

Design, Access and Sustainability Statement

424 - 426 Reading Road, Winnersh, RG41 5EP



February 2026

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Introduction

This statement has been prepared by Mado Homes Ltd to accompany an application for full planning permission for a replacement mixed-use building at 424 - 426 Reading Road, Winnersh, following the demolition of the existing dwelling.

It has been produced in accordance with guidance published by the Commission for Architecture and the Built Environment (CABE) and covers the following:

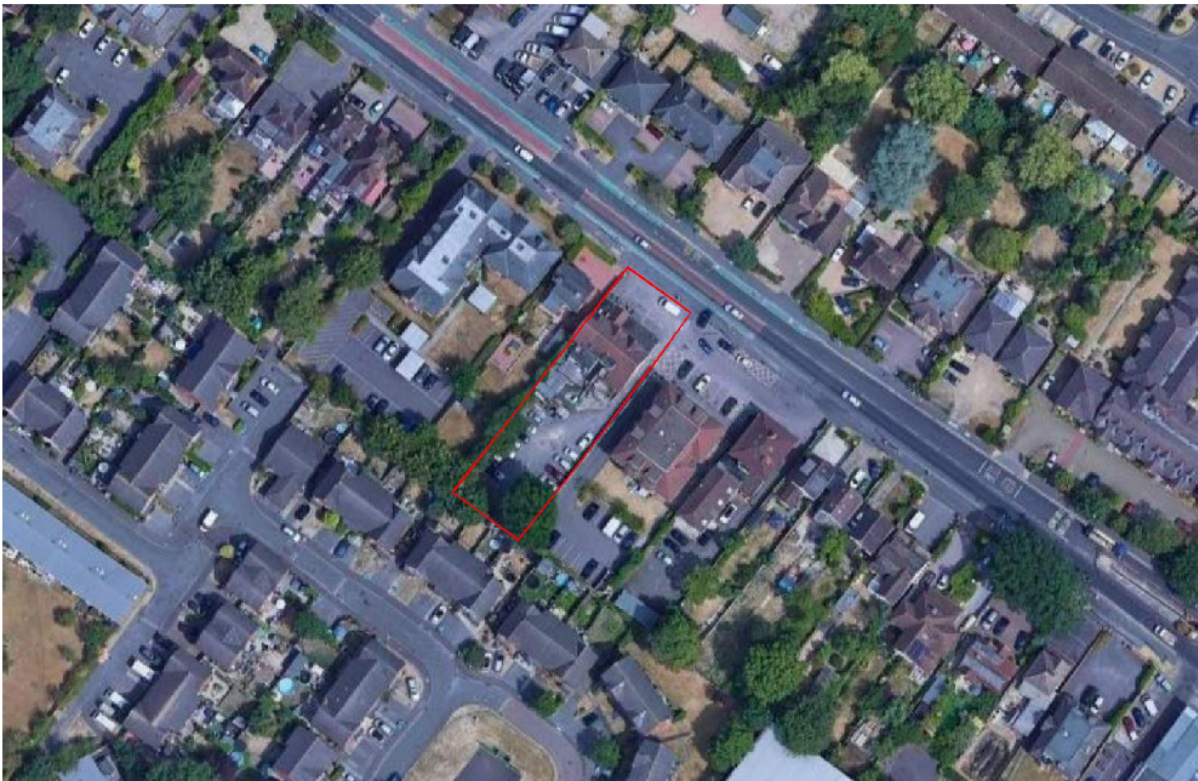
- An analysis of the site as existing, the immediate area and the wider context.
- A description of the design process followed to reach the final design solution, covering the subjects of Use, Amount, Layout, Scale, Landscaping, and Appearance. It considers the constraints of the site and the relevant local and national planning policies to demonstrate that the proposed scheme is well-conceived with the aim of integrating with its surroundings.
- Considers accessibility within the site and the proposals' relationship to transport links in the surrounding area, as well as inclusive access for the elderly and the disabled. It justifies the location of pedestrian and vehicular access points to the site and establishes accessibility to public transport.

It should be read in conjunction with all other reports and correspondence submitted with the application.

1 The Site and Surroundings

The site is located centrally in Winnersh on the southern side of the A329 Reading Road. Reading Road is a well-trafficked road. The site lies approximately 0.2 miles south of Winnersh train station and 1 mile from the A329 motorway. Wokingham town centre is approximately 2.5 miles southeast of Reading town centre, 5.5 miles northwest.

