

Date: 2 September 2024
Application: 242024



**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: 242024

Applicant: Miss Lucy Ormrod

Site Address: Land to the west of St Annes Drive, and south of London Road, Wokingham, RG40 1PB

Parish: Wokingham Town

Grid Reference: Easting - 483307, Northing - 168767

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for a non-illuminated hoarding.

Case Officer: Joanna Carter

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 242024. 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:	242024
Address:	Land to the west of St Annes Drive, and south of London Road, Wokingham, RG40 1PB.		
Proposal:	Application for advertisement consent for a non-illuminated hoarding.		
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 the erection of a 2.44m height non-illuminated hoarding on public highways.

London Road is a dual carriageway such that there is no right turn in from London Road to St Annes Drive. The hoarding is unlikely reduce the visibility of the junction and hence have no technical highway safety concern.

However, the exact position of the hoarding panels in relation to the existing fencing is uncertain. The applicant is required to submit the elevation plan, indicating the hoarding is placed behind the existing fence, to ensure no adverse impacts on the pavement on the south side of London Road.

Conditions & Reasons (if required)

Date:	3/9/2024	Signed:	JP
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