

Date: 2 July 2025
Application: 250599



**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: 250599

Applicant: Antler Homes

Site Address: Land to the West of St Annes Drive and South of London Road,
Wokingham, RG40 1PB

Parish: Wokingham Town

Grid Reference: Easting - 483392, Northing - 168760

Type of Development: Other Advertisements

Proposal: Application for advertisement consent for the proposed erection of 2 no.
non-illuminated freestanding advertisement boards.

Please find attached a re-consultation on **revised plans** from the Development Management team for the above site. The documents associated with this are available to view in Information at Work. Below is a recommended consultation response template. We would be grateful if you could utilise this template for responses where appropriate. Once complete, please index this response into Information at Work against the application 250599.

The new details are as follows: **Amended plans received showing sign relocated away from highway land.**

If you are recommending conditions please note that recommended conditions should also include reasons and relevant policies stating why the condition is required. 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. If you need any more information please do not hesitate to contact the case officer Joanna Carter.

Yours sincerely,

Development Management & Compliance

MEMORANDUM

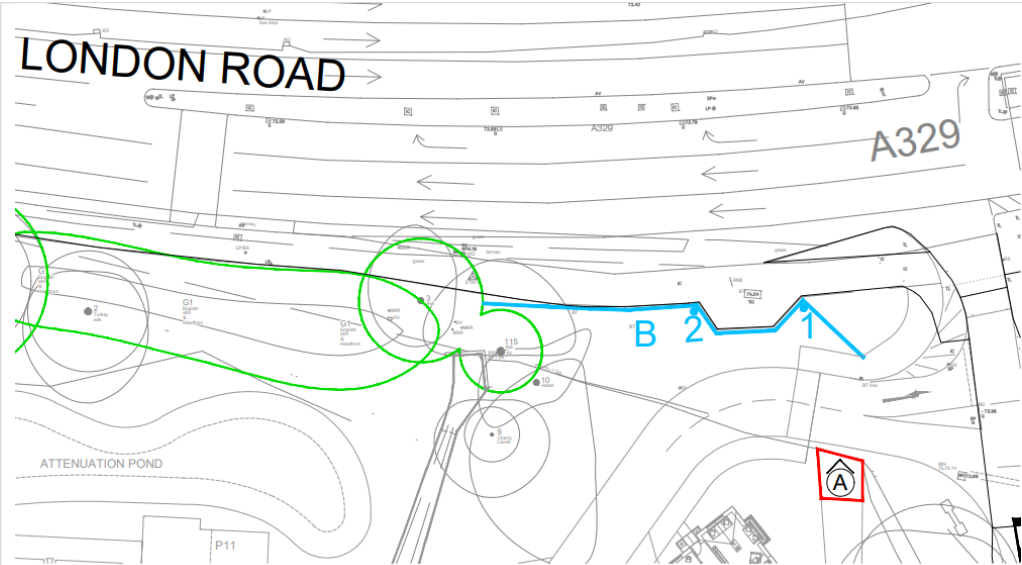
From:	AC	To (Case Officer):	Joanna Carter
Service	WBC Highways	App No:	250599
Address:	Land to the West of St Annes Drive and South of London Road, Wokingham, RG40 1PB.		
Type of Development:	Other Advertisements		
Proposal:	Application for advertisement consent for the proposed erection of 2 no. non-illuminated freestanding advertisement boards.		
Site Visit Made:	Yes/No		

Summary Of Recommendations

- ☐ Recommend approval but with condition(s) & reason(s) **stated below**;
- ☒ Recommend approval with no conditions
- ☐ Recommend refusal for the reason(s) **stated below**;
- ☐ Negotiate the amendments **stated below**; or
- ☐ Request further information before determination as **stated below**.

Comments On Proposal

The location of the advertisement sign has now been revised so that it is clear of the public highway (see below extracts). On that basis, Highways DC confirm that there is no objection.



