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

Suffix

Property Name

Aldi Foodstore

Address Line 1

Gazelle Close

Address Line 2

Address Line 3

Town/city

Winnersh

Postcode

RG41 5HH

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

Easting (x)

476884

Northing (y)

171267

Description

Aldi Foodstore, Gazelle Close, Winnersh

Applicant Details

Name/Company

Title

First name

Surname

Aldi Stores Limited

Company Name

Address

Address line 1

C/O Agent

Address line 2

Origin Workspace

Address line 3

40 Berkeley Square

Town/City

Bristol

County

Country

United Kingdom

Postcode

BS8 1HP

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Elizabeth

Surname

Godfrey

Company Name

Planning Potential

Address

Address line 1

Origin Workspace

Address line 2

40 berkeley square

Address line 3

Town/City

Bristol

County

Country

GB

Postcode

BS8 1HP

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

- 1 No. Internally illuminated free standing double faced totem pole sign located at the entrance of the site (Sign A).
- 1 No. Vinyl film opening times panel and image applied to shopfront glazing (Sign B).
- 1 No. Vinyl film entrance sign applied to glass of entrance lobby (Sign C); and
- 1 No. Internally illuminated wall hanging sign mounted to the face of the building on the north elevation (Sign D).

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Other type

Height:
2.47 metres

Width:
2.07 metres

Depth:
0.32 metres

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

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

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

What materials will the advertisement be made of?:
Steel sign posts galvanised and coated as follows: RAL 7016 Anthracite Grey Fabricated aluminium signcases

The colour of text and background:

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
108 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
4.31 metres

Width:
1.23 metres

Depth:
0.01 metres

What is the height from the ground to the base of the advertisement?:
0.09 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?:
15 centimetres

What materials will the advertisement be made of?:
Vinyl.

The colour of text and background:

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
1.48 metres

Width:

1.234 metres

Depth:
0.01 metres

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

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

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

What materials will the advertisement be made of?:
Vinyl

The colour of text and background:

Will the advertisement be illuminated?:

Advertisement Type:
Fascia Sign

Height:
2.47 metres

Width:
2.07 metres

Depth:
0.12 metres

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

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

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

What materials will the advertisement be made of?:
Aluminium Sign Case - finished in RAL 7016 Anthracite. Polycarbonate Panel

The colour of text and background:

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
108 cd/m^2

Will the illumination be static or intermittent?:
Static

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

- 1 No. Internally illuminated free standing double faced totem pole sign located at the entrance of the site (Sign A).
- 1 No. Vinyl film opening times panel and image applied to shopfront glazing (Sign B).
- 1 No. Vinyl film entrance sign applied to glass of entrance lobby (Sign C); and

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

22/12/2026

To Date

22/12/2031

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?

- [x] 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
- [x] 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.

- [x] I / We agree to the outlined declaration

Signed

Elizabeth Godfrey

Date

27/10/2026