

Planning Committee: 28 February 2023

Item Number: 7

Application No: [W 22 / 1202](#)

Town/Parish Council: Warwick

Case Officer:

Michael Rowson

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Registration Date: 21/07/22

Expiry Date: 20/10/22

Telent, Point 3, Haywood Road, Warwick, CV34 5AH

Erection of two decks of parking on top of existing car park FOR Telent
Technology Services Ltd

This application is being presented to Planning Committee due to the number of objections received.

RECOMMENDATION

Planning Committee is recommended to grant planning permission, subject to the conditions set out at the end of this report.

DETAILS OF THE DEVELOPMENT

The application proposes the erection of two decks of parking on top of part of the existing car park, retaining the existing vehicle access and egress points. This would provide an additional 163 additional spaces, resulting in a total of 244 car parking spaces on the site.

The application is essentially a renewal of planning permission W/18/1722, but incorporates cladding to the south-west and part of the south east elevations, which seeks to improve the development's appearance when viewed from the dwellings to the south.

Two established trees at the rear of the existing car park would be removed, whilst four recently planted trees would be relocated in a similar position at the rear of the car park building. Two additional trees would be planted in locations to address views of the proposal from the south.

THE SITE AND ITS LOCATION

The application relates to part of the car park serving the Telent offices, which were formerly occupied by IBM. Following a rationalisation of IBM's accommodation requirements, surplus building space and the parking area to the south-west were sold off. The building sold is now referred to as 'Point 3' and occupied by Telent. Replacement car parking was provided within the Telent site prior to their occupation, and this included the part of the car park that the current application relates to, which provides 81 parking spaces.

The application site is situated on the western edge of Warwick, alongside the A46. The site is accessed from Haywood Road, a private road serving the IBM and Telent offices as well as the residential housing that runs between Birmingham

Road and Wedgnoek Lane, which was built on the car park land sold by IBM. The site is bounded by the A46 to the north-west, by residential dwellings to the south-west, by the remainder of the Telent site to the south-east and by the IBM site to the north-east.

There are a number of trees on the site, and these are covered by an area Tree Preservation Order. These largely consist of the original planting associated with the development of the IBM complex, which was designed with a heavily landscaped setting.

PLANNING HISTORY

There have been a significant number of previous planning applications related to the application site and the wider IBM complex. The following are considered to be relevant to the consideration of the current proposals:

In 2007 planning permission was granted for a 103-space extension to the IBM car park fronting onto Wedgnoek Lane (Ref. W/07/1468). This was renewed in 2011 (Ref. W/11/0032).

In 2007 planning permission was granted for 303 new parking spaces adjacent to the building now occupied by Telent (Ref. W/07/1127).

In 2011 planning permission was granted for the development of the adjacent Opus 40 site (the former IBM car park) for office / research and development purposes (Ref. W/10/0073).

In July 2015 planning permission was granted for residential development on the adjacent Opus 40 site (the former IBM car park) (Ref. W/15/0646).

In August 2015 planning permission was granted for the erection of two decks on top of existing car park (Ref. W/14/1859).

In January 2019 planning permission was renewed for the erection of two decks on top of existing car park (Ref. W/18/1722). That permission has now expired.

In October 2022, planning permission was granted for the improvement of the Point 3 building, which is occupied by Telent (W/22/0602). That permission granted 'demolition of existing entrance, construction of new relocated entrance and covered walkway, relocation of cycle store, loss of 4 parking spaces, installation of new rooftop plant, new goods-in canopy, changes to external façade and new internal courtyard walkway'.

RELEVANT POLICIES

- National Planning Policy Framework
- The Current Local Plan
- DS1 - Supporting Prosperity
- FW1 - Development in Areas at Risk of Flooding
- BE1 - Layout and Design

- BE3 - Amenity
- NE2 - Protecting Designated Biodiversity and Geodiversity Assets
- NE4 - Landscape
- TR1 - Access and Choice (Warwick District Local Plan - 2011-2029)
- TR2 - Traffic generation (Warwick Local Plan - 2011-2029)
- TR3 - Parking (Warwick District Local Plan - 2011-2029)
- Guidance Documents
- Parking Standards (Supplementary Planning Document)
- Air Quality & Planning Supplementary Planning Document (January 2019)

SUMMARY OF REPRESENTATIONS

Warwick Town Council: No objection

Warwick Fire & Rescue Service: No objection, subject to a condition regarding adequate supply of water supply and fire hydrants.

