

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	260198
Site Address:	Refresh HQ, 2nd Floor, 3-4 Market Place, Wokingham, RG40 1AL
Expiry Date:	11 May 2026
Site Visit Date:	23 March 2026
Proposal: Application for advertisement consent for 1no. non-illuminated, freestanding and removable advertisement board, and 1no. poster.	

PLANNING CONSTRAINTS/STATUS

- Within Conservation Area and Listed Building
- Market Place

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
110258	Application for advertisement consent for the proposed installation of replacement 2 x fascia signs and 1 x projecting sign plus installation of new ATM sign	Approve 23 rd August 2011
253040	Application for Listed Building Consent for the proposed replacement of vertical sliding timber sash casements to first and second floor windows on the front elevation.	Refuse 4 th February 2026
241703	Application for advertisement consent for 1 no. non-illuminated fascia sign and 1 no. non-illuminated projecting hanging sign.	Approve 27 th August 2024
202814	Application for advertisement consent for 1no.	Approve

	non-illuminated external fascia sign and 1no. non illuminated external projecting/ hanging sign	2 nd December 2020
202730	Application for Listed Building consent for the proposed painting of the shopfront.	Approve 2 nd December 2020
050793	Proposed internal works to listed building, renewal of fascia and projecting signs.	Approve 6 th February 2006

CONSULTATION RESPONSES

WBC Built Heritage	The Heritage Officer raises no objection and has commented as follows: <i>“The Wokingham Borough Design Guide states: SH9: Generally, one projecting sign per shopfront will be appropriate, if it is designed to complement the design of the shopfront, and to relate to the fascia in size, and style. The A-board to be located on the Highway does not directly impact the physical fabric of the building and is to be kept to a minimum in scale, no objection is raised to the A-board in this instance. Given the size and location of the proposed poster, no concerns are raised to this part of the proposal.</i>
WBC Highways	No objection raised.

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications.

APPRAISAL

Site Description: The application site consists of an 18th century BUILDING located in Wokingham Town Centre conservation area. Buildings 3-4 Market Place are Grade II Listed and were officially recognised by Historic England in November 1951. In particular, the listing references the town house, now shops and offices as a former terrace with nos. 1 and 2 Broad Street. Also referenced are the sash windows with glazing bars. The application site commands a prominent position in the historic town centre. The buildings adjoining the host building to the south are also listed, and directly opposite the site is the Grade II* Listed Town Hall.

The A-frame sign is proposed on a temporary basis to provide clear wayfinding to the business “Refresh HQ” located on the second floor, which does not benefit from a traditional shopfront. The sign is small in scale, non-illuminated, and positioned immediately adjacent to the building line, ensuring that it does not create visual clutter or harm the character of the conservation area. The A-frame will be displayed only during business opening hours and removed outside of these times. Its design and positioning reflect the presence of similar signage within the pedestrianised marketplace. The poster will be affixed to the right-side wall of the doorway.

The proposal complies in terms of:	
Impact on amenity: (including impact on heritage assets, where applicable)	☒
Impact on public safety:	☒
Relevant policies:	☒
Conclusion Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications are determined in accordance with the development plan unless material considerations indicate otherwise. In the case of advertisement consent, the assessment is limited to the statutory considerations of amenity and public safety. The proposed non-illuminated advertisement board and poster, by reason of their scale, siting and temporary nature, would not result in harm to visual amenity or the character and appearance of the Wokingham Town Centre Conservation Area, nor would they adversely affect the setting of the Grade II listed building. The proposal accords with Policies TB19 and TB24 of the Managing Development Delivery Local Plan and relevant guidance within the Borough Design Guide. No objections have been raised by consultees in respect of heritage or highway safety, and there are no material considerations that indicate a departure from the development plan. The proposal is therefore considered acceptable, and advertisement consent can be granted. 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:	9 June 2026
Earliest date for decision:	9 April 2026

Recommendation agreed by: (Authorised Officer)	
Date:	09/06/26