

**Date:** 28 April 2025  
**Application:** 250990



**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:** 250990

**Applicant:** Wildstone Estates Limited

**Site Address:** Esso MFG, Bath Road A4, Charvil, Reading, RG10 9UP

**Parish:** Wargrave

**Grid Reference:** Easting - 481935, Northing - 179037

**Type of Development:** Other Advertisements

**Proposal:** Application for advertisement consent for 1 no. internally illuminated freestanding D6 display sign.

**Case Officer:** Marcus Hillman

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 250990. 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> | 250990 |
| <b>Address:</b>             | Esso MFG, Bath Road A4, Charvil, Reading, RG10 9UP.                                                  |                |        |
| <b>Proposal:</b>            | Application for advertisement consent for 1 no. internally illuminated freestanding D6 display sign. |                |        |
| <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

In respect of Highways, the application is similar to previous consent 242025, other than a revised orientation of the display.

The proposed sign is located within the garage forecourt, set back from the public highway, so as not to hinder or obstruct visibility splay or road traffic signs.

The sign will be of low-level luminance (dusk to dawn) and this is unlikely to cause glare or dazzle to road users. The daytime luminance is to be controlled to the recognised industry standard.

Highways recommend that the operation of the advertising panel shall be in accordance with the industry standard 'ILP model conditions' submitted with the application. This includes no more than 1 advert every 10 secs and a quick change between adverts of no more than 1 second. There shall be no animations or moving images on the adverts.

## Conditions & Reasons (if required)

As referenced above, and as per consent 242025.

|              |         |                |    |
|--------------|---------|----------------|----|
| <b>Date:</b> | 30/4/25 | <b>Signed:</b> | AC |
|--------------|---------|----------------|----|