WCC Landscape: Additional planting recommended.

Environmental Health Officer: No objection, subject to two conditions relating to an appropriate scheme of mitigation in accordance with WDC's Air Quality SPD.

WCC Lead Local Flood Authority: No objection, subject to two conditions requiring submission of a surface water drainage scheme and a related maintenance plan.

WCC Highways Authority: No objection, subject to conditions requiring submission of a Green Travel Plan and a Construction Management Plan.

Tree Officer: No objection, subject to a condition requiring details of a scheme of protection prior to commencement.

WCC Ecology: No objection, subject to a condition requiring submission of a detailed schedule of habitats and species mitigation and enhancements.

Public Response: Eight objections received raising the following issues:

- Loss of privacy
- Disturbance in the form of noise and headlights from the car park
- CCTV should not be directed into nearby houses
- Loss of visual amenity
- Road safety concerns
- Concerns regarding increase in traffic
- Concerns regarding whether car parking is encouraging driving
- Concerns regarding whether car parking is required in this location
- The road is not adopted and paid for by the occupiers of the dwellings.

ASSESSMENT

Principle of development

Strategic Policy DS1 (Supporting Prosperity) seeks to facilitate the growth of the local economy and to provide for the growth of, and changes within, the local population. Local Plan Policy TR3 (Parking) seeks to strike the right balance between encouraging sustainable forms of transport and providing parking that is suitable having regard to the location and accessibility of a site.

The site is within an established employment area, having previously been part of the IBM complex. The proposal would provide additional parking for the current occupier, Telent, who currently employ 750 members of staff.

The original IBM site was served by a car parking area which has now been developed to provide housing and the need for additional car parking required by Telent can be evidenced by the repeated submission of the similar schemes, the most recent permission not being implemented due to the recent COVID pandemic and the changing methods of business operation which took place due to the lockdown restrictions. The business is again seeking additional space to allow parking for members of staff to return to the office and for storage of the fleet of vehicles required for the operation of the business.

It is considered that there is a demonstrable need for additional car parking on the site that would enable the business to expand and that the proposal would enable economic growth within the district. The site is not highly accessible via public transport and vehicles are required by the business to travel to customers across the country. The Highways Authority has raised no objection to the quantum of parking provision. It is therefore considered that the proposal complies with the above referenced policies and is acceptable in principle.

Impact on the character and appearance of the area

The National Planning Policy Framework (NPPF) places significant weight on ensuring good design which is a key aspect of sustainable development and should positively contribute towards making places better for people. The NPPF states that permission should be refused for development of poor design that fails to take the opportunities available for improving character, the quality of an area and the way it functions. Furthermore, Warwick District Council's Local Plan 2011 - 2029 policy BE1 reinforces the importance of good design stipulated by the NPPF as it requires all development to respect surrounding buildings in terms of scale, height, form and massing. The Local Plan calls for development to be constructed using appropriate materials and seeks to ensure that the appearance of the development and its relationship with the surrounding built and natural environment does not detrimentally impact the character of the local area.

The site is bordered by the A46 to the north and the proposal would be visible by those using that road. Whilst it is a large structure, with a utilitarian appearance when viewed from that side, the building would be similar in height to the existing development on the site and would be screened by established trees and shrubs along the edge of the road. A Landscape and Visual Assessment has been submitted in support of the application which indicates that there is a gap in the

roadside vegetation immediately alongside the application site, but this would only allow for shorter range views which would be more fleeting. The application proposes the use of climbing plants on the western side of the building to soften the appearance of the structure from these viewpoints and fill any green gaps.

Since the previous application for the car park was granted in 2018, a housing development consisting of two storey dwellings has been erected on the former IBM car park to the south of the subject site. That development has changed the character of the area from one of purely commercial uses to one of mixed residential and commercial appearance.

It is considered that the overall siting and scale of the proposed three storey car park would be acceptable as it would be positioned on an existing car park, in close proximity to an existing three storey building, with only the south elevation and part of the east elevation being visible from the neighbouring residential area. In addition, those neighbouring dwellings are at least 88m distant from the proposal, with intervening features including mature trees and shrubs which break up the view of the car park structure. In addition, the proposal includes replacement trees in the intervening area which would further soften the view from the south.

