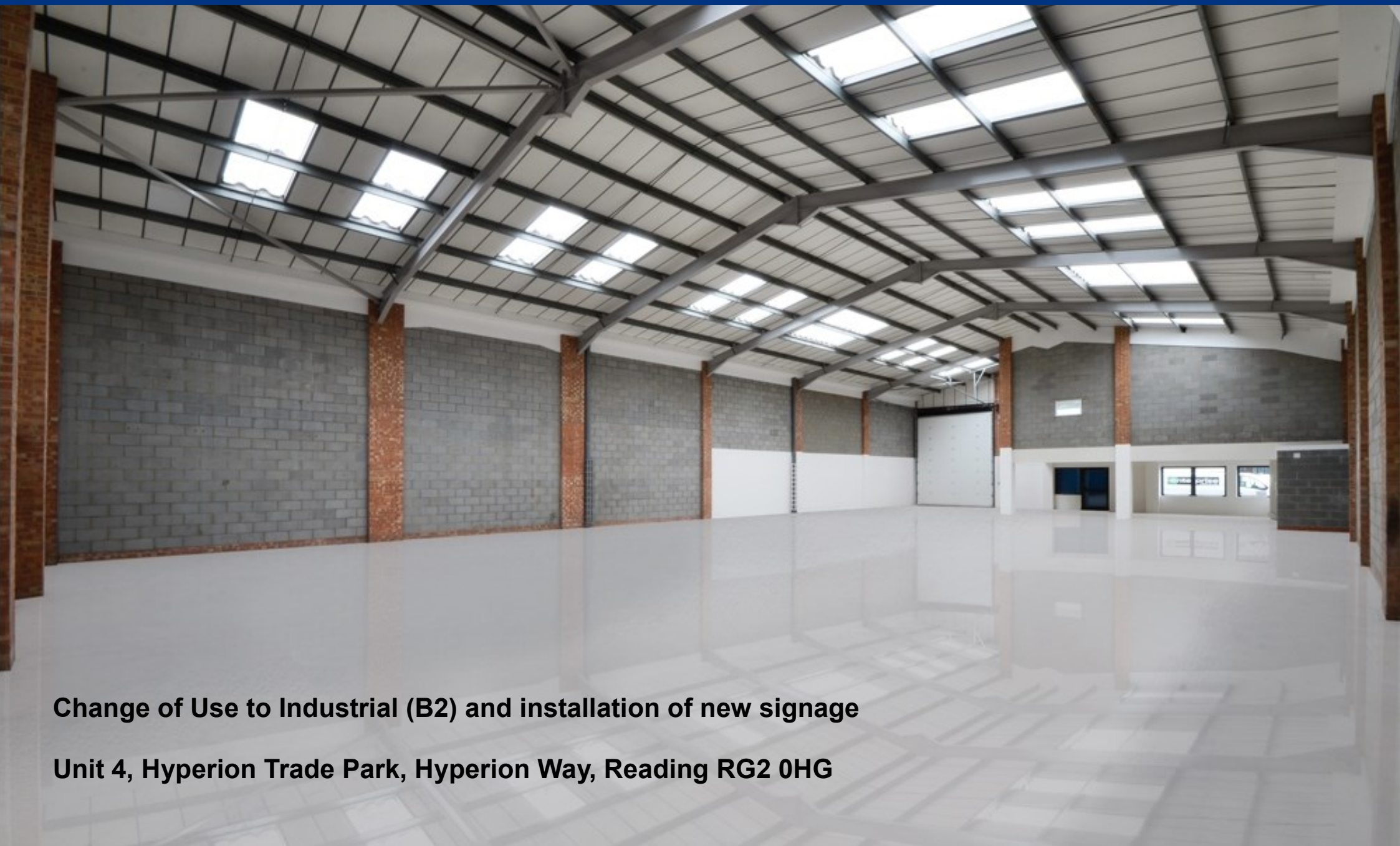


December 2015



Change of Use to Industrial (B2) and installation of new signage

Unit 4, Hyperion Trade Park, Hyperion Way, Reading RG2 0HG

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Introduction

This Planning, Design and Access Statement is in support of a full planning application for the Change of Use from B8 to Industrial (B2) and installation of new signage at Unit 4, Hyperion Trade Park, Hyperion Way, Reading.

