

**Sandwell Metropolitan Borough Council**

**19 July 2016**

**Proposals to Depart from the Local Development Plan at  
Providence Place, West Bromwich, Birmingham**

**1. Summary Statement**

- 1.1 At the meeting of the Planning Committee to be held on 13 July 2016, consideration will be given to application DC/16/59421 which seeks approval for the erection of a hotel with ancillary bar/cafe for use by hotel patrons only, associated car parking and landscaping.
- 1.2 The officer recommendation for the application is to approve the full planning application, however because this is a departure from the Adopted Site Allocations and Delivery Development Planning Document the matter needs to be considered by full Council. The next ordinary meeting of Council is not until October so this report has been brought forward in anticipation that Planning Committee will approve the application if the departure is agreed. Considering the departure at this Council meeting rather than delaying October will allow development to commence in the current year and bring about the development of the site at Providence Place and provide potential job opportunities for local people through both the construction stage and once the hotel is operational.
- 1.3 The site is currently allocated for B1 Office development in the Site Allocations and Delivery Development Plan Document. However, the proposed development as a hotel use class C1 is considered both complementary and appropriate to the town centre location providing additional footfall within the commercial core of the town centre. It is necessary for the Council to consider whether or not to grant an exception to its policy to allow the application to proceed.

Further details are attached for your information

## **2. Recommendation**

- 2.1 That an exception to the Site Allocations and Delivery Development Plan Document and local development plan be allowed in respect of application DC/16/59421 Erection of a hotel with ancillary bar/café for use by hotel patrons only, associated car parking landscaping and ancillary works at Providence Place, West Bromwich.

**Nick Bubalo**  
**Director - Regeneration and Economy**

Contact Officer:  
Peter Yeomans, Group Manager  
0121 569 3906

## **3. Strategic Resources Implications**

The granting of exceptions to the Sandwell Allocations Delivery and Development Plan Document will, in the longer term, provide business rates for the Authority, job opportunities and investment into the town centre.

## **4. Legal and Statutory Implications**

- 4.1 The Planning Committee has delegated powers to determine planning applications within current Council policy. The decision to grant permission for this proposal would be contrary to the Sandwell Allocations Delivery and Development Plan Document. Consequently, the Committee has referred the application to the Council to consider whether or not an exception to the Sandwell Allocations Delivery and Development Plan Document should be granted.

## **5. Implications for the Council's Scorecard Priorities**

- 5.1 Implications contained within this report support the following Council's corporate priority for improvement:-
- Great Prospects.

## **6. Background Details**

- 6.1 The development proposal is to erect a hotel upon a currently vacant development plot adjacent to the recently completed headquarters facility of the West Bromwich Building Society and nearby the BT development at Providence Place, West Bromwich.
- 6.2 The application site is within the ownership of the Council and it is thought that the proposed hotel use will be compatible with the adjoining land uses providing overnight accommodation for businesses and commercial travellers.
- 6.3 The site fronts the Expressway A41 and will be designed in such a manner to be complementary to the other two office blocks that also front the A41 Black Country Route. Junction One of the M5 motorway is nearby and the Expressway will provide very good accessibility and assist the commercial viability of the development proposal.
- 6.4 The application has been publicised by press notice, site notice and neighbour notification letter with only one objection being received from consultants acting on behalf of the West Bromwich Building Society. The Building Society objected to the design and layout of the development proposal, these have been addressed through discussions with the applicant.

## **Source Documents**

Report to Planning Committee 13 July, 2016, regarding application DC/16/59421

Mr James Hinton Hinton Group and Travelodge Hotels Ltd Reims House 8 The Croft Buntsford Drive Bromsgrove B60 4JE	<b>Erection of a hotel (use class C1) with ancillary bar/cafe for use of hotel patrons only, associated surface level car parking, landscaping and ancillary works.</b> Land Adj West Bromwich Building Society Providence Place West Bromwich
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**Date Valid Application Received 6th May 2016**

**1. Recommendations**

Subject to no objections from the Head of Highways and the receipt of satisfactory amended plans and subject to referral to Full Council as a Departure, approval is recommended subject to the following conditions;

- i. Implementation/retention of the approved parking area;
- ii. Submission/approval/implementation external materials;
- iii. Details of odour extraction equipment to be submitted/approved and implemented;
- iv. Submission of a desktop study, site investigation and remediation measures (contaminated land) to be submitted/approved/ and implemented;
- v. Submission/approval/implementation of a drainage plan for disposal of foul and surface water;
- vi. Submission of a SUDs Maintenance regime/Management body for the full life of the drainage system to be approved by the LPA;
- vii. Implementation of approved landscaping scheme;
- viii. Compliance with SAD Policy EMP2 (Training and Recruitment).

