

PLANNING REF : 250412
PROPERTY ADDRESS : Suvikuja
: Basingstoke Rd
: RG7 1PH
SUBMITTED BY : Cllr Catherine Glover
DATE SUBMITTED : 28/04/2025

COMMENTS:

As a ward councillor for Spencers Wood and Swallowfield, and a local resident, I am objecting to this application because, firstly, and most importantly, the banners compromise road safety, making it more difficult to turn out onto Basingstoke Road, and providing an eye-level distraction for drivers in an already congested area with numerous hazards. If they're really essential there is plenty of space to hang the banners on the wall of the building below the sign (planning permission required, obviously).

Secondly, the application is for 'temporary advertising', but it's for 5 years and the structures the banners are attached to are cemented into the ground. There is no closing date on the banner so it's not clear that the offer is even temporary.

Thirdly, the banners seem out of keeping with the character of the Edwardian village.

Lastly, as a retrospective planning application, it is in breach of the Planning Process. As far as I am aware (and I live less than 300m away), there was no consultation with local residents. In fact, the applicant himself says that he only 'spoke to surrounding units on the industrial estate and Jacksons'.