

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	261951
Site Address:	Land to the west of New Road, Ruscombe, Wokingham, RG10 9LN
Expiry Date:	12 October 2026
Site Visit Date:	9 September 2026
Proposal: Application for advertisement consent for the temporary erection of 7 non-illuminated advertising boards promoting the site (Retrospective).	

PLANNING CONSTRAINTS/STATUS

- Modest Development Location of Ruscombe

PLANNING POLICY

National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
MDD Local Plan (MDD)	TB19 – Outdoor advertising
Other	Borough Design Guide Supplementary Planning Document – Section 7

PLANNING HISTORY

Application No.	Description	Decision & Date
240990	Full application for the proposed erection of a two storey building to form a 66 no. bedroom care home for older people with parking, access, landscaping and associated ground works, following demolition of the existing buildings/structures.	Refused 10/10/24

CONSULTATION RESPONSES

WBC Highways	No objection
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Site Description: The site hoarding, including promotional pictures from Westbourne Homes previous developments and is located the entire length of the site frontage with New Road, Ruscombe.

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: This advertisement application relates to land west of New Road, Ruscombe. The proposal seeks approval for 7 non-illuminated advertising boards for the purpose of promoting the acquisition of the above site by Westbourne Homes. The advertisement is located along the Eastern Boundary of the site, along the frontage with New Road. The advertisement is approx. 2.5m in height, 67.5m in width and 0.1m in depth. The advertisement is made out of diabond sheets on ply hording with white text and blue background. Advertisement applications are assessed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which provide that advertisements may be controlled only in the interests of amenity and public safety. Policy TB19 of the Development Plan reflects these statutory considerations, requiring advertisements to avoid harm to highway safety, neighbouring amenity and the character and appearance of the area. The Council's Borough Design Guide SPD and relevant Planning Practice Guidance provide material guidance in assessing the impact of advertisements upon visual amenity, townscape character and heritage significance. Impact upon the character of the area: Policy TB19: Outdoor advertising The Council will only permit outdoor advertisements where they demonstrate: d) There is no adverse impact upon highway safety e) There is no harmful impact on the amenity of the adjoining land uses f) There is no harmful impact on the character or appearance of the area Whilst the advertisements extend across a significant length of the site frontage, they are modest in height, non-illuminated and are characteristic of temporary marketing hoardings commonly associated with residential development sites. Consent is sought for a period of 36 months, and therefore, given the temporary nature of their display, they are not considered to cause demonstrable harm to surrounding visual amenity of the area. Impact upon neighbouring amenities: The advertisements are positioned along the eastern boundary adjacent to New Road and are associated with the marketing of the development site. The signs are non-illuminated and do not generate noise, activity or	

other disturbance. Furthermore, they are located away from the principal private amenity areas of neighbouring properties and are viewed primarily from the public highway. Therefore, it would not result in harmful impact upon neighbouring amenities.

Highways

General

The application is for the temporary erection of 7 non illuminated advertising boards to function as hording's both promoting the site and preventing access to the public.

Visibility

The hording is to be erected on land owned by the applicant and set back from the carriageway by at least 2.5m.

Therefore, no negative impacts on visibility splays and pedestrian visibility are expected from the proposed hoarding.

It is relevant to noted that the proposed construction gated access does not form part of this advertisement consent application, and access details shall be reviewed in a separate planning application, if applicable.

The applicant will be expected to demonstrated that the gates have been set back the length of the largest vehicle likely to enter the site. This is to ensure that vehicles are not obstructing the free flow of traffic when waiting to enter the site.

The application has been submitted retrospectively contrary to DM8; however, the retrospective nature of the proposal does not alter the assessment of its effects on amenity and public safety.

Other Matters: The proposal seeks advertisement consent for the temporary display of seven non-illuminated advertising boards to promote the acquisition of the site by Westbourne Homes. The advertisements are intended to market the site and raise awareness of its availability for future development. It is noted that no planning permission currently exists for any development of the site and the advertisements do not imply that planning permission has been granted or will be granted for any future proposal.

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:	21 September 2026
Earliest date for decision:	10 September 2026

Recommendation agreed by: (Authorised Officer)	<i>JMM</i>
Date:	22 September 2026