

x
DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	250889
Site Address:	Unit 3, Elms Walk, Wokingham, RG40 2FE
Expiry Date:	9 June 2025
Site Visit Date:	09/05/2025
Proposal: Application for advertisement consent for the proposed erection of 1 no. internally illuminated fascia sign.	

PLANNING CONSTRAINTS/STATUS

- Major Development Location
- Wokingham Town Centre
- Next to Conservation Area of Wokingham town Centre
- Primary Shopping Area

PLANNING POLICY

National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
MDD Local Plan (MDD)	TB19 – Outdoor advertising TB24 – Designated Heritage Assets (where site is within a Conservation Area)
Other	• Wokingham Town Centre Masterplan SPD (June 2010) • Borough Design Guide Supplementary Planning Document • Section 7 Elms Field, Wokingham Shop Front and Signage Design Guide September 2017 (SDG)

PLANNING HISTORY

There is no relevant Planning Application or Planning Appeal History to the current application (i.e. being substantially the same development).

CONSULTATION RESPONSES

WBC Conservation (if applicable)	No comments received.
WBC Highways	No objections.

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications.

APPRAISAL

The proposal complies in terms of:

Impact on amenity: (including impact on heritage assets, where applicable)



Site Description:

This application relates a ground floor commercial premises which forms part of the Town Centre Regeneration Scheme “Elms Field” and involves the following:

- One internally illuminated “OPUZ” logo fascia sign measuring 1 metre in height, 7.54 metres in width and 0.5 metre in depth.

Planning Considerations:

Policy CP1 of the Core Strategy states that planning permission will be granted for development proposals that maintain or enhance the high quality of the environment.

Policy CP3 of the Core Strategy states that planning permission will be granted for proposals that are of an appropriate scale of activity, mass, layout, built form, height, materials and character to the area together with a high quality of design without detriment to the amenities of adjoining land users including open spaces or occupiers and their quality of life.

Policy TB19 of the adopted MDD states that the Council will only permit outdoor advertisement where there is no adverse impact on highway safety, no harmful impact on the amenity of adjoining land uses and no harmful impact on the character and appearance of the area. In this instance, Policy TB19 of the MDD would be treated as a material consideration.

Principle SH7 of the Borough Design Guide SPD requires that fascia signage comprises materials appropriate to their context, includes lettering and logos which are well proportioned relative to the size of fascia and is of proportions appropriate to the building rather than predetermined by brand signage.

Principle SH8 of the SPD states that illuminated signs will be appropriate for all shopfronts, however signage in Conservation Area should generally be externally illuminated, unless the signage is well designed and comprises halo or fret cut lettering on a solid background. Outside the Conservation Area, internally illuminated signage may be appropriate where the shopfront is set behind colonnades or beneath solid canopies. In all areas, any light spill should be minimised.

Additionally, the proposed signage should comply with the Elms Field, Wokingham Shop Front and Signage Design Guide (2017), Section 2.7 which requires signage to be installed within specified shopfronts. Section 2.8 permits shopfront illumination provided it complements the architectural and historic setting. Additionally, projecting signage should generally be externally illuminated consistent with 7.8.3 SH9 of the Borough Design Guide, however, sensitive use of internal illumination of signage may be considered if coherent with the overall design.

Section 2.9 which relates specifically to the “Retail signage” states that the proportions of signage must be appropriate to the space allocated, not predetermined by brand proportions; PPC signs are generally preferred as this is consistent with

materials used within the scheme and that Individual letters should not to exceed 400mm in height.

Assessment:

The proposed sign is acceptable in design and is in keeping with the scale and contemporary character of Elms Field which they are to be displayed. It is acknowledged that the background of the fascia sign would be made of Aluminium composite with Stainless Steel letters, rather than PPC which is generally preferred as noted in Section 2.9 of the Elms Field, Wokingham Shop Front and Signage Design Guide (2017). However, there are several shopfronts along Elms walk which feature fascia signs made of both metal and plastic including Unit 1, Unit 2, Unit 5, Unit 7b, and Everyman Cinema. As such, the proposals would not detract the character and appearance of the immediate vicinity nor the extended Wokingham Town Centre Conservation Area.

Impact on public safety:



The application includes an internally illuminated fascia sign with luminance 500 cd/m² and static. The Council's Highways Officer has reviewed this application and notes that as the proposed sign will be operated on private land and the illuminated area of the sign is below 10m², the proposed level of luminance is acceptable.

The fascia sign is to be fixed to private property, and no part of the sign will be overhand the public highway footway, which is acceptable. As such, no objections are raised on highway grounds.

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: Approval

Date: 7 May 2025

Earliest date for decision: 8 May 2025

Recommendation agreed by: (Authorised Officer)	<i>MC</i>
Date:	21.05.2025