

PLANNING REF : 251862
PROPERTY ADDRESS : 113 Reading Road
: Finchampstead, Berkshire
: RG404RD
SUBMITTED BY : Mrs Emily Smith
DATE SUBMITTED : 23/09/2025

COMMENTS:

I write to object to the proposed change of use at 78 Reading Road and the rear of 80 Reading Road.

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. 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.

3. 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. While the application seeks to regularise existing activity, approval would formalise and potentially intensify a use that is already detrimental to neighbouring amenity.

4. 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.

Conclusion

For these reasons, I strongly object to the proposed 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.