



**WOKINGHAM
BOROUGH COUNCIL**

TOWN AND COUNTRY PLANNING ACTS

**TOWN AND COUNTRY PLANNING
(CONTROL OF ADVERTISEMENT)
(ENGLAND REGULATIONS) 2007**

Alder King Planning
Consultants

Pembroke House
15 Pembroke Road
Bristol
BS8 3BA

NOTIFICATION OF APPROVAL OF CONSENT

Application Number: 250990
Applicant Name: Wildstone Estates Limited
Site Address: Esso MFG, Bath Road A4, Charvil, Reading, RG10 9UP
Proposal: Application for advertisement consent for 1 no. internally illuminated freestanding D6 display sign.
Date of Decision: 19 June 2025

Wokingham Borough Council, in pursuance of its powers under the above Acts and Regulations hereby **grants** consent for the erection of advertisement(s) as stated in the application and the accompanying plans submitted to the Council and **for a period of five years** from the date of this decision subject to compliance with the following conditions, the reasons for which are specified hereunder.

Conditions and 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.

Signed

MHead

Marcia Head

Head of Development Management - Place & Growth

Date: 19 June 2025

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE BELOW



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Other statutory legislation: This decision notice relates to the above stated acts and regulations only and does not constitute approval under any other legislation.

The Town & Country Planning (Development Management Procedure)

Order: This decision has been made in accordance with the requirements of the National Planning Policy Framework (NPPF) and in the requirement to work with the applicant in a positive and proactive manner.

Officer Report: An officer report explaining the decision will be available to view online.

Appeals to the Secretary of State: If your application has been **refused** by the Borough Council or **granted subject to conditions** that you are not happy with, you have the right to appeal to the Planning Inspectorate (under Section 78 of the Town and Country Planning Act 1990). This must be within **8 weeks** of the date of this notice which is stated above. Please note an extension of time for lodging an appeal is unlikely to be granted except in special circumstances.

The Planning Inspectorate is an Executive Agency reporting to the Secretary of State for Communities and Local Government. The Inspectorate has an online appeals service as set out on the [.gov.uk](https://www.gov.uk) website which contains information and guides on the appeal process. Alternatively you can obtain a form from the Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN, 0303 444 5000 or through the [Planning Inspectorate website](https://www.planninginspectorate.gov.uk). Please note all documents will be published online by the Planning Inspectorate and therefore you should not include personal information you do not wish to be displayed in this way. This includes personal information of third parties.