

GPV

GREEN PARK VILLAGE



A NEW, SUSTAINABLE COMMUNITY WITH
A THRIVING HEART JANUARY 2018
DESIGN & ACCESS STATEMENT ADDENDUM



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Introduction

Introduction

This Design and Access Statement has been prepared on behalf of St Edward Homes and Prudential Assurance Company Limited (the applicant) in support of an application for planning permission for Green Park Village, a sustainable living and working community exceptionally well served by public transport and with a wide range of services and recreation opportunities either on the site or nearby. The planning application is submitted in full with no matters reserved for the first phase of Green Park Village, and is in outline with all matters reserved except for details of the main access proposals for remaining phases.

This application follows grant of Planning Permission by Reading Borough Council for Green Park Village in April 2009 (ref. no. 07/01275/OUT). That permission approved a scheme which would deliver a major new residential led mixed use development, adjacent to the Green Park business park.

The Approved Scheme represented a culmination of several years of master planning and environmental assessment as well as consultation with Reading Borough Council and many other stakeholders and the public. It responded to the support for the proposals within Reading Borough Council's submission draft Core Strategy, and as a result of the Department for Communities and Local Government identification of Reading as New Growth Point, including Green Park Village and Green Park Station / public transport interchange.

The applicant is now returning with a revised scheme that builds on the previous proposals and delivers a more appropriate and viable development whilst retaining the same unit numbers. The revised scheme maintains the principles and aims of Green Park Village; however, it will deliver a development which responds to

current market requirements and achieves betterment in relation to a number of town planning considerations.

The revised proposals are compared to the approved scheme, as set out below:

	Consented Scheme	Proposed Scheme
Residential Units	737	839
Number of Houses	391	380
Number of Apartments	266	330
Commercial Floor Space	16,000 sqm	16,000 sqm
Retail Floor Space	683 sqm	683 sqm
Extra Care Units	80	129
Community Facilities	1,850 sqm	1,850 sqm
Primary School	1,360 sqm	1,360 sqm

The proposed scheme will provide a number of benefits in line with those previously provided by the Approved Scheme. The scheme will:

- Meet transport policy objectives which seek to improve accessibility, sustainability and reduce the need to travel in general, particularly by car;
- Enable the delivery of key public transport infrastructure to support Green Park, which is an objective of the Local Transport Plan and a key aspect of Reading's successful Growth Point submission;
- Assist in meeting regional housing targets for new housing, emphasised by Reading securing Growth Point Status in 2006;





- Provide a wide range of new homes and meet identified local need for CCRC Extra Care facilities;
- Provide new housing to support economic growth in Reading;
- Establish a community that is an exemplar of modern living satisfying Reading Borough Council's aspirations in terms of sustainability and the Government's long term plan for delivering sustainable communities;
- Provide a mix of uses that will be mutually supportive, minimise the need to travel and encourage linked trips ensuring a vibrant community; and,
- Develop a sustainable, healthy community through provision of sports facilities, open space, lakeside amenity, pedestrian and cycle routes, children's play facilities and a high quality landscaped setting to the proposals.

However, there are notable benefits arising from the revised master plan, as follows:

- An increase in the mix of house types, with a wider range of family accommodation;
- All houses will meet "Lifetimes Homes" standards.
- The development will attain a minimum Building for Life Silver Standard.
- An increase in less-dense semi-detached units.
- Majority of bike and bins stored at the rear of properties, improving streetscape
- An increase in average garden length across the site.
- Existing lake edge ecology is retained and enhanced.
- An increase in the quantity of undisturbed lake edge.
- An increase in the quantity of undisturbed lake amenity.
- An increase in the total quantity of open space by approximately 1.7 acres.
- More appropriate mix of accommodation.

Two principal changes to the approved scheme have facilitated the benefits outlined above. Firstly, the employment floor space has been relocated from Longwater Avenue to the west of the lake to a position adjacent to the new transport interchange. This creates a 'commercial gravitas' which helps create a station quarter of retail and commercial elements. Whilst the same quantity of commercial floor space as the approved scheme is retained, namely 16,000 sq. m, this is achieved at a higher density with less land take. This enables the amount of land for residential provision to increase and allows an increase in larger family units with an increase in average garden length across the site. More generous space planning also enables the master plan to achieve bicycle and refuse storage to the rear of properties which will create benefits in terms of improved street scene.

Secondly, the existing lake is largely retained in its current configuration. This secures a more deliverable scheme with enhanced value in terms of ecology and amenity for residents and the general public. The lake will be filled to a uniform depth of 2m, allowing ecologically rich margins to be formed.

Design and Access Statement

This Design and Access Statement is to be read in conjunction with the application drawings, the Environmental Statement and the Sustainability Strategy submitted with this application. The Design and Access Statement is written to satisfy the formal requirements of Article 6 of the Town and Country Planning (General Development Procedure) (Amendment) (England) Order 2006 which inserts a new Article (4c) to the General Development Procedure Order 1995, which became effective from 10 August 2006. It also follows guidance set out in Circular 01/06 'Guidance on Changes to the Development Control System' on guidance provided by the CABE document 'Design and Access Statements', how to write, read and use them'.

The remainder of this document explains the design rationale behind application proposals. It provides an analysis of the physical, social and economic context for the proposals and explains the stakeholder involvement and design evolution of the Green Park Village master plan and detailed phase 1 proposals. It goes on to explain the development principles that have been adopted in relation to the outline part of the application and the detailed design approach to the phase 1 full application as well as the access principles and proposals.

St Edward Homes

Green Park Village will be developed by St Edward Homes. This joint venture between PRUPIM, the property arm of Prudential, and The Berkeley Group was formed in 2006 to develop major residential and mixed-use development schemes across the UK.

PRUPIM is one of the leading real estate investment managers in the UK, currently managing over £19 billion of commercial projects in the UK, including the highly successful Green Park business park. It is part of M&G, the investment arm of Prudential plc in the UK and Europe. Berkeley is a mixed-use urban regenerator operating at the forefront of the land development industry. With a highly skilled management team, Berkeley combines the vision and commitment necessary to drive the renaissance of neglected parts of town and cities, creating communities which people choose as a destination for work, pleasure and for making their home.

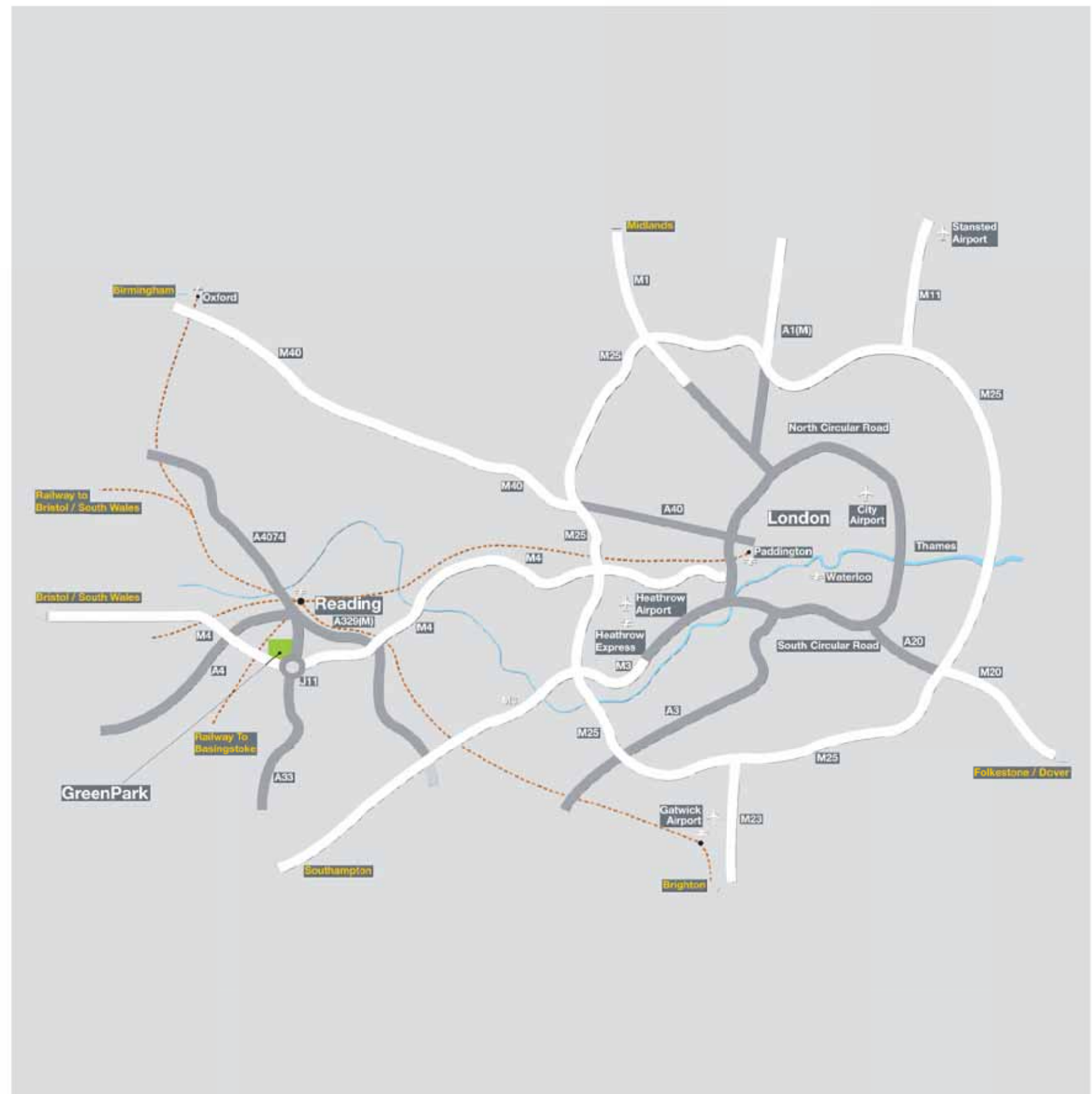
PRUPIM and Berkeley share many of the same values of integrity, service, excellence and an ability to combine a focused and profitable business with a concern for creating a sustainable legacy.

Site location

Site Location: National

Location of Green Park:

Just off Junction 11 of the M4, Green Park's 180 acres are set in the heart of the leafy Thames Valley – around two miles from the centre of Reading, 25 minutes by train from London and around 30 minutes drive along the motorway from Heathrow.





Site Location: Regional

Green Park is well served by a newly developed road network and bus routes that link it conveniently with key local, national and international destinations.

The main artery is the new dual carriageway A33 relief road that provides direct access both to the M4 motorway and Reading town centre. From the motorway you can travel east to Heathrow and central London, or west to Bristol and Wales.

A high frequency bus service runs from Green Park to Reading town centre where main line rail services to Paddington, St Pancras and onward to Paris and Brussels are available. Local area access for cyclists and walkers is catered for through a comprehensive network of footpaths and cycle ways that criss-cross Green Park.

In July 2006, the Department for Transport confirmed its final approval for Reading Green Park Station. Green Park Station was granted planning permission in December 2007, although there have been subsequent applications to vary conditions, the most recent of which, was granted in November 2009. The construction of the station, on the Reading-Basingstoke line, is to commence in 2011. The trains will initially run to Reading Central Station but will eventually continue directly on to London Paddington.

Site Location: Local

Where is Green Park Village?

This visionary mixed-use scheme will be located on 24 hectares of land to the north west of the existing Green Park business park. A significant proportion of the site has been previously subject to commercial development, mineral extraction or waste transfer activities and has therefore been considerably altered.

The northern boundary incorporates an established line of willows that screens the land fill site to the north. The landfill site has, however, been capped and fully restored to grassland. The Basingstoke to Reading railway line forms the western boundary. Kirtons Farm Road and Smallmead Road form the southern boundary up to the point where Smallmead Road connects to Longwater Avenue. There is a planning consent in place for commercial development at 500-600 Longwater Avenue, located to the south of Smallmead Road. The south eastern boundary is defined by Longwater Avenue with the existing commercial business park on the Southern side of the road.

Highway access is from Longwater Avenue, which provides access to the A33 Relief road. The high frequency bus route, with existing services every 7-8 minutes to the Madejski Stadium and the town centre, runs along Longwater Avenue. In addition, there are planned new services providing orbital routes to locations throughout south and east Reading, including Winnersh, the University and Hospitals. (Note - the planned new services are not yet in operation).

Site Key



The site



A33 Reading relief Road



Longwater Avenue and Brook Drive



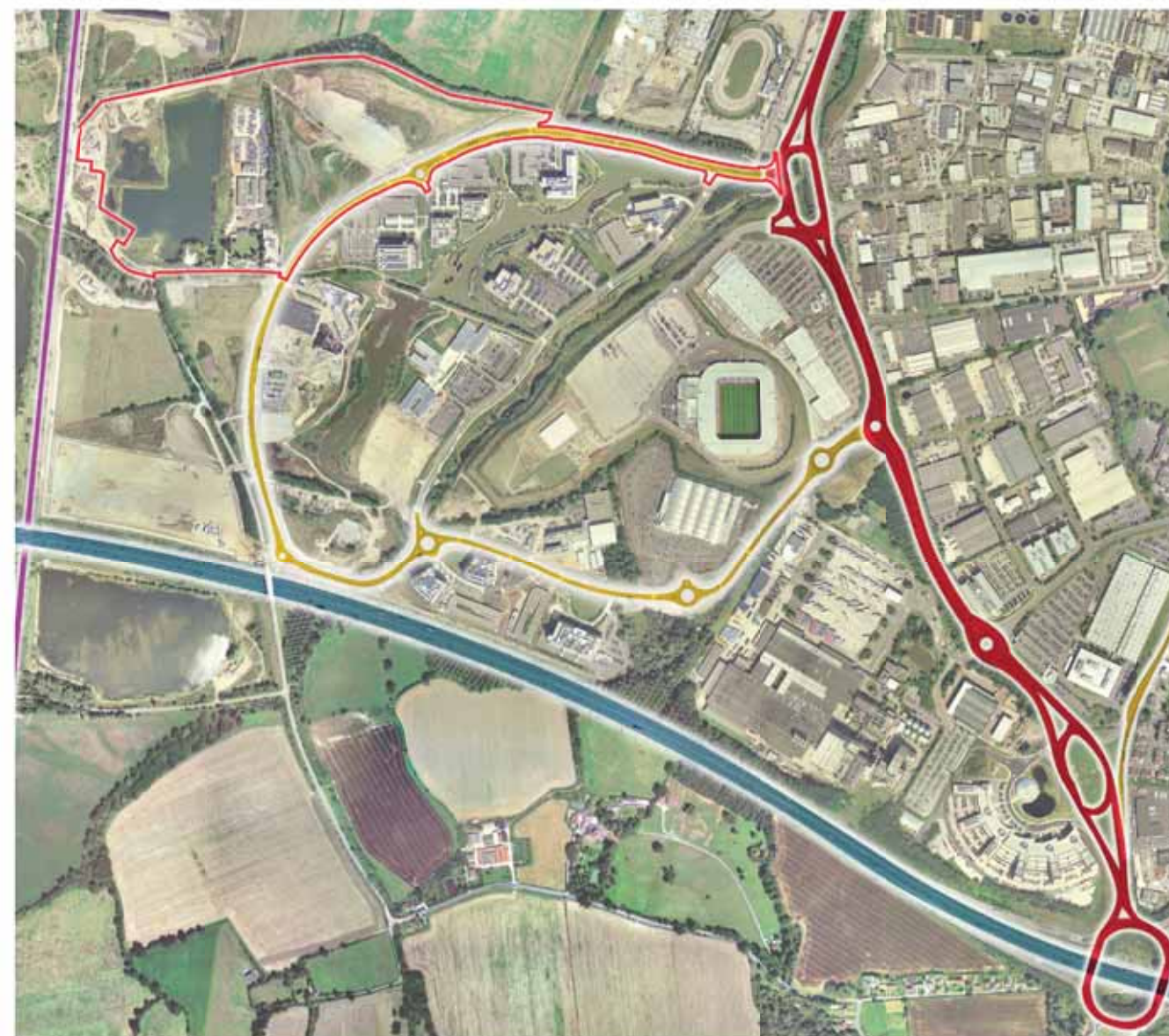
M4 motorway

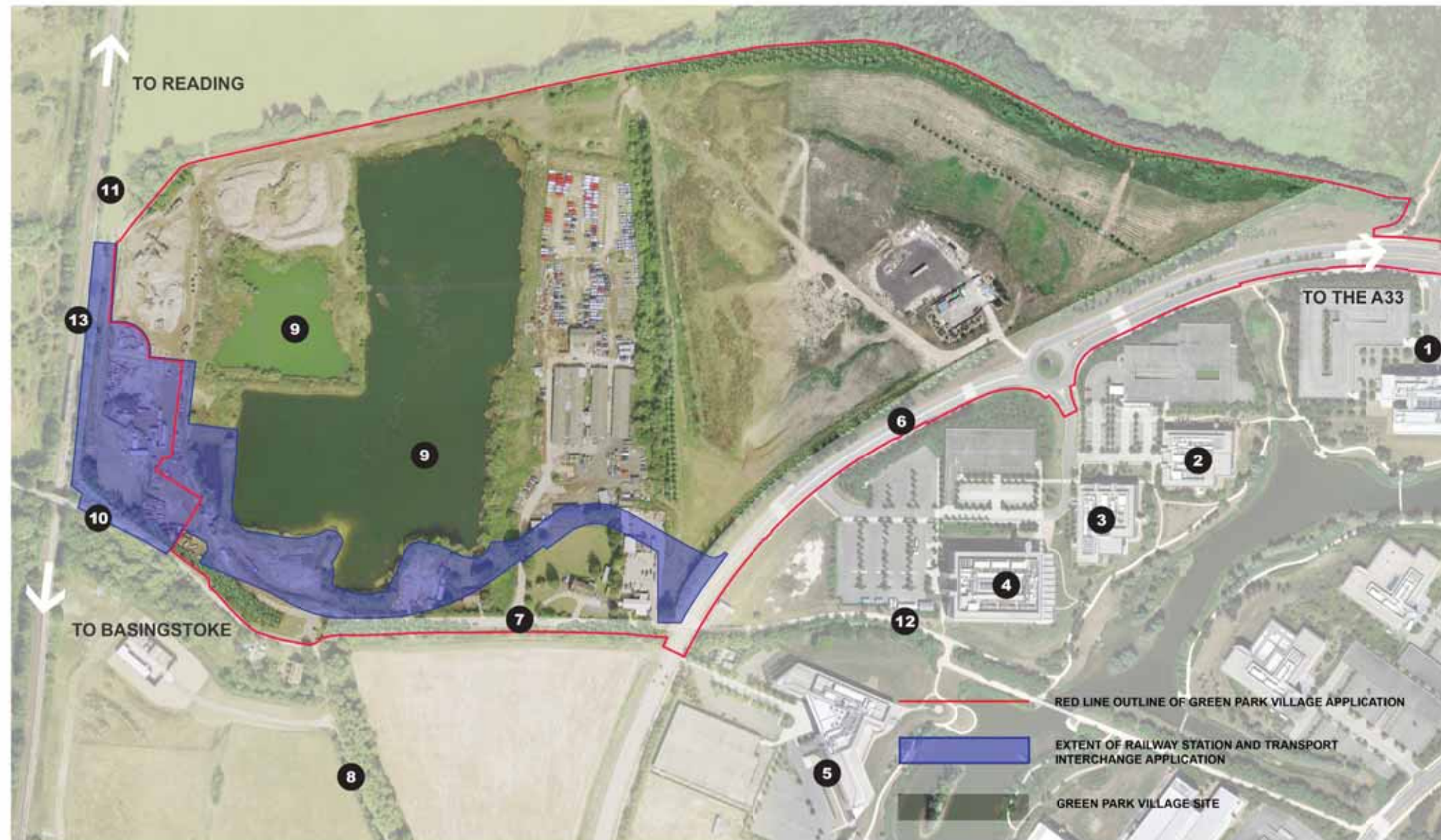


Basingstoke to Reading railway



Basingstoke Road





Site Location: Site Specific

The area within the red line, as shown on the diagram to the right, is described as follows: 17 percent of the site area is a Lake. The existing perimeter of the lake will remain largely in its current state. This lake will form the focal point for several waterside amenity areas and will form the heart of Green Park Village. The lake also forms part of the flood management system that connects to Green Park. A further 2 percent of the site is currently used for light industrial and vehicle storage and is effectively brown field. These uses, including any contamination arising from them, will be removed to make way for Green Park Station and the Village.

The remainder of the site is currently used for top soil storage. There is a consented master plan for a mixed use development on this site, which would raise the land out of the flood plain.

Key

1. 100 Longwater Avenue. Prudential Marketing Suite
2. 200 Longwater Avenue
3. 250 Longwater Avenue
4. 300 Longwater Avenue
5. 350 Longwater Avenue
6. Longwater Avenue
7. Smallmead Road
8. Kybes Lane
9. Existing Lakes
10. Kirtons Farm Road
11. Public Footpath
12. Willow walk
13. Railway Line

Green Park: Area characteristics

The Green Park Master plan provides a magnificently landscaped site that sets the finest in modern architecture within a sympathetically conserved natural setting.

At the heart of Green Park lies the delightful Longwater Lake, which provides tranquil views from the striking buildings which face it and the footpaths which run alongside its banks.

Imaginative landscaping has been created with specific tree, shrub and aquatic planting designed to be in keeping with the core Green Park vision – to develop an environment for a better way for working and living.

A network of pathways is designed to lead pedestrians through the central parkland and bring you close to the lakeside. Seating is provided at points around the lake where the views are particularly good. These also provide places of relaxation.

The Green Park site was once an area of low-lying, poor quality agricultural land, lying in the flood plain of the River Kennet. In its development, Prudential has created a wide range of natural habitats

which support a diverse variety of birds, animals and wildlife.

The focal point of the Green Park landscape is Longwater Lake. This was originally a man-made channel built to act as flood alleviation but which, through connection to the River Kennet by existing water courses, has become a living lake and has thus rapidly been colonised by fish. It snakes through the park to a length of 1.25km and an average width of 80m with approximately 30% of it planted with some form of aquatic plants including reeds, iris and native water lilies.

As part of the landscaping programme, more than 2,500 mature trees have been planted to add to the existing 500. Among the main species are Crack Willow, Ash, Alder, Grey Poplar and Field Maple.

The development of Green Park has not only helped to preserve existing wildlife but also to encourage new species to move to the site. Longwater Lake is the main attraction and with the arrival of fish, including carp and small pike, herons have become regular visitors, along with sparrow hawks, peregrine falcons and kingfishers. The first ever sighting of an egret in the Reading area has been recorded at Green Park.



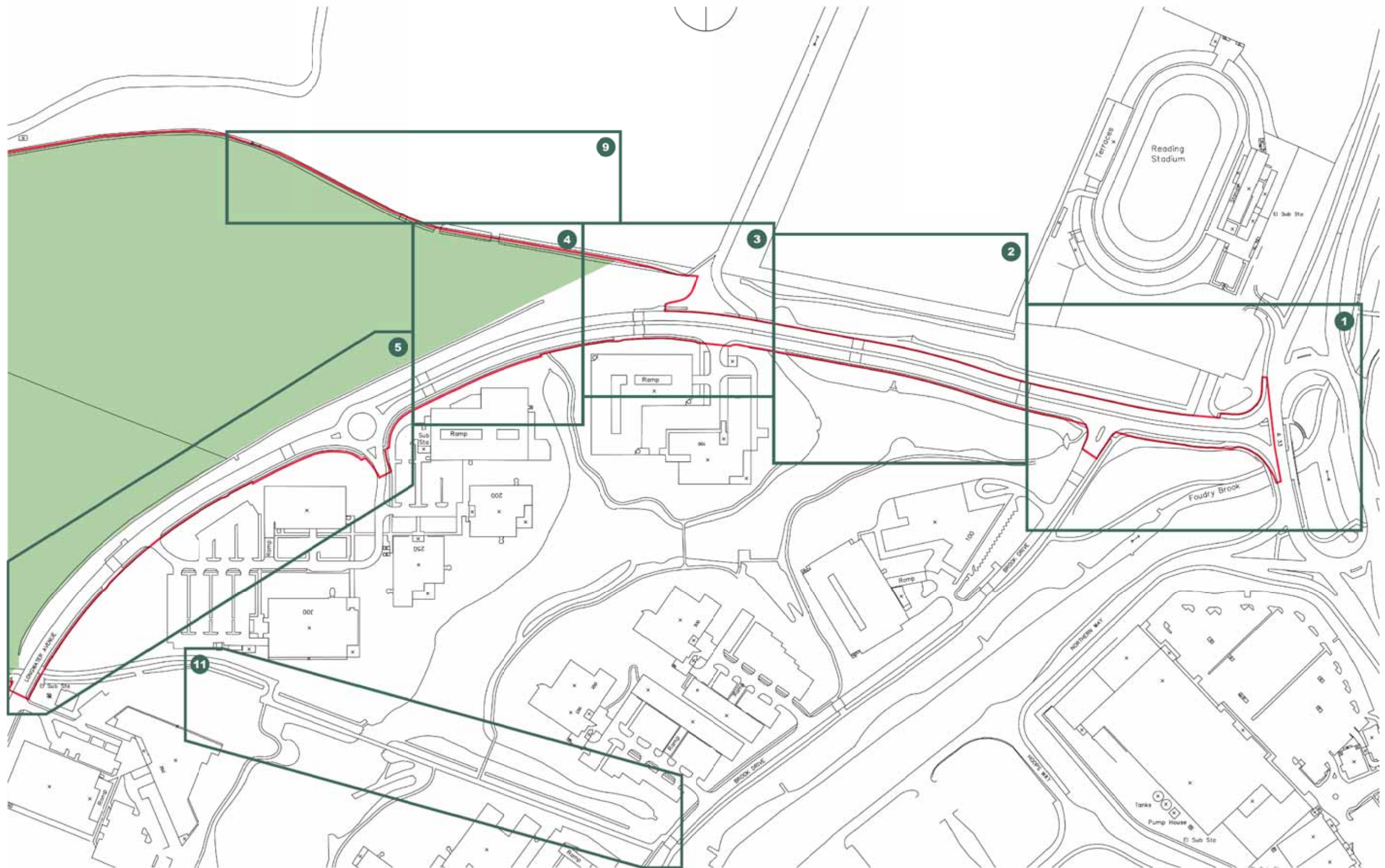


Key to site context – photographic

The following pages are the photographic record of the existing site and the surrounding area.

The photographs are presented as a series of groups starting from the entrance to Green Park at the junction of the A33 and finishing at the north western corner of the site. The extent and location of each group of photographs can be seen on the adjacent plan. Every image is individually referenced to provide the shot location and direction of view.

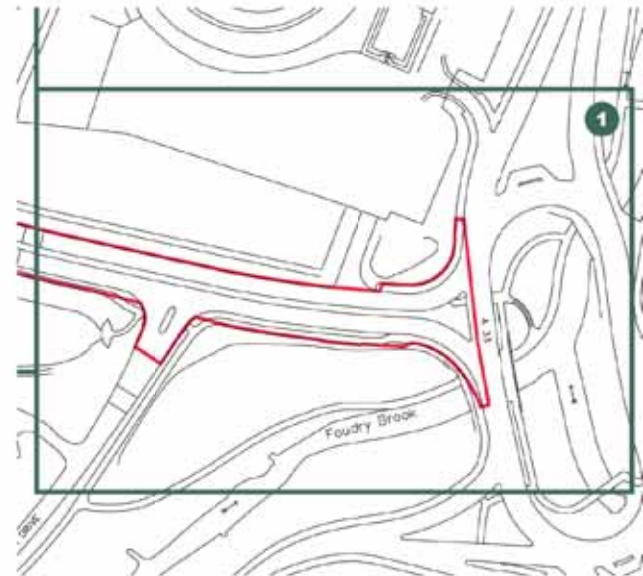


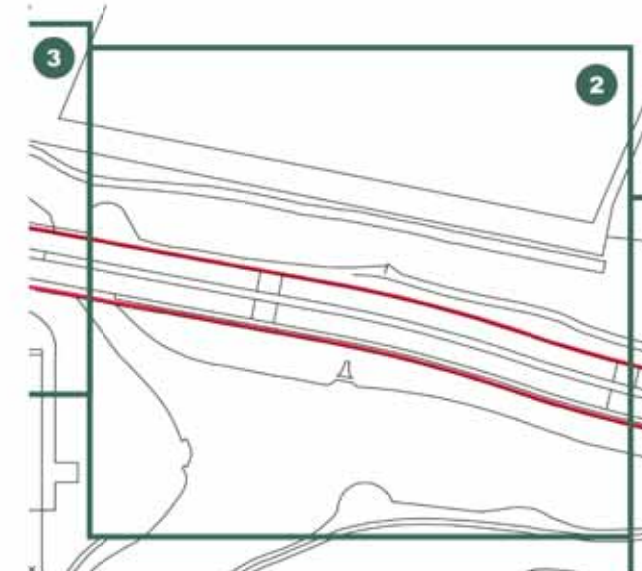


Site context – photographic area 1

Entrance to Green Park

This selection of photographs illustrates the main vehicular access into Green Park from the A33 Reading Relief Road. The Green Park Skylon signifies the beginning of the entrance to the commercial area with glimpses of the Longwater Lake opening up through the landscape.





