

DELEGATED APPLICATION REPORT

Address: Tesco Extra Napier Road

Application No:

FUL: 180355

ADV: 180356

Proposal: FUL: Erection of single storey 'Xpress Centres Unit' and associated works at the existing Tesco Store car park.

ADV: 1 internally illuminated fascia sign and 4 non-illuminated vinyl signs

Applicant: Tesco Stores Limited

Date received (valid from): 27/02/2018

Target decision date: 20/04/2018

Agreed Extension of time: 17/05/2018

Case officer: Tom French

1. Site description and Surrounding Area

The red line of the application site relates to a section on the northern side of the existing Tesco Extra car park, with the site ownership covering the Tesco Extra store, car park and associated structures, located at the end of Napier Road. The site is south of the River Thames and features a large expanse of car park to the south and east and associated service deliver area and petrol filling station. There are various protected trees located around the site. The site is within Flood Zone 2 and lies to the south of Kings Meadow/Thames towpath, a designated Major area of Open Space and Major landscape feature.

Specifically the application site comprises of 11 parking spaces located on the northern edge of the Tesco Extra car park.

2. The Proposal

180355/FUL:

Full planning permission is sought for the erection of an Xpress Centre Unit in the place of 11 car parking spaces along the northern edge of the Tesco Extra car park. The Xpress Centre would offer same day repair for car with minor damage and would comprise of a building 5.6m wide, 7.4m long with a single pitch with a maximum eaves height of 3.4m and three customer car parking spaces.

It is proposed to install six galvanised steel bollards along the southern side of the Xpress Centre building that would protrude 1000mm from ground level, have a diameter of 115mm with a yellow reflective strip near the top.

180356/ADV:

Advertising consent is sought for 1 internally illuminated fascia sign and 4 non-illuminated vinyl signs to be externally applied to the rear and side elevations.

The fascia sign would be 5610mm wide, 458mm high and 95mm deep. It would be internally illuminated with a maximum illumination level of 300 cd/m². The background of the sign would be grey with the Xpress Centres logo in the middle.

The vinyl sign for the rear elevation would be 5.6m wide and 2.8m high. The vinyl signs for the side elevations would be 7.4m wide and 3.2m high.

All the vinyl signs would be dark blue at the base, fading to grey at the top. They would have a graphic depicting a car being repaired that is surrounded by bright yellow, red and white text. It is proposed that each elevation would host the Xpress Centres logo.

3. Consultation

Neighbours consultation

Three site notices were displayed from the 15/03/2018. No responses have been received.

Transport consultation

RBC Transport Development Control were consulted and advised that there are no transport objections to the proposal.

Environmental consultation

Following discussion with RBC Environmental Health Officers it has been concluded that the proposal would not raise any environment objections.

4. Plans and Documents Considered

The Council, in reaching its recommendation, has taken into consideration the following plans & documents:

180355

Drawing No.:

- Xpress Centres Notes - Rev. A
- BOL-WALKWAY - Galvanised Bollard
- Xpress Centres Standard Details - Rev D
- 3095-EX-BP-01 - Existing Block Plan - Rev A
- 3095-PR-BP-01 - Proposed Block Plan - Rev A
- 3095-EX-LP-01 - Existing Location Plan - Rev A
- 3095-PR-LP-01 - Proposed Location Plan - Rev A
- Flood Risk Assessment Xpress Centres, Napier Road, Reading by Pinnacle Consulting Engineers, dated 30/11/17
- Report of Periodic Monitoring of Emissions to Air by Middlewood Environmental Limited Ref E0563 dated 20/01/18
- Basic Environmental Noise Survey by Elas, dated 01/02/18
- BS4142 Environmental Sound Survey by Elas, dated 31/05/17

As received: 26/02/2018

180356

Xpress Centres Standard Details - Rev D

Front Mounted LED Backlit Sign - 01

As received: 26/02/2018

5. Relevant Planning History

There is an extensive planning history to Tesco Extra. Most recent and relevant:

171514 - Re-branding of existing signage to include re-branding of 2 x existing Totem signage (G1) and (G2) re-branding of existing glazing - Application Permitted

140652 - 2 internally illuminated fascia signs - Application Permitted

130646 - Signage to new 'click & collect' canopy located within the Tesco store car park and replacement directional signage on existing poles - Application Permitted

130585 - Erection of a customer collection pod with canopy in existing car park - Application Permitted

6. Equality Act 2010:

In determining this application the Council is required to have regard to its obligations under the Equality Act 2010. However, there is no indication or evidence (including from consultation on the application) that the protected groups identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application. Therefore in terms of the key equalities protected characteristics it is considered there would be no significant adverse impacts as a result of the development.

