

Planning Statement

Application for Advertisement Consent – Wall-Mounted Name Plate, Porch Poster & A-Frame Board

3-4 Market Place, Wokingham. RG40 1AL
Wokingham Borough Council

1. Introduction

This Planning Statement supports an application for Advertisement Consent for the display of modest, non-illuminated business identification signage at 3-4 Market Place, Wokingham comprising:

- A name plate / poster mounted on the building at second-floor level, and
- A poster positioned within the recessed porch area adjacent to the entrance, and
- An A-Frame board (moveable) to be placed near the front entrance

The property lies within a designated conservation area, and the proposal has been carefully designed to preserve the character and appearance of the host building and its surroundings.

2. Site and Context

The premises are located within a pedestrianised market place area characterised by historic buildings accommodating a range of commercial uses. The building features traditional materials and detailing, including brickwork and a recessed entrance porch.

There is clear evidence of previous signage and posters having been displayed in the proposed locations, reflecting the long-established use of the building for commercial purposes. The proposed signage reinstates and rationalises this form of business identification in a controlled and visually sensitive manner.

The proposed signage reflects the scale, positioning, and nature of previous posters historically displayed on the building and does not introduce a new or incongruous form of advertisement.

3. The Proposed Signage

The application seeks consent for the following:

a) Second-Floor Wall-Mounted Name Plate / Poster

- Modest in size and proportionate to the elevation
- Non-illuminated
- Flat-mounted and visually lightweight
- Positioned so as not to obscure or harm architectural features

Its purpose is to identify the business operating from the premises where no traditional ground-floor shopfront exists.

b) Porch Area Poster

- Located within the recessed porch, reducing visibility from wider views of the street
- Readable only at close range
- Non-illuminated and temporary in nature

This location has historically accommodated posters and notices and is visually contained within the building envelope.

c) A-Frame Board

- Located adjacent to the building line, to highlight our business entrance and presence.
- Readable only at close range
- Non-illuminated and temporary in nature (used during business hours)

In addition to the fixed signage, a single, modest A-frame sign is proposed on a temporary basis to provide clear wayfinding to the business entrance, which does not benefit from a traditional shopfront. The sign is small in scale, non-illuminated, and positioned immediately adjacent to the building line, ensuring that it does not create visual clutter or harm the character of the conservation area. The A-frame will be displayed only during business opening hours and removed outside of these times. Its design and positioning reflect the presence of similar signage within the pedestrianised market place and represent a proportionate and reversible form of advertisement.

4. Impact on the Conservation Area

In accordance with Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, special attention has been given to preserving the character and appearance of the conservation area.

The proposed signage:

- Is limited in number
- Is modest in scale
- Uses restrained materials and presentation
- Does not introduce illumination or movement

The signage does not detract from the architectural interest of the building or the wider historic setting. Given its discreet siting and the presence of previous signage in the same locations, the proposal preserves the character and appearance of the conservation area.

5. Amenity and Public Safety

The proposed signage will not result in any adverse impact on residential amenity. It will not generate noise, glare, or disturbance.

6. Planning Policy Considerations

The proposal aligns with:

- National guidance on advertisement control, which seeks to ensure signage is well-designed and sympathetic to its surroundings
- Local conservation policies by preserving the character and appearance of the area
- Established planning principles supporting proportionate business identification where traditional shopfronts are absent

7. Conclusion

The proposed wall-mounted name plate and porch poster provide necessary and appropriate identification for a business operating from a historic building within a conservation area. The signage is discreet, non-illuminated, and reflective of established precedent on the building.

For these reasons, we feel the proposal is considered acceptable in planning terms and should be granted Advertisement Consent.