

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 17 October 2024

Application Number: 242144

Location: Land Outside 42 Market Place Wokingham RG40 1AT

Proposal: Application for advertisement consent for 1 no. digital advertisement display within proposed new 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 streetscape and would fail to conserve or enhance the character or appearance of the Wokingham Town Centre Conservation Area and the setting of Wigmore Lodge, as well as nos. 7, 9, 11-13, 12A-14 Broad Street which are all Grade II Listed Buildings. The proposal is therefore contrary to policies TB19 and TB24 of the MDD (2014).

Informatives

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

New Communication Kiosk Management Plan

Received 14th October 2024

Document showing nearby defibrillators and payphones prepared by applicant

Received 18th September 2024

Location Plan

PY4623-022-002 - Site Plan

NWP-KIOSK/001 - Elevations

CIL Form

Application Form

Heritage Statement prepared by New World Payphones

Planning Statement prepared by New World Payphones

New Communications Kiosk Overview and Specification prepared by New World Payphones

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:



Date: 15/10/24

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