

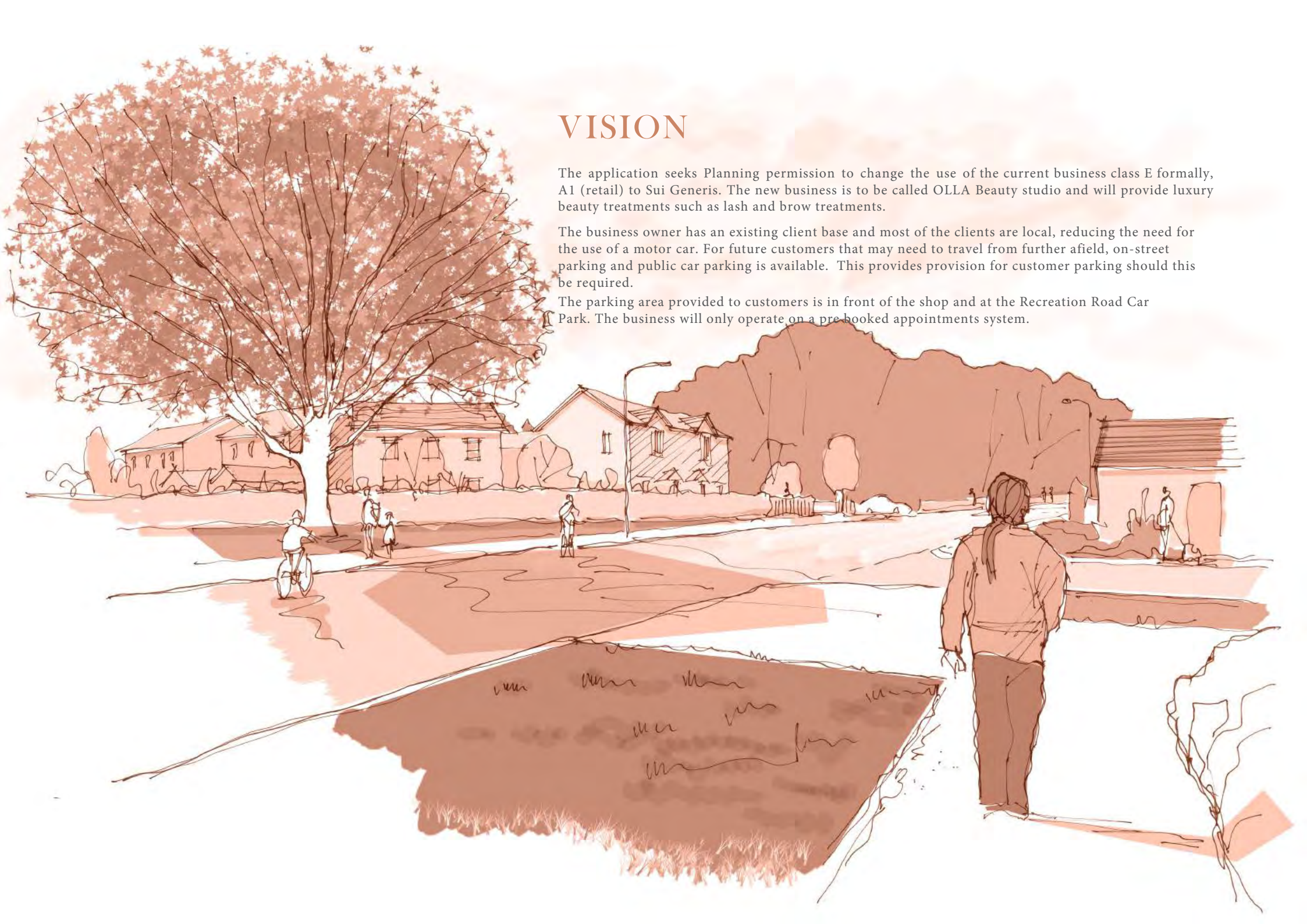


DESIGN & ACCESS STATEMENT

16 Norcot Road, Tilehurst Reading RG30 6BU

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October 2022



VISION

The application seeks Planning permission to change the use of the current business class E formally, A1 (retail) to Sui Generis. The new business is to be called OLLA Beauty studio and will provide luxury beauty treatments such as lash and brow treatments.

