

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	242024
Site Address:	Land to the west of St Annes Drive, and south of London Road, Wokingham, RG40 1PB
Expiry Date:	Extended to 15 November 2024
Site Visit Date:	23 October 2024
Proposal: Application for advertisement consent for a non-illuminated hoarding.	

PLANNING CONSTRAINTS/STATUS

South Wokingham Strategic Development Location
Countryside
Ancient Woodland
Thames Basin Heath Special Protection Area – 5km Zone
Public Open Space
Green Route
Potentially Contaminated Land consultation
Bat Roost Habitat Suitability
Ordinary Watercourse
Flood Zone 1
Tree Preservation Order 1359/2010
Landscape Character Assessment Area – Holme Green Pastoral Sandy Lowland

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 – There is an extensive planning history at the site, the below is most relevant history.

Application No.	Description	Decision & Date
182882	Full planning application for the development of 74 units (including 26 affordable homes) with associated access road from St Anne's Drive, Landscaping, SANG and open space.	Refused 09/01/2020
203544	Full application for the proposed erection of 54 units (including 19 affordable homes) with associated access road from St Anne's Drive, landscaping, and open space.	Refused 12/01/2022 Appeal Allowed 20/12/2022

CONSULTATION RESPONSES

WBC Highways	No objections
WBC Landscape and Trees	No objections

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Site Description:

The site is located to the west of St Anne's Drive and south of A329 London Road. The site comprises grassland area used as paddocks to the north and is enclosed to the west and north by mature trees. The southern boundary is formed by woodland, which wraps around towards the eastern boundary.

The proposal complies in terms of:

Impact on amenity:	☒
Impact on public safety:	☒
Relevant policies:	☒

TB19 of the MDD Local Plan states the Council will only permit outdoor advertisements where they demonstrate:

- There is no adverse impact upon highway safety
- There is no harmful impact on the amenity of the adjoining land uses
- There is no harmful impact on the character or appearance of the area

The submitted plans indicate there will be two hoardings (Hoarding A and B); both will include flags. The hoarding and flags are to be erected behind the existing post and rail fence and would be outside of the root protection areas of retained trees and hedges/vegetation. This has addressed the concerns raised by the Council's Landscape Officer in relation to the impact on the existing vegetation along the northern boundary which includes a number of protected trees (TPO 1359-2010).

The hoardings will measure as follows;

Hoarding A and Flags 3 and 4

- Hoarding – 3 metres x 18.3 metres
- Flags – 1.8 metres x 0.90 metres
- Flag pole – 5.5 metres

Hoarding B and Flags 1 and 2

- Hoarding – 3 metres x 29.3 metres
- Flags – 1.8 metres x 0.90 metres
- Flag pole – 5.5 metres

Character of area

It is not uncommon for there to be hoarding/advertisements around development sites and the proposed hoarding would be set back from the road and would be located behind the existing fence. The hoarding would have a dark purple colour scheme, given the location of the hoarding and its distance from the main road no objections are raised on the colour scheme on character grounds. In addition, no objections are raised by the Council's Landscape Officer and Highways Officer on grounds of impact upon landscape character and highway safety.

Neighbour Amenity

The proposed adverts are positioned sufficiently away from existing residential properties in the vicinity of the development site; therefore, the amenity of these occupiers will not be affected by the hoarding.

Overall, the proposed hoarding would not have an adverse impact on local character, neighbour amenity or highway safety. The proposal therefore complies with the local and national policy and guidance.

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:	12 November 2024
Earliest date for decision:	23 September 2024

Recommendation agreed by: (Authorised Officer)	 Connor Corrigan
Date:	13/11/24