

29 October 2025

Our Ref: 333102716

Planning Services
Wokingham Borough Council
Shute End
Wokingham, Berkshire
RG40 1BN

SUBMITTED VIA PLANNING PORTAL (REF: PP- 14164610)

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007
WHITEKNIGHTS CAMPUS, UNIVERSITY OF READING
INSTALATION OF DIGITAL SIGNAGES

We are instructed by the University of Reading to submit an advertisement consent application to erect digital signages at Whiteknights Campus, Univeristy of Reading.

Overview

The University is proposing on installing new digital signages around the Whiteknights Campus which are spread across two local authorities Reading Borough Council and Wokingham Borough Council. This application seeks for an advertisement consent for the signages which are within the control of Wokingham Borough Council.

The proposal

The application is seeking advertisement consent for digital signages (labelled as 1, 2 and 3 on the below plans). The application is supported by the following information:

- Digital Sign Locations within WBC Boundary: 5031000 PLG XX XX X XX3 OF 11
- Digital Sign Locations 1-3 within WBC Boundary: 5031000 PLG XX XX X XX4 OF 11
- Digital Sign Location 1: 5031000 PLG XX XX X XX6 OF 11
- Digital Sign Location 2: 5031000 PLG XX XX X XX7 OF 11
- Digital Sign Location 3: 5031000 PLG XX XX X XX8 OF 11

The Applicant proposes three digital signages. Each signage is of the dimension 1836mm x 890mm x 200mm. The signages will have illuminance level of 2500cd/m2 and sunlight readable. The siganges will have 4K resolution for 65" screen size dynamic brightness, anti-reflective glass. They will be of vandal & weather resistant enclosure (IP65) and aluminium encased body in a matt black finish. The signages will be fixed to ground and free standing.

National and Local Planning Policy

The NPPF 2024, states at paragraph 141, that “advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts” in reflection of the Advertisements Regulations (Town and Country Planning (Control of Advertisements) (England) Regulations 2007).

At a local level, Wokingham Borough Managing Development Delivery Document adopted February 2014, policy TB19: Outdoor advertising states that:

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

- d) There is no adverse impact upon highway safety*
- e) There is no harmful impact on the amenity of the adjoining land uses*
- f) There is no harmful impact on the character or appearance of the area.”*

Assessment of Proposals

As indicated above, the proposed signages will be displayed across the site for the users of the University campus.

The illumination level will be directed at an angle 177.5 degrees which will not be visually intrusive. It is therefore considered that these will not cause any issues regarding public or highway safety for those accessing the University Campus.

There are no residential dwellings within immediate proximity to the site therefore the signages are not considered to impact on the amenity of any residential dwellings.

It is therefore considered that these signages will not have a harmful impact on the amenity of any adjoining land uses, the character or appearance of the area nor on public safety in accordance with national policy and policy TB19 of the Local Plan.

Summary

The signages will all be of a size and appearance to ensure that they will not have an adverse impact on any access or highway safety, nor a harmful impact on the amenity of adjoining land use and the character of the area. The digital signages will be illuminated however such illumination will be directed within a limited degree of illumination radius

We consider therefore that the proposed signages that are the subject of this application are acceptable in the context of planning policy and comply with the relevant advertisement regulations. We trust that you have sufficient information to register and validate this application and will therefore be able to determine the application favourably. Should you wish to discuss the application further, please do not hesitate to contact me at Bhamini.patgiri@stantec.com

Yours faithfully

Bhamini Patgiri

BHAMINI PATGIRI
Planner
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Encs.