

PLANNING REF : 250412
PROPERTY ADDRESS : Chestnuts
: Basingstoke Road
: RG71AA
SUBMITTED BY : Mr Nicholas Hadwen
DATE SUBMITTED : 28/04/2025

COMMENTS:

I strongly object to this planning application and believe it should be refused. These signs/ hording and frames should be taken down. Although the signs currently displayed may be 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.

Also, is this not in breach of the Planning Process? Mammoth are retrospectively applying for planning permission for this signage/hording. It has already been up many months and believe they are only applying now because Wokingham Borough Council have requested that they do so. They have therefore, failed the first test of " does it comply with the planning process?".

This is an example of Mammoth's sense of entitlement and disregard for the effect their advertising has on their neighbours. Mammoth say in their application that they have consulted with people in the area. This is not entirely true; as a very close resident I have had no contact whatsoever. It appears they have only spoken to other businesses and not to the residents, who all have to live with this eyesore every day of the week. For some residents, myself included these are in view from their living rooms and bedrooms 24/7

As mentioned above this is a distraction for drivers due to the dominance of the signage. There have already been numerous accidents in the immediate area; do we really need to add to this already very dangerous situation? There is substantial evidence that large billboard advertising distracts drivers and can cause accidents.

There are a great many young children and elderly pedestrians, mainly

children, in this area of the road, walking to school or waiting for buses. Do we need additional distraction for drivers in this busy part of road?

Does Mammoth Storage really need Mammoth signage? No, it's a complete eye sore and very dangerous.