

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	252482
Site Address:	Morrisons, Woosehill Shopping Centre, Woosehill, Wokingham, RG41 3SW
Expiry Date:	30 January 2026
Site Visit Date:	10 November 2025
Proposal: Application for advertisement consent for the proposed installation of 4 no. non-illuminated fascia signs (part retrospective)	

PLANNING POLICY	
National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
MDD Local Plan (MDD)	TB19 – Outdoor advertising
Local Plan Update (LPU)	<p>DH4 – Advertisements and signage</p> <p><i>Nb. The Local Plan Update (LPU), the plan which will supersede the adopted Core Strategy and MDD local plans, is at Regulation 22 stage as it has been submitted to the Planning Inspectorate for examination. As per paragraph 49 of the NPPF:</i></p> <p><i>Local planning authorities may give weight to relevant policies in emerging plans according to:</i></p> <p><i>a) the stage of preparation of the emerging plan (the more advanced its preparation, the greater the weight that may be given);</i></p> <p><i>b) the extent to which there are unresolved objections to relevant policies (the less significant the unresolved objections, the greater the weight that may be given); and</i></p> <p><i>c) the degree of consistency of the relevant policies in the emerging plan to this Framework (the closer the policies in the emerging plan to the policies in the Framework, the greater the weight that may be given)</i></p> <p><i>As a whole, the LPU is still given limited weight, despite its advance stage of preparation. This is owing to unresolved objections to a great number of the policies contained within it. However, policy DH4, which is relevant to this application,</i></p>

	<i>has received less objection and therefore is considered by officers to hold moderate weight in the determination of this application.</i>	
	<i>The primary focus, however, will remain on the adopted local plan.</i>	
Other	Borough Design Guide Supplementary Planning Document – Section 7	
PLANNING HISTORY		
Application No.	Description	Decision & Date
252481	Full application for the proposed erection of a detached pod structure in the existing car park (retrospective)	Pending consideration

CONSULTATION RESPONSES	
WBC Highways	No objection

REPRESENTATIONS
<p>No public consultation is undertaken for advertisement consent applications.</p> <p>However, comments were received from Wokingham Town Council raising no objection to the application, although they note the WeBuyAnyCar pod (and therefore signage) are already in situ and therefore this application is retrospective. This is discussed in the ‘Proposal’ section of this report.</p>

APPRAISAL
<p>Site Description:</p> <p>The application site relates to a supermarket car park (Morrisons). The site is bounded by Fernlea Drive to the west, Woosehill Spine Road to the north, Morrisons Park and Emm Brook to the east, with Acorn Community Centre to the South. The Morrisons car park is accessed via both Woosehill Spine Road and Fernlea Drive with pedestrian links provided.</p> <p>Proposal:</p> <p>4 x fascia signs are proposed on the WeBuyAnyCar pod; one per elevation. They would all be non-illuminated.</p> <p>The proposed advertisement relates to a WeBuyAnyCar pod that is subject to planning application 252481 and therefore this application should be determined and assessed in conjunction with the full planning application. Both the proposed pod and the advertisements subject to this application have been installed (mid-way through the application) without permission and consent. However, the location of the pod and advertisements has been amended throughout the course of the application (it is to be</p>

re-located from the position it is currently situated), and so the application is now part retrospective. This has been reflected in the description of development.

Policy Requirements:

Policy TB19 of the MDD acknowledges the importance of advertisements to the commercial activities of shops and business. However, signage should ensure that they would not result in harm to the amenity of the surrounding area, which includes visual harm to the character of the area. It also states that advertisements should not result in an impact on highway safety. This is echoed by policy DH4 of the LPU.

The considerations of Policy TB19/ DH4 align with the key considerations outlined under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The proposal complies in terms of:

Impact on amenity:

The proposed signage is modest in scale, on a development that would have limited visual impact due to its location in the car park which is largely visually screened from public locations outside. The signage is to be non-illuminated without any sound and of modest dimensions and therefore would not harm the visual or aural amenity through glare or noise. The signage, through its siting and scale, would also not result in harm to the character of the commercial area where signage is already found and is prominent. The proposal therefore complies in terms of amenity considerations.



Impact on public safety:

The signage is non-illuminated and therefore would not result in glare which could distract highway users. No concerns have been raised that the signage could obscure CCTV cameras to hinder public safety.



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:

GRANT advertisement consent subject to the following condition:

1. Standard advertisement conditions
2. Approved Plans

Date:	28 January 2026
Earliest date for decision:	11 November 2025

Recommendation agreed by: (Authorised Officer)	
Date:	28/01/26