

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	242703
Site Address:	The Two Poplars, Finchampstead Road, Wokingham, RG41 2NU
Expiry Date:	10 January 2025
Site Visit Date:	19 November 2024
Proposal: Application for advertisement consent for the proposed installation of 1 no. post-mounted externally illuminated pictorial sign and 2 no. post-mounted externally illuminated amenity boards, 1 no. non- illuminated transom sign, 1 no. externally illuminated name board sign, 2 no. externally illuminated single-sided panel signs on existing posts, and 1 no. non-illuminated fascia sign writing to wall area.	

PLANNING CONSTRAINTS/STATUS

None

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
242620	Full application for the proposed erection of a timber structure pergola with sheet roof following demolition of the existing conservatory.	Approved: November 2024
071477	Erection of a "cone" garden shelter in the garden adjacent to the existing conservatory to the rear of the Public House.	Approved: June 2007
011867	Proposed single storey rear extension to conservatory of public house.	Approved: May 2001

CONSULTATION RESPONSES

WBC Highways	No objection
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications, however, one objection letter has been received which has been taken into account within the appraisal below.

There have also been a series of other letters received from local residents, however, these appear to relate to a separate planning application and have been uploaded in error.

APPRAISAL

Site Description: The Two Poplars is a well-established public house located on Finchampstead Road, Wokingham. The site is within a predominantly residential area.

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 141 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.

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.

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.'

"Amenity" is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)). In practice, "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

It is important to note that the application building does not hold listed status, nor is it located within a Conservation Area. Furthermore, signs 01, 04, 05 & 06 (as shown on the proposed block plan) are for like-for-like replacement of existing signs, thus reducing the impact of the alterations to the site. The signs to be introduced as new (03 & 07) are modest adverts that would have an unimposing impact.

The main difference between the proposed advertisement and the existing signage at the site is that the replacement signs would be illuminated. Despite this, the level of luminance is considered to be relatively low, with all signs being restricted to a maximum output of 250cd/sqm. This can be secured via condition and would not be an imposing feature within the wider setting.

Overall, it is considered that the design, materials, size, form and position of the signage is acceptable and would not result in any visual harm to the character and appearance of the area.

Impact on public safety:

Following the submission of additional information, stating that signs 01, 05 & 06 are like for like replacements of existing signs in the same location (to existing posts), no objection is raised by WBC Highways with regard to highways safety concerns.

Conclusion:

For all the above, the application is considered acceptable and therefore 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:	8 January 2025
Earliest date for decision:	19 November 2024

Recommendation agreed by: (Authorised Officer)	<i>JMM</i>
Date:	9 January 2025