

REPORT TO THE STRATEGIC PLANNING COMMITTEE

Date of Meeting	10 December 2014
Application Number	14/06624/FUL
Site Address	Land adjacent to Quarryfields Industrial Estate, Mere, BA12 6LA
Proposal	Erect new factory incorporating storage areas, offices, brush museum, areas used for goods in and goods out and the formation of vehicular and pedestrian access thereto
Applicant	The Hill Brush Company
Town/Parish Council	ZEALS
Division	MERE
Grid Ref	380320 132356
Type of application	Full Planning
Case Officer	Andrew Guest

1. Background

This planning application, for the erection of a new factory for the Hill Brush Company Limited, and a separate planning application, for the re-development of the existing Hill Brush Company Limited factory site for housing, need to be viewed together as they are implicitly linked.

In a nutshell, the Hill Brush Company Ltd wants to provide a new state of the art factory in its 'home town' of Mere for the efficient manufacture of its products so that it can remain competitive, and continue to grow, in a world market. To achieve this, and to ensure continuous production during the 'move', it requires, firstly, planning permission for the new factory on a new site; and secondly, planning permission for re-development of its existing site for other purposes (specifically, housing) to allow necessary release of capital for the new factory.

The two applications - for the new factory and the residential redevelopment - follow one another on this agenda. The first report relates to the new facility application; the second report is for the residential re-development application.

2. Reason for the application being considered by the Committee

The application is before the Strategic Planning Committee because the proposal represents a departure from the policies of the development plan and is for a large-scale major development which, by its nature has wider strategic implications and which raises issues of more than local importance.

3. Purpose of Report

To consider the recommendation of the Area Development Manager (South) that the application be approved subject to conditions.

4. Report Summary

The main issues to be considered in this case are, firstly, the principle of new employment development on this site; and then assuming the principle is accepted the following matters of detail:

- Highway safety;
- Landscape and visual impact;
- Residential amenity;
- Ecology;
- Archaeology;
- Public protection considerations.

The application site lies in Zeals Parish. Zeals Parish Council support the application. Mere Parish Council which adjoins Zeals also supports the application.

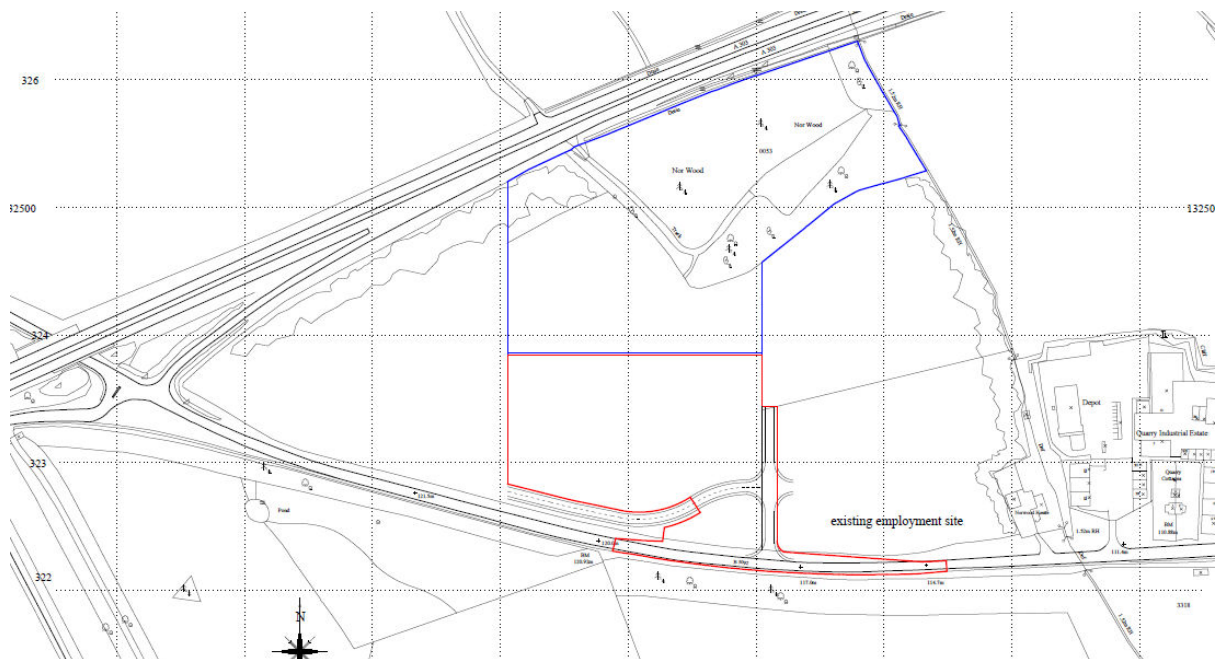
The Cranbourne Chase AONB group raises a number of concerns. There are no other third party representations specific to this application.

