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Growth and Neighbourhood Services
Civic Offices
Reading
RG1 2LU

Location: Unit 5, Reading Trade Centre, Rose Kiln Lane, Reading, RG2 0JZ

Description: Renovation of existing warehouse space, creation of a new car rental retail area, staff office, kitchenette and W/C. Installation of a car wash and an external fascia signage. Change of Use from B8 to Sui Generis.

Contact: planning@stampdesign.co.uk

Date: 19.08.2019

Planning Statement in Support of Pre-application Advice for Change of Use of
Premises from B8 to Sui Generis

Dear Sir/Madam,

This planning statement has been developed in response to request by Reading Borough Council, Planning & Building Control, Senior Planning Officer Anthony Scholes. The Principle of Development, Transport Matters, Design Considerations, Flood Risk and Other Matters have been developed in response to direct requests from communication from the planning officer and informed by further detail provided in the validation checklist. This has been subject to a degree of interpretation where guidelines are broad, and we welcome your feedback on the level of detail provided.

Yours sincerely,

Jessica Sheldrick

Interior Designer, Stamp Design (Agent on behalf of Sixt Rent a Car UK)

Section 1: Principle of Development

The location is an existing light industrial style unit of 383sqm gross internal area. The proposal is to create a Sixt Rent a Car branch location, with the formation of a retail customer area, a staff office, kitchenette and DDA W/C. We are proposing the Change of Use on the site from a B8 (storage and distribution) to a Sui Generis (vehicle hire business).

The space comprises 320sqm of unheated warehouse space, with 63sqm of heated retail space to the site. The remainder of the space will remain unheated and used for the dry storage of hire vehicles.

Section 1.1. In response to Policy CS11

Policy CS11 *“The overall level of employment land should be maintained”. The NPPF, paragraph 80 states that “planning policies should ... significant weight should be placed on the need to support economic growth and productivity, taking in account both local business and wider opportunities for development”.*

Applicant Response: The total number of employees for this site will be 6 with 1 of those being a Manager. 2 – 3 employees will be working per shift at a time. There will be employees working in the retail area taking bookings and greeting customers, there will be employees working in the car wash and parking the cars.

Section 2: Transport Matters

The location is access by major trunk roads by the A33 Rose Kiln Lane. Rose Kiln Lane is populated by light industrial units, such as car sales units which attract business related traffic but in relatively low numbers, based on limited observation. The location is accessible by foot paths and roads. It is a 24-minute walk from Reading Station, or a 6-minute taxi journey.

The approx. number of vehicles that will be stored on site is 20. The vehicles will be delivered via a transporter twice per month, where 10 cars will be shipped at a time. The on-site parking provision and management will be through contract parking – SIXT will have dedicated parking bays. The hours of operation will be 8am-6pm.

80% of customers will have made an online booking through the branch’s website, whereas the other 20% will be walk-ins. The customer will collect the keys from the retail area of the branch and the employee will park the car in a dedicated bay ready for collection. When the customer is ready to drop-off, they will return the car to one of the branches dedicated return bays, then either drop the keys to the employee in the retail area, or if it out of hours, they will use the key safe return box located to the right hand side of the retail entrance doors.

The branch will be wholly self-sufficient in respect of parking, with exterior parking bays and interior warehouse space utilised to store car stock and provide temporary parking/turning space for those arriving at the site by car. Please see below SIXT Rent a Car's parking spaces highlighted in light blue.

