

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 30 December 2025

Application Number: 252685

Location: University Of Reading, Whiteknights House, Shinfield Road, Reading, Reading, RG6 6UR

Proposal: Application for advertisement consent for 3 no. internally illuminated freestanding 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. 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. Luminance of sign - The luminance of the advertisements shall not exceed 800 candela per square metre.

Reason: In the interests of the amenities of the area and highway safety. Relevant policy: NPPF Sections 12 and 16, Core Strategy policies CP1, CP3 and CP6 and Managing Development Delivery Local Plan policy TB19 and TB24.

6. Approved Plans - This consent is in respect of the application form and the drawings and plans numbered

- 5031000 PLG XX XX X XX3 OF 11 (received 04/11/2025)
- 5031000 PLG XX XX X XX4 OF 11 (received 04/11/2025)
- 5031000 PLG XX XX X XX6 OF 11 (received 04/11/2025)
- 5031000 PLG XX XX X XX7 OF 11 (received 04/11/2025)
- 5031000 PLG XX XX X XX8 OF 11 (received 04/11/2025)

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.

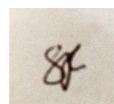
Informatives

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. This planning application has been the subject of positive and proactive discussions with the applicant in terms of:

- amended plans being submitted by the applicant to overcome concerns relating to luminance levels.

The decision to grant planning permission in accordance with the presumption in favour of sustainable development as set out in the NPPF is considered to be a positive outcome of these discussions.

Recommendation and conditions/reasons agreed:



Date: 8.12.25

REMEMBER - The earliest date for a decision on this application is: **26 November 2025**