5. Site Description

The 2.2 ha site lies to the west of Mere in open countryside and a Special Landscape Area. It is presently a field with access from Castle Street (B3092). To its north, west and south sides are fields. To its east side is a further field designated as a 'Policy E12' Employment Site. Beyond this is a house and then further employment land (Quarry Industrial Estate); beyond the industrial estate is the Mere Housing Policy Boundary.

Approximately 250m to the north of the site is the A303(T), with its junction with Castle Street approximately 500m to the east. To the north of the A303(T) is the AONB.

The site rises gently to the north with a hedged boundary and wide verge adjacent to Castle Street.



6. Relevant Planning History

There is no relevant planning history relating to the actual site.

The 'Policy E12' employment site to the immediate east of the site was designated as such in the Salisbury District Local Plan. Policy E12 is 'saved' and states that "Approximately 3 hectares of land is allocated for employment development at Mere" where Classes B1 and B8 uses, and Class B2 uses "... where there would be no adverse impact on neighbouring properties ..." will be permitted. This employment site remains undeveloped at this time although does benefit from planning permissions for employment development in accordance with the allocation (S/2009/0191 and S/2013/0152).

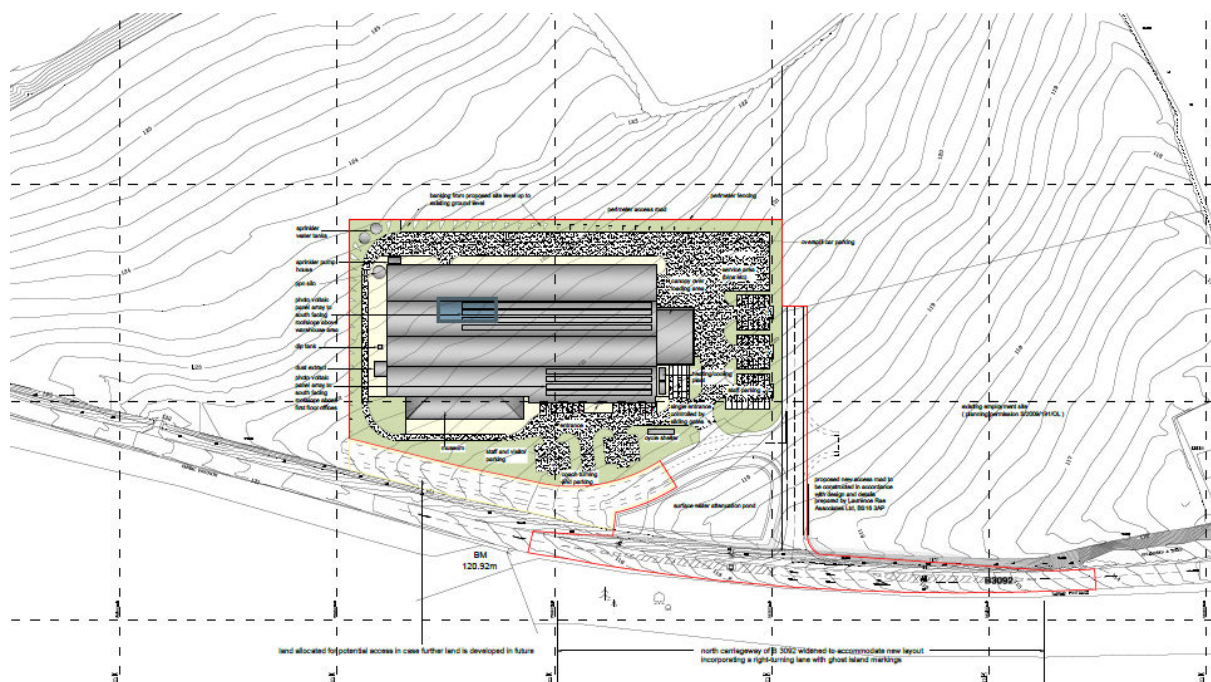
7. The Proposal

This planning application seeks permission to erect a new factory with associated facilities on the site. The occupier of the new factory would be the Hill Brush Company Ltd who would relocate to the site from existing premises at Woodlands Road, Mere.

The factory would provide 8,700 sq m of floor space including mainly 'general industrial', storage and office uses, and additional incidental facilities (brush museum, restaurant, trade counter, etc.). Outside there would be parking, loading/unloading and open storage areas. In view of the slight gradient some cutting would be necessary on the north side of the site.

The design is a typical factory although with a bespoke curved entrance element. Maximum dimensions would be approximately 140m by 70m by 10m high. External materials are indicated to be flat metal panels or profiled metal cladding for walls ('silver grey' colour), profiled metal sheeting ('dark grey') for roofs, and powder coated aluminium systems for windows/doors ('deep red').

