



**WOKINGHAM
BOROUGH COUNCIL**

Wokingham Borough Council
Planning Services
PO Box 157, Civic Offices, Shute End
Wokingham, Berkshire
RG40 1WR
email: development.control@wokingham.gov.uk
Phone: 0118 974 6000

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number	660
Suffix	
Property Name	Harley Davison
Address Line 1	Wokingham Road
Address Line 2	
Address Line 3	Wokingham
Town/city	Earley
Postcode	RG6 7HN

Description of site location must be completed if postcode is not known:

Easting (x)	476489	Northing (y)	171527
Description			

Applicant Details

Name/Company

Title

Mr

First name

Colin

Surname

Bland

Company Name

Signexcel

Address

Address line 1

83e London Road

Address line 2

Address line 3

Town/City

Romford

County

essex

Country

United Kingdom

Postcode

RM79QD

Are you an agent acting on behalf of the applicant?

- ☒ Yes
☐ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Mr

First name

colin

Surname

bland

Company Name

signexcel

Address

Address line 1

83e London Road

Address line 2

Address line 3

Town/City

Romford

County

Country

GB

Postcode

RM79QD

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Sign 1 Digitally printed fabric sign at low level
Sign 2 3D illuminated letters simply fresh
Sign 3 3 D illuminated letters Six sixty foodhall Presented by Shop & Scran
Sign 4 Freestanding multimedia screen
Sign 5 Freestanding multimedia screen
Sign 6 3D illuminated letters Six Sixty Foodhall
Sign 7 Multimedia Screen
Sign 8 Multimedia Screen
Sign 9 Totem sign
Sign 10 3 no flagpoles

Advertisement Type:

Other type

Height:

2.8 metres

Width:

5.84 metres

Depth:

0.06 metres

What is the height from the ground to the base of the advertisement?:

0.1 metres

What is the maximum projection of the advertisement from the face of the building?:

0.06 metres

What is the maximum height of any of the individual letters and symbols?:

80 centimetres

What materials will the advertisement be made of?:

Sign Reference No 1 PVC Flexible face material with powdercoated aluminium frame

The colour of text and background:

White and lime green text Ral 7016 background

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.6 metres

Width:

3 metres

Depth:

0.06 metres

What is the height from the ground to the base of the advertisement?:

3.3 metres

What is the maximum projection of the advertisement from the face of the building?:

0.06 metres

What is the maximum height of any of the individual letters and symbols?:

60 centimetres

What materials will the advertisement be made of?:

Sign Reference number 2 Faces of letters opal perspex side of letters aluminium sign is fitted to steel framework

The colour of text and background:

Text white and lime green - no background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

330 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.5 metres

Width:

2.6 metres

Depth:

0.06 metres

What is the height from the ground to the base of the advertisement?:

3.1 metres

What is the maximum projection of the advertisement from the face of the building?:

0.06 metres

What is the maximum height of any of the individual letters and symbols?:

65 centimetres

What materials will the advertisement be made of?:

Sign Reference No 3 Face of letters opal perspex sides of letters aluminium

The colour of text and background:

Text white Background is the building

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

330 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.65 metres

Width:

2.35 metres

Depth:

0.06 metres

What is the height from the ground to the base of the advertisement?:

2.44 metres

What is the maximum projection of the advertisement from the face of the building?:

0.06 metres

What is the maximum height of any of the individual letters and symbols?:

63 centimetres

What materials will the advertisement be made of?:

Sign reference 6 Faces of letters to be opal perspex sides of letters to be aluminium

The colour of text and background:

White text background is the building

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

330 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.6 metres

Width:

1.1 metres

Depth:

0.18 metres

What is the height from the ground to the base of the advertisement?:

0.65 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

1 centimetres

What materials will the advertisement be made of?:

Signs reference 4 and 5 Digital media screens

The colour of text and background:

Various - digital media and graphics displaying product and services within the store

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

380 cd/m²

Will the illumination be static or intermittent?:

Intermittent

Advertisement Type:

Other type

Height:

1.6 metres

Width:

1.1 metres

Depth:

0.18 metres

What is the height from the ground to the base of the advertisement?:

0.65 metres

What is the maximum projection of the advertisement from the face of the building?:

0.18 metres

What is the maximum height of any of the individual letters and symbols?:

0.1 centimetres

What materials will the advertisement be made of?:

Signs reference 7 and 8 Digital media screens wall fixed

The colour of text and background:

Various - displaying digital media content of products and services inside the store

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

380 cd/m²

Will the illumination be static or intermittent?:

Intermittent

Advertisement Type:

Other type

Height:

4.5 metres

Width:

1.275 metres

Depth:

0.35 metres

What is the height from the ground to the base of the advertisement?:

0.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

What is the maximum height of any of the individual letters and symbols?:

29.5 centimetres

What materials will the advertisement be made of?:

Sign reference 9 Totem sign Framework to be steel Lightboxes to be aluminium Faces of lightboxes to be acrylic with face decoration only the lettering to illuminate

The colour of text and background:

White text Ral 7016 Background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

280 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.9 metres

Width:

1.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

4.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

46 centimetres

What materials will the advertisement be made of?:

Sign reference 10 3no knitted polyester fabric flags flying from 3 no flagpoles (poles are GRP)

The colour of text and background:

Grey 7016 and lime green

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.7 metres

Width:

1.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

0.01 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

25 centimetres

What materials will the advertisement be made of?:

Window graphics displaying text and graphics digitally printed to self adhesive vinyl and applied to windows

The colour of text and background:

white text lime green line drawing dark green background

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

Sign 3 illuminated letters sign

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes

☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes

☒ No

☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes

☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

17/06/2026

To Date

16/06/2031

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff**
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

colin bland

Date

17/05/2026