

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	261778
Site Address:	Oak Dale, Lower Wokingham Road, Crowthorne, Wokingham, RG45 6BX
Expiry Date:	23 September 2026
Site Visit Date:	7 August 2026
Proposal: Application for advertisement consent for proposed 2 no. non illuminated individual letters and 3 no. single sided illuminated post mounted directional signs.	

PLANNING CONSTRAINTS/STATUS

- The application site is located in the countryside.

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
15842	Addition at 1st floor level to provide 3 bedroom and bathroom	Approved 09/07/1981
23464	Erection of 4 ft high fence along front boundary	Approved 03/06/1985
990435	Proposed Two Storey Side Extension To Dwelling	Approved 24/03/1999
010004	Proposed first floor front extension to dwelling.	Approved 01/10/2001
223256	Full application for the proposed demolition of the existing dwelling and erection of 60 bedroom care home (use class C2), with associated access, parking and landscaping.	Refused 18/07/2023 Allowed at appeal 26/09/2024
250158	Application for non-material amendment to planning permission 223256 to amend the timing triggers of conditions 4 (drainage), 6 (ecological enhancement), 7 (landscaping), 8 (archaeology),	Approved 12/02/2025

	9 (noise impact) and to amend the wording of 10 (CMP)	
250169	Application for non-material amendment to planning permission 223256 to amend the list of approved drawings under condition 2.	Approved 11/02/2025
250353	Application for non-material amendment to planning consent 223256 (as allowed by appeal APP/X0360/W/23/3336000) to allow change of the wording of condition 16 (BREEAM).	Approved 06/03/2025
250494	Application for submission of details to comply with the following condition of planning permission 223256 (APP/X0360/W/23/3336000) dated 26/09/2024. Condition 12 relates to carbon neutrality.	Approved 04/06/2025
251254	Application for submission of details to comply with the following condition of planning consent 223256 (APP/X0360/W/23/3336000) dated 26/09/2024. Condition 8 relates to archaeology.	Approved 01/10/2025
251296	Application for submission of details to comply with the following condition of planning permission 223256 dated 26.09.2024 (as allowed by appeal APP/X0360/W/23/3336000). Condition 9 relates to noise assessment.	Approved 24/07/2025
251330	Application for non-material amendment to planning consent 223256 for an amendment to the wording of condition 17 (photovoltaic array) to ensure consistency with the approved energy strategy.	Approved 18/06/2025
251426	Application for submission of details to comply with the following condition of planning consent 223256 (APP/X0360/W/23/3336000) dated 26/09/2024. Condition 10 relates to a construction management plan.	Approved 09/10/2025
251808	Application for submission of details to comply with the following conditions of planning consent 223256 (APP/X0360/W/23/3336000) dated 26/09/2024. Condition 7 relates to a scheme of landscaping and condition 13 to a landscape management plan.	Approved 12/05/2026
252016	Application for submission of details to comply with the following conditions of planning permission 223256 (APP/X0360/W/23/3336000) dated 26/09/2024. Condition 4 relates to a drainage scheme and condition 5 to submission	Approved 22/01/2026

	of an updated Arboricultural Method Statement and Scheme of Works.	
252228	Application for submission of details to comply with the following condition of planning consent 223256 (APP/X0360/W/23/3336000) dated 26/09/2024. Condition 23. Travel Plan.	Approved 08/10/2025
260676	Application for submission of details to comply with the following condition of planning consent 223256 dated 26.09.2024 (as allowed by appeal APP/X0360/W/23/3336000). Condition 14 relates to boundary treatment scheme.	Approved 12/05/2026

CONSULTATION RESPONSES

WBC Highways	No objection
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Proposal:

This application seeks advertisement consent for the display of five advertisements associated with the approved Oak Dale Care Home on Lower Wokingham Road, Crowthorne. The proposal comprises two sets of non-illuminated silver individual letter signs displaying the Barchester branding, to be mounted on the building's front elevation, together with three externally illuminated, single-sided, post-mounted directional signs located within the site. The directional signs would provide wayfinding information, including directions to the entrance, parking and deliveries areas, and would feature static LED trough lighting with a maximum illumination level of 250 cd/m².

The proposal complies in terms of:

Impact on amenity: (including impact on heritage assets, where applicable)	☒
Impact on public safety:	☒
Relevant policies:	☒

Introduction:

Pursuant to the Town and Country Planning (Control of Advertisements) Regulations 2007, the display of outdoor advertisements can only be controlled in the interests of 'amenity' and 'public safety'.

The National Planning Policy Framework (NPPF) at paragraph 132 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

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. In this instance, Policy TB19 of the MDD would be treated as a material consideration.

Site Description:

The application site comprises the approved Oak Dale Care Home, currently under construction, located on Lower Wokingham Road, Crowthorne. The site occupies a prominent position fronting Lower Wokingham Road and will include the care home building, access arrangements, parking areas and associated landscaping.

Impact on Amenity:

Policy TB19 of the adopted MDD states the following:

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*

The non-illuminated lettering will be on the front elevation of the care home. These signs are set back at least 47 metres from the site's frontage with the Lower Wokingham Road. As such, these signs pose no harm to highway safety or the character and appearance of the area. Additionally, the signs are at least 20 metres from the nearest side boundary, and this demonstrates they would have no harmful impact on the amenity of adjoining land uses.

The externally illuminated, post-mounted directional signs would have a maximum illumination level of 250 cd/m². Two of these signs are sited within 2 metres of the front boundary with Lower Wokingham Road, however, given the substantial boundary treatment and planting along the frontage, it is not deemed that these signs would have an adverse impact upon highway safety. Additionally, it is not deemed that a luminance level of 250cd/m² would cause glare or dazzle to road users. Whilst the two signs nearest the entrance may be visible from the public domain, these signs are typical directional signs for site uses such as this care home, and therefore it is not considered that these signs would impact upon the character or appearance of the area. Additionally, these signs are all over 20 metres from the nearest side boundary and this demonstrates that they pose no harm to the amenity of adjoining land uses.

Conclusion:

Therefore, taking the above into consideration the application is recommended for approval subject to conditions.

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:	8 September 2026
Earliest date for decision:	27 August 2026

Recommendation agreed by: (Authorised Officer)	
Date:	08/09/26