Access to the site would be via a new estate road junction from Castle Street. This would also provide access to the existing farmland to the north and west sides of the site and to the allocated employment land to the east. A surface water attenuation pond would be constructed between the access road and Castle Street.



The Planning Statement which accompanies the planning application states the following:

The Hill Brush Company Limited (for over 90 years a key local employer in South Wiltshire) is at a critical decision point concerning the physical accommodation arrangements needed to secure its future growth.

The Company's preferred option is a new purpose built factory in Mere (Zeals Parish). An efficient production layout is essential to winning new export business. Room for expansion is needed to facilitate future growth. The proposed new facility will secure the retention of the committed and skilled local workforce.

History

Established in Mere since 1922, The Hill Brush Company is now run by the third and fourth generations of the Coward Family. For over 90 years the Company has been central to the local economy and community and it remains the largest employer in Mere with about half of its employees actually living in the settlement.

A successful manufacturing exporter, The Hill Brush Company Limited is one of the world's leading companies in the field of food hygiene cleaning tools and has an international reputation for its high quality products registered to ISO9001 quality standard. The Company holds a Royal Warrant.

The Company moved to its present Woodlands Road site in 1936 which it has developed over the years as methods of production have changed and the range of products has expanded.

Operation

The Company manufacture and supply to over 85 countries worldwide, with an extensive range of practical cleaning solutions designed for professional, home and outdoor use. By continuous investment in the most up-to-date machinery, the Company is able to compete worldwide and in 2011 it gained a contract to manufacture 2 million brushes a year for the UK vacuum cleaning company Numatic International who had previously been buying the brushes from China. In order to secure future contracts of this kind, the Company needs the advantage of enhanced efficiencies which can be provided within a purpose built single building facility.

Relocation

The Company needs to relocate to a purpose built factory to enable it to be more competitive through increasing efficiency and to enable it to expand. The Company has explored all possible options for relocation both in this country and abroad. Cheaper options exist elsewhere, particularly in Eastern Europe. The Company wishes to remain in Mere if at all possible. A stable and skilled workforce contributes greatly to the success of the Firm and will best ensure future success.

On the current site, the buildings are no longer suitable for a modern manufacturing and distribution operation. They are not energy efficient and do not allow for a satisfactory production flow. Further alterations to existing buildings would not yield any further improvements. The current site cannot be redeveloped to provide a new building without shutting down the production for a considerable time, which makes the current site unviable.

The current site is also unsuitable because of the poor and narrow alignment of the roads through the village to the A303. Vehicles have become too large to navigate easily and safely through the town. The proposed new site at the western end of Mere is adjacent to an undeveloped employment land allocation. The new site is close to the settlement, has

good vehicular and pedestrian access off the B3092 both in an easterly and westerly direction. All services which will be required are available or can be made available at a reasonable cost and the land owner has agreed the sale of the land which means that The Hill Brush Company's requirements can be met at this new location.

A new purpose built factory in Mere on the identified site is the preferred option.

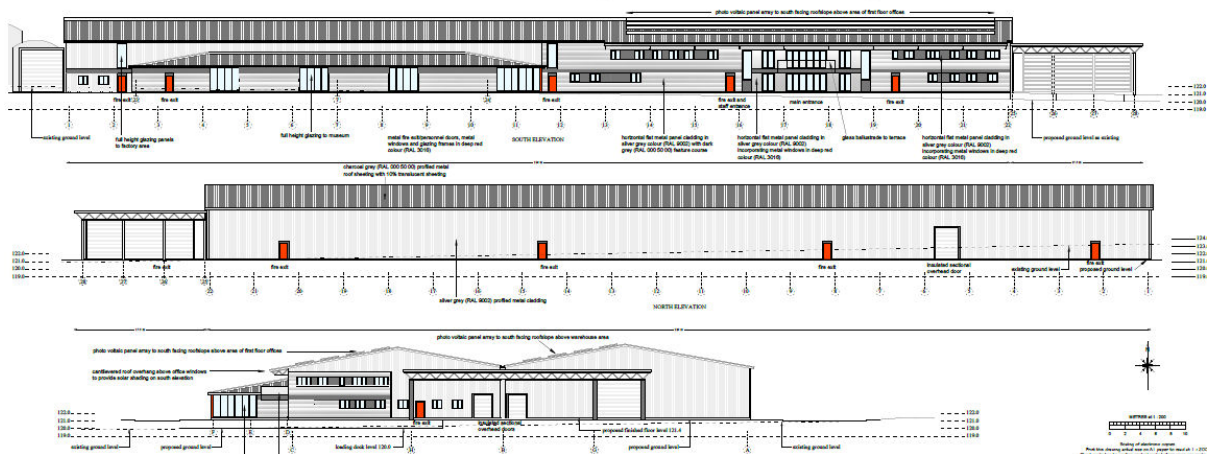
Benefits

The relocation will have an immediate impact in terms of jobs safeguarded and created. It will safeguard the jobs of the 76 people currently employed (around half of whom reside in Mere). It will enable the transfer in of 13 additional posts from the New Milton Moulding Factory and up to 5 new posts will be created through the planned new visitor centre. These jobs will have a combined growth value of over 1.5 million pounds benefitting the local economy each year with additional direct economic effect of the staff continuing to live and spend locally.

