

240805 SSE 55 Vastern Road

Site Address:	55 Vastern Road Reading RG1 8BU
Description:	Display of non-illuminated hoarding signs on the north-east (River Thames), south-west (Vastern Road) and north-west (Lynmouth Road) site boundaries for a temporary period until 01/07/2028.

Dear Mr Markwell

The CADRA team have studied this proposal for extensive hoarding round the site for an extended period. While we recognise the need for advertising, this surely is an opportunity to also include something creative such a mural or digital photographs, recent or historic.

We very much hope that Berkeley Homes will take up the opportunity.