

DELEGATED OFFICER REPORT



**WOKINGHAM
BOROUGH COUNCIL**

Application Number:	250345
Site Address:	Land to the front of 1010 Eskdale Road, Winnersh, Wokingham
Expiry Date:	10 April 2025
Site Visit Date:	08/04/2025
Proposal: Application for advertisement consent for illuminated letters mounted to wall outside building.	

PLANNING CONSTRAINTS/STATUS

- Major Development Location.

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
121886	Application for advertisement consent to display 17 assorted signs. Part retrospective (entrance sign).	Approved, 08/05/2012
100733	Application for advertisement consent for the erection of one internally illuminated sign.	Approved, 19/04/2010
041491	Proposed erection of externally illuminated estate signs plus non illuminated directional signs.	Approved, 10/08/2004

CONSULTATION RESPONSES

WBC Conservation (if applicable)	No comments received.
WBC Highways	No objections raised.

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL	
Site Description:	
The proposal complies in terms of:	
Impact on amenity: (including impact on heritage assets, where applicable)	<input checked="" type="checkbox"/>
<p>The application seeks advertisement consent for the installation of externally illuminated individual white letters mounted to the south-western side boundary wall of the Winnersh Triangle business park. The signage will read '<i>Welcome to Winnersh Triangle</i>' and would be powder coated stainless steel with acrylic faces with a maximum illuminance level of 400 cd/m²</p>	
Planning Considerations:	
<p>Policy CP1 of the Core Strategy states that planning permission will be granted for development proposals that maintain or enhance the high quality of the environment.</p> <p>Policy CP3 of the Core Strategy states that planning permission will be granted for proposals that are of an appropriate scale of activity, mass, layout, built form, height, materials and character to the area together with a high quality of design without detriment to the amenities of adjoining land users including open spaces or occupiers and their quality of life.</p> <p>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.</p> <p>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.</p>	
Assessment:	
<p>The proposed signage is considered to be of an appropriate scale, design, and placement, and would not appear dominant or visually intrusive, particularly given the established commercial nature of the site and its surroundings. The business park is characterised by modern office buildings, functional landscaping, and wide access routes, where contemporary signage is both expected and contextually appropriate. The design and font are modern and minimalistic and paired with the subtle external illumination, would be in keeping with the existing aesthetic of the park. As such, the proposals would not adversely impact the character of the area.</p>	
Impact on public safety:	<input checked="" type="checkbox"/>

The Council's Highways Officer has reviewed the application and raised no objections on highway safety grounds. Given the low level of luminance proposed, the signage is unlikely to cause glare or dazzle to road users. The lighting will be static, with no intermittent flashing or similar effects that could distract drivers. Additionally, the use of white lettering does not conflict with or resemble traffic signal colours. As such, the signage is not considered to pose any risk to highway safety.

Relevant policies:	<input checked="" type="checkbox"/>
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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:	9 April 2025
Earliest date for decision:	7 March 2025

Recommendation agreed by: (Authorised Officer)	
Date:	09/04/25