The surrounding area is made up of older dwelling houses, newer residential dwellings & apartment blocks, commercial use buildings and other mixed-use buildings.



The Site – NTS. Image courtesy of Google

The existing building is a 1.5-storey former dwelling house with a retail use on the ground floor and residential dwellings on the first floor. The site is bounded by a residential dwelling house on the northwest boundary and a mixed-use retail and residential building on the southeast boundary. A residential estate lies to the southwest of the site, and Reading Road (A329) lies to the north of the site.

The plot is a long plot which is covered completely in tarmac. There is no 'hard' boundary to Jasmine House to the Southwest, and a wooden fence marks the boundary with the neighbouring dwelling house to the northwest. There is no marked boundary between the site and Reading Road.

The existing mixed-use building is of little architectural merit and contributes very little to the street scene.

The surrounding context is a mixture of residential dwelling houses, apartment blocks and mixed-use buildings. There is no prevailing architectural style on the street scene with a mixture of newer 2.5-storey apartment blocks featuring brick, render and stone detailing, and older 1.5 - 2.5 storey suburban dwellings featuring render and timber detailing.

2 Planning History

The most recent Planning History is as follows:

1736/73 Internal alterations to shop and extension of living accommodation.
Refused – 26/10/1973

00127 Alterations to shop and living accommodation. Approved – 14/02/1974

14889 Extension of garage and new canopy for business use in connection with shop. Approved – 26/02/1981

28800 Side extensions and internal alterations. Approved – 26/11/1987

38172 Change of use of part of ground floor from residential to shop (A1). Refused – 11/10/1992 – Appeal Dismissed – 02/07/1992

42124 Change of use of part of ground floor from residential to A1 shop use.
Approved – 01/08/1994

43477 Change of use to Indian takeaway Approved – 01/03/1995

43480 Erection of illuminated shop fascia sign. Approved – 01/03/1995

44402 Change of use of shop to restaurant. Approved – 07/12/1995

F/1996/63839 Proposed re-construction of shop front. Approved – 20/06/1996

A/1996/63812 Proposed erection of free standing illuminated advertising hoarding (retrospective. Refused – 21/06/1996

VA/1996/63778 Proposed Variation To Condition 5 on Approval 43477 To Allow Sunday Opening. Approved – 27/06/1996

A/1996/63840 Proposed erection of illuminated fascia sign. Approved – 22/07/1996

F/1997/65580 Proposed Single Storey Rear Extension To Takeaway Shop And Change Of Use Of Part To Form Restaurant Refused – 17/07/1997

F/1997/65988 Proposed erection of timber freezer enclosure Approved – 17/10/1997

F/2000/1405 Proposed single storey rear extension to restaurant for storage of furniture. Approved – 14/06/2000

192231 - Full application for the erection of a three storey building including 10No flats and 2No takeaway/restaurants following demolition of existing takeaway/restaurant and 2No flat - Refused - 24/12/2019

203604 - Full application for the erection of three storey building including 6No flats and 2No takeaway/restaurants to the ground floor with associated parking following demolition of existing takeaway restaurant and 2No flats. – Approved – 12/03/2021

3 Planning Policy Context

Government Guidance

National Planning Policy Framework - This guidance states at paragraph 14 that at the heart of the National Planning Policy Framework is a presumption in favour of sustainable development which should be seen as a 'golden thread' running through both plan-making and decision-taking. In this respect, development proposals that accord with the development plan should be approved without delay. Where the development plan is absent, silent or relevant policies are out-of-date, planning permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies of the Framework as a whole, or specific policies in the Framework indicate development should be restricted.

In paragraph 17, the NPPF sets out twelve 'core planning principles'. These indicate that proposals that involve the effective and efficient re-use of land, and which prioritise previously developed sites over Greenfield land should be encouraged.

Paragraph 56 concerns good design. It states that good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people. Paragraph 58 states that planning policies and decision should aim to ensure that developments:

- Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- Establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
- Optimise the potential of the site to accommodate development;
- Respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;
- Create safe and accessible environments;
- Are visually attractive as a result of good architecture and appropriate landscaping.

Paragraph 60 confirms that planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.

Paragraph 197 states that "...In assessing and determining development proposals, local planning authorities should apply the presumption in favour of sustainable development."

4 Design

The proposal is for the replacement of an existing mixed-use building. The proposed building features retail on the ground floor with 6 no. 1 and 2 bed apartments above. The proposed 2.5-storey building is reflective of the eaves heights of the surrounding buildings.

