

REGULATORY SERVICES COMMITTEE
5th April 2012
WITHIN STATUTORY PERIOD

APPLICATION NO:	P0052.12	
WARD :	Brooklands	Date Received: 17th January 2012
ADDRESS:	20-28 London Road Romford	
PROPOSAL:	Change of use of car showroom to MOT testing, service and repairs centre and insertion of roller shutters to front and side elevations.	
DRAWING NO(S):	011a 012a 010	
RECOMMENDATION :	It is recommended that planning permission be GRANTED subject to conditions given at the end of the report.	

CALL-IN

No

SITE DESCRIPTION

The application site is located at the junction of London Road and St Edwards Way outside of the Romford Ring Road. Yew Tree Gardens connects to the north of the site. To the south of the site is a minor local centre comprising of various commercial units. To the north and west of the site are two storey terraced residential dwellings.

The application site comprises a single storey commercial building which is presently vacant having most recently been in use as a car showroom with associated outside car parking and car show space. The building has a footprint of 1054 sqm. Vehicular access to the site can be taken from London Road or Yew Tree Gardens. There is also a vehicle crossover midway between these two that provides for egress.

The site is situated within the boundary of the Council's Romford Area Action Plan.

DESCRIPTION OF PROPOSAL

This planning application seeks planning permission for a change of use of the premises to a MOT vehicle testing, servicing and repairs centre.

The proposal does not require any significant change to the existing building. The applicant has advised that the building will require alteration to the exterior doors, to provide additional security. The details of these would be finalised via a condition appended to the planning permission in the event that Members grant planning approval.

Minor alterations will be undertaken to the interior of the building. The applicant's advise that MOT testing will be carried out on an appointment basis and that there may be up to 60 customers per day.

The application proposes to amend the western most entry point to provide for vehicle entry only. Vehicle ingress and egress would remain via Yew Tree lane. The mid point cross over would be removed. This currently provides for unsafe vehicle manoeuvres across multiple lanes of the adjacent round-about.

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Hours of operation are proposed;

- Monday to Saturday 8.00 am - 6.00pm
- Sunday 10.00am - 4.00pm

As the proposal is for a change of use of greater than 1000sqm floor area the application is a major application, and is presented to Members for determination.

CONSULTATIONS/REPRESENTATIONS

Neighbour notification letters were sent to 112 adjoining properties with 1 letter of representation being received. The letters raised the issue that there is the potential for additional traffic to be generated as a result of the proposal. In the event that approval was granted there should be controls on noise and rubbish generated from the activities on the site.

The Council's Street Care service has no objection.

The Council's Environmental Health Department have requested that a scheme for the insulation of the building is submitted prior to the use commencing in order to safeguard residential amenity.

The Environment Agency has advised that they have no objection subject to conditions requiring that development shall not commence until a scheme to dispose of foul and surface water, has been submitted to, and approved by, the Local Planning Authority. This may entail oil and petrol separators, trapped gullies and a sealed roof.

The London Fire Brigade raise no objection to the proposals.

The Council's Highways department has not objected. (Subject to conditions- See Highways section below)

RELEVANT POLICIES

LDF: DC26, DC32, DC33, DC55 and DC61

Romford AAP: ROM16

London Plan: 2A.8, 3C.24, 3D.1 and 3D.2

Planning Policy Statement 4 - Planning for Sustainable Economic Growth

Planning Policy Guidance Note 24 - Planning and Noise

STAFF COMMENTS

The issues in relation to this proposal are the principle of development, environmental impact, impact upon amenity, highways/parking implications and appearance.

PRINCIPLE OF DEVELOPMENT

The issues in relation to this proposal are the principle of development; environmental impact; impact upon amenity; highways/parking implications and other matters.

The application site is situated within the boundary of Romford Town Centre as defined by the Romford Area Action Plan proposals map. The site is not designated for any particular land use which means that the Council will generally require the redevelopment of commercial sites which become available for housing development.

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In this case however given that the site has a long established use for commercial purposes previously involving sales and repairs of motor vehicles. The site continues to avail itself for such purposes with a large scale freestanding building, and external standing space for vehicles. The site is accessible to and is close to main feeder roads into the town centre. Whilst alternative uses, such as retail, could potentially occupy the site, the use is considered suitable in this location. Due to the nature of the business, it needs to be of a reasonable scale, with good vehicular accessibility, in a location that makes it convenient to customers who may require to leave their vehicle on site.

The use of the site for the purposes proposed will not detract from the ability of the Romford Town Centre to provide retail services.

The proposal involves a change of use (i.e. the existing building would be retained) no objections are raised to the proposal in principle subject to compliance with other plan policies. Provided the environmental impact of the proposal is demonstrated to be acceptable, it is considered that the continuation of the non-residential use of the site could be supported in this instance.

