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Development Management,
Wokingham Borough Council,
Civic Offices,
Shute End,
Wokingham

27th October 2026

Our Ref: 26/5695S

Dear Sir/Madam,

Application for Advertisement Consent for 4 No. Advertisements at the Approved Aldi Foodstore at Gazelle Close, Winnersh, RG41 5HH

On behalf of the Applicant, Aldi Stores Limited, please find enclosed an application for advertisement consent in relation to the approved Aldi Foodstore at Gazelle Close, Winnersh, RG41 5HH.

Accordingly, the following plans and documents have been submitted as part of this application:

- This Cover Letter.
- Completed Application Forms and Ownership Certificates.
- Proposed Elevations (Dwg No: 201057-XXX-KK-XX-ZZ-D-A-1950- P02).
- Proposed Totem Sign (Dwg No: 201057-XXX-KK-XX-00-D-A-1970-P02)
- Site Location Plan (Dwg No: 201057-XXX-KK-XX-00-D-A-1110-P02); and
- Proposed Site Plan (Dwg No: 201057-XXX-KK-XX-00-D-A-1900-P02).

This application has been submitted via the Planning Portal (ref: PP-15317889) and the requisite fee of £273.00 has been paid online via the Planning Portal.

Relevant Planning History

Approval for the Aldi Store was granted by the Secretary of State on the 27th October 2025 following a Public Inquiry. The application was called-in due to an objection held by the Environment Agency relating to Flood Risk. Planning Permission No: 230099, therefore, provides consent for the following:

Full application for the proposed erection of a foodstore with associated access, parking and servicing areas, landscaping, and other associated works to include solar panels to the roof.

Proposed Development

This application seeks advertisement consent for the erection of four permanent signs associated with the approved Aldi Foodstore at Gazelle Close, Winnersh. The proposed signage consists of the following:

This document may have been prepared with the support of AI tools, including Microsoft Copilot, which can assist with research and initial drafting. Where AI tools have been used, all content has been reviewed, edited, and validated by our professional team. The findings, recommendations, and conclusions reflect our expert judgement based on the information available at the time of writing. This report forms one component of the wider decision-making process and is intended to be read in conjunction with any other relevant professional advice. Any AI-generated measurements or spatial outputs are approximate; critical information has been independently verified where required.

- 1 No. Internally illuminated free standing double-faced totem pole sign located at the entrance of the site (Sign A).
- 1 No. Vinyl film opening times panel and image applied to shopfront glazing (Sign B).
- 1 No. Vinyl film entrance sign applied to glass of entrance lobby (Sign C); and
- 1 No. Internally illuminated wall hanging sign mounted to the face of the building on the north elevation (Sign D).

The free-standing double-faced totem sign (Sign A) is proposed to be located at the entrance of the site, adjacent to Gazelle Close on the northern boundary of the site. This sign is comprised of the Aldi Logo as well as the Aldi store opening times and the store facilities. The Aldi logo sign will measure 2470 mm in height and 2070 mm in width. Below this, the opening hours sign below is proposed to be 600 mm in height and 1996 mm in width. The double pole double sided frame is proposed to be 6000 mm in height and 2450 mm in width. The size and scale of Sign A has been carefully designed to highlight the main access to the site and is required to ensure the commercial success of the development. Please see Drawing Nos: 201057-XXX-KK-XX-00-D-A-1970-P02 and 201057-XXX-KK-XX-00-D-A-1900-P02 for full details of Sign A.

The non-illuminated wall mounted vinyl opening times and image sign (Sign B) is proposed to be applied to 1 shopfront panel on the left of the store entrance and exit doors (eastern elevation). The design consists of white text on a sky blue background with the Aldi Logo, the Team GB Olympic logo, and ParalympicsGB logo all located beneath. It is important to note that the design is indicative only and subject to change. Please see Drawing Nos: 201057-XXX-KK-XX-ZZ-D-A-1950-P02 and 201057-XXX-KK-XX-00-D-A-1900-P02 for full details of Sign B.

A vinyl film Aldi entrance sign is proposed to be applied to the glass of the entrance lobby on the north elevation (Sign C). This sign is proposed to be 1480mm in height and 1234 mm in width. The bottom of the vinyl sign will be 520mm from the floor. The signage is required in order to highlight the entrance to the store building. Please see Drawing Nos: 201057-XXX-KK-XX-ZZ-D-A-1950-P02 and 201057-XXX-KK-XX-00-D-A-1900-P02 for full details of Sign C.

