

Date: 14 April 2026
Application: 260818



**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: 260818

Applicant: Mr John Austin

Site Address: Thames Wood House, School Hill, Wargrave, RG10 8DY

Parish: Wargrave

Grid Reference: Easting - , Northing -

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for 2no. externally illuminated signs, 1no. non-illuminated fascia sign and 1no. non-illuminated free standing sign.

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 260818. 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 **6 May 2026**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP [TD]		
Service	WBC Highways	App No:	260818
Address:	Thames Wood House, School Hill, Wargrave, RG10 8DY.		
Proposal:	Application for advertisement consent for 2no. externally illuminated signs, 1no. non-illuminated fascia sign and 1no. non-illuminated free standing sign.		
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

General

The applicant is seeking approval for the erection of two externally illuminated and free-standing road entrance signs, one wall mounted main entrance fascia sign and one free-standing roadside sign, at the Mount Care Home in Wargrave.

Drawing 5813-PAL-XX-00-DR-A-1200 (Rev. P02) indicates the locations of the proposed signs named 'Signs A1', 'Sign A2', and 'Sign A4'. As Sign A2 is a non-illuminated fascia sign positioned on the building, and therefore WBC Highways have not provided a comment on this.

Visibility Splays

All proposed signs will be set back from the edge of the carriageway and to be placed within the red line. Therefore, there will be no negative impacts to existing visibility splays and pedestrian visibility, which are acceptable.

Illumination

Signs A1 are proposed to have a trough light along the top of each sign with luminance of 1000cd/m² and static.

According to the Town and Country Planning (Control of Advertisements) Regulations:

Illuminated area	Maximum level of illuminance
Area $\leq 0.5\text{m}^2$	1000 cd/m^2
$0.5\text{m}^2 < \text{Area} \leq 2\text{m}^2$	800 cd/m^2
$2\text{m}^2 < \text{Area} \leq 10\text{m}^2$	600 cd/m^2
Area $> 10\text{m}^2$	400 cd/m^2

With the given area of the proposed signs, the maximum level of illuminance is secured via conditions.

Conditions & Reasons (if required)			
1. CV6 [INSERT: 600] - LUMINANCE OF SIGNS			
Date:	28.04.2026	Signed:	JP [TD]