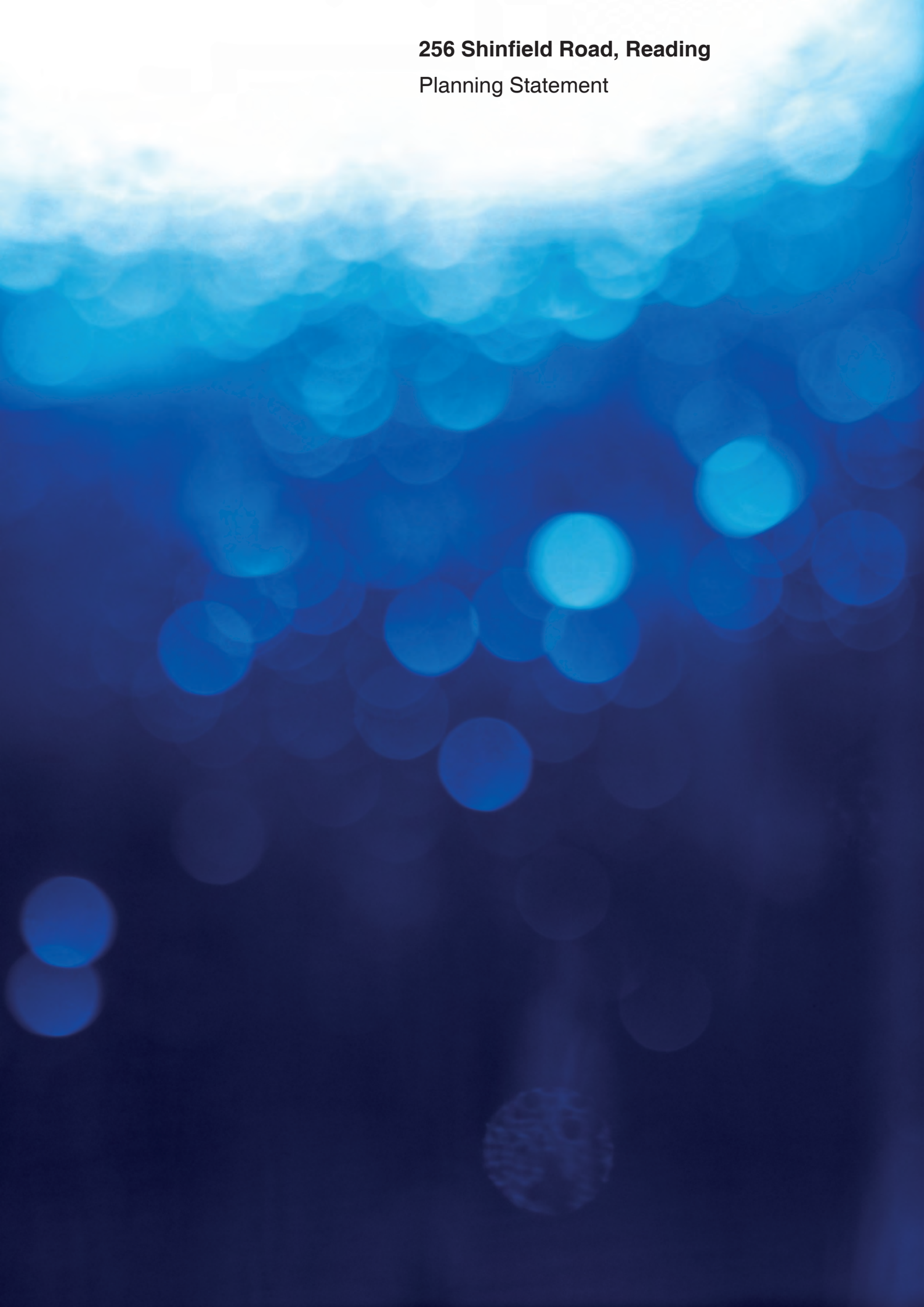


256 Shinfield Road, Reading
Planning Statement



256 Shinfield Road, Reading
Planning Statement
January 2016

Indigo



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256 Shinfield Road, Reading

Planning Statement

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256 Shinfield Road, Reading

Planning Statement

Appendices

Appendix 1

Site Location Plan

Appendix 2

Details of application 131251

Appendix 3

Photographic Survey

1. Introduction

- 1.1. This Planning Statement has been prepared by Indigo Planning on behalf of PizzaExpress to support an application for full planning permission and advertisement consent in relation to the ground floor retail unit at 256 Shinfield Road, Reading. The site location plan included at **Appendix 1** identifies the extent of the site and its context within the wider area.
- 1.2. This application proposes one of the first branches of “PizzaExpress Delivered”. The concept promises to make the same handmade pizza, the same great service and the same attention to detail that is found in PizzaExpress restaurants available through home-delivery and collection/takeaway services. The intention is for PizzaExpress Delivered to be distinct from other high street pizza chains in terms of the quality of the product and service.
- 1.3. The application proposes:
- the change of use from retail (A1) to hot food takeaway (A5);
 - the installation of a new kitchen extract system; and
 - a replacement fascia advertisement board and projecting sign.

Supporting documents

- 1.4. The application submission comprises:
- Completed application forms;
 - Completed CIL ‘additional information’ form;
 - Site location plan;
 - Application drawings;
 - Planning statement;
 - Odour assessment;
 - Noise impact assessment;
 - Transport statement; and
 - Delivery and servicing management plan.

Report structure

- 1.5. This report is structured as follows
- Section 2 outlines the “PizzaExpress Delivered” business model and rationale;
 - Section 3 describes the site and its surroundings;
 - Section 4 sets out the planning history of the site;
 - Section 5 describes the proposed development;

- Section 6 outlines the relevant planning policies;
- Section 7 sets out our planning assessment; and
- Section 8 provides our conclusions.

2. Rationale behind PizzaExpress Delivered

- 2.1. PizzaExpress have been in existence since 1965 and have approximately 500 restaurants around the world. It prides itself on its success and operates in a responsible and sustainable manner.
- 2.2. It currently operates two restaurants within Reading city centre, both approximately 4.8km north of the application site:
 - 56 St Mary's Butts, Reading, RG1 2LG; and
 - R11 Riverside Level, Oracle Shopping Centre, Reading, RG1 2AG.
- 2.3. The launch of the new 'PizzaExpress Delivered' service is reflective of a demand from customers to enjoy the dining experience offered at PizzaExpress within the comfort of their own home.
- 2.4. PizzaExpress currently offers an ancillary takeaway collection service from its some of its existing restaurants, but as customers are most likely to dine at home, these restaurants are missing the crucial delivery element of a hot food takeaway.
- 2.5. After careful consideration and market research, PizzaExpress have identified a clear demand within the area for a new stand-alone delivery service, offering a high quality product. The "PizzaExpress Delivered" service will be rolled out nationwide in locations specifically identified as being suitable, both in terms of catchment and compatibility with the surrounding area.
- 2.6. The application site has been identified as a suitable site given its strong residential catchment and its position close to the main road network.

