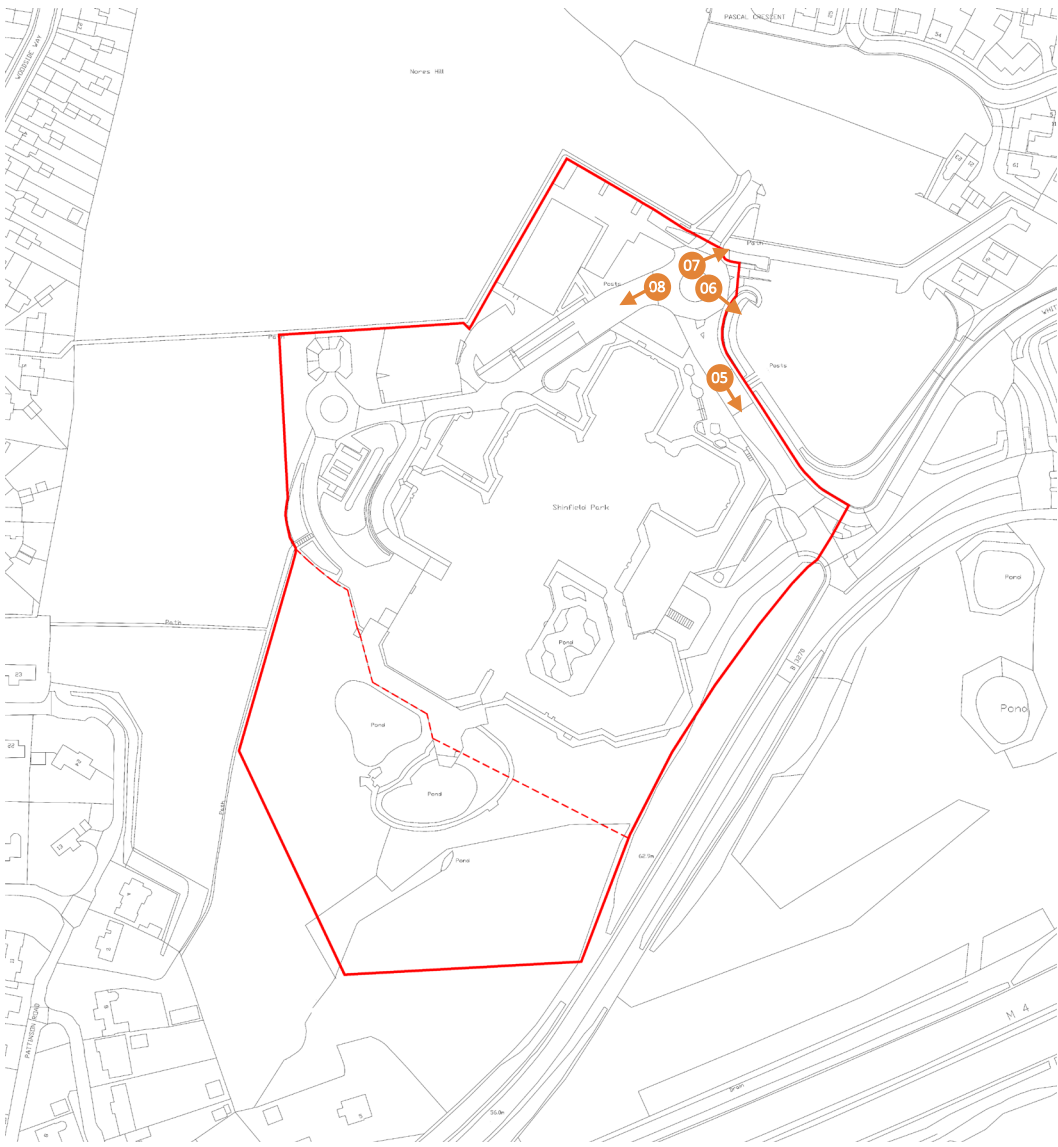


2.02 Site Overview

Existing Site Photographs

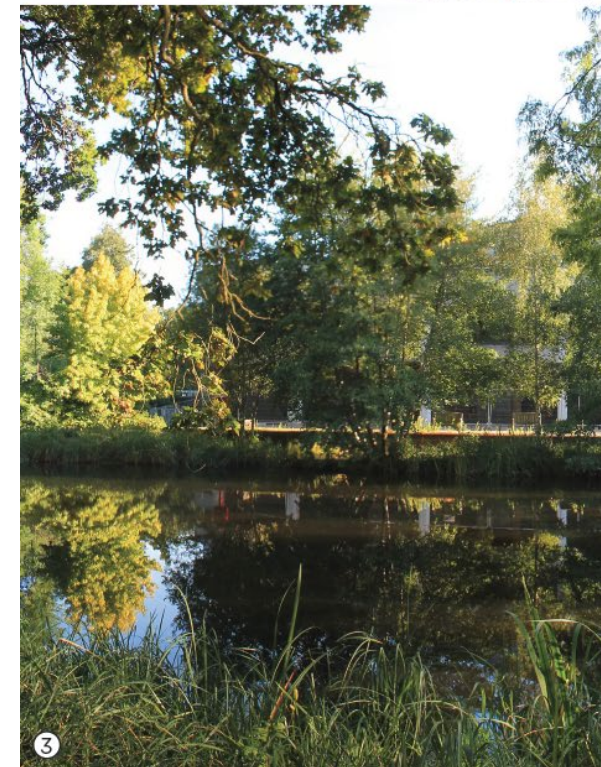


2.02 Site Overview

Existing Site Photographs



2.03 Existing Landscape Context



2.04 Existing Transport Context

Access Arrangements

The Site is accessed via two accesses, with a left turn only ingress provided on the B3270 for vehicles entering the site from the west and all movements