

Date: 5 November 2025
Application: 252685



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: 252685

Applicant: University of Reading

Site Address: University Of Reading, Whiteknights House, Shinfield Road, Reading, Reading, RG6 6UR

Parish: Earley

Grid Reference: Easting - 473777, Northing - 171798

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for 3 no. internally illuminated freestanding display sign.

Case Officer: Kieran Neumann

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 252685. 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 **26 November 2025**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP		
Service:	WBC Highways	App No:	252685
Address:	University Of Reading, Whiteknights House, Shinfield Road, Reading, Reading, RG6 6UR.		
Proposal:	Application for advertisement consent for 3 no. internally illuminated freestanding display sign.		
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 is seeking for approval for erection of three internally illuminated freestanding displays signs (1.84m high) within the grounds of the University of Reading. As all signs are fixed within the university boundary, and no part of the sign will be overhung the public highway, Highways comments focus on highway safety concerns.

Visibility

Sign 1 is located approximately 2m from the edge of carriageway and approximately 0.5m from the edge of the footway/cycleway. Sign 2 is located approximately 2.5m from the edge of the footway/cycleway. Sign 3 is located approximately 3m from the edge of the footway/cycleway

All of the proposed signs do not interfere with the existing footway/cycleway or obstruct the existing visibility, which are acceptable.

Illuminated Sign / Lighting

The signs are internally illuminated digital display screen with maximum luminance of 2500 cd/m² (daytime).

According to the Town and Country Planning (Control of Advertisements) Regulations, for the illuminated area of the sign being smaller than 2 m², the maximum level of luminance would be 800 cd/m² throughout the day.

The proposed level of luminance is unacceptable.

Conditions & Reasons (if required)

Date:	18/11/2025	Signed:	JP
--------------	------------	----------------	----