The proposed building will be of a contemporary design to enhance the architectural interest in the street scene. The proposals feature materials from the neighbouring buildings, such as brick and render and introduce new materials such as a standing seam metal roof, dark, coated metal and matching window frames. Timber is also used to accent the elevation, which is also found on buildings in the immediate vicinity. The building will be notable on the street but harmonise with the surrounding buildings due to the use of similar materials, similar scale and familiar use class.

The existing building on site is positioned facing Reading Road, in a north easterly direction, and the proposed new dwelling will be positioned in the same orientation, overlapping the existing footprint. The dwelling will be repositioned slightly to the southeast to create a break between the neighbouring dwelling house and be in keeping with the rhythm of spacing found between buildings on the street scene.



Site Plan – NTS

(a) Amount

The proposal is for one two and a half storey mixed use building following the demolition of the existing.

(b) Layout

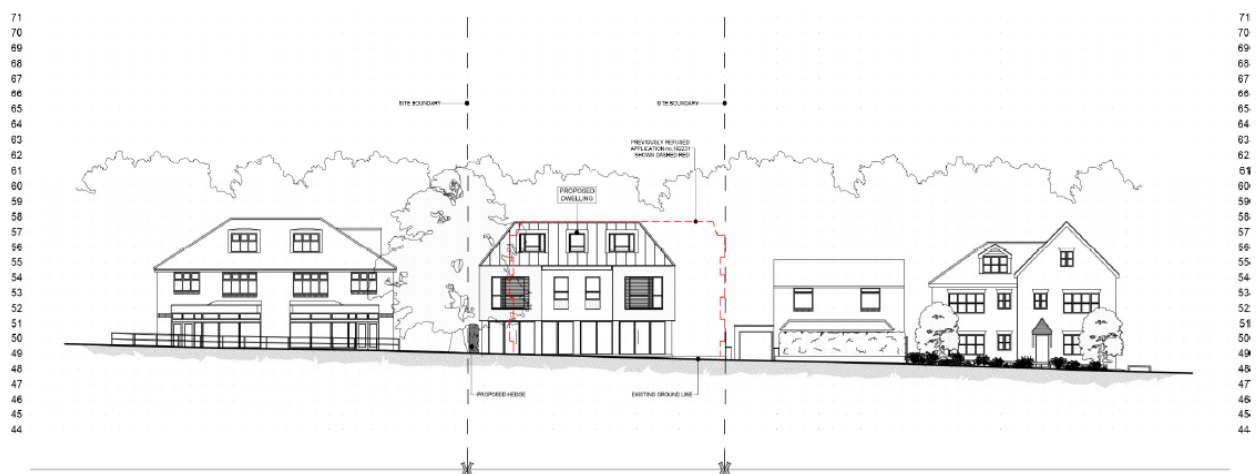
Careful consideration has been given to ensure there is generous spacing between buildings and boundaries, and as such, the proposed building has been repositioned centrally within the main part of the site in a similar location to the existing, but with better spacing between the proposed and the residential dwelling house to the northwest.

The plot is currently completely covered with hard standing. The proposals provide private, green amenity space to the rear of the building for the residents' use. Secure cycle storage is also proposed in this area. Beyond the amenity space, parking is provided for the retail units and the apartments. To the front of the site, additional parking is provided for vehicles and secure bicycle parking. EV charging points are also proposed.

The existing access into the site is from the northern boundary and directly off Reading Road is to be retained. The open car parking area to the front of the building and shared with Jasmine House is to be retained. A new access road to the rear of the site is proposed on the north-western boundary.

(c) Scale

The proposed dwelling has been designed to respect the size and scale of the existing properties in the immediate area. The height of the proposed dwelling is consistent with other dwellings in the locality, these being of 2 – 2.5 storey in height.



Proposed street scene - NTS

(d) Appearance

The proposal is for the replacement of an existing mixed-use building. The proposed building features retail on the ground floor with 6 no. 1 and 2 bed apartments above. The proposed 2.5-storey building is reflective of the eaves' heights of the surrounding buildings.

The proposed building will be of a contemporary design to enhance the architectural interest in the street scene. The proposals feature materials from the neighbouring buildings, such as brick and render and introduce new materials such as a standing seam metal roof, dark, coated metal, and matching window frames. Timber Brise Soleil and panels are also used to accent the elevation, with timber also found on buildings in the immediate vicinity. The building will be notable on the street but harmonise with the surrounding buildings due to the use of similar materials, similar scale and familiar use class.



