

Date: 7 July 2026
Application: 261562



**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: 261562

Applicant: Mr Mat Higgins

Site Address: Unit 24, Suttons Business Park, Suttons Park Avenue, Earley, Wokingham, RG6 1AZ

Parish: Earley

Grid Reference: Easting - 473922, Northing - 173606

Type of Development: Other Advertisements

Proposal: (retrospective) Application for advertisement consent for replacement of existing company logo signs with 3 no. lettering signs, projecting from the wall. Including 1 no. fascia sign and 2 no. monolith signs.

Case Officer: Claire Moore

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 261562. 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 **1 August 2026**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP [SC]		
Service	WBC Highways	App No:	261562
Address:	Unit 24, Suttons Business Park, Suttons Park Avenue, Earley, Wokingham, RG6 1AZ.		
Proposal:	(retrospective) Application for advertisement consent for replacement of existing company logo signs with 3 no. lettering signs, projecting from the wall. Including 1 no. fascia sign and 2 no. monolith signs.		
Type of Development:	Other Advertisements		
Site Visit Made:	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

This retrospective application is for advertisement consent for replacement of existing company logo signs with 3 no. lettering signs, projecting from the wall. Including 1 no. fascia sign and 2 no. monolith replacement signs. The replaced signs are in relation to planning application no. 122335.

The application includes 3no. illuminated signs. Each with luminance of 300cd/m² and static, which are acceptable in principle.

Signs 1 to 3

New signs 1,2 and 3 are positioned on the main building and do not overhang the public highway, so WBC Highways have not made comments on location of these signs.

Sign 4

Sign 4 is located on the gatehouse and does not overhang the public highway, and so WBC Highways have not made comments on this sign.

Sign 5

Sign 5 is proposed at the eastern site access. This sign replaces an existing sign approved in 122335 of dimensions 1.8m x 0.8m. However, the sign is significantly larger than the existing sign, measuring at 3m tall and 1.8m wide.

The applicant is required to provide a plan that shows 2.4m x 43m visibility splays can be achieved as Suttons Park Avenue is a 30mph road, in line with Manual for Streets.

The applicant shall also confirm that the proposed replacement will have no negative impacts to the intervisibility between drivers and pedestrians.

The sightlines shall be across land within the applicant's control or highway land and shall be clear of obstructions to visibility exceeding 0.6m in height.

The proposed sign is located off the footway and so would not reduce pavement width.

Sign 6

Sign 6 is proposed at the western site access to the car park. This sign replaces an existing sign and is located further back than 2.4m from the stop line and therefore would not impact visibility sightlines. The sign is also located off the footway and would not reduce the pavement width.

Conditions & Reasons (if required)

Date:	17.07.2026	Signed:	JP [SC]
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