
Committee Date:	18/04/2013	Application Number:	2013/00363/PA
Accepted:	21/01/2013	Application Type:	Reserved Matters Development
Target Date:	22/04/2013		
Ward:	Ladywood		

Plot F, Arena Central Development, Fronting Holliday Street, Birmingham, B1 1HH

Reserved Matters Application (access, appearance, landscaping, layout & scale) for erection of 250 bed hotel (Use Class C1) with associated guest amenities, and retail unit (Use Class A1/A3)

Applicant: Centre Island Birmingham (2) Limited
Suite 45, 62 Castle Street, Liverpool, L2 7LQ
Agent: KKA
Highpoint, Highfield Street, Liverpool, L3 6AA

Recommendation

Approve Subject To Conditions

1. Proposal

- 1.1. The application proposes a reserved matters application for the erection of an 18 storey tower comprising of a 250 bedroom hotel (Holiday Inn Express) with associated guest amenities and retail unit.
- 1.2. The application is a resubmission of a previously approved application reference 2012/01429/PA that was approved by committee on the 17th May 2012. Since this date the applicant has concluded that the health and leisure facility originally proposed is no longer economically viable and no longer wishes to link the facilities to the existing Crowne Plaza. Consequently the gym facilities would be removed and replaced with improved staff and back of house facilities, improved entrance from Holliday Street, increased bar/restaurant area and introduction of a small meeting room and retail unit. An additional 40 bedrooms would also be incorporated within the building as a result of this change.
- 1.3. When viewed from Holliday Street the accommodation as proposed is as follows:
 - Level 0: back of house facilities including plant, bin stores, staff room and pedestrian entrance and lifts to first floor reception.
 - Level 1: hotel reception, bar and restaurant and associated back of house facilities.
 - Level 2: retail unit (90 square meters), eight double bedrooms, two twin rooms, and associated back of house facilities.
 - Level 3-17: nine double bedrooms, six twin bedrooms, one accessible room and associated plant and back of house facilities.

- Level 18: Plant and associated equipment.

1.4. Proposal would provide approx 9,819 sq m of gross internal floor space.

Design and appearance

- 1.5 Due to significant land level changes across the wider Arena Central site the proposal would be viewed as an 18 storey tower from Holliday Street but only a 16 storey tower from the future Arena Square. It would occupy the ground floor footprint previously occupied by a former car park and leisure centre. A separation distance of between 7-10m would exist between the proposed tower and the bedroom windows of the existing Crown Plaza Hotel. It would not exceed the max height as approved by the original outline, with a max overall building height of 58.3m (equivalent of 191.60m OAD). This is a reduction of 0.7m from the previously approved reserved matters application.
- 1.6 As per the previous application, the building would be constructed in a mix of lightweight aluminium cladding, render and glazing, in a mix of tonal colours of black, grey and white. Various recessed tinted windows would be used throughout to ultimately create a modern tower building.
- 1.7 More, specifically, the main bedroom block, level 3 upwards, would be wrapped in aluminium cladding to create a continuous, flowing tonal variation in a 'pixel' fashion, reminiscent of the historic TV use of the site, punched wherever necessary by recessed grey tinted modulated windows.
- 1.8 The hotel reception area at level one (Level 1) would project out from the bedroom floors. This area would be white render and projecting grey and tinted curtain wall glazing with a contrasting feature frame to reflect the treatment employed on the adjoining Crowne Plaza Hotel.
- 1.9 The entrance on Holliday Street (Level 0) would be double storey and would be constructed of lightweight rainscreen cladding, and then a recessed area of dark grey large format tiles with colour matched grout with a feature wall inside. Dark grey painted stainless steel circular hollow section columns will help support the reception/bar/restaurant on level 1 above. A recess to the Holiday Inn Express bedroom blocks on Holliday Street Elevation would be introduced and would include cathode ray tube lighting in the hotels brand standard colours. There will be a further lighting feature hanging from level 1 to the ground floor entrance.
- 1.10 Externally, the main change to the proposal is the introduction of a retail unit/coffee shop. The unit proposed would be accessed at plaza level (Level 2) from the future square to the north of the site. The surround of the retail unit would be powder coated modular aluminium rainscreen cladding that would interrupt the 'pixel' cladding above and the white render below. Powder coated modular aluminium rainscreen cladding in a slightly lighter grey would mark the frontage of the retail unit until such time that it was occupied.

