PLANNING REF : 262640
PROPERTY ADDRESS : 94 East Park Farm Drive
: Reading, Mr
: RG10 9US
SUBMITTED BY : Mr Matt Walker
DATE SUBMITTED : 18/11/2026

COMMENTS:
I have 2 comments
1. The application is factually incorrect. It states the maximum letter height is 1.65 centimeters - this is entirely incorrect and should be corrected before the application is econsidered
2. The sign itself is place in the middle of the new access road to the estate. The existing access road should have been decommissioned as part of the conditions of the previous hicks development - this has been ignored. - When is the current access road going to be decomissioned and the new access road built? The sign will need to be moved at this point and another application submitted i assume

Moreover this application is retrospective and the sign is already there - due process has not been followed.

Please correct factual inaccuracies in documentation before approval - it is not hard to get things right