

Date: 17 March 2026
Application: 260198



**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: 260198

Applicant: Mr Babs Afolayan

Site Address: Refresh HQ, 2nd Floor, 3-4 Market Place, Wokingham, RG40 1AL

Parish: Wokingham

Grid Reference: Easting - 481173, Northing - 168577

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for 1no. non-illuminated, freestanding and removable advertisement board, 1no. wall mounted sign and 1no. poster.

Case Officer: Marcus Hillman

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 260198. 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 **9 April 2026**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP		
Service	WBC Highways	App No:	260198
Address:	Refresh HQ, 2nd Floor, 3-4 Market Place, Wokingham, RG40 1AL.		
Proposal:	Application for advertisement consent for 1no. non-illuminated, freestanding and removable advertisement board, 1no. wall mounted sign and 1no. poster.		
Type of Development:	Other Advertisements		
Site Visit Made:	Yes/No		

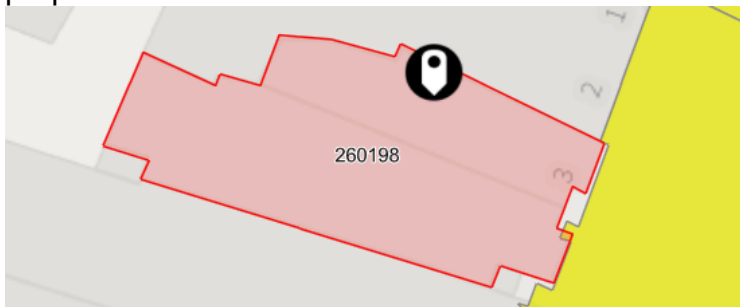
Summary Of Recommendations

- ☐ 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 a non-illuminated wall mounted sign, a poster and a non-illuminated removable advertisement board. The wall mounted sign and poster are to be fixed to private property, and will not overhang the public highway footway, which is acceptable.

The planning officer shall confirm if a portable board of such scale requires planning permission. If so, the applicant is required to clearly indicate the position of the removable advertisement board on the scaled site plan. If the board is placed beyond the public highway (in yellow), the Highways will have no objection to the proposal.



Conditions & Reasons (if required)

Date:	25/3/2026	Signed:	JP
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