



**WOKINGHAM
BOROUGH COUNCIL**

Wokingham Borough Council
Planning Services
PO Box 157, Civic Offices, Shute End
Wokingham, Berkshire
RG40 1WR
email: development.control@wokingham.gov.uk
Phone: 0118 974 6000

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number	32
Suffix	A
Property Name	
Address Line 1	Rose Street
Address Line 2	
Address Line 3	Wokingham
Town/city	Wokingham
Postcode	RG40 1XU

Description of site location must be completed if postcode is not known:

Easting (x)	Northing (y)
481293	168710
Description	

Applicant Details

Name/Company

Title

Miss

First name

C

Surname

Wheeler

Company Name

Address

Address line 1

Continuous Beauty 32A Rose Street

Address line 2

Address line 3

Town/City

Wokingham

County

Berkshire

Country

United Kingdom

Postcode

RG40 1XU

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

I would like to erect a shop sign for my small business showing my business logo to the front of the shop. This will be one sign made up of three separate parts as shown in the diagram. All parts of the sign will be non illuminated.

Please see documents provided for sizes and visual display.

Thank you very much.

Advertisement Type:

Fascia Sign

Height:

0.515 metres

Width:

0.795 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

25.5 centimetres

What materials will the advertisement be made of?:

A long life material is used so it remains looking nice for the period of the lease (10 years) although can be impacted by direct sunlight. It is self adhesive vinyl which has the design printed with UV resistant ink. The graphics are then matt laminated too for longevity with the film being wrapped over a 3mm aluminium composite boarding (Dibond).

The colour of text and background:

The font is cream with pink background as shown in the attached diagrams. This is printed using the 4 colour process, so the splits of colour will be: Cream: 9% Cyan / 7% Magenta / 13% Yellow / 0% Black Pink: 15% Cyan / 45% Magenta / 25% Yellow / 0% Black

Will the advertisement be illuminated?:**Advertisement Type:**

Fascia Sign

Height:

0.55 metres

Width:

0.178 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

2.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

22.5 centimetres

What materials will the advertisement be made of?:

A long life material is used so it remains looking nice for the period of the lease (10 years) although can be impacted by direct sunlight. It is self adhesive vinyl which has the design printed with UV resistant ink. The graphics are then matt laminated too for longevity with the film being wrapped over a 3mm aluminium composite boarding (Dibond).

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Will the advertisement be illuminated?:**Advertisement Type:**

Fascia Sign

Height:

0.55 metres

Width:

0.82 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

2.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

22.5 centimetres

What materials will the advertisement be made of?:

A long life material is used so it remains looking nice for the period of the lease (10 years) although can be impacted by direct sunlight. It is self adhesive vinyl which has the design printed with UV resistant ink. The graphics are then matt laminated too for longevity with the film being wrapped over a 3mm aluminium composite boarding (Dibond).

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Will the advertisement be illuminated?:

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☐ Yes
☒ No
☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

15/08/2025

To Date

04/08/2035

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☒ Yes
☐ No

If Yes, please provide details

Landlord is aware of proposed signage and is neighbour of shop.

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☐ The agent
☒ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☒ Yes
☐ No

If yes, please provide details of their name, role, and how they are related:

***** REDACTED *****

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Caitlan Wheeler

Date

15/08/2025