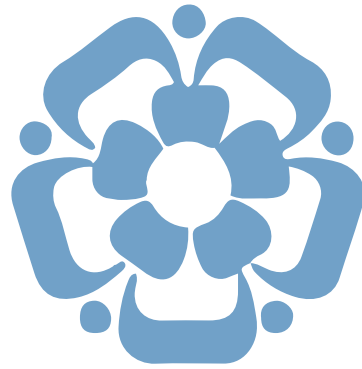


Pearces Farm, Wokingham

DESIGN AND ACCESS STATEMENT | AUGUST 2024





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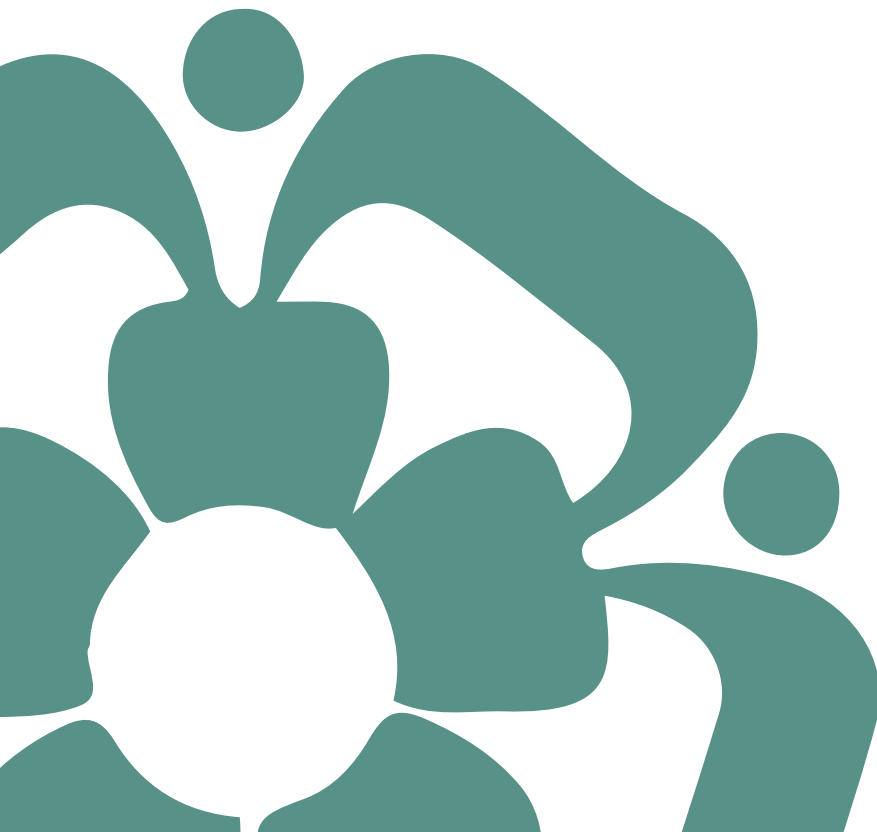
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1. Introduction

1.1 Background and Purpose of the DAS

This Design and Access Statement document (DAS) supports an Outline Planning Application on Land to the East of Easthampstead Road (The Site).

The application description is as follows:

“Outline Planning Application for up to 180 units with all matters reserved (except the main access into the site).”

This DAS document summarises the steps taken to analyse the site and its context and illustrates how the proposed development and the main design principles respond to that local context and to the site policy background.

It explains the stakeholders and community consultation undertaken during the design process and how that consultation has shaped the proposed development presented within this DAS.

Furthermore, this DAS explains the proposed access and movement strategy and sets the framework for the site to deliver a sustainable high quality development with regards to landscape, massing and sustainability.

Parameter plans and other plans accompanying this application include:

- Land Use Parameter Plan
- Access and Movement Parameter Plan
- Building Heights Parameter Plan.
- Sketch Layout - Illustrative.

1.2 Site Location

The South Wokingham Strategic Development Location (SDL), is an urban extension of Wokingham town.

The site is situated within the administrative boundaries of WBC and forms part of the South Wokingham SDL “Extension”, which will deliver a mixed-use development of just over 1,000 homes, a neighbourhood centre set in a market square, public open space, play areas, allotments, landscaping and a Suitable Alternative Natural Greenspace (SANG).

The South Wokingham SDL Extension is composed of two sites:

- | |
|--|
| 1 - Land to the East of Easthampstead Road (Pearces Farm / The site). |
| 2 - West of Old Wokingham Road (Priors Farm) |

1.3 Planning Policies and Guidances

The site lies within the administrative boundary of Wokingham Borough Council (WBC). Therefore, the Development Plan comprises the Wokingham Borough Core Strategy (2010) and the Managing Development Delivery Local Plan (MDDP, 2014), alongside supporting Supplementary Planning Documents and Guidance. The National Planning Policy Framework (NPPF) (2023) and Planning Practice Guidance (PPG) are also material considerations.

The site is included within the boundaries of an existing urban extension known as the South Wokingham Strategic Development Location (SDL), as allocated in the adopted Core Strategy (2010) under Policy CP21.

Adopted policies relevant this proposal are as follows:

Core Strategy (2010)

- | |
|--|
| Policy CP1: Sustainable Development |
| Policy CP2: Inclusive Communities |
| Policy CP3: General Principles for Development |
| Policy CP4: Infrastructure |
| Policy CP5: Housing Mix, Density and Affordability |
| Policy CP6: Managing Travel Demand |
| Policy CP9: Scale and Location of Development Proposals |
| Policy CP11: Proposals Outside Development Limits (including Countryside) |
| Policy CP17: Housing Delivery |
| Policy CP21: South Wokingham Strategic Development Location |

Management Developing Delivery Local Plan (2014)

- | |
|---|
| Policy CC01: Presumption in Favour of Sustainable Development |
| Policy CC03: Green Infrastructure, Trees and Landscaping |
| Policy CC04: Sustainable Design and Construction |
| Policy CC05: Renewable Energy and Decentralised Energy Networks |
| Policy CC06: Noise |
| Policy CC07: Parking |
| Policy CC09: Development and Flood Risk |
| Policy CC10: Sustainable Drainage |
| Policy TB05: Housing Mix |
| Policy TB07: Internal Space Standards |
| Policy TB21: Landscape Character |
| Policy TB23: Biodiversity and Development |
| Policy TB24: Designated Heritage Assets (Listed Buildings, Historic Parks and Gardens, Scheduled Ancient Monuments and Conservation Areas) |
| Policy TB25: Archaeology |

Emerging Local Plan

WBC are preparing a Local Plan Update, which when adopted will replace the Core Strategy and the MDDP. The emerging Local Plan identifies the application site as forming part of a new strategic allocation. This proposes to extend the residential development area, within the South Wokingham SDL, onto land to the south of Waterloo Road, otherwise known as the South Wokingham SDL Extension. The application site comprises a parcel of land within the northwest of the proposed Extension.

The emerging Local Plan envisages the delivery of new homes, along with social and physical infrastructure, improved transport connections, measures to improve active travel and biodiversity enhancements. The proposed development has been designed to contribute to these objectives.

The planning context and key planning considerations are addressed in more detail in the accompanying Planning Statement.



SITE LOCATION PLAN

2. Site & Context Analysis

2.1 The Site

The site covers approximately 7.4 hectares, as illustrated in the accompanying plan.

Currently, the site is utilised for agricultural and equestrian purposes and features various landscape elements, including trees and hedges primarily along the perimeters and the central area.

Surrounding the site there are approved and emerging new developments to the north and west forming part of the South Wokingham SDL. Outline planning applications ref. 191068 and 190914 were approved on 19th July 2024 allowing planning permission for up to 1,649 homes, alongside new green and hard infrastructure. This includes the Southern Distributor Road, to which a connection is safeguarded from the application site.

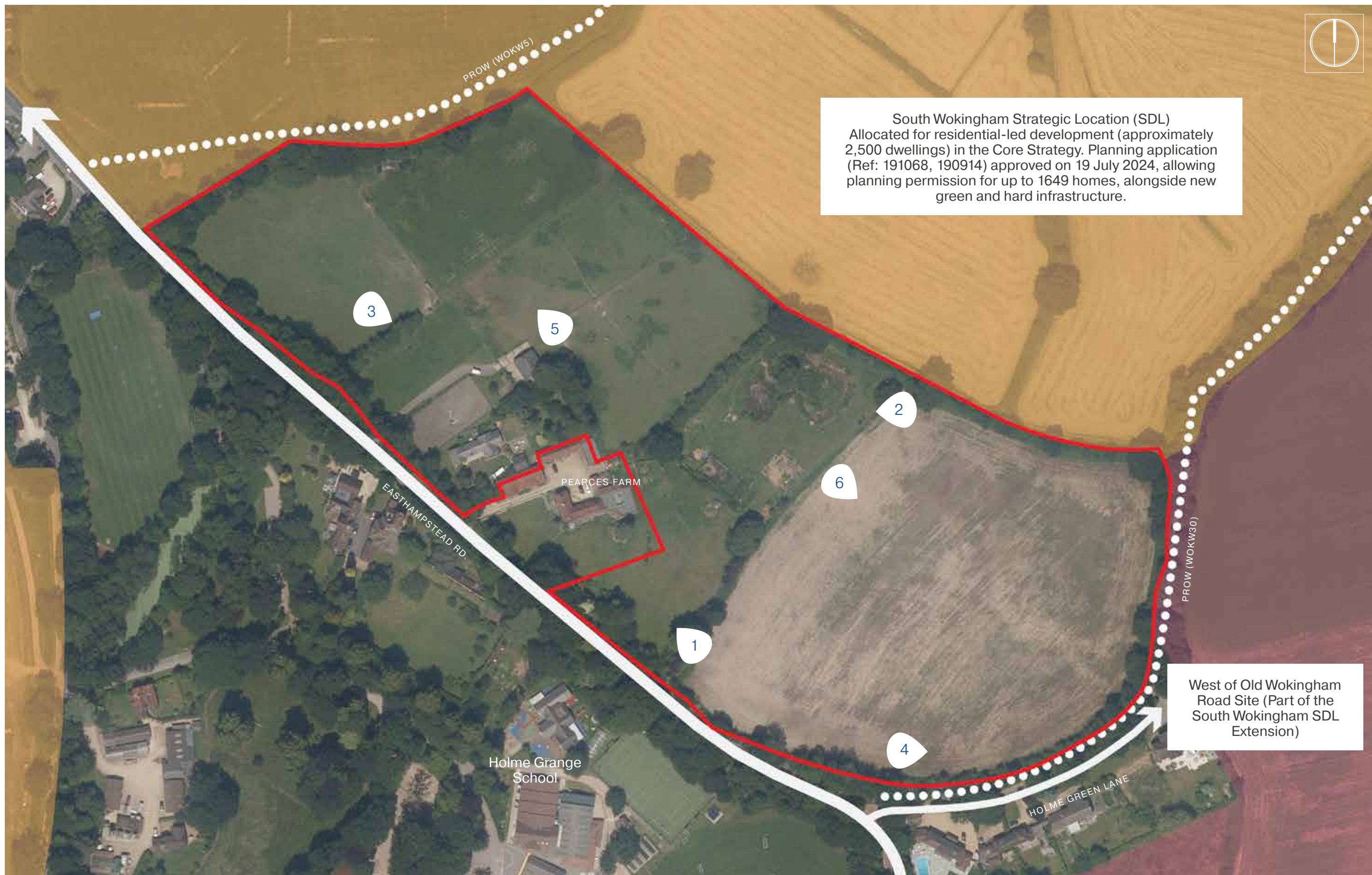
To the east is the neighbouring site West of Old Wokingham Road part of the SDL Extension.

The central area of the site encompasses Pearces Farm, a complex with three listed buildings, which is being retained and does not form part of the application site.

The remaining portion of the southern boundary of the site adjoins Easthampstead Road and the southeastern part Holme Green Lane which gives access to a small linear cluster of residential dwellings adjacent to the existing Public Right of Way (PROW - wokw30).



SITE PHOTOS



SITE BOUNDARY PLAN

2. Site & Context Analysis

2.2 Constraints and Opportunities

Constraints

There are no major constraints to development however, key considerations include:

- Two PRowS located near the site:
- A footpath running along the north western edge of the site (WOKW5)
- A byway open to all traffic along Holme Green Lane to the south-east (WOKW30)
- Pearces Farm, a farm complex with three Grade II Listed Buildings, centrally located along the southern boundary of the site,
- Pearces Farmhouse (NHLE ref 1319115)
- Barn situated approximately 10m to the north-west of Pearces Farmhouse (NHLE ref. 1118118)
- Granary, located approximately 8m north-west of Pearces Farmhouse (NHLE ref. 113714)
- The Garden House a Grade II Listed Building located to the south of Easthampstead Road
- Gentle topography from northeast towards south and northwest. Higher levels are located in the middle of the northern boundary around +66 m AOD. Lower levels are around +60 m AOD in the western corner of the site and around 63 m AOD to the south
- Existing trees and vegetation located around the edges of the site with some further hedges and trees cutting across the site around the existing farm

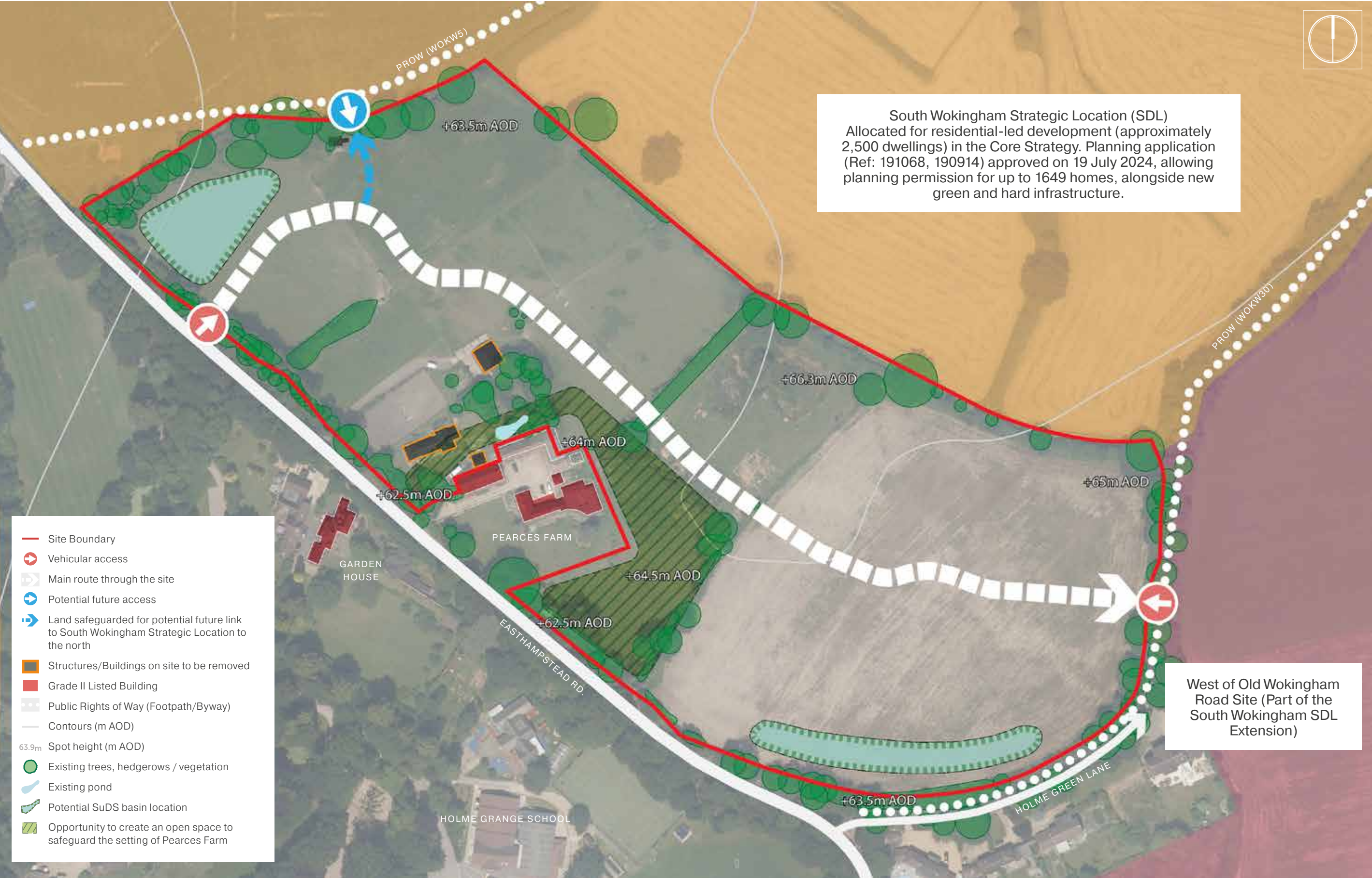
Opportunities

Development on site will bring opportunities for:

- Much needed new homes including affordable homes
- A main vehicular access off Easthampstead Road while safeguarding land for a future connection which could provide access onto the Heathlands Spur Road, which forms part of the South Wokingham SDL infrastructure.
- A bus route link to the wider strategic allocation site defining an east-west main street through the site.
- Cycle and pedestrian connections through the site to both PRowS and to the wider Strategic Allocation Site to the north and its Extension to the east
- Improvements to the north of Pearces Farm complex with the removal of the more recent cottage and garage and the provision of open space to better reveal the northern elevation of the barn and revert the openness of the former setting in the immediate vicinity of the barn
- The creation of a network of public open spaces and green corridors shaped around existing landscape features
- The inclusion of SuDS features like attenuation ponds in the lower level areas of the site.



