

Date: 22 May 2026
Application: 261031



**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: 261031

Applicant: Miss Chloe Swain

Site Address: 6 Land At Rear Of, Johnson Drive, Finchampstead, Wokingham, RG40 3NW

Parish: Finchampstead

Grid Reference: Easting - 480647, Northing - 165019

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for 1 no. Aluminium Composite Sign Panel on Mounted posts.

Case Officer: James Fuller

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 261031. 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 **13 June 2026**.

Yours sincerely,
Development Management & Compliance

MEMORANDUM

From:	JP [TD]		
Service	WBC Highways	App No:	261031
Address:	6 Land At Rear Of, Johnson Drive, Finchampstead, Wokingham, RG40 3NW.		
Proposal:	Application for advertisement consent for 1 no. Aluminium Composite Sign Panel on Mounted posts.		
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 applicant is seeking approval for 1no. non-illuminated sign panel on mounted posts, at the junction of Nine Mile Ride and Johnson Drive.

Visibility

Highways request the applicant to clarify detailed of the proposed position and orientation of the sign. It is preferably to be demonstrated on a scaled site plan.

The Highways will have no objection if the proposed sign panel and mounted posts will be set back from the kerbline of Nine Mile Ride and Johnson Drive by at least 2.4m.

Alternatively, Highways may have to assess the impacts on existing visibility splays and pedestrian visibility. Visibility splays of 2.4m x 43m would be assessed in accordance with Manual for Streets, as speed limits are 30mph.

Conditions & Reasons (if required)

Date:	23/06/2026	Signed:	JP [TD]
--------------	------------	----------------	---------