

**Date:** 7 April 2025  
**Application:** 250412



**WOKINGHAM  
BOROUGH COUNCIL**

WBC Highways

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Development Management &  
Compliance

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P.O. Box 157

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Shute End, Wokingham

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Berkshire, RG40 1BN

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Tel: (0118) 974 6000

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Minicom No: (0118) 974 6991

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Dear WBC Highways,

**Advertisement Consent Consultation**

**Application Number:** 250412

**Applicant:** Mr A Smith

**Site Address:** Unit 1, Wellington Industrial Estate, Basingstoke Road, Spencers Wood, Wokingham, RG7 1AW

**Parish:** Shinfield

**Grid Reference:** Easting - 471426, Northing - 166327

**Type of Development:** Other Advertisements

**Proposal:** Application for advertisement consent for the installation of 2 no. non-illuminated temporary banners. (Retrospective)

**Case Officer:** Cameron Young

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 250412. 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

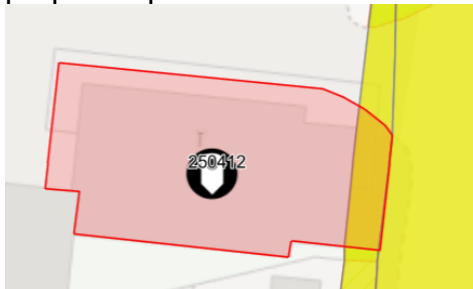
|                             |  |                |        |
|-----------------------------|--|----------------|--------|
| <b>From:</b>                | JP   |                |        |
| <b>Service</b>              | WBC Highways   | <b>App No:</b> | 250412 |
| <b>Address:</b>             | Unit 1, Wellington Industrial Estate, Basingstoke Road, Spencers Wood, Wokingham, RG7 1AW.                             |                |        |
| <b>Proposal:</b>            | Application for advertisement consent for the installation of 2 no. non-illuminated temporary banners. (Retrospective) |                |        |
| <b>Type of Development:</b> | Other Advertisements   |                |        |
| <b>Site Visit Made:</b>     | 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 installation of two non-illuminated temporary banners. The proposed position of the banners will be on public highway as shown in yellow:



Despite the proposed banners are unlikely to reduce the visibilities of the access and there is no technical highway safety concern, the applicant is advised to contact the council's Highway Assets/Legal team to obtain the relevant licence.

## Conditions & Reasons (if required)

### 1. INCIDENTAL WORKS AFFECTING THE HIGHWAY

Any incidental works affecting the adjoining highway shall be approved by, and a licence obtained from, the Highways Inspector, Highway Assets, Wokingham Borough Council, Shute End, Wokingham, RG40 1WL, telephone number 0118 9746000, before any development is commenced.

|              |          |                |    |
|--------------|----------|----------------|----|
| <b>Date:</b> | 8/4/2025 | <b>Signed:</b> | JP |
|--------------|----------|----------------|----|

