

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	261562
Site Address:	Unit 24, Suttons Business Park, Suttons Park Avenue, Earley, Wokingham, RG6 1AZ
Expiry Date:	28 August 2026
Site Visit Date:	16 July 2026
Proposal: (retrospective) Application for advertisement consent for replacement of existing company logo signs with 3 no. lettering signs, projecting from the wall. Including 1 no. fascia sign and 2 no. monolith signs.	

PLANNING CONSTRAINTS/STATUS

- Bat Roost Habitat Suitability

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

RELEVANT PLANNING HISTORY

Application No.	Description	Decision & Date
110481	Demolition of existing building and erection of new building for class B8 use (storage and distribution) with associated surface and decked car parking, new access points, service yard and landscaping.	Approved 04/08/2011
110571	Application for a non-material amendment to planning consent F/2011/05 42 to allow relocation of personnel door and cycle store, amendment to layout on fuel island area and to north west corner of fence plus detail on pumping station and sub-station shown	Approved 19/10/2011
111037	Application for a non-material amendment to planning consent F/2011/05 42 for the personnel door to west elevation removed to match plans; canopy to fuel island area removed; gates removed to east entrance; gate s removed and paladin fence reconfigured to west entrance;	Approved 21/11/2011

	louvres amended to energy centre on east & north elevation.	
121402	Application for a certificate of lawfulness for the proposed installation of louvres and flues at roof level.	Approved 09/11/2012
122435	Application for a non- material amendment to planning consent F/2011/0 542 to allow fence line and parking spaces moved south in north west corner, 2 no transformers added to layout, lorry spaces replaced by visitor spaces at western entrance, 2 no. windsocks and 10 no CCTV columns added to layout, maintenance ladders added to elevation, knee rail fence added to southern boundary, minor amendments to the landscaping scheme.	Approved 23/03/2012
231133	Full application for the installation of solar panels to the main roof.	Approved 11/08/2023

CONSULTATION RESPONSES

WBC Conservation (if applicable)	NA
WBC Highways	No objection, subject to Informative.

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications, however, Earley Town Council commented and raised no objection to the proposal.

APPRAISAL

Introduction:

Pursuant to the Town and Country Planning (Control of Advertisements) Regulations 2007, the display of outdoor advertisements can only be controlled in the interests of 'amenity' and 'public safety'.

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. In this instance, Policy TB19 of the MDD would be treated as a material consideration.

Site Description:

The application site consists of a substantial, detached industrial building located within Suttons Business Park, Earley. There are views afforded of the building from the residential and commercial buildings to the south and east, the adjacent A3290 to the west and from Thames Valley Park to the north.

Proposal:

This application seeks consent for:

- One replacement illuminated, wall-mounted sign with large 'Sysco' logo approximately 7.1m in width by 2.8m height on the southern elevation, approximately 8m above ground level.
- One replacement illuminated, wall-mounted sign with large 'Sysco' logo approximately 7.1m in width by 2.8m in height on the western elevation, approximately 8m above ground level.
- One new illuminated, wall-mounted sign displaying new 'Sysco' logo approximately 4m in width and 1.6m in height on the western elevation, approximately 11.4m above ground level.
- One non-illuminated replacement fascia sign on the gatehouse displaying 'Sysco' logo approximately 1.6m in width by 0.39m in height.
- One replacement ground-mounted, non-illuminated monolith sign to display new 'Sysco' logo located at the entrance of the main site access.
- One replacement ground-mounted, non-illuminated monolith sign to display new 'Sysco' logo located at the entrance to the carpark.

The proposal complies in terms of:

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



Impact on public safety:



Relevant policies:



Impact on Amenity and Character:

Policy TB19 of the adopted MDD states the following:

'The Council will only permit outdoor advertisements where they demonstrate:

- a) *There is no adverse impact upon highway safety*
- b) *There is no harmful impact on the amenity of the adjoining land uses*
- c) *There is no harmful impact on the character or appearance of the area.'*

The site is located within the Major Development Location of Earley and forms part of the Sutton's Industrial Estate Core Employment Area.

The proposed wall-mounted signs (signs 1-3) displaying the 'Sysco' logo would consist of built-up aluminium lettering with static internal colour changing LED lighting at 300 cd/m² illuminance levels. The polycarbonate back trays would be sanded to diffuse light.

The proposed gatehouse fascia sign would display the 'Sysco' logo and would be non-illuminated. It would consist of a folded aluminium tray with built-up aluminium lettering.

The two free-standing monolith signs would be at the two entrance accesses. They would be non-illuminated and would measure approximately 3m in height and 1.8m in width. They would consist of aluminium panels with 'Sysco' logo and vinyl lettering for the directional text.

The proposed signage is considered acceptable in terms of its impact on the character and appearance of the host building and the wider industrial estate. The majority of the proposal comprises the replacement of existing commercial signage, with the principal changes relating to the updated company branding and logo. Whilst one of the signs represents a new addition, it would be proportionate to the scale of the building and would be consistent in its design, materials and overall appearance with the other signage displayed on the premises. The proposed signs would be similar in size, scale, siting and appearance to the signage they replace and would not result in undue visual prominence or clutter.

Commercial signage of this nature is a common and expected feature within the industrial estate, where similar advertisements are displayed on neighbouring units. As such, the proposed signage would appear in keeping with the established commercial character of the area and would integrate satisfactorily with the host building. Given that the development largely comprises replacement signage, together with a modest additional sign that is appropriately scaled and designed, the proposals would have no material adverse effect on the character or appearance of the building or the surrounding industrial estate. The proposal is therefore considered acceptable in visual amenity terms.

WBC Highways were consulted and raised no objection to the proposal subject to an informative relating to works affecting the public highway.

Neighbour Amenity:

The application site is sited on an industrial estate and would have no impact on residential amenity.

Conclusion:

The proposed signs are considered to have an acceptable impact on the visual amenity of the area and public safety, and the application is recommended for approval.

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
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Date:	20 August 2026
Earliest date for decision:	18 August 2026

Recommendation agreed by: (Authorised Officer)	<i>HMM</i>
Date:	24 August 2026