

Date: 14 May 2026
Application: 261047



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: 261047

Applicant: Prospect Estate Agency

Site Address: 12a-14 Broad Street, Wokingham, RG40 1AB

Parish: Wokingham

Grid Reference: Easting - 481132, Northing - 168613

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the display of 2 no. fascia signs and 1 no. hanging sign.

Case Officer: Claire Moore

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 261047. 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 **5 June 2026**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	TD		
Service	WBC Highways	App No:	261047
Address:	12a-14 Broad Street, Wokingham, RG40 1AB.		
Proposal:	Application for advertisement consent for the display of 2 no. fascia signs and 1 no. hanging 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

The application includes two non-illuminated fascia signs and one illuminated hanging sign with a luminance level of 400cd/m² and static.

According to the Town and Country Planning (Control of Advertisements) Regulations:

Illuminated Area of The Sign	Maximum Level of Luminance
between 0.5m ² and 2m ²	800 cd/m ²
between 2m ² and 10m ²	600 cd/m ²

Having regard to the above guidance, the proposal is considered acceptable.

The signs are to be fixed to private property, and the hanging projection sign may overhang the public highway footway. Therefore, the applicant is advised to contact the council's Highway Assets/Legal team to obtain the relevant licence.

Conditions & Reasons (if required)

Subject to the illuminated area to be confirmed and level of luminance to be acceptable:

1. I26 - CANOPIES & STRUCTURES OVERHANGING A HIGHWAY

Date:	02/06/2026	Signed:	TD
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