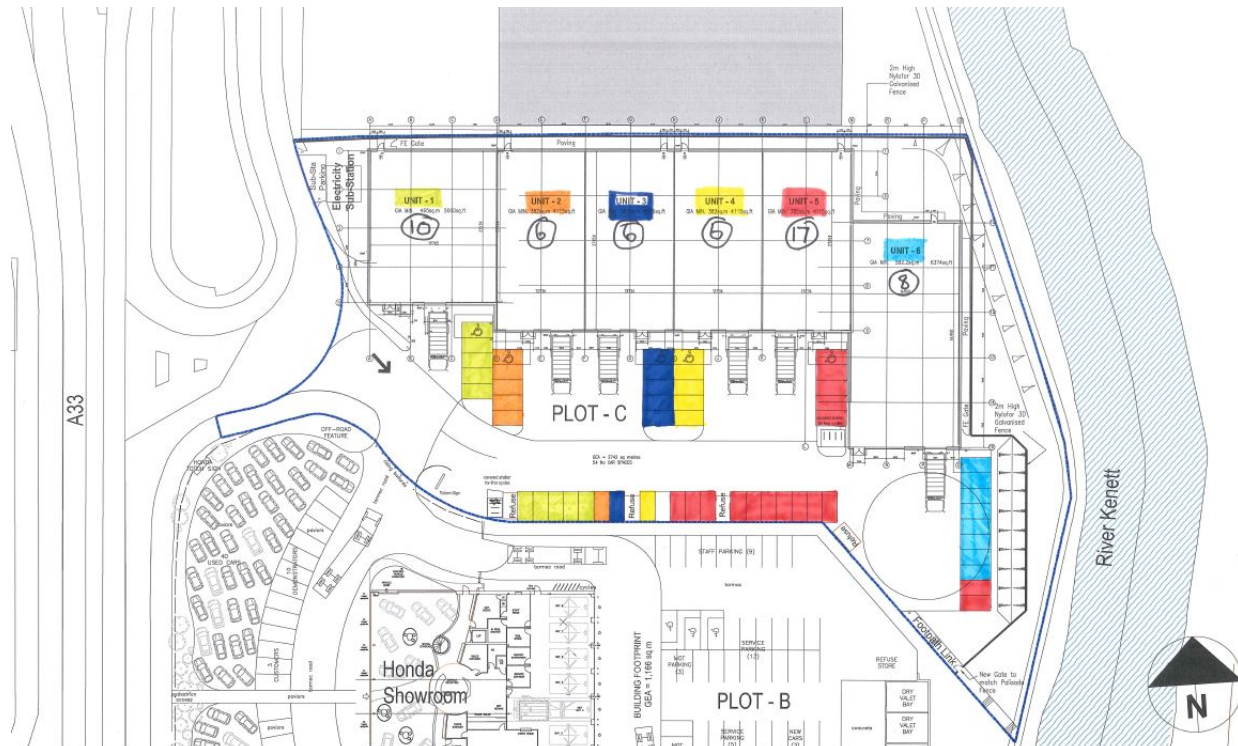


Fig 2.1. Parking Bays

Section 3: Design Considerations

Signage commensurate with the operation of the business are proposed to the front elevation and adjacent elevation respectively.

To the exterior, a panel sign and an advertisement banner sign is intended to help customers navigate to the site, whilst a panel sign on the front of the building, above the doors is intended for branding purposes. The top sign adjacent to the shop front is intended to be illuminated with an LED baton light. The sign below is intended to show Sixt advertisement on a banner. The sign installed over the front doors to highlight the location of the customer retail area to visitors.

The operation requires returned cars are washed and valeted. For this reason, we propose a standard Sixt car wash shelter, to protect workers from the elements. The client can demonstrate within reasonable limits the numbers of cars that will be washed and their efforts to minimize water usage, including low water pressure washers. A silt trap and interceptor tank are planned to be installed that

will improve and graduate the dispersal of water into the mains sewers, and further will remove all solid waste and oil from surface water to be collected and diligently disposed of by a licensed operator. The client will make direct application for a trade effluent license. More detail is provided in the following pages.

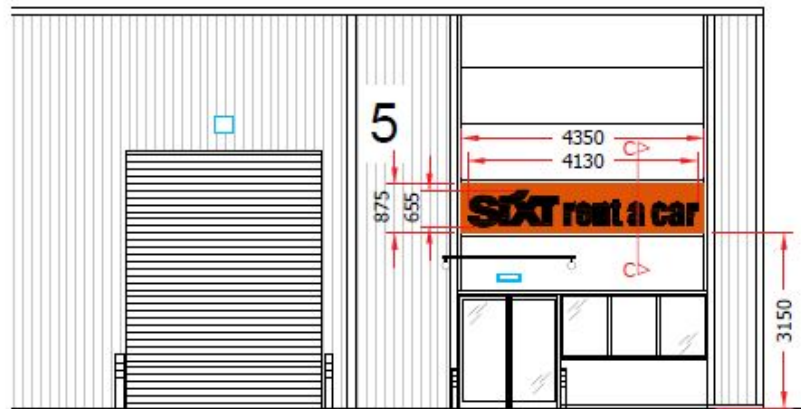
The appearance of the site will be maintained by alterations that are sympathetic to the existing design features and character.

Accessibility to the new customer retail area will be achieved as there is a leveled floor from the exterior of the building and throughout the unit. Disabled parking bays will be included in the scheme in place of the standard bays currently in situ at the site, further increasing the accessibility for ambulant disabled visitors.

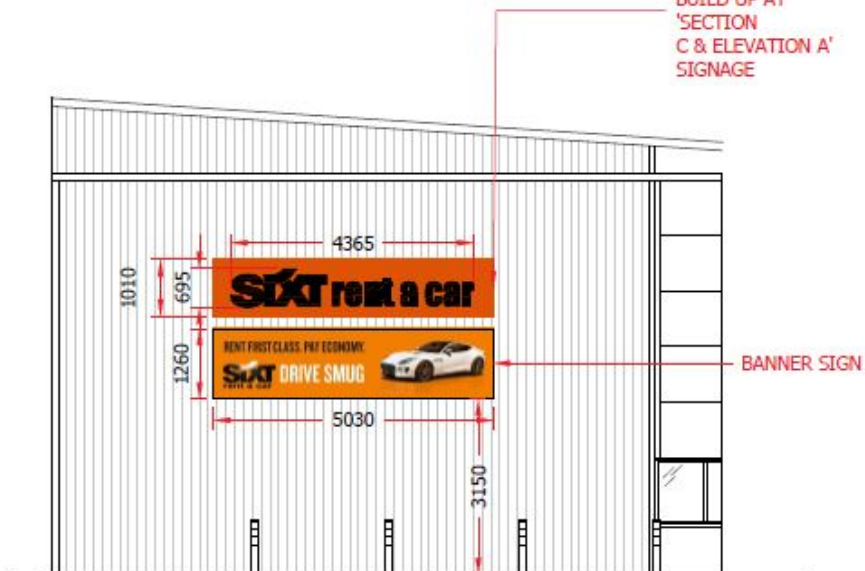
Section 3. In response to Policy DM11: Shop Front Design