signalised junction at Whitley Wood Way providing all turning movements. Internally, Whitley Wood Way provides a segregated ingress and egress priority junction arrangement at its western end to provide access into the site.

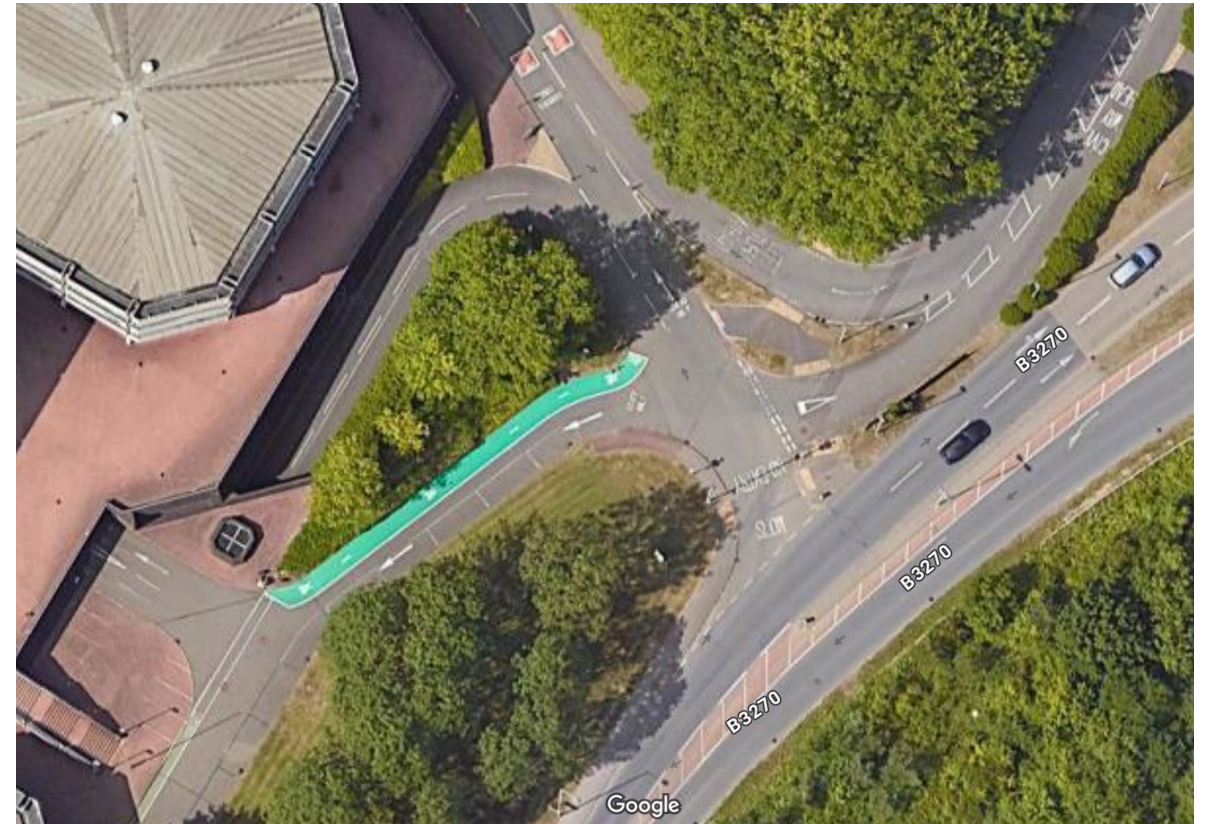
The Site is well located for access to the M4 J11 and the A33 via the B3270, which will be the main routes used by delivery vehicles associated with the site.