The relocation will also bring potential future economic benefits. The production and layout efficiencies of the new plant will be designed to support the Company's further growth in the medium term with space for a further 40 staff. The proposed new factory building will take up about half of the 4 hectare (10 acre) site enabling the Company to expand to twice the floor area, in the longer term potentially providing work for a further 100 employees on the site.

The planned relocation will also bring environmental and other benefits. Utilising Green technology the new factory will give the Company the opportunity to achieve ISO14001. The Company is keen to embrace rainwater recycling, photovoltaic electricity production. The site immediately to the east of the Application Site is owned by a commercial developer which has the benefit of planning permission, including the construction of a new vehicular and pedestrian access off the B3092 into the 6.7 acre site, which in turn will provide access into the proposed Hill Brush Company Limited premises.

The road will be constructed as an adoptable road or will be built to adoptable standards with more than adequate visibility splays. The junction will benefit from a right turning lane and ghost islands to ensure that safe and convenient access can be provided.



Elevations

8. Planning Policy

South Wiltshire Core Strategy:

CP1 – Settlement Strategy and distribution of growth

‘Vision’ for Mere Community Area –

There are a number of businesses that have been within Mere for a number of years, providing important local jobs. However, their buildings and sites are old and not necessarily appropriate for modern business needs. Therefore, in Mere itself, where a business wishes to modernise and the proposal concerns loss of employment land of more than 0.25ha, redevelopment of the original site for alternate uses should be permitted. This is provided that the business and job numbers remain in Mere and the loss of site is replaced with employment land of similar size elsewhere in Mere, subject to meeting other policies within the Development Plan.

Salisbury District Local Plan (‘saved’ policies):

G1 – Sustainable development

G2 – General criteria for development

D1 – Extensive development

E12 – Employment site west of Mere

E17 – New employment development within or at the edge of settlements

C2 – Countryside

C4 – Landscape – AONB

C6 – Special Landscape Area

C11-14 – Ecology

Emerging Wiltshire Core Strategy:

CP1 – Settlement Strategy

CP34 – Additional employment land

CP50 – Biodiversity and geodiversity

CP51 – Landscape

CP57 – Ensuring high quality design and place shaping

CP60-66 – Transport

The Inspector’s report for the emerging Wiltshire Core Strategy has now been published and it concludes that the Strategy is ‘sound’. It follows that the Strategy must now be given very weight in the decision making process prior to its final consideration and assumed adoption by Wiltshire Council in the new year.

Following its adoption some of the existing development plan policies referred to above will be replaced by the WCS policies whereas others will be ‘saved’. In the meantime all of the existing policies remain in force and so continue to be the starting point for the consideration of the application.

National Planning Policy Framework:

Paragraphs 18-22 – Building a strong, competitive economy

The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act

as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

9. Consultations

Zeals Parish Council: Supports unconditionally but would like it noted that, should the site be developed further, the PC would desire specific consultation regarding the current slip road access to the A303 west of Mere. Additionally the PC would wish to be consulted on broadband improvements in the area.

Mere Parish Council: Support. Whilst the PC would not normally respond to planning applications outside its area it considers that due to the proximity of this site to the parish boundary and the overall effect the application has on Mere that it is justified in doing so. The PC considers it is wholly preferable to have the commercial traffic aiming for the brush factory on this new site so that it can enter and exit the site via the A303 or B3092 at the western edge of Mere and does not, therefore, need to travel through the town centre or residential areas of Mere.

WC Highways: no objection.

WC Archaeology: a further field evaluation is required in view of the sensitivity of the site, in accordance with NPPF advice. Final views awaited.

WC Economic Development: [joint response to applications 14/06624/FUL & 14/06780/OUT]. No objection.

A key priority for Wiltshire is creating a resilient, sustainable and competitive economy, with a focus on creating and safeguarding jobs. The priorities of the Swindon and Wiltshire Local Enterprise Partnership are focussed on job creation, job safeguarding and developing Swindon and Wiltshire as a location for businesses to develop and thrive.

Enterprise Wiltshire has also set a strategic vision, which builds on the resilience of the economy and will develop its strengths into the medium to long term. The intention is to create 4,500 new jobs and safeguard a further 6,000 jobs (2012-2015)¹ through focusing on the retention and growth of indigenous businesses, while supporting inward investment.

