

FULL PLANNING APPROVAL **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 15 April 2026

Application Number: 260049

Location: Pound Lane Cottage, Pound Lane, Hurst, RG10 0RS

Proposal: Full application for the proposed change of use of land to mixed use comprising of agriculture (keeping of goats) and storage of building materials together with the erection of 2no. storage buildings.

Recommendation: Refused

Reasons

1. The proposed storage use and associated development fails to comply with any of the exceptions for development in the countryside as outlined in Policy CP11 of the Core Strategy 2010. As a result, the development leads to the introduction of a commercial operation outside of any defined settlement boundary which is not justified and is an unacceptable form of development that results in harm to the character of the countryside, contrary to and inconsistent with paragraphs 88 and 89 of the National Planning Policy Framework and Policy CP11 and CP15 of the Core Strategy.
2. The proposed development will have a negative and detrimental impact on the landscape character & rural appearance of the area by reason of the introduction of an urbanising, commercial storage use to the Countryside. The proposals therefore fail to retain or enhance the condition, character and features of the Ashridge Farmed Clay Lowland Landscape Character Area. The proposal is contrary to the National Planning Policy Framework, Policies CP1, CP3 and CP11 of the Core Strategy 2010, Policies CC03 and TB21 of the Managing Development Delivery Local Plan 2014 the Borough Design Guide Supplementary Planning Document 2012.
3. The application site is within an unsustainable location that would not encourage a modal shift towards sustainable modes of transport. Employees of the business would be reliant on private motor vehicles to access the site, by reason of the countryside location outside of settlement limits, limited public transport links and poor quality of the walking/cycling environment, contrary to policies CP1, CP3, CP6 and CP11 of the Core Strategy, Policies CC01 and CC02 of the MDD Local Plan, the Borough Design Guide SPD and section 9 of the National Planning Policy Framework.

Informatives

1. The Council engages with all applicants in a positive and proactive way through specific pre-application enquiries and the detailed advice available on the Council's

website. On this particular application, pre-application advice was sought and advice was given regarding the proposal being unacceptable. Discussion took place in trying to find a solution, but no solution was possible.

HMM

Recommendation and conditions/reasons agreed:

Date: 15 April 2026

REMEMBER - The earliest date for a decision on this application is: **20 February 2026**