedure.

Issues raised	Response
Another retail unit is not necessary in the area	See main issue 1.
Noise, air and light pollution from lorries, forklift trucks and cars in and outside the delivery areas causing disturbance to residential properties.	See main issue 5.
What time will deliveries occur at the site? Before 8am and after 6pm would be unreasonable as it would impact on residential amenity	See main issue 5.
The existing store opens from 0700 to 2000. A 24 hour opening would seriously compromise our amenity especially as our garden adjoins the car park.	See main issue 5.
Light pollution from the new glazed areas and parking areas causing nuisance on residential properties and character of Wensum	See main issue 5.
Loss of trees within the site will compromise neighbour amenity	See main issue 3.
There is existing unauthorised parking and reversing to the frontage of the site causing traffic congestion and an unsafe pedestrian environment. The development will make	See main issue 4.

things worse	
Alterations are needed to provide safe access for vehicles and pedestrians	See main issue 4.
Increase in traffic flow resulting in an adverse impact on highway safety	See main issue 4.
An increase in traffic will make it difficult to cross Drayton Road	See main issue 4.
Cumulative traffic impact of site and nearby allocated sites	See main issue 4.
The plans do not show the modifications to the building	Not accepted. Existing and proposed elevations have been submitted clearly showing the external changes to the building.
Inappropriate scale and design	See main issue 2.
Will the development harm the area of open space to the south of the site?	See main issue 3
Lack of shop and site security	See main issue 5.
Littering and anti-social behaviour and littering causing nuisance to nearby residential properties	See main issue 5.
Some residents were not notified of the planning application	The application has been subject to the correct neighbour consultation procedure.
The Nearby Lidl is too small with no room to expand. Aldi will be a welcome addition to the community also creating employment.	See main issue 1.
As deliveries are going to be made to the north of the building and contained within an undercover loading facility and screened on three sides there should be little noise intrusion.	See main issue 4 and 5.

## Consultation responses

19. Consultation responses are summarised below the full responses are available to view at <http://planning.norwich.gov.uk/online-applications/> by entering the application number.

## **Environmental protection**

20. The location of the store is ideal in terms of minimising the impact of noise from deliveries. The loading dock is located relatively close to the entrance of the site and furthest away from the nearest sensitive noise sensitive properties. The loading dock is also shielded to some extent by a commercial building providing a measure of protection for the residents living on Drayton Road. However, those properties on Drayton Road could be adversely affected by deliveries during night time hours. Due to the nature of the food retail business, the deliveries in question are likely to be more frequent compared to the existing operator. The cumulative impact of those more regular deliveries is likely to have a greater noise impact so it is recommended that delivery hours be restricted and a delivery management plan be submitted to keep noise to a minimum.
21. Issues relating to noise disturbance and light intrusion arising from parking cars could be addressed by the erection of a 2.0 metre close boarded fence along the boundary with residential properties at Boot Binders Road.
22. The noise report is rather light in detail and the consultant suggests that only a single compressor unit will be installed. It is important that the applicant complete a list of plant and machinery they wish to installed with the application. The applicant must also fully consider the impact of all plant and machinery as well as any relevant mitigation measures required to attenuate the noise. For example, the applicant expects the noise from the deliveries to be less than the existing Topps Tiles operator. However, no evidence for this assertion has been provided and whilst it is possible that a comparable HGV delivery might be delivery might be quieter due to the installed loading dock, the overall effect of more deliveries for the use might result in an increase in the overall noise. A more detailed report is required for a large food retail scheme.

## **Environment Agency**

23. No objection, see flood risk standing advice.

## **Highways (local)**

24. The development benefits from direct access to Drayton Road, frequent bus services and bus stops and direct pedestrian / cycle links to Marriott's Way via the adjacent Dolphin path.
25. The site is easily accessible by Heavy Goods Vehicles and private vehicles via a priority junction with Drayton Road. The proposed reconfiguration of the site spine road enables a new walking route to be created to the store entrances and a new pedestrian link from Drayton Road is welcomed.
26. The use will have a strong neighbourhood walk-in catchment and the walking routes are not adequate. A pedestrian refuge is also needed to improved safe access from the bus stop on the opposite side of the road to the site.
27. The excessively wide mouth of the access is highway dominated and remains a concern for pedestrians walking along Drayton Road, being faced with walking approximately 14 metres in a busy site access junction. Given the nature of the use likely to increase pedestrian footfall to and from the site, improvements are needed to make this more pedestrian friendly e.g. tightening of the radii of the



junction and give way markings / pedestrian refuge being set back from the junction. It is also recommended that wooden bollards be placed on the pavement either side of the junction, deterring unauthorised parking by customers or transporters.

28. The council has a long term aspiration to connect Dolphin path to Clickers Road via this site to form a riverside path. This is not fulfilled by the proposals.
29. The new layout of the car park will increase the parking provision from 131 to 162 which is significant and existing landscaping will be removed. The provision of 60 cycle parking spaces is sufficient for staff and customers.