PEARCES FARM - VIEW FROM SOUTHERN Paddock TOWARDS NORTH



2. Site & Context Analysis

2.3 Context Analysis

This contextual analysis has been shaped by visits to the site, Wokingham, recent developments around Wokingham, and a comprehensive review of local guidelines relating to the area's character and design including the WBC, Borough Design Guide, SPD, June 2012 .

At present, the local context of the site is characterised by distinct farmsteads and relatively small, localized settlements. However, significant transformations are underway in its vicinity, attributed to the ongoing South Wokingham SDL.

The design has been informed by an assessment of the following key areas within Wokingham Borough:

- Wokingham Town Centre.
- Relevant villages within the borough.
- Recent Development around Wokingham
- Pearces Farm and immediate environs.

2.4 Wokingham Town Centre / Victorian Influences

Town Centre

A key feature of Wokingham Town Centre is that buildings are linked together, giving a strong sense of enclosure to the streets.

Buildings are between 2 and 3 storey generally in the form of terraces.

Parking is often to the rear of properties.



Victorian & Post-Victorian Influences

The significant growth of Wokingham in the 19th Century determined the construction of Victorian Terraced housing and villas typologies which characterise Wokingham's townscape.

Red bricks, also combined with contrasting colour brick detailing, were used for many of these buildings.

Houses are generally 2 storey terraced, semi-detached and detached (villas).

Façades are regular and symmetrical with same size windows on both floors with vertical proportions.

Bay windows and gables often feature on the façades either single or two storey.

Roofs are pitched or hipped / half-hipped.



Key character influences

The continuity of frontages with parking to the rear of properties typical of some areas within Wokingham Town Centre define a clear distinction between public and private realms and an urban feel. In a similar way the main route through the site would feature linked forms tightly-knit together with parking arranged to the rear in small yards.

The terraced typologies typical of Victorian streets could help define a continuous frontage along the main route whilst typologies with wider frontages such as detached 'villas' could be used in less dense areas of the scheme.

The rhythm and symmetry of Victorian façades with vertically proportioned openings could help defining a strong character along the main route.

Wokingham Town: built form gives the streets a tightly defined and enclosed character

2.5 Villages

The WBC Design Guide (DG) SPD June 2012, delineates various character types within the borough. In the context of the site's semi-rural setting and its position on the outskirts of the settlement, this analysis concentrates on two key character types:

- Enclosed Village: Characterized by established, enclosed cores within villages.
- Loose Village: Defined by a more expansive layout and marked by a prevailing influence of the surrounding landscape.

Enclosed Village

Twyford - example of enclosed village with an historic core and outer looser edges.

Typical Enclosed Villages are:

- Twyford
- Wargrave
- Sonning



Loose Village

Loose village forms and arrangements of buildings; character defined by a dominance of landscape.

Typical Enclosed Villages are::

- Spencer Wood
- Shinfield
- Three Mile Cross
- Risely
- Hurst
- Finchampstead



Key character influences

Throughout the borough, villages showcase diverse development patterns and adhere to design principles that contribute significantly to the creation of high-quality spaces. The perceive combination of enclosed and loose patterns serves as a framework, guiding the design of a new development at Pearces Farm. This design philosophy aims to resonate positively with the broader context of the borough, presenting an opportunity to establish a coherent environment featuring higher densities along the main route through the site and lower densities toward the peripheries.

The strategic use of the landscape as a cohesive element across the entire scheme holds the potential to influence the character of public spaces. Along the main route, the built form may adhere to principles akin to those observed in enclosed villages. However, adaptations in street proportions can accommodate street trees and facilitate the integration of suitable cycling and pedestrian routes, aligning with the present and future requirements of the space. This comprehensive approach not only ensures legibility within the environment but also promotes a harmonious blend of functionality and aesthetics.

2. Site & Context Analysis

2.6 Character Type 1

Enclosed Village

A number of villages within the borough gravitate around larger urban areas such as Wokingham. Some of these villages have an established enclosed core which provides a sense of place feeling like the 'heart' of the village. Typical features of this character type are as follows:

- Sense of enclosure to the street scene provided by linked forms.
- Informal street pattern alternating light and sharp bends with short straight stretches.
- Mainly terraced houses or grouped buildings linked together.
- Clearly defined junctions with buildings framing the street corners.
- Buildings set to the back of pavement or with narrow front gardens.
- 2 to 2.5 storey height buildings with some 3 storey.
- Mix of roof forms fronting the streets including gables and roof pitches parallel to the road and varied eaves heights.
- Mix of concealed and on-street parking.
- Narrow plots defining a fine grain frontage.



Twyford - example of enclosed village



Building Types

- Mainly terraced houses or linked forms forming a frontage enclosing the street.
- Continuous row of similar typology buildings of 2 storey units with on street parking.



Landsdone Terraces (Twyford)



Continuous frontages providing street enclosure



Good level of active frontage on the street

Materials

- Traditional warm red brick and painted bricks commonly found throughout the area.
- Decorative bands and detailing with blue or lighter colour bricks.
- Clay and slate roof tiles.



Clay and slate roof tile and red brick walls



Timber frame with Brick infill

Warm red brick and flint



Light Painted brick

Tile hanging detailing

Building Details

- Gabled roofs with detailing.
- Windows act as a key feature.
- Emphasis on corner details.
- Prominent chimney feature.
- Common use of sash windows with some casement windows.
- Classic and traditional panelled front doors in a variety of colours.



Dormer window, chimneys and use of gables roof over windows



Panelled doors and bay window



Landmark detailing on corner units

Boundary Treatments

- Narrow and visually open boundary defined by soft landscape features such as hedges and small trees.
- Use of low brick walls and picket fences to define boundaries sometimes combined with low hedges.



Mix of low brick walls, fences and low planting



Picket fences



Low brick walls with posts combined with formal hedges

Landscape

- Narrow front gardens and tight together frontages do not leave much space for landscape treatments.
- Soft landscaping is generally sparse and includes low planting and small trees.



Sparse soft landscaping (Sonning)

Key character influences

The continuity and richness of the frontages found within the Enclosed Villages could be incorporated within the design of the main route where the built form provides the main setting and activity to the 'heart' of the scheme.

This should be incorporated within soft landscaping to soften the settlement edge and help integrate the new scheme into the rural surroundings.

The contrast between the warm red bricks and the lighter painted brick façades could also be used to characterise the street scene.

2. Site & Context Analysis

2.7 Character type 2

Loose Village

Other local villages have a more loose character where the landscape becomes the dominant feature. Often this more spacious character is found on the edges of character type 1 defining a looser development form around the Enclosed Village. Typical features of the Loose Village are as follows:

- Landscape penetrates into the village with trees and vegetation between buildings and boundaries.
- Organic and informal street pattern.
- Mainly detached buildings loosely arranged.
- Various set backs with only few established building lines.
- Buildings include a variety of character and styles being built at various times.
- 1.5 to 2 storey in heights.
- On-plot parking often in generous front gardens.



Typical Loose village pattern



Building Types

- Predominantly detached houses forming a varying setback from the street.
- Medium sized plots with gaps in between units.
- Mainly two storied units with front / on-plot parking.
- Wide fronted units with parking and living room windows overlooking the street.
- Varied units creating unique character.



Detached dwellings behind low brick walls and hedges (Spencers Wood)



Varying frontage (Finchampstead)



Detached dwellings with varying set-backs and generous front gardens (Spencers Wood)

Materials

- Predominantly red brick, some white painted brick walls and contrasting colour bricks for detailing.
- Dark slate/clay roof tiles.
- Use of tile hanging for gables or first floors.



Predominantly red brick walls



Light painted bricks with a dark plinth



Contrasting bricks



Decorative Tile hanging to highlight gables and key features

Building Details

- Simple form and detailing with eaves facing the street and projecting gabled roof.
- Projecting porch entry.
- Mix of sash and casement windows, simple in forms and detailing with varied cills and headers.
- Classic and traditional panelled front doors in a variety of colours.



Dormer windows with minimal detailing



Projecting porch



Light coloured Panelled door and window



Vertical emphasis to openings

Boundary Treatments

- Soft landscaped boundaries combined with low brick walls, picked fences or timber fencing such as post and rail.
- Hedges used within gaps between units.



Picked fences with formal hedge



Low landscaping combined with a low brick wall



Mainly soft landscaping to define the boundaries

Landscape

- Landscape permeates the streets which are more spacious than the previous character type.
- Vegetation sits to the front and between buildings.
- A mix of low lying foliage and higher hedges, larger mature trees both alone or in groups.



Vegetation permeates the spaces between buildings

Key character influences

The more spacious character of the Loose Village allows for the landscape to become an important component of the settlements, permeating the built environment because of the loose arrangement of the buildings.

A more informal and loose approach could be used for the development edges and key open spaces to soften the built areas and create a verdant character. This will create a different setting to the more enclosed character of the main route.

2. Site & Context Analysis

2.8 Recent developments in and around Wokingham

An analysis of recent developments near the town centre and more in particular within the North Wokingham SDL has revealed the following key design features:

- A key principle of the composition of the street frontages and street corners is the continuous building line that helps define the streets.
- The character of the built form uses local architectural references like bay windows, dormers and gable roofs.
- The use of local materials, with brick being the most common material, creates a sense of continuity and unity across the area.
- Parking is mainly on-plot, except for apartment buildings or buildings in high density area where parking tend to be to the rear in parking courts.

Key character influences

The North Wokingham SDL sets out a precedent for a recent urban extension of Wokingham.

A strong definition of the building line helps defining the streets and maintain a clear distinction between public and private dominion.

The use use of local materials and traditional forms provide continuity between Wokingham and the new developments.



Consistent building line and repeated gables defining a rhythm to the street.



Detached properties addressing open space.

Building Types

- A mix of apartments, terraced, semi-detached, detached houses.
- Mainly two storied units with some 2.5 and 3 storey.
- Narrow fronted units along main street and wide fronted units in lower density areas.
- Units are often repeated to create a rhythm along the street.



Detached house addressing the corner.



2.5 storey semi-detached houses.



Street scenes featuring 3 storey apartments emphasising a hierarchy of streets.

Materials

- Predominantly red brick, off-white render and tile hanging
- Grey slate coloured and plain red/brown roof tiles.
- Use of tile hanging for gables or first floors.



Red bricks and render.



Tile hanging used to highlight key features.



Use of grey and red/brown coloured plain tiles.

Building Details

- Simple form and detailing with eaves facing the street and projecting gabled roof.
- Projecting porch entry with some porches across the facade including bay windows.
- Mainly casement windows with some top hang windows mimicking the form of sash windows, simple in forms and detailing with varied cills and headers.



Mainly casement windows and use of flat roof dormers.



Porch across the facade.

Boundary Treatments

- Mainly soft landscaped boundaries.
- Some use of black railings.



Low formal hedges.



Low planting and small trees.



Estate railings.

Landscape

- Streets are punctuated with trees which are aligned in some cases to form formal streets and avenues.
- Vegetation sits to the front of buildings in front gardens and verges.
- Generally low lying foliage and formally trimmed hedges, and street trees both alone or in groups.
- Green corridors often integrates SuDS features in the form of swales and dry/wet basins.



Street trees to emphasise street hierarchy and soften development.



SuDS features and street trees.

2. Site & Context Analysis

2.9 Pearces Farm Character

Pearces Farm is located just off Easthampstead Road route that leads into Wokingham.



Currently the buildings of Pearces Farm form a coherent group including three Grade II Listed Buildings: Pearces Farmhouse, Barn and Granary.

Despite some more modern additions to this group of buildings the overall historic setting is preserved.

The most sensitive areas to change are those parts in the immediate surroundings of the farm buildings and the south-western area in particular as it remains the approach to the complex and comprises the best public location from which to appreciate its significance.



*, ** © Brian Steptoe. Source: Historic England Archive

Key character influences

Although the rural character of the area will be changed by the surrounding planned strategic developments, the settings of Pearces Farm will need to be considered within the scheme.

The quality and significance of the listed buildings contribute to the local identity and will assist in the creation of a sense of place.

Rather than imitating the current layout of the farm buildings which would disperse the distinctive presence of this group of buildings, there is an opportunity for the new development to provide a complementary use to Pearces Farm whilst framing the farm's setting as a unique part of the new neighbourhood.

The character of the proposed buildings will be inspired by the use of local materials and traditional forms to visually integrate Pearces Farm with the proposed development. Buildings closer to the farm will be of a subservient scale and reflect a similar material palette of the ancillary buildings so that the farmhouse continues to stand out in occasional views filtered by vegetation.

Dark boarding could be used to mark key buildings around the setting of the farm. This, by contrast, would highlight the presence of the lighter-coloured farmhouse.

An appropriate offset of the built form could be provided to help maintain the current experience of the farm setting, which includes the yard area and gardens, that wrap around the southeast and south west frontage of the barn and house..

Appropriate buffer to be provided towards the northeast of the farm to allow for the current open space to be maintained.

Vegetation to the north to be retained and strengthened.

Other local high quality buildings

The site's immediate context offers some examples of high quality buildings sitting within large plots and mature vegetation.

The Garden House is a Mid 18th Century detached private residential house with an L shaped plan. The building is in red brick and 2 storey in height with a hipped old tiled roof. Windows are mostly sash with glazing bars. Key features include a tall angular one storey bay at first floor.

Holme Grange School is a large country house, now a private school, built in 1883 by R. Norman Shaw in the Tudor vernacular style. The building is in brick and tile hanging in the upper floor and features tiled roof with several gables and moulded bargeboards. It also includes contemporary extensions and a number of newer buildings to accommodate its educational provisions. The buildings are located within well managed plots with hedges, trees and lawns.

Key character influences

These buildings are not as relevant because of their grand scale but rather to refer to the high quality of their composition, design and verdant character of their settings.

The massing of these buildings is composed by a variety of forms and details that provide dynamism to the composition and a richness of textured materials.

These features can assist in the design of key buildings and the settings of key spaces within the scheme.



*, ** © Brian Steptoe. Source: Historic England Archive

3. Design Evolution

3.1 The Vision

The vision for Pearces Farm is to develop a neighbourhood that encourages sustainable and healthy living while building strong community connections. The masterplan provides pedestrian and cycle pathways and introduces a new bus route to promote walking and cycling as the main modes of transportation.