This statement should be read in conjunction with the Location Plan, associated drawings and technical specifications.

This statement provides information on the background of the site, relationship to surrounding buildings, planning policy at a national and local level, and an assessment and justification of the proposal. The statement has been prepared in full accordance with the Government guidance, including DCLG Guidance on information requirements and validation for planning applications.



Site and Surroundings

The application site is located 1.5 miles to the south of Reading Town Centre within an established industrial location. Basingstoke is located 16 miles to the south and Slough 21 mile to the east of the site. The site is accessible by the public transport with bus stop located 3 min walk away with services to Farnborough, Aldershot, Fleet and Reading town centre.

Hyperion Trade Park is part of an established industrial location along the bank of River Kennet with Tunbridge Jones Industrial Estate to the north and Brunel Retail Park to the south. Some of the occupiers include PCWorld, Morrisons, ScrewFix, Halfords, KwikFit, and Toyota.

Unit 4 is 6,875 ft² (639 m²) in size and a mid-terrace property that was developed in 1980s. Recently fully refurbished, it is a steel portal frame warehouse with lower brick and upper profile clad elevations under a pitched roof with translucent panels. Internally the unit benefits from a clear span warehouse and office area.

The unit is arranged as a ground floor open plan area with the top floor area for associated office space.

There is a loading bay located at the front of the property with a large roller shutter door that allows access into the unit.

Figure 1 – Current entrance (left) and interior of the unit (right).



Figure 2 - Site and Surroundings

Planning History

There is no relevant planning history available for the site, however the following planning applications in the area are of note:

900127	Unit 3 Hyperion Way Reading RG2 0HG Change of use from coach and plant hire depot to depot for the hire, storage and maintenance of commercial and private vehicles, retention s/ storey ancillary offices, vehicle washing facilities. Application approved - 10 January 1991.
910939	Unit 3 Hyperion Way Reading RG2 0HG Change of use and extension of existing building to form vehicle showroom and sales area, repair workshop, together with a new body repair workshop. Application approved subject to legal agreement - 12 December 1991.
930009	Unit 8-10 Hyperion Way Reading RG2 0HG New signs to existing building. Application approved - 23 April 1993.
970932	Octagon Motor Co Rose Kiln Lane Reading RG2 0LJ Change of use from plant hire / contractors yard to autocentre plus external alterations. Application approved - 29 April 1999.
992209	Unit 1 Hyperion Way Reading RG2 0HG Erection of a mezzanine floor to create additional floorspace and change of use from B8 to a mixed use of B8, B1(b) & (c) with ancillary B1(a). Application approved - 9 February 2000.

Planning Policy

Section 38(6) of the Planning Compulsory Purchase Act 2004 states that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise. Section 38(3) states that the Development Plan includes the Regional Spatial Strategy and other Development Plan Documents. In respect of this proposal, the Development Plan includes the Reading Core Strategy 2008 and Sites and Detailed Policies DPD 2011.

National Planning Policy Framework (NPPF)

Paragraph 7 outlines that there are three dimensions to sustainable development: economic, social and environmental. With regards to economic development, this includes contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements.

Paragraph 9 states that pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to) making it easier for jobs to be created in cities, towns and villages.

Paragraph 17 sets out the 12 planning principles which underpin the national framework. These include, among others, proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs.

Paragraph 18 of the NPPF confirms that the government is committed to securing economic growth in order to create jobs and prosperity, building on the country's inherent strengths.

Paragraph 19 states that the Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

Paragraph 20 encourages economic growth by allowing local planning authorities to plan proactively to meet the development needs of business and support an economy fit for the 21st Century.

Paragraph 67 sets out that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

PLANNING, DESIGN AND ACCESS STATEMENT

Reading Core Strategy 2008

Policy CS10 states that major employment uses, including industrial and storage and distribution will be located in the A33 corridor or in the Core Employment Areas.

