

INTRODUCTION

Gladman Developments Ltd have successfully invested in communities throughout the UK over the past 20 years, developing high quality and sustainable residential, commercial and industrial schemes. A process of public consultation is being undertaken by Gladman Developments Ltd in order to present our emerging outline proposals for a new residential development on land off Peppard Road, Emmer Green, Reading.

The purpose of the public consultation process is to outline the details of the draft scheme and seek comments from the local community which will be considered before the outline planning application is lodged with South Oxfordshire District Council.

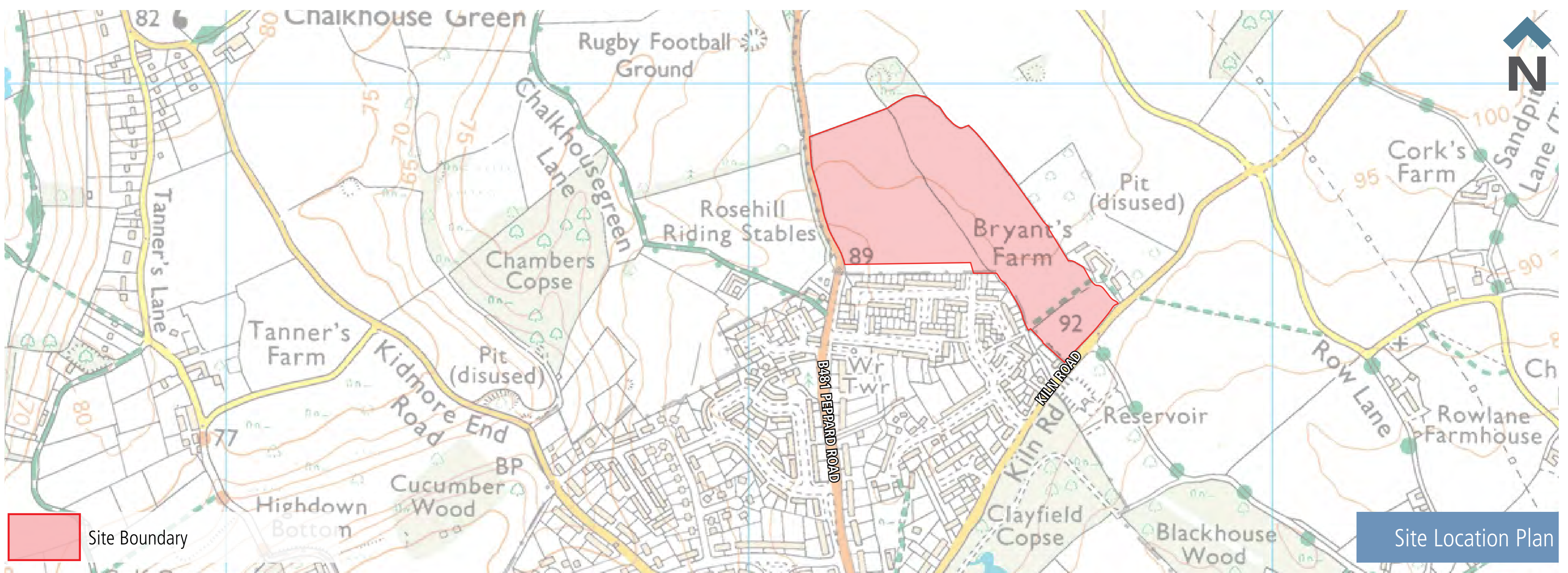
The Site

The Site is located on the northern edge of Emmer Green, between Peppard Road (B481) and Kiln Road. Emmer Green is the northernmost suburb of Reading and lies 2.7 miles (4.3km) to the north of Reading Town Centre. Emmer Green lies within the county of Berkshire within the jurisdiction of Reading Borough Council. However, the Site lies within the county of Oxfordshire and within the jurisdiction of South Oxfordshire District Council (SODC), with the district and county boundary running along the Site's southern and south eastern boundaries.

The Need for Housing

Every Council is required by Government to boost significantly the supply of housing and to make planning decisions in light of the presumption in favour of sustainable development.

South Oxfordshire District Council has a demonstrable need for more market and affordable housing and additional deliverable sites are required in order to meet this demand and maintain a five year housing supply as required by National Policy.



The Application

Gladman Developments Ltd intends on submitting an outline planning application for the residential development of up to 270 new homes to South Oxfordshire District Council later this year. If outline planning permission is granted, this would establish the principle of development and determine the access arrangements. All other details would form part of subsequent detailed applications known as Reserved Matters applications. The outline proposals currently propose the following:

- Up to 270 new homes (including up to 40% affordable housing).
- A primary vehicular access point off Peppard Road and a secondary vehicular access point off Kiln Road.
- New areas of public open space incorporating the existing trees and hedgerows.
- Two new play areas for children and young people.
- Retention of the existing public footpath.
- Sustainable drainage basin designed to provide habitats for wildlife.

A Sustainable Location

The Site is situated in a sustainable location to the north of Emmer Green, with convenient access to the public transport network and existing community facilities. The proposed development will form a logical extension to the north of Emmer Green as it is well related to the existing settlement edge. The existing built up areas of Emmer Green are located to the south and south west of the Site, with existing houses located along Phillimore Road, Marchwood Avenue and Kiln Road adjacent to the Site.