3. Site and surroundings

- 3.1. The application relates to the existing retail (A1) unit situated on the ground floor of 256 Shinfield Road, Reading, currently occupied by off-licence chain 'Bargain Booze'. The unit forms part of a two-storey end of terrace building comprising commercial uses at ground floor level and residential above. There is forecourt parking for 2-3 cars.
- 3.2. The site location plan included at **Appendix 1** identifies the extent of the site and its context within the wider area.
- 3.3. The application site is situated at the southern end of the Shinfield Road District Centre (as designated in the adopted Proposals Map (2012)). The district centre provides a range of goods and services for local requirements, and is defined primarily by the Tesco Express and Sainsbury's Local, both of which are situated at the northern end of the centre.
- 3.4. There is a good availability of car parking facilities within the district centre, all of which is free. On-street parking is available for a period up to three hours without charge, whilst free off-street parking is available within the car parks of Sainsbury's Local and the Whiteknights Retail Centre in the northern part of the district centre.

4. Planning history

- 4.1. The recent planning history of the site is as follows:

(080073) Withdrawn 27/08/2008

Change of use from shop to tyre sales and fittings and new shop front.

(090049) Withdrawn 07/08/2009

Conversion of ancillary store room into additional sales/display area. Single storey extension to rear elevation to form new store room.

(091989) Approved 31/12/2009

(Resubmission) Convert existing store room to additional sales/display area. Single storey extension to rear to form new store room.

(131521) Approved 01/11/2013

Sub-division of the existing A1 unit, resulting in a smaller element of A1 use and a new self-contained A5 unit, including the installation of a new extract duct.

- 4.2. The most recent permission, reference 131521, establishes the principle of A5 use in this location, and is referred to in more detail within Section 7 of this report.

5. Proposed development

- 5.1. The application proposes a change of use of the existing ground floor unit from retail (A1) to hot food takeaway (A5). As part of the development a new kitchen extract system will be installed, including a flue similar to that approved by application reference 131521 which was granted permission in November 2013.
- 5.2. The proposed use will operate between 11:00-23:30 Monday to Sunday.
- 5.3. A delivery service will be made available through the use of electrically-driven motorbikes. Further details of how these bikes will be used is outlined in Section 7.
- 5.4. A new kitchen extract system will be installed in accordance with the submitted details.
- 5.5. The business will generate up to 25 full and part time jobs, including delivery staff.

6. Relevant planning policies and guidance

6.1. This section of the report summarises the key national and local planning policies which are relevant to this application. The development plan for Reading Borough Council comprises:

- The Core Strategy (January 2015); and the
- The Sites and Detailed Policies Document (January 2015).

National planning policy

National Planning Policy Framework

6.2. The National Planning Policy Framework (NPPF) is the basis of the Government's planning policy guidance. Its aim is to achieve sustainable development. Paragraph 14 states:

"At the heart of the planning system is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking".

6.3. Paragraph 197 states:

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

Development Plan

Core Strategy

- CS2 – Waste Minimisation
Developments should demonstrate measures to minimise the generation of waste in the construction, use and life of buildings, and include a layout and design that provides adequate space to facilitate waste storage, refuse, recycling and composting.
- CS24 – Car / Cycle Parking
The Council will apply maximum car parking standards and cycle parking requirements. In the context of an A5 use, the Revised Parking Standards and Design SPD (October 2011) states that a hot food takeaway should provide no more than one space per 40sqm of GIA. Cycle parking should be provided at a ratio of one space per six staff, and one space per 300sqm of GIA.
- CS26 – Hierarchy of Centres
Shinfield Road is identified as a District Centre. The vitality and viability of the centre should be maintained and enhanced.
- CS27 – Maintaining the Retail Character of Centres
A strong retail character will be maintained within the District Centre. Significant groupings of non-retail uses in one part of a centre will not be allowed.
- CS34 – Pollution and Water
Development will only be permitted where it would not be damaging to the environment through air, land, noise or light pollution.

Sites and Detailed Policies Document

- **SD1 – Presumption in Favour of Sustainable Development**
Reiterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Planning applications that accord with the policies in the development plan will be approved without delay, unless material considerations indicate otherwise.
- **DM12 – Access, Traffic and Highway Related Matters**
Developments must not have a material detrimental impact on the functioning and safety of the transport network.
- **DM13 – Vitality and Viability of Smaller Centres**
Within the Key Frontages (identified on the Proposals Map), development involving a net loss of A1 retail to other 'centre uses' will only be permitted where:
 - There would be no more than three consecutive units not in A1 use;
 - The proportion of total length of Key Frontage in A1 use must exceed 50%;
 - The proportion of total length of Key Frontage in A5 use must not exceed 30%; and
 - There must be no more than two consecutive A5 uses.
- **DM19 – Air Quality**
Development must have regard to the need to improve air quality and reduce the effects of poor air quality.
- **DM22 – Advertisements**
Advertisements should respect the building or structure on which they are located and their surroundings in terms of size, location, design, materials, colour, noise, lettering and the amount and type of text, illumination and luminance.
- **DM23 – Shopfronts and Cash Machines**
Shopfronts, individual features of shopfronts and cash machines should respect the character of the building on which they are located, and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting and location.
- **SA15 – District and Local Centres**
Intensification and improvements to all centres will be acceptable. Specifically, the following improvements will be acceptable:
 - Accessibility and transport improvements;
 - Broadening the range of facilities; and
 - Environmental enhancements.

7. Planning assessment

- 7.1. This section of the report assesses the development proposals against the relevant policies of the development plan (and any other material planning considerations), as outlined in Section 6.

Existing consent

- 7.2. The principle of an A5 use in this location has already been established by the grant of planning permission for the change of use of half of the ground floor unit into a hot food takeaway (A5 use).
- 7.3. Although it has not been implemented, the most recent permission (ref. 131521 dated November 2013) is still extant and can be implemented at any time up until November 2016. A copy of the decision notice and approved drawings are included at **Appendix 2**.
- 7.4. The permission also granted consent for the installation of a new kitchen extract system, which is shown to exit the building through the roof of the single storey rear extension, and extend upwards along the rear elevation of the building before terminating approximately one metre above the ridgeline. This can be seen in approved drawing 12087-03 (Rev B).
- 7.5. The only difference with this current application compared to the earlier extant scheme is that the proposed change of use relates to the entire ground floor unit, rather than across half of the unit. The proposed extraction system would be similar in appearance to that previously approved, with the added benefit that full details of the method of extraction are provided as part of the application (rather than being dealt with by condition as per the 2013 permission).

Assessment of current proposals

- 7.6. Proposals for hot food takeaways are assessed against Policy DM13 of the Sites and Detailed Policies Document, which seeks to protect and enhance the identified network of district and local centres in the Borough to ensure that the right services are provided close to people's homes and to provide a heart to Reading's various communities.
- 7.7. Under this policy proposals resulting in a net loss of retail (A1) floorspace to other 'centre uses' will be permitted where:
- at least 50% of the length of the key frontage remains in retail (A1) use;
 - there will be no more than three consecutive units in non-A1 use;
 - there will be no more than two consecutive A5 uses; and
 - no more than 30% of the length of the key frontage will be in takeaway (A5) use.
- 7.8. To assess compliance with the above criteria, a survey of the local area was carried out on 27 September 2015. The assessment is set out below:

Designated Key Frontage

- 7.9. The designated Key Frontage of the Shinfield Road District Centre is outlined on the Proposals Map (October 2012). The frontages of the district centre are set out below, with the Key Frontages highlighted in red. The application site is at the southern end of the district centre.