Sustainable Travel

In terms of sustainable travel, there is a bus stop located c.500m from the Site on Shinfield Road which provides 3 to 4 buses per hour in each direction, with Leopard 3 running between 05:58 and 23:57. The Leopard 3 route also provides services to Reading railway station providing an opportunity for multi modal trips. Earley station is the nearest at c.5km so is within a reasonable cycling distance, but buses do not serve this station.

There are shared footway/cycleways connecting the Site with the wider area, including residential areas to the north east and south and there are good pedestrian links to residential areas in all directions. The site access junction has signalised crossings on the northern and eastern arms and a signalised crossing is also provided to the north of the Black Boy Roundabout providing safe crossings to access bus services on the A327 in both directions. Overall, sustainable travel access is considered to be very good for an edge of town location.

There is also an existing public footpath (SHIN10) running through and adjacent to the site, providing a route from Whitley Wood Lane to Railton Close. This will be retained and be unaffected by the proposals, with some enhancements to the route provided within the Site.



Aerial view of existing site access from B3270



2.05 Constraints & Opportunities

Constraints

Proximity to Ancient Woodland & Priority Woodland
Habitat (inc. veteran tree) / Local Wildlife Site.

Existing trees / tree belts within site and along boundaries.

Level differences across site.

Public right of way traverses site.

Single point of vehicular access (dictates levels).

Location of existing services / utilities.

Proximity to nearby residential areas.

Opportunities

Potential to redevelop existing employment site for alternative employment use, creating a range of new employment opportunities for the local community.

Direct access to M4(J11) via strategic road network.

Attractive location for industrial market in terms of proximity / access to M4 / Shinfield Studios and wider Reading market.

Potential for enhancements to PRow.

Potential for enhanced management of Local Wildlife site (within extent of site ownership).

Potential to re-use existing services / utilities.

