



**WOKINGHAM
BOROUGH COUNCIL**

TOWN AND COUNTRY PLANNING ACTS

**TOWN AND COUNTRY PLANNING
(CONTROL OF ADVERTISEMENT)
(ENGLAND REGULATIONS) 2007**

Mr James Kent
LEDSynergy
Ledsynergy (Displays)
Ltd
Synergy House
Knights Court, Magellan
Close
SP10 5NT

NOTIFICATION OF REFUSAL OF CONSENT

Application Number: 243198
Applicant Name: Mr Crawford Temple
Site Address: 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.
Date of Decision: 3 March 2025

Wokingham Borough Council in pursuance of its powers under the above Acts and Regulations hereby **refuses** consent for the erection of advertisements as stated in the application and the accompanying plans submitted to the Council, the reason(s) for which is/are specified hereunder.

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.

Signed

MHead

Marcia Head

Head of Development Management - Place & Growth

Date: 3 March 2025

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE BELOW



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Other statutory legislation: This decision notice relates to the above stated acts and regulations only and does not constitute approval under any other legislation.

The Town & Country Planning (Development Management Procedure)

Order: This decision has been made in accordance with the requirements of the National Planning Policy Framework (NPPF) and in the requirement to work with the applicant in a positive and proactive manner.

Officer Report: An officer report explaining the decision will be available to view online.

Appeals to the Secretary of State: If your application has been **refused** by the Borough Council or **granted subject to conditions** that you are not happy with, you have the right to appeal to the Planning Inspectorate (under Section 78 of the Town and Country Planning Act 1990). This must be within **8 weeks** of the date of this notice which is stated above. Please note an extension of time for lodging an appeal is unlikely to be granted except in special circumstances.

The Planning Inspectorate is an Executive Agency reporting to the Secretary of State for Communities and Local Government. The Inspectorate has an online appeals service as set out on the [.gov.uk](https://www.gov.uk) website which contains information and guides on the appeal process. Alternatively you can obtain a form from the Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN, 0303 444 5000 or through the [Planning Inspectorate website](https://www.planninginspectorate.gov.uk). Please note all documents will be published online by the Planning Inspectorate and therefore you should not include personal information you do not wish to be displayed in this way. This includes personal information of third parties.