

DELEGATED APPLICATION REPORT

Ward: Whitley Ward

App Ref: PL/26/0833 Full planning permission

Address: Lancaster Land Rover, Lancaster Jaguar, Bennet Road, Reading, RG2 0QX

Proposal: New single storey building to form car valet facility.

Applicant: Mr Ryan Reynolds

Received date: 23/06/2026

Target Decision date: 18/08/2026

Case Officer: Gary Miles

1. SITE DESCRIPTION

The application site consists of a car sales showroom, workshop and existing wet and dry valet buildings, currently classed as Suis Generis in terms of planning class as the use is unique and therefore individual planning permission is required for any changes.

The application site is located off Bennet Road at its junction with the A33 Reading Relief Road. The application site covers an area of approximately 17000m² made up of car sales and showroom, drive in service centre, wet and dry valet buildings, along with associated parking for stock, workers and customers.

The site is to be accessed from Bennet Road as it is currently. The adjacent area is predominantly commercial and light industrial; Bennet Road connects to main trunk roads and the M4.

Site visit date: 23rd July 2026



Looking north towards application site from Bennet Road



Looking due north towards drive-in-service and workshops from entrance off Bennet Road



Looking south-easterly towards existing valet bays



Looking north-easterly towards area for single storey building to form car valet facility.

2. PROPOSAL AND SUPPORTING INFORMATION

The application consists of creating a new single storey building to form car valet facility. The building will measure 24m in length, by 7.5m in width, by 3m to eaves height and approximately 3.6m to ridge height.

The building will create 6 dedicated valet bays accessed via their own entrance with roller shutter door. The building will be constructed from a concrete floor slab, insulated composite wall panels finished in prefabricated cold rolled steel finished in RAL7016 – Anthracite Grey with contrasting roof flashing. The front half (west facing) roof slope will include rooflights for natural light.

The proposed single storey valet building will be positioned in the far northeast corner of the site which is currently used for vehicle parking and bin store and bike racks. The 6 bay valeting building will remain ancillary to the existing site.

The existing cycle rack will be relocated within the site to facilitate the proposed valet bays.

Plans and documents considered:

Document ref: 4087-SRA-01-XX-T-A-00-010-PO1-Design and Access Statement for Stratstone Land Rover Reading-New Valet Building (SRA Architects) dated Jun 26

Drawing no: 4087-SRA-XX-XX-D-A-PL-001 Rev P01-Site Location Plan, dated Jun 26

Drawing no: 4087-SRA-XX-XX-D-A-PL-005 Rev P01-Existing Site Plan, dated Jun 26

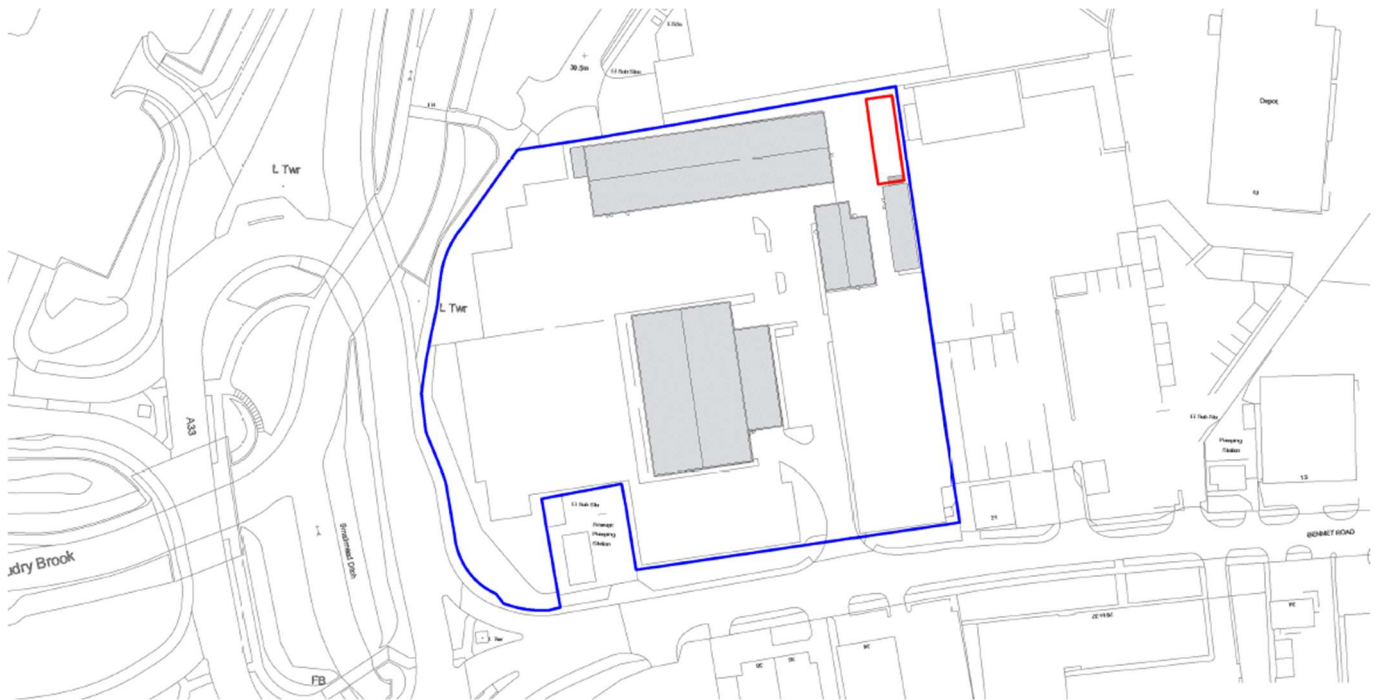
Drawing no: 4087-SRA-XX-XX-D-A-PL-030 Rev P01-Proposed Site Plan, dated Jun 26