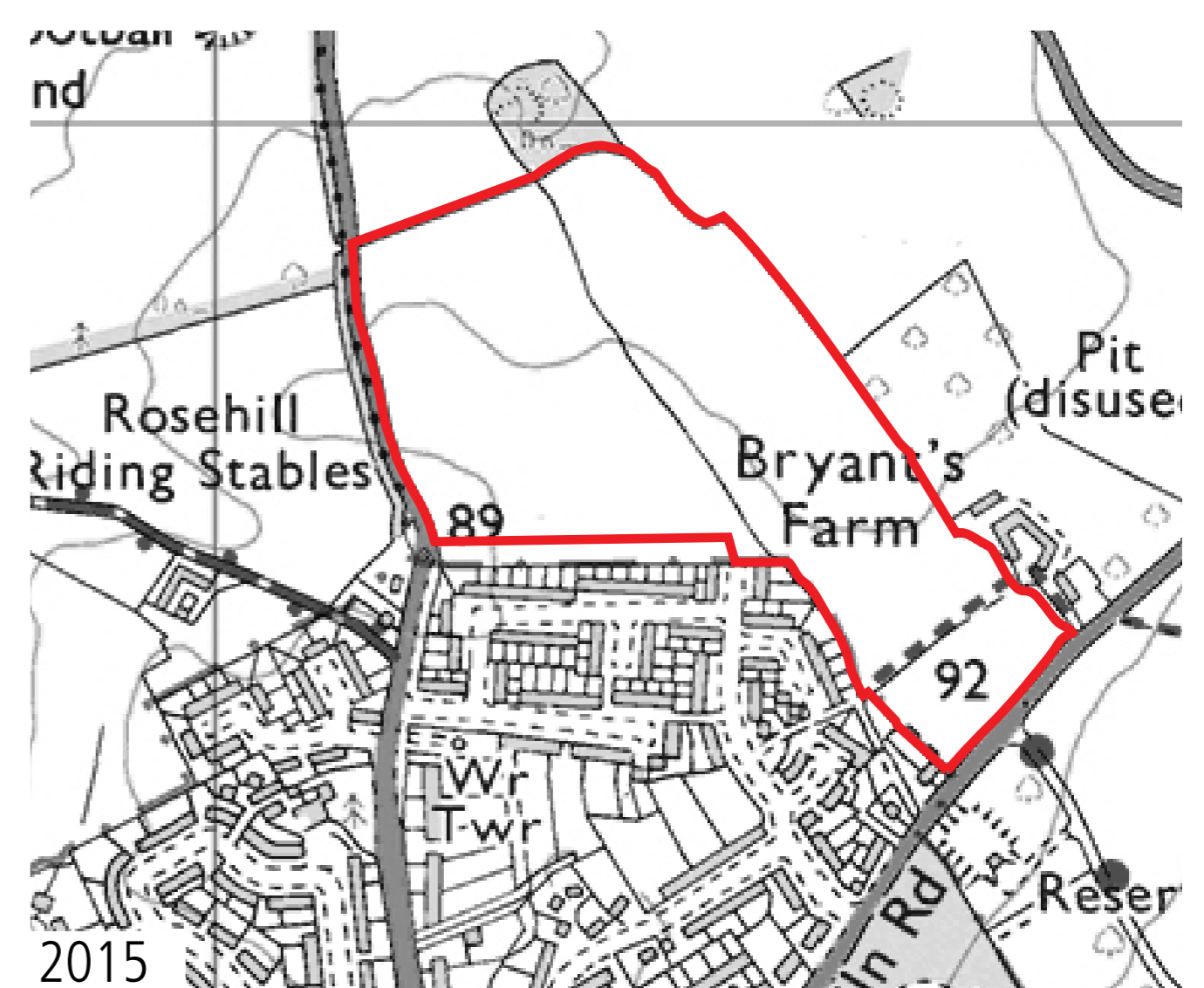
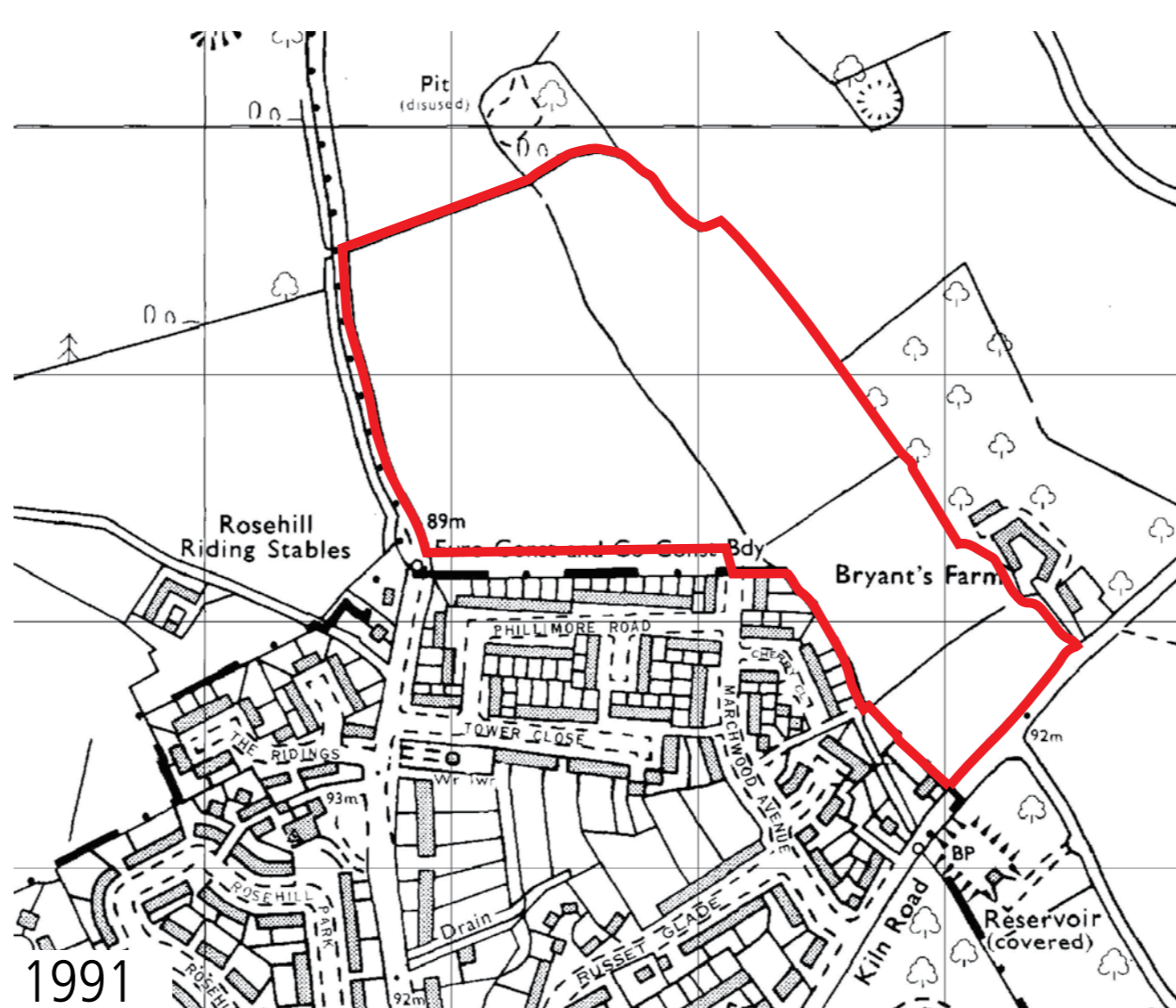
