

PLANNING REF : 260386
PROPERTY ADDRESS : Swallowfield Grange
: Swallowfield Gr The Street, Swallowfield, Berkshire
: RG7 1RE
SUBMITTED BY : Mrs Wendy Denning
DATE SUBMITTED : 23/03/2026

COMMENTS:

This proposal of three buildings increases the building footprint by circa 75% all on greenfield land and away from the established operating area.

It conflicts with the council's policy on development in the open countryside.

The buildings are 10 metres high on an elevated location and are not visually contained.

A recent Valued Landscape Character Assessment by WBC noted the site was inappropriate in terms of its established settlement form, its pattern and its landscape character.

Swallowfield Parish is rural and has limited development status. This proposed development is large scale and with 10 metre building heights it will dominate the rural environment.

The site does not have Core Employment Area status and it conflicts with the WBC spatial development policies.

The new buildings will not blend in with other property nearby particularly the heritage asset of Wyvols Court. Planning application 162360 for Wyvols Field was rejected after appeal and the inspector gave significant weight to preserving the designated heritage asset. This proposal does not blend in with its surroundings.

B2 general industrial and B8 storage and distribution activities will increase traffic, operating noise and pollution.