Site context – photographic area 2

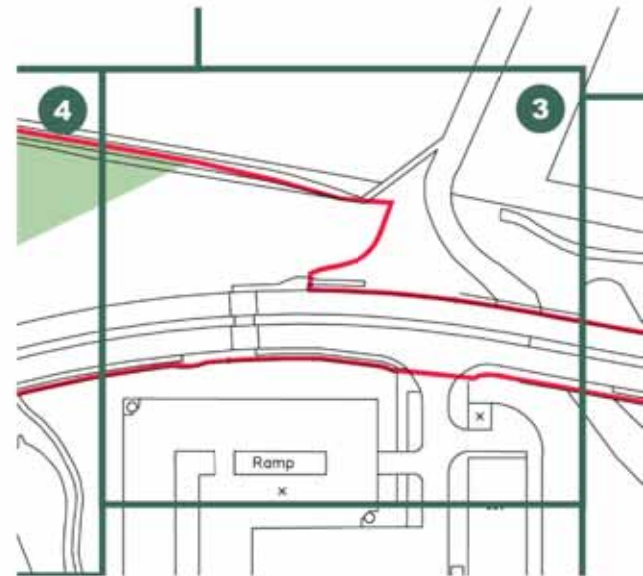
Longwater Avenue

These images show the design led external environment which is created from using the best quality materials and planting, which create a very pleasant route into the heart of Green Park. There is a clear view of the wind turbine from across the lake. This highlights the commitment to sustainable development and is visible from many locations around the site. Vistas open up to the contemporary architecture of the commercial buildings and provide strong frontages to their immediate setting. The external treatment of the existing buildings is a combination of glass and various grey cladding materials.



Site context – photographic area 3

Site Context at 100 Longwater Avenue
This is the location of the Prudential Marketing Suite and the eastern end of the proposed mixed used development site.





Site context – photographic area 4

Site Context Eastern Corner

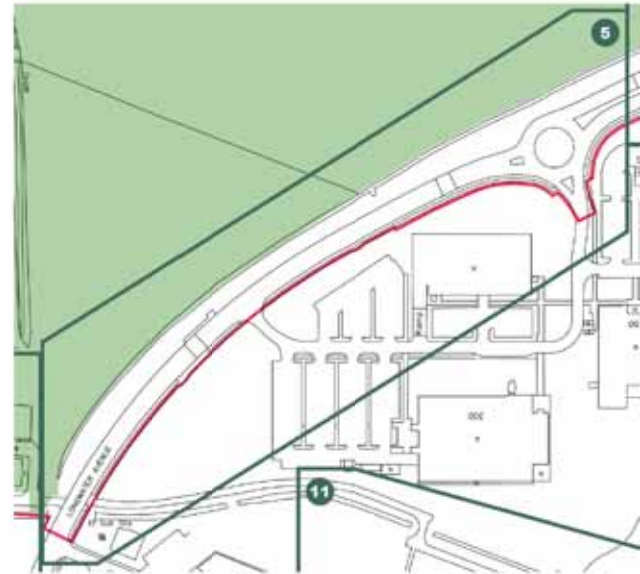
The Longwater Avenue starts to sweep southwards at this point and the greenness of the edge to the site becomes immediately apparent. Views across the site open up and focus onto the tree lined northern boundary. The Longwater ditch incorporates a variety of mature plants including tall rushes with a line of silver birch trees on the ditch embankment. These trees along Longwater ditch will provide a buffer between the proposed development to the north of Longwater Avenue.



Site context – photographic area 5

200-300 Longwater Avenue

The existing roundabout is the point where the main entrance to the proposed new Green Park Village will be located. The tree in the middle of this roundabout provides a strong focus to this junction. Access to 200, 250 and 300 Longwater Avenue is made at this point. Again the car parking to the commercial buildings is disguised by the earthwork embankments and mature planting. Moving further along the road, the strong line of contemporary street lights is intersperse with a lush tree canopy, which provides definition to the street boundary. A bonded gravel footpath is located on the southern side of Longwater Avenue.





Site context – photographic area 6

Smallmead Avenue

The confluence of Smallmead Road, Longwater Avenue and Willow Walk creates a nodal point where a variety of views open up. Smallmead road heads westward leading to Kirtons Farm road. The tree lined ditch forms the boundary with plot 17 of Green Park. A section of the M4 is visible in the distance to the south. There are a variety of small business buildings along the length of Smallmead Road. These buildings are of no significant architectural interest.





Site context – photographic area 7

Junction of Smallmead Lane, Kirtons Farm Road and Kybes Lane

The southern most extent of the existing lakes on the Green Park Village site, is hidden behind a man made bund. The vegetation is dense and unmanaged. There are limited opportunities for glimpses through the lake and access is difficult. The electrical pylons create a strong rhythm along the horizon and the restored land fill beyond the northern boundary comes into view. Traffic lights control the traffic which passes over the railway line on Kirtons Farm Road as the road is only sufficient for single lane traffic. A small terrace of cottages occupies a plot of land on the southern side of Kirtons Farm Road.





Site context – photographic area 8

Kirtons Farm Road Bridge

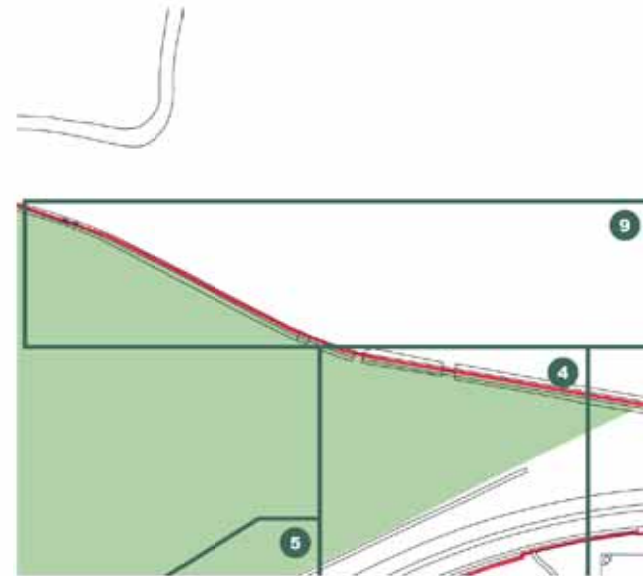
This is significantly elevated above the general level of the site and provides a good vantage point to view the western section of the site. The Basingstoke to Reading railway line creates a strong linear western boundary and is currently populated by mature trees and hedges.



Site context – photographic area 9

Land beyond the Northern Boundary

This area of land was previously a land fill site and has been capped and fully remediated to grassland. The slope from the line of the northern ditch rises and has a lush green pasture. The existing trees are densely planted along this boundary and provide an effective screen to the site. The newly built waterworks buildings can be seen in the distance.





Site context – photographic area 10

North West Boundary by Existing Lakes

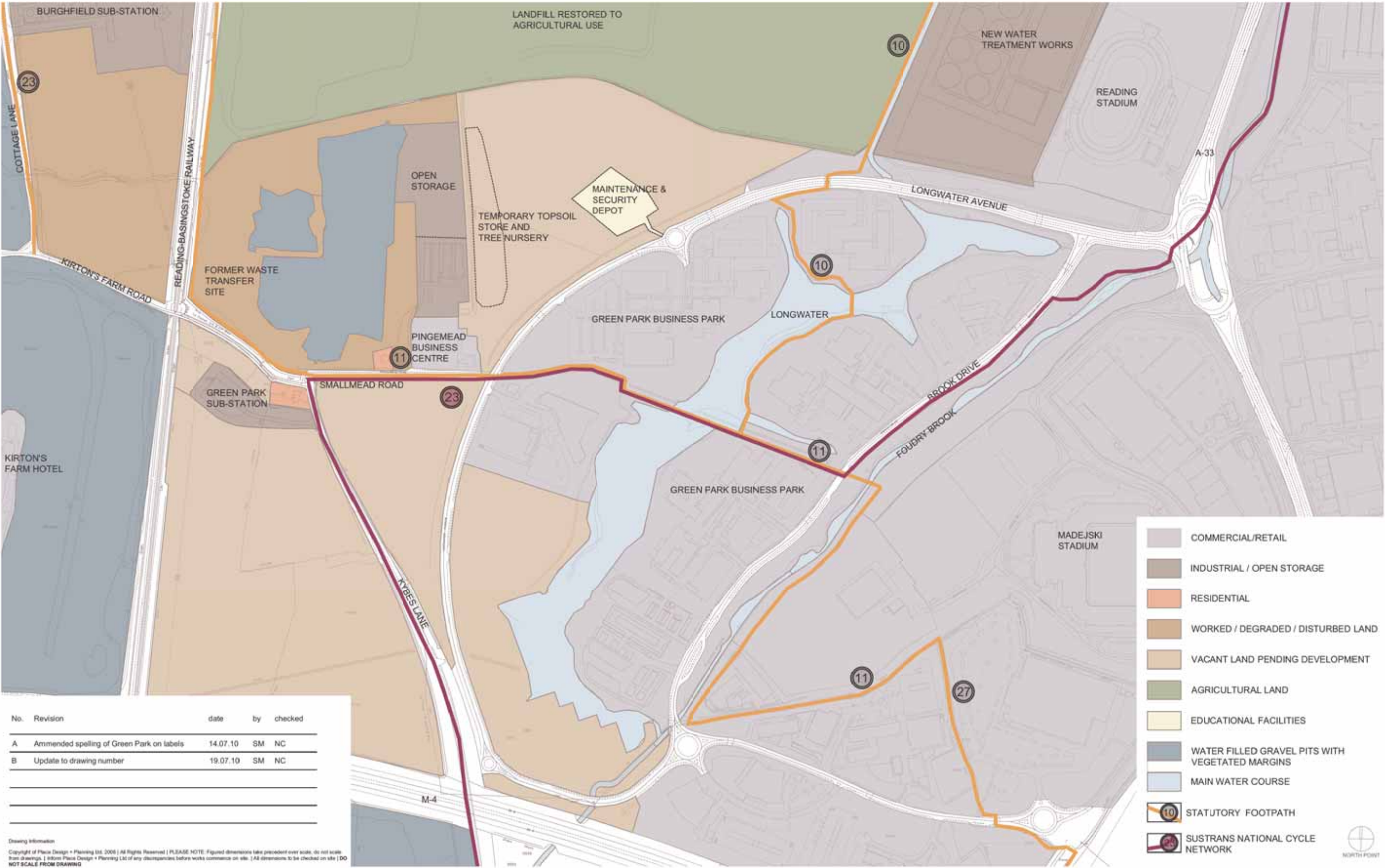
This selection of photographs shows the existing environment along the northern boundary with the restored land fill site. This is a clear green landscape and provides a good view to the north from the site.



Site context – photographic area 11

This illustrates the existing landscape design along Willow Walk. This walkway will form a major pedestrian thoroughfare through Green Park and will be part of the marshalling route between the Madejski Stadium and the proposed new Green Park Station.





Constraints

Engineering Constraints

Introduction

In addition to the contextual analysis of the site and the surrounding areas, the site has a number of technical constraints that have informed the design of the layout. The diagram on the opposite page illustrates the significant constraints and can be summarised as follows.

Access

Longwater Avenue:

- Existing roundabout to be enlarged to accommodate a fourth arm.
- Existing Longwater ditch to be culverted below the fourth arm.
- Pedestrian routes from off-site bus stops are required to the development. It is proposed that these are provided by bridges across Longwater Avenue ditch.
- Existing ditch and service to be accommodated / diverted to allow for the construction of the new station access roundabout.
- Provide a 5m wide easement along the whole length of the south boundary of the site. For HV electricity cable route serving Reading Gateway / Southside.

Smallmead Road:

- Proposed to be outside the development area.
- Existing road to be used for ditch maintenance, Sustrans and match day marshalling of supporters from Green Park Station to the Madejski stadium
- Maintain existing access for emergency use only.

Kybes Lane and Kirtons Farm Road:

- Easement required in order to facilitate possible future modifications to Kirtons Farm Road embankment.

Emergency Access

- Emergency access is required along the northern edge of the lake, between the east and west sides of the lake.

Main Landscape Features

Lake:

- Existing water body to provide at least 4.07Ha of flood storage measured at the 37.8m contour. Existing lake profile to be retained.
- Lake edge to vary. Extensive reed beds to be constructed on lake edge.
- Watershed to provide surface water drainage into lake and surrounding ditches.

Northern Ditch:

- Existing ditch to be cleaned out and remodelled due to siltation by Cemex/Biffa landfill operations.
- 5m no development zone measured from the top of the bank of northern ditch. This will become an ecology corridor.

New Land Uses:

- Green Park Station, Bus interchange, Short stay parking and Park and Ride are proposed on the western boundary.
- New wetland habitat to be created on eastern boundary. This forms part of the flood storage strategy.

Services

Drainage:

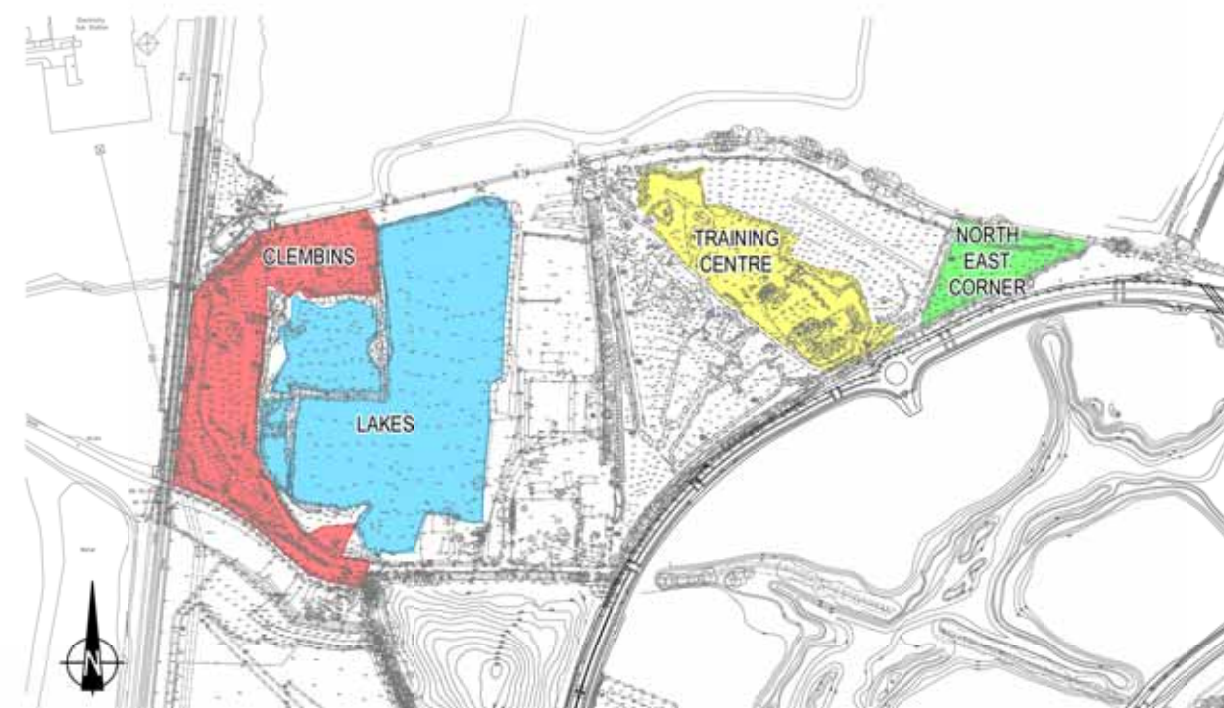
- Foul water pumping station required to drain area to west of lake

Electric:

- North west sub station to be retained
- Buried 33kV cable circuits between Green Park primary sub-station and Burghfield sub-station.
- Supply connection point for HV electricity from Green Park sub-station.

Water, Gas and Telephone:

- Connections into the site from Longwater Avenue adjacent to the existing roundabouts.



OUTLINE GEOTECHNICAL & GEO-ENVIRONMENTAL CONSTRAINTS				
AREA	COMMERCIAL OR HIGH RISE RESIDENTIAL FOUNDATION TYPES (MAX. 4 STOREY DEVELOPMENT ASSUMED)	LOW RISE RESIDENTIAL FOUNDATION TYPES	CONTAMINATION ISSUES	GROUND GAS ISSUES
CLEMBINS	Piled foundations or ground improvement techniques. Suspended floor slabs / ground improvement techniques.	Piled foundations or ground improvement techniques. Suspended floor slabs / ground improvement techniques.	Minimal risk of significant remedial measures being required if hard landscape solution imposed. Local footpaths may require remediation to mitigate risk of surface contamination. Clipping layer and localized remediation likely to be required for soft landscaping solution.	Elevated methane and carbon dioxide. Proprietary gas proof membranes and positive / active venting of slabs.
LAKES	Piled foundations or ground improvement techniques. Ground bearing slabs may be possible if heavily placed on granular engineered fill. Filling into all at bed of lake to be by means of coarse granular, and topped material. Assume 1m depth of coarse granular required.	Traditional foundations and ground bearing slabs on granular engineered fill subject to NRS approval. Piled foundations and suspended floor slabs if granular fill not available or no NRS approval. Filling into all at bed of lake to be by means of coarse granular, and topped material. Assume 1m depth of coarse granular required.	No contamination anticipated.	No gas issues anticipated.
TRAINING CENTRE	Piled foundations. Ground bearing slabs if existing fill removed and replaced by granular engineered fill.	Traditional foundations on River Terrace Deposits (0-1m depth). If existing upfill removed and replaced by compacted, engineered fill traditional foundations on engineered fill and ground bearing floor slabs may be feasible subject to NRS approval.	It is recommended that the Training Centre upfill material is re-excavated, screened and moved to engineered fill in commercial parts of the development. All screened out material to be disposed of off-site.	Localized methane due to decomposing vegetation within / below fill material has been encountered. Material to be screened.
NORTH EAST CORNER (located area of organic silt/clay and made ground)	Piled foundations or ground improvement techniques. Possible ground bearing slabs on engineered upfill subject to detailed settlement analysis and sensitivity of structure to settlement.	Traditional foundations on River Terrace Deposits (0-3-4m depth). Groundwater control measures may be required. Possible ground bearing slabs on engineered fill, subject to detailed settlement analysis and NRS approval.	Localized areas of made ground that may require disposal off-site.	Provision of gas proof membranes in slabs subject to EHO approval.
REMANON	Piled foundations. Ground bearing floor slabs or engineered upfill.	Traditional foundations or engineered upfill subject to NRS approval. Otherwise, traditional foundations on River Terrace Deposits (depths will vary). Ground bearing floor slabs on engineered upfill subject to NRS approval.	No significant contamination issues anticipated with the exception of possible localized removal of contaminated soil in the industrial estate.	Provision of gas proof membranes in slabs subject to EHO approval.

All comments above subject to analysis of further geo-environmental monitoring results obtained 2005-2006



Social and Economic

This section sets out the principal social and economic reasons for the proposed mixed use development at Green Park which remain consistent with the underlying rationale for the approved scheme. It should be read in conjunction with the socio-economic chapter of the Environmental Statement prepared by Drivers Jonas Deloitte.

The State of Cities Report published by the Government in 2006 identified Reading as having one of the fastest rates of economic growth of any town or city in the UK over the past 10-15 years.

The clusters of technology based industry, software, biotechnology, pharmaceuticals, defence and financial services, combined with the innovation and knowledge capital of the University of Reading, and the connections to the international research capabilities in the Thames Valley and Oxford have underpinned Reading's economic growth.

The cluster of industries established in the Reading area are of national if not international significance, being home to some of the world's largest companies, such as Microsoft and Cisco, and cutting edge software innovation and other technologies such as Logica and Veritas.

Reading's successful economy has attracted in migration from across the spectrum, from managers and scientists to key workers in the technology industries, education and other central support services. This has brought with it pressures on the housing market, both in terms of equality, choice and availability of housing of all types. It has also brought pressures on transport and the environment, a shortage of available housing to support employment available in Reading giving rise to pressures for

long distance commuting, often by car despite the excellence of the rail infrastructure serving Reading and the high quality bus network.

Some of the need for new homes has been met through the provision of higher density development in and around central Reading. This has had a positive impact on the town centre and the regeneration process, but has led to concerns about intensification 'town cramming', a lack of open space, and a poor quality living environment. There is also an identified need for more and higher quality family housing, as well as affordable housing for all sectors of the community, including the elderly.

Green Park has been part of the success of Reading, providing an exceptionally high quality working environment and home to leading technology companies such as Cisco, Logic and Veritas. The exceptionally high quality landscaped environment of Green Park has created a valuable amenity for wildlife as well as people. There is a network of pedestrian and cycle routes linking into the employment and residential areas for South West Reading. High quality frequent bus services connect Green Park to the Madejski Stadium and park & ride and to the Town Centre and Reading Railway Station. Cafes, child care, health and fitness provide superb facilities for people working and visiting the Park.

PRUPIM, the owners and investors in Green Park has established a sustainability strategy, including a large scale wind turbine operated by Ecotricity and a commitment to achieving the highest ratings of sustainability.

St Edward Homes has identified Green Park Village as a natural response to the need to create more homes, particularly for families, in Reading, and to create homes in a beautiful setting, embracing sustainable technology and energy, will served by

community facilities, close to work, and with excellent public transport access.

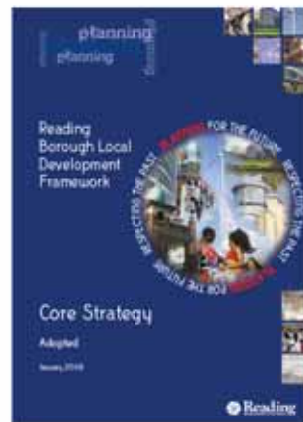
In granting planning permission for Green Park Village in April 2009 and identifying the site as key part of their LDF Core Strategy, Reading Borough Council has acknowledged that the proposals will meet a wide range of planning policy objectives to:

- Establish a community that is an exemplar of modern living. A Sustainable Urban Village, satisfying Reading Borough Council's aspirations in terms of sustainability and the Government's long term plan for delivering sustainable communities.
- Provide contemporary housing and commercial uses within a beautiful landscaped setting, together with community facilities including a Primary School including Nursery, satellite health surgery, community hall, convenience store, restaurant and café, other related retail facilities and local services. All of this closely related to existing employment at Green Park and with excellent access to sustainable forms of transport including rail, bus, park & ride and cycle routes.
- Meet Government and Reading Borough Council requirements for new housing in the Borough.
- Allow labour market supply requirements to be met through housing provision. This will in turn be essential to realise forecast levels of economic growth in Reading.
- Address local housing need through the proposed range of dwellings – including an increased provision of family housing, apartments to accommodate continued growth of smaller households and homes that fully cater for the needs

of disabled persons. It also represents a unique opportunity to respond to ageing population trends and meet identified local need for CCRC Extra Care facilities and sheltered accommodation.

- Support the delivery of key public transport infrastructure in the form of Green Park Station serving South Reading, a new bus interchange and enhanced bus services to support Green Park. Delivery of this key infrastructure is also an important objective of the Local Transport Plan and a key aspect of Reading's successful Growth Point submission. Reading's Growth Point award has made available funding of £1.225 million to further improve public transport infrastructure, housing, education facilities and open spaces across the town.





Planning Policy

A detailed policy review was submitted and considered favourably by Reading Borough Council in granting planning permission for Green Park Village in April 2009. Chapter 6 'Land Use and Planning Policy' of the Environmental Statement supplements that original assessment with reference to the revised scheme and documents published since April 2009. In conclusion, the proposals continue to meet a wide range of planning policy objectives at all levels, as briefly summarised below:

Public Transport

The application site will be highly accessible by a range of different transport modes and therefore complements policy objectives at all levels which seek to improve accessibility, sustainability and reduce the need to travel in general, particularly by car.

The proposals support the delivery of key public transport infrastructure in the form of Green Park Railway Station serving South Reading, a new bus interchange and enhanced bus services to support Green Park. Delivery of this key infrastructure is an important objective of the adopted Local Transport Plan and is identified as a key project within Reading's Growth Point award from the Department for Communities and Local Government.

Housing Need and Mix

In line with policy at all levels including PPS3 and the adopted Sites and Detailed Policies Development Plan Document, the scheme will provide for an appropriate range of housing opportunities in terms of mix of housing types, sizes and tenures. More specifically the proposals include an increased proportion

of family semi-detached housing (205 units compared with the consented scheme which had 20), which accords with Policy DM5 of the Sites and Detailed Policies DPD which seeks 50% of new housing in developments of over 10 units to be 3+ bedrooms. The scheme also represents a unique opportunity to respond to ageing population trends and meet identified local need for Continuing Care Retirement Community facilities.

The proposed changes to the residential mix will create a more community based development that responds to local housing need and demand. In addition, the reduced density of the residential components of the scheme, and increase in larger units, enables refuse and cycle storage in the majority of cases to be positioned at the rear of the houses removing clutter from the street and improving the legibility.

Economic Growth

In addition to the Growth Point award, it is recognised in regional and local policy that Reading has a shortage of houses and without appropriate levels of housing development it will not be possible to provide a local labour supply capable of sustaining forecast levels of economic growth in Reading, notwithstanding the recent global economic downturn. Current labour supply shortages have led to an increase in long-distance commuting, associated transport congestion and rising house prices. This in turn has implications for the continuing attractiveness of areas to both new and existing businesses.

To help address this, Green Park Village will locate housing and employment developments in close proximity to each other, and in relation to good public transport links between residential and work locations, to maximise the potential for shortening journeys to work, and to minimise the numbers of new car borne

commuting trips being generated. This provision will support the real opportunity that exists for Reading to achieve accelerated economic growth moving forward.

Sustainability

In accordance with planning policy at all levels, Green Park Village will establish a community that is an exemplar of modern living, a Sustainable Urban Village, satisfying Reading Borough Council's aspirations in terms of sustainability and the Government's long term plan for delivering sustainable communities. This is covered in detail within the Sustainability Strategy which accompanies this application.

Mix of Uses

The promotion of mixed use developments is strongly supported within Government policy and guidance. At its heart are the twin objectives of seeking to limit the need to travel whilst creating attractive and vibrant communities in which people can live and work. This has been taken fully into account during the evolution of the Green Park Village proposals.

Open Space and Recreation

Planning policy at all levels seek to develop and shape sustainable healthy communities. In light of this, Green Park Village has been designed to provide open spaces and recreation opportunities that can be enjoyed by all age groups, residents and visitors alike:

- The youngest members of the community of nursery and primary age will enjoy the small local play areas and fully

equipped play areas for larger children.