Other

- 1.11 As required by the outline planning permission, an amended masterplan has been submitted to reflect the amendments currently proposed.
- 1.12 No parking would be provided on site although a lay by and traffic regulation orders would be altered as required to the sites frontage on Holliday Street. No new vehicle

service access facilities will be required as this hotel is to be serviced jointly with the existing Crowne Plaza hotel

- 1.13 The proposal would employ approximately 60 people.

2 Site & Surroundings

- 2.1 The specific application site is plot F of the wider Arena Centre Site which itself comprises the street block bounded by Suffolk Street Queensway, Holliday Street, Bridge Street and Broad Street. A total area of approximately 5.7 hectares. The site to the south of Holliday Street has been developed with the Centenary Plaza residential scheme. The wider Arena Central site is currently occupied by a complex of buildings, a number of which are associated with the former ATV Television Centre and which were last occupied in 1997, but also comprises of Alpha Tower, the Registry Office and the listed (former TSB) bank. It is bounded to the north and south by active railway tunnels, with the railway tunnel to the south having significant influence on the form of development within plot F. The wider site is situated within the City Centre with a wide mix of uses, including commercial, leisure and residential within the immediate vicinity.
- 2.2 Plot F, the specific application site currently comprises a former leisure centre (including a pool). It is situated to the south of the wider site, fronts onto Holliday Street (presenting significant 'dead' frontage) and is immediately to the west of the recently refurbished Crowne Plaza Hotel.
- 2.3 There are significant land level differences between Holliday Street, to the south, and Arena Central, to the north.

3 Planning History

- 3.1 24 February 2000. Application Number 1997/04238/PA. Following a call-in inquiry, planning permission was granted in outline by the Secretary of State for redevelopment, including a new tower of up to 175 metres in height, pedestrian areas and links to provide a mixed use scheme comprising leisure/entertainment uses, health and fitness and/or conference and exhibition/museum facilities, retail (Class A1), financial and professional services (A2), food and drink (Class A3), business (Class B1), hotel and residential including car parking, on land bounded by Broad Street, Suffolk Street Queensway, Bridge Street and Holliday Street and land south of Holliday Street. All detailed matters were reserved except for access, but the application was accompanied by extensive illustrative details.

The consent included floorspace maxima for the proposed uses, circulation space, servicing and plant areas. A maximum total new build floor space of 213,677 sqm was conditioned. 2500 on site parking spaces were included in the consent. The Secretary of State restricted by condition the maximum number of parking spaces to 2500, the location of the proposed tower to the Suffolk Street Queensway/Holliday Street corner and the height of the tower to no more than 175 metres. Conditions also included the requirement for an illustrative masterplan to be maintained at all times for the Arena Central site, together with a phasing plan.

The Planning Obligation by Undertaking submitted by the applicants in association with 1997/04238/PA allowed for phased contributions to public transport services in the City Core of £1 million, £2 million and £2 million triggered by the development of floorspace thresholds of 100,000sq.ft, 200,000sq.ft and 300,000sq.ft other than development on the former TSB site and the NCP site.