Policy DM22 'Advertisements' of the sites and detailed policies document, states that "Advertisement" will respect the building or structure on which they are located, and/or their surroundings and setting in terms of size, location.... Etc."

Applicant Response: The shopfront advertisement is designed to fit to the advised panel (above the doors) that currently has a 'To Let' banner on the panel. The adjacent shop fronts have the same sized panels above their doors, so the units will match cohesively. The adjacent proposed signage will be in line with the shop fronts signage (they will be the same height off the ground – please see image below for reference). The purpose of these is to help customers navigate to the unit, therefore they are at high level.



A ELEVATION A
SCALE 1:100 @A3



B ELEVATION B
SCALE 1:100 @A3

Fig 3.1. Proposed new shopfront layout



Fig 3.2. Existing shopfront

Section 4: Flood Risk Assessment

An initial investigation shows that the site is in Flood Zone 2 of the fluvial models of the EA flood map. Areas in Flood Zone 2 are defined as land assessed as having between 1 in 100 and 1 in 1000 (1% - 0.1%) chance of fluvial flooding annually. I have provided a higher resolution image of the EA Flood Map for Planning below using in house data sources. The lighter blue areas on the EA flood map are Flood Zone 2 and the darker blue areas are Flood Zone 3.

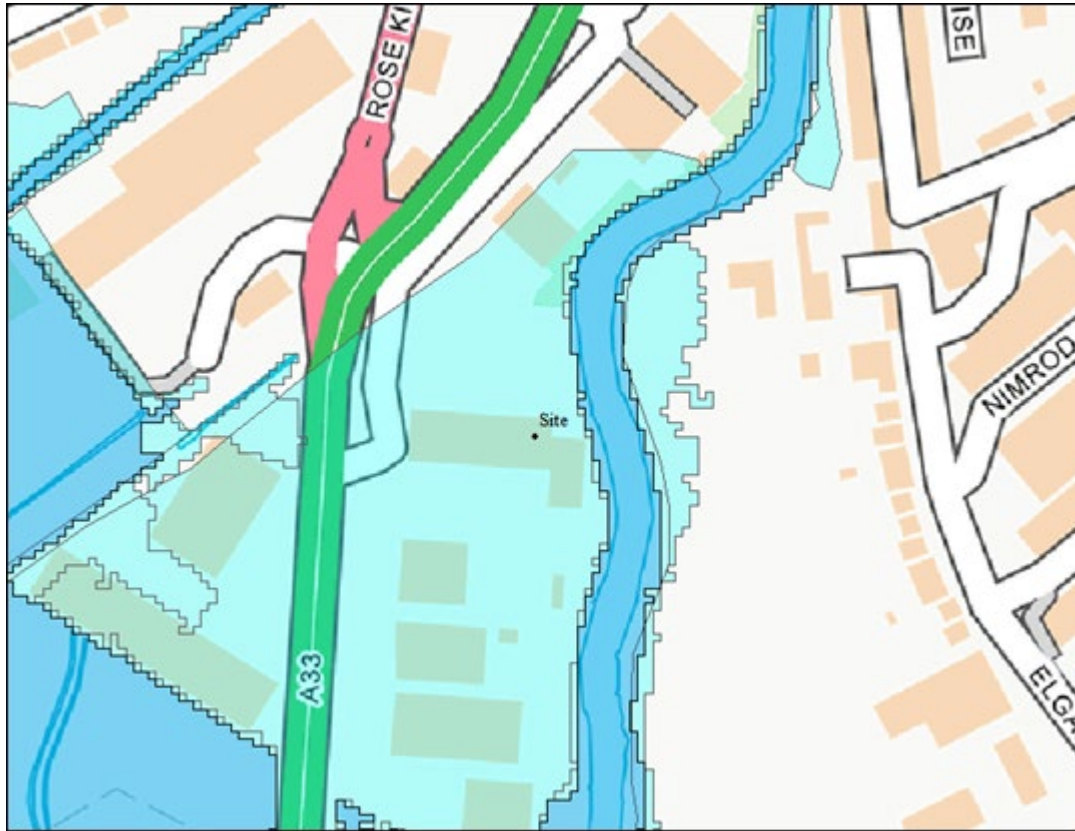


Fig 4.1. Flood Risk Assessment for Site

Please see the Flood Risk Assessment in the submission completed by Ambiental for more detailed information.