

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	250990
Site Address:	Esso MFG, Bath Road A4, Charvil, Reading, RG10 9UP
Expiry Date:	27 June 2025
Site Visit Date:	13 June 2025
Proposal: Application for advertisement consent for 1 no. internally illuminated freestanding D6 display sign.	

PLANNING CONSTRAINTS/STATUS

- Green Belt
- Green Route
- Located opposite a Grade II Listed Milestone



Figure 1 Image from Historic England Website.

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
211230	Application for advertisement consent for 2no. wall mounted poster boards (retrospective).	Approved 17 th May 2021
242025	Application for advertisement consent for 1 no. internally illuminated freestanding digital display.	Approved 6 th September 2024

CONSULTATION RESPONSES

WBC Highways	No Objection Subject to Condition
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications.

APPRAISAL

Site Description: A petrol station forecourt located adjacent to Bath Road in Knowl Hill.

The proposal complies in terms of:

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



The freestanding display sign would replace two existing paper freestanding advertisements that are located forward of the onsite shop and to the east of the site. The two existing signs are approximately 1.7m in height and 0.85m in width. The illuminated digital display would have a black galvanised metal casing that would measure 2.4m in height from ground level, 0.22m in depth and 1.23m in width. The illuminated panel would measure 1.65m in height and be 0.93m in width. Although the illuminated sign would be 0.7m higher than existing, it would replace 2 no. paper signs, the signage would be of low luminance, and the overall surface area would be approximately 2.95 m² and less than existing. The Grade 2 Listed Milestone (Image 1) is located approximately 35m away on the other side of the road and opposite the neighbouring car showrooms. Therefore, given this separation distance, the freestanding illuminated display would not be harmful to the Green Belt or character of the area and is therefore considered acceptable in terms of amenity.

Impact on public safety:	☒
The Highways Officer has raised no objection subject to a condition as follows: <i>"The proposed sign is located within the garage forecourt, set back from the public highway, so as not to hinder or obstruct visibility splays or road traffic signs. The sign will be of low-level luminance (dusk to dawn) and this is unlikely to cause glare or dazzle to road users. The daytime luminance is to be controlled to the recognised industry standard.</i> <i>Highways recommend that the operation of the advertising panel shall be in accordance with the industry standard 'ILP model conditions' submitted with the application. This includes no more than 1 advert every 10 secs and a quick change between adverts of no more than 1 second. There shall be no animations or moving images on the adverts."</i> Therefore, the proposed signage would be acceptable in terms of public highway safety.	
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:	Approve
Date:	18 June 2025
Earliest date for decision:	20 May 2025

Recommendation agreed by: (Authorised Officer)	
Date:	19/06/25