

Date: 13 February 2025
Application: 250313



**WOKINGHAM
BOROUGH COUNCIL**

WBC Highways

Development Management &
Compliance

P.O. Box 157

Shute End, Wokingham

Berkshire, RG40 1BN

Tel: (0118) 974 6000

Minicom No: (0118) 974 6991

Dear WBC Highways,

Advertisement Consent Consultation

Application Number: 250313

Applicant: Mr I KHAN

Site Address: 68-70 Peach Street, Wokingham, RG40 1XH

Parish: Wokingham Town

Grid Reference: Easting - 481423, Northing - 168691

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated fascia sign board to replace the existing fascia sign board.

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 250313. 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:	250313
Address:	68-70 Peach Street, Wokingham, RG40 1XH.		
Proposal:	Application for advertisement consent for the proposed installation of 1 no. internally illuminated fascia sign board to replace the existing fascia sign board.		
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 sign replaces existing sign fascia and appears to be clear of the public highway.

Due to the proposed design, the level of luminance is likely to be low, however no luminance level has been specified. Highways recommend that this is included within a condition. The sign is set back from, and parallel to, the carriageway and is unlikely to cause glare or dazzle to road users.

Conditions & Reasons (if required)

1. CV6 (INSERT: 800 cd/sqm) - LUMINANCE OF SIGNS

Date:	14/2/25	Signed:	AC
-------	---------	---------	----