The business owner has an existing client base and most of the clients are local, reducing the need for the use of a motor car. For future customers that may need to travel from further afield, on-street parking and public car parking is available. This provides provision for customer parking should this be required.

The parking area provided to customers is in front of the shop and at the Recreation Road Car Park. The business will only operate on a pre-booked appointments system.

PREFACE

This Planning Statement has been produced by Plan Bristol on behalf of the applicant.

The document supports an application for full Planning permission to change the use at 16 Norcot Road, Tilehurst Reading RG30 6BU to a Beauty Salon.

The document includes an analysis of the surrounding local context and facilities, an overview of the site, the vision objectives for the development, and the design proposals.

ISSUE RECORD				
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DOCUMENT	STAT01	STAT01	STAT01	
REVISION	DRAFT	DRAFT	FINAL	
AUTHOR	SDB/	SDB/	SDB/	
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INTRODUCTION 1

INTRODUCTION

This Planning statement supports an application for a Planning application to change the use at 16 Norcot Road

The application is to change the use class to enable the business to operate in the relevant use class.

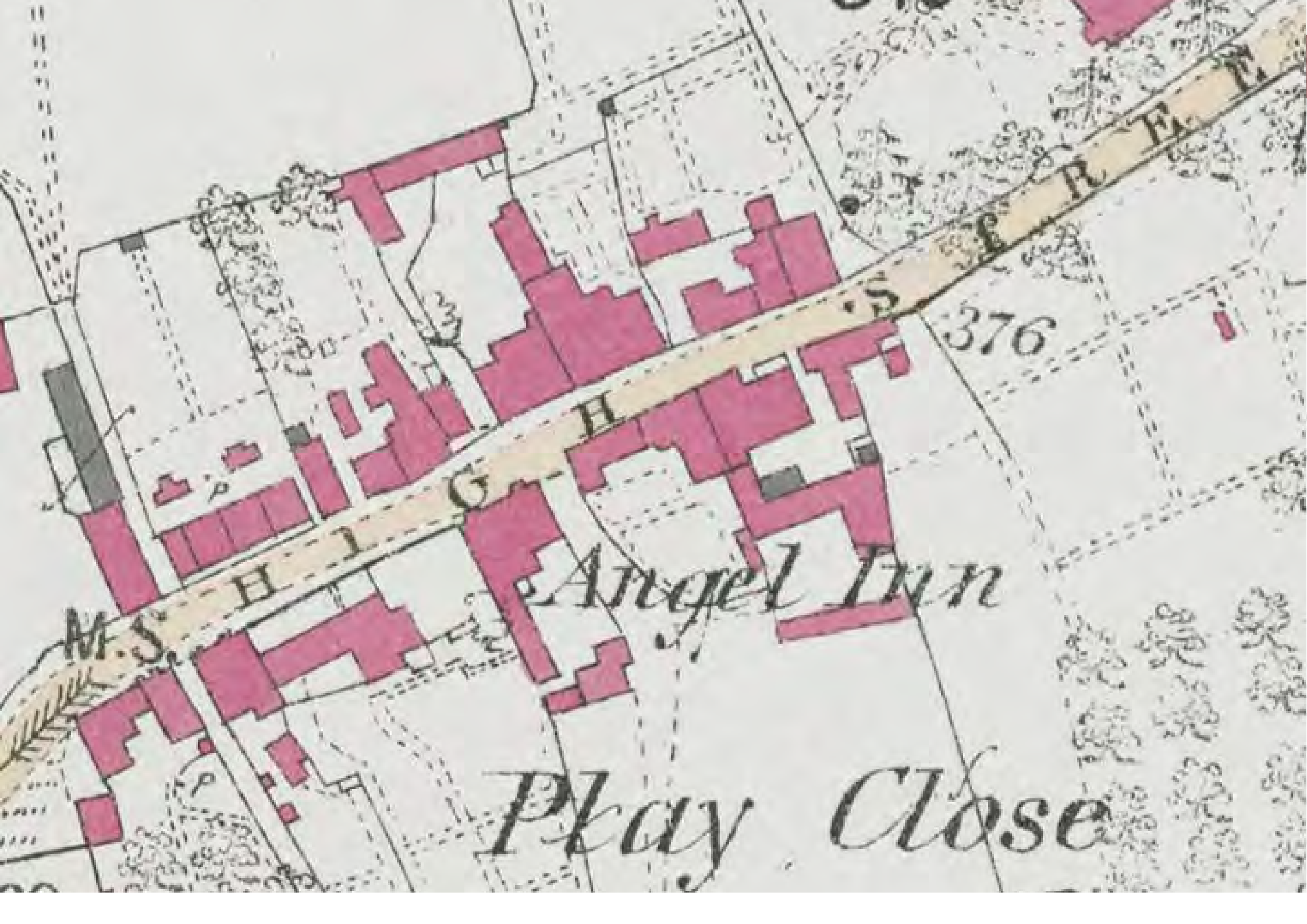
SITE CONTEXT

The site lies within the limits of the settlement boundary and is considered to be located within a sustainable location. Within walking distance, the site is close to nearby local shops, supermarkets, employment opportunities, leisure opportunities, open spaces with easy access to public transport links.