#### **Tree and landscapes officer**

30. Concern about the lack of information about the impact on existing trees and the loss of trees within the existing car park area having a negative effect on the visual amenities of the area. The existing trees along the east boundary need to be retained to protect the amenities of those properties. An arboricultural implication's, method statement and tree protection plan is required, alongside compensatory planting.
31. The new pedestrian access from Drayton Road is useful but enhancements would be needed to improve accessibility. Furthermore, the opportunity to open a public access route to the path to the south of the site to offset the loss of biomass within the car park.
32. The site fronts the River Wensum, a key natural asset which is a bat feeding corridor. Any lighting within the site should be conditioned to ensure that it will not compromise the character of the Wensum and or protected species.

#### **Natural areas officer**

33. The development would be expected to provide replacement landscaping and bio-diversity enhancements. Proposed lighting should minimise impacts on the river Wensum and should be designed to be bat friendly, such as low emission LED lighting. The documentation provided does not mention the presence of Japanese Knotweed. This invasive species is, or was, present on part of the Wickes site adjacent to the river and Wickes, supported by the Norfolk Non-native Invasive Species Initiative, carried out control measures on it. If the plant is still present, there is a risk that site clearance or construction activities could spread it around the site. If Japanese Knotweed does still occur, there should be a plan for managing it, and preferably eradicating it, prior to construction work. Otherwise the applicants should be able to demonstrate that the plant has already been successfully eradicated from the site.

#### **Norfolk police (architectural liaison)**

34. Positive that the existing access gates will be retained, as some retail developments in the city have found that towards the evening periods, their car parks have been used as a gathering point for vehicles and anti-social behaviour.
35. The new glazed frontage will provide a visual link between the occupants of the building and the car parking area, providing natural surveillance.

36. The new cycle parking to the frontage of the building will have good natural surveillance. However, the new 8 cycle hoops to the north east corner of the site may be a target for thieves. These should be relocated to the front of the store.
37. A uniform spread of lighting is required and in conjunction with CCTV coverage and landscape design will aid surveillance and deter intruders.

## **Assessment of planning considerations**

### **Relevant development plan policies**

38. **Joint Core Strategy for Broadland, Norwich and South Norfolk adopted March 2011 amendments adopted Jan. 2014 (JCS)**
- JCS1 Addressing climate change and protecting environmental assets
  - JCS2 Promoting good design
  - JCS3 Energy and water
  - JCS5 The economy
  - JCS6 Access and transportation
  - JCS9 Strategy for growth in the Norwich policy area
  - JCS19 The hierarchy of centres
  - JCS20 Implementation
39. **Norwich Development Management Policies Local Plan adopted Dec. 2014 (DM Plan)**
- DM1 Achieving and delivering sustainable development
  - DM2 Ensuring satisfactory living and working conditions
  - DM3 Delivering high quality design
  - DM5 Planning effectively for flood resilience
  - DM6 Protecting and enhancing the natural environment
  - DM7 Trees and development
  - DM8 Planning effectively for open space and recreation
  - DM11 Protecting against environmental hazards
  - DM16 Supporting the needs of business
  - DM18 Promoting and supporting centres
  - DM20 Protecting and supporting city centre shopping
  - DM21 Protecting and supporting district and local centres
  - DM25 Retail warehousing
  - DM28 Encouraging sustainable travel
  - DM30 Access and highway safety
  - DM31 Car parking and servicing

### **Other material considerations**

40. **Relevant sections of the National Planning Policy Framework March 2012 (NPPF):**
- NPPF0 Achieving sustainable development
  - NPPF1 Building a strong, competitive economy
  - NPPF2 Ensuring the vitality of town centres
  - NPPF4 Promoting sustainable transport
  - NPPF7 Requiring good design

- NPPF10 Meeting the challenge of climate change, flooding and coastal change
- NPPF11 Conserving and enhancing the natural environment

## **Case Assessment**

41. Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Relevant development plan policies are detailed above. Material considerations include policies in the National Planning Framework (NPPF), the Councils standing duties, other policy documents and guidance detailed above and any other matters referred to specifically in the assessment below. The following paragraphs provide an assessment of the main planning issues in this case against relevant policies and material considerations.

