

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 11 December 2025

Application Number: 252519

Location: Land outside 25 Peach Street, Wokingham, RG40 1XG

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.

Recommendation: Refused

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 - MTS3WKM001 BT Issue 1

Site Plan - MTS3WKM001 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, no pre-application advice was sought before the application was submitted. As the proposal was clearly contrary to the provisions of the Development Plan, it was considered that further discussions would be unnecessary and costly for all parties.

BJC

Recommendation and conditions/reasons agreed:

Date: 27.11.25

REMEMBER - The earliest date for a decision on this application is: **20 November 2025**