

JHIjr5805/P20-1637

Connie Davis
Planning Officer
Reading Borough Council
Civic Offices, Level 1 North
Bridge Street
Reading
RG1 2LU

10 July 2020

Dear Connie

Re: Application 200495/FUL at Unit 4b Rose Kiln Lane, Reading.

I am instructed by Eden Motor Group to write to you in support of application 200495/FUL at Unit 4b Rose Kiln Lane, Reading.

I am advised that the current application seeks planning permission to refurbish the current dealership by way of some elevation changes, internal works and reconfiguration of the external vehicles display and parking areas. These works are required to facilitate a 'dual-branding' of the dealership to allow for the sale of Mazda and Hyundai cars.

The planning unit remains unchanged in that it is a single planning unit for car sales and ancillary operations (in the form of a modern car dealership). The effect of the current proposals is to 'brand' the customer experience, but in all other respects the dealership remains unchanged. The details submitted with the application confirm that the floorspace of the dealership does not increase, staffing levels do not change and there are no operational changes. In many ways the current proposals mean that when entering through one door you see Hyundai cars and when you enter through another you see Mazda cars. In considering these facts, there is no material change of use in planning terms and the current application is considering operational development only.

It has been brought to my attention that in response to the current application, the Highway Authority is asking for a detailed assessment of the parking provision available on site. I propose that, considering that the current proposals do not amount to a material change of use, no such assessment is required. However, to assist you and the Highway Authority I can confirm that the parking provision at the site is as follows:

	Existing	Proposed
Used Car Display Parking	23	31
Staff/Visitor Parking	19	27
Total	42	58

Pegasus Group

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Accordingly, a net gain of parking is to be provided at the site and it is important to note that no staff/visitor parking is to be sacrificed for the increase in used car display parking. These new parking provisions are proposed as part of the applicant's wish to improve the efficiency of this site in the current trading economy and as such the additional parking provision is provided even though there is no requirement to do so as there is no material change of use.

I trust this letter explains the situation and provides useful context to your decision making, however should the matter require further discussion please do not hesitate to contact me.

Your sincerely

A handwritten signature in black ink, consisting of several vertical, slightly wavy lines of varying heights, with a horizontal line crossing them near the bottom. The signature is stylized and appears to read "James Hicks".

James Hicks
Senior Director
james.hicks@pegasusgroup.co.uk