



Delegated Report

Householder Planning Application

Application No:	20220016 - Full Planning Application 20220017 - Advertisement Consent
Location:	Morrisons, Coldharbour Road, Northfleet, Gravesend, DA11 8AB
Description:	20220016 - Erection of a 'WeBuyAnyCar' car collection point pod 20220017 - Application for consent for non-illuminated hoarding adverts for 'WeBuyAnyCar' car collection point pod.
Applicant:	Wm Morrison Supermarkets
Site Visit:	19th 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 car 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 11/01/2022 (20220016);
Application Form - dated 11/01/2022 (20220017);
Covering Letter - dated 11/01/2022;
Design and Access Statement - dated 01/07/2021;
Supplementary Information - Car Park Survey - conducted and produced by Bryan G Hall (12/2021);
Drawing no. 298_PL_01 - Rev. B - Site Location Plan (scale 1:1250);
Drawing no. 298_PL_02 - Rev. B - Proposed Site Plan (scale 1:500);
Drawing no. WBACSOgV1 - Rev. 01 - Proposed Floor Plans and Advertising Elevations.

The plans submitted are the same for both the Full Planning Application (20220016) and Advertisement Consent (20220017).

Relevant Planning History

Application No.	Description	Status	Decision
20210992	Erection of a car collection point pod.	REFUSED	19.10.2021
20210991	Application for consent for non illuminated hoarding adverts for the period of five years.	REFUSAL FOR ADVERT CONSENT	19.10.2021
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 'MORRISONS' sign on east elevation roof onto the east roof of new warehouse.	ADVERTISEMENT CONSENT	10.09.2008
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
- 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

GBC - Highways Officer -

Comment 1 (17/02/2022) - It appears the applicant has demonstrated that there is significant spare capacity in the car park to accommodate the proposal, although I would expect the actual requirement being higher than suggested.

In addition to the number of vehicles being purchased by the company, the staff will need to be accommodated which would add one perhaps two spaces, but this is still well within capacity. Of more importance is at least one space for the proposal should be double width and capable of accommodating a disabled driver, so those with mobility impairment can use the facility, the staff member can then relocate the vehicle once sold. It also allows for vehicle inspections to take place off the access aisles.

A stand should be provided for the secure parking of cycles to allow staff to use a sustainable means of transport.

With these additions which could be conditioned I have no objections

Comment 2 (04/03/2022) - No problems with a temporary permission.

The convention is to do surveys in a neutral period, so avoiding school holidays including Christmas and Easter. I know when looking at car parking it does not make much sense as it misses the peak periods. But designing for the peak could result in over provision the rest of the year. So generally, I look at a 85% maximum usage limit. This gives some spare spaces so hopefully drivers are not touring the car park for a space under normal conditions and gives a little extra capacity for the peak.

However, we are in to Covid now. It is doubtful that at the time of the survey things will have returned to normal. So, the results could be on the low side. The temporary permission gives times for everything to settle and for a new survey to be carried near its expiry, if necessary, but if the use was a problem, no doubt Morrisons would not renew any lease.

Neighbouring properties

20220016 - A notice was displayed on site 21st January 2022. In addition, 49 surrounding properties were consulted and no representations were received. The consultation period expired 11th February 2022.

20220017 - 45 surrounding properties were consulted and no representations were received. The

consultation period expired 8th February 2022.

Preliminary Matters

Similar applications for the erection of a car collection point pod and advertisement consent were submitted and refused by the Local Planning Authority (refs. 20210991 / 20210992). The applications were refused for the following reasons:

20210991 (Advert Consent)

1. *In the absence of planning permission for the WeBuyAnyCar.com pod to which this advertisement consent relates there would be no reasoned justification on visual amenity grounds for the display of any advertisement matter at this site and as such would be detrimental to the overall visual amenity contrary to Policy CS19 (Development and Design Principles) of Gravesham Local Plan Core Strategy, September 2014, supplementary planning guidance note SPG 3 (Advertisement Control Policy Guidelines) (1996) and Section 12 (Achieving well-designed places) of the National Planning Policy Framework (2021).*