Drawing no: 4087-SRA-XX-XX-D-A-PL-040 Rev P01-Proposed Ground Floor Plan, dated Jun 26

Drawing no: 4087-SRA-XX-XX-D-A-PL-050 Rev P01-Proposed South and West Elevations, dated Jun 26

Drawing no: 4087-SRA-XX-XX-D-A-PL-051 Rev P01-Proposed North and East Elevations, dated Jun 26

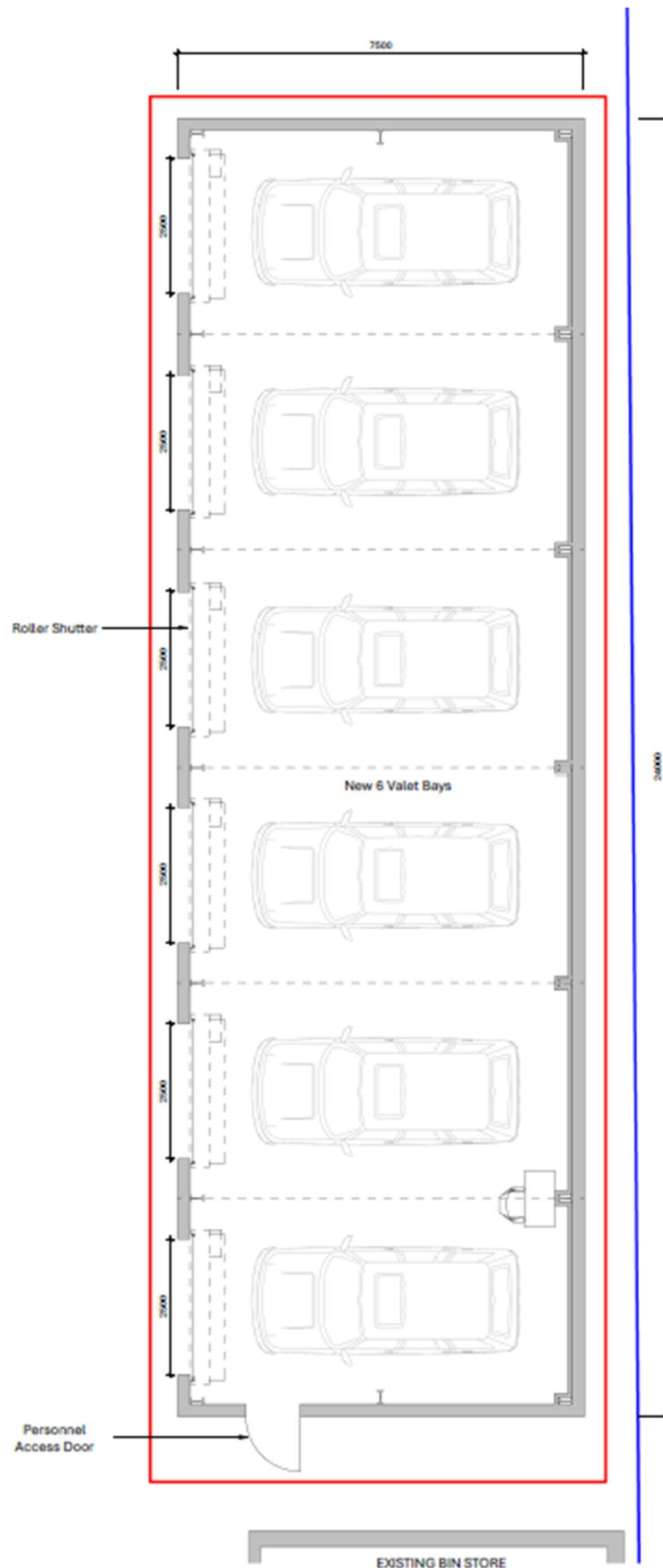
Received by the Local Planning Authority on 23rd June 2026



