

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	260818
Site Address:	Thames Wood House, School Hill, Wargrave, RG10 8DY
Expiry Date:	5 June 2026
Site Visit Date:	7 May 2026
Proposal: Application for advertisement consent for 2no. externally illuminated signs, 1no. non-illuminated fascia sign and 1no. non-illuminated free standing sign.	

PLANNING CONSTRAINTS/STATUS

None Relevant

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
252185	Application to vary condition 2 of planning consent 222456 for the proposed erection of a new part two storey and part three storey care home building with associated communal spaces, back of house, and service areas, substation, parking and landscaping following demolition of the existing care home and associated ancillary buildings and a change of use of land at the eastern end of the site. Condition 2 refers to approved details and the variations include alterations to the height and roof forms of the building, details of ventilation locations, additional plant equipment and associated rooftop maintenance pathways (part-retrospective).	Approved: March 2026
222456	Full application for the proposed erection of a new part two storey and part three storey care home building with associated communal spaces, back of house, and service areas, substation, parking and landscaping following demolition of the existing care home and	Approved: June 2023

	associated ancillary buildings and a change of use of land at the eastern end of the site	
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CONSULTATION RESPONSES

WBC Highways	No objection subject to a condition
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Context: The application site relates to a large plot of land on the outskirts of Wargrave, where planning permission has recently been obtained for the demolition of the Mount Nursing Home, to be replaced by a 65-bedroom care home.

Planning Considerations: 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.

Principle SH7 of the Borough Design Guide SPD requires that fascia signage comprises materials appropriate to their context, includes lettering and logos which are well proportioned relative to the size of fascia and is of proportions appropriate to the building rather than predetermined by brand signage.

Principle SH8 of the SPD states that illuminated signs will be appropriate for all shopfronts, however, signage in Conservation Areas should generally be externally illuminated, unless the signage is well designed and comprises halo or fret cut lettering on a solid background. Outside the Conservation Area, internally illuminated signage may be appropriate where the shopfront is set behind colonnades or beneath solid canopies. In all areas, any light spill should be minimised.

Additionally, projecting signage should generally be externally illuminated consistent with 7.8.3 SH9 of the Borough Design Guide, however, sensitive use of internal illumination of signage may be considered if coherent with the overall design.

Assessment: The application seeks advertisement consent for 4no. external signs associated with the recently approved care home redevelopment at Thames Wood House. The proposal includes 2 free standing road entrance signs, 1 wall mounted main entrance fascia sign, and 1 free standing roadside sign.

In terms of character and appearance, the signage is of an unimposing design and the number and sizes of the advertisements proposed is completely commensurate to the scale and operations of the proposed building and use.

The fascia sign consists of discreet, non-illuminated lettering mounted on stand-offs, allowing the building façade to remain the dominant feature. The freestanding signs are all sited within landscaped areas, ensuring they are legible without appearing visually intrusive.

Collectively, the signage reads as a cohesive and well-considered set that would not detract from the character of the area.

Highway Safety

With regard to illumination, external trough lighting is limited to two entrance signs only and is designed to down-light the sign face. This approach avoids glare and light spill and is considered appropriate for a care home setting, ensuring legibility without causing harm to the amenity of neighbouring occupiers.

In terms of highway safety, the Highways Officer notes that all proposed signs will be set back from the edge of the carriageway and to be placed within the red line. Therefore, there will be no negative impacts to existing visibility splays and pedestrian visibility, which are acceptable. The Officer also raises no objection with the level of illumination for the two entrance signs, subject to a condition securing this maximum level of illuminance.

Overall, the proposed advertisements are considered to be well designed, proportionate and sympathetically integrated with the development and its surroundings. The proposal would not result in harm to visual amenity, residential amenity or highway safety and is therefore acceptable in planning terms.

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:	15 May 2026
Earliest date for decision:	6 May 2026

Recommendation agreed by: (Authorised Officer)	<i>MC</i>
Date:	15.05.2026