

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 18 November 2024

Application Number: 242148

Location: Land outside 145 Crockhamwell Road, Woodley, RG5 3JP

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

Recommendation: Refused

Reasons

1. The proposed digital advertising screen would introduce an advertisement that, due to its size, 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 TB19 and of the MDD (2014) and the NPPF.

Informatives

1. This decision is in respect of the following plans and documents:

Location Plan

PY4623-022-004 – Site Plan

NWP-KIOSK/001 – Elevations

New Communication Kiosk Management Plan, dated October 2024, prepared by New World Payphones

CIL Form

Application Form

Received 22nd August 2024

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:

A handwritten signature in purple ink, appearing to be 'Aje'.

Date: 16/11/24

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