

PLANNING REF : 243188
PROPERTY ADDRESS : 98
: Silverdale Road Earley, Reading, Berkshire
: RG6 7LU
SUBMITTED BY : Mr Bob Collis (EEG Chair)
DATE SUBMITTED : 10/01/2025

COMMENTS:

This comment is submitted by the chair of the Earley Environmental Group (EEG). The EEG has a membership of around 300 volunteers and supporters. The objectives of the Group include the conservation and improvement of the environment within Earley and the promotion of interest in all matters concerned with the environment, wildlife, conservation and environmental issues.

The proposed Hall Farm development will add substantially to the continued expansion of the Greater Reading Urban Area southwards from the M4. It is noted that the development will include the provision of alternative natural green space, to include a country park. The EEG will take an interest in the provision of such proposals when the Environmental Impact Statement is released, as they will affect wildlife and biodiversity in the general area.

Of specific concern will be the adverse impact that the proposed development will have on the natural green spaces and residential properties bordering the northern side of Lower Earley Way and also in adjacent areas. Increased road traffic volumes generated by the development travelling between the new development crossing the M4 at the proposed link road and accessing the new junction at Meldreth Way will increase traffic congestion, noise and pollution along Lower Earley Way and in adjacent residential area. This will adversely impact wildlife habitats within the green corridor running along Lower Earley's southern fringe, which forms a natural barrier between the residential area and the M4. Such green infrastructure creates an ecological network that encourages the movement of wildlife along the green corridor and can also help combat climate change.

Meldreth Way's junction with Lower Earley Way is an inappropriate location for establishing a major traffic link to a development of this size because of the sensitivity of the existing road network to traffic congestion and its proximity to the important green corridor and a large number of residential properties. Alternative routes to and from the development should therefore be developed as a priority. The existing green infrastructure on the north side of Lower Earley Way must, in any case, be protected from the impact of the development with no loss of green space resulting from any proposed highway of junction improvements.

The EIA should demonstrate how the existing green Infrastructure network along the southern edge of Lower Earley will be protected and enhanced. Consideration should be given to designating the Lower Earley green corridor as a Local Nature Reserve in order to protect this valuable green space and provide it with the status needed to attract funding for its enhancement as a wildlife corridor and a space for people to enjoy.