

JOINT DEVELOPMENT CONTROL COMMITTEE (CAMBRIDGE FRINGE SITES)

Report by: Joint Director of Planning and Economic Development

Date: 18th October 2017

Application Number	17/1358/FUL	Agenda Item	
Date Received	10 August 2017	Officer	Aaron Coe
Target Date	18 October 2017		
Parishes/Wards	Trumpington		
Site	The AURA marketing suite, Northrop Road, Trumpington, Cambridge, Cambridgeshire.		
Proposal	Retention of existing marketing suite at Great Kneighton (Clay Farm) for a further period of three years.		
Applicant	Countryside Properties Ltd		
Recommendation	Approval		
Application Type	Full	Departure: No	

The above application(s) have been reported to the Planning Committee for determination by Members in accordance with the Scheme of Delegation for the Joint Development Control Committee for the Cambridge Fringes

SUMMARY	The development accords with the Development Plan for the following reasons: The marketing suite already exists and there are no amendments proposed to the existing layout of the temporary building. The objections from local residents for the retention of the marketing suite for an additional 3 years are understood. However, it would not be practical for the developer to relocate the marketing suite given the close proximity of its existing location to the properties that remain to be marketed.
RECOMMENDATION	APPROVAL

APPENDICES

Ref	Title
1	Site plan
2	Wider Site Plan

SITE DESCRIPTION/AREA CONTEXT

- 1.0 The application site is within Parcel 1B of the Countryside approved reserved matters site for 229 dwellings. The site is located at the Northern Arrival Square, adjacent to the junction of the Spine Road (Lime Avenue) and Long Road.
- 1.1 The marketing suite is located within the site boundary of the reserved matters application site for parcels 1B, 2 and 5 of Clay Farm. All of these parcels are now completed.

THE PROPOSAL

- 2.0 The planning application seeks approval for the retention of a temporary marketing suite building for an additional 3 years for the purpose of continuing to market properties which have been constructed within the Aura development of Clay Farm.
- 2.1 The marketing suite is a two storey building with a reception area and apartment showroom on the ground floor and a meeting room and support facilities on the first floor. The marketing suite consists of materials including a white render and anodised aluminium, with lettering applied externally advertising the development with LED lighting.
- 2.2 The development includes six car parking spaces, including one disabled space. They are located adjacent to the building and are used by staff and visitors. There are four cycle parking spaces within close proximity to the entrance.
- 2.3 There are four trees situated nearby the marketing suits and these align with those along the Spine Road. Additional trees are proposed to be planted when the marketing suite is closed and removed.
- 2.4 The application is accompanied by the following supporting information:
 - 1. Design & Access Statement
 - 2. Drawings, elevations and plans
 - 3. Drainage and landscaping details

3.0 SITE HISTORY

Reference	Description	Outcome
07/0620/OUT	Residential development of up to 2,300 new mixed-tenure dwellings and accompanying provision of community facilities; sports and recreation facilities and landscaped open spaces including 49ha. Of public open space in the green corridor, retail (A1), food and drink uses (A3, A4, A5), financial and professional services (A2), non-residential institutions (D1), a nursery (D1), alternative health treatments (D1); provision for education facilities; and all related infrastructure including; all roads and associated infrastructure, alternative locations for Cambridgeshire Guided Bus stops, alternative location for CGB Landscape Ecological Mitigation Area, attenuation ponds including alternative location for Addenbrooke's Access Road pond, cycleways, footways and crossings of Hobson's Brook.	A/C
12/0794/REM	Reserved matters (access, appearance, landscaping, layout and scale) for 229 dwellings pursuant to outline application 07/0620/OUT	A/C
09/0272/FUL	Spine road through Clay Farm site, linking Long Road with the Addenbrooke's Access Road (including bus gate). New junction to Long Road; drainage works including formation of 4 balancing ponds (including wetland area for birds) and raising of levels; tree felling and tree planting including semi-mature trees along the road and all associated works.	A/C

4.0 PUBLICITY

Advertisement:	No
Adjoining Owners:	Yes
Site Notice Displayed:	Yes

5.0 POLICY

5.1 Central Government Advice

National Planning Policy Framework (March 2012) – sets out the Government's economic, environmental and social planning policies for England. These policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations.

