

Date: 24 September 2025
Application: 252012



**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: 252012

Applicant: n/a

Site Address: Five Guys, Reading Road, Winnersh, Wokingham, RG41 5HG

Parish: Winnersh

Grid Reference: Easting - 476704, Northing - 171448

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed installation of 4no. internally illuminated high level building sign, 1no. pyramid, 1no. internally illuminated height restrictor sign, 2no. freestanding order communications box, 4no. internally illuminated freestanding LED screen totem sign, 3no. freestanding sign, plus relocation of internally illuminated 'COSTA' totem sign.

Case Officer: Tariq Bailey-Biggs

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 252012. Alternatively, public documents are available to view on the Council's planning application search page: [Wokingham Borough Council Online Planning](https://www.wokingham.gov.uk/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 **15 October 2025**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP		
Service	WBC Highways	App No:	252012
Address:	Five Guys, Reading Road, Winnersh, Wokingham, RG41 5HG.		
Proposal:	Application for advertisement consent for the proposed installation of 4no. internally illuminated high level building sign, 1no. pyramid, 1no. internally illuminated height restrictor sign, 2no. freestanding order communications box, 4no. internally illuminated freestanding LED screen totem sign, 3no. freestanding sign, plus relocation of internally illuminated 'COSTA' totem 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

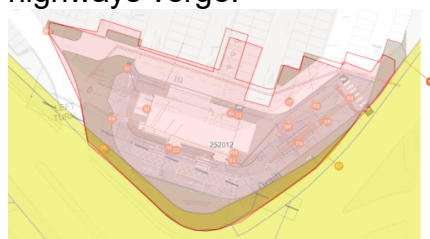
General

The applicant proposes to install multiple illuminated and non-illuminated signs in association with the operation of the consented development under planning applications 220312 and 240795, and a relocation consent of the Costa sign under application 203421.

The applicant has confirmed that the updated red line is being reflected on drawing pack P2 of 10 of 188662 (Rev. G).

Visibility Splays

The locations of the signs have been overlaid with the adopted highways, all proposed signs are to be fixed within the site boundary, with Item 5 being fixed on highways verge.



Despite Item 5 will unlikely reduce the visibility of the junction and there is no technical highway safety concern, the applicant is advised to contact the council's Highway Assets/Legal team to obtain the relevant licence.

Meanwhile, given Item 14 is a panel of 1.7m high being fixed adjacent to two internal junctions, the applicant is required to assess no negative impacts on sightlines and pedestrian visibility.

Digital Advertisement Display

The application includes multiple internally illuminated signs. All with luminance of 600 cd/m² and display static images. The applicant is required to confirm those images will change no more than once every 10 seconds.

With the proposed illuminated area of signs and totems (except Item 4) to be no greater than 10m², the proposed level of luminance is acceptable.

Meanwhile, the applicant is required to confirm the actual illuminated area of Item 4 to be smaller than 10m². Otherwise, the applicant is expected to reduce the level of luminance to no more than 400 cd/m².

Conditions & Reasons (if required)

Date:	30/9/2025	Signed:	JP
--------------	-----------	----------------	----