

CHANGE OF USE FROM USE CLASS B8 (STORAGE AND DISTRIBUTION) TO USE CLASS B1(A) (OFFICE) AND B8 (STORAGE AND DISTRIBUTION) TO FORM A HEAD OFFICE FACILITY FOR REGATTA LIMITED AT RISOL HOUSE, TRAFFORD PARK. WORKS TO INCLUDE PROVISION OF ADDITIONAL CAR-PARKING AND CAR-PARK RAMP; EXTERNAL CLADDING TO ELEVATIONS AND ROOF; NEW ENTRANCE CANOPY; PROVISION OF FIRST FLOOR MEZZANINE OFFICE SPACE; DEMOLITION OF SECTIONS OF BUILDING ON SITE; RELOCATION OF WATER STORAGE TANK AND ASSOCIATED EXTERNAL ALTERATIONS AND LANDSCAPING THROUGHOUT.

Risol House, Mercury Park , Mercury Way, Trafford Park, M41 7RR

APPLICANT: Regatta Limited

AGENT: HOW Planning LLP

RECOMMENDATION: MINDED TO GRANT SUBJECT TO LEGAL AGREEMENT

SITE

The application site is located on Mercury Way off Barton Dock Rd Trafford Park. The site area is approximately 2.3ha and is rectangular in configuration. The site comprises a central warehouse with various office and storage annexes attached, a large detached warehouse building is located to the north-east corner of the site and is referred to as the Elby Warehouse. Car-parking is located rear of the site along the north-east boundary and also to the south-east corner of the site beside the main access into the site.

To the west and south-west side of the site is the Event City Exhibition Centre; to the north side of the site is the Bridgewater Canal with commercial/office units located to the east south-east of the site on Mercury Way and Cobalt Avenue.

The application site is located within the Trafford Centre rectangle.

PROPOSAL

This application relates to Regatta's existing facility at Trafford Park which is currently used as a warehouse storage and distribution centre. The planning application proposes the conversion and redevelopment of the existing warehouse and office facility to create a new integrated head office / warehouse / showroom facility as their International Head Quarters.

This application proposes the following works:-

- Change of use of the main warehouse building to provide office space (4876sqm) – 1988sqm of warehouse space to be retained within the main warehouse building.
- Introduction of new first floor mezzanine office floor space (983sqm) within the envelope of the main warehouse
- External alterations throughout building to include new timber cladding and window openings.
- Part demolition of the Newby warehouse and its conversion to provide enclosed car-parking
- Provision of new car-parking to existing service yard area to the western side of the site.
- Provision of new entrance canopy to the south-west elevation of the building
- Removal of existing water tower and erection of new water tower to the south-east side of the site.

DEVELOPMENT PLAN

The Development Plan in Trafford Comprises:

- The **Trafford Core Strategy**, adopted 25th January 2012; The Trafford Core Strategy is the first of Trafford's Local Development Framework (LDF) development plan documents to be adopted by the Council; it partially supersedes the Revised Trafford Unitary Development Plan (UDP), see Appendix 5 of the Core Strategy.
- The **Revised Trafford Unitary Development Plan (UDP)**, adopted 19th June 2006; The majority of the policies contained in the Revised Trafford UDP were saved in either September 2007 or December 2008, in accordance with the Planning and Compulsory Purchase Act 2004 until such time that they are superseded by policies within the (LDF). Appendix 5 of the Trafford Core Strategy provides details as to how the Revised UDP is being replaced by Trafford LDF.
- The **Greater Manchester Joint Waste Plan**, adopted 01 April 2012. On 25th January 2012 the Council resolved to adopt and bring into force the GM Joint Waste Plan on 1 April 2012. The GM Joint Waste Plan therefore now forms part of the Development Plan in Trafford and will be used alongside district-specific planning documents for the purpose of determining planning applications.
- The **Greater Manchester Joint Minerals Plan**, adopted 26th April 2012. On the 13th March 2013, the Council resolved that the Minerals Plan, together with consequential changes to the Trafford Policies Map, be adopted and it came into force on the 26th April 2013. The GM Joint Minerals Plan therefore now forms part of the Development Plan in Trafford and will be used alongside district-specific planning documents for the purpose of determining planning applications.

