



**WOKINGHAM
BOROUGH COUNCIL**

TOWN AND COUNTRY PLANNING ACTS

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

Miss Anna Heyes
Peacock + Smith
8 Baltic Street
Clerkenwell
London
EC1Y 0UP

NOTIFICATION OF APPROVAL OF CONSENT

Application Number: 252482
Applicant Name: WM Morrison Supermarkets Ltd
Site Address: Morrisons, Woosehill Shopping Centre, Woosehill,
Wokingham, RG41 3SW
Proposal: Application for advertisement consent for the
proposed installation of 4 no. non-illuminated fascia
signs (part retrospective)
Date of Decision: 29 January 2026

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. Standard advertisement consent
 - i. 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.
 - ii. 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.
 - iii. 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.
 - iv. 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.
 - v. 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: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. Approved Plans

This consent is in respect of the application form and the drawings and plans numbered:

436_PL_02 Rev C - Proposed Site Plan

436_PL-01 Rev C - Location Plan

Received 15th January 2026

WBACSOGv1 Rev 01

Received 14th October 2025

The advertisement(s) hereby permitted shall be erected and displayed in accordance with the approved details.

Reason: For the avoidance of doubt and to ensure that the advertisements are displayed in accordance with the approved details.

Informatics

1. 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.

2. The applicant is reminded that separate planning permission is required for the operational development (WeBuyAnyCar pod).

Signed

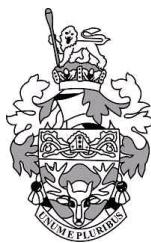


Justin Turvey

Head of Development Management - Place & Growth

Date: 29 January 2026

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](http://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. 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.