

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	251968
Site Address:	32A Rose Street, Wokingham, Wokingham, RG40 1XU
Expiry Date:	22 October 2025
Site Visit Date:	2 September 2025
Proposal: Application for advertisement consent for a non-illuminated sign.	

PLANNING CONSTRAINTS/STATUS

- Conservation Area
- Listed building Buffer Zone
- Archaeological Site

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	Borough Design Guide Supplementary Planning Document – Section 7

PLANNING HISTORY

Application No.	Description	Decision & Date
183089	Full application for the change of use from A1 to a mixed use comprising the sale of beauty products and the provision of a beauty parlour (retrospective)	Approved on 30/01/19
181348	Advertisement consent for the proposed erection of 1 no. illuminated fascia sign and 2 no. non-illuminated fascia signs	Approved on 14/08/18
970882	Proposed erection of workshop building for B1 (c) use	Approved on 14/04/1999
981645	Proposed erection of building for B1 use (Amendment to Approval 97/66592/F)	Approved on 11/01/1999
950101	Proposed demolition of existing single storey extension. Proposed two storey rear extension to provide ancillary store to shop, WC and office (B1a) above. Proposed alteration to shop front	Approved on 18/04/1996

CONSULTATION RESPONSES

WBC Conservation (if applicable)	No objection
WBC Highways	No objection

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Site Description: The application site lies within the Wokingham Town Centre Conservation Area. The application property is a grade II Listed Building and is characterised by its mullioned windows at ground and first floor and white painted brickwork finish. Rose Street is predominately residential in nature; however, there are a number of ground floor commercial uses with signs situated close to Broad Street, including the application site.

The proposal complies in terms of:

Impact on amenity: (including impact on heritage assets, where applicable)	X
Impact on public safety:	X
Relevant policies:	X

