
Committee Date:	31/10/2013	Application Number:	2013/06076/PA
Accepted:	13/08/2013	Application Type:	Full Planning
Target Date:	12/11/2013		
Ward:	Ladywood		

120 Pope Street, Carver Street, Birmingham, B1 3AG

Erection of a 5-storey building to provide an 82 bedroom hotel with associated basement plant rooms and back of house facilities

Applicant: JQ Hotel Ltd
33 Tenby Street, Hockley, Birmingham, B1 3EE
Agent: D5 Architects LLP
71-77 Coventry Street, Birmingham, B5 5NH

Recommendation

Approve Subject To Conditions

1. Proposal

- 1.1. The proposal is to erect a hotel building containing 82 rooms and is identical to application 2012/00107/PA approved April 2012. The main entrance would be on Carver Street elevation, with the ground floor containing the restaurant, bar, lounge, reception, kitchen and associated ancillary accommodation. 21 bedrooms would be accommodated on the first, second and third floors with 19 bedrooms accommodated on the fourth. The proposed building would have a gross internal footprint of 4087 sq m.
- 1.2. The proposed building would be five storeys in height and would be stepped in construction to reflect the topography of the site, with part of the proposed building reduced in height adjacent to the Grade II Listed George and Dragon Public House. It would have outward facing elevations to Carver Street and Pope Street with a central atrium area covered above ground floor area.
- 1.3. It would be of a modern contemporary design with the main elevations, at ground floor comprising of stone faced panels and the first, second and third floors comprising of a mix of facing brick and stone faced panels, with the recessed 5th floor comprising of a metal standing seam mansard roof. Largely floor to ceiling recessed aluminium framed windows would be used and the main entrance to Carver Street would be fully glazed. Specific materials would be controlled by condition.

[Proposed street scenes](#)

[Proposed ground floor](#)

[Proposed first/second and third floor](#)

2. Site & Surroundings

- 2.1 The application site is between Pope Street to the south west and Carver Street to the north east, within the 'Industrial Fringe' of the Jewellery Quarter Conservation Area.
- 2.2 The buildings on the site have previously been demolished and the site is currently screened with 2 metre high hoardings.
- 2.3 Adjacent to the site and forming its southern boundary is the grade II listed George and Dragon Public House, which is a part three storey, part single storey building originally dating from 1820, with later additions circa 1860-70 and 1922. The building is currently unoccupied and in a very poor state of repair. On the northern border of the application site is an electricity substation and a number of two storey flat roof 1960s industrial buildings. St George's Court, a large 4-5 storey and 2-3 storey former factory converted into offices and studios is on the opposite side of Pope Street. On the opposite side of Carver Street is a modern red brick four storey apartment block, with a further recessed upper storey.

[Site location](#)

[Street view](#)

3. Planning History

- 3.1. 12.11.2007 – 2007/04392/PA Demolition of all buildings to provide for the erection of a 4 storey building containing 6 commercial units with 30 residential apartments above. Approved with conditions.
- 3.2. 12.11.2007 2007/04390/PA Erection of 4 storey building containing 6 commercial units with 30 residential apartments above. Approved with conditions.
- 3.3. 06.08.2009 2009/02209/PA Erection of five storey building to provide an 84 bedroom hotel (use class C1) with 21 basement car parking spaces. Approved with conditions and S106.
- 3.4. 06.05.2011 2010/01326/PA Variation of condition C3 attached to approved application 2009/02209/PA to allow for alterations to the external elevational treatment to Carver Street and Pope Street. Alterations agreed however application refused as the applicant failed to sign the deed of variation within the required period of time.
- 3.5. March 2012 2011/08651/PA Application for the variation of condition C3 following grant of planning permission 2009/02209/PA to include alterations to the elevations for the erection of five storey building to provide an 84 bedroom hotel (C1) with 21 basement car parking spaces – withdrawn.
- 3.6. 16.04.2012 2012/00107/PA Minor material amendment attached to previous planning application 2009/02209/PA to include alterations to the elevations and omission of the basement car park. Approved with conditions and S106.

4. Consultation/PP Responses

- 4.1. Local residents' associations, neighbours and Ward Councillors were notified. A site and press notice were also displayed.

