

PLANNING REF : 242118
PROPERTY ADDRESS : 389 Reading Road
: Wokingham, Berkshire
: RG41 5LT
SUBMITTED BY : Ms A T Bernie
DATE SUBMITTED : 11/09/2024

COMMENTS:

Adding an illuminated sign (versus an unilluminated sign) will further detract from the visual appeal of a predominantly residential area. The proposed size of the illuminated sign, of half a metre in both height and width is excessive.

There is no evidence in the application that it is understood that the proposed sign illuminance of 3000 cd/m² is only acceptable during daytime hours and that the light will need to be switched off in the evening.