

WESTBOURNE

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Wokingham Borough Council
Development Management and Compliance
P.O. Box 157,
Shute End,
Wokingham,
Berkshire,
RG40 1BN

Attn: Anna Valentine (Planning Officer)

Date: 14/08/2026

Dear Mrs. Valentine,

Site: Hyde Nursery, New Road, Ruscombe,

**RE: RFS/2026/091587: Advertisements at Land to the west of New Road Ruscombe
Wokingham RG10 9LN**

Dear Mrs. Valentine,

Please find below and attached, a retrospective application for temporary advertising boards for the purpose of promoting the acquisition of the above site by Westbourne Homes.

The documents below provide details of size, design and location of each of the advertising boards.

Drawing Number 040_PL_Advert_101 – Location Plan, Site Plan and Advertising Board Designs.

The site hording, including promotional pictures from Westbourne Homes previous developments, is located the entire length of the site frontage with New Road, Ruscombe.

The hording has been put in place following discussions with the Local Parish Council and immediate neighbours who have had issues with vandalism and social behaviour such as drug use for many years. The site is now full secure, and no such problems have been reported since the hording was put in place.

We would request that the temporary permission be granted for a period of 36 months, providing sufficient time for our upcoming planning application to be submitted and considered and for an approved scheme to be constructed.

Our understanding is that all outdoor advertisements must comply with the following five 'standard conditions':

Must: be kept clean and tidy.

- We can confirm that the advertising boards will only be in position for a limited amount of time and will be kept clean and tidy during this period.

Be kept in a safe condition.

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- We can confirm that the proposed advertising boards will be affixed to a well-constructed powder coated metal frame.

Have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land).

- We can confirm that the advertising board located within land entirely owned by Westbourne Homes.

Not obscure, or hinder the interpretation of, official road, rail, waterway, or aircraft signs, or otherwise make hazardous the use of these types of transport.

- The proposed signage has been set back from the edge of the highway, ensuring that there will be no conflict with vision splays or existing road signage.

Be removed carefully where so required by the planning authority.

- We can confirm that the proposed signs will be carefully removed following the sale of the final property or the end of the temporary permission, whichever date is sooner.

Illumination

We are not proposing for the hording to be lit.

Please see photographs of the installed hording for your information.



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We trust that you find the attached acceptable, but please feel free to contact me should you have any comments or questions regarding the application.

Yours Sincerely

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A handwritten signature in black ink, appearing to read 'Daniel East', written in a cursive style.

Daniel East (RIBA)
Planning Director
For Westbourne Homes