



Delegated Report

Planning Application

Application No:	20210991	Advertisement Consent
	20210992	Full Planning Application
Location:	Morrisons, Coldharbour Road, Northfleet, Gravesend, DA11 8AB	
Description:	20210991	Application for consent for non-illuminated hoarding adverts for the period of five years.
	20210992	Erection of a car collection point pod.
Applicant:	Wm Morrison Supermarkets Plc	
Site Visit:	19 th October 2021	

Site Description

The application site comprises of a part of the existing customer carpark for the Morrison's supermarket on Coldharbour Road. The supermarket is a standalone single storey building from the early 1990's, formerly a Safeway.

The supermarket also has its own petrol filling station and car wash building to the north of the store and adjacent to Coldharbour Road. It has a service yard on the eastern side of the store and there is a bus stop within a lay by. There is access to the store from Coldharbour Road via a roundabout and the customer car park adjoins on its western side two storey modern housing on the Dundale Estate.

The part of the customer car park that this current application relates is on the western edge, near to the hand carwash and valeting unit, as well as a currently unimplemented car sales pod. Recently Morrison's have erected a garden centre pod within the carpark, which has reduced further spaces. Lastly, the carpark is also frequently used by an NHS screening service van on a temporary basis offering health checks such as breast screening.

In addition, work is nearing completion on the Lidl supermarket and the six Trade City Gravesend units located to the east of Morrison's. This development will be consideration for this proposal and will be discussed within the Parking and Highway section of this report.

Submitted Documents/Plans

Application Form - dated 06/07/2021

Design and Access Statement - dated 01/07/2021;

Drawing no. 298_PL_01 - Site Location Plan (scale 1:1250);

Drawing no. 298_PL_02 - Proposed Site Plan (scale 1:500);

Drawing no. BCL451 - Rev. N - Proposed Elevations and 3D drawings (with Advertising) (Sheet 1 of 3);

Drawing no. BCL451 - Rev. N - Proposed Pod Elevations and Section (Sheet 2 of 3);

Drawing no. WBACSOgV1 - Rev. 01 - Proposed Floor Plans and Advertising Elevations.

The plans submitted are the same for both the Advertisement Consent (20210991) and the Full Planning Application (20210992).

Relevant Planning History

Application No.	Description	Status	Decision
20190378	Siting of a prefabricated single storey 'Car Store' premises ('pod').	TEMPORARY PERMISSION	01.08.2019
20180012	Display of fascia signs with internally-illuminated lettering on the petrol filling station canopy; fascia signs with internally-illuminated lettering and logos on the car wash; a fascia sign with internally-illuminated lettering and logo and a non-illuminated totem panel sign on the front elevation of the petrol filling station kiosk; a non-illuminated panel on the side elevation of the petrol facing kiosk and a free standing petrol filling station internally-illuminated double sided totem pole sign east of the car wash.	ADVERTISEMENT CONSENT	06.03.2018
20170862	Display of signage to proposed car park valeting unit stating the company name and associated supermarket, price list, product branding and health & safety manifestation comprising fascia signs on two sides of the proposed canopy, fascia signs to three elevations of the proposed portacabin, 4 pvc panels with digitally printed graphics on hoarding and digitally printed vinyl wraps to the external elevations of the proposed portacabin, all signage to be non-illuminated.	ADVERTISEMENT CONSENT	04.12.2017
20170861	Change of use of area within the car park to create a car hand wash and car valeting unit incorporating the siting of a portacabin, construction of a canopy and partial enclosure by 1.8 metre high composite fencing.	PERMITTED	04.12.2017
20161113	Erection of single storey side extension to the existing petrol filling station kiosk.	PERMITTED	19.01.2017
20080807	Display of two sets of internally illuminated individual fascia lettering spelling MORRISONS on south and east elevations	REFUSED ADVERTISEMENT CONSENT	18.11.2008
20080707	Relocation of internally illuminated	ADVERTISEMENT	10.09.2008

	'MORRISONS' sign on east elevation roof onto the east roof of new warehouse.	CONSENT	
20080457	Display of three non-illuminated free standing signs on roundabout.	ADVERTISEMENT CONSENT	25.06.2008
20031101	Relocation of existing petrol filling station, shop and car wash to eastern side of store; erection of single storey extensions on north, west and east elevations to provide additional sales area, warehouse facilities with mezzanine floor above warehouse extension to provide storage; laying out of additional car parking spaces on previous site of petrol station and six additional special needs parking spaces on eastern side; removal of conditions (viii) and (ix) of planning permission reference number GR/91/697, which restricts the amount of floorspace from which the sale of goods other than food, drink, tobacco and other convenience goods can be sold and restricts the storage area to storage associated with the retail business of the premises only.	REFUSED	22.03.2004