DESIGN/IMPACT ON STREET/GARDEN SCENE

The application site is located on the periphery of Romford Town Centre. At this point in London Road the character of the area is drawn predominantly from commercial frontages with, residential properties off of the adjoining side roads. The site itself has been in non residential use for a considerable period of time having most recently been a car showroom. Staff are of the view that the use of the premises as would not have an adverse effect on the character of the area.

The proposal would not involve any significant external alterations and as such would have no effect upon the existing street scene. The applicant requires improved security and access for the building, through new doors to the building. It is important consideration is given to the location of the site within the Romford Town Centre, and that transparent light weight doors are used, in preference to solid roller shutters. A condition will be attached to the decision notice if Members grant approval.

Signage on the site will separate consent.

IMPACT ON AMENITY

The rear boundary of the application site is at the interface with the rear garden areas of adjoining residential properties fronting Knightsbridge Garden, and the site is close proximity to residences in Yew Tree Gardens. Given the proximity of adjoining residential properties careful consideration in respect of the likely impact on amenity is required.

The site is located on the major ring road surrounding the Town Centre, which impacts the level of amenity of the area by the noise generated by vehicles. The main noise generated from the activities on site is likely to come from within the main building through cars being serviced.

The building is orientated in a manner that has the major openings in the building facing on to the main road frontages away from the residential areas, which should assist in restricting noise emanating from the premises. No noise is anticipated outside the opening hours (ie during the evening and night time).

The Council's Environmental Health service has recommended that the prior to the development commencing, details must be submitted to the Council for approval, specifying the provisions for

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the control of noise emanating from the building and site. Staff are of the view that in the event that planning permission was being recommended for approval a condition to secure this could be imposed.

HIGHWAY/PARKING

Policy DC33 seeks to ensure that adequate car parking is provided for new development in accordance with the standards given in annex 5.

Staff parking is available in the north-west corner of the site.

The site is within walking distance of Romford Town Centre, which is well served by public transport, that could provide for those patrons that need to leave their vehicle for an extended period or staff who do not drive.

The site provides for 11 customer spaces on the front of the site. However it is considered that the site differs from standard requirements in that there will not be requirement for customer parking per se, as cars will be serviced, manoeuvred and parked on site

The roads surrounding the application site are subject to parking controls including a resident permit holder s only controlled parking zone. This operates Monday to Saturday, and will manage car parking in the area adjacent the subject site.

The proposal would not have an adverse impact on the highway and is consistent with Policy DC33.

In respect of servicing arrangements policy DC36 states that planning permission for new developments including changes of use will only be granted where adequate servicing arrangements are provided. Policy DC36 states that Town centre developments may be serviced from the highway at the front of the premises. However, planning permission will only be granted where the applicant can demonstrate that:

- this will not have an adverse effect on the functioning of the road hierarchy
- it does not adversely effect the efficient functioning of the public transport network
- it will not cause unacceptable levels of congestion or road hazard
- it does not have an adverse effect on pedestrian safety or the amenity of residential properties
- there is no provision of a rear service road as part of the servicing of the wider area.

The Highways Authority has raised no objection to the application in relation to servicing or access arrangements. Larger vehicles will be able to enter the site through the improved London Road entrance and leave via Yew Tree Gardens. A gate is positioned as the via Yew Tree Gardens entrance that will prevent drivers cutting through the site out of hours.

The removal of the centre crossover will improve road conditions at the round-a-bout.

The Highway Authority has required that parking spaces on the site to be marked out to Council's design standards. In order to undertake the access works required the applicant will be required to undertake the necessary agreement, notice or licence to enable the proposed alterations to the Public Highway shall be entered into prior to the commencement of the development.

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KEY ISSUES/CONCLUSIONS

The application site seeks the change of use of a site that has previously been used for the purpose of vehicle sales.

The proposed use, involving the servicing of vehicles on the site, is considered appropriate given the suitability of the building for undertaking the activities.

The site is in a high profile location that can be accessed by vehicles. The hours of operation are considered reasonable in the context of the location of the site, which abuts residential properties, whilst fronting a main road.

Potential adverse amenity impacts can be managed by conditions that address the management of noise, discharge of pollutants and appearance. The application complies with key policies of the Core Strategy and Development Control Policies DPD and is not inconsistent with the Romford Area Action Plan.

The application is recommended to Members for approval, subject to conditions.

RECOMMENDATION

It is recommended that **planning permission be GRANTED** subject to conditions

1. SC32 (Accordance with plans)
2. SC10B (Details of work and samples of material)
3. SC22 (Hours of operation) ENTER DETAILS

Work shall be carried out on the site, and the premises shall only be open to the public between the hours of;

- Monday to Saturday 8.00 am - 6.00pm
- Sunday,Bank or Public Holidays 10.00am - 4.00pm

Reason:-

To minimise the impact of the development on the surrounding area in the interests of amenity, and that the development accords with the Development Control Policies Development Plan Document Policy DC61.

4. SC39 (Activities within buildings) ENTER DETAILS

The servicing of vehicles activities shall not take place anywhere on the application site except within the existing building to the satisfaction of the Local Planning Authority.

