Consultee Comment for planning application W/23/00042/FUL

Application Number	W/23/00042/FUL
Location	Broadgrove Nursery Farm Shop Eckington Road Birlingham Pershore WR10 3DA
Proposal	Commercial redevelopment of nursery site with 7no. units
Case Officer	Emma Ridley
Organisation	Birlingham Parish Council
Name	Mrs J Hiden
Address	Lamorna Birlingham Pershore WR10 3AF
Type of Comment	Comment
Type	
Comments	Regarding the current application, we have several fundamental concerns, which we feel would need to be comprehensively addressed and satisfied prior to this application gaining support from the Parish Council or indeed local community. As a Parish Council we have been approached by the majority of people living in proximity to the site, and no doubt they will be making direct representations to the planning authority as well. Issues/concerns: The access/egress onto the site and general highways issues: The proximity to a blind bend, which even if vehicles kept to the speed limit would present a danger, but vehicles tend to speed around that corner and arrive upon the access/egress into the subject site at speed and with little reaction time. At peak times in the morning, we expect between 8am and 9 am, when staff arrive to work in the proposed project, cars may need to queue on the public highway to await their turn to progress into the site. Possibly having a much wider bell mouth on the site/queuing area may negate the need to queue on the Highway? At peak times in the evening, we expect between 4.30pm and 5.30pm, it would again put considerable pressure on the sites access/egress point. In the winter this occurs in darkness and unless the Council plan street lighting, it would become even more hazardous to have a lot of vehicle movements to and from the site at those times. The number of visits to and from the site during trading hours from this number of units, also raises concerns. The current use for the site, when previously trading, at peak times probably had one staff and two or three customer cars. This proposal has over 30 car parking spaces which is a great intensification. A short distance away on the other side of the road there is already a small turning on the bend leading to a handful of village properties. The combination of the potential disruption to traffic at Broadgrove and the use of the existing turn, would create an unwelcome level of risk to all road users on that bend. The turn is also a public footpath but there is no pavement on that side of the road so it can only be accessed by crossing the road close to the bend with limited visibility in both directions; even with current traffic volumes this is already a risky undertaking. The positioning of the refuse bins: They are in our view, too close to adjoining residential property, therefore representing health issues, but also potential noise issues if the commercial refuse is collected at unsocial hours. Notification procedure: From comments we as a Parish Council have received we do not believe that all parties adjoining the applicants boundary or indeed in proximity, were written to making them aware of the application. Trading hours: Considerable concern was expressed about long trading hours given is proximity to residential accommodation. We would expect to see limitation on trading hours to Monday to Friday, c 8.00 am, to 6pm Design and Ecology: We are supportive of the recommended ecological measures proposed but at the same time concerned that the overall development amounts to an overlarge injection of buildings and hard landscaping in amongst the existing green fields, trees and hedgerows characteristic of the area. At six metres tall these buildings are akin to two storey houses in height, and this would be to the detriment of the local environment and the tenor of the neighbourhood; even with significant soft planting to obscure the site, the character of this area would be irrevocably altered. We acknowledge the attempt to soften the visual impact of such large new buildings in a rural area with the use of vertical timber cladding, but question whether this is sufficient to counteract dark grey roofing, and large dark grey roller shutters and steel doors ? the overall look is still one of light industry/commercial premises that will be out of keeping with the location and the adjoining residential accommodation. We understand that the Use Class E development specifies that any industrial processes should not be detrimental to the area by reason of noise, vibration, smell, fumes, smoke, soot, ash, dust or grit. We would however also highlight the fact that Eckington Road is currently a unlit country road and query whether the proposed

development, especially during the dark winter months, will be generating an untoward level of light pollution which would disturb local residents or wildlife and change the nature of the locality. Potential future applications: We, as the Parish Council would like to draw your attention to the Birlingham Village Design Statement which recommends that residential development should be on a small scale (1-3 houses) and reflective of existing buildings in the parish by incorporating a variety of styles, orientations and materials; whilst commercial in nature, this proposed development equates to seven large identical houses in two straight rows, so is not at all in keeping with the design ethos for the parish. However, if a future alternative application was submitted for 2/3 residential houses on the entire site (not just the red lined current application area), we as the Parish council would be supportive, as it would be in line with the Birlingham Village Plan, and important aid the current site owner to address the current semi derelict state of the site, which in itself has a detriment affect on the adjoining residential land owners.

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Attachments