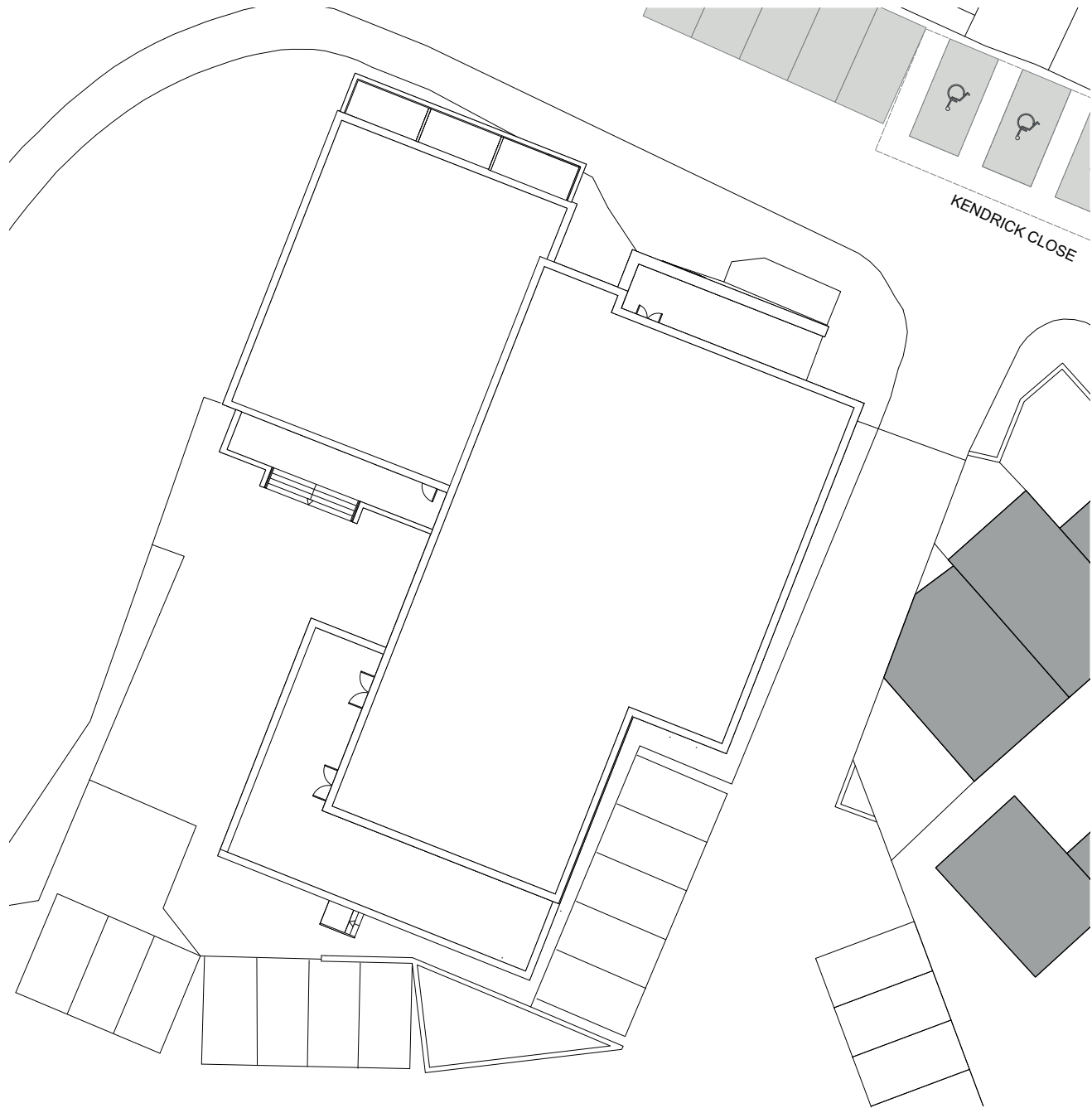
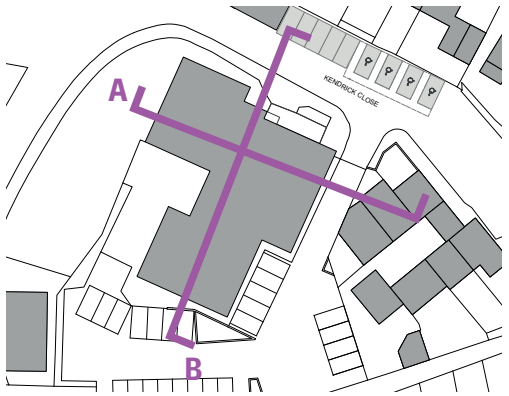


