

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	252360
Site Address:	White Horse, Easthampstead Road, Wokingham, RG40 3AF
Expiry Date:	26 November 2025
Site Visit Date:	9 October 2025
Proposal: Application for advertisement consent for the proposed installation of 1 no. double-sided externally illuminated pictorial sign and amenity boards to existing gibbet, 1 no. non-illuminated fascia sign, 2 no. externally illuminated fascia signs and 1 no. internally illuminated menu case.	

PLANNING CONSTRAINTS/STATUS

- Highlight if within Conservation Area or near listed building
- Peach Place query?

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
F/2008/1492	Proposed erection of smoking shelter.	Approved 01/09/2008
192314	Full application for the proposed erection of 2 no. covered pergolas and 3 no. garden pods with associated lighting in the rear garden of the existing public house. (Part-retrospective).	Approved 24/10/2019
193265	Application for submission of details to comply with the following condition of planning consent 192314 dated 24/10/2019. Condition 3 protection of trees Arboricultural method Statement.	Approved 14/01/2020

CONSULTATION RESPONSES

WBC Highways	No objection
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Site Description: The application site comprises a two storey public house set back from the highway, with front and rear garden area, and a car park situated south of the rear garden.

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:

The application proposal seeks the Installation of replacement signs to include: 1x new pictorial panel and new amenity boards to existing post and gibbet, 3x sets of sign written house name letters, 1x menu case.

Double sided pictorial sign to the existing gibbet

Featuring:

- Retain the existing gibbet & post.
- 2 mm Aluminium panel finished DH Slate.
- 32 mm Bullnose trim finished DH Slate.
- Applied vinyl display.
- 2No. LED Slimline trough lighting.
- Warm white illumination.
- Max 250 Candelas per square meter (cd/m2)

Fascia signwritten letters (part of the double-sided pictorial sign to the existing gibbet)

Featuring:

- Signwritten text in DH Flax Seed.
- 50W LED Slimline floodlight.
- Warm white illumination.
- Max 250 Candelas per square meter (cd/m2)

Single sided amenity signs (below the double-sided pictorial sign)

Featuring:

- 2 mm Aluminium panel finished DH Slate.
- 32 mm Bullnose trim finished DH Slate.
- Applied vinyl display.
- Fixed back to back to the pictorial post

Fascia signwritten letters (front and side of public house)

Featuring:

- Signwritten text in DH Slate.
 - 50W LED Slimline floodlight.
 - Warm white illumination
- Max 250 Candelas per square meter (cd/m²)

Internally illuminated menu case

Featuring:

- 377 x 500 mm A3 menu case.
- Visual area inlined by 10 mm.
- 50 mm frame.
- Internal LED Illumination
- Max 250 Candelas per square meter (cd/m²)

Impact upon character

The changes to double-sided pictorial sign to the existing stand would differ from the existing with a new re-branding, including different logo and colour scheme. Whilst different, such change would not harm the street scene.

The changes single sided amenity signs are subtle changes to the existing in terms of colour choice and wording; thus such change would not harm the character of the area.

The addition of "THE WHITE HORSE WOKINGHAM" to the front elevation and side elevation of the public house would be visible from the public realm and alter the appearance of the public house. However, such signage is expected and would not adversely harm the character of the area.

The addition internally illuminated menu case is a very minor addition which would not harm the character of the area.

Highways (Public safety):

General

The application includes installation of three externally illuminated signs, an internally illuminated menu case and a non-illuminated sign. It is noted that Items 01, 02A and 04 will be fixed on the boundary of/within the public highway as shown in yellow:



There will be no technical highway safety concern for Items 02A and 04.

Visibility Splays

The applicant has confirmed that Item 01 is a replacement of pictorial signs on the existing gibbet & post. The Highways assume that the proposed slates and amenity signs are of the same dimensions of the existing. Therefore, Item 01 will have no negative impacts to the existing visibility and there is no technical highway safety concern for Item 01. The applicant is advised to contact the council's Highway Assets/Legal team to obtain the relevant licence.

If there are substantial dimensional difference between the existing and the proposed signs on Item 01, the Highways shall be reconsulted.

Digital Advertisement Display

All proposed signs are with luminance of 250 cd/m² and static. The proposed level of luminance is acceptable.

Conclusion: The proposed signs would not have an adverse impact on amenity nor be a detrimental impact on public safety or the character of the area. It is, therefore, considered that the proposal would be acceptable in light of the factors the Local Planning Authority is permitted to consider in the determination of advertising consent applications.

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:	24 November 2025
Earliest date for decision:	28 October 2025

Recommendation agreed by:	
(Authorised Officer)	
Date:	25 November 2025