

Date: 9 August 2024
Application: 242025



**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: 242025

Applicant: Wildstone Estates Limited

Site Address: Esso Service Station, Bath Road, Knowl Hill, Berkshire, RG10 9UP

Parish: Wargrave

Grid Reference: Easting - , Northing -

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for 1 no. internally illuminated freestanding digital display.

Case Officer: Kieran Neumann

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 242025. 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:	AC		
Service	WBC Highways	App No:	242025
Address:	Esso Service Station, Bath Road, Knowl Hill, Berkshire, RG10 9UP.		
Proposal:	Application for advertisement consent for 1 no. internally illuminated freestanding digital display.		
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 proposed sign will be of low-level luminance and this is unlikely to cause glare or dazzle to road users. The sign is within the garage forecourt, set back from the public highway, so as not to hinder or obstruct visibility splays or road traffic signs.

Highways recommend that the operation of the advertising panel shall be in accordance with the industry standard 'model conditions' submitted with the application. This includes no more than 1 advert every 10 secs and a quick change between adverts of no more than 1 second. There shall be no animations or moving images on the adverts.

Conditions & Reasons (if required)

As referenced above.

Date:	15/8/24	Signed:	AC
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