**2. Observations**

Introduction

This application relates to a vacant parcel of land located on the northern side of Providence Place, within West Bromwich Town Centre. The land is approximately 0.25 ha in area and is bounded by the West Bromwich Building Society to the immediate south-east

and also the BT Liberata office building. The A41 Expressway lies to the north of the site and the land forms part of the former Sandwell MBC depot: the land is still owned by the Council.

### Proposal

It is proposed to construct a 'Travelodge' hotel (Class C1) with an ancillary bar/restaurant and associated parking, landscaping and works. The applicant seeks planning approval for a four storey hotel, of modular design, with accommodation proposed on each of the 4 floors and a patrons only 48 cover restaurant/café at ground floor level along with a licensed bar. The hotel would contain 78 bedrooms; largely a mixture of double and family rooms with a reception area and staff offices at ground floor level. Access into the hotel would be from the main car park area with the reception area located at the north-west elevation; servicing for the building would also be at the main frontage of the hotel.

A landscape strategy has been submitted as part of the application, with a mixture of soft and hard landscaping proposed – including street trees and furniture. A Design and Access Statement and Transport Assessment has also been submitted. Overall the proposed dimensions are 48m wide by 14.8m deep by 13.8m high to the maximum height of the flat roof.

The hotel would be accessed from an existing junction off the estate road for Providence Place and provision is to be made for 25 customer parking spaces with additional facility for 8 bicycles and 1 motorbike. The applicants are also in discussions with the Council to about the possibility of using an adjacent public car park that has provision for 59 vehicles.

### Publicity and consultation responses

The application has been publicised by press notice, site notice and neighbour notification letter with one objection received from consultants acting on behalf of the West Bromwich Building Society. The points of objections can be summarised as:

- i. The proposal for a C1 hotel use is contrary to adopted council policies/Development Plans as the site has been allocated for B1 Office Use specifically in the West Bromwich Area Action Plan;
- ii. Concerns relating to the design and layout for the hotel. Amendments have been sought in relation to bin storage, external plant and boundary treatments;

- iii. The hotel may impact on parking within the area particularly during daytime hours.

Environmental Health (Air Pollution & Noise) has no objections subject to appropriate conditions;

Environmental Health (Contaminated Land) has no objections subject to appropriate conditions;

Severn Trent Water has no objections to the proposal subject to appropriate conditions;

The Council in its role as Local Lead Flood Authority has no objections to the proposal subject to the imposition of an appropriate condition.

West Midlands Police has no objections subject to the incorporation of 'Secured By Design' measures into the development;

The proposed landscaping scheme for the hotel has been judged to be acceptable by the authority's Arboricultural Officer.

The Employment & Skills team welcome the development as it would create local job and apprenticeship opportunities.

The Planning Policy Team state that the application site is within designated Town Centre Core as detailed in the West Bromwich Area Action Plan (WBAAP). It is on part of a large site allocated for B1 (Business) Use in the Site Allocations and Delivery Development Plan Document (WBPr7).

They state the regeneration of this area is to be "primarily office led" and the application is therefore technically a Departure from the development plan allocation. They point out however that much of the allocation site has already been developed (by the BT and West Bromwich BS offices) and the proposed hotel would be on an area that is physically restricted and is less likely to be achievable for office development. They also comment that there other cleared sites adjacent to the application site where any new office development could be located. They point out that BCCS Policy CEN3 "Growth in Strategic Centres" states that land (such as the application site) should be principal locations for services such as hotels.

Overall the Planning Policy Team state the proposed hotel is a positive development that will help rather than hinder the regeneration of West Bromwich Strategic Centre: it is considered to be both appropriate and complimentary to the existing office developments and surrounding uses. On this basis they support the application

### Response to representations

With regards to the objector's comments the proposed hotel being a departure from the adopted development plan, it is agreed that technically it is a departure, but, for the reasons given above by Planning Policy Team, it is development that is nonetheless acceptable. In these circumstances were your Committee minded to approve the submission, the application will need to be referred to Full Council for their considerations.

With regards to the 2<sup>nd</sup> point of objection regarding design and layout, these matters (and in particular concerns about bin storage), have been discussed with the agent and amended plans are currently awaited that show some minor alterations to the proposed layout and design of the building. The difference in height between the hotel and existing office buildings has also been discussed with the agent however there is no scope for the height of the building to be increased.