Reason:-

To prevent noise nuisance to adjoining properties in accordance with the recommendations of Planning Policy Guidance Note 24 "Planning & Noise" 1994, and in order that the development accords with the Development Control Policies Development Plan Document Policy DC61.

5. SC41 (Noise levels and hours) ENTER DETAILS

Noise from operations conducted on the premises shall not exceed LA90-10 d.B (A) as

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6. SC45B (Restriction of use) ENTER DETAILS

Notwithstanding the provisions of the Town and Country Planning (Use Classes) Order 1987 as amended the use hereby permitted shall be for MOT testing and servicing only and shall exclude all other uses whatsoever including any other use in Class B of the Order, without prior consent in writing of the Local Planning Authority.

Reason:-

To minimise the impact of the development on the surrounding area in the interests of amenity, and that the development accords with the Development Control Policies Development Plan Document Policy DC61.

7. Non standard condition

The development hereby permitted shall not be commenced until such time as a scheme to dispose of foul and surface water, has been submitted to, and approved in writing by, the Local Planning Authority. Where applicable we require details on proposed oil and petrol separators, trapped gullies and sealed roof drainage. The scheme shall be implemented as approved.

Reason to prevent pollution of the water environment.

8. Non standard condition

Parking Spaces.

Prior to the use being open to the public parking spaces on the site to be marked out to Council's design standards.

Reason:-

To ensure that the development accords with the Development Control Policies Development Plan Document Policies DC33 and DC61.

9. Non standard condition

Works to the Highway

The applicant is required to undertake the necessary agreement, notice or licence to enable the proposed alterations to the Public Highway shall be entered into prior to the commencement of the development.

Reason:-

To ensure that the development accords with the Development Control Policies Development Plan Document Policies DC33 and DC61.

1 The proposed development is considered to be in accordance with the aims, objectives and provisions of Policy DC26, DC32, DC33, DC61 of the LDF Core Strategy and Development Control Policies Development Plan Document.

Note: Following a change in government legislation a fee is now required when submitting details pursuant to the discharge of conditions, in order to comply with the Town and Country Planning (Fees for Applications and Deemed Applications) (Amendment) (England) Regulations, which came into force from 06.04.2008. A fee of £85 per request (or £25 where the related permission was for extending or altering a dwellinghouse) is needed.

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APPLICATION NO:	P0084.12	
WARD :	Rainham & Wennington	Date Received: 20th January 2012
ADDRESS:	Ingrebourne Links Golf Course Rainham	
PROPOSAL:	Temporary change of use for a material storage area. Revised Plans & details received 14.03.2012	
DRAWING NO(S):	Supporting Statement 0128/TS/1a	
RECOMMENDATION :	It is recommended that planning permission be GRANTED subject to conditions given at the end of the report.	

SITE DESCRIPTION

The application site comprises land located to the east of the A1306 (New Road), Rainham, on which a golf course, driving range, and associated club house, car parking, and ancillary facilities are currently being constructed. The construction works involve the importation of inert waste material, which is brought in by road, deposited and stockpiled at the western end of the site. The application under consideration only concerns this material reception area, which represents a very small part of the overall golf course development approved under planning permission P0319.09.

The site is located in the Green Belt and on land designated as Thames Chase Community Forest.

DESCRIPTION OF PROPOSAL

This planning application proposes the temporary change of use of land within the Ingrebourne Links golf course development site for a material storage area. The site is located on land that benefits from planning permission for the development of a golf course, which is currently under way. The location of the site is in an area of the wider golf course development that is already being employed as a material reception, storage and reception area. The application under consideration would allow for the delivery and storage of material outside of the hours already approved. On completion of the golf course development, the site would be restored in accordance with planning permission P0319.09.

The application proposes the delivery of inert material outside of the hours approved as part of planning permission P0319.09. The golf course development project is partly reliant on the inert material being excavated as part of the Crossrail project. The Crossrail project currently has a surplus volume of material needing to be disposed of with a lack of land on which to store it in central London. Given the central London location of much of the Cross Rail tunneling works, the export of material will most likely take place through out the night.

Condition 8 of planning permission P0319.09 limits works in the area under consideration, including the delivery of material, to the hours of 0700-1800 Monday to Friday, and 0700-1300 Saturday. The application under consideration would allow for the delivery and storage of material on a 24 hours per day, 7 days per week basis, assisting with the development of the golf course to schedule. The proposal is only for the delivery and storage of inert material. No other operations, including the processing and working of the material delivered, would occur

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outside of the hours already approved as part of planning permission P0319.09.

The applicant proposes that the development be allowed for a period of four years to coincide with the anticipated completion of the golf course development

RELEVANT HISTORY

P0319.09 - Construction of a 'links' style golf course, club house, car parking and ancillary facilities using treated indigenous and imported materials - Approved.

