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Committee Date:	04/04/2013	Application Number:	2013/01031/PA
Accepted:	20/02/2013	Application Type:	Full Planning
Target Date:	22/05/2013		
Ward:	Tyburn		

Jaguar Land Rover Ltd, Chester Road, Castle Vale, Birmingham, B35 7RA

Demolition of existing buildings and erection of a blanking press shop building

Applicant: Jaguar Land Rover Ltd  
c/o Agent  
Agent: CgMs Consulting  
7th Floor, 140 London Wall, London, EC2Y 5DN

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Recommendation

**Approve Subject To Conditions**

1. Proposal

- 1.1. Full planning application for the erection of a new building (4,715sqm) to provide space for a blanking press shop. This process involves the making of blank panels which is the first stage of creating automotive body panels. This takes rolled coils of steel or aluminium and cuts (using a hydraulic press) outline body panel shapes ready for second pressing to create finished body panels for assembly. This process is currently only undertaken at Halewood for JLR and the purpose of this building is to produce panels for Castle Bromwich and Solihull. A new blanker line building is required to support the applicants' projected volumes of production on the site. The submission indicates that 16 new jobs would be created as a result of this new building.
- 1.2. The new building would be sited adjacent and connected to the existing press shop to its south side, to the west of the Visitor Centre facing Chester Road. The proposal also required the demolition of an existing lean-to office, maintenance and amenity building (1,144sqm). The new building would be rectangular in shape (max 125m by 36m by 16.6m high) with a ground floor production space and staff support areas, to replace those demolished, on two mezzanine levels to the eastern end of the building. There would also be a HGV deck to the south elevation to collect scrap metal from the press, which would be fully acoustically enclosed to contain noise. The design of the building would be a parapet style with concealed shallow pitched roof. External metal cladding would be coloured silver and dark grey and reflect JLR's corporate branding and consistent with the Visitor Centre and the recently approved Body In White (BIW) building.
- 1.3. It is envisaged that this building would take place in parallel with the new BIW building with a completion of the shell by December 2013 and anticipated that they would be occupied by mid-2014.

1.4. In support of the application the following, amongst others, have been submitted: Transport Statement, Noise Assessment and Flood Risk Assessment. The proposals have been screened under the provisions of the Town and Country Planning (Environmental Impact Assessment) Regulations 2011 and there is no requirement for an Environmental Assessment.

## 2. Site & Surroundings

2.1. The JLR Castle Bromwich plant covers an approximate area of 45ha, consisting of a wide mix of functional industrial buildings and is located within a larger and established industrial/commercial context. To the immediate north are a number of large commercial uses including the Ravenside Retail Park, a Ford dealership and former Showcase Cinema. To the west is a mix of small to large industrial uses including Dunlop Goodyear as well as the Fort Dunlop complex. To the south, on the opposite side of the A47 Fort Parkway, is a large DIY superstore as well as a number of industrial units and beyond that the West Coast Mainline and an elevated section of the M6. To the east, on the opposite side of the Chester Road, are the large Castle Vale residential estate and its Neighbourhood Shopping Centre.

## 3. Planning History

3.1. This site:

3.2. 24/01/13 – 2012/07983. Demolition of existing buildings (Block E, EPS Canopy, Garage and Sports & Social Club) and erection of new Body Shop with associated landscaping and minor works. Approved.

3.3. 30/11/12 – 2012/07524/PA. Application for prior notification of proposed demolition. No prior approval required.

3.4. 22/11/12 – 2012/06679/PA. Relocation of panel storage to a temporary building for 5 years and relocation of forklift truck/HGV and pallet repair activities to a permanent building. Approved.

3.5. Opus Aspect:

3.6. 08/02/13 - 2012/07970/PA. Creation of 590 car space temporary car park (period of two years) at sites 1, 2 & 3 Opus Aspect, installation of lighting, security height restrictor and bollard at each site entrance and erection of fencing. Approved.

3.7. Cyclone:

3.8. 08/02/13 – 2012/08341/PA. Temporary five year planning permission for employee car parking and ancillary works. Approved.

3.9. 30/11/12 - 2012/07529/PA. Application for prior notification of proposed demolition. Prior approval required and approved.

3.10. Former Showcase Cinema:

3.11. 01/03/13 – 2013/00909/PA. Application for prior notification of proposed demolition of existing cinema. No prior approval required.

## 4. Consultation/PP Responses

- 4.1. Transportation Development – No objection.
- 4.2. Regulatory Services – No objection subject to conditions relating to noise levels for plant and machinery, and contamination.
- 4.3. Environment Agency – No objection and recommends flood proofing measures for the new building.
- 4.4. Severn Trent Water – No objection subject to condition relating to drainage. Advise that a public sewer is located close to the site.
- 4.5. Highways Agency – No objection.
- 4.6. Health and Safety Executive – No objection.
- 4.7. West Midlands Police – No objection.
- 4.8. Local residents, Councillors and MP consulted with site and press notices posted. One representation received from local resident requesting that landscaping is considered. An objection has also been received from a nearby house on the grounds of lack of clarity in the development description, additional traffic, noise and disruption, doubts over the future success of JLR at the site, parking and making more efficient use of the existing buildings on the site.

