



**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](mailto:development.control@wokingham.gov.uk)  
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## 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

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

476856

165059

Description

LAND EAST OF NINE MILE RIDE EXTENSION, ARBORFIELD GREEN, RG2 9GB

## Applicant Details

Name/Company

Title

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

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

Alder King Planning Consultants

Company Name

Address

Address line 1

Pembroke House

Address line 2

15 Pembroke Road

Address line 3

Town/City

Bristol

County

Country

United Kingdom

Postcode

BS8 3BA

## Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

This proposal comprises illuminated and non-illuminated signage relating to the consented Sainsbury's foodstore in Arborfield.

**Advertisement Type:**

Fascia Sign

**Height:**

1.2 metres

**Width:**

8.085 metres

**Depth:**

0.095 metres

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

5.566 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?:**

120 centimetres

**What materials will the advertisement be made of?:**

Moulded acrylic Sainsbury's letters. Letter fronts - Orange acrylic Pantone 716C matt finish. Letter backs - Grey acrylic finish. Inside of letters dust coated white. Internally illuminated using SGS type Orange LEDs. Sign colour Orange RAL 2011.

**The colour of text and background:**

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

4.406 metres

**Width:**

2.06 metres

**Depth:**

0.25 metres

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

0.594 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?:**

30 centimetres

**What materials will the advertisement be made of?:**

Panels from digitally printed ACM, c/w stencil cut logos & text, in 3mm 050 opal acrylic & digiprinted translucent vinyl to brand colours where applicable. Internal LED illumination, solar power. Mild steel framework & legs fitted to suitable concrete foundations. Apertures backed up with coloured acrylic. Internally illuminated by means of white LEDs, giving face illumination to header text and brand zone logos only. Sign colour Pantone 716C, with graphic panels as indicated. Framework Dark Grey RAL 7024. Totem elevations same both sides.

**The colour of text and background:**

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

2.125 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?:**

20 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Blue background, white symbol, grey post

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

2.175 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?:**

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

White background, black text, grey post

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

1.2 metres

**Width:**

8.085 metres

**Depth:**

0.095 metres

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

5.681 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?:**

120 centimetres

**What materials will the advertisement be made of?:**

Moulded acrylic Sainsbury's letters. Letter fronts - Orange acrylic Pantone 716C matt finish. Letter backs - Grey acrylic finish. Inside of letters dust coated white. Internally illuminated using SGS type Orange LEDs. Sign colour Orange RAL 2011.

**The colour of text and background:****Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.529 metres

**Depth:**

0.01 metres

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

2.125 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?:**

45 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

white background, red border, black symbol

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

2.125 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?:**

55 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Blue background, white symbol

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

2.125 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?:**

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Red background, white symbol

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

2.125 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?:**

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Red border, white background, black text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

1.525 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?:**

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Red background, white symbol

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.45 metres

**Width:**

0.511 metres

**Depth:**

0.01 metres

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

2.275 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?:**

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Red border, white background, black text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

2.125 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?:**

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Red background, white symbol White background, black text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

2.125 metres

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

0.01 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Orange symbol, white background, black text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

2.125 metres

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

0.01 metres

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

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Orange background, white text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.74 metres

**Depth:**

0.01 metres

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

2.125 metres

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

0.01 metres

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

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

White background, black text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.74 metres

**Depth:**

0.01 metres

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

2.125 metres

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

0.01 metres

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

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

White background, black text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.74 metres

**Depth:**

0.01 metres

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

2.125 metres

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

0.01 metres

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

5 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Yellow background, black text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

1 metres

**Width:**

0.74 metres

**Depth:**

0.01 metres

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

1.725 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?:**

5 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Yellow background, black text

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

0.345 metres

**Width:**

1.6 metres

**Depth:**

0.01 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?:**

30 centimetres

**What materials will the advertisement be made of?:**

Acrylic

**The colour of text and background:**

Orange background, white symbol

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

1 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?:**

10 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

White background, Black text, Orange symbol, Yellow and black symbol

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

2.85 metres

**Width:**

1.228 metres

**Depth:**

0.1 metres

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

0.15 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?:**

50 centimetres

**What materials will the advertisement be made of?:**

Panels from digitally printed ACM, c/w stencil cut logos & text, in 3mm 050 opal acrylic & digiprinted translucent vinyl to brand colours where applicable. Mild steel framework & legs fitted to suitable concrete foundations. Framework Dark Grey RAL 7024.

**The colour of text and background:**

Orange background, white symbol

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

2.85 metres

**Width:**

1.228 metres

**Depth:**

0.1 metres

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

0.15 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?:**

50 centimetres

**What materials will the advertisement be made of?:**

Panels from digitally printed ACM, c/w stencil cut logos & text, in 3mm 050 opal acrylic & digiprinted translucent vinyl to brand colours where applicable. Mild steel framework & legs fitted to suitable concrete foundations. Framework Dark Grey RAL 7024.

**The colour of text and background:**

Blue background, white symbol

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.24 metres

**Width:**

0.14 metres

**Depth:**

0.01 metres

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

1 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?:**

2 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Green background, white text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.01 metres

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

2.125 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?:**

30 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Green background, shite symbol/text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

0.74 metres

**Depth:**

0.01 metres

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

2.125 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?:**

5 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Yellow background, black text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.3 metres

**Width:**

0.3 metres

**Depth:**

0.01 metres

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

1.6 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?:**

5 centimetres

**What materials will the advertisement be made of?:**

Aluminium

**The colour of text and background:**

Brown background, white text

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

2.4 metres

**Width:**

2.4 metres

**Depth:**

0.116 metres

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

0.3 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?:**

Digitally printed ACM folded & router cut with Sainsbury's + Site Name backed in opal acrylic, internally illuminated, securely fixed to exterior face of building. Back illuminated flex skin to be fitted with a grey plastic snap tensioning profile. Sign background primarily Pantone 716C with text Pantone 179-1C. Internally illuminated by means of white LEDs.

**The colour of text and background:**

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

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

1no. 5m store totem, 1no. post mounted left hand turn sign, 1no. post mounted pick up point sign, 2no. post mounted pedestrian crossing signs, 1no. post mounted one way sign, 1no. post mounted stop sign, 1no. post mounted stop and give way sign, 3no. post mounted give way signs, 1no. post mounted deliveries, no entry sign, 1no. wall mounted car park information sign, 1no. post mounted bee hotel sign, 6no. lamp post mounted maximum stay signs, 6no. bollard mounted maximum stay signs, 11no. post mounted detailed maximum stay signs, 1no. lamp post mounted CCTV and maximum stay sign, 2no. post mounted directional EV charger signs, 8no. trolley bay header signs, and 4no. trolley safety signs fixed to the glazed panelling of each trolley bay, 1no. parent and toddler totem and 1no. blue badge totem

3no. EV how to signs mounted onto each EV charging unit, 2no. post mounted 22kW max signs, 2no. post mounted maximum stay signs, and 2no. post mounted EV parking only signs.

## 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

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

15/07/2025

To Date

15/07/2030

## 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

. Alder King Planning Consultants

Date

19/05/2025