

Planning Edge
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Development Management & Compliance
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RG40 1BN

7th March 2025

Dear Sirs

Application for Consent to Display an Advertisement

Tranquil Dental, 53a Denmark Street, Wokingham, RG40 2AY

Advertising consent for an externally illuminated wall signs and non-illuminated window manifestations.

On behalf of my client, Tranquil Dental, I submit this advertisement consent application that includes a new externally illuminated wall sign, window manifestations, external illuminations and signs to display the existing dental surgery's practice logo and practice information.

This application is supported by the following drawings and documents:

- Site Location Plan
- Existing Elevations
- Proposed Elevations
- Details of the window manifestations
- Photographs of the existing building (within this covering letter)
- Planning Statement (this covering letter)
- Application forms

Site Description

The application property is a characterful Victorian era building and in in class E use - shortly to open as a Dental Surgery. A lawful development certificate – ref: 241852- to confirm the lawful use as class E was granted on 19th September 2024.

The building fronts onto Denmark Street and is located within the Wokingham Town Centre Conservation Area.

While there is limited planning history for the site, some records indicate it was historically an orthopedic clinic which operated, in the early 1900s (particularly after WW1), by The British Red Cross. As such, the memorial plaque installed on the front elevation commemorates the post war services provided by the Red Cross from the premises.



Picture 1: Front Elevations. Note the Existing Memorial Plaque centred on the porch.



Picture 2: Three quarters view of the front/side elevations



Picture 3: Close up of the Memorial Plaque (presently not illuminated)

Proposed Development

Signage Details

The proposed advertisements are associated with the forthcoming Dental Surgery use by Tranquil Dental.

The main advertisement is a new wall sign to be located on a blank section of brick wall to the right of the windows and facing Denmark Street. The sign will be 1450mm tall and 1100mm wide and features a curved top design that referenced the curved lintels above the windows. The sign would be externally illuminated with a downlighter LED lamp.

The window manifestations are self-adhesive stickers and are not directly illuminated. They will be located in the lower panes of three of the windows facing Denmark Street.

Four smaller signs will be mounded [two either side] of the front entrance door. These measure 530mm and 513mm in height and 300mm in width.

Additionally, the memorial plaque and two right-hand windows will be illuminated by low level 'uplighter' LED lamps.

Relevant Planning Policy and Guidance

- National Planning Policy Framework 2023 (NPPF)
- Core Strategy (2010)

- Managing Development Delivery (MDD) 2014
 - Policy TB19: Outdoor Advertisements
 - Policy TB24: Designated Heritage Assets (Listed Buildings, Historic Parks and Gardens, Scheduled Ancient Monuments and Conservation Areas)
- Wokingham Town Centre Masterplan (2010)

Planning Assessment

Proposed Signage

Policy TB19: Outdoor Advertisements states that adverts will only be permitted where they have no harmful impact upon highway safety, no harmful impact on the amenity of adjoining land uses and no harmful impact on the character and appearance of the area.

The proposed wall sign has been sensitively designed with reference to existing details and shapes found on the frontage of the building, including the curved top to mimic the curved window lintels.

The proposed window manifestations are of high-quality design and utilize subtle colours logo designs. The obscure sections are to preserve privacy for staff and patients. Notwithstanding the sections of obscuring, the frontages retain some section of clear glass to allow public views into building and retain an active frontage.

All illuminations are cowled 'downlights' or 'uplights' to minimise glare. The illumination of the Memorial Plaque and windows is intended to accentuate interesting and characterful features of the building and thus enhance the character and appearance of the Conservation Area, in accordance with policy TB24.

The proposed signage is appropriate in size and design for a dental surgery and would not have any adverse impact highway safety or amenity.

I trust the submitted information will enable a thorough planning assessment and that a recommendation to approve the advertisements will shortly follow.

If you have any questions, please contact me on the mobile number below.

Yours sincerely,



Phillip Taylor MRTPI
Planning Edge