The new neighbourhood aims to improve residents' health and well-being through a beautiful and inclusive environment, featuring diverse streets and homes. It will also include a well-managed network of open spaces and landscape features for play, relaxation, recreation, and nature interaction.

The scheme will harmoniously integrate with its surroundings whilst creating a distinct sense of place. The design is intended to reflect the local character and enhance the unique features of Pearces Farm complex.



3.2 Early Design Concepts

Initially, proposals were formed of 2 separate parcels, each with independent accesses from Easthampstead Road, as the land between the two parcels (Pearces Farm) was not available at the early stages of the project.

Further technical work was then undertaken during this time regarding; Flooding, Drainage, Topographical Survey, Ecology, Arboriculture, Heritage, Landscape impact and Highways.

Following Pearces Farm being included within the site, and in response to the technical report findings, the layout could be revisited to consider a more holistic design approach for a comprehensive and larger scheme which facilitated:

- The creation of a main street throughout the site connecting with the wider SDL sites to the north and the east, and
- The integration of SUDS features to the northwest and southeast of the site, preserving adjacent hedgerows and stabilising gree buffer zones.



The site composed of two parcels



A more comprehensive scheme

3. Design Evolution

3.3 Heritage Response

The design response to the Pearces Farm complex has involved an iterative design process that included the advice of a heritage consultant and feedback from WBC Heritage officers.

The different design stages are summarised below.



Pearces Farm Excluded

- The initial concept proposed the western parcel fronting the rear of Pearces Farm with small green buffers and the inclusion of two-story apartment buildings in close proximity to the listed structures.
- The relationship between the new buildings and the listed structures did not create an appropriate buffer to the north, while the eastern parcel, oriented outward to avoid overlooking the Farm Complex, provided a limited/poor relationship with the group of listed buildings.



Pearces Farm Included

- The proposal provided a more comprehensive approach that includes land to the north of the Farm Complex, this has facilitated the creation of a new open space framed by small scale buildings that provide a more sympathetic setting to the Farm Complex.
- New landscape buffers are proposed along the edges of the farm to minimise intervisibility.



Illustrative layout around listed buildings

- A heritage review was conducted with WBC officers and as a result, offset distances have been increased and all immediately surrounding buildings are now limited to two stories.
- All dwellings now front onto the new open space enclosing the Farm Complex and the landscape designed has been modified to include an orchard and more strategic planting.
- It is important to note that Pearces Farm complex is not part of this application, and the extent of the complex boundary will reflect the historical boundary.

Pearces Farm Settings

A key aspect of the design focuses on the interaction between Pearces Farm and the newly planned development. The following three fundamental principles outline an approach that prioritises integrating the farm complex into the core of the new development, whilst respecting and enriching the farm's settings. Further information regarding the setting for Pearces Farm can be found in the Heritage Report submitted with this application.



1 - Enhancing the setting of the farm complex

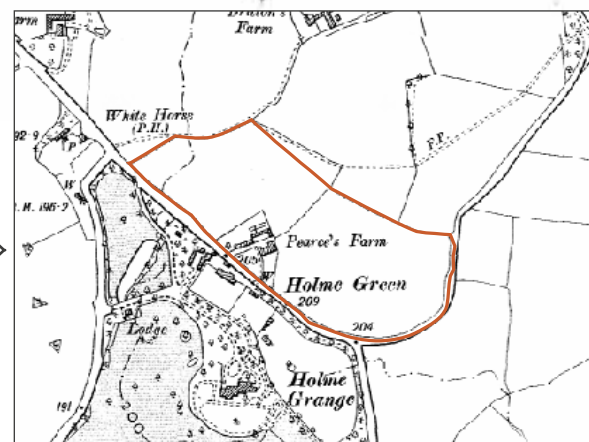
Enhancements to the northern setting of the barn will involve the removal of the 70's style existing bungalow and garage, accompanied by the creation of a fresh open space.

This redesign aims to accentuate the northern facade of the barn, reinstating the open surroundings that characterised its original setting. The vision includes thoughtful landscaping and strategic planting to reveal the northern elevation while minimising views of the development from the farm complex.

2 - Emulating historic boundaries

The farm complex garden size has been intentionally reduced to emulate the dimensions of its historical boundaries. Meanwhile, the adjoining area encompassing the farm complex has been maintained as open space, enriched with enhanced planting.

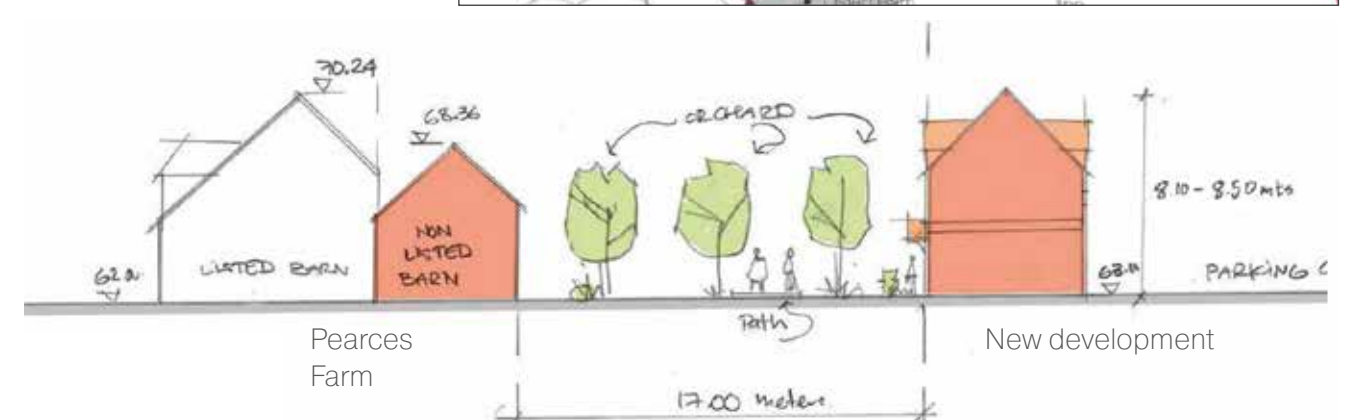
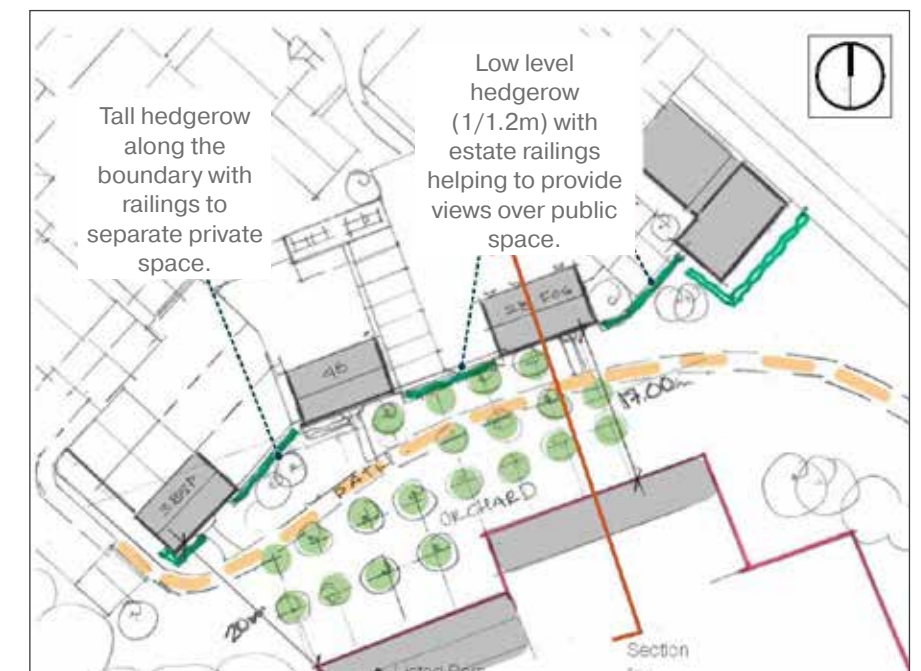
This approach aims to strike a balance between historical accuracy and contemporary landscaping, ensuring that the reduced garden area is still in harmony with the overall farm complex while the new enhanced planting provides the greenery to act as a soft buffer with the new development.



Historic map from 1900 showing curtilage of Pearces Farm.

3 - Positively responding to the setting of the farm complex

The placement of new buildings has been carefully considered to step back, assuming a more subservient scale and massing in comparison to the buildings within Pearces Farm. The careful consideration of scale and massing aims to foster a cohesive and respectful coexistence between the new buildings and the established structures within the farmstead.



3. Design Evolution

3.4 Stakeholders Engagement

The design process included extensive Pre-application engagement with Wokingham Borough Council between January 2023 to June 2024.

As a result, the design proposals have continuously been refined to address WBC officers comments.

PPA Meeting 1

Consultation with Wokingham Borough Council under a Planning Performance Agreement included the following meetings:

- Highways
- SANG
- Masterplanning

5th January 2023

PPA Meeting 3

- Site Visit and discussion



25th March 2023

22nd February 2023

PPA Meeting 2

Topics covered during the session included:

- Vehicular access.
- Highway network in relation to the Kier/Miller application.
- Drawings for the 'Main Street'.
- Old Wokingham Road access.
- Vehicle access close to Heathlands Junction.
- Residential access to the main street.

11 May 2023

PPA Meeting 4

Topics covered during the session included:

- Green Infrastructure
- Ecology
- Integration with PROW network;
- Playspaces

25th May 2023

PPA Meeting 5

Topics covered during the session included:

- Transport
- Landscape
- Urban Design
- Playspace strategy



PPA Meeting 6 & 7

Topics covered during the sessions included:

Transport

- Access Arrangements
- Byway 30 Crossing
- Off Site Impact
- Internal Layout & Routing Matters

Landscape & Heritage

- Design approach to Pearces Farm edges
- POS and Green Infrastructure
- SANG

15th January 2024



Public Exhibition

Topics covered during the session included:

- Background of the proposals
- Local Plan Update
- Development's relationship to existing and committed development/infrastructure within the South Wokingham SDL
- Details of the application

14th June 2024

9th April 2024

PPA Meeting 8

Topics covered during the session included:

- Local Plan Update
- Community Consultation
- Design Codes

May-June 2024

Public Engagement

The applicants engaged with relevant stakeholders such as:

- Ward members
- Wokingham Without Parish Council
- Meeting with Holme Grange School



3. Design Evolution

3.5 Community Engagement

Public Exhibition

Following a period of stakeholder engagement, a Public Exhibition was held on the 14th of June, 2024. A multi-channel approach was adopted to raise awareness of the proposals amongst the public and to provide them with opportunities to comment, including:

- Information leaflet
- Local media and indirect channels
- Project website
- Public exhibition

The Exhibition was attended by the local residents resulting in written responses at the event and submitted via the website. Following were the key discussions:

- Principle of Development
- Local Infrastructure and Services
- Scale and Design of the Development
- Drainage
- Agricultural Land, Biodiversity and Trees
- Highways and Connectivity

Please refer to the submitted Statement of Community Involvement for more detail of the feedback provided and how the proposed development responds to this.



3.6 Concept Masterplan

A Concept masterplan for the site has been developed based on the feedback from public consultations. Following are the key design principles to achieve the intended Vision:

Promoting Health & Wellbeing with:

- A network of safe and attractive leisure and play areas, including strongly landscaped streets and green corridors
- A robust green and blue infrastructure that retains and enhances existing natural features and provide opportunities for recreation, enhancement of the natural environment and to complement the adjacent strategic development and surrounding areas.
- SuDS features providing opportunities for the creation of new habitats and sustainable management of surface water drainage.

Context responsive with:

- A place with a wide range of homes, providing genuine choice and responding to the needs of first-time buyers, downsizers and families.
- A high quality place with a distinct character that positively responds to its location and surroundings, with a particular emphasis on integrating positively with the existing PEARCES Farm complex.
- Central green open space with planting to provide screening and a buffer around PEARCES Farm complex from the proposed development and celebrate the setting of the listed buildings.
- A development with a higher density along the main street to create a well defined street and a lower density edges that provide transition and natural surveillance to green space areas.

Promoting walking & cycling with:

- Attractive pedestrian and cycle pathways, as well as the introduction of a new bus route, with the ultimate goal of making walking and cycling the preferred modes of transportation.



Concept Masterplan

4. The Proposals

4.1 Illustrative Layout

The illustrative layout builds upon the design concept and principles established in previous sections and provides:

- **New Homes** - Up to 180 dwellings with associated private or communal amenity spaces.
- **Affordable Homes** - A mix of residential units including 35% as affordable homes designed as tenure blind.
- **Open Spaces** - A network of multifunctional open spaces including:
- **Pearces Farm New Green**, a central focal point within the development that serves as a vital open space at the heart of the community. Its purpose is to safeguard and enhance the setting of the Pearces Farm complex, providing a safe and attractive communal area for residents.
- **Green Corridors** serve as soft interfaces with neighbouring areas and contribute to the overall aesthetics and ecological balance of the development.
- **Incidental Green Spaces** along the main route providing opportunities for social interaction.
- **Play areas** located in key spaces and including a LEAP in a central position within the site and a LAP within the site's northern gateway.
- **A permeable layout with a legible network of routes** - featuring a prominent main route traversing the site to connect with the broader context, complemented by local mews streets and drives which provide a more intimate and informal character along the edges.
- **New and enhanced links** - connecting with existing PRow and the wider network and routes of the emerging proposals for South Wokingham SDL to the north and with West of Old Wokingham Road (Priors Farm) to the east.
- **Parking** - Vehicle and cycle parking are designed following Manual for Streets (MfS) principles by endorsing a design-led approach so that parking is appropriately integrated within the residential areas without dominating the public realm.



Key features*

-  Main Access
-  Links
-  6m access road and 2m footpaths
-  SUDS
-  Play space
-  Landscape corridors / key open spaces
-  Leisure routes
-  New pedestrian/cycle path

* Refer Illustrative Layout



ILLUSTRATIVE LAYOUT

4. The Proposals

4.2 Key Features

The key features highlighted shows how the proposal helps create a vibrant, connected community. A main route with green spaces will link the site to the wider area. Buildings will form a continuous street frontage, while internal spaces and mews will offer a varied environment. The development will respect the surrounding context and protect the character of Pearces Farm.

Main Street / Route

Main movement route connecting the site with the wider SDL sites and including a couple of key nodes/green spaces

The area along the main route will have a more formal character with buildings creating a continuous frontage and providing legibility

Pearces Farm Green

Pearces Farm complex is a key asset of the development. A new green space with enhanced planting is created around the farm to safeguard its green setting and minimise intervisibility

Edge Streets

The development edges will act as the interface with the existing context of lower density areas to the south and with the existing and proposed new green corridors to the north, east and west of the site

Key Spaces

Key spaces are incidental green spaces where internal routes converge, they provide a break along the Main Street to reduce traffic speed, create a pedestrian friendly environment and add interest and variety along the route

Mews Streets

Mews Streets will provide access to internal parking courts and include building and ancillary buildings with accommodation above

Internal parking courts will be key, assisting with the creation of a continuous frontage along the Main Street while limiting the amount of on street parking



4.3 Parameter Plans

The Parameter Plans within this section provide a set of parameters for future Reserved Matters Applications. These parameters are in line with the principles set out for the South Wokingham Strategic Development Location (SDL) Extension which includes both the Land to the East of Easthampstead Road and the West of Old Wokingham Road as illustrated within the introduction of this DAS.

4.4 Land Use

The Land Use Parameter Plan includes:

- A residential area following the route of the Main Street and wrapped by green buffers.
- Public open space around the Pearces Farm complex to safeguard and enhance its settings.
- Green infrastructure that wraps the site
- including a gateway space to the north-west and green buffers to retain most of the existing trees along the edges, soften the development and provide a leisure routes.



LAND USE PARAMETER PLAN

4. The Proposals

4.5 Building Heights

The development proposes building heights that are in keeping with the local context by including mostly 2 to 2.5 storey buildings and higher up to 3 storey buildings in key areas.