The hotel is be of modular construction, timber in nature and therefore cannot be "tweaked" very easily without creating significant cost issues, which will result in the development becoming unviable. It should also be considered that the adjacent office building have floor-to-ceiling heights that are significantly higher than those of a hotel.

With reference to the final point of objection, comments from the Head of Highways are currently awaited, although it is anticipated that no concerns are likely. It should be considered that prior to submission the applicant had engaged extensively with the planning authority (including Urban Design), and highway engineers, on the layout of the site with consideration given to on-site parking provision, as well as the use of the adjacent car park for patrons of the hotel. It is therefore expected that the development would not displace town centre parking provision and it has also be considered it would be served by good transport links due to the town centre location.

## Conclusions

As stated above it is acknowledged that the application is a Departure from B1 Business use required by the WBAAP. However the proposed hotel development is considered both complementary and appropriate to the location, which also accords with BCCS Policy CEN3. The application conforms to the main thrust of Government policy contained in the NPPF, and is also considered compliant with locally adopted development plans policies in respect of design, flood risk etc.

Overall I am of the opinion that the development would complement the adjacent office buildings and wider locality and make a significant contribution to ongoing regeneration projects in West Bromwich Town Centre. It would also help create employment opportunities for local people. On this basis conditional approval is recommended subject to the application being referred to Full Council as a Departure from the adopted development plan.

### 3. Relevant History

None

### 4. Central Government Guidance

NPPF: Promotes Sustainable Development

### 5. Development Plan Policy

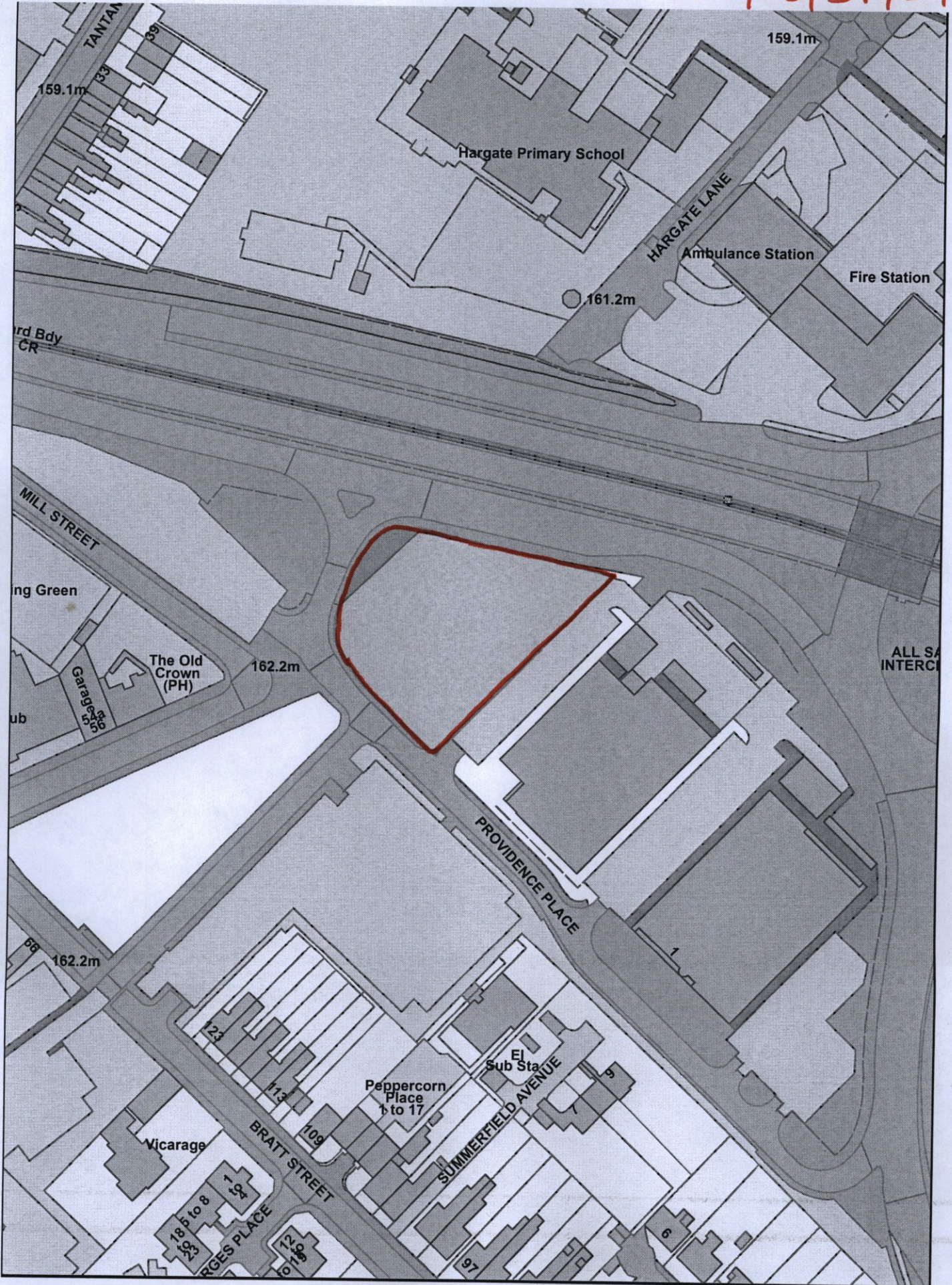
CEN3 Growth in the Strategic Centres  
ENV5 Flood Risk, Sustainable Drainage and Urban Heat Island  
ENV7 Renewable Energy  
SAD EMP 2 - Training and Recruitment  
ENV3 Design Quality  
SAD EOS 9 - Urban Design Principles  
CEN4 Regeneration of Town Centres

