



Our ref: AIW.AJW.RBC171122

22 November 2017

Subject to Contract

Planning Officer
Reading Borough Council
Civic Offices
Bridge Street
Reading
RG1 2LU

Dear Sir/Madam

**Support for Proposed Change of Use Application
448a Basingstoke Road, Reading Berkshire RG2 0RX**

This letter is in support of the proposed change of use of 448a Basingstoke Road, Reading to D1.

We support this change of use as Sharps Commercial, together with our joint agents, have undertaken two full and tested comprehensive marketing campaigns since June 2015, one offering the property leasehold and the other freehold, providing widespread exposure to the local, regional and national market.

Marketing activities have included the following:

- Two large, full colour, advertising signs highlighting the tenure, size, parking and agents company logos / contact details.
- A CGI was produced to use on all marketing initiatives including the brochure, web listings and advertising.
- Professionally produced, 4-page full colour brochure with photography and aerial images (copy attached).
- Widespread internet advertising on all key commercial internet portals including:

EG Property Link
Zoopla
MoveHut
NovaLoca
CoStar
Both agent's websites
Commercial Property Register (CPR)

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Sharps Commercial Limited Registered in England 4458908



- Regular advertising within the Thames Valley edition of the Commercial Property Register (CPR)
- Extensive electronic and hard copy mailshots to registered applicants, local / regional and London commercial agents, as well as select local businesses.

Whilst we have received enquiries from the above marketing campaigns, these have been from residential developers and D2 leisure occupiers. No other offers have been received.

448a Basingstoke Road is a very bespoke building, designed and constructed in the late 1980's when companies required high office content warehouse facilities. These are no longer in demand with companies seeking either traditional high bay warehouse space with up to a 10% office content, or separate facilities for the warehouse and office operations. Ultima Business Solutions are a clear example of this having decided to relocate to the purpose built, Grade A, office at Gainsborough House on Manor Park and store their goods in a separate warehouse building.

Furthermore, with the demand for large office space now focused on the town centre and specifically within a 5-minute walk of Reading train station, there is simply no demand for buildings such as 448a Basingstoke Road. This, coupled with the introduction of allowing offices to be converted to residential under Permitted Development (PD) has led to a shortage of smaller office space in Reading, which means small companies, start up's, charities, voluntary organisations, etc are having to consider alternative options.

There are over 60 onsite car parking spaces with public transport (buses) within walking distance.

For the above reasons we support the proposed change of use application.

Yours faithfully

ALEC I WHITE
Director

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