7. Relevant Planning Guidance

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. The Development Plan for Reading relevant to the application site comprises the Reading Local Development Framework '*Core Strategy*' 2008 (Altered 2015), 'RCAAP' (2009) and '*Sites and Detailed Policies Document*' 2012 (Altered 2015).

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires the Local Planning Authority to exercise its powers under these regulations in the interests of amenity and public safety taking into account the provisions of the development plan, so far as they are material; and any other relevant factors. Regulation 3 states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest. Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

The '*National Planning Policy framework*' ('NPPF') 2012 states clearly that its content is to be a material consideration in the determination of applications. The 'NPPF' states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy and Sites and Detailed Policies Document) according to their degree of consistency with the 'NPPF' (the closer the policies in the plan to the policies in the 'NPPF', the greater the weight that may be given). Accordingly, the 'NPPF' and the following development plan policies and supplementary planning guidance are relevant:

8. Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework;
National Planning Policy Guidance;

RBC Local Development Framework

Core Strategy 2008 (Altered 2015)

CS7 Design and the Public Realm

- CS10 Location of Employment Development
- CS20 Implementation of the Reading Transport Strategy
- CS24 Car/Cycle Parking
- CS34 Pollution and Water Resources
- CS35 Flooding
- CS38 Trees, Hedges and Woodland

Reading Central Area Action Plan 2009

- RC5 Design in the Centre
- RC6 Definition of the Centre
- RC14 Public Realm

Sites and Detailed Policies Document 2012 (Altered 2015)

- DM4 Safeguarding Amenity
- DM12 Access, Traffic and Highway-Related Matters
- DM22 Advertisements

9. Appraisal

180355/FUL

The main issues to be considered are:

- Land use
- Transport
- Environmental issues
- Design and impact on the character of the area
- Impact on neighbouring amenity

180356/ADV

The main issues to be considered are:

- Amenity
- Public safety

180355/FUL

Land use

On the application form the applicant has specified the use class of the proposed structure to be Class B2. With this in mind it is recognised that the site is not located within an area identified by Policy CS10. However, in this specific instance, owing to the relatively small floorspace involved, the nature/location of the proposal, it is considered that a flexible approach can be taken so as to accept the principle of the proposed use in this specific instance.

Transport

The proposal would result in the loss of 11 car parking spaces. Following consultation with the Reading Borough Council Transport team, it is considered that the loss of 11 car parking spaces is unlikely to have a significant impact on the operation of the car park. On average the unit would conduct just two repairs per day. Therefore, it is not anticipated that the proposal would significantly increase trips to the site, especially considering that many trips would be linked with the main Tesco Extra store.

As existing the site has approximately 600 car parking spaces, and the loss of 11 is considered to be negligible. As such there are no transport objections to the proposed development as it is unlikely to result in a material increase in traffic, or adversely affect

the existing parking provision within the site. The development would not cause a detrimental impact to the operation or safety of the local highway network.

Environmental issues

Given that the nearest residential properties are a significant distance from the proposal (aside from temporary narrowboats moored on the Thames) and considering the nature of the operations that would take place at the site, it is not thought that the proposal would have adverse impacts in terms of noise or disruption. However, in case the plant is noisier than anticipated / causes harm to nearby occupiers, a condition outlining the maximum noise levels at site boundaries will be included.

The application site is within flood zone 2. Flood proofing measures are described in the flood risk assessment (FRA) that was submitted alongside this application. It is not considered that the proposal would result in a significantly increased risk of flooding and complies with Policy CS35. A condition is recommended that states that development shall only be undertaken in accord with the FRA as received by the LPA on 26/02/2018.

Design and impact on the character of the area

The Xpress Centre unit would be positioned along the norther boundary of the Tesco Extra car park. Although visible from many parts of the car park, the scale, bulk and form of the development would be in keeping with the aesthetics of existing structures. It is proposed that the development be located on an existing area of hard standing, with the nearest structures being the car washing facilities and shopping trolley parking shelters, as such it is considered that the proposal would not unduly detract from the character of the surrounding area.

