

Date: 23 August 2024
Application: 242118



**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: 242118

Applicant: MR KANAV SIKKA

Site Address: 383-385 Reading Road, Winnersh, Wokingham, RG41 5LT

Parish: Winnersh

Grid Reference: Easting - 478232, Northing - 170571

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for an illuminated fascia panel and a projecting box sign.

Case Officer: Cameron Young

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 242118. 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:	JP		
Service	WBC Highways	App No:	242118
Address:	383-385 Reading Road, Winnersh, Wokingham, RG41 5LT.		
Proposal:	Application for advertisement consent for an illuminated fascia panel and a projecting box 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

The application includes a fascia sign and a projecting/hanging sign with static luminated text of 3000 cd/m² and 1500 cd/m², respectively. The proposed levels of luminance exceed the maximum level of 1000 cd/m² recommended for town centre to ensure no glare or dazzle to road users. The applicant is requested to reduce the level of luminance.

The projecting/hanging sign will be fixed above the existing canopy of private property and will overhang the public highway footway as shown below:



The applicant is therefore advised to contact the council's Highway Assets/Legal team to obtain the relevant licence after this application is consented.

Conditions & Reasons (if required)

Date:	23/8/2024	Signed:	JP