PRINCIPAL RELEVANT CORE STRATEGY POLICIES

L4 – Sustainable Transport and Accessibility

L5 – Climate Change

L7 – Design

L8 – Planning Obligations
W1 – Economy
W2 – Town Centres and Retail
R3 – Green Infrastructure
SL4 – Trafford Centre Rectangle

PROPOSALS MAP NOTATION

Trafford Centre and it's Vicinity
Consolidation, Improvement, Modernisation
Special Health and safety Development Sub-Areas

PRINCIPAL RELEVANT REVISED UDP POLICIES/PROPOSALS

TCA1 – The Trafford Centre and its Vicinity
D5 – Special Health and Safety Development Control Sub-Areas

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

The DCLG published the National Planning Policy Framework (NPPF) on 27 March 2012. The NPPF sets out the Government's planning policies for England and how these are expected to be applied. With immediate effect the NPPF replaces 44 documents including Planning Policy Statements; Planning Policy Guidance; Minerals Policy Statements; Minerals Policy Guidance; Circular 05/2005:Planning Obligations; and various letters to Chief Planning Officers. The NPPF will be referred to as appropriate in the report.

RELEVANT PLANNING HISTORY

H/55042 – Erection of warehouses/offices and associated service area and car-parking – Approved 03/02/2003

APPLICANT'S SUBMISSION

The applicant has submitted the following information in support of the application:-

- Planning Statement
- Design and Access Statement
- Crime Impact' sustainability & Energy Statement
- Flood Risk Assessment
- Ecology Survey
- Transport Assessment

CONSULTATIONS

Pollution and Licensing – No objections, standard contaminated land condition to be attached to any grant of planning permission.

Local Highway Authority – No comments received at time of report preparation

Electricity North West Ltd – No objections – Standard informatives

TfGM – No Comments received at time of report preparation

Greater Manchester Ecology Unit - No Comments received at time of report preparation

Greater Manchester Design for Security - No Comments received at time of report preparation

United Utilities - No Comments received at time of report preparation

Environment Agency - No Comments received at time of report preparation

REPRESENTATIONS

One letter received from GE Analytical Instruments, the occupiers of Unit 3, Mercury Park – No objections to the change of use proposal but have raised concerns regarding the junction between Mercury Way and Barton Dock Road which is already a dangerous junction, with the increase in traffic from this application and the proposed Hotel at the nearby former Kratos site, the Council should consider traffic control at this highway intersection (either a roundabout or traffic lights).

OBSERVATIONS

BACK GROUND

1. Regatta Ltd is one of Britain's most successful outdoor clothing and footwear brands. Given its long established presence within Trafford Park, Regatta is seen as a key employer within Trafford with over 50% of its staff living within a 5 – 10 mile radius of the headquarter site.
2. To provide a commercially viable solution to meet Regattas future aspirations for expansion and growth, it is proposed that Regattas existing headquarter facility at Trafford Park be converted to office space.
3. This would bring the Regatta Group (Craghopper, Dare2b and Hawkshead) under one roof and to provide a unique office space which will support Regattas bespoke business function. At present these brands are located in separate facilities split between the application site and units within Mercury Park (the Mercury Park unit lease expires in 2014).
4. Regattas business function is also highly unique which needs to be reflected in their office accommodation. As this is a highly bespoke business, to operate successfully the Regatta group requires a large open plan floorspace to enable all brands to operate and interact together on a single level. The new layout will allow for improved showroom areas to exhibit to national and international retailers.

PRINCIPLE OF DEVELOPMENT

5. The site lies within the Trafford Centre Rectangle Strategic Location as defined in Policy SL4 of the Core Strategy. This policy seeks the major mixed-use development of this area including, amongst other things, commercial facilities and the delivery of 15 hectares of employment activity, a proportion of which is suitable for high quality commercial (B1) development, in line with Policy W1.
6. Core Strategy Policy W1.3 identifies the Trafford Centre Rectangle as a focus for employment uses. Specifically, Policy W1.5 states that “...*B1 office development will be appropriate...at Trafford Centre Rectangle where it is accessible by sustainable transport modes and meets other relevant criteria in national planning guidance...*”. Table W1 indicates a target of 15 hectares of land for new employment development within Trafford Centre Rectangle by 2026.
7. The proposal will result in a net increase in office floorspace of c5,000sqm. As a main town centre use in an out of centre location, this proposal for office development can be considered appropriate where it is shown to be accessible and meets the relevant national tests (which includes paras 24 to 27 of NPPF) as set out in Core Strategy Policy W1.5, and where it is in accordance with Core Strategy Policy SL4.2 in terms of an appropriate proportion of employment land for B1 office development within the Trafford Centre Rectangle Strategic Location.
8. The site is a short walking distance away from Barton Dock Road which is identified as a Quality Bus Corridor. The site can therefore be considered to be highly accessible by a choice of means of transport.
9. The applicant argues that the proposal does not need to be considered in terms of the sequential or impact tests set out in NPPF para 24 and 26 because it is consistent with an up-to-date development plan, in particular Core Strategy Policies W1 and SL4. It is accepted that this proposal for the development of 3.5 hectares of land for new office and warehouse development would contribute to the target of 15 hectares of employment land to be developed within Trafford Centre Rectangle as set out in Core Strategy Policy W1.
10. In addition, the proposal would, along with existing commitments for B1 office development within Trafford Centre Rectangle (at Trafford Quays and Junction 10 of the M60), amount to approximately 9 hectares in total, which is within the realms of the ‘appropriate proportion’ of employment development for B1 office, referred to in Core Strategy Policy SL4.2.
11. Notwithstanding this, the applicant has argued that “...*the proposals represent a specific and bespoke business function which could not be accommodated in any other location*” and that they “...*represent a consolidation of Regatta’s existing office space located within Trafford Park (and where they have operated for over 50 years)*”. They argue that, in order “...*to operate*

