

OVERVIEW

The site is an area of vacant land, currently used for informal vehicle storage by the applicant. The site is not within a Conservation Area. The proposal is for the erection of car showroom building with associated vehicle display space to the front of the site, with an attached vehicle workshop wing behind with further associated car parking / car storage.

THE SITE

The site addresses Pontefract Road to the north. To the west of the site is a large warehouse and retail unit, with associated hardstanding for parking, access, deliveries etc. To the east of the site are a row of terrace properties which address Elm Row, with the gardens to the rear of the terrace addressing the site boundary. To the south of the site is a large factory.

The majority of the site area is roughly flat at a height above the road level. There is banking within the site area up from Pontefract Road level to the north, and from the rear garden level of the terrace houses to the east. The site is at a lower level than the factory site to the south, and is separated from this site by a retaining wall and a line of cypress trees.

A full intrusive Site Investigation was carried out in 2002 for a previous site owner and concludes that the site is not considered to be Contaminated Land. A copy of this report accompanies this application.

PLANNING HISTORY

Planning Approval was granted in 2006 for the construction of 42 apartments in 3 blocks. However, a 2011 application to extend the time limit for this approval was refused, as there had been a change in policy given the lack of employment land in the area. The site is designated as being in an Employment Policy Area on the Unitary Development Plan and an increase to the extension of the time limit on the previous approval was deemed to be contrary to new policy which seeks to protect employment land in order to safeguard potential jobs.

THE PROPOSALS

This application is made for Outline Approval with Matters Reserved for the erection of a car showroom building (approx. 600 sqm GIA) with attached vehicle workshop building (approx. 232 sqm GIA), along with associated vehicle display, site servicing and parking areas. The overall site area is approx. 5000 sqm.

Indicative information regarding the building's heights, forms and designs are provided on the drawings accompanying this application but will be subject to a further Reserved Matters application. However, this preliminary information demonstrates that the proposed development is of an appropriate scale and design, consistent with and sympathetic to the site surroundings.

Access to the site for vehicles and pedestrians will be via the existing crossover from Pontefract Road which also serves the adjacent retail/warehouse unit.

Amenity of the existing adjacent housing to Elm Row has been considered. All site access is located at the opposite end of the approx. 80m road frontage. The developable area of the site sits well within the site boundaries, creating a banked buffer zone between the proposed new buildings and the rear boundary of the residential properties. This buffer zone will receive a new landscaping scheme, providing an excellent opportunity to improve upon the current scrubby low value vegetation with new trees and shrubs more in keeping with the surrounding landscape character.

The intended hours of operation for the site are:

Monday to Friday – Workshop/Valet 8am to 5.30pm. Showroom 9am to 7pm.

Saturday – Workshop/Valet 8am to 12.30pm. Showroom 9am to 6pm.

Sunday – Workshop/Valet closed. Showroom 10.30am to 5pm.

The employment options created when the development becomes operational are significant, with both skilled and unskilled positions, and full and part time hours available. It is expected that 52 full time positions will be created for Sales Managers (5), Sales controllers (2), Sales Executives (8), Receptionists (2), Marketing (2), Advertising (2), Accounts (2), Administration (2), Service Manager (1), Workshop controller (1), Technicians (9), Apprentices (3), Parts Manager (1), Parts Assistant (2), Valeting (4), Pitch Cleaning (1), Service washers/drivers (3) and Security (1). A further 2 part time roles for Cleaners are proposed.

CONCLUSION

The proposals have been prepared taking into account the current Unitary Development Plan for Barnsley and the site's position within an Employment Policy Area. The proposal accords with policy in that it represents suitable regeneration development, leading to an increase in job opportunities for local residents, driving prosperity and securing a stable economic growth to this area of Barnsley.