Front Elevations - NTS

(e) Landscaping

Existing trees of value around the boundaries of the site will be retained and enhanced by further planting where necessary. The scheme proposes to replace the existing fully tarmac parking area with a large, private amenity space for residential use. The amenity space will be grass with new hedges and trees to screen.

5 Access and Sustainability

(a) Access

Access to the site will be via the existing entrance off Reading Road. The current open access off Reading Road will be retained, along with the open boundary with Jasmine House.

(b) Sustainable Design and Construction

(i) Sustainable Design

The proposal has been designed to potentially accommodate any of the following:

- Air source heat pumps, solar thermal or solar PV panels, where appropriate
- Heat Recovery System
- Under Floor Heating

(ii) Energy Efficiency

To minimise heat loss from the proposed buildings and to maximise efficiency, the proposal will incorporate the following:

- Insulated roofs, walls and floors,
- Double-glazed windows,
- Ventilation is incorporated into the design to avoid condensation.
- Energy-efficient lighting,
- Natural daylight to all habitable rooms.

The development will be designed to allow the future potential use of on-site renewable technologies.

Domestic appliance ratings will aim to comply with the following:

- A+ Fridge Freezer,
- A rated dishwasher & washing machine,
- B rated tumble dryer.

(iii) Water Resource Management

To minimise the use of water, the proposal will incorporate the following:

- Water saving devices, such as dual flush /low flush toilets.
- Rainwater harvesting, such as water butts and storage tanks.

(iv) Flood Risk Management

The application is not situated in a flood risk area. To minimise the surface run off and promote permeability, the following will be incorporated:

- Soakaways for surface water drainage.
- Permeable surface driveway.

The development will incorporate the requirements of the SUDS hierarchy by disposing of as much stormwater drainage on-site as possible. Any shallow infiltration available will be utilised by the provision of the permeable road surfaces, and the run off from the proposed building will be dispersed via soakaways located on site at a depth determined by the best available percolation rate. The run-off rate achieved will be in accordance with the stipulated EA requirements.

(v) Biodiversity- Ecology

An ecology report is submitted with the application, which considers biodiversity in more detail. The proposal will retain existing trees and hedgerows where possible, and in addition, new planting is proposed, which will further support diversity.

(vi) Waste Recycling

The proposal will encourage responsible waste recycling in the following ways:

- Adequate space exists for the storage of waste and recycling containers.
- Adequate space exists on the site for composting facilities.

(vii) Sustainable Transport

The site is located centrally in Winnersh on the southern side of the A329 Reading Road. Reading Road is a well-trafficked road. The site lies approximately 0.2 miles south of Winnersh train station and 1 mile from the A329 motorway.

(viii) Sustainable Construction

Materials will be, as far as possible, environmentally friendly and the 'Green Guide' and the BRE publication 'Methodology for Environmental Profiles of Construction Materials' will be consulted. Timber will be obtained, where possible, from certified sources. A waste separation and disposal policy will be operational for the duration of the site construction.

6 Summary and Conclusions

The planning application provides for the redevelopment of the site to provide a new replacement building of a high architectural quality and interest following the demolition of the existing dwelling. The proposal meets in full the Council's adopted Local Plan policies and should be supported for the following reasons:

- The application site falls within a location where the principle of redevelopment is acceptable, subject to meeting the Council's design policies.
- The proposal provides for a form of development that enhances the established character and appearance of the surrounding area in terms of its size, scale, layout, height and design.
- The siting of the new dwelling has taken into account the positioning of adjacent dwellings and ensures that the proposal would not result in any loss of amenity to occupants of adjoining properties.
- The proposal is designed to reflect the scale, proportions and spacing of existing development within this location, and regard has been given to the design process, including the evaluation of the site and surrounding area as set out within the CABI guidance "Design and Access Statements".
- The most important existing trees and other significant landscape features would be retained and enhanced where necessary.
- The site is accessible to public transport modes and provides for unrestricted access to the elderly and disabled.
- The proposed development takes into consideration the previous reasons for refusal, such as reducing the mass, bulk and scale of the development, positions the building in a location that is comfortable in the plot and in keeping with the rhythm of the street scene and harmonises with the surrounding buildings by using similar materials whilst being individual but not out of keeping.
- The proposal indicates the type and location of the extraction methods for the restaurant and takeaway units.
- Careful consideration has been given to the positioning of windows to preserve the amenity of the neighbouring buildings and prevent harmful overlooking.
- A generous, soft landscaped private amenity space has been provided for the residents of the proposed apartments.