### **Main issue 1: Principle of development**

42. Key policies and NPPF paragraphs – DM16, DM18, NPPF paragraphs 19, 24.
43. The site is within a designated employment area where employment and business uses are prioritised in line with the intent of policy DM16. Policy DM18 states that new retail development should be located in city, district and local centres. proposals outside a defined retail centre should normally be subject to a sequential test establish if they are appropriately accessible sites within the retail hierarchy, ensuring that the viability of those centres are not unduly compromised. However the existing building on site is already within a retail use, and it would not be appropriate to apply a sequential test to be carried out in this instance.
44. The existing building is subdivided into two retail units, occupied by Wickes (2442sqm) and Tops Tiles (827m2). The smaller unit is restricted to bulky goods sale only. However the larger unit, as a result of a certificate of lawfulness (ref: 12/01454/CLP, see history section) can operate as an unrestricted retail unit.
45. The proposed reconfiguration of the existing building would result in the unrestricted A1 retail presence being reduced from 2442 sqm to 1696 sqm. As such the proposed type of retail floorspace would be more suited to this out of centre location, and would have less impact upon nearby centres than the existing situation. A condition is proposed, restricting the remaining floor space of the building (1620 sqm) to bulky goods retail (A1) only.
46. The site is also located in an accessible location in close proximity to residential properties and the nearby district centre on the Mile cross roundabout. Drayton Road benefits from regular bus services, there being cycle routes along Drayton Road and the Marriot's Way to the south. This will mean that users can use sustainable alternatives to the car such as walking, cycling and public transport.
47. Consideration also needs to be given to the fall-back position for the applicant in which they could theoretically lawfully operate an A1 retail unit of 2442 sqm without the need for planning permission. This would result in more impact upon nearby centres and would be more intensive in terms of vehicular movements and associated amenity impacts compared to what is proposed.

48. As such the principle of the development which contributes to the economy and provides jobs is acceptable subject to the assessment of the main issues below.

### **Main issue 2: Design**

49. Key policies and NPPF paragraphs – JCS2, DM3, NPPF paragraphs 9, 17, 56 and 60-66.
50. The scale of the original building (height and footprint) will largely remain unchanged. The provision of a below ground level loading ramp with the existing loading area alongside a compound for site plant are of a scale and location which will not compromise the appearance of the building or visual amenities of the street scene.
51. The existing building appears rather tired and would benefit from an upgrade to help improve the appearance of the area. The choice of colours for the new cladding (grey and white) is deemed to be appropriate in an area which has varied architectural styles.
52. The re-configuration of the glazed elements within the main frontage to the east elevation is considered appropriate as it will help break up the industrial façade, allow natural light within the store and also enhance natural surveillance to the exterior of the store improving natural surveillance.
53. It is not accepted that the introduction of the glazing would have a detrimental effect on the character of the area such as Wensum Park or the street scene. This is due to the amount of fenestration being very comparable to what is already in place. However, this conclusion is conditional on the trees along the south and east boundaries being retained to both absorb light pollution and soften the appearance of the development from the east and south.

### **Main issue 3: Trees and landscaping**

54. Key policies and NPPF paragraphs – DM3, DM7, DM8, NPPF paragraphs 9, 17, 56, 109 and 118.
55. The replacement landscaping to the site frontage is noted. However, the development will result in the loss of trees within the site, a clump of trees to the south-east corner and works to facilitate the additional parking spaces along the east boundary.
56. An arboricultural implications assessment, method statement and tree protection plan has not been submitted with the application. As previously stated, the loss of the trees within the site are not acceptable as the trees in question play an important role in screening the site and creating a natural transition with the area of open space to the south.
57. The retention of trees within the site is considered necessary to ensure that the above mitigation continues. With this in mind, it is recommended that a condition be imposed requiring that a revised landscape plan be submitted alongside an arboricultural implications assessment, method statement and tree protection plan
58. However, it is likely that the applicant will be unable to provide the same amount of tree planting within the parking area due to their need to provide additional parking

spaces. With this in mind, the reduction in planting needs to be offset by other enhancements in the form of opening up the southern boundary of the site to pedestrian and cycle access linking the site with residential properties to the east and to the Marriott's Way cycle path.

59. The provision of the new pedestrian access and walkway within the site is welcomed as it will improve pedestrian movement from the public realm to the new store. However, the use of steps is not acceptable and will have to be replaced by a ramp allowing access for wheel chair users. Furthermore, the new pedestrian pathway should be designed to enable legible access for users including those with impaired vision. These matters alongside the new car park surfacing and method of marking can be secured by condition.
60. Similarly, sensitive placement and luminance of on-site lighting will aid customer experience, protect the amenities of neighbouring properties and also help deter crime.