Land use survey

- 7.10. The plan below shows the land use of each unit falling within the designated key frontage, as observed during the site visit. The survey found that, of the 21 units, there were 12x A1, 1x A2, 1x A3, and 7x A5 units.



- 7.11. The table below shows the results of the survey, starting with the application site and moving northwards. The table below relates solely to units which form part of the designated key frontage.

No.	Use	Occupier	Frontage (m)
256	A1	Bargain Booze	7.40
254	A1	Blissful Beauty	6.70
252	A1	Shinfield Local	6.10
250	A3	Mo Li Yuan	9.15
248	A5	Oriental Chef	7.30
231A	A5	Pizza Hut Delivered	4.90
231	A1	Vantage Chemist	4.90
229	A1	Sara Asthma Charity	5.50
227	A1	Forresters4hair	5.15
225	A5	Mr Cod	5.10
223	A5	Papa Johns	4.55
221	A1	Ableworld	6.85
234D	A5	Best Kebab	4.00
234C	A5	Pi-Son Tandoori	3.30
234B	A2	Ladbrokes	7.80
234A	A1	Subway	7.65
207	A5	KFC	4.70
203-207A	A1	Tesco	9.95
203-207B	A1	Sue Ryder	11.30
203-207C	A1	Carphone Warehouse	14.90
203-207D	A1	Specsavers	6.60
Total (m)			143.80

- 7.12. A photographic survey of the Key Frontage is included in **Appendix 3** and confirms the occupant of each unit on the day of survey (27 September 2015).

Concentration of non-A1 use

"[Development will be permitted] ...where there would be no more than three consecutive units which are not in A1 retail use."

- 7.13. The proposal would not result in more than three consecutive non-A1 units. This is demonstrated by the table and map above at paragraphs 7.10 and 7.11. Note that the application site is situated at the southern end of the designated Key Frontage, comprising a terrace of five ground floor commercial units.

No.	Occupant	Use
256	Proposed Takeaway	A5
254	Blissful Beauty	A1
252	Shinfield Local	A1
250	Mo Li Yuan	A3
248	Oriental Chef	A5

Predominance of A1 use

"[Development will be permitted] ...where the proportion of total length of the Key Frontage within the centre that is in A1 retail use would exceed 50%."

- 7.14. As demonstrated by the table below, of the 143.80m of key frontage, the survey established that 93.00m (64%) is currently in retail (A1) use. The proposed change of use would result in 7.40m of Key Frontage being converted from A1 to A5. This would leave 85.60m (60%) remaining in A1 use.

Use	Total frontage (m)	Total (%)
A1 (Retail)	93.00	64%
A2 (Financial and Professional)	7.80	5%
A3 (Restaurants and Cafes)	9.15	7%
A4 (Drinking Establishments)	0.00	0%
A5 (Hot Food Takeaways)	33.85	24%

Concentration of A5 use

"[Development will be permitted] ...where there would be no more than 2 consecutive A5 takeaways."

- 7.15. The application site is situated at the southern end of the District Centre, and the only neighbouring unit is currently in use as a beauty salon (A1).

"[Development will be permitted] ...where no more than 30% of the length of the Key Frontage would be in takeaway use."

- 7.16. As demonstrated by the table below, of the 143.80m of Key Frontage, our survey established that 33.85m (24%) is currently in use as takeaway (A5). The proposed change of use would result in 7.40m of Key Frontage being converted from A1 to A5. This would raise this figure to 41.25m (29%), which falls within the 30% threshold set by DM13.

	Existing	Approved (by 2013 permission)	Proposed
Total (m)	33.85	37.55	41.25
Total (%)	24%	26%	29%

Vitality and viability of the streetscene

- 7.17. Whilst it has been established that the proposed change of use would not harm the retail function of the District Centre, the applicant recognises that some hot food takeaways have the potential to harm the overall vitality of the centre through limited daytime opening hours and dead frontages.
- 7.18. PizzaExpress is keen to incorporate an element of 'theatre' in the same way it does in its restaurants. The layout of the unit has been configured to maximise visual interest by positioning its kitchen staff (Pizzaiolos) close to the front of the store. Passers-by will be able to see the Pizzaiolos preparing and stretching dough in a traditional manner.
- 7.19. The unit is also configured to provide a small customer waiting area at the front of the unit, which will include a small number of ancillary seats in the form of bar stools looking out into the street.

- 7.20. Combined, these two elements will result in a vibrant and busy appearance during operational hours. The proposed operating hours ensure that this unit continues to make a valuable contribution to the streetscene during both the day and the evening.
- 7.21. PizzaExpress is a well-respected brand that will add to the attractiveness of the area. The vitality and viability of the Shinfield Road District Centre will be maintained, if not enhanced by the proposed change of use, and is in compliance with Policies CS26, CS27, DM13 and SA15 of the Sites and Detailed Policies Document.

Highways, parking and servicing

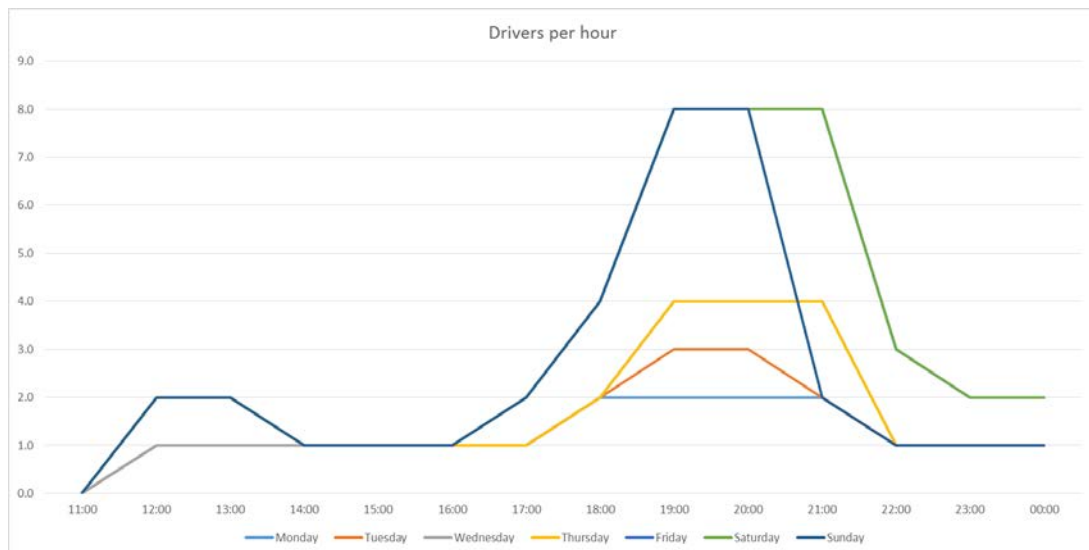
- 7.22. A Transport Statement has been produced by TTP Consulting and concludes that the proposed development will not result in a material impact in highways and transportation terms.