## 5. Policy Context

- 5.1. Birmingham UDP, Draft Birmingham Development Plan, Places for All SPG, Car Parking Guidelines SPD and National Planning Policy Framework.

## 6. Planning Considerations

- 6.1. The JLR Castle Bromwich Plant is an established motor vehicle manufacturing factory and falls within an area of industrial land regeneration within the UDP as well as a Core Employment Area within the Draft Birmingham Development Plan. The proposal forms part of significant investment at Castle Bromwich by JLR. This approach is clearly in accordance with local policy as well as the Government's commitment within the NPPF to securing economic growth in order to, amongst others, create jobs and prosperity.
- 6.2. The visual impact of the proposed building would be minimal as it would be set back some 125m from Chester Road and read within the context of existing industrial buildings of similar scale and appearance. The building's industrial external appearance is appropriate to this context and similar to existing (Visitor Centre) and approved (BIW) buildings. No landscaping is proposed as part of this application as it is set in close proximity to other buildings within the site. However there is existing landscaping to the front of the Visitor Centre and new landscaping proposed to the Chester Road frontage of the approved BIW building.
- 6.3. A Transport Statement has been submitted in support of the application and identifies that the proposal would result in 6 additional two way HGV movements a day. The site currently generates approximately 400 two way HGV movements and by 2015 and with the introduction of the new BIW building this will increase to approximately 550 two way HGV movements. Therefore, the current proposal would represent a minimal impact on HGV movements on the local highway

network. The proposal would not have any impact on parking arrangements. Transportation Development and Highways Agency raise no objection.

- 6.4. A Noise Assessment has also been submitted in support of the application which considers noise break-out from the building, plant noise and HGV movements. Calculations indicate that these would be below the lowest night time background and ambient sound levels and complaints are unlikely at the nearest dwellings at Baders Walk.

7. Conclusion

- 7.1. The proposal represents the latest stage of JLR's on-going investment at Castle Bromwich which is seeing increased production and new job creation. The application is in accordance with relevant policy and guidance and planning permission should be granted.

8. Recommendation

- 8.1. Approve subject to conditions.

