

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 27 June 2025

Application Number: 250990

Location: Esso MFG, Bath Road A4, Charvil, Reading, RG10 9UP

Proposal: Application for advertisement consent for 1 no. internally illuminated freestanding D6 display sign.

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. This consent is in respect of the application form and the drawings and plans numbered 23632 PA 03, 23632 PA 05 and 23632 PA 06 received by the local planning authority on 23rd April 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.

3. 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.

4. 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.

5. 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.

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

7. The operation of the advertising panel shall be in accordance with the industry standard 'ILP model conditions' submitted with the application. This includes no more than 1 advert every 10 secs and a quick change between adverts of no more than 1 second. There shall be no animations or moving images on the adverts.

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)

Reason: In the interests of visual amenities and highway safety. Relevant Policies: CP1, CP3 and CP6 of the Core Strategy)

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: 19/06/25

REMEMBER - The earliest date for a decision on this application is: **20 May 2025**