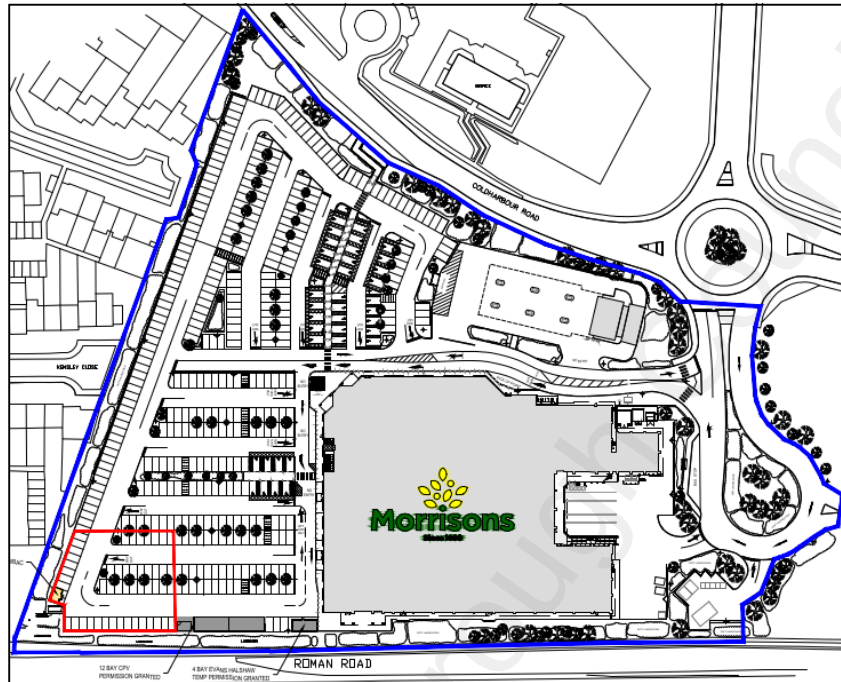
20210992 (Erection of pod)

1. *The application has been accompanied by insufficient evidence to enable the Local Planning Authority to reach an informed decision as to whether the cumulative impact from the proposed development along with other recent developments, authorised or otherwise, within the Morrison's customer car park that have resulted in a reduction in the overall number of car parking spaces would have a detrimental impact on the available parking provision for customers at peak times including at weekends and busy seasonal periods and therefore the application cannot be supported. In particular, there has been no parking stress survey provided by the applicants to demonstrate parking levels and usage at the store. The development would therefore be contrary to Policy CS11 (Transport) of the Gravesham Local Plan Core Strategy, September 2014, saved policy P3 (Vehicle Parking Standards) of the Gravesham Local Plan First Review 1994, the Adopted Kent Vehicle Parking Standards (SPG4) and Section 9 (Promoting Sustainable Transport) of the National Planning Policy Framework (NPPF).*
2. *The proposed WeBuyAnyCar.com pod, business operation and car collection strategy is likely to result in a significant risk to highway safety and to cause impacts on the access circulation network by virtue of parking and loading vehicles on a busy service road that serves as access to the Morrison's store and to retail and business units adjoining. This has the potential to result in disruption to and detriment to customers visiting the site and the flow of traffic on the service road, thus impacting on the connecting highway network and therefore contrary to Policy CS11 (Transport) of the Gravesham Local Plan Core Strategy, September 2014, saved policy T5 (New Accesses onto Highway Network) of the Gravesham Local Plan First Review 1994, and Section 9 (Promoting Sustainable Transport) of the National Planning Policy Framework (NPPF).*

In order to be granted permission, this application must be considered to overcome the previous reasons for refusal. The previous Delegated Report has been attached as Appendix 1.

Officer's Analysis

This application proposes the erection of a prefabricated 'pod'. The pod will have a rectangular shape with a flat roof and have a footprint of 15.36m². 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.

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 and according to the Design and Access Statement *"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."*

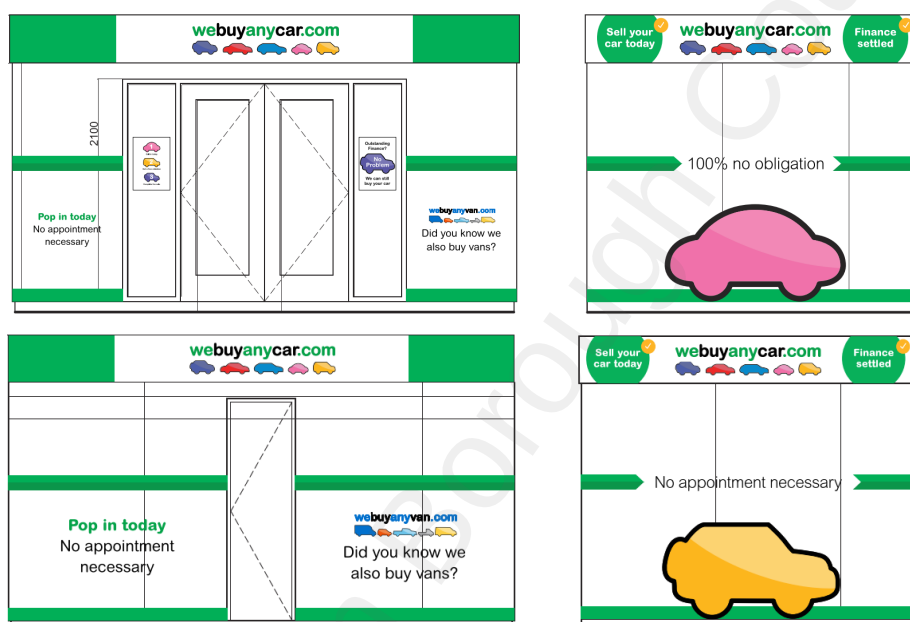
The proposed development is not considered to have any material impact on the viability or vitality of the

town centre, or other centres, and the scale of the development is minimal and it would not detract from the uses within the main town centre. Therefore, a sequential assessment is not 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 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) and Section 12 (NPPF) by virtue of safeguarding amenity.

