

Planning Statement for
Retrospective Construction of single-storey
Structure for display of fresh produce
And associated products.
For Kristine Deo
At 9 Manchester Road, Reading, RG1 3QD

1. Introduction

This Planning Statement has been prepared in support of a retrospective planning application for the retention of a single-storey extension to the existing convenience store at 9 Manchester Road, Reading.

The extension provides approximately 21.2m² of additional retail floorspace for the display and sale of fresh produce and associated products, increasing the overall Gross Internal Area from 108.3m² to 129.3m².

The proposal was undertaken to improve the operation of the existing business by creating a dedicated area for fresh produce in response to increasing customer demand. The applicant was unaware that planning permission was required and, upon becoming aware of the planning requirements, instructed professional advisers to submit this retrospective application to regularise the development.

2. Site and Surroundings

The application site is located at 9 Manchester Road, Reading and comprises an established convenience store (Use Class E(a)) with a self-contained residential flat at first-floor level. The property occupies a prominent corner position at the junction of Manchester Road and Radstock Road within an established mixed-use area characterised by a combination of residential properties and local commercial premises.

The convenience store has operated from the premises for a number of years and provides an important local shopping facility serving the surrounding community. The site is well related to existing residential development and other commercial uses and forms part of the established urban environment.

The application site extends to approximately **163.3m²**. The existing retail premises have a Gross Internal Area (GIA) of **108.3m²**, with the extension providing an additional **21.2m²**,

resulting in a total GIA of 129.3m². The proposal does not alter the lawful use of the premises but simply provides additional retail floorspace to improve the display and sale of fresh produce and associated products.

Highway Safety and Access

The proposal does not affect the existing access arrangements to the site, nor does it alter vehicle movements associated with the established use of the premises.

Pedestrian access to the shop and independent access to the residential accommodation above are both retained.

The proposal does not require additional parking and is therefore not considered to give rise to any adverse highway implications.

Economic and Community Benefits

The proposal delivers clear economic and social benefits.

The additional floorspace enables the applicant to improve the display and sale of fresh fruit, vegetables and associated products, responding directly to customer demand and improving the shopping experience for local residents.

The development supports the continued success of an established independent retailer, helping to maintain the vitality of the local shopping area whilst improving access to fresh produce within the community.

These benefits weigh positively in favour of the proposal and are consistent with the objectives of the NPPF to support sustainable economic growth and thriving local businesses.

3. The Proposal

This application seeks retrospective planning permission for the retention of a modest single-storey extension positioned to the front of the existing retail premises.

The extension has been designed to create a dedicated area for the display and sale of fresh produce, allowing the business to respond to customer demand whilst improving the presentation and organisation of goods. Prior to the construction of the extension, display space within the shop was limited. The proposal provides a practical and attractive solution that enhances both the functionality of the premises and the experience of customers visiting the store.

The extension has been constructed using black painted timber boarding, white uPVC windows and doors, together with a double-skin polycarbonate roof. The structure is modest in scale, remaining clearly subordinate to the existing building and presenting a simple, contemporary appearance that complements the established premises. Access to the residential flat above remains unchanged.

4. Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.

The principal planning considerations for this proposal are contained within the National Planning Policy Framework (NPPF) and the Reading Borough Local Plan.

The NPPF places significant emphasis on achieving well-designed places and supporting sustainable economic growth. It recognises the importance of supporting existing businesses and ensuring that development contributes positively to local communities.

At a local level, the proposal has been assessed against Policy CC7 – Design and the Public Realm. This policy requires development to achieve a high standard of design, respond positively to its surroundings through appropriate scale, form, materials and detailing, contribute positively to the public realm and safeguard the amenity of neighbouring occupiers.

5. Planning Assessment & Conclusion

The proposal represents a modest extension to an established convenience store and does not involve any change of use. The additional floorspace has been provided to enable the display and sale of fresh produce and associated products in response to increasing customer demand, improving the operation of the business and enhancing the shopping experience for customers.

The extension has been designed as a permanent addition to the premises and has been constructed using high-quality materials, including black painted timber boarding, white uPVC windows and doors, and a double-skin polycarbonate roof. Its modest scale and simple design ensure that it remains subordinate to the existing building whilst providing an attractive and well-integrated addition to the frontage.

The proposal makes a positive contribution to the appearance of the premises by providing a dedicated, purpose-built area for the display of fresh produce, replacing the need for external displays and creating a more organised and visually cohesive retail frontage. It does not result in any unacceptable impact upon the character of the area, neighbouring residential amenity or highway safety.

The proposal therefore accords with the objectives of the National Planning Policy Framework and Policy CC7 of the Reading Borough Local Plan, representing high-quality design that responds positively to its surroundings whilst supporting the continued viability of an established independent local business.

Whilst the application is retrospective, the works were undertaken in the genuine belief that planning permission was not required. Once the applicant became aware of the planning requirements, professional advice was sought and this application was submitted to regularise the development.

Overall, the proposal represents a modest investment in an established local business that improves the retail offer available to the community without giving rise to any material planning harm. It is therefore respectfully considered that planning permission should be granted.