Policy CS22 highlights that planning permission will not be granted unless development proposals make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety by all modes of transport from all parts of a development, particularly by public transport, walking and cycling.

Policy CS24 sets out that maximum car parking standards and cycle parking requirements will be applied in relation to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport.

Sites and Detailed Policies Document 2012

Policy DM4 states that development will not cause a significant detrimental impact to the living environment of existing or new residential properties, amongst others, in terms of noise and disturbance; artificial lighting; or dust and fumes. As well as immediate impacts, other aspects to which this policy applies will include matters such as hours of operation of businesses, and effects of traffic movements, particularly of heavy goods vehicles (HGVs).

Policy DM12 emphasises that in determining proposals involving amongst others generation of additional trips on the transport network, consideration will be given to the effect on safety, congestion and the environment.

Policy DM19 sets out that development should have regard to the need to improve air quality and reduce the effects of poor air quality. Development that would detrimentally affect air quality will not be permitted unless the effect is to be mitigated.

Policy DM22 states that advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable. All adverts shall comply with the following criteria, amongst others:

- Advertisements will not obstruct windows any other sign already located on the building, or significant architectural features such as cornices or scrolls;

- Advertisements will not reduce visibility for users of the highway or accesses onto the highway;
- Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; and
- Advertisements should not obscure the sight lines of cameras installed for public safety.

Paragraph 10.3.8 further details that in considering illumination levels, the levels of illumination set out by the Institute of Lighting Engineers will be applied. The most recent report (2001) sets the following levels:

Illuminated Area (m ²)	Zone E1 (candelas/m ²)	Zone E2 (candelas/m ²)	Zone E3 (candelas/m ²)	Zone E4 (candelas/m ²)
Up to 10.00	100	600	800	1000
Over 10.00	N/A	300	600	600

(Source: Technical Report Number 5: Brightness of Illuminated Advertisements., Institute of Lighting Engineers, 2001).

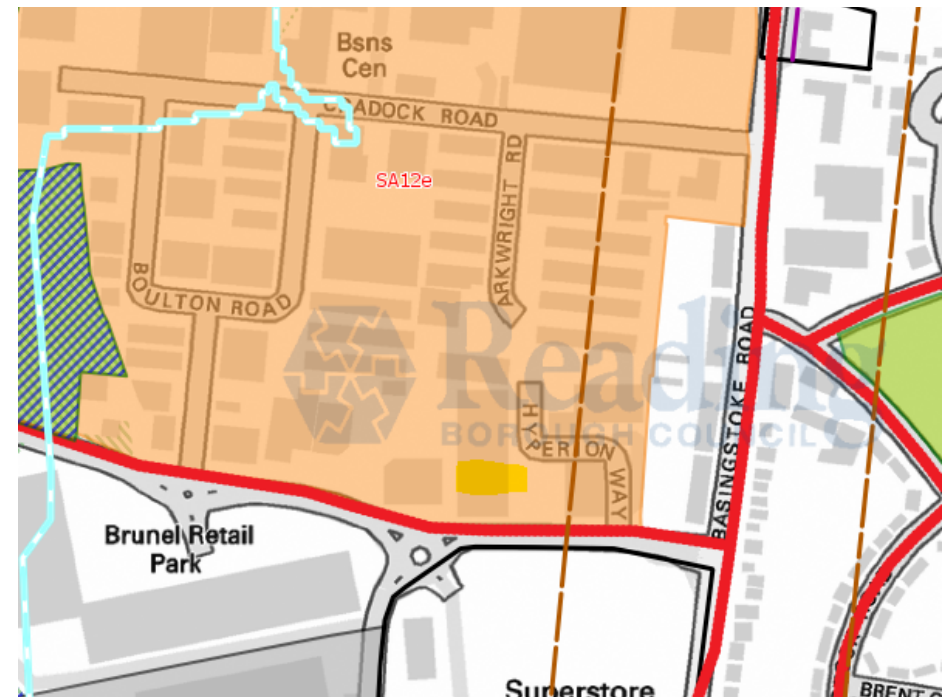


Figure 3 - Excerpt from local Proposal Maps with site identified in yellow.

