

DESIGN AND ACCESS STATEMENT

REPLACEMENT OF THE FRONT DOOR OF THE RETAIL UNIT

at

5 BROAD STREET, WOKINGHAM, RG40 1AU

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barbarella

architecture + design

info@barbarellastudio.com
www.barbarellastudio.com

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1. Introduction

This design statement is written in support of a planning application submission proposing replacement of the front door of the Retail Unit at 5 Broad street, Wokingham RG40 1AU

2. Site

LOCATION



Wokingham is a market town in Berkshire, located 37 miles west of London, 7 miles (11 km) southeast of Reading, 8 miles (13 km) north of Camberley and 4 miles (6 km) west of Bracknell.

It has a strong heritage with much of the town centre within a conservation area including many listed buildings.

The surrounding area is busy with retail and residential properties, changing in character and regenerating due to new development project such as Peach Place. Mix of heritage buildings and modern architecture creates dynamic character.

The subject property is located on a prominent position on the corner of Rose Street and Broad Street.

2. Site



The property is the former NatWest branch and office building, which was vacated by the bank in the beginning of 2023. From January 2025 the new retail unit is undergoing full refurbishment and fit out to become a modern style barber shop. Opening planned in March 2025.

2. Site

EXISTING PROPERTY



1. Broad street elevation



2. Broad street elevation

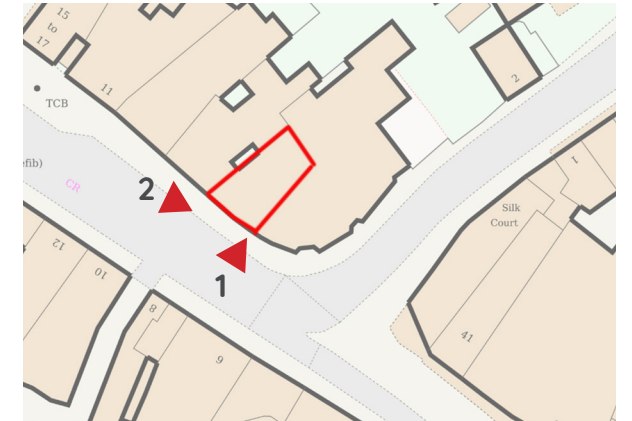
The application building is a two-storey building with accommodation in the roof space.

The building was purpose built and designed as a bank at the beginning of the 20th century.

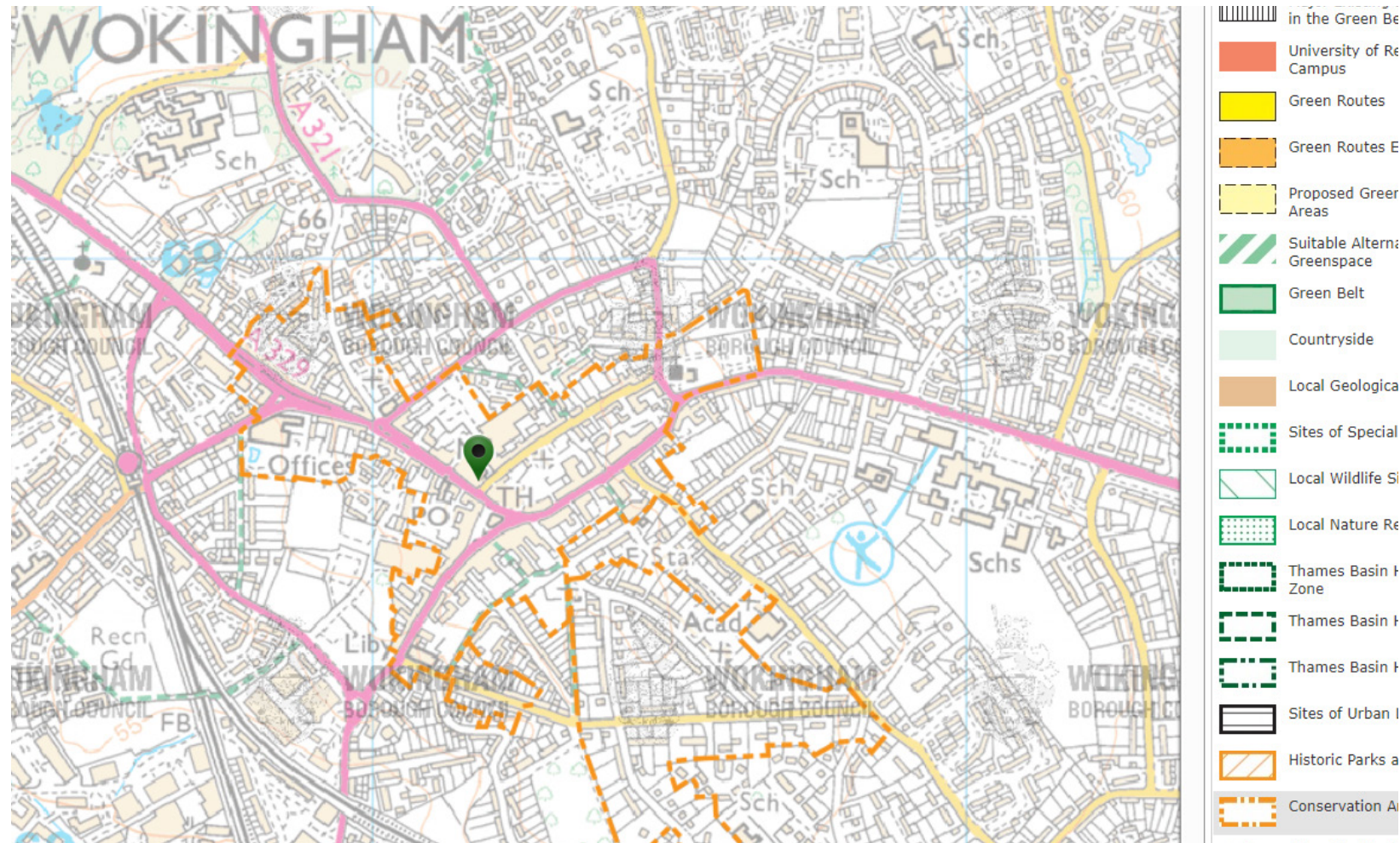
The architectural quality of the property befitting its former status as a bank and reflects the architectural style of the day.

