

Date: 27 August 2024
Application: 242144



**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: 242144

Applicant: Mr Thomas Johnston

Site Address: Land Outside, 42 Market Place, Wokingham, RG40 1AT

Parish: Invalid code

Grid Reference: Easting - 481191, Northing - 168609

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for 1 no. digital advertisement display within proposed new communications Kiosk.

Case Officer: Claire Moore

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 242144. 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:	242144
Address:	Land Outside, 42 Market Place, Wokingham, RG40 1AT.		
Proposal:	Application for advertisement consent for 1 no. digital advertisement display within proposed new communications Kiosk.		
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

This site is seeking for concurrent approvals of Planning Application 242143 for installation of new communications kiosk and Planning Application 242144 for advertisement consent within the communication kiosk.

The proposed communications kiosk will be located on public footway, which will include an open plan public payphone and an illuminated advertising display perpendicular to the footway.

Visibility

The proposed location is in close proximity with the priority junction Rose Street/Broad Street. It is also situated right before a crossing point and falls within the pedestrian splays. This will potentially block drivers' visibilities of pedestrians waiting to cross and/or pedestrians' visibilities of approaching traffic, which is unacceptable.

It will also block the existing signage, obstruct the visibility splay along Rose Street (from the junction of Market Place with Broad Street and Rose Street) and create distraction to the road users, which is not acceptable.

Footway Clearance

Despite the reduced effective footway width of circa 2.2m is considered acceptable, it is recommended that the minimum distance between a structural and the carriageway is 500mm. The kiosk will be required to offset farther from the kerb.

Digital Advertisement Display

The application includes an internally illuminated digital advertisement display with luminance 300 cd/m² and display static images that will change every 10 seconds. As the illuminated area of the sign is smaller than 2m², the proposed level of luminance will be acceptable subject to the advertisement is displayed in the frequency no more frequently than every 10 seconds.

Summary

The Highways recommend an objection to this proposal due to highway safety.

Notwithstanding any subsequent planning consent, as the communications kiosk will be installed on the public highway, the applicant is therefore advised to contact the council's Highway Assets team to obtain the relevant approval and licence for installation work on the public highway.

Conditions & Reasons (if required)

Date:	29/8/2024	Signed:	JP
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