

Date: 27 August 2024
Application: 242146



**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: 242146

Applicant: Mr Thomas Johnston

Site Address: Land outside 58 and 60 Peach Street, Wokingham, RG40 1XG

Parish: Wokingham Town

Grid Reference: Easting - 481413, Northing - 168655

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated digital display within the communications kiosk.

Case Officer: Rowan Reynolds

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 242146. 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:	242146
Address:	Land outside 58 and 60 Peach Street, Wokingham, RG40 1XG.		
Proposal:	Application for advertisement consent for the proposed installation of 1 no. internally illuminated digital display within the 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 242145 for installation of new communications kiosk and Planning Application 242146 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

This section of Peach Street is a one-way street, is not a crossing point and is not at a bend. The proposed location is offset from the carriageway by on-street parking spaces. It is unlikely to have negative impacts on sight lines and pedestrian visibility, which is acceptable.

Footway Clearance

The reduced effective width of the footway is circa 2.6m, which is considered acceptable. Despite it is recommended that the minimum distance between a structural and the carriageway is 500mm, due to the separation of carriageway with on-street parking, the proposed distance of 450mm is considered acceptable for this location.

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 DC has no objection in principle to the proposal.

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)

1. CU9 (AMENDED) - ADVERT – APPROVED PLANS
This consent is in respect of the application form and the planning statement received by the local planning authority. The advertisement(s) hereby permitted shall be erected and displayed in accordance with the approved details unless otherwise agreed in writing by the local planning authority.
2. I27 - WORKS AFFECTING THE PUBLIC HIGHWAY

Date:	29/8/2024	Signed:	JP
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