

DELEGATED FULL PLANNING APPLICATION REPORT

Ward: Coley Ward

App Ref: PL/25/0643

Address: 251, A33 Relief Road, Reading, RG2 0RR

Proposals: External alterations to the external facades

Case Officer: Mishga Marshall

Applicant: C/O Agent

Date received (valid from): 30/04/2025

Target Decision date: 25/06/2025

1. SITE DESCRIPTION

The application site relates to an existing self-storage facility located on the east side of the A33, formally housing 'Lock'n Store' and now 'Shurgard'. Bounding the site to the north, west and south is a dense strip of vegetation and trees that follows Holy Brook.

Site visit date: 13/05/2025

2. PROPOSAL AND SUPPORTING INFORMATION

The proposal is for external alterations to the external façade following the acquisition of 251, A33 Relief Road from 'Lock'n Store' to 'Shurgard'.

The proposed changes primarily comprise the preparation and re-painting of the external elevations as follows:

- All areas in Orange (RAL 2008) and some areas in Silver (RAL 9006) on the west, south and east to be repainted in Traffic Red (RAL 3020).
- Some areas in Orange (RAL 2008) on the East Elevation to be repainted in Silver (RAL 9006), and some in Traffic Red (RAL 3020).

The proposal also seeks the replacement of one set of doors on the north elevation with a single door.

All paint is to be finished in Matt and shall meet BS 6150:2019 painting of buildings code of practise.

PLANNING CONSTRAINTS

- Air Quality Management Area
- Area of Biodiversity Value
- Classified Highway Network

Plans considered:

E1781 Reading REV 3-E-BLK - Block plan of the site - 14/01/25

E1781 Reading REV 3-E-LOC - The location plan - 14/01/25

E1781 Reading REV 3-E-EST - Proposed/Existing elevations - 14/01/25

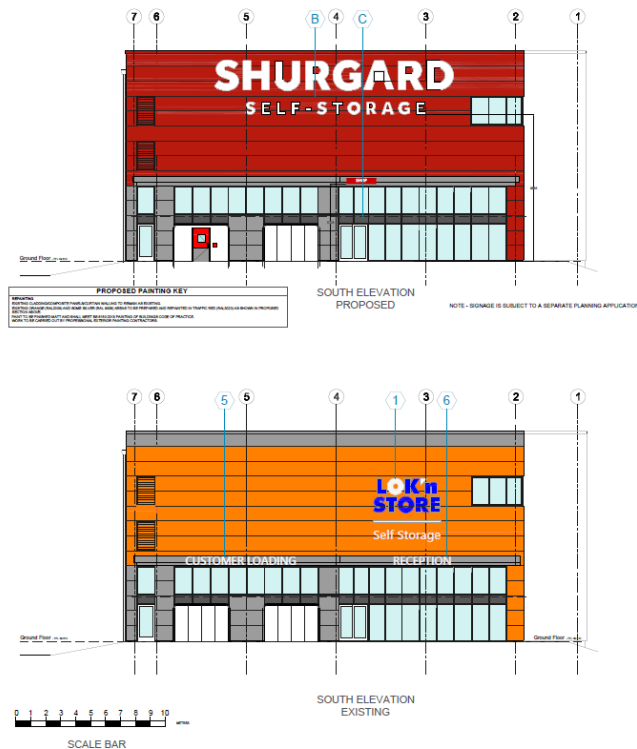
E1781 Reading REV 3-E-STH - Proposed/Existing elevations - 14/01/25

Covering Letter 29 April

E1781 Reading REV 3-E-WST - Proposed/Existing elevations - 14/01/25

E1781 Reading REV 3-E-NTH - Proposed/Existing elevations - 14/01/25

Plans submitted:



3. RELEVANT PLANNING HISTORY

PL/08/1138 - Erection of class B8 self storage depot - Approved

PL/09/1020 - Discharge of condition 12 of planning consent 08/01446/FUL - Condition Discharged

PL/10/1473 - Discharge of condition 4 of planning permission 08/01446/FUL - Condition Discharged

PL/11/0545 - Extension of time application relating to planning permission 08/01446/FUL for the erection of a class B8 self storage depot. - Approved

