

**Date:** 22 October 2025  
**Application:** 252482



**WOKINGHAM  
BOROUGH COUNCIL**

WBC Highways

Development Management &  
Compliance  
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Dear WBC Highways,

**Advertisement Consent Consultation**

**Application Number:** 252482

**Applicant:** WM Morrison Supermarkets Ltd

**Site Address:** Morrisons, Woosehill Shopping Centre, Woosehill, Wokingham, RG41 3SW

**Parish:** Wokingham Town

**Grid Reference:** Easting - 479752, Northing - 168974

**Type of Development:** Other Advertisements

**Proposal:** Application for advertisement consent for the proposed installation of 4 no. non-illuminated hoarding signs.

**Case Officer:** Connie Davis

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 252482. 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 **12 November 2025**.

Yours sincerely,  
Development Management & Compliance

# MEMORANDUM

<b>From:</b>	SW (Stantec) / JP		
<b>Service</b>	WBC Highways	<b>App No:</b>	252482
<b>Address:</b>	Morrisons, Woosehill Shopping Centre, Woosehill, Wokingham, RG41 3SW.		
<b>Proposal:</b>	Application for advertisement consent for the proposed installation of 4 no. non-illuminated hoarding signs.		
<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

### General

The applicant seeks concurrent approvals of Planning Application 252481 to introduce a pod structure of dimensions 4.8m long x 3.2m wide x 2.8m high in a car park of the existing Morrisons food store at Woosehill Shopping Centre, and Planning Application 252482 to install non-illuminated hoarding signs.

The proposed works will reduce the overall car park capacity by at least 12 spaces (10 parking spaces for pod service customers and 2 spaces for the pod).

It shall be aware that the adjacent parking space on both sides to the proposed pod unit are not suitable for parking, resulting in further reduction of two parking spaces for a total of 14 spaces. The wider site will therefore provide a total of 227 spaces (241 existing).

### Access

It is acknowledged that the existing access provision is retained and therefore unaffected by the proposed works.

### Visibility

The proposed pod structure will obstruct the intervisibility between the driveway and the adjacent parking spaces of the pod, which is unlikely to be acceptable.

The applicant may wish to reposition the pod structure adjacent to existing trolley bay and the associated parking spaces (marked in purple), which will have no negative impacts to the sightline. The total numbers of parking spaces being affected would be the same.



### **Parking**

WBC standards state the requirement of developments of A1 use class provide 1 parking space 20sqm. The applicant shall demonstrate that the proposed levels of parking are in line with the WBC parking standards. Alternatively, the applicant shall demonstrate that there is spare capacity on weekdays and weekends at peak periods by conducting a parking accumulation study.

### **Advertising Signs**

The Highways have no objection to install 4 no. non-illuminated signs within the footprint of the proposed structure.

### **Conditions & Reasons (if required)**

<b>Date:</b>	05.11.2025	<b>Signed:</b>	SW (Stantec) / JP
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