5.2 Cambridge Local Plan 2006

3/1 Sustainable Development
3/2 Setting of the City
3/4 Responding to context
3/11 The design of external spaces
3/12 The design of new buildings
8/18 Water, sewerage and drainage infrastructure
9/3 Development in Urban Extensions
9/5 Southern Fringe

5.3 Supplementary Planning Documents and Material Considerations

Cambridge City Council (May 2007) – Sustainable Design and Construction
Cambridge Southern Fringe Area Development Framework (January 2006)

6.0 CONSULTATIONS

Cambridgeshire County Council (Highways Development Management)

- 6.1 The Highway Authority does not consider that this application has any implications that merit comment by the Highway Authority.

Urban Design

- 6.2 The proposals are considered to be acceptable in urban design terms.

7.0 REPRESENTATIONS

7.1 The owner/occupier of the following address has made a representation:

9 Seekings Close
30 Northrop Road
38 Northrop Road
36 Northrop Road
4 Northrop Road
39 Northrop Road
6 Northrop Road
33 Northrop Road
17 Northrop Road

7.2 The representations can be summarised as follows:

- Unreasonable extension of time for the retention of the marketing suite.
- Impact on residential amenity- residents purchased their properties expecting the Marketing suite to be demolished by the end of the four year permission.
- Impact on highway safety- Lime Avenue is now being used as a major access road (to the school and Virido development) and the speed vehicles are travelling is causing concern for residents.
- The need for public open space and a landscaped area.
- The design of the building and appearance of the building does not fit in with the surrounding character of the area.
- The marketing suite should be relocated elsewhere within the Aura development.

7.3 The above representations are a summary of the comments that have been received. Full details of the representations can be inspected on the application file.

8.0 ASSESSMENT

8.1 From the consultation responses and representations received and an inspection of the site and the surroundings, the main issues are:

1. Principle of development
2. Design
3. Access, car and cycle parking
4. Maintenance responsibilities

9.0 Principle of development

Within the reserved matters approval ref 12/0794/REM for Parcel 1B, the plans included a marketing suite and associated parking (Drawing 1195/PH09). The planning application for the Marketing Suite was approved for a temporary period of four years (application reference 13/0886/FUL, approved on 7th August 2013).

This application proposes to retain the existing marketing suite for an additional three years to enable the developer (Countryside Properties) to continue to use the purpose built structure for the sales of homes and to provide a show apartment, without the need for visitors to enter the construction area.

It is recognised that the temporary building is located on a space that was intended to be an area of open space within Parcels 1B, 2 and 5 after the four years permission expired. However it must be acknowledged that Countryside Properties are continuing to market a number of properties within the Aura Development, Parcels 6, 7 and 8 (416 dwellings). It would not be sustainable to demolish the existing structure and create a new marketing suite closer to parcels 6, 7 and 8. It is reasonable for the developer to have a marketing facility to serve the development, given the current challenges of the Cambridge housing market.

9.1 Design

The design of the existing marketing suite is a high quality, contemporary building constructed of anodised aluminium and render. The marketing suite is well within the limits of outline parameter plans for height. The appearance of the marketing suite is in accordance with the 5 storey apartment block adjacent to the building, with features including the modern appearance and white render. The area surrounding the marketing suite is well landscaped and maintained to a high standard.

9.2 Access, car and cycle parking

The marketing suite is located at the northern arrival square adjacent to the main entrance of the site at Long Road. This location is suitable for the marketing suite as it provides adequate car and cycle parking for visitors which reduce the

number of vehicles driving through the construction site to view properties within parcels 6, 7 and 8 of the Aura development.