The site is comprised of a retail use, a shop on the ground floor. The purpose of this statement is to explain the proposed development and provide an assessment in relation to national policy to demonstrate why it is considered that the proposed use is in accordance with local and national Planning policy.

Planning permission should be granted and the proposed change of use, will deliver a much needed service.

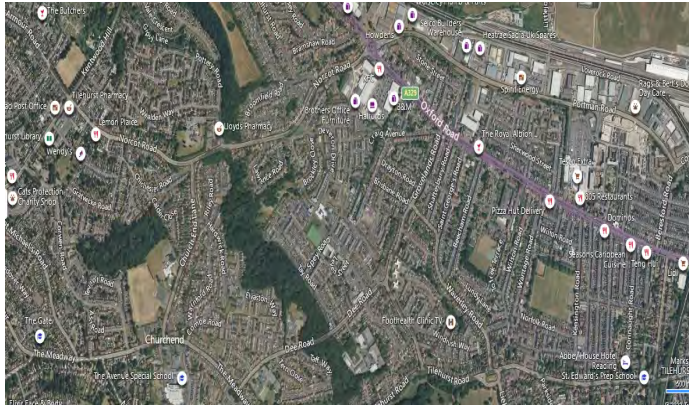






CONTEXT 2

POLICY CONTEXT



Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the development plan unless material considerations indicate otherwise.

Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'.

The following local and national planning policy and guidance are to the proposed change of use;

Reading Borough Local Plan 2019

CC1: Presumption in Favour of Sustainable Development

TR1: Achieving the Transport Strategy
TR3: Access, Traffic and Highway-Related Matters
CC7: Design and the Public Realm
CC8: Safeguarding Amenity
RL1: Network and Hierarchy of Centres
RL3: Vitality and Viability of Smaller Centres
EN16 Pollution and environment

National Planning Policy Framework Feb 2019

National Planning Policy Guidance



Supplementary Planning Documents
Revised Parking Standards and Design SPD (2011)
Sustainable Design and Construction SPD (2019)

This Full Planning Application submission should be assessed against the national guidance described within the National Planning Policy Framework and within the Reading Borough Local Plan Adopted 2019;

National Planning Policy Frameworks overall emphasis is upon building a strong competitive economy and the promotion of business and that significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.



The surrounding shopping area is a mix of E class Formally, A1, A2, A5, B1 and C3 uses. This Planning Application relates to the change of use of a retail use class (Class E) formally A1, to a beauty salon (Class Sui Generis).

