



WOKINGHAM
BOROUGH COUNCIL

TOWN AND COUNTRY PLANNING ACTS

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

Mr Alan Osborne
Mitie Telecoms
Tsoc, Pacific House
Atlas Business Park,
Simonsway
Wythenshawe,
Manchester
M22 5PR

NOTIFICATION OF REFUSAL OF CONSENT

Application Number: 252519
Applicant Name: Mr Simon Warner
Site Address: Pavement outside, 25 Peach Street, Wokingham
Proposal: Application for advertisement consent for the proposed installation of 2 no. internally illuminated digital LCD display screens on either side of the BT Street Hub unit.
Date of Decision: 1 December 2025

Wokingham Borough Council in pursuance of its powers under the above Acts and Regulations hereby **refuses** consent for the erection of advertisements as stated in the application and the accompanying plans submitted to the Council, the reason(s) for which is/are specified hereunder.

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 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:

Location Plan - MT53WKM001 BT Issue 1

Site Plan - MT53WKM001 BT Issue 1

BT Street Hub Anti-Social Behaviour Management Plan

BT Street Hub Unit All Round Proposed Elevations

BT Street Hub Product Statement V2

BT Street Hub Over Exposure and Glare - Section Testing

BT Street Hub ICNIRP Certificate

BT Street Hub - Planning Statement (Inc. Heritage Statement)

Received 16th October 2025

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, pre-application advice was sought and advice was given regarding the proposal being unacceptable. Discussion took place in trying to find a solution, but no solution was possible.

Signed

A handwritten signature in black ink, appearing to be 'JT', is placed over a light green rectangular background.

Justin Turvey

Head of Development Management - Place & Growth

Date: 1 December 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.