



House of Commons, London, SW1A 0AA

Matt Golledge
Interim Assistant Director Planning, Transport and Regulatory Services

23 January 2026

Dear Matt,

RE: Planning Application PL/25/1807

I am writing to register my objection to the above planning application. This application would permit the business at 18-20 Wokingham Road to install a large advertising banner on the wall facing Eastern Avenue. The banner would be visually obtrusive, and I believe it would have a negative impact on this area.

The location of the proposed advertising banner is at one of the northern entrances of the South Park Conservation Area, a residential area characterised by a mix of mid to late Victorian and Edwardian properties. The area is designated as a Conservation Area due to its historical character and special architectural interest that I believe should be preserved and enhanced.

The buildings in this area are characterised by a variety of interesting and often unique design features, and many display the decorative polychromatic brickwork that is emblematic of Reading's Victorian and Edwardian buildings. Although not an original feature, there has been considerable care taken to mimic this style of brickwork on the wall of the business facing Eastern Avenue. The proposed banner would cover this decorative brickwork.

I support local businesses and I understand the owner's desire to promote their services; however, businesses need to be sympathetic to their residential neighbours and the character and heritage of the area in which they are located. The business has ample signage installed along its Wokingham Road frontage and I do not believe that there is any justification for an additional banner on the wall facing residential properties on Eastern Avenue.

I would be grateful if you could take these points, and those raised by local residents, into account when making a decision on this application.

Yours sincerely,

Matt Rodda MP

Member of Parliament for Reading Central