

Viable Placemaking
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FAO Mr David Brett
Reading Borough Council
Civic Offices
Bridge Street
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RG1 2LU

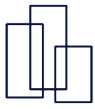
5 July 2023

**Re: Affordability Statement – Planning Application 230405 – 24 Eldon Road,
Reading, RG1 4DL**

Dear Mr David Brett,

I am writing to you regarding planning application reference 230405 which seeks permission for the *“conversion of existing house into three self-contained flats”* (‘the development’) at 24 Eldon Road, Reading, RG1 4DL (the site). We understand that the planning application is currently being considered by the Local Planning Authority (LPA), Reading Borough Council.

Viable Placemaking have been instructed by the applicant, Hanel Nathwani, to assist with the planning application. Following review of the economic implications of the development, including the prospective development costs and values, we have elected to submit this Affordability Statement to the LPA for consideration within the determination of the subject planning application.



Viable Placemaking are a town planning consultancy with a specialism in development economics and viability, and are committed to the provision of housing, including affordable housing, where it is viable and deliverable. Accordingly, we have been requested to submit this high-level Affordability Statement to further address the affordability implications of the development. It is noted this letter does not comprise a comprehensive Affordability Statement; however, it does address the key material consideration of affordability for the development.

Previous research¹ conducted by Viable Placemaking established the importance of housing delivery within the context of the wider housing crisis. Moreover, further research² established the importance of affordability within planning applications and the role supporting a housing supply which meets housing demand may play in overcoming the national affordability crisis.

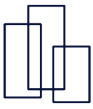
Within this research, the criterion for positively contributing towards affordability was ascertained to be providing “*more units which are more affordable to more of the population*”. Any planning application which positively contributes towards affordability should be given weight in favour of the development.

Based on a review of the proposed development, it is expected that the value of each of the three proposed flats shall be less than that of the existing dwellinghouse. Such could be intuited from a review of the Gross Internal Area³ (GIA) of the respective units. For residential development, the GIA of a property is directly linked to its value. As the GIA of each of the flats is, expectedly, lower than that of the existing dwelling to be converted, it is understood that the value shall also be lower.

¹ Briefing Note: The Housing Crisis in 2023 (available [here](#)).

² Briefing Note: Housing Affordability: Supply vs Demand (available [here](#)).

³ Where GIA has been ascertained in accordance with the RICS Code of Measuring Practice, 6th edition.



In accordance with the above, it is considered that the proposed development improves affordability, as it creates more units which are more affordable to more of the population, when compared with the existing dwelling. Accordingly, this benefit should be given due weight within the determination of the planning application.

I trust the above is clear, however if you have any queries regarding the above, please do not hesitate to contact me.

Yours faithfully,

Adam Place MRTPI

Director

Viable Placemaking

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