

Date: 7 January 2025
Application: 243198



**WOKINGHAM
BOROUGH COUNCIL**

WBC Highways

Development Management &
Compliance

P.O. Box 157

Shute End, Wokingham

Berkshire, RG40 1BN

Tel: (0118) 974 6000

Minicom No: (0118) 974 6991

Dear WBC Highways,

Advertisement Consent Consultation

Application Number: 243198

Applicant: Mr Crawford Temple

Site Address: Unit 1, 125 Reading Road, Wokingham, RG41 1HD

Parish: Wokingham Town

Grid Reference: Easting - 479839, Northing - 169517

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated LED totem signboard.

Case Officer: Tariq Bailey-Biggs

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 243198. 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:	243198
Address:	Unit 1, 125 Reading Road, Wokingham, RG41 1HD.		
Proposal:	Application for advertisement consent for the proposed installation of 1 no. internally illuminated LED totem signboard.		
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 applicant proposes to replace the existing sign to an illuminated LED totem signboard perpendicular to the footway. It is to be fixed within the red line, and no part of the sign will be overhand the public highway footway.

Visibility

As the proposed totem is a replacement of existing sign and the distance between public highway remains unchanged, it will have no negative impacts on sight lines and pedestrian visibility, which is acceptable.

Digital Advertisement Display

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

Conditions & Reasons (if required)

1. CU9 (AMENDED) - ADVERT – APPROVED PLANS
This consent is in respect of the application form, supporting statement and drawing no. 4862a 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.			
Date:	9/1/2025	Signed:	JP