The previously approved car park was somewhat utilitarian in terms of its appearance and the same plans were resubmitted with this application. However, in light of the introduction of residential dwellings into the area, this was considered to be an unacceptable design response. The proposal has been amended during the course of the application to include cladding to the south and south-west elevations which improve its appearance. The cladding would stop part of the length along the south elevation when views from the residential area would be very limited due to the angles of view and the existing and proposed trees.

The aluminium cladding proposed is contemporary in its design, with a concertina pattern and a sufficiently high-quality, contemporary appearance which would hide the frame of the car park in the more sensitive views from the south. Subject to a condition requiring submission of materials, it is considered that the proposal would be acceptable in terms of its impact on the character and appearance of the area, thus complying with the above stated policies.

Impact on neighbouring / residential amenity

Policy BE3 states that development will not be permitted that has an unacceptable adverse impact on the amenity of nearby uses and residents.

The development proposes a multi-storey car park, on a site which is already in use for car parking. To that end, it is not considered that the use *per se* would result in any harm to neighbouring amenity, albeit the intensity would increase given the increase in car parking spaces.

There are neighbouring residential properties to the south, the closest being approximately 88m distant. Objections received by local residents include concerns regarding loss of privacy and disturbance in the form of noise and headlights, as well as concerns regarding loss of privacy due to any CCTV cameras.

It is considered that the separation distance and intervening features including existing mature trees alongside carefully positioned proposed trees, would prevent any harmful loss of light, outlook, or impact in terms of overbearing impact on those residential properties. In terms of privacy, the building would again be sited well away from the neighbouring dwellings and would be no closer than the existing office building. Furthermore, it is unlikely that a car park serving an office would involve a high volume of vehicle movements outside of office hours, so any disturbance would be limited and associated with the existing office use at the site.

Local residents noted that CCTV cameras should not be directed at nearby houses. The proposal includes a camera next to the entrance of the car park for security purposes and officers can see no reason why the cameras would be directed towards residential dwellings. The use of CCTV cameras is not covered by planning legislation and its proper operation is therefore outside the realm of this assessment, however if the applicant wished to install CCTV cameras which could not be installed under their Permitted Development Rights, a separate planning submission would be required and would be assessed separately on its merits.

Members of the public objected regarding disturbance in the form of noise and headlights from the car park. The car park would be partially clad which would limit light and noise omitted from it and would be positioned a significant distance from residential receptors which would limit any impact on residential amenity. The County Environmental Health Officer was consulted and raised no objections.

Given the separation distance between the subject site and neighbouring dwellings, alongside the existing and proposed intervening features and the existing commercial use of the site, I do not consider there would be any material harm caused to residential amenity.

It is therefore considered that the development is acceptable in this regard and as such accords with Local Plan Policy BE3.

Access and Highway safety

Policy TR1 (Access and Choice) of the Warwick District Local Plan states that development will only be permitted if it provides safe, suitable, and attractive access routes for pedestrians, cyclists and vehicles. Amongst other things, development proposals are expected to not be detrimental to highways safety.

Policy TR3 (Parking) of the Warwick District Local Plan states that new development will only be permitted that makes adequate provision for parking. The Council's adopted Parking Standards SPD provides additional guidance in this regard.

Members of the public have raised concerns regarding increased levels of traffic in the area and whether the proposal is encouraging the use of the motor vehicle.

Access and egress to and from the car park is to be provided in its current position and this section of the road appears to serve only the Point 3 building, so there would be limited traffic flows along the road. The Highways Authority were consulted and raised no objection to the proposal in terms of either access, levels

of traffic or quantum of parking, subject to two conditions. The first requires the submission of a Construction Management Plan and the second requires submission of a Travel Plan to set out clear targets and measures to encourage staff to utilise sustainable modes of transport and reduce the need for vehicular trips, most notably single occupancy vehicle trips. Both conditions have duly been attached as recommended.

Members of the public have raised concerns regarding the road not being adopted by the Highway Authority. This is a matter controlled under The Highways Act and is not a planning consideration.

For the above reasons I am therefore satisfied that the development is acceptable in this regard and would comply with the above detailed policies.