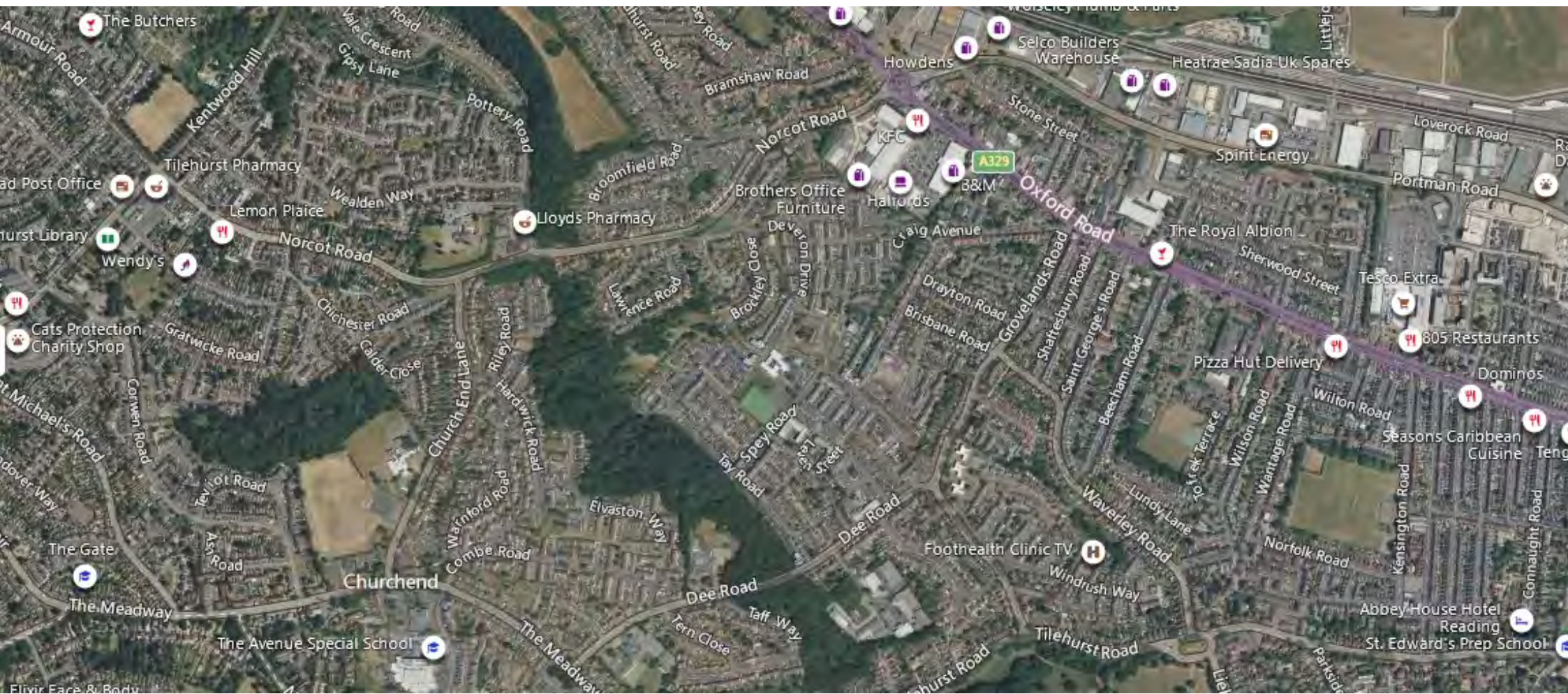
The Sui Generis proposed use would form a material change of use and is therefore exempt from exceptions under S.55 of the 1990 Act, and therefore requires an assessment against the local and national policies.

The property is surrounded by retail and business uses often with residential accommodation above and adjacent to the site.

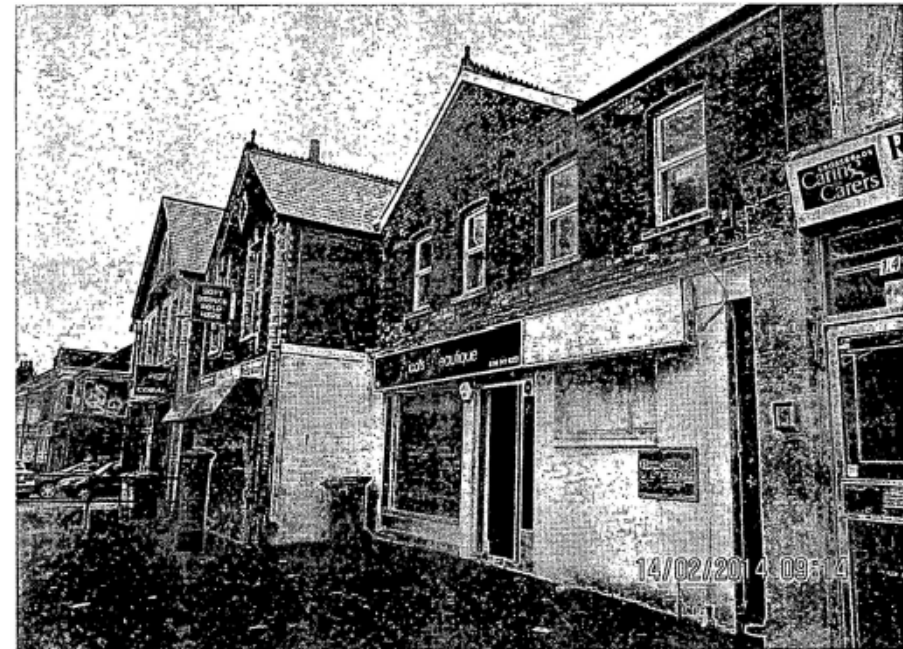
Public transport nearby is good and the area is accessible for pedestrians and cyclists. The proposal seeks to change the use from the existing class E, retail use to a Sui Generis use class.