2.0 SITE DESCRIPTION

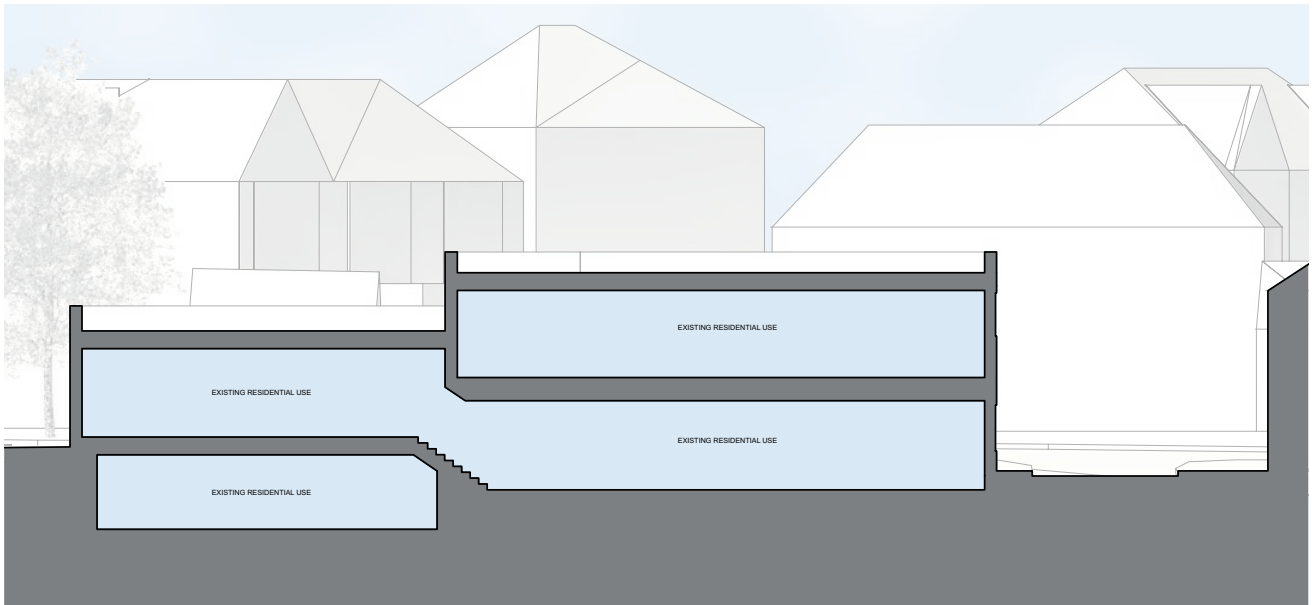
2.6 EXISTING PLANS



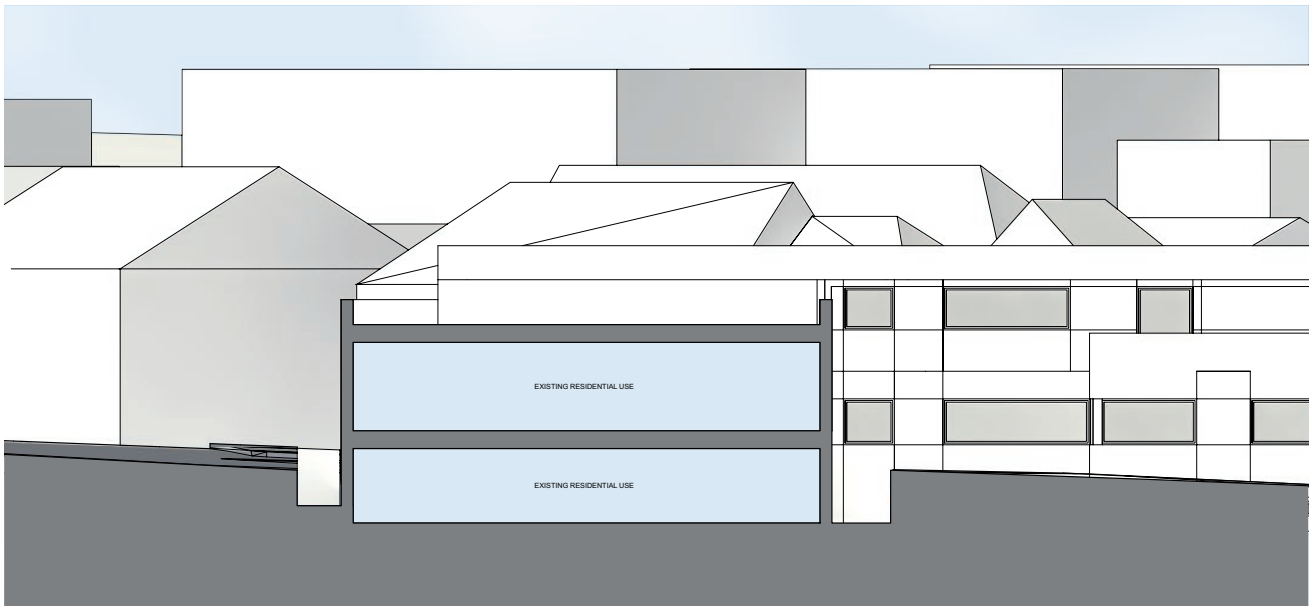