- 3.2 5 April 2001. 2000/05569/PA - reserved matters approval given, except for landscaping, for the erection of a new building comprising 383 apartments with the use of part of ground floor as a health club and/or uses within Classes A1, A2, A3, B1 and D1(a), including parking area and access points on site south of Holliday Street (first phase implementation of the Arena Central scheme).
- 3.3 4 August 2003. 2003/02159/PA - approval for landscaping reserved matter associated with erection of 383 apartments on land south of Holliday Street.
- 3.4 3 February 2004. 2003/07235/PA - extension of range of uses approved under Application Number 2000/05569/PA for part ground floor to include retail, non-residential institutions and assembly and leisure. Approved with conditions.
- 3.5 9 December 2004. 2004/04693/PA - extension of time to submit reserved matters pursuant to Application Number 1997/4238/PA, until 24 February 2010. The consent included an additional condition relating to aerodrome safeguarding. It requires any part of the development which would exceed 242 metres in height above ordnance datum to be accompanied by an aerodrome safeguarding Impact assessment, including any necessary mitigation measures. The measures and programme for implementation are required to be agreed by the Local Planning Authority and Birmingham Airport in advance of any construction above 242 metres. Approve with conditions.
- 3.6 6 July 2006. Your Committee were advised that an aerodrome safeguarding impact assessment had been submitted in relation to a tower of up to 175 metres in height on the Arena Central site. The assessment demonstrated that although a tower of up to 175 metres would significantly breach the obstacle limitation surface for the city centre area of 242 metres in height, it would be acceptable in aerodrome safeguarding terms, subject to compliance with construction management requirements and lighting guidance issued by the Civil Aviation Authority. Birmingham Airport consequently withdrew a previous objection lodged to the tower element of the scheme and agreed that the aerodrome safeguarding condition attached to Application Number 2004/04693/PA, as it related to the proposed tower, could be discharged. Your Committee gave authority for that discharge.
- 3.7 26 July 2007. Your committee considered issues reports relating to the tower and masterplan. In relation to the tower, the key issues raised were land use policy, the tower location, the scale and design of the tower and vehicular access and car parking. Members were content with land use policy, location, scale and design and vehicular access/ parking issues. It was requested that a proactive stance be taken to sustainability and that consideration be given to the use of stored items of public art in the consideration of the public art programme for the scheme.
- 3.8 4th October 2007. 2007/03635/PA - reserved matters application for the erection of a new tower to include flats, restaurants and bars together with landscaping, car parking and means of access on land between Suffolk Street Queensway and Holliday Street. The tower would be 50 levels (147m high) and contain 706 apartments. Approved with conditions.
- 3.9 4th October 2007. Your Committee gave approval to the updated Masterplan for the Arena Central Site, this was submitted in accordance with condition 3 attached to Application No. 1997/04238/PA (as amended by Application No. 2004/04693/PA) and included the reduction in the scale of the proposed tower and adjustments to its footprint together with increases of the scale of some buildings in later phases.

- 3.10 10th December 2008. Amended Planning Obligation completed to allow amendment to the contributions to public transport services in the City Core (including the Birmingham Gateway scheme) to £1.5 million, £2 million and £1.5 million which would be triggered by the development of floorspace thresholds of 100,000sq.ft, 200,000sq.ft and 300,000sq.ft other than development on the former TSB site and the NCP site
- 3.11 24th February 2010. 2009/03622/PA - Extension of time in relation to application 2004/04693/PA for submission of reserved matters until 24/02/2015 under section 73 of the Town and Country Planning Act 1990. Approved with a Deed of Variation to the Planning Obligation.
- 3.12 12th April 2011. 2010/06462/PA - Application under Section 73 of the Town and Country Planning Act 1990 for the variation of conditions 10 and 14 attached to planning application 2009/03622/PA to include re-phasing of Section 106 payments and Section 278 highway works. Approved subject to conditions.
- 3.13 17th May 2012 – 2012/01429/PA - Reserved Matters Application (access, appearance, landscaping, layout and scale) for erection of 210 bed hotel (use class C1) with associated guest amenities health/sports facilities and atrium link (use class A1) – Approved subject to conditions.
- 3.14 21st December 2012 – 2012/08331/PA - Application to determine the details of conditions 3 and 4 attached to planning approval 2010/06462/PA - approved

4 Consultation/PP Responses

- 4.1 Local residents' associations, neighbours, Ward Councillors and the MP were notified. A site and press notice was also displayed.
- 4.2 One letter of support has been received stating that the proposal is an excellent submission.
- 4.3 Three letters of objection have been received. Their comments can be summarised as follows:
- The development is too high and not in keeping with the area
 - The proposed elevations are architecturally uninspiring
 - Inadequate consideration has been given to the increased pressure on drainage supplies
 - Lack of contribution to green space in the area
 - Inadequate consideration to the impacts on the construction on the surrounding area
 - The visualisation is too 'flashy' and would not date well
 - Development not in the interests of the local authority as there are already a number of hotels in the area and offices would create more jobs
- 4.4 One letter of comment asking to further investigate the wind comfort level on Holiday Street that may be affected by the proposed development.
- 4.5 Birmingham Civic Society – no comment