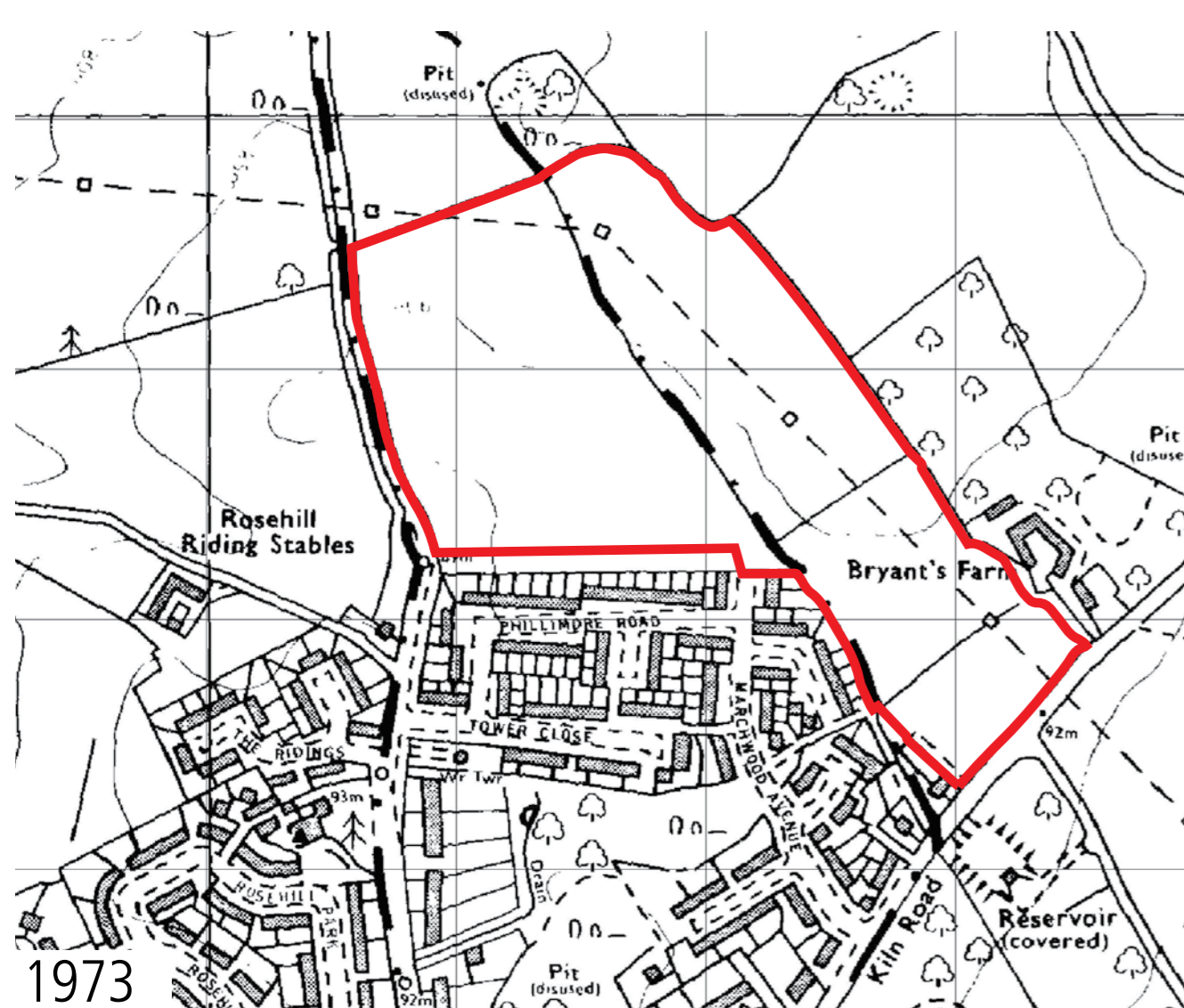
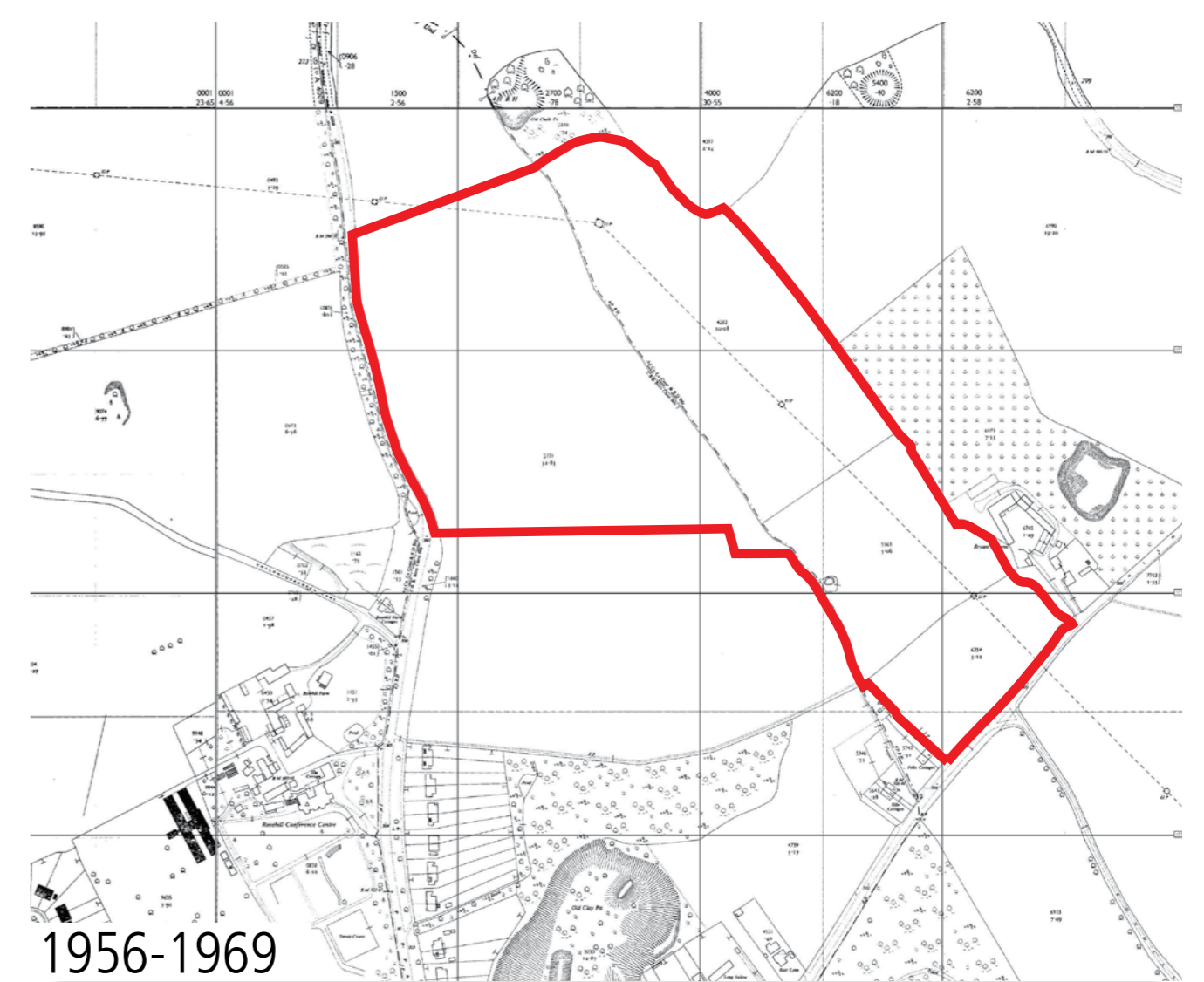
