

Planning Statement – Advertisement Consent Application

Alexandra Grange, Molly Millars Lane, Wokingham

April 2025

Introduction

1. This Planning Statement is prepared on behalf of Hallmark Luxury Care Homes [“the Applicant”] to accompany an application for Advertisement Consent in respect of their care home at Alexandra Grange, Oaklands Drive, Wokingham, RG41 2SA [“the site”] for the following description of development:

“Advertisement consent for two replacement wall mounted signs”

2. There are already two wall-mounted signs fixed to a boundary wall fronting onto Molly Millars Lane. Following a corporate rebranding by Hallmark Luxury Care Homes, they wish to change the appearance of the signs to match their new corporate branding.
3. In addition to this Planning Statement, the following documents also accompany the application contained in a design pack, and provide the information necessary to describe, assess and determine the proposals:
 - Site location plan (Provided as part of the Planning Portal application submission)
 - Proposed Signage Layout (Site Plan, Signage Locations) (Drawing number: DRG001)
 - Proposed Signage Layout (Elevations, Section, Sign Layout) (Drawing number: DRG002)

Site Context

4. The Site is Alexandra Grange, Oaklands Drive, Wokingham, RG41 2SA, situated on the corner of Oaklands Drive and Molly Millars Lane and contains a part two, part three storey, 55 bedroom residential care home. The planning permission for this application (LPA ref. F/2007/2377) was approved on 17 March 2008.
5. This site is not within a conservation area and is not in close proximity to any listed buildings. Surrounding buildings include warehouse and commercial units to the south and east, and residential properties to the north and west. Many of the surrounding commercial and business premises have signage in place associated with the services and retail activities carried on at the premises.

The Proposal

6. The application seeks advertisement consent for the display of signage, as set out below:
 - 2no. replacement wall mounted signs.

7. Drawing numbers: DRG001 and DRG002 contain detailed descriptions and specifications of the proposed signage. Photographs of the existing signage are provided in **Appendix 1** of this Statement.

Planning Policy Context

8. The Town and Country Planning (Control of Advertisements) Regulations 2007 provide the statutory framework through which the regulatory system for control of advertisements operates within England.
9. The National Planning Policy Framework ("NPPF") and National Planning Practice Guidance ("NPPG") are material considerations in preparation of the development plan containing the Council's adopted planning policies and determination of the current application.

Local Policy

10. The Development Plan for Wokingham Borough Council comprises Wokingham Borough Development Plan 2014-2026 ('WBDP') (February 2014).
11. WBDP Strategic **Policy TB19** (Outdoor advertising) requires advertisement proposals to demonstrate that there is no harmful impact on highways safety, amenity of the adjoining land uses and the character or appearance of the area.

Planning Assessment

12. In light of the planning policy context and other material considerations, we now turn to consider and assess the application proposal.

Principle of Development

13. Advertisement consent is sought for the proposed replacement signage following Hallmark Care Homes' corporate rebranding, requiring the existing signs to be replaced with the updated appearance. The purpose of the signage is largely directional, to ensure visitors to the site identify the care home, with the content confirming the operator and name of the care home. The replacement signs will match the size and position of the extant signage.

Amenity

14. WBDP Strategic **Policy TB19** (Outdoor advertising) requires advertisement proposals to demonstrate that there is no harmful impact on highways safety, amenity of the adjoining land uses and the character or appearance of the area.
15. The colour scheme is the main change, from the extant metallic scheme to the new signage which reflects Hallmark Luxury Care Home's new corporate branding. As noted above, the site is in a mixed area with a range of large commercial and retail buildings in the vicinity that include prominent, large scale signage, often with illumination such as that associated with the Lidl supermarket opposite the site. In that context, it is important that for Hallmark that their care home is clearly legible to visitors. Given the diminutive scale of the proposed signage, it will not be incongruous in the context of the surrounding area.

16. When assessing the impacts of visual amenity, the proposed signage will be facing onto Molly Millars Lane, with one of the signs being positioned on the corner of Molly Millars Lane and Oaklands Drive. The position of the 2 no. signs ensures visibility for people approaching from both directions, with the corner sign helping to show that the site car park access is located off Oaklands Drive.
17. Accordingly, it is considered that the proposals will not harm the amenity nor character of the area in line with Policy TB19.

Safety

18. The proposed signage will be facing on to Molly Millars Lane / Oaklands Drive, both of which are subject to a restricted speed limit given the built-up location. It is expected drivers will be moving cautiously (due to presence of junctions) and the location of the proposed signage is set back from road. The signage will not be illuminated and hence, the proposed signage is not likely to impact drivers' visibility or have a detrimental effect on public safety.

Summary

19. This application seeks consent for the display of 2 no. signs to replace existing signage at Hallmark's Alexandra Grange Care Home. The signs are updated to reflect Hallmark's new corporate branding, but are otherwise unchanged in location, position and size to the signs being replaced. The signage will help improve the legibility of the site for visitors and the visibility of the care home.
20. As stated above, the proposed signage has been assessed against the relevant considerations of visual amenity and public safety and it is submitted the proposals are acceptable in both respects. Accordingly, the proposals are in accordance with the relevant Development Plan policy, TB19, as noted above and should be approved without delay.
21. Should you have any queries about the proposals, please contact us using the contact details provided.

Contact

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Appendix 1: Images of Extant Signage at Alexandra Grange



Figure 1 Extant Wall Mounted Signage on the Corner of Molly Millars Lane and Oaklands Drive



Figure 2 Extant Wall Mounted and Promotional Signage on Molly Millars Lane