

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	250970
Site Address:	Alexandra Grange, Oaklands Drive, Wokingham, RG41 2SA
Expiry Date:	23 June 2025
Site Visit Date:	16 May 2025
Proposal: Application for advertisement consent for 2 No non- illuminated wall mounted signs.	

PLANNING CONSTRAINTS/STATUS

- The application site is not near a Listed Building or within a 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
180800	Full application for the proposed erection of extension to existing cafe area.	Approved 07/06/2018
100218	Proposed siting of 2 x illuminated carved stone panel name signs set in boundary wall/railings.	Approved 11/10/2010
090762	Proposed erection of 55 bed care home for the elderly. Demolition of existing dwellings. (Amendment to planning permission F/2007/2377 consisting of changes to the design and internal layout).	Approved 02/06/2009
071204	Proposed erection of 55 bed care home for the elderly.	Approved 17/03/2008

CONSULTATION RESPONSES

WBC Conservation (if applicable)	Not required.
WBC Highways	No objection.

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications.

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 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.

Site Description:

The application site relates to Alexandra Grange which is a luxury care home for the elderly providing respite, dementia and residential care. The site is located adjacent to Molly Millars Lane on southern side of Oaklands Drive. The site comprises a prominent corner plot on the Oaklands Drive and Molly Millars Lane junction.

Proposal:

This application seeks approval for two replacement wall mounted signs advertising the care home following a corporate rebranding by Hallmark Luxury Care Homes. The signs would replace two existing signs advertising the care home which would be positioned within the boundary walls along the eastern and northeastern corner.

The signs would be non-illuminated, would measure 1.57m in width and 1.03m in height and would be approximately 0.4m above ground level.

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 replacement signs would not be illuminated and would be of the same proportions and positions of the existing signs.

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"*.

One of the signs would be located within the existing brick wall along the eastern site boundary, the other would be positioned within the existing brick wall on the northeastern corner of the site. Both signs are adjacent to a footpath which runs along Molly Millars Lane. There are commercial and retail buildings and units to the north, south and east of the site. To the north, on the opposite side of Oaklands Drive is a row of residential properties that form part of Molly Millars Lane. Within the local area are numerous examples of commercial and retail signage in a variety of forms which includes large, illuminated fascia signs and large illuminated totem signage.

The proposed signage would be visible from the public realm with the intended purpose to identify the care home for directional purposes. The signs would not be overly dominant within the context of the local area and would have a negligible impact to the character of public realm. The main changes from the existing signage would be amended wording, and the colour of the signs which would be green and pink to reflect the corporate rebrand colour scheme. The signs would state the name of the care home which would be displayed through flat cut lettering.

The signs would be wall-mounted and fixed to the brick walls within the space of the existing signs. They would be in-set into the brick walls and would not obstruct views of any pedestrians using the footpaths along Molly Millars Lane of Oaklands Drive.

The Council's Highways officer was consulted and raised no objection to the proposal.

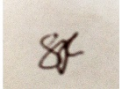
Overall, the proposed replacement signage would not have an adverse impact on local character, neighbour amenity or highway safety. The proposal therefore complies with local and national policy and guidance and as such this application is recommended for approval.

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:	Approval
Date:	18 June 2025
Earliest date for decision:	23 May 2025

Recommendation agreed by: (Authorised Officer)	
Date:	19.6.25