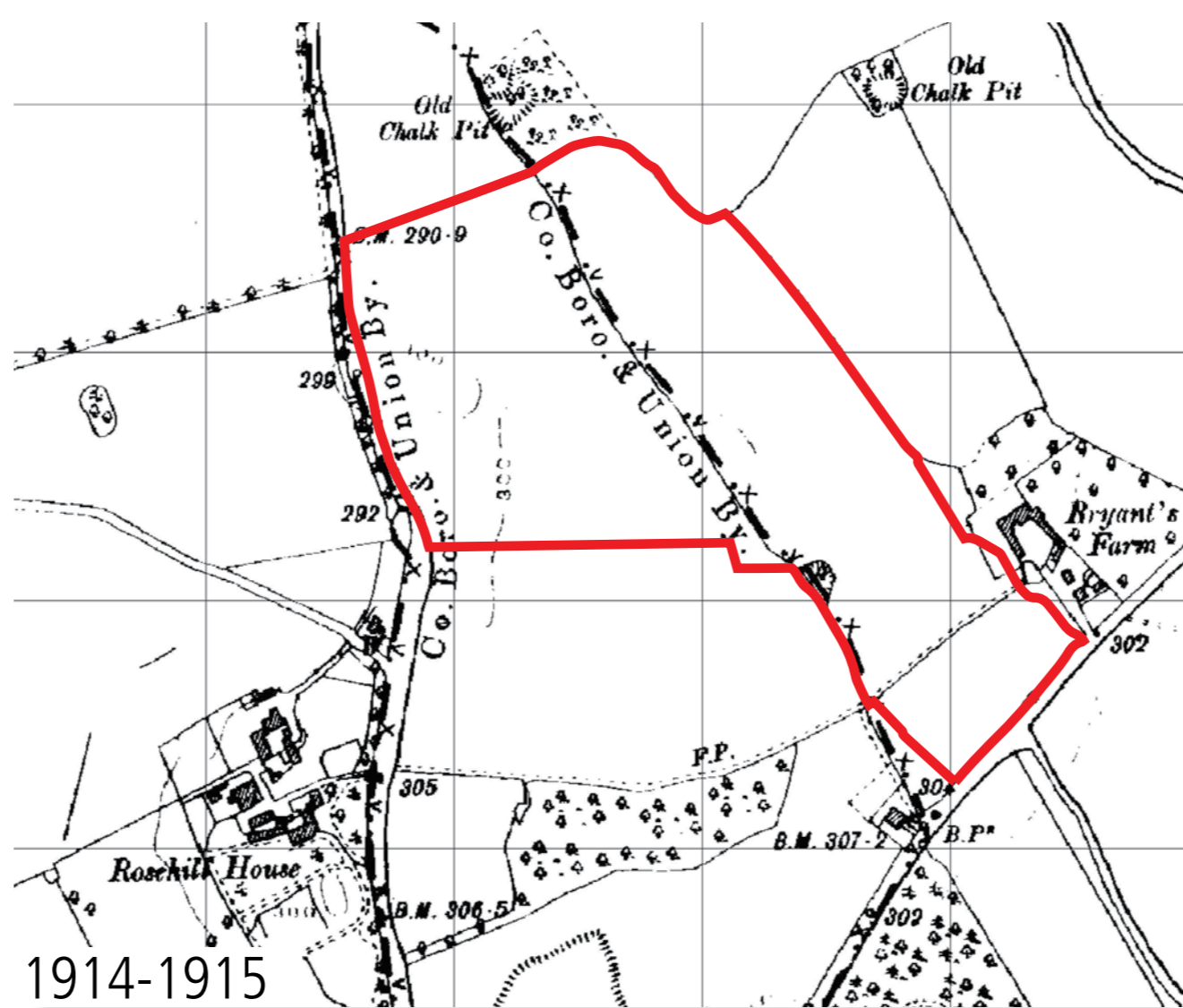
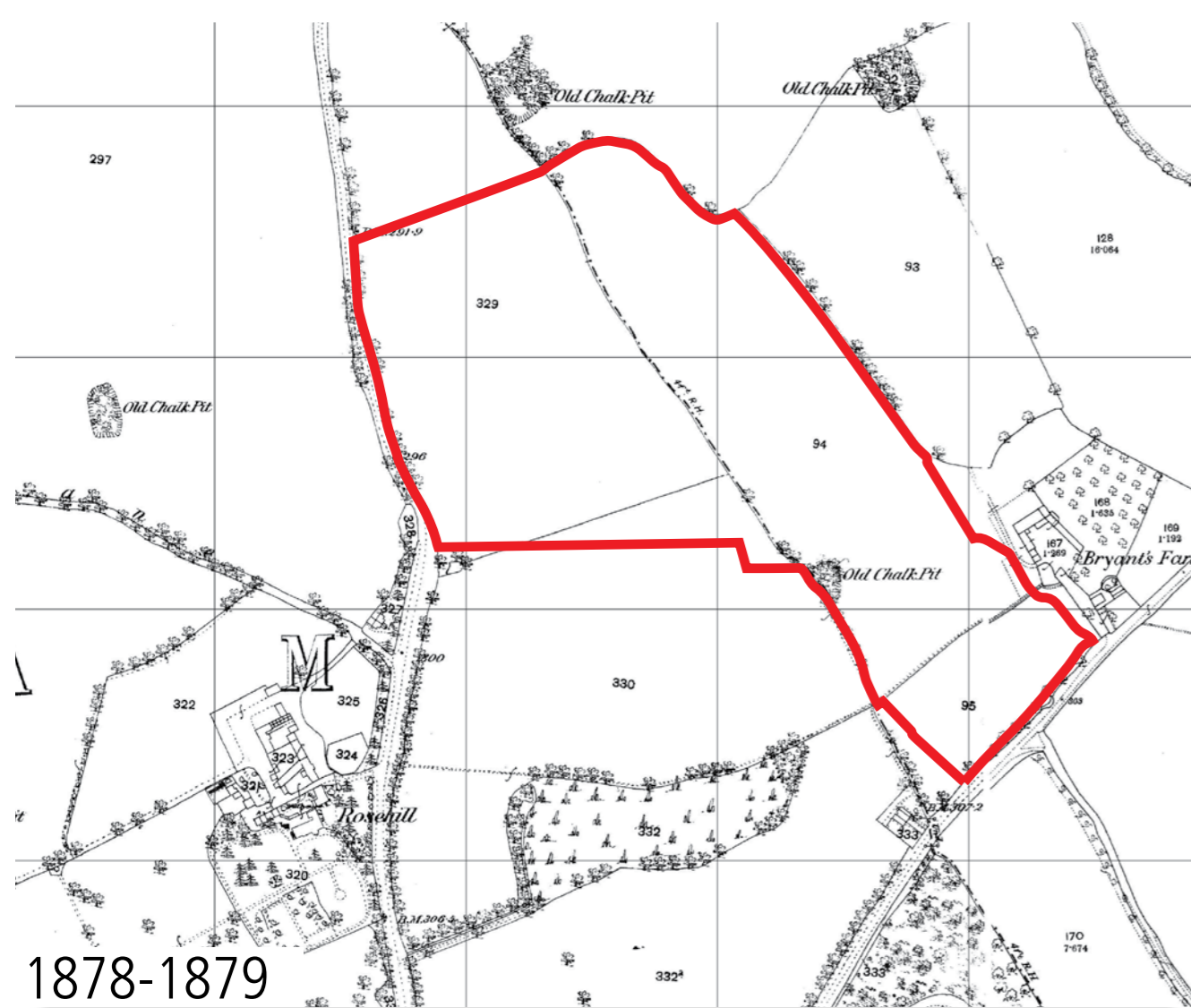
HISTORIC MAPS

