



WOKINGHAM TOWN CENTRE MASTERPLAN

Supplementary Planning
Document

Adopted

June 2010



WOKINGHAM
BOROUGH COUNCIL

www.wokingham.gov.uk

foreword

The Core Strategy sets out the vision for how the Borough will develop in the period to 2026 and how the council aims to protect and enhance the good quality of life enjoyed in the Borough.

The Core Strategy is a vitally important document that sets out the future of the roads we will drive on, the homes we will live in, the schools our children will go to, the parks they will play in, the shops and doctors' surgeries we will visit. The Core Strategy identifies the regeneration of Wokingham Town Centre as key priority.

The Wokingham Town Centre Supplementary Planning Document (SPD) provides guidance to steer development in the town centre to 2026. It provides clear guidance on streets, public spaces, land use, design and sustainability to support the regeneration of the town centre. The SPD will therefore enhance certainty and transparency to applicants enabling the best possible planning outcome.

The SPD has been the subject of extensive public consultation dating back to 2007, which is summarised in this document. I would personally like to thank the many members of the community, our partners and others who have put so much effort and given up their own time to support us and work with officers in this exciting project which will have such a profound impact

on the future of Wokingham Town and further afield around the Borough. I believe that this is a robust, collaborative and enlightened way to promote the long-awaited revitalising of this town.

The masterplan promotes the highest design standards. We aim to ensure that developers demonstrate conclusively that they will work with the Council and the community in delivering high quality design solutions. We challenge them not only to meet current design standards but to exceed them and set new standards of excellence across our borough.

The masterplan gives a clear direction for all planning applications within the town centre. Applications will be tested against this guidance and those found wanting will be refused or renegotiated in order to ensure the best possible solution.

Councillor Angus Ross
*Executive Member for Local and Regional
Planning, Wokingham Borough Council*

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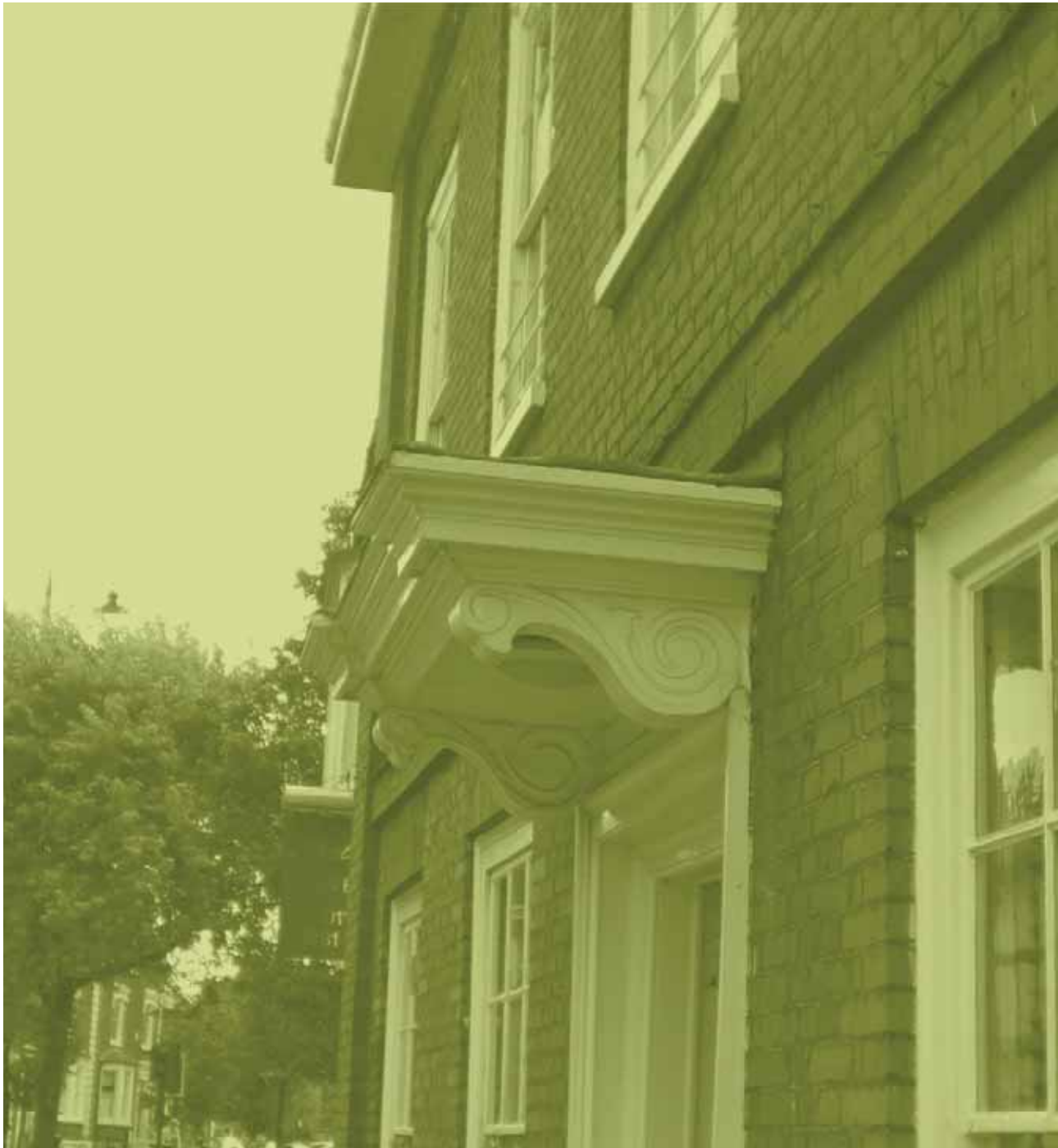
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1

