

Date: 21 May 2025
Application: 251192



**WOKINGHAM
BOROUGH COUNCIL**

WBC Highways

Development Management &
Compliance

P.O. Box 157

Shute End, Wokingham

Berkshire, RG40 1BN

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Dear WBC Highways,

Advertisement Consent Consultation

Application Number: 251192

Applicant: Sainsbury's Supermarkets Ltd

Site Address: Easting/Northing Only Supplied, Land East Of Nine Mile Ride Extensi,
Arborfield Green, RG2 9GB

Parish: Invalid code

Grid Reference: Easting - 476856, Northing - 165059

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for 2 no. Sainsbury's signs on the northern and western elevations, 2 no. wall mounted welcome signs, 1 no. 5m store totem, 1 no. post mounted left hand turn sign, 1 no. post mounted pick up point sign, 2 no. post mounted pedestrian crossing signs, 1 no. post mounted one way sign, 1 no. post mounted no entry sign, 1 no. post mounted no entry and give way sign, 3 no. post mounted give way signs, 1 no. post mounted deliveries, no entry sign, 1 no. wall mounted car park information sign, 1 no. post mounted bee hotel sign, 6 no. lamp post mounted maximum stay signs, 6 no. bollard mounted maximum stay signs, 11 no. post mounted detailed maximum stay signs, 1 no. lamp post mounted CCTV and maximum stay sign, 2 no. post mounted directional EV charger signs, 8 no. trolley bay header signs, and 4 no. trolley safety signs fixed to the glazed panelling of each trolley bay, 1 no. parent and toddler totem and 1 no. blue badge totem 3 no. EV how to signs mounted onto each EV charging unit, 2 no. post mounted 22kW max signs, 2 no. post mounted maximum stay signs, and 2 no. post mounted EV parking only signs.

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 251192. 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:	251192
Address:	Easting/Northing Only Supplied, Land East Of Nine Mile Ride Extensi, Arborfield Green, RG2 9GB.		
Proposal:	Application for advertisement consent for 2 no. Sainsbury's signs on the northern and western elevations, 2 no. wall mounted welcome signs, 1 no. 5m store totem, 1 no. post mounted left hand turn sign, 1 no. post mounted pick up point sign, 2 no. post mounted pedestrian crossing signs, 1 no. post mounted one way sign, 1 no. post mounted no entry sign, 1 no. post mounted no entry and give way sign, 3 no. post mounted give way signs, 1 no. post mounted deliveries, no entry sign, 1 no. wall mounted car park information sign, 1 no. post mounted bee hotel sign, 6 no. lamp post mounted maximum stay signs, 6 no. bollard mounted maximum stay signs, 11 no. post mounted detailed maximum stay signs, 1 no. lamp post mounted CCTV and maximum stay sign, 2 no. post mounted directional EV charger signs, 8 no. trolley bay header signs, and 4 no. trolley safety signs fixed to the glazed panelling of each trolley bay, 1 no. parent and toddler totem and 1 no. blue badge totem 3 no. EV how to signs mounted onto each EV charging unit, 2 no. post mounted 22kW max signs, 2 no. post mounted maximum stay signs, and 2 no. post mounted EV parking only signs.		
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 proposes to install multiple illuminated and non-illuminated display signs to advertise and provide directional info within the consented development under planning application 232927 and a non-material amendment application 250867 to amend the carpark layout.

All proposed signs are to be fixed within the site boundary, and no part of the sign will be overhand the public highway footway, which is acceptable.

Visibility and Footway Clearance

All three proposed totems in close proximity to the site boundary will have no negative impacts on sightlines and pedestrian visibility.

While it is unideal to reduce the footway clearance to 1.668m after installing the proposed pedestrian totem (2), this section of footway is connecting to the service yard, which will not affect the approved pedestrian route in 230872 and 232927, and can be acceptable for this instance.

The proposed EV signages will have no negative impacts on sight lines and pedestrian visibility, which is acceptable.

However, the Highways are unable to identify the exact positions of the signages on Drawing SK-A-7107 (Rev. P01) to assess the sufficiency of visibility. The applicant is required to provide a supplementary plan for the signage site plan.

Digital Advertisement Display

The application includes two main illuminated building signs, two internally illuminated digital welcome wall signs and one illuminated store totem. All with luminance of 300 cd/m². With the proposed illuminated area of each sign and totem to be no greater than 10m², the proposed level of luminance is acceptable.

Conditions & Reasons (if required)

Date:	28/5/2025	Signed:	JP
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