Noise and Air Quality

In terms of air quality, the EHO is satisfied with the additional information submitted with the application and concluded that a condition requiring a scheme of mitigation in accordance with the Air Quality SPD would be sufficient to overcome the initial objections that were expressed in this regard. With regard to other issues, the EHO recommended the submission of a Construction Management Plan.

In terms of noise, the proposed development is located in a mixed commercial and residential area and above an existing car park, therefore it is unlikely that the proposed development will drastically change the character of noise in the local area or attract sufficient attention to result in significant adverse noise impacts.

Subject to the conditions recommended, the EHO is satisfied that there are no issues regarding potential noise, air quality or other pollution impacts that would result in adverse impacts. Accordingly, I am satisfied the development complies with Policy NE5 of the Local Plan.

Drainage and flood risk

Policy FW1 seeks to reduce flood risk and requires planning applications to be submitted in line with the guidance on the national approach to meeting the sequential and exception tests and meeting the requirements of the NPPF. FW1 sets out policy requirements for potential development sites.

The application was submitted with a Drainage Strategy report and the LLFA were consulted. The LLFA have raised no objection, subject to conditions requiring submission of a detailed surface water drainage scheme and associated maintenance plan. Subject to those conditions, the proposal is considered to be acceptable in terms of drainage and flood risk and comply with Policy FW1.

Landscaping and trees

Policy NE4 of the Local Plan requires new development to positively contribute to landscape character. Landscaping details have been submitted with the application and these have been amended where practical to address the comments received from WCC Landscape.

Six trees on the boundary with the A46 would be removed. Four of the trees would be replanted further along the boundary whilst two additional trees would be planted on the site, to the south of the car park, which would partially soften the appearance of the car park when viewed from the south.

The Council's Tree Officer has been consulted and raised no objection, as the tree removals proposed are unavoidable and their loss would be mitigated by replanting. Subject to conditions requiring the submission of hard and soft landscaping plan and a scheme of tree protection prior to commencement, it is considered that the proposal would provide an appropriate landscaped setting for the proposed building and comply with LP Policy NE4.

Ecology and biodiversity

Policy NE2 of the Local Plan seeks to protect designated areas and species of national local importance for biodiversity; development will not be permitted that will destroy or adversely affect (for example) protected, rare, endangered or priority species. Policy NE3 states that new development will be permitted provided that it protects, enhances and/or restores habitat biodiversity and where this is not possible, mitigation or compensatory measures should be identified accordingly.

Following the submission of further information, the County Ecologist has raised no objections, subject to a condition requiring submission of a detailed schedule of habitats and species mitigation and enhancements. The proposals are therefore considered to be acceptable in terms of ecological and biodiversity impact in compliance with Policies NE2 and NE3.

Summary / Conclusion

The proposals are considered acceptable in principle and in relation to all of the detailed matters that have been assessed above. It is therefore recommended that planning permission is granted.

CONDITIONS

- 1 The development hereby permitted shall begin not later than three years from the date of this permission. **Reason:** To comply with Section 91 of the Town and Country Planning Act 1990 (as amended).
- 2 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan, approved drawings, and specification contained therein:
 - Site Location Plan, referenced PF/9239.01, received on 21/07/2022;
 - Drawing titled, 'PROPOSED SITE PLAN', received on 21/07/2022;
 - 5350/LM.01 Rev B, received on 21/07/2022;
 - 8249/G [1] Rev D, received on 21/07/2022;
 - 8249/G [11], received on 21/07/2022;
 - 8249/G [10], received on 21/07/2022;
 - 8249/G [13], received on 21/07/2022;

- 8249/G [3], Rev D received on 21/07/2022;
- 8249/G [4], Rev D received on 21/07/2022;
- 8249/G [6], Rev B received on 21/07/2022;
- 8249/G [7], received on 21/07/2022;
- 8249/G [8], received on 21/07/2022;
- 8249/G [9], received on 21/07/2022;
- 220033-A-PR-200 Rev A, received on 04/10/2022;
- 220033-A-PR-201 Rev D, received on 28/11/2022;
- 220033-A-Ex-202 Rev D, received on 28/11/2022;
- Arboricultural Impact Assessment by Aspect Arboriculture, dated June 2022, reference 11473_AIA.001, received on 21/0/2022;
- Multi Deck Car Park Construction Management Plan, received on 21/0/2022;
- Planning, Design and Access Statement, dated July 2022, reference PF/9239, received on 21/07/2022;
- Preliminary Ecological Appraisal by Ecolocation, referenced 2022-04(09), received on 09/02/2022;
- Landscape and Visual Assessment by International Design Group, dated May 2022 (revised Feb 2022), received on 09/02/2023;
- Air Quality Assessment by Air Quality Consultants, dated December 2022, received on 14/12/2022.