The Building Heights Parameter Plan, illustrates the maximum permitted building heights and includes:

- Higher buildings are located along the Main Street and near the gateway entrance to the north-west. Buildings will range from 2 and 2.5 storey houses to up to 3 storey apartments.
- Areas of lower buildings wrap around the Main Street creating a smooth transition between the edges and the 'heart' of the development.
- The area around Pearces Farm will include buildings of a lower scale and mainly up to 2 storey buildings with a wider gap to the south-east of the farm.



BUILDING HEIGHTS PARAMETER PLAN

4.6 Access and Movement

Access and Road Layout

Access for the development will be formed by a priority junction onto Easthampstead Road. The access junction is located approximately 110m south of the Heathlands Road junction. Easthampstead Road will be widened to 6.5m between the access junction and the Heathlands Road junction. This will facilitate the road being used as a bus route through the development. The Primary Street will also have a 6.5m width for this purpose.

Land will also be safeguarded to enable a possible future access onto the Heathlands Spur Road, which forms part of the South Wokingham SDL infrastructure.

As part of the wider masterplanning, and in conjunction with adjacent development land at West of Old Wokingham Road (Priors Farm), a road crossing of Byway 30 is proposed. The two sites together provide a new continuous vehicular and Non-Motorised User (NMU) access route between Old Wokingham Road and Easthampstead Road. The arrangement of the road crossing will prevent users either on the Byway turning on to the internal development road or vice versa, in order to stop drivers from 'rat running' along the Byway.

Pedestrian, Cyclists and Public Rights of Way

Shared footway/cycleways will be provided along both sides of the Primary Street through the development. This provision will be complemented through the use of shared streets which will allow pedestrians and drivers to share the carriageway where lower volumes and speeds of vehicles permit this.

At the site access onto Easthampstead Road, a 3.0m footway/cycleway is shown behind the existing hedgeline providing a route that will tie into the future signal junction arrangements at the new Heathlands Road junction. From here the Heathlands Link will provide footway/cycleway connections up to William Heelas Way and the wider SWDR network, as well as routes into Wokingham town centre.

The proposals also include a 3m pedestrian and cycle access at the western end of the site connecting to Byway 30.

Public Transport

The site is located within 700m of existing bus services on Waterloo Road. However, as part of the South Wokingham SDL public transport strategy, a westwards extension of the 108 service will occur so that it routes along the new South Wokingham Distributor Road within 350m of the site. This will operate at 30 minute intervals between 07:00 - 20:00 throughout Monday to Saturday and at 60 minute intervals between 09:00 - 19:00 on a Sunday.

Ultimately, and in conjunction with the adjacent Priors Farm development, a bus route through the development is proposed. This will compliment that already being secured for South Wokingham and provide a direct connection between Wokingham and Bracknell.

For further detail refer to the Highways Strategy Report accompanied with this application.

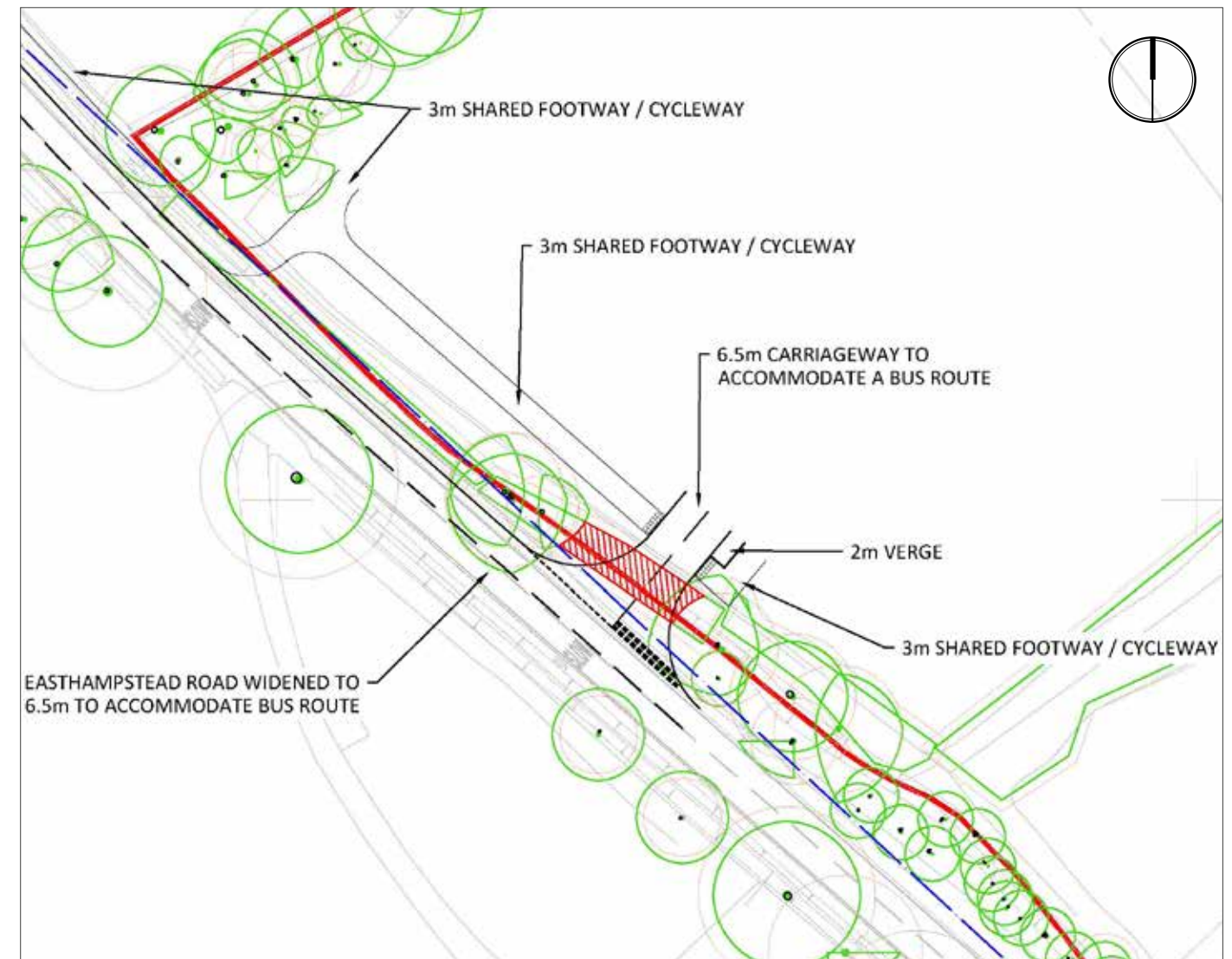


Figure 1: Proposed vehicular access design for entrance to Easthampstead Road.
(location plan: refer next page)

4. The Proposals

4.6 Access and Movement



Precedent images of Avenue road.



Location Plan

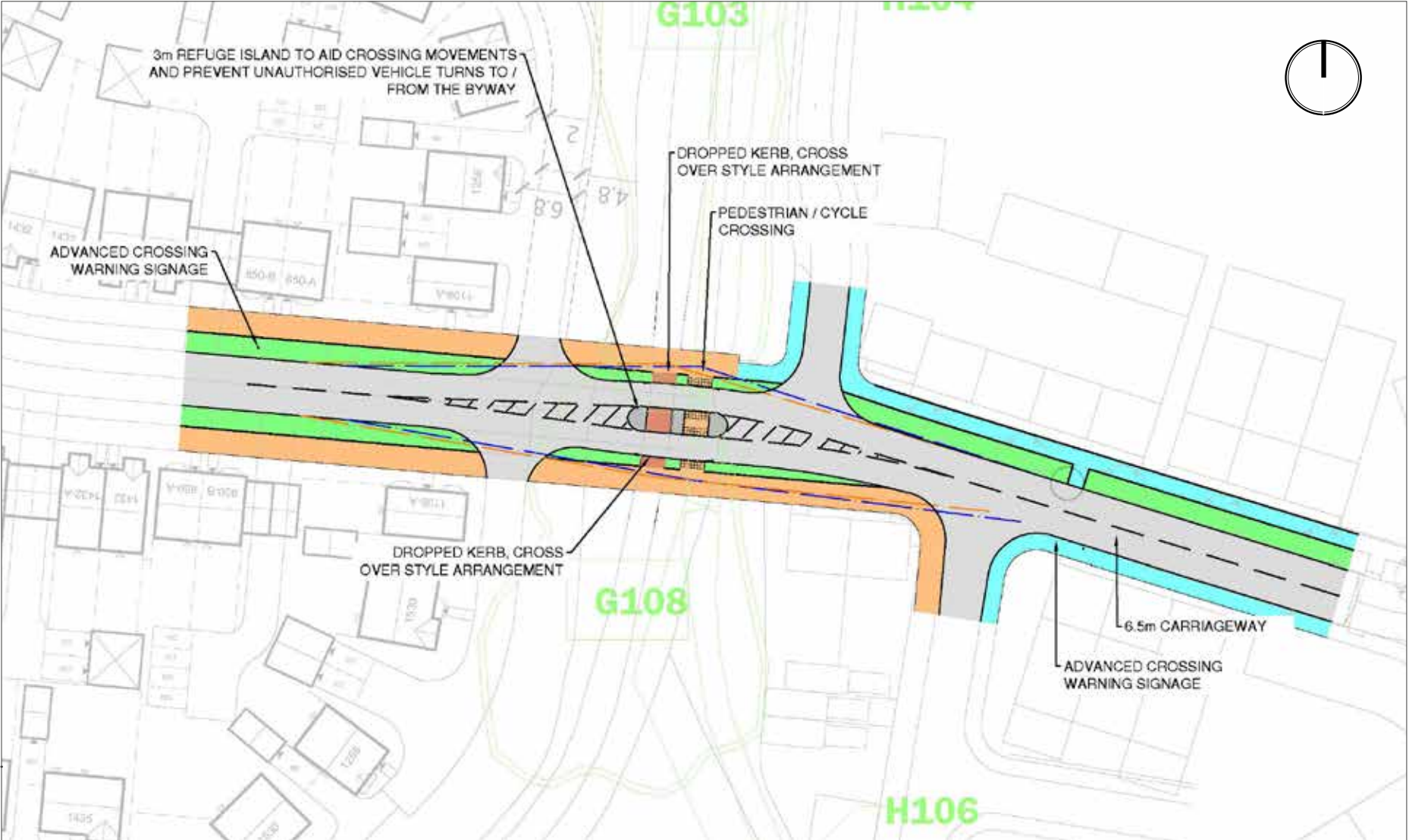
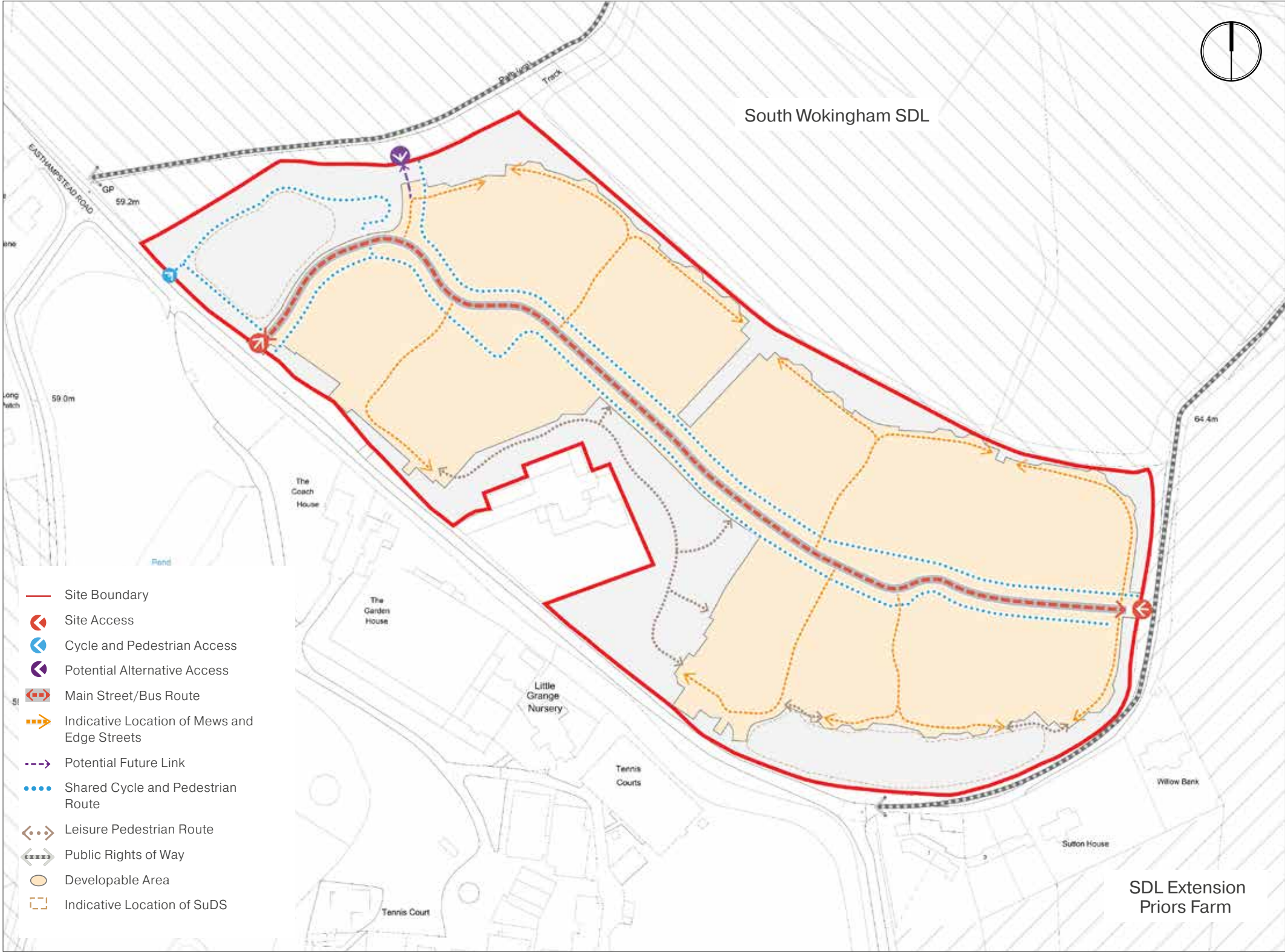


Figure 2: Proposed Byway Crossing Arrangement subject to a separate Planning Application.

4.7 Street Hierarchy

The proposed street network will be designed to promote a user hierarchy that prioritises pedestrians and cyclists over cars, establishing a permeable and interconnected layout with a distinct street hierarchy, including:

- **A central Main Street** that serves as the primary access point to a development. This street is lined with trees and includes paths for pedestrians and cyclists, creating an urban and enclosed village atmosphere with a continuous frontage.
- **Mews Streets** designed to provide access to internal parking courtyards. Mews buildings incorporate active frontages above garages and drive through and will include flexible spaces like home offices.
- **Edge Streets** that engage with green corridors, featuring a more informal character predominantly marked by detached buildings.