#### **Main issue 4: Transport**

61. Key policies and NPPF paragraphs – JCS6, DM28, DM30, DM31, NPPF paragraphs 17 and 39. The key considerations are the suitability of the parking, access and servicing.
62. Whilst the increased level of parking is broadly compliant with the maximum parking standards, the nature of the use has changed in the form of a more intensive retail operation, and a reconfiguration of the parking area. These changes will result in an intensification and alteration to the movements of vehicles and customers using the site as stated by the comments of the local highway authority. However this is not considered to result in undue impacts upon the surrounding highway network.
63. The existing vehicle access is proposed to be reconfigured as part of the proposals. Concerns are raised that it would be car dominated. As such it would be reasonable and necessary to mitigate these additional impacts by imposing a condition requiring an enhanced pedestrian refuge for the being dropped off by bus, a safer and more legible pedestrian experience on the main access to the site / through the site. In addition the council has an aspiration to complete a riverside path from Clickers Road to Dolphin path, along the south of the site. Such a path could also provide a new pedestrian entrance to the site from the south, with significantly improved pedestrian access. Officers are in discussion with the applicants with regard to this issue and members will be updated in due course. .
64. It is also understood that there have been unauthorised incidences of large articulated HGVs either parking on the pavement or using the existing access as a turning area. Such manoeuvres are regrettable and no doubt causes congestion for other road users including those using the footpath.
65. Whilst the applicant cannot be responsible for such incidences, it is important that delivery vehicles associated with the site do not undertake similar operations which would no doubt potentially result in danger for vulnerable road users such as pedestrians and cyclists. A Service Management Plan will ensure that servicing takes place in appropriate locations without detriment to highway safety.

66. In addition the existing delivery compound to the south for the remaining bulky good unit will be reduced in size moving further away from the residential properties to the east, so no significant additional impacts are expected.
67. The more intensive A1 retail element containing the ALDI will be located to the north west of the site within the existing loading area which currently serves Topps tiles. Such a location is considered to be ideal as it is set behind an existing commercial building in the adjacent site to the north and some 60 metres from the residential properties to the east.
68. Whilst the delivery locations are considered acceptable, the increased HGV movements may cause noise or light pollution to the residential properties to the north or east. It is therefore recommended that a delivery management plan be submitted providing details of the types of delivery vehicles to be used, use of refrigeration plant, trolleys, reversing beepers and delivery times.

### **Main issue 5: Amenity**

69. Key policies and NPPF paragraphs – DM2, DM11, NPPF paragraphs 9 and 17.
70. The key issues to consider are whether or not any activities, movements or other environmental impacts would have a significant additional detrimental impact on the amenity of nearby properties particular those to the north and east.
71. In relation to the new refrigeration plant to the north of the site and the reservations by the Council's environmental protection officer, it is recommended that a condition be imposed requiring a schedule of all plant and associated mitigation. Such detail will enable officer to fully assess the cumulative impact of any plant on nearby receptors.
72. It is acknowledged that the existing A1 unit does not have any restrictions on opening or delivery hours. However, in light of the nature of the use and close proximity to residential properties, it is recommended that hours of operation be between 0800 and 2200 and deliveries be restricted to the hours of 0600 and 2300.
73. It is not accepted that the revisions to the fenestration of the building will result in significant harm to the amenities of the area or neighbouring properties. This is due to the revised arrangement being of a similar area to the existing levels of fenestration.
74. The reconfiguration of the parking will now mean that cars will now be parked with head lights facing the boundary fence with the residential properties to the east. The new parking area will also have new parking to aid easy use of the car park. Given this change of conditions and that the existing fence is in varying states of repair, it is recommended that a condition be imposed required details of a suitable new boundary treatment to protect the amenities of those residential properties.
75. Anti-social behaviour within the site can have an adverse impact on the amenity of the area. It is advised that the recommendations of the Police's architectural liaison officer relating to moving the cycling hoops to the front of the building and providing further details of car park light and CCTV coverage be secured by condition. It is also recommended that this condition also clarify general site security measures including the times for opening and closing the access gates to the site.

76. The Police's architectural liaison officer has also provided further guidance on general building security and it is recommended that this be added as an informative.
77. Given the changed nature of the use, there may be increased incidences of littering within and outside the site, particularly along the frontage to Drayton Road and if a new access gate for pedestrians is opened to the south of the site, along the footpath leading to Clickers Road. With this in mind, it is recommended that a condition be imposed, requiring details of a litter picking protocol to many any litter associated with the use.

### **Compliance with other relevant development plan policies**

78. A number of development plan policies include key targets for matters such as parking provision and energy efficiency. The table below indicates the outcome of the officer assessment in relation to these matters.

<b>Requirement</b>	<b>Relevant policy</b>	<b>Compliance</b>
Energy /water efficiency	JCS 1 & 3 DM3	The development will result in an upgrade of an existing premises improving its insulation qualities and allowing improved passage of light within the building which will improve the user experience and make the building more energy efficient, in accordance with policy.
Sustainable urban drainage	DM3/5	The development will result in an increase in parking which will result in loss of sections of existing soft landscaping It is unlikely that the loss of these areas will result in a significant net increase in surface water run-off. However, has no details have been submitted and some of the areas are in close proximity to residential properties, it is recommended that further details of surfacing materials and run off controls be conditioned.
Biodiversity		The Wensum is a valuable natural asset which has provides important contribution to the character or the area and a habitat for wildlife. As the scale of the building and external parking area will be largely unchanged it is not expected that any harm to that area will result. Nevertheless, loss of trees within the car park area and an inappropriate lighting within the site could compromise the character of the area and the habitat for protected species. A condition requiring compensatory planting within the car parking and appropriate lighting will enable the planning authority to safeguard those issues.

