

Date: 17 February 2025
Application: 250266



**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: 250266

Applicant: Mr Steve Watson

Site Address: 410 Thames Valley Park Drive, Earley, Wokingham, RG6 1RH

Parish: Earley

Grid Reference: Easting - 474217, Northing - 174082

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated totem sign, 1 no. non-illuminated totem sign and 1 no. externally applied vinyl.

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 250266. 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:	250266
Address:	410 Thames Valley Park Drive, Earley, Wokingham, RG6 1RH.		
Proposal:	Application for advertisement consent for the proposed installation of 1 no. internally illuminated totem sign, 1 no. non-illuminated totem sign and 1 no. externally applied vinyl.		
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 non-illuminated totem to an illuminated totem with the same size, to apply vinyl logo to exiting totem and branded façade.

No highway impacts are expected for adding vinyl to totem sign and branded façade.

Visibility

As the proposed totem is a replacement of existing totem 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 350 cd/m². As the proposed illuminated area of the totem is 2m², the proposed level of luminance will be acceptable.

Conditions & Reasons (if required)

Date:	19/2/2025	Signed:	JP
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