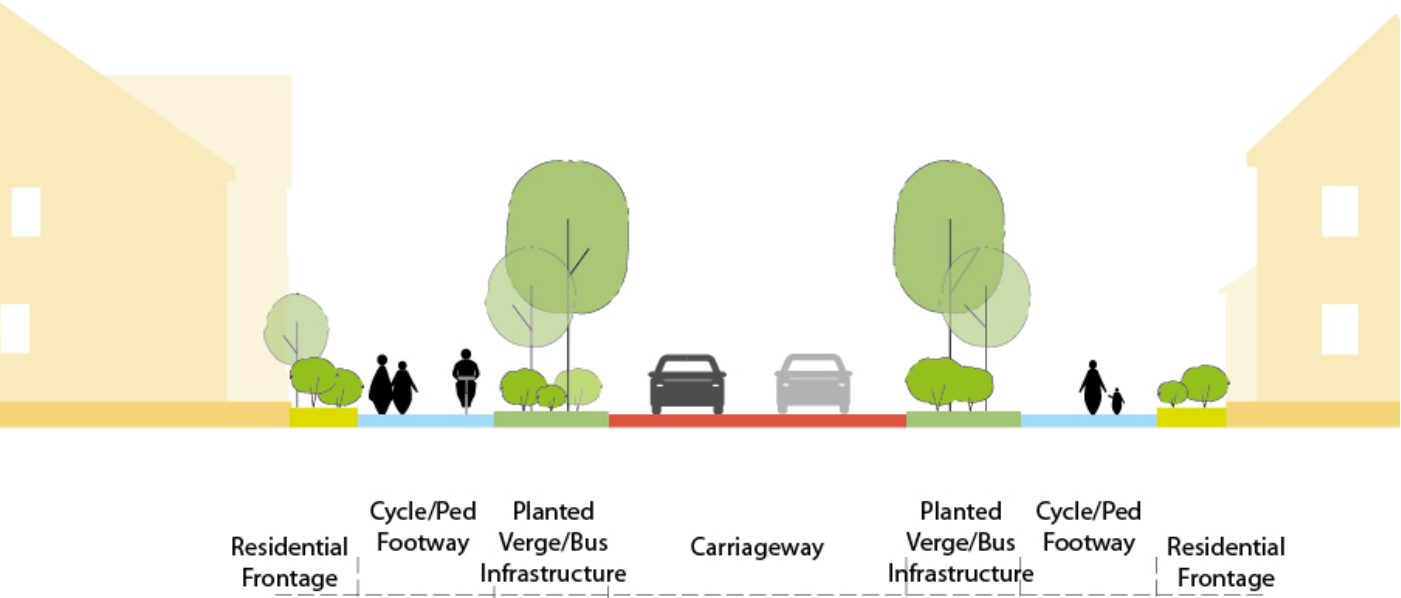


ACCESS AND MOVEMENT PARAMETER PLAN.

4. The Proposals

4.7 Street Hierarchy

Central Main Street

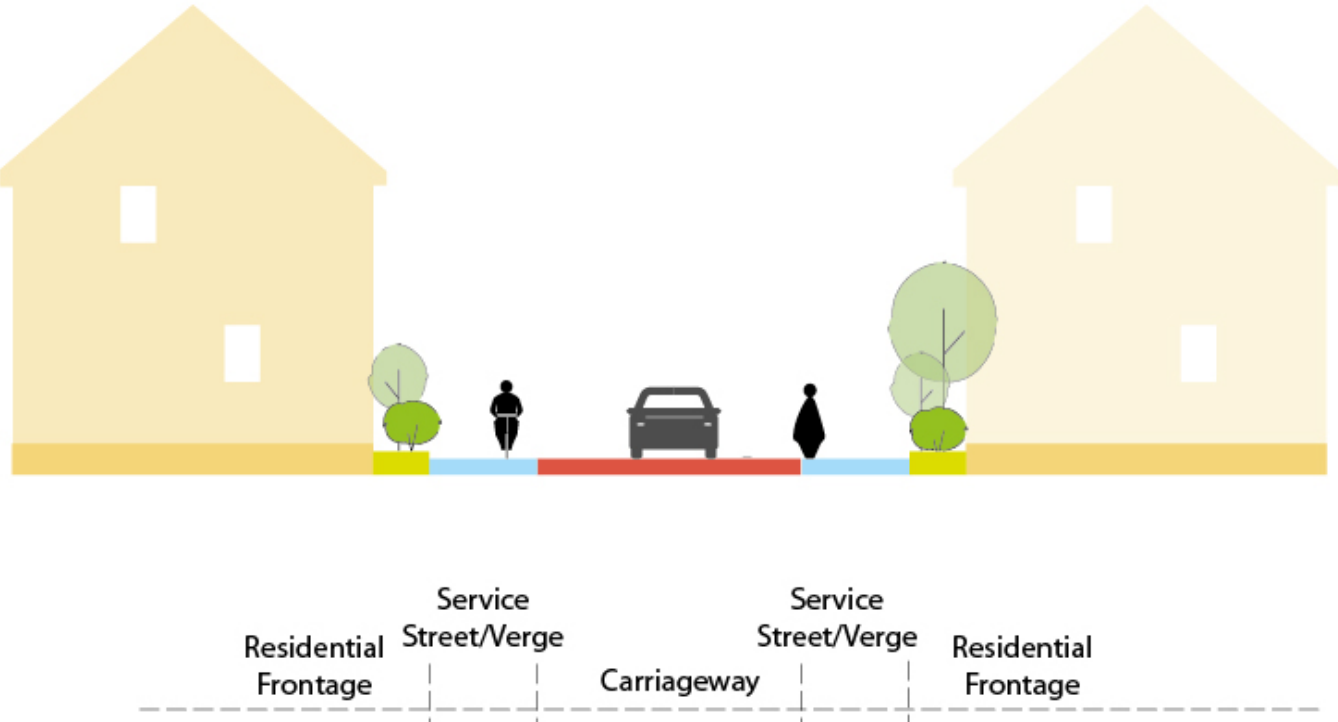


William Heelas Way to the north (Part of the South Wokingham SDL) showing visitor parking along the route within landscaped verges.

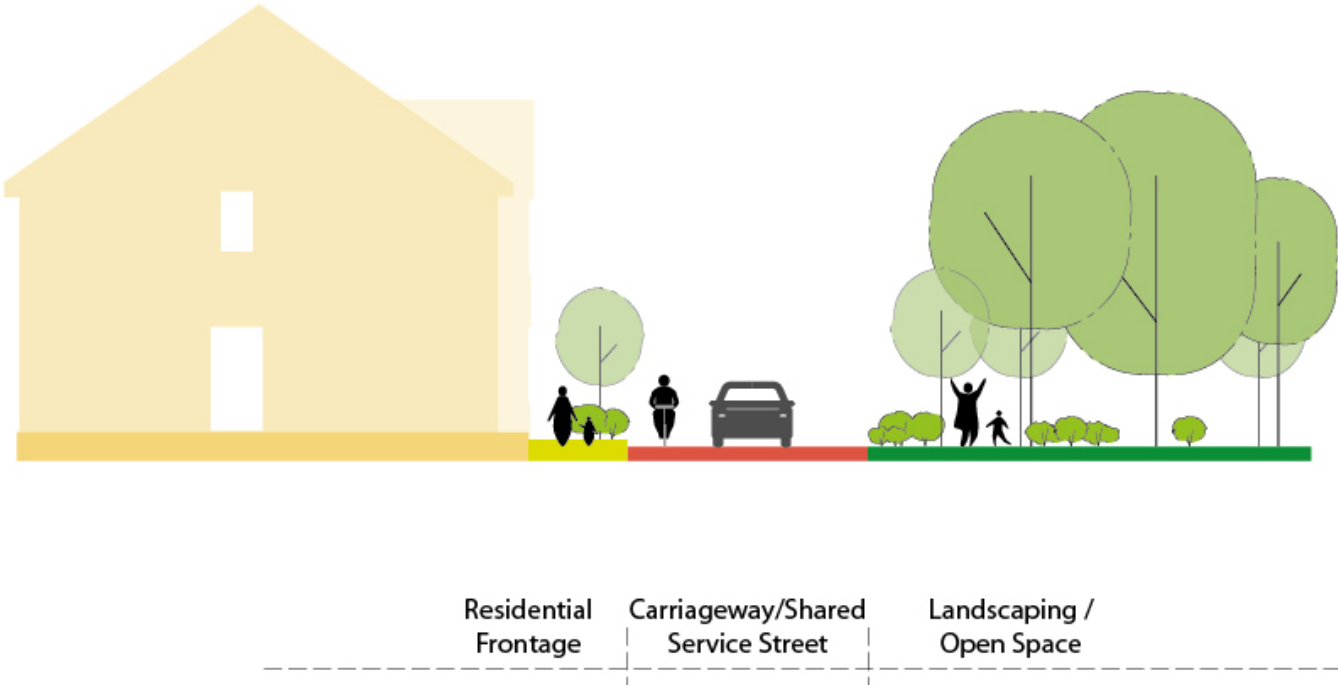


Precedent images of character intended.

Mews Streets



Edge Streets



Precedent image of narrow Mews Streets.



Precedent image of streets along the edge of the development.



4. The Proposals

4.8 Parking and Waste Management

Ensuring adequate provision for vehicle and bicycle parking is a fundamental aspect that has influenced the site's proposals guided by clear design principles.

Parking and parking areas will be integrated and conveniently located near the dwelling they serve. Their design must ensure they contribute to creating a positive environment without detriment to the quality of the streets and public places.

Private and visitors parking and cycle parking will be provided in line with Parking Standards from Study Report, Wokingham Borough Council (October 2011) and designed following MfS (Manual for Streets) principles.

The design proposal will include a range of parking solutions applied on a location basis to help reinforce the character intended for each of the character areas:

Main Street and Rear Parking Courts

- Direct vehicular accesses along the Main Street will be minimised by combining parking spaces in small rear parking areas. This avoids cluttering the street and to give priority to pedestrian and cyclist reducing the need for crossings.
- Parking bays will be arranged in small groups where possible within rear courtyards with suitable landscaping.
- Car parking courts for flats will be conveniently located to the dwellings they serve, away from main street frontages and designed to be overlooked by dwellings. It will contain landscape elements to help make them attractive spaces.
- Appropriate buffers to habitable rooms at ground floor and meaningful amenity spaces to apartments will be provided.
- Car ports and drive throughs under linked buildings will be encouraged as they limit the visual impact of cars while maintaining street activity.

On-Plot Parking and Garages

- Allocated car parking provision along the edges of the development will be mainly within the curtilage of the dwelling, and as much as possible set back from the edge of the main frontage.
- Car parking spaces to the side of properties will have a minimum width of 3.3m or 6m when serving two properties to allow for access to rear gardens for bicycle and bin storage.
- Garages will have a minimum size of 3.0m x 6.0m (3m x 7m when allowing for extra space for cycle storage).

On-Street Parking

- On-street parking will be limited and will be carefully designed to include landscape elements and street trees to soften and screen the visual dominance of cars.
- Allocated parking on street will be discreetly marked and differentiated from un-allocated visitors' parking.

Visitor, Disabled and Cycle Parking

- Cycle storage will be located in a safe, convenient and ideally covered space either as an integrated part of the building or within back gardens for individual dwellings.
- For apartments, cycle storage will be designed as an integral and articulated part of the building.
- Visitor, disabled and visitors cycle parking must be designed as an essential component of the development, and located adjacent to key public spaces.
- Electric Vehicle Charging Points for communal use and dedicated car sharing spaces must be provided within the development located close to the main green spaces. Parking Spaces with EV Charger will have a minimum dimension of 2.8m x 5.0m.

Waste Management

- Refuse and recycling will be provided in designated areas in apartment blocks. For dwellings, refuse and recycling will be provided on plot.
- All refuse and recycling collection will be in accordance with the council's drag distances. More details will be provided as part of a Reserved Matters submission



Parking courts for flats will be located away from main street frontages



Car parking to the side of properties will have a minimum of 3.3 to 6 meters to allow for back garden access



Garages will have minimum internal dimensions of 3.0m x 7.0m to allow for extra room for storage.



Visitor parking arranged between landscaped areas and tree planting along William Heelas Way.

4.9 Green and Blue Infrastructure

Residential parcels will be strategically located across the site, divided by areas of informal green space. The layout seeks to retain existing hedgerows, trees and woodland as far as possible. Existing PRow are proposed to be retained, providing a direct connection to the wider surrounding landscape.



Green Infrastructure Parameter Plan.

4. The Proposals

4.9 Green and Blue Infrastructure

Following are the various features provided within the proposal:

Green Landscapes

Biodiversity runs through all aspects of the design proposal, with areas of native scrub and woodland created in order to enhance, connect and expand the adjacent habitat provisions and corridors. The introduction of these elements aims to deliver biodiversity net gain across the site.

Areas of ornamental planting will promote the inclusion of pollinator species in order to promote biodiversity whilst creating an attractive place to live.

As per NPPF guidance, streets will be tree lined to positively contribute to character, place-making, green infrastructure and biodiversity. The use of street trees will help soften the visual characteristic of the street scene and help to define the hierarchy of roads through tree size, form and species.

Productive Landscapes

Introducing traditional habitats such as orchards within the landscape proposal presents the opportunity to strengthen community relations and contribute to the beauty of the landscape.

Blue Landscapes

A well-integrated, site wide SuDS strategy including drainage basins and bioretention planting along streets will benefit the community at both a local level and strategic level, helping to manage surface water run-off across the site and mitigating against flooding in the surrounding area.

Amenity Landscapes

Ensuring a full range of outdoor activities and opportunities are available to all. The proposed design aims to provide green spaces and neighbourhood play areas for people of all ages. A LEAP (Local Equipped Area of Play) and a LAP will be provided. These community play areas will be designed in accordance with WBC's Play Space Design Guide SPD; they will be suitable for a variety of ages with accessible equipment and informal open kick-about spaces will be provided to encourage independent play.

The design proposes an integrated network of footpath routes, both circular within the site and linear connecting to the wider PRoW network. Green spaces will be attractive, safe and convenient, designed to be multi-functional, allowing spaces to be used on a daily basis as well as for community events and as informal meeting spaces.

Play Area

A LAP is provided to the north of the site and a LEAP is set within the central open space. The key theme follows 'Inclusive and Imaginative Play'. Key Features include traditional and inclusive equipment, sensory planting and timber bollards to enclose the area.

For further detail refer to the Landscape Strategy Report accompanied with this application.



4.10 Ecology Strategy

The site has undergone a comprehensive suite of ecological surveys to assess the potential impacts of the proposed development on local ecology. The baseline ecological conditions find the site consists of three fields with modified and other neutral grasslands, boundary hedgerows, a small area of woodland, mixed scrub, two ponds, developed land, both sealed and unsealed surfaces, vegetated gardens, and seven structures. Importantly, the site falls within the Zone of Influence (Zoi) of the Thames Basin Heaths Special Protection Area (SPA).

Detailed species surveys at the site included bats, GCN, badger, NERC mammals and dormouse. The bat surveys identified the site as being of county importance for roosting brown long-eared bats and of local importance for commuting common pipistrelle bats. A maternity roost for brown long-eared bats was found in one onsite building. A bespoke alternative roosting location suitable for brown long-eared bats will be created within the scheme. Environmental DNA (eDNA) surveys of both ponds returned negative results for great crested newt (GCN) DNA. Dormouse were concluded as likely absent from the site given that no evidence of their presence was found.

The proposed development layout aims to retain, protect, and enhance key ecological features, including the boundary hedgerows and the woodland in the southwest corner. To ensure compliance with protected species legislation, detailed mitigation measures for species such as hedgehogs, hares, bats, birds, and reptiles will be outlined in a Construction Environmental Management Plan (CEMP). For further detail refer to the Ecology Report accompanied with this application.



Swifts



Bat box



brown long-eared bat

4.11 Drainage Strategy

Surface Water Drainage

The whole of the Site is located within the Environment Agency Flood Zone 1 category with a low risk of flooding from other sources. Therefore, overall there is a low level of flood risk posed.

A drainage strategy has been developed to achieve the national and local policy requirements through the utilisation of a comprehensive Sustainable Drainage System (SuDS). This approach will limit the surface water run-off from the development to the existing Greenfield run-off rate. This will be achieved by providing a SuDS train, from the source of the flows to downstream attenuation areas, using sustainable drainage features such as permeable paving, roadside swales and filter drains, within green corridors where applicable. These features would capture and convey surface waters before releasing them at a rate that replicates natural systems.

These sustainable urban drainage features, in conjunction with traditional pipe and gully networks routed along the residential streets, will filtrate, store and transport water to attenuation basins to provide attenuation storage and high-quality water benefits. The main attenuation basins have been designed to deliver sufficient capacity to collect and temporarily store water during periods of heavy rainfall, before releasing them at a controlled rate into the existing ditches and, eventually, into the wider ditch network to the west of the Site and the Emm Brook.

