

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 4 March 2025

Application Number: 243198

Location: Unit 1, 125 Reading Road, Wokingham, RG41 1HD

Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated LED totem signboard.

Recommendation: Refused

Reasons

1. The proposed internally illuminated LED totem signboard would introduce an advertisement that, due to its size, scale, position, illumination and changing display, would be visually dominant and unduly prominent to the detriment of the character and appearance of the surrounding area. The proposal is therefore contrary to policies CP1 and CP3 of the Core Strategy (2010), Policy TB19 and of the MDD (2014), section 12 of the NPPF (2024) and the advice contained within section 7 of the Borough Design Guide SPD (2012).

Informatives

1. This decision is in respect of the drawings and plans numbered 4862a Sheets 1 - 4 received by the Local Planning Authority on 07/01/2025.
2. The Council engages with all applicants in a positive and proactive way through specific pre-application enquiries and the detailed advice available on the Council's website. On this particular application, no pre-application advice was sought before the application was submitted. As the proposal was clearly contrary to the provisions of the Development Plan, it was considered that further discussions would be unnecessary and costly for all parties.

Recommendation and conditions/reasons agreed: *MC*

Date: 03.03.2025

REMEMBER - The earliest date for a decision on this application is: **28 January 2025**