EXISTING ROOF FLOOR



2.7 EXISTING SECTIONS



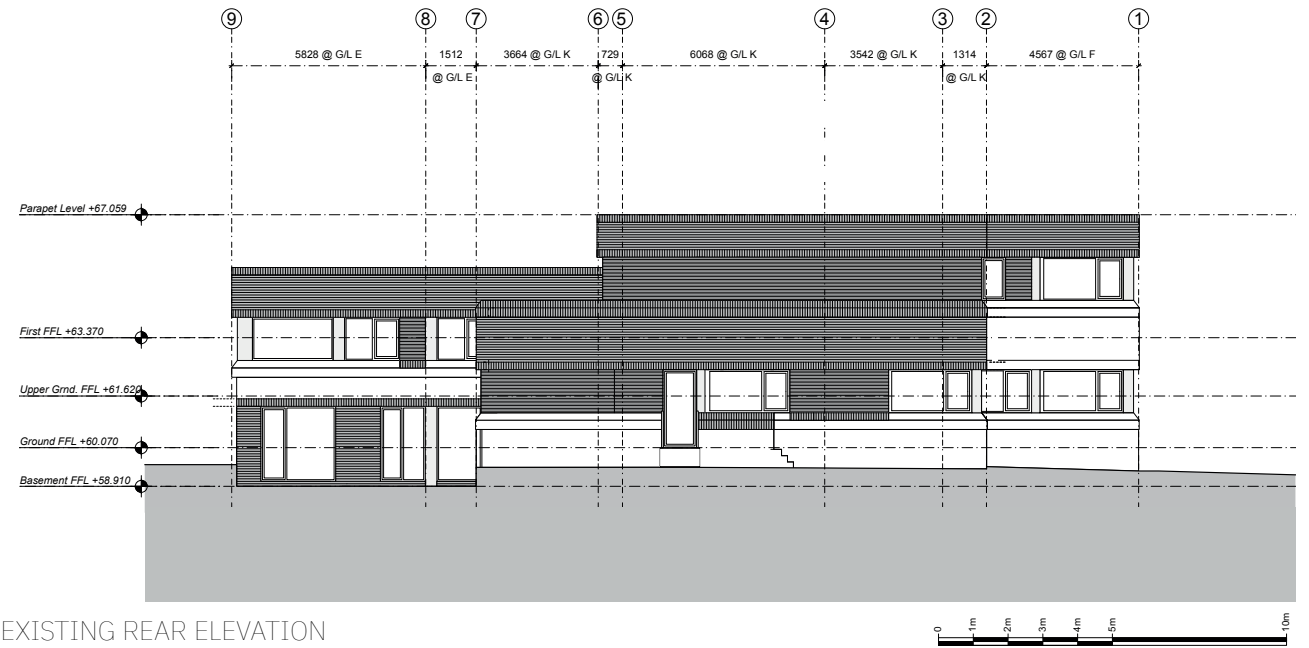
