



# WOKINGHAM BOROUGH COUNCIL

Wokingham Borough Council  
Planning Services  
PO Box 157, Civic Offices, Shute End  
Wokingham, Berkshire  
RG40 1WR  
email: [development.control@wokingham.gov.uk](mailto:development.control@wokingham.gov.uk)  
Phone: 0118 974 6000

## Application for Consent to Display an Advertisement(s)

### Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

#### Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

## Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

410

Suffix

Property Name

Address Line 1

Thames Valley Park Drive

Address Line 2

Address Line 3

Wokingham

Town/city

Earley

Postcode

RG6 1PT

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

474262

174051

Description

## Applicant Details

### Name/Company

Title

Mr

First name

Steve

Surname

Watson

Company Name

Opella / Sanofi UK

### Address

Address line 1

Berkshire, 410 Thames Valley Park Drive

Address line 2

Address line 3

Town/City

Earley, Reading

County

Wokingham

Country

United Kingdom

Postcode

RG6 1PT

Are you an agent acting on behalf of the applicant?

Yes  
 No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Agent Details

Name/Company

Title

Miss

First name

Hadiqa

Surname

Rauf

Company Name

Principle Global Ltd

## Address

Address line 1

Tandem Industrial Estate

Address line 2

Huddersfield

Address line 3

Town/City

County

Country

United Kingdom

Postcode

HD5 0AL

## Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

External building signage

**Advertisement Type:**

Other type

**Height:**

0.8 metres

**Width:**

2.5 metres

**Depth:**

0.15 metres

**What is the height from the ground to the base of the advertisement?:**

0 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

35 centimetres

**What materials will the advertisement be made of?:**

steel, aluminium & acrylic

**The colour of text and background:**

White, green and black

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

350 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

2.8 metres

**Width:**

0.5 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

0 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

23.829 centimetres

**What materials will the advertisement be made of?:**

steel, aluminium & acrylic

**The colour of text and background:**

White, black & green

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

1 metres

**Width:**

2 metres

**Depth:**

0.01 metres

**What is the height from the ground to the base of the advertisement?:**

3.05 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.01 metres

**What is the maximum height of any of the individual letters and symbols?:**

33.3 centimetres

**What materials will the advertisement be made of?:**

Vinyl (externally applied)

**The colour of text and background:**

White and green

**Will the advertisement be illuminated?:**

Please describe each of the 'Other type(s)' of advertising proposed

1 - Dual branded exterior totem - Illuminated

2 - Shared signage totem.

3- Externally applied vinyl

## Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes  
 No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

Yes  
 No  
 Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

Yes  
 No

## Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

29/01/2025

To Date

29/01/2030

## Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

Yes  
 No

## Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

Yes  
 No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

The agent  
 The applicant  
 Other person

## Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

Yes  
 No

## Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

Yes  
 No

## Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

(a) a member of staff  
(b) an elected member  
(c) related to a member of staff  
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

Yes  
 No

## Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Hadiqa Rauf

Date

04/02/2025