

**Date:** 17 February 2025  
**Application:** 250266



**WOKINGHAM  
BOROUGH COUNCIL**

WBC Highways

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Development Management &  
Compliance  
P.O. Box 157  
Shute End, Wokingham  
Berkshire, RG40 1BN  
Tel: (0118) 974 6000  
Minicom No: (0118) 974 6991

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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/m<sup>2</sup>. As the proposed illuminated area of the totem is 2m<sup>2</sup>, the proposed level of luminance will be acceptable.

## Conditions & Reasons (if required)

Date:	19/2/2025	Signed:	JP
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