

Our Ref: 20115/SH/ta/as
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21 August 2025

Development Management
Wokingham Borough Council
Civic Offices
Shute End
Wokingham
RG40 1BN

Dear Sir/Madam,

ADVERTISEMENT CONSENT APPLICATION – FIVE GUYS READING ROAD, WINNERSH, WOKINGHAM, RG41 5HG

Firstplan are instructed by Five Guy's JV Ltd to submit the enclosed advertisement consent application online via the Planning Portal (ref: PP-14248945) for signage to the approved Five Guys restaurant at the above address. The requisite planning fee of £253 (including the admin fee) has also been paid online via the Planning Portal.

In accordance with national and local validation requirements the following plans and documents are submitted in support of this application:

- Completed Advertisement Consent Application Forms
- Site Location Plan
- Existing Elevations (As Approved ref: 220312)
- Proposed Elevations
- Proposed Signage Details

Site Description

The application site is located within the Winnersh Showcase Cinema Park. Winnersh Showcase Cinema is situated south of the A3290 north of Reading Road roundabout with the Loddon River to the west. The cinema is immediately surrounded on all sides by car parking with modest landscaping.

The Five Guys restaurant and drive thru is currently under construction and lies on the southern point of the cinema site. The site neighbours the highway to the south and is in close proximity to the roundabout.

Relevant Planning History

There is no planning history available online before 1998 for the wider Showcase site. However, it is understood that planning permission was granted for the Showcase Cinema in 1995.

Planning permission was granted for the Five Guys restaurant under ref: 220312 on 9 May 2022. Further planning permission was also granted for the drive thru lane and landscaping changes under ref: 240795 on 29 December 2024 and canopy under ref: 240794. The conditions relevant to the permissions have been discharged under refs: 250294 and 250296.

Various advertisement consents have also been granted for the re-location of the costa sign (ref: 203421) which lies on the site and a totem sign for Five Guys (ref: 231585).

Application Proposals

The application proposals seek advertisement consent is sought for the signage in association with the operation of the Five Guys and the re-located Costa totem sign. Details of the proposed adverts are provided below:

- 1no. 'FIVE GUYS' high level building sign
 - H600mm x 4708mm
 - White 3D lettering
 - Internally illuminated
- 3no. 'FIVE GUYS DRIVE THRU' high level building sign
 - H1836mm x 2450mm
 - White 3D lettering
 - Internally illuminated
- 1no. 'FIVE GUYS DRIVE THRU' height restrictor sign
 - H3400mm x 9500mm
 - White vinyl lettering on red aluminium frame
 - Internally illuminated
- 1no. 'FIVE GUYS DRIVE THRU' pyramid
 - H8000m x 1800mm
 - White vinyl lettering on red aluminium frame
 - Internally illuminated
- 1no. Freestanding order communications box
 - H1400mm x 450mm
 - White vinyl lettering on red aluminium frame
- 4no. Freestanding LED screen totem sign
 - H2400mm x 1575mm
 - 55" LED Screen in red aluminium frame
 - Internally illuminated
- 1no. 'WAITING BAY' freestanding sign
 - H1700mm x 800mm
 - White lettering on red and black aluminium frame
- 1no. 'THANK YOU' freestanding sign
 - H1700mm x 800mm
 - White lettering on red and black aluminium frame
- 1no. 'DRIVE THRU AHEAD' freestanding sign
 - H1700mm x 800mm
 - White lettering on red and black aluminium frame

- 1no. 'COSTA' totem sign (re-located due to Five Guys restaurant building)
 - H6000mm x 2040mm
 - White lettering on red background
 - Internally illuminated

Relevant Planning Policy

The statutory development framework for this site comprises the Wokingham Borough Development Plan (2014), Wokingham Core Strategy (2010), Policy Maps and any supplementary planning documents/guidance. The National Planning Policy Framework (NPPF, 2024) is also a material consideration to this application.

National Planning Policy Framework (2024)

The NPPF provides the overarching planning policy guidance for development across England.