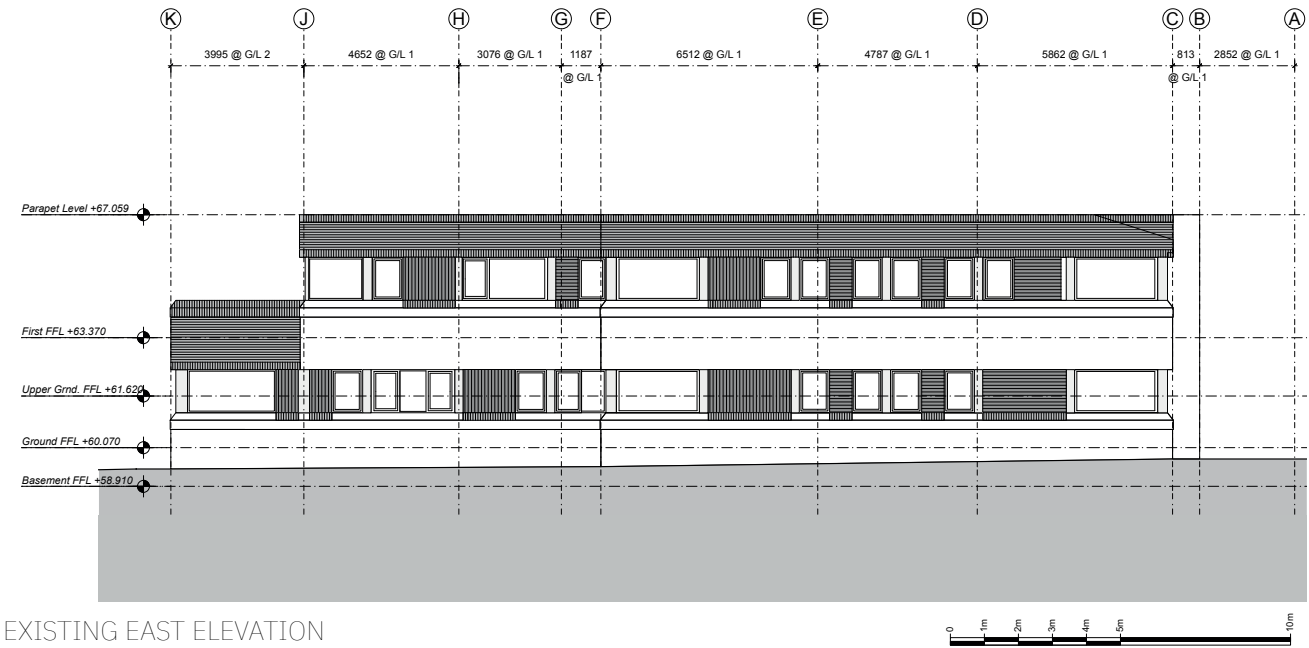
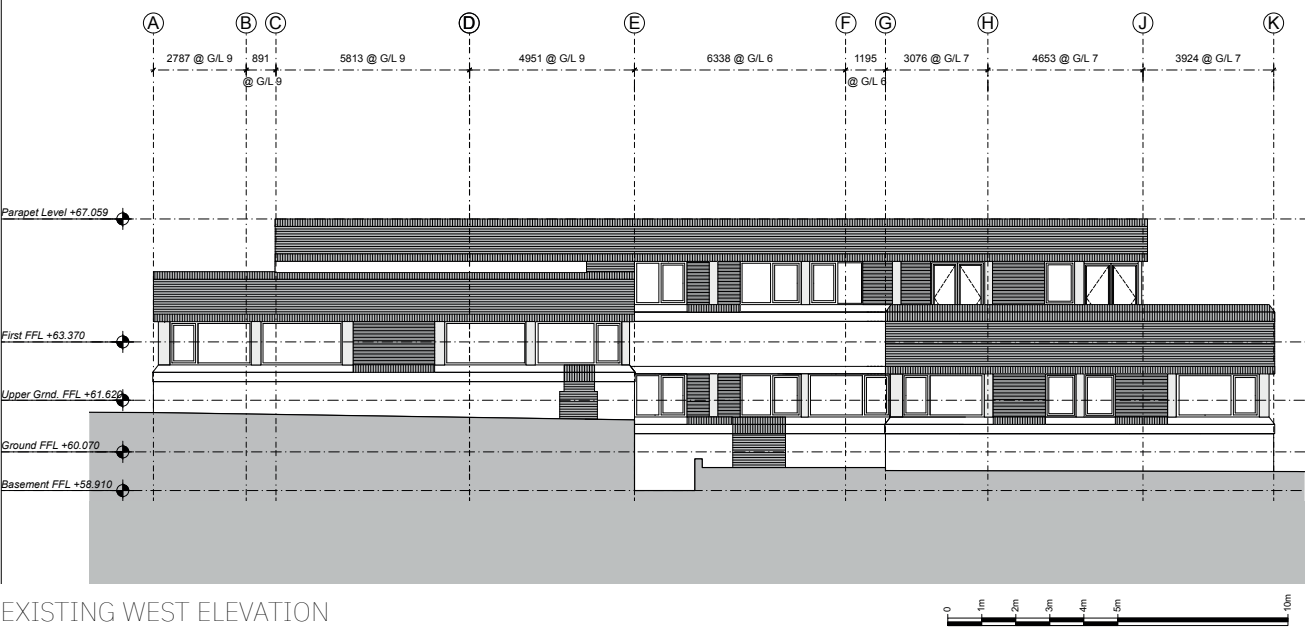
EXISTING SECTION A



