

LAND OFF PEPPARD ROAD | EMMER GREEN

PUBLIC CONSULTATION
Proposed Residential Development



GLADMAN
LAND

YOUR VIEW MATTERS TO US

Thank you for taking the time to read this information leaflet regarding a proposed residential development within Emmer Green. This consultation offers you the opportunity to let us know your views and thoughts before we progress our proposals any further. What you have to say means a great deal to us and will give you an opportunity to influence and shape the future of your community.

WHO ARE GLADMAN?

Gladman is a family run business with over 25 years of experience within the land development industry. We are the most successful land promoter in the UK, obtaining planning permission on over 90% of the sites we take on.



ILLUSTRATIVE PURPOSES ONLY



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OUR DEVELOPMENT PROPOSAL

A residential development to include:

- Up to 270 new homes of varying sizes, types and tenures (including up to 40% affordable housing);
- New publicly accessible greenspace with two equipped play areas and recreational paths with tree and shrub planting;
- We will provide a sustainable drainage solution to manage surface water run off, such as attenuation basins or ponds and through the use of permeable surfaces.

Access for the site is proposed to be obtained off Peppard Road and Kiln Road.



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HOW COULD EMMER GREEN BENEFIT?

The proposed development has the potential to deliver the following benefits. We would be interested in your views on these and any other benefits you think should be delivered.

- A high quality landscape setting which will be of benefit to both existing and future residents of Emmer Green;
- New public open space, footpaths and cycle links for residents to enjoy;
- Strengthening the existing public right of way connecting the site to Cherry Close and Marchwood Avenue to the south;
- Fully equipped play spaces to cater for a range of ages; and
- 40% affordable housing to help those wanting to get onto the property ladder within your community.

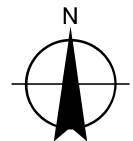
PROPOSED DEVELOPMENT FRAMEWORK

The Framework Plan shows how the site could be brought forward and incorporates the constraints and opportunities identified through our initial assessments. Areas of open space are proposed along with public

footpaths linking the site to the centre of Emmer Green. The application is yet to be submitted and the proposals have not been finalised.



ILLUSTRATIVE PURPOSES ONLY



YOUR QUESTIONS ANSWERED...



Why Emmer Green?

The proposed site is a suitable and sustainable location for new development. We believe that new homes will enhance the town and support its existing services and facilities. You could use this consultation as a means to shape how the proposal will progress and influence the growth of Emmer Green.

Will our roads be able to cope?

There are sometimes concerns associated with an increase in traffic as a result of proposed development. Our specialist Highways consultants work with your Local Highways Authority to ensure that the development can be accommodated, taking into account any proposed improvements.

Access to the proposed site will be off Peppard Road and Kiln Road. After initial discussions with your Local Highways Authority, we believe these to be the safest and most appropriate ways to access the site.



Will our services be able to cope?



Financial contributions will be made where there is a need to increase capacity as a result of the development.

We will discuss current and future needs with the Local Education and Health Authorities during consideration of the application.

What kind of housing will be provided?

The proposed development could benefit from as much as 40% affordable homes on-site. This enables those who want to stay in the area with the option to do so alongside those who have the option to purchase market housing. The homes will be a mix of sizes, catering for all members of the population.



YOUR QUESTIONS ANSWERED...

What impact will it have on our environment?

We aim to enhance the environment as part of our proposal. Green infrastructure, comprising of new publicly accessible greenspace, equipped play areas and recreational paths are proposed.



Will it increase the risk of flooding?

We conduct in-depth research into the risk of flooding and endeavour to mitigate any risk that is identified. The site lies in Flood Zone 1 which is identified as being at low risk of flooding. Efficient drainage will be incorporated so homes will not be at risk. Our surface water strategy is to ensure that no more water runs off the site post development than currently is the case. This will be achieved through creating basins on site to hold surface water run off, before controlling the release of this water through infiltration and to surface water sewers.



Will our shops and facilities be able to cope?

Local businesses such as shops, the Post Office and health and beauty salons are likely to benefit from the additional custom that such a development will generate; therefore, boosting the local economy and ensuring the future viability of these services.



What would this mean for the local economy?

After some preliminary research, taking into account the increase in people working from home, the proposed development could lead to a significant boost in local spending and a reduction in commuter levels to surrounding employment areas. There is an indication that the gross spending power of the new residents could be in excess of £10 million each year, a proportion of which will be spent in the locality.



WHAT HAPPENS NEXT?

We are in the early stages of considering these proposals within your community and this consultation is part of that process. We will carefully consider your responses and use these to finalise our proposals. A range of assessments and reports on matters such as ecology, heritage, flooding, highways and landscape will further help shape the proposals in terms of the social, economic and environmental aspects of the development.

PUBLIC EXHIBITION

A public exhibition will be held on the 14th September 2016 at Highdown School and Sixth Form Centre (the 'barn'), Surley Row, Emmer Green, Reading, RG4 8LR between 4.00pm and 7.00pm. This event will provide more information on the proposed development and allow you to ask any questions you may have. We hope that you can join us.

There will be a further opportunity for you to make formal representations to the Planning Authority (South Oxfordshire District Council) once an application has been submitted and before a decision on the proposal is made.



ILLUSTRATIVE PURPOSES ONLY

YOUR VIEWS ARE IMPORTANT TO US

You can keep up to date on progress using our dedicated website which includes an online feedback form for making comments:

Write to us:

Your Views; Emmer Green
Gladman House,
Alexandria Way,
Congleton,
Cheshire,
CW12 1LB

By email: comments@your-views.co.uk
(please use "Emmer Green" as the subject line)

Submit your comments and find out more on our website:
www.your-views.co.uk/emmer-green

Please note that all of the information we are providing to you in this document and on our Website is in draft form and will be refined and updated as part of the entire Consultation exercise. Not only will our proposals be shaped by your responses. We also cannot be as knowledgeable as local people who have lived and often grown up in Emmer Green, so if we have made errors or omissions in our work to date we will be grateful for help in correcting these.

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.



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

01 260 288800
www.gladman.co.uk

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