

# **ADVERTISEMENT CONSENT** **DRAFT DECISION NOTICE**



**WOKINGHAM**  
**BOROUGH COUNCIL**

**Expiry Date:** 18 December 2025

**Application Number:** 252012

**Location:** Five Guys, Reading Road, Winnersh, Wokingham, RG41 5HG

**Proposal:** Application for advertisement consent for the proposed installation of 4no. internally illuminated high level building sign, 1no. pyramid, 1no. internally illuminated height restrictor sign, 2no. freestanding order communications box, 4no. internally illuminated freestanding LED screen totem sign, 3no. freestanding sign, plus relocation of internally illuminated 'COSTA' totem 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. 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 A979018/02, 051 R1 and 188662 (REV L) received by the local planning authority on 21/08/2025 and 27/11/2025. 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.*

7. Illumination - The signs hereby permitted shall not be illuminated other than while the premises to which it relates are open for business.

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

8. Luminance of sign - The luminance of the advertisements shall not exceed 600 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. 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.

Recommendation and conditions/reasons agreed: *MC*

Date: 10.12.2025

**REMEMBER** - The earliest date for a decision on this application is: **15 October 2025**