EXISTING SECTION B

2.0 SITE DESCRIPTION

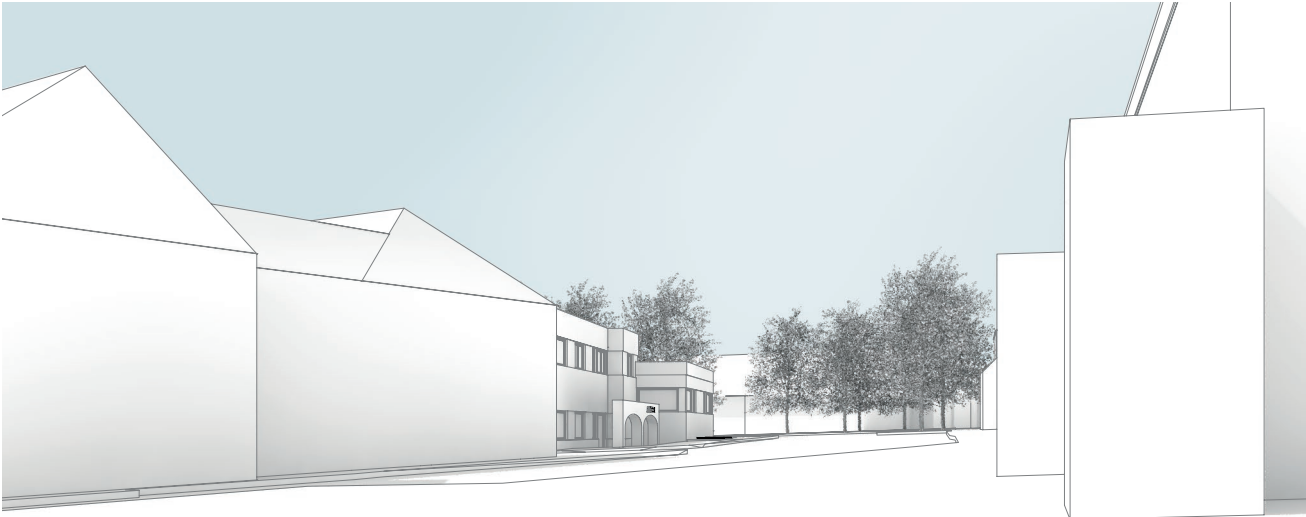
2.8 EXISTING ELEVATIONS





2.0 SITE DESCRIPTION

2.9 EXISTING VIEWS



VIEW 1



VIEW 2



VIEW 3



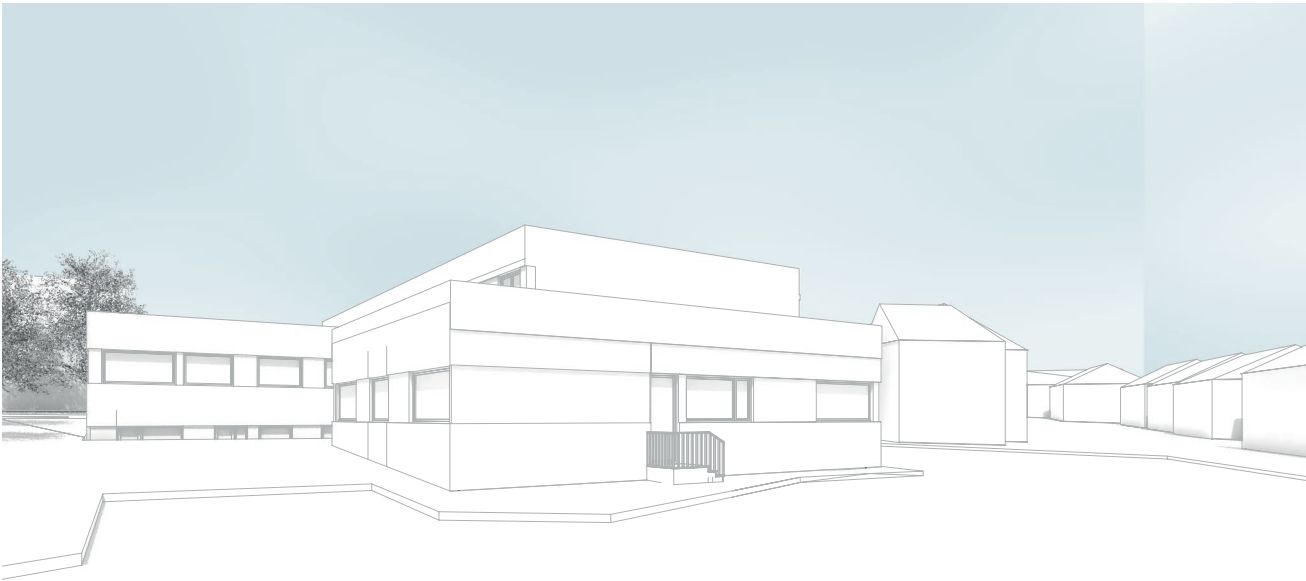
VIEW 4

2.0 SITE DESCRIPTION

2.9 EXISTING VIEWS



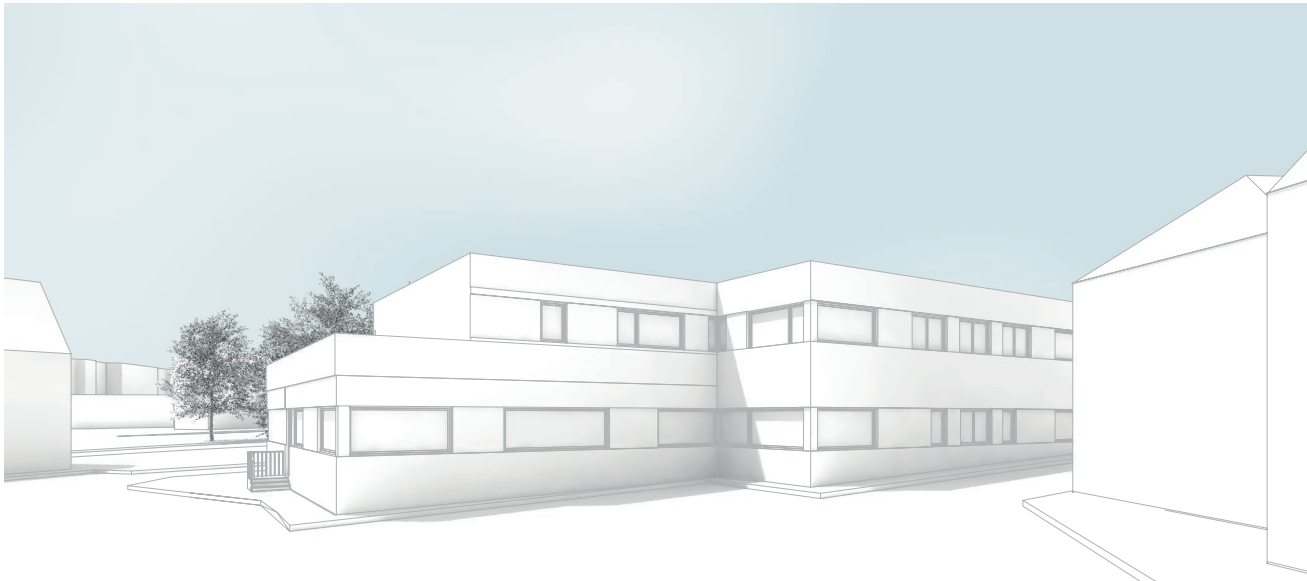
VIEW 5



VIEW 7



VIEW 6



VIEW 8



3.0 PLANNING CONTEXT

3.1 WOKINGHAM POLICY PLAN

The adopted Development Plan for WBC currently comprises the following planning documents:

- WBC's Core Strategy Development Plan Document (adopted January 2010);
- WBC's Managing Development Delivery (MDD) Local Plan (adopted February 2014);
- Joint Minerals and Waste Plan (adopted January 2023); and
- WBC's Proposals Map (accessed using WBC Online Interactive Portal).

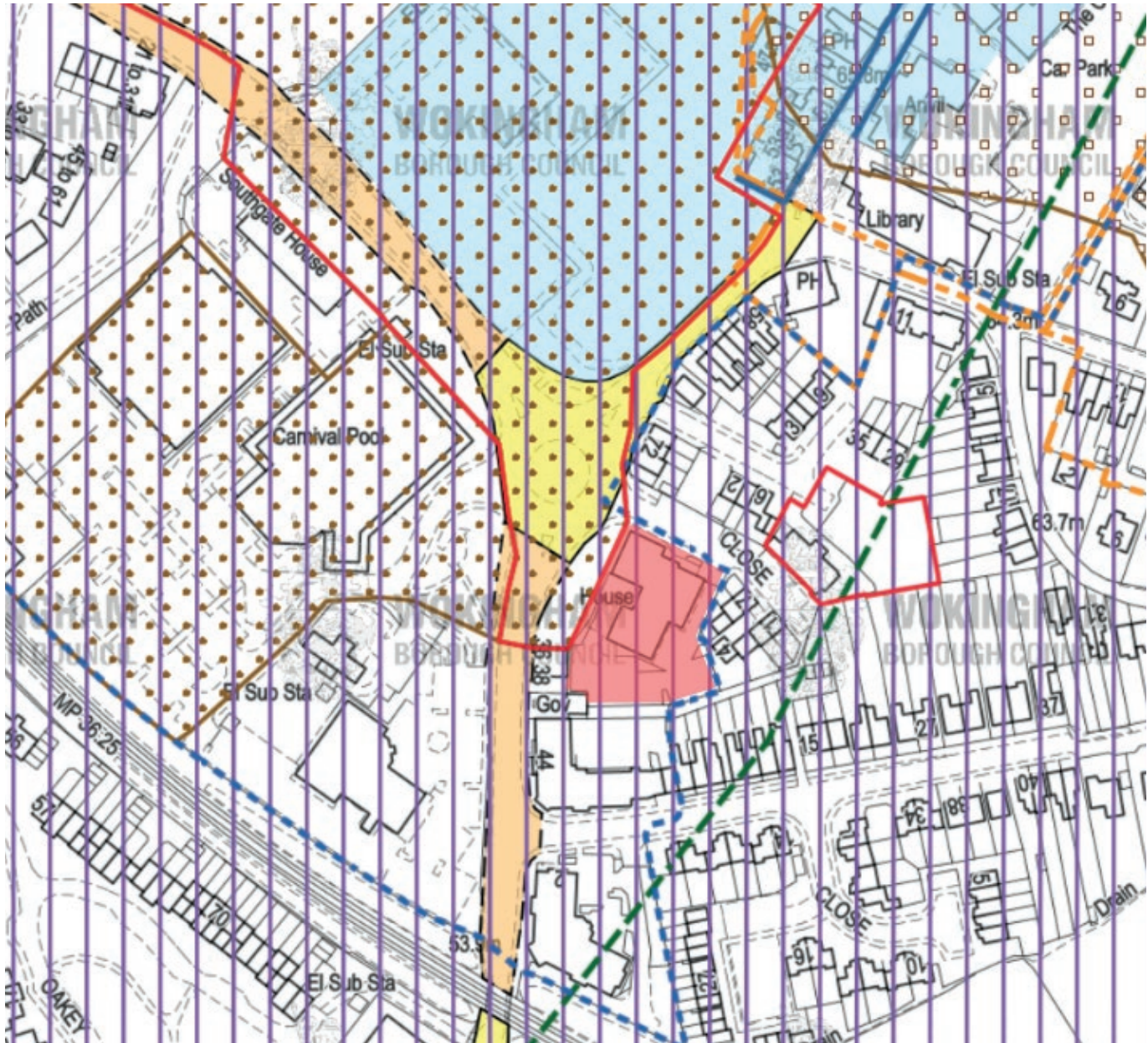
In addition, the following Supplementary Planning Documents (SPDs) have been identified which are considered relevant to the proposed development as follows:

- Sustainable Design and Construction SPD (May 2010);
- Affordable Housing SPD (July 2013);
- Borough Design Guide SPD (June 2012); and
- Wokingham Town Centre SPD (June 2010).

The site is currently subject to the following) site-specific policy designations:

- Major Development Location;
- Wokingham Town Centre; and
- Thames Basin Heaths SPA 7km Zone

- Site
- Primary shopping Areas
- Primary Shopping Frontages
- Secondary Shopping Frontages
- Secondary Shopping Frontages
- Proposed Site for Mixed Use
- Core Employment Areas
- Green Routes



Policy Map

- Green Routes Enhancement Areas
- Proposed Green Routes Enhancement Areas
- Thames Basin Heaths SPA 5km Zone
- Thames Basin Heaths SPA 7km Zone
- Conservation Area

3.0 PLANNING CONTEXT

3.2 WOKINGHAM TOWN CENTRE MASTER PLAN

- The site lies within the Elms Field Character Area which in turn is within the wider Wokingham Town Centre Boundary set out in the Wokingham Town Centre Master plan.
- The adjacent Elms Field and Carnival Master plans form part of the Wokingham Town Centre Master plan, a Supplementary Planning Document (SPD) which sets out Wokingham Borough Council's vision for development in Wokingham moving towards 2026.
- The close proximity of Ascot House to new retail and leisure facilities will enable the residents of Ascot House to benefit from these.
- The proposed residential development will compliment the plans for the area.
- Section 9.4 of the SPD states that additional height may be suitable within the Town Centre subject to the location of the site being considered as prominent. Additional massing is acceptable when a building is to create visual enclosure and strong urban edge to major areas of public open space, to address changes in level or to create local landmarks.



3.0 PLANNING CONTEXT

3.3 NEW ADJACENT DEVELOPMENTS

- 1

Application Site
Ascot House, Finchampstead Road, Wokingham RG40 2NW
- 2

Norton Road (Completed)
2-storey block of 6 Flats & 3 x 2-bed terraced houses
- 3

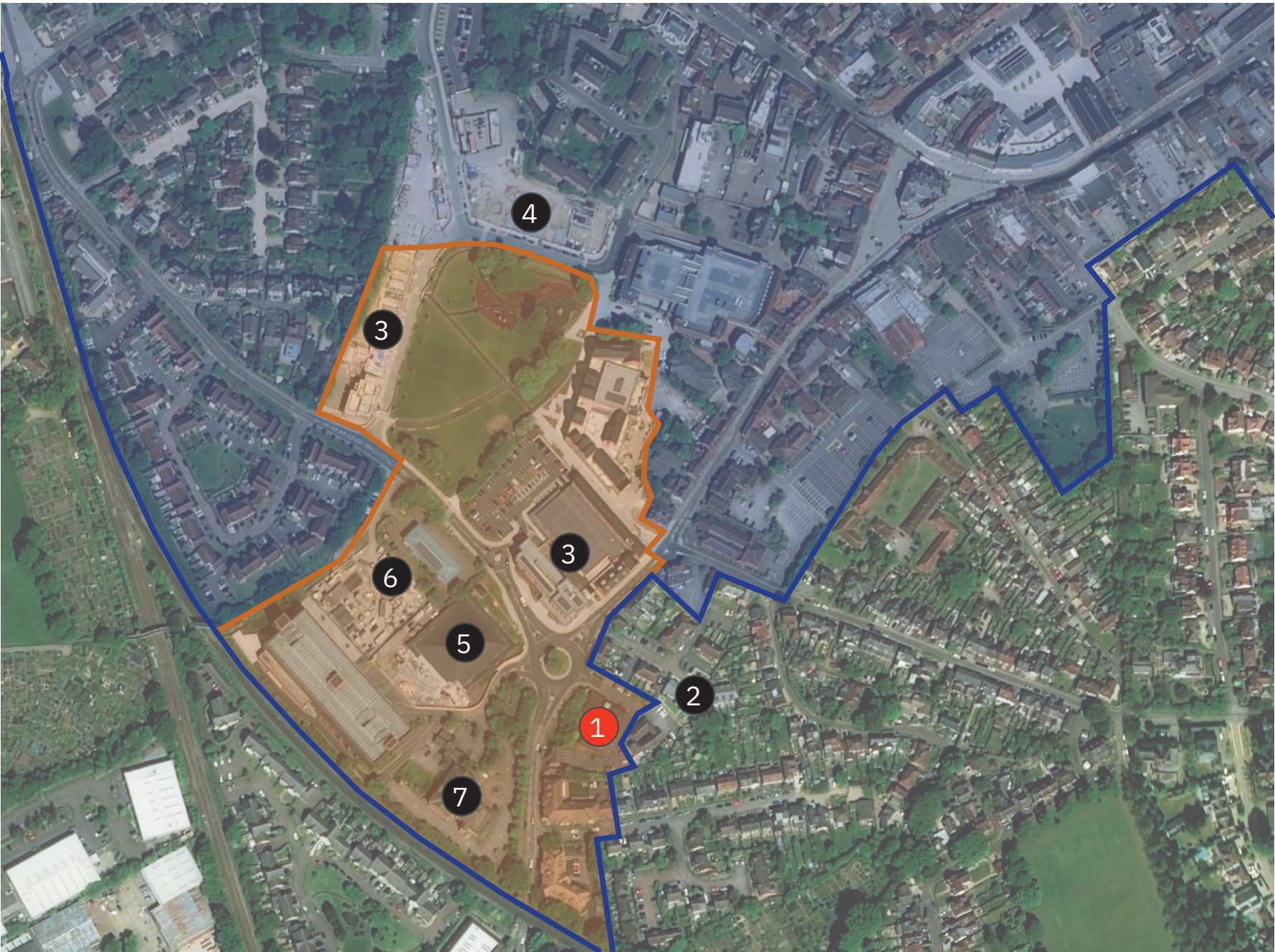
Elms Field Masterplan Phase 1 Mixed-Use Development (Completed)
95-bedroom hotel, Food store, commercial & residential units
- 4