successfully the Regatta group requires a large open plan floorspace to enable all brands to operate and interact together on a single level. This is to ensure that brand interaction occurs, sharing design concepts and ideas. Furthermore, showroom areas are also required in order to promote and sell the brand and its product to both national and international retailers. The use of the showroom space and its interaction with designers and buyers is also crucial in developing the brand and ultimately in selling the brands product. In utilising the existing warehouse at Regatta's existing headquarters provides not only an economically viable solution but also provides the unique requirements which Regatta require in operating their business."

12. As such, it is considered that the nature of this proposal would minimise any potential impact that may arise from the locating of new B1 office floorspace in this out-of-centre location for two reasons. Firstly, the proposal is for a named operator already established on the site so it is not speculative office floorspace which could compete directly with alternative sites being brought forward within existing centres. Secondly, the close integration of the office floorspace with the existing warehouse elements on the site mean that it is unlikely that any other sites within existing centres could meet the requirements of the operator that arise on the application site.
13. The proposal can be considered as being consistent with Core Strategy Policies SL4 and W1 in that it will support the delivery of major mixed-use development by contributing to the delivery of employment land within Trafford Centre Rectangle Strategic Location of a sufficient and appropriate quality and quantity.

DESIGN & LAYOUT

14. The existing main warehouse that is subject to the change of use to office accommodation is constructed in traditional materials associated with large warehouse buildings (i.e brick base, concrete elevations with sections clad in profile metal sheeting, with similar metal cladding to the roof).
15. The proposed external works to the warehouse will involve the use of timber vertical cladding with areas of extended glazing along the elevations set behind Brise Soleil which would be spaced and positioned horizontally.
16. The new main entrance is to be located to the south-west corner of the building, a timber screen above the new glazed entrance allows for any mechanical plant to be located behind.
17. The existing roof cladding to the main warehouse will be removed and replaced with a more thermally efficient metal profiled roof system and roof lights. The existing metal profile cladding to the existing office annex along the south-east elevation will be retained; it had initially been proposed to remove it.
18. The use of large areas of glazing and timber cladding to the main elevations is seen as a progressive use of simple materials which will differentiate this facility from nearby industrial buildings with blank elevations constructed of

traditional industrial materials. The resulting building is not considered to have any detrimental impact on the general character of the area.

19. The site layout as exists will not fundamentally change as a result of the proposed works. The main vehicular access to the site and the car-parking to the rear of the site adjacent to the boundary with the canal will remain. In terms of demolition within the site, it is proposed to remove part of the single storey section of office and ancillary staff facilities adjacent to the existing main entrance to the main warehouse on the south-east elevation. A number of low level canopies along the north-west and south-west elevations will be removed and the low level section of the Newby Warehouse will be removed.
20. The office annex on the south-east elevation was proposed to be removed but this will now remain. The water tank to the south-east side of the main warehouse is to be relocated to the south-east boundary of the site; this does not raise any issues as such ancillary structures are not uncommon on large industrial sites.
21. Car-parking is to be provided within the Newby Warehouse to the north-west side of the site, there will be no storage above. To the rear of the Newby warehouse building a through access route will be created from the new covered area of car-parking to the existing car-park at the rear of the site.
22. The Elby warehouse which is a large detached warehouse and part of the overall Regatta site is not within the red edge of the submitted application. The Elby warehouse and the area of car-parking to the front of it are not part of the overall redevelopment proposal and will remain unchanged.
23. A section of the main warehouse will still be retained as warehouse (approx. 1988.00sqm). This area of retained warehouse would be used principally for both stock and stands etc. which are used by each of the brands at trade shows and exhibitions.
24. The main open plan office floor area will be divided into sub-zones for each brand. Within each area would be a product design department who develop the range of products working closely with manufacturing suppliers to create prototypes and sample stock. Individual showrooms for each brand would be provided in the front of house area which allows the current and next season ranges to be displayed. Retailers and other trade customers would be invited into the showroom areas to view and discuss the product ranges.
25. There would be no direct link between the showrooms and the retained warehouse beyond short periods of overflow storage at season change over time. It is not the intention that the showrooms be used as shops or trading units therefore the warehouse would not be used as a 'stock room' in the conventional sense with a regular turnover of products.

