

Date:
Application: 242118



**WOKINGHAM
BOROUGH COUNCIL**

WBC Environmental Health

Development Management &
Compliance

P.O. Box 157

Shute End, Wokingham

Berkshire, RG40 1BN

Tel: (0118) 974 6000

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Dear WBC Environmental Health,

Advertisement Consent Consultation

Application Number: 242118

Applicant: MR KANAV SIKKA

Site Address: 383-385 Reading Road, Winnersh, Wokingham, RG41 5LT

Parish: Winnersh

Grid Reference: Easting - 478232, Northing - 170571

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for an illuminated fascia panel and a projecting box sign.

Case Officer: Cameron Young

Development Management has received the above application and we require your comments on the proposal using the recommended memorandum below. The documents associated with this are available to view in NEC DM using the application number 242118. Alternatively, public documents are available to view on the Council's planning application search page: [Wokingham Borough Council Online Planning](#).

Please index your response into NEC DM against the application. If you are recommending conditions, you should give a reason with reference to relevant policies. A list of standard conditions can be found on the Z Drive at: [Z:\Standard Planning Conditions](#).

Your observations are required in respect of this application within **10 working days** of the above date or **15 working days** if the development type is classed as a major development.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	Chris Christofis Env Protection Team		
Service	WBC Environmental Health	App No:	242118
Address:	383-385 Reading Road, Winnersh, Wokingham, RG41 5LT.		
Proposal:	Application for advertisement consent for an illuminated fascia panel and a projecting box sign.		
Type of Development:	Other Advertisements		
Site Visit Made:	No		

Summary Of Recommendations

- ☐ No comment
☒ No objection
☐ No objection subject to conditions (and reasons) **stated below**
☐ Request further information before determination as **stated below**
☐ Objection due to the reason(s) **stated below**

Comments On Proposal

In reviewing this proposal to advise planning I am concerned with how the illuminated sign will fit into the area and if there is likely to be any negative effect from light pollution on residential property.

I can see site photos included with the application, The proposed location is not close to the residential properties in the area, it seems there is a lot of space as this a fairly wide commercial shopfront. The signage is in relation to a new pharmacy that is likely to remain in the area for many years and serve the local community.

I think it very unlikely that this proposal will have any negative impact whatsoever. No EH objection.

As advisory, I would recommend the illuminated signage is operated during the opening hours of the business

Conditions & Reasons (if required)

Date:	25/09/2024	Signed:	C Christofis
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