

Our Ref: JE/GM/96816

19 May 2025



Wokingham Borough Council
Development Management
Civic Offices, Shute End
Wokingham
RG40 1BN

Dear Sir/Madam

**SAINSBURY'S SUPERMARKETS LIMITED
LAND EAST OF NINE MILE RIDE EXTENSION, ARBORFIELD GREEN, RG2 9GB
ADVERTISEMENT CONSENT FOR THE ERECTION OF NEW SAINSBURY'S SIGNAGE
PLANNING PORTAL REFERENCE: PP-14018820**

Please find enclosed an application for advertisement consent to display signs for the consented Arborfield Sainsbury's food store. The signs serve a range of purposes to advertise and provide safe and convenient access in and around the new Sainsbury's development. Reserved matters were granted for the store in 23/02/2024 (Ref: 232927).

The Site

The proposed advertisements will be located throughout the wider store site including the carpark, access points, and building elevations. The supermarket will be a standalone unit with additional car park being created to the west of the building, with access to the site achievable to the north via the newly proposed road which will adjoin Nine Mile Ride Extension.

The wider area contains a mix of uses in the form of residential, commercial and industrial. To the south and west there are apartment blocks with associated car parking along Cook Way and Millard Place respectively. There are additional residential units beyond Millard Place to the west, as well as further afield to the northwest. To the southeast is Bohunt School, with Hogwood Industrial Estate beyond this. To the east is Arborfield Green Leisure Centre and to the north is the future Arborfield Green district centre.

The Proposal

This proposal comprises illuminated and non-illuminated signage relating to the consented Sainsbury's food store in Arborfield.

Within the carpark, illuminated signage includes 1no. 5m store totem located to the northwest of the site, with a maximum illumination of 300 candelas per square metre. Large non-illuminated signs within the carpark include 1no. parent and toddler totem and 1no. blue badge totem, both being 1228mm x 2850mm, with the top of each sign being 3000mm from the ground. Smaller non-illuminated signs are proposed to be located throughout the carpark.

Mounted on the roof of the store there will be 2no. Sainsbury's signs on the northern and western elevations, illuminated to a maximum of 300 candelas per square metre, measuring at 8085mm x 1200mm x 95mm. On either side of the main entrance on the western elevation there will be 2no. wall mounted welcome signs, illuminated to a maximum of 300 candelas per square metre, measuring at 2400mm x 2400mm x 116mm.

Planning Policy

Relevant regional and local planning policy consists of the Wokingham Borough Local Development Framework, adopted January 2010 and the Arborfield & Barkham Neighbourhood Plan, adopted April 2020, whilst national policy consists of the NPPF.

Within both the local development plan and neighbourhood plan there is no reference to advertisements of this nature. Therefore, the only relevant policy is derived from the NPPF and appropriate supplementary planning documents.

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, considering the provisions of the development plan, as far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2024 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. Per Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, considering cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Planning Assessment

This application seeks to erect new signage relating to the approved Arborfield Sainsbury's food store (Ref: 232927). The Town and County Planning (Control of Advertisements) (England) Regulations 2007 state that advertisement consent applications should only be considered in terms of their impacts on public safety and amenity. Both are considered below.

Amenity

The proposed advertisements are an essential component of the new Sainsbury's food store in Arborfield. The number of proposed advertisements has been kept to the minimum required amount that would enable a smooth business operation when open, whilst aiming not clutter the store frontage and/or site. These signs are also typical of a retail unit of this nature.

The totem sign will be illuminated at a level of 300 cd/m² with only the text being illuminated. The fascia sky signage and welcome walls will also be illuminated at a level of 300 cd/m². The signage will not have any special effects such as fading or flashing which could make it overly prominent. The residential properties along Millard Place to the west, and Cook Way to the south, will both have

visibility of the signs, however the low levels of illumination will ensure that amenity continues to be enjoyed by the occupants of these properties.

The remaining smaller signage will be unlit and small enough in size, with the biggest being a 740mm x 600mm post mount, that they will not cause any detriment to the amenity of the surrounding area. All signs are essential in order to help guide customers around the store's carpark.

The proposed advertisements will only be seen in the context of the new development. The signage is of an appropriate scale and design to meet its required function. The level of signage proposed will not have a negative impact on the amenity of the surrounding area and is compliant with the policy from the NPPF and supporting documents.

Public Safety

In terms of public safety, the overall signage will not cause any harm to those who come into its field of view. The signage on the building's elevations will be appropriately sized in the context of the development, as well as setback from the road, so the potential distraction to passing drivers on Nine Mile Ride Extension will be minimal.

The main store totem signage will be located on the corner of the proposed junction adjoining Nine Mile Ride Extension, with the sign being visible by road users, but it will not have any impact on road users' line of sight and therefore does not constitute a distraction. Although the sign will be illuminated at a level of 300 cd/m², only the text is lit. Road users will be able to easily glance at the totem while maintaining concentration on road movements.

The remaining signage around the proposed development will be located within the carpark, where speed limits will be in place, providing essential navigation and guidance for users of the supermarket and carpark, consequently not causing any distractions.

Under these circumstances, the new signs would not constitute a distraction to anyone exercising a reasonable standard of care on the highway. Consequently, the proposal would not give rise to public safety issues in the immediate area.

Application Summary

To complete the application, please find attached the following documentation:

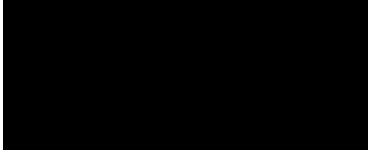
- Completed application form
- Covering Letter (this document)
- The following drawings and plans:
 - Proposed Carpark Signage (Drawing ref: SK-A-7107)
 - Proposed EV Bay Signage (Drawing ref: SK-A-7106)
 - Proposed Main Building Signage (Drawing ref: SK-A-7104)
 - Proposed Pedestrian Totem (Drawing ref: SK-A-7103)
 - Proposed Signage Site Plan (Drawing ref: SK-A-7101)
 - Proposed Store Totem (Drawing ref: SK-A-7102)
 - Proposed Welcome Wall (Drawing ref: SK-A-7105)
 - Site Location Plan (Drawing ref: SK-A-9100)

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Yours faithfully,



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Planner

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