Elms Field Masterplan Phase 2 Mixed-Use Development (Completed)
Cinema, commercial & residential units
- 5

Carnival Masterplan Phase II - Leisure Centre & Library (Completed)
2-storey leisure centre and library with basement level forming part of the Carnival Phase II Masterplan
- 6

Carnival Masterplan Phase II - Residential Development (Under Construction)
3-storey 55-unit residential block
- 7

West Forest Gate (Under Construction)
2 & 3-storey residential blocks containing 51 apartments
- Wokingham Town Centre Boundary
- Elms Field Character Area



3.0 PLANNING CONTEXT

3.3 NEW ADJACENT DEVELOPMENTS



Norton Road (Planning Application no: 150066)



Elms Field Phase I (Planning Application no:153125)



Elms Field Phase II (Planning Application no:153125)



Carnival Phase II (Planning Application no: 172012)



Carnival Phase II (Planning Application no: 172012)



West Forest Gate(Planning Application no: 182460)

4.0 PLANNING HISTORY

4.1 PRE APPLICATION

- Wokingham Council responded positively to the proposed alterations to the existing building proposed post the previous pre-planning application. Officers consider the proposed development will support the overarching aims of housing delivery, sustainable transport and the efficient use of land as identified within the NPPF.
- Due to the changes in level on the application site, the proposed height exceedance of Ascot House is considered acceptable as the proposal does not conflict with the urban edge and active frontage created by the Premier Inn. Due to the ground level being lower than Denmark street and therefore the height impact to be lesser.
- The massing of Ascot House provides a gradual increase in scale from east - residential form at Kendrick Close, to west - Premier Inn.
- The proposal does not seek to amend the existing building line due to roof extension.
- The proposal accords with the materiality and form of the surrounding vernacular, whilst proposing points of interest, i.e. extended roof form, that works with both form and function in mind. This creates a positive impression on the street scene and successful transition in height and scale.



Proposed Front Elevation



Proposed Street View



Proposed Street View

5.0 DESIGN STRATEGY

5.1 DESIGN PRINCIPLES

- The proposed extension of the existing building is considered a sustainable development as no demolition is required.
- Deliver new high quality residential housing that contributes to meeting Wokingham Borough Council's identified housing shortfall.
- Improve the ecological value of the site through landscaping and greenery by achieving minimum 10% diversity net gain..
- The proposal takes inspiration from the Frank Lloyd Wright Robie House, creating a building of architectural merit that will deliver broader townscape benefits. .
- The form of the building respects local architecture and character through its form and materiality.
- Provide unit mix in accordance with local needs within a sustainable town centre location.
- Integrate upward extension that remains consistent and subservient to existing building.
- Integrate high-quality private amenity space where suitable.
- Integrate design mitigations to protect against any potential impacts to surrounding residential amenity.
- Contribute to sense of arrival into the town centre.
- Incorporate roof profiles which contribute to the existing varied town centre roofscape
- Respect the townscape hierarchy established by the adjacent Premier Inn
- Retain the green character of Finchampstead Road, identified by WBC as a Green Route Enhancement Area.