An internally illuminated wall mounted sign (Sign D) is also proposed to be mounted to the wall on the north elevation. This proposed sign measures 2470 mm in width, 2470mm in height and will be 2000mm from the finished floor level. The sign features the Aldi logo and will feature internal LED illumination. Due to the size and location of the store, the wall mounted sign is of appropriate scale, and will be critical to both the design of the store and the store's commercial success in this location. Please see Drawing Nos: 201057-XXX-KK-XX-ZZ-D-A-1950-P02 and 201057-XXX-KK-XX-00-D-A-1900-P02 for full details of Sign D

Planning Policy

A summary of the relevant national and local policy is set out below.

Wokingham Borough Core Strategy (adopted January 2010)

Policy CP1 relates to sustainable development and sets out that permission will be granted for development proposals that maintain or enhance the high quality of the environment, minimise the emission of pollutants, provide attractive, functional, accessible, safe, secure and adaptable schemes.

Similarly, Policy CP3 sets out that, within the general principles for development, planning permission will be granted for proposals that are of an appropriate scale with appropriate materials and character to the area with a high-quality design without detriment to the amenities of adjoining land users.

Managing Development Delivery Local Plan (adopted February 2014)

Policy CC01 refers to the presumption in favour of sustainable development and sets out that planning applications that accord with the Policies in the Development Plan should be '*approved without delay, unless material considerations indicate otherwise'.*

Policy TB19 discuses outdoor advertising specifically, and sets out that: *the Council will only permit outdoor advertisements where they demonstrate:*

a) *There is no adverse impact upon highway safety*

b) *There is no harmful impact on the amenity of the adjoining land uses*

c) *There is no harmful impact on the character or appearance of the area.*

National Planning Policy Framework (NPPF) (August 2026)

Within Policy DP3 of the NPPF it is set out that development proposals should respond to their context and integrate with and enhance their surroundings.

Policy P3 also requires development to limit any adverse impact from artificial light on local amenity.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out the powers that are to be exercised by Local Planning Authorities in the interests of amenity and public safety. Regulation 3(4) states that an express consent for the display advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed unless this is required in the interest of amenity or public safety.

Lighting Statement

Illumination is proposed for three of the signs. The level of illumination will not exceed 108 cd/m2. This level of proposed internal illumination will provide a modest 'soft glow' and therefore it is considered that this is acceptable within this location. As such, it is considered that this will not cause any adverse impact from artificial light on local amenity and will not pose any risk to highway safety as required by Policy P3 of the NPPF and Policy TB19 of the Local Plan.

Public safety and Amenity

The proposed signs will not sail over a public highway, and the signs will be fixed and/or located away from areas where customers are likely to walk. The signs would therefore not be causing obstruction or represent the possibility of dangerous distractions to drivers on the adjacent roads network, in line with Policy TB19 of the Local Plan.

It is considered that the proposed signs would not have an adverse impact on the visual amenity of the local area and has been designed to not encroach onto the adjacent road network. The signs preserve the visual amenity of the store as well as the surrounding area by reason of their appropriate size, design, location, and massing.

Conclusion

Aldi Stores Limited specialises in Class E discount food retail. This application seeks advertisement consent for four permanent signs to be located on the building elevations as well as on the site boundary. The proposed signage for the building and the site is required to clarify the nature of the commercial use and to advertise the retail presence in the area. This is crucial to the commercial success of the business

The signage is considered to be appropriate and well integrated within the surroundings of the site in line with NPPF Policy DP3 of the NPPF and CP3 of the Core Strategy. This is because the signage is considered to be appropriate to the surrounding retail context and will be of high quality, utilising an appropriate scale and materials. There will therefore be no harmful impact on the character or appearance of the area, as in Policy TB19 of the Local Plan.

We have reviewed the Council's validation requirements and consider the above and enclosed suitable in validating and determining the application, however, please do not hesitate to contact me should you have any queries.

Yours faithfully,

[redacted]

Elizabeth Godfrey

Assistant Planner

Planning Potential

Bristol

Enc.