As stated in application 14/06780/OUT current employment figures for Hill Brush Company Ltd are 76 full time and 8 part time, or 84 full time equivalent (FTE). In application 14/06624/FUL the applicant has proposed the new development will host 94 full time employees, safeguarding the existing 84 FTE whilst having a net gain of 10 FTE positions. This does not include a further approx. 24 FTE in the moulding company to be relocated to the site.

In choosing to relocate to a purpose built facility in Mere, as opposed to pursuing options outside of Wiltshire (the company has operations elsewhere), the proposal in application 14/06624/FUL accords with the stated priorities and will deliver local employment opportunities.

The relocation will also bring potential future economic benefits. The production and layout efficiencies of the new plant will be designed to support the company's further growth in the medium term, with space for a further 40 staff. The proposed new factory building will take

¹ Enterprise Wiltshire Economic Strategy 2012-2015

up about half of the new 10 acre site, enabling the Company to expand to twice the floor area in the longer term, giving potential for a further 100 employees on this site².

Wider economic benefits will include those in the local supply chain, indirect jobs supported, and the positive impacts of housing growth enabled through the relocation.

Through its strategic business engagement programme, Economic Development works proactively with key businesses like Hill Brush Company to help support their ongoing presence and growth in the county. Innovation is a central theme in the LEP's Strategic Economic Plan and the company's investment in its new facility will mark a change in its ability to innovate as an export-led advanced manufacturing business – a sector identified as a priority for future inward investment by Wiltshire Council, UKTI, and by the LEP.

As part of its ongoing engagement, Economic Development has actively worked to help the business find a local solution to its growth needs, which has included, for example, a revised affordable housing % within the existing site redevelopment, as proposed in application 14/06780/Out. This will allow the company to proceed with its relocation, safeguard and create jobs, and support further business growth, as well as bringing forward new housing within the town on the site it will vacate.

Highways Agency: no objection.

Environment Agency: no objection subject to conditions.

Wiltshire Fire & Rescue: recommendations for safety.

10. Representations

The application has generated one representation from the Cranbourne Chase AONB group as follows:

.... the location is just to the south of the AONB boundary, on rising ground, on the west side of Mere. It appears that the development would be effectively extending the developed area of Mere westwards.

It is noted that this is a major application covering 2.2 hectares and that the building would be 124 metres long by nearly 61 metres wide. The height of the building would be 9.5 metres to ridge above ground level.

Although the elevations show pitched roofs with clear ridge lines the site plan (07256 - 2 Z) shows doomed roofs. Clearly the visual appearance would be significantly different, as would the impact on the locality. Obviously the form of the building and its roofs needs to be clarified.

The Cranborne Chase and West Wiltshire Downs AONB has been established under the 1949 National Parks and Access to the Countryside Act to conserve and enhance the outstanding natural beauty of this area which straddles three County, one Unitary and five District councils. It is clear from the Act, subsequent government sponsored reports, and the Countryside and Rights of Way Act 2000 that natural beauty includes wildlife, scientific, and cultural heritage. It is also recognised that in relation to their landscape characteristics and quality, National Parks and Areas of Outstanding Natural Beauty are equally important aspects of the nation's heritage and environmental capital. The AONB Management Plan is a statutory document that is approved by the Secretary of State and is adopted by the

² Economic Development, Hill Brush Company relocation statement, 2012

constituent councils. The AONB and its Management Plan are material considerations in planning.

The National Planning Policy Framework states (paragraph 109) that the planning system should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes. Furthermore it should be recognised that the 'presumption in favour of sustainable development' does not automatically apply within AONBs, as confirmed by paragraph 14 footnote 9, due to other policies relating to AONBs elsewhere within the Framework. It also states (paragraph 115) that great weight should be given to conserving landscape and scenic beauty in AONBs, which have the highest status of protection in relation to landscape and scenic beauty. The conservation of wildlife and cultural heritage are important considerations in these areas.

The main concern of the AONB Partnership is the appearance of such a substantial development just outside of the AONB. To that extent the materials and colour can have a significant contribution to make to mitigate that impact.

It is noted that reference is made to RAL colours. However this is somewhat confusing in that paint colours have been used for the walls of part of the building and the Design Range colour system has been used for other parts and the roof. Nevertheless, whatever colour system is referred to I would strongly advise you that the proposed colours are far too light to enable such a large building to integrate well with the existing landscape.

In paragraph 7.07 of the Design and Access Statement the colour silver grey (RAL 9002) is suggested. This is almost white and the AONB group would suggest that significantly darker colours such as 9002 (pearl light grey) or 7033 (cement grey) would be much more effective in mitigating the mass and scale of the proposed building. Incidentally the 7033 colour does have a green tinge to it which could be advantageous. The colour referred to in paragraph 7.08 and 7.09 (dark grey RAL 000-50-00) is actually quite a light colour which will not help the roof sheeting blend with the landscape. In line with the advice in our Good Practice Note on Colour in the Landscape the AONB group would suggest, if the Design Range is to be used, that 000-30-00 or 100-30-05, both of which are significantly darker, should be used.