- The waterside park will provide a remarkable opportunity for wildlife, recreation and play.
- The streets will be designed for people, traffic will be restricted to a maximum of 20 mph, and there will be opportunities for play and cycling around the residential streets, connecting to the cycle routes which extend out to the Kennet Meadows to the north and Green Park itself.
- These pedestrian cycle routes will provide a range of opportunities for jogging and cycling for adults of all age groups and abilities, extending well out into the countryside and the Kennet Meadows.
- The five-a-side sports pitches will cater for football, basketball, netball and hockey.
- The Nuffield Health, Fitness and Wellbeing Club provides a 25m pool and state of the art gym and fitness class facilities.
- For quieter recreation the footpaths around Waterside Park and Longwater will provide seating areas, public art and spaces for quiet relaxation.
- A specific area for teenagers is proposed to be located adjacent to the lake side edge. This is in specific response to comments raised by the Architectural Liaison Officer.
- A 'trim-trail' around the lake is provided for residents to exercise and enjoy the lake-side setting.

Reading Leisure Centre, the University sports facilities and the Madejski Stadium are only a short cycle, bus or train ride away as are the cultural and leisure attractions of the Town Centre.



Flood Management

The revised scheme continues to be in accordance with the approved Green Park flood management scheme and is consistent with the approved scheme.

The proposals have been designed to accord with the revised PPS25 (March 2010) and would not give rise to any risk of flooding. Further information is provided in the Environmental Statement which also accompanies this application.

Public Space and Environment

The management of the public spaces and environment and facilities at Green Park and Green Park Village will be co-ordinated by PRUPIM and St Edward Homes to ensure a consistently excellent standard of management is achieved throughout the Green Park area and public transport interchange. In addition to National and Local Planning Guidance, the scheme design draws extensively on the guidance and established principles contained within the following publications. Summaries of the key principles of some of these documents follow.

- Lifetime Homes
- Building for Life
- Urban Design Compendium – English Partnerships and the Housing Corporation
- By Design – Urban Design in the Planning System: Towards Better Practice, DETR, Commission for Architecture and the Built Environment (2000)
- By Design – Better Places to Live – A companion Guide to PPS.3 DETR. Commission for Architecture and the Built Environment (2000)
- Manual for Streets, DfT and DCLG (supersedes Design Bulletin 32 and its companion guide Places, Streets and

- Movement which are now withdrawn in England and Wales
- Secured by Design, Association of Chief Police Officers
- Safer Places: The Planning System and Crime Prevention – ODPM.
- English Partnerships – Car Parking What Works Where

Relevant Policy documents are listed below:

Planning Policy: National Best Practice and Guidance

Lifetime Homes

Lifetime Homes establishes 16 design criteria which relate to the interior and exterior of new housing in order to provide accessible and adaptable homes. In order to achieve Lifetimes House Standard, all 16 criteria must be met. The revised scheme has been developed so that all residential units within Green Park Village achieve this standard.

Building for Life

Building for Life is the national standard for well-designed homes and neighbourhoods. The scheme seeks to use to improving social well-being and quality of life by reducing crime, improve public health, easing transport problems and increasing property values. Building for Life seeks to establish best practice in house design.

English Partnerships and the Housing Corporation Urban Design Compendium

The Urban Design Compendium sets out the processes by which developers and other practitioners achieve good design through the establishment of good practice and creative thinking. The document considers a number of key principles for urban design and how they can be achieved.

DETR – By Design

The DETR Guide – By Design aims to promote higher standards in urban design. It sets out a number of key objectives based on what makes a successful place. Briefly, these are:

- character - to promote character in townscape and landscape;
- continuity and enclosure – to promote continuity of street frontages and the enclosure of space by development which clearly defines private and public spaces;
- quality of the public realm – to promote public spaces that are attractive, safe, uncluttered and accessible;
- ease of movement – to promote accessibility and local permeability;
- legibility – to promote legibility through development that provides recognisable routes and landmarks;
- adaptability – to promote places that can change easily;
- diversity – to promote diversity and choice through a mix of compatible developments and uses.

With respect to scale, height and massing, the guidance states that:

"Relating new development to the general pattern of building heights should not preclude a degree of variety to reflect particular circumstances. The character of townscape depends on how individual buildings contribute to a harmonious whole, through relating to the scale of their neighbours and creating a continuous urban form."

DETR/CABE – By Design – Better Places to Live. A Companion Guide to PPS3

The purpose of this guide is to help deliver the radical change of approach to the development of new housing which resulted from the introduction of PPS3. It highlights that:

"Good design is not an extra that can be ignored. It is central to creating more attractive living environments and central to the delivery of sustainable development through:

- *Making more efficient use of land;*
- *Promoting better accessibility to local facilities and public transport;*
- *Supporting crime prevention and community safety;*
- *Creating more socially inclusive communities; and*
- *Promoting energy efficiency."*

Safer Places: The Planning System and Crime Prevention (ODPM)

Attributes of sustainable communities relevant to crime prevention are defined as follows:

- Places with well defined routes, spaces and entrances
- Places where all publicly accessible spaces are overlooked
- Places that promote a sense of ownership, territorial responsibility and community
- Places that include necessary, well-designed security features
- Places where the level of activity is appropriate to the location
- Places that are designed with management and maintenance.

Manual for Streets

Manual for Streets (MsS) replaces Design Bulletin 32, first published in 1977, and its companion guide Places Streets and Movement. It puts well-designed residential streets at the heart of sustainable communities.

MsS aims at achieving a reduction in the dominance of the motor vehicle within our streets.

Involvement

This statement provides the background to the development and consultation process which has shaped the proposed master plan.

History of Consultation: April 2009 Planning Permission.

Prudential has longstanding connections with Reading and the surrounding districts, as an occupier, investor and developer and aims to maintain its standing in the local community and to be seen as a responsible developer. The Green Park Business Park adjacent to Green Park Village is an example of the Prudential's long-term commitment to quality development and the maintenance and management of both natural and built assets in the area.

In light of the above, the applicant undertook extensive consultation both to inform the design development of the approved scheme and to raise public awareness of those development proposals.

Prior to that, consultation in respect of the site has been ongoing with Reading Borough Council since the 1980's. This process initially led to the general acceptance of the principle of development at Green Park including the site of Green Park Village. And in respect of Green Park Village itself culminated in the site being allocated for a residential led mixed use development within Reading Borough Council adopted Core Strategy.

An important aspect of that consultation was the agreement of a comprehensive Floodplain Management Scheme (FMS) for Green Park which was implemented in the late 1990s. The existence of the FMS was reflected in the Environment Agency's

acceptance of the proposed development granted Planning Permission in April 2009.

An integral part of the Green Park Village master plan, is the provision of a new railway station and public transport interchange. PRUPIM, as part of St Edward, and Reading Borough Council has worked together to commission the business case and detailed technical design work into the railway station. These studies concluded that there was a need for the railway station, and support has been secured from the Department for Transport, Network Rail, the train operating companies, Reading Borough Council and West Berkshire Council.

Green Park Station has been identified in the Regional Spatial Strategy, the Berkshire Structure Plan and the Reading Urban Area Transport Package, and more recently the emerging Core Strategy for the Reading Local Development Framework. It forms a key part of the public transport infrastructure required to serve not just Green Park but the whole of South Reading.

The approved Green Park Village master plan was the product of the testing of a range of options over a number of years in consultation with Reading Borough Council, West Berkshire and Wokingham Borough Council as well as the Environment Agency, Berkshire Police Architectural Liaison Officer and a range of other consultees. This included looking at the mix of uses, the amount, size and mix of residential accommodation and the ongoing need for further business space. This consultation also identified the need for Extra Care Housing, houses with wheel chair access, and a one form entry Primary School.

The most significant amount of consultation took place with Reading Borough Council through liaison with the planning

department and a series of meetings picking up a variety of technical issues such as Transport, Open Space and Recreation, Sustainability, Housing Mix and Tenure, Ecology, Phasing and Design.

In addition to the various departments of the Council, the following organisations were contacted and meetings were held as part of pre-application discussions leading to the April 2009 permissions:

- West Berkshire District Council
- Wokingham District Council
- Joint Strategic Planning Unit
- Environment Agency
- Thames Valley Economic Partnership
- Sustrans
- Police Architectural Liaison Officer
- Health and Safety Inspectorate / Nuclear Installations Inspectorate
- Highways Agency
- Government Office for the South East
- SEEDA
- Primary Care Trust
- RSPB

The level of consultation and joint working with key stakeholders culminated in wide-spread support for the scheme, as reflected in regional and local planning policy and the granting of Planning Permission in April 2009.

The 2010 Application

Further consultation has been undertaken with Reading Borough Council, key stakeholders and the public in relation to the

proposed revisions to the extant master plan.

Consultation has also been undertaken as part of the Environmental Impact Assessment (EIA) scoping process, details of which are provided in the Environmental Statement accompanying this application.

A series of detailed pre-application meetings have been held with the Local Planning Authority to ensure the revised scheme is capable of securing officer support during the formal planning process. In addition, a briefing presentation has been made to Members of the Planning Committee in advance of submission. Feedback has been received on the basis of continuing support; however, further information has been requested to confirm the extent of continuing provision of affordable housing and local shops and also to support the scale of development proposed in the vicinity of Green Park Station. These points are considered and addressed throughout the submission documents.

Discussions have also been held with Reading Borough Council Housing and Education Officers in respect of the revised proposals. A key issue identified by the Education Officers and taken into account within the scheme is the implementation of the primary school. Council Officers requested that the delivery of the school is brought forward in phases in conjunction with the delivery of houses and subsequent demand for school places. This approach would ensure that the school responded to the increased school place demand created by Green Park Village and did not attract registration from other areas of the Borough.

Discussions with the Housing Officers identified that the demand for Extra Care Housing and Wheel Chair Housing was critical within the Borough and therefore this element of the proposals has not been changed from the Approved Scheme.

Pre-application consultation has taken place with the Environment Agency who have commented, overall, that the revised scheme has benefits over the approved scheme, based on greater retention of the existing lake profile, and opportunities to improve the quality of the lake for both wildlife, visitors and residents. They also responded on a number of technical issues which are discussed in the previous chapter.

Early consultation has taken place with Thames Valley Police Secured by Design officers. Two key elements of the design have responded to specific comments of the Liaison Officer. Firstly, the scheme incorporates an outdoor area for teenagers adjacent to the lake and secondly the revised street layout allows the cycle stores and bins to be located securely to the rear of the houses.

A Public Briefing of the revised proposals took place on 24th June 2010. Further details of the event and feedback are provided in the following section.

Public Consultation

Public consultation in relation to the approved master plan took place in accordance with the principles and advice contained within Reading Borough Council's Statement of Community Involvement. Full details of that process formed part of the application documentation approved in April 2009. In respect of the revised Green Park Village proposals, pre-application consultation has taken place with Reading Borough Council officers to determine the extent of further public consultation appropriate to the revised master plan proposals. A strategy was identified that was considered to be proportionate to the extent of change relative to the approved scheme. This strategy took into account that the content of the application is largely unchanged in terms of quantum and mix of development.

As such, it was considered that a public briefing event should be held which was focused on providing the opportunity for stakeholders who were recorded to have visited the previous exhibition. In addition, invites were also sent to all those invited to the 2007 public consultation event including local businesses, residents and other key stakeholders.

Subsequently, a public consultation event was held at the Green Park Marketing Suite, 100 Longwater Avenue, Green Park. Consistent with the 2007 public consultation event, the decision was taken to hold the event at the Green Park Marketing Suite as it enable local businesses to easily attend and allowed visitors an opportunity to view the scheme in context.

The Marketing Suite also has excellent accessibility to Reading Town Centre, particularly as Green Park is served by a frequent bus service.

The exhibition was held on 24th July 2010 between 11.00am and 8.00pm.

The exhibition was staffed throughout by experienced representatives of St Edward Homes, Broadway Malyan Architects, Drivers Jonas Deloitte and Peter Brett Associates. Attendees and members of the public were able to ask questions and engage in discussion around the exhibition boards and model. The exhibition boards are reproduced in Appendix 3.3.

The exhibition was an opportunity to inform members of the public about the detailed proposals and in particular, how the proposals differ from the consented scheme. On this basis, comparison information between the two schemes was provided and the benefits were summarised.



Comments from the Public Exhibition and developer response

10 consultation forms were completed during the exhibition, with the overwhelming response being very positive about the proposed alterations to the scheme. The consultation forms received are contained within Appendix 3.4 and a summary of some of the positive feedback is set out below:

- *"The revised shape of the remaining lake looks more interesting than the previous plan."*
- *"Logical amendments in light of the market changes."*
- *Very supportive of Lifetime Homes being incorporated into the housing of the scheme."*
- *"Improvement on the last scheme, putting the apartments and commercial buildings by the railway is a good idea."*
- *"I think the emphasis on family housing is right for the Reading market."*
- *"Better than the previous plans."*

In summary, the key themes that emerged from the exhibition were as follows:

- Strong support for increased family housing and variety of house types.
- The continued emphasis on open space was considered a positive feature.
- The relocation of the commercial element to the west of the site was seen as a significant benefit.
- Attendees were interested in the provision of adequate car parking.
- How will the station approach be landscaped appropriately?

The table below sets out the key issues and comments raised at

the exhibition and provides the location for the answer to each issue raised.

COMMENTS / ISSUES RAISED	RESPONSE
It is important that there is adequate parking for visitors; Effect on road congestion in the area. Adequate cycle provision should be provided.	Firstly, in relation to road congestion, the proposed quantum and mix of development remains unchanged from the approved scheme which has been tested and accepted by the Highways Authority relation to highways issues, including capacity and safety. In particular, it should be noted that the proposed development proposes a new railway station, in addition to a new Transport Interchange and the existing high frequency bus services provided between Green Park and destinations across Reading. PBA has produced a revised Transport Assessment in relation to the current scheme which concludes that the proposed development continues to be acceptable in transport planning terms. The proposed car parking standards remain consistent with the approved scheme and in relation to the residential aspect of the development are in accordance with Reading Borough Council's Parking Standards and Design Supplementary Planning Document adopted in 2009. Cycle storage for all houses will be in lockable sheds, located in back gardens and for apartments will be in secure, covered communal stores that are integrated into the ground floor layout of apartment buildings. Cycle storage for Urban Houses is by means of lockable, covered stores located outside each front door. This is indicated on the plan layout for the Urban Houses. Provision has been made for communal visitor's cycle parking around the Market Square and further secure cycle parking is provided as part of Green Park Station and transport interchange.
How the walk too and from the station will be landscaped.	The landscape strategy for the area to and from Green Park Station is best described through reference to the Landscape and Open Space strategy section of this Design and Access Statement.
Whether the proposals will lead to encroachment on green spaces.	The proposals will not result in encroachment on green spaces and actually result in an increase in the quantity of open space, in comparison to the approved scheme. The proposals extend existing areas of green space provided across Green Park and will create further green spaces for the enjoyment of all age groups and residents, workers and visitors alike.
Improved retail facilities for existing workers particularly local convenience stores.	Through delivery of Green Park Station, park and ride and a new residential community – thereby creating a critical mass of population and footfall - there is scope for delivery of viable retail uses to support existing and future communities. The master plan proposals include an appropriate quantum of retail development to accommodate this requirement, including the provision of a retail unit within the first phase of development that would be capable of accommodating such a local convenience store.
Will the local retail unit be viable.	

Conclusion

Extensive consultation has taken place with Reading Borough Council and a wide range of stakeholders to discuss the revisions to the Green Park Village proposals granted planning permission in April 2009.

The response has been positive and supportive, based on recognition that the revised scheme is more appropriate and results in benefits when considered in comparison to the Approved Scheme.



Development guidelines

Outline Brief

Having reviewed the site investigations carried out for the consented scheme as well as the content of the final application, the next stage was to develop a brief for the proposed development. This brief would inform the design and ensure that the principles used for the consented scheme as well as the earlier commercial phases of Green Park were carried through to this site.

The resulting outline brief is summarised as follows:

Firstly, the brief seeks to maintain the principle of a predominantly residential master plan for the area of land to the north of Smallmead Road. This is known as Green Park Village. The proposed master plan is to be fully integrated into the immediate context of Green Park and with the wider context of Reading. The element of retail space, café's and restaurants in the proposed master plan will remain unchanged from that of the consented master plan.

The principal changes between the two master plans is that in the proposed scheme the office floor space has been moved to the West of the lake into a condensed footprint, allowing a residential village to form on the East of the Lake that is predominantly made up of family housing. The Lake will also remain largely the same configuration in the proposed scheme whereas it was to undergo significant re-modelling in the consented master plan.

The following issues were considered in the development of the brief for this revised master plan:

- To deliver a viable development that responds to the current market conditions.
- To keep the number of residential units / office floor space and retail floor space unchanged from the consented master plan.
- The layout and residential mix on the site has been revised to enhance the consented scheme and to increase the number of lower density family units.
- All housing is to be designed to Lifetime Homes standards. The development is to be designed to attain a minimum Building for Life Silver Standard.
- To ensure that bins/cycle storage could be located at the rear of the houses.
- To review and relocate the B1 office component if desirable.
- To retain the lake in its existing shape.
- To increase the extent of amenity space in Green Park Village.
- To provide a master plan layout that is capable of retaining the proposed 200 space Park and Ride multi storey car park to the south of Green Park Station, taking into account the proposed retention of the lake configuration and re-alignment of the Green Park Station access road.

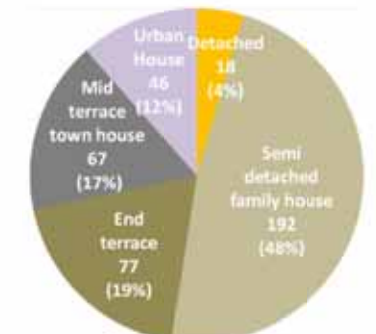
The Vision

The vision of the proposed master plan for Green Park Village remains as per the consented scheme, namely; to create a high quality, design led, sustainable residential and workable community at Green Park with excellent community facilities and amenities including a primary school. To widen the choice of homes available in Reading in terms of quality and design, environment and lifestyle, all built around excellent public transport in a highly landscaped setting. Further the vision is to enhance the attractiveness of Green Park as a sustainable working environment in which knowledge based industries can thrive.

Opportunities

Community:

- To create a community that is an exemplar of modern urban living, a 'sustainable urban community.'
- To create a Village Centre incorporating a hall and a small retail facility to support a future residential and working community. The working community would include occupants of 200-300 Longwater Avenue as well as occupants of the approved office at 500-600 Longwater Avenue, immediately to the south of Green Park Village. To provide a One Form Entry Primary School and Nursery.
- To provide sports, as part of the school, for dual use with the local community.
- To increase the quality and variation of family housing.
- To provide specialist housing for older people including a wide range of communal facilities for use by the local community.
- To create a network of pedestrian and cycle routes.
- 16, 000.00sq m of Business Space fully integrated into the master plan and adjoining transport hub.
- By locating the B1 offices as well as the majority of the retail provision near to the station, there is an opportunity to create a viable and lively station precinct.
- To establish a well-connected infrastructure providing accessibility and connectivity throughout the Green Park master plan.



Landscape and Amenity:

- To form a landscaped edge, pedestrian route and to maximise amenity space around the lake, as well as along Longwater Avenue.
- By retaining the existing shape of the lake, the extent of undisturbed lake edges can be increased and enhanced to create improved habitat.
- For the built form and the landscape, either formally or informally to create hierarchy in the street scapes.

Architectural:

- To create landmark buildings at key points on the approach to the site.
- The office buildings near the station could provide a landmark that is visible from within the heart of Green Park. This could provide a strong visual reference as to the location of the station and transport hub, thus helping pedestrians using Green Park or having visited the Madejski stadium to orientate themselves.
- To site higher density and thus taller apartment buildings so that they respond to the scale and massing of adjoining office developments. This is applicable to existing offices located on the southern side of Longwater Avenue, as well as the proposed offices adjacent to Green Park Station.
- Higher density flats could be sited in order to maximise views. This opportunity is applicable to maximising views of the lake, the eastern wetland, views of Longwater Lake and the wind turbine beyond, as well as the newly restored grassland to the north.

Constraints:

Constraints to the development have been fully described within the physical assessment of the site, elsewhere in this document.

Permeability and Access:

- Integration of pedestrians, cycles and major vehicular routes wherever possible.
- Connectivity throughout the master plan, identifying the strategy and how these routes will connect with the established infrastructure network.
- Defined public transport strategy
- Bus route to south side of defined highway
- Defined cycle routes from the station into Green Park.
- Visual as well as physical links to be provided
- Defined access to local infrastructure
- Clearly defined pedestrian routes
- Access to public transport
- New road access from Longwater Avenue to the Village Centre and Market Square
- Road access for pedestrians and emergency vehicles only along Kybes Lane
- Future access from Kybes lane, through the site to the station.
- Creation of the Madejski Stadium marshalling route.

Site Uses:

- Residential: Individual Homes, Urban Houses, Apartments
- B1 Commercial associated with the station
- Majority of retail units located near the station.
- Provide a smaller retail unit adjacent to the Market Square, helping to identify a Village Centre
- Provision of a medium density development with high density nodes.
- Environments which incorporate vehicles in a variety of well designed solutions.

Commercial Site:

The design of commercial accommodation within Green Park

Village should comprise buildings and car parking in accordance with the following brief:

- Provide 16,000sq m of floor space with potential retail at ground level
- Built form will range from 3 to 6 storeys above decked parking, the higher buildings will should form the visual landmark for Green Park Station.
- Siting to provide easy access from the station and transport hub.
- High quality design consistent with Green Park.
- Car parking to be provided at 1:46 in accordance with the consented master plan.
- Siting to have no unacceptable impact on residential amenity with regard to privacy, noise, sunlight and daylight.
- Appropriate landscaped setting and transition between commercial and residential zones.

Arrival:

The intention is to create a destination of distinction that continues the current themes of Green Park as well as the consented master plan. This is done by using landmark buildings, together with landscaping as described below:

- Approach from the A33 to the site: Place a landmark building visible along this approach.
- Main Entrance to residential site: Create a formal avenue flanked by Landmark Buildings.
- Vehicular approach to the station: The buildings and landscaping around the Market Square should create a sense of arrival as well as frame views through to the station beyond.
- Pedestrian approach to Green Park Station along the marshalling route: Provide a strong visual landmark that is

visible from a long way and that identifies the public transport hub and Green Park Station. Pedestrians may also access the Green Park Station by walking along the path to the North of the Lake.

- Arriving at Green Park via the station: Provide a direct route to the Lake and optimise commercial opportunities.

Views and destination:

- Retain the view across the lake from the Market Square to the station beyond.
- Optimise the view upon egressing the station towards the lake, Market Square and Green Park beyond.
- Make best use of the lake as a primary visual attraction
- Optimise views to the north, east and to the south towards the wind turbine.

Landscape:

- Continue the established themes of Green Park
- Provide several pedestrian links
- Integrate open space requirements
- Increase the provision of open space
- Create concentrated areas of landscaping for recreation
- Trees and Tree retention-incorporating any principal trees into the overall plan.
- Provide improved habitat opportunities in the lake area as well as the wetland to the east.

Sustainability Considerations:

Sustainable communities embody the principles of sustainable development by balancing and integrating the social, economic and environmental components of their community and by meeting the needs of existing and future generations.

As such, the Green Park Village sustainability strategy covers the following matters:

- The Code for Sustainable Homes
- Full compliance with Lifetime Homes requirements
- Build for life silver standard
- Energy supply
- Energy efficiency
- Water, including SUDS
- Household waste and recycling
- Waste and recycling during construction
- Ecology and Biodiversity
- Materials
- Pollution
- Public transport access

Car Parking:

- Car parking to be managed
- Hierarchy of parking should be established:
- Main public transport routes to be parking free with all resident parking on plot.
- Secondary routes to have defined areas for on street parking.
- Where possible, garages to be provided with driveways
- Parking courts to some areas of housing should be provided
- The residential layout should be designed to minimise the impact of vehicles on the layout in some areas and actively encourage in others.
- Car parking provision varies across the site. All one and two bed flats will have one parking space. All two, three, four and five bed houses will have two parking spaces.

Housing types:

- High density residential development should be located close to the station and at the Village Centre, fronting onto the Market Square.
- Provide a significant proportion of family housing as follows: 50-60% will be 3, 4 and 5 bed and 85-90% of the provision will be 2, 3 and 4 bed properties. These percentages are higher than those for the consented scheme. The higher provision of family housing helps to meet an identified need for larger family housing.
- Affordable housing is to be provided through the CCRC Extra Care. This aims to provide a continuum of care and support for a wide range of older people, from the relative independence of early old age through to increasing frailty, disability or dementia in later life. Care and support is tailored to the individual to meet his or her specific needs, to maintain maximum independence at home. This is done through a range of dwelling types and care delivery packages. In the event that public subsidy is forthcoming for the CCRC Extra Care additional intermediate affordable housing units will be provided of a comparable value.
- 8 family homes provided for the disabled persons in accordance with Housing Corporation guidelines also contribute to the affordable housing provision.
- Provide high quality detached houses that engage with the lake edge to establish quality of scheme from which other residential will borrow from by association.
- Design the housing layout reflecting best practise principles with an integrated landscaping theme.
- Fence lines to be avoided. Always looking towards the front of the property upon arrival or moving through the site.

Density:

Reduce the density of the residential development within the constraint of economic viability.

Secure by design

PPS1 makes clear that a key objective for new developments should be that they create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion.

Good design can make a major contribution to both the prevention of crime and reducing the fear of crime and is the aim of all those involved in the development process at Green Park Village. The master plan has been designed in accordance with Secure by Design principles.

Public realm:

A comfortable and stimulating public realm that encourages social interaction should be created through:

- Detailed attention to the structure of each space and the elements they contain
- Appropriate use of materials
- Well designed and illuminated streets
- Street furniture and signage.

The Lake

The lake is retained largely in its original configuration. Lake margins will be re-profiled to allow the creation of reed beds on a planting shelf (minimum 5m width) and to ensure health and safety standards are met. The lake is to be filled to a uniform depth of 2m allowing the reed beds to be formed. This in combination with the shallower water will create a more ecologically rich lake. The lake will provide an attractive visual amenity as well as opportunities for both wildlife and recreational enhancement. An increase in the area of undisturbed lake edge / lake amenity is to be provided.

Green Park Station and transport interchange

The design of Green Park Station incorporating a bus and taxi interchange will offer car parking for up to 200 cars to enable 'Park and Ride' visitor drop off, full disabled access, cycle parking and secure lockers.

Evaluation

Existing site features

The existing site features are illustrated in the plan opposite:

- A central area of brownfield land containing a water body in two sections and various industrial areas.
- Along the northern boundary of this land is a ditch with an adjacent tree belt that partly screens the site from the open grassland to the north. A green edge exists along the length of the Longwater Avenue ditch
- Existing roundabout on Longwater Avenue
- Drainage ditch along the line of Smallmead Road
- Reading/Basingstoke Railway Line on west boundary.

