

PLANNING REF : 250412
PROPERTY ADDRESS : Red Lion Cottage
: Red Lion Cottag Basingstoke Road, Spencers Wood, Reading, Ber
: RG7 1AF
SUBMITTED BY : Mr Daniel Seddon
DATE SUBMITTED : 28/04/2025

COMMENTS:

I strongly object to the advertising banners that are on display outside Mammoth Self Storage on the Basingstoke Road in Spencers wood. They are not in keeping with the surrounding residential or businesses environs. They are a distraction to drivers along the Basingstoke Road and are positioned at eye level for drivers and pose an additional danger to an already traffic laden road. They are too dominant for the residential surroundings and an offensive eyesore in our village. The signs are not, 'temporary', as suggested in the planning

application. Temporary would suggest something in the range of 28 days in any calendar year. The signage has already been in place since before the 5th February 2025, more than 82 days. In addition, the signs are attached to a galvanised steel scaffold pole frame concreted into hard paving. This is a permanent structure specifically designed to withstand changing seasonal weather over multiple years and is intended to be used for repeated, perpetual advertising.

From a personal objective they obscure my view of the road when pulling out of my drive. I have sent an image of the view from my car window to: Dilumi.Warnakulasuriya@wokingham.gov.uk and victoria.morgan@wokingham.gov.uk whom I understand are part of the planning team, please refer to this in your consideration.