

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	250448
Site Address:	Headley Park Area Ten, Headley Road East, Woodley, Wokingham
Expiry Date:	19 May 2025
Site Visit Date:	7 May 2025
Proposal: Application for advertisement consent for the removal of existing main site ID sign and replace with 1 no. freestanding non illuminated site ID sign and install 2 no. freestanding non illuminated tenant directory signs.	

PLANNING CONSTRAINTS/STATUS

- Major Development Location – Woodley
- Core Employment Area – Headley Road East (Woodley Airfield)

PLANNING POLICY

National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
MDD Local Plan (MDD)	TB19 – Outdoor advertising
Other	Borough Design Guide Supplementary Planning Document – Section 7

PLANNING HISTORY

Application No.	Description	Decision & Date
F/2011/0161	Proposed external refurbishment of light industrial units, with changed colour scheme for replacement roof and wall cladding.	C/A – 21/03/2011
A/2000/1550	Proposed erection of 2 non-illuminated pylon signs.	C/A – 03/08/2000
A/2000/0359	Proposed erection of non illuminated industrial estate signs.	Split Decision – 03/05/2000

CONSULTATION RESPONSES

WBC Highways	No objection
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Site Description: The application site is a 1980s light industrial park located within Headley Road East Core Employment Area, Woodley. The site benefits from an existing ID sign at the site entrance, 2no. freestanding pylon signs fronting the highway and various signage within the site.

Proposal: This application proposes the erection of a non-illuminated replacement site ID sign at the site's entrance, and 2no. non-illuminated freestanding tenant directory signs to replace the existing freestanding pylon signs fronting the highway.

The proposed site entrance ID sign would be circa. 1.6m wider than the existing, but at the same height (approx. 1.2m) and with a slightly reduced depth (approx. 0.15m). The sign would have a more contemporary, simplified design than the existing with the lettering reduced to the site's name.

The proposed freestanding tenant directory signs would be circa. 2.85m taller than the existing pylon signs (total height of approx. 6.34m) and with a slightly reduced depth (approx. 0.25m). The signs would have a modular design allowing the individual panels to be fixed or removed when necessary.

The proposal complies in terms of:

Impact on amenity:	<input checked="" type="checkbox"/>
Impact on public safety:	<input checked="" type="checkbox"/>
Relevant policies:	<input checked="" type="checkbox"/>

Policy TB19 of the MDD Local Plan states that the Council will only permit outdoor advertisements where they demonstrate no adverse impact upon highway safety, and no harmful impact on the amenity of adjoining land uses or on the character and appearance of the area.

While the site is located opposite recent housing development (Gemini Road and Martinet Road), the existing signage is viewed in the context of the light industrial units that they serve as well as the other commercial/industrial units within this section of Headley Road East. All existing signage is set well back from the public highway, with low hedgerows and metal railings sited on and adjacent to the site's boundaries.

The replacement site ID sign would have a more striking appearance than the existing due to its wider dimensions, the proposed dark grey concrete and larger lettering. However, this would not have an adverse effect on the amenity of the street scene or character and appearance of the area as it would remain set well back from the public highway and viewed in the context of the site's entrance, car park area and the light industrial units.

While the proposed tenant directory signs would be significantly taller than the existing signage, they would be set back from the adjoining pavement by a minimum

of circa 1.1m, behind the existing boundary treatment, and they would be orientated away from the public realm further mitigating their visual impact. Moreover, their modular design and reduced depth results in a more visually permeable fixture than the existing signage. Therefore, they would not be visually overbearing on users of the adjoining highway including the footpath. While they would display more information about the site and appear more prominent in this respect, they would be viewed in the context of the light industrial units and the proposed use of white & grey coloured stainless steel would relate well with the existing metal cladded buildings.

In terms of highway safety, the Council's Highways Officer has raised no objection concluding that the signage would have no negative impacts on sight lines and pedestrian visibility giving their siting away from the highway. As the signage would be non-illuminated there are no further public safety or neighbour amenity concerns.


Overall, the proposed replacement signage would not have an adverse impact on local character, neighbour amenity or highway safety concerns. The proposal therefore complies with local and national policy and guidance and as such the application is recommended for **approval**.

The Public Sector Equality Duty (Equality Act 2010):

In determining this application the Council is required to have due regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief. There is no indication or evidence (including from consultation on the application) that persons with protected characteristics as identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application and there would be no significant adverse impacts as a result of the development.

RECOMMENDATION

Recommendation:	Approve
Date:	15 May 2025
Earliest date for decision:	16 April 2025

Recommendation agreed by: (Authorised Officer)	
Date:	16 May 2025