## **Equalities and diversity issues**

79. There are no significant equality or diversity issues. Although, safe access for vulnerable road users has been considered with further improvements being secured by condition.

## **Local finance considerations**

80. Under Section 70(2) of the Town and Country Planning Act 1990 the council is required when determining planning applications to have regard to any local finance considerations, so far as material to the application. Local finance considerations are defined as a government grant or the Community Infrastructure Levy.
81. Whether or not a local finance consideration is material to a particular decision will depend on whether it could help to make the development acceptable in planning terms. It would not be appropriate to make a decision on the potential for the development to raise money for a local authority.
82. In this case local finance considerations are not considered to be material to the case.

## **Conclusion**

83. The proposed reconfiguration of the existing retail unit would not result in any undue impact upon the vitality and viability of other city centre, district and local centres in comparison to the existing situation.
84. The existing access to the site in association with the improved pedestrian, cycle and public transport is sufficient for a development of this nature and scale subject to the conditions cited below.
85. The nature of the use and configuration of the parking and servicing has also changed, resulting in slightly different vehicular movements which may cause nuisance to the neighbouring residential properties to the north and east. Nevertheless, a suitable solution in relation to delivery operations and customer movements is considered feasible subject to conditions in the form of a delivery protocol and restricting the opening / delivery hours for the site.
86. The proposed refrigeration plant is unlikely to cause any significant harm to neighbour receptors. However, further details are needed to determine the likely cumulative impacts / mitigation of all plant needed to serve the site.
87. The proposal is of a design, which will enhance the appearance of the building and the visual amenities of the street scene. In addition impacts upon landscaping trees and biodiversity are acceptable, subject to conditions.
88. The development is in accordance with the requirements of the National Planning Policy Framework and the Development Plan, and it has been concluded that there are no material considerations that indicate it should be determined otherwise.



## **Recommendation**

To approve application no. 14/01841/F - 36 - 50 Drayton Road Norwich and grant planning permission subject to the following conditions, which are summarised as follows:

1. Standard time limit;
2. In accordance with plans
3. Unit 2 to be restricted to restricted retail only i.e. bulky goods
4. Opening and delivery hours 0800 to 2200 and 0700 to 2300 respectively
5. No commencement until the following has been approved in writing:
  - Revised junction layout.
  - Details of pedestrian refuge to bus stop (subject to 278 agreement and feasibility)
  - Revised parking and soft / hard landscaping including surface materials
  - Details of new boundary treatment to the east boundary
  - Revised cycle storage layout
  - Details of bat friendly lighting
6. Landscape schedule, implementation and management plan
7. Arboricultural implications, method statement and tree protection plan
8. Submission of a delivery management plan
9. Details of lighting, site security and control of anti-social behaviour
  - Closure of access gates and servicing areas
  - Position and coverage of on-site CCTV
  - Litter management protocol
  - Position, luminance and spread of internal / external lighting, to minimise light spill upon bat habitat.

Informatives:

- Highway guidance relating to junction improvements and provision of a pedestrian refuge to serve the bus stop
- Add police guidance re security
- Informative with regard to Japanese Knotweed.

### **Article 31(1)(cc) statement**

The local planning authority in making its decision has had due regard to paragraph 187 of the National Planning Policy Framework as well as the development plan, national planning policy and other material considerations and has approved the application subject to appropriate conditions and for the reasons outlined above.



THIS DRAWING IS PROTECTED BY COPYRIGHT AND MUST NOT BE COPIED OR REPRODUCED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT. NO DIMENSIONS ARE TO BE SCALED FROM THIS DRAWING. ALL DIMENSIONS ARE TO BE GIVEN IN METRES UNLESS OTHERWISE STATED. DIMENSIONS TO BE CHECKED ON SITE. NORTH POINT SHOWN ARE INDICATIVE. © SITE SPECIFIC HAZARDS

IN ACCORDANCE WITH THE REQUIREMENTS OF THE CONSTRUCTION (CANNON) ACT 1991, THE FOLLOWING SIGNAGE REQUIREMENTS HAVE NOT BEEN MET. THE ARCHITECT HAS ADVISED THAT THE SIGNAGE REQUIREMENTS TO BE CHECKED ON SITE. NORTH POINT SHOWN ARE INDICATIVE. © SITE SPECIFIC HAZARDS



EXISTING COLOUR COATED PROFILED METAL ROOF  
FASCIA AND SOFFIT REPAIRED AND PAINTED  
COL: WHITE RAL 9010

NEW SIGNAGE PANEL FOR FUTURE TENANT  
10.6 x 3.6m COL: WHITE RAL 9010  
TENANT'S SIGNAGE SUBJECT TO  
SEPARATE PLANNING APPLICATION

NEW SIGNAGE PANEL FOR FUTURE TENANT  
15.6 x 3.6m COL: WHITE RAL 9010  
TENANT'S SIGNAGE SUBJECT TO  
SEPARATE PLANNING APPLICATION

