

Date: 11 June 2025
Application: 251192



**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: 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: Abi Peacock

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

The Highways received the supplementary signage setting out plan to address to the Highways responses dated 28th May 2025. The proposed positions of the signages are acceptable.

The Highways have no further comments on this proposal.

Conditions & Reasons (if required)			
Date:	19/6/2025	Signed:	JP