Proposed Transport Links

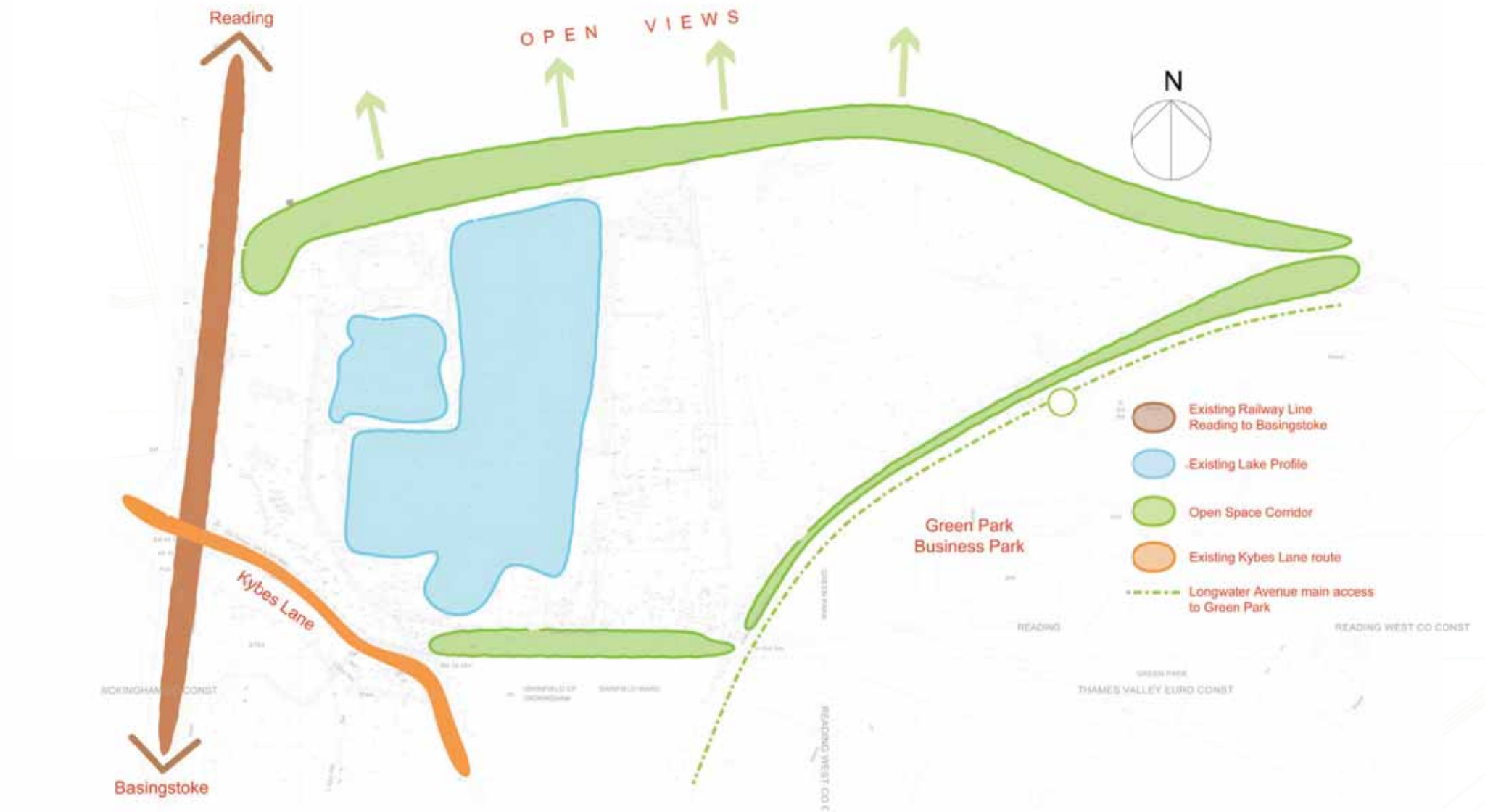
The proposed transport links are illustrated in the plan opposite.

Potential Access Points: Primary Access

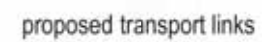
The new Green Park Station and transport interchange is proposed on the western boundary of the site. An access connection to Green Park Station from Longwater Avenue is required along the southern edge of the lake.

Planning permission has been granted for a temporary road access to the station and transport interchange. The location of the permanent road access to the station will remain the same as the temporary road, with the exception of the introduction of a new roundabout positioned north of Smallmead Road.

There will be one other main access point onto the site from Longwater Avenue. This will be from the existing roundabout which will have a fourth arm added to provide access onto the north-eastern part of the site.



existing site features diagram



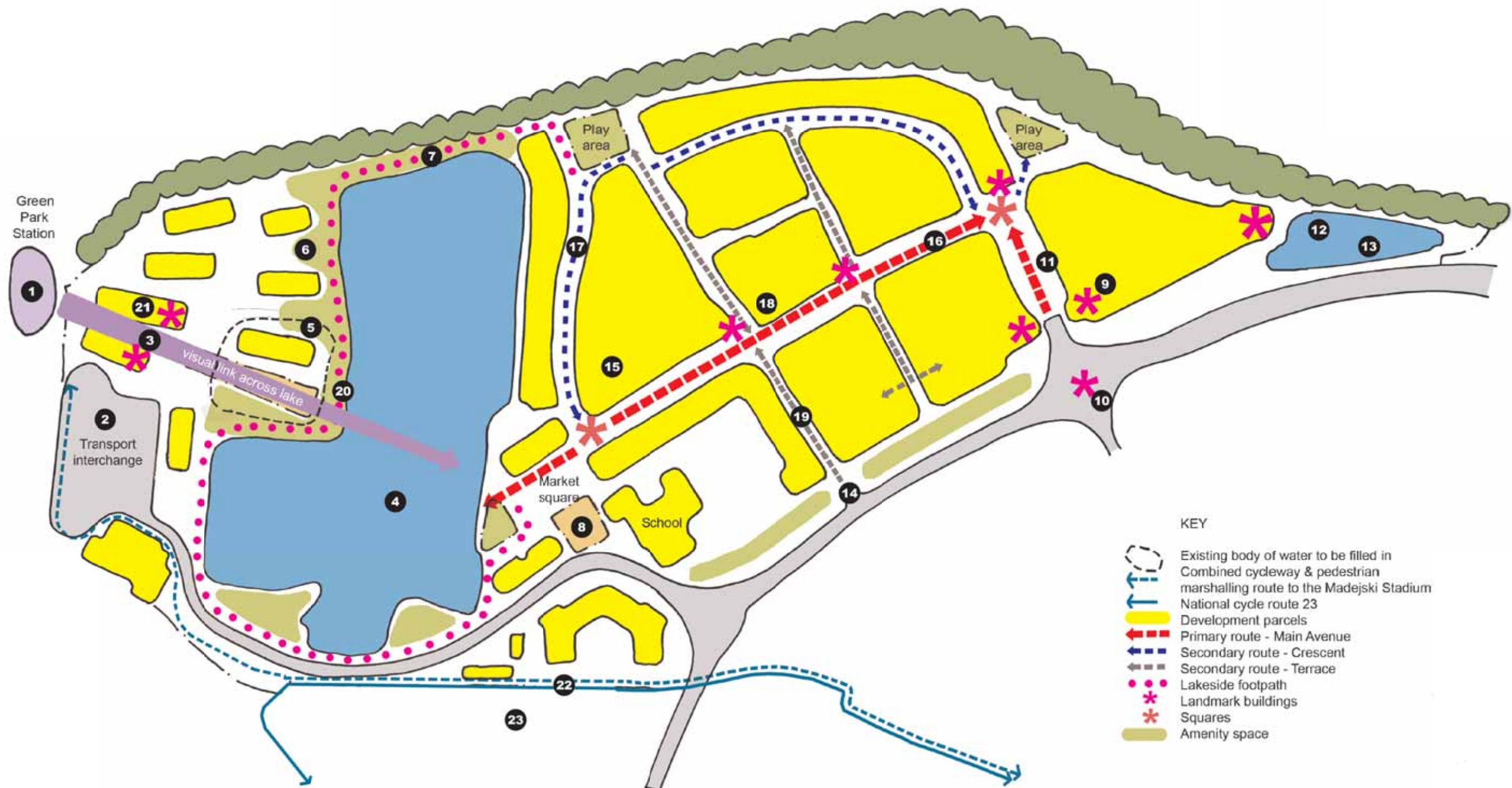
A "left-in left-out" only connection in between the new and proposed roundabouts on Longwater Avenue is proposed to suit the arrangement of urban blocks and maintain pedestrian and vehicular permeability within the site.

These routes will extend from the new and proposed roundabout connection. The southern route is located to provide direct access to the station and interchange on an alignment that allows the existing lake edges of the main body of water to remain largely unchanged. The northern route is aligned to suit appropriate block dimensions.

These have been set out to ensure direct access to the development along the lake edge and are aligned to suit appropriate urban block dimensions.

Concept

1. Railway station location set to suit track position
2. Transport Interchange located as an integral part of the Public Transport provision.
3. Station Precinct comprising open area adjoining the station, retail arcade leading to the West Piazza overlooking the lake. Visual link from train station over lake to local hub and beyond.
4. Lake profile to remain largely as existing
5. Existing body of water to be filled in
6. Larger apartment buildings located around lake edge to give scale to the space
7. Linear amenity space with southerly aspect over the lake
8. School and Community Hub located adjacent to the lake and forming the Market Square: The heart of the development offering the first views across the lake to the new station
9. Primary access route to station, new roundabout on Longwater Avenue
10. Feature element within existing roundabout to signify primary access point to residential area east of the lake.
11. Gateway Boulevard signifies primary entrance, created by means of a wider road with trees on a central island. This is framed by two Landmark Buildings
12. Landmark Building at this point, visible on approach to the site from the A33 along Longwater Avenue.
13. New wetland habitat forming part of the flood Alleviation strategy
14. Secondary access to the site called the Village Entrance
15. Clear hierarchy of streets and spaces
16. Strong central avenue through the site, called the "Main Avenue"
17. Gentle curve along the north edge and east edge of lake, called the "North Crescent" and "Lakeside Crescent" respectively
18. Play space linked to Village Entrance by a secondary road or "Terrace"
19. Provide a pleasant and varied 'lakeside footpath'
20. Commercial site located adjacent to station with landmark building acting as a visual reference to the location of the station, visible from within Green Park
21. Match day marshalling route for Football supporters from the station to the Madejski stadium
22. Footpaths and cycle ways have permeable routes through the development



Masterplanning

Concept: Process

Diagrams illustrating the concept design process are described below:

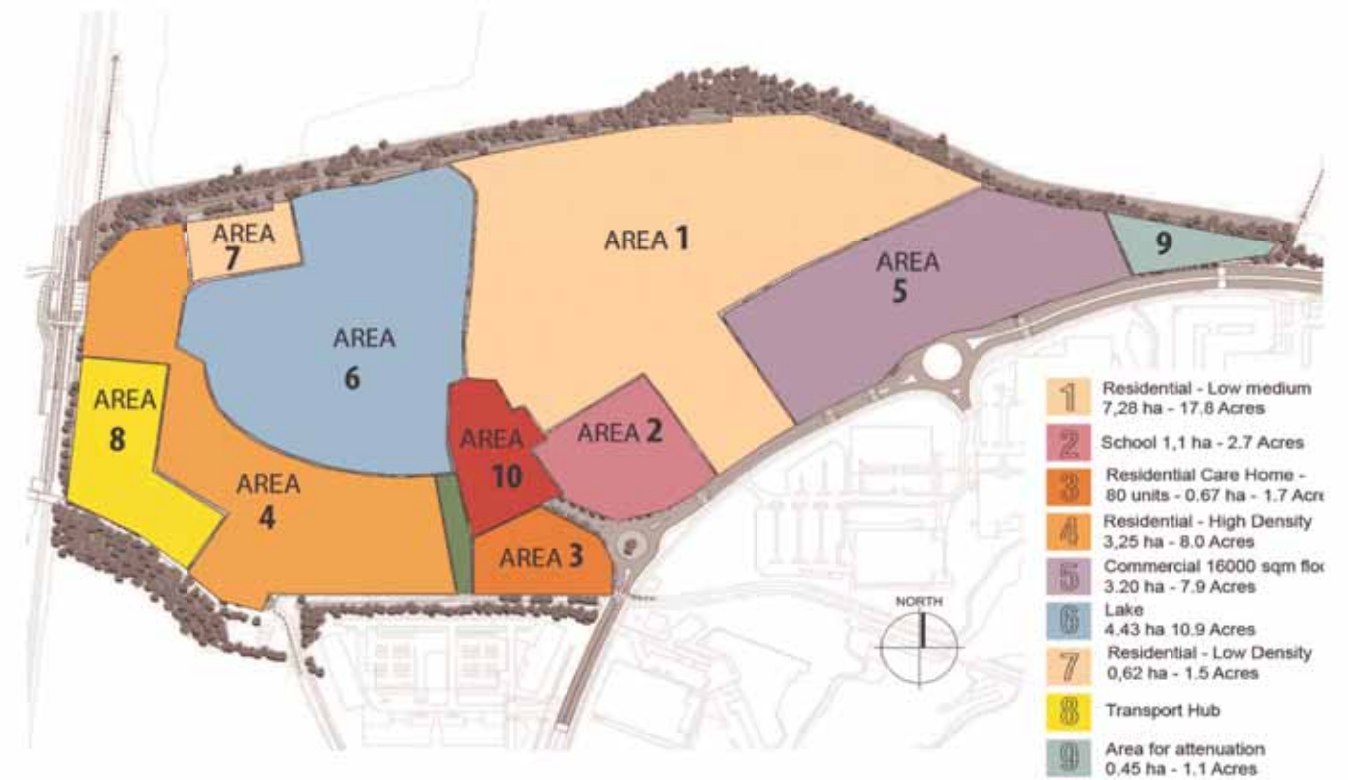
1. The consented master plan:

This was the starting point for the concept development for the proposed scheme, given that the number of residential units, office and retail floor space is to remain unchanged. Key architectural elements such as the station precinct, lake side walk, primary and secondary entrances, boulevard, central spine road (Market Square) have been retained.



2. Land use analysis of the consented scheme:

The consented scheme was analysed in terms of land use, with a view to enhancing the scheme, increasing the number of low density units and in order to deliver a viable scheme that responds to current market conditions. All the land uses of the consented scheme namely; residential, school, CCRC Extra Care, commercial, water and flood attenuation, transport interchange and the local hub have been retained but some have been reconfigured.



3. Land use analysis revised concept:

This diagram shows the revised locations of the land uses. Commercial and higher residential buildings are appropriate for a station setting. This reduces the area of land used for commercial and increases the land available for low density residential and thus more family houses. The CCRC Extra Care, school and transport interchange are retained. Key public spaces, access points and the spine road (Main Avenue) are retained. The use of street patterns to reinforce urban hierarchy is explored. The existing lake edge remains largely as it exists in order to increase the amount of natural lake edges.



4. Initial Concept sketch of revised master plan:

Using the land use analysis, appropriate urban blocks are developed. The key concepts of landmark buildings on approach, at the main entrance, around the village hub and adjacent to the station, are explored. Street hierarchy with the Gateway, Main Avenue and Lakeside crescent are developed.



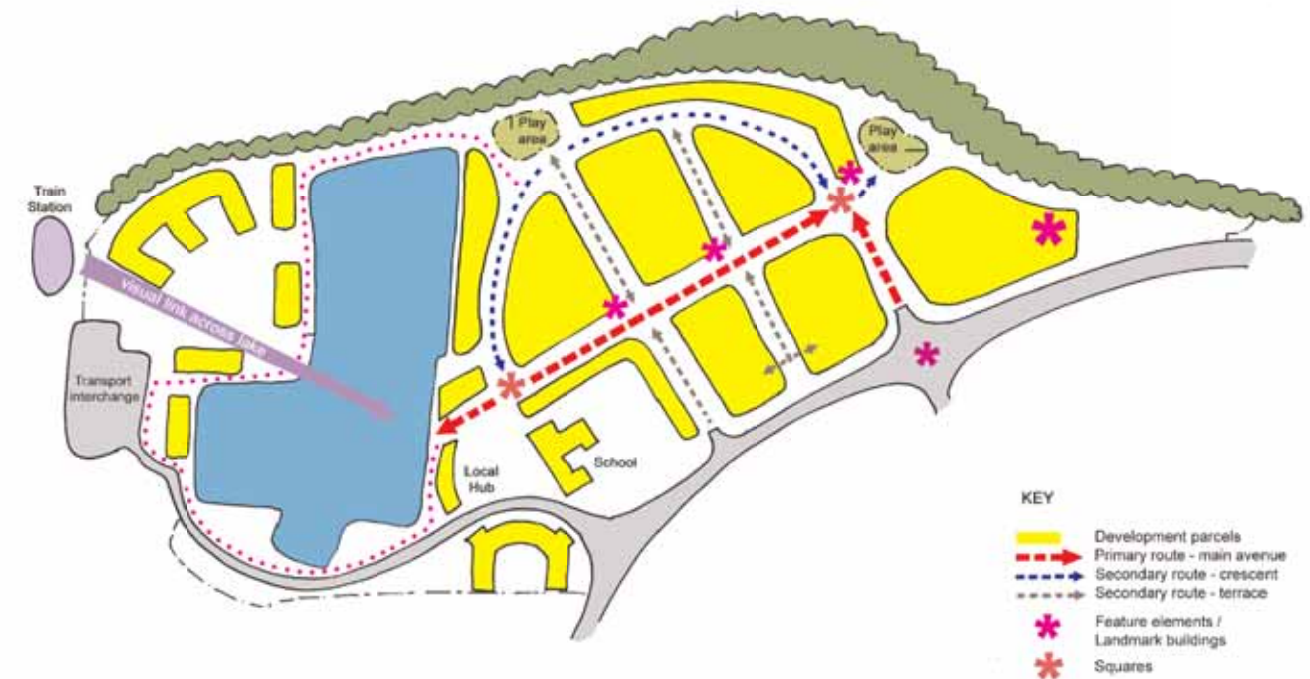
5. Concept development sketch:

This identifies the role of the Market Square and adjoining landmark buildings in framing the view over the lake, towards the station, on the approach to the station from Green Park. In addition the use of the main avenue as a link from the play area to the Market Square is explored. The Main Avenue has deflection points that in turn become public spaces. These should be defined with a different material and by creating "mini landmarks" or feature elements on the corners of these deflection points.



6. Concept development diagram:

Building on the concept development sketch, the locations of landmarks are identified, namely: on approach from the A33, at the entrance, the end of the Gateway Boulevard, and along the Main Avenue. Permeability and the lakeside footpath are added to the previously established street hierarchy.



7. Interim Concept Master Plan:

In this diagram, all the key elements of the proposed master plan are legible. These are: taller commercial buildings near the station, the existing lake perimeter, pedestrian permeability through the scheme, landmark buildings on approach and on Longwater Avenue, the Gateway and Main Avenue, the Lakeside and North crescents as well as the Market Square.



8. Interim Urban Grain diagram:

The urban grain, green space and building heights are analysed in the diagram. Landmarks are all slightly higher than buildings adjacent to them.



Design: Use and Amount of Development

Description of Development

The planning application is submitted in full with no matters reserved for the first phase of Green Park Village, and is in outline for all the remaining phases. The development is described as:

A planning application for mixed-use development comprising:

Phase 1: (submitted in full with no matters reserved and as defined on Plan Ref (PL-P1-001) for the construction of housing (Class C3), local retail (Use classes A1, A2, A3, A4, A5), engineering and infrastructure works, car parking, pedestrian and cycle routes, services and infrastructure, landscaping and other associated works; and

Subsequent phases (submitted in outline with all matters reserved except for details of the main access proposals) for the construction of housing (Class C3), Extra Care Housing with ancillary community uses (Class C2), offices (Class B1), retail (Use classes A1, A2, A3, A4, A5) one-form entry primary school including Nursery (Class D1), sports pitches, children's play facilities, engineering and infrastructure works including adjustments to the lake edge and vehicular access, lakeside access, car parking, pedestrian and cycle routes, services and infrastructure, landscaping and other associated works.

Schedule of Accommodation of the Outline Planning Application

Proposed Uses

Green Park Village is a residential led development, supported by a range of commercial, community and education uses. The table opposite summarises the floor space and range of uses for which planning permission is sought:

Accommodation	Area sq m / Number of units
MARKET SQUARE AREA	
Retail	130
SCHOOL	
School	1286
Community Space (including hall, changing areas, WC's and kitchen)	340
SPECIALIST HOMES FOR THE ELDERLY	
CCRC Extra Care	129 units
RESIDENTIAL	
Apartments:	330
Houses:	380
STATION PRECINCT	
Offices	16,000
Retail Comprising A1,A2,A3,A4,A5	553
RESIDENTIAL DENSITY	
839 units on 13.8Ha	61 dph



Layout: a permeable urban layout

There is growing evidence to support the notion that permeable street patterns encourage walking, promote public transport and reduce car usage. Interconnected street systems make destinations visible, provided the shortest, most direct path to destination and result in security through community rather than isolation. The design provides a permeable layout that offers people a choice in carrying out their daily activities with less need to travel by car, including local facilities on site, legible paths and routes through the scheme as well as a variety of linked open spaces.

Studies increasingly show that permeable street patterns substantially reduce traffic flows within neighbourhoods. The proposed master plan, as per the consented master plan,

provides a network of permeable streets, which promotes ease of movement through the development by foot and by bicycle. The street network has been based on principles as set out in 'Manual for Streets' which aims to control the dominance of the motor vehicles and to create places that relate to human scale.

Careful placement of street trees, deflection points and restricted carriageway widths will also slow traffic. Vehicular access is purposely restricted to reduce the potential for rat-runs and mitigate the adverse impacts of motorised vehicles such as exhaust gases, noise and reduced pedestrian safety. Traffic calming is achieved by virtue of the layout and it is expected that the areas of the site will be designated as a 'pedestrian priority zone' (indicated as shared surfaces on the diagram) reducing speeds to about 10mph in order to ensure that pedestrians and cyclist feel safe.



Permeable Urban Layout Plan

Layout: street hierarchy

A clear hierarchy is proposed for the scheme which will be visually indicated through scale, enclosure and surface detailing. The street types are the basis for various character areas in the scheme. Described below are the identifying characteristics

Station Access Road

This road is the southern main access into Green Park Village and extends from the new roundabout on Longwater Avenue (called the Station roundabout) running south of the existing lake towards the new Transport Interchange adjacent to the proposed station. The road has a soft landscaped edge and is tree lined on both sides, thus extending the Green Park landscaping principles to the station area. This is an important route that connects the station with the Market Square, community facilities and adjacent housing.

From the Station Roundabout, the access road provides views of the station precinct across the lake. Just before the first bend in this road there is a raised crossing point with a contrasting finish. This indicates the location of the Market Square as well as crossing point for pedestrians. This will be used by inhabitants of the CCRC Extra Care facility and homes to the south of the road as well as a crossing point for those using the parking spaces to the south of the road. The road has clear views of the lake, West Piazza and station precinct beyond.

Primary Streets

This comprises the Gateway Boulevard and the Main Avenue. The Primary Street begins as a new arm of the Gateway Roundabout and serves as the main entrance to the residential development on the east side of the lake. The carriageway is dual at the exit from the roundabout with widths of 4m. There is a gate house, followed by a raised, shared surface that denotes the entrance to Green Park Village. The dual carriageway continues until the next shared surface square. There is formal tree planting along the central reservation. Parking on either side is set back and is end on.

After reaching a shared surface junction, the primary route turns left. It becomes a single carriageway width of 6m with formal tree planting on either side. This street, called the Main Avenue, is calmed to a maximum speed limit of 20mph through limiting the length of straight sections and providing "squares" that are also deflection points. These are shared surfaces and become secondary nodes. Parking on either side is end on, interspersed with trees, access paths and planting. The level of the road, parking areas and pavements is consistent with the shared surface "Avenue Squares" being raised.

The primary street on the east side of the lake terminates at an "Avenue Square" and connects to a secondary street.

The primary street on the western side of the lake, works in the same way as the Main Avenue, with trees either side, deflection points and end on parking on either side. This street is an extension of the Station Access Road. It is differentiated from the station access road by means of a raised carriageway in a contrasting material. This street ends at the exit from the commercial parking area. The end of the street will have a barrier with the road beyond, used for emergency access only.

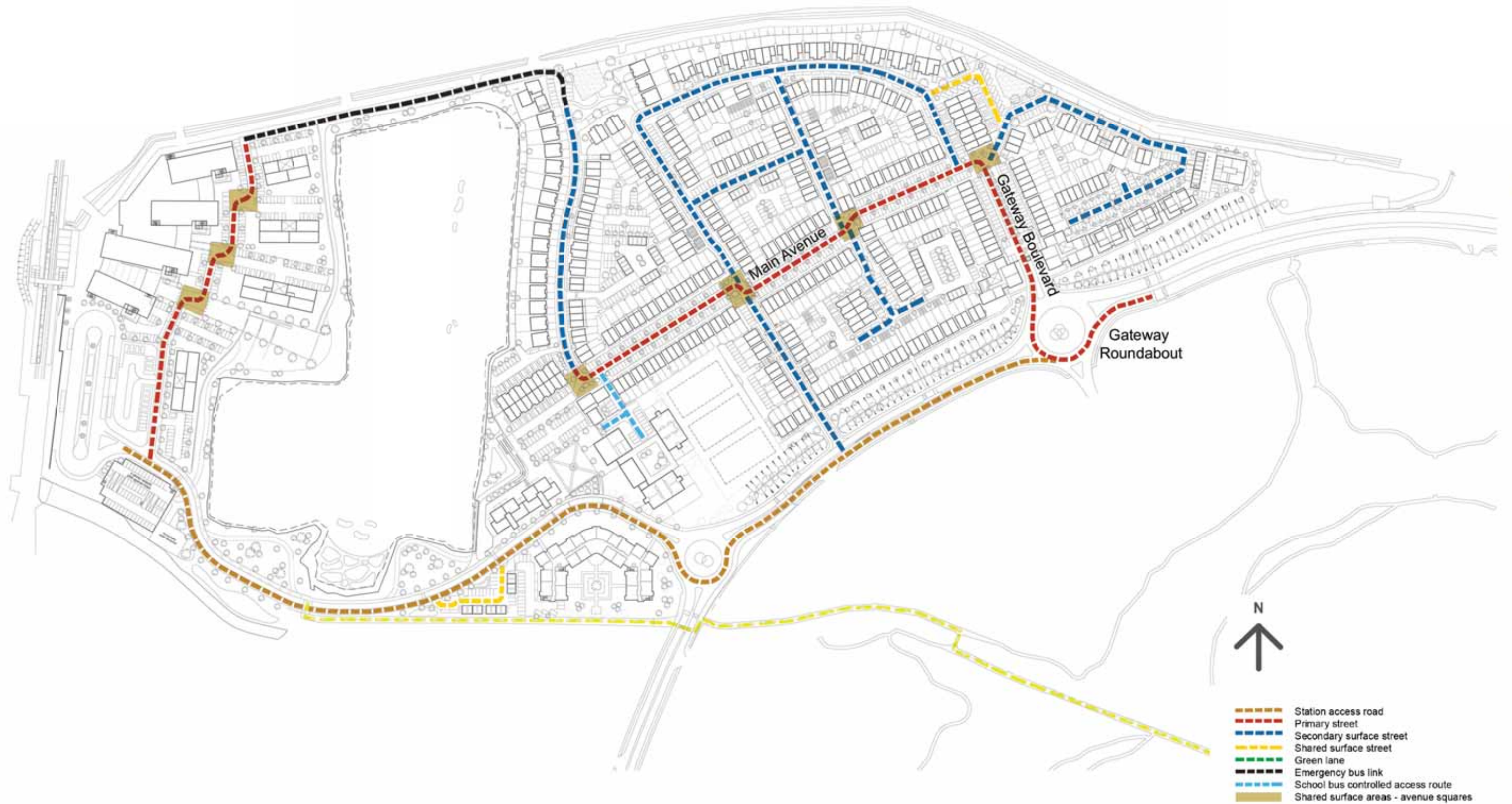
Primary roads will be finished in a coloured tarmac to contrast with secondary streets, Longwater Avenue and the Green Park Station access Road.

Secondary Streets

Secondary residential streets provide vehicular access and pedestrian access to the remainder of the neighbourhood. This street type is calmed to a maximum design speed of 20mph through variations in carriageway width and lateral shifts. These streets have informal tree planting at various intervals rather than continuous, formal tree planting. This softens the street scene and creates a more informal feel. Parking on secondary streets varies from end on to parallel and no parking at all. Carriageway widths vary accordingly. Secondary streets will be finished in black tarmac.

Shared surface areas

Shared surface streets and squares are streets where pedestrians have priority, otherwise described as "Homezones" in the case of streets or "Avenue Squares" for shared surface areas. These areas are designed to create special events where the vehicular carriageway is not clearly marked and the parking, landscape and pedestrian routes arranged in such a way as to passively calm traffic movement to achieve a maximum design speed of 10mph. The shared surface street in the north east corner of the site is designated as a "Homezone" due to its proximity to one of the children's play areas.



Street Hierarchy: Access

Use of the built form to define street hierarchy-east side of lake

The use of landscaping, carriageway width and surface finish to establish street hierarchies is described above. However, the use of the built form is equally, if not more important in differentiating the character of streets. The diagram to the right shows how the built form will be used to further enhance the character of the streets.