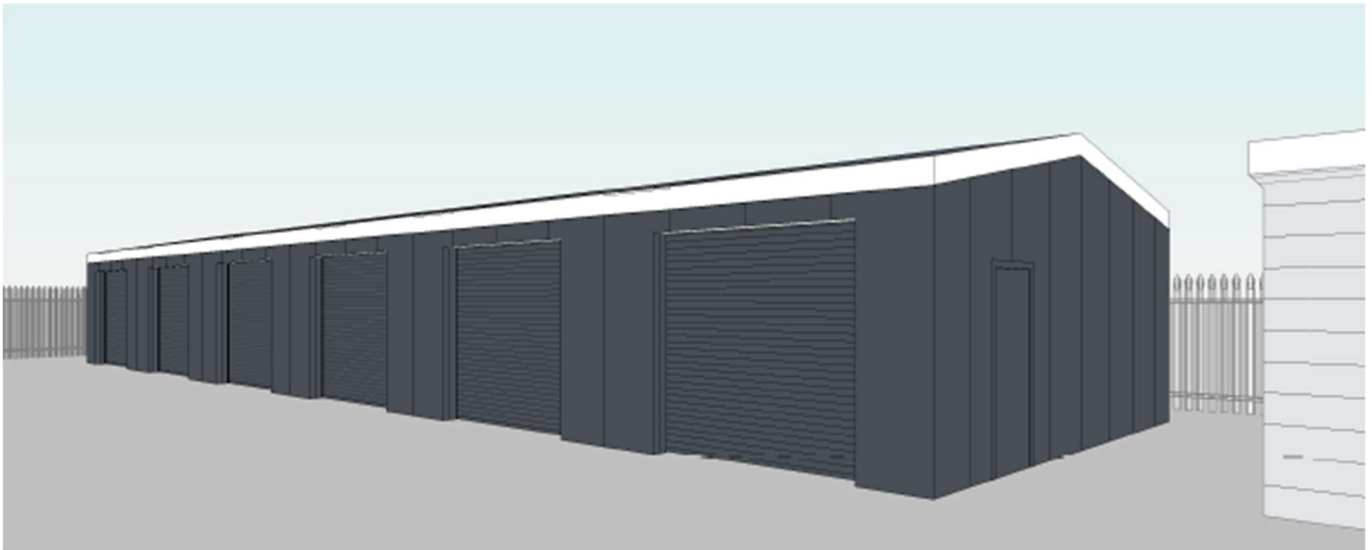
Site Location Plan



Proposed Site Plan



Proposed Ground Floor Layout



Example of proposed elevation

3. RELEVANT PLANNING HISTORY

None of relevance.

4. CONSULTATIONS

Internal

- RBC Transport Development Control memo received 13/08/2026

All works are within the curtilage of the site, and the new facility of six new valet bays will be ancillary to the existing use.

The application form states that there is a loss of 8 parking spaces; the applicant would need to manage their own site. The surrounding area is controlled and regulated so there is no option over overspill on to the surrounding road network.

Existing cycle parks will be relocated within the site to facilitate the proposed valet bays.

There are no Transport objections to this application.

External

A planning notice was installed on the streetlamp column adjacent to the main entrance off Bennet Road and another notice was attached to a streetlamp column to the rear of the application site on the corner of where Smallmead Road meets Commercial Road, Reading on 23rd June 2026 for the statutory 21-day public consultation period.

