



**WOKINGHAM
BOROUGH COUNCIL**

Wokingham Borough Council
Planning Services
PO Box 157, Civic Offices, Shute End
Wokingham, Berkshire
RG40 1WR
email: development.control@wokingham.gov.uk
Phone: 0118 974 6000

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

The Two Poplars

Address Line 1

Finchampstead Road

Address Line 2

Address Line 3

Wokingham

Town/city

Wokingham

Postcode

RG41 2NU

Description of site location must be completed if postcode is not known:

Easting (x)

480792

Northing (y)

167637

Description

Applicant Details

Name/Company

Title

MR

First name

SIMON

Surname

PETTIFER

Company Name

GREENE KING

Address

Address line 1

The Two Poplars

Address line 2

Finchampstead Road

Address line 3

Town/City

Wokingham

County

Wokingham

Country

Postcode

RG41 2NU

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

INSTALLATION OF REPLACEMENT SIGNS TO INCLUDE NEW TOP SECTION OF POST PICTORIAL SIGN AND 2X AMEITY BOARDS FITTED BELOW, 1X TRANSOM PANEL, 1X NAME BOARD, 2X SINGLE SIDED COREX PANELS TO EXISTING POSTS, 1X SIGN WRITTEN HOUSE NAME AND TREES TO WALL AREA

Advertisement Type:

Other type

Height:

4.5 metres

Width:

0.9 metres

Depth:

0.07 metres

What is the height from the ground to the base of the advertisement?:

2 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

26 centimetres

What materials will the advertisement be made of?:

ITEM 01 (Qty 01) PICTORIAL (EX. POST) New top section to the existing post. Featuring: Pictorial sign • Retain the existing post & horizontal steel cross bar. • New top section & gibbet to the existing post finished RAL 9005. • 2 mm Aluminium panel finished RAL 5008. • 32 mm Bullnose trim finished RAL 5008. • Vinyl applied content. • 2No. LED Slimline trough lighting fixed to the existing horizontal steel cross bar below. • Warm white illumination. Amenity signs (2No.) Single sided amenity signs. Featuring: • 2 mm Aluminium panel finished RAL 5008. • 32 mm Bullnose trim finished RAL 5008. • Applied vinyl text. • Fixed back to back to the post. • Paint rear of signs black RAL 5008. • 25 x 25 mm Aluminium angle finished RAL 5008.

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:250 cd/m²**Will the illumination be static or intermittent?:**

Static

Advertisement Type:

Fascia Sign

Height:

0.275 metres

Width:

1.2 metres

Depth:

0.04 metres

What is the height from the ground to the base of the advertisement?:

2.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.04 metres

What is the maximum height of any of the individual letters and symbols?:

15 centimetres

What materials will the advertisement be made of?:

DRAWING - PROPOSED SIGNAGE ITEM 03 (Qty 01) TRANSOM Single sided transom sign. Featuring: • 3 mm Aluminium panel finished RAL 5008. • 32 mm Bullnose trim finished RAL 5008. • Vinyl applied text. • 25 x 25 mm Aluminium angle finished RAL 5008.

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.75 metres

Width:

2.3 metres

Depth:

0.04 metres

What is the height from the ground to the base of the advertisement?:

2.875 metres

What is the maximum projection of the advertisement from the face of the building?:

0.04 metres

What is the maximum height of any of the individual letters and symbols?:

21 centimetres

What materials will the advertisement be made of?:

ITEM 04 (Qty 01) NAMEBOARD Single sided nameboard sign. Featuring: • 2 mm Aluminium panel finished RAL 5008. • 32 mm Bullnose trim finished RAL 5008. • 19 mm Foamex letters painted Gold. • 25 x 25 mm Aluminium angle finished RAL 5008. • LED Slimline trough light. Warm white illumination.

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.852 metres

Width:

1.2 metres

Depth:

0.17 metres

What is the height from the ground to the base of the advertisement?:

1.57 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

75 centimetres

What materials will the advertisement be made of?:

ITEM 05 (Qty 1) COREX (EX. POSTS) Single sided signs to the existing posts. Featuring: • Double sided Corex holder finished RAL 5008. • 1190x842 mm interchangeable Corex slots. • 50 mm aluminium trim finished RAL 5008. • Backing panels required to hide gaps. • Existing posts. • LED Slimline trough lighting. Warm white illumination. • 25x25 mm 1520mm aluminium angle

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.852 metres

Width:

1.2 metres

Depth:

0.17 metres

What is the height from the ground to the base of the advertisement?:

1.75 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

75 centimetres

What materials will the advertisement be made of?:

DRAWING - PROPOSED SIGNAGE ITEM 06 (Qty 1) COREX (EX. POSTS) Single sided signs to the existing posts. Featuring: • Double sided Corex holder finished RAL 5008. • 1190x842 mm interchangeable Corex slots. • 50 mm aluminium trim finished RAL 5008. • Backing panels required to hide gaps. • Existing posts. • LED Slimline trough lighting. Warm white illumination. • 25x25 mm 1520mm aluminium angle

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.677 metres

Width:

2 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

0.22 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

167 centimetres

What materials will the advertisement be made of?:

ITEM 07 (Qty 01) Signwriting to the wall area. Featuring: • Hand painted text & logo.

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

ITEM 01 - NEW TOP SECTION AND AMENITY BOARDS TO EXISTING POST
ITEM 05 - TWO SINGLE SIDED COREX PANELS FITTED BACK TO BACK TO EXISTING POSTS
ITEM 06 - TWO SINGLE SIDED COREX PANELS FITTED BACK TO BACK TO EXISTING POSTS

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☒ Yes
☐ No
☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

PROPOSED AND EXISTING ELEVATIONS

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

25/10/2024

To Date

25/10/2029

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff**
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Gillian Shepley

Date

25/10/2024