This will be done by means of creating formal, semi formal and informal building edges. In addition, Landmark buildings will be used at key points such as the approach from the A33, the Gateway and the Market Square. "Mini Landmark" buildings will be used to identify "Avenue Squares" or secondary nodes as well as secondary entrances and end points of lines of formal buildings.

Formal edges will be used along Longwater Avenue, the Gateway Boulevard, the Main Avenue and the Market Square. Formal

edges are created by means of an architecture comprising a series of similar elements in order to achieve coherence. The use of colour will be subtle, with contrasting colours used only to identify Landmarks and Mini Landmarks within the formal setting.

Semi-formal edges will also have an architecture comprising a series of similar elements and thus coherence, but an element of playfulness will be introduced by the use of brighter colours with more colour contrast and variation in elements such as balconies. This applies to the North and Lakeside Crescents, as well as the Residential development around the Market Square. In the case of the North and Lakeside Crescents, a strong edge is defined by a sweeping form, however this is punctuated by using varied colours on the houses that comprise these crescents.

Informal edges typically occur around parking courts and shared surface areas. These edges will have simple but varied architectural detailing. The use of colour will be adapted to further enhance the informality of these edges.



Layout: storey heights

The residential buildings range from two to six storeys in height. The buildings that fall within use class B1, that is; the offices, range from 5 to 7 storeys high. This is one storey higher than the permitted scheme. The proposed 7 storey office buildings will provide a landmark for Green Park and will act as a marker for the Station, a key public transport node. It is appropriate to create high density development adjacent to public transport in order to maximise the ability to achieve sustainable transport behaviour.

Four to six storey apartment buildings will be located on the west side of the lake, in keeping with the taller office buildings. Apartment buildings on the east side of the lake will be four storeys high, to keep these at an appropriate scale to the adjoining residential properties. An exception is the landmark building proposed at the eastern point of the site, which will be visible along Longwater Avenue, and will provide a termination to the vista to the approach from the A33.

The houses and Urban Houses will be three storeys high. Roofscapes will be varied in order to reinforce key public spaces and provide accents at street corners and at the end of rows of

houses. Roofscapes of uniform pitches will be used in formal streetscapes in order to reinforce continuity. Details of building heights are as follows:

Phase 1 detail design:

All building heights are indicated on planning drawings. Refer to drawings numbers as follows:

- Market Square Flats: 27429-PL-P1-004 rev P1
- Urban Houses: 27429-PL-P1-006 rev P1
- Houses: 27429-PL-P1-009-014 rev P1, 015 & 016 rev P2

Outline Application:

Refer to the table below for details of maximum and minimum building heights. Note that where applicable, the maximum height of lift cores has been identified separately from the maximum height of the building.

Layout: density

The total number of dwellings proposed for the entire scheme is 839 as per the consented master plan. This achieves a varied overall density making efficient use of the land within the site whilst creating a high quality urban environment.

Number of Storeys	Building Type	Minimum building height to Ridge / Parapet	Maximum building height to Ridge / Parapet excluding lift core	Maximum building height to Ridge / Parapet including lift core
1 storey	Residential Garages	3m	4m	N/A
2 storeys	Residential (Flat over Carport)	7.6m	8.5m	N/A
2 storeys	School	9.5m	13m	13m
2.5-3 storeys	Houses and Urban Houses	9.9m	11.4m	N/A
3 storeys	Flats	9.5m	12m	12.5m
4 storeys	Flats	12.6m	15.1m	15.6m
4 storeys	Multi deck car park	9.5m	10.5m	13.5m
5 storeys	Flats	15.7m	18.2m	18.7m
5 storeys	Flats incl. CCRC	18.8m	21.3m	21.8m
5 storeys	Offices over parking / retail	18.3m	21.3m	21.6m
6 storeys	Offices over parking / retail	22.3m	25.3m	25.6m
7 storeys	Offices over parking / retail	26.3m	29.3m	29.6m



Layout: size distribution

The mix and tenure of housing at Green Park Village will cater for pressing housing needs in the Reading Borough that can not be adequately provided elsewhere. The size of the site, its exceptional public transport infrastructure, parkland setting and relatively unconstrained nature, provides a rare opportunity to create family housing, apartments and specialist affordable housing for the elderly and other groups.

The differences between the proposed and consented schemes are described in the table opposite.

This responds to the development guidelines as follows:

- There is increased variation in the accommodation to be provided at Green Park Village.
- The higher proportion of 4 and 5 bed units meets the identified need for larger family housing.

In addition to the varied family housing described above, the variety of housing to be provided includes:

- Extra Care housing with ancillary communal space
- Eight family homes for disabled persons designed in accordance with Housing Corporation guidelines.

This is in accordance with the consented master plan.

RESIDENTIAL ELEMENT	APPROVED SCHEME	PROPOSED SCHEME
Total number of residential units	737	839
Total number of houses	391	380
Total number of flats	266	330
Total number of CCRC Extra Care units	80	129
Residential mix – 1 bed units	120 (inc CCRC)	116 (inc CCRC)
Residential mix – 2 bed units	204 (inc CCRC)	341 (inc CCRC)
Residential mix – 3 bed units	315	248
Residential mix – 4 bed units	98	123
Residential mix – 5 bed units	0	11
Number of detached / semi-detached units	20	165
Number of different house types	16	approx. 31
Wheelchair accessible houses	8	8
Average garden length	Approx 9m	Approx 10.1m
Building heights	2-4 storeys	2-4 storeys
Lifetime homes compliant dwellings?	Part compliance	100% Compliance



Layout: Master plan

The proposals have been developed from an urban design perspective and as such respond to fundamental principles set down by CABI in their publication "By Design". They are:

- Character – A place with its own identity
- Continuity and Enclosure – A place where public and private spaces are clearly distinguished
- Quality of the Public Realm – A place with attractive and successful outdoor spaces
- Ease of movement – A place that is easy to get to and move through
- Legibility – A place that has a clear image and is easy to understand
- Adaptability – A place that can change easily
- Diversity – A place with variety and choice

In addition to the best practise guidance in Urban Design, the layout is a responsive study to the existing opportunities and constraints and responds to three key principles. They are:

1. To reclaim and restore the existing land and water body areas to facilitate a new development commensurate with the character of Green Park.
2. To create a new mixed use village that introduces residential development into the framework of Green Park.
3. To provide an urban setting that enhances the connection between the new railway station, Green Park and the Madejski Stadium.

There are two principal vehicular and pedestrian accesses into the site.

The first principal access point will be taken from the existing roundabout and will enter into the residential area along a formal boulevard. The roundabout and boulevard are called the "Gateway Roundabout" and "Gateway Boulevard" respectively.

The second principal access is via a new roundabout, the "Station" roundabout that will service the railway station, transport interchange and the development to the west of the lake. This road curves around the CCRC Extra Care facility on the south and rises slightly to take the benefit of views across the Market Square to the lake, with dramatic views to the west piazza and landmark buildings that signify the station precinct. Both sides of this road are tree lined and landscaped to carry the character of Green Park up to the interchange. This road enjoys clear views of the lake with amenity space on both sides of the road as it approaches the interchange.

There is a secondary means of access provided from the lowest density housing onto Longwater Avenue between the two roundabouts. This is a restricted access point, providing left-in left-out traffic flow only. This access point maintains vehicular and pedestrian permeability throughout the layout.

There are three pedestrian bridges across Longwater Avenue ditch that link the footpath along Longwater Avenue with the residential development of Green Park Village. There is also pedestrian access to the Market Square from the station access road. All of the above enhance the permeability of the scheme.

The urban block form within the site has been designed to reflect the Government guidance paper "Manual for Streets". The setting out of these blocks creates a variety of street types and hierarchy as described elsewhere in this document.

The Lake is the focal point to the whole design. This is a superb visual amenity as well as a tremendous source of physical benefit. By largely retaining the existing lake edges, the extent of natural lake edge has been increased, and this has been capitalised upon through providing both enhanced habitat areas and recreational opportunities.

There is a path that runs around the perimeter of the lake. This starts from the Station precinct and West Piazza and informal amenity area that overlooks the lake. From this point, the path runs northwards along the lake towards a linear park that has views southwards across the lake. From the linear park, the footpath connects to one of the Local Equipped Areas of Play. At this point, the path leaves the lake edge and runs southwards along the Lakeside Crescent towards the Market Square. Following Secure by Design principles, there is no pedestrian access to the eastern side of the lake adjacent to the detached five bed houses that define the Lakeside Crescent. The footpath reaches the Market Square, Community Hall, shop and café as well as a lakeside amenity adjacent to the Market Square. From here, there is a boardwalk connecting the amenity space to a footpath that follows the line of the station access road past further amenity spaces on the south of the lake towards Green Park Station and Transport interchange.

The Market Square forms the heart of the residential development. This is a pedestrian hard paved area with a central bandstand. The School and Community Hall are entered from the Market Square. In addition there is 130 sq m of retail space that faces the Market Square as well as the adjacent amenity space that fronts onto the lake. Users of the Market Square can spill over onto the soft landscaped lakeside amenity. Tree planting in and around the Market Square soften the landscape and provide

shade. There is a raised platform across the station access road, finished in a different material that links the CCRC Extra Care with the Market Square.

The new school frames the eastern side of the Market Square providing educational space for 200 pupils. The school playing fields will be available for community use and will provide sports pitches in accordance with the existing section 106 agreement. In addition, there will be independent changing facilities for community use. The school hall will double up as the Community Hall and will therefore be available for community use outside of school hours.

The development located on the west side of the lake includes a variety of apartments as well as the commercial component of the development. Taller buildings are interspersed with green spaces. The office space is accommodated in four blocks of differing size and height, positioned above decked parking. The parking deck has a green roof and can be accessed by occupants via a series of atria. This provides an amenity for the occupants of the offices. The two tallest office blocks frame the route to the station and are linked by a tall, covered retail arcade. The retail component includes restaurant/café facilities. The commercial component of the development becomes more appropriate than previously due to its location near the station and transport interchange.

Green Park Village has excellent transport connections by road and rail. The mixture of Housing, Commercial, Retail and Leisure facilities are all integrated to create a truly sustainable community in this fast growing and established neighbourhood of South Reading.



Layout: scale, massing

The following images are simple 3D massing studies of the whole site and the immediate surroundings.

Image 1

The aerial view is from the south east, with the existing offices in the foreground, looking towards the railway station.

One of the intentions of the design is to provide an urban setting that enhances the connection between the new railway station, Green Park and the Madejski Stadium. On the approach to the station along the match day marshalling route, there is a straight line of sight across Longwater Avenue to the Market Square, the lake beyond, the west piazza and the landmark office buildings that act as an orientating device, signifying the location of the railway station.

Further landmark buildings can be seen in this image as follows: Longwater point apartments acting as a landmark to Green Park Village on the approach from the A33, Gateway apartments signifying the main entrance to Green Park Village, the CCRC Extra Care building at the entrance to the station access road and the corner flats that signify the end of the Main Avenue and the start of the Market Square area.

The location of the retail unit, community hall and playing fields in relation to the Market Square and lakeside amenity can clearly be seen.

There are several amenity areas around the lake, with the lakeside footpath that links these spaces, clearly visible.

The composition of a mixture of house types and subtle changes

in roof heights and form will add variety to the street scenes.

Image 2

This aerial view is taken from the north east looking over the Main Avenue towards the Lake.

This image identifies the formal, semi formal and informal zones within the scheme as well as the street hierarchy. The formal building edges and tree planting signify the Gateway Boulevard and the Main Avenue. The Avenue squares that act as deflection points and public spaces are clearly visible. The variation of roof form in the houses immediately adjoining the Avenue squares can also be seen.

Image 3

This aerial view is taken from the northwest looking over the lake in the foreground towards the Lakeside Crescent, Market Square and the bulk of the residential development behind.

The semi formal development along the North and Lakeside Crescents can clearly be seen. The five bed detached houses that form the Lakeside Crescent have uninterrupted views towards the Lake.

On this image, the grouping of Landmark buildings, CCRC Extra Care, Community Hall and retail facility around the Market Square can clearly be seen. In addition the spatial relationship that allows people to spill over effortlessly from the Market Square or village Hub to the adjoining Lakeside Amenity can clearly be seen.



KEY

- | | | |
|--|---|----------------------------------|
| 1. Existing Green Park Offices and parking decks | 6. Landmark apartment buildings | 13. Main area of houses |
| 2. Marshalling route between the Madejski Stadium and Green Park Station | 7. CCRC Extra Care | 14. Longwater Avenue Apartments |
| 3. Market Square | 8. Retail unit at ground floor level with flats above | 15. Gateway Boulevard |
| 4. West Piazza | 9. Community Hall and School | 16. Main Avenue |
| 5. Landmark office buildings with the railway station beyond | 10. Playing fields | 17. Local Equipped Area for Play |
| | 11. Informal lakeside amenity spaces | 18. Urban Houses |
| | 12. Lakeside footpath | 19. Lakeside Crescent |
| | | 20. North Crescent |
| | | 21. Longwater Avenue |



Layout: landscape and open space strategy

Landscape Vision

The St Edward Homes vision at Green Park Village is to provide a high quality landscape framework to open spaces, housing and commercial areas. The landscape setting for new homes will serve the needs and aspirations of all ages with excellent accessibility, both within the site and to the wider landscape.

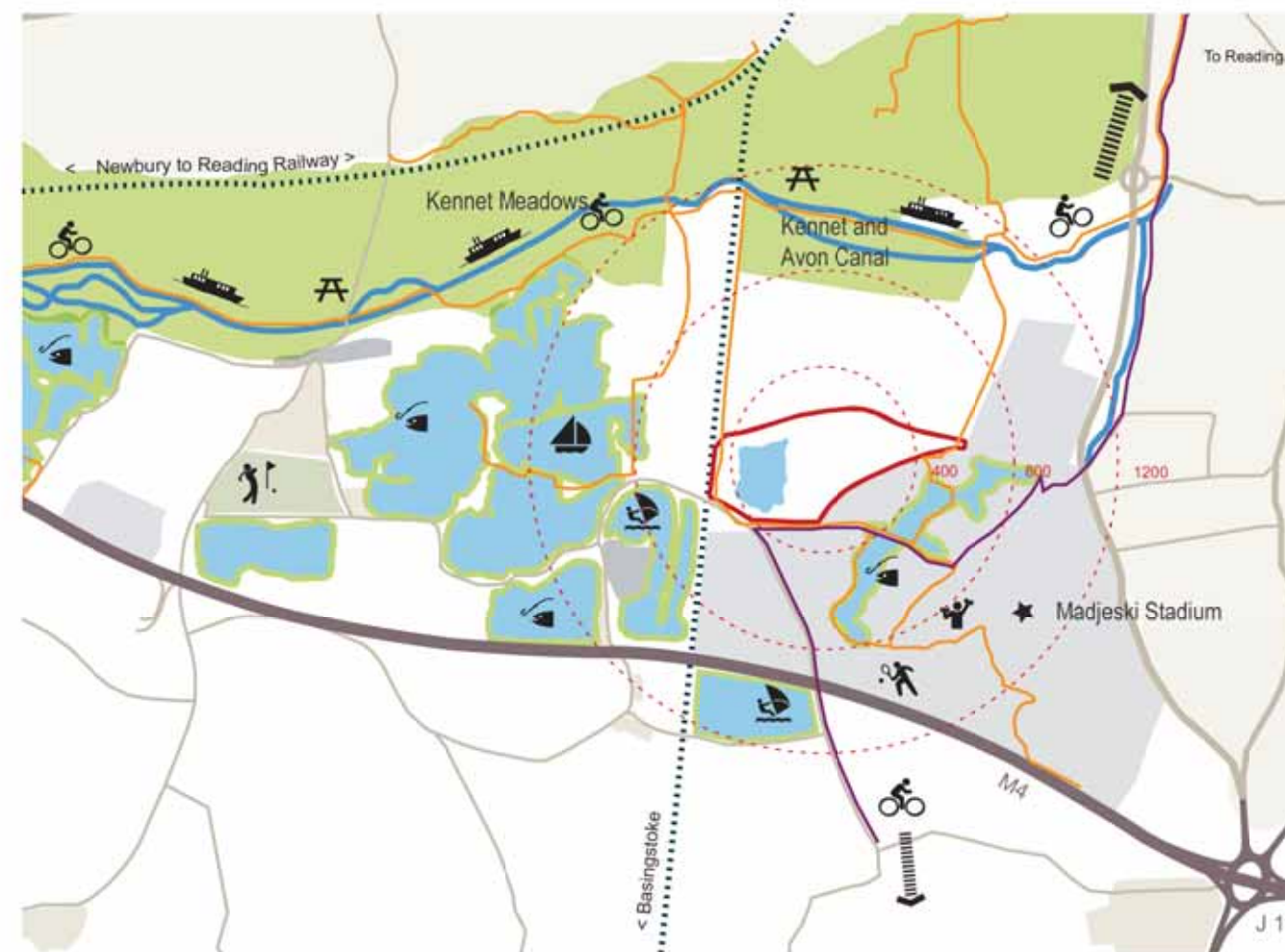
The quality of the existing landscape setting at Green Park which is being extended into Green Park Village has been recognised with a series of awards, the latest being:

- Wokingham Biodiversity Award 2008
- Landscape Institute Award 2006
- British Association of Landscape Institute Award (BALI) 2006
- Horticulture Week, Commendation 2006

The landscape framework for existing development at Green Park has evolved over the last decade. The framework embraces approximately 40 acres of both flood conveyance and flood storage and 130 acres of development platforms formed above the 1:200 year flood levels. Green Park Village is now extending this landscape framework as part of a mixed use proposal including the new Green Park Station.

Whilst Green Park has created its central water feature, Longwater Lake, Green Park Village has the benefit of an existing lake of approximately 10 acres. This 10m deep lake will be filled to provide flood storage and a shallower depth of water under an existing planning consent. Much of the lake margin will remain unaltered although some re-profiling of the banks will occur for both safety and increased diversity of habitats.

-  Statutory Footpath
-  Sustrans National Cycle Network
-  Kennet and Avon Canal
-  Picnic and informal recreation
-  Tennis Court
-  Cycle paths and Sustrans routes
-  Water sports (water skiing & jet skiing)
-  Sailing and windsurfing
-  Angling
-  Burghfield Golf Course and Bowls Club
-  Cannons Health Club
-  Madjeski Stadium (Reading Football Club and community facility)



Existing Recreational Facilities



Madjeski Stadium



Community fishing at Green Park



Kennet and Avon Canal



Water Sports on Searls Lake



Sailing on Theale Lake



- Green Park Village Site
- Lakes and Waterways
- Green Public Open Space
- Key Public Spaces
- Public Buildings (including school, retail, cafe, nursery and gym)
- Statutory Footpath
- Sustrans National Cycle Network
- Green Park Lake Edge Paths and Public Pedestrian Routes
- Play areas
- Water sports (water skiing & jet skiing)
- Cycle paths and Sustrans Route
- Angling
- Madejski Stadium (Reading Football Club and Community facility)
- Tennis Court
- Cannons Gym
- Five-a-Side Football Pitches
- Pedestrian Routes

Green Infrastructure and Recreation Facilities

Landscape Vision

The open space proposals at Green Park Village will enhance the existing network of accessible multi-functional green space, now more commonly referred to as Green Infrastructure (GI). The open space will be maintained in line with the existing Green Park landscape and it will deliver a wide range of linked environmental and social benefits including conserving and enhancing biodiversity as well as landscape, recreation, water management and social benefits to underpin individual and community health and well being.

Within easy reach of the Green Park Village site there are a wide range of recreational activities including indoor and outdoor pursuits, leisure centres, swimming pools, sports pitches and river and canal cruising. In addition, new and existing open space provision on site will provide many accessible and diverse opportunities for residents and visitors. Discussions have been held with Reading Borough Council on initial proposals to ensure a range of amenity spaces are provided to meet the demands of all ages.



Landscape Framework

A local park is proposed around the west and north of the lake, incorporating a landscape public footpath with seating, picnic tables, a seniors' fitness suite and access to the water's edge. On the eastern side of the lake and adjacent to the Market Square an informal playable space is created with seating steps over-looking it and the lake. Two equipped play areas are provided within the residential area and these are closely associated with the linear open space which runs the entire length of the northern boundary. This linear park creates an attractive footpath link between the housing and the wider Reading Rights of Way network.

Pedestrian piazzas are provided adjoining the new Green Park Station and at the Market Square on opposite sides of the lake. These areas serve adjoining uses such as shops, cafes and the school, and allow the community to enjoy socialising in an attractive and informal environment. The Market Square has been designed in order that it can also accommodate more formal uses such as a monthly Farmer's Market.

The new school facilities are planned to be available to the local community and will offer sports facilities including all-weather football pitches, which Reading Council have advised that there is a strong demand for.

Within residential areas, the development will follow the Manual for Streets guidance, making streets safe places for children to play outside their homes. The footpath and cycle path network will also provide easy access to adjoining amenities such as the Nuffield Health, Fitness and Wellbeing Club, the tennis court within Green Park and the Kennet and Avon Canal to the north.



*As in the previously consented scheme, the all weather community sports pitches on the school site have been counted at 3 times their physical area

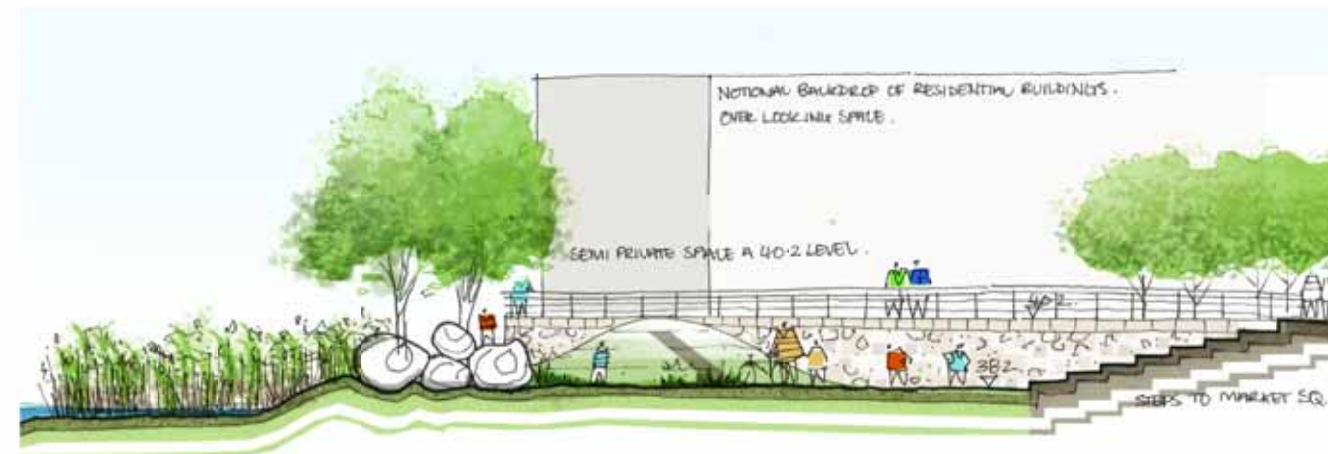
On-site open space allocations



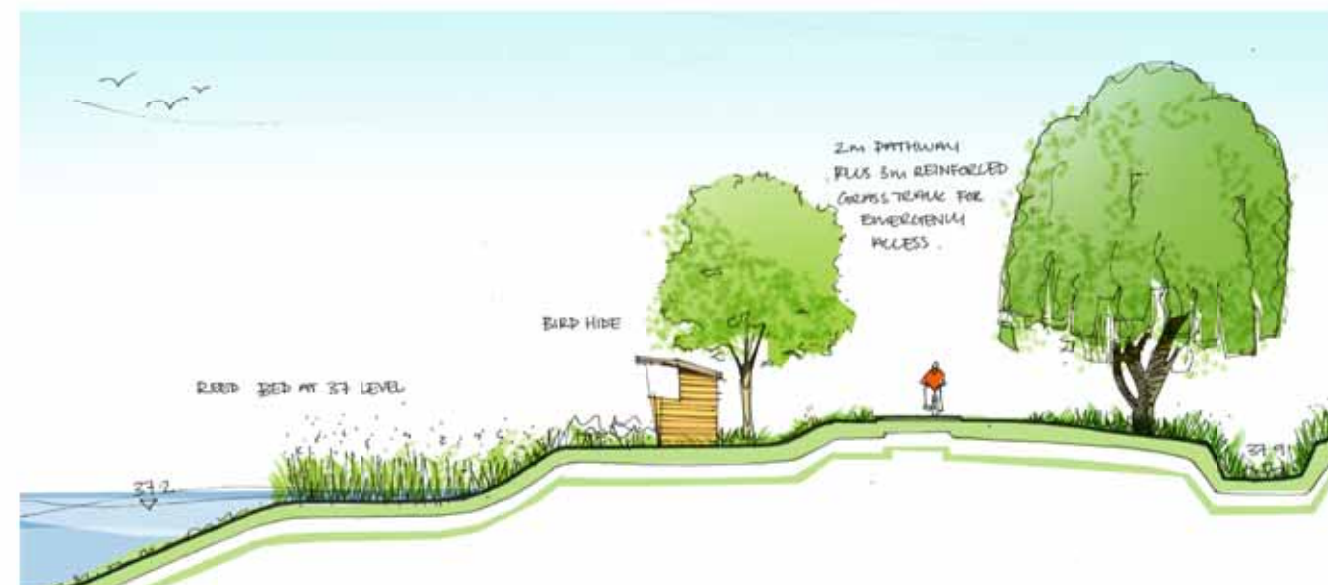
Biodiversity

In addition to the local park there are linear landscaped spaces where walking and cycling is encouraged. These linear routes have a 5m wildlife zone alongside ditches to act as wildlife corridors as requested by the Environment Agency. The margins of the lake are re-profiled to create planting shelves for reed beds and other marginal plant species. Floating islands (constructed to RSPB guidelines) will be created offering a protected area for the Common Tern. At the southern end of the lake shallows and gravel topped islands will create a suitable habitat for wading and ground nesting birds. Native trees planted at the lake edge will provide perches for various bird species. This approach benefits from the design team's experience in managing maturing habitats, and supporting increasing species diversity at Green Park.

The management of the landscape infrastructure will be linked to the existing management of Green Park. The landscape proposals will be covered by the Green Park Biodiversity Action Plan and Ecology Working Procedures manual prepared by the consultant ecologists to PRUPIM and St Edward Homes.



Sketch section of lake side park, showing lake edge planting shelf and informal play opportunities



Sketch section through northern lake edge illustrating, lake edge planting shelf, wildlife margin and public footpath and cycle way



Sketch study of lake edge treatments, sinious planting shelf and shallows with shingle islands.



Wildfowl habitats at lake edge



Terns nesting on floating island



Pebble surface floating islands



Existing Longwater Avenue ditch



Existing Willow trees will be transplanted around the new lake edge



Lake edge at Green Park

Landscape Works Generally

Landscape works will include the subtle profiling and planting of lake edges, ditch clearance and enhancement, grading and grass seeding and planting of soft landscape areas, tree planting, footpath construction, installation of play equipment, safe surfacing and fencing and the formation of seating areas. The work will also include the shaping up of the shallows and shingle banks and the planting of the newly profiled lake edges with reed beds and other more ornamental aquatic and marginal species. An additional water body called the Wetland Habitat will be formed at the eastern corner of the site to contribute to the flood storage capacity of the site.

These landscape works will generally be carried out in phases as building construction nears completion. Areas suitable for advanced planting will be identified to provide an established setting for the development as it proceeds.

Boundary Ditches and water bodies

The northern boundary ditch will benefit from a new landscape setting of wetland and wildflower grasses and native tree planting. It will be integrated into the linear open space which extends the length of the northern site boundary. Towards its western end the ditch will have a close association with the new waterside park. The ditch will be subject to regular maintenance including the clearance of invasive species and litter picking. Longwater Avenue ditch contributes to the landscape setting of the southern edge of the development with a new public footpath. It will continue to be managed to a high standard with regular clearance of culverts to ensure maximum water conveyance at all times.