No letters of representation have been received.

5. 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.

6. 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 and Guidance

National Planning Policy Framework
National Planning Practice Guidance

Reading Borough Local Plan (2019)

Policy CC7 – Design and the Public Realm
Policy CC8 – Safeguarding Amenity
Policy TR3 - Access, Traffic and Highway Related Matters
Policy TR5 – Car and Cycle Parking
Policy EN17 – Noise Generating Equipment

Local Plan Update

The current version of the Local Plan (adopted in November 2019) turned five years old on Tuesday 5th November 2024. The Local Plan was reviewed in March 2023 and around half of the policies in the plan are considered still up to date. However, the rest need to be considered for updating to reflect changing circumstances and national policy. The submission version of the Local Plan was submitted on 9th May 2025.

Although there is a five-year period for carrying out a review of a plan after it is adopted, nothing in the NPPF or elsewhere says that policies automatically become “out of date” when they are five years old. It is a matter of planning judgement rather than legal fact whether a plan or policies within it are out-of-date. This will depend on whether they have been overtaken by things that have happened since the plan was adopted, either on the ground or through changes in national policy, for example.

Officer advice in respect of the Local Plan policies pertinent to this application is that they remain in accordance with national policy and that the objectives of those policies remain very similar in the draft updated Local Plan. Therefore, they can continue to be afforded weight in the determination of this planning application and are not considered to be ‘out of date’.

7. APPRAISAL

The main issues to be considered are:

- a) Principle of development
- b) Design and impact on the character of the area
- c) Impact on amenity
- d) Noise matters
- e) Transport matters

a) Principle of development

In principle the proposed creation of an additional dedicated valet building located at the Reading branch of Lancaster Land Rover and Landcaster Jaguar, remains ancillary to the main site and is considered acceptable. The creation of the new valet building will allow the business to provide increased valet services to its customers; in the wider context the facility could create additional opportunities for employment. In terms of development, the proposed development is considered acceptable.

b) Design and Impact on the Character or the Area

The proposed valet building is similar in appearance to the existing valeting building already in use (shown in photograph above). The proposed development will be constructed from similar materials and will have a similar footprint. The introduction of the new valet facility by virtue of its location – positioned at the rear northeasterly corner of the site, out of sight from the public highway, abutting existing commercial and light industrial buildings and warehouses of similar appearance located next door in Bennet Road and off Smallmead Road to the rear of the site, any resulting harm is not considered detrimental to the host property, the wider site or the wider streetscene.

The proposal is considered compliant with policy CC7 of the Reading Borough Local Plan 2019.

c) Impact on Amenity

Bennet Road is predominantly commercial and light industrial; no residential properties have been identified. The proposal is not considered overbearing in scale, nor is it considered harmful to visual amenity. Officers conclude the proposal would not create any additional harm to amenity.

The proposal is considered compliant with policy CC8 of the Reading Borough Local Plan 2019.

d) Noise Matters

As with all commercial properties of this type there will always be an element of noise associated with the proposed use.

The proposed development will result in the increased use of valeting apparatus such as jet washers and hoovers. However, the site currently includes an existing valeting centre and busy mechanic workshop as such there are no concerns surrounding the increased use of jet washing and cleaning equipment. No residential properties have been identified near to the application site. Furthermore, the valet centre will only be operating in working hours.

The proposed development is considered acceptable in terms of noise and therefore is considered compliant with policy EN17 of the Reading Borough Local Plan 2019.

e) Transport Matters

The proposed development is within the existing curtilage of the site, and the new facility of 6 new valet bays will remain ancillary to the exiting use.

Whilst the site is busy with parked vehicles including stock, customer parking and staff parking, the site appears to be well managed in terms of access and egress. Officers don't raise concerns around access and parking, or increased traffic or parking as a result of the proposed development.

The existing cycle racks are to be relocated and retained as part of the development.

The proposed development is considered acceptable and compliant with policy TR3 and TR5 of the Reading Borough Local Plan 2019.

8. CONCLUSION

The proposal has been assessed and is considered to be in accordance with the above relevant policies and planning permission can be granted subject to conditions as attached.

9. RECOMMENDATION

GRANT

Recommended Conditions:

TL1
AP1
M3