The opening hours of the WeBuyAnyCar pod can be restricted by condition. Although the operating hours were not filled in on the application form, an investigation of other pods in surrounding areas was undertaken (Dartford, Crayford and Gillingham). The hours of operation were generally 09:00-18:00 Monday to Saturday and 10:00-17:00 on Sunday, as such any condition will reflect these times and serve to safeguard local amenity.

Parking and Highways

The previous applications were refused due to insufficient information and lack of details regarding the impact of the WeBuyAnyCar.com pod on the carpark and the potential impacts of the vehicle collection strategy. The revised application has provided a car park survey and details of the collection strategy.

The carpark survey states that there are 427 car parking spaces available on site, made up of 390 regular spaces, 27 disabled spaces and 10 parent/child spaces. This carpark analysis discounted the spaces occupied by the donation banks, garden centre structure and car valet unit. The survey of the carpark was undertaken by Transport Survey Limited, who counted the arrivals and departures from the Morrisons carpark between Monday 1st November and Sunday 7th November 2021. The survey also involved a count of the cars parked before and after the survey periods to establish car park accumulation. It was found that the maximum occupancy of the carpark was 63% (270 spaces) on Saturday morning (10:00-11:00), and as such during the busiest period there were 57% capacity remaining (157 spaces).

This survey is considered to be sufficient evidence that there is capacity within the carpark for a small WeBuyAnyCar.com pod. However, the Local Planning Authority are aware of an NHS health screening service van that frequently uses the carpark on a temporary basis. This van often parks in the spaces to the east of the valet unit, close to the shop (see photo below from 2018). In addition, to the NHS van there is temporary permission granted for a car sales pod (ref. 20190378), which would take up approximately 14 spaces, for both the pod and cars waiting for sales/collections.



Further to the other development and service van that reduce parking availability, the Local Planning Authority note that the survey was undertaken for a short period of time in early November, which is not a peak period for the carpark. The peak period is likely to be around Christmas where the visitors to the shop would increase significantly. As such, it is considered that a temporary permission would be suitable in order to for additional carpark usage information to be gathered throughout the year, which would serve to demonstrate whether or not a long term approval can be issued. To do so it is recommended that more surveys are undertaken at different times, including peak periods.

The previous refusal expressed concerns with the vehicle collection strategy and a lack of information or detail regarding this. Unlike the refused application, the strategy is set out in the carpark survey document and include vehicle swept path diagrams of the transporter lorries. The lorry will park within Morrisons' service yard where cars will be loaded, before leaving the site. This is considered to be an acceptable arrangement that does not impact on traffic flows on the service road and is unlikely to cause risk of safety.

The Highway Officer has raised no objection to the development, but after discussions considered that a temporary permission would be appropriate. The Highway Officer stated that although the survey data provided demonstrates significant capacity, given that the impact of pandemics is likely influencing supermarket usages and that this could change in time, the temporary permission and provision of further survey data was considered an acceptable solution.

The application has been supported by sufficient information for the Local Planning Authority to grant a temporary permission. The survey data shows that the carpark has capacity for a small WeBuyAnyCar.com pod, however is not conclusive enough in order to grant a long term approval. In addition, the collection strategy has been demonstrated in more details and is acceptable.

Conclusion

The application for a WeBuyAnyCar.com pod in the Morrisons carpark is difficult to assess. The applications submitted are supported by more information than the previous refusals, and the survey data provided demonstrates that the impact of the pod could be minimal. However, the data is limited to one week of the year, in a non-peak period and with impacts of the pandemic still affecting supermarkets. Therefore, the Local Planning Authority cannot issue a long-term consent and a temporary permission is considered appropriate, which would enable the opportunity to assess the likely traffic and parking impact at different times throughout the year.

Nevertheless, the development will not have any detrimental impact on the amenity of surrounding properties and the collection strategy is considered to be acceptable. The advertising is non-illuminated and will not have any adverse impact on the character or appearance of the area.

Recommendation

20220016 - Temporary Permission

20220017 - Consent for Advert

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mr Ethan Bonthron	Team Leader:	Richard Hart
Signed:	<i>Ethan Bonthron</i>	Signed:	<i>R Hart</i>
Dated:	7 th March 2022	Dated:	9 th March 2022