CONSULTATIONS/REPRESENTATIONS

Notification letters were sent to 26 neighbouring properties; a site notice was placed in the vicinity of the site; and advertisements have been placed in the local press. No representations have been received from neighbouring occupiers.

Comments have been received from the following consultees:

Highways - No objections.

RELEVANT POLICIES

The following policies of the LDF Core Strategy and Development Control Policies DPD ("the LDF") are of relevance:

DC22 - Thames Chase Community Forest
DC33 - Car Parking
DC45 - Appropriate Development in the Green Belt
DC55 - Noise
DC61 - Urban Design

National Planning Guidance

PPG2 - Green Belts

STAFF COMMENTS

The consultation period for this application expires on 6th April 2012. Officers are recommending that Members delegate responsibility to the Head of Planning Services to approve the application should no adverse comments be received following the application's consideration by Members.

The main issues in this application are considered to be the principle of development, the impact upon the character of the area, impact upon neighbouring occupiers, and highway considerations.

PRINCIPLE OF DEVELOPMENT

The site is located on land designated as Thames Chase Community Forest. Policy DC22 of the LDF states that opportunities for informal recreation in the countryside will be increased by various means. The site already benefits from planning permission for the development of a golf course, which is in the process of being completed. It is considered that the proposal would not be contrary to Policy DC22.

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The proposed development would take place within the Green Belt. Policy DC45 of the LDF states that planning permission will only be granted for development if it is for given purposes, including outdoor recreation. The proposed use of land as a temporary material reception and storage area, associated with the development of a golf course, is considered to be in accordance with Policy DC45.

In terms of the guidance contained in PPG2, the preliminary assessment when considering proposals for development in the Green Belt is as follows:-

- a) It must be determined whether or not the development is inappropriate development in the Green Belt. PPG2 and the Local Plan set out the categories of appropriate development.
- b) If the development is considered not to be inappropriate, the application should be determined on its own merits.
- c) If the development is inappropriate, the presumption against inappropriate development in the Green Belt applies.

Inappropriate development is by definition harmful to the Green Belt and should not be approved except in very special circumstances. It is for the applicant to show why permission should be granted and very special circumstances to justify inappropriate development will not exist unless the harm by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations (PPG2, paragraph 3.2).

In terms of Green Belt policy, the application proposes the change of use of land. Paragraph 3.12 of PPG2 states that material changes in the use of land constitute inappropriate development in the Green Belt except where they maintain openness and do not conflict with the purposes of including land in the Green Belt. It is considered that the proposed use would not have any significant impact upon the openness of the Green Belt or conflict with the purposes of including land in the Green Belt over and above the activities and development already approved as part of planning permission P0319.09.

It is considered that the proposed development would not constitute inappropriate development in the Green Belt and that it is therefore acceptable in principle, having had regard to Policy DC45 of the LDF and the guidance contained in PPG2.

DESIGN/IMPACT ON STREET/GARDEN SCENE

The site is located within the Green Belt.

Policy DC61 states that planning permission will only be granted for development which maintains, enhances or improves the character and appearance of the local area. Paragraph 3.15 of PPG2 states that the visual amenities of the Green Belt should not be harmed by development within or conspicuous from the Green Belt, by reason of their siting, materials or design.

The proposal would result in the delivery and storage of inert material at the site, on land located within an approved golf course development that is already being employed as a material reception, storage, and processing area. The proposal would allow for the delivery of inert material outside of the hours already approved by the wider golf course planning permission. The controls associated with the golf course planning permission, in which the site is located, would continue to apply. The only significant change in terms of the visual impact, over and

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above what the existing development gives rise to, would be that vehicles could be observed entering and leaving the site at times of the day that are not currently permitted.

The site under consideration would be restored in accordance with planning permission P0319.09. It is recommended that a condition be imposed, should planning permission be granted, stipulating that the site be restored in accordance with the plans approved under planning permission P0319.09. In the interests of visual amenity and the timely completion of the golf course development, it is also recommended that the provisions of conditions 13 (limiting the importation of material to that required for the construction of the gold course), 15 (limiting the storage of imported material to the area approved), and 25 (preventing the installation of flood lighting without the prior approval of the Council) of planning permission P0319.09 be employed in this case.

It is considered that the proposal would not result in any significant adverse visual impacts and that it would therefore be in accordance with Policy DC61 of the LDF and the guidance contained in PPG2.

IMPACT ON AMENITY

Policy DC61 of the LDF states that planning permission will not be granted for proposals that would significantly diminish local and residential amenity.

The site has been advertised and neighbours notified of the proposed development. No objections have been received to date. The nearest noise sensitive properties are Wennington Hall Cottages, which are located approximately 310m to the south west of the site entrance and on the other side of the A1306. These properties are located approximately 460m from the material reception and storage area in which material would be deposited during the night. Another residential property, known as The Willows, and the Travel Inn hotel, are located approximately 450m to the south of the site's southern boundary.