The proposed sustainable drainage features serve both a practical drainage purpose and also provide interest and variety within the development, delivering a more biodiverse environment within which local wildlife can flourish. The features will be planted utilising indigenous species that can withstand both dry and very wet conditions and will be sympathetic to the adjacent landscape treatment.

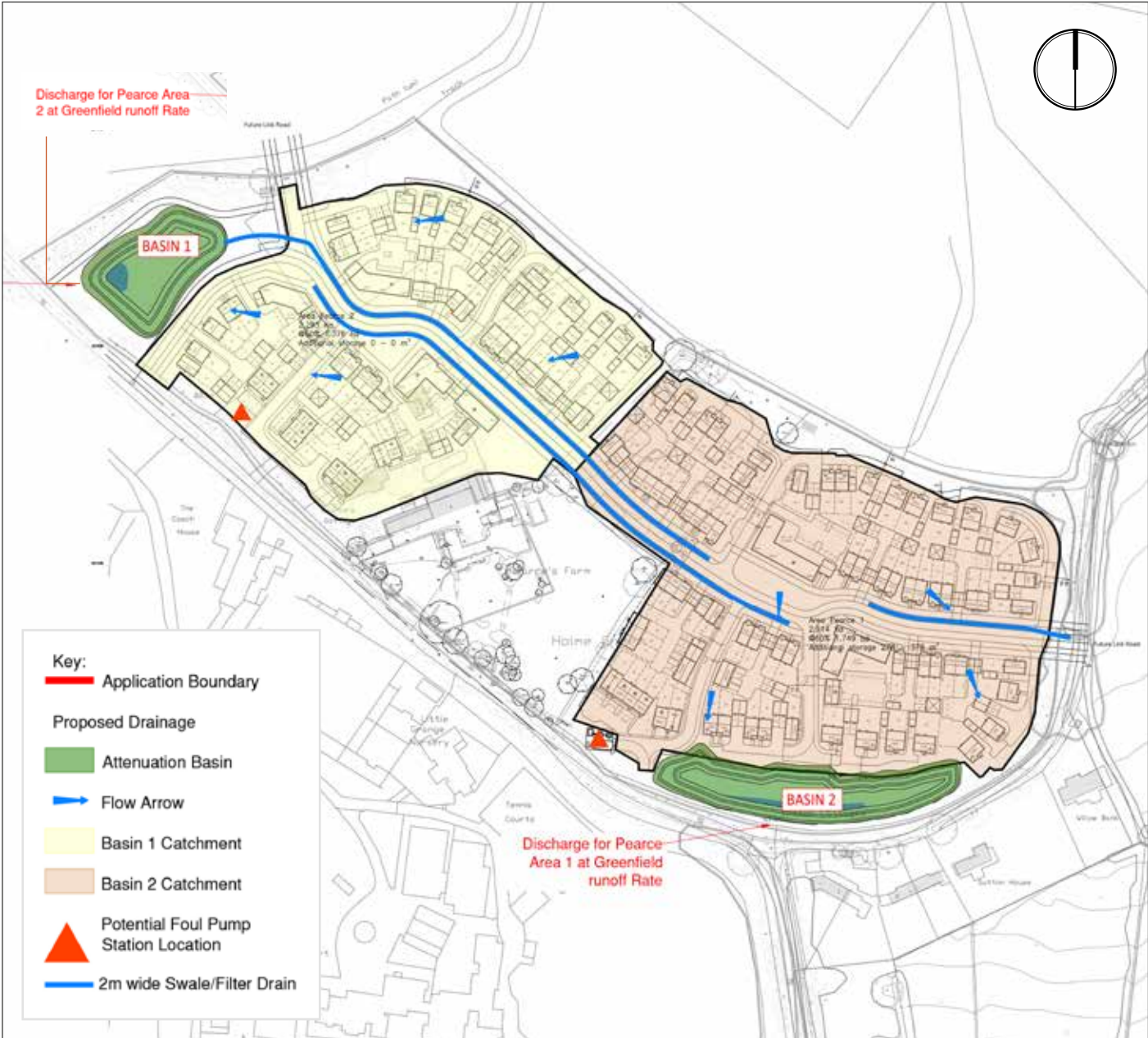
Foul Drainage

There are no existing Thames Water, who are the statutory sewerage provider for the region, foul sewers within the Site. The nearest point of connection is the Easthampstead Park Sewage Treatment Works (EPSTW) to the southeast of the site along Old Wokingham Road.

A separate foul water drainage system will be designed to convey flows from the proposed development to onsite foul water pumping stations, which will discharge into the existing Thames Water sewers near to Easthampstead Park STW.

Thames Water are currently undertaking a study to confirm if there is sufficient capacity within the existing foul water sewer network, and the Easthampstead Park STW, to cater for the proposed development and if not, what reinforcement works will be necessary.

For further detail refer to the Drainage Strategy Report accompanied with this application.



4. The Proposals

4.12 Frontages Character

The design of Pearces Farm is centred around the creation of distinctive character frontages that frame streets and spaces. Each frontage has a density and massing appropriate to their immediate context and where they are located within the site. This is also an important part of providing legibility for residents+visitors to the site.

Main Street

‘Heart’ of the development with a formal tight knit structure.
The development is structured around a central thoroughfare / Main Street serving as the primary vehicular and multi-modal access point to the development. Lined with trees, it incorporates pedestrian and cycle routes, presenting a more urban and enclosed village character with a continuous frontage.



Mews Street

Intimate shared surface streets.
Informal Mews create a smooth transition between the central spine/ Main Street and the development edges.



Edge Street

Informal and loose edges.
informal character with frontages being more fragmented and landscape taking a more prominent role within the street.



Pearces Farm Frontage

Includes frontages to be subservient to the heritage asset of Pearces Farm.
Half way along the Main Street, a positive frontage encapsulates the setting of Pearces Farm and aims to create a harmonious connection with the site’s historical assets.





CHARACTER AREAS PLAN

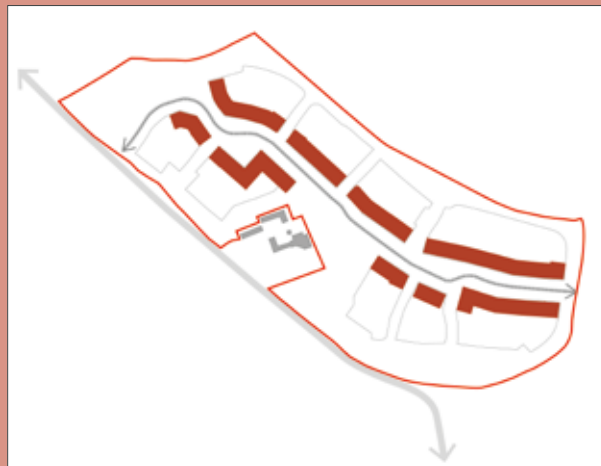
4. The Proposals

4.13 Main Street Character

The Main Street features an urban character reminiscent of an enclosed village high street with a continuous and well defined built frontage.

The frontage provides a variety of building typologies sharing similar architectural details and materials. Buildings are linked together and range between 2 to 3 storeys, with 3 storey buildings addressing key vistas and spaces, particularly where the street has a slight change of alignment.

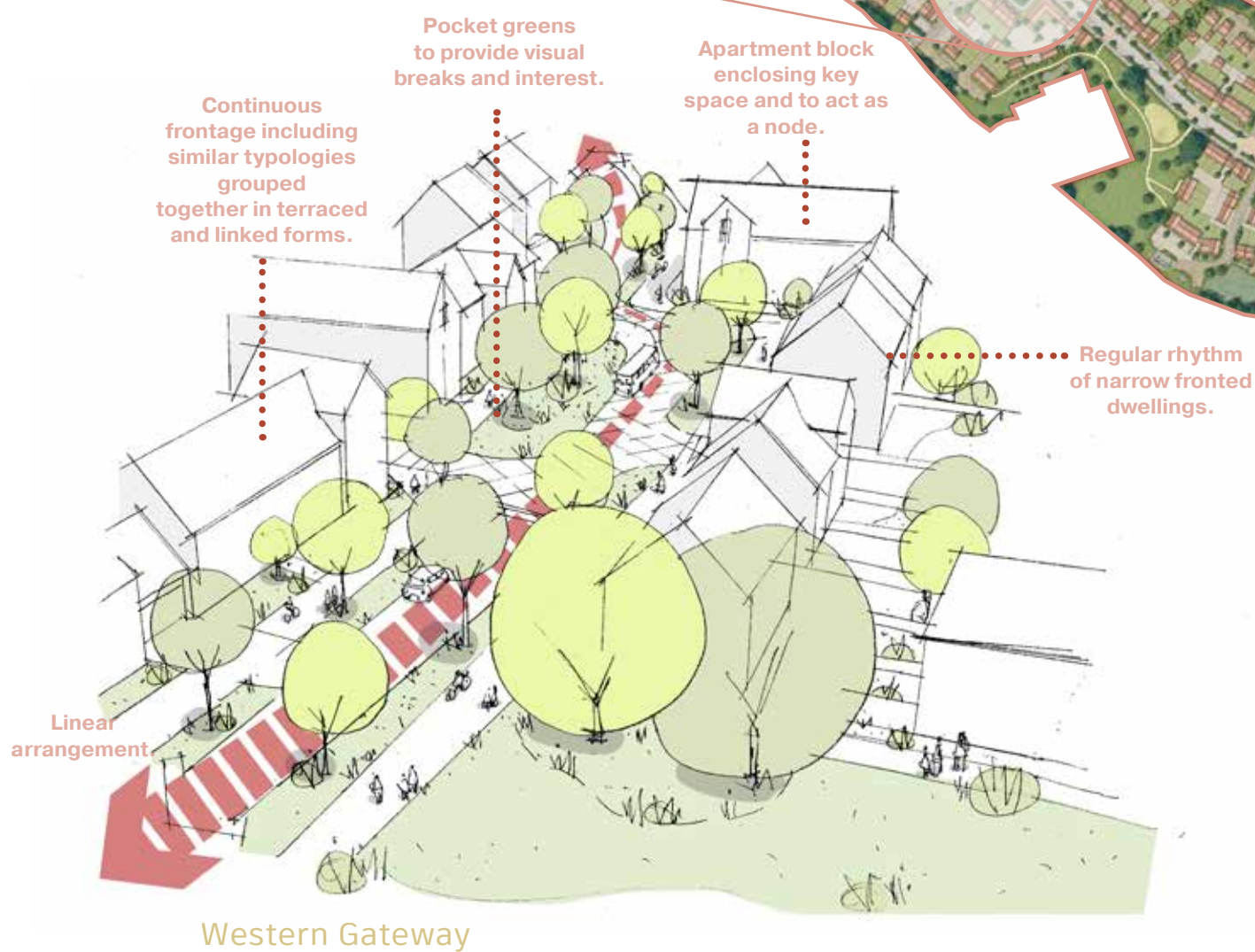
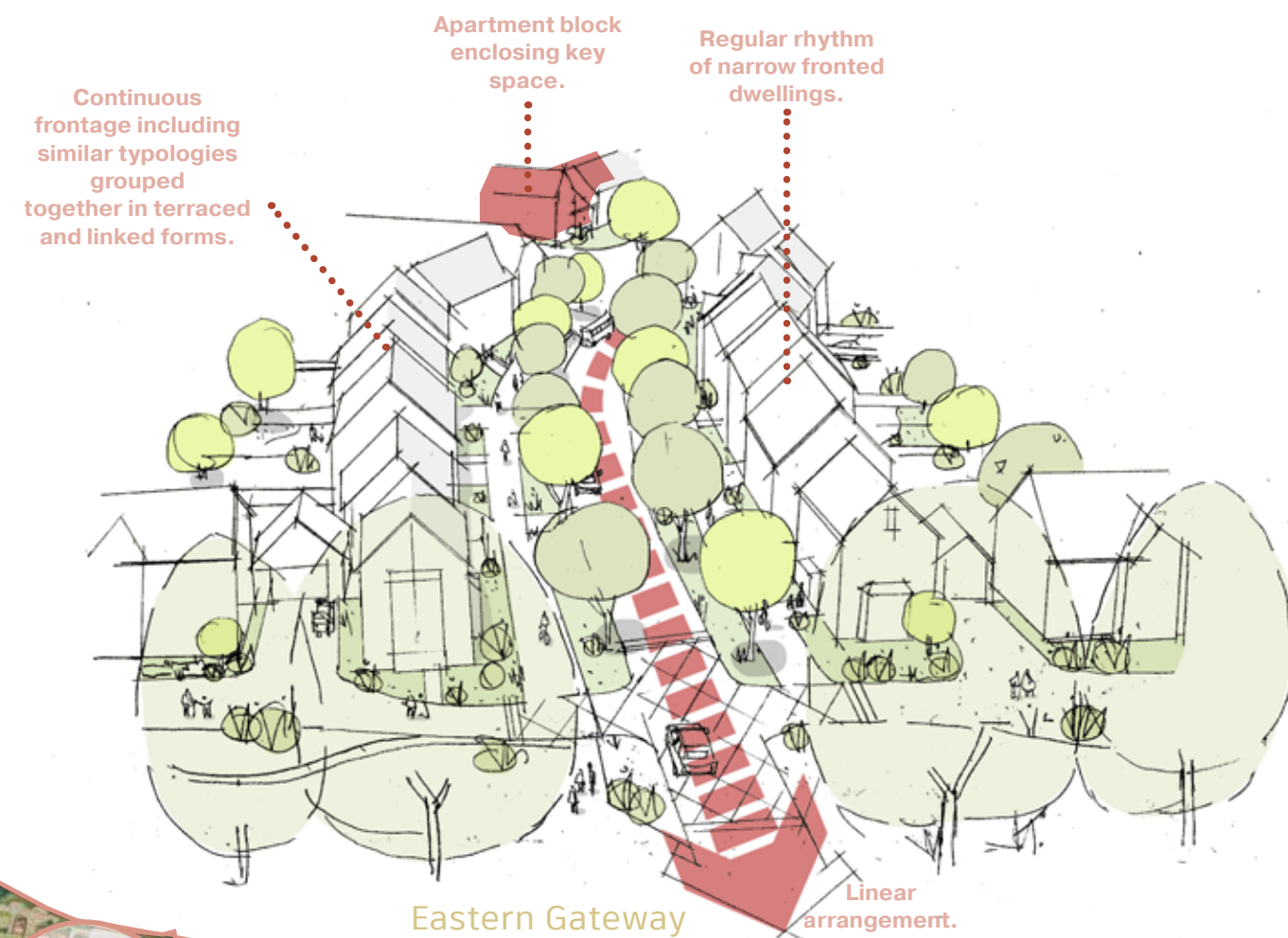
This higher density area envelops the primary movement route with buildings being of bigger scale and massing compared to the rest of the development.



Location Map - Main Street



Precedent images.



4. The Proposals

4.13 Main Street Character

How to achieve the character intended	
Urban Form - Houses	
Frontage	• Continuous frontage and linked forms. • Consider the whole street elevation and create a sense of symmetry, i.e. corner/end units and middle section. • All buildings fronting the street, create a regular spacing and rhythm of narrow frontage dwellings.
Massing, Scale and Building Type	• 2 and 2.5 storey. • Units to be of similar scale / massing to create a sense of formality. • Group same typologies together. • Where there is a 3rd storey it is to be within the roof. • Home-office / extra dwelling space above garages and drive through could be incorporated within the design to create linked forms and continuity of frontage.
Roof type	• Pitched roofs • Main eaves parallel to street. • Use of gables at key locations to provide vertical accents along the frontage
Set back	• Consistent set back from the edge of the street.
Parking	• Typically within rear parking courts • Limited vehicular accesses along the main street. Accesses should be combined or from Mews Streets.