NEW COLOUR COATED COMPOSITE METAL  
CLADDING, MICRO RIB  
COL: COLORCOAT PRISMA WHITE 9010

COMPOSITE INSULATED  
CLADDING CURVE  
DW1000MM  
COL: MERLIN GREY RAL 180 40 05

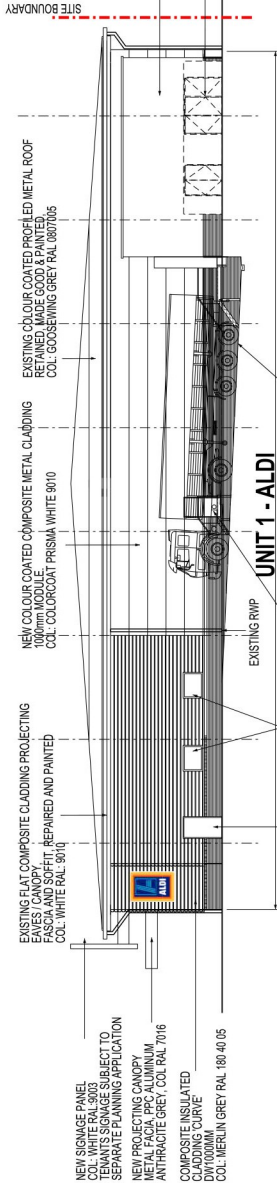
GALVANISED  
HIGH LEVEL  
EXISTING  
COMPOUND

EXISTING CORNER  
GLAZING REMOVED  
WITH CLADDING  
NEW PROJECTING CANOPY  
METAL FACIA, PPG ALUMINIUM ANTHRACITE GREY COL: RAL 7016  
NEW EXTENSION FOR TENANTS LOADING DOCK AND PLANT  
SAND CEMENT RENDER FINISH  
COL: WHITE RAL 9010  
TENANT'S SIGNAGE SUBJECT TO  
SEPARATE PLANNING APPLICATION  
COMPOSITE INSULATED CLADDING CURVE  
DW1000MM  
COL: MERLIN GREY RAL 180 40 05

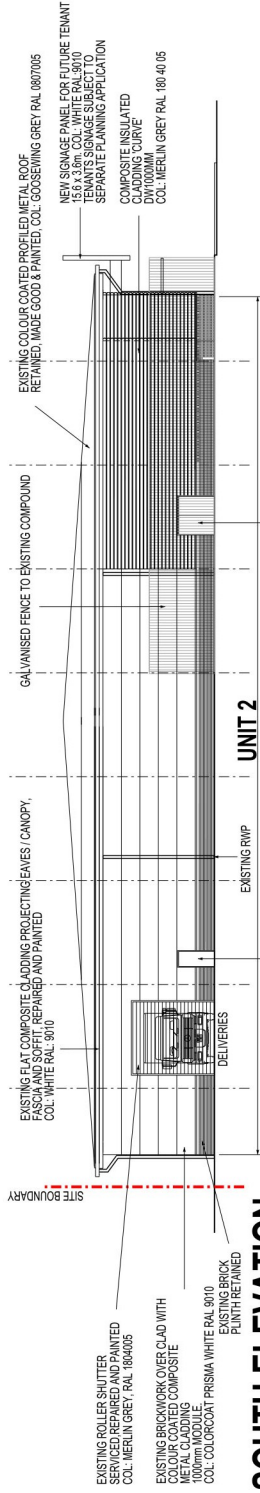
## UNIT 1 - ALDI

## UNIT 2

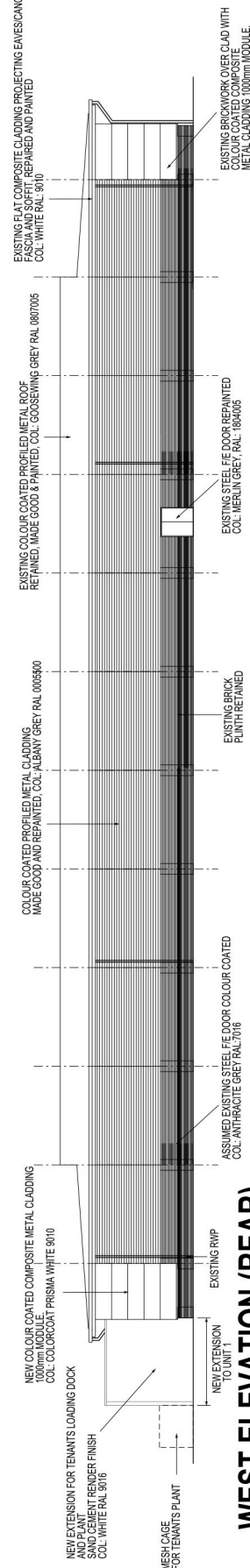
## EAST ELEVATION



## NORTH ELEVATION



## SOUTH ELEVATION



## WEST ELEVATION (REAR)

C	03.03.14	NOTES UPDATED	ME
B	17.11.14	GENERAL AMENDMENTS	ME
A	22.10.14	LOGOS ADDED	INT.