The application site is within Zone E3 as Medium district brightness areas (e.g. district and local centres and urban areas).

Paragraph 11.3.1. explains that in preparing this document, the Council has taken the view that no specific policy on employment development is required, as the Core Strategy provides adequate guidance. The Core Strategy does not specifically deal with employment uses below 2,500 m². Office uses of all sizes are dealt with in the NPPF. Therefore the main issue where a DMD could potentially have included further guidance was on industrial and warehouse development below 2,500 m². However, since the impacts of such uses are in terms of amenity, the issues can be adequately covered in policy DM4: Safeguarding Amenity.

Policy SA12 identifies Core Employment Areas with site area falling within the SA12e 'North of Basingstoke Road'. Paragraph 15.2.1 states that the adopted Core Strategy includes a number of policies that refer to Core Employment Areas (CEAs). It is stated that the Site Allocations Document will define the boundaries of the CEAs, and the Core Strategy includes some transitional designations until the adoption of the SAD. This policy will replace those transitional designations.

Paragraph 15.2.6 clarify that where policies in this document and the Core Strategy refer to the need to maintain the overall supply of employment land (e.g. CS11), in addition to offices, industry and storage and distribution (use classes B1, B2 and B8), it includes any use that can only reasonably be accommodated on industrial land, which may include some 'sui generis' uses. This would, however, exclude vehicle dealerships, which are more flexible in their location requirements.

Revised Parking Standards and Design SPD 2011

In accordance with the zoning maps, the application site is located on the boundary of Zone 2 and Zone 3. For the purposes of B2 Use class the maximum parking standards are identified as 125 m² per 1 car parking space within Zone 2 and 100 m² per 1 car parking space within Zone 3. Specific standards for 'vehicle servicing' within Zone 2 limit maximum car parking as 1 space per 2 full time employed staff and 3 per service bay, whilst for Zone 3 this limit equates 1 space per 1 full time employed staff and 3 per service bay.

Cycle parking requirement for the B2 Use Class is 1 cycle parking space per 350 m² space as minimum. For 'vehicle services/workshops' this requirement is minimum of 1 space per 4 full time employed staff.

Draft Reading Local Plan

The plan is in very early stages of the development and as such would not be considered for the purposes of this application.

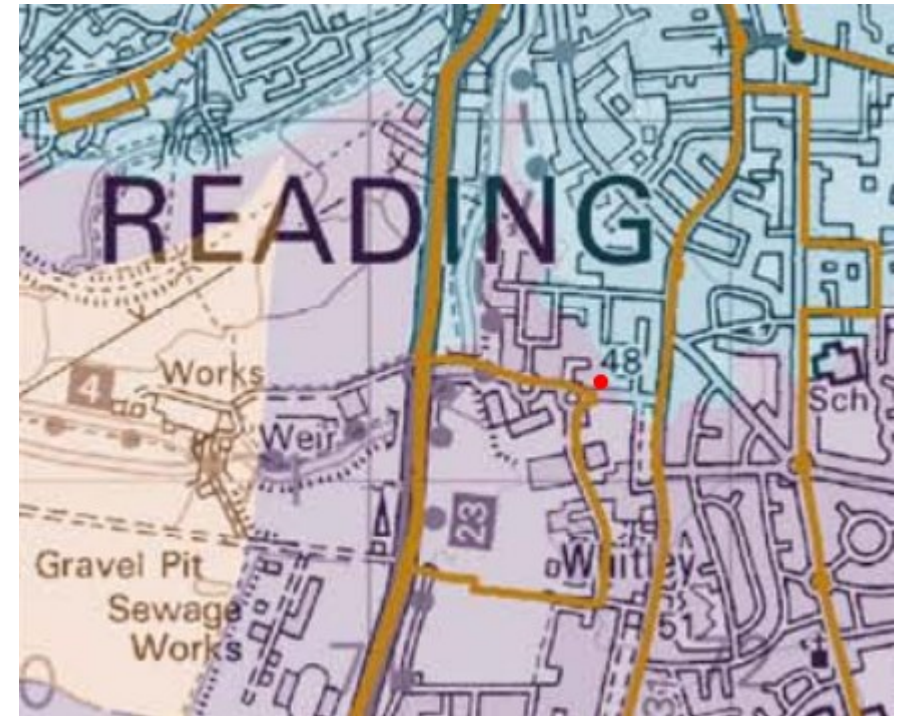


Figure 5 - The Parking Zones map with site identified in red (above) and existing parking arrangements within Hyperion Trade Park (below).