The AONB welcomes the use of photovoltaic panels on the south facing roofs. The AONB is concerned about the impact on light pollution of the proposed '10% translucent roof lighting' in paragraph 7.05. To prevent the escape of light when internal lighting is used the AONB recommends that such lighting panels are fitted with louvres or blinds so that when the factory is operative after dusk and before dawn these can be closed to prevent light pollution.

The AONB is also concerned about lighting around the exterior of the proposed factory and the loading areas under the extended canopies. Such lighting should comply with the AONB Position Statement on Light Pollution.

Despite what is stated in Section 6.00 regarding landscaping there is no landscape proposals plan submitted with the application material and there are no planting details or plan. It is, therefore, rather difficult to assess the extent to which the impacts of the proposed development can be effectively mitigated. The AONB strongly recommends that a detailed landscape planting and specification scheme is provided".

11. Planning Considerations

Principle

The application site lies in the countryside outside the defined settlement of Mere. Within the countryside 'saved' Policy C2 of the SDLP states that development will be strictly limited and will not be permitted unless it would benefit the local economy and maintain or enhance the environment. Exceptionally, Policy E17 allows new business development involving the construction of new buildings within or on the edge of settlements subject to criteria.

It is arguable in this case whether or not the application site is 'on the edge' of Mere. The application site adjoins a designated employment site in the SDLP which itself adjoins another established industrial estate. This established estate then adjoins the housing policy boundary for Mere. Being some 450m from the housing policy boundary it is considered that the application site is probably not 'on the edge' of Mere but is, in fact, beyond the settlement. It follows that in principle its development would not comply with Policy E17. That said, there are a number of material considerations in this case which 'tip the balance' in favour of the proposal in any event. These are –

1. The proposal would benefit the local economy both now and into the future, as required by Policy C2. Specifically, the proposal would enable an established local company to move from its existing outdated premises to a new and more efficient facility, and so safeguard, and expand, its locally sourced workforce in the interests of economic resilience and sustainability;
2. The proposal complies with the criteria set out in Policy E17 for developments on the edge of Mere in any event. In particular, the services and access to the site from the wider highway network are satisfactory, the scale of the proposal is appropriate to the size of Mere, the design of the scheme is compatible with the character of the area (see more below), and the amenities of the locality (including residential amenity) would not be adversely affected;
3. The proposal complies with the principles embodied in the 'vision' for Mere set out in the South Wiltshire Core Strategy. Specifically, the presumption that support will be given to proposals for the relocation of local businesses where the relocation will be to another site within or close to the same settlement;
4. Policy CP34 of the emerging Wiltshire Core Strategy recognises that Wiltshire does not necessarily have land available in the right locations and at the right time to meet business needs meaning the county could lose businesses to other locations. The policy, therefore, gives support to appropriate development 'outside' of settlements, including Mere, where this would retain or expand businesses currently located within the settlements, where the site is suitable. As there are unlikely to be any other sites either available or more suitable for the Hill Brush Company to move to, and because the proposed site is suitable in any event, it is considered that the requirements of this emerging policy are satisfied; and
5. The proposal would result in a net benefit to the environment of Mere by reason of the removal of HGV's / commercial traffic from its generally narrow and winding streets. This is considered further below.

So, although there is strictly conflict with existing countryside and employment policies, material considerations outweigh their presumptions and 'tip the balance' in favour of the proposal. Emerging policy will, in any event, give a greater degree of support for proposals such as this where the long term future of established local businesses will be secured by allowing development on suitable sites outside of settlement boundaries.

Visual and Landscape Impact

The application site lies within a Special Landscape Area where Policy C6 of the SDLP requires proposals for development to be considered having particular regard to the high quality of the landscape. The policy further states that where development is considered broadly acceptable in terms of its impact, the siting and scale should be carefully considered together with landscaping appropriate for the area. The Special Landscape Area is a blanket designation which covers not only open countryside but also the entire settlement of Mere.

The site lies close to an AONB. Policy C4 of the SDLP relates to the AONB. It resists develop which would harm the natural beauty of the landscape. Policy CP51 of the emerging WCS requires proposals for development outside of AONB's to demonstrate that they would not adversely affect the setting of the AONB.

The application is supported by a Landscape and Visual Impact Assessment. It concludes that the proposed development would have a 'slight' impact in relation to the landscape character of the area and 'moderate' visual impact within a zone of visual influence extending over an area 2 x 1 km.

