

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	241954
Site Address:	13 Denmark Street, Wokingham, Wokingham, RG40 2AY
Expiry Date:	24 October 2024
Site Visit Date:	2 September 2024
Proposal: Application for advertisement consent for 1 no. non illuminated exterior lettering signage to fascia, and 1 no. non illuminated projecting sign (retrospective).	

PLANNING CONSTRAINTS/STATUS

- Wokingham Town Centre Conservation Area.

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
203490 Erftstadt Court	Application for a certificate of lawfulness for the proposed change of use of serviced offices to a use falling within Use Class E for the provision of Wokingham Borough Council Youth Offenders Service.	Application withdrawn
210158 The Courthouse, Erftstadt Court	Full planning application for the proposed change of use of serviced offices to a centre for Wokingham Borough Council Youth Offenders Service (sui generis).	Approved 23/03/2021
15141	Alterations to existing shop front at Unit No.4 (Tesco Development).	Approved 10/04/1981

CONSULTATION RESPONSES

WBC Conservation (if applicable)	No objection (05/09/2024).
WBC Highways	No objection, subject to an informative (30/08/2024).

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications.

Wokingham Town Council – No objection (10/10/2024).

APPRAISAL

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 consists of a two and a half storey terraced building located on Denmark Street and is part of the Wokingham Town Centre Conservation Area. The building is 19th century and comprises Mooboo take-away on the ground floor with serviced offices on the first and second floors. The building is surrounded by retail premises.

The application site is not listed.

Proposal:

This application seeks retrospective consent for a non-illuminated projection sign and fascia lettering signage above the front entrance. This application also seeks approval for the fascia.

The proposal complies in terms of:

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



Impact on public safety:



Relevant policies:



Impact on Amenity and Character:

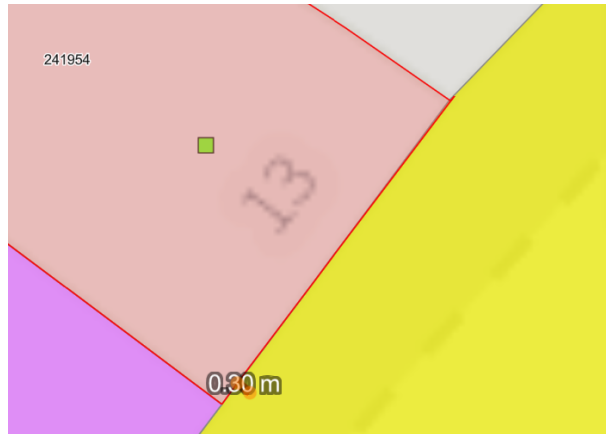
Policy TB19 of the adopted MDD states the following:

'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 proposed fascia lettering signage and projection signage would not be illuminated and would be located on the front elevation of the building. There would be no adverse highway safety concerns generated by the proposal. WBC Highways were consulted and commented "*The application includes a non-illuminated exterior lettering signage to fascia and a non-illuminated projection sign. The signs are to be fixed to private property, and the projection sign will overhang the public highway footway as shown below:*



The applicant is therefore advised to contact the council's Highway Assets/Legal team to obtain the relevant licence".

The officer also recommended an informative relating to overhanging structures to be applied.

The Planning Practice Guidance for advertisements states "*in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features*".

The building is located on the northern side of Denmark Street which is part of the Wokingham Town Centre Conservation Area. The proposed refurbishment of the shopfront includes the fascia and window frames re-painted in yellow, 1.no projection sign and 1.no fascia letting signage. The projection sign would be fixed to the western side of the fascia. It would be constructed from an aluminium composite sheet and would measure 0.3m in height, 0.3m in width, 0.1m in depth and would be positioned 2.8m above ground level. The lettering signage would be constructed from an aluminium composite sheet. The 'mooboo' lettering would be white and would measure 1.1m in width and 0.22m in height. The 'bubble tea' lettering would be black and measure 0.68m in width and 0.08m in height.

The size of the signage responds positively to the scale and architectural character of the building and is in proportion with other elements on the shopfront. The changes are also sufficiently in-keeping with the overall street scene.

The Council's Built Heritage officer was consulted and raised no objection to the proposal. They commented "*The application proposes fascia signage along with a projecting sign to be affixed to the front of 13 Denmark Street, a 19th century building in the heart of the Wokingham Town Centre Conservation Area – a designated heritage asset. The application site lies within the setting of nos. 2, 4 & 6, 8 & 8a and 10 Denmark Street, all Grade II listed buildings. By virtue of its age, architectural and historical interest as well as the positive contribution to the character and appearance of the Conservation Area, the host itself is identified as non-designated heritage asset.*

The application proposes a new dibond tray (aluminium composite panel with coloured wrap) with fixed cut out acrylic lettering along with a projecting sign of a similar nature. In general terms, there is a preference towards traditional signage to be used within the historic environment (for example painted timber), however given the relatively small area of proposed fascia boarding, and the relative neatness of the fitment of the board within the extant shopfront, there would be minimal division from a traditional appearance in this case. Similarly, whilst there is a strong preference for traditional hanging signs within the commercial heart of the town, the proposed projecting sign is fairly small in nature as to not overly be considered adverse. Importantly, the signage is non-illuminated, as lit signage would not be supported.

Given the relative traditional appearance and sympathetic form, the proposed alteration would not harm the significance of the Conservation Area, nor the special interest of the listed buildings through alteration to their setting, (NPPF S16) and would seek to preserve the character and appearance of the Conservation Area (S72, P(LB&CA)A 90).

As such, no objection is raised to the application. If minded to approve, no specific material conditions are suggested as the provided details are considered sufficient".

From a heritage stance, the proposed changes are not considered to be detrimental to the conservation area or setting of the nearby listed buildings.

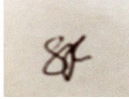
Overall, the proposal would not have an adverse impact on highway safety or on the amenity, character and appearance of the host site or local area. The proposal therefore does comply with local and national policy and guidance and as such, this application is recommended for approval.

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:	17 October 2024
Earliest date for decision:	23 September 2024

Recommendation agreed by: (Authorised Officer)	
Date:	22.10.24