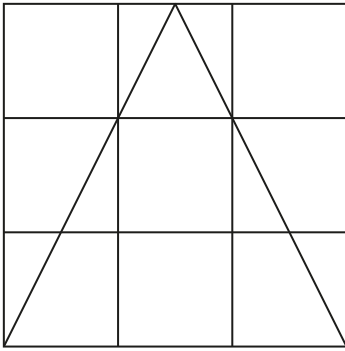




PLANNING STATEMENT

REFURBISHMENT & DUAL FRANCHISING OF EXISTING HYUNDAI DEALERSHIP, ROSE KILN LANE, READING, RG2 0JZ

Introduction

The existing Hyundai dealership lies along Rose Kiln Lane along with other dealerships and employment facilities.

Due to ongoing challenges in the vehicle retail industry, the existing site currently occupying Hyundai is deemed functioning at under capacity. Whilst incentives and measures are in place to improve the Hyundai business model, the local market is unable to meet these targets and are placing employment opportunities on site at risk.

EDEN have a business objective to protect employment measures not only at the current site, but across the business nationally.

EDEN have secured the MAZDA franchise that is currently not represented in Reading, but currently have no premises to operate from.

The focus of the proposals is to invest and diversify the business and enhance productivity at existing dealerships by dual franchising in lieu of developing other or new sites.

With the approval of Hyundai, EDEN have negotiated to include the MAZDA franchise at Rose Kiln Lane.

Design

The proposals are to split the showroom facilities to provide dedicated Hyundai and MAZDA showroom spaces.

External fenestration changes are required to echo franchise colours and identity and subject to separate Advertisement Consent applications, the signage and advertisement totems at the dealership will be altered.

Behind the scenes aftercare servicing, valeting and washing will be shared between the franchises.

Whilst there is no fundamental need to increase parking provisions for customer parking as there is no increase in floor area created; however, additional spaces are required for independent franchise identity in the display of vehicles i.e. differing range of Mazda and Hyundai models; With this in mind, the current over dominant 5m high cladding screen to the rear of the site is proposed for removal to offer additional vehicle spaces for display. Equally, the proposed removal of the screen would offer some improved visual connectivity to the adjacent watercourse and openness from the towpath and river..

Policy

The proposals are deemed appropriate to meet the current local planning policies:

CC1: Presumption in favour of sustainable development

CC6: Accessibility and the intensity of development

EN11: Water spaces

EM4: Maintaining a variety of premises

TR3: Access, traffic and highway-related matters

TR5: Car and cycle parking and electric vehicle charging

The proposals are deemed appropriate to meet the current National Planning Policy Framework (NPPF) policies

NPPF 1 - The presumption in favour of sustainable development

NPPF 6 - Building a strong, competitive economy

NPPF 9 - Promoting sustainable transport

NPPF 11 - Making effective use of land

Conclusion

The proposal utilises an existing class use of sui generis.

Existing cycle and transport infrastructure will be adopted and maintained.

Employment opportunities will be preserved and enhanced on site.

The introduction of a second franchise will provide additional charging provisions for customers.

Existing street scene in terms of building scale and mass will be unaffected.

The proposal meets the criteria of local and national planning policies