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7th March 2025

Dear Sir/Madam,

Re: Application for advertisement consent for the 'Erection of 2 no. freestanding advertisement boards' at Land to the West of St Annes Drive and south of London Road, Wokingham, RG40 1PB.

1. Introduction

- 1.1. This covering letter has been prepared by Progress Planning on behalf of the applicant in relation to the submission of an application for advertisement consent for the erection of 2 no. freestanding advertisement boards at Land to the West of St Annes Drive and south of London Road, Wokingham, RG40 1PB (the 'application site').

2. Site Description and Constraints

- 2.1. The application site comprises a 3.33ha site comprising a field bounded by London Road to the north, St Anne's Drive to the east, and open fields to the south and west. The site is generally flat with a few distinguishing features save for tree screening to all boundaries, including several protected trees to the north, west and south of the site. There is a change in levels that gradually decrease with distance from London Road.

3. Proposal

- 3.1. This planning application for advert consent seeks planning permission for the erection of 2 no. freestanding advertisement boards. The proposed adverts would be situated on land north of the main site, upon the vehicular access from London Road.
- 3.2. The advertisement boards would be situated 5m above ground level and would comprise of metal sheets with dibond covering, to a total width of 900mm, supported by metal posts.
- 3.3. This application is supported by the following drawings:
- Advertisement Board – Plans & Elevations: AH303.SK.806.6
 - Site Location Plan – AH303.SK.806.5
- 3.4. This advert consent application is submitted to Wokingham Borough Council (the LPA) and considers the LPA's Development Plan, the planning history of the site and other material planning considerations to form conclusions on the acceptability of the proposal.
- 3.5. The adverts are proposed to be erected in connection with the approved development on the site, in order to advertise the upcoming homes. The intention is that once the development has been implemented and occupied, the advertisement signs can be removed.

4. Legislation

- 4.1. The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the Development Plan, in so far as they are material, in addition to any other relevant factors.
- 4.2. The National Planning Policy Framework (NPPF) 2024 sets out the government’s planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the NPPF, advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.
- 4.3. The statutory Development Plan for the area consists of the Wokingham Borough Local Development Framework Adopted Core Strategy (2010), the Wokingham Borough Development Plan Local Plan (2014), and the Interactive Borough Design Guide SPD (2012). The SPD refers to shopfront advertisements only and therefore is abundant of any specific guidance for other advertisements, such as those sought under this application.

5. Planning Assessment

- 5.1. Advertisement applications must be considered in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These regulations allow the LPA to consider amenity and public safety; taking into account the development plan, so far as they are material, and any other relevant factors. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest. Factors relevant to public safety include the safety of persons using any highway, whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign, and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 5.2. As such, the main considerations are the design and impact upon visual amenity/character of the area and the impact upon public amenity and safety.
- 5.3. In terms of visual amenity, the signs consist of non-illuminated boards to be located off London Road at the edge of the development site and within close proximity to existing signage serving the site (approved under refs: 242024 and 240787). The proposed adverts are not excessive in height and would be seen in the context of the approved development site for a temporary period until the homes are occupied. Accordingly, these temporary signs do not cause any material harm to the character and appearance of the wider locality. The signs would be sufficiently distanced from the nearest residential properties as not to prove intrusive or harmful.
- 5.4. There is no public safety issues associated with the advertisements. It is a condition of any express consent granted under the Regulations that signage is maintained in a condition that does not endanger public safety.

6. Summary

- 6.1. It is considered that the application is acceptable for validation.
- 6.2. The proposed temporary adverts are not considered to raise any concerns in terms of design and impact upon visual amenity/character of the area and the impact upon public amenity and safety. The adverts would be viewed in connection with the approved development and would be removed once the approved dwellings are built and occupied. Given the compliance with the relevant local and national plan policies, advert consent should be granted without delay.

6.3. However, should further information be required either to enable registration or through the lifetime of the application to aid understanding of the scheme, please do not hesitate to contact us.

Yours sincerely,

A solid black rectangular box used to redact the signature of Vicki Battimelli.

Vicki Battimelli
Senior Planner
Progress Planning