

PLANNING REF : 250412
PROPERTY ADDRESS : 302 Hyde End Road
: Spencers Wood
: RG7 1DN
SUBMITTED BY : Mr David Lynch
DATE SUBMITTED : 23/04/2025

COMMENTS:

I object to permission being granted for Mammoth's signage at its Spencers Wood site on the following grounds.

The metal frames in which the signs are displayed were built long ago, around the time the premises changed hands from an Ambulance Service location to Mammoth self-storage. The frames are sturdy metal, set in concrete into the pavement, are obviously permanent (not temporary as claimed in Mammoth's application), and have been in place for years without any attempt or intention of gaining permission.

Although the signs currently displayed may be more temporary, the frames are designed for re-use and are likely to be used to advertise other future offers relating to Mammoth's business. The signs are a distraction to drivers on a busy stretch of Basingstoke Road which has seen several accidents in recent years. The signs hamper the vision of drivers exiting the small industrial estate on which Mammoth's site is located, exacerbating the risk of future traffic accidents. The prominence and size of the signs make them out of keeping with the surrounding area. No other local business has encroached on the surrounding area with such intrusive permanent signage, and it seems highly unfair to allow Mammoth to do so in such a preremptory manner.