

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	242025
Site Address:	Esso Service Station, Bath Road, Knowl Hill, Berkshire, RG10 9UP
Expiry Date:	1 October 2024
Site Visit Date:	16 August 2024
Proposal: Application for advertisement consent for 1 no. internally illuminated freestanding digital display.	

PLANNING CONSTRAINTS/STATUS

- Green Belt
- Green Route

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
001198	Proposed erection of internally illuminated sign	Approved 13/09/2000
170280	Application for advertisement consent for retention of the display of 1 illuminated signage with illuminated white lettering "free cash withdrawals and balance enquiries" and "cash zone" halo illumination plus illuminated signage to ATM fascia with white lettering "cash zone" and accepted card logos.	Approved 03/04/2017

CONSULTATION RESPONSES

WBC Highways	No objection subject to condition(s)
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL	
Site Description:	
The application site consists of a petrol station forecourt located on Bath Road A4. The building in question (forecourt shop) is located to the east of the site, adjacent to a private road leading to a number of detached dwellings to the north-west and north-east/east.	
The proposal complies in terms of:	
Impact on amenity:	☒
The proposed digital display would be sited adjacent to the main retail unit's eastern elevation. The display would have a width of 1.23 metres and a height of 2.4 metres. The display screen would be 0.92 x 1.65 metres in size and would have a maximum illuminance level of 5000cd/m2 (sunrise to sunset) and 300cd/m2 (sunset to sunrise). The site is located on a rural Green Route within the Countryside. Illuminated signage generally detracts from the rural character of the area but the scale of the signage proposed under this application is modest and its siting would assimilate well into the parking forecourt's development envelope which is already an urbanising element in the street scene. Overall, the advertisement would have an acceptable impact on the openness of the Green Belt and the visual amenities of Bath Road as a Green Route.	
Impact on public safety:	☒
WBC Highways have no objections to the proposals on highway safety, subject to a restriction on the display's illuminance levels.	
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:	6 September 2024
Earliest date for	31 August 2024

decision:	
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Recommendation agreed by: (Authorised Officer)	
Date:	6.9.24