

**Date:** 9 February 2026  
**Application:** 260270



**WOKINGHAM  
BOROUGH COUNCIL**

WBC Highways

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Development Management &  
Compliance

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P.O. Box 157

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Shute End, Wokingham

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Berkshire, RG40 1BN

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Dear WBC Highways,

**Advertisement Consent Consultation**

**Application Number:** 260270

**Applicant:** Mr Mr. M. K Bhatti

**Site Address:** 57-59 Unit 3, Crockhamwell Road, Woodley, Wokingham, RG5 3SZ

**Parish:** Woodley

**Grid Reference:** Easting - 476107, Northing - 173112

**Type of Development:** Other Advertisements

**Proposal:** Application for advertisement consent for 1no. illuminated fascia sign and 1no. illuminated flag sign.

**Case Officer:** James Fuller

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 260270. 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 requested from the case officer.

Your observations are required in respect of this application by **4 March 2026**.

Yours sincerely,  
Development Management & Compliance

# MEMORANDUM

|                             |                                                                                                        |                |        |
|-----------------------------|--------------------------------------------------------------------------------------------------------|----------------|--------|
| <b>From:</b>                | JP                                                                                                     |                |        |
| <b>Service</b>              | WBC Highways                                                                                           | <b>App No:</b> | 260270 |
| <b>Address:</b>             | 57-59 Unit 3, Crockhamwell Road, Woodley, Wokingham, RG5 3SZ.                                          |                |        |
| <b>Proposal:</b>            | Application for advertisement consent for 1no. illuminated fascia sign and 1no. illuminated flag sign. |                |        |
| <b>Type of Development:</b> | Other Advertisements                                                                                   |                |        |
| <b>Site Visit Made:</b>     | 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 application includes an illuminated fascia sign and an illuminated projection/hanging sign with luminance between 650 and 730 cd/m<sup>2</sup> and static.

According to the Town and Country Planning (Control of Advertisements) Regulations:

| <b>Illuminated Area of The Sign</b>           | <b>Maximum Level of Luminance</b> |
|-----------------------------------------------|-----------------------------------|
| between 0.5m <sup>2</sup> and 2m <sup>2</sup> | 800 cd/m <sup>2</sup>             |
| between 2m <sup>2</sup> and 10m <sup>2</sup>  | 600 cd/m <sup>2</sup>             |

The applicant shall confirm if the proposed blue background of the fascia sign is illuminated or not. If not, the proposal is acceptable. Otherwise, the applicant is required to limit the level of luminance of the facias sign to a maximum of 600 cd/m<sup>2</sup> or to reduce the sizes of the fascia sign.

The signs are to be fixed to private property, and the hanging projection sign may overhang the public highway footway. Therefore, the applicant is advised to contact the council's Highway Assets/Legal team to obtain the relevant licence.

## Conditions & Reasons (if required)

Subject to the illuminated area to be confirmed and level of luminance to be acceptable:

1. I26 - CANOPIES & STRUCTURES OVERHANGING A HIGHWAY

|              |           |                |    |
|--------------|-----------|----------------|----|
| <b>Date:</b> | 16/2/2026 | <b>Signed:</b> | JP |
|--------------|-----------|----------------|----|

