

PLANNING REF : 243188
PROPERTY ADDRESS : 13
: Reeds Avenue, Earley, Reading, Berkshire
: RG6 5SP
SUBMITTED BY : Mr Brian Wedge
DATE SUBMITTED : 06/01/2025

COMMENTS:

I am extremely concerned about the viability and suitability of this site, I would ask you to consider firstly the risk of flooding. Most of the site is within the flood zones 1, 2 and part of zone 3, with the proposed access roads are likely to flood but the mitigation of road elevation will not resolve issues in particular at the Loddon Bridge roundabout which regularly floods and causes significant issues. This forms a key access point to the roads proposed for access to the site. The bridge to LE way is recognised as a key access point for the development and yet flooding of LE way or Mill Lane roundabout has not been sufficiently addressed.

A second point, the traffic impact of this development has not been adequately reviewed, assumptions made in traffic modelling assume Reading is the major access hub and yet accessibility to Reading itself has not been addressed. The assumptions of employment on site has not been verified if the low uptake in Shinfield Studios is anything to go by. The transient nature of many roles in the film business may necessitate more commuters than permanent employees living in the area. The assumption that supposed job availability would mean that people would be able to cycle or walk to work would seem to be invalid.

Currently Lower Earley way is expected to take a large proportion of the traffic from the development, this is regularly gridlocked between 7:30 and 10 am and 5 and 7 in the evenings with the current traffic volume and even with enhancements will not cope with increased volumes. In addition extra traffic will seriously impact nearby local residents in areas such as Barn Croft Drive and to the south of

Chatteris Way by eating into the vegetation screen and open countryside protecting them from the M4 and vastly increasing noise and pollution. The bridge over the river to access will be relatively high level and make this worse in any view.

Arborfield Church Lane is an important consideration for traffic and access planning in the Hall Farm/Loddon Valley development. This drive is currently a quiet, rural route, but its proximity to the proposed development raises potential concerns about increased traffic flow, safety, and environmental impact.

In summary, I think that the traffic impact has been under-estimated and the employment within walking distance overestimated and the poor links to Reading, with lack of nearby rail or adequate bus routes, have not been properly considered. This will lead to a significant unacceptable and unsustainable increase in car use.