

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	250279
Site Address:	Unit 4, Elms Walk, Wokingham, RG40 2FE
Expiry Date:	13 October 2025
Site Visit Date:	30 September 2025
Proposal: Application for advertisement consent for 3D Illuminated letters on Aluminium Dibond sheet on 60mm thick back tray (Retrospective).	

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	No objection
--------------	--------------

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Site Description: This application relates to a ground floor commercial premises which forms part of the Town Centre Regeneration Scheme “Elms Field” and involves the following:

- One internally illuminated “Luckys” logo fascia sign measuring 0.9 metres in height & 7.6 metres in width.

It should be noted that the application site is not located within a conservation area.

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. In this instance, Policy TB19 of the MDD would be treated as a material consideration.

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, the proposed signage should comply with the Elms Field, Wokingham Shop Front and Signage Design Guide (2017), Section 2.7, which requires signage to be installed within specified shopfronts. Section 2.8 permits shopfront illumination provided it complements the architectural and historic setting. 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.

Section 2.9 which relates specifically to the “Retail signage” states that the proportions of signage must be appropriate to the space allocated, not predetermined by brand proportions; PPC signs are generally preferred as this is consistent with materials used within the scheme and that Individual letters should not to exceed 400mm in height

Assessment: The proposed sign is acceptable in design and is in keeping with the scale and contemporary character of Elms Field, where it is to be displayed. It is acknowledged that the fascia sign would be made of metal, rather than PPC, which is generally preferred as noted in Section 2.9 of the Elms Field, Wokingham Shop Front and Signage Design Guide (2017). However, there are several shopfronts along Elms walk which feature fascia signs made of both metal and plastic; including Unit 1, Unit 2, Unit 5 and Everyman Cinema. As such, the proposals would not detract the character and appearance of the immediate vicinity. The WBC Highways Officer has raised no objections to the proposed development with regard to public or highway safety, and as such, the proposal is thus recommended for approval.

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:	7 October 2025

Earliest date for decision:	13 September 2025
------------------------------------	-------------------

Recommendation agreed by: (Authorised Officer)	<i>HMM</i>
Date:	7 October 2025