It is considered that the location of the proposed reception and storage area is such that there would not be any significant adverse impacts on the amenity of local residents. A condition can be imposed, should planning permission be granted, stipulating that material shall only be deposited and stored, and that no processing or other activities shall take place during the proposed hours of operation. It is also recommended that the provisions of condition 25 of planning permission P0319.09 (preventing the installation of flood lighting without the prior approval of the Council) be employed in this case. Whilst the applicants have suggested that the proposed development be allowed to continue for a period of approximately 4 years, which is the estimated duration of the remaining golf course construction works, it is recommended that the planning permission be limited to two years to enable the Council to monitor the impacts of the proposal and to reconsider the proposal in future should the applicants require a further extension of time.

The proposed extension of the period during which material may be delivered to the site would result in an increase in heavy goods vehicle movements during the evenings and early morning hours, which could have an adverse noise impact on the occupiers of properties located alongside the public highway. The anticipated number of deliveries during the period from 7pm and 7am would be in the region of 30 or 40, or 60-80 vehicle movements, the equivalent of 2-4 deliveries (4-8 movements) per hour on average. It is considered that the proposed vehicle movements would not have any significant adverse impacts on the amenity of neighbouring occupiers providing a condition is imposed requiring that vehicles visiting the site during the night, only access the site from the direction of the Wennington junction of the A13, and leave

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the site in the direction of that junction. This will mean that HGV traffic can avoid the more densely populated areas to the north and north west of the site, particularly where traffic lights and junctions would require HGVs to stop near to residential properties.

Subject to the use of the afore mentioned conditions, it is considered that the proposed change of use would result in a significant improvement on the amenity of neighbouring occupiers, and the proposal would therefore be in accordance with Policy DC61 of the LDF.

HIGHWAY/PARKING

The Highway Authority has raised no objections to the proposal, stating that it would not affect the highway network and that the site is located outside of any areas covered by an overnight lorry ban.

Should planning permission be granted, it is recommended that conditions 10 (wheel wash) and 26 (Travel Plan) relating to planning permission P0319.09 be imposed in this case to ensure that vehicles visiting the site continue to utilise the wheel wash facilities installed on site and to ensure that the provisions of the Travel Plan approved as part of the wider golf course development continue to be adhered to.

Subject to the use of the afore mentioned, it is considered that the proposal would not result in any significant adverse impacts on highway safety and amenity.

KEY ISSUES/CONCLUSIONS

The proposed development is considered to be acceptable having had regard to Policies DC22, DC33, DC45, DC55, and DC61 of the LDF, and all other material considerations.

RECOMMENDATION

It is recommended that **planning permission be GRANTED** subject to conditions

10. SC32 (Accordance with plans)

1. Non standard condition

The development hereby approved shall cease within 2 years of the date of this planning permission. The site shall thereafter be restored in accordance with the phasing and details approved as part of planning permission P0319.09.

Reason:

In the interests of visual and local amenity and in accordance with Policy DC61 of the Core Strategy and Development Control Policies Development Plan Document.

2. Non standard condition

Only inert material required for the restoration / construction of the Golf Course Landform, approved by planning permission P0319.09, shall be brought onto the site. No material shall be removed from the site.

Reason:

To ensure that the minimum amount of soil making material is brought into the site to ensure the site is restored in the minimum amount of time available and that minimum

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harm to the amenities of the area is caused in accordance with Policy DC61 of the Core Strategy and Development Control Policies Development Plan Document.

3. Non standard condition

Storage of stockpiled material shall only take place in the area defined as the Soil Storage Area hatched orange on the plan referenced 0128/O/P1a and approved as part of planning permission P0319.09.

Reason:

In the interests of visual amenity and in accordance with Policy DC61 of the Core Strategy and Development Control Policies Development Plan Document.

4. Non standard condition

No floodlighting shall be provided on any part of the application site without the prior written permission of the Local Planning Authority.

Reason:

In the interests of the character and appearance of the site which forms part of the Metropolitan Green Belt and of amenity, in accordance with Policy DC61 of the Core Strategy and Development Control Policies Development Plan Document.

5. Non standard condition

The approved development shall be undertaken in accordance with the Travel Plan approved under condition 26 of planning permission P0319.09.

Reason: To bring about a reduction in vehicle journeys.

6. Non standard condition

The wheel scrubbing/wash down facilities approved and installed in accordance with condition 10 of planning permission P0319.09 shall be employed by all heavy goods vehicles leaving the site, to prevent mud being deposited onto the public highway.

Reason: In order to prevent materials from the site being deposited on the adjoining public highway, in the interests of highway safety and the amenity of the surrounding area, and in order that the development accords with the Development Control Policies Development Plan Document Policy DC61.

7. Non standard condition

This planning permission only grants approval for the depositing and storage of inert material. No other operations shall occur.

Reason:

In the interests of local amenity and in accordance with Policy DC61 of the Core Strategy and Development Control Policies Development Plan Document.

8. Non standard condition

Stockpiled material at the site shall not be stored at heights greater than 4m, measured from ground level.