REASON: For the avoidance of doubt and to secure a satisfactory form of development in accordance with Policies BE1 and BE3 of the Warwick District Local Plan 2011-2029.

- 3 No development shall be carried out above slab level unless and until samples of the external facing materials to be used have been submitted to and approved in writing by the Local Planning Authority. The development shall only be carried out in accordance with the approved details. **Reason:** To ensure that the proposed development has a satisfactory external appearance in the interests of the visual amenities of the locality in accordance with Policy BE1 of the Warwick District Local Plan 2011-2029.

- 4 No development shall take place until an appropriate scheme of mitigation in accordance with Warwick District Council's Air Quality Supplementary Planning Document (January 2019) has been submitted to and approved by the local planning authority. The approved scheme shall then be implemented in full and shall not be altered in any way without expressed written consent from the local planning authority. **REASON:** To ensure mitigation against air quality impacts associated with the proposed development in accordance with Policy NE5 of the Warwick District Local Plan and the Air Quality and Planning Supplementary Planning Document.

- 5 No works of demolition or construction shall be undertaken unless and until a construction management plan has been submitted to and approved in writing by the District Planning Authority. The construction

management plan shall include details of any temporary measures required to manage traffic during construction, plans and details for the turning and unloading and loading of vehicles within the site during construction, dust suppression, noise and vibration, demolition or clearance works, details of wheel washing, site working hours and delivery times, restrictions on burning and details of all temporary contractors buildings, plant and storage of materials associated with the development process. All works of demolition and construction shall be carried out in strict accordance with the approved construction management plan. The construction management plan shall be strictly adhered to at all times. **REASON:** In the interests of highway safety and the amenities of the occupiers of nearby properties, the free flow of traffic and the visual amenities of the locality in accordance with Policies BE3, TR1 and NE5 of the Warwick District Local Plan 2011-2029.

6 No development shall take place until a detailed surface water drainage scheme for the site has been submitted to and approved in writing by the Local Planning Authority. The scheme to be submitted shall provide details such as external levels plans and overland flow routing plans, in addition to cross sections of any proposed attenuation features and outfall structures, demonstrating that the surface water drainage system is designed in accordance with 'The SuDS Manual', CIRIA Report C753. The approved works shall be undertaken prior to the first occupation of the development. **REASON:** To prevent the increased risk of flooding; to improve and protect water quality; and to improve habitat and amenity in accordance with Policies FW1, FW2 and NE3 of the Warwick District Local Plan 2011-2029.

7 The development hereby permitted shall not commence unless and until a hard and soft landscaping scheme has been submitted to and approved in writing by the local planning authority. Details of hard landscaping works shall include boundary treatment, including full details of the proposed boundary walls, railings and gates to be erected, specifying the colour of the railings and gates; footpaths; and hard surfacing, which shall be made of porous materials or provision shall be made for direct run-off of water from the hard surface to a permeable or porous area. The hard landscaping works shall be completed in full accordance with the approved details within three months of the first occupation of the development hereby permitted; and all planting shall be carried out in accordance with the approved details in the first planting and seeding seasons following the first occupation. Any tree(s) or shrub(s) which within a period of five years from the completion of the development dies, is removed or becomes in the opinion of the local planning authority seriously damaged, defective or diseased shall be replaced in the next planting season with another of the same size and species as that originally planted. All hedging, tree(s) and shrub(s) shall be planted in accordance with British Standard BS4043 - Transplanting Root-balled Trees and BS4428 - Code of Practice for General Landscape Operations.

REASON: To ensure a satisfactory standard of appearance of the development in the interests of the visual amenities of the area in accordance with Policies BE1, BE3 and NE4 of the Warwick District Local Plan 2011-2029.

- 8 No development or other operations (including demolition, site clearance or other preparatory works) shall commence until an arboricultural method statement and tree protection plan, together referred to as the scheme of protection, for the protection of the trees to be retained should be submitted to and approved in writing by the Local Planning Authority.

