

PLANNING REF : 250412
PROPERTY ADDRESS : Red Lion Cottage
: Basingstoke Road, Reading, Berkshire
: RG7 1AF
SUBMITTED BY : Ms Sarah Lewis
DATE SUBMITTED : 20/04/2025

COMMENTS:

I strongly object to this planning application and believe it should be refused. It should be taken down. This is why:

1. In breach of the Planning Process.

Mammoth are retrospectively applying for planning permission for the hoarding. It has already up. 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. It appears they have only spoken to other businesses, not residents, who all have to live with this eyesore every day of the week. For some residents, they view it from their living rooms and bedrooms 24/7.

2. Not temporary, permanent.

Mammoth are calling their signage "Temporary Advertising Banners". They are not. Whilst the current vinyl signs and messaging may be temporary, the Key Clamp frame is a permanent fixture and has been since the building conversion from Polaris Ambulance Service to Mammoth Self Storage more than two years ago, and will most certainly be replaced with ongoing advertising. Their application is for granting advertising until 2030. This signage is by no means temporary. Also, who will be vetting the messaging ongoing?

3. Unsuitable for the surroundings.

The size of the advertising banners, large type and messaging is totally out of keeping with their surroundings. This is an Edwardian residential road, shared with a few small businesses who do not have advertising on this massive scale. Those who do have larger signage, e.g. Jackson's Garage, take theirs down at weekends and when the offer is over. The Mammoth banners are affixed to the metal framework with plastic ties through eyelets and the frame is permanently cemented into the ground. As a result of the ineffective and unprofessional execution, the banners are wrinkled and sagging and look cheap and shabby. The Mammoth property is unmanned, up-keep of the signage is not, and unlikely to be maintained, some of the fixings are broken. This type of advertising in application, design, and messaging brings down the whole look of the neighbourhood. Surely this must be considered and not allowed to proceed?

4. Distraction for drivers.

Due to the dominance of the signage, this is a distraction for passing traffic in an already busy section of road. There is substantial evidence that large billboard advertising distracts drivers and can cause accidents. There are large amounts of 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?

5. Accident risk.

For myself and my neighbour, the signage, positioned directly to the left of our driveways, obscures our vision of the main road when pulling out onto the Basingstoke Road. It is directly at my eye-level and I cannot see the road fully from my car window. I now feel unsafe when pulling out onto this busy road.

6. Danger to pedestrians.

I concur with Shinfield Parish Council regarding their concerns over the signs blocking the view of drivers entering and exiting the Wellington Industrial Estate. On the other side of the estate entrance is a bus stop, children are sometimes running for their bus at speed past the entrance of the estate. Do we need an added distraction and anything obscuring views for drivers using the estate?

If no one protects the integrity and safety of the areas in which we live, what happens to our surroundings? Where do we stop? Sometimes a line has to be drawn, where we say "this is not acceptable". I believe this is one of them. I am relying on Wokingham Borough

Council

Planning, to stop this from going ahead.