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Reason:

In the interests of visual amenity and in accordance with Policy DC61 of the Core Strategy and Development Control Policies Development Plan Document.

9. Non Standard Condition

Heavy goods vehicles entering and leaving the site to deposit material between the hours 1800 and 0700 Mondays to Fridays, 1300-0800 on Saturdays, and at all times on Sundays, Bank and Public holidays, shall only approach and leave the site according to the following routing arrangements:

a) Heavy goods vehicles shall only approach the site, along the A1306, from the direction of the Wennington junction between the A1306 and the A13, which is located to the south of the site. Heavy goods vehicles shall only enter the site from the public highway by a right-hand turn.

b) Heavy goods vehicles shall only depart from the site, along the A1306, by approaching the Wennington junction between the A1306 and the A13, which is located to the south of the site. Heavy goods vehicles shall only enter the public highway from the site by a left-hand turn.

Reason:

In order to prevent heavy goods traffic significantly diminishing the amenity of residential occupiers located in close proximity to the public highway, and in accordance with Policy DC61 of the Core Strategy and Development Control Policies Development Plan Document.

2 INFORMATIVE:

Reason for Approval:

Having considered the principle of development, the visual impact, the impact on amenity, and highways considerations, the proposed development is considered to be acceptable, having had regard to the Development Plan and all other material considerations. The proposal is considered to be in accordance with the aims, objectives of Policies DC22, DC33, DC45, DC55, and DC61 of the LDF Core Strategy and Development Control Policies Development Plan Document, and the guidance contained in PPG2.

Note: Following a change in government legislation a fee is now required when submitting details pursuant to the discharge of conditions, in order to comply with the Town and Country Planning (Fees for Applications and Deemed Applications) (Amendment) (England) Regulations, which came into force from 06.04.2008. A fee of £85 per request (or £25 where the related permission was for extending or altering a dwellinghouse) is needed.

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APPLICATION NO:	P0146.12	
WARD :	Romford Town	Date Received: 24th February 2012
ADDRESS:	25-27 South Street Romford	
PROPOSAL:	Change of existing ground floor retail to beauty salon and first floor to beauty training academy.	
DRAWING NO(S):	OS Map Appendix 1 C07129/01 Rev A	
RECOMMENDATION :	It is recommended that planning permission be GRANTED subject to conditions given at the end of the report.	

CALL-IN

No

SITE DESCRIPTION

The application site is located within the retail core area of Romford Town Centre on the eastern side of South Street approximately 70 metres south of the Golden Lion crossroads. It comprises the ground floor and first floor of nos. 25 to 27 South Street which are presently vacant. The building of which the application site forms part is of a flat roof design with the frontage being of 'Art Deco' style. The rear elevation of the building faces onto an open area formed by the roof tops of adjacent buildings. A fire escape presently leads from the rear elevation of the building across the roof tops and down to ground level.

The South Street frontage of the building is flanked on both sides and opposite by buildings of similar or lower storey heights. Adjacent buildings predominantly have retail or service uses at ground floor with storage or office uses on the upper floors. To the rear of the site are the roof tops of adjoining buildings of lower storey height and the Quadrant Arcade with the Kings Arms Yard beyond. The frontage of the building onto South Street is located within the Romford Conservation Area.

Given the location of the site there is no rear service yard or access area. As such the existing ground floor retail units and premises within the Quadrant Arcade are serviced via the Market Place or from South Street. The site presently has no off street car parking.

DESCRIPTION OF PROPOSAL

The application seeks permission for a change of from an A1 (retail) use to a beauty salon (sui generis) at ground floor and a beauty training academy (D1) at first floor. The application has also indicated that there would be a retail element included as part of the beauty salon through the sale of beauty products.

It is intended that the premises would open seven days a week. The beauty salon would be open on Monday to Friday between 09:00 and 21:00 and on Saturdays between 09:00 and 18:00 and on Sundays and Bank Holidays between 10:00 and 16:00. The training academy would be open on Monday to Friday between 10:00 and 21:30 and on Saturdays, Sundays and Bank Holidays between 10:00 and 16:00.

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It is proposed that 8 full time staff be employed and 15 part-time staff.

CONSULTATIONS/REPRESENTATIONS

The application has been advertised and a site notice displayed. Neighbour notification letters have also been sent to 37 adjoining occupiers. No letters of objection were received.

Havering's Police Borough Crime Prevention Design Advisor has raised no objection to the proposal.

Environmental Health recommended insulation, plant, odour dispersing equipment, noise control scheme and construction hours conditions in the event of an approval.

STAFF COMMENTS

The issues raised by this application are the principle of development, the impact on amenity and parking/highway issues.