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 - Sustainable Development
- CS02 - Scale & Distribution of Development
- CS07 - Economy Employment and Skills
- CS08 - Retail, Leisure and the Hierarchy of Centres
- CS11 - Transport
- CS12 - Green Infrastructure
- CS18 - Climate Change
- CS19 - Development & Design Principles

Gravesham Local Plan: First Review (1994)

- P3 - Vehicle Parking Standards
- T5 – New Access onto Highway Network
- TC8 - Advertisement Control

Paragraph 33 of the NPPF (2021) sets out that policies within adopted local plans should be reviewed to assess whether they need updating at least once every five years, and should then be updated as necessary. Such reviews are also a legal requirement as set out in Regulation 10A of the Town and Country Planning (Local Planning) England Regulations 2012.

The Council undertook such a review in September 2019 and found that the adopted Local Plan Core Strategy is in need of a partial review in terms of Policy CS02, due to the increased need for housing since

the Local Plan Core Strategy was adopted and the need to ensure that a sufficient land supply exists to meet this need. Whilst saved policies from the Local Plan 1st Review (1994) generally conform with the NPPF (2021), the Council will also seek to replace these.

National Planning Policy Framework (2021)

- Section 2 - Achieving Sustainable Development
- Section 12 - Achieving sustainable development and well-designed places

Supplementary Planning Guidance

- SPG 3 - Advertisement Control Policy Guidelines (1996)
- SPG 4 - KCC Parking Standards (2006)

Consultations, Publicity and Representations

Consultees

Kent County Council Heritage - The site lies within an area of Late Bronze Age archaeological interest. Part of the site was subject to archaeological excavation in the early 1990s when evidence for Late Bronze Age settlement was recorded. I consider it unlikely, however, that these relatively limited works will have a significant archaeological impact and have no further comments to make in this case.

Ward Councillors - No comments received.

Highway Officer - I note the application and it raises several issues.

1. It appears up to 13 car parking spaces could be lost for the pod and the storage of vehicles waiting collection. To this needs to be added staff and potentially a vehicle to give the selling driver a lift home. No survey information is provided to demonstrate there is capacity particularly during busy periods
2. Reference is made to vehicles being collected from the Morrison's service road, but does not define exactly where. This road serves not only Morrison's but also the new development to the east. I would suggest any such activity on this road could be potentially dangerous and no details are provided showing that a transporter can be parked, which other lorries attending Morrison's and the other site can safely pass.
3. The intention of using the service road seems to result in unnecessary vehicle movements onto the highway to permit transit from the holding area to the transporter due to the constraints on direction of travel. Which could be detrimental to the operation of the roundabout at busy times, with vehicles having to 'U' turn, which would be an unexpected movement.
4. The pod should be provided with a secure cycle parking space.

Given the information supplied I would recommend refusal.

Neighbouring properties

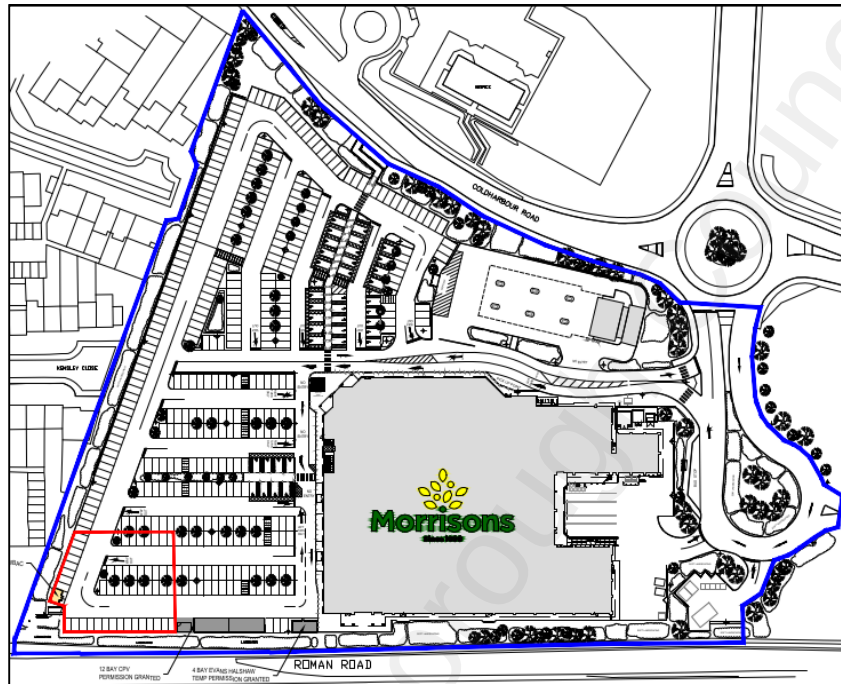
20210991 - Thirty-nine surrounding properties were consulted and no representations were received. The consultation period expired 2nd September 2021.