summary

- 1.1 The role and status of the document
- 1.2 Why is a masterplan needed?
- 1.3 Consultation
- 1.4 The study area
- 1.5 Key opportunity sites

summary

1.1 The role and status of the document

1.1.1 The Council, in conjunction with Knight Frank, WSP and David Lock Associates is preparing this Supplementary Planning Document (SPD) to guide the development of Wokingham Town Centre. It builds upon policies set out in the Core Strategy, specifically the identified need to regenerate the town centre, and it is a strong material consideration in the assessment of planning applications within the town centre.

1.1.2 The SPD is being prepared in accordance with government guidance and the overarching policy context set at national and regional levels. The masterplan is underpinned by good practice guidance by organisations such as English Heritage and the Commission for Architecture and the Built Environment (CABE), which place emphasis on sensitivity, vision, flexibility and public participation.

1.2 Why is a masterplan needed?

1.2.1 The purpose of the masterplan is to identify a clear, distinctive and deliverable vision for Wokingham Town Centre to 2026. Specifically the purpose of the masterplan is to:

- provide a coordinated vision for the town centre as a whole
- facilitate a high quality network of streets and spaces
- encourage companies to invest in the town to secure long-term social and economic regeneration
- ensure that community, infrastructure and quality issues remain top priorities
- provide clear planning policy to help us make decisions about future planning applications.

1.3 Consultation

1.3.1 Consultation is central to the development of the Wokingham Town Centre SPD. In accordance with government guidance set out in Planning Policy Statement 12 (PPS12) the preparation of the SPD is being informed by extensive consultation with the local community and interest groups, including the Town Centre Forum, local businesses, organisations, societies, landowners and developers. The SPD has been subject to the following consultation stages:

- Town Centre Workshop (12 September 2009)
- Informal consultation and public exhibition (January/February 2010)
- Statutory consultation (April/May 2010).