Urban Form - Apartments	
Frontage	• Apartments located along the Main Street to mark key locations and to help way-finding and legibility. Continuous frontages and linked forms. • Buildings will be designed to avoid monolithic forms and will integrate with the street's character.
Massing, Scale and Building Type	• 2.5 to 3 storey. • Reduce the scale of the building where possible to blend within the rest of the street by articulating the facade, variation in roof heights and material changes. • Gables used to articulate frontage and create a vertical emphasis.
Roof type	• Pitched Roofs.
Set back	• Fairly consistent set back.
Parking	• Typically within rear parking courts. • Meaningful amenity green space to separate the edge of the parking court from ground floor apartments.

Material Palette

Wall



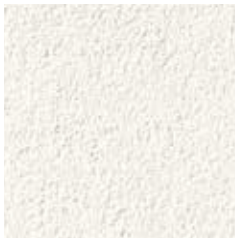
Mixed red brick to be the main material



Buff brick



Contrasting brick for decorative details



Render



Tile hanging

Roof



Slate colour tiles

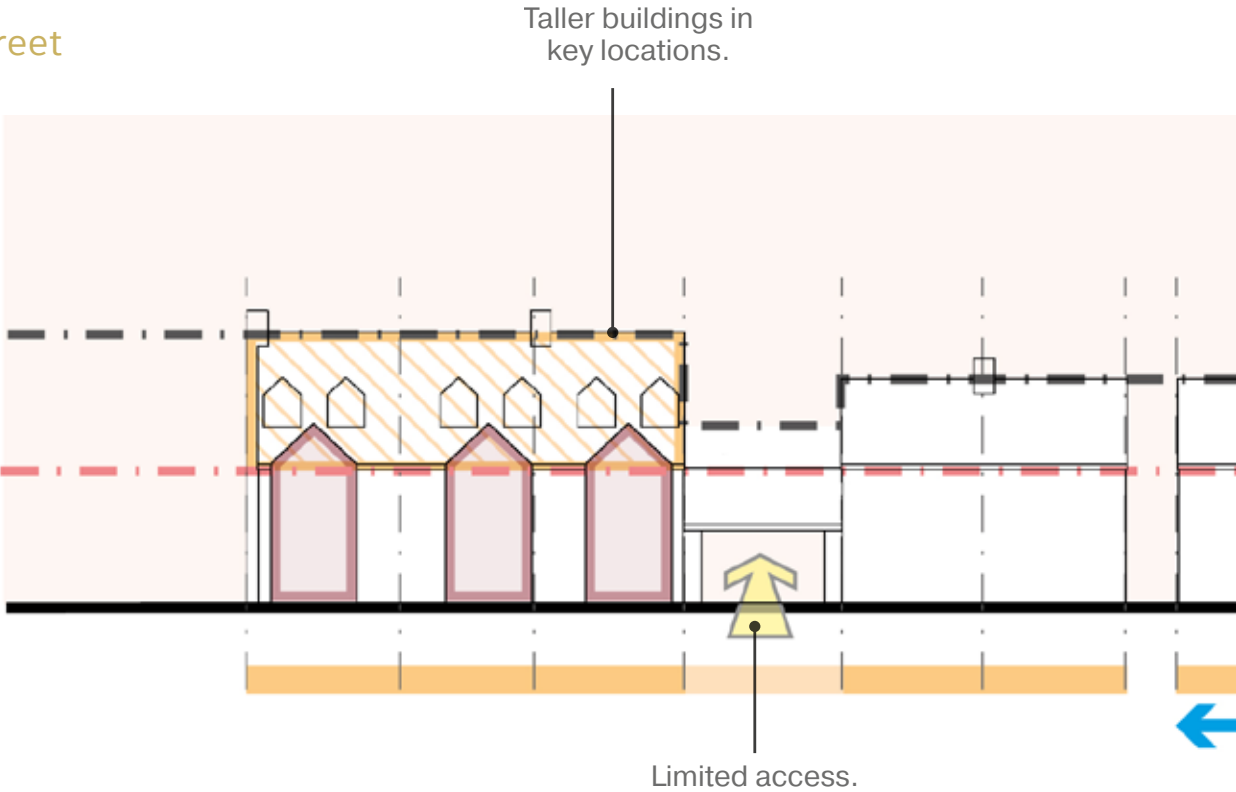


Brown or red plain clay tiles

Typical Main Street

Heights vary to respond to the specific locations within the street scene.

Broadly consistent eaves.



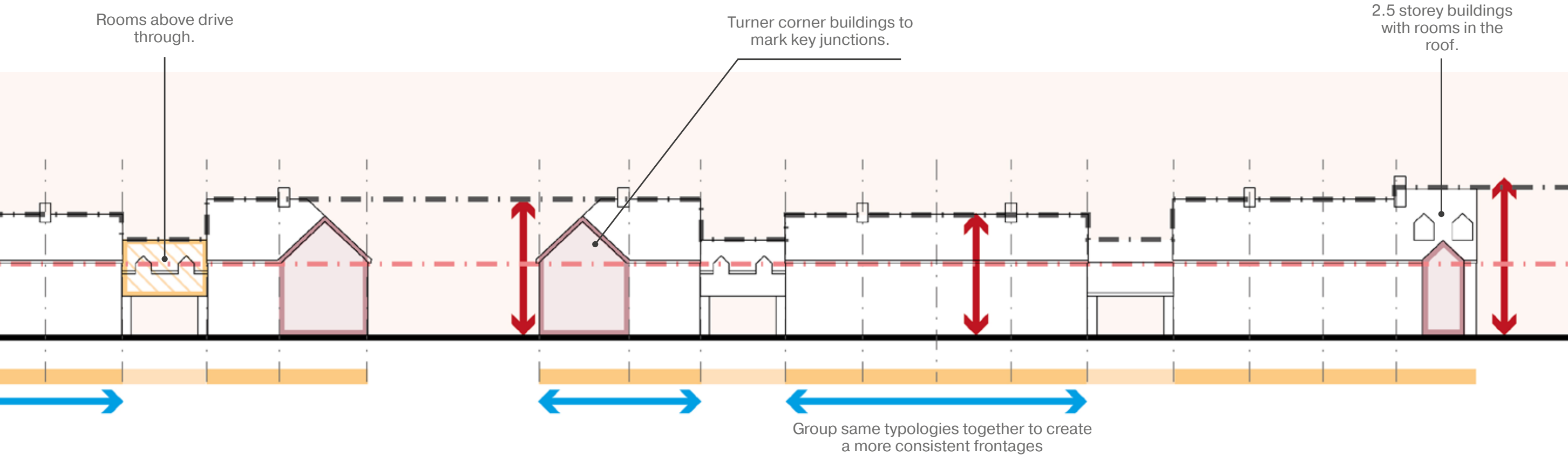
Illustrative Elevations



Main Street - houses



Main Street - Apartments



4. The Proposals

4.14 Mews Street Character

Buildings along Mews Streets will be set at the back of shared surface streets and designed to provide service access to rear parking areas.

While the frontages will be discontinuous due to the width of the perimeter block, they must include corner buildings at each end and as many Fog / 'coach house' typologies as possible to provide overlooking. The space above the parking and drive-through could be used for small units or as a home office to reflect current working trends.

Streets will be narrower than the Main Street and designed as shared surfaces with 1.5 to 2 storey mews buildings/fogs to create more intimate spaces.



Location Map - Mews



Precedent images.



How to achieve the character intended

Urban Form - Mews Street

Frontage	• Frontages to be set at the back of the shared surface or include small front gardens. • Corner buildings and as many FOG / 'coach house' typologies as possible to provide overlooking.
Massing, Scale and Building Type	• All mews buildings to be no more than 2 storey in height.
Roof type	• Roofs to be pitched.
Set back	• Irregular set-back.
Parking	• Limited on street parking. • Parking located on the back edge of the shared surface, below fogs/coach houses and within enclosed rear parking courts. • Landscaping and tree planting to soften rear courtyards.

Illustrative Elevations

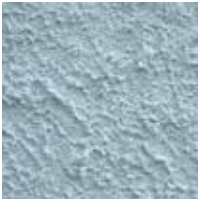


Material Palette

Wall



Mixed red brick



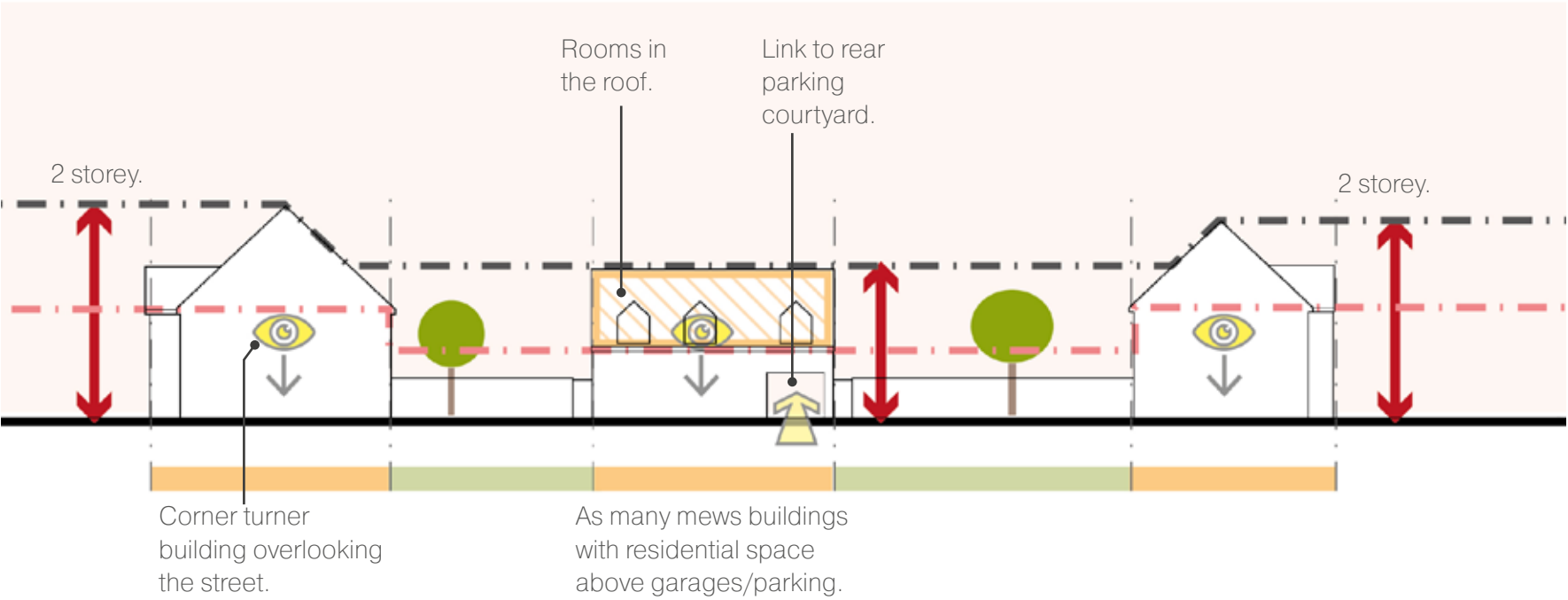
Roughcast render

Roof



Slate colour tiles

Typical Mews Street



4. The Proposals

4.15 Edge Street Character

The development edges will have a more informal character with frontages being more fragmented and landscape taking a more prominent role within the street.

The buildings will be predominantly detached to provide a transition with the adjacent green corridors enclosing the site and will include more architectural detailing and a richer palette of materials.



Location Map - Edge Street



Precedents images.



Typical Edge Street



4. The Proposals

4.15 Edge Street Character

How to achieve the character intended	
Urban Form - Edge Street	
Frontage	- Houses to be predominantly detached. - Houses located at the edge of block or on the ends / junctions with mews streets should be designed with active frontages/windows to both streets. - Informal arrangement of buildings with no consistent building line and gaps between buildings.
Massing, Scale and Building Type	- Detached and semi-detached houses. - Up to 2/2.5 storey height buildings.
Roof type	- Pitched roofs. - Small variations in eaves heights.
Set back	Variable set-backs
Parking	- Typically on-plot side parking with garages. - Garages as separate structures to the rear of buildings.

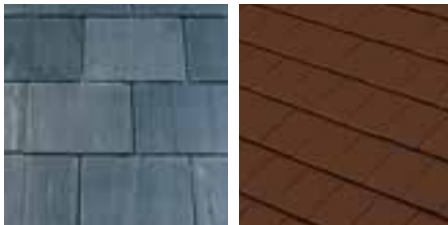
Material Palette

Wall



Mixed red brick Light coloured render Tile hanging

Roof



Slate colour tiles Brown or red plain clay tiles

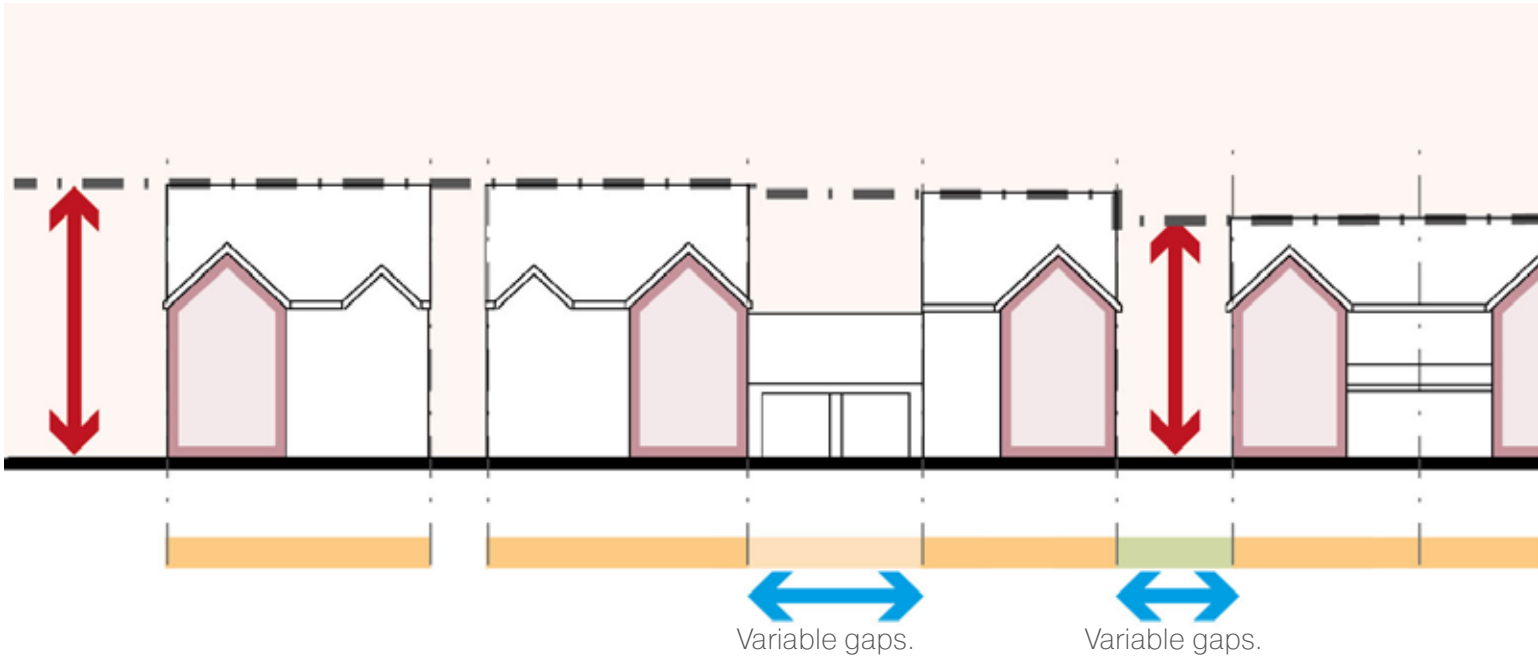


Detached building featuring 2 storey boxed bays and windows with vertical emphasis.

