

Date: 29 October 2024
Application: 242703



**WOKINGHAM
BOROUGH COUNCIL**

WBC Highways

Development Management &
Compliance

P.O. Box 157

Shute End, Wokingham

Berkshire, RG40 1BN

Tel: (0118) 974 6000

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Dear WBC Highways,

Advertisement Consent Consultation

Application Number: 242703

Applicant: MR SIMON PETTIFER

Site Address: The Two Poplars, Finchampstead Road, Wokingham, RG41 2NU

Parish: Wokingham Town

Grid Reference: Easting - 480782, Northing - 167635

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed installation of 1 no. post-mounted externally illuminated pictorial sign and 2 no. post-mounted externally illuminated amenity boards, 1 no. non- illuminated transom sign, 1 no. externally illuminated name board sign, 2 no. externally illuminated single-sided panel signs on existing posts, and 1 no. non-illuminated fascia sign writing to wall area.

Case Officer: James Fuller

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 242703. 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:	JP		
Service	WBC Highways	App No:	242703
Address:	The Two Poplars, Finchampstead Road, Wokingham, RG41 2NU.		
Proposal:	Application for advertisement consent for the proposed installation of 1 no. post-mounted externally illuminated pictorial sign and 2 no. post-mounted externally illuminated amenity boards, 1 no. non- illuminated transom sign, 1 no. externally illuminated name board sign, 2 no. externally illuminated single-sided panel signs on existing posts, and 1 no. non-illuminated fascia sign writing to wall area.		
Type of Development:	Other Advertisements		
Site Visit Made:	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 application includes 2 non-illuminated signs/boards and 5 illuminated signs/boards (all with maximum luminance of 250 cd/m² and static). As all signs and boards will have maximum luminance below 400 cd/m², the level of luminance will be acceptable.

The locations of the proposed items are overlaid with the highway boundary:



While the applicant indicates that all items are replacements of existing signs/boards and will be fixed within the red line, it is noted that Items 01, 05 and 06 are very close to the highway boundary. It is uncertain if proposed Items 01, 05 and 06 will be installed of the same sizes and same orientations as existing.

Despite the proposed signs are unlikely to reduce the visibilities of the junction and there is no technical highway safety concern, if any part of the sign(s) or board(s) will be fixed on the boundary of public highway or overhang the public highway, the applicant will be advised to contact the council's Highway Assets/Legal team to obtain the relevant licence.

Subject to (i) the relations of the proposed items with the highway boundary and (ii) sizes and orientations compared to the existing being clarified, the following can be conditioned if applicable.

Conditions & Reasons (if required)			
1.	I26 - CANOPIES & STRUCTURES OVERHANGING A HIGHWAY		
2.	INCIDENTAL WORKS AFFECTING THE HIGHWAY		
	Any incidental works affecting the adjoining highway shall be approved by, and a licence obtained from, the Highways Inspector, Highway Assets, Wokingham Borough Council, Shute End, Wokingham, RG40 1WL, telephone number 0118 9746000, before any development is commenced.		
Date:	30/10/2024	Signed:	JP