

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	260270
Site Address:	57-59 Unit 3, Crockhamwell Road, Woodley, Wokingham, RG5 3SZ
Expiry Date:	3 April 2026
Site Visit Date:	12 November 2025
Proposal: Application for advertisement consent for 1no. illuminated fascia sign.	

PLANNING CONSTRAINTS/STATUS

None relevant

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
252317	Full application for proposed change of use from Office (Class E) to Hot Food Take Away (Sui Generis).	Approved: September 2025

CONSULTATION RESPONSES

WBC Highways	No objection subject to a condition
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Context: This application relates to a ground floor unit within Woodley Town Centre which has recently obtained planning permission to be used as a fast foot takeaway. The proposal seeks consent for 1no. sign associated with the fast-food franchise, broken down as follows:

- One internally illuminated fascia sign measuring 560mm in height & 5280mm in width.

It should be noted that the application site is not located within a Conservation Area.

Planning Considerations: 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.

Principle SH7 of the Borough Design Guide SPD requires that fascia signage comprises materials appropriate to their context, includes lettering and logos which are well proportioned relative to the size of fascia and is of proportions appropriate to the building rather than predetermined by brand signage.

Principle SH8 of the SPD states that illuminated signs will be appropriate for all shopfronts, however, signage in Conservation Areas should generally be externally illuminated, unless the signage is well designed and comprises halo or fret cut lettering on a solid background. Outside the Conservation Area, internally illuminated signage may be appropriate where the shopfront is set behind colonnades or beneath solid canopies. In all areas, any light spill should be minimised.

Additionally, projecting signage should generally be externally illuminated consistent with 7.8.3 SH9 of the Borough Design Guide, however, sensitive use of internal illumination of signage may be considered if coherent with the overall design.

Assessment: The proposed signs are acceptable in design and is in keeping with the scale and character of Woodley Town Centre, where it is to be displayed. As such, the proposals would not detract the character and appearance of the immediate vicinity.

The WBC Highways Officer has raised no objections to the proposed development with regard to public or highway safety, subject to a limitation of the luminance level of the fascia sign, which can be controlled via condition.

As there are no other materials consideration that would justify the withholding of planning permission, the proposal is recommended for approval.

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:	19 March 2026
Earliest date for decision:	4 March 2026

Recommendation agreed by: (Authorised Officer)	
Date:	19/03/26