

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



**WOKINGHAM
BOROUGH COUNCIL**

Expiry Date:	13 October 2025
Application Number:	250279
Location:	Unit 4, Elms Walk, Wokingham, RG40 2FE
Proposal:	Application for advertisement consent for 3D Illuminated letters on Aluminium Dibond sheet on 60mm thick back tray (Retrospective).
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. 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: To comply with the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 and Managing Development Delivery Local Plan policy TB19.

6. The luminance of the advertisement hereby permitted shall not exceed 267 candelas per square metre.

Reason: In the interests of the amenities of the area and highway safety. Relevant policy: NPPF Section 12 (Achieving well-designed places), Core Strategy policies CP1, CP3 and CP6 and Managing Development Delivery Local Plan policy TB19.

7. This consent is in respect of the application form and the drawings and plans titled/numbered (Location Plan), (Site Plan) & (WKG:017), received by the local planning authority on 05/02/2025 & 22/08/2025. The advertisement hereby permitted shall be retained 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.

Informatics

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.

2. This advertisement consent last for a period of five years after which date the adverts should be removed from the site unless a further application has been granted for their retention and continued display.

3. This permission does not convey or imply any approval or consent that may be required for the display of advertisements on the site for which a separate Advertisement Consent application may be required. You should be aware that the display of advertisements without the necessary consent is a criminal offence liable to criminal prosecution proceedings through the courts.

Recommendation and conditions/reasons agreed:

JMM

Date: 7 October 2025

REMEMBER - The earliest date for a decision on this application is: **13 September 2025**