

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 14 July 2025

Application Number: 251192

Location: Easting/Northing Only Supplied, Land East Of Nine Mile Ride Extensi, Arborfield Green, RG2 9GB

Proposal: Application for advertisement consent for 2 no. Sainsbury's signs on the northern and western elevations, 2 no. wall mounted welcome signs, 1 no. 5m store totem, 1 no. post mounted left hand turn sign, 1 no. post mounted pick up point sign, 2 no. post mounted pedestrian crossing signs, 1 no. post mounted one way sign, 1 no. post mounted no entry sign, 1 no. post mounted no entry and give way sign, 3 no. post mounted give way signs, 1 no. post mounted deliveries, no entry sign, 1 no. wall mounted car park information sign, 1 no. post mounted bee hotel sign, 6 no. lamp post mounted maximum stay signs, 6 no. bollard mounted maximum stay signs, 11 no. post mounted detailed maximum stay signs, 1 no. lamp post mounted CCTV and maximum stay sign, 2 no. post mounted directional EV charger signs, 8 no. trolley bay header signs, and 4 no. trolley safety signs fixed to the glazed panelling of each trolley bay, 1 no. parent and toddler totem and 1 no. blue badge totem 3 no. EV how to signs mounted onto each EV charging unit, 2 no. post mounted 22kW max signs, 2 no. post mounted maximum stay signs, and 2 no. post mounted EV parking only signs.

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. This consent is in respect of the application form and the drawings and plans numbered XA-6044-2040 HCD Z07 ZZ SK-A-7102 rev. P01; XA- 6044-2040 HCD Z07 ZZ SK-A-7105 rev. P01; XA-6044-2040 HCD Z08 ZZ SK- A-7107 rev. P01; XA-6044-2040 HCD Z07 ZZ SK-A-7106 rev. P01; XA-6044 -2040 HCD Z07 ZZ SK-A-7103 rev. P01; XA-6044-2040 HCD Z08 ZZ SK-A- 7101 rev P01 received by the local planning authority on 19/05/2025 and XA-6044-2040 HCD Z07 ZZ SK-A-7104 rev P02 received by the local planning authority on 10/06/2025 and XA-6044-2040 HCD Z07 00 DR-A- 9008 rev. 2 received by the local planning authority on 11/06/2025. The advertisement(s) hereby permitted shall be erected and displayed in accordance with the approved details unless otherwise agreed in writing by the local planning authority.

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

7. Illumination - The signs hereby permitted shall not exceed 300 candela per square metre at any time, nor be illuminated other than while the premises to which it relates are open for business.

Reason: In the interests of the amenities of the area. Relevant policy: NPPF Section 12 (Achieving well-designed places), Core Strategy policies CP1 & CP3 and Managing Development Delivery Local Plan policy TB19.

8. Luminance of sign - The luminance of the advertisement located on the north elevation of the building shall not exceed 150 candela per square metre between dusk and store closing.

Reason: In the interests of the amenities of the area [and highway safety]. Relevant policy: NPPF Section 12 (Achieving well-designed places), Core Strategy policies CP1, CP3 and [CP6 if relating to highways] and Managing Development Delivery Local Plan policy TB19.

NC

Recommendation and conditions/reasons agreed:

Date: 04/07/2025

REMEMBER - The earliest date for a decision on this application is: **2 July 2025**