

Date: 7 October 2025
Application: 252360



**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: 252360

Applicant: Mr SIMON PETTIFER

Site Address: White Horse, Easthampstead Road, Wokingham, RG40 3AF

Parish: Wokingham Without

Grid Reference: Easting - 482509, Northing - 167568

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed installation of 1 no. double-sided externally illuminated pictorial sign and amenity boards to existing gibbet, 1 no. non-illuminated fascia sign, 2 no. externally illuminated fascia signs and 1 no. internally illuminated menu case.

Case Officer: Cameron Young

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 252360. 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 **28 October 2025**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP		
Service	WBC Highways	App No:	252360
Address:	White Horse, Easthampstead Road, Wokingham, RG40 3AF.		
Proposal:	Application for advertisement consent for the proposed installation of 1 no. double-sided externally illuminated pictorial sign and amenity boards to existing gibbon, 1 no. non-illuminated fascia sign, 2 no. externally illuminated fascia signs and 1 no. internally illuminated menu case.		
Type of Development:	Other Advertisements		
Site Visit Made:	Yes/No		

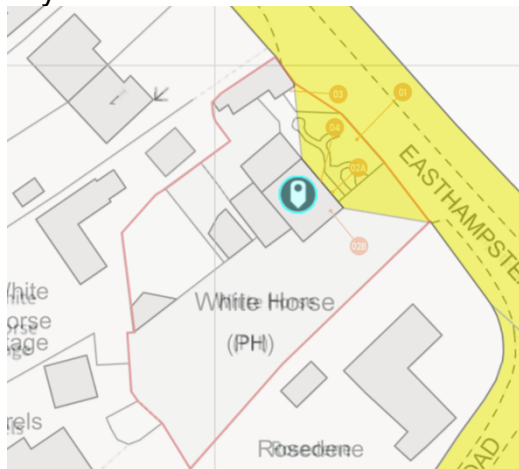
Summary Of Recommendations

- ☐ 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 application includes installation of three externally illuminated signs, an internally illuminated menu case and a non-illuminated sign. It is noted that Items 01, 02A and 04 will be fixed on the boundary of/within the public highway as shown in yellow:



There will be no technical highway safety concern for Items 02A and 04.

Visibility Splays

The applicant has confirmed that Item 01 is a replacement of pictorial signs on the existing gibbet & post. The Highways assume that the proposed slates and amenity signs are of the same dimensions of the existing. Therefore, Item 01 will have no negative impacts to the existing visibility and there is no technical highway safety concern for Item 01. The applicant is advised to contact the council's Highway Assets/Legal team to obtain the relevant licence.

If there are substantial dimensional difference between the existing and the proposed signs on Item 01, the Highways shall be reconsulted.

Digital Advertisement Display

All proposed signs are with luminance of 250 cd/m² and static. The proposed level of luminance is acceptable.

Conditions & Reasons (if required)**1. INCIDENTAL WORKS AFFECTING THE HIGHWAY**

Any incidental works affecting the adjoining highway shall be approved by, and a licence obtained from, the Highways Inspector, Highway Assets, Wokingham Borough Council, Shute End, Wokingham, RG40 1WL, telephone number 0118 9746000, before any development is commenced.

Date:	8/10/2025	Signed:	JP
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