

Date: 28 July 2026
Application: 261684



**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: 261684

Applicant: Ms Maria Chiorean

Site Address: 24 Barkham Road, Wokingham, RG41 2XP

Parish: Wokingham

Grid Reference: Easting - 480537, Northing - 168528

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed installation of 1 no. externally illuminated fascia 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 261684. 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 **18 August 2026**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP		
Service	WBC Highways	App No:	261684
Address:	24 Barkham Road, Wokingham, RG41 2XP.		
Proposal:	Application for advertisement consent for the proposed installation of 1 no. externally illuminated fascia 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 an externally illuminated fascia sign with luminance of 30cd/m² and static, which is acceptable.

The signs are to be fixed to private property, and no part of the sign will be overhung the public footway, which is acceptable.

The proposed alterations to the existing shopfront and installation of front decking and wooden railings to form a seating area are assessed separately in 261683.

Conditions & Reasons (if required)

Date:	12/8/2026	Signed:	JP
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