This use is considered consistent with the adopted Core Strategy policies and would not be seen to undermine the viability, retail function or vitality of the retail area.

There are a number of other similar uses in the area and there are a number of what appear to be class E formally A1 spaces currently. Although since use class E, this has seen the upturn of use classes being able to change the use and utilise empty units.



SITE OVERVIEW



Former salon; approved under change of use application in 2008



Parade of shops including application site

The application site is located within the Tilehurst Triangle shopping centre and is located at the northern end of the parade of shops.

The current use of the unit is class E, formally A1). However, the site has been subject to a number of applications over the years to change the use;

080516L -Change of use to beauty salon;
Approved 11/04/2008
131771L -Change of use to A1;
Approved 19/02/2014

The main issue to be considered:

- i) Principle of development
- ii) Residential amenity and control of
- iii) Odours
- iv) Traffic and parking
- v) Community Infrastructure Levy

The application site falls within a District Centre, where policy states change of use to non-retail uses will only be permitted where the development makes a positive contribution to the vitality and viability of the centre;

does not undermine the retail function and character of the frontage, part of it, or the wider Shopping Area; includes a shopfront with a display function and be accessible to the public from the street; and maintains an active ground floor use.

Principle of development; Policy allows for retail and other development appropriate for a Town Centre so long as it would not detract from the overall vitality and viability of the centre, it would be consistent with the scale and function of the centre, it would be accessible by public transport and sustainable transport options, it would not have unacceptable environmental or transportation effects, and would not prejudice residential amenity.

The proposal would not be viewed to have a negative impact on the retail function of the centre, furthermore the proposal would bring back a currently vacant unit back into use, while also providing an active frontage at ground floor.

In addition there is not considered to be any material transport or residential amenity impact of permitting the change of use.



