

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 17 October 2024

Application Number: 242142

Location: 59 Station Road, Wokingham, RG40 2AD

Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated digital display within the communications kiosk.

Recommendation: Approve

Conditions and/or Reasons

1. Display of advert

i. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

ii. No advertisement shall be sited or displayed so as to:

a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle. iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To comply with the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 and Managing Development Delivery Local Plan policy TB19.

2. Approved Plans

This consent is in respect of the application form and the drawings and plans:

Location Plan

PY4623-022-001 - Site Plan

NWP-KIOSK/001 - Elevations

Received 22nd August 2024.

The advertisement(s) hereby permitted shall be erected and displayed in accordance with the approved details.

Reason: For the avoidance of doubt and to ensure that the advertisements are displayed in accordance with the approved details.

3. Luminance

The maximum luminance from the sign hereby consented shall not exceed 300 cd/m².

Reason: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CP3 and CP6 of the Core Strategy (2010).

4. Display

The illumination shall consist of static lighting and static images only. Changes between adverts shall be instant only with no sequencing, fading, swiping or merging of images. Adverts shall not change more frequently than once every ten seconds.

Reason: In the interests of visual amenities and highway safety. Relevant Policies: CP1, CP3, and CP6 of the Core Strategy.

5. Audio

No advertisement displayed shall contain audio at any time.

Reason: In the interest of visual amenity. Relevant Policies: CP1 and CP3, and CP6 of the Core Strategy.

Informatives

1. This advertisement consent last for a period of five years after which date the adverts should be removed from the site unless a further application has been granted for their retention and continued display.

2. The applicant is reminded that separate planning permission is required for the kiosk structure. This advertisement consent does not grant permission for the operational development.

3. Any works/ events carried out by or on behalf of the developer affecting either a public highway or a prospectively maintainable highway (as defined under s.87 New Roads and Street Works Act 1991 (NRSWA)), shall be co-ordinated and licensed as required under NRSWA and the Traffic Management Act 2004 in order to minimise disruption to both pedestrian and vehicular users of the highway.

Any such works or events, and particularly those involving the connection of any utility to the site must be co-ordinated by the developer in liaison with the Borough's Street Works team (0118 974 6302). This must take place AT LEAST three months in advance of the intended works to ensure effective co-ordination with other works so as to minimise disruption.

4. The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received.

Recommendation and conditions/reasons agreed:



Date: 16/10/24

REMEMBER - The earliest date for a decision on this application is: **17 September 2024**