- 4.2. 4 letters of objection received. Raising concerns on the basis that proposal will affect the view, devalue existing property, adversely affect existing residents privacy, is of a poor design, adversely affect the character and appearance of the Jewellery Quarter, it is in a poor location for the proposed use, concern about disruption during construction, adverse impact of noise, increase in traffic, lack of parking provision and existing parking issues likely to be exacerbated and no financial contribution.
- 4.3. 2 letters of support. Welcome employment opportunities and considers the proposal to be in a brilliant location, however 1 letter notes the need to use quality materials.
- 4.4. English Heritage – Accept the principle of a 5 storey development has been established but still have concerns over the height of the new building particularly in relation to the adjacent Grade II listed pub. Also concerned about the finish of the blank side elevations facing the pub and consider use of specific materials will be key.
- 4.5. Regulatory Services – Extract and ventilation systems should be submitted prior to application being determined.
- 4.6. Severn Trent – no objection subject to drainage condition.
- 4.7. Transportation Development – no objection subject to cycle provision condition.
- 4.8. West Midlands Fire – no objection.
- 4.9. West Midlands Police – no objection.

5. Policy Context

- 5.1. Adopted UDP, Draft Birmingham Plan, Jewellery Quarter Conservation Area Design Guide (2005), Jewellery Quarter Conservation Area Character Appraisal and Management Plan (2002), Car Parking Guidelines, NPPF.

6. Planning Considerations

Principle

- 6.1. Planning permission for a 5 storey hotel on this site was first granted in 2009. This permission was subsequently amended, removing the basement car parking and slightly amending the design in 2012. However due to funding issues the permission lapsed before the applicants were able to consider discharging their conditions and commencing development on site. The current application, which is identical to that approved in 2012, is therefore submitted as a new application.
- 6.2. Since the application was last considered the NPPF has been issued. The NPPF is committed to securing economic growth in order to create jobs and prosperity stating that planning should encourage development and not act as an impediment to sustainable growth. It also notes the importance of good design and the desirability of new developments making a positive contribution to local character and distinctiveness particularly within conservation areas. With the exception of Car Parking Guidelines which have been adopted, local planning policies remain unchanged.
- 6.3. The application site is located in the area designated as the “Industrial Fringe” in the JQCACAMP in a mixed area of commercial and residential properties. I therefore

consider the proposed use of a hotel would be an appropriate use in this location, accord with policy and therefore be acceptable in principle.

Design and Conservation Issues

- 6.4 The proposal would result in a five storey building of a simple but modern design reflecting the industrial character of the Jewellery Quarter. It would be built primarily in facing brick, with stone cladding panels used as features to break up the buildings mass and add vertical emphasis. Simple recessed windows of floor to ceiling height would add relief and provide activity along both frontages. Furthermore, the buildings height would be comparable to existing and approved schemes in the vicinity and it would step down Carver Street and Pope Street, reflecting the topography of the site. It would only be four storeys adjacent to the George and Dragon pub, which is a Grade II Listed building, and would not therefore adversely affect its setting. I also note that the fifth storey would be recessed and of a 'lighter weight' material so as to reduce its impact on the street scene.
- 6.5 I note English Heritage and local residents have raised concerns about the height, design and detail of the proposal. However this scheme was approved in its current form in 2012 and I do not consider things have changed significantly since this time. I do not therefore consider there to be sufficient justification to reach a different decision. My Conservation Officer raises no comments.
- 6.6 I therefore consider that the proposed five storey building is appropriate on this site and would comply with local and national planning policies preserving the character and appearance of the Jewellery Quarter Conservation Area and the setting of the adjacent Grade II Listed Building.

Transport

- 6.7 Since the application was last considered car parking guidelines have been introduced however these provide maximum rather than minimum standards. I also note that local residents have raised concerns about the lack of car parking proposed. However, the site is well located close to train, metro and bus routes, is well served by taxis, within walking distance of the City Centre and that the Jewellery Quarter is now covered by a controlled parking zone. The applicant has also sought an agreement with an adjacent landowner to secure 21 off-site car parking spaces. The principle of a hotel in this location without car parking has also previously been established.
- 6.8 Consequently I concur with Transportation Development that, subject to a condition requiring cycle provision, there would be no significant reason why the proposal should be resisted on highway grounds.

S106 contributions

- 6.9 The previous application secured a financial contribution of £4,940 towards the Gateway Project. However the previous application encountered significant financial difficulties and resulted in the permission lapsing, resulting in a new application being required.
- 6.10 The site is important within the context of regenerating the Jewellery Quarter. Therefore given the associated financial difficulties I consider the wider regeneration benefit of the sites redevelopment would outweigh the need for a financial contribution in this instance.

Other

6.11 I note the concerns raised by local residents with regard noise and loss of privacy. Regulatory Services raise no objection to the proposal subject to conditions and I do not consider the proposed use would generate noise sufficient to warrant refusal. The building would front onto the public highway and would not have windows looking onto private areas, I do not consider the proposal would adversely affect existing residents privacy.

6.12 The condition requested by Severn Trent is necessary and reasonable and I recommend accordingly.

7 Conclusion

7.1 Proposal would result in the development of a currently prominent Jewellery Quarter gap site with a use and design previously approved resulting in a sustainable urban development in accordance with policy. Proposal should therefore be approved.

