

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	250486
Site Address:	27 Bramshill Close, Arborfield, Wokingham, RG2 9PL
Expiry Date:	25 April 2025
Site Visit Date:	6 March 2025
Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated digital display screen inside the store (retrospective)	

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
O/2014/2280	Phased redevelopment of Arborfield Garrison and adjoining land for: Up to 2,000 new dwellings and other uses	Approved 2 April 2015
190737	Reserved matters application for 111 dwellings and commercial floorspace	Approved 29 April 2019
200362	New single storey Class A1 retail unit	Approved 7 April 2020
201920	Discharge of drainage condition	Approved 12 August 2020
202037	Discharge of materials and CMP conditions	Approved 17 September 2020
201921	Discharge of landscaping and tree protection conditions	Approved 2 October 2020
202892	Discharge of cycle parking and access conditions	Approved 9 November 2020

210589	Discharge of environmental health and DMP conditions (not including opening hours)	Approved 12 March 2021
210406	Discharge of materials, CMP and drainage condition	Approved 22 February 2021
210665	Discharge of landscaping condition	Approved 26 March 2021
210545	Application for advertisement consent for 2no fascia internally illuminated signs. 1no Fascia sign non illuminated. 1no totem sign (doubled sided) non illuminated. 4no car park pole signs non illuminated. 1no vinyl wall mounted & 1no banner frame wall mounted non illuminated. 10 in total. Period 01/04/2021-01/04/2026.	Approved 1 April 2021
212053	Submission of details to comply with Condition 16 of 200362 (Opening Hours)	Approved 7 September 2021
212784	Prior approval submission for the proposed installation of an Amazon click and collect locker with concrete base	Approved 10 September 2021

CONSULTATION RESPONSES

WBC Highways	No comment
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REPRESENTATIONS

Arborfield & Newland Parish Council: No objection, However, it requests that the following condition be applied: That the display screen be illuminated during daylight business hours only due to the significant visual disturbance it causes residents and passers-by.

Officer response: Such condition will be included in the decision notice.

No public consultation is undertaken for advertisement consent applications.

However, there has been 1 objection in relation to:

- Light pollution to nearby properties and road users when driving
- Submitted wrong type of the application
- The tick box for "already in place" on the application states no
- There is no mention of the times the sign can be illuminated
- Dimensions
- Should there be restrictions around advertising healthy products as per current proposal for bus stops?
- The application states that the signage will not project over a public highway. This is incorrect the signage will project over Bramshill Close and the junction

with the shop and the road further down

Officer response:

- The proposed signage would be over 30m away from the nearest property. 700 cd/m² is a relatively low level of luminance. The sign is positioned inside the shop and set back from the highway, this combined with the low level of luminance is not considered to cause any adverse impact to road users.
- The application can be assessed retrospectively under application for advertisement consent.
- The tick box for "already in place" on the application form has been amended to say yes.
- In relation to the concerns over the illuminated signs, there has been a condition added on the illuminated signs that require them to be illuminated during opening hours only. (7am to 11pm- Monday to Saturday. 8am to 10Pm- Sunday)
- The application form states the height is 1.9m, and the submitted plans show the height of the sign to be 1.8m, the base is approx. 0.1m, therefore a total height of 1.9m.
- Not a material planning consideration.
- The sign is located inside the store so therefore cannot project outwards.

APPRAISAL

Site Description: The site was previously occupied by the Bramshill Hunt Public House but has since been demolished and replaced with a single storey Co-op supermarket with 241sqm of sales area and 15 car parking spaces. Residential properties adjoin to the south and east whilst to the north is countryside land with the B3349 and A327 through roads providing a degree of variable background noise. Three properties adjoin to the south and there are six properties immediately opposite the site. Two trees and another row of hedgerow trees are TPO protected.

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 proposed installation of 1 no. internally illuminated digital display screen inside the store will be approx. 1.80m in height, 0.56m in width and 0.076m in depth. The intermittent illuminated digital display screen will be made of aluminium, Perspex & glass. The colour of background will be black with a visual display that will alternate different images. The sign will be internally illuminated with illuminance levels of 700 cd/m².

Impact upon the character of the area: Given the sign is in the store and such signage is expected within a supermarket store. The sign is considered to be of an appropriate size and scale. Therefore, it would not harm the character of the area.

Impact upon neighbouring amenities: The proposed signage would not have adverse impacts upon neighbouring amenities given it's over 30m away from the nearest property.

Illuminance: 700 cd/m² is a relatively low level of luminance. The sign is positioned inside the shop and set back from the highway, this combined with the low level of luminance is not considered to cause any adverse impact to road users.

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:	22 April 2025
Earliest date for decision:	24 March 2025

Recommendation agreed by: (Authorised Officer)	
Date:	22 April 2025