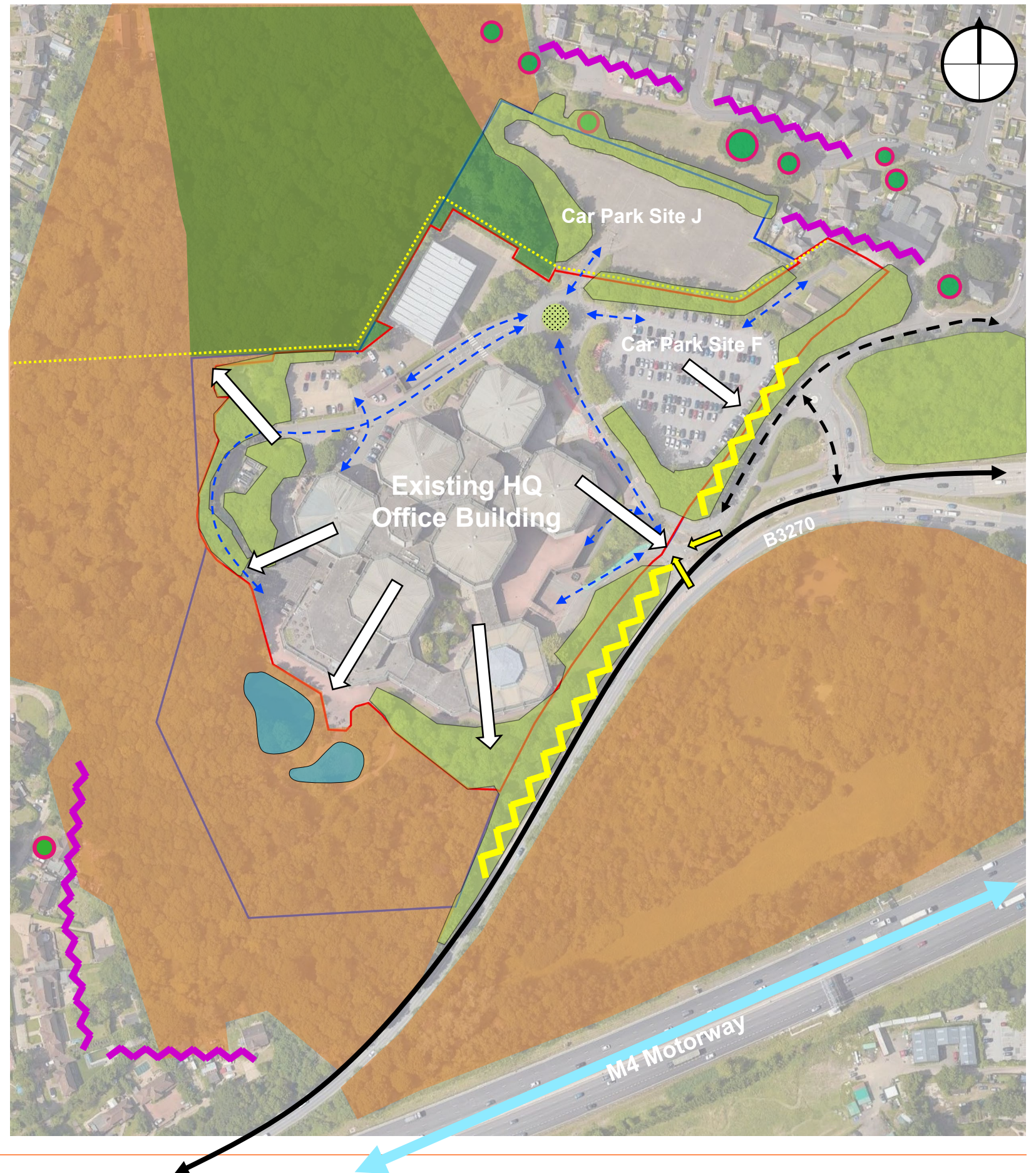
Scope to increase landscapes buffer to sensitive boundaries including Ancient Woodland and residential areas.

Potential for enhanced landscaping, amenity space and green linkages across site (inc. min. 10% BNG).

New buildings designed to meet high standards of sustainability, including BREEAM 'Excellent' and EPC A rating.

Legend:

- | | |
|---|---|
|  | Site ownership boundary line |
|  | Application Site boundary line |
|  | Primary vehicular movement |
|  | Secondary vehicular movement |
|  | Existing Vehicular access roads within site |
|  | Existing site access |
|  | Existing Public Right of Way Footpath |
|  | Existing M4 Motorway |
|  | Existing site levels / fall |
|  | Sensitive Receptors(residential) adj. to site boundary |
|  | Sensitive Views of site from eastern boundary |
|  | Existing Landscaped roundabout |
|  | Existing Pond |
|  | Existing Ancient Woodland (Shinfield Park, LP Policies Map) |
|  | Existing Local Wildlife Sites (Shinfield Park, LP Policies Map) |
|  | Existing Tree belt |
|  | Existing TPO Tree (Wokingham BC TPO Map) |



2.06 Planning Policy Context

The adopted Development Plan for the Site includes the following documents:

- Wokingham Core Strategy (2010)
- Managing Development Delivery Local Plan (2014);
- Central and Eastern Berkshire Joint Minerals and Waste Plan (2023); and
- Shinfield Neighbourhood Plan (2017).

The following supplementary planning guidance is also considered to be of relevance:

- Sustainable Design and Construction SPD (2010) and Companion Document (2010)

The National Planning Policy Framework (NPPF) and accompanying Planning Practice Guidance (PPG) are also a material consideration in the determination of planning applications.

At a national level, the Government attaches great importance to the design of the built environment. The creation of high-quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve, and good design is a key aspect of sustainable development.

NPPF Paragraph 135 encourages decisions to ensure that developments will:

- a) function well and add to the overall quality of the area;
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- c) are sympathetic to local character and history;
- d) establish or maintain a strong sense of place;
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development; and
- f) create places that are safe, inclusive and accessible which promote health and well-being.

