

ADVERTISEMENT CONSENT **DRAFT DECISION NOTICE**



WOKINGHAM
BOROUGH COUNCIL

Expiry Date: 18 July 2025

Application Number: 250599

Location: Land to the West of St Annes Drive and South of London Road, Wokingham, RG40 1PB

Proposal: Application for advertisement consent for the proposed erection of 2 no. non-illuminated freestanding advertisement boards.

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 Advertisement Board - Plans & Elevations AH303.SK.806.6 Rev C and Site Location Plan AH303.SK.806.5 Rev A received by the Local Planning Authority on 23 June 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. No illumination - No sign(s) shall be illuminated unless expressly agreed, in which case no illumination shall occur other than in accordance with any details that have been expressly agreed in writing by the Local Planning Authority.

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



Recommendation and conditions/reasons agreed:

Date:03/07/2025

REMEMBER - The earliest date for a decision on this application is: **12 July 2025**