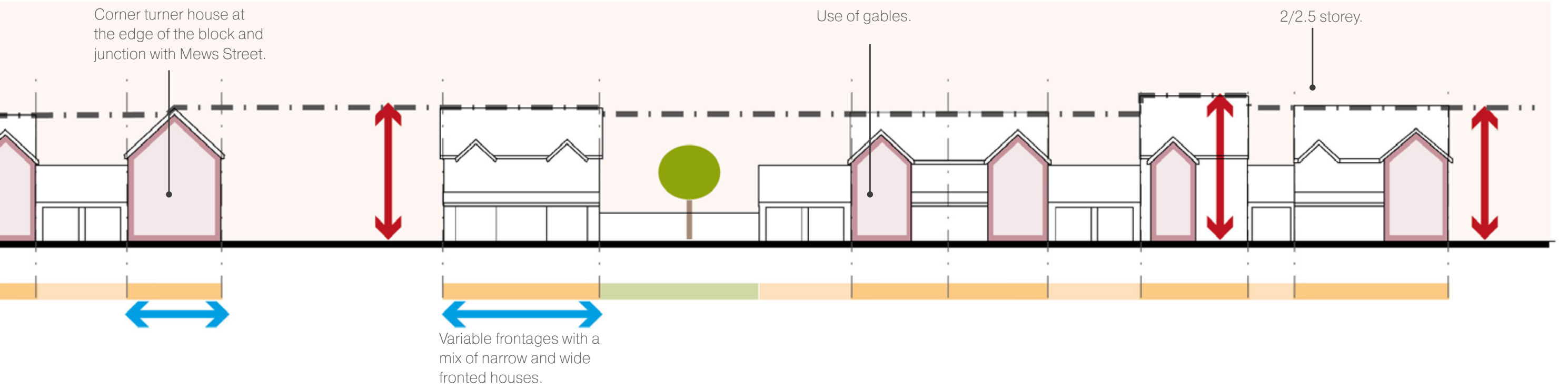


Typical informal edge of development including mainly wide fronted detached units with articulated roof forms and footprints.

Typical Edge Street



Illustrative Elevations



4. The Proposals

4.16 Pearces Farm Frontage Character

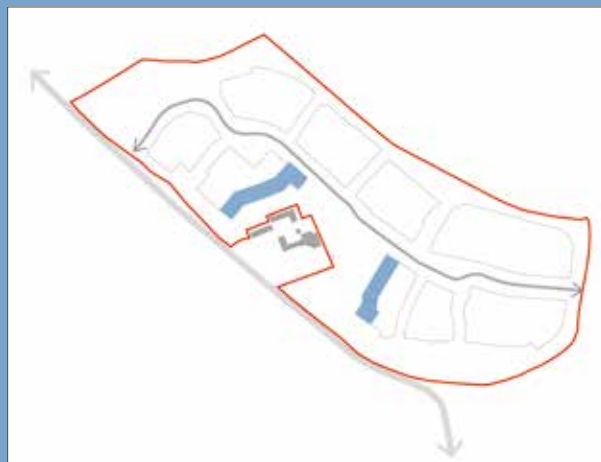
This area will become the backdrop to Pearces Farm with the new open spaces providing tree planting to minimised intervisibility.

The buildings will be subservient to Pearces Farm buildings having a maximum of 2 storeys.

The material used for the traditional character will reflect those used within barns and ancillary buildings.



Massing sketch showing the scale of proposed frontages around the farm.



Location Map - Pearces Farm

How to achieve the character intended

Pearces Farm Frontage - Urban Form

Frontage	- Where distances between the farm and the development frontage are narrower, the design should predominantly use detached houses to allow for meaningful gaps between buildings and include landscape features to soften the frontage and to create a feeling of openness along the northern frontage. - Consider the whole street elevation, i.e. corner/end units and middle section. - No vehicular routes/access to be provided along the northern and southern frontages with the Farm complex
Massing, Scale and Building Type	- Up to 2 storey height. - Side of apartments/terraced houses at the two ends of the frontage should provide overlooking. - Mix of typologies.
Roof type	- Roofs to be pitched. - Main eaves generally parallel to the open space. - Gables used to mark key corners with the Main Street.
Set back	Variable set backs.
Parking	Typically within rear parking courts.

Illustrative Elevations



Material Palette

Wall

Mixed red brick

Dark timber boarding

Tile hanging

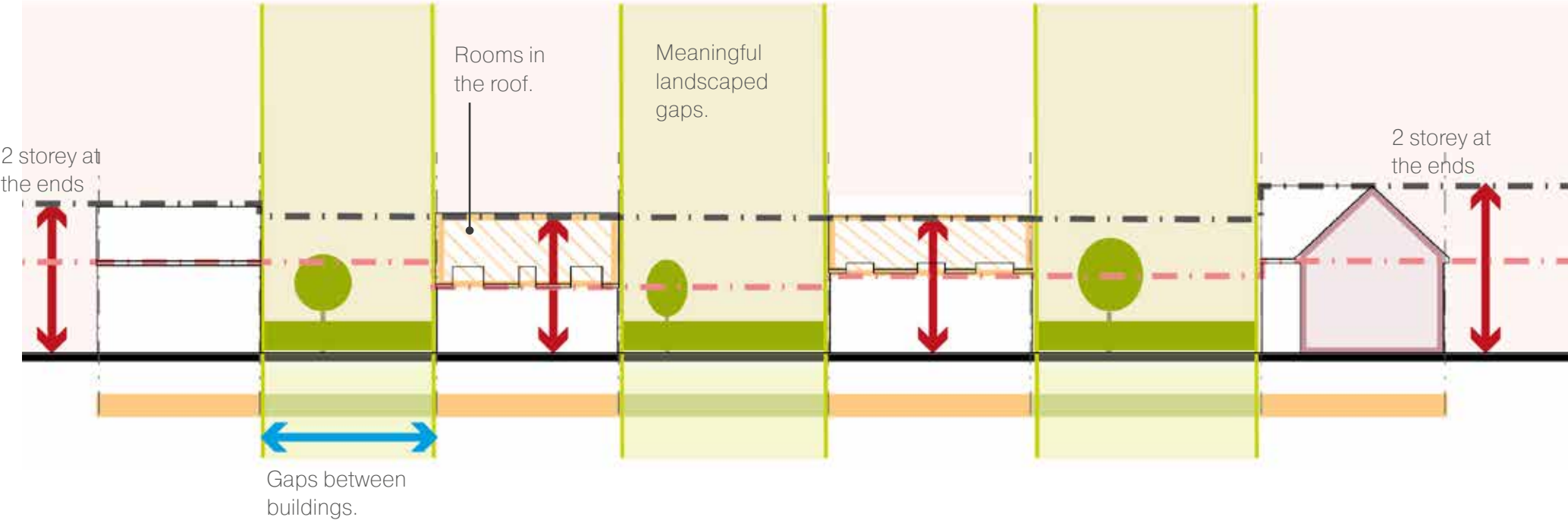
Roof

Render

Slate colour tiles

Brown or red plain clay tiles

Typical Frontage Towards Pearces Farm



4. The Proposals

4.17 Sustainable Design and Construction

The development will maximise opportunities to enable residents to live healthy lifestyles and minimise their environmental and carbon footprint.

Fabric First Approach

The new homes will be designed to meet Building Regulations, taking into account future changes including The Future Homes Standard: changes to Part L and Part F of the Building Regulations. Suitable features could include:

- Orientation and sizing of window/door openings to optimise daylighting and solar gain.
- Improved air-tightness and reduced thermal bridging to minimise heat loss.
- Maximised fabric insulation to reduce space heating demand to as low a level as possible.
- Responsible sustainable materials - locally sourced where feasible.
- Energy efficient white goods.
- Energy efficient lighting.
- Site waste management to minimise construction waste.
- Provision of recycling facilities for domestic and commercial users.
- Air source heat pumps.
- EV charging points to be integrated within the scheme.
- Roof spaces across the site orientated to accommodate Solar PV panels where possible.
- Water conservation measures such as low flush WC's, flow restricted taps and showers to meet high levels of water efficiency and achieve a policy requirement limit of 110 litres/person/day.

Social and Economic Benefits

The development aims to provide a range of social and economic benefits to both new and existing residents through:

- The provision of much needed homes including affordable housing, making a significant contribution to meeting local needs.
- Creating a quality place with a network of routes and open spaces to foster health and social well-being.
- Providing new homes with a range of typologies and sizes to accommodate local needs.
- Creating a pedestrian friendly layout that is safe, well connected, legible and accessible for all.
- Promoting the delivery of development in a sustainable location in close proximity to the edge of Wokingham and well located around a range of proposed facilities as part of the South Wokingham SDL.
- Supporting growth in the local economy.
- Increased local spend and commerce.
- Creating jobs and local spend during the construction phases of the development.
- Potential future retail unit could bring additional jobs and cater to local needs.

Environmental Protection and Enhancement

Through a range of design measures the development aims to protect and enhance the local environment, including:

- Opportunities to enhance the site's biodiversity value, particularly through protection and enhancement of existing features, additional new planting and through the introduction of meaningful open spaces with areas of planting and integrated SuDS features.
- Holistic design results in a comprehensive approach, taking into account existing landscape, movement and local context, to create a positive addition to the existing and proposed developments.
- A high quality landscape led development, that can positively respond to its context and embraces the principles of good design.
- A comprehensive landscaped scheme, retaining appropriate existing features of ecological value supporting new and enhanced biodiversity habitat.
- Introduction of new tree planting along streets and incidental green spaces within the development.
- Integration of a SuDS strategy to sustainably manage water run-off and create new habitats.

Mitigating and Adapting to Climate Change

The development will incorporate a range of measures to reduce carbon emissions, mitigating the effects of climate change, and adaptation measures to ensure the long-term resilience of the development to the effects of climate change. Measures may include:

- Buildings which will be designed to make use of sustainable materials to reduce environmental impacts of construction.
- Provision of measures through construction and operation of the site to reduce pollution, minimise waste and encourage recycling.
- Buildings designed and built to use resources efficiently and respond to the threat of climate change managing energy and water use.

Lifestyle

The scheme promotes a healthy and active lifestyle through:

- Safe and efficient access to the site with provision of local pedestrian and cycling improvements.
- Development designed to prioritise sustainable and active modes of travel including walking and cycling.
- Provision of a LEAP and a LAP and generous areas of open space for people to meet and maintain a healthy life style.



4.18 Secured by Design

The reduction in opportunities for crime through the design of the proposed development is a key element in creating a secure sense of place.

The layout is designed to create natural surveillance and sense of ownership of private areas.

The aim will be to ensure that every part of the scheme is easily identified as either being private or public realm.

The development has been designed to address the key principles highlighted within the guidance literature for 'Secured by Design' as follows:

- Houses are to be arranged to address the street or individual spaces and to give positive enclosure to these areas so they are overlooked and create a sense of ownership.
- Vehicular and pedestrian entrances are 'policed' by overlooking these spaces.
- Care has been taken to ensure activity to the frontages.
- The scheme provides a clear definition between public and private areas that are secure and well defined.
- A mix of parking arrangements for dwellings is provided on plot or to the frontage where there is good surveillance. Where courtyard parking for flats is provided this will be overlooked by surrounding buildings.



Precedents images.

5. Integration Within the Wider Context

5.1 Responding to the Wider Context

As part of the SDL Extension, Pearces Farm will be well integrated within the wider context, to respond to the existing site characteristics and adjacent heritage Farm Complex, and to link with South Wokingham SDL to the north and the rest of the South Wokingham SDL Extension to the south.

The proposal has been designed holistically and provides a seamless continuation of development along the current SDL allocations. The proposal provides connectivity in the form of streets, cycle and pedestrian links that connect with the wider SDL allocations and existing Public Rights of Way.

Key features include:

- A main street which runs through the site and connects Easthamstead Road with the SDL Extension to the East.
- A dedicated Pedestrian and Cycle route that links with Easthamstead Road, the Byway 30 to the east and the rest of the SDL extension.
- A safeguarded route through the site to allow for a potential future connection directly onto the SWDR.
- Continuous green infrastructure running along the site edge, connecting with the existing woodlands and new adjacent open spaces.
- A proposal that positively integrates the Pearces Farm Complex by acknowledging its setting and creating a new open space around it.



CONCEPT - MASTERPLAN WITH WIDER CONTEXT

6. Benefits

6.1 Economic benefits



Financial Contributions

Financial contributions through Community Infrastructure Levy (CIL) payments and S106 contributions.



Highway Improvements

A movement framework designed to integrate and benefit from the infrastructure of the South Wokingham Distributor Road (SWDR), providing a direct route from the site towards the London Road corridor and Wokingham town centre and including:

- A priority junction onto Easthampstead Road, south of Heathlands Road to the west designed to minimise tree loss.
- A safeguarded route through the site also allows for a potential future connection directly onto the SWDR.
- New paths will cross the site, both next to roads and through the green spaces.
- A Primary Street that will be used as a bus route linking Wokingham and Bracknell complimenting the strategy already developed for the South Wokingham SDL.



Employment

- Supporting growth in the local economy.
- Creating jobs and local spend during the construction phases of the development.

6.2 Social benefits



A Distinctive Place

A high quality place with a distinct character that positively responds to its surroundings, with a particular emphasis on integrating positively with the existing Pearces Farm complex.



New Homes

A wide range of new homes including 180 units with a mixture of market and affordable homes, including townhouses, terraces, apartment, detached and semi-detached properties.



Safe & Attractive Routes

New walking and cycling paths through the site connecting into the wider network of routes and providing residents with the opportunity for everyday trips to take place on foot or by bicycle and easier access to natural green spaces and the countryside.



Quality Open Spaces

New safe and attractive recreational and play spaces accessible to all to foster health and social well-being.

Play areas located in key spaces and including a LEAP in a central position within the site and a LAP within the site's northern gateway.

Pearces Farm Green, a central focal point within the development that serves as a vital open space at the heart of the community.

6.3 Environmental benefits



Landscape & Biodiversity Enhancements

A landscape approach that focuses on the retention and enhancement of existing landscape features and the creation of new habitats.

Biodiversity enhancements, particularly through the protection and enhancement of existing features, additional new planting and the introduction of meaningful open spaces.

Green Corridors serve as soft interfaces with neighbouring areas and contribute to the overall aesthetics and ecological balance of the development.

Sustainable Urban Drainage Systems (SuDS) features providing opportunities for the creation of new habitats and sustainable management of surface water drainage.



Sustainable Design & Construction

Proposals will achieve higher building regulation standards on water and energy consumption of the buildings; and low carbon energy generating technology.

Low carbon and energy efficient homes that are not only highly insulated but incorporate photovoltaic panels on roofs that are orientated to maximise solar gain.



7. Commitment to Quality & Conclusion

7.1 Nicholas King Homes

Founded in 1991, Nicholas King Homes is a privately owned traditional house building company based in Beaconsfield, Buckinghamshire that has built over 2,500 homes across Berkshire, Buckinghamshire, Hertfordshire, Sussex, Oxfordshire, and London areas.

Nicholas King Homes has a strong reputation for providing high quality homes and its team seeks to work with local Parish and District Council's, existing residents and other stakeholders to create well regarded new homes and communities, including the provision of affordable housing along with landscaped open space for the benefit of the existing community that not only create an attractive place to live but enhance the surrounding areas.



7.2 Conclusion

This DAS sets out a comprehensive design approach to the development of Land to the East of Easthampstead Road to deliver upto 180 homes, including affordable homes, in a landscape-led setting, as a positive response to the site and wider context.

The scheme responds to national and local planning policies while taking into consideration the aspirations of the community and stakeholders. The design proposal integrates with the wider SDL development sites through the use of a robust new green infrastructure, reinforced landscape boundaries and movement links.

The proposal is designed to a high standard with the provision of open spaces, safe and attractive streets, pedestrian and cycle lanes that connect to the wider context. It celebrates the Pearces Farm Complex and landscape features by providing a meaningful landscape setting. Finally, the document demonstrates the ability to deliver high-quality, energy-efficient new homes to meet the Borough's needs.





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