9.3 Highway safety

A number of concerns have been raised by residents regarding the use of the road adjacent to the marketing suite (Lime Avenue) as a major access point and the speeds that vehicles have been commuting. The issue of the speed limit along Lime Avenue is a Highways enforcement issue and it would be Cambridgeshire County Council Highways Authority that would be responsible for dealing with this. The speed limit along Lime Avenue is 20 miles per hour. It is anticipated that the spine road (Lime Avenue) will be adopted by Cambridgeshire County Highways before the end of this year.

9.4 Location of the marketing suite

The location of the existing marketing suite enables prospective purchasers of the new dwellings and apartments to visit the site and view the style, form and layout of properties without having to enter the construction site. Parcels 6, 7 and 8 are still being developed and this marketing suite will be utilised for marketing the properties within these parcels. The location is considered appropriate as it eliminates the potential conflicts between private vehicles /visitors with construction equipment/vehicles. Therefore, this minimises the health and safety risks for visitors.

It is recognised that the occupiers of properties within close proximity to the marketing suite are unhappy with the proposed retention of the temporary building for an additional three years. The alternative option is to demolish the existing structure and relocate the marketing suite to a position within parcels 6,7 and 8. However this is not a practical solution.

The continuation of use of the marketing suite in its current location and form is considered to be the most sustainable and appropriate solution.

9.5 Visual impact

The site on which the marketing suite is situated was approved to be a landscaped area in its entirety. Following the completion of sales on the Aura development, the approved landscape restoration scheme will be implemented and the green amenity area will be completed.

The design and appearance of the marketing suite was assessed by both the case officer and Cambridge City Council Urban Design team under this planning

application and the previously approved planning application (13/0886/FUL) and both were considered acceptable.

The marketing suite building is of a modest scale (height and mass) in comparison to the surrounding apartment blocks and townhouses. The design and layout of the building have been considered and there are no impacts in terms of overlooking and overshadowing.

9.6 Maintenance Responsibilities

- Countryside will continue to maintain the pond, the landscaping and all of the surrounding roads to a high standard.
- Countryside will remain responsible for emptying waste bins until Cambridge City Council formally adopt the space.
- The parking restrictions in the area surrounding the marketing suite will remain as they are at present as there is a planning condition which the developer must continue to comply with.

10.0 Conclusion

The retention of the existing marketing suite for an additional three years is considered acceptable in planning terms. Whilst the concerns raised by local residents regarding the prolonging of the period for retention of the marketing suite are understood, it is recognised that the applicant is still marketing a number of properties within close proximity to the location of the marketing suite. Therefore the marketing suite is still required and is appropriate in its current location.

It would not be sustainable for the existing marketing suite to be demolished and reconstructed elsewhere within the Aura development. Therefore the approval of the application is in accordance with Policy 3/1 Sustainable Development of Cambridge Local Plan 2006.

RECOMMENDATION

APPROVE subject to the following conditions:

1. The use hereby permitted shall be discontinued on or before 18th October 2020.

Reason: For the avoidance of doubt, and because continued use of the marketing suite and the building would require re-examination of its impact. (Cambridge Local Plan 2006 policies 3/4 and 3/12)

2. On discontinuation of the use of the land hereby permitted, the land shall be remediated and soil de-compacted in preparation for landscaping planting as

approved under reserved matters reference 12/0794/REM, to the satisfaction of the local planning authority.

Reason: To ensure successful landscaping of the public open space. (Cambridge Local Plan 2006 policies 3/4 and 3/11)

3. The development, hereby permitted, shall be carried out in accordance with the following approved plans:
 - 002-PL(02)001 Site Location Plan
 - 002-PL(02)002 - location Plan Parcel 1b
 - 002-PL(02)003 - Landscape and Planting Plan
 - 102-PL(03)001 - GA Plans
 - 102-PL(05)001 - Elevations

Reason: To facilitate any future application to the Local Planning Authority under Section 73 of the Town and Country Planning Act 1990.