

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	261031
Site Address:	6 Land At Rear Of, Johnson Drive, Finchampstead, Wokingham, RG40 3NW
Expiry Date:	14 July 2026
Site Visit Date:	21 April 2026
Proposal: Application for advertisement consent for 1 no. Aluminium Composite Sign Panel on Mounted posts.	

PLANNING CONSTRAINTS/STATUS

None relevant

PLANNING POLICY

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

NO RELEVANT PLANNING HISTORY

CONSULTATION RESPONSES

WBC Highways

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

The application site comprises a small area of green verge adjacent to Nine Mile Ride, positioned at the junction of Nine Mile Ride and Johnson Drive.

The proposal seeks advertisement consent for the retention of 1 no. sign associated with the residential development located to the rear of Johnson Drive. The proposal can be summarised as follows:

- 1 no. aluminium composite sign panel mounted on posts.

It should be noted that the site is not located within a Conservation Area.

Furthermore, although the application form incorrectly indicates otherwise, the advertisement is already in situ and the application is therefore retrospective in nature. The sign comprises a real estate marketing board relating to the residential

development formerly known as land at No. 6 Johnson Drive, and it is the applicant's intention to retain the sign on site until 30 April 2027.

Planning Considerations: 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.

Principle SH7 of the Borough Design Guide SPD requires that fascia signage comprises materials appropriate to their context, includes lettering and logos which are well proportioned relative to the size of fascia and is of proportions appropriate to the building rather than predetermined by brand signage.

Principle SH8 of the SPD states that illuminated signs will be appropriate for all shopfronts, however, signage in Conservation Areas should generally be externally illuminated, unless the signage is well designed and comprises halo or fret cut lettering on a solid background. Outside the Conservation Area, internally illuminated signage may be appropriate where the shopfront is set behind colonnades or beneath solid canopies. In all areas, any light spill should be minimised.

Additionally, projecting signage should generally be externally illuminated consistent with 7.8.3 SH9 of the Borough Design Guide, however, sensitive use of internal illumination of signage may be considered if coherent with the overall design.

Assessment: In terms of character and appearance, the sign is of a simple, functional design typical of temporary real estate signage. The use of a subdued colour palette and clear, uncluttered typography ensures that the advertisement remains legible without appearing overly prominent within the street scene, which could have otherwise been the case with an illuminated advertisement in this location.

Whilst it is acknowledged that the sign is relatively large, its siting on the roadside verge, read in the context of surrounding residential development and highway infrastructure, results in a form of signage that is not incongruous or visually intrusive.

Given the temporary nature of the signage and its association with a specific development, it is considered that its presence would not result in lasting harm to the visual amenity of the area.

In terms of highway safety, the sign is static, modest in size and positioned such that it does not obstruct visibility splays or interfere with driver sightlines at the junction. Its design is straightforward and does not incorporate moving or reflective elements that would distract highway users. This is reflective of the Highways Officers response to the application, in which they have raised no objection.

Overall, the advertisement is considered to be proportionate, appropriately sited and acceptable in design terms. It would not result in harm to visual amenity, residential amenity or highway safety, and therefore complies with Policy TB19 of the MDD Local Plan.

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:	8 July 2026
Earliest date for decision:	13 June 2026

Recommendation agreed by: (Authorised Officer)	
Date:	8 July 2026