8 Recommendation

8.1 Approve with conditions.

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- 1 Requires the prior submission of cycle storage details
 - 2 Requires the prior submission of sample materials
 - 3 Requires the scheme to be in accordance with the listed approved plans
 - 4 Requires refuse stores to be provided
 - 5 Requires details of windows and doors
 - 6 Requires the prior submission of extraction and odour control details
 - 7 Restricts delivery hours to 0800-1800 Mondays to Saturdays
 - 8 Limits the approval to 3 years (Full)
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Case Officer: Joanne Todd

Photo(s)

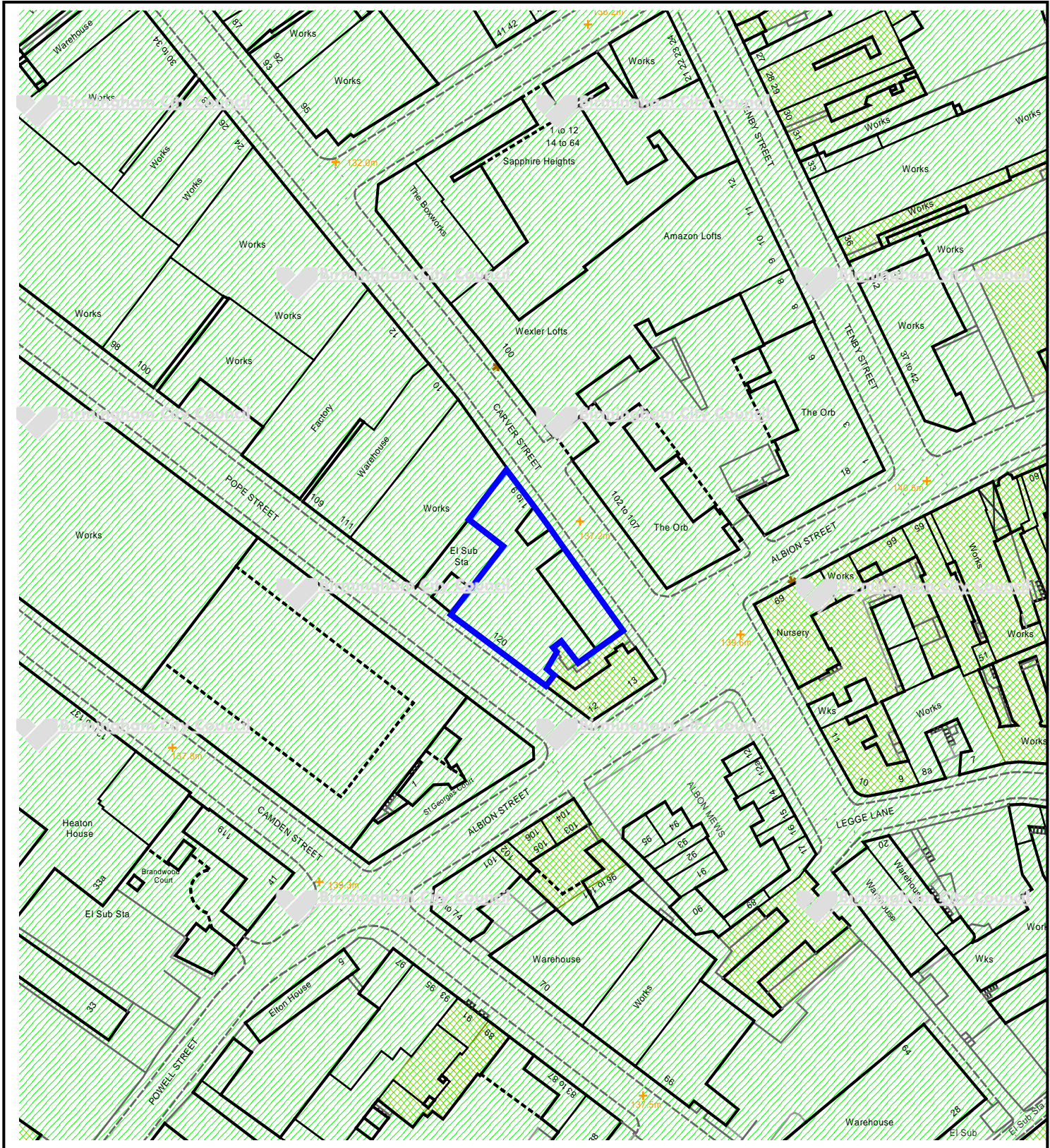


Figure 1 Carver Street



Figure 2 Carver Street

Location Plan



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