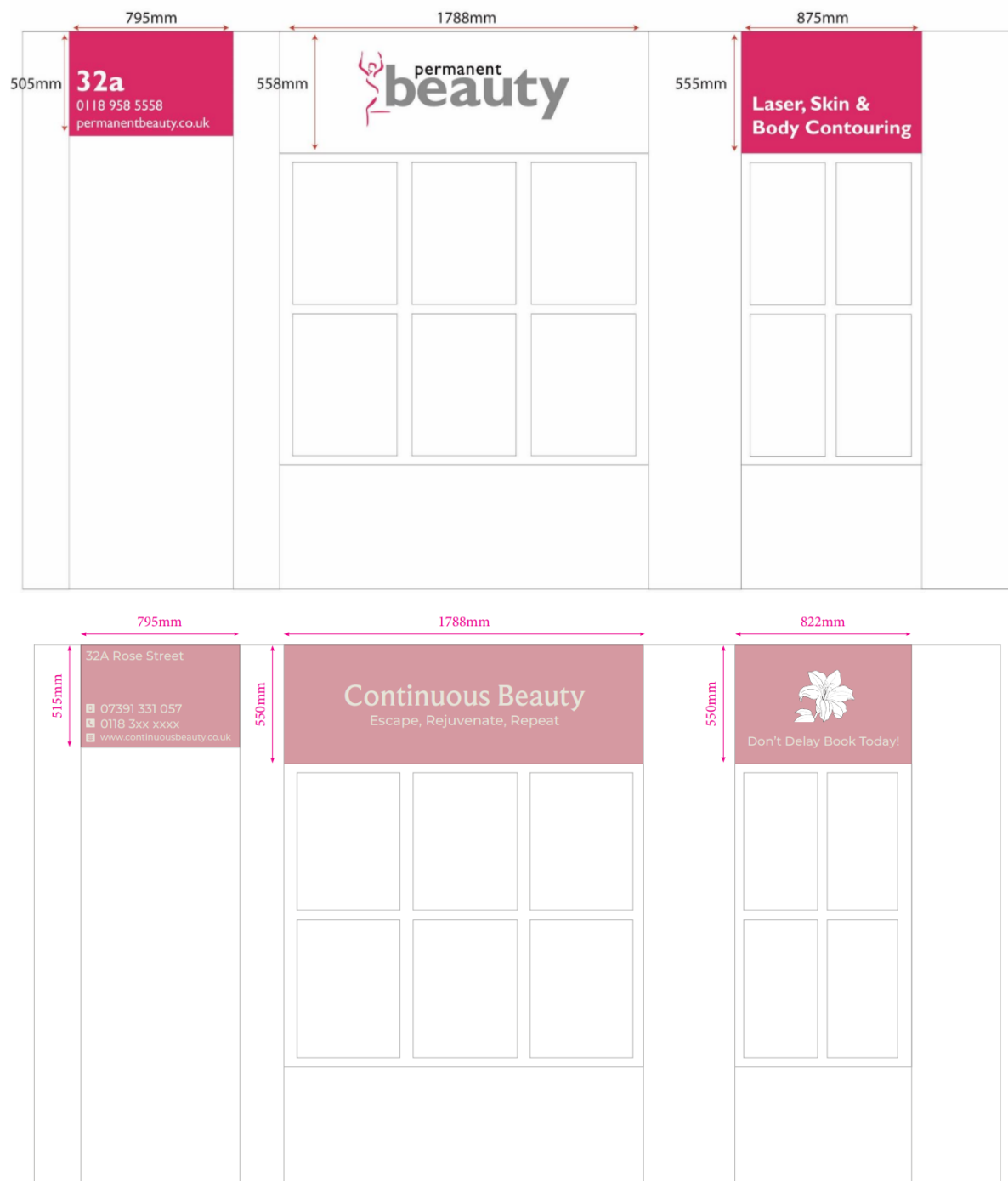
Assessment

Impact upon Amenity: Three fascia signs are proposed on number 32A Rose Street:

- Sign 1 would be non-illuminated and be positioned above the entrance door of the property. It would measure 515mm in height, 795mm in width and 10mm in depth. The font is cream with pink background.
- Sign 2 would be non-illuminated and be positioned above the central ground floor window. It would measure 550mm in height, 1788mm in width and 10mm in depth. The font is cream with pink background.
- Sign 3 would be non-illuminated and be positioned above the right-hand side window. It would measure 550mm in height, 822mm in width and 10mm in depth. The font is cream with pink background.

The proportions of the fascia signs, when viewed against the overall scale of the listed building, would represent a modest display of the name and use of the building. The proposed signs would of a similar size and scale to the previously approved signs under 181348. All the signs would be non-illuminated and would have a pink background with cream font which would not appear visually obtrusive from the street

scene. The proposed colour scheme under 251968 (second figure) would not be too dissimilar to the previously approved signs under 181348 (first figure) and therefore would not appear visually obtrusive from the street scene.



Built Heritage: The application proposes replacement commercial signage in three parts to be affixed to the front of 32a Rose Street, a 19th century building, which by virtue of its age, architectural and historic interest as well as the positive contribution to the character and appearance of the Wokingham Town Centre Conservation Area, is identified as a non-designated heritage asset (NDHA).

The proposed signage replicates the previous in size and position, being in three parts – above the entrance door, central shop window and additional window to the right side of the primary elevation. The proposed typeface, illustration and colouring, a soft pinky-red, are considered appropriate for the building and context and importantly, no illumination is proposed. Whilst there would always be a preference for traditionally constructed timber fascia boards, the vinyl covered aluminium di-bond would be considered acceptable in this instance given the context, relative small scale and previous use.

Given the relative traditional appearance and sympathetic form, the proposed alteration would seek to preserve the character and appearance of the Conservation Area and not adversely impact the interest of the NDHA, nor the other heritage assets in the vicinity.

As such, no objection is raised to the application.

Impact on public safety: The proposed signs would be located approximately 2.2 metres above ground level. This would allow for adequate clearance for foot traffic on the pavement and would not otherwise interfere with the safe operation of the public highway. The sign is to be fixed to private property, which will not overhang the public highway footway.

All the signs are non-illuminated and would not pose an adverse distraction to highway users.