The upper floors of the building were recently converted into residential flats without changing the facade, keeping the architectural design and period features.

Existing building is not listed.



3. Local context



Planning Policy Map

The site is located within the Wokingham **Town Centre Conservation Area**.

The Conservation Area was initially designated in 1970 and extended since its original designation in both 1986 and 1996. The Conservation Area contains the historic core of the old town with its medieval street pattern that remains largely unaltered, the focus being Market Place and the Town Hall.

The site is located in between two distinctive Character areas: **Market Place and Broad street**.

Broad street and Market Place are **busy retail areas**. Ground floor retail premises are occupied by shops, restaurants, estate agencies.

Retail is facing significant challenges as it struggles to survive in a rapidly changing landscape. With the rise of e-commerce, many traditional brick-and-mortar stores are losing foot traffic, forcing them to rethink their business models. The shift in consumer habits, coupled with inflation and supply chain disruptions, has made it difficult for retailers to maintain profitability.

Good visibility, along with windows and doors featuring maximized glazing, is essential for attracting customers.

The proposed scheme seeks **to replace existing fortified door**, which served well to a bank in a different economic climate, with a new set of doors with **maximized glazing** to help attract customers and support sustainable local business.



Character area Market Place



Character area Broad Street

3. Local context

LOCAL SHOP FRONTS AND DOORS ALONG BROAD STREET



Surrounding area characterised by a mix of retail premises with various windows and doors style.

All doors are characterised by big glazed areas. There are examples of wooden and aluminium doors.

4. Planing policy

MOST RELEVANT POLICIES AND GUIDANCE

Cross Cutting Policies

CC02 Development Limits

Retail Policies

TB15 Major Town, and Small Town/ District Centre development Heritage

TB24 Designated Heritage Assets (Listed Buildings, Historic Parks and Gardens, Scheduled Ancient Monuments and Conservation Areas)

TB25 Archaeology

Core Strategy Policies

CP8 Thames Basin Heaths Special Protection Area

CP9 Scale and location of development proposals

CP13 Town centres and shopping

Replacement Minerals Local Plan for Berkshire 2001
Policy 12

5. Planing history

232808 - Full application for the proposed alterations to roof/loft conversion to provide 2 no x 2 bedroom flats and replacement sash windows in rear elevation. - Approved 10/01/2024

232130 - Full application for the proposed changes to fenestration, addition of roof light and installation of balustrades - Approved 26/10/2023

232115 - Prior approval submission for the proposed change of use of part of the ground floor plus the first and second floors of the commercial premises to form 8 no. dwellings (Use Class C3) - Approved 25/10/2023

230588 - Application for non-material amendment to planning consent 223135 for the removal of existing night safe bezel and infill with brick - Approved 20/03/2023

223135 - Full application for the removal of all existing signage, external ATMs, Nightsafe Bezel and making good where removals affect the building. Following the closure of the retail bank - Approved 16/11/2022

191108 - Application for an advertisement consent for 1no. nonilluminated ATM surround to cover redundant ATM - Approved 21/06/2019.

152988 - Full planning application for the replacement of two existing ATMs in current location - Approved 14/01/2016

140608 - Application for advertisement consent for the erection of 3no fascia signs, 2no projecting signs and 5no other signage - Approved 11/12/2014

960166 - Proposed Erection Of 2 Fascia Signs, 2 Projecting Signs, 1 ATM Sign And 3 Nonilluminated Wall Mounted signs - Approved 30/09/1996

09729 - Alterations and extensions - Approved 12/04/1979

6. Proposal



Proposed front elevation



Proposed double door is the same size as the existing.
Proposed door has wood frame, clear glazing, antique brass handle.
Door is painted to match existing windows.

Existing stone surrounding and decorative features are not affected.

Proposed design reflects the local area character and doesn't negatively affect existing building.

7. CONCLUSION

The proposed design is in character with existing retail premises of Broad Street. Proposed design is of clear classical shape to match existing windows. Proposed new doors would not harm Conservation Area or significantly affect existing building design.

Maximizing glazing area of the doors is vital to support sustainable local business.