20210992 - A notice was displayed on site 13th August 2021. In addition, fifty surrounding properties were consulted and no representations were received. The consultation period expired 3rd September 2021.

Officer's Analysis

The Proposal

This 20210992 application proposes the erection of a prefabricated 'pod'. The pod will have a rectangular shape with a flat roof and have a footprint of 15.4m². It will occupy three parking spaces and will be positioned in the western corner of the carpark.



The pod will be an 'off grid' model, which generates electricity from photovoltaic solar panels on the roof and it will be heated through the combustion of HVO fuel.

The 20210991 application is for advertisement consent for non-illuminated hoarding adverts relating to the pod, for the period of five years. These are attached to the pod itself and will be constructed from vinyl.

Considerations for the Development

The principle considerations are:

- Principle of the Development
- Design, Character and Appearance
- Impact on Local Amenity
- Parking and Highways

Principle of the Development

The proposal will locate a small business use offering vehicle valuation and purchasing service to Morrison's customers within the supermarket carpark. The company WeBuyAnyCar.com will operate from the pod.

WeBuyAnyCar.com are a business that purchase vehicles from the public, as a quick easy sale, offering customers an alternative to private sales. There will be no cars sold from this pod. The Design and Access Statement states that only a maximum of 10 cars will be on the site at any time, but ensure that there are 10 available spaces for appointments within the carpark. Furthermore, cars will be held on site until collection, which can be up to 72hrs.

The pod will create two new full time roles of employment.

The supporting documents comment that:

“The scheme seeks to revitalise the existing Wm Morrisons car park by offering more choice to customers and generating new employment opportunities through the provision of a WeBuyAnyCar.com pod.”

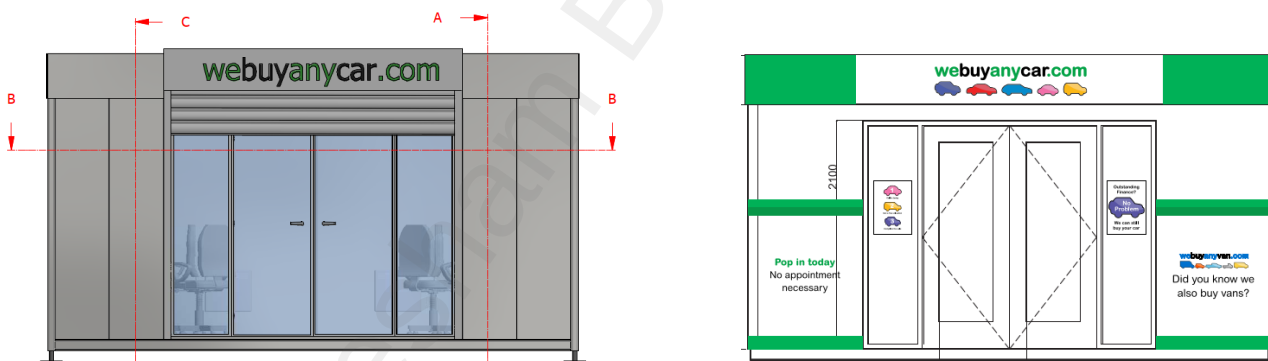
When undertaking a search on other similar developments around the UK there were mixed results, where some similar applications have been permitted within Morrison car parks such as at Crewe (ref 19/1786N) in 2019 where it was considered to be acceptable in principle by the LPA. Conversely, an application for a WeBuyAnyCar.com vehicle purchasing and wholesaling pod within the Morrison’s car park in Whitefield Bury was refused on loss of an indeterminate number of car parking spaces and highway safety reasons in 2019.

It is not considered that the current proposal would have a material impact of the vitality and viability of the town centre or other centres and the size of the development is considered insignificant and it would not detract from the main town centre uses and as such a sequential assessment would not be required.

Design, Character and Appearance

The proposed WeBuyAnyCar.com pod is single storey portocabin style, prefabricated structure. It is modest in size and will be positioned in the far corner of the carpark, furthest from the entrance to the Morrison’s supermarket. The pod will be viewed against a backdrop of landscaping on the western boundary of the site.