CLIENT / PROJECT  
CULLEN INVESTMENT HOLDINGS LTD  
36-50 DRAYTON ROAD  
NORWICH NR3 2DW  
DRAWING TITLE  
PROPOSED  
ELEVATIONS

STATUS	PLANNING ISSUE
DATE	14.10.14
SCALE @ A2	1:200
PROJECT NUMBER	14.10.14
REVISION NUMBER	1
REVISION LETTER	A
DRAWING NO.	9280
Scale / Location / Plans	1: Scale / Location / Plans
Scale / Location / Plans	1: Scale / Location / Plans

THE RATCLIFFE GROVES PARTNERSHIP  
LONDON  
UNIT 1 - ALDI  
UNIT 2 - ALDI  
WWW.RATCLIFFEGROVES.CO.UK  
MANCHESTER  
100 MANCHESTER ROAD  
T: 0161 797 6600 E: manchester@rgr.co.uk



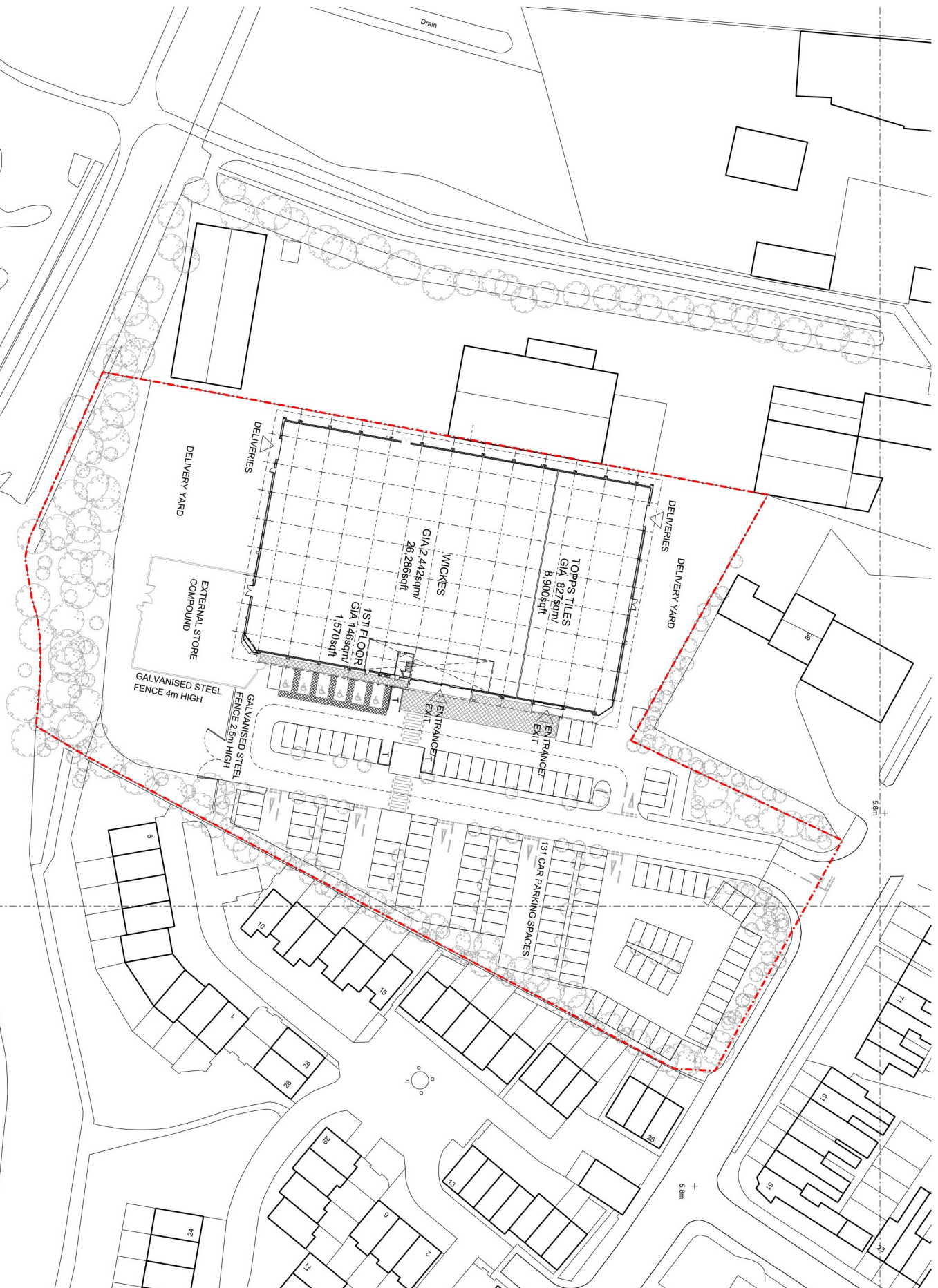


THIS DRAWING IS PROTECTED BY COPYRIGHT AND MUST NOT BE COPIED OR REPRODUCED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECTS. ANY UNAUTHORIZED REPRODUCTION OR TRANSMISSION OF THIS DRAWING IS A CRIMINAL OFFENCE UNDER THE COPYRIGHT, DESIGN AND PATENTS ACT 1988 AND MAY BE PROSECUTED IN THE CRIMINAL COURTS. ANY UNAUTHORIZED REPRODUCTION OR TRANSMISSION OF THIS DRAWING IS A CRIMINAL OFFENCE UNDER THE COPYRIGHT, DESIGN AND PATENTS ACT 1988 AND MAY BE PROSECUTED IN THE CRIMINAL COURTS.



**SITE BOUNDARY**  
PARKING SPACES = 131  
INC 6m DISABLED BAYS

SCALE 0 2 4 6 8 10 20m



**CLIENT PROJECT**  
CULLEN INVESTMENT HOLDINGS LTD  
36-50 DRAYTON ROAD  
NORWICH NR3 2DW

**DRAWING TITLE**  
EXISTING SITE PLAN

STATUS	PLANNING ISSUE
DATE	ISSUED
08.05.12	ME
SCALE	SCALE 1:500
PROJECT	NAME
131 CAR PARKING SPACES	131 CAR PARKING SPACES
DRAWING NO.	9280
9280	C

**MANCHESTER**  
100 MANCHESTER ROAD  
T. 0161 797 8000 E. info@rctd.com

**LONDON**  
100 MANCHESTER ROAD  
T. 0161 797 8000 E. info@rctd.com

**THE RATCLIFFE GROVES PARTNERSHIP**  
100 MANCHESTER ROAD  
T. 0161 797 8000 E. info@rctd.com

**MANCHESTER**  
100 MANCHESTER ROAD  