National planning policy also encourages development which is designed to assist in addressing the challenge of climate change and flood risk; and looks to conserve and enhance both the natural and historic environment.

A full review of relevant planning policy is set out within the Planning Statement, prepared by Stantec. However, at the local level, the design approach has had particular regard to the following Development Plan policies:

- **Policy CP1 (Sustainable Development)** requires development in the Borough to enhance the overall sustainability of the area through minimising impact on the environment including by maintaining or enhancing the high quality of the environment; minimising the emission of pollutants into the wider environment; limiting adverse effects in water quality and provide adequate drainage; minimise the consumption and use of resources and incorporate facilities for recycling; support opportunities for reducing the need to travel, particularly by private car; and contribute towards the goal of reaching zero-carbon.

- **Policy CP3 (General Principles for Development)** seeks to ensure that development is of a high standard of design and capable of integrating with the character of an area. The policy supports proposals that are of an appropriate scale of activity, mass, layout, built form, height, materials and character to an area together with high quality design which does not result in a detriment to the amenities of adjoining land uses and their quality of life. Proposals will also be supported where there is no detrimental impact upon important ecological, landscape or geological features; where the ability of the site to support fauna and flora is maintained or enhanced; where the full potential of the site is used; development contributes towards a sense of place, including the use of appropriate landscaping; and do not lead to a net loss of dwellings.
- **Policy CP7 (Biodiversity)** states that development proposals which may harm Local Wildlife Sites (either directly or indirectly), habitats or species of principle importance in England for nature conservation, veteran trees or compromises the implementation of local biodiversity action plans will only be permitted if it has been clearly demonstrated that the need for the proposal outweighs the need to safeguard the nature conservation importance and includes mitigation measures or provision of appropriate compensation measures to offset the scale and kind of losses.
- **Policy CC03 (Green Infrastructure, Trees and Landscaping)** builds on Policies CP1 and CP3 and sets out additional criteria to be met, aimed at providing for or enhancing green corridors in developments. This requires development to, inter alia, provide new or protect and enhance existing green infrastructure networks; promote accessibility, linkages and permeability between and within existing green corridors, including public rights of way. Developments should also protect and retain existing trees, hedges and other landscape features and to incorporate high quality, ideally, native planting and landscaping as an integral part of the scheme.
- **Policy CC04 (Sustainable Design and Construction)** requires proposals involving the creation of over 100 sqm gross of non-residential floorspace to achieve BREEAM accreditation and meet or exceed statutory requirements for water resource management.
- **Policy CC05 (Renewable Energy and Decentralised Energy Networks)** requires proposals involving the creation of over 1,000 sqm gross of non-residential floorspace to deliver a minimum 10% reduction in carbon emissions through renewable energy or low carbon technology.
- **Policy CC06 (Noise)** requires proposals to demonstrate how they have addressed noise impacts to protect noise sensitive receptors from noise impacts.
- **Policy CC07 (Parking)** requires proposals to incorporate parking provision in line with the Council's parking standards.
- **Policy CC09 (Development and Flood Risk)** requires all sources of flood risk to be taken into account at all stages and to the appropriate degree at all levels in the planning application process to avoid inappropriate development in areas at risk of flooding.
- **Policy CC10 (Sustainable Drainage)** additionally requires all development proposals to ensure surface water arising from development, including taking climate change into account, is managed in a sustainable manner.
- **Policy TB21 (Landscape Character)** requires proposals to demonstrate how they have addressed the requirements of the Council's Landscape Character Assessment and to seek to retain or enhance the condition, character and features that contribute to the landscape
- **Policy TB23 (Biodiversity and Development)** builds on Policy CP7 and sets out additional criteria for development proposals to meet including making provision for: new biodiversity features (or enhanced existing); buffer zones to designated sites; and to ensure that new development is ecologically permeable through the protection of existing and the provision of new continuous wildlife corridors, which shall be integrated and linked to the wider green infrastructure network.

The above are also reinforced by policies within the Shinfield Neighbourhood Plan, namely Policy 3 (Sustainable Development); Policy 6 (Trees, Hedgerows and Woodland); and Policy 8 (Commercial Development).





