

**Date:** 18 March 2025  
**Application:** 250549



**WOKINGHAM  
BOROUGH COUNCIL**

WBC Highways

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Development Management &  
Compliance

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P.O. Box 157

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Shute End, Wokingham

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Berkshire, RG40 1BN

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Tel: (0118) 974 6000

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Minicom No: (0118) 974 6991

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Dear WBC Highways,

**Advertisement Consent Consultation**

**Application Number:** 250549

**Applicant:** Dr Navdip Sandhu

**Site Address:** Red Cross Centre, 53A Denmark Street, Wokingham, RG40 2AY

**Parish:** Wokingham Town

**Grid Reference:** Easting - 481044, Northing - 168354

**Type of Development:** Other Advertisements

**Proposal:** Application for advertisement consent for the proposed installation of 1 no. externally illuminated wall-mounted sign, 4 no. non-illuminated wall-mounted signs and 3 no. non-illuminated window manifestations.

**Case Officer:** Tariq Bailey-Biggs

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 250549. 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

|                             |                                                                                                                                                                                                                   |                |        |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------|
| <b>From:</b>                | AC                                                                                                                                                                                                                |                |        |
| <b>Service</b>              | WBC Highways                                                                                                                                                                                                      | <b>App No:</b> | 250549 |
| <b>Address:</b>             | Red Cross Centre, 53A Denmark Street, Wokingham, RG40 2AY.                                                                                                                                                        |                |        |
| <b>Proposal:</b>            | Application for advertisement consent for the proposed installation of 1 no. externally illuminated wall-mounted sign, 4 no. non- illuminated wall-mounted signs and 3 no. non-illuminated window manifestations. |                |        |
| <b>Type of Development:</b> | Other Advertisements                                                                                                                                                                                              |                |        |
| <b>Site Visit Made:</b>     | Yes/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

The proposed signs are located clear of the public highway.

In respect of the illuminated sign, this is stated as 200 cd/sqm and is therefore low-level luminance. Within a town centre location, a higher level of luminance would be permitted, and this can be reflected within a condition if the planning officer agrees.

The lighting and signage shall all be static.

On that basis, the proposed sign and lighting are not considered to have an adverse impact on road users.

## Conditions & Reasons (if required)

1. CV5 - NON-INTERMITTENT ILLUMINATION
2. CV6 (INSERT: 800) - LUMINANCE OF SIGNS

|              |         |                |    |
|--------------|---------|----------------|----|
| <b>Date:</b> | 20/3/25 | <b>Signed:</b> | AC |
|--------------|---------|----------------|----|