

Date: 22 August 2025
Application: 250279



**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: 250279

Applicant: swapna inuganti

Site Address: Unit 4, Elms Walk, Wokingham, RG40 2FE

Parish: Wokingham Town

Grid Reference: Easting - 481002, Northing - 168406

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for 3D illuminated letters on Aluminium Dibond sheet on 60mm thick back tray (Retrospective).

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 250279. 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 requested from the case officer.

Your observations are required in respect of this application by **13 September 2025**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP		
Service	WBC Highways	App No:	250279
Address:	Unit 4, Elms Walk, Wokingham, RG40 2FE.		
Proposal:	Application for advertisement consent for 3D Illuminated letters on Aluminium Dibond sheet on 60mm thick back tray (Retrospective).		
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 an illuminated sign board with luminance 267 cd/m² and intermittent. As the illuminated area is circa 7m², the proposed level of luminance will be acceptable.

According to The Town and Country Planning (Control of Advertisements) Regulations, intermittent light source, moving feature, exposed cold cathode tubing, animation or reflective material are not allowed. The applicant is required to revise sign board design to static illumination.

The sign board is to be fixed to a private property, and no part of the sign will overhang the public highway, which is acceptable.

Subject to a static design will be applied, the Highways will have no objection to the proposal.

Conditions & Reasons (if required)

Date:	22/8/2025	Signed:	JP
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