

Objection to Planning Application 242145

Submitted by: G Bains – 58 Peach Street, Wokingham

Wokingham Borough Council

Civic Offices

Shute End

Wokingham

RG40 1BN

12/09/2024

Dear Sir/Madam,

Objection to Planning Application 242145 – Installation of New Communications Kiosk at 60 Peach Street

I am writing to formally object to the proposed installation of a communications kiosk at 60 Peach Street, as outlined in the recent planning application 242145. Our store, Papa John's, is located directly adjacent to the proposed site, and we have significant concerns regarding the negative impact this installation will have on our business.

Our primary objection relates to the loss of light and visibility that the communications box will cause. The proposed structure is situated at the borderline of our store and our neighbouring business, and its placement would cover a portion of our shop front window. We rely heavily on the visibility of our windows for marketing purposes, utilizing vinyl designs to advertise promotions and deals to passing traffic. The communications box will obstruct the right-hand side of our storefront, reducing the visibility of our marketing by half, particularly for oncoming traffic from the perpendicular road.

We are also concerned about the loss of natural light, as the box will overshadow part of our display area. As outlined in the planning portal, loss of light or overshadowing is a material consideration when reviewing planning applications. This will not only negatively affect the aesthetics of our store but also hinder our ability to attract customers and maintain the visibility of our business, which is essential to our operations. Importantly, this impact is unique to our store and does not affect neighbouring businesses to the same degree.

I have included a photograph of our storefront with the proposed communications box drawn to scale, which clearly illustrates the detrimental effect it will have on our visibility.

While we recognize the importance of modern infrastructure, we strongly believe that the current proposed location is inappropriate and will cause undue harm to our business. We respectfully request that the planning department consider an alternative location for the communications box that would not obstruct our store or affect our ability to operate effectively.

Thank you for considering our concerns. We trust that the planning authority will take into account the impact this installation will have on our business and make a decision that supports the interests of local commerce.

Yours faithfully,

Gurminder (Barney) Bains

Franchisee



M: 07970 578 072
E: gntandco@gmail.com
W: www.papajohns.co.uk

Papa John's | 58 Peach Street | Wokingham, RG40 1XG

