

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	261684
Site Address:	24 Barkham Road, Wokingham, RG41 2XP
Expiry Date:	22 September 2026
Site Visit Date:	26 August 2026
Proposal: Application for advertisement consent for the proposed installation of 1 no. externally illuminated fascia sign (retrospective).	

PLANNING CONSTRAINTS/STATUS

- Not in a Conservation Area or near a listed building.

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
18775	Change of use from garage to shop unit at 24 Barkham Road, Wokingham.	Approved 25/02/1983

CONSULTATION RESPONSES

WBC Conservation (if applicable)	NA
WBC Highways	No objection.

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Introduction:

Pursuant to the Town and Country Planning (Control of Advertisements) Regulations 2007, the display of outdoor advertisements can only be controlled in the interests of 'amenity' and 'public safety'.

Policy TB19 of the adopted MDD states that the Council will only permit outdoor advertisement where there is no adverse impact on highway safety, no harmful impact on the amenity of adjoining land uses and no harmful impact on the character and appearance of the area. In this instance, Policy TB19 of the MDD would be treated as a material consideration.

Site Description:

The application site consists of an existing ground floor commercial unit within a two and a half storey mixed-use building located on Barkham Road, Wokingham. The site forms part of a small parade of commercial units on the southern side of the road. The site is located approximately 0.06 miles from Wokingham Train Station and 0.5 miles from Wokingham Town Centre.

Proposal:

This application seeks consent for:

- One illuminated fascia sign constructed from uPVC measuring 1.2m in width and 0.17m in height.

The proposal complies in terms of:

Impact on amenity: (including impact on heritage assets, where applicable)	☒
Impact on public safety:	☒
Relevant policies:	☒

Impact on Amenity and Character:

Policy TB19 of the adopted MDD states the following:

‘The Council will only permit outdoor advertisements where they demonstrate:

- a) There is no adverse impact upon highway safety*
- b) There is no harmful impact on the amenity of the adjoining land uses*
- c) There is no harmful impact on the character or appearance of the area.’*

The site is located within the Major Development Location of Wokingham.

The application site forms part of a small parade of commercial units, with a convenience store located to the north and a barber shop to the south. The proposal would improve the appearance of the application property and make a positive contribution to the overall character of the parade.

The proposed fascia sign would consist of CNC cut uPVC lettering displaying the café name and logo. The white lettering would be fixed to a dark fascia board with the letting protruding approximately 0.15m. The strip trough light would provide static illumination with a luminance level of 30 cd/m². The signage would be sited above the box bay window on the principal elevation, approximately 2.39m above ground level.

The proposed signage is considered acceptable in terms of its impact on the character and appearance of the host building and surrounding residential properties and commercial units. The proposed changes to the signage would involve replacing the old fascia signage with the new business name and logo, no additional signs are proposed. The proposed fascia sign would be proportionate to the scale of the building and would not detract from the living accommodation above.

Commercial signage of the nature proposed is a common and expected feature within the small parade of shops, where similar advertisements are displayed on neighbouring units. As such, the proposed signage would appear in keeping with the established commercial character of the area and would integrate satisfactorily with the host building. Given that the development comprises replacement signage, which is appropriately scaled and designed, together with the renovation of the shop front, the proposal would have no adverse impact on the character or appearance of the building or the surrounding area. It is considered that the proposal would enhance the visual appearance of the host building and its immediate surroundings, resulting in a positive impact on local character and appearance.

WBC Highways were consulted and raised no objection to the proposal.

Neighbour Amenity:

The proposed fascia sign would incorporate a strip trough light with an illumination level of 30 cd/m². The trough light would be positioned above the fascia to illuminate the business name. The lighting strip would be discreet and would face downwards with low-level warm LED lighting. The submitted details indicate that the lighting has been designed to focus illumination onto the fascia sign itself, thereby minimising light spill and avoiding undue impact on the flats located above the commercial units.

Given the modest scale and design of the proposed illumination, together with its directional downward lighting, it is not considered that the proposal would result in unacceptable light pollution or harm to the amenities of neighbouring residential occupiers. Consequently, the proposal is considered acceptable in terms of residential amenity.

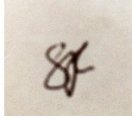
Conclusion:

The proposed signs are considered to have an acceptable impact on the visual amenity of the area and public safety, and the application is recommended for approval.

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:	17 September 2026
Earliest date for decision:	18 August 2026

Recommendation agreed by: (Authorised Officer)	
Date:	22.9.26