- 4.6 Centro – Site is well located for public transport, company should affiliate to travel wise and provides an ideal opportunity to introduce Real Time Information (RTI) displays.
- 4.7 Regulatory Services – no objections.
- 4.8 Severn Trent – no objections subject to a drainage condition.
- 4.9 Transportation Development – no objections subject to conditions.
- 4.10 West Midlands Fire Service – No adverse comments
- 4.11 West Midlands Police – No objections but not an opportunity to introduce an element of Hostile Vehicle Mitigation (HVM) to protect the area in Holliday Street to prevent vehicles being able to get close to the hotel at that point
- 4.12 Wildlife Trust for Birmingham – Application site is situated in a black redstart core area and a survey and assessment should be carried out before development commences

5 Policy Context

- 5.1 UDP, draft Birmingham Development Plan, Convention Centre Quarter Planning and Urban Design Framework, High Places and Places for All, adopted as Supplementary Planning Guidance, NPPF
- 5.2 Former TSB Bank Grade II listed (to north of reserved matters site), Alpha Tower locally listed Grade A (to north east of reserved matters site), Colmore Row and Environs Conservation Area located to east beyond Suffolk Street Queensway/Paradise Circus complex.

6 Planning Considerations

Principle

- 6.1 The principle of a hotel on this site and its design was established by the original outline consent and the application which was approved by committee on the 17th May 2012. There have been no policy changes since this approval and as such I raise no objection in principle to this reserved matters application.

Design and Appearance

- 6.2 The overall design remains as previously approved. The changes from the previously approved reserved matters application are the loss of connection with the Crowne Plaza and the reduction of facilities and activity onto Holliday Street. However, these issues have been resolved by design to an acceptable level. A further concern of a lack of activity onto the future public square of Arena Central has been addressed by the inclusion of a retail unit space onto the Square, which will be let on construction of the Square.
- 6.3 A proposed secondary staircase between the Crowne Plaza and the application site has been changed to landscaping as it had the potential to become an unpleasant space and did not benefit from any natural surveillance. The main stepped and ramped access way to the west of the proposal now benefits from the potential for a secondary hotel access at the intermediate reception level. As this is currently

proposed as a window to the 'fire fighting lobby' I consider it appropriate to attach a condition to ensure that this entrance is implemented when the Arena Central square is built.

- 6.4 I note that the details of the materials are detailed out on plans SK707, SK708 and SK709 and I raise no objection in principle to these. However, as previously, given the sensitivity of the site and its high profile location I consider it appropriate to attach a materials condition in order to see specific samples of the materials before the development commences.
- 6.5 Objections have been raised criticising the design of the proposed hotel. However, I consider the design is well detailed and appropriate for its location. My City design officer agrees and as such I see no reason to refuse the current proposal on design grounds.

Transportation and Access

- 6.6 Access on the wider outline site was dealt with as part of the original outline application, however as details in relation to this specific plot have changed the relevant detailed elements can be considered again. However, access arrangements on the currently proposed reserved matters application have not differed from those proposed under the previously consented scheme 2012/01429/PA.
- 6.7 Consequently, Transportation Development raise no objections subject to same conditions applied to the previous scheme. These include a requirement for 'compensation' for the removal of existing on-street pay and display car parking which is required as part of the proposed 278 Agreement Condition.
- 6.8 The application proposes an increase in bedspaces from 210 to 250, a total of 40 extra rooms. I do not consider this increase to impact on transportation pressures and suggest the retention of the same conditions.

Masterplan and Phasing

- 6.9 As required by the outline, a revised masterplan and phasing plan has been submitted in support of the application. The masterplan details a vision for the wider outline site, in light of the current reserved matters application on plot F and identifies the potential position of future buildings and revised public spaces whilst maintaining key urban design principles. Particular attention has also been given to the expected desire line through the square to the proposed new hotel and retail unit and subsequently, to areas to the south. I therefore consider the masterplan submitted maximises opportunities for development whilst balancing out the need for good quality public spaces in light of the most recent development and welcome it as an update to previous masterplans.
- 6.10 The current application makes no changes to the currently approved phasing plan which gives an indication as to how the wider site would be brought forward. I raise no objections to this.

Other Issues

- 6.11 An objection has been received stating that inadequate consideration has been given to the increased pressure on drainage supplies. Severn Trent have raised no objection subject to the imposition of drainage condition however this was attached to the original outline permission and it is not therefore appropriate to attach again.