3 Stakeholder & Community Engagement

3 Stakeholder & Community Engagement

The Communications and Engagement Team at Stantec were appointed to deliver a consultation programme for the proposed redevelopment of the Site. Engagement started in early November 2024 with Shinfield Parish Council and consultation with the community commenced on the 2nd January 2025 and concluded at the end of the consultation period on the 29th January 2025.

An A5, four-page leaflet was posted to 1,189 residential and business addresses around the site, and information was also sent out electronically via email to Councillors and stakeholders. The leaflet gave information on the proposal to redevelop the Site and the date and time of the online Public Webinar and Q&A session. Whilst encouragement was given to respond online via the project website, information on how to respond by post, telephone and email were also provided in the leaflet.

We are still in the design stage, but this illustrative masterplan shows how we think the new facilities, access routes and landscaped areas could be delivered on the site.



Five modern and sustainable industrial/employment buildings.



A mix of building sizes and layouts to meet current requirements whilst being adaptable for future needs and changing markets.



Existing site entrance retained.



Secure bicycle shelters provided throughout the site.



Additional planting around site boundaries to provide green buffer to residential areas and create new wildlife habitats.



New landscaping to promote biodiversity throughout the site.



Existing Nores Hills Wood Ancient Woodland protected.



EV charging points provided with infrastructure for further expansion.



Outdoor seating and amenity areas for employees and site visitors.





Space for bin stores including recycling facilities.



Safe and accessible cycle and pedestrian routes.



Existing Public Right of Way footpath retained.



Existing ponds retained to support wildlife habitats.



Car parking designed to comply with Local Authority standards.



Existing Local Wildlife site respected and protected.



Maximum tallest building height 12m (16.57m to ridge).



Woodland car park to the north of the site for Unit 5 and overflow parking.



Secure HGV yards and lorry/trailer parking.



15m buffer zone to protect Ancient Woodland.

PUBLIC CONSULTATION

Redevelopment of Shinfield Park, Shinfield

Wrenbridge would like to invite you to their online Public Webinar to find out more, meet the team and have your say on the emerging proposals for the redevelopment of Shinfield Park (formerly known as Shire Hall) near Shinfield.

Our ambition is to bring the site back into meaningful use by redeveloping the vacant office building and wider underutilised site, to provide new sensitively designed and highly sustainable industrial/employment space.



Join our Public Webinar

Wednesday 15th January 2025

From 6.00pm to 7.00pm

Please scan the QR code to register to attend our webinar and take part in the live Q&A session or register via our website below.



www.shinfieldpark.co.uk

Full website live from 9.00am on 15th January 2025

Get involved and have your say

We are looking forward to sharing our emerging proposals and answering your questions during our live Public Webinar.

Your local knowledge, thoughts and suggestions are important and will help us further shape the design and masterplan for Shinfield Park ahead of submitting our planning application.

For us to be able to consider your feedback, we kindly ask that you send us your comments either online, via email, telephone or by post by **Wednesday 29th January 2025**.

Contact us

We fully appreciate that not everyone has access to the internet or is comfortable navigating websites, commenting online or attending webinars. If you would like a hard copy of our consultation materials or if you have any questions, please contact us:

- Send us an email and we will get back to you as soon as we can: shinfieldpark@stantec.com
- If you want to chat to a member of the team, give us a call: **020 7446 6837** (Monday to Friday, 9.30am to 5.00pm)
- If you would prefer to put pen to paper: Shinfield Park Community Engagement Team, c/o Stantec, 7 Soho Square, London, W1D 3QS

Please scan the QR code to register to attend our webinar and take part in the live Q&A session or register via our website below.



www.shinfieldpark.co.uk

Full website live from 9.00am on 15th January 2025

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3 Stakeholder & Community Engagement

Public webinar and Q&A session: A live Public Webinar including a Q&A session using the Zoom platform was held on Wednesday 15th January 2025 from 6pm to 7pm. The project team presented the emerging proposals and answered any questions that were raised by participants. The webinar presentation and the recording were uploaded onto the project website on Thursday 16th January 2025. This allowed people who missed the live event or those wishing to view it again, to watch it in their own time. 33 people attended the webinar, and 35 questions were asked and responded to by the project team.