The scheme of protection must be prepared in accordance with BS 5837:2012 Trees in relation to design, demolition and construction – Recommendations (referred to here as BS 5837) and shall refer to a retained tree's root protection area (RPA as defined in BS 5837) and to any work that may affect a retained tree above-ground.

Specific issues to be considered in the scheme of protection shall include how to control:

- the impact that construction may have
- the impact that changes in level may have
- the impact that the installation of services/utilities/drainage may have (if appropriate)

The scheme of protection should make recommendations for:

- a) tree pruning to allow the development to proceed (if appropriate)
- b) tree protection, to be shown on the TPP with offsets from fixed points to confirm the alignment of any protective fencing and the extent of any ground protection
- c) ground protection where scaffolding will be erected (if appropriate)
- d) ground protection where cranes will be installed (if appropriate).
- e) site setup, including (but not limited to) site access, parking, on-site welfare facilities, temporary buildings, loading, unloading and storage of equipment, materials, fuels and waste as well concrete mixing, including suitable control measures to protect the retained trees from harm from those facilities or activities
- f) a site monitoring protocol that will confirm by independent examination by a suitably qualified tree specialist that the agreed scheme of protection is in place

The development thereafter shall be implemented in strict accordance with the approved scheme of protection, which shall be kept in place

until all parts of the development have been completed and all equipment, machinery and surplus materials have been removed.

REASON: In order to protect and preserve existing trees within the site which are of amenity value in accordance with Policies BE1 and NE1 of the Warwick District Local Plan 2011-2029.

- 9 The development hereby permitted shall not commence until a detailed schedule of habitats and species mitigation and enhancement measures (to include timing of works, enhancement measures for birds, bats, mammals and insects such as those indicated within Appendix 3 of the submitted PEA dated September 2022) has been submitted to and approved in writing by the District Planning Authority. Such approved mitigation and enhancement measures shall thereafter be implemented in full and retained in perpetuity. **REASON:** To ensure that protected species are not harmed by the development and to ensure a net biodiversity gain in accordance with NPPF.
- 10 Prior to the occupation of the building hereby permitted, a detailed drainage maintenance plan, written in accordance with CIRIA C753, shall be submitted to and approved in writing by the Local Planning Authority. The maintenance plan shall provide details on how surface water systems shall be maintained and managed for the lifetime of the development. The name of the party responsible, including contact name and details, shall be provided to the LPA within the maintenance plan. The LPA shall be kept informed of the party responsible, including contact name and details, when these details change thereafter, and such approved measures shall thereafter be implemented in full. **REASON:** To ensure satisfactory future maintenance of the sustainable drainage structures in accordance with Policies BE1 and FW2 of the Warwick District Local Plan 2011-2029.
- 11 The development hereby permitted shall not be occupied until a scheme for the provision of adequate water supplies and fire hydrants necessary for firefighting purposes at the site, has been submitted to and approved in writing by the local Planning Authority. The approved scheme shall be implemented in full prior to occupation of any development to the satisfaction of the Local Planning Authority. **REASON:** In the interest of the fire safety and protection of public safety and to satisfy Policy BE1 of the Warwick District Local Plan 2011-2029.
- 12 Within one month of the first use of the car park, a Green Travel Plan shall be submitted to and approved in writing by the Local Planning Authority, in consultation with the Local Highway Authority. In order to reduce car travel and increase travel by more sustainable transport modes, the Plan shall specify targets for mode share shifts to be achieved and a time period to achieve this from the use of the development. The Plan shall be implemented and monitored in accordance with its terms. In the event of failing to meet these targets, a revised Plan shall be submitted to and be approved in writing by the Local Planning Authority

to address any shortfalls and where necessary make provision for and promote improved sustainable forms of access to the site. The Plan thereafter shall be implemented and updated in agreement with the Local Planning Authority. **REASON:** In the interest of encouraging the use of alternative modes of transport with the aim of creating a more sustainable development in accordance with Policies TR1 and TR2 of the Warwick District Local Plan 2011-2029.

- 13 The development hereby permitted shall not be occupied unless and until the external cladding shown on the approved plans has been installed in full. **Reason:** To ensure that the proposed development has a satisfactory external appearance in the interests of the visual amenities of the locality in accordance with Policy BE1 of the Warwick District Local Plan 2011-2029.
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