

## DELEGATED OFFICER REPORT



**WOKINGHAM  
BOROUGH COUNCIL**

<b>Application Number:</b>	252183
<b>Site Address:</b>	2 The Parade, Coppice Road, Woodley, Wokingham, RG5 3RB
<b>Expiry Date:</b>	10 December 2025
<b>Site Visit Date:</b>	5 November 2025
<b>Proposal:</b> Application for advertisement consent for the replacement of 2no. non-illuminated fascia signs with 2no. non-illuminated fascia signs.	

### **PLANNING CONSTRAINTS/STATUS**

- Major Development Location – Woodley
- Local Centre – Coppice Road, Woodley

### **PLANNING POLICY**

<b>National Policy</b>	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
<b>MDD Local Plan (MDD)</b>	TB19 – Outdoor advertising
<b>Other</b>	Borough Design Guide Supplementary Planning Document – Section 7

### **PLANNING HISTORY**

Application No.	Description	Decision & Date
CLP/2006/7749	Application for a certificate of proposed lawful use of Class A1 units as a florist and funeral directors services.	Approved – 10/07/2006
216/60	Parade of shops with flats above.	Approved – 01/12/1960

### **CONSULTATION RESPONSES**

WBC Highways	No objection
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### **REPRESENTATIONS**

No public consultation is undertaken for advertisement consent applications
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### **APPRAISAL**

**Site Description:** The application site is a ground floor unit, previously two units, on the south-eastern end of a parade of shops and other commercial units with flats above. The parade fronts a pedestrianised area opposite the junction of Coppice

Road and Clivedale Road. Non-illuminated fascia board signs are a common form of advertisement on the parade.

**Proposal:** This application proposes the erection of 2no. non-illuminated fascia signs to replace the existing fascia signs on the shop frontage. The proposed fascia signs would match the size and overall style of the existing signs with changes limited to their colour and text.

**The proposal complies in terms of:**

<b>Impact on amenity:</b> (including impact on heritage assets, where applicable)	<input checked="" type="checkbox"/>
<b>Impact on public safety:</b>	<input checked="" type="checkbox"/>
<b>Relevant policies:</b>	<input checked="" type="checkbox"/>

Policy TB19 of the MDD Local Plan states that the Council will only permit outdoor advertisements where they demonstrate no adverse impact upon highway safety, and no harmful impact on the amenity of adjoining land uses or on the character and appearance of the area. SH7 of the Borough Design Guide SPD states that fascia materials must be appropriate to their context, with lettering and logos well proportioned relative to the sign of the fascia, and the proportions of fascia signage must be designed to be appropriate to the building.

Both proposed signs would be the same the same size as the signs they are replacing in respect of height and width and remain in keeping with the size of other fascia signage within the parade. The change to a black and gold colour scheme would not appear at odds with the street scene due to the varied colours visible including black and yellow.

While the proposed signs would contain more text than the existing, lettering remains well spaced out on the signage with appropriate differences in size to ensure that the signage does not appear too 'busy'. The proposed signage is also in keeping with the overall style of the existing, with the signs placed above each shop front and the existing gap retained to avoid a crowded frontage.

As the signage would be non-illuminated there are no further public safety or neighbour amenity concerns.

Overall, the proposed replacement signage would not have an adverse impact on local character, neighbour amenity or highway safety concerns. The proposal therefore complies with local and national policy and guidance and as such 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.

<b>RECOMMENDATION</b>	
<b>Recommendation:</b>	Approve
<b>Date:</b>	25 November 2025
<b>Earliest date for decision:</b>	5 November 2025

<b>Recommendation agreed by: (Authorised Officer)</b>	<i>JMM</i>
<b>Date:</b>	<b>26 November 2025</b>