LANDSCAPING

26. The site currently has little soft landscaping which is not unusual for an industrial site of this size.
27. The proposed development will include new tree planting within the new car-park proposed to the north-west side of the building which replaces the existing service yard area; shrub planting will also be located around and within the car-park. Additional soft landscaping including trees and shrub planting will be located on the south-west boundary and to the south-east side of the building.
28. Feature natural stone walls are proposed around the east and west side of the building, with a combination of block paving and tarmac to footpaths and carparking areas.
29. The applicant has also indicated that they wish to enhance their connectivity with the Bridgewater Canal with a footpath access from the site, which would be subject to separate planning application and agreement in the future.
30. The landscaping proposals will further contribute towards the redevelopment of the site with appropriate soft and hard landscaping that would complement the use of the site as an International Head Quarters for Regatta.

HIGHWAYS

31. The existing site currently provides 194 car parking spaces, the proposal will result in a total of 236 car parking spaces, 11 of these spaces will be for mobility impaired users. In addition to this 12 spaces for motorcycles and 30 cycle spaces are also proposed. The applicants Transport Statement concluded that following junction capacity assessments undertaken at the site access with Mercury Way, and at the Mercury Way/Barton Dock Road junction, both junctions in their existing forms would be predicted to operate well within capacity following the proposed change of use. Comments from the LHA will be included in the additional information report.

ECOLOGY & TREES

32. As part of the planning application submission the applicant has submitted an Ecology Report undertaken by Tyler Grange LLP. This assessed the application site with regards the impact of the development on bats and breeding birds.
33. With regards bats the report concludes that the buildings and trees on the site offer negligible potential to support roosting bats and no further surveys or mitigation is required.
34. The trees on site offer potential for breeding birds and therefore any vegetation removal should avoid the bird breeding season (March to August inclusive). If this is not possible a pre-clearance survey should be undertaken by a suitably

qualified ecologist. The above measures can form part of an appropriate planning condition.

35. Two self-seeding trees to the rear of the main warehouse are to be removed as part of the new car-parking provision and access through the Newby warehouse but additional tree planting is proposed within the landscaping plans to mitigate any loss of trees.

DEVELOPER CONTRIBUTIONS

36. The Trafford Developer Contributions (TDC) required by SPD1 Planning Obligations for this development are set out in the table below:

TDC category.	Gross TDC required for proposed development.	Contribution to be offset for existing building/use.	Net TDC required for proposed development.
Affordable Housing	n/a	n/a	n/a
Highways and Active Travel infrastructure (including highway, pedestrian and cycle schemes)	£11,220.00	£4,851.00	£6,369.00
Public transport schemes (including bus, tram and rail, schemes)	£29,920.00	£5,537.00	£24,383.00
Specific Green Infrastructure (including tree planting)	£57,040.00	£18,910.00	£38,130.00
Spatial Green Infrastructure, Sports and Recreation (including local open space, equipped play areas; indoor and outdoor sports facilities).	n/a	n/a	n/a
Education facilities.	n/a	n/a	n/a
Total contribution required.			£68,882.00

RECOMMENDATION: MINDED TO GRANT SUBJECT TO LEGAL AGREEMENT

(A) That the application will propose a satisfactory form of development for the site upon completion of an appropriate legal agreement to secure a maximum financial contribution of £68,882.00 split between: £6,369.00 towards Highway and Active Travel infrastructure; £24,383.00 towards Public Transport Schemes

