

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	242118
Site Address:	383-385 Reading Road, Winnersh, Wokingham, RG41 5LT
Expiry Date:	18 October 2024
Site Visit Date:	30 August 2024
Proposal: Application for advertisement consent for an illuminated fascia panel and a projecting box sign.	

PLANNING CONSTRAINTS/STATUS

- None

PLANNING POLICY

National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
MDD Local Plan (MDD)	TB19 – Outdoor advertising TB24 – Designated Heritage Assets (where site is within a Conservation Area)
Other	Borough Design Guide Supplementary Planning Document – Section 7

PLANNING HISTORY- No relevant planning history

CONSULTATION RESPONSES

WBC Environmental Health	No objection
WBC Highways	No objection subject to conditions
WBC Trees & Landscape	No objection

REPRESENTATIONS

Winnersh Parish Council's Planning and Transport Committee: No observations to make on the application.

St Nicholas Hurst Parish Council: No objection subject to relevant conditions.

389 Reading Road: Adding an illuminated sign (versus an unilluminated sign) will further detract from the visual appeal of a predominantly residential area. The proposed size of the illuminated sign, of half a metre in both height and width is excessive.

There is no evidence in the application that it is understood that the proposed sign illuminance of 3000 cd/m² is only acceptable during daytime hours and that the light

will need to be switched off in the evening.

Officer response: This section of Reading Road comprises of a mixture of dwellings and commercial buildings units, including a Sainsbury's opposite the application site.

Whilst the proposed signage is larger than the existing it is considered to be of an acceptable size which would not harm the street scene given this section of Reading Road comprises of a mixture of dwellings and commercial buildings units, thus not looking out of place.

The level of luminance of the signage will be reduced to 600 cd/m², aligning with the maximum level recommended for an illuminated area between 2m² and 10m², which is acceptable.

APPRAISAL

Site Description: This section of Reading Road comprises of a mixture of dwellings and commercial buildings units, including a Sainsbury's opposite the application site. The application site is a single storey building currently containing 2 separate business: The Berkshire Dental Laboratory and Zotta Deli.

The proposal complies in terms of: The proposal includes changing the signage from Zotta Deli to Winnersh pharmacy & clinic as well as altering the internal layout and new shop frontage.

The fascia sign to the front will be 0.42m in height, 8.21m in width and 0.1m in depth with green text with white background. It will be made of perspex. It will be 2.2m in height from the ground to the base of the advertisement from the face of the building, maximum 0.1m height of any of the individual letters/symbols and maximum 0.3cm height if any of the individual letters/symbols.

The projecting/hanging sign shown on both elevations would be 0.5m in height, 0.15m in depth and 0.5m in width with green pharmacy symbol with white background. It will also be made of perspex. It will be 2.4m in height from the ground to the base of the advertisement from the face of the building, maximum 0.1m height of any of the individual letters/symbols and maximum 40cm height if any of the individual letters/symbols.

The surrounding area is primarily residential but with some commercial units, in the vicinity with significantly larger signage such as the Sainsbury's. Both signs are considered to be of an appropriate size and scale. Therefore, it would not harm the character of the area.

Neighbouring Amenity: The sign would overlook onto the road of Reading Road and face the side of the Sainsbury's which be over 25m separation distance. The proposal would not have any negative impact upon neighbouring amenities.

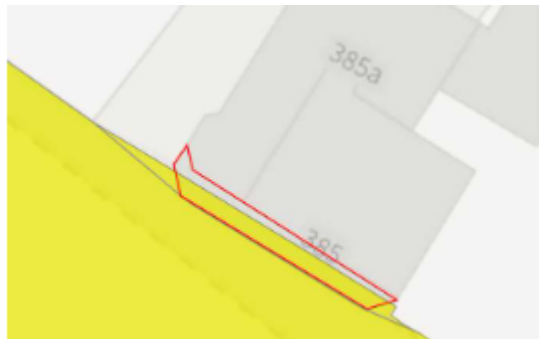
WBC Environmental Health: The proposed location is not close to the residential properties in the area, it seems there is a lot of space as this a fairly wide commercial shopfront. The signage is in relation to a new pharmacy that is likely to remain in the area for many years and serve the local community.

As advisory, it's recommend the illuminated signage is operated during the opening hours of the business

WBC Highways: The Highways received the clarification of level of luminance from

the applicant dated 26th September 2024. The level of luminance of the signage will be reduced to 600 cd/m², aligning with the maximum level recommended for an illuminated area between 2m² and 10m², which is acceptable.

The projecting/hanging sign will be fixed above the existing canopy of private property and will overhang the public highway footway as shown below:



The applicant is therefore advised to contact the council's Highway Assets/Legal team to obtain the relevant licence after this application is consented.

WBC Trees & Landscape: The site is a commercial concern on a Green Route Enhancement Area. There are no trees of note that will be impacted by the signage. The landscape impact will be minimal due to the high number of other signs and built forms in the area.

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

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:	14 October 2024
Earliest date for decision:	14 September 2024

Recommendation agreed by: (Authorised Officer)	<i>MC</i>
Date:	15.10.2024