Use of electric bikes

- 7.23. PizzaExpress Delivered will be the first delivery chain to adopt a company-wide policy that only electrically-driven bikes will be used as part of its delivery service. These have been chosen as they emit very limited noise and are emission-free.
- 7.24. The bikes are powered by batteries which can be lifted out of the bike, carried by hand into the store and charged overnight. The unit will store and charge a total of 24 batteries to ensure that the use of each bike can be maintained.
- 7.25. The unit will store a total of 15 bikes. The hourly use of these bikes is described below.

Intensity of use

- 7.26. Due to the nature of the products on offer, and the tendency for consumers to dine at home it is anticipated that, on average, 90% of business will be delivery with the remaining 10% being over-the-counter sales.
- 7.27. By monitoring the demand for its takeaway (collection) service within its existing restaurants, PizzaExpress has been able to identify the peak days and times where the delivery service will be in demand.
- 7.28. The daily peak demand for takeaways will be between 17:00-21:00, with a weekly peak of Friday, Saturday and Sunday evenings.
- 7.29. PizzaExpress Delivered anticipates that, between Monday and Thursday, there will be two drivers per hour during this peak period, and that between Friday and Sunday this demand will increase to 15 drivers per hour. It is expected that each scooter will take approximately two minutes to load and depart for a delivery.



- 7.30. The delivery service will be carefully managed and operated in a responsible manner.
- 7.31. As part of the service, each delivery bike is fitted with a GPS device to allow customers to track the location of their order. This also enables the management team to monitor and coordinate drivers to regulate the number of drivers loading at any one time.
- 7.32. Drivers will also be provided with an indoor team area in which to dwell between deliveries. Management will have a strict policy on restricting staff from being outside the store when not loading goods.

Parking

- 7.33. According to the Revised Parking Standards and Design SPD (October 2011), the site falls within Zone 3, where a hot food takeaway would be expected to provide a maximum of one car parking space for every 40sqm of gross internal floorspace.
- 7.34. The application proposes no designated off-street car parking for customers.
- 7.35. A single bicycle space is provided internally within the unit for employee use. A total of ten bicycle parking spaces are available for public use within the parade.
- 7.36. TTP Consulting conclude that the proposed use, operating primarily as a delivery service, would not generate any significant demand for car parking, and that any visiting customers can park easily and safely within the surrounding road network.
- 7.37. Based on this, it is concluded that the proposed change of use complies with Policy CS24 of the Core Strategy and DM12 of the Sites and Detailed Policies Document. There would be no adverse impact on the availability of on-street car parking.

Amenity considerations

- 7.38. PizzaExpress is a strong and successful brand which would not allow any business carrying its name to undermine or discredit it in any way. As a nationwide chain of restaurants and takeaways, certain standards of operation are to be expected, together with responsible management and co-operation with the relevant authorities and stakeholders.

Noise

- 7.39. Aulos Acoustics have produced a Noise Impact Assessment to evaluate any potential sources of noise generated by the proposed use. It concludes that the proposed equipment

will meet the requirements of Reading Borough Council for protection of residential amenity with the proposed standards of attenuation and during the proposed operating times (11:00 – 23:30).

- 7.40. No form of loitering outside the premises will be tolerated, both from customers and staff. Signs at the front of the store will discourage such activity and any persons standing outside the unit will be asked to enter the premises or to move on.

Odour

- 7.41. Air Quality Consultants Ltd have produced an Odour Assessment to evaluate any potential impacts upon the surrounding environment or the amenity of neighbouring residents. Odour emissions from the preparation and cooking of pizzas are low. An abatement system is recommended to ensure that the proposed risk would not pose any potential harm to the amenity of neighbouring residents. This mitigation includes a filtration system, carbon filtration and a high velocity cowl. Full details and specifications are provided as part of the application.

Refuse and litter

- 7.42. PizzaExpress works with Specialist Waste Recycling (SWR) Ltd, who advise on the most appropriate way to store and process both commercial and consumer waste.
- 7.43. The unit will be provided with a refuse and recycling store within an external yard at the rear of the building. The storage area will be designed to meet the relevant standards, and will not present any risk of odour or infestation. No glass or general refuse will be disposed of between the hours of 21:00-09:00.
- 7.44. The customer collection area will include bins for the small amount of customers who may choose to eat on the premises.
- 7.45. It is therefore concluded that the proposed development complies with Policy CS2 of the Core Strategy by providing adequate space to facilitate the storage and processing of refuse and recycling.

Amenity and pollution

- 7.46. This planning statement, together with the advice of other expert consultants has demonstrated that the proposed change of use will not have a detrimental impact upon residential amenity and would not give rise to any significant concerns relating to pollution. It is therefore concluded that the proposed change of use complies with Policy CS34 of the Core Strategy, and Policies DM4 and DM19 of the Sites and Detailed Policies Document.