Impact on neighbouring amenity

Considering the isolated location and the relatively modest proportions of the development, the proposal would not have any detrimental impacts on neighbouring amenity.

180356/ADV

Amenity

The vinyl signs would be on the rear and side elevations of the proposed Xpress Centre and the internally illuminated fascia sign on the front elevation. As this would be located along the northern boundary of the Tesco Extra car park, towards the rear of the store, the adverts are not considered detrimental to the area. The signs are therefore appropriate to both the building on which they would be located and the surrounding area.

Public Safety

The proposed adverts are located in a position that would not case a physical obstruction to members of the public using the highway. Further, the proposal would not result in any detrimental highway safety impacts, subject to a condition specifying the luminance to be 300 cd/m² as per the details specified on the application form by the applicant

10. Recommendation

Grant permission for both 180355/FUL and 180356/ADV subject to the following conditions:

Conditions

180355/FUL:

1. The development to which this permission relates must be begun not later than the expiration of three years beginning with the date on which the permission was granted.

Reason: to prevent an accumulation of unimplemented planning permissions, and in accordance with Section 91 of the Town & Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The development hereby permitted shall be carried out in accordance with the following approved plans:

Xpress Centres Notes - Rev. A
BOL-WALKWAY - Galvanised Bollard
Xpress Centres Standard Details - Rev D
3095-PR-BP-01 - Proposed Block Plan - Rev A
3095-PR-LP-01 - Proposed Location Plan - Rev A
Flood Risk Assessment Xpress Centres, Napier Road, Reading by Pinnacle Consulting Engineers, dated 30/11/17

As received: 26/02/2018

Reason: because permission is granted in respect of the development as detailed in the approved plans only.

3. The development hereby approved shall only be undertaken in accordance with the document: 'Flood Risk Assessment Xpress Centre, Napier Road, Reading by Pinnacle Consulting Engineers, dated 30/11/17', which was received by the local planning authority on 26th February 2018.

Reason: in order to comply with good practice building for flood resilience/safety in the flood zone, in accordance with Policy CS35 of the Reading Borough LDF Core Strategy 2008 (Altered 2015).

4. The rating level of the plant/equipment hereby approved, LAr,Tr (specific sound level plus any adjustment for the characteristic features of the sound) as measured at a point 1 metre external to sensitive facades, shall be at least 10dB below the existing background sound level, LA90,T when all plant/equipment (or any part of it) is in operation.

Reason: To safeguard the amenities of the adjoining premises and the area generally, in accordance with Policy CS34 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policy DM4 of the Reading Borough LDF Sites and Detailed Policies Document 2012 (Altered 2015).

Informatives

1. Your attention is drawn to the terms and conditions of this permission. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any condition(s) or planning obligation(s) attached to the permission may result in the Council taking action to remedy the breach of planning control. If you are in any doubt please contact the Council.
2. The applicant's attention is drawn to Building Regulations requirements. Please contact Building Control on 0118 937 2449 for advice.
3. The construction (and demolition) of the development will be subject to environmental health law and the applicant is referred to:
<http://beta.reading.gov.uk/environmentalprotection>
4. The decision to grant planning permission follows the positive and proactive consideration of the issues raised by this planning application and issuing the decision within the agreed time period.

180356/ADV:

1. THE STANDARD CONDITIONS:

- i. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- ii. No advertisement shall be sited or displayed so as to:
 - a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The advertisements hereby approved shall be displayed in accordance with the following approved drawings only:

Xpress Centres Standard Details - Rev D
Front Mounted LED Backlit Sign - 01
As received: 26/02/2018

Reason: To clarify which drawings are approved.

3. The maximum luminance from the illuminated signage should not exceed 300 cd/m² .

Reason: To avoid glare, which could lead to danger to highway users and in the interests of amenity in accordance with Policy CS20 of the Reading Borough Council Local Development Framework Core Strategy 2008 (Altered 2015) and Policy DM12 and Sites and Detailed Policies Document 2012 (Altered 2015).

Informatives:

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.

2. The decision to grant consent follows the positive and proactive consideration of the application, including issuing the decision within the agreed time period.