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UNITED KINGDOM

9th February 2026

Project/File: VDrive/Coop/Arborfield/TC

Wokingham Borough Council
Development Management,
Wokingham Borough Council,
Civic Offices, Shute End,
Wokingham,
RG40 1BN

VIA PLANNING PORTAL ONLY

Dear Sir/Madam,

Reference: Retrospective application under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) for consent to display x2 advertisements at Co-operative store at 27 Bramshill Close, Arborfield, Reading, RG2 9PL

On behalf of our Client, the Co-operative Group ('the Applicant'), we hereby submit a retrospective application seeking advertisement consent for the installation of x2 advertisements at Co-operative store at 27 Bramshill Close, Arborfield, Reading, RG2 9PL

This cover letter is accompanied by the below:

- 3991.11a O S and Elev
 - This includes the Site Location Plan, Block Plan, and Elevations
- 3991.10a Retain as Exg Plan
- Sign A Photo Feb 2026
- Sign B Photo Feb 2026

Site and Surrounding Area

The Site comprises the Co-op Convenience Store and associated car park at 27 Bramshill Close, Arborfield, Reading, RG2 9PL.

Planning permission (reference: 200362) was granted on 7th April 2020 for the following development:

"Full application for the proposed erection of a single storey A1 retail unit following demolition of existing public house and ancillary buildings."

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Proposed Development

The Applicant seeks retrospective advertisement consent for the installation of x2 timber banner frame signs on the grass verge. The frames are approximately 2.1m high and 1.86m wide. They are formed with x2 75mm square posts and 40mm battens to frame the signage. These signs were erected without consent, and following communication with officers at WBC have been moved into the Coop's land ownership in January 2026.

Assessment of the proposal

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out that applications for advertisement consent can only be determined on the grounds of public safety and amenity (para. 3). This advertisement consent application, therefore, can only be considered on these grounds.

Amenity includes aural and visual amenity (regulation 2(1)) and the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)). Factors relevant to public safety include safety of persons using a highway, interpretation of traffic signs and the operation of devices for security, surveillance or measuring vehicle speed (regulation 3(2)(b)).

Paragraph 141 of the National Planning Policy Framework (February 2025) confirms that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy TB19 (Outdoor Advertising) of the Managing Development Delivery Document (Local Plan) (2014) 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 signs are considered to be of a reasonable size and scale for that of a Co-operative store and are safe in their context and would not have a detrimental impact on the character of the surrounding area and visual amenity.

The Site is located outside of the Conservation Area and the signage would not be illuminated, would not be disproportionate in quantum or lead to undue clutter. The signage is set back from the road and the design is modest and appropriate in colour and appearance, and therefore is considered acceptable in respect of character, amenity and public safety. The advertisements comply with Policy TB19 of the MDDLDP, the Framework and the Regulations (2007).

Conclusion

We have demonstrated that the principle of the signs are acceptable and that the proposed development would not have an adverse impact on amenity and public safety in accordance with relevant local and national policies. Consent should, therefore, be granted without delay in accordance with paragraph 11 of the NPPF.

We trust that you have all the information you need to determine the application. If, in the meantime you have any queries or require any further information, please do not hesitate to get in touch.

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