Proposed shopfront and advertisements

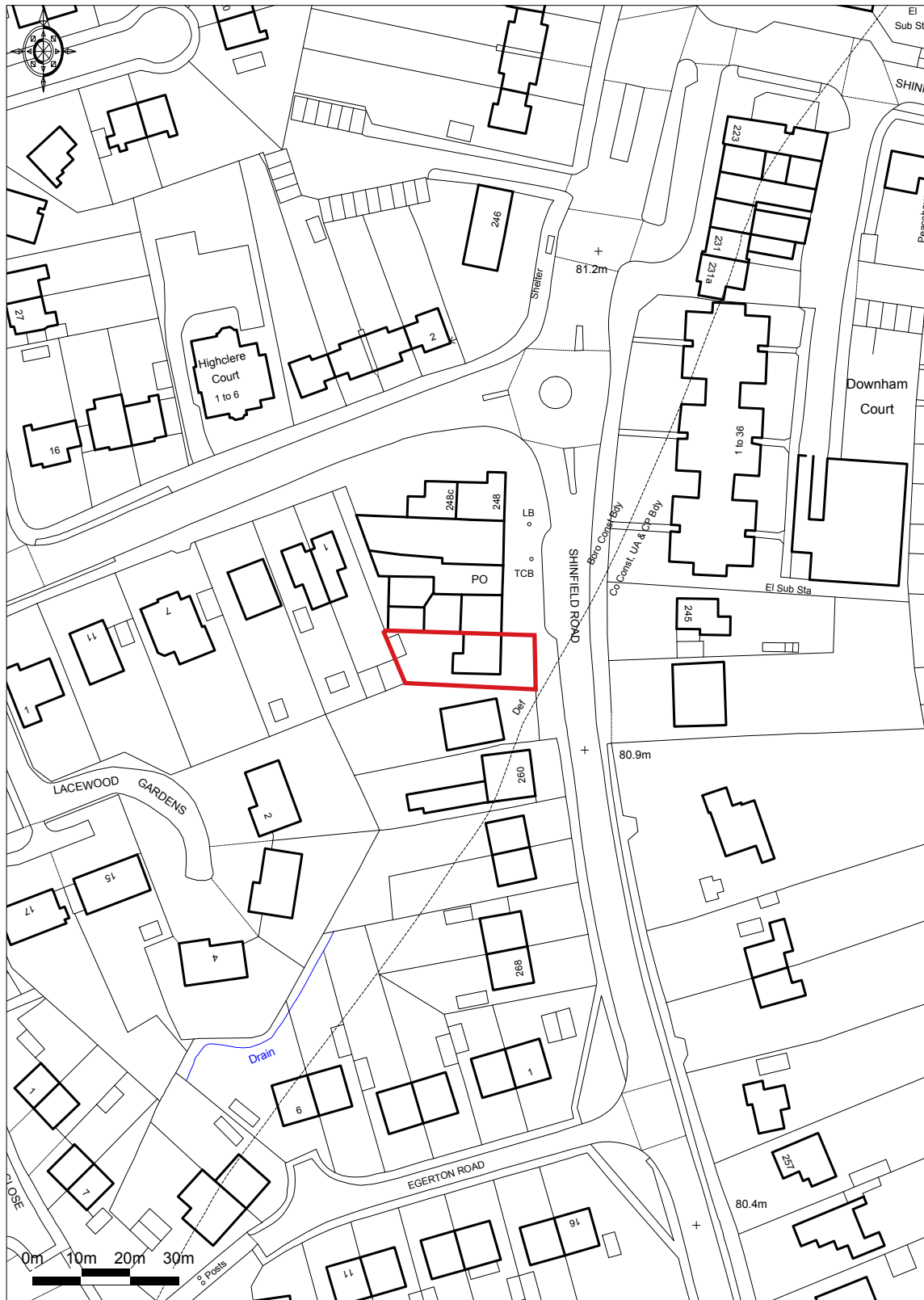
- 7.47. The application proposes to retain the existing shopfront, repainting it black.
- 7.48. A new illuminated fascia sign is proposed, consisting of built up letters with white internally illuminated faces and polished stainless steel edges on an enamelled black aluminium fascia panel.
- 7.49. An illuminated projecting sign will be erected. This will display the same recognisable PizzaExpress roundel with the word "Delivered" underneath it, in all white on a black aluminium panel.
- 7.50. The replacement fascia board and projecting sign complies with Policies DM22 and DM23 of the Sites and Detailed Policies Document as they are appropriate in terms of size, location, design, materials, colour and luminance, and an active frontage is maintained.

- 7.51. A digital display will also be erected. As this will be located internally within the premises it benefits from deemed consent under Class 12 of the Advertisement Regulations (2007).

8. Conclusions

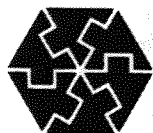
- 8.1. This statement demonstrates that the principle of a hot food takeaway in this location is acceptable and will not harm the retail function of the Shinfield Road District Centre. It demonstrates that a sufficient number of retail units to maintain the 50% predominance of A1 uses required by DM13, and that the proposed hot food takeaway will not result in an over-concentration of A5 use. The development will contribute positively to the vitality and viability of the District Centre.
- 8.2. The supporting reports help to demonstrate that the proposed hot food takeaway will not lead to any harm to the quality of the surrounding environment nor to the amenity of neighbouring residents.
- 8.3. The application demonstrates compliance with all relevant aspects of the development plan and, in the absence of any material considerations which suggest otherwise, it is concluded that the proposed change of use constitutes sustainable development. In accordance with Policy SD1 of the Sites and Detailed Policies Document and Paragraph 14 of the National Planning Policy Framework planning permission should therefore be granted.

APPENDIX 1



Project	256 Shinfield Road, Reading	LPA	Reading Borough Council	Indigo Planning Limited Swan Court Worple Road London SW19 4JS
Title	Site location plan	Date:	28.01.16	
Client	Pizza Express Group Limited	Scale:	1:1250@A4	
		Project No:	23710001	
		Drawing No:	23710001/01	T 020 8605 9400 F 020 8605 9401 info@indigoplanning.com
		Drawn By:	TH	

Key	— Site boundary
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Reading
Borough Council

Working better with you

**TOWN AND COUNTRY PLANNING ACT 1990
PLANNING AND COMPENSATION ACT 1991
THE TOWN & COUNTRY PLANNING
(DEVELOPMENT MANAGEMENT PROCEDURE) ORDER 2010**

APPLICATION FOR FULL PLANNING PERMISSION

To: Mr Robin Needham
The Harris Partnership
101 London Road
Reading
RG1 5BY

Application No: 131251
Application type: Full Planning Approval

Applicant: Mrs Kaur

READING BOROUGH COUNCIL as local planning authority **GRANT FULL** planning permission for the following development in accordance with the plans and supporting information submitted in connection with this application.

Proposal: Partial change of use from A1(etail) to A1(etail) and A5(hot food takeaway) including the construction of a new shop front.

At: 256 Shinfield Road Reading RG2 8EY

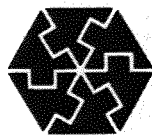
Subject to such conditions and for such reasons as may be attached

**OTHER STATUTORY CONSENTS MAY BE REQUIRED
PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE**

Date: 1 November 2013

Head of Planning & Building Control





Reading

Borough Council

Working better with you

Application At: 256 Shinfield Road Reading RG2 8EY

Application No: 131251

Application type: Full Planning Approval

CONDITIONS & REASONS

1. The development to which this permission relates must be begun not later than the expiration of three years beginning with the date on which the permission was granted.
Reason: to prevent an accumulation of unimplemented planning permissions, and in accordance with Section 91 of the Town & Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The permission relates only to the following plans and drawings: - 12087_01 Rev A Site Plan Recd 06/09/2013

- 12087-04 Block Plan Recd 30/08/2013

- 12087-03 Rev B Proposed Plans Recd 11/10/2013

Reason: For the avoidance of doubt and in the interests of proper planning.

3. The extraction system shall be installed in accordance with the recommendations from the Environmental Noise Assessment ref 3018_ENA_1_JG so that the rating level (LA_rT) at 1 metre from the nearest residential window is 28 dB. The details of the extraction system and how it has been installed must be submitted to and approved by the local planning authority prior to occupation of the A5 use hereby approved.

Reason: to protect the amenity of neighbouring residents of the proposed development.

RBCS Policy CS34 (Pollution and Water Resources)

4. The A5 use hereby permitted shall not be used for the preparation or sale of food outside of the hours of 08.00 to 23.00 Mondays to Saturdays and 08.00 to 22.00 Sundays or Bank Holidays.

Reason: to protect the amenity of neighbouring residents of the proposed development.

RBCS Policy CS34 (Pollution and Water Resources)

INFORMATIVES

1. This permission does not grant consent for any advertisements.

2. The decision to grant planning permission follows the positive and proactive consideration of the issues raised by this planning application.

Date: 1 November 2013

Head of Planning & Building Control

NOTES

APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of the Council to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

If this is a decision on a planning application relating to the same or substantially the same land and development as is already the subject of an enforcement notice, if you want to appeal against the Council's decision on the application you must do so within 28 days of the date of this notice.

