

Planning Statement

Application Site

Site Address:

24 Barkham Road, Wokingham, RG41 2XP

Applicant:

Maria Chiorean

Proposal:

Proposed front shopfront alteration, proposed front seating composite decking and wooden railings, proposed fascia signage

1. Introduction

This Planning Statement has been prepared in support of the planning application for the above site.

The proposal seeks permission for:

Front seating arrangement, shopfront alteration and fascia signage

The statement demonstrates that the proposal accords with the relevant provisions of the National Planning Policy Framework (NPPF), the adopted Local Plan, and all other material planning considerations.

2. Site Description

The application site comprises an existing ground floor commercial unit within a two-storey mixed-use building located at 24 Barkham Road, Wokingham, RG41 2XP. The property occupies a sustainable location on the edge of Wokingham Town Centre, within walking distance of Wokingham Railway Station and is surrounded by a mix of retail, commercial and residential uses. The premises are currently vacant and the proposal seeks to bring the unit back into active use as a coffee shop (Use Class E). As both the existing and proposed uses fall within Use Class E of the Town and Country Planning (Use Classes) Order 1987 (as amended), no change of use is required.

3. Existing Photos



4. Proposed Development

The existing turquoise blue and black shopfront is dated and does not positively contribute to the appearance of the street. The proposal seeks to comprehensively refurbish the frontage by replacing the existing finishes with a more contemporary and high-quality design.

The existing shopfront will be refurbished with new dark green timber-effect (or MDF) cladding, creating a traditional and attractive frontage. A painted dark green entrance door will be installed to improve visibility and provide a welcoming entrance for customers.

A new dark grey timber decking area is proposed to the front of the premises, together with matching dark green timber railings. A small access ramp will be incorporated into the decking to provide step-free access for wheelchair users and those with reduced mobility.

Materials

The proposed external materials include:

- Dark green painted masonry finish.
- Dark green timber/MDF shopfront cladding.
- Fully glazed entrance door.
- Dark grey timber decking.
- Dark green timber railings.
- CNC-cut UPVC fascia signage.

The selected materials and colour palette have been chosen to create a high-quality, durable and sympathetic appearance that complements the surrounding streetscape.

Signage

A new CNC-cut UPVC fascia sign is proposed above the shopfront. The lettering will be externally illuminated by discreet, low-level warm white LED lighting positioned above the sign. The illumination will be subtle and designed to avoid glare or light spill, ensuring that it preserves the character of the area while providing clear business identification.

5. Planning Policy

National Planning Policy Framework (NPPF)

The proposal accords with the objectives of the National Planning Policy Framework (NPPF) by improving an existing commercial premises and supporting the continued use of the site as a local coffee shop (Use Class E).

- **Supporting Sustainable Development:** The proposal refurbishes an existing building, making efficient use of an established commercial site without extending its footprint.
- **Promoting Economic Growth:** The development will support a local business, encourage investment, and contribute to the local economy.

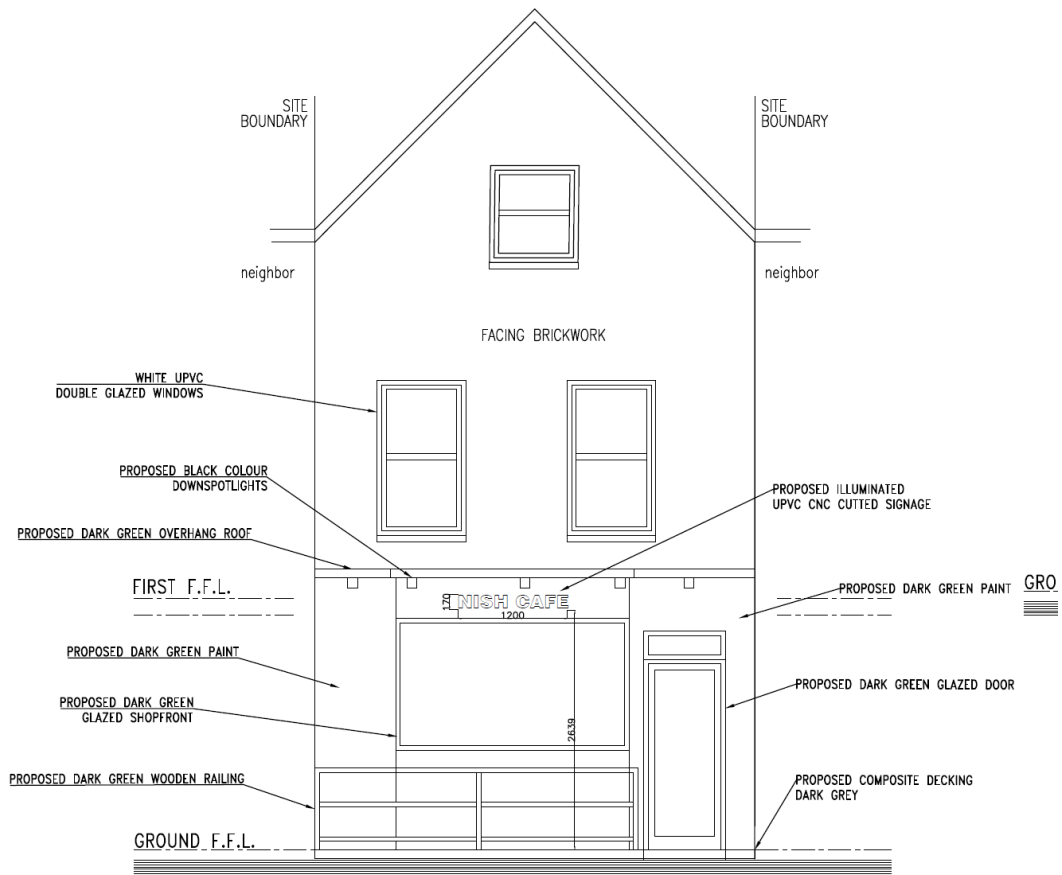
- **Enhancing the Vitality of Local Centres:** The improved shopfront will create a more attractive and welcoming frontage, contributing positively to the character of Barkham Road and encouraging footfall.
- **Delivering High-Quality Design:** The proposed dark green shopfront, quality materials, glazed entrance, and subtle illuminated signage will significantly improve the appearance of the building and the surrounding streetscape.
- **Making Efficient Use of Land:** The proposal enhances an existing commercial unit, ensuring its continued productive use without requiring additional land or built development.

6. Local Planning Policy

The proposal complies with the relevant policies of the Wokingham Borough adopted development plan and supplementary planning guidance.

- **Design:** The proposed shopfront refurbishment introduces high-quality materials, a coordinated colour palette, and sympathetic signage, significantly improving the appearance of the existing building and enhancing the street scene.
 - **Town Centre and Local Centres:** The proposal supports the continued use of the premises as a Class E commercial unit, contributing to the vitality and attractiveness of the local shopping parade.
 - **Sustainable Development:** The development reuses and upgrades an existing commercial building without extending its footprint, representing an efficient and sustainable use of land.
 - **Transport and Accessibility:** The proposal includes a small access ramp to provide improved step-free access for all users. No changes are proposed that would adversely affect the local highway network.
 - **Heritage:** The site is not affected by any designated heritage assets. The proposed works are limited to external refurbishment and are designed to enhance the appearance of the existing building while respecting the surrounding streetscape.
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7. Proposed Drawings



Proposed Front Elevation

SAMPLE COLOUR ILLUSTRATION :



8. Conclusion

The proposal will improve the site, contribute positively to the local area, and will not result in any unacceptable impacts on neighbouring occupiers or the wider environment.