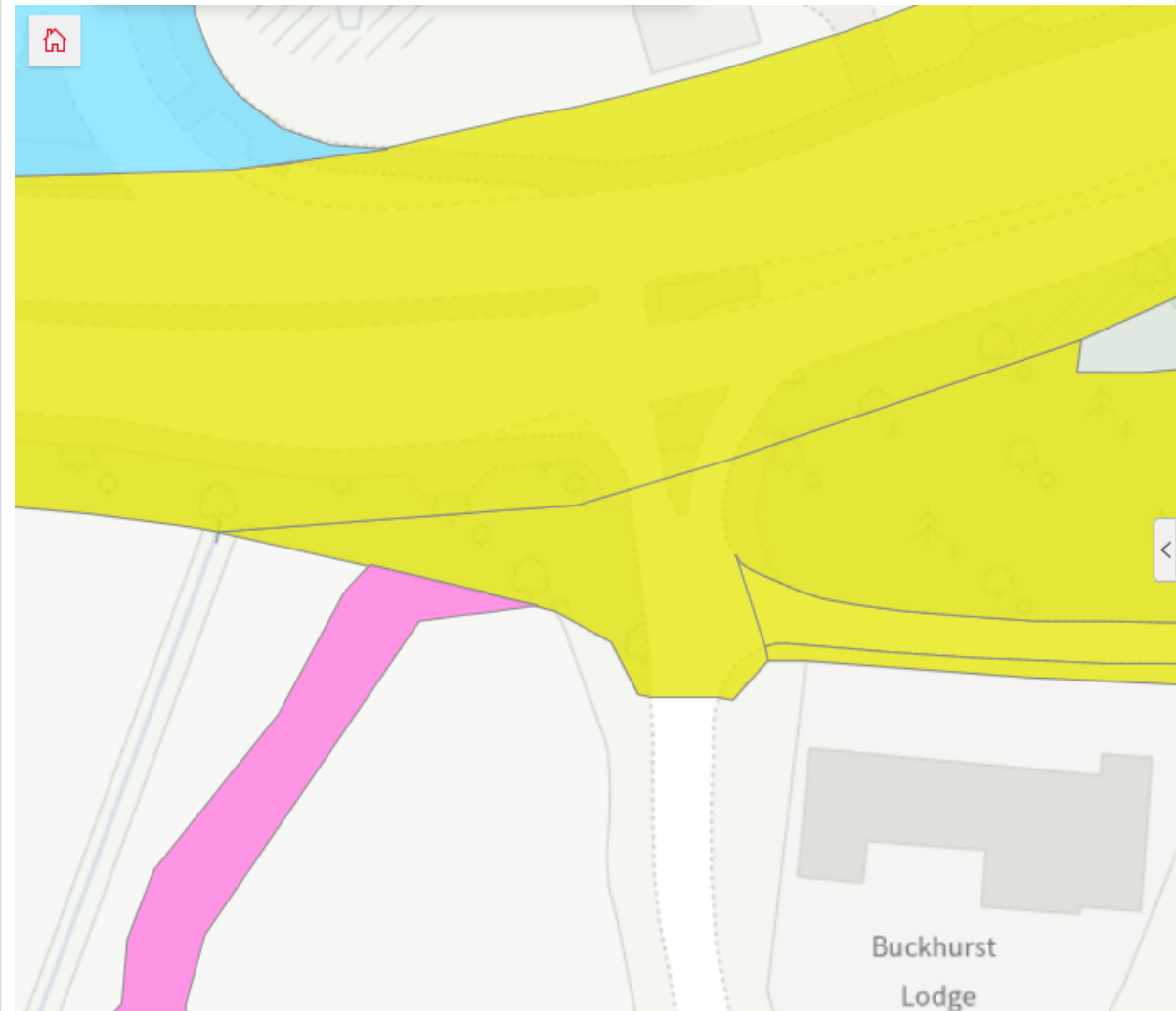
Site Layout Plan - 1:500 @ A3

YES
DU
NG
PULLY

ROOT PROTECTION AREAS



- C 23.06.25 MJ DIMENSIONS REVISED TO SUITE EXISTING SITE LEVELS
- B 22.05.25 MJ SIGN RE-POSITIONED OUTSIDE OF HIGHWAY LAN
- A 17.03.25 MJ DIMENSIONS / SCALES VERIFIED



Date:	3/7/25	Signed :	AC
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