Proposed Development

The proposed development consists of a change of use to B2 Use Class and installation of new signage. The purpose of the application is to accommodate the business use of the tenants moving into the property. The proposed use will allow the tenants to implement a high-end, high spec, non-structural car body repair centre that is expanding its operation from existing bases in Luton and Basildon.

The operation is based around fast turnaround, customer focussed repair services. Technology used ensures the low energy use whilst maintaining the high durability and quality of operations. These include primarily minor repairs, where vehicles are dropped off and picked up the same day. In addition, unit will accommodate waiting space for customers to use whilst they are waiting for the completion of the works to their cars. The detailed specifications of the Ecoboost and plans for the proposed interior changes are provided.

Design - Use

Establishing a direct relevant planning history for this specific site has proven a challenge. However, majority of the units on the Hyperion Trade Park have had an applications for change of use from B8 Use Class throughout the years. Furthermore, units within the Park have a mix of employment uses (B1, B2, B8) suitable for Core Employment Area location, as such it is considered that the proposed use is acceptable in principle.

The unit's intended change of use to Use Class B2 allows the prospective tenant to occupy the building with an appropriate planning permission. As a new business the operations would require employment of 1 managers, 4-5 technicians and 1 customer service staff.

The change of use retains a business use of the unit, introduces a business that is complimentary to other occupiers in the surrounding area, maintains a competitive economy and creates jobs in the Core Employment Area within the Reading Borough. As such, the proposed development is in accordance with the NPPF, policy CS10 of the Reading Core Strategy and SA12 of the Site and Detailed Policies DPD.

Design - Amount, Layout, Scale, Appearance and Landscaping

The amount of development is dictated by the existing building. The change of use relates to the building and land within the red line boundary as shown on the location plan.

The layout is again dictated by the existing buildings, and intention is to retain this layout, adding the equipment necessary for operation of the business as described above and detailed in specifications, as well as introducing the signage representing the new tenant.



Figure 6 - Existing client areas in Luton (top) and repair areas (bottom).

The appearance is dictated by the existing structure and its openings, with internal areas focusing on comfortable customer areas and clean, bright, high-tech service areas. The only minimal external change includes installation of two flues which provide an intake and outtake of air from outside as detailed on plans and sections. As majority of the flue is contained within premises, the external extension would not cause significant alterations to appearance of the building and would be reversible by future occupiers. The appearance of the signage is dictated by the minimalistic and high-tech nature of the service provided. Illumination is used only to extent as to provide emphasis to the high-tech nature within the main signage.

Given the minor nature of the application, it is considered that no formal landscaping is necessary.

Noise Pollution

The unit is located within a mixed use employment area with neighbouring industrial, light industrial, storage, distribution and retail uses. As detailed in the specifications and described in proposal, the proposed operations would be contained within the building and purposely installed equipment that ensures high-tech and low impact operations, therefore all of the noise would be retained within the building.

The proposed ventilations flues sound levels at 3m free field from ducts outlet would be of 65 LpA @3m, which can be further improved by reduction of 7-10 dB(A) by installation of 1 dia unpadding silencer.

