

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	250313
Site Address:	68-70 Peach Street, Wokingham, RG40 1XH
Expiry Date:	10 April 2025
Site Visit Date:	19/09/2024 – See PA: 242027
Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated fascia sign board to replace the existing fascia sign board.	

PLANNING CONSTRAINTS/STATUS

- Conservation Area – Wokingham Town Centre

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

Application No.	Description	Decision & Date
990474	Proposed Erection Of Internally Illuminated Fascia Sign And Projecting Sign (Retrospective)	Approved 27/05/1999
980981	Proposed Installation Of New Shop Front And Automatic Telling Machine	Approved 21/12/1998
062579	Proposed change of use of pay phone box to ATM & pay phone.	Approved 07/04/2006
141855	Proposed change of use from Open A1 retail to D2.	Approved 13/02/2015
151159	Advertisement application for new signage, to include 1no fascia sign, 1no hanging sign and 2no other signage.	Approved 06/07/2015
242027	Prior approval submission for proposed change of use of the commercial premises on the first floor to 2 no. dwellings.	Refused, 26/09/2024
250313	Application for advertisement consent for the proposed installation of 1 no. internally illuminated fascia sign board to replace the	Awaiting decision

	existing fascia sign board.	
242941	Full application for the proposed installation of 4 no. first floor windows.	Approved, 13/03/2025
250074	Full application for the proposed relocation of ground floor shop frontage, changes to fenestration and installation of electric roller shutter.	Approved, 07/04/2025

CONSULTATION RESPONSES

WBC Conservation (if applicable)	No comments received.
WBC Highways	No objections, subject to a condition.

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Site Description:

Peach Street comprises a mix of uses, with commercial shopfronts at ground floor level and residential properties above. The application building is a mid-to-late 20th century commercial structure, likely dating from the 1960s to 1980s. It exhibits a functional, modernist design typical of post-war town centre developments, characterised by a flat roof, large rectangular windows, and a concrete façade. Prioritising practicality over ornamentation, the building contributes little to the historic or aesthetic character of the conservation area, particularly when considered in the context of the wider street scene, which includes more historic buildings of higher architectural merit.

The proposal complies in terms of:

Impact on amenity: (including impact on heritage assets, where applicable)



Site Description and Proposed Development:

The proposal seeks consent for a change in shop signage, following the change of use from a gym (formerly 'Anytime Fitness') to a grocery store trading as 'SAFA'. The proposed sign will consist of a frame and panel made from 3mm thick Aluminium Composite Panel (ACP) finished in blue. The 'SAFA' lettering will be three-dimensional, constructed from aluminium coil, and illuminated in either yellow or warm white.

The supporting Signage Details statement indicates that illumination will be via a low-voltage power supply that will provide internal illumination for the 'fret cut areas of text and backlighting for the '3D' letters.

Planning Considerations:

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.

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.

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.

Policy TB24 of the adopted MDD supports development proposals or other initiatives that will conserve and, where possible, enhance the local character, setting, management and historic significance of designated heritage assets.

Assessment:

Principle SH7 of the Borough Design Guide Supplementary Planning Document (SPD) advises that materials used for shopfronts should be compatible with the character of the host building and the wider area. In Conservation Areas, there is a clear preference for traditional materials and finishes, and the use of plastics is generally discouraged as being inappropriate.

In this case, the proposed signage would be constructed from ACP and aluminium coil, finished in a relatively bold blue. These materials and colouration are not typically associated with traditional shopfronts in Conservation Areas and may be considered to contrast with the historic character the policy seeks to protect.

However, it is important to note the established context of the surrounding parade, where several neighbouring shopfronts utilise similar materials and bold colour schemes—for example, 'Pizza Hut' and 'Wokingham Décor' both feature acrylic signage and vibrant tones. In line with Principle SH4 of the Borough Design Guide, which emphasises that the design of an individual shopfront—particularly the height, depth, and alignment of the fascia—should fit well into the street scene and relate to those on adjacent buildings in particular, the proposed signage is considered to be in keeping with the visual rhythm of the parade.

As such, while the proposed materials, design and colouration may not strictly adhere to the preferences set out for Conservation Areas, the signage, when viewed within the immediate context of similarly modern and vibrant commercial frontages, would not appear incongruous or harmful to the character or appearance of the conservation area or the setting of nearby listed buildings.

Impact on public safety:

The Council's Highways Officer has reviewed the application and notes that the proposed signage is set back from, and runs parallel to, the carriageway. As such, it is unlikely to result in glare or dazzle to road users. While the design suggests a low level of luminance, no specific luminance level has been provided. Accordingly, the Highways Officer recommends that a condition be imposed to secure and control the

luminance level to ensure highway safety is maintained. A suitable condition will be attached to any approval.

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: 9 April 2025

Earliest date for decision: 6 March 2025

**Recommendation
agreed by:**

(Authorised Officer)



Date: 09/04/25