T. 0161 797 8000 E. info@rctd.com

**architects**

THIS DRAWING IS PROTECTED BY COPYRIGHT AND MUST NOT BE COPIED OR REPRODUCED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT. ANY UNAUTHORIZED REPRODUCTION OR USE OF THIS DRAWING IS A CRIMINAL OFFENCE UNDER THE COPYRIGHT, DESIGN AND PATENTS ACT 1988 AND MAY BE PROSECUTED IN THE CRIMINAL COURTS. THE ARCHITECT ACCEPTS NO LIABILITY FOR ANY LOSS OR DAMAGE, HOWSOEVER CAUSED, ARISING FROM THE USE OF THIS DRAWING. THE ARCHITECT'S LIABILITY IS LIMITED TO THE DESIGN AND CONSTRUCTION OF THE BUILDING SHOWN ON THIS DRAWING.

IN ACCORDANCE WITH THE REQUIREMENTS OF THE CONSTRUCTION (DESIGN AND MANAGEMENT) REGULATIONS 2015, THE FOLLOWING SIGNIFICANT RESIDUAL HAZARDS HAVE NOT BEEN IDENTIFIED AND THE ARCHITECT HAS NOT BEEN COMMISSIONED TO UNDERTAKE THE DESIGN SHOWN ON THIS DRAWING.

**SITE SPECIFIC HAZARDS**

THE FOLLOWING SIGNIFICANT RESIDUAL HAZARDS HAVE NOT BEEN IDENTIFIED AND THE ARCHITECT HAS NOT BEEN COMMISSIONED TO UNDERTAKE THE DESIGN SHOWN ON THIS DRAWING.

**SCALE**  
0 2 4 6 8 10 20m

**1 SITE BOUNDARY**  
PARKING SPACES = 183  
INC. 8 DISABLED AND 6 BIC  
6 BIC CYCLE SPACES

**SCALE**  
0 2 4 6 8 10 20m

New parent and child parking spaces

Existing policy bay to be removed

New Disabled parking spaces

**CLIENT PROJECT**  
CULLEN INVESTMENT HOLDINGS LTD  
36-50 DRAYTON ROAD  
NORWICH NR3 2DW

**PROPOSED SITE PLAN**

**STATUS**  
PLANNING ISSUE

**DATE**  
17.11.14

**SCALE @ A2**  
1:500

**PROJECT NUMBER**  
9280

**DRAWING NO.**  
P001

**REVISION NO.**  
F

**MANCHESTER**  
RATCLIFFE GROVES PARTNERSHIP  
LONDON  
THE RATCLIFFE GROVES PARTNERSHIP  
LONDON  
17.11.14

**MANCHESTER**  
RATCLIFFE GROVES PARTNERSHIP  
LONDON  
THE RATCLIFFE GROVES PARTNERSHIP  
LONDON  
17.11.14

