

PLANNING REF : 260386
PROPERTY ADDRESS : Parkside House
: Parkside House Lambs Lane Spencers Wood, Reading, Please Sele
: RG7 1JE
SUBMITTED BY : Mrs Corinna Bull
DATE SUBMITTED : 15/03/2026

COMMENTS:

I object to the proposed development on the following planning grounds:

Development in Open Countryside

The proposal represents a significant expansion onto previously undeveloped greenfield land beyond the established boundary of the existing business park. This conflicts with the council's policy that seeks to restrict development in the open countryside.

Visual Impact and Prominent Siting

The site occupies an elevated and visually exposed location. Buildings with a ridge height of approximately 10 metres would be highly visible from all directions, including views across the Loddon Valley and from the public footpath running along the River Loddon between Kingsbridge and the Mill House Hotel on the B3349. This would cause substantial harm to landscape views and visual amenity.

Landscape Character

Wokingham Borough Council's recent Valued Landscape Character Assessment identifies the site as inappropriate for development due to its settlement pattern and landscape character. The proposal is therefore inconsistent with the established character of the area.

Scale and Impact in a Rural Parish

The development lies within the rural parish of Swallowfield, where only limited development is supported. The scale of the proposed units is significantly larger than the existing buildings on site and would appear disproportionate and overbearing within this sensitive rural landscape.

Conflict with Spatial Planning Policies

Local planning policy directs major employment development towards settlement limits and designated Core Employment Areas. This site is not within a Core Employment Area, and the scale of development proposed does not represent a sustainable rural enterprise in line with the council's spatial planning strategy.

Loss of Openness and Site Intensification

In addition to the large buildings, substantial additional land would be required for car parking, servicing areas and heavy goods vehicle manoeuvring. This would extend the developed footprint significantly to the west and south, resulting in a loss of openness that currently contributes positively to the character of the site and its surroundings.

Impact on Heritage Setting and Sustainability

The scale and design of the development would dominate the surrounding landscape and appear incongruous with nearby buildings, including the heritage asset of Wyvols Court. In a previous appeal decision relating to Wyvols Field (application no. 162360), the planning inspector placed significant weight on preserving the significance of this heritage asset. The current proposal similarly risks harming its setting and therefore cannot be considered sustainable development.

Noise, Pollution and Highway Safety

Industrial (B2) and storage/distribution (B8) uses typically generate increased noise and pollution. The proposal would also lead to higher volumes of traffic, including heavy goods vehicles. The site access is located on a bend along the B3349 where traffic speeds often exceed the 40 mph limit, raising concerns about increased highway safety risks.

Conclusion

For these reasons, the proposal would harm the rural character of the area, conflict with local planning policy, and create additional environmental and highway impacts. It should therefore be refused.