

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	260338
Site Address:	27 Bramshill Close, Arborfield, Wokingham, RG2 9PL
Expiry Date:	7 April 2026
Site Visit Date:	13 February 2026
Proposal: Application for advertisement consent for the installation of 2 no. non-illuminated vinyl banners on wooden frames. (Retrospective)	

PLANNING CONSTRAINTS/STATUS

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

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
250486	Application for advertisement consent for the proposed installation of 1 no. internally illuminated digital display screen inside the store (retrospective)	Approved 22 April 2025

CONSULTATION RESPONSES

WBC Highways	No objection
--------------	--------------

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications.

However, there has been 1 objection in relation to:

- Design, Scale and Visual Impact
- Impact on the Street Scene and Green Character
- Amenity and Cumulative Impact
- Reduced sign dimensions more appropriate to the local context, materials and scale
- Precedent and Enforcement Context

Officer response: These points are referred to in the assessment.

The application can be assessed retrospectively under application for advertisement consent.

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 retrospective advertisement consent for the installation of x2 timber banner frame signs on the grass verge. The frames are approximately 2.1m high and 1.86m wide. They are formed with x2 75mm square posts and 40mm battens to frame the signage.

Impact upon the character of the area:

Policy TB19: Outdoor advertising

The Council will only permit outdoor advertisements where they demonstrate:

- d) There is no adverse impact upon highway safety
- e) There is no harmful impact on the amenity of the adjoining land uses
- f) There is no harmful impact on the character or appearance of the area

The NPPF paragraph 141 states: Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Whilst the signs would be visible from the street scene, the proposed signs are appropriately sized and proportioned for a Co-operative store, and they sit comfortably within their setting. They would not harm the character of the surrounding area or its visual amenity.

The signage is set back from the road and the design is modest and appropriate in colour and appearance. The proposed timber framing relates well to and sympathetic to the existing built environment with use of timber present on site (see below). It's therefore considered acceptable in respect of character, amenity and public safety.



Impact upon neighbouring amenities: The signs are located on the northern part of the site. Sign B would be over 30m from the dwellings to the south and Sign A would be screened by the main building so not visible from the dwellings to the south. Given size and scale of both signs and also being set back from the Baird Road by over 8m, there is no unacceptable harmful impact on amenity.

Highway: The applicant proposes to install 2 no. non-illuminated vinyl banners, to be fixed within the site boundary. They are set back from the highway boundary, and no part of the banners will overhang the public highways, which are acceptable.

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:	1 April 2026
Earliest date for decision:	5 March 2026

Recommendation agreed by: (Authorised Officer)	
Date:	1 April 2026