The lake will provide a valuable setting for new housing and open space and an important amenity resource in its own right.

The land / water interface will be varied thus providing a range of experiences for the public. It is anticipated that the lake and lake edges will support a diverse range of plants, birds and other wildlife. The floating islands (which will be inaccessible to the public) will provide sites for birds to safely nest. Direct access to other parts of the lake margin will be possible and prospect points and interpretation will enhance its amenity value.

Trees

The value of the trees across the site is varied and the proposals seek to retain and protect the most valuable trees. A small number of valuable trees however, will be lost but will be replaced with new tree planting at a ratio of at least 1:2. Overall the site will gain in numbers and variety. The development will support native trees within open space, waterside and some boundary locations. Species particularly suited to an urban environment will grow as street trees and as features within residential areas and civic spaces. Trees will provide shade in parking areas and gardens.

Access

Strategic Approach

The proposed master plan layout will provide all potential users, no matter what their disability, age or sex, to enter the site, move around the area, enter buildings and use the facilities provided. At this stage it is envisaged that further discussions with the local authority planning and access officers will take place to ensure the detailed provision for the inclusion of disabled people are integrated through the subsequent reserved matters application stages.

The layout has been designed to provide simple and logical access into, through and around the site, linking into the existing movement patterns, linking roads, footpaths and public squares.

The proposed movement network will support safe, convenient and appropriate means of access for pedestrians, cyclists and vehicles in that order of priority.

The road and footpath network is designed to reduce car speeds and allow people to walk, relax and play alongside or even on streets. Traffic calming is incorporated into the highway layout. The design will also make sure that disabled people are not excluded or put at risk. The layout provides a good balance of roads and open space making the place more user-friendly for pedestrians and cyclists.

The following section provides details of strategic access and movement framework and how the general principles of accessibility are achieved.

Inclusive Access

Proposed foot and cycle facilities

Traffic calming

The development will be designed to facilitate movement by foot and cycle. Traffic speeds within the development will be controlled, in order to provide a safe environment for pedestrians and cyclists. The advisory speed limit in Green Park Village will be 20mph which will apply to all primary and secondary roads as shown on the diagram.

Shared surfaces

These will be provided through the Green Park Village development to facilitate pedestrian access to the residential areas, the primary school, the Market Square and village hub and Green Park Railway Station.

Footpaths and leisure routes

Pedestrian access is provided directly from the Railway station to the west piazza and the circular lakeside walk. The pedestrian leisure route extends from the lakeside walk and cycle route via both LEAP areas and along the northern crescent to reach the wetland habitat to the east. This leisure route connects statutory footpath 11 with footpath 10, providing a link the Reading town centre. In addition, there is a footpath through the Longwater Avenue Linear open space that will provide easy access to bus stops and to the wider Green Park facilities.

Access to the Market Square will be controlled by means of bollards. For the majority of the time this will be a car free space. However, deliveries to the small retail facility will take place via the Market Square. Coach drop off and deliveries to the school will use the shared surface to the rear of the school.

Connectivity

This development proposes to provide pedestrian and cycle connectivity between the rail station, Green Park and the A33 relief road. Pedestrian footways along the station access road and the station interchange area are proposed to provide a fully permeable pedestrian network. In addition, a new footway will be added along the northern carriageway of Longwater Avenue, in addition to the existing footway on the southern carriageway.

Further to the general pedestrian and cycle links between the station and Green Park there will also be a marshalled pedestrian route used on match days that links the rail station with the Madejski stadium. This route has been designed to limit the interaction between pedestrians and vehicles.

The National Cycle route NCR23 will be maintained on the former Smallmead Road. Access from this route to the station cycle parking area will be via the emergency access from Kybes Lane and passing the transport interchange.

Cycle parking and storage facilities will also be incorporated within the proposed development.

Pedestrian Access

Phase 1 detailed design builds on the access principles established for the master plan with disabled access being a key element.

All houses will be provided with level thresholds that will allow wheelchair access to each dwelling. In addition, their internal layouts will accord with the latest Building regulations for access to and use of buildings as well as Lifetime Homes requirements.

Eight dwellings will be fully wheelchair accessible in accordance

with Housing Corporation standards.

All apartment buildings will have full lift access to all floors in addition to staircase access.

All retail and office facilities will have level thresholds that give unrestricted access within the Market Square area, school and station precinct. Again, all of these buildings will be fully compliant with Building Regulations with regard to access and use thereof.

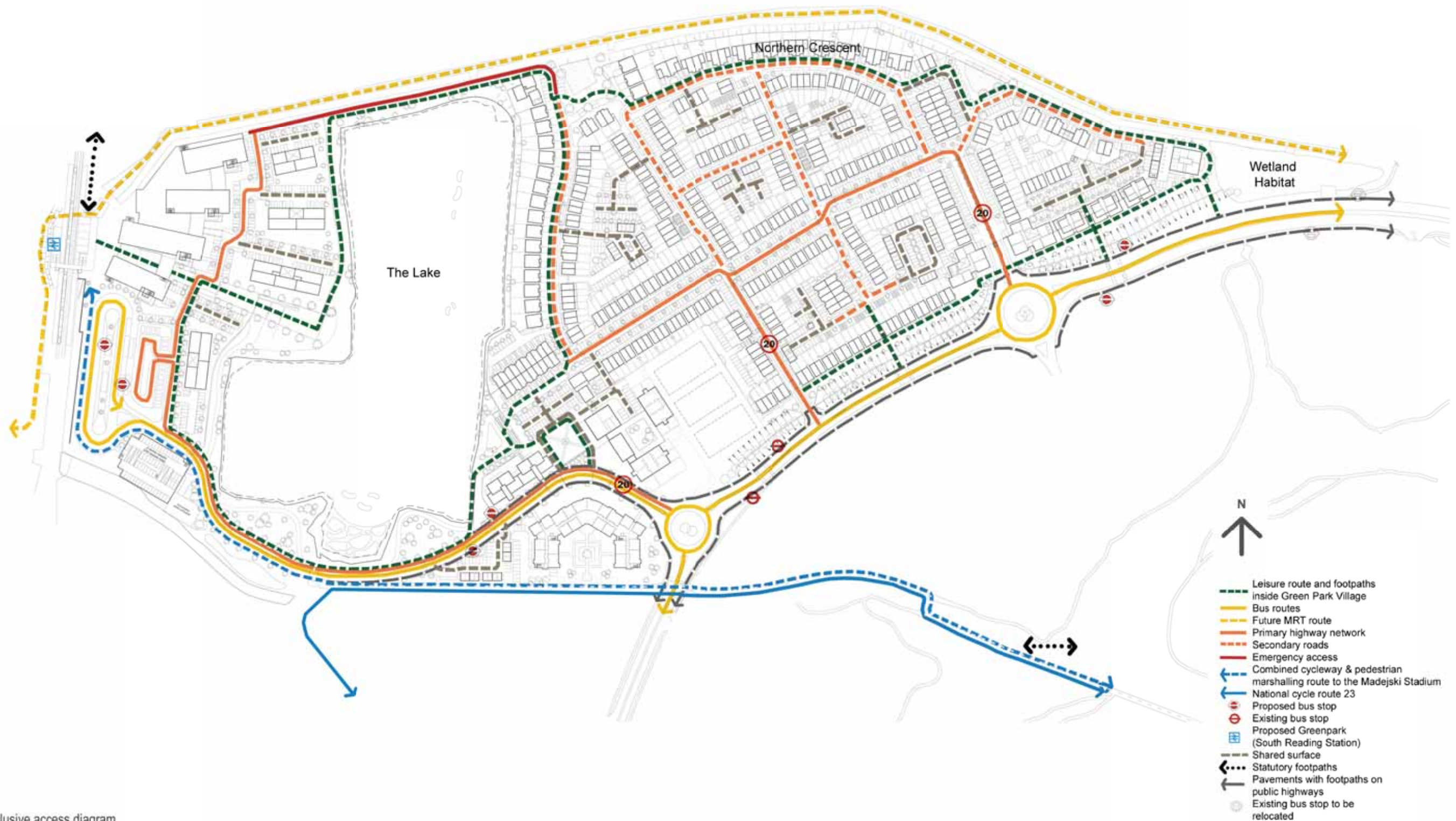
Footpaths will be designed to ensure that disabled users can access all the facilities within the Market Square, school, residential areas and office areas as well as the lakeside walk. The latter will be accessed via shallow ramps that connect the general ground level of the development with the lakeside walk level.

Public Transport Facilities

The development proposals will include extensions to the existing Green Park bus services along Longwater Avenue and into the Green Park village development site. This extension will run from the station access road past the residential units and leading to the proposed Green Park Station and into the Park and Ride facility. Additional bus stops will be added as shown on the diagram.

Park and Ride Facility

A Park and Ride facility is proposed to the south west of the site, close to the Green Park Station and accessed via the station access road. This Park and Ride service will be situated to the east of Green Park providing access to Reading town centre and rail station with a frequency of buses every 7-8 minutes. The Park and Ride facility is proposed to have a car parking provision of 200 spaces.



Inclusive access diagram

Bus interchange

A bus interchange is proposed to the west of the site adjacent to the Green Park rail station. The bus interchange will have flexibility to accommodate conventional buses together with articulated buses. The interchange is positioned to be as close to the pedestrian entry point of the rail station as possible.

Entry to the interchange for buses is via the station access road, with circulation in a clockwise direction, with bus stands to the left. Provision is made for 84m of bus standing space, sufficient to accommodate two articulated bus vehicles, or four standard length vehicles or any combination of the above. Exit is via the same route. Bus passengers alight on the western side and board on the eastern.

The bus interchange and station is fully accessible. Pavements on the site are 2m minimum in width, there is a level approach through the bus interchange.

Mass Rapid Transport

A Mass Rapid Transit (MRT) system is proposed as a future development of Green Park. Reading Borough Council's Local Transport Plan (2006-2011) proposes a Mass Rapid Transit system that will connect Reading town centre and Green Park, however, this is a long term aspiration subject to obtaining the necessary funding.

Funding streams to enable delivery of such projects are currently unavailable and it is unlikely that the Government will be able to offer any more guidance on the matter until the Spending Review in October 2010.

Reading BC are working on a revised Local Transport Statement and have indicated that there is an identified need for a step

change in public transport provision in the area although how this is reflected in policy terms in the next Local Transport Plan is still unclear.

Green Park Station

The proposed Green Park Station is to be situated to the west of the site on the Basingstoke to Reading railway line. A train service is proposed with an approximate journey time of 6 minutes to Reading Rail station and 21 minutes to Basingstoke rail station. This service will also call at Reading West, Mortimer and Bramley.

A taxi rank, disabled car parking, cycle parking and a short stay parking facility is proposed outside Green Park Station. A lift is provided within the station to enable full access to and use of the rail station.

Vehicular Access

The proposals have been fully described elsewhere in this document but can be summarised as follows:

- There are three vehicular access points to Green Park Village from Longwater Avenue. All three access points will be designed to DMRB standards.
- The guidance provided in "Manual for Streets" has been applied to the residential element of Green Park Village.
- With regard to the design of parking, the guidance provided in the English Partnerships document entitled "What Works Where" has been applied to all aspects of Green Park Village. There is a mix of on street, on plot, courtyard parking and decked parking.
- Access to the Park and Ride, short stay car park, offices and

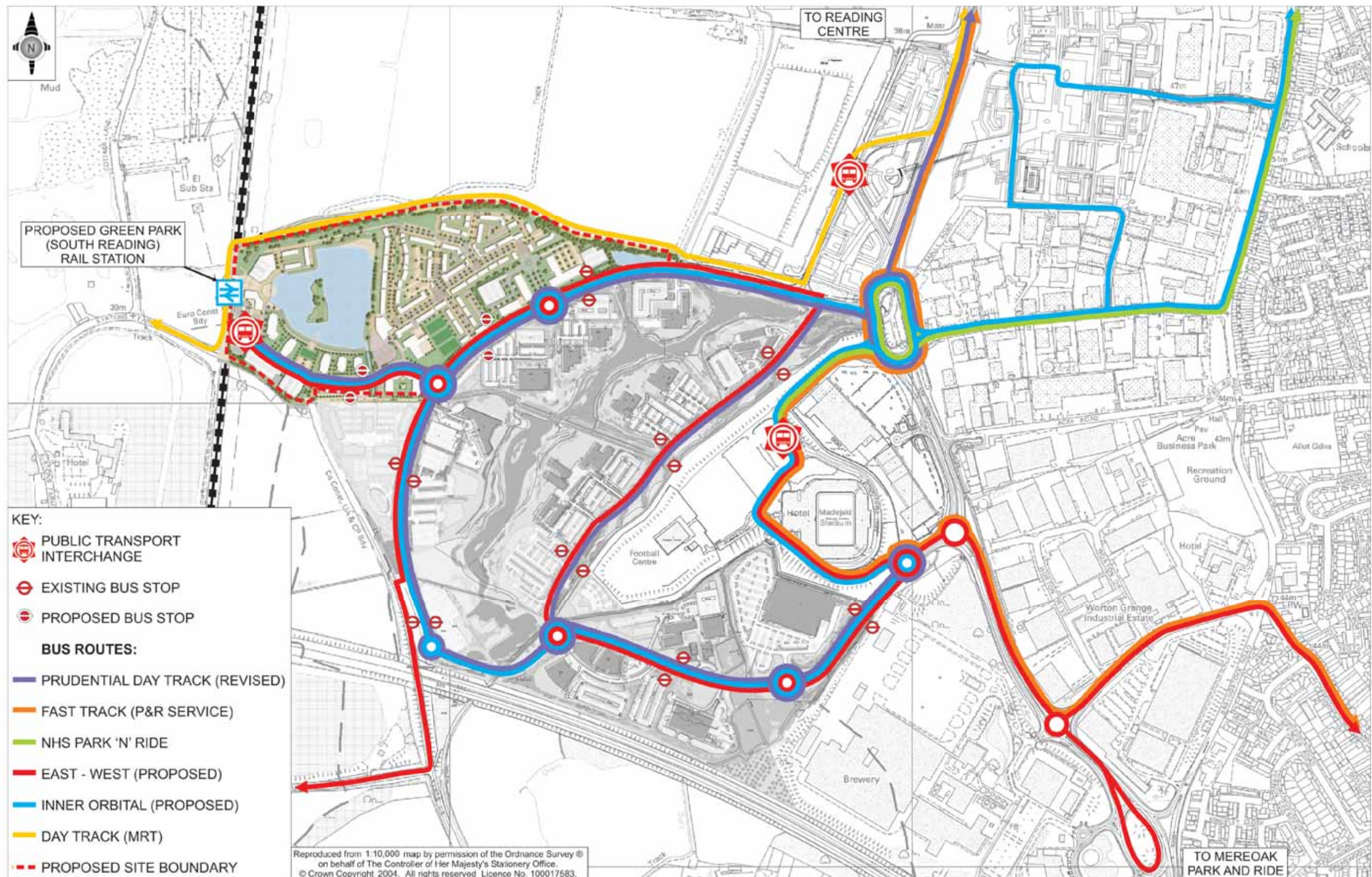
residential development on the west side of the lake all make use of the station access road. However none of these uses will need to, or be able to enter the transport interchange / bus and taxi pick up and drop off area.

- The advisory speed limit is 20mph

Consultation

The principles of inclusive access remain as per the consented master plan. Therefore all consultations undertaken at the time of submission of the consented scheme remain valid.





Character Areas

This section includes brief descriptions of particular character areas that do not form part of the phase 1 development.

Gateway

This is the primary access point to the residential development of Green Park Village. This area will create a grand entrance to the site by means of two Landmark apartment buildings located on either side of the entrance. The entry road is a wide boulevard with trees along the central reservation. In addition, there is a feature building, Urban Houses, at the end of the vista. This entrance leads onto the Main Avenue that is described as part of the phase 1 development.



Concept Plan



Concept Massing Model



Aerial View - Holborough



Precedent image - Holborough



Indicative CGI of Gateway

Offices

The office development of Green Park Village will complement the existing office development at Green Park, contributing to the highly attractive Business Park location. This development will follow the standard set by the existing office development incorporating buildings of a high quality design set within an attractive landscape framework. The proposed development will be well served by existing and future public transport links. The offices will make use of the wide range of amenities proposed by the Village development. The massing of this development will be more slender than that of the existing Green Park Development but two of the buildings will appear higher by one storey. This reinforces their status as landmarks that identify the station precinct, as previously described.

The office development will be located above decked parking. The parking deck will have a green roof and will be a usable amenity space for office occupants.

The office development is accessed via the Station Access Road.

CCRC Extra Care

Land at the south of Green Park Village is being used for an 80 unit CCRC Extra Care facility. This building will be in the order of 4-6 storeys in height. This building has been designed to incorporate ancillary communal space. A feature of this building will be the south facing landscaped communal garden.



Precedent image - offices



Precedent image - offices



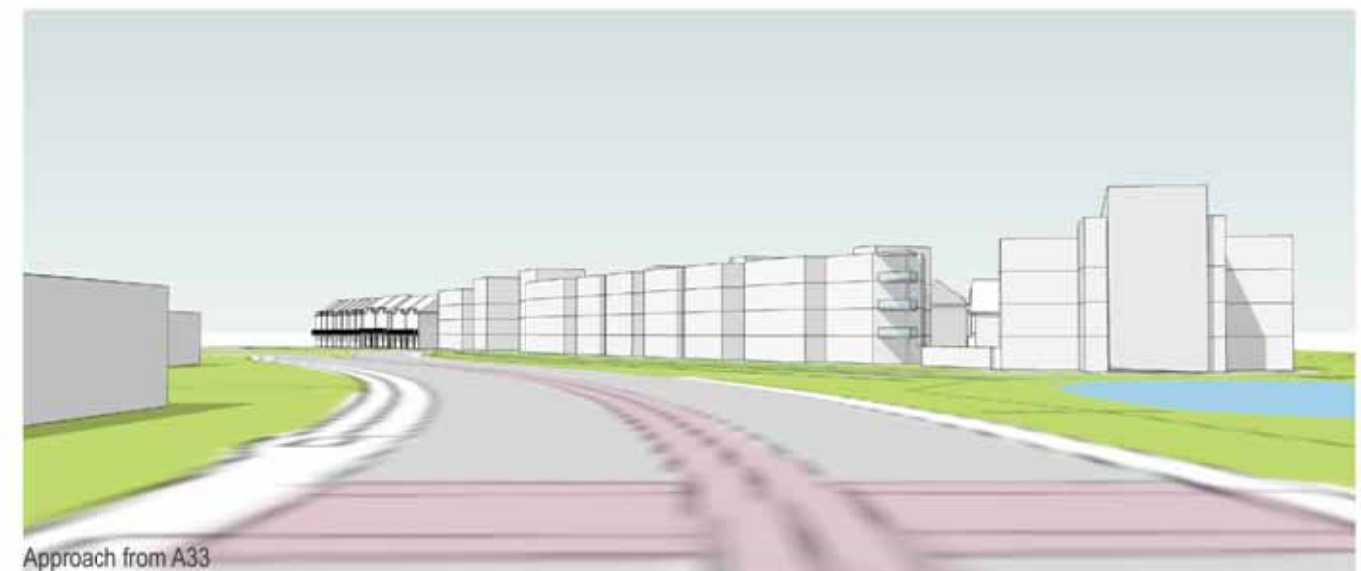
Precedent image - offices



Precedent image - offices

Approach from the A33

The approach to Green Park Village from the A33 has been identified as an important part of the design. The Landmark apartment building along on the eastern point of Green Park Village will be the first structure that is seen by approaching vehicles and pedestrians. This apartment building is slightly taller than adjoining apartment buildings in order to emphasise its landmark status. This building will benefit from excellent views to the east over the new Wetland Habitat to the grassland beyond. The architecture of this apartment building as well the adjoining apartments along Longwater Avenue will have a contemporary design appropriate to the commercial setting. There will be a feature located on the Gateway roundabout as well as two landmark buildings on the Gateway, as described above.





Indicative model of Approach to A33

Phase 1 Design

Introduction

This section of the statement describes in detail the proposals for the scheme comprising the houses, Market Square apartments, Urban Houses, Market Square and associated landscape and external works.

Amount of Development

Phase 1 comprises 106 dwellings plus associated landscaping, highways public open space and parking.

A mix of dwelling sizes includes one and two bed apartments as well as three, four and five bed houses. A detailed accommodation schedule is included at the end of this section.

Site Layout

The main vehicular entrance to phase 1 is the left-in left-out road off Longwater Avenue as described in section 9 of this document. This is called the "Village Entrance." The Village Entrance leads to a terrace that in turn intersects with the Main Avenue at one of the "Avenue Squares." These squares are raised and have a contrasting paving pattern, in order to establish them as pedestrian priority zones and as key public spaces within the residential areas. The Main Avenue leads towards the lake, apartments and Market Square. Vehicular movement ends at the parking access road and parking for the Market Square Flats and Urban Houses. A small section of the Lakeside Crescent has been included in phase 1.

Pedestrian access to phase 1 is via the Village Entrance as well as via a hard surfaced area that links the station access road and the Market Square. There is a further entrance to phase 1, that is;

the lakeside walk coming from the Green Park Station area, along the station access road. This route turns left and becomes a boardwalk along the lake edge that leads to the lakeside amenity area that has direct access to the waters edge.

Although not part of the phase 1 detailed application, the retail facility that is situated at ground floor level in the Lakeside apartment building, community hall and school are located adjacent to the Market Square. The school and Community Hall are entered via the Market Square.

Accommodation Schedule

Phase 1 accommodation schedule				
House type	Type reference	Number		
3 bed house	A1	18		
3 bed house	A2	25		
3 bed house	B1	10	3 bed total	53
4 bed house	C1	7		
4 bed house	C2	12	4 bed total	22
4 bed house	C3	3		
5 bed house	E	2	5 bed total	2
1 bed flat	F1	1		
2 bed flat	F2	9	Flats total	11
2 bed FOG	G	1		
Urban house	H1	16	Urban House total	20
Urban house	H2	4		
TOTAL		108		108





Safety and Security – Secure by Design

The design of the layout and the public realm incorporates the seven key attributes of sustainable communities that are identified in Safer Places, The Planning System and Crime Prevention.

These are as follows:

Access and Movement

The movement network comprises well defined routes that allow for convenient circulation of pedestrians, cyclists and vehicles, without compromising security.

Structure

The structure of the development will ensure that the different forms of activity carried out within the public realm does not cause conflict.

Surveillance

The buildings have been designed to create passive surveillance. All flank walls addressing the public realm will have windows. All amenity areas such as the Market Square and Informal lakeside amenity are overlooked by residential development.

Ownership

The design and detailing of the scheme ensures that there is clear definition between the public and private realm and that there will be a strong sense of ownership and community within the neighbourhood. Although the phase 1 design does not include a Local Equipped Area for Play, it does have an informal amenity space, tiered seating overlooking the lake and a band stand with seating located centrally in the Market Square. These facilities will provide the opportunity for children's play as well as space for youth to congregate.

Physical Protection:

The incidence of exposed garden boundaries to the public realm is minimised.

There are gates separating the public realm from the passages between houses. These passages provide access to the gardens and in turn to the bins and lockable bike stores that are located within fenced gardens. Communal parking courts are gated at their entrances in order to clearly define them as private and to prevent loitering. The design of access points to dwellings will include well designed security features as set out below. Following a consultation with the Thames Valley Crime Prevention Officer, it was felt that there should not be public access to the lakeside along its eastern shore, in front of the Lakeside Houses. Access to this area is fenced. There is a gate at the southern entrance and a small, level area along the length of this lake edge for maintenance purposes only. Refer to landscape lake edge sections.

Activity

The design ensures that there will be a high level of activity on all of the streets and movement routes. Together with the high levels of passive surveillance this will ensure that there is a reduced risk of crime and an enhanced sense of safety at all times.

Visibility

In addition to the design for passive surveillance, street lighting and tree planting within the public realm and in semi-private courtyards will be carefully co-ordinated to ensure that illumination is not compromised. Soft landscaping within the public realm area will be designed to avoid the potential for concealment.

Entrances

Front entrances to houses and apartment buildings will be clearly visible from the public realm. Cover over entrances projects rather than having deep recessed porches. Entrances to apartments will be via secure communal entrance doors with audio/video entry phones.

Doors and Windows

The quality of locks on doors and windows will comply with the new Secure by Design Guidance notes, published in 2010. Where there is access from the street to rear gardens, gates will be provided to individual gardens.

Fences

Boundaries to rear gardens of houses will generally be 1500mm high close boarded fences with 300mm high trellis on top with 1800mm high close boarded gates. Exceptions to the above are:

- The fences between the Lakeside Houses and the lake edge. These will be 1.2m timber fences, because the lake edge area is already secure.
- Although not part of phase 1, it should be noted that the fence bounding the gardens that face onto the wildlife corridor on the northern boundary will be 1800mm fences with 300mm trellises above.
- Any additional fencing requirements that may arise pertaining to the boundaries between houses and the school grounds will be designed as part of a later phase, together with the detailed design for the school.

Management and Maintenance

The design ensures that the responsibility for maintenance between the residents and the management company will be clear. The Developer is keen to maintain responsibility for

the management and maintenance of the key areas of public open space which have been designed to create a high quality residential environment.

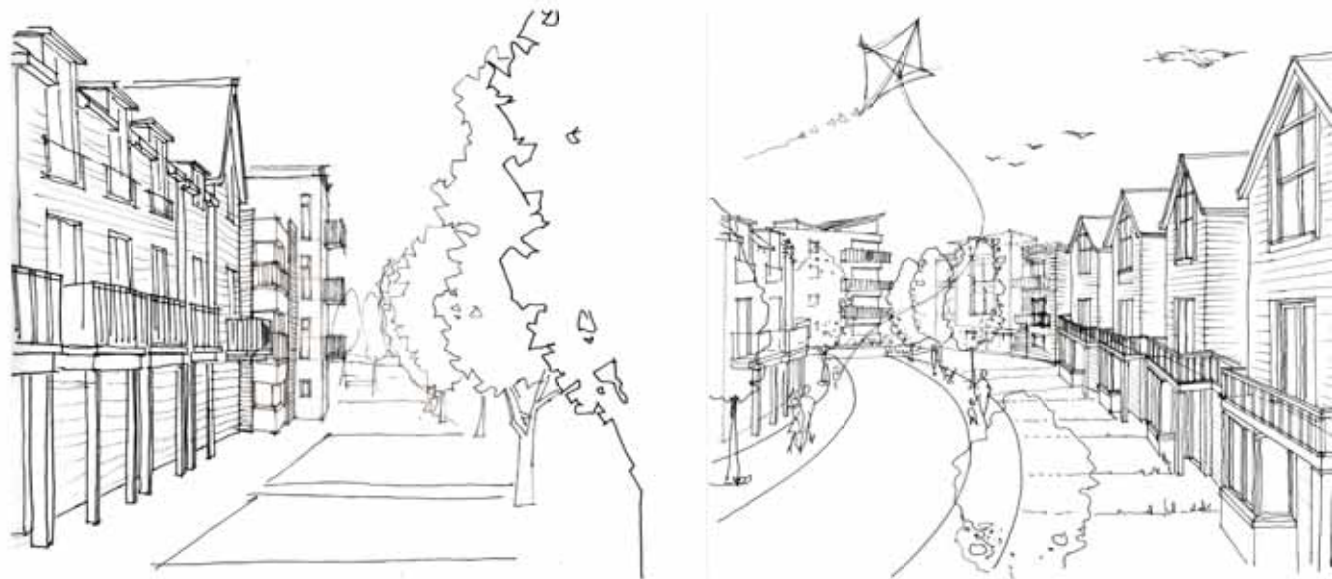
Appearance

As part of the new community that is growing to the south of Reading, the architecture of Green Park Village can take on a contemporary form and style. In addition, this is a visually contained site and as such, is not limited to traditional forms of red and grey brick and stone with slate roofs that characterises Reading.

The houses are clad in timber of varying colours. These forms have proved successful and popular on their earlier lakeside schemes. Roofs are pitched and generally finished in grey or terracotta coloured roofing tiles. Projecting balconies and canopies are white painted timber. The timber cladding is appropriate for a waterside style of architecture.

