

PLANNING REF : 250412
PROPERTY ADDRESS : Dorneycroft
: Basingstoke Road, Spencers Wood, Reading, Berkshire
: RG7 1AF
SUBMITTED BY : Mrs Sheila Davis
DATE SUBMITTED : 26/04/2025

COMMENTS:

I wish to strongly object to the additional eye level advertisement for the firm Mammoth Storage Company.

I do understand that every business does need to display their company logo for potential custom and the rather large signage on the upper floor is more than sufficient for this purpose.

In the immediate vicinity there are five separate businesses. all useful to the village, a nursery, a pharmacy, a bakery, a convenience store with Post Office and finally a garage with filling station.

All generate traffic that stops temporarily, often on the pavement and then quite often they need to reverse back out on to the busy road.

Furthermore with a local Primary School in Back Lane, the parents and children at times need to pass safely.

Their safety must take precedence.

The passing busy traffic has more than enough to contend with, without the need to draw their attention to yet another advert.

There is absolutely no need for this additional distraction.