The historic maps below show the Site in the context of the growth of Emmer Green over the past 137 years. In the 1870s the Site lay to the north of the original historic core of Emmer Green, with Emmer Green Kiln located south of the Site at the junction of Peppard Road and Kiln Road. The 1878-1879 map shows the existing chalk pit that occurs along the Site's south western boundary.

The 1914-1915 map reveals little change to the area south of the Site during the first half of the 20th Century. However, the 1956-1969 map shows the northerly expansion of Emmer Green that had occurred since the 1930s, with ribbon development along both Peppard Road and Kiln Road evident. The 1956-1969 map also shows that Emmer Green Kiln had ceased operation by the mid-20th Century.

The 1973 map shows how Emmer Green had undergone significant expansion in the late 1960s and early 1970s, with the development of the housing areas that abut the Site to south.

The 1991 and present day maps show how the area around the Site has experienced smaller scale growth during the past 25 years, in the form of small scale infill development between Kiln Road and Peppard Road.



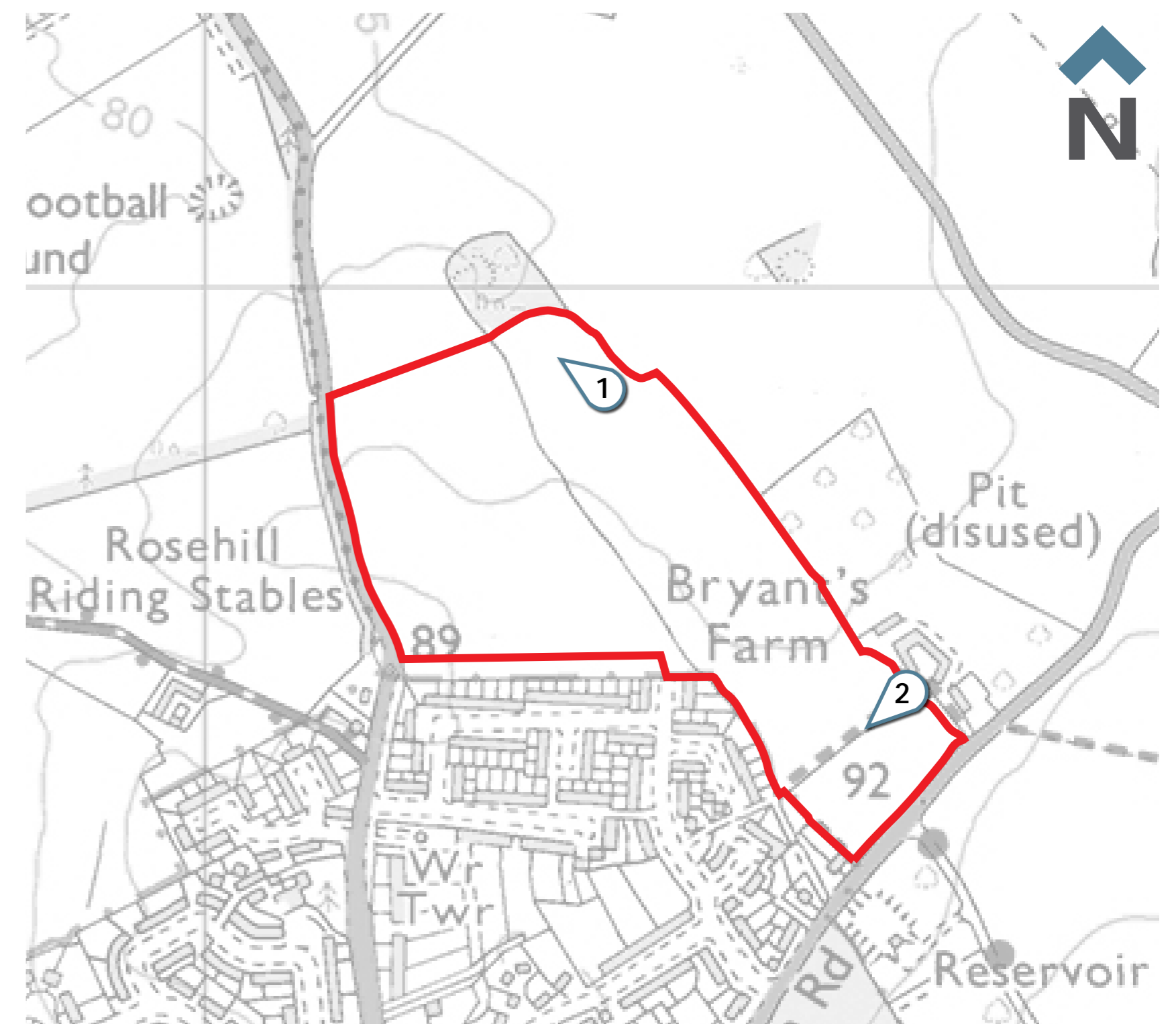
The Site comprises three arable fields; approximately half of an irregularly shaped field to the west and two unequal sized fields to the east. These fields are typically bound by hedgerows, with some scattered trees between the parcels.

The northernmost edge of the Site is bound to the north by a small woodland copse set around a disused chalk pit. The northern boundary of the Site is currently undefined in the west. The western Site boundary is bound by a managed hedgerow along the edge of Peppard Road.

The existing settlement edge of Emmer Green lies adjacent to the Site's southern boundaries. These boundaries are marked by the rear gardens of the residential properties and comprise hedgerows and some trees.

Dense hedgerow trees occur to the rear of Marchwood Avenue and Cherry Close, with a small area of scrub and a former chalk pit located in this area.

A managed hedgerow is located within the south eastern area of the Site and the existing public footpath (no.205/3) runs along the north western side of this hedgerow. A short line of poplar trees along the north eastern boundary extends down towards Kiln Road. To the west, this area is bound by a post and rail fence which marks the boundary with Felix Cottages.



