

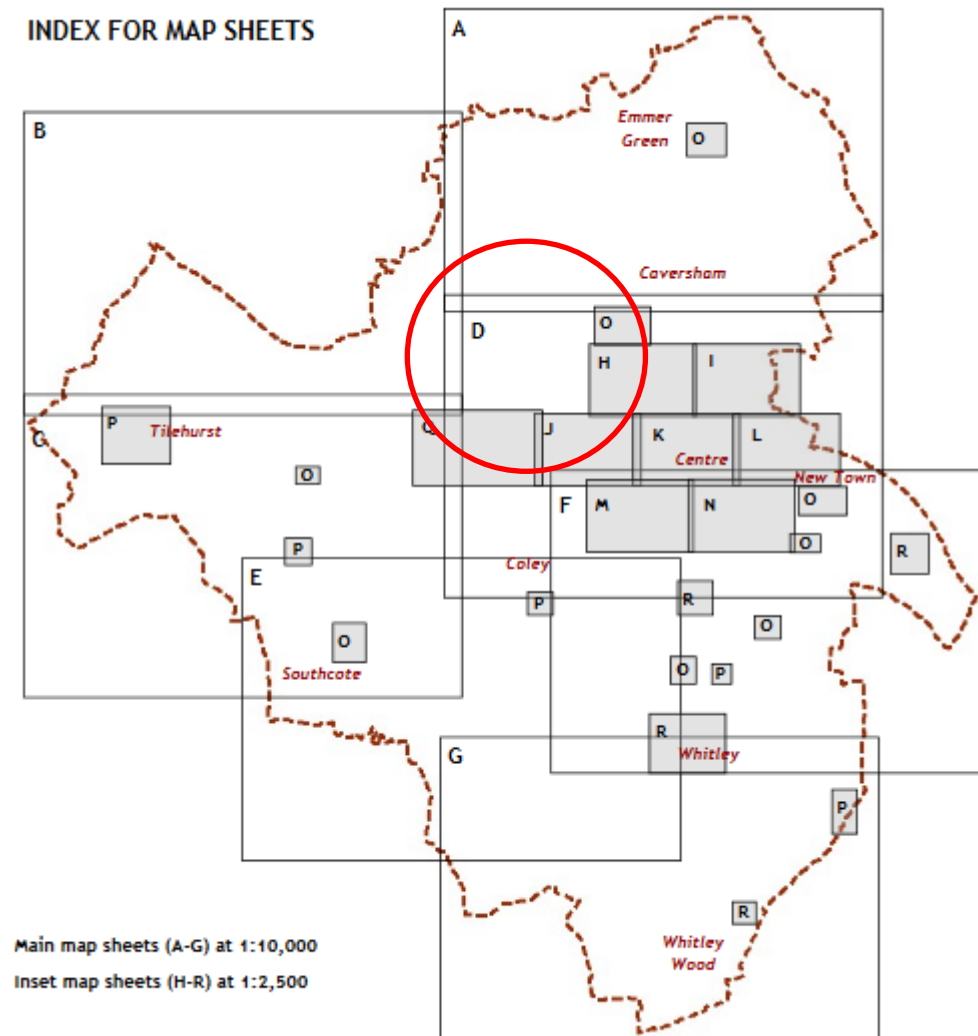
Planning Statement

Caversham Bridge Garden Centre
Land adjacent 10/12 Richfield Avenue
