

01 INTRODUCTION

02 PLANNING POLICY CONTEXT

03 CONTEXT ASSESSMENT

04 SITE ASSESSMENT

05 DESIGN PRINCIPLES

06 CONSULTATION

07 DESIGN AND ACCESS

08 SUMMARY



02

PLANNING POLICY CONTEXT

All matters related to Planning Policy and the Planning History of the application site are addressed in the accompanying Planning Statement prepared by:

Pegasus Group,

10 Albemarle Street,

London,

W1S 4HH.

NATIONAL POLICY

The National Planning Policy Framework (NPPF) 2021 sets out the Government Planning Policies for England and indicates how they should be applied.

The NPPF forms the framework within which locally prepared plans for housing and other forms of development can be enacted.

The NPPF provides guidance in respect of the following:

Para. 2.7	Planning Policies should contribute to the achievement of sustainable development.
Para. 2.11	Plans and decisions should apply a presumption in favour of sustainable development.
Sections 5 & 8	These make reference to delivering a sufficient supply of new homes (5) whilst prompting healthy and safe communities (8)
Section 11	Emphasises the need to make good use of the land available.

NATIONAL DESIGN GUIDANCE

The National Design Guide Jan. 2021

This Guide illustrates how well-designed places that are beautiful, enduring and successful can be achieved in practice.

It sets out the ten characteristics that need to be considered as part of the design process.

CONTEXT

IDENTITY

BUILT FORM

MOVEMENT

NATURE

PUBLIC SPACES

USES

HOMES AND BUILDINGS

RESOURCES

LIFE-SPAN

Guidance has also been provided in the following publications:

- Building for Life
- Manual for Streets
- Better Places to Live (CABE)
- Beyond the six acre standard (Fields in Trust)

LOCAL POLICY

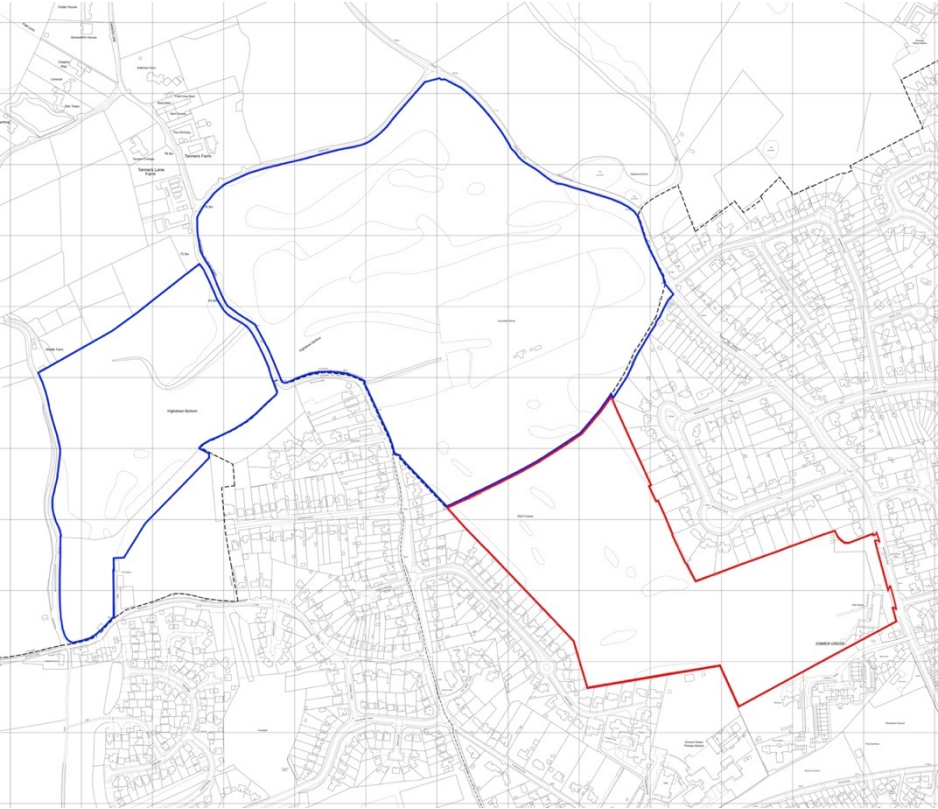
As can be seen from the Proposals Map extract below, Policy CA1b in the Reading Borough Local Plan - added 4th November 2019 - allocates the area shaded in grey as being suitable for the provision of 90-130 dwellings, Community Provision (Healthcare and a Replacement Club House).