PL/13/0779 - Discharge of Condition 2 (Amended elevational drawings) of planning permission 11/01036/EXT. - Withdrawn

PL/13/0899 - REQUEST TO DISCHARGE CONDITIONS 3 (MATERIALS), 4 (ARCHAEOLOGY), 7 (CYCLE STORAGE), 8 (CONSTRUCTION METHOD STATEMENT), 12 (CONTAMINATION REPORT), 13 (CONTAMINATION REMEDIATION), 16 (BREEAM), 20 (SURFACE WATER DRAINAGE), 21 (EXTERNAL LIGHTING), 24 (BOUNDARY TREATMENT), 26 (FLOODING), 27 (FLOOD MANAGEMENT) AND 28 (PILING) OF PLANNING PERMISSION 11/01036/EXT. - Conditioned Discharged

PL/13/1092 - Non material amendment to planning permission 11/01036/EXT for the introduction of horizontal bands of glazing cladding in the North and East elevation above ground floor level and reconfiguration of parking and pedestrian path. - Agree

PL/13/1111 - Discharge of conditions 18, 19, and 22 of planning permission 11/01036/EXT. - Condition Discharged

PL/13/1505 - Erection of class B8 self storage depot as permitted by planning permission 08/01446/FUL (and as extended by 11/01036/EXT and amended by 131092/NMC) but without complying with Condition 2 (Amended Elevation Drawings). - Approved

PL/14/1178 - Erection of 10 illuminated and non-illuminated fascia signs. - Approved

PL/99/2104 - Erection of modular building to be used as an office in association with the use of the site as a depot for scaffolding contracting and the hire and sale of builders equipment - Approved

PL/25/0095 - Application for Approval of Details Reserved by Condition 3 (Samples of Materials) as outlined in application reference PL/13/1505, granted permission 04/12/2013. - Withdrawn

PL/25/0094 - 1 x non-illuminated fascia signs and 3 x externally illuminated wall mounted signs - Approved

4. CONSULTATIONS

Site notice was displayed on 13/05/2025.

No letters of representation have been received.

Transport - No objection.

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.

5. LEGAL AND PLANNING POLICY CONTEXT

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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. The following local and national planning policy and guidance is relevant to this application:

National Policy

National Planning Policy Framework 2024

National Planning Practice Guidance 2014 onwards

Reading Borough Local Plan (2019)

CC7 (Design and the Public Realm)

OU4 (Advertisements)

TR3 (Access, Traffic and Highway related matters)

6. APPRAISAL

Design & Shop Fronts

Policy CC7 states all development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located.

The proposed changes are largely cosmetic, involving changes in colour scheme and door replacement. The introduction of Shurgard's brand colours (Traffic Red and Silver) is not out of character for this commercial corridor and would not result in undue visual harm to the street scene - and not over and above the existing context. The use of high-quality matte finishes is welcomed.

The revised colour palette is bold but not inappropriate in this context, given the building's use and surroundings. The single door replacement on the north elevation is minor and will not materially affect the appearance or functionality of the building.

It should be noted that the signage has been approved under separate application - see history above.

As such, it is considered that the proposed development would comply with Policy CC7.

Access

Policy TR3 is used in determining proposals involving a new or altered access onto the transport network, improvement works to the transport network, the creation of new transport

infrastructure or the generation of additional trips on the transport network, consideration will be given to the effect on safety, congestion and the environment.

The proposal does not result in any change to the building's use class or intensity of use and does not affect parking or access arrangements. No highways issues are raised. As such, it is considered that the proposal would not cause potential danger to pedestrians and so complies with Policy TR3.

Residential Amenity

Policy CC8 states development will not cause a detrimental impact on the living environment of existing residential properties.

Given the site's location within a commercial area, and the scale and nature of the changes, there is no anticipated impact on residential amenity or neighbouring uses. The proposal is not considered to give rise to any concerns in terms of noise, overshadowing, or overlooking.

Therefore, the proposal is considered to have an acceptable impact on the amenity of all adjoining neighbours, complying with Policy CC8.

7. CONCLUSION

The proposed development has been assessed as set out above and is considered to be acceptable on that basis, subject to the following conditions.

8. RECOMMENDATION

Recommended Conditions:

Approved Plans

Matching Materials

Time Limit