- 6.12 An objection related to the lack of contribution to green space proposed by the scheme. However, I note there is very limited opportunity for landscaping on this plot and consider the hard landscaping proposed appropriate in this instance.
- 6.13 An objection related to the fact that development is not in the interests of the local authority as there are already a number of hotels in the area and offices would create more jobs. The development proposed would employ approximately 60 people within a hotel with ancillary bar and restaurant facilities with the potential for further job creation through the small retail unit proposed. The remaining plots within the Arena Central Masterplan are currently highlighted for office development and as such I see no reason to refuse the application on this basis.
- 6.14 Finally, an objection was submitted siting inadequate consideration to the impacts on the construction on the surrounding area. However a construction management plan condition can be attached to any approval on the site to manage demolition, traffic management measures and staff parking.

7 Conclusion

- 7.1 In relation to plot F, I consider conditions 1, 3, 4, 7, 22 and 23 have been complied with as required and that, subject to additional detailed conditions the reserved matters application would result in the provision of a hotel on part of a much larger vacant, city centre site, resulting in positive sustainable development in accordance with policy. The proposal should therefore be approved.

8 Recommendation

- 8.1 Approve subject to conditions.

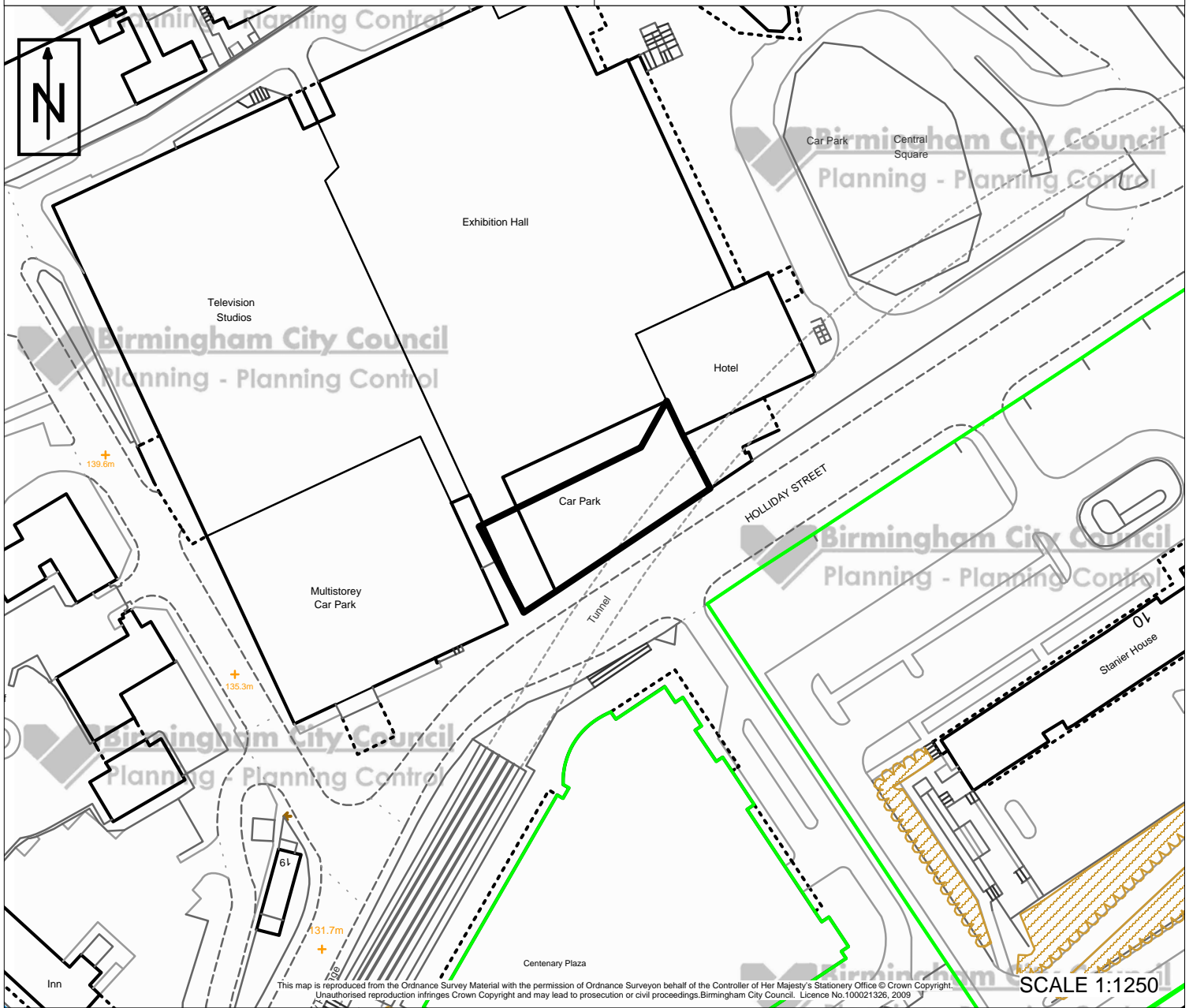
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- 1 Requires the prior submission and completion of works for the S278/TRO Agreement
- 2 Construction management plan - plot F
- 3 Requires the prior submission of sample materials
- 4 Requires the scheme to be in accordance with the listed approved plans
- 5 Side entrance to be built
- 6 Shop Front Design
- 7 Requires the prior submission of extraction and odour control details
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Reason for Approval