Whereas the scale and form of the timber clad houses is reminiscent of a traditional architectural expression for this material, the architecture of the Urban Houses and apartments is more contemporary. The primary external cladding material is still timber, finished in various colours. However, this is detailed in a contemporary way and is combined with glass, steel and limited areas of aluminium cladding. Balconies are glazed. The apartments and Urban Houses have flat roofs. In the case of the Urban Houses, these are private roof terraces.

Scale and massing has been described in section 9 of this document. Further details on particular aspects of the phase 1 design in terms of scale and massing, materials and colour is described elsewhere in this document.



Open space, Gardens and amenity space

A variety of forms of external amenity space are proposed across the development comprising the following:

- Private rear gardens to three and four bed houses
- Private rear gardens with uninterrupted lakeside views to five bed houses
- Balconies to the front elevations of houses
- Roof terraces over garages to five bed houses
- Balconies to all upper level flats
- Private roof terraces to Urban Houses
- Large central open space comprising the Market Square and Lakeside amenity
- Landscaped urban squares. (Avenue Squares)
- Tree lined Avenue

The landscape strategy describes the proposals for these amenity spaces in more detail.

Parking and Cycle storage

The parking provision for new dwellings in Phase 1 is on the following basis:

- 1 space per one bed flat
- 1 space per two bed flat
- 2 spaces per three bed house
- 2 spaces per four bed house
- 2 spaces per five bed house

A variety of parking is provided within the residential areas including street parking, on plot parking, carports and rear parking courts.

Note: There are two bedroom houses outside the scope of phase 1. These houses will have two parking spaces per dwelling.

Garages are not included in the allocation of parking spaces for five bedroom houses. All five bedroom homes have two parking spaces allocated in addition to the garage. Refer to drawing no.: 27429-PL-P1-015 rev P3. Parking spaces below unit 51 are carports. Refer to drawing no.: 27429-PL-P1-016 rev P2. Lighting design to all carports will be carefully considered in order to ensure safety whilst avoiding light pollution.

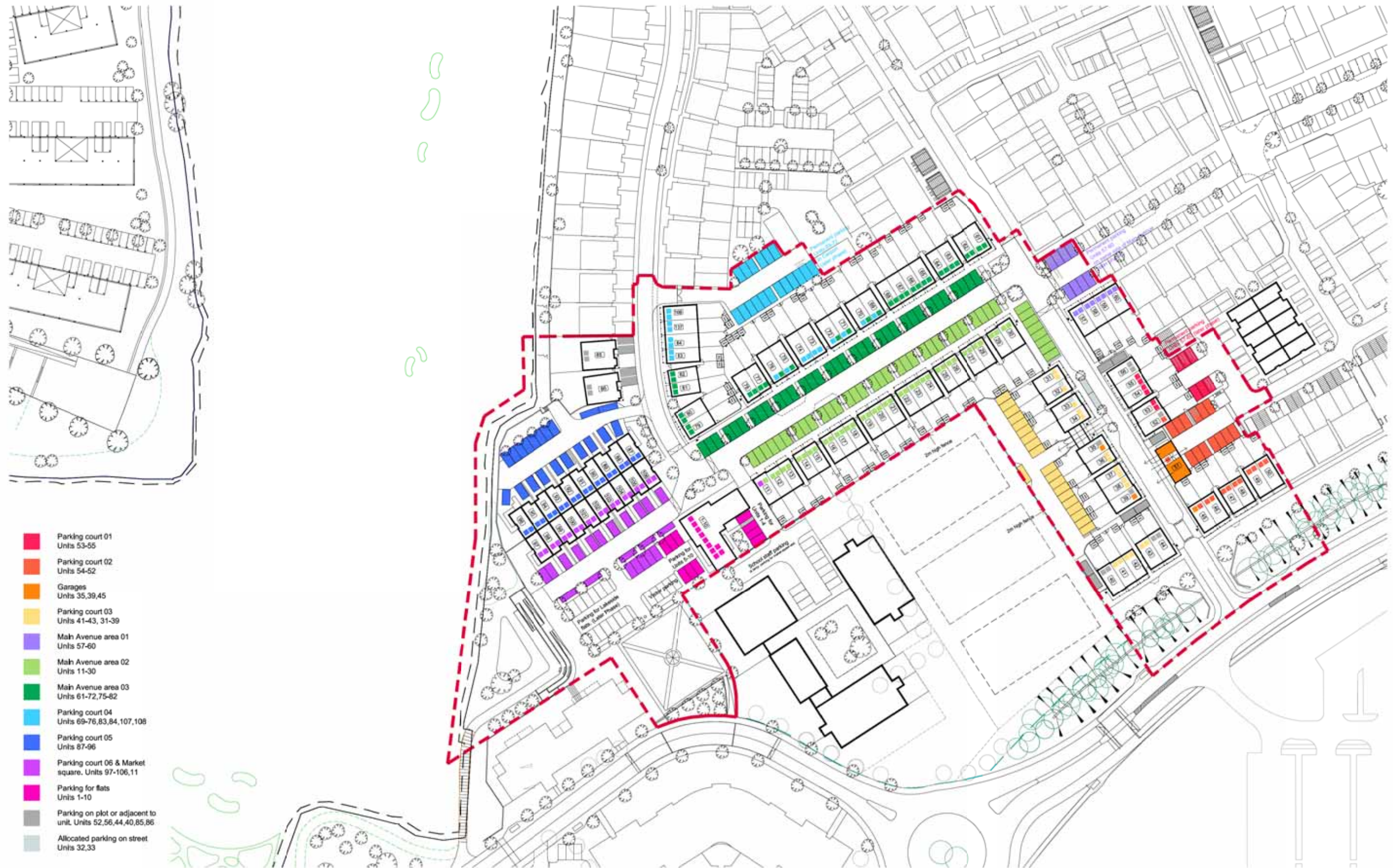
Parking spaces are conveniently located for the dwellings that they serve. Parking spaces, access paths and the roads are all level. Additional space has been allocated at regular intervals between parking spaces so that they can be enlarged to a width of 3.3m, in accordance with the requirements of Lifetime Homes

Cycle storage for all houses will be in lockable sheds, located in back gardens, except for the five bed-roomed villas where cycles will be stored in the integrated garages.

Cycle storage for apartments will be in secure, covered communal stores that are integrated into the ground floor layout of apartment buildings. The Market Square apartments will have a cycle storage provision of one cycle per flat. This is indicated on the plan layout. Refer to drawing no.: 27429-PL-P1-003 rev P1.

Cycle Storage for Urban Houses is by means of lockable, covered stores located outside each front door. This is indicated on the plan layout for the Urban Houses. Refer to drawing no.s: 27429-PL-P1-017 rev P2, 27429-PL-P1-018 rev P2, 27429-PL-P1-019 rev P2.

Provision has been made for communal visitor's cycle parking around the Market Square.



Refuse and servicing

Reading Borough Council Street Care department was consulted in January 2010 regarding refuse storage requirements.

Refuse and recycling collection is carried out weekly.

Refuse facilities for all the residential, retail and community uses will be provided in accordance with Reading Borough Council's standards for refuse and storage and collection.

All houses will have refuse storage provision in the rear gardens. Access routes from rear gardens to collection points will be secure. These are indicated on the phase 1 layout diagram and on the adjacent detailed diagram.

Suitable hard standing space that does not encroach on the 2m wide footways to the front of houses has been provided, so that on collection days, bins can be placed at appropriate locations for collection.

The Market Square flats have a dedicated bin storage area integrated within the ground floor layout.

The Urban Houses have covered refuse storage for each dwelling, located along the path to the front door and adjacent to the dedicated parking space.

The form and layout of the highways network within the site will ensure that refuse vehicles will at all times be able to manoeuvre around the site. Tracking routes and turning circles have been plotted on engineer's drawings.

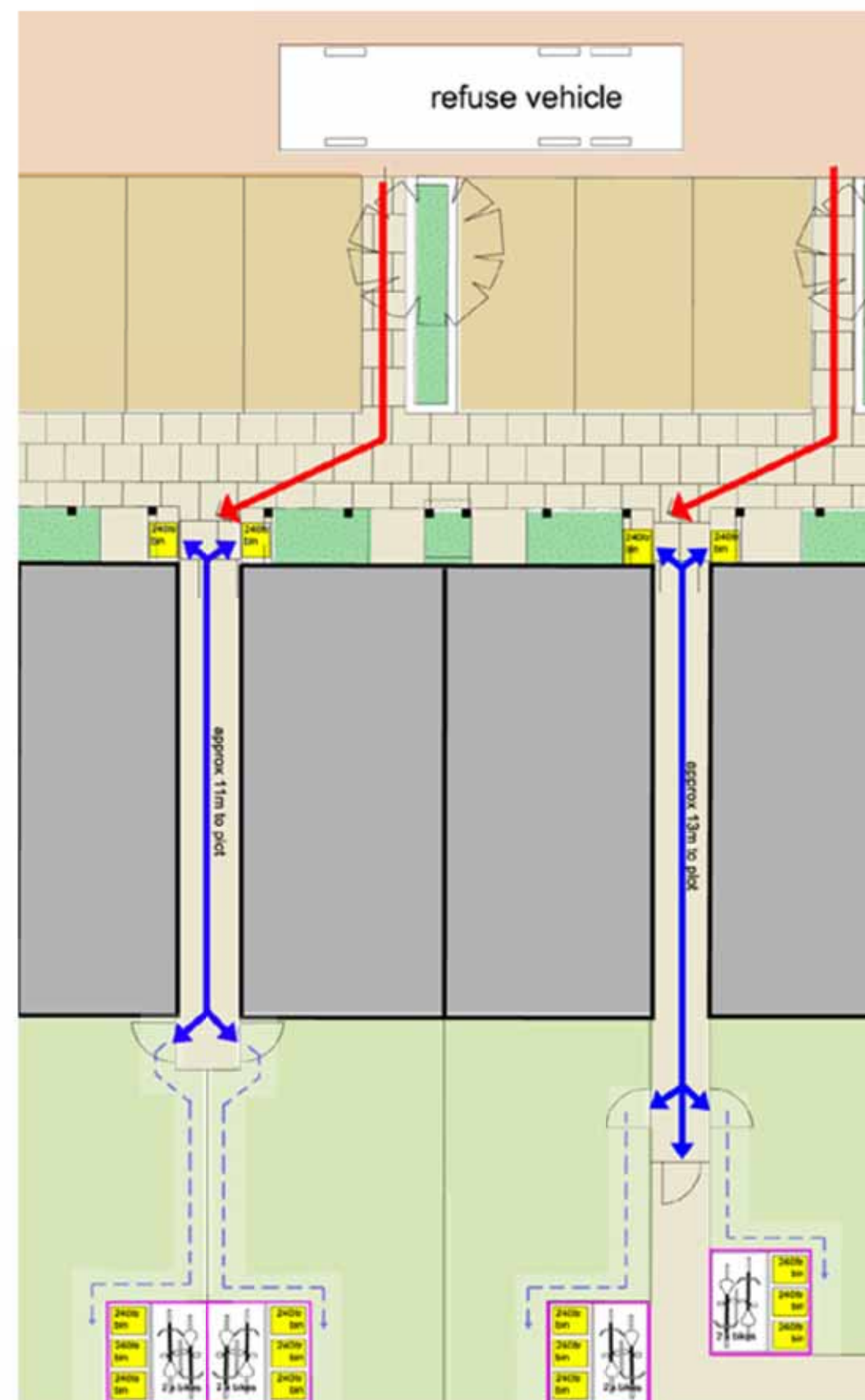
Refuse Strategy

Provisions in line with RBC requirements
3 x 240 litre bins per house
1 x 1100 litre bin per 6 flats

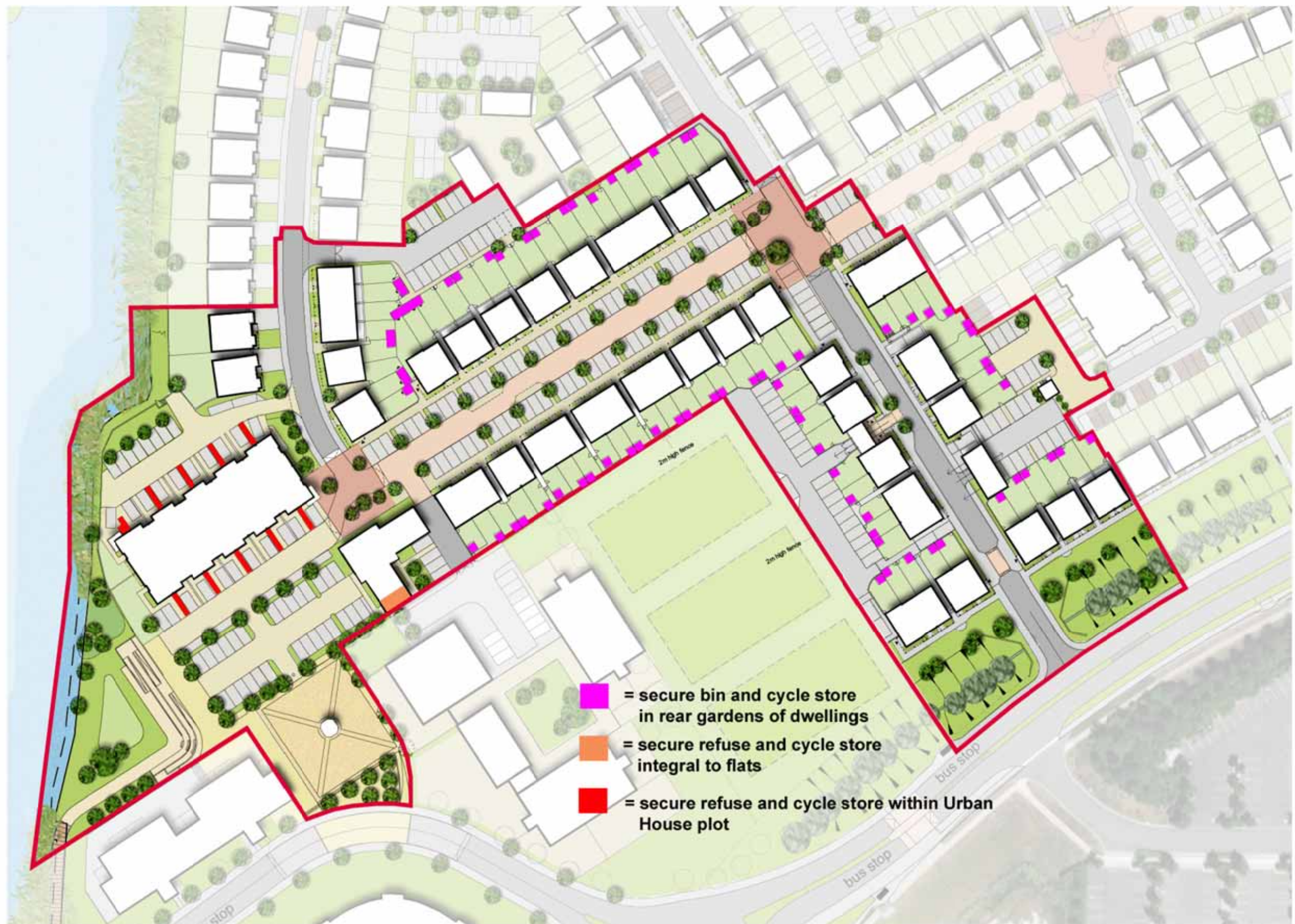
The scheme aims to achieve:

20 metre maximum travel distance
from dwelling plot to collection point

10 metre maximum travel distance
from refuse vehicle to collection point



Typical rear garden refuse strategy



Market Square / Village Centre

The Market Square provides a multi use public space for the development. This area serves the adjoining uses of a shop and café, community hall and school. The CCRC Extra Care facility is located immediately across the station access road. The space allows the community to enjoy socialising in an attractive and informal environment. The Market Square has been designed in order that it can also accommodate more formal uses such as a monthly Farmer's Market.

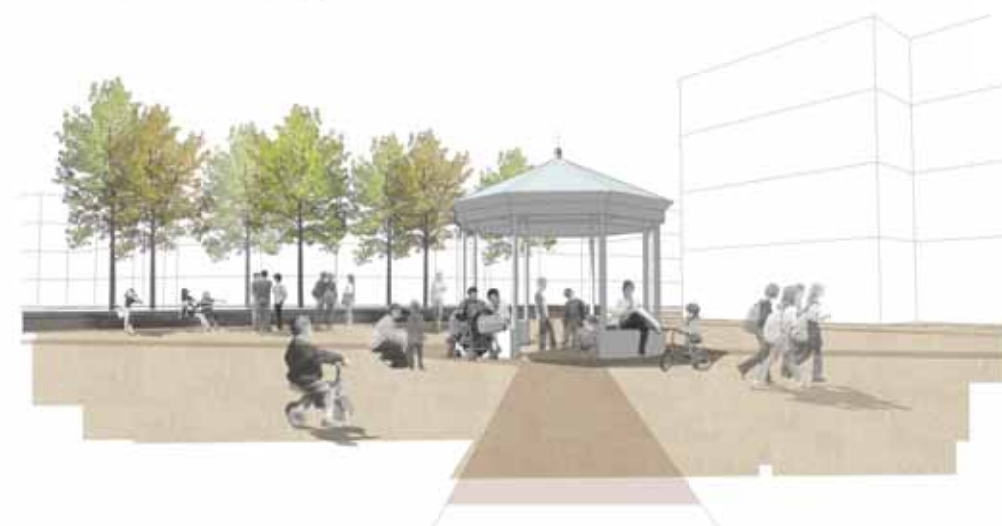
There is an easy connection between the Market Square and an informal playable space that fronts onto the lake edge. There are seating steps over-looking the amenity space and the lake.



Concept sketch of Market Square from above



Concept sketch showing approach from Station Road



Concept sketch of Market Square and band stand style shelter



Landscaping

Public Realm

The Market Square will be finished with resin bound gravel with setts used to define pathways and to create patterning. Large timber units are used to create seating ledges and steps. Trees in paved areas will have permeable surrounds to allow rainwater infiltration and tree species will include Liquidamber, Turkish Hazel and Pink Oak.

A band-stand style shelter will create a focal point in the market square which will provide a focus for informal socialising and a shelter from rain or sun.



Illustrative plan of Market Square and Lakeside Park



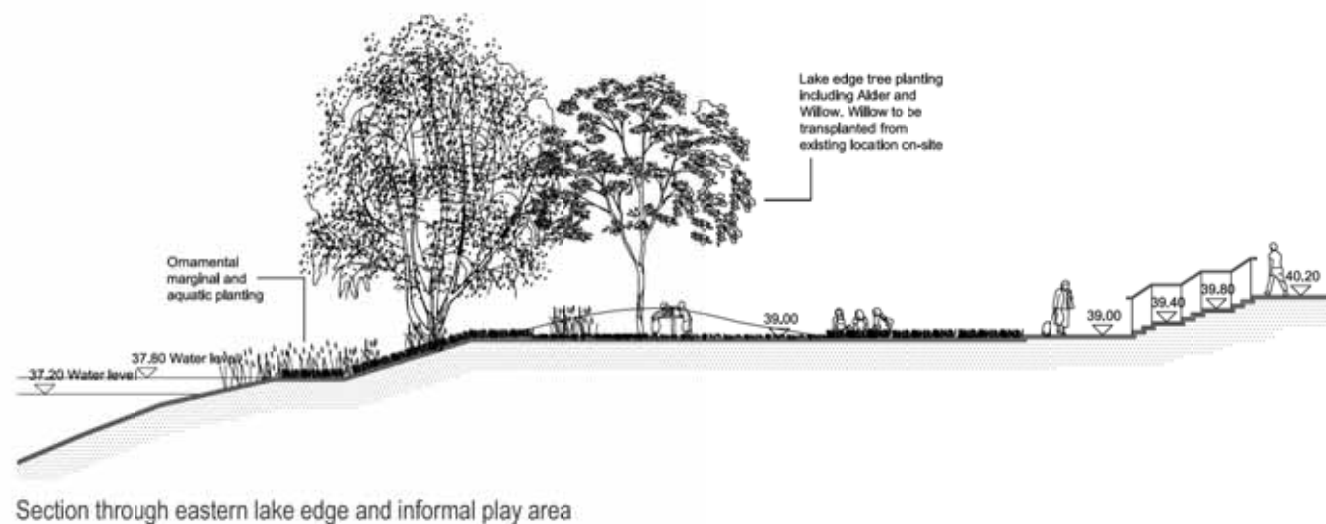
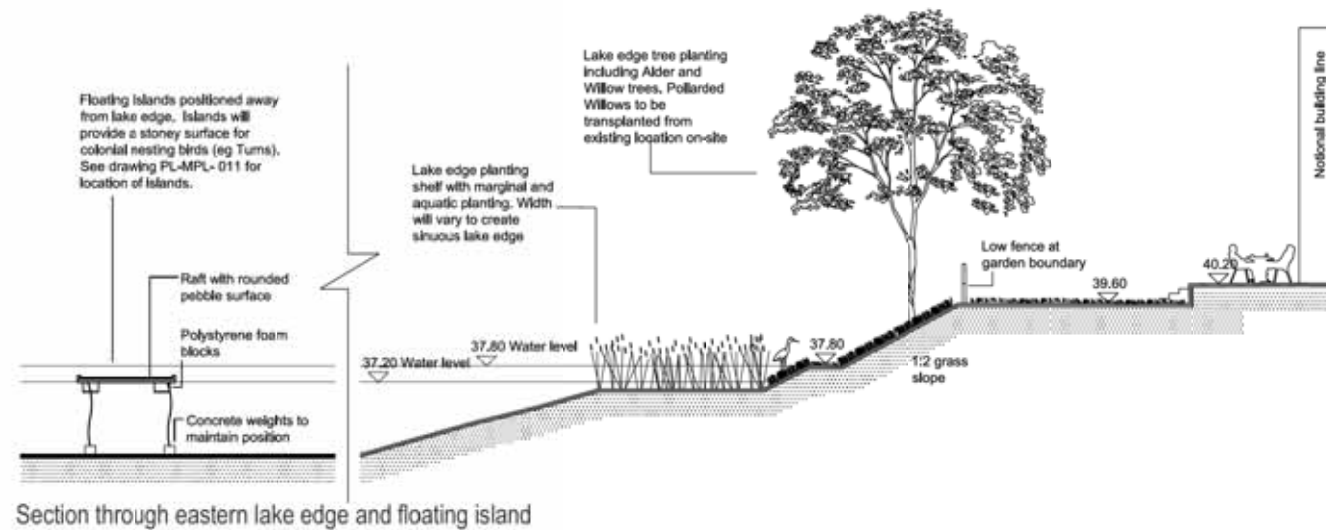
Resin bonded gravel -
Autumn Gold



Resin bonded gravel - Dark
Gold



Sett paving



Lakeside Open Space

Seating steps and informal play structures provide a valuable amenity space adjacent to the Market Square with direct access to the waters edge and open views across the lake. Willow trees and ornamental marginal planting such as Flag Iris will create an attractive setting for this playable space.

A combination of native and non-native species are proposed for other areas of open space including:

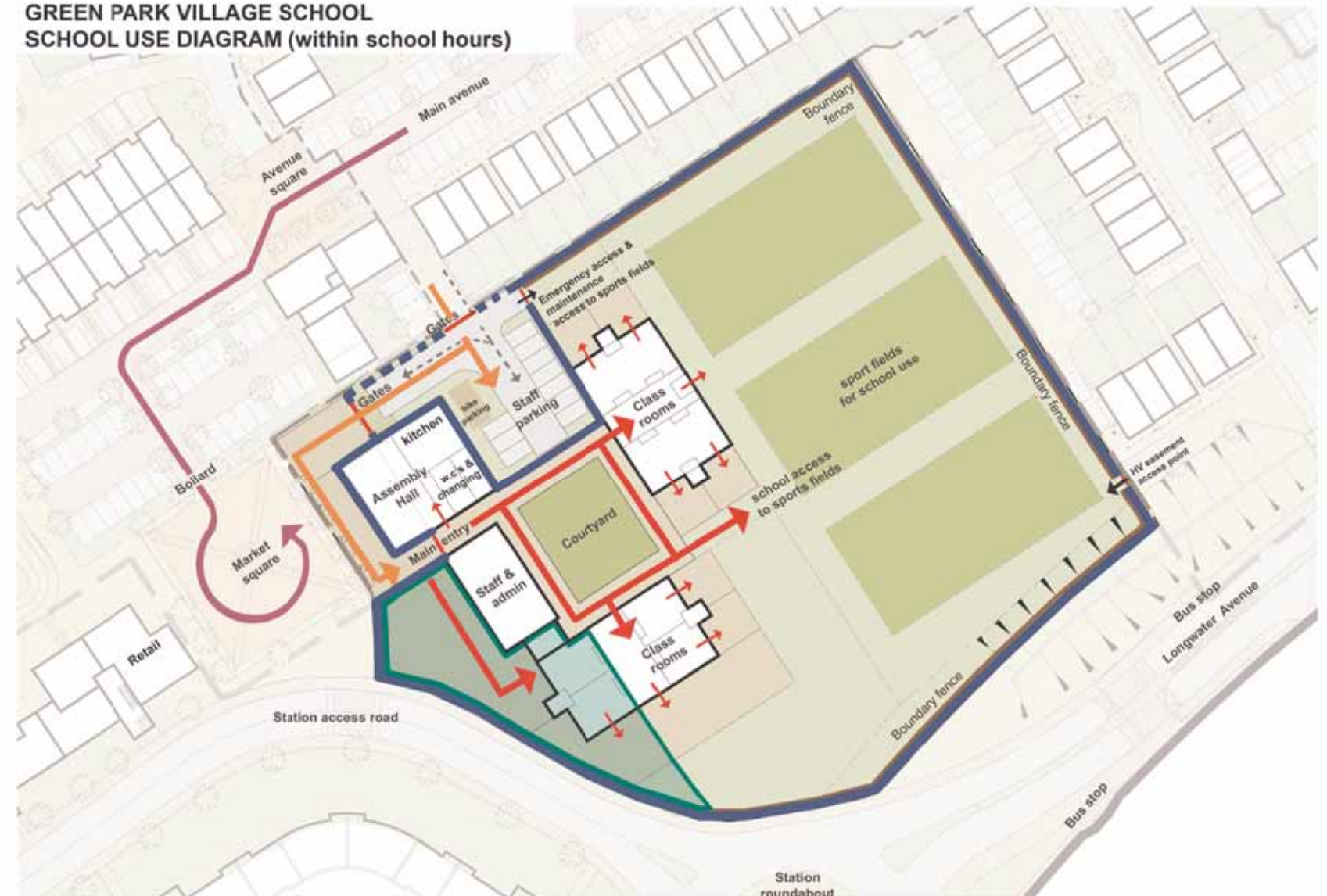
Alder, Willow, Raywood Ash, Turkish Hazel Bird Cherry, Guelder Rose and Wayfaring Tree

Community Use

The diagrams on the right indicate how the community facility and school uses will work.

During school hours the hall will form part of the secure boundary to the school. Staff parking and deliveries will be to the rear of the school. This area will only be open at the beginning and end of the school day but will be accessible on a controlled basis during the day for deliveries. There is pedestrian access from the staff car park onto the Market Square for use only at the beginning and end of the school day.

**GREEN PARK VILLAGE SCHOOL
SCHOOL USE DIAGRAM (within school hours)**



**INDICATIVE GREEN PARK VILLAGE SCHOOL
COMMUNITY USE DIAGRAM (outside school hours)**



Pedestrian access to the school is via the Market Square. There is no vehicular drop off point for the school as it is intended to serve only the residential community of Green Park Village.

Outside of school hours the community hall, changing rooms and toilets as well as the kitchen will be available to the community on a managed basis. The rest of the school will be secured and locked. The community will be able to access the playing fields to the rear of the school via the staff car park. The staff car park could be used by the community after hours, subject to careful management.