RG1 8EQ

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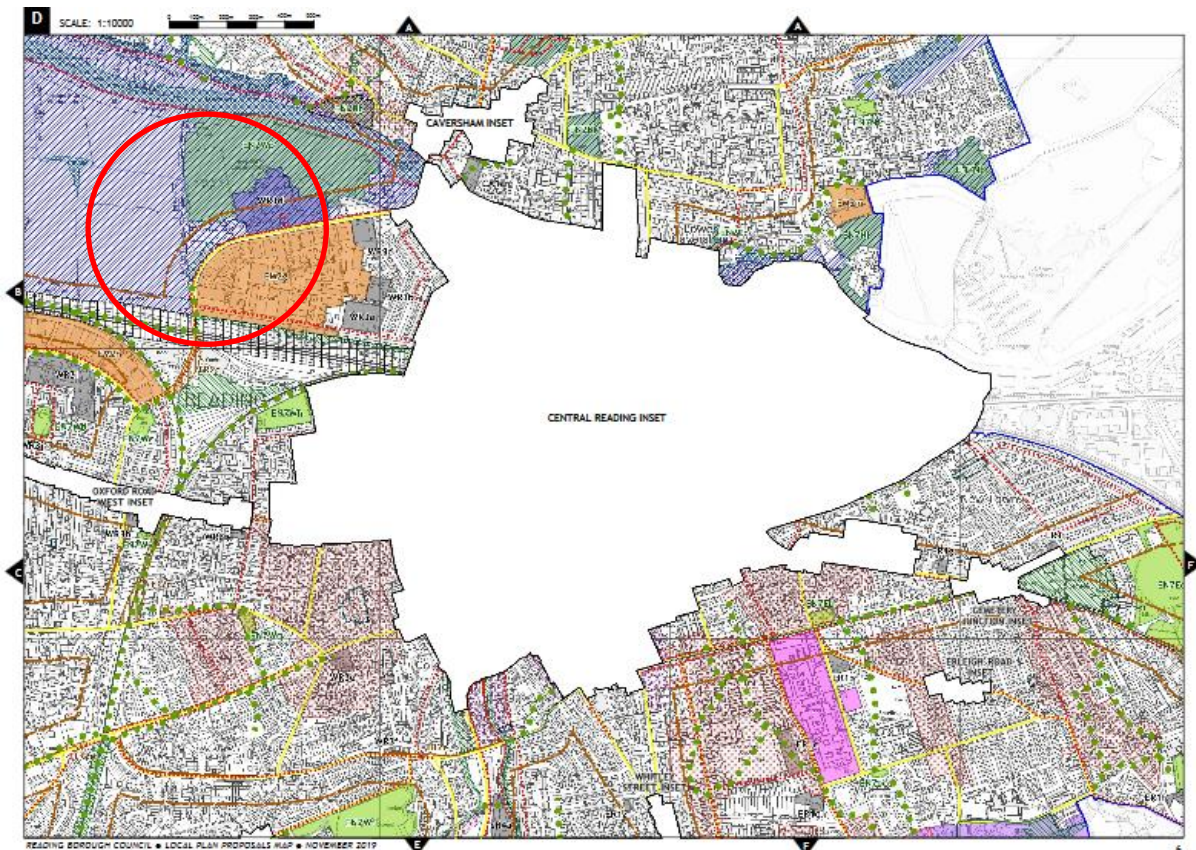
1. Local Plan