If an enforcement notice is served relating to the same or substantially the same land and development as in your application and you want to appeal against the Council's decision on your application, you must do so within 28 days of the date of service of the enforcement notice, or within 6 months (or 12 weeks in the case of a householder appeal) of the date of this notice, whichever period expires earlier.

If the above circumstances do not apply, any appeal must be made within the following time limits.

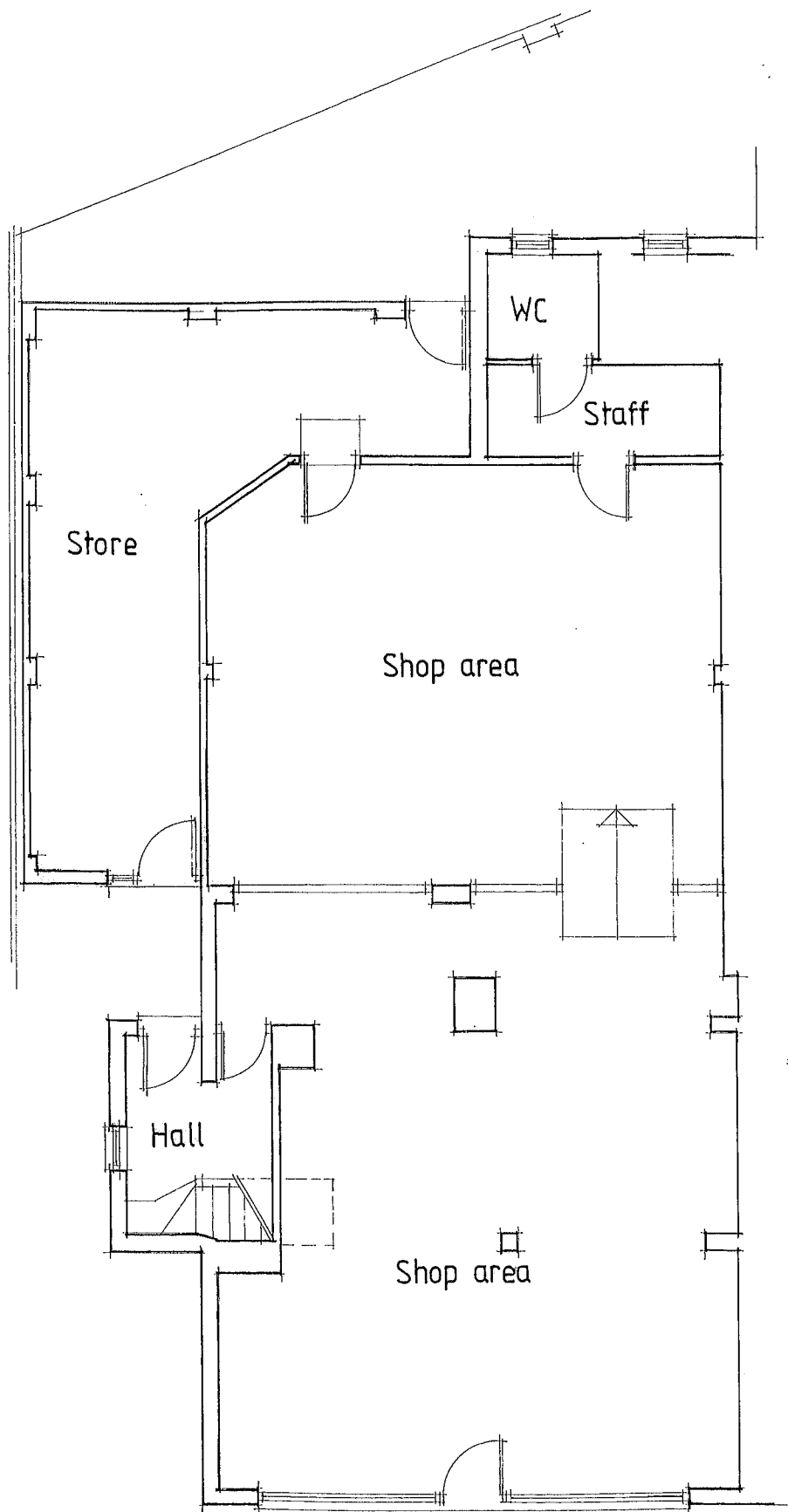
If this is a householder application and you want to appeal against the Council's decision then you must do so within 12 weeks of the date of this notice. If this is an advertisement application and you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of this notice. If you want to appeal against your local planning authority's decision for any other type of application (which is not a householder or advertisement application, or an application for a Certificate of Lawfulness) then you must do so within 6 months of the date of this notice.

The Secretary of State can allow a longer period for giving notice of an appeal, but he will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State need not consider an appeal if it seems to him that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order. In practice, the Secretary of State does not refuse to consider appeals solely because the local planning authority based their decision on a direction given by him.

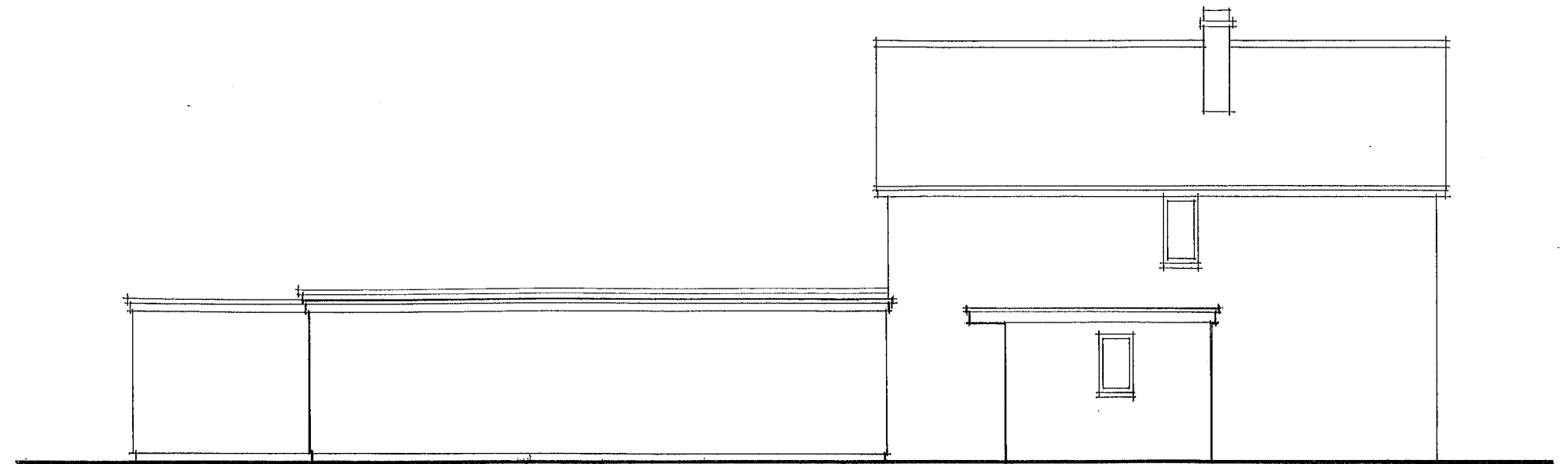
Appeals must be made using a form which you can get from the Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN, tel. 0303 444 5000, or online at www.planningportal.gov.uk/pcs.

