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Our Ref: 40727

WBC Ref: 251705

Dear Sophie

Application under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) for Consent to Display Advertisements at Parcels R19 and R10 of Phase 2b of the South Wokingham Strategic Development Location

On behalf of our clients, Miller Homes ("the Applicant"), we write to formally submit revised plans in respect of the application under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) for the consent to display advertisements at Parcels R9 and R10 of Phase 2b of the South Wokingham Strategic Development Location.

Reserved matters approval was secured by Miller Homes on 23rd June 2025 for the erection of 215 dwellings (ref. 250399) and by Kier Property on 23rd September 2025 for 343 dwellings (ref. 250678). This advertisement consent application seeks approval for the proposed signage to be installed to support the marketing operations of the approved developments.

A planning application for a temporary marketing suite for a period of three years within Parcel R9 was approved by Wokingham Borough Council (ref. 250993) on 29th August 2025.

Proposed Development

The application comprises the following signage:

- 18no. 8m High Pole Mounted Flags. The adverts will be Air Mesh Material and a mixture of the designs found below (i.e. blue, gold, white and red colouring):



The following revised documents are submitted for approval:

- Proposed Flag Location Plan (drawing no. P1914.R10.TMS.02 Rev E)
- Proposed Flag Location Site Layout (drawing no. P1914.R10.TMS.04 Rev E)

Originally submitted plan for approval:

- Flag Pole Specifications Plan

Planning Assessment

The National Planning Policy Framework 2024 ("the Framework") states

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Reading

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts." (paragraph 141).

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ("the Regulations (2007)") sets out that applications for advertisements can only be determined on the grounds of public safety and amenity. Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, considering the provisions of the development plan, where they are material, in addition to any other relevant factors.

Class 7B of Schedule 3 of the Regulations (2007) permits flag advertisements attached to a single vertical flagstaff erected on a site which forms part of an area of land in respect of which planning permission has been granted for residential development and construction operations for the houses is in progress pursuant to that permission. However, the Regulations (2007) only permits 3 advertisements in the case where the aggregate number of houses exceeds 100.

Policy TB19 (Outdoor Advertising) of the Managing Development Delivery Document (Local Plan) (2014) states 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 Site is located outside of the Conservation Area and the signage would not be illuminated, would not be disproportionate in quantum or lead to undue clutter. The signage is set back from the road and the design is modest and appropriate in colour and appearance, and therefore is considered acceptable in respect of character, amenity and public safety. The advertisements comply with Policy TB19 of the MDDL, the Framework and the Regulations (2007).

I trust this information is acceptable and that the application can be progressed to approval without delay. If you have any questions on any of the information, please do not hesitate to contact me.

Yours sincerely



Matt Harris

Associate

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