1.3.2 This builds upon previous consultation events for the town centre including:

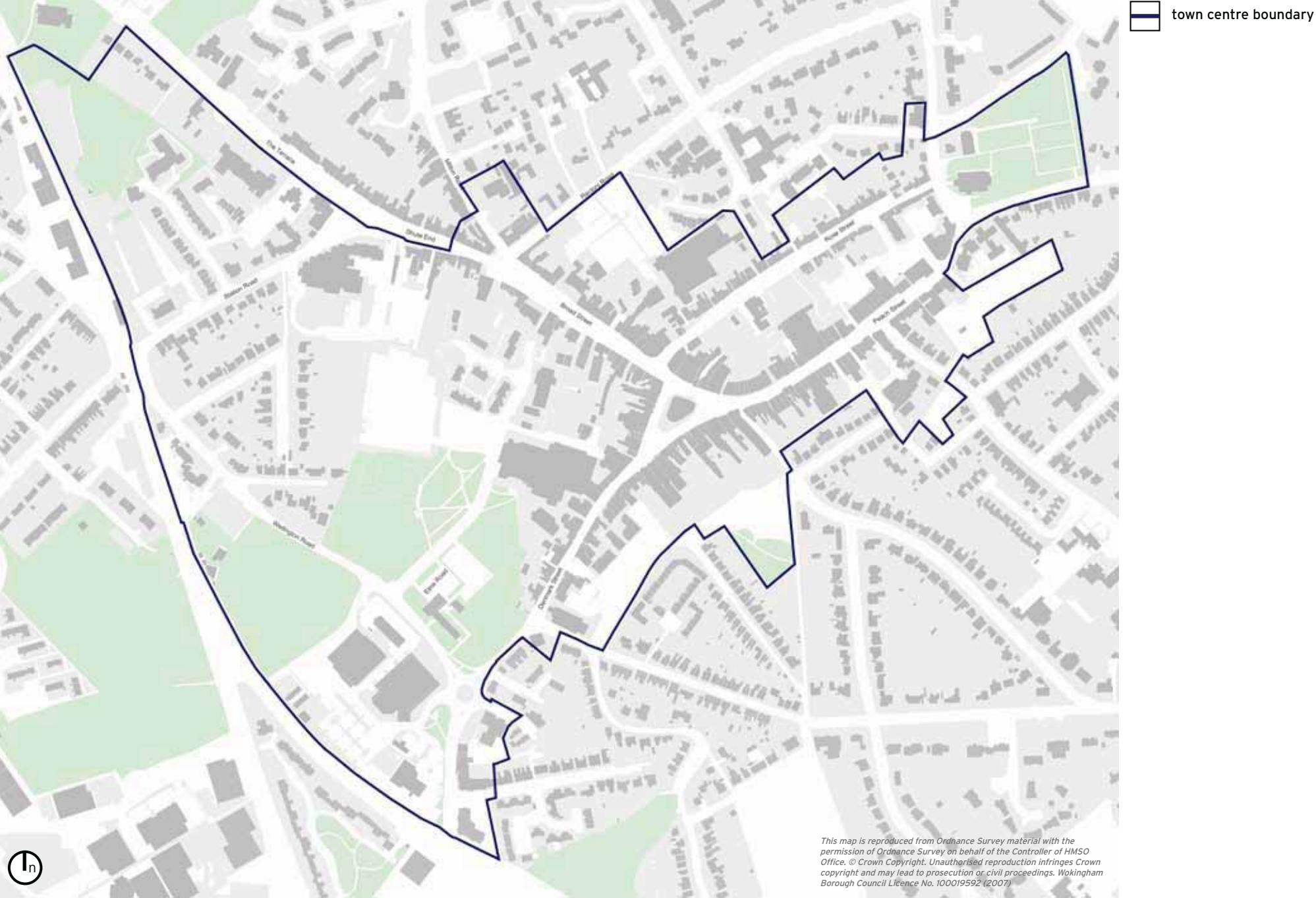
- The Wokingham Workshop, May 2007
- Elms Field Workshop, January 2008
- The Wokingham Town Centre Workshop (June 2008).

1.4 The study area

1.4.1 The extent of the study area is indicated on the plan opposite. While the SPD focuses on the town centre boundary, it cannot be considered in isolation. Section 2 of this document sets the town centre within its strategic context, and forms the background for the development of the master plan.



Figure 1: Town Centre Boundary



1.5 Key opportunity sites

- 1.5.1 The accompanying plan indicates key opportunity sites to deliver these objectives.
- 1.5.2 Longer term sites include sites outside the Council's ownership, but these are sites which are considered to be strategically important in delivering the masterplan's objectives. In these cases the masterplan sets out criteria for the assessment of any forthcoming schemes for the redevelopment of these sites, through planning applications.

Short term:

- 1 Elms Field and Paddocks Car Park.
- 2 Peach Street/Rose Street .
- 3 Station gateway.

Longer term (site in Council's ownership):

- 4 Shute End .
- 5 Sturges Road car park.
- 6 Library and associated car parking.
- 7 The Carnival Pool and the Harpers complex

Longer term (site outside Council's ownership)

- 8 Denmark Street backland.
- 9 Telephone exchange and land to the rear of the Post Office .
- 10 North east Peach Street.