PRINCIPLE OF DEVELOPMENT

Government guidance on town centres contained within PPS4 states that local planning authorities should proactively plan to promote competitive town centre environments and provide consumer choice by, inter alia, supporting a diverse range of uses which appeal to a wide range of age and social groups. The application site is located within the retail core of Romford town centre where Policy ROM10 of the Romford Area Action Plan Development Plan Document advises that planning permission for retail uses (Class A1) will be granted at ground floor level. Service uses (Classes A2, A3, A4, A5) will be permitted within the retail core only where the following criteria are met:

- The use provides a service appropriate to a shopping area;
- The proposal will not result in a group of three or more adjoining A2-A5 uses;
- Not more than 15% of the length of the relevant frontage will be in non-retail use following implementation of the proposal.

This policy is intended to maintain the viability and vitality of the town centre by protecting the predominantly retail use so that the range and choice of goods sold are maintained. At the same time, it recognises that uses such as banks, building societies and restaurants provide a complementary service for the shopping public, and it is therefore appropriate to make some provision for them in the centre. The retail core of the town centre has been defined in such a way as to single out the most concentrated areas of shopping for protection. In these areas the policy seeks to restrict the number of non-retail uses and also to prevent their grouping as this would interrupt the continuity of individual shopping frontages thus undermining their contribution to the centre as a whole.

The proposed mixed use of the premises as a beauty salon (sui generis) and beauty training academy (D1) are not uses specifically referred to in the Council's policy as being appropriate in a shopping area. The proposed uses would however be likely to attract both dedicated customers and those on more general shopping trips. Staff are of the view that the proposal has the potential to make a contribution to pedestrian flows and that the proposed uses would display a number of characteristics which would be similar to some retail uses in terms of the general level of activity and expenditure. It is proposed that the premises be open seven days a week during normal shopping hours. The proposal would also be capable of providing a window display which would allow for an active frontage to the unit. For these reasons staff are of the

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view that the proposal would be appropriate within a shopping area.

The proposed uses would result in a group of three or more adjoining A2-A5 uses or other non-retail uses. In determining the relevant frontage for the purposes of the above it is considered that the frontage runs between no. 1 and no. 35 South Street. The frontage begins at the South Street junction with the Market Place and ends at the entrance to The Liberty shopping centre. This frontage has a total length of 120 metres and presently contains three non-retail uses measuring 28.5 metres, No. 1-3 South Street (Co-operative Bank), No. 9 South Street (currently vacant but have permission for A2 use), No. 17-19 South Street (mixed A2 and sui-generis use) and the application site (25-27 South Street). The defined frontage presently has 23% of the length in non-retail use. The proposal would result in an increase of non-retail uses to 34% of the total frontage.

Although the proposal would be contrary to ROM10 of the Romford Area Action Plan in that it would result in the disproportionate loss of retail space, Staff consider the proposal to be acceptable on balance given the site specific circumstances. The applicant has submitted details which shows that the premises has been vacant for a considerable period of time with no success of getting retail tenants. The applicant has also indicated that there would be a retail element to the ground floor unit through the retailing of beauty products. At the time of the site visit it also became apparent that there is a significant amount of empty premises currently within the subject parade of shops.

Regeneration, Policy and Planning do not have any objections to the application as the proposal is with a view to take a long tenancy and the site has been vacant for some time. The negative impact of vacancies on the overall appearance and attractiveness of the town centre is high and it is important to maintain active frontages (provided these are in line with town centre uses) to ensure the town continues to offer a varied offer to visitors particularly in the light of increasing competition.

In light of the above Staff consider the proposed use to contribute positively to the vitality of the town centre. The subject premise has been vacant for a considerable period of time resulting in the unit having a somewhat neglected appearance. This proposal would bring the unit back into use which staff consider would be a positive outcome for the vitality of this shopping parade. Overall, it is Staff's view that the proposal would have an acceptable impact on the shopping function of Romford Town Centre.

CONSERVATION AREA

It is not considered that the proposal would have an adverse impact on the character and appearance of the Romford Conservation Area as no external changes are proposed.

DESIGN/IMPACT ON STREET/GARDEN SCENE

The proposal would involve no alterations to the external appearance of the building and would therefore pose no adverse or detrimental issues to the character of the street scene. Any external changes to the shop front such as an advertisement would be assessed by a separate application.

IMPACT ON AMENITY

With regard to the impact upon neighbouring properties consideration must be given to potential implications in terms of operating hours and noise and disturbance, particularly in view of the fact that some residential properties are located on the upper floors of the parade.

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The application site is located in an area which is characterised by commercial premises where a certain level of activity and associated noise is to be expected. Staff are of the view that the uses such as those proposed are more suitably located within a town centre location than within a predominantly residential setting and that the amenities of residents living within the town centre are not normally expected to be as high as for residents living in purely residential locations. The proposed uses would be unlikely to attract specific car-borne trade as it is located in a pedestrianised area, therefore people are likely to arrive on foot.

This part of the town centre has a number of licensed premises, which are open until the early hours for the majority of the week. The proposed opening hours are deemed to be acceptable. Staff are of the view that the impact resulting from the proposal would be unlikely to generate unacceptable levels of noise when viewed against the existing background noise levels arising from other uses in the locality.

