

PLANNING REF : 252012  
PROPERTY ADDRESS : Riverdene Drive  
: Winnersh  
: RG415TF  
SUBMITTED BY : Mr Patrick A. PEEK  
DATE SUBMITTED : 26/09/2025

COMMENTS:

I wish to object against the planning proposal for the EIGHT cheap and tacky plastic (acrylic) signs, FIVE which are illuminated.

Does the council wish to turn Winnersh into the Las Vegas strip, because that is the direction of travel? The level of signage over the top. Obviously its a cheap and tacky American burger chain and they will want cheap and tacky American signage which advertises the brand at every turn. I urge the esteemed local councillors to object to this excess.

I would like to object specifically against the 8 meters sign which is totally unnecessary. Why is the Taller than the existing Costa 6 metre 'totem' sign? This is even taller than a giraffe, which is 5.5 metres. This is in addition to illuminated branding plastered all over the building.

There is especially no need for a separate totem advert pole. The totem sign should be shared with Costa, like at "Winnersh Retail Park", where Wickes and Pets at Home share the totem sign. Shared retail site totem signage is the convention.

I urge the council to reject the application as it stands. Thank you for reading.