

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	251192
Site Address:	Easting/Northing Only Supplied, Land East of Nine Mile Ride Extension, Arborfield Green, RG2 9GB
Expiry Date:	14 July 2025
Site Visit Date:	3 June 2025
Proposal: Application for advertisement consent for 2 no. Sainsbury's signs on the northern and western elevations, 2 no. wall mounted welcome signs, 1 no. 5m store totem, 1 no. post mounted left hand turn sign, 1 no. post mounted pick up point sign, 2 no. post mounted pedestrian crossing signs, 1 no. post mounted one way sign, 1 no. post mounted no entry sign, 1 no. post mounted no entry and give way sign, 3 no. post mounted give way signs, 1 no. post mounted deliveries, no entry sign, 1 no. wall mounted car park information sign, 1 no. post mounted bee hotel sign, 6 no. lamp post mounted maximum stay signs, 6 no. bollard mounted maximum stay signs, 11 no. post mounted detailed maximum stay signs, 1 no. lamp post mounted CCTV and maximum stay sign, 2 no. post mounted directional EV charger signs, 8 no. trolley bay header signs, and 4 no. trolley safety signs fixed to the glazed panelling of each trolley bay, 1 no. parent and toddler totem and 1 no. blue badge totem 3 no. EV how to signs mounted onto each EV charging unit, 2 no. post mounted 22kW max signs, 2 no. post mounted maximum stay signs, and 2 no. post mounted EV parking only signs.	

PLANNING CONSTRAINTS/STATUS

- Special Protection Area Linear Mitigation Zone
- Strategic Delivery Location – Arborfield Garrison

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
O/2014/2280	OUTLINE PLANNING PERMISSION FOR: Demolition of buildings and phased redevelopment of Arborfield Garrison and adjoining land for: Up to 2,000 new dwellings (including up to 80 units of extra care housing). District centre comprising a foodstore up to 4,000 sqm gross with up to a further 3,500 sqm (gross)	Approved 02/04/2015

	floor space within Classes A1, A2, A3, A4, A5, B1, D1 and D2 (with residential above - Class C3)), and transport interchange, village square, car parking, servicing and drop off area. Up to a further 1,500 sqm (gross) floor space within Classes D1 and D2. Neighbourhood centre to provide up to 300 sqm (gross) floor space within Classes A1, A2, A3, A4, A5, B1, D1 and D2, with parking/servicing area. Secondary school for up to 1,500 pupils (Class D1) including sports pitches, flood-lit all-weather pitch, and indoor swimming pool and parking areas. Up to three-form primary school (Class D1) with sports pitch and parking areas. Associated phased provision of: car parking; public open space including sports pitches, informal/incidental open space, children's play areas including multi-use games area (MUGA), skate park, community gardens/allotments; landscaping/buffer areas; boundary treatments; new roads, footpaths, cycleways and bridleways; sustainable urban drainage systems, including flood alleviation works. PART 2 - FULL PERMISSION FOR phased development of: Creation of two new areas of Suitable Alternative Natural Greenspace (SANGS) (In the north-eastern part of the application site ("Northern SANGS") and at West Court ("West Court SANGS") including car parking areas, path/walkways, fencing and associated landscaping; re-use of existing MoD gymnasium for sports/community uses/centre (Classes D1/D2; new roundabout junction to A327 Reading Road; junction improvements to Langley Common Road, Baird Road and Biggs Lane; junction improvements and new access at Biggs Lane/Princess Marina Drive; re-use and improvements to existing site accesses from Biggs Lane.	
232927	Application for approval of Reserved Matters pursuant to Outline Planning Consent O/2014/2280 (dated 02/04/2015). The Reserved Matters (access, appearance, landscaping, layout and scale) comprise details of a food store, including the creation of the store building, public realm area, service vehicle access and service yard, customer car park with access from district centre spine road, landscaping, drainage and associated infrastructure.	Approved 23/02/2024