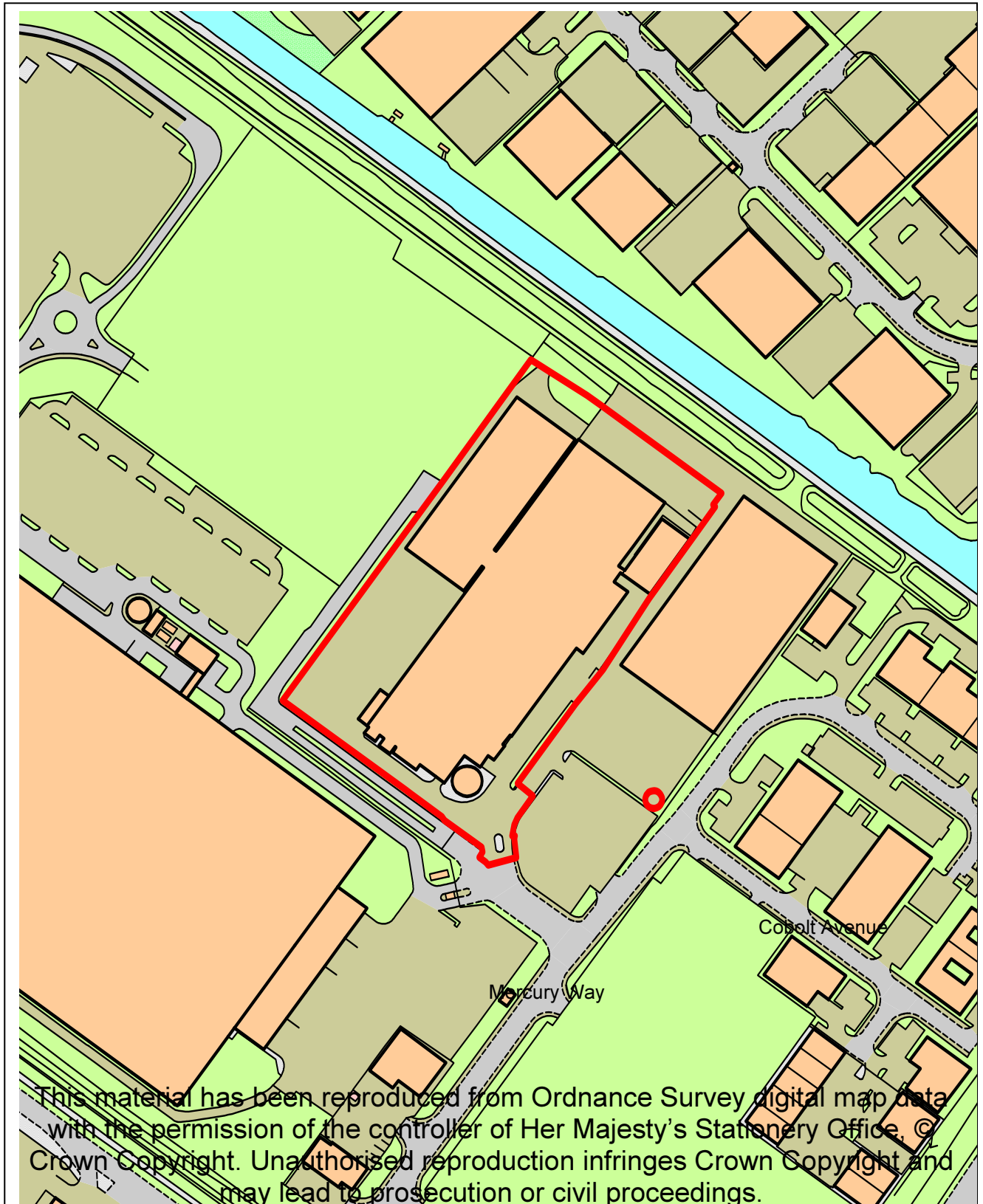
and £38,130.00 towards Specific Green Infrastructure (to be reduced by £310 per tree planted on site in accordance with an approved landscaping scheme); and

(B) In the circumstances where the S106 Agreement has not been completed within 3 months of the resolution to grant planning permission, the final determination of the application shall be delegated to the Head of Planning.

(C) That upon satisfactory completion of the above legal agreement, planning permission be GRANTED subject to the following conditions: -

1. Standard
2. Approved Plans
3. Submission of Materials
4. Landscaping
5. Contaminated Land assessment to be undertaken
6. Wheel Wash
7. Travel Plan
8. Details of Cycle and Motor cycle parking
9. Ecology survey (Vegetation removal during bird breeding season)
10. Drainage (To meet Strategic Flood Risk Assessment objectives with regards surface water run-off)
11. Provision & Retention of parking.

CM



LOCATION PLAN FOR APPLICATION No: - 81411/FULL/2013

Scale 1:2500 for identification purposes only.

Chief Planning Officer

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