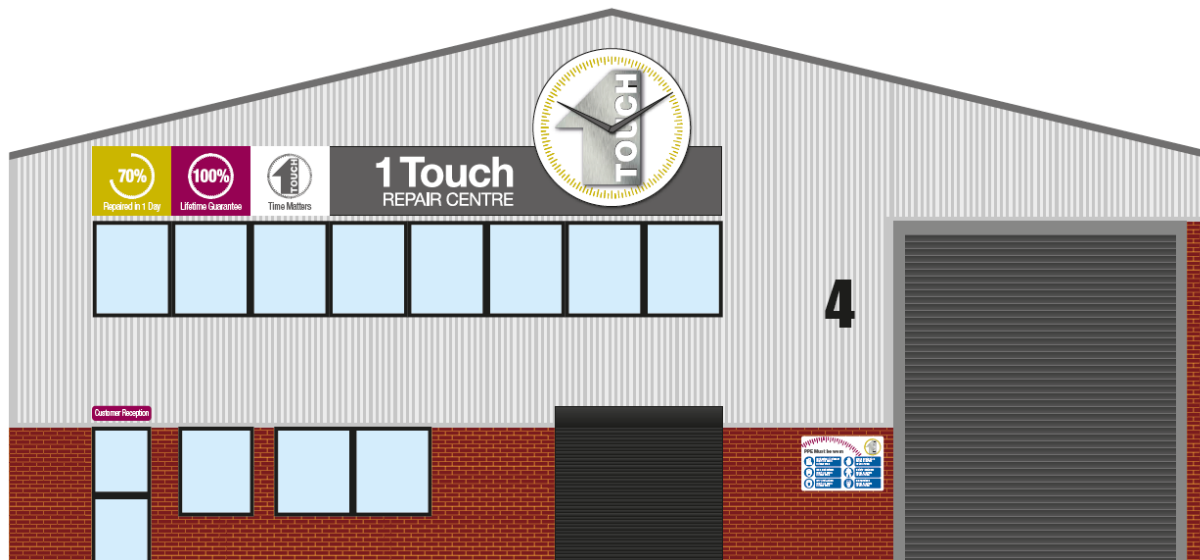


Figure 7 - Proposed signage on the front of the unit.

DESIGN & ACCESS

These noise levels are considered acceptable within the given area of the mix uses and would not affect the amenities of the neighbouring uses.

Further laying residential areas to the east would not be affected by the proposal as these are separated from the unit by existing building and access roads, as well as generous garden areas.

As such, the proposed development would not have a negative effect on the amenities of the neighbouring uses and is in accordance with the NPPF and policy DM4 of the Reading Core Strategy.

Air Pollution

B2 uses, by their very nature, have a potential to generate air pollution. Nevertheless, considering the particular nature of the equipment proposed for the business operations, the highest standard of containment and mitigation has been adopted to ensure there is no impact on the surrounding area and environment. An exemplary Guarantee of Compliance certificate is attached to submission for the same equipment installed in the Luton branch. The proposals are therefore in full accordance with the NPPF and policy DM4 of the Cores Strategy.

Highways, Transport & Access

Access is gained from the Hyperion Way and Rose Kiln Lane, and this will remain unchanged. It is not considered that this change of use will have a detrimental impact on the access or highway. The operations of the business do not imply a long term repairs, and repairs are arranged on an appointment basis, taking cars into the unit and completing the works there and then. As such, the use would not generate an additional requirement for longer term parking of vehicles and increased generation of the trips associated with the use.

Furthermore, 10 car parking spaces are available in association with the unit. The application is therefore considered to be in accordance with the NPPF and policies CS22 and CS24 of the Reading Core Strategy and detailed guidance of the Revised Parking Standards and Design SPD.



Summary

This application is for a change of use Class B2 and installation of new signage. The units are located within an established industrial area, occupied by various B1, B2, B8, A1 and Sui Generis users in the Core Employment Area of the Reading Borough.

This change of use is for a proposed tenant for this otherwise vacant commercial building and compliments the mixed-use nature of the industrial area as well as existing businesses on the grounds of the Park, with immediate neighbours falling within B2 and B8 uses. The application is in accordance with the NPPF (paras 7, 9, 17, 19 and 28), policies CS10, CS22 and CS24 of the Reading Core Strategy, policies of the Sites and Detailed Policies DPD, as well as supplementary planning documents. It will strengthen local economy and job creation in the area in a sustainable manner, whilst providing a high quality and high-tech services complementary to the surrounding tenants of the area.