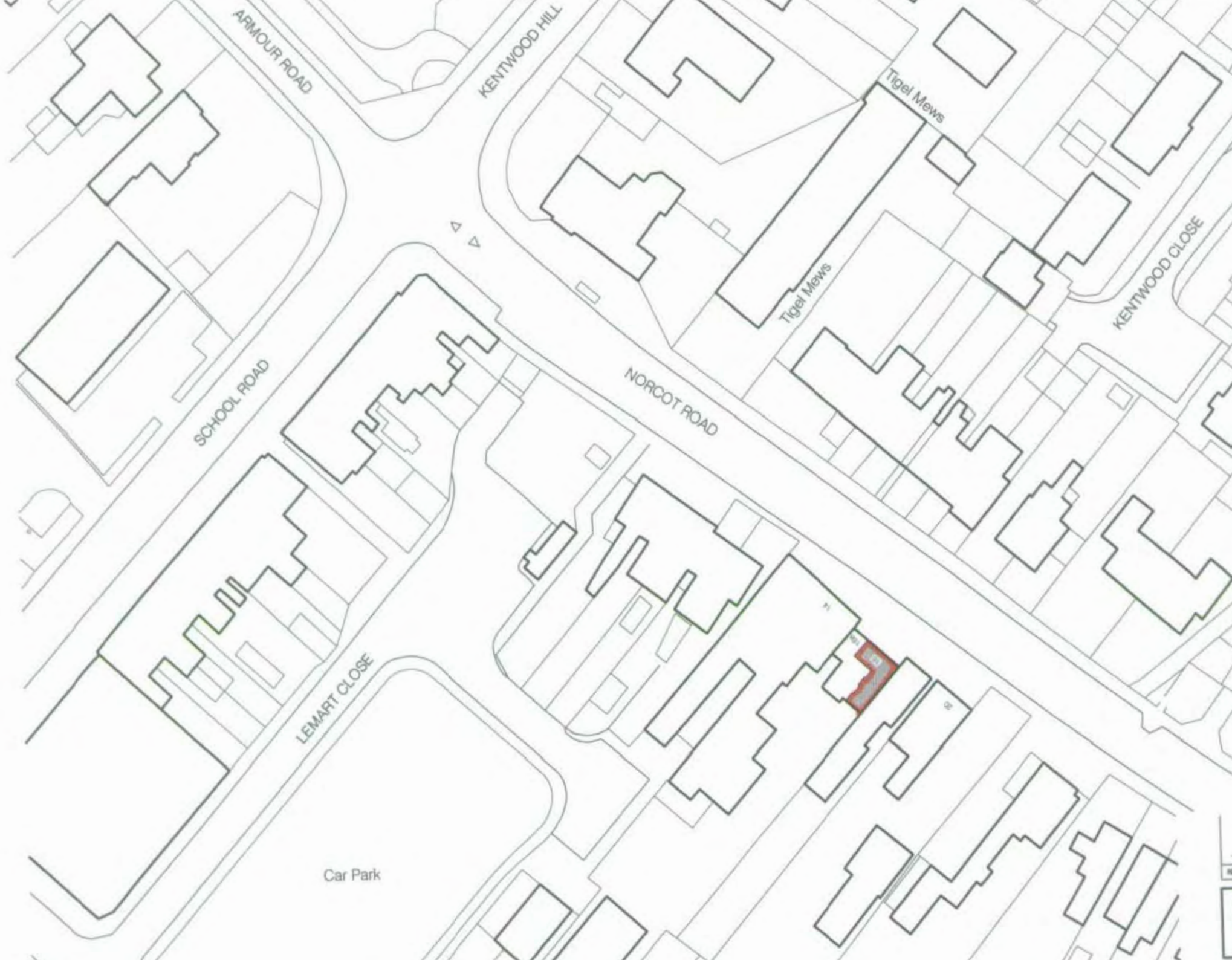
AERIAL VIEW OF APPLICATION SITE



APPLICATION SITE



APPLICATION SITE



In summary the occupation of the unit is considered to have a positive impact upon the viability and vitality of the centre where a number of shops are currently vacant.

On this basis the proposal is seen to accord with the provisions of the adopted Local Development Plan.

Design and Visual Amenity

Nothing is proposed in terms of physical alterations and consequently the proposal would have no impact on the character and appearance of the area.

Consequently the change of use is not considered to cause an unacceptable impact as a result of noise or light pollution.

The site is surrounded by a range of town centre uses and the proposed change of use from retail to beauty salon is not considered to result in any adverse harm to the amenity of nearby occupiers.

HIGHWAY ISSUES

It is considered that the proposed change of use would not have a material impact on the character of the traffic in the vicinity of the site as on street parking is regulated.

The site is located on the classified C401 Norcot Road is located within one Secondary Core area, of the Council's adopted Parking Standards and SPD design.

Typically these areas are within 300m of a reading B high frequency Premier route , which provides high quality bus routes to and from Reading town centre and other local centre facilities.

Parking is located outside the unit and access to a regular bus services to and from town are available, furthermore, the application site is in close proximity to a public car located on Lemart Close, therefore the provision of car parking is acceptable.

The applicant has advised that the opening hours would be 9am to 7pm Monday-Friday and Saturday, 9am to 4pm

These times are not considered unreasonable taking into account the nature of this section of Norcot Road.





The Arthur Newbery Park

Western Oaks

Marcus Marine
Engineering

Derwe

16 Norcot R
Reading

16 Norcot R
Reading

Inimes





**16 Norcot Road, Tilehurst,
Reading, RG30 6DU**