### 6. Contact Officer

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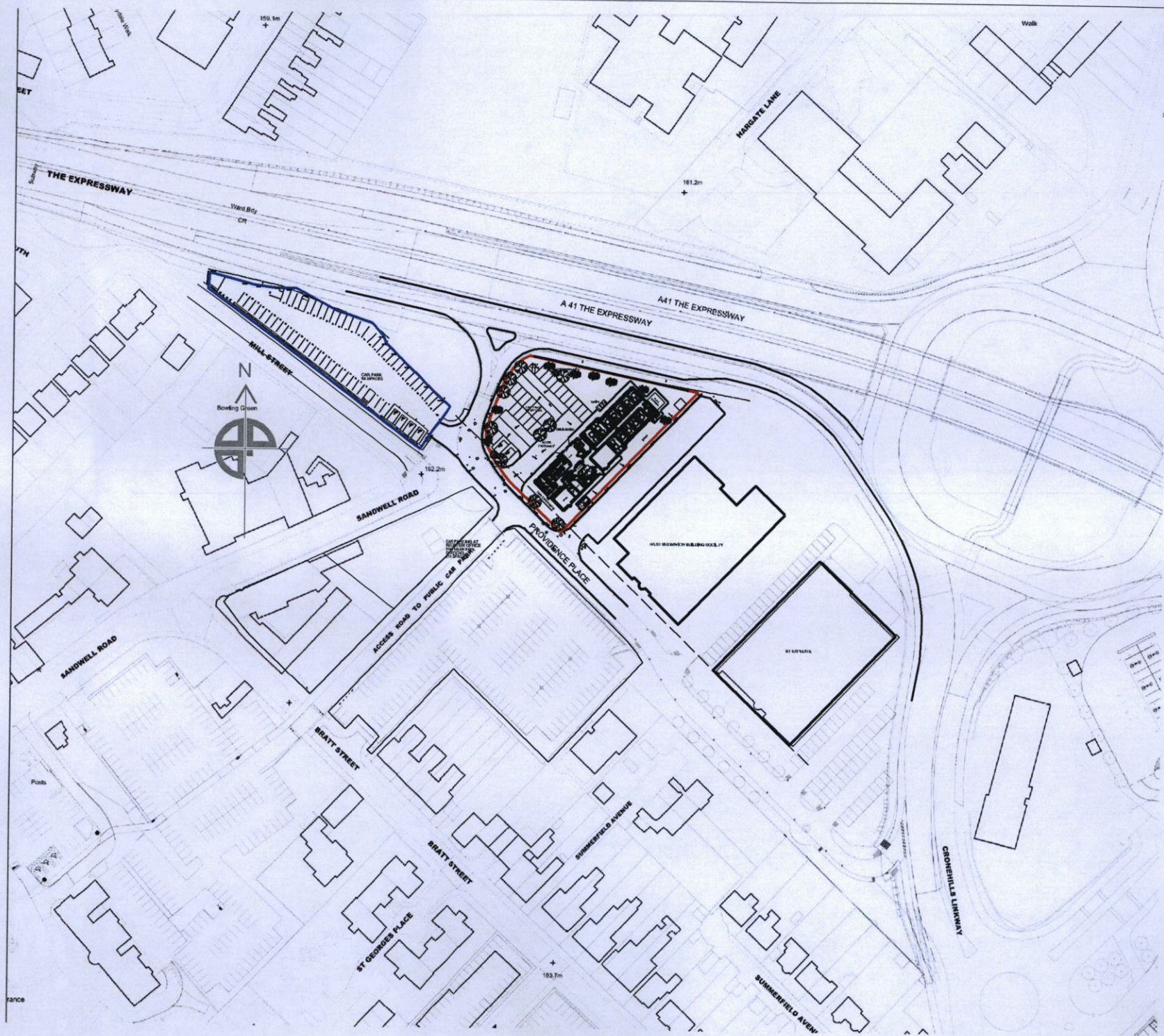
DC/16/59421