HIGHWAY/PARKING

The application site has no off-street car parking facilities for customers. Customers attending the site would therefore need to rely upon either public transport or a local car park. The application site is located within a highly accessible town centre location so that the absence of any car parking provision is considered to be acceptable having regard to Government advice contained in PPG13. The site is accessible by a variety of transport modes including public transport, walking, cycling and the car. For these reasons it is considered that the proposal would pose no adverse effect on the function of the highway. Servicing of the premises would take place from the front as per the previous use of the premises. This is considered to be acceptable having regard to the town centre location of the site and would accord with the provisions of Policy DC36.

KEY ISSUES/CONCLUSIONS

Having regard to all relevant factors and material planning considerations Staff are of the view that this proposal would provide acceptable uses in this location. It is considered that the proposal would not be harmful to residential amenity or create any highway or parking issues. As such, the application is recommended for approval.

RECOMMENDATION

It is recommended that **planning permission be GRANTED** subject to conditions

1. S SC4 (Time limit) 3yrs
2. SC27 (Hours of use) ENTER DETAILS

The salon hereby permitted shall not be used for the purposes other than between the hours of 9:00 and 21:00 on Mondays to Fridays, 09:00 and 18:00 on Saturdays and between 10:00 and 16:00 on Sundays, Bank or Public holidays without the prior consent in writing of the Local Planning Authority.

The training academy hereby permitted shall not be used for the purposes other than between the hours of 10:00 and 21:30 on Mondays to Fridays, 10:00 and 16:00 on Saturdays, Sundays, Bank or Public holidays without the prior consent in writing of the Local Planning Authority.

Reason:-

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3. S SC32 (Accordance with plans)
4. M SC35 (Window display)
5. M SC37 (Noise insulation)
6. M SC62 (Hours of construction)
7. Non standard condition
Before any works commence a scheme for any new plant or machinery shall be submitted to the local planning authority to achieve the following standard. Noise levels expressed as the equivalent continuous sound level LAeq (1 hour) when calculated at the boundary with the nearest noise sensitive premises shall not exceed LA90 -10dB and shall be maintained thereafter to the satisfaction of the Local Planning Authority.

Reason:-

To prevent noise nuisance to adjoining properties in accordance with the recommendations of Planning Policy Guidance Note 24 "Planning & Noise" 1994.

8. Non standard condition
Before the development hereby permitted commences details of a scheme shall be submitted to and approved in writing by the local planning authority which specifies the provisions to be made for the control of noise emanating from the site. Such scheme as may be approved shall be implemented prior to first occupation and thereafter retained in accordance with such details.

Reason:-

To prevent noise nuisance to adjoining properties in accordance with the recommendations of Planning Policy Guidance Note 24 "Planning & Noise" 1994.

9. Non standard condition
Before the use commences suitable equipment to remove, disperse or neutralise odours and odorous material discharged from the proposed use in accordance with a scheme to be approved in writing by the Local Planning Authority. Thereafter, the equipment shall be properly maintained and operated during normal working hours.

Reason:-

To protect the amenity of occupiers of nearby premises.

10. Non standard condition
Before the uses commences a scheme to control the transmission of noise and vibration from any other mechanical ventilation system installed shall be submitted to and approved in writing by the Local Planning Authority and implemented prior to the permitted use commencing. Thereafter, the equipment shall be properly maintained and operated during normal working hours.

Reason:-

To protect the amenity of occupiers of nearby premises.

- 3 The proposed development is considered to be in accordance with the aims, objectives

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and provisions of Policies CP4, CP17, CP18, DC33, DC36, DC61, DC63 and DC68 of the Local Development Framework Core Strategy and Development Control Policies Development Plan Document together with Policies ROM6 and ROM20 of the Romford Area Action Plan Development Plan Document. The proposed use is sui generis and does not fall within the list of services set out in Policy ROM10 of the Romford Area Action Plan Development Plan Document. Notwithstanding this the proposed use would display a number of characteristics which would be of a similar nature to a retail use in terms of the general level of activity and expenditure and this is considered to justify exception in this case to the strict application of Policy ROM10.

Note: Following a change in government legislation a fee is now required when submitting details pursuant to the discharge of conditions, in order to comply with the Town and Country Planning (Fees for Applications and Deemed Applications) (Amendment) (England) Regulations, which came into force from 06.04.2008. A fee of £85 per request is needed.

- 4** The Local Planning Authority promotes the delivery of safer places through the principles and practises of the Secured by Design award scheme. This is a national police initiative which is fully supported by national, regional, and local planning guidance together with the Home Office and CLG. It is designed to encourage developers, to adopt appropriate measures, to assist in reducing the opportunity for crime and the fear of crime, creating safer, more secure and sustainable environments. It is recommended that in implementing this permission, the applicant seeks the advice of the local police CPDA who can be contacted direct via Havering Development Control.
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