

DELEGATED OFFICER REPORT



**WOKINGHAM
BOROUGH COUNCIL**

Application Number:	250266
Site Address:	410 Thames Valley Park Drive, Earley, Wokingham, RG6 1RH
Expiry Date:	14 April 2025
Site Visit Date:	21 February 2025
Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated totem sign, 1 no. non-illuminated totem sign and 1 no. externally applied vinyl.	

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
202666	Application for advertisement consent for 1 no. non-illuminated white vinyl sign to main entrance, replacement of header panels on 1 no. double-sided non-illuminated monolith and on 1 no. single-sided internally illuminated monolith adjacent to entrance, and replacement of banners on freestanding, externally illuminated double-sided banner stand. (Part Retrospective)	Approved 24/11/20
193068	Application for advertisement consent for 1No external high level illuminated sign. 1No illuminated external freestanding sign in soft landscape at perimeter of property, these signs are to replace the existing signs once removed.	Approved 13/01/20
190872	Application for submission of details to comply with the following conditions of planning consent 182606 dated 14/12/2018. Condition 3-External materials.	Approved 01/07/19

182620	Full Planning Application for the addition of roof plant equipment (Condensers and Air Handling Unit) to existing roof space.	Approved 14/12/18
182606	Full planning application for the erection of goods lift shaft to east elevation, and alterations to fenestration.	Approved 14/12/18
171701	Advertisement consent for the proposed erection and display of 2 illuminated totem signs, 1 illuminated bespoke signage, 1 illuminated bespoke water feature with lettering to natural stone plus 1 illuminated high level letters to face of building.	Approved 23/08/17
170372	Application for Advertisement consent for the erection of 1no totem sign.	Approved 22/03/17
170389	Application for a non-material amendment to planning consent 150011 to substitute approved drawing 1152-D2-250 P3 with 1152-D5-250 P1 to allow revision to Louvre screens, the building entrance and parapet heights	Approved 08/03/17
162065	Application for advertisement consent for the proposed erection of 1x internally illuminated lettering and numbering sign to northern side of the site; 2x internally illuminated totem signs; 1x internally illuminated lettering and numbering sign within water feature and; 1x internally illuminated lettering and numbering mounted graphics to south elevation of building.	Approved 31/08/16
161403	Full application for landscape improvement works, including retention of the existing substation, a new water feature and paved circulation area.	Approved 22/07/16
153424	Application for submission of details to comply with the following conditions of planning consent 150011 (8/9/2015). 4. Landscaping. 6. Cycle parking. 7. Travel Plan.	Approved 17/02/16
152475	Full application for landscape improvement works, including the provision of bin and cycle stores, footpath upgrading, extensive planting and ecological enhancements.	Approved 20/01/16
150011	Full application for the proposed refurbishment of existing office block, including the provision of a fourth storey roof terrace; replacement glazed atrium and entrance; internal core reconfiguration; floor plate renewal and associated M&E services renewal.	Approved 08/09/15

150012	Self-illustrated lettering with stainless steel surround	Application Withdrawn
150827	Proposed relocation of electrical substation.	Approved 04/06/15
062524	Proposed installation of 1 x DCRA 50-6 condenser unit plus relocation of 6 x existing condenser units.	Approved 15/12/06
052880	Proposed replacement of existing ground floor window with a louvered window	Approved 09/02/16
042758	Proposed installation of 2 condenser units.	Approved 24/01/05
042008	Proposed erection of external overhead illumination to existing sign board.	Approved 13/10/04
041366	Proposed erection of shelter to front of building plus security fence.	Approved 26/08/04
040436	Proposed erection of non-illuminated poster sign. Retrospective.	Approved 27/04/04
970939	Reserved Matters on Approvals 28578 And 33683 For B1 Development	Approved 03/11/97