Website: A holding page with details on how to register for the Public Webinar and contact details went live on the 2nd January 2025 with the full website going live on the 15th January 2025. It included lots of information about the emerging proposals, Q&A's, contact details and an online feedback form. The website can be viewed at: www.shinfieldpark.co.uk.

Questions and comments raised

Lots of questions were raised and responded to by the project team throughout the consultation with the community. The Q&A section on the website was regularly updated as the questions were received. Below are some of the questions that were asked, in no particular order:

Q. The old Shire Hall Building itself is full of asbestos, what will you do to protect the surrounding area/residents from debris when demolishing the site?

A. We are aware there is some asbestos, but to give everyone some assurance, our contractors will have to comply with all the legislation and safety requirements of the Health and Safety Executive. Before any demolition works start an Asbestos Survey will need to be undertaken to identify where the asbestos is and how much of it is onsite. The removal of any asbestos will be managed and removed in full compliance with the Health and Safety Executive.

Q. Are there any plans to try and reduce the impact of new traffic from workers commuting to work?

A. We have used the trip rates that the former office site generated and compared it to what is proposed. If the site was re-occupied for office use it would generate a higher number of trips compared to the proposed development for Industrial/employment use, which will see a reduction of the number of trips, particularly at peak times, on the site. Varying shift patterns will also contribute to reducing trips during the peak rush hour periods. Full details will be supplied in the Transport Assessment that will accompany the Planning Application.



Q. How many people will work at the site?

A. This will depend on the businesses that move into the site as different levels of industrial users will have different levels of employees. At the upper end we have estimated about 560 employees. However, it is important to note that it is unlikely that all the employees will be working on the site at the same time given the nature of the uses, as there are likely to be shift patterns throughout a 24-hour period.

Q. What will be the external lighting impact (from buildings, external lighting, loading bays or car park lighting) on nearby residential areas?

A. As part of the planning application we will be submitting a proposed Lighting Strategy for the site which will look to provide sufficient lighting to ensure safe operation, but in a way which respects the site's sensitive surroundings, including in relation to ecology as well as residential amenity. Lighting will automatically dim to lower levels enough to cover health and safety services when there is no movement in the area. If there is movement on the roads/area by cars/pedestrians etc the applicable fixtures will automatically ramp up. No lighting will spill outside the boundary of the site.

Q. How does a ridge height of 16m compare to the existing residential developments in the neighbourhood?

A. A typical home is about 8m to the ridge, and the nearest unit to the residential area to the north is Unit 5 which is 10m to the haunch. However, the distance between the northern elevation of Unit 5 and the nearest residential property is 41m and there are also level changes and existing and proposed landscaping which will mitigate views.



3 Stakeholder & Community Engagement

Feedback received

There was a low completion rate of feedback forms (2 received), despite 33 people attending the public webinar. However we believe through our meetings with Shinfield Parish Council, emails exchanged with WBC Ward Councillors and questions raised during the public webinar and via email, we have a good understanding on what stakeholders and residents feel about the emerging proposal and that the consultation undertaken has been robust and measurable.

Generally, the responses received were supportive of:

Retaining access to Public Right of Way (PRoW) within the site.

- Proposed landscaping features throughout the site.
- Improvements to PRoW with new fencing to encourage and provide easy access for hedgehogs and other wildlife.

Some concerns were also raised:

- Traffic impact on road network.
- Height of Unit 1.
- Vandalism and anti-social behaviour.
- Possible overlooking to residents to the north of the site.
- Disruption during construction.
- 24-hour operation and noise.
- External lighting impacting local residents.
- Car Parking provision.

Throughout the engagement and consultation programme, the project team has listened to the feedback received and, where possible, incorporated the feedback into the emerging design proposals.

Ongoing Engagement

Wrenbridge is committed to an ongoing engagement programme, which includes the following:

Advising the community of the submission and validation of the planning application and how to comment.

Following the submission of the planning application, an email will be sent to anyone who registered to be kept informed on the progress of the scheme. It will advise that the application is now registered with the Local Planning Authority and give details on how to comment on the application.

Further engagement:

The Applicant understands that further engagement could be needed as the application progresses, or once the application has been decided. They are prepared to regularly evaluate and consider if further communications are required as they move through the planning process.

Full details of the engagement and consultation - including responses to the concerns raised - carried out with stakeholders and the community can be found in the detailed Statement of Community Involvement submitted with the Planning Application.

