

PLANNING REF : 250412
PROPERTY ADDRESS : 6 Beech Hill Road
: Spencers Wood, Berkshire
: RG7 1HL
SUBMITTED BY : Mr Martin Hamilton
DATE SUBMITTED : 16/04/2025

COMMENTS:

I would like to object to the granting of this signage on a couple of grounds:

1. While watching the change of this property from Polaris Ambulance Service to Mammoth self storage which took over a year, it was noted that these large metal "railings" were installed from the beginning, with clearly no intention of obtaining planning consent or seeking guidance from the council. These must have been installed more than 2 years ago and whilst the vinyl signs that now fill the frame have been up for several months it is clear that this is not "temporary" signage. Whilst the vinyl signs may be taken down it is clear that they intend to just change them for another offer, so this is in fact a permanent hoarding in front of the premises. If this was a temporary vinyl sign on the front or side of the actual building, I could see how this would be described as temporary, but what the applicant has created is their own private bill board for permanent advertising to be displayed, this is exhibited in the various mockups of offers that they have included in their application.
2. It is not entirely clear from the drawings and photos, but these sign frames are angled out from the building. I'm assuming that this is to make them more visible, but does in fact make them harder to read, thus causing a distraction and driving hazard at just the point where there are a lot of parked cars using the various other facilities nearby, such as the post office, bakery, chemist and vet surgery.
3. The size of the signs are totally out of keeping with the surrounding area, making them very distracting for passing traffic, as mentioned.
4. I notice that the applicant claims (or doesn't, it isn't entirely clear) that they have consulted with people in the area. It appears they have only spoken to other businesses, not any residents who have to live with the signage every day of the week (as mentioned this is clearly going to be a permanent fixture, albeit with slightly different vinyl signs). None of the other companies on the estate have such huge signs on the main road through the village. The exception could be Jacksons garage who have some flag signs, but these are temporary and when they are used they are taken down when the business is closed.