Hedgerow within the Site

Copse to north of Site



View towards northern boundary of Site

Felix Cottages

Housing along Cherry Close/Marchwood Avenue



View from public footpath no. 205/3 south west access the Site

04 EXISTING LOCAL CHARACTER

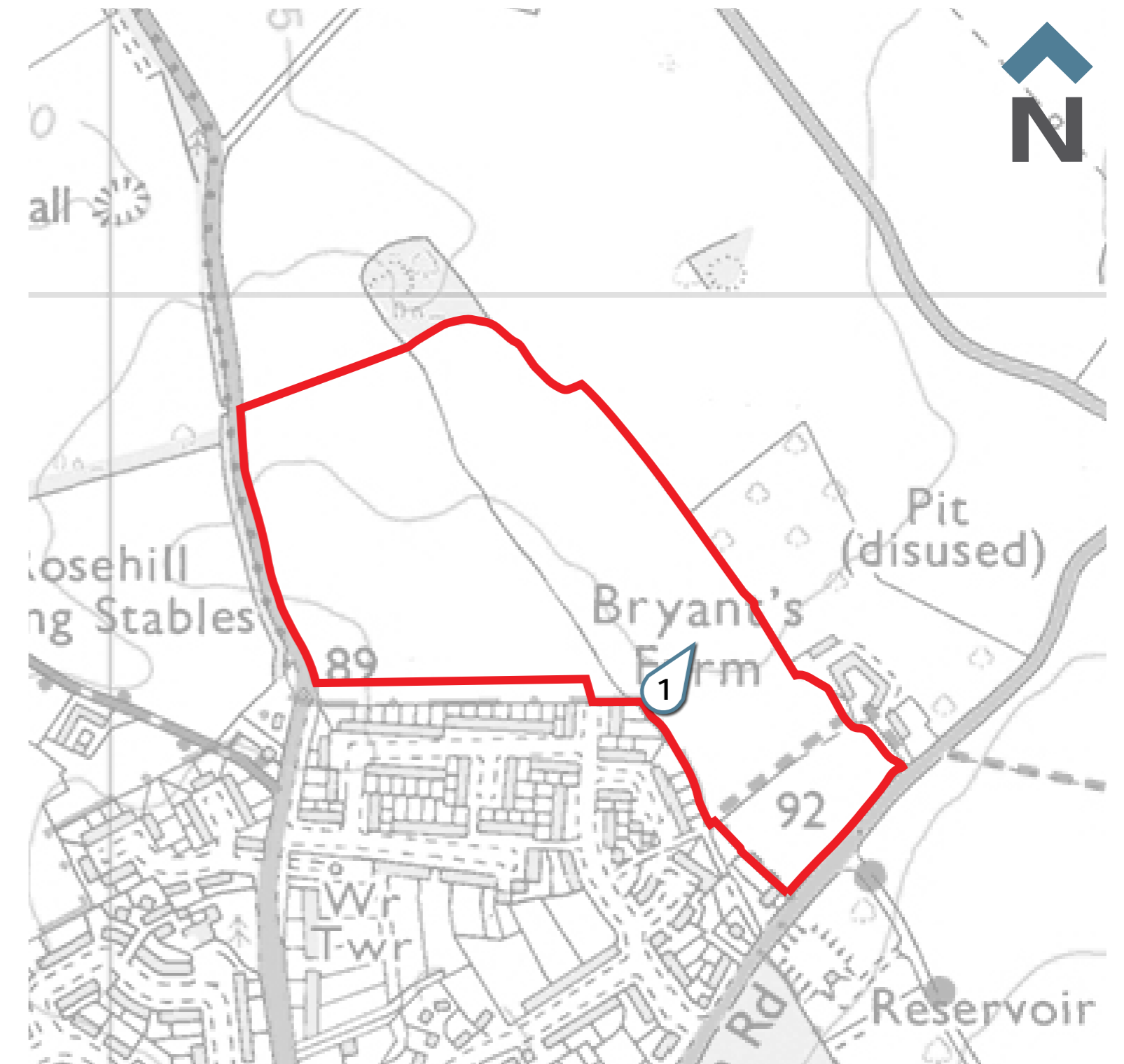
VISUAL ENVIRONMENT

Although the Site lies along the higher land to the north of Emmer Green, the dense hedgerow boundaries as well as the dense line of trees along the west of Peppard Road and the many woodland blocks within the Chilterns to the north and within the landscape to the south east of the Site, limit views of the Site to those from the near and middle distance.

The Site is visible from the near distance from the adjoining roads and from the properties which bound it. Middle and long distance views from the west and south are, however, prevented by the intervening development and vegetation.

The Site is partially visible from the public footpath which runs along the boundary of the Chilterns Area of Outstanding Natural Beauty (AONB), around 750m to the east of the Site, although the intervening topography and woodland copse screen parts of the Site in views from here.

Although there are long distance views of the wooded hills to the north from within the Site, the many trees and woodland blocks within the Chilterns to the north prevent reciprocal views towards the Site.



View north east across Site from boundary near the end of Marchwood Avenue

LOCAL BUILDING STYLES

Traditional materials include red brick with dark brick detailing or quoins, white render and red/brown tile roofs, as seen on the older buildings within the centre of Emmer Green. Many of the houses within Emmer Green, however, display few architectural characteristics which are consistent with the local traditional vernacular, instead reflecting the building materials of choice during the eras they were built.

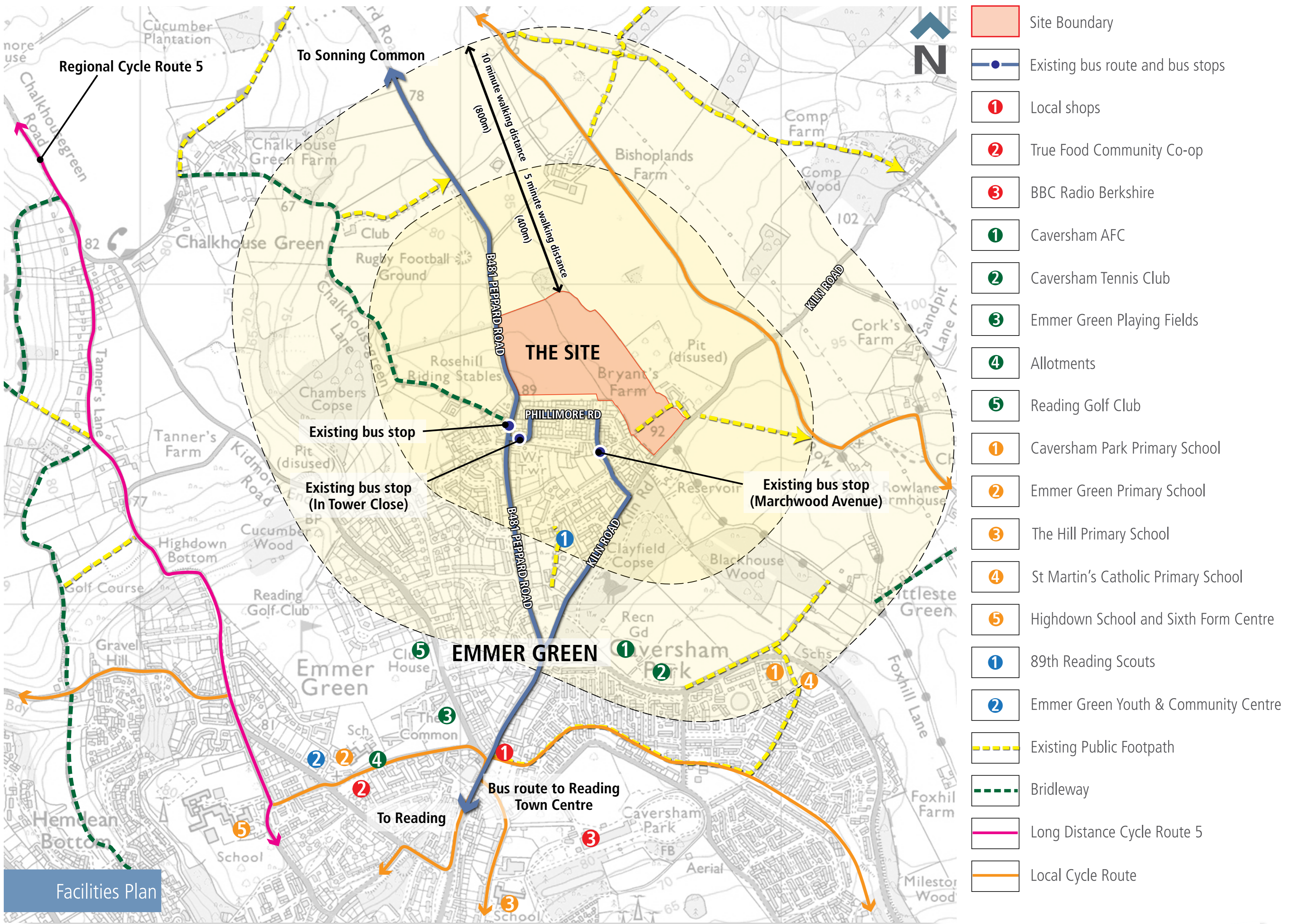
Gladman are committed to delivering a high quality scheme and will be exploring whether a Design Code should be submitted with the planning application. This would be used to guide future Reserved Matters applications in respect of the detailed appearance and layout of the development.



