

Date: 21 October 2025
Application: 252519



WOKINGHAM
BOROUGH COUNCIL

WBC Highways

Development Management &
Compliance

P.O. Box 157

Shute End, Wokingham

Berkshire, RG40 1BN

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Dear WBC Highways,

Advertisement Consent Consultation

Application Number: 252519

Applicant: Mr Simon Warner

Site Address: Pavement outside, 25 Peach Street, Wokingham

Parish: Wokingham Town

Grid Reference: Easting - 481351, Northing - 168600

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed installation of 2 no. internally illuminated digital LCD display screens on either side of the BT Street Hub unit.

Case Officer: Phillip Richards

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 252519. 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 **11 November 2025**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	Stantec (TH) / JP		
Service	WBC Highways	App No:	252519
Address:	Pavement outside, 25 Peach Street, Wokingham.		
Proposal:	Application for advertisement consent for the proposed installation of 2 no. internally illuminated digital LCD display screens on either side of the BT Street Hub unit.		
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

The site is seeking for concurrent approvals of Planning Application 252518 for erection of a BT Street Hub unit (2.98m high) and the removal of the existing BT telephone booth (2.5m high), and Planning Application 252519 for installation of two digital LCD display screens on either side of the BT Street Hub.

The existing telephone booth is located 11.9m west of the proposed Street Hub unit. Both the proposed location for the Street Hub unit and existing telephone booth are situated within adopted highway.

Visibility

Drawing 003-A has been submitted which demonstrates the existing and proposed elevations. The proposed front elevation indicates that the proposed BT Street Hub unit will partially block the existing road sign.

The A329 Peach Street is subject to a speed limit of 30mph. In line with Chapter 7 of the Traffic Signs Manual (2018), 'The Design of Traffic Signs', Appendix E states that the minimum clear visibility distance of an Advance Direction Sign on roads up to 30 mph is 45m.

The applicant is expected to demonstrate this forward visibility for vehicles travelling along Peach Street in both lanes, or the existing vertical visibility plane from driver position can be fully retained ranged from 1.05m (for car drivers) to 2m (for lorry drivers).

Whilst it is acknowledged that the direction sign has been partially blocked by the existing telephone booth, the proposed Street Hub unit will be positioned circa 12m closer to the driver's direction of travel. This will steepen the required upward viewing angle of the drivers, even if the proposed height of the Street Hub were to remain at 2.5m.

The proposed position and height of the Street Hub will likely lead to a detrimental impact on highway safety, which is unacceptable. The applicant is advised to reconsider either reducing the height or repositioning the Street Hub to behind the Advance Direction Sign.

Footway Clearance

The reduced effective width of the footway is 2.67m, which is considered acceptable. The proposed distance between the proposed structure and the carriageway is 500mm, which is acceptable.

It is also recognised that there is existing street furniture either side of the proposed BT Street Hub, and the proposed structure is mostly aligned with the existing street furniture to the west, which is acceptable.

Illuminated Sign / Lighting

The application includes an internally illuminated digital display screen with maximum luminance of 5000 cd/m² (daytime) and 600 cd/m² (at night), and display static images that will change every 10 seconds.

According to the Town and Country Planning (Control of Advertisements) Regulations, for the illuminated area of the sign being smaller than 2m², the maximum level of luminance would be 800 cd/m² throughout the day. This also subject to the advertisement is displayed in the frequency no more frequently than every 10 seconds.

The proposed level of luminance is unacceptable.

Conditions & Reasons (if required)

Date:	4.11.2025	Signed:	Stantec (TH) / JP
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