

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	250412
Site Address:	Unit 1, Wellington Industrial Estate, Basingstoke Road, Spencers Wood, Wokingham, RG7 1AW
Expiry Date:	2 June 2025
Site Visit Date:	10 April 2025
Proposal: Application for advertisement consent for the installation of 2 no. non-illuminated temporary banners. (Retrospective)	

PLANNING CONSTRAINTS/STATUS

- Highlight if within Conservation Area or near listed building
- Peach Place query?

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
042515	Proposed relocation of plant (waste compactor and extractor units). Retrospective.	Approved 24/09/2004
231995	Full application for the proposed alterations to the external elevations of Unit 1, plus changes to fenestration.	Approved 24/10/2023

CONSULTATION RESPONSES

WBC Highways	No objection subject to conditions
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REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications, however a number of comments have been received.

Shinfield Parish Council objects to this application as there are concerns over the signs blocking the view of drivers entering and exiting the site.

Officer response: Despite the proposed banners are unlikely to reduce the visibilities

of the access and there is no technical highway safety concern.

Responses have been submitted objecting to the application in relation to:

Impact upon character of the area

Size of the signage large and excessive

Breach of planning process

Not temporary, permanent

Distraction for drivers, traffic and danger to pedestrians

No public consultation

Officer response:

Impact upon character of the area and size of the signage large and excessive - addressed in report

A retrospective application provides the opportunity for site owner to put right the breach of planning control.

The application form states the advertisement period will run until 10/03/2030 and a relevant condition will be included as part of the decision notice.

WBC Highways raised no objection to the application.

The signage would be behind bollards and within the concourse of application site.

The law does not require formal public consultation for advertisement consent applications and aren't legally required to hold a full public consultation.

APPRAISAL

Site Description: The application site consists of an industrial unit located on the eastern edge of Wellington Industrial Estate.

The proposal complies in terms of:

Impact on amenity: (including impact on heritage assets, where applicable)



Impact on public safety:



Relevant policies:



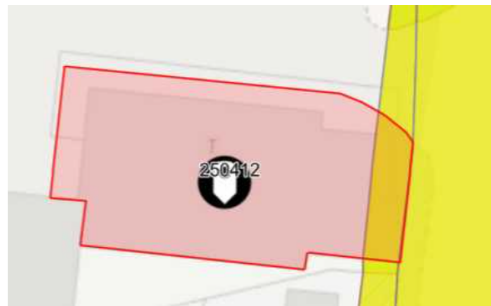
Assessment

Proposal: The 2-ground level advertisement hoarding is 1.5m in height, 4.5m in width and 0.1m in depth. The maximum height of any of the individual letters and symbols are 50cm. The hoarding advertisement contains white background with black text. The material of the advertisement hoarding is vinyl banner with steel surround.

Impact upon character of the area: The surrounding area is primarily residential, with some shops and takeaways that has signage in close proximity. Whilst the advertisement hoardings would be located on the front elevation and visible from the street scene, such advertisement hoarding is to be expected outside an industrial unit. Both signs are considered to be of an appropriate size and scale. Whilst the proposal will alter the street scene, it will not drastically negatively impact on the character or appearance of the area and is considered suitable with regards to the local area context given the surrounding area's mix of uses.

Impact upon neighbouring amenities: The advertisement hoardings would not have any harmful impacts upon neighbouring amenities.

WBC Highways: The application includes installation of two non-illuminated banners. The proposed position of the banners will be on public highway as shown in yellow:



Despite the proposed banners are unlikely to reduce the visibilities of the access and there is no highway safety concern, the applicant is advised to contact the Council's Highway Assets/Legal team to obtain the relevant licence.

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:	30 May 2025
Earliest date for decision:	30 April 2025

Recommendation agreed by: (Authorised Officer)	<i>HMM</i>
Date:	30 May 2025