

PLANNING REF : 242150
PROPERTY ADDRESS : 99 London Street
: Reading, Berks
: RG1 4QA
SUBMITTED BY : Mrs Joanna Roguszczak
DATE SUBMITTED : 06/09/2024

COMMENTS:

We are the freehold owners of 8-10 London Street in Twyford.
We object to a digital advertising phone kiosk being installed in proximity of the Tile and Bathroom Shop. We feel it will have a detrimental effect on the viability of the shop continuing trading in these difficult time as it will reduce the visibility own advertising through its shop window.
As important it will also restrict visibility for the drivers coming in and out of the car park which is at the back of the premises. This will put pedestrians and other vehicles/drivers in danger as it is a busy intersection with lots of traffic all the time.
We also feel that the digital advertising phone kiosk will introduce clutter to the pavement reducing the attractiveness of the street scene.
Small independent shops are struggling to trade, any obstacles can determine their future survival.
If you wish to put one of these kiosks, we suggest that you place it in in front of Waitrose as it will be minimal effect on the visibility.