Conclusion: The proposed signs would not have an adverse impact on amenity nor be a detrimental impact on public safety or conservation area. It is, therefore, considered that the proposal would be acceptable in light of the factors the Local Planning Authority is permitted to consider in the determination of advertising consent applications.

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:	25 September 2025
Earliest date for decision:	24 September 2025

Recommendation agreed by: (Authorised Officer)	
Date:	26 September 2025

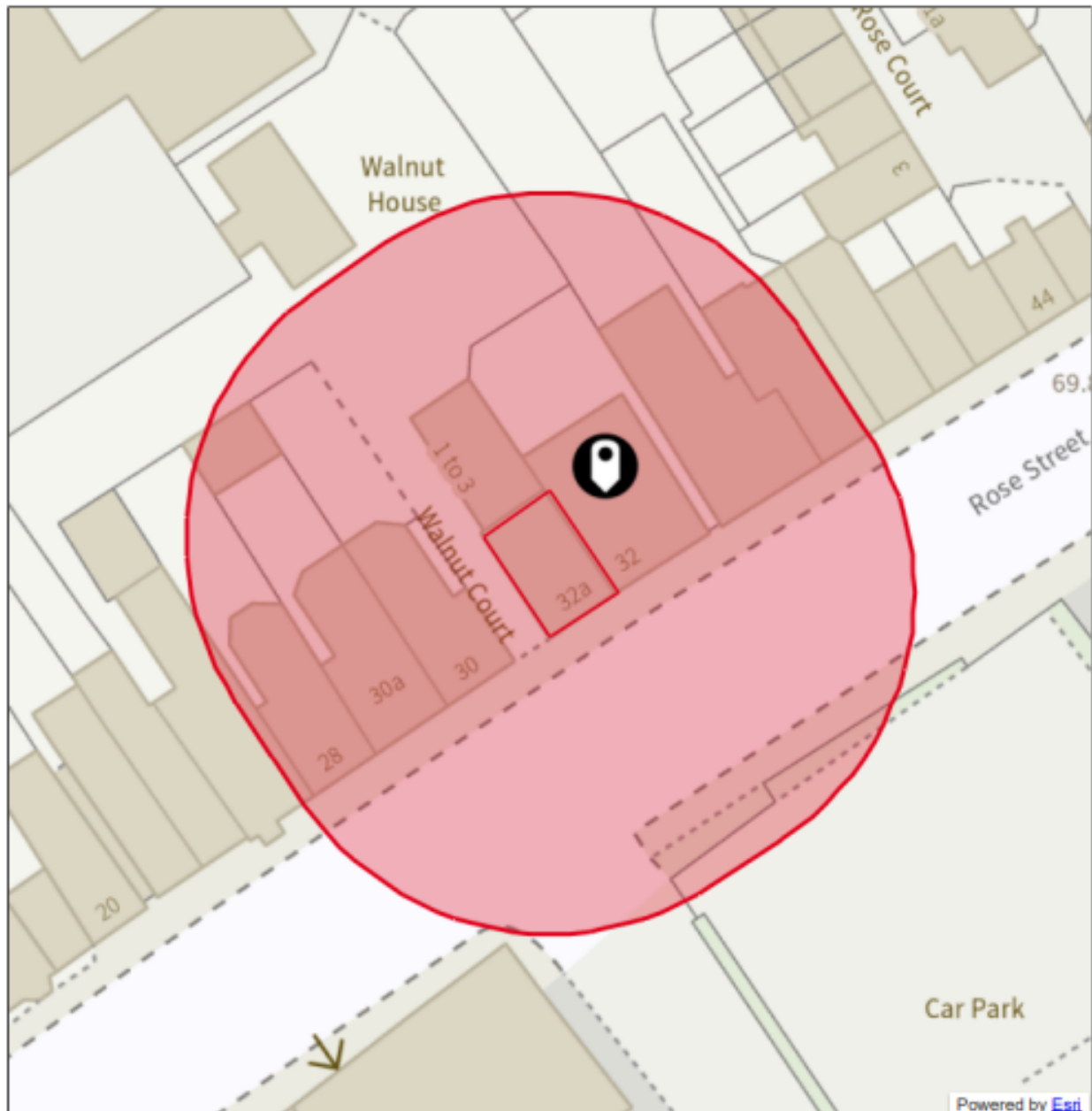
Constraints Check

Near Me Report

Area of Interest (AOI) Information

Area: 1,848.67 m²

Date: Mon Sep 01 2025 17:39:11 GMT+0100 (British Summer Time)



