

Date: 19 August 2026
Application: 261951



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: 261951

Applicant: Mr Dan East

Site Address: Land to the west of New Road, Ruscombe, Wokingham, RG10 9LN

Parish: Ruscombe

Grid Reference: Easting - 479586, Northing - 176641

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the temporary erection of 7 non illuminated advertising boards promoting the site (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 261951. 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 **10 September 2026**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP [JD]		
Service	WBC Highways	App No:	261951
Address:	Land to the west of New Road, Ruscombe, Wokingham, RG10 9LN.		
Proposal:	Application for advertisement consent for the temporary erection of 7 non illuminated advertising boards promoting the site (Retrospective).		
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

General

The application is for the temporary erection of 7 non illuminated advertising boards to function as hordings both promoting the site and preventing access to the public.

Visibility

The hording is to be erected on land owned by the applicant and set back from the carriageway by at least 2.5m.

Therefore, no negative impacts on visibility splays and pedestrian visibility are expected from the proposed hoarding.

Miscellaneous

It is relevant to noted that the proposed construction gated access does not form part of this advertisement consent application, and access details shall be reviewed in a separate planning application, if applicable.

The applicant will be expected to demonstrated that the gates have been set back the length of the largest vehicle likely to enter the site. This is to ensure that vehicles are not obstructing the free flow of traffic when waiting to enter the site.

Conditions & Reasons (if required)

Please use this section to detail any conditions that are required to make this development acceptable in planning terms. All conditions should be

accompanied by reasons.

Date:

11/09/2026

Signed:

JP [JD]