

Date: 14 February 2025
Application: 250345



**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: 250345

Applicant: Helen Barnett

Site Address: 1010 Eskdale Road, Winnersh, Wokingham, RG41 5TS

Parish: Winnersh

Grid Reference: Easting - 477236, Northing - 171571

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for illuminated letters mounted to wall outside building.

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 250345. 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:	AC		
Service	WBC Highways	App No:	250345
Address:	1010 Eskdale Road, Winnersh, Wokingham, RG41 5TS.		
Proposal:	Application for advertisement consent for illuminated letters mounted to wall outside building.		
Type of Development:	Other Advertisements		
Site Visit Made:	Yes/No		

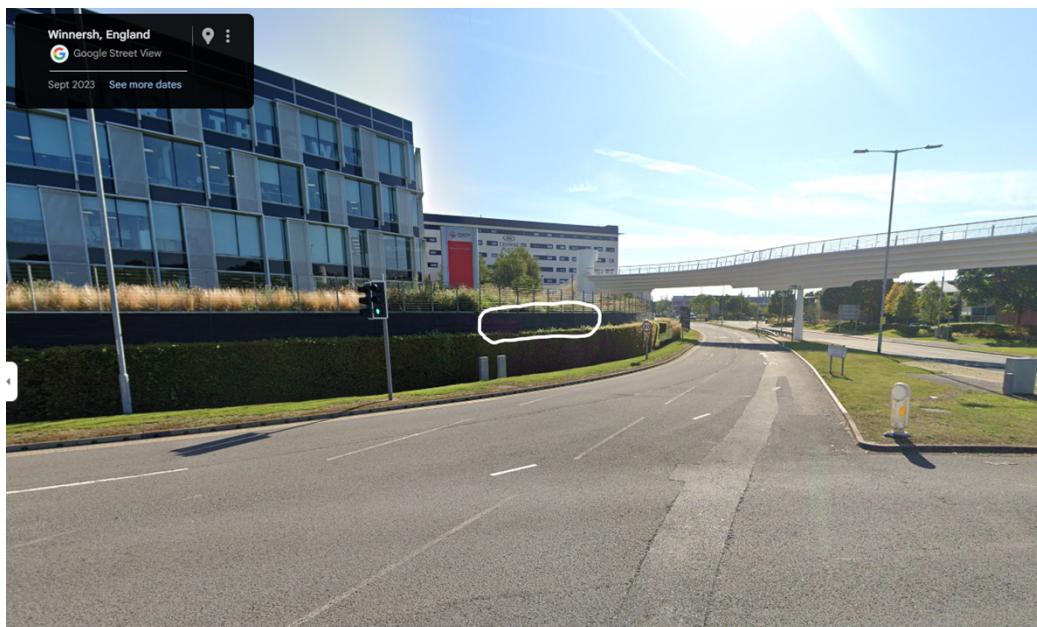
Summary Of Recommendations

- 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 proposed illuminated signage is located on private land and does not affect the public highway.

From the information submitted it appears that the location of the lettering will be positioned on the boundary wall, once past the traffic signal head on the roundabout. In addition, the colour of light to be used on the lettering is stated as white, which would not be confused against traffic signal lights.



The level of luminance is stated as 400 cd/sqm. Due to the low level of luminance this is unlikely to cause glare or dazzle to road users. The lighting shall be static with no intermittent flashing or similar.

Conditions & Reasons (if required)

1. CV5 (AMEND) The illumination of the advertisement hereby permitted shall be non-intermittent and the light shall be white in colour. - NON-INTERMITTENT ILLUMINATION
2. CV6 (400) - LUMINANCE OF SIGNS

Date:	14/2/25	Signed:	AC
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