The Urban House

This house type reinterprets the traditional terraced house as a three bed, two reception family home with a front utility garden and a distinctive private roof garden. This house type was included in the consented scheme; however it has been reworked to be fully compliant with "Lifetime Homes" requirements.

The Urban House is an innovative response to the government's agenda for housing delivery, sustainability and high quality urban design, which together underpin national planning policy and best practice guidance.

In planning terms, the key issues to address in relation to the Urban House are:

- Delivering effective urban design and creating attractive, sustainable streets and spaces.
- Ensuring high quality residential amenity for future occupants in terms of privacy and overlooking, and internal daylight conditions.
- Achieving high environmental performance.
- Efficient use of land
- Sustainability
- Low carbon emissions and energy conservation.
- Flexible lifetime accommodation for families
- Safety and Security
- Privacy and overlooking.
- Reduction in build times
- Minimisation of energy, waste and noise during construction

The Urban House is based on a familiar urban grain of streets and urban blocks. It will create a clear distinction between public and private spaces, promoting connectivity and legibility.

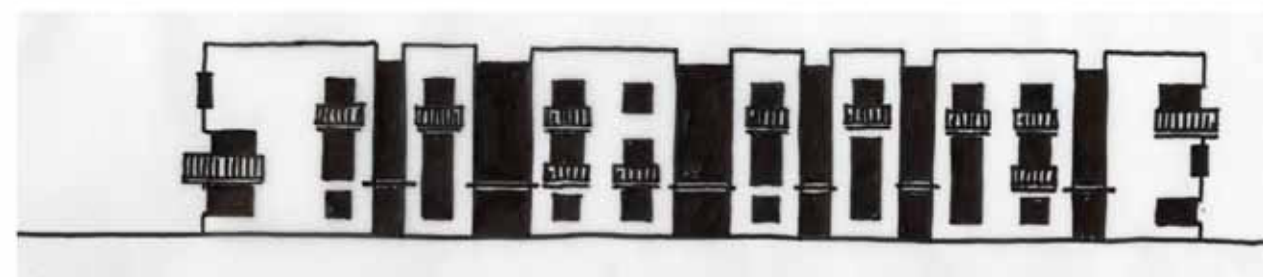
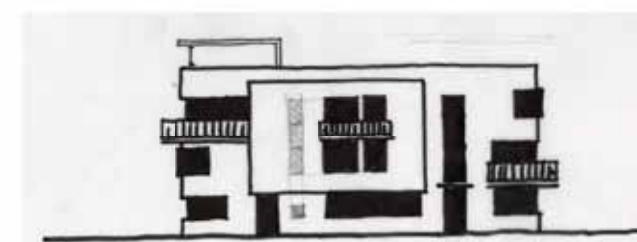
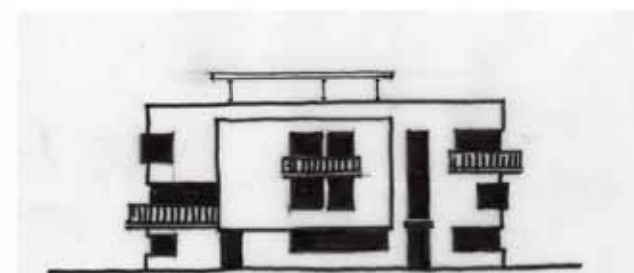
The degree of enclosure to the street created by the three-storey terraces is entirely appropriate in terms of its height – to – width ratio and accords with the advice set out in the Urban Design Compendium.

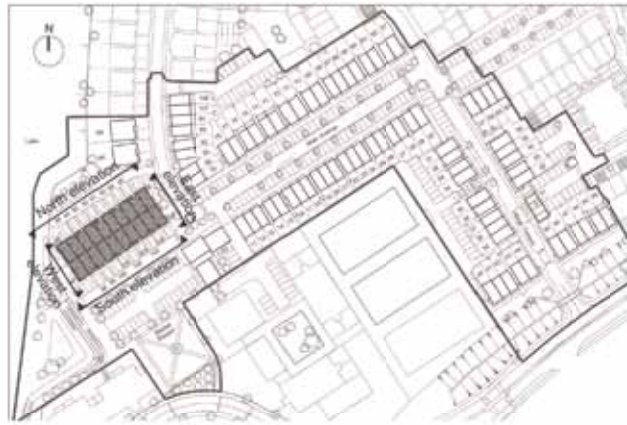
The proposed design eliminates the issues of privacy and direct overlooking between properties. There are fewer problems of over shadowing of the upper level gardens compared to the equivalent ground level external space.

This block of houses has been sited so that they form the northern edge of the Market Square and village hub area. In addition, views of the lake have been maximised, with all of the roof terraces as well as both the west and northern elevations having excellent water views.

The external materials comprise painted timber cladding with white surrounds to windows as well as large panels that combine glass with lookalike infill panels where required. The balconies of these Urban Houses are glazed in order to optimize views and to express a slightly more contemporary feel than that of the houses elsewhere in the master plan. The use of coloured timber cladding creates a sense of continuity with the more traditional dwellings elsewhere.

The colours used as well as window and balcony configurations are varied across the block of Urban Houses. The aim of this is twofold: Firstly it creates individuality and identity and secondly it introduces a sense of playfulness that is in keeping with the amenity function of the Market Square and the adjacent informal Lakeside play space. In terms of the hierarchy of formal, semi formal and informal spaces, this block is defined as semi-formal.





Key Plan



North Elevation



West Elevation



South Elevation



East Elevation

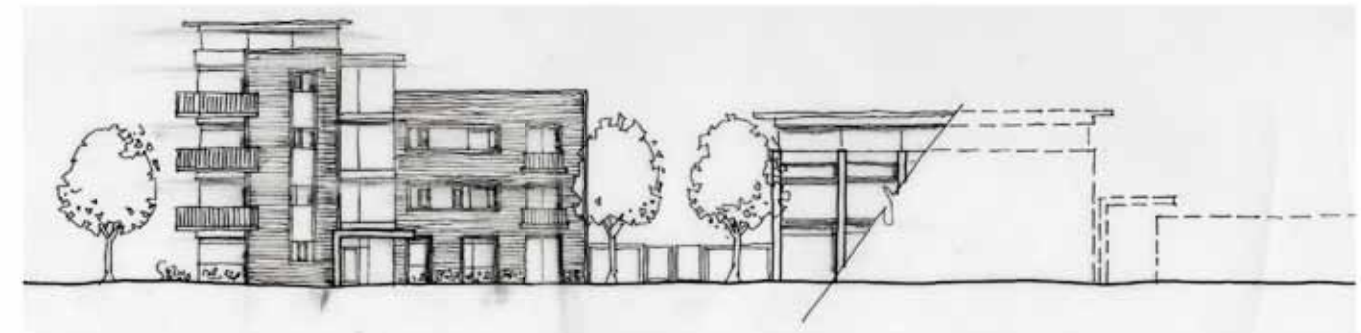
Market Square Apartments

This building has been identified as one of the "Landmark" buildings within the master plan. It signifies the end of both the Main Avenue as well as the Lakeside crescent and as such presents an important vista down both of these streets. It also frames the Market Square area and is clearly visible from the station access road, when travelling towards Longwater Avenue from the station.

This building comprises one one-bed and nine two-bed dwellings. It has an integral cycle and bin store at ground level. Entrance to the building is from both the Market Square side as well as the rear. Parking is located on both sides of the building in order to increase the amount of conveniently located parking bays.

In terms of scale and massing, this building needs to act as a landmark, but also needs to relate the adjoining houses and the school hall. The adjoining houses are three storeys high and the community and school hall will be a double height building.

Materials and colour are used in the same way as described above for the Urban Houses. The Urban Houses, Market Square flats and Lakeside flats form a "family" of buildings around the Market Square and Village Hub.





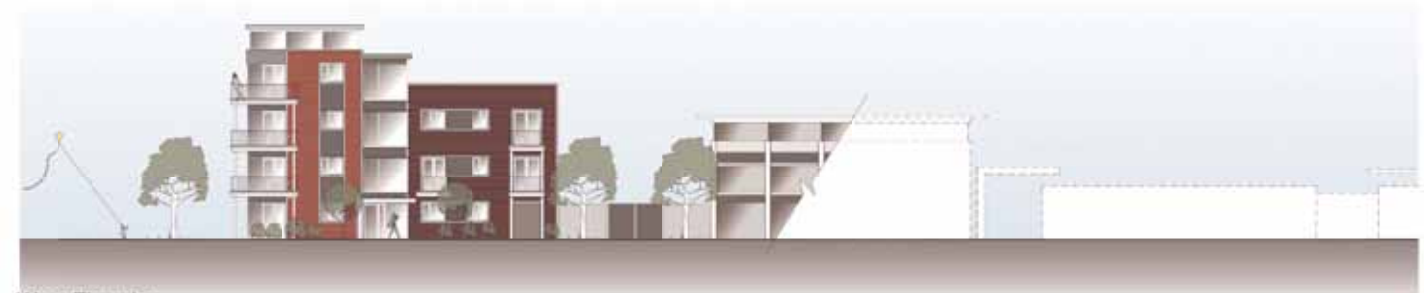
Key Plan



North Elevation



South Elevation



West Elevation



East Elevation



Elevation study of apartments outside phase 1: Lakeside flats

These flats do not form part of the phase 1 detailed design, but because of their proximity to the Market Square, elevational studies have been prepared in order to communicate the nature of the Market Square area. The same themes of contemporary glass and cladding used with coloured timber as well as variation and playfulness are used. The intention is that the architecture of the apartment buildings becomes progressively more contemporary, that is; more glass, lookalike panels and rain screen cladding, as they get further away from the residential houses to the east and closer to the commercial buildings near the station.





North Elevation



West Elevation



South Elevation



East Elevation

Streetscapes: House types A-C

As described previously, there is a hierarchy of formal, semi-formal and informal streetscapes in the Green Park Village master plan. The phase 1 design includes formal and semi formal streets.

Formal Streets:

These are created by means of an architecture comprising a series of similar elements in order to achieve coherence. The use of colour will be subtle, with contrasting colours used only to identify Landmarks and Mini Landmarks within the formal setting.

Elevation onto Longwater Avenue:

Type A and B houses are used to create the coherent link or "backdrop" to the streets. These are three bed dwellings. It is intended that these will be read as a whole, rather than a series of parts. Mini landmark buildings take the form of the type C, four bed houses. The roof form, colour and elevation of these houses is different. Typically they signify entrances and end points of the row of houses. The Village entrance as well as the footpath link is identified by these "mini-landmarks" thus adding to the legibility of the master plan. Houses defining entrances are detailed slightly differently to houses that define "end points". Cool colours that blend into the colour palette of the existing Green Park Offices have been shown on the adjoining diagram.

Main Avenue Elevations:

Three and four bed houses have been used in the same way as described above for the Longwater Avenue elevation. In this case, the "mini landmarks" define the Avenue Squares which are key public spaces and deflection points. The Main Avenue has three distinct sections. It is intended that each section between "mini landmarks" is uniformly coloured but that each section has its own colour.

Semi-formal streets:

In phase 1, there are two ways that the semi-formal streets are defined. They are defined either by combining the three and four bed houses in a more varied way, still using the principle of "mini landmarks" defining entrances to parking courts or stop ends of rows of dwellings, or by increases colour variation.

Village Terrace:

This streetscape uses a combination of colour and form variation to achieve an informal feel.

Lakeside Crescent:

The row of Lakeside Houses along the eastern shore of the lake form one of the two crescents in the master plan. The other crescent is the northern crescent that will have a similar character to the Lakeside crescent. A crescent is created by using architecture of repeating elements arranged in a sweeping form to define a strong edge.

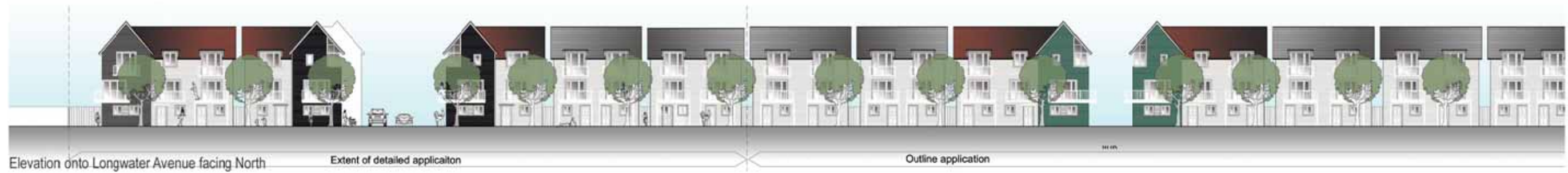
Much of this street is outside the scope of the detailed application; however a part of this street has been drawn, in order to illustrate the design philosophy. The architectural form of these houses is consistent, but the use of colour is varied. In addition to creating a semi formal street, colours have been used that are appropriate to a waterside setting.



Views of Avenue Squares with Mini Landmark buildings

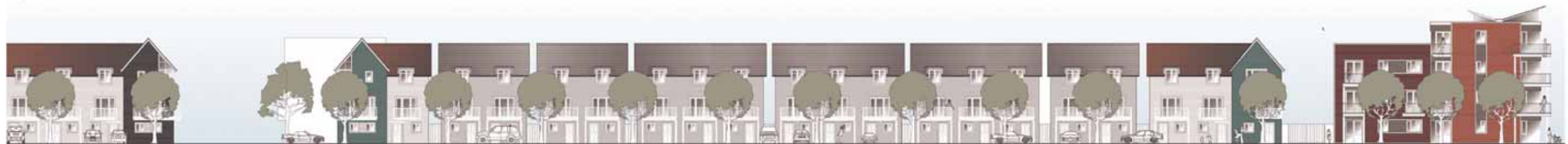








Key Plan



Elevation onto Main Avenue facing South



Elevation onto Main Avenue facing North

Extent of Detailed application

Outline application



Elevation onto Lakeside Crescent facing East

Extent of Detailed application

Outline application

Landscaping to residential streetscapes:

A mixture of low, painted timber fencing and planting will be used to demarcate property boundaries. 400mm high box and lavender hedging will also feature. In areas beneath balconies or roof overhangs drought tolerant planting will be used with a gravel mulch applied. Species will include: Lavender, Box, Barberry, Sedum and ornamental grasses.

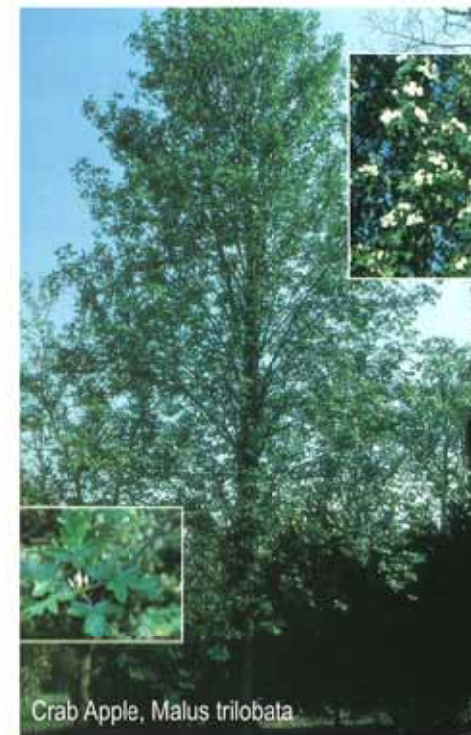
Street tree species are selected for their overall form and habit, ensuring clear forward visibility, whilst contributing to an attractive streetscene. Species will include:

Pin Oak, Crab apple, Lime (non-aphid type) and Maples.

Areas of soft landscape add seasonal interest to Avenue Squares with Liquidambar and Pin Oak Trees. Shrub Species will include Lavender, Box, Barberry, Viburnum and Hebe.



Sweet Gum, Liquidambar styraciflua



Crab Apple, Malus trilobata



Field Maple, Acer capestre Streetwise



Pin Oak, Quercus palustris



Lavandula Hidcote



Hebe Amy



Semperivum



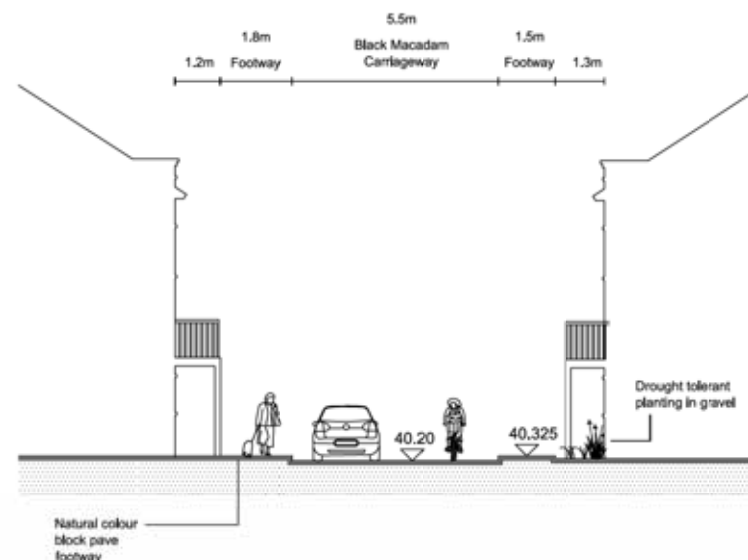
Berberis thunbergii



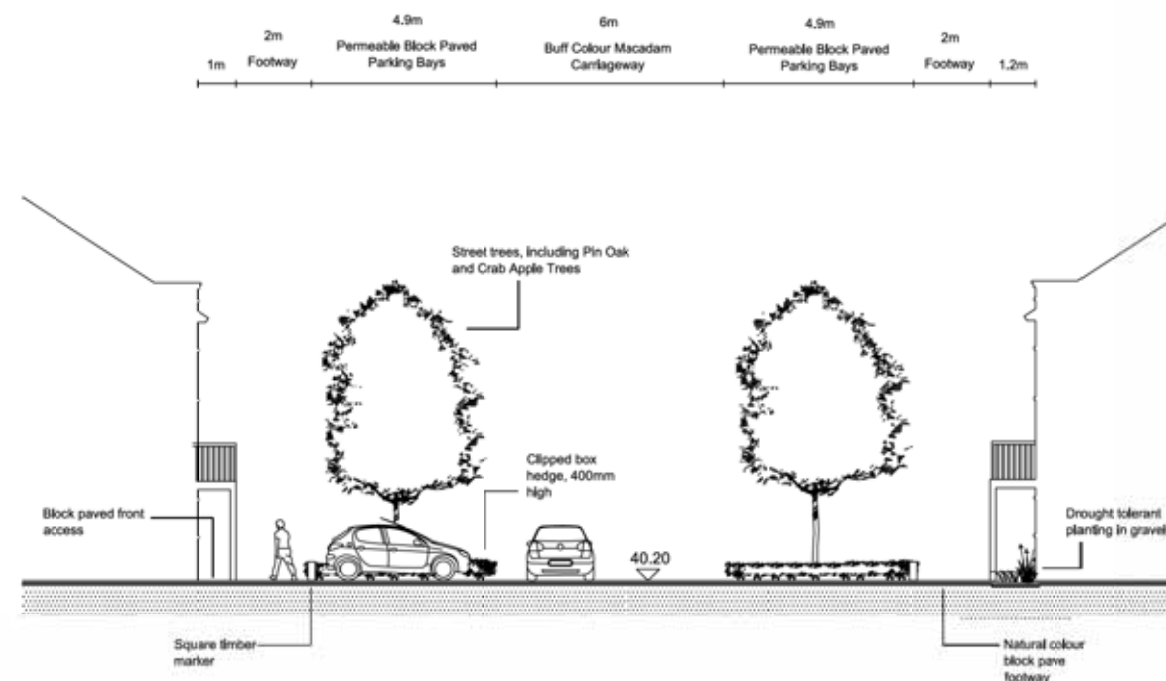
Pennisetum setaceum



Phormium and Agave



Section through Avenue Terrace



Section through Main Avenue

Paving finishes comprise the following:

- Parking bays, parking courts and the access road to the Lakeside Urban Houses will be permeable block paving. Grey paving will be used for all parking bays and parking courts that are not overlooked. Parking courts that are overlooked will be buff coloured block paving.
- The pavement to the Main Avenue will be finished with a natural paving block.
- All other pavements will be black Macadam with pre-cast concrete kerbs.
- The Main Avenue is distinct from other streets within the development as a result of its generous width and its avenue tree planting. As such the finish on this road will be buff coloured macadam.
- All other roads will be black macadam.
- Avenue squares will be finished with a brindle (burnt red) colour block paving and grey setts at thresholds.



Black Macadam



Buff coloured macadam



Grey permeable block paving



Buff permeable block paving



Natural colour paving block



Brindle colour block paving



Self paving

House Type E: Lakeside Houses

These are five bed houses with integral garages and on plot parking. These houses are detached and have uninterrupted views across the lake with no public access between their gardens and the lake edge. They have terraces over the garages in order to maximise the lakeside view.



Detached house case study





Lakeside Crescent

Colour

The colour palette has been developed following the example of the Leybourne Lakes residential development.

The strategy for the use of colour is described as follows:

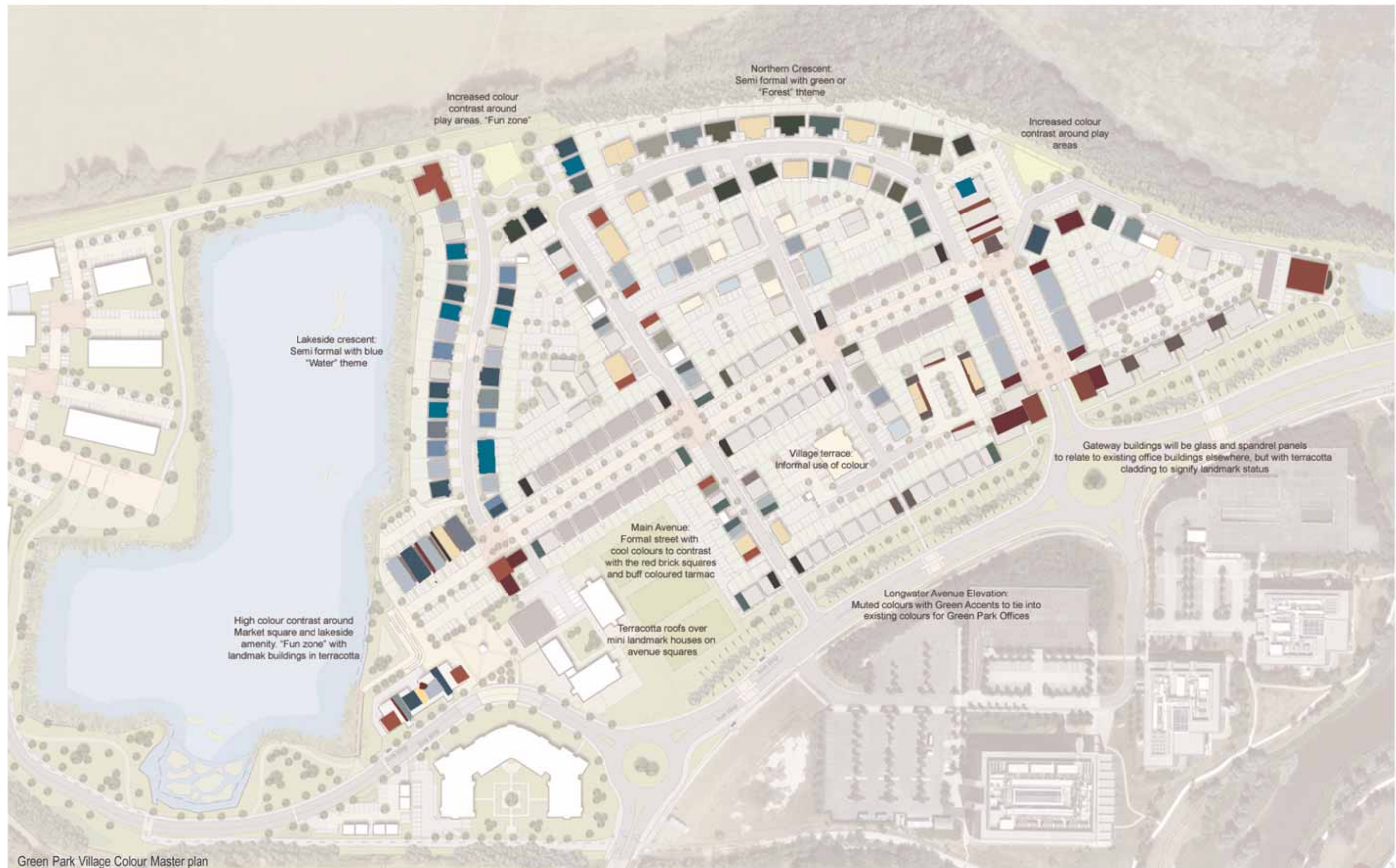
- Formal streetscapes have uniform colours so that the houses form a whole streetscape, rather than a collection of parts. Formal streetscapes in phase 1 of the development include the Main Avenue as well as the Longwater Avenue elevation. Although not part of phase 1, the Gateway is also a formal streetscape.
- Longwater avenue elevation: Colours that will tie in with the appearance of the existing offices are proposed. Major landmark buildings are a mix of glass, spandrel panels and terracotta coloured cladding. Mini Landmarks have deeper contrasting colours but not terracotta. The rest of the buildings are cream, grey and greens as this area will be a backdrop to the landscaping to the Longwater avenue ditch.
- Main Avenue: Cool pastel colours have been used to contrast with the buff macadam and terracotta paving used on the road. These houses will have slate coloured roofs. Mini Landmark buildings around Avenue squares will have stronger colours and terracotta coloured roofs to tie in with the red brick paving in the squares.
- Market Square and lakeside amenity: The intention here is to create a "fun zone" with lots of colour contrast. Landmark buildings have terracotta cladding. The same philosophy of "fun zones" has been applied around LEAP areas.
- Lakeside and Northern crescents: These are "semi formal" areas, but each has a distinct theme. The lakeside crescent has primarily blues offset with butter yellow, in keeping with a "water" theme. The northern crescent is the "forest" zone and has a "green" theme.
- Although not shown on the adjoining diagram as they do not form part of the phase 1 submission, the intention is that the informal or "homezones" in the centre of the master plan will have subtle colour variation using pastel colours from the palette.

The diagrams to the right are indicative colour studies that illustrate the general colour strategy for the master plan as well as the phase 1 development.

We would invite a condition requiring the 'colour elevations to accord with the strategy in the Design and Access Statement.' Samples of each colour will be agreed with the Local Planning Authority.



Green Park Village Colour Palette



Materials

Prefabricated material for both the external envelope and landscape will be specified from manufacturers with ISO 14001 or similar accreditation in accordance with the BRE Green Guide to specification.

The residential boulevards will have grey or terracotta coloured tile roofs with timber cladding, finished in a variety of colours. The Apartments will have a combination of timber cladding, glazing and lookalike opaque panels within the window frame, with very limited use of render.

In phase 1 and future phases the specification of MMC (modern methods of construction) in the form of pre fabricated components will reduce disruption, dust and noise, while also reducing time and waste on site. These are: Pre finished timber cladding and pre finished timber framed windows.





Boundary treatments

The examples here of a similar Berkeley Homes scheme that demonstrates the approach to the boundary treatments of residential buildings and parking courts.

Precedent images

The traditional timber boarded style of the housing with a varied palette of colours extends to the plots where a variety of white fenced options are employed. White picket fencing is a natural extension of the white features such as architraves and window frames which articulate the facades of the buildings. These fences can adopt a variety of heights and varied patterns but the consistent use of white colour acts as a unifying theme.

A similar approach is seen in Scandinavian housing.

Parking Courts

Parking courts will be finished with permeable block paving and parking bays will be clearly defined. Grey paving will be used for all parking bays and parking courts that are not overlooked. Parking courts that are overlooked will be buff coloured block paving.

Clear stem trees will provide shade whilst allowing good visibility below the canopy across the parking court. Tree species would include Pin Oak, Lime (non-aphid type) and Maples. Areas of shrub and ground cover planting provide seasonal interest.

There will be a high level of ambient lighting ensuring a safe and secure environment for residents.