The external vinyl advertising on the pod will be non-illuminated with a colour scheme that is predominantly white with green strips and small colourful cars. The advertisement schedule proposed will be bright and stand out against the landscaping behind, however this is not considered to be detrimental to the visual amenity of the carpark.



It is considered that the proposals are of appropriate design and would not cause harm to the street scene, the character and appearance of the supermarket, or the surrounding area and, therefore, complies with Policy CS19 (Development and Design Principles) of the Gravesham Local Plan Core Strategy (LPCS) (2014) and Section 12 of the National Planning Policy Framework (NPPF) (2021).

Impact on Local Amenity

Neither the pod unit, nor the advertising proposed would have any detrimental impact on the amenity of any surrounding property. The pod unit is small and single storey, the advertisements are not illuminated and as such, it is considered in accordance with Policy CS19 (LPCS) by virtue of safeguarding amenity.

Parking and Highways

The proposed WeBuyAnyCar.com pod unit would reduce the number of available parking spaces within the supermarket car park. It is acknowledged that the application references the approved hand carwash/valet

and the car sales pod, however has failed to acknowledge the new garden centre pod (which is yet to receive planning permission) or the charity containers at the north of the site. However, a space count in the carpark was undertaken on a site visit, which correlated roughly with the number of 436 spaces as shown on the application form; with 27 disabled spaces and 10 parent & child priority spaces.

Notwithstanding the number of spaces in the carpark, the application has not been supported by any survey information. The application should be accompanied by information relating to the capacity of the car park to cope during peak times and holiday periods when the customer car park is likely to be at maximum use. Therefore, the lack of information provided makes an accurate assessment of the impact of the proposed development on the carpark difficult to properly quantify. Even though the potential use of 13 spaces by WeBuyAnyCar.com pod might not be significant, the cumulative impact of the already permitted car sales pod (currently unimplemented but still capable of taking effect), plus associated parking and the other structures is considered likely to impact on the parking provision at busy periods.

The Council's Highway Officer raised concerns over the loss of car parking spaces, the lack of survey information supporting the application and the intention of vehicle collection being undertaken on the service road for Morrison's. The lack of survey information has been addressed above and more information should be submitted to support this application, especially considering the increasing number of space being occupied by other businesses and structures within the carpark, which will increase significantly if the permitted car sales pod is implemented.

In terms of the proposed collection strategy, this is very limited in the supporting documents but states that:

"The cars stay on site for a maximum of 72 hours, but this is normally a lot shorter period. Before they are removed from site by a vehicle transporter, which will collect the vehicles utilising Morrison's service road and area; and will not enter the public car park. Sold vehicles are moved to the transporter by WeBuyAnyCar.com's plate driver."

Similarly, to the carpark situation there is a lack of information or details regarding the collection of vehicles. The service road is used to enter the Morrison's supermarket and petrol station, but also the soon to open Lidl supermarket and Trade City Gravesend units. As such, this service road will become busier in the coming months and have increased traffic flows which are likely to be impact by the loading of up to 10 vehicles onto a transporter lorry. This collection strategy represents a potential risk to the safety of road users and is also expected to cause complications and delays onto Coldharbour road.

The application has been supported by a lack of information and statistics that would consolidate claims that the WeBuyAnyCar.com pod would not impact on the customer carpark, the wider highway network or the safety of road users. Therefore, the Local Planning Authority must act with caution and refuse planning permission for this development.

Conclusion

The applications have been fully considered and it is recommended that planning permission is refused.

While the proposed non-illuminated vinyl advertisement would be acceptable and would not be harmful to amenity, the erection of the WeBuyAnyCar.com pod structure has not been supported with sufficient information to assess the impact on the customer carpark. An increasing number of small businesses have received permission, which will reduce the available spaces and therefore the cumulative impact is a material consideration. Moreover, more information should be provided regarding the proposed vehicle collection strategy from the Morrison's service road. This road will be increasingly busier with the opening of Lidl and Trade City Gravesend, as such the potential parking and loading of vehicle onto transporters could be detrimental to road safety, causing complications onto the highway network.

As such, the proposed WeBuyAnyCar.com pod cannot be granted planning permission due to indeterminate impact on the customer parking provision, the impact on the highway network and safety of

road users.

Recommendation

20210991 - Refusal of Advertisement Consent

20210992 – Refusal

(For detailed reasons for refusal and informatives, see draft Decision)

Case Officer:	Mr Ethan Bonthron	Team Leader:	Miss Faye Hobbs
Signed:		Signed:	
Dated:	19 th October 2021	Dated:	19 October 2021