

ADVERTISEMENT CONSENT

DRAFT DECISION NOTICE



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 1 October 2024

Application Number: 242025

Location: Esso Service Station, Bath Road, Knowl Hill, Berkshire, RG10 9UP

Proposal: Application for advertisement consent for 1 no. internally illuminated freestanding digital display.

Recommendation: Approve

Conditions and/or Reasons

1. Display of advert - 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.

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

2. Siting of advert - 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.

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

3. Condition of advert - 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.

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

4. Condition of structure/hoarding - 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.

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

5. Removal of advert - 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.

6. The maximum level of luminance of the sign(s) hereby permitted shall not exceed the relevant thresholds contained within the Institute of Lighting Professionals (ILP) guidance document 'PLG05 - The Brightness of Illuminated Advertisements' or any guidance updating or replacing it and shall never exceed the following values:

- 300cd/m² (sunset to sunrise)
- 5000cd/m² (sunrise to sunset)

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.

7. Approved Plans - This consent is in respect of the application form and the drawings and plans numbered 23632/PA/03, 23632/PA/04, 23632/PA/05 & 23632/PA/06 received by the local planning authority on 06/08/2024. The advertisement(s) hereby permitted shall be erected and displayed in accordance with the approved details unless other minor variations are agreed in writing with the Local Planning Authority after the date of this consent and before erection and display of the approved advertisement.

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

Informatives

1. 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 and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development as set out in the NPPF.

Recommendation and conditions/reasons agreed: 

Date: 6.9.2024

REMEMBER - The earliest date for a decision on this application is: **31 August 2024**