

PLANNING REF : 251862
PROPERTY ADDRESS : Eversley House
: 21 Reading Road, Finchampstead, Berkshire
: RG27 0RP
SUBMITTED BY : Mrs Keri Jensen
DATE SUBMITTED : 07/10/2025

COMMENTS:

I am writing as a concerned resident of Reading Road, Finchampstead, to formally register my complete objection to Planning Application 251862. This proposal seeks a change of use to provide Light Industrial (E(g)) and Internal/External Storage and Distribution (B8).

The applicant's stated business involving waste removal, skip hire, and the handling of hazardous materials is fundamentally incompatible with our established semi-rural location and quiet residential community. This development would cause severe and unacceptable harm to the local environment, the quality of life for residents, and public safety on our local road network. I urge the Council to refuse this application outright.

Key Grounds for Objection

My objection is based on material planning considerations, aligning with the NPPF and the relevant local policies, including Wokingham Borough Council's Core Strategy and the Finchampstead Neighbourhood Development Plan.

1. Severe Impact on Residential Amenity and Quality of Life

The proposed industrial use will severely degrade the living conditions for residents in this peaceful area:

- Unacceptable Pollution: The operation will generate chronic and unacceptable levels of noise, vibration, dust, and odours from heavy machinery, vehicles, and waste handling (including hazardous materials). This is entirely inappropriate for a residential area.
- Policy Conflict: This activity directly contravenes Core Strategy Policy CP3 (General Principles for Development) and Finchampstead Neighbourhood Development Plan Policy LPU/DH2 (Safeguarding Amenity), which strictly forbid such disturbances and environmental nuisances.

2. Critical Highway Safety and Traffic Impacts

Reading Road (A327) is already a busy and often-congested arterial route. It is routinely used by vulnerable road users, including pedestrians, cyclists, and horse riders.

- Increased Danger: The proposal would introduce a significant and sustained increase in Heavy Goods Vehicle (HGV) traffic to and from the site. These large vehicles are wholly unsuited to the current road configuration and the site's access limitations. This will accelerate road wear and, more critically, increase the risk of severe road

incidents.

- Policy Conflict: The proposal clearly fails to meet the safety requirements outlined in NPPF paragraph 111 and conflicts with Core Strategy Policy CP6 (Managing Travel Demand) due to the unacceptable nature of the increased vehicular movements.

3. Inappropriate Development in Designated Countryside

The site is located outside defined development limits and within designated countryside, which is protected by local policy.

- Erosion of Character: The introduction of this intensive industrial and storage use would constitute inappropriate urbanisation. It will irreversibly damage the intrinsic semi-rural character of the area and risk the coalescence of nearby settlements.

- Policy Conflict: This directly breaches Core Strategy Policy CP11 (Countryside Protection) and Finchampstead Neighbourhood Development Plan Policies IRS4 (Preserving Identity) and D2 (Rural Character), which aim to prevent non-essential development in rural areas.

4. Environmental Risks and Unsustainability

The nature of the business waste and hazardous material handling presents inherent and substantial environmental risks.

- Contamination: There is a serious risk of soil and water runoff pollution impacting local groundwater and adjacent green corridors.

- Sustainability: The proposal fails to align with sustainable development principles and contradicts local policy aiming for biodiversity net gain (Core Strategy Policy CP7). Locating an intensive industrial facility in this isolated setting is inherently unsustainable for transport and amenity.

Summary

This application is fundamentally flawed. It constitutes inappropriate industrial development in the countryside that poses a significant and demonstrable threat to the safety of road users, the quality of life for residents, and the integrity of the local environment.

I strongly recommend the Council refuse this application.

I request confirmation of receipt of this objection and notification of any future developments or decisions regarding this application.