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- 1 Requires the prior submission of a contamination remediation scheme
  - 2 Requires the prior submission of a contaminated land verification report
  - 3 Requires the prior submission of sample materials
  - 4 Requires the prior submission of a drainage scheme
  - 5 Limits the noise levels for Plant and Machinery
  - 6 Requires the scheme to be in accordance with the listed approved plans
  - 7 Limits the approval to 3 years (Full)
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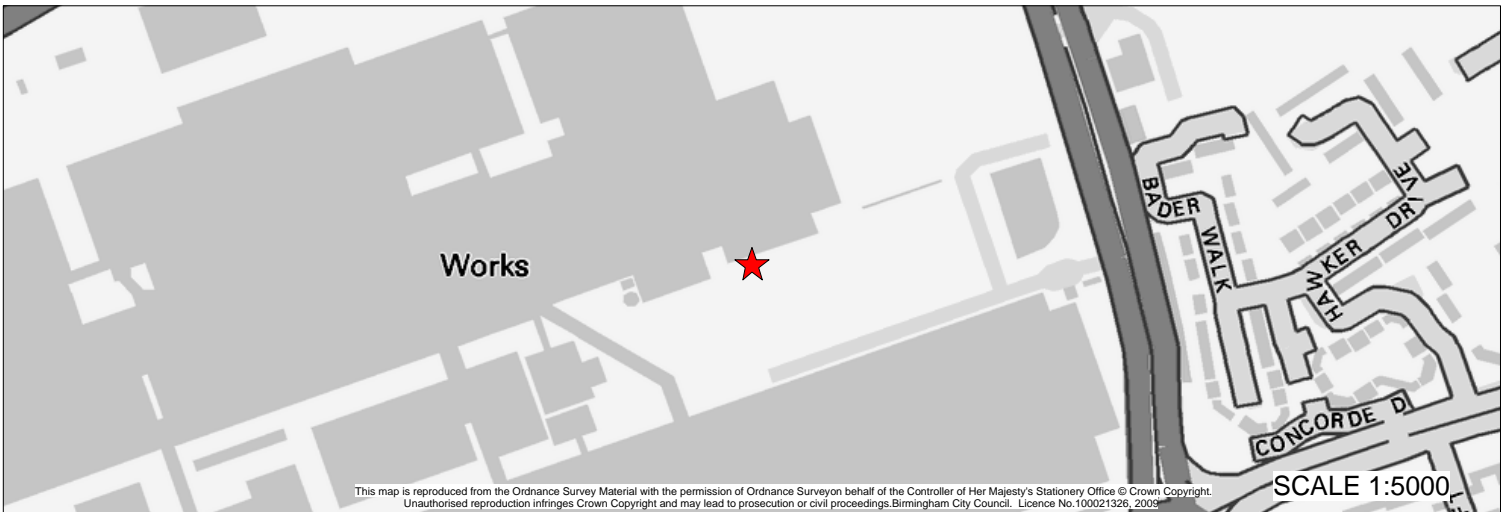
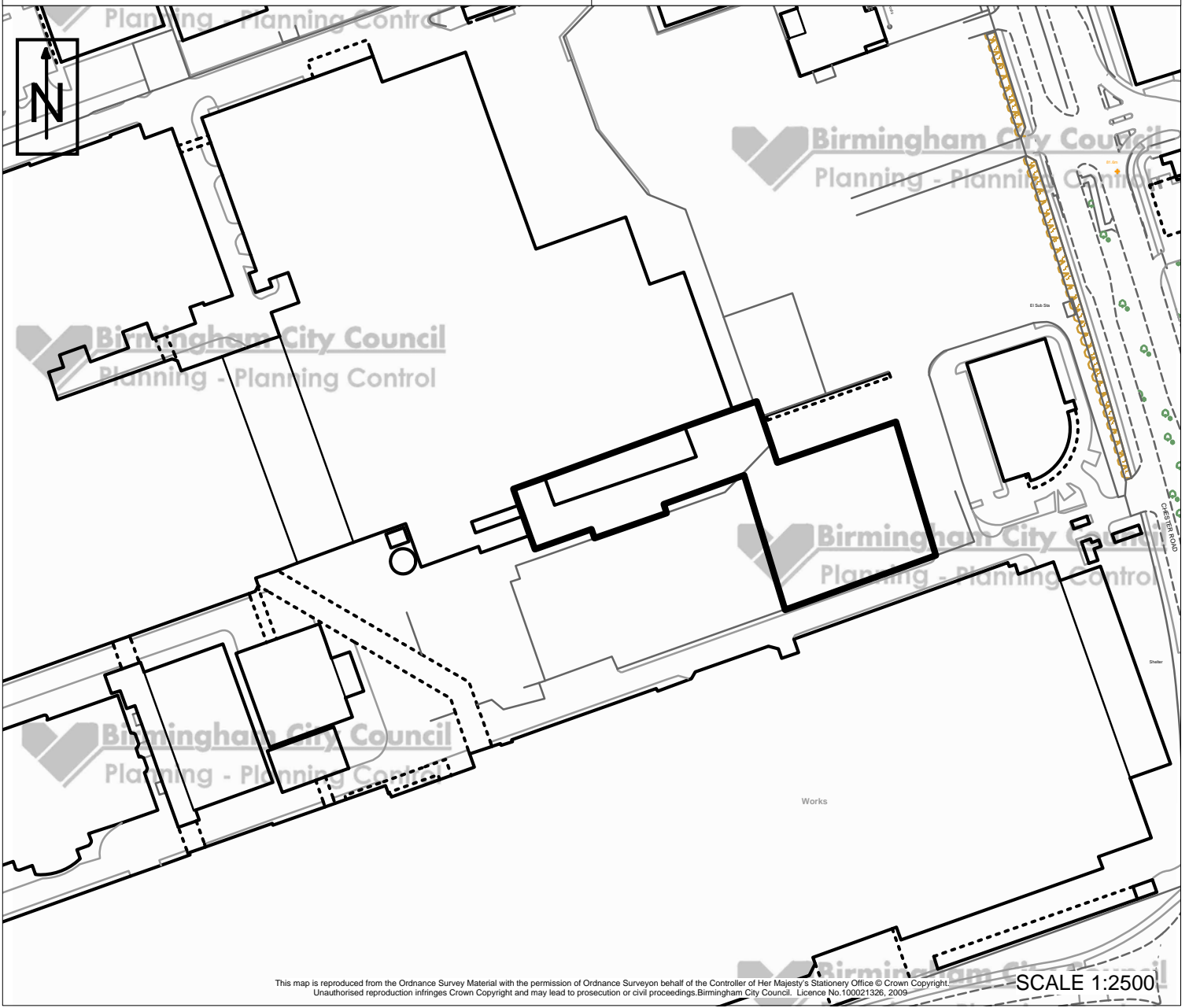
Reason for Approval

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- 1 Birmingham City Council grants Planning Permission subject to the condition(s) listed below (if appropriate). The reason for granting permission is because the development is in accordance with:  
Policies 4.13 - 4.16, 4.19 - 4.25 and 4.31 - 4.32 of the Birmingham Unitary Development Plan 2005; Places for All (2001), which has been adopted as Supplementary Planning Guidance; and the National Planning Policy Framework.
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Case Officer: Peter Barton









# APPENDIX



Jaguar Land Rover Ltd  
 Chester Road  
 Castle Vale  
 Birmingham  
 B35 7RA

2013/01031/PA

-  Statutory Listed Building
-  Locally Listed Buildings
-  Conservation Area
-  Neighbourhood Offices
-  Site Boundary
-  Site Location

Development Directorate  
 1 Lancaster Circus  
 Queensway  
 Birmingham B2 2JE.



Date: 25/9/2007

