



DELEGATED OFFICER REPORT

Application Number:	242142
Site Address:	59 Station Road, Wokingham, RG40 2AD
Expiry Date:	17 October 2024
Site Visit Date:	29 August 2024
Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated digital display within the communications kiosk.	

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
242141	Full application for the installation of 1 no. new communication Kiosk with integrated advertising display	Under consideration

CONSULTATION RESPONSES

WBC Highways	No objection
Environmental Health	No objection – did not consider screen would result in substantial light pollution

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications

APPRAISAL

Site Description: The application site is sited on Council highway land. It is located on the northern side of Station Road. In the vicinity is Wokingham train station and some commercial uses.

Proposal: Advertisement consent is sought for the installation of a digital advertisement screen. It would measure 1.63m in height and approximately 0.9m in width.

Advertisements would be internally illuminated at 300 cd/m² and the screen would display static images that would change every 10 seconds. The display would have an inbuilt sensor control system which adjusts display luminance to ambient light levels.

The screen will be able to be used to display Council public information, public health information and emergency incident messaging. However, primarily it would be used

for private advertising. It should be noted that two separate applications have been submitted for this scheme; this ADV application for the digital screen and an associated planning application for the communication kiosk that the advertisement will be located on (WBC ref. 242141). The kiosk would incorporate a telephone, a defibrillator, interactive wayfinding information and WIFI. This report will only assess the advertisement screen. The planning application will discuss the acceptability of the kiosk structure.	
Policy Requirements: Policy TB19 of the MDD states that The Council will only permit outdoor advertisements where they demonstrate: • There is no adverse impact upon highway safety • There is no harmful impact on the amenity of the adjoining land uses • There is no harmful impact on the character or appearance of the area. The requirements of Policy TB19 align with the key considerations outlined under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.	
Applications for advertisement consent can only be assessed on the below matters which are encompassed by policy TB19:	
Impact on amenity/ character of the area: The site is a near a busy transport interchange. It is acknowledged that this form of advertising is not present in the area. However, it is not considered that the screen would detract from the character of the area owing to its positioning on a wide and open highway. Whilst out of keeping with the surroundings in the strictest sense, on balance its location near a transport interchange which is well lit and used, it would not be considered to disrupt a sensitive location or one where an illuminated and moving advertisement display will be detrimental to surroundings to a degree that would warrant refusal on the basis of TB19 of the MDD. Environmental Health Officers did not raise concern that the screen would result in a harmful level of light pollution to the surrounding area. As such, on balance, the advertisement is acceptable subject to conditions to restrict the luminance to 300 cd/m2, restrict to the display of static images that do not move more than once every 10 seconds and no audio to be permitted as part of the advertisements. This is to ensure that the advertisement does not result in adverse impact on the amenity of the area or highway through being unrestricted in its usage.	
Impact on public safety: WBC Highways were consulted and no concerns were raised in relation to the digital screen, subject to a condition to restrict the luminance of the screen so it does not pose a distraction or risk to highway users. No concerns have been raised that the advertisements could obscure sightlines of CCTV cameras to hinder public safety.	
RECOMMENDATION	
Conditions agreed:	Not required
Recommendation:	Approve subject to the following conditions:

	1. Approved Plans 2. Standard advertisement consent conditions 3. Restriction on luminance 4. Restriction on static advertisements only 5. No audio permitted as part of the advertisements
Date:	16 October 2024

Recommendation agreed by: (Authorised Officer)	
Date:	16/10/24