

PLANNING REF : 251862
PROPERTY ADDRESS : The White House
: 10 The Rise, Reading Road, Finchampstead, Wokingham
: RG40 4RH
SUBMITTED BY : Mr David McDowall
DATE SUBMITTED : 13/10/2025

COMMENTS:

I write to object to the proposed major change of use at 78 Reading Road

and the rear of 80 Reading Road (Full application for proposed change of use to provide light industrial (Use Class E(g)) and internal and external storage and distribution (Use Class B8) on

the site with associated parking.)
for the following reasons -

1. Impact on Residential Character

The site lies in the heart of a predominantly residential area. Increasing any light industrial and storage/distribution uses would be out of keeping with the surrounding properties, eroding the

residential character of the road. Industrial activity, particularly external storage and distribution operations, is inappropriate in this setting and will harm the quality of life of residents.

2. Residential Amenity

Additional vehicle movements, loading/unloading, and associated noise will adversely affect residents, many of whom already experience disturbance from traffic on this busy road. The associated light pollution - particularly when day light hours are less - would be

significant when taking into account the flood lighting and other lighting that would have to be in place. For example, from my back garden I would no longer be able to see the stars in the sky on a clear night due to the light pollution that this application would

emit. Furthermore the application wishes to seek trading on all days of the week including Saturday and Sunday.

3. Policy Conflict

Local and national planning policy requires that development in residential and rural areas protect local character, ensure highway

safety, and avoid adverse impacts on amenity. This proposal conflicts with those principles, prioritising commercial activity over the wellbeing and safety of residents.

4. Traffic and Highway Safety

Reading Road is already a busy 30mph through route, where traffic

volumes have increased substantially in recent years. The proposal will inevitably generate further vehicle movements, including larger delivery vehicles. The access to the site is narrow and visibility

is constrained, making manoeuvring difficult and hazardous. The increased likelihood of heavy or oversized vehicles entering and exiting the site poses a significant risk to both road users and pedestrians, especially given the residential frontage and presence

of families in the area.

Conclusion

I would finally like to point out that in the past (around year 2003) a previous plan submitted for a 'Waste Transfer Station' at the very same location - like this application - and was obviously rejected and other similar attempts in the past have also been

rejected. For all these reasons above, I strongly object to the proposed major change of use. It is unsuitable for a residential location, would add further pressure to an already congested and hazardous road, and would undermine the character and amenity of

the surrounding community. Thankyou for your time in considering my objection to this application