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Figured dimensions only are to be taken from this drawing

- Preliminary
- Comment
- Planning
- Tender
- Construction
- Record
- Legal

**Drawing Revisions**

Rev	Description	Date
A	Car park layout revised	02/03/16
B	Building repositioned	11/03/16
C	Surrounding location map added	11/04/16

**SCHEDULE OF ACCOMMODATION**

Standard Rooms	36
Family Rooms	38
Accessible Rooms	4
<b>Total</b>	<b>78 rooms</b>
Restaurant	48 covers
25 Parking spaces	

CLIENT  **HINTON GROUP**

PROJECT Travelodge  
Providence Place  
West Bromwich

TITLE Site Location Plan

SCALE @ A3 1:1250 DATE 24/02/2016

DRAWING 184 - 01 REV C

DRAWN BY DW CHECKED BY

 **DESIGN DEVELOPMENT PARTNERSHIP**

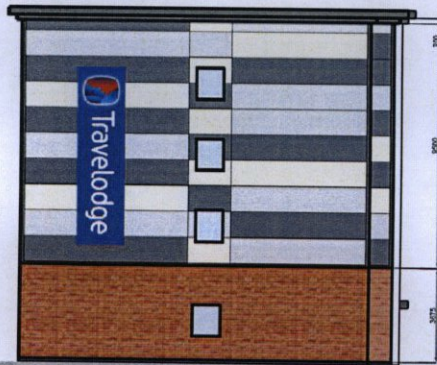
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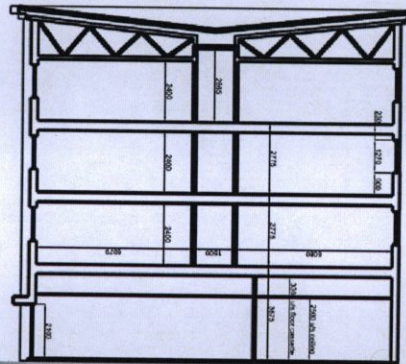
DC/116/159421



NORTHWEST ELEVATION



NORTHEAST ELEVATION



SECTION



SOUTHWEST ELEVATION



SOUTHEAST ELEVATION

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- Preliminary     Comment     Planning  
 Tender     Construction     Revised

Legal

Drawing Revisions

Rev	Description	Date
A	Star windows revised	03/02/16
B	Rear door panel added to southwest elevation	11/02/16
C	Material Palette added	09/04/16
D	Bar safe escape door moved from North/West elevation to South/West elevation, stairways escape doors width amended	11/04/16

SCHEDULE OF ACCOMMODATION

Standard Rooms	36
Family Rooms	38
Accessible Rooms	4

Total 78 rooms

Restaurant 48 covers

		
Basalt RAL 7012	Moonstone RAL 7035	Citrine RAL 1015

CLIENT



PROJECT

Travelodge  
Providence Place  
West Bromwich

TITLE

Elevations

SCALE (S/A)

1:200

DATE

24/02/2016

DRAWING

184 - 04

REV

DRAWN BY

DW

CHECKED BY



DESIGN  
DEVELOPMENT  
PARTNERSHIP

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Preliminary     Comment     Planning  
 Tender     Construction     Record  
 Legal

REVISIONS			
REV	DATE	DESCRIPTION	CHECKED BY
A	06/04/2016	Move attachments to elevational treatment.	D.W



Proposed North West Street Scene



Proposed South West Street Scene

CLIENT **HP HINTON PROPERTIES**

PROJECT Travelodge  
 Providence Place  
 West Bromwich

TITLE Proposed Street Scene

SCALE @ A1 1:200    DATE 01/04/2016

DRAWING 154 - 05    REV A

DRAWN BY R.D    CHECKED BY D.W

**DDP DESIGN DEVELOPMENT PARTNERSHIP**

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Dc/16/159421