CONSULTATION RESPONSES

WBC Highways	No objection
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

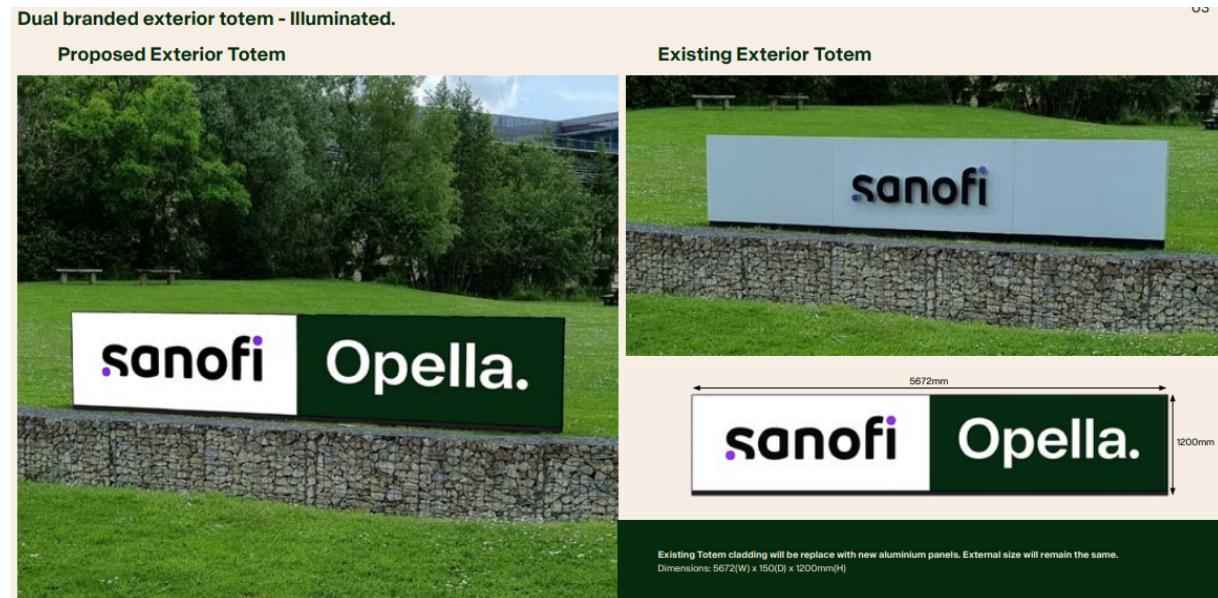
APPRAISAL

Site Description: 410 Thames Valley Park Drive is an L-shaped four storey office building. The building forms part of Thames Valley Business Park. To the north of the site is Thames Valley Drive, to the south is the car park serving the building and beyond is the mainline railway. To the west is a roundabout providing access into the site. To the east is a commercial building.

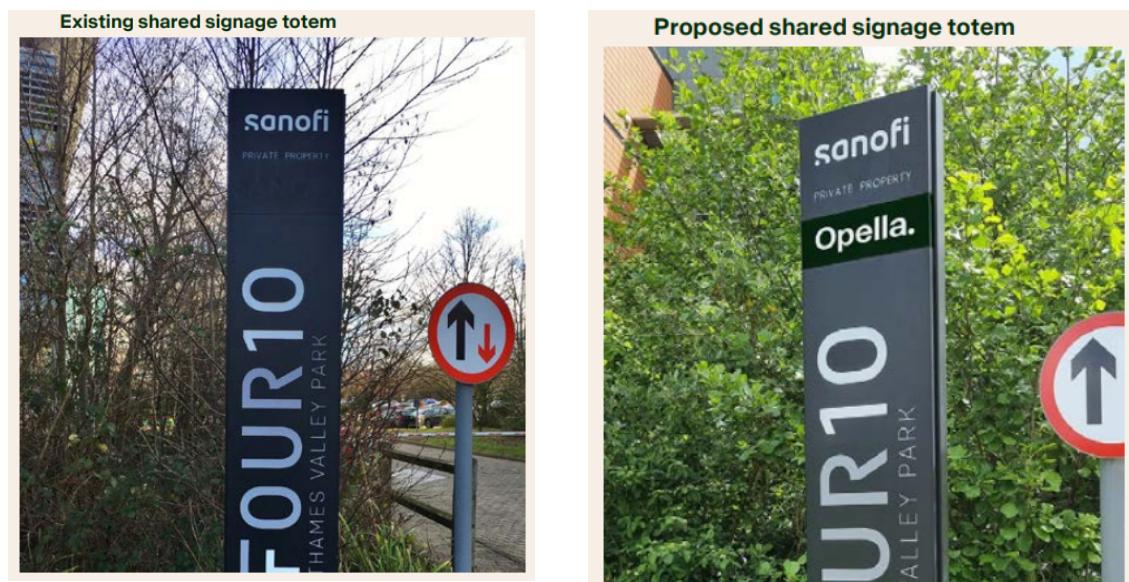
The proposal complies in terms of:

Impact on amenity: (including impact on heritage assets, where applicable)	<input checked="" type="checkbox"/>
Impact on public safety:	<input checked="" type="checkbox"/>
Relevant policies:	<input checked="" type="checkbox"/>

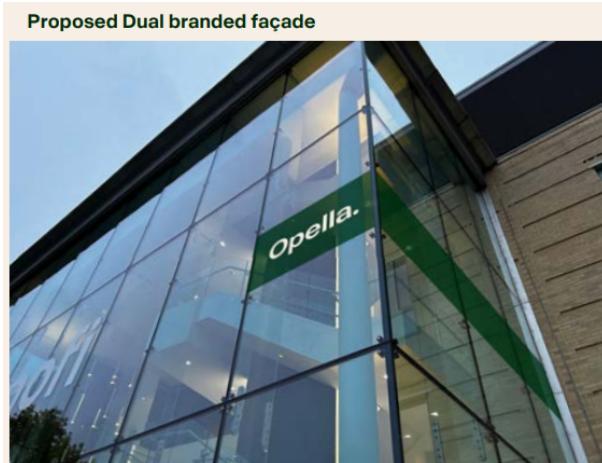
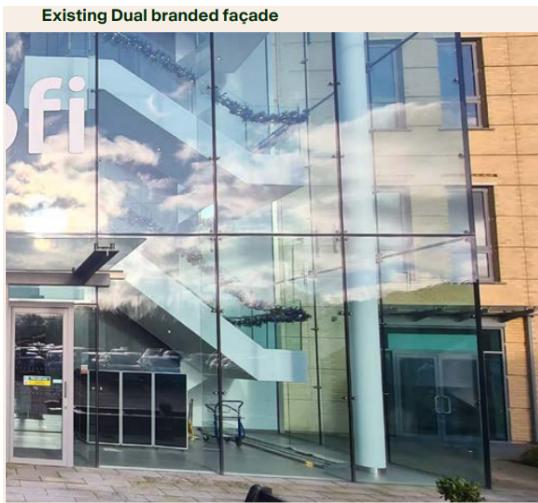
Assessment: The applications consists of dual branded exterior totem – Illuminated. Dimensions: 5672mm(width) x 150mm (Depth) x 1200mm (Height). Existing Totem cladding will be replaced with new aluminium panels. External size will remain the same. The sign will be internally illuminated with illuminance levels of 350cd/m2.



The shared signage totem existing totem to remain the same with additional vinyl Opella logo added; white, green and back text/background (500mm in width x 210mm in height). External size will remain the same.

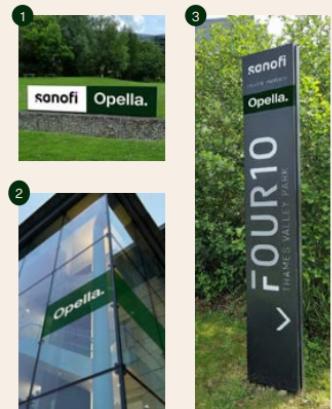


Externally applied vinyl for dual branded façade. Opella logo to be added with green band returning round the right side. Logo is Opella Warm White. Dimensions: 1965mm in width x 815mm in height. Green vinyl band applied to Opella section and returning to the right side. Dimensions 5618mm in width x 815mm in height.



Location.

Opella - Reading
Berkshire
410 Thames Valley Park Dr
Earley
Reading
RG6 1PT



Impact upon character of the area: The proposal is considered to not negatively impact on the character or appearance of the area and is considered suitable with regards to the local area context given the site is largely commercially focussed.

Impact upon neighbouring amenities: There are no residential dwellings located near the site, and there is therefore considered to be no loss in amenity for any neighbouring occupants. The site is largely commercially focussed.

Highways:

General

The applicant proposes to replace the existing non-illuminated totem to an illuminated totem with the same size, to apply vinyl logo to exiting totem and branded façade.

No highway impacts are expected for adding vinyl to totem sign and branded façade.

Visibility

As the proposed totem is a replacement of existing totem and the distance between public highway remains unchanged, it will have no negative impacts on sight lines and pedestrian visibility, which is acceptable.

Digital Advertisement Display

The application includes an internally illuminated digital advertisement display with luminance 350 cd/m2. As the proposed illuminated area of the totem is 2m2, the proposed level of luminance will be acceptable.

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:	11 April 2025
Earliest date for decision:	10 March 2025

Recommendation agreed by: (Authorised Officer)	
Date:	11/04/25