No legend

Affordable Housing Thresholds | Total count: 3

#	NAME
1	Within Major Development Locations
2	Within Major Development Locations
3	Within All Development Locations

Retail Centres | Total count: 1

#	FEATURE_TYPE	NAME
1	Town Centre	Wokingham

Scale and Location of Development Proposals | Total count: 1

#	FEATURE_TYPE	NAME
1	Major Development Locations	Wokingham

Thames Basin Heath SPA Mitigation Zones | Total count: 1

#	FEATURE_TYPE	FEATURE_NAME
1	Special Protection Area Linear Mitigation Zone	7km Linear Mitigation Zone

Mineral Safeguarding Areas | Total count: 1

#	Type	SubType
1	Sharp Sand and Gravel	River Terrace deposits

Major Nuclear Sites Consultation Zone | Total count: 1

#	FEATURE_TYPE	FEATURE_NAME	PLANNING_NOTE
1	Consultation Zone - Major Nuclear Site	AWE: Special Case Zone	ONR also requests to be consulted on planning applications, irrespective of distance from nuclear sites, for special cases. Developments that either introduce a new hazard or change the existing external hazards posed to nuclear sites.

Aerodrome Safeguarding: Heathrow Consultation Zone | Total count: 1

#	Height Band	Wind Turbine	Aviation
1	All works exceeding 150 metres (492.1 feet)	YES	YES

Risk of Flooding from Surface Water | Total count: 1

#	FEATURE_TYPE	FEATURE_NAME
1	Environment Agency Surface Water Flood Zones	1 in 1000 year risk extent

Great Crested Newt Impact Risk Zones | Total count: 1

#	FEATURE_TYPE	FEATURE_NAME	CONSULT
1	Great Crested Newt Impact Risk Zone	Green	Consult NatureSpace for Major developments only

SSSI Impact Risk Zones | Total count: 1

#	IRZURL
1	https://irz.geodata.org.uk/IRZ/step2.html?irzcode=0300000530000~es=11404&location=475984,168857%20(IRZ%20polygon%20centre)

Potentially Contaminated Land Zones | Total count: 1

#	FEATURE_TYPE	OBJECTID
1	Potentially Contaminated Land Consultation Zone	1

Water Utility Consultation Zones | Total count: 1

#	FEATURE_TYPE	FEATURE_NAME	CONSULT_WHEN
1	Water Utility Consultation Zone	South East Water Supply Area	New dwellings

Landscape Character Assessment 2019 | Total count: 1

#	FEATURE_TYPE	Name
1	Landscape Character Assessment 2019	Wokingham-Winnersh Settled and Farmed Clay

Archaeological Sites Consultation Zone | Total count: 1

#	FEATURE_TYPE	FEATURE_NAME
1	Archaeological Site	60

Conservation Areas | Total count: 1

#	FEATURE_TYPE	FEATURE_NAME
1	Conservation Area	Wokingham Town Centre

Listed Buildings | Total count: 1

#	FEATURE_NAME	CONSULT	LIST_ENTRY
1	32, ROSE STREET	Conservation Architect and Building Control	1303327

Listed Buildings Consultation Zone | Total count: 2

#	LIST_ENTRY	FEATURE_NAME	CONSULT
1	1303327	32, ROSE STREET	Conservation Architect and Building Control
2	1118034	34, ROSE STREET	Conservation Architect and Building Control

Wards | Total count: 1

#	NAME	Closest Approximate Distance
1	Norreys Ward	0 m

Parishes | Total count: 1

#	NAME	Closest Approximate Distance
1	Wokingham CP	0 m