Purchase Notices

If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted. In these circumstances, the owner may serve a purchase notice on the Council in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.



GROUND FLOOR PLAN



SIDE ELEVATION (From No 258)



FRONT ELEVATION



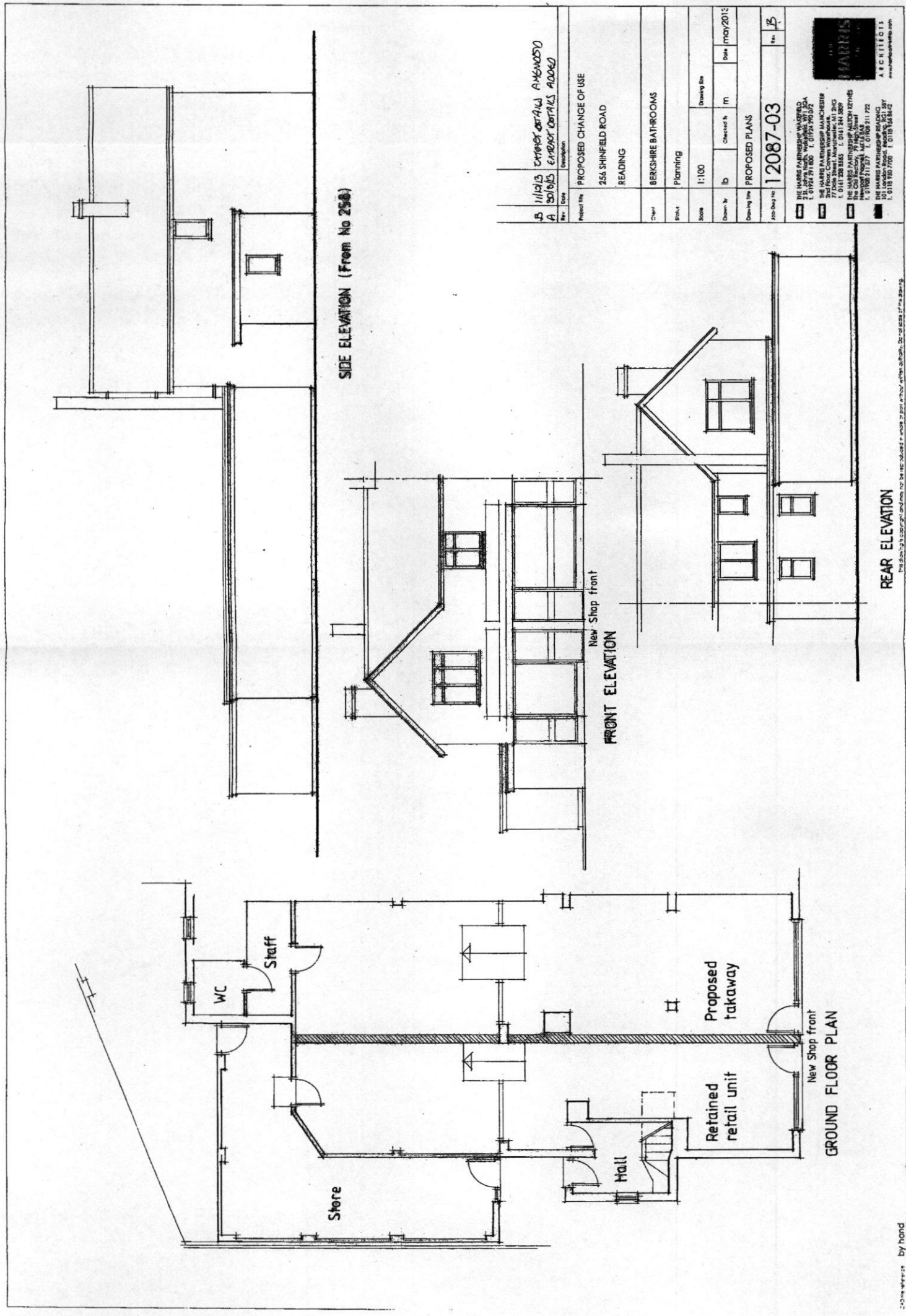
REAR ELEVATION

Rev	Date	Description
Project Title		
PROPOSED CHANGE OF USE		
256 SHINFIELD ROAD		
READING		
Client		
BERKSHIRE BATHROOMS		
Status		
Planning		
Scale		Drawing Size
1:100		
Drawn By	Checked By	Date
lb	m	may2013
Drawing Title		
EXISTING PLANS		
Job-Dwg No		Rev
12087-02		-

- ☐ THE HARRIS PARTNERSHIP WAKEFIELD
2 St. Johns North, Wakefield, WF1 3QA
t. 01924 291 800 f. 01924 290 072
- ☐ THE HARRIS PARTNERSHIP MANCHESTER
2nd Floor, Carvers Warehouse,
77 Dale Street, Manchester, M1 2HG
t. 0161 238 8555 f. 0161 244 5809
- ☐ THE HARRIS PARTNERSHIP MILTON KEYNES
The Old Rectory, 79 High Street
Newport Pagnell, MK16 8AB
t. 01908 211 577 f. 01908 211 722
- ☐ THE HARRIS PARTNERSHIP READING
101 London Road, Reading, RG1 5BY
t. 0118 950 7700 f. 0118 956 8642