LOCAL FACILITIES

The Site is well located in terms of access to local facilities and the public transport network within Emmer Green. Facilities nearby include a convenience store, pharmacy, newsagent, post office and a bank. There are further local shops and facilities to the south within Caversham, with Reading Town Centre, offering a full range of services and facilities.

Several bus services operate in the vicinity of the Site, providing journeys to Caversham, Reading, Kentwood and Purley on Thames, including commuter services to Reading Town Centre. The nearest bus stops are located on Peppard Road at the south western corner of the Site, as well as along Marchwood Avenue and Kiln Road to the south of the Site.



KEY CONSIDERATIONS

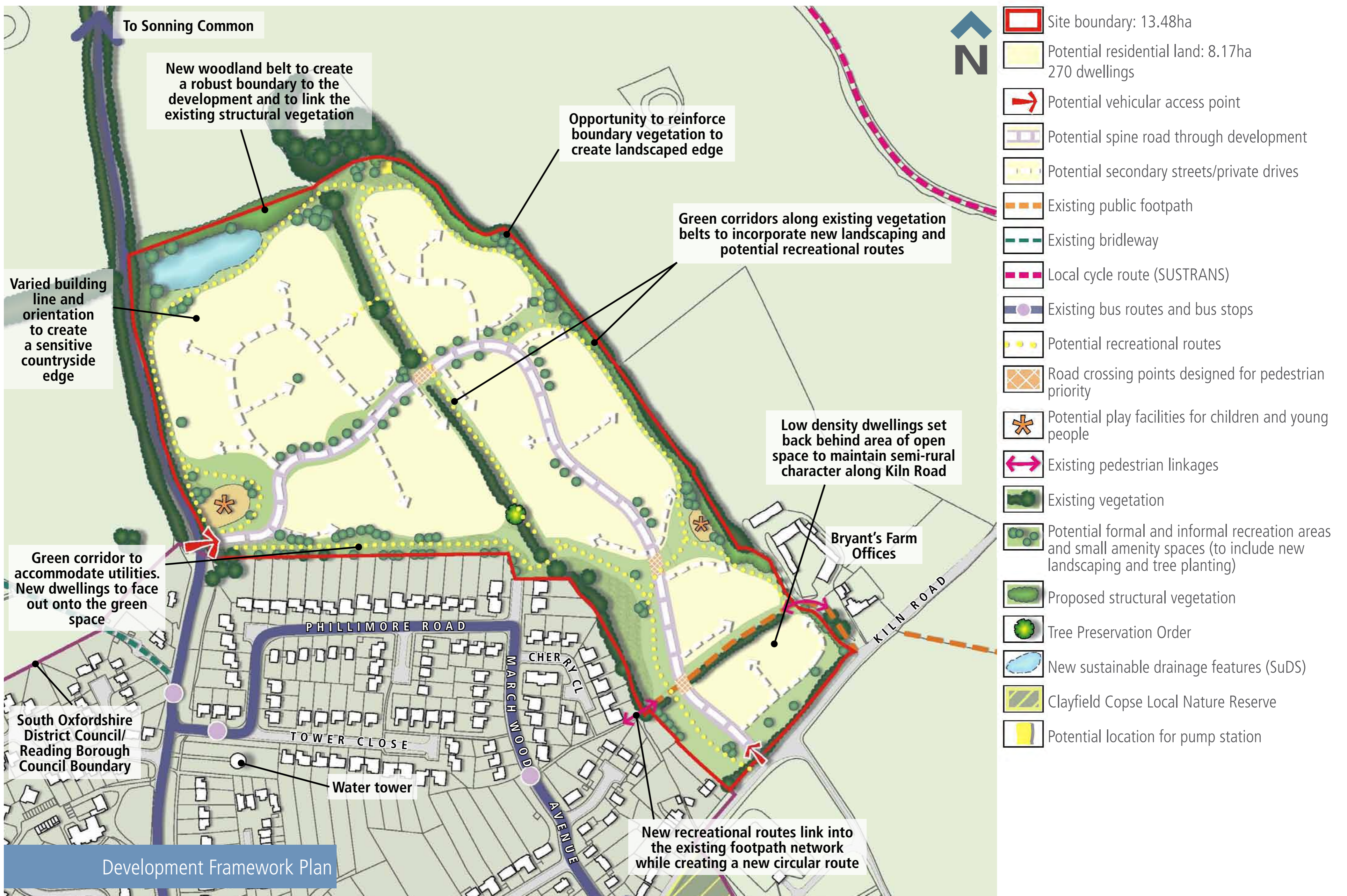
Our specialist consultant's have undertaken a thorough assessment of the Site and its surroundings in order to identify the features which should be protected, retained and enhanced as part of the development proposals. These considerations provide the opportunities and constraints for development and have been used to inform the preparation of the Development Framework Plan.

Our analysis shows that the existing trees and hedgerows located along both the Site boundaries and within the body of the Site should be retained and enhanced with new landscaping to assist in assimilating the proposals into the fabric of the settlement and the wider landscape. The existing public footpath in the south eastern part of the Site will also be retained along its current alignment, and the opportunity exists to provide new footway links to the footpath from the proposed new homes in order to maximise accessibility to the countryside. An important consideration that has also informed the design proposals are the existing water main, gas main and the chalk pit located within the southern half of the Site.



