

Ref: Committee hearing for 21/01510/FUL Full Planning Application Unit 14, Wesley Way, Benton Square Industrial Estate

Dear Sir/Madam,

We have reviewed the comments contained in the delegated report and would like to table a written response as follows:-

Visual Impact

We have reviewed the comments contained with the report, and they are reiterations of previous points raised throughout the life of the application. Therefore, our position remains the same. In conjunction with the Architect, we have given due considering to the strategy of the outdoor storage areas. We must firstly emphasise that the storage heights are critical to the capacity of the business operation and we would have otherwise stored them in a far less prominent location if the option was available. This however is not the case. Having conceded the fact that some of the storage is within close proximity to the sensitive Southern Boundary (adjacent Whitley Road), we have arranged the proposed heights to keep the visual areas capped to the height of the existing perimeter fence. Furthermore, the yard surface sits below the surface of the aforementioned road and thus we consider the impact reduced further and more importantly, to what we consider a reasonable level. Given our reference to capacity issues, we have strategically raised the proposed storage height behind the trees which cloak it from the Whitley Road perspective. We note the comment with regard to the fact that the trees lose their foliage at some point during the year. However, this is only over a 3 month period but it must be pointed out that the remaining cluster of tree trunks and branches that remain still significantly cloak the view. Furthermore, these are throughout the darkest months of the year which further reduces the visual impact.

Overall, we consider this a balanced arrangement between protecting the visual amenity and providing the necessary storage to operate the business. Unfortunately we cannot appease all stakeholders completely but in our opinion this is a fair and reasonable proposal.

Furthermore, given that it is not referenced within the report particulars, the NPPF considers the 'economic objectives' of all cases as an important factor. The storage as presented already puts the business at a critical threshold. Any further restrictions/reduction would mean that the stock balance would not allow the business to operate as a merchant. Depending on the outcome of this application, we would have to look at the sustainability of the business and it is likely to mean either relating from the district or worse close the business completely. I do not have to explain the consequence economically this will have to the local area and wider construction business that use our merchant.

Highways

We also note the highways comments and appreciate their support through imposed conditions, which will be adhered to on approval. We would like to point out that an HGV was recorded navigating through the site successfully which was issued to the planning case officer during the application to ensure that highway were satisfied the external arrangement did not affect vehicle movement.

We also acknowledge the comments in respect of general vehicle difficulties witnessed by objectors outside the site as well as issues in regard to paving and surfacing conditions. This is the first instance in which we have been made aware of this issue and will happily deal with this through

consultation but we must emphasise that it is NOT A MATERIAL CONSIDERTION TO THIS APPLICATION.

The planning officer accepted the staff parking arrangement as described during discussion and therefore not be raises as an issue at this committee hearing.

Landscaping.

We note the comments relating to landscaping but they are not a consideration of this application but instead are being dealt with under a separate application ref: 21/01930/FUL.

Signage

All signage issues have been approved and were reiterated as satisfactory during a site meeting with Enforcement Officer Nathan Millin.