

Planning Statement in Support of Advertisement Consent



Installation of Illuminated Fascia Signage at

Proposed Sport Direct Store,

at the Former Original Factory Shop,

32 - 33 Market Pl, Wokingham RG40 1AP

1. Introduction

This Planning Statement has been prepared in support of an application for Advertisement Consent for the installation of illuminated and none illuminated fascia signage at the Former Original Factory Shop, 32 - 33 Market Pl, Wokingham RG40 1AP.

The application site comprises an existing commercial unit located within the Wokingham Town Centre Conservation Area. The proposal relates solely to the display of business signage associated with the lawful use of the premises and does not involve any alteration to the use or operation of the building.

2. Site and Surroundings

The premises occupy part of an established commercial frontage within the Wokingham Town Centre Conservation Area. The surrounding area contains a mix of retail, service and commercial uses accommodated within traditional buildings that contribute positively to the character and appearance of the conservation area.

The existing building forms part of the established streetscape and contains a fascia area suitable for business identification signage.

3. Proposed Development

The proposal seeks advertisement consent for the installation of three illuminated fascia signs and one illuminated 'bus stop' style sign positioned at ground floor level. Also proposed are two non-illuminated fascia signs and a window graphic.

The signage has been designed specifically for the premises and has been carefully proportioned to fit within the existing fascia area. The sign will provide clear identification of the business while remaining subordinate to the architectural features of the host building.

The proposed illuminated signage will be internally illuminated. Illumination will be provided using energy-efficient LED lighting with luminance levels appropriate to the

commercial environment. The illumination has been designed to minimise light spill and avoid adverse impacts on neighbouring properties or the wider conservation area.

4. Assessment

Impact on the Character and Appearance of the Conservation Area

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special attention to be paid to the desirability of preserving or enhancing the character and appearance of Conservation Areas.

The proposed fascia signage has been designed to respect the scale, proportions and architectural character of the host building. The signage is confined to the existing fascia area and will not obscure or result in the loss of any significant architectural detailing.

The proposal represents a modest and appropriate form of commercial signage that reflects the established commercial character of the area. The design avoids excessive visual clutter and will preserve the character and appearance of the Conservation Area.

Design Quality

The proposed signage is of a quality design and utilises materials and finishes appropriate to its location. The scale of the lettering and overall dimensions of the signage has been carefully considered to ensure that they remain proportionate to the building frontage.

The proposal provides an attractive and professional means of identifying the business while maintaining the visual quality of the streetscape.

Illumination

The illumination has been designed to be discreet and proportionate. Energy-efficient LED lighting will provide an appropriate level of illumination for business identification during hours of darkness without creating excessive brightness, glare, or light spill.

The proposal will not adversely affect residential amenity, highway safety, or the character of the Conservation Area.

Public Safety

The proposed signage is fixed to the building frontage fascia area. The fascia signage is at a high enough level, so it does not have an effect on the public highway or pedestrian passage, and the 'bus stop' style sign projects by around 500mm in line with and comparable to most adjacent buildings. The signage will not obscure traffic signs, sightlines, or other features important to pedestrian and vehicular safety.

Accordingly, the proposal satisfies the public safety considerations relevant to advertisement consent.

5. Conclusion

The proposed illuminated fascia signage and none illuminated fascia signage represent a well-designed and proportionate form of advertisement that will provide appropriate business identification whilst preserving the character and appearance of the Conservation Area.

The proposal will not result in harm to visual amenity, heritage significance or public safety and is considered to accord with national planning guidance and the relevant design and heritage objectives of Wokingham Borough Council.

Approval of Advertisement Consent is therefore respectfully requested.