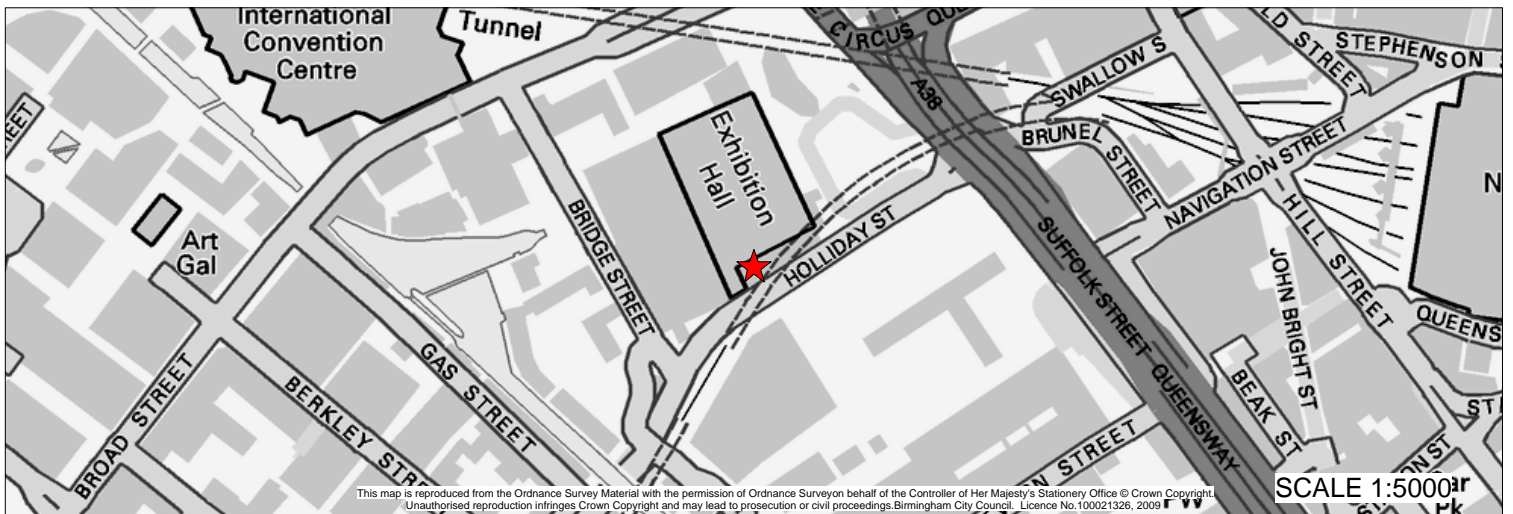
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- 1 Birmingham City Council grants Planning Permission subject to the condition(s) listed below (if appropriate). The reason for granting permission is because the development is in accordance with:
Policies 3.8, 3.10 and 3.14 of the Birmingham Unitary Development Plan 2005; Places for All (2001); and the National Planning Policy Framework.
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Case Officer: Eiryl McCook











SCALE 1:1250



SCALE 1:5000

Plot F
 Arena Central Development
 Fronting Holliday Street
 Birmingham
 B1 1HH
 2013/00363/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

