

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 26 November 2025

Application Number: 252360

Location: White Horse, Easthampstead Road, Wokingham, RG40 3AF

Proposal: Application for advertisement consent for the proposed installation of 1 no. double-sided externally illuminated pictorial sign and amenity boards to existing gibbet, 1 no. non-illuminated fascia sign, 2 no. externally illuminated fascia signs and 1 no. internally illuminated menu case.

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. Approved Plans - This consent is in respect of the application form and the drawings and plans numbered 200462 REV C, pages 1 to 8 received by the local planning authority on 01/10/25 & 15/10/25. 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.

7. Luminance of sign - The luminance of the advertisement shall not exceed 250 candela 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 if relating to highways] and Managing Development Delivery Local Plan policy TB19.

Informatives

1. INCIDENTAL WORKS AFFECTING THE HIGHWAY- Any incidental works affecting the adjoining highway shall be approved by, and a licence obtained from, the Highways Inspector, Highway Assets, Wokingham Borough Council, Shute End, Wokingham, RG40 1WL, telephone number 0118 9746000, before any development is commenced.

JMM

Recommendation and conditions/reasons agreed:

Date: 26 November 2025

REMEMBER - The earliest date for a decision on this application is: **28 October 2025**