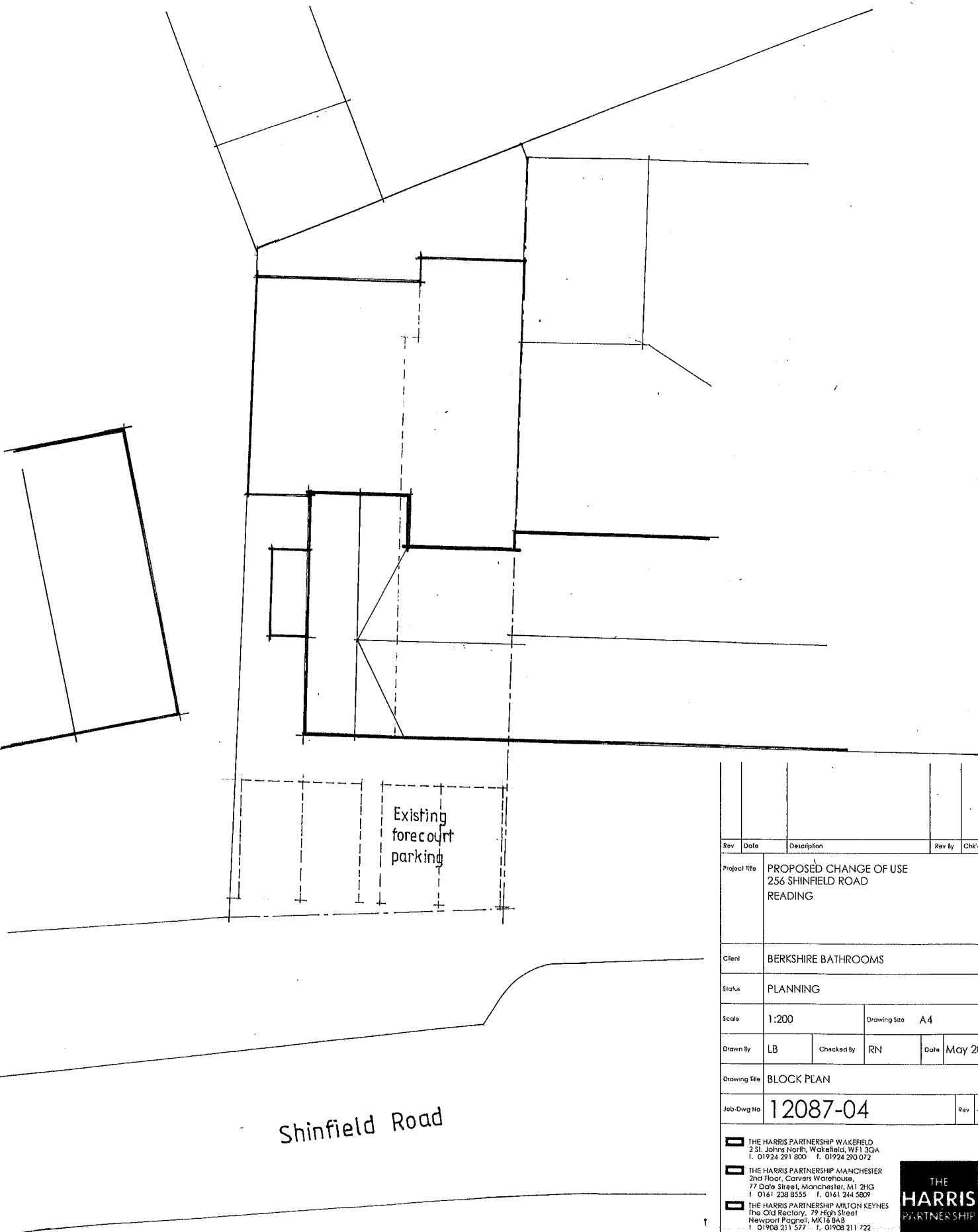
131251
11/18/13
Amended
Plan.



B 11/12/13 CHANGES TO DETAILS AMENDED		A 10/16/13 EXTERIOR DETAILS ADDED	
Rev	Date	Description	By
PROPOSED CHANGE OF USE			
254 SHINFIELD ROAD			
READING			
BERKSHIRE BATHROOMS			
Planning			
Scale	1:100	Drawing Size	
Drawn by	JB	Checked by	TM
Drawn Date		Checked Date	May 2013
DRAWING TITLE			
PROPOSED PLANS			
Auto Sheet No	12087-03	Rev	B
THE HARRIS PARTNERSHIP, WALTON ROAD, 254 SHINFIELD, READING, RG2 9AT, UK T: 0118 750 7500 F: 0118 750 7501 www.harris-partnership.co.uk THE HARRIS PARTNERSHIP, WALTON ROAD, 254 SHINFIELD, READING, RG2 9AT, UK T: 0118 750 7500 F: 0118 750 7501 www.harris-partnership.co.uk THE HARRIS PARTNERSHIP, WALTON ROAD, 254 SHINFIELD, READING, RG2 9AT, UK T: 0118 750 7500 F: 0118 750 7501 www.harris-partnership.co.uk			

2014-04-22 by hand

North



Existing
forecourt
parking

Shinfield Road

Rev	Date	Description	Rev By	Chk'd By
Project Title				
PROPOSED CHANGE OF USE 256 SHINFIELD ROAD READING				
Client				
BERKSHIRE BATHROOMS				
Status				
PLANNING				
Scale			Drawing Size	
1:200			A4	
Drawn By	LB	Checked By	RN	Date May 201
Drawing Title				
BLOCK PLAN				
Job-Dwg No				Rev
12087-04				-

THE HARRIS PARTNERSHIP WAKEFIELD
2 St. Johns North, Wakefield, WF1 3QA
t. 01924 291 800 f. 01924 290 072

THE HARRIS PARTNERSHIP MANCHESTER
2nd Floor, Carvers Warehouse,
77 Dale Street, Manchester, M1 2HG
t. 0161 238 8555 f. 0161 244 5800

THE HARRIS PARTNERSHIP MILTON KEYNES
The Old Rectory, 79 High Street
Newport Pagnell, MK16 8AB
t. 01908 211 577 f. 01908 211 722

THE HARRIS PARTNERSHIP READING
101 London Road, Reading, RG1 3BY
t. 0118 950 7700 f. 0118 956 8642

THE
HARRIS
PARTNERSHIP

ARCHITECTS
www.harrispartnership.com

5



No.	Use	Occupier	Frontage (m)
207	A5	KFC	4.70

6



No.	Use	Occupier	Frontage (m)
234A	A1	Subway	7.65

7



No.	Use	Occupier	Frontage (m)
234B	A2	Ladbrokes	7.80

8



No.	Use	Occupier	Frontage (m)
234C	A5	Pi-Son Tandoori	3.30

9



No.	Use	Occupier	Frontage (m)
234D	A5	Best Kebab	4.00

16



No.	Use	Occupier	Frontage (m)
248	A5	Oriental Chef	7.30

17



No.	Use	Occupier	Frontage (m)
250	A3	Mo Li Yuan	9.15

18



No.	Use	Occupier	Frontage (m)
252	A1	Shinfield Local	6.10

19



No.	Use	Occupier	Frontage (m)
254	A1	Blissful Beauty	6.70

20



No.	Use	Occupier	Frontage (m)
256	A1	Bargain Booze	7.40



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1



No.	Use	Occupier	Frontage (m)
203-207D	A1	Specsavers	6.60

3



No.	Use	Occupier	Frontage (m)
203-207B	A1	Sue Ryder	11.30

10



No.	Use	Occupier	Frontage (m)
221	A1	Ableworld	6.85

11



No.	Use	Occupier	Frontage (m)
223	A5	Papa Johns	4.55

13



No.	Use	Occupier	Frontage (m)
227	A1	Forresters4hair	5.15

14



No.	Use	Occupier	Frontage (m)
231	A1	Vantage Chemist	4.90

2



No.	Use	Occupier	Frontage (m)
203-207C	A1	Carphone Warehouse	14.90

4



No.	Use	Occupier	Frontage (m)
203-207A	A1	Tesco	9.95

12



No.	Use	Occupier	Frontage (m)
225	A5	Mr Cod	5.10

13



No.	Use	Occupier	Frontage (m)
229	A1	Sara Asthma Charity	5.50

15



No.	Use	Occupier	Frontage (m)
231A	A5	Pizza Hut Delivered	4.90

Project 256 Shinfield Road, Reading

Title Site photos

Client Pizza Express

LPA Reading Borough Council

Date: 30.09.15
Project No: E15-761
Drawing No: E15-761/01
Drawn By: TH

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Worple Road
London
SW19 4JS

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F 020 8605 9401
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