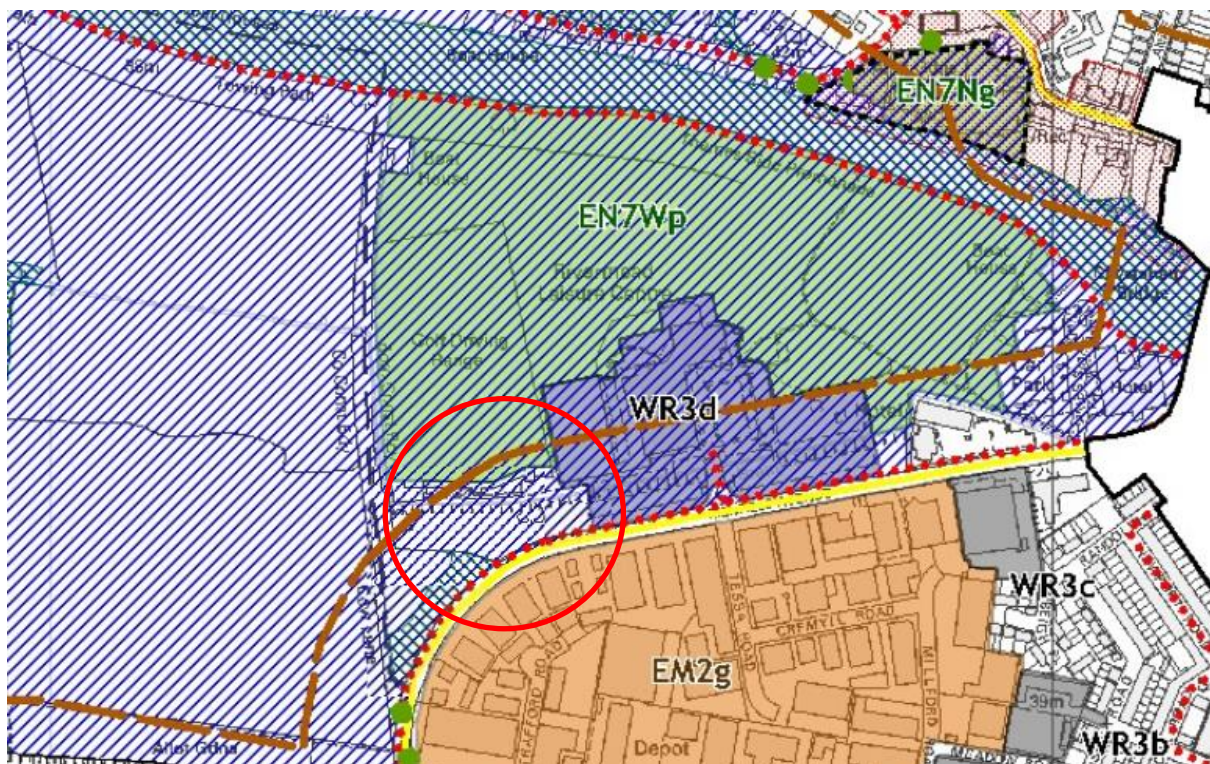
Planning Statement

Caversham Bridge Garden Centre Land adjacent 10/12 Richfield Avenue RG1 8EQ

05/12/19



Adoption Proposals Area D



Local Plan Proposals Map Extract

PROPOSALS MAP KEY

	Reading Borough boundary		Boundary of identified centre ² (policy RL1) (also shows boundaries of inset maps)
	Conservation area ³ (see policies EN1, EN3)		Key frontage in district and local centres (policy RL3)
	Boundary of Article 4 Direction ⁴ (see policies EN1, H7)		Major Hazard Sites ⁵ (see policy OU2)
	Scheduled Ancient Monument ⁶ (see policy EN1)		Primary Shopping Area (policy CR1)
	Historic Park or Garden ⁷ (see policy EN1)		Office Core (policy CR1)
	Area of archaeological potential (policy EN2)		Central Core (policy CR1)
	Local Green Space and Public Open Space (policy EN7)		Designated primary frontage in Central Reading (existing) (policy CR7)
	Area of identified biodiversity interest ⁸ (see policy EN12)		Designated primary frontage in Central Reading (proposed) (policy CR7)
	Existing or proposed Green Link (policy EN12)		Terraced housing in Central Reading (policy CR9)
	Major Landscape Feature (policy EN13)		Tall buildings cluster (policy CR10)
	Boundary of Area of Outstanding Natural Beauty ⁹ (see policy EN13)		Major Opportunity Area boundary (policies CR11-13 and SR1-3)
	Ancient Woodland ¹⁰ (see policy EN14)		Site identified for development or change (policies CR11-14, SR1-4, WR1-3, CA1, ER1)
	Air Quality Management Area ¹¹ (see policy EN15)		Abbey Quarter (policy CR15)
	Core Employment Area (policy EM2)		North of Friar Street and East of Station Road (policy CR16)
	Major Transport Project ¹² (policy TR2)		Leisure and recreation use of the Kennetside areas (policy SR5)
	Area safeguarded for Crossrail ¹³ (see policy TR2)		Caversham Park (policy CA2)
	M4 Smart Motorway project ¹⁴ (see policy TR2)		Whiteknights Campus, University of Reading (policy ER2)
	Classified Highway Network ¹⁵ (see policy TR3)		Royal Berkshire Hospital (policy ER3)
	Cycle Routes ¹⁶ (see policy TR4)		
	Existing or proposed Green Link (policy EN12)		
	Major Landscape Feature (policy EN13)		
	Boundary of Area of Outstanding Natural Beauty ⁹ (see policy EN13)		
			

2. Adoption Proposal

Major Landscape Features and Areas of Outstanding Natural Beauty

EN13: MAJOR LANDSCAPE FEATURES AND AREAS OF OUTSTANDING NATURAL BEAUTY

Planning permission will not be granted for any development that would detract from the character or appearance of a Major Landscape Feature.

The following areas, as shown on the Proposals Map, are defined as Major Landscape Features:

- The Thames Valley;