241814	Application for non-material amendment to Reserved Matters approval 232927 to relocate an electricity substation within the site.	Approved 25/09/2024
242991	Application for non-material amendment to planning consent 232927 to revise the design of the substation to incorporate a dual-pitched roof (north/south) and 2 no. louvres in the rear elevation	Approved 29/11/2024
250867	Application for non-material amendment to planning consent 232927 to enable changes to site layout (car parking spaces / EV spaces) and alterations to store elevations.	Approved 25/04/2025
Other Relevant Applications		
230872	Application for approval of Reserved Matters pursuant to Outline Planning Consent O/2014/2280 (dated 02/04/2015). The Reserved Matters (access, appearance, landscaping, layout and scale) comprise details of a mixed-use District Centre including 206 dwellings, commercial floorspace (Use Class E), a pre-school, public open space, pedestrianised high street, and a mixed-use community centre building including cafe, associated community facilities and day nursery. New vehicular, pedestrian and cycle accesses to be provided with associated internal roads, parking, landscaping, drainage, substations, plant, bin and cycle storage	Approved 17/10/2023

CONSULTATION RESPONSES

WBC Highways

No Objection

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Site Description:

The application site currently comprises an active construction site, associated with the construction of a new Sainsbury's food store. It is situated on the eastern side of Nine Mile Ride Extension, directly west of Bohunt School within the Arborfield Green strategic development area.

This commercial plot forms part of the broader masterplan for Arborfield Green and was approved in principle under planning application ref. O/2014/2280. Once completed, the Sainsbury's store will primarily serve local residents.

Proposal:

The application seeks advertisement consent for a comprehensive suite of signage associated with the new Sainsbury's food store. The proposed signage includes a combination of building-mounted, totem, directional, regulatory, and customer information signs, designed to support the safe and efficient operation of the site. The details of the proposed signs are included in the application description and on the application form.

Assessment of Proposal:**Amenity:**

During the determination period of the application, concerns were raised regarding the potential impact of the proposed illuminated signage. Specifically, the impact of the Sainsbury's signs marked 'BS6' on submitted plan 'XA-6044-2040 HCD Z07 ZZ SK-A-7104 Rev P01' in relation to the amenity of future residential development located directly opposite the site (planning reference: 230872).

In response to these concerns, the applicant has agreed to implement a number of mitigation measures to reduce the potential for light pollution and protect residential amenity. These include:

- **Side Elevation Sign:** The applicant has confirmed that the illumination levels of the sign on the side (western) elevation will be reduced after dusk. Furthermore, the sign will be switched off entirely outside of the store's opening hours. This approach is considered to satisfactorily address concerns regarding light spill and visual intrusion for nearby and future residents.
- **Front Elevation Sign:** In addition, officers requested that the illuminated sign on the front (northern) elevation of the building also be switched off outside of opening hours. The applicant has indicated agreement to this request, which will further minimise the impact of illumination on existing and future residents along Nine Mile Ride Extension.

To secure these measures, a condition is recommended requiring that both illuminated signs are switched off outside of store opening hours, and that the side elevation sign operates at reduced luminance levels between dusk and closure. These measures are considered proportionate and necessary to ensure compliance with Policy CP3 of the Wokingham Borough Core Strategy, which seeks to protect the amenity of nearby residents, and Paragraph 198 of the National Planning Policy Framework (NPPF), which advises on limiting the impact of light pollution.

Subsequently, amended plan were submitted to include annotations confirming the reduced illumination and switch-off times. Subject to the inclusion of this updated plan and the recommended condition, the signage proposals are considered acceptable in terms of their impact on residential amenity.

All other proposed signage has been assessed and will not have a significant impact on amenity.

Highways:

The Council's Highways team was consulted upon submission of the application. During the initial review, further clarification was requested to enable a full assessment of the proposed signage scheme. Specifically, a supplementary signage site plan was

required to be provided to scale, in order to accurately determine the precise location and positioning of the various signs within the site.

This additional information was subsequently submitted by the applicant. Upon review of the updated plan, the Highways Officer confirmed that the proposed signage would not give rise to any highway safety concerns and therefore raised no objection to the scheme.

The proposal complies in terms of:

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



Impact on public safety:



Relevant policies:



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 (subject to conditions)

Date: 4 July 2025

Earliest date for decision: 2 July 2025

Recommendation agreed by:
(Authorised Officer)

NC

Date: 04/07/2025