

Date: 26 March 2025
Application: 250448



**WOKINGHAM
BOROUGH COUNCIL**

WBC Highways

Development Management &
Compliance
P.O. Box 157
Shute End, Wokingham
Berkshire, RG40 1BN
Tel: (0118) 974 6000
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Dear WBC Highways,

Advertisement Consent Consultation

Application Number: 250448

Applicant: Kelly

Site Address: Headley Park Area Ten, Headley Road East, Woodley, Wokingham

Parish: Woodley

Grid Reference: Easting - 477033, Northing - 173435

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the removal of existing main site ID sign and replace with 1 no. freestanding non illuminated site ID sign and install 1 no. freestanding non illuminated tenant directory.

Case Officer: Marcus Watts

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 250448. 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:	250448
Address:	Headley Park Area Ten, Headley Road East, Woodley, Wokingham.		
Proposal:	Application for advertisement consent for the removal of existing main site ID sign and replace with 1 no. freestanding non illuminated site ID sign and install 1 no. freestanding non illuminated tenant directory.		
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**

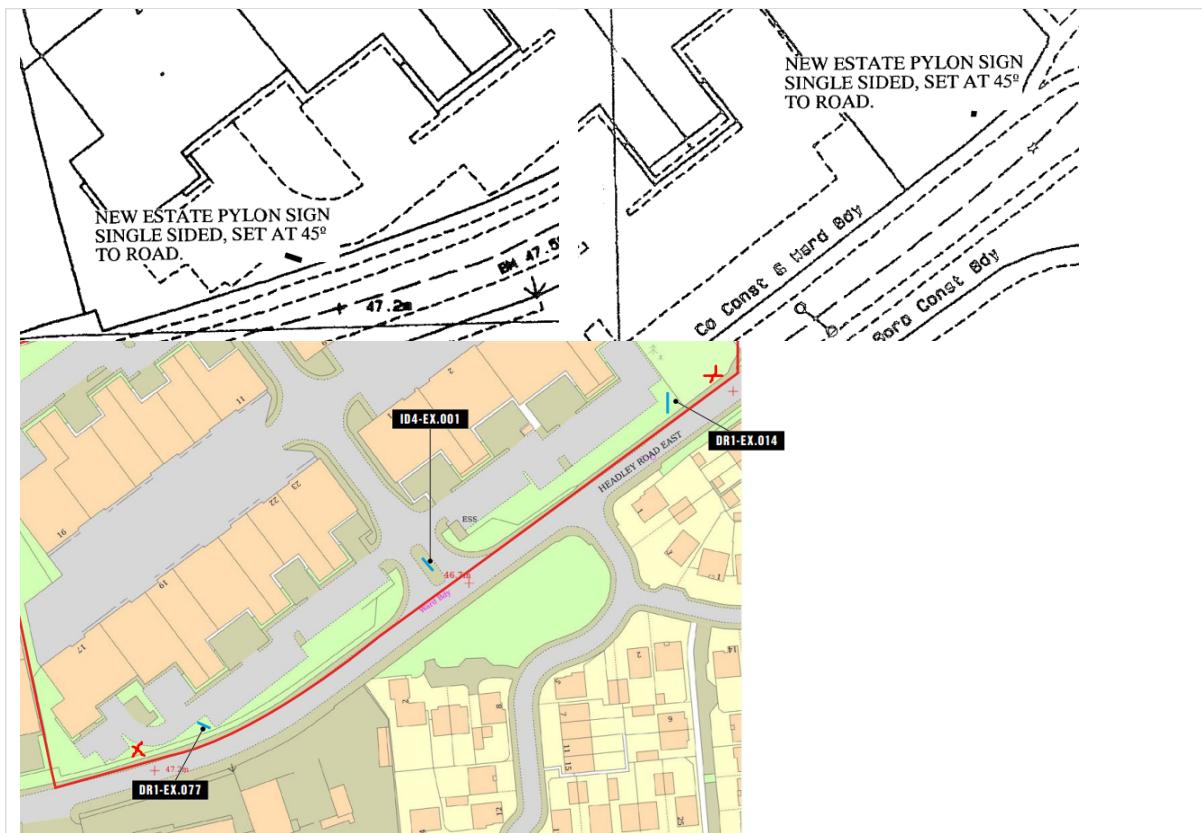
Comments On Proposal

The applicant proposes to replace the non-illuminated site ID sign and replace and relocate two freestanding non-illuminated pylon signs to non-illuminated tenant directories. The existing signs are approved under Planning Application No. 001428 and 000524.

As the proposed freestanding site ID sign (ID4-EX.001) is a replacement of the existing site ID sign and the position between public highway remains unchanged, it will have no negative impacts on sight lines and pedestrian visibility, which is acceptable.

The proposed tenant directories (DR1-EX.014 and DR1-EX.077) are sited within the red line and will unlikely induce negative impacts on sight lines and pedestrian visibility, the Highways therefore have no technical highway safety concern.

However, as indicated on the design details P7 and 8, the proposed signs are expected be the replacements of existing pylon signs at the approved positions in 000525 (denoted as red cross), but the proposed site plan indicates different positions:



The applicant is required to confirm the positions of the proposed tenant directories.

Subject to the confirmation of the positions of the tenant directories, the Highways will have no objection to the proposal.

Conditions & Reasons (if required)

Date:	27/3/2025	Signed:	JP
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