Chapter 12 of the NPPF focuses on the creation of high quality and well-designed places. Regarding advertisements, Paragraph 141 states:

“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”.

Wokingham Core Strategy (2010)

Policy CP3 General Principles for Development highlights that development should be of an appropriate scale of activity, mass, layout, built form and height. As well as materials and character to the area together with a high quality of design that does is not of detriment to the amenities of adjoining land users or occupiers and their quality of life.

Wokingham Borough Development Plan (2014)

Policy TB19 Outdoor Advertising states that outdoor advertisements will only be permitted where they demonstrate no adverse impact on highway safety, the amenity of adjoining land uses and no harmful impact on the character or appearance of the area.

Planning Considerations

The considerations relevant to the application proposal are the design and impact on surrounding amenities and the public highway in line with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These matters have been addressed below.

Design/Impact on Local Amenity

The application site is located within an existing Showcase Cinema Park with other commercial occupants with their own specific branding in the retail park. The proposed signage should be considered in this context and should therefore be considered as compatible with the existing commercial and leisure setting.

In the determination of application ref: 231585 which sought a Five Guys totem officers considered that ***“The proposed signage is located adjacent to a busy roundabout junction. The proposed signage will primarily support retail and leisure uses which the Council have already considered appropriate for the locale. The proposal is therefore considered to not negatively impact on the character or appearance of the area and is considered suitable with regards to the local area context.”***

It is clear that the overall design has been carefully considered to ensure it sits comfortably with the host building as well as the wider area. Principally, the design and placement of the proposed advertisements has been done with full and careful consideration of the approved signage areas as indicated on the drawings. The sizes and placements of the totem sign, high-level signs and entrance signs ensure an uncluttered appearance that enhanced the visual appeal of the site, while offering clear signage for customer convenience. Much of the signage is located within areas previously shown on the building in the determination of the restaurant consent (ref: 220312) and has therefore already been shown to the Council in the round for consideration with the building/wider area.

The proposed wayfinding signage is considered necessary for the drive thru lane at the site. The proposed signage is uncluttered with only necessary signs proposed in a manner relevant to their function and scale of the approved host building/drive thru.

Impact on Highway Safety

Regarding public safety, the proposals are not considered to result in any detrimental impact on neighbouring occupiers nor pedestrian or highway safety. As noted in ref: 231585 and ref: 203421 ***“There are no residential dwellings located near the site, and there is therefore considered to be no loss in amenity for any neighbouring occupants.”***

The signage has been carefully designed in appearance, illumination levels and siting to ensure the safety of users utilising the drive-thru lanes and the safety of pedestrian/vehicles in the surrounding area. The totem Costa sign has been relocated following discussions with the local authority to ensure the sign does not block any road signs and does not have an effect on pedestrian/vehicles in the surrounding area. Indeed, prior to the submission of this application informal advice was sought from the Council. The informal advice received from Mr Adam Coggins (Wokingham Highways Development Control) stated: *“Highways DC has no objection in principle to the revised sign location.”* It is on this basis that the Costa sign has been sought.

Highway safety is considered to be unaffected by these proposals. The proposed signage will not obstruct or impair any sightlines within the site or at any point of access to a highway and leaves sufficient clearance above any part of the highway used by pedestrians and cars.

Conclusions

Overall, the proposed design, scale, illumination levels and siting of all proposed advertisements are considered to be appropriate at this site and necessary to the effective operation of the Five Guys restaurant and drive-thru, as well as Costa. It is considered that as a result of the proposals, the approved restaurant and drive-thru unit will suitably alert customers to the presence of the Five Guys restaurant.

The above letter has demonstrated that the proposals will not detract from the overall amenity of the retail park nor wider area and should not be considered detrimental to highway safety. The proposals comply with the relevant national and local policies and guidance provided within this letter and should be considered as acceptable.

We therefore trust you have sufficient information to assess and positively determine the application, however, should you require anything further, please do not hesitate to contact me.

Yours faithfully,





TITO AROWOBUSOYE
Senior Associate

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