

PLANNING REF : 252498  
PROPERTY ADDRESS : 35 The Square  
: Reading  
: RG7 1BS  
SUBMITTED BY : Mrs Jeannie Brice  
DATE SUBMITTED : 31/12/2025

COMMENTS:

31st December 2025

Dear Sirs

Re: Objection to Planning Applications for Loddon Garden Village Development

252498- Hall Farm, Church Lane, Arborfield, Reading

I'm writing to object to this proposal & the lack of inventiveness around responding to the requirements from the Government in our local plan. There must be a better solution than your proposals for the Hall Farm development.

Existing Building/Lack of Infrastructure

I have lived in and around the Shinfield area for over 22 years and have seen the housing number grow from just over 4,500 in 2011, to 5,527 in March 2018, to a projected 7,800 - a 72% increase in the number of houses.

There have been constant promises for more infrastructure - new houses has not kept pace with the amount of traffic (adding 7,000 more cars will only add to that congestion) generated around country roads - the roads around here are log jammed from 6.30am for 3 hours & from 3pm for 3 hours. Adding 2,800 houses (with parking requirement for 1.5 cars will only add to that).

The queues over the university bridge into Reading at rush hours already stretch back to School Green in Shinfield - adding more houses would add more cars!

Building locations - who now works in Reading?

The people are moving in will still have to travel to work - created more traffic for Hyde End Road, Basingstoke Road & Reading Roads. These roads were just not built for traffic that they are bearing currently.

Climate Change

The Climate Emergency is likely to make flooding worse yet much of this site is flood plain. The act of building will make the flooding worse (from water run off when previously absorbent green fields get built on).

Contrary to claims by WBC that Green Belt cannot be built on, it can. You do have to make a special case for it, but it can be done.

There is no provision for the financial situation of Thames Water - adding 2,800 new homes to a provision that is already almost in administration & is constantly being fined for pouring sewage into rivers.

Requirements

More houses in the Southeast benefits nobody more than the developers. More "affordable" housing could be built elsewhere in the country. (The so called "Levelling Up" agenda). This is about putting profits before people. The definition of "affordable" has yet to be agreed upon - the average costs of a house nationally is just over 250k, in this area it is 450k.

I used to be able to do a good walk around the fields where I live. I moved into this area because the house was surrounded by green space where I could enjoy seeing foxes, deer & rabbits. This has ALL been replaced by large housing estates & driving the wildlife out. Thank you for considering our objections.  
Yours faithfully,

Jeannie & Alan Brice