As is evident, the application site fronts Castle Street and lies adjacent to existing, or proposed, employment developments. Not far from the north and west sides of the site is the A303 trunk road. Within this context it is not considered that the site comprises critical high quality landscape which Policy C6 seeks to protect. In any event, the scale of the development and the potential to provide an appropriate landscaped setting for it would ensure compatibility with the landscape within which it would be viewed.

Local views of the site from Castle Street would be broken up to a certain extent by the established hedgerow on the front boundary. The proposed building would be visible, set back from the frontage, but this visibility is not considered an issue having regard to the suitability of the building's design and the opportunity to provide landscaping within the site to further enhance the setting.

Middle distance views of the site are possible from the high ground at Long Hill to the north-east of the site. The proposed development's prominence in these views is unlikely to be any more significant than that of the existing industrial estates and employment allocation adjoining, and consequently this is not considered to be an overriding consideration.

With regard to the AONB, its boundary lies some 250m from the site, on the other side of the A303. The A303 in this area provides some screening against views from the AONB towards the site, and vice versa. Having regard to these circumstances, and notwithstanding the relatively large scale nature of the proposed building, it is not considered that the AONB would be adversely affected. The AONB group's concerns over external materials can be addressed by condition requiring details to be submitted, this notwithstanding what is specified in the application particulars. Equally, the concerns over the lack of a comprehensive landscaping scheme can be addressed by planning condition.

In terms of residential amenity, the nearest dwelling lies some 200m to the east of the site, just beyond the allocated employment site. At this distance it is not considered that the amenities of the occupier would be adversely affected, and it can be assumed that the intervening allocated employment land will be developed for this purpose at some stage anyway.

Highway safety

The application is supported by a Transport Assessment. Based on an analysis of existing and proposed traffic movements the TA draws a number of important conclusions. Firstly, it states that the site is located close to an 'all movement grade separated junction' with the A303 which would allow routing of HGV traffic to the site avoiding the relatively narrow streets in Mere, as presently happens. This would be beneficial to the general environment of Mere.

Secondly, it concludes that the local road network has capacity to accommodate peak hour travel to work movements from the development. Specifically it states that key junctions would have residual capacity, both now and in the future.

Thirdly, the report notes that a significant proportion of employees already walk, cycle or share transport to work, and that this situation should not be affected by the proposals and/or could even be enhanced by way of an appropriate travel plan. A condition is recommended to deliver a suitable travel plan.

The conclusions of the TA are agreed by both the WC Highways Officer and the Highways Agency. It follows that there are no highway safety reasons for objecting to the proposal.

Other matters

The application is supported by a Provisional Ecological Appraisal. It concludes that the site itself is of negligible intrinsic nature conservation value in view of its intensive agricultural use. That said, it recognises the potential of land at, and beyond, the edges of the site as having some value. With this in mind it sets out a number of mitigation options which can be managed by planning condition.

The application is supported by a Contamination Investigation Report. This records levels of contamination which are not potentially harmful to human health given the proposed end use or controlled waters.

The application is supported by an Archaeological Desk-Based Assessment. This states that no traces of habitative settlement have been identified but the likelihood of the site's inclusion within a known field system is increased by the common orientation with a footpath across the west side. The WC Archaeologist has requested further field investigation prior to the grant of planning permission, probably by way of a geophysical survey, and this is reflected in the recommendation.

Conclusion

This application seeks permission to relocate the Hill Brush Co. Ltd. to a new site just outside Mere. Although strictly contrary to policy in that the site is not in or on the edge of Mere, the proposal would not cause any material harm to matters of acknowledged importance such as amenity or highway safety. Furthermore, the chosen site is located much closer to the A303(T) than the existing site, so removing commercial traffic from Mere's narrow residential streets. Perhaps most significantly, the proposal would enable Hill Brush to stay in Mere but in a new, state of the art factory which should enable it to remain competitive, to prosper and to potentially expand in the future, all to the benefit of Mere.

To finance the relocation Hill Brush requires its existing site to be re-developed for other purposes. This is the subject of a separate planning application (next on the agenda) which must be considered on its own merits, both in terms of its intended purpose to facilitate the new factory development and on its impacts in isolation on all other planning considerations.

RECOMMENDATION

That, subject to no significant archaeology being discovered following field evaluation, the Area Development Manager (South) be authorised to grant planning permission subject to the following conditions –

- 1 The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

REASON: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

- 2 Notwithstanding the details set out in the application particulars, no development shall commence on site until details and samples of the materials to be used for the external walls and roofs have been submitted to and approved in writing by the Local Planning Authority. Development shall be carried out in accordance with the approved details.

REASON: In the interests of visual amenity and the character and appearance of the area.

