

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	242329
Site Address:	383-385 Reading Road, Winnersh, Wokingham, RG41 5LT
Expiry Date:	5 November 2024
Site Visit Date:	30 August 2024
Proposal: Full application for the proposed installation of a new shop front.	

PLANNING CONSTRAINTS/STATUS

Contaminated Land Consultation Zone
Local Authorities
Green Routes and Riverside Paths
Affordable Housing Thresholds
Bat Roost Habitat Suitability
Borough Parishes
Scale and Location of Development Proposals
Great Crested Newt Consultation Zone
District Town and Local Centres
Nuclear Consultation Zone
Borough Wards
Landscape Character Assessment Area
SSSI Impact Risk Zones
Green Routes and Riverside Paths Consultation Zone
JCEB Mineral Safeguarding Areas

PLANNING POLICY

National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
Core Strategy (CS)	CP1 – Sustainable Development CP3 – General Principles for Development
MDD Local Plan (MDD)	CC01 – Presumption in Favour of Sustainable Development CC02 – Development Limits CC04 – Sustainable Design and Construction
Other	Borough Design Guide Supplementary Planning Document

PLANNING HISTORY

242118: Application for advertisement consent for an illuminated fascia panel and a projecting box sign. Approved 15/10/24

CONSULTATION RESPONSES

Internal
WBC Environmental Health: No objection
WBC Highways: No objection
External
None consulted

REPRESENTATIONS	
Parish/Town Council	Winnersh Parish Council: No observations
Ward Member(s)	No comments received
Neighbours	389 Reading Road: Painting everything green (rather than more neutral and natural colours) represents a wasted opportunity to create a shopfront that is more sympathetic with and more representative of the surrounding residential properties. Officer response: Given this section of Reading Road comprises of a mixture of dwellings and commercial buildings units, such use of colour would not look out of place. Furthermore, the use of green and white would be deemed appropriate given it's for a pharmacy.

APPRAISAL
Site Description: This section of Reading Road comprises of a mixture of dwellings and commercial buildings units, including a Sainsbury's opposite the application site. The application site is a single storey building currently containing 2 separate business: The Berkshire Dental Laboratory and Zotta Deli. Principle of Development: The National Planning Policy Framework has an underlying presumption in favour of sustainable development which is carried through to the local Development Plan. The Managing Development Delivery Local Plan Policy CC01 states that planning applications that accord with the policies in the Development Plan for Wokingham Borough will be approved without delay, unless material considerations indicate otherwise. The site is located within settlement limits and as such the development should be acceptable providing that it complies with the principles stated in the Core Strategy. Policy CP3 of the Core Strategy states that development must be appropriate in terms of its scale of activity, mass, layout, built form, height, materials and character to the area in which it is located and must be of high quality design without detriment to the amenities of adjoining land uses and occupiers. Character of the Area: The shop front will be slightly altered, but very similar to the existing. The sign is small and appropriate to the facade of the building. Therefore, the change would not harm the character of the area. The windows and doors will be green timber. Given the current use of the shop

utilises green, this would not look out of place and not harm the street scene. The use of green and white would be deemed appropriate given it's for a pharmacy.



Neighbouring Amenity: No harmful impact upon neighbouring amenities.

Highway Access and Parking Provision: The proposed installations of shop front would not encroach on the public footways. There are no highway objections to the application.

Environmental Health: No adverse impacts upon public health from the proposal has been raised by the Environmental Health Officer.

Community Infrastructure Levy (CIL): When planning permission is granted for a development that is CIL liable, the Council will issue a liability notice as soon as practicable after the day on which the planning permission first permits development. Completing the assumption of liability notice is a statutory requirement to be completed for all CIL liable applications.

The Public Sector Equality Duty (Equality Act 2010): In determining this application the Council is required to have due regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief. There is no indication or evidence (including from consultation on the application) that persons with protected characteristics as identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application and there would be no significant adverse impacts as a result of the development.

RECOMMENDATION

Conditions agreed:	Not required
Recommendation:	Approve
Date:	4 November 2024
Earliest date for decision:	3 October 2024

Recommendation agreed by: (Authorised Officer)	<i>MC</i>
Date:	05.11.2024