



Chartered Town Planners & Architectural Technicians

DESIGN AND ACCESS / PLANNING / HERITAGE STATEMENT

Display of advertising.

Property Address: 13 Denmark Street, Wokingham, RG40
2AY.

July 2024

1.0 INTRODUCTION

1.1 This Design and Access / Planning / Heritage Statement is submitted on behalf of the applicant in respect of an application for the display of advertising. This Statement should be read in conjunction with other drawings and documents accompanying the planning application.

1.2 This Statement comprises:

- A description of the application property and surrounding area;
- A description of the proposed development;
- A summary of relevant planning history; and,
- An assessment of the proposed development against relevant planning policy.

2.0 APPLICATION PROPERTY AND SURROUNDING AREA

2.1 The planning application relates to No. 13 Denmark Street. It sits within an overall two storey terraced property.



Figure 1 – Existing front Elevation of application premises.

2.2 The premises is located within a designated primary shopping area. The surrounding area is commercial in nature.

3.0 PROPOSED DEVELOPMENT

3.1 The proposed works are as follows:

Display of advertising: New non-illuminated advertising is proposed to replace existing advertising.

4.0 PLANNING HISTORY

4.1 There is no recent / relevant planning history according to Wokingham online planning records.

5.0 PLANNING POLICY AND GUIDANCE

Wokingham Core Strategy (2010) and Managing Development Delivery (2014)

5.1 Policies TB19 (Outdoor Advertising), TB24 (Designated Heritage Assets (Listed Buildings, Historic Parks and Gardens, Scheduled Ancient Monuments and Conservation Areas). In summary policy and guidance requires that active shopfronts be provided for, that advertisements be of an appropriate size and type in relation to the premises and to the street scene, and that signage does not harm the special character of conservation areas.

It is submitted that the proposed advertising is entirely in keeping with the surrounding commercial character. Most commercial properties nearby have signage of the nature proposed.

6.0 CONCLUSION

6.1 The proposed development is considered to be in compliance with the Wokingham planning policy and guidance.