Extract from Reading Borough Council Local Plan

The allocation via Policy CA1b of circa. 3.83 hectares of land establishes that the application site is suitable for redevelopment - at a density of between 24 d.p.h. - 35 d.p.h. (plus the community provision structures).

The Planning Statement prepared by Pegasus Group provides further information that explains why the former Reading Golf Club site is suitable for redevelopment.

01	INTRODUCTION
02	PLANNING POLICY CONTEXT
03	CONTEXT ASSESSMENT
04	SITE ASSESSMENT
05	DESIGN PRINCIPLES
06	CONSULTATION
07	DESIGN AND ACCESS
08	SUMMARY
	

03 CONTEXT ASSESSMENT

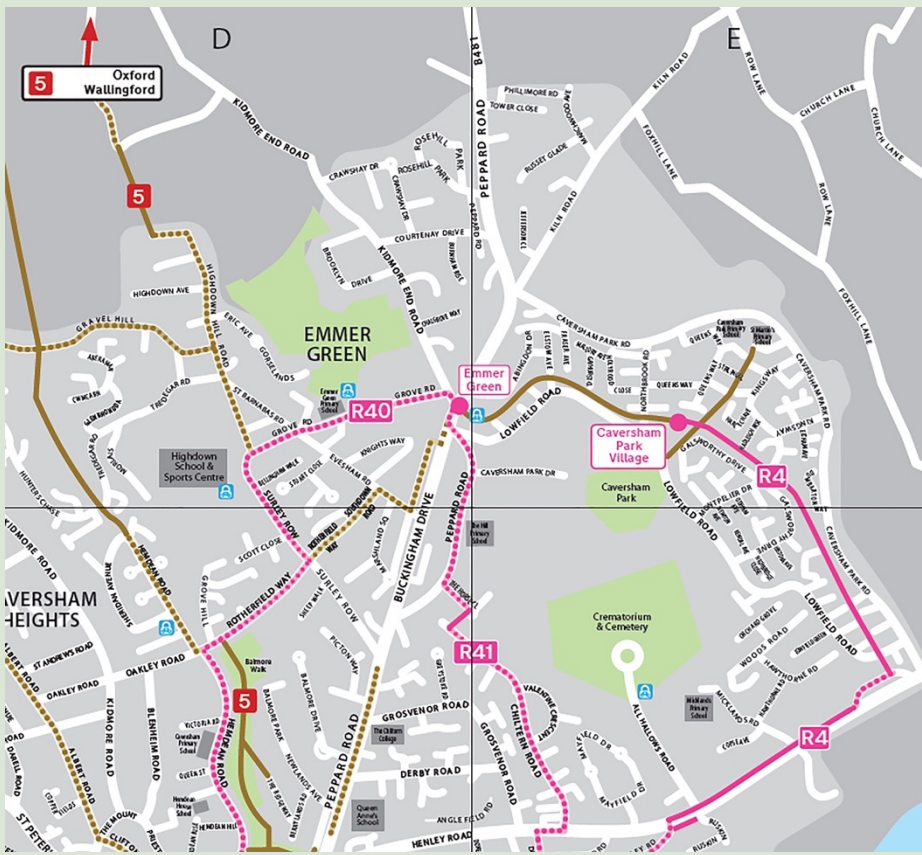
LAND USE

The site comprises part of the land that was formerly Reading Golf Club.

For the rationale and justification for the redevelopment of the site please refer to the Planning Statement prepared by Pegasus Group - that forms part of the application package.

As mentioned earlier, in terms of the existing land, the Golf Club Use is now redundant, and through the Local Plan Policy CA1b Reading Borough Council have identified the site as being suitable for redevelopment.

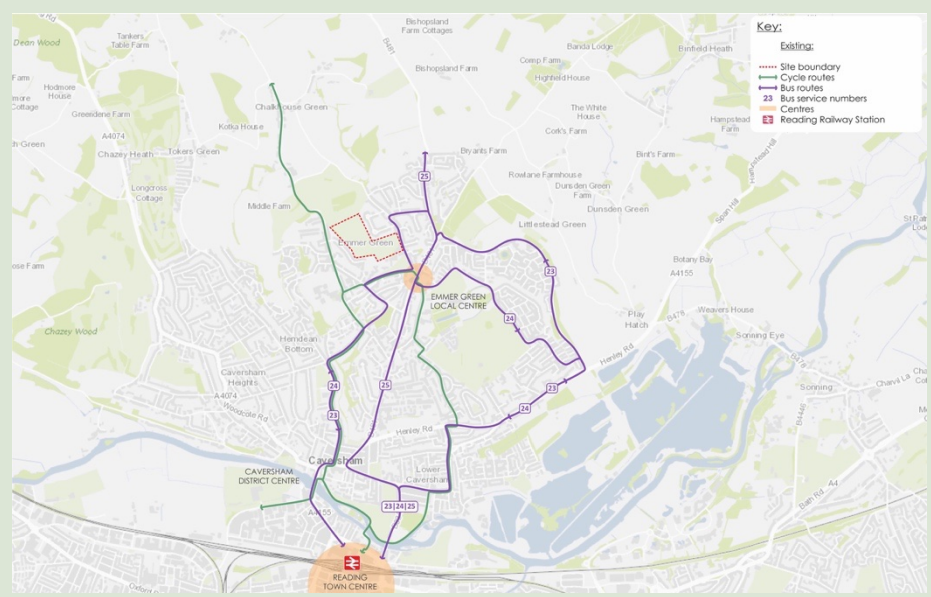
As can be seen from the image below, the application site is well connected to local amenities and facilities, and therefore wholly appropriate for residential use.



MOVEMENT AND CIRCULATION

The site links well to the surrounding road network via Kidmore End Road and also Peppard Road.

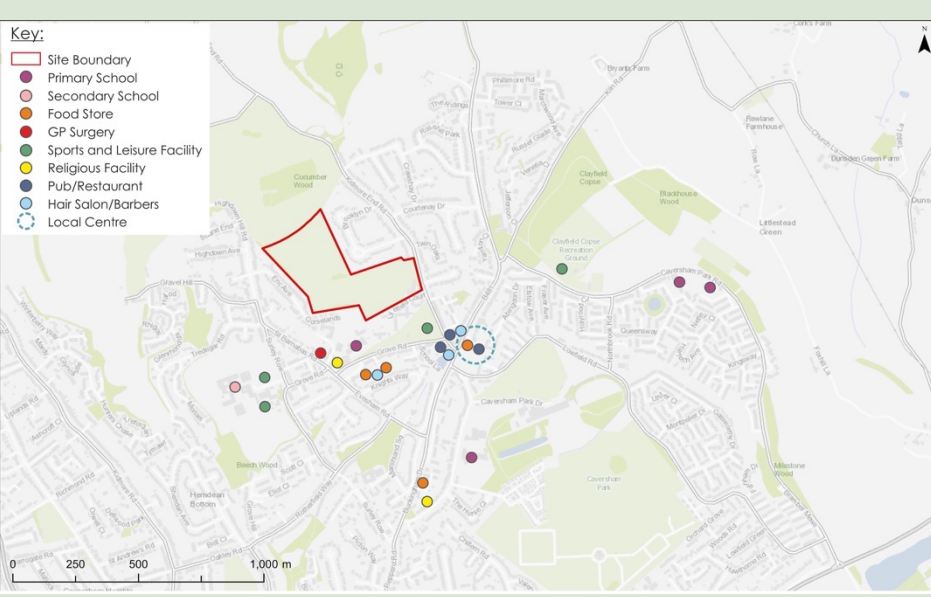
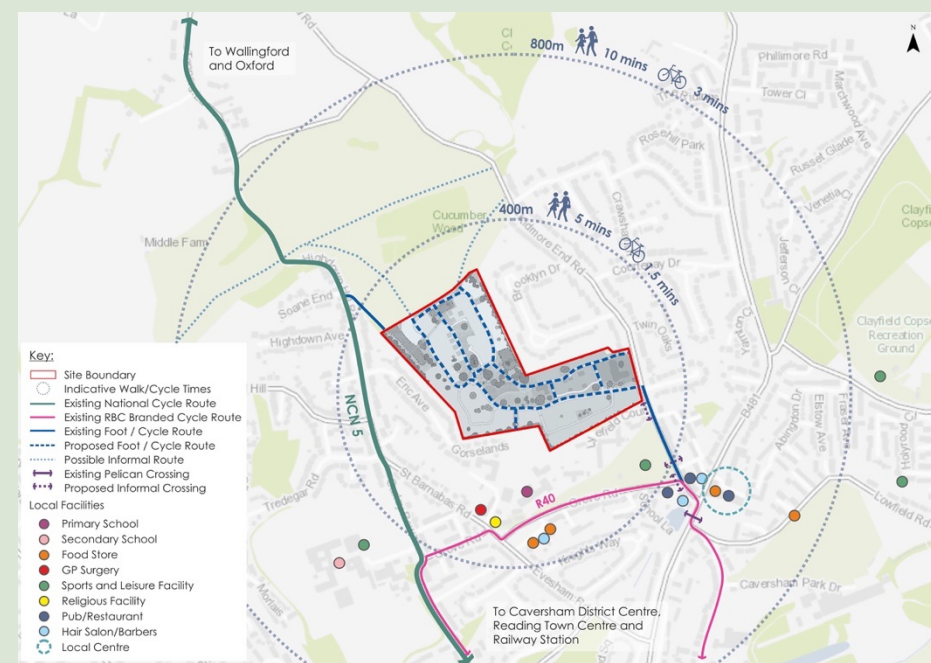
Kidmore End Road in particular allows for connections northwards towards Emmer Green, Gallowstree and Peppard Common areas. To the south, Kidmore End Road connects to Peppard Road which links in turn to Reading Town Centre and Caversham. Existing public transport facilities run close to the site. There are, as can be seen from the image below, various bus routes that link Emmer Green to local retail, educational, health and community facilities - as well as providing links to other transport modes.



MOVEMENT AND CIRCULATION CONTINUED.../

The movement network relies, not only on vehicular connections, but the site also benefits from excellent pedestrian connectivity to the wider area, despite no footpath running through the land under consideration.

The site is also well connected to local amenities through the existing cycle network shown below.



03

CONTEXT ASSESSMENT CONT.../

LANDSCAPE AND VISUAL ASSESSMENT

A Landscape and Visual Assessment of the site has been produced by Fabrik Landscape Architects - and it is submitted as part of this application.

It assesses the site from public vantage points, and considers in detail the potential effects of the proposed development on key landscape elements, and the surrounding areas - including neighbouring properties.

There are no on-site landscape designations for the site - either National or Regional. The Local Planning Authority has already allocated the eastern section of the site for residential development and identified the need for a green link to be provided through the site.

The site is not designated as a local green space and therefore is at the lower end of the value scale - especially considering its edge of settlement location.

ARBORICULTURAL ASSESSMENT

The site has a significant number of mature and semi-mature trees with the area of land being provided for redevelopment.

A thorough assessment of all the existing trees has been undertaken - the conclusions of which are in the Tree Report, that is included in the planning application documentation.

The information provided in these assessments has influenced the Constraints Plan and the subsequent Opportunities and Parameters Plan.

HERITAGE ASSESSMENT

An archaeological assessment of the site has been undertaken by ASE-Archaeology South-East and their Heritage Statement forms part of this submission.

Their assessment concludes that the site has only moderate potential for archaeological deposits of later prehistoric (Bronze Age - Iron Age and Roman) - British date, a moderate potential for deposits of early prehistoric date, and a low potential for deposits of medieval and post-medieval date.

A geophysical survey has not identified any significant archaeological anomalies, although the presence of more ephemeral archaeological deposits cannot be ruled out.

The Statement concludes that there is no significant impact on the fabric or settings of any designated heritage assets.

03 CONTEXT ASSESSMENT CONT.../

CHARACTER AND DENSITIES

As part of the assessment of the area in which the redevelopment will sit, we have looked in detail at the neighbouring densities and development patterning.

As can be seen from the images below that show local patterning and grain, the area around the application site has typically an edge of settlement form. It is this patterning that will inform the proposed Masterplan Layout.



Pattern of development of Eric Avenue



Pattern of Brooklyn Drive area - road looped around to connect to Kidmore End Road in two locations

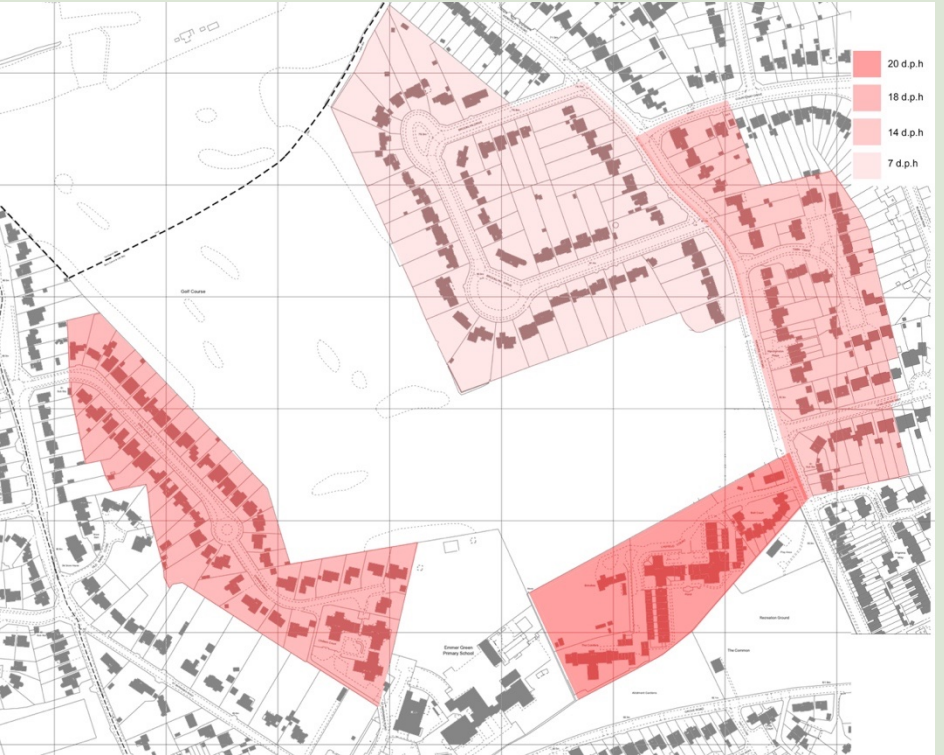


Pattern of existing development on the eastern site on Kidmore End Road.

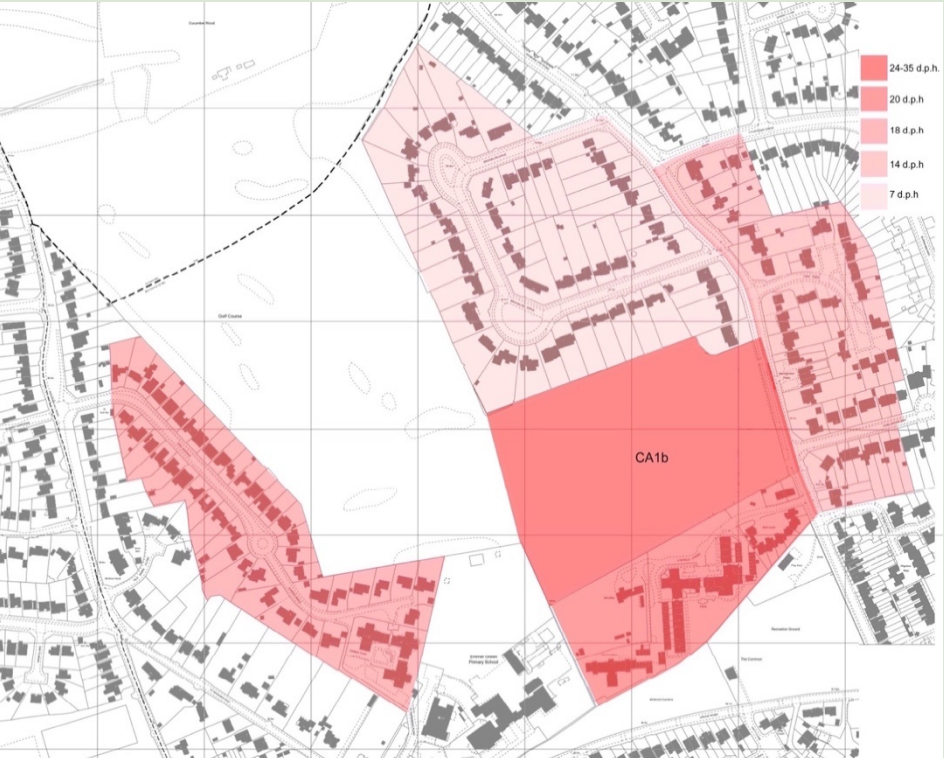
Principally frontage orientation of units, with occasional cul-de-sacs

CHARACTER AND DENSITIES CONT..../

The images below show some of the densities prevailing on areas of existing development that immediately about the application site - namely Eric Avenue, Brooklyn Drive, Lyefield Court and housing to the east of Kidmore End Road.



Surrounding densities



Surrounding densities with CA1b shown

CHARACTER AND DENSITIES CONT..../

The montage of photographs show the variety of housing styles and unit types in the immediate vicinity of the site.

