

PLANNING REF : 250415
PROPERTY ADDRESS : 54 Cirrus Drive
: 54 Cirrus Drive, Shinfield Park, Reading, Berkshire
: RG2 9FL
SUBMITTED BY : Mr Mike Whitfield
DATE SUBMITTED : 28/03/2025

COMMENTS:

This planning application should be rejected for multiple reasons;

~ Change of Use : There are already surplus existing light industrial units within the local area, so the application for Change of Use is unnecessary and unjustified.

~ Council Plans : This redevelopment and change of use does not form part of the Council's Strategic Plan. This proposed development doesn't support the Council in meeting existing commitments or any strategic targets. Infact it distracts focus away from anything strategic, with an application that is not even tactical in supporting the Council plans. If the Council is going to approve ad-hoc proposals that don't contribute either strategic or tactical benefit, then why should such proposals be approved ? and what is the point of a strategic plan ?

~ Noise & Disruption : Significant noise and disruption will be generated from the demolition of the current buildings, and the construction of the development including all buildings and facilities on the site. This will have a significant impact on local residential areas, which are adjacent to the site. With 24hr working being proposed for the site, this noise and disruption would be permanent if this application is not rejected.

~ Road Infrastructure : The additional heavy construction traffic alongwith the ongoing vehicular traffic requiring access in/out of the site (once the site is operational) will further destroy the B3270. This road surface is already poor and the site of multiple recurring potholes from existing traffic flow. Despite regular surface repairs over the past 5 years, any improvements have served only as sticking plaster, with potholes recurring very soon after the works have completed. Adding additional heavy construction / industrial traffic to an already failing road infrastructure is not viable.

~ Vehicular movements during construction : The proposal will initiate increased large/heavy vehicle movements in/out of the site as part of the construction phase. The local access roads to the site are not built for this type of heavy traffic.

~ Vehicular movements once the site is operational : This is more concerningly for local residents as once operational, large industrial vehicles will be using the site 24hr a day for purposes such as out-of-hours deliveries. The vehicular movement will certainly create an unnecessary impact on local residents and the noise and pollution effect from such 24x7 activities needs to be given consideration.

~ Traffic Lights : Whilst vehicles coming from the M4 J11 will have a dedicated left-turn into the site, all vehicles coming from the

opposite direction will need to use the existing traffic light controlled junction to access the site. All vehicles leaving the site will have no option but to exit via the traffic lights. Traffic flowing through these traffic lights will therefore increase significantly, however there is no mention of any improvements to be made to this traffic controlled junction.

~ Building Height : The proposal is quick to point out that the proposed building height of the main Unit will not be as high as the current Shire Hall building. However the proposal fails to make any reference to how the ground levels may change (compared to current). Also, that there is currently a large area of ground set out to car parking, between the existing Shire Hall building and the nearest dwellings within the residential estate, and that the proposal significantly reduces the distance between the nearest proposed new building and the existing Shinfield Park residential development.

~ Catering Facilities : There are no proposed catering facilities on the proposed development. This will result in workers leaving the site at a mid-point during their working shift, resulting in additional traffic flow in/out of the site, all of which will be via the traffic light controlled junction.

~ Ancient Woodland : The proposed development recognises the ancient woodland but includes nothing to enhance it.

~ Buses & Park/Ride : Any future development on the site should offer the opportunity to reinstate the Bus service to/from the site. It should also offer the opportunity to reinstate the Matchday parking and Park/Ride service to Reading FC. Furthermore, it should offer the opportunity to reinstate the Santa Run event which has for many years used the site as a gathering point. All of these would give something back to the people of Shinfield and Reading, as well as supporting local Charity events that benefit our immediate local area..

~ Local Residents : At future local elections it will be the local residents whose doors you will be knocking when you canvass for support and votes. It won't be the developers or the occupants of the light industrial units who can give you votes. Now is the time to listen to the local residents if you want future votes.