- Site Boundary: 13.48ha
- Existing bus routes and bus stops
- Constraints**
- Existing vegetation
- Tree Preservation Order
- Extent of surface water flooding (Source: Environment Agency)
- Existing public footpath
- Existing bridleway
- Local cycle route (Sustrans)
- Existing water main with easement
- Existing MP gas main with easement
- Overhead power line
- Sensitive edge
- Opportunities**
- Potential vehicular access point (Subject to detailed access design)
- Clayfield Copse Local Nature Reserve
- Potential location for SuDS
- Potential location for children's play area
- Potential location for pump station
- Existing vegetation should form an integral part of the Site's network of new open spaces
- Potential new recreational routes
- Old chalk pit
- Potential new vegetation to form a strong boundary
- Existing pedestrian linkages





The assessment of the Site and its setting has helped to inform the preparation of a Development Framework Plan. The outline proposals provide for a development of up to 270 new homes, including up to 40% affordable houses. A number of design principles have influenced the development proposals for Site. These principles include:

- The new homes will consist of a mix of detached, semi-detached and terraced homes. Most of the homes will be 2 storeys in height, although it is considered that some 2½ storey dwellings could be accommodated to provide interest to the development's roofscape.
- The development would be set within an attractive landscape and has been structured to respect the existing landscape features, including the retention of the existing hedgerow within the Site and the retention and reinforcement of the existing vegetation along the northern and north eastern boundaries.
- New areas of public open space which contain a network of new recreational routes that link to the existing public footpath.
- New areas of open space will include a two new children's play areas and areas for informal recreation (i.e. walking and picnicking).
- The existing public footpath is retained along its current alignment and set within an area of public open space. The footpath will be overlooked by the new homes to create a safe route.
- The primary vehicular access to the development will be from Peppard Road. This will result in the loss of some of the existing vegetation along the Site's Peppard Road frontage. Sections of existing hedgerows within the Site will also need to be removed to accommodate the spine road through the development. Consequently, new tree and hedgerow planting will be provided within the Site to mitigate the loss of the existing vegetation.
- A new drainage basin will be provided in the north western corner of the Site. The basin will store water during periods of persistent or heavy rainfall in order to maintain run-off from the Site to present day conditions. The basin will be designed to maximise its wildlife value and create an attractive new landscape feature.

YOUR VIEWS

Your comments and suggestions will be taken into account when formulating the final planning application submission. All comments and feedback will be provided to the Local Planning Authority as part of the planning application.

Once a planning application has been submitted you will also be able to make further representations to South Oxfordshire District Council, who will take these into account before making their decisions on the planning application.

You can keep up to date on progress using our dedicated website which provides further information and includes an online feedback form for making comments.

Thank you for taking time to view our proposals.

How do I comment?

Comments can be sent via:

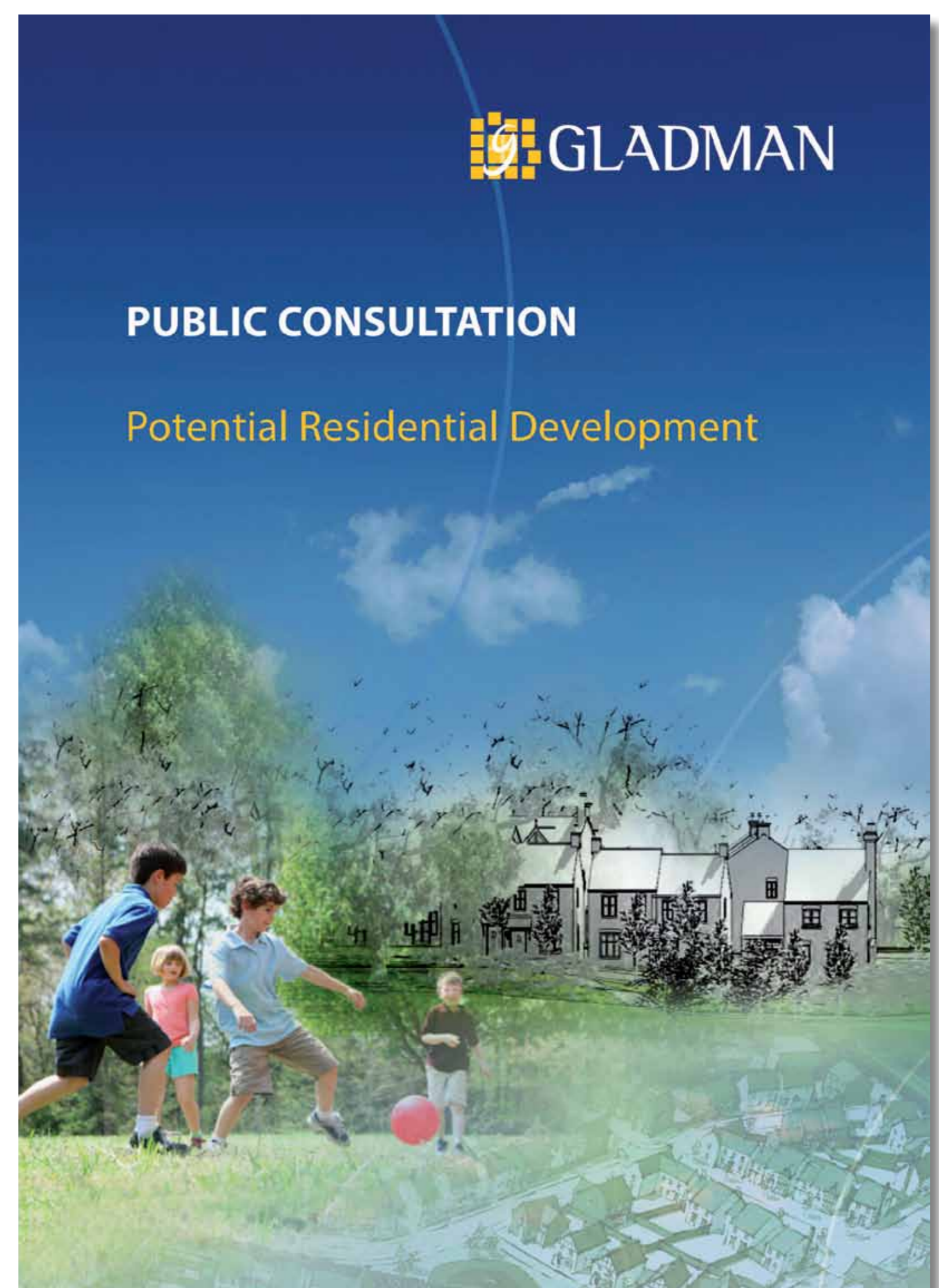
www.your-views.co.uk/emmer-green

You can respond by email:

comments@your-views.co.uk
(using Emmer Green as the subject line)

or by post:

Your Views – Emmer Green
Gladman Developments Ltd.
Gladman House
Alexandria Way
Congleton
CW12 1LB



Gladman consider all correspondence received and our response to the issues raised will be set out in a Statement of Community Involvement (SCI). As part of a planning application, Gladman submit to the Local Planning Authority a complete copy of all correspondence received (including any details such as your name, address and email where you have provided them). This ensures all your comments are available to the Council during the consideration of an application and shows who we have consulted. As the SCI forms part of the formal application documents, the Council may publish it online, subject to their own Data Protection policies. Should the application be the subject of an appeal, the same information will be forwarded to the Planning Inspectorate. If further consultation is carried out as part of the planning process, Gladman may use your details to make you aware of this and to ask for your views, but will not use this information for any other purpose.