

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	252012
Site Address:	Five Guys, Reading Road, Winnersh, Wokingham, RG41 5HG
Expiry Date:	12 November 2025
Site Visit Date:	17/11/2025
Proposal: Application for advertisement consent for the proposed installation of 4no. internally illuminated high level building sign, 1no. pyramid, 1no. internally illuminated height restrictor sign, 2no. freestanding order communications box, 4no. internally illuminated freestanding LED screen totem sign, 3no. freestanding sign, plus relocation of internally illuminated 'COSTA' totem sign.	

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
252453	Prior approval submission for the proposed installation of 24 no. roof-mounted Photovoltaic panels.	Approved, 18/11/2025
250296	Application for submission of details to comply with the following condition of planning consent 240795 dated 29.10.2024. Condition 4 relates to landscaping.	Approved, 04/04/2025
250294	Application for submission of details to comply with the following condition of planning consent 220312 dated 09.05.2022. Condition 4 relates to landscaping.	Approved, 04/04/2025
240795	Full application for the erection of a drive thru facility at Five Guys restaurant, including a drive thru lane and changes to the existing landscaping.	Approved, 29/10/2024
240794	Full application for the proposed installation of canopies for drive thru lane.	Approved, 29/10/2024

231585	Application for advertisement consent for 4no. internally illuminated adverts (1no. Totem Pole with 4no. adverts).	Approved, 21/09/2023
232293	Application for submission of details to comply with the following conditions of planning consent [220312] dated [9/5/2022] Full application for the proposed erection of a restaurant building with external seating area, associated hard and soft landscaping and car parking spaces. Condition 3 - External Materials details.	Approved, 30/10/2023
220312	Full application for the proposed erection of a restaurant building with external seating area, associated hard and soft landscaping and car parking spaces.	Approved, 09/05/2022
210984	Application for submission of details to comply with the following condition of planning consent 202753 dated 14.12.2020. Condition 4 - Landscaping Condition 5 - Cycle parking Condition 6 - Construction method statement Condition 7 - New discharge point to ordinary watercourse Condition 8 - Parking	Split Decision 17/06/2021
202753	Full application for the proposed erection of a restaurant building with external seating area, associated hard and soft landscaping and car parking spaces	Approved 14/12/2020
181944	Advertisement consent for proposed erection of 1no. double sided, internally illuminated totem sign.	Conditional approval 24/09/2018
43748	Multiplex cinema and parking	Conditional approval 27/07/1995

CONSULTATION RESPONSES

WBC Highways	Further information requested.
--------------	--------------------------------

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications.
--

APPRAISAL

Site Description and Proposed Development:
--

The application site relates to a triangular plot at the junction of Reading Road and Showcase Roundabout. The application seeks advertisement consent for a full suite of signage associated with the new restaurant building to be occupied by Five Guys, approved under planning permission 240795. The building itself is substantially completed at the time of writing.

The proposal four high level building signs positioned on all elevations of the building (Items 1–3A), a height restrictor sign (Item 4), a freestanding pole sign (Item 5), and a series of directional and menu totem boards (Items 7, 8, 9, 10, 11 and 14), together with associated traffic and wayfinding signage (Items 12 and 12A). The existing costa pole sign would also be re-positioned (item 15).

The sign boards which are internally illuminated with have a maximum Illuminance level of 600 cd/m² and three of the totem sign boards (item 9, 10 and 14) would have 66" LED screens.

Appraisal:

Impact on amenity

The proposed signage would result in a considerable concentration of signage in close proximity to the junction of Reading Road and the Showcase Roundabout. Several of the signs would be internally illuminated and readily visible within the immediate street scene.

However, the site is located in an out of settlement context. The building forms part of the wider Showcase Cinema de Lux complex to the north, where a significant level of commercial and illuminated signage is already an inherent and expected characteristic of the environment. Furthermore, the signage is associated with a drive-through restaurant, which inherently requires clear and prominent wayfinding and brand identification for operational and customer convenience. In this context, the proposed signage would be appropriate for the use and would not appear out of place or cause harm to the character of the area.

A condition is recommended requiring that the illuminate signs are switched off outside of store opening hours. This condition is considered proportionate and necessary to ensure compliance with Policy CP3 and Paragraph 198 of the National Planning Policy Framework (NPPF), which advises on limiting the impact of light pollution.

Highways:

The Council's Highways Officer has reviewed the application and notes that although Item 5 is proposed on the highway verge, it is unlikely to impede visibility at the junction and does not give rise to any technical highway safety concerns. Nevertheless, the applicant is advised to contact the Council's Highway Assets/Legal Team to obtain the necessary licence for works on the highway.

With regard to Item 14, the Highways Officer initially raised concerns that the 1.7-metre high sign, positioned adjacent to two internal junctions, could interfere with vehicle sightlines and pedestrian visibility. In response, amended plans were received on 27/11/2025 repositioning the sign further away from the junction. The Highways Officer is satisfied that this amendment addresses the issue.

The Highways Officer also sought clarification that the static images displayed on the

LED totem signs (Items 9, 10 and 14) would not change more frequently than once every 10 seconds. The applicant's agent has confirmed compliance with this requirement, and an appropriate condition will be imposed to secure this.

Further clarification was requested regarding Item 4 to confirm that the illuminated area does not exceed 10m²; otherwise, a luminance limit of 400 cd/m² would be required. The agent has confirmed that only the lettering is illuminated and that the illuminated area is below this threshold.

The Highways Officer raises no objection to the proposals.

The proposal complies in terms of:

Impact on amenity: (including impact on heritage assets, where applicable)	☒
Impact on public safety:	☒
Relevant policies:	☒

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:	Approval
Date:	10 November 2025
Earliest date for decision:	15 October 2025

Recommendation agreed by: (Authorised Officer)	<i>MC</i>
Date:	10.12.2025