- 3 No development shall commence on site until a scheme of hard and soft landscaping has been submitted to and approved in writing by the Local Planning Authority, the details of which shall include:-

- a) location and current canopy spread of all existing trees and hedgerows on the land;
- b) full details of any to be retained, together with measures for their protection in the course of development;
- c) a detailed planting specification showing all plant species, supply and planting sizes and planting densities;
- d) finished levels and contours;
- e) means of enclosure;
- f) car park layouts;
- g) other vehicle and pedestrian access and circulation areas;
- h) all hard and soft surfacing materials;
- i) minor artefacts and structures (e.g. furniture, refuse and other storage units, signs, lighting etc);

REASON: To ensure a satisfactory landscaped setting for the development and the protection of existing important landscape features.

- 4 All soft landscaping comprised in the approved details of landscaping shall be carried out in the first planting and seeding season following the first occupation of the building(s) or the completion of the development whichever is the sooner; All shrubs, trees and hedge planting shall be maintained free from weeds and shall be protected from damage by vermin and stock. Any trees or plants which, within a period of five years, die, are removed, or become seriously damaged or diseased shall be replaced in the next planting season with others of a similar size and species, unless otherwise

agreed in writing by the local planning authority. All hard landscaping shall also be carried out in accordance with the approved details prior to the occupation of any part of the development or in accordance with a programme to be agreed in writing with the Local Planning Authority.

REASON: To ensure a satisfactory landscaped setting for the development and the protection of existing important landscape features.

- 5 No part of the development hereby permitted shall be first brought into use until the access, turning area and parking spaces have been completed in accordance with the details shown on the approved plans. The areas shall be maintained for those purposes at all times thereafter.

REASON: In the interests of highway safety.

- 6 No development shall commence on site until a Green Travel Plan has been submitted to and approved in writing by the Local Planning Authority. The Travel Plan shall include details of implementation and monitoring and shall be implemented in accordance with these agreed details. The results of the implementation and monitoring shall be made available to the Local Planning Authority on request, together with any changes to the plan arising from those results.

REASON: In the interests of road safety and reducing vehicular traffic to the development.

- 7 Notwithstanding the details set out in the application particulars, no external lighting shall be installed on site until plans showing the type of light appliance, the height and position of fitting, illumination levels and light spillage spillage in accordance with the appropriate Environmental Zone standards set out by the Institute of Lighting Engineers in their publication "Guidance Notes for the Reduction of Obtrusive Light" (ILE, 2005)", have been submitted to and approved in writing by the Local Planning Authority. The approved lighting shall be installed and shall be maintained in accordance with the approved details and no additional external lighting shall be installed.

REASON: In the interests of the amenities of the area and to minimise unnecessary light spillage above and outside the development site.

- 8 No materials, goods, plants, machinery, equipment, finished or unfinished products/parts of any description, skips, crates, containers, waste or any other item whatsoever shall be placed, stacked, deposited or stored above a height of 10 metres above the existing ground level outside any building on the site without the prior approval in writing of the Local Planning Authority.

REASON: In the interests of the appearance of the site and the amenities of the area.

- 9 No development shall commence within the site area indicated until:

- a) A written programme of archaeological investigation, which should include on-site work and off-site work such as the analysis, publishing and archiving of the results, has been submitted to and approved by the Local Planning Authority; and
- b) The approved programme of archaeological work has been carried out in accordance with the approved details.

REASON: To enable the recording of any matters of archaeological interest.

10 Development shall be carried out strictly in accordance with the "Enhancement and Mitigation Options" set out in the Provisional Ecological Appraisal by SLR Global Environmental Solutions dated March 2013.

REASON: In the interests of wildlife protection and enhancement.

11 The development hereby permitted shall be carried out in accordance with the following approved plans:

21410/HA/01B dated 08/2013 and received by lpa 09/07/2014

21410/HA/2A dated 08/2013 and received by lpa 09/07/2014

21410/CS/1 dated 07/2013 and received by lpa 09/07/2014

21410/CS/2 dated 07/2013 and received by lpa 09/07/2014

07256-1G dated 04/07/2014 and received by lpa 09/07/2014

07256-2Z dated 04/07/2014 and received by lpa 09/07/2014

07256-3Z dated 01/07/2014 and received by lpa 09/07/2014

07256-4Z dated 01/07/2014 and received by lpa 09/07/2014

07256-5Z dated 01/07/2014 and received by lpa 09/07/2014

REASON: For the avoidance of doubt and in the interests of proper planning.

12 INFORMATIVE TO APPLICANT: The consent hereby granted shall not be construed as authority to carry out works on the highway. The applicant is advised that a license may be required from Wiltshire's Highway Authority before any works are carried out on any footway, footpath, carriageway, verge or other land forming part of the highway.

13 INFORMATIVE TO APPLICANT: Please note that Council offices do not have the facility to receive material samples. Please deliver material samples to site and inform the Planning Officer where they are to be found.

Appendices: None

Background Documents Used in the Preparation of this Report: Application particulars