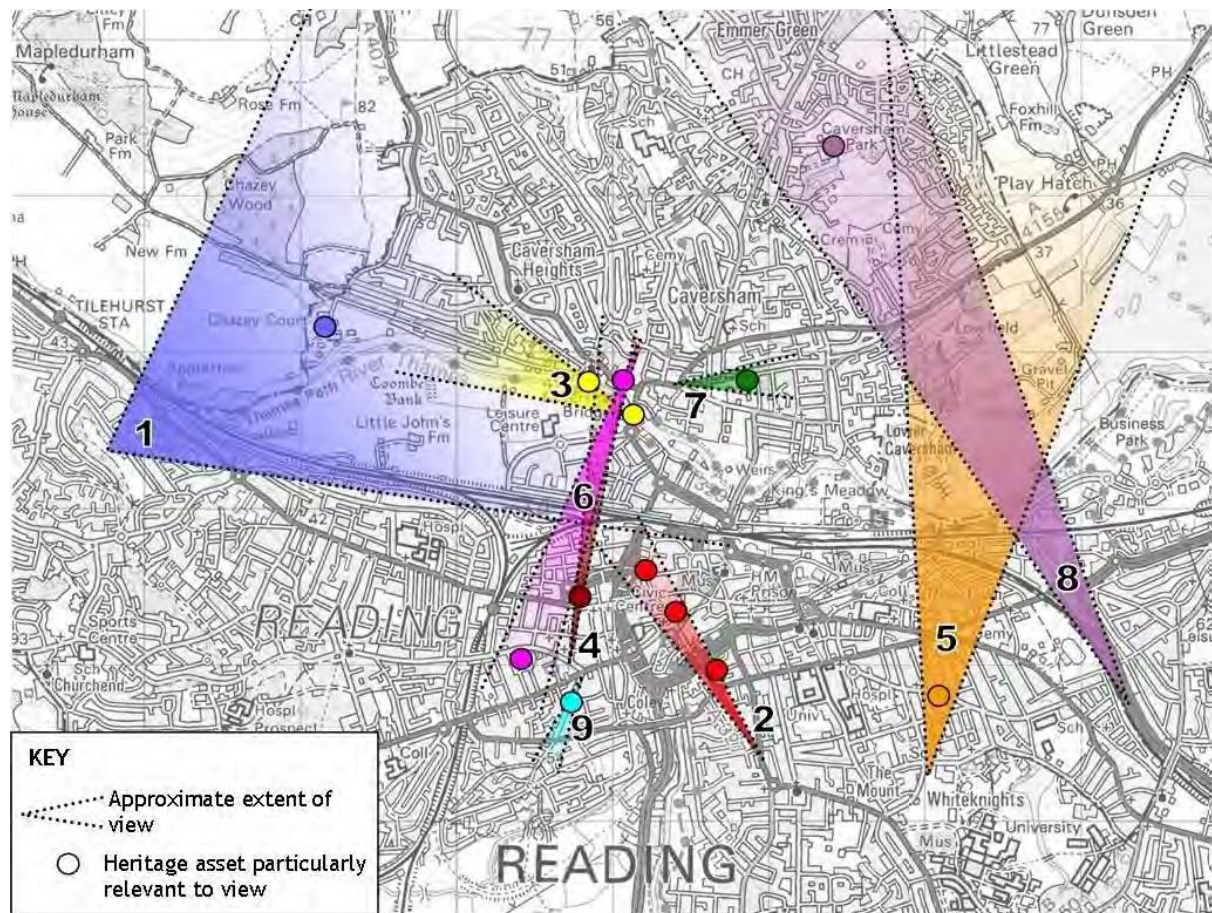
- The Kennet and Holy Brook Meadows;
- The West Reading wooded ridgeline;
- The East Reading wooded ridgeline; and
- The North Reading dry valleys and Chilterns Escarpment.

Development which affects the setting of an Area of Outstanding Natural Beauty (AONB) will be accompanied by a Landscape and Visual Impact Assessment that demonstrates that there is no detrimental impact on the North Wessex Downs or Chilterns AONBs in terms of scale, design, layout or location. None of Reading Borough falls within an AONB, but where the urban area meets the Chilterns AONB is shown on the Proposals Map.

4.2.65 Reading is primarily an urban area, but it benefits from a number of natural features that have remained largely undeveloped. The urban context means that the preservation of these features as a backdrop is of particular importance. New development should seek to maintain and enhance the natural beauty and visual amenity of the identified major landscape features. The extent to which new development prevents or minimises the visual impact on major landscape features and other landscape values is largely dependent on the location, design and scale of proposals. Landscape and Visual Impact Assessment (LVIA) can provide a useful methodology for assessing landscape impact where the setting of an AONB would be affected. It should be noted that this policy does not rule out development in or close to these areas, but seeks to ensure that development only takes place where it can preserve or enhance the character or appearance of the feature.

4.2.66 Whilst no part of Reading Borough falls within an Area of Outstanding Natural Beauty (AONB), there are two AONBs in close proximity. The Chilterns AONB runs along part of the boundary between Reading and South Oxfordshire, but does not cross it. It is vital that the rural-urban fringe at this point is managed to ensure that development does not jeopardise the characteristics of the AONB. The North Wessex Downs AONB is, at its closest point, 200m west of the Borough boundary at Tilehurst. Therefore there are fewer visual linkages, but development in this area must nevertheless take into account any impact on this AONB.

3. Significant View with Heritage interest



4. Planning policy and justification

The main planning considerations to arise from this application are:

- Principle of development;
- Design and appearance;
- Amenity impact;
- Quality of layout;
- Transport;
- Trees;
- Sustainability;
- Flooding; and
- CIL.

Principle of development

Retail use is well established at the site and in the immediate surrounding area. Retail use would be retained as part of this proposal. Redevelopment of the site for retail use is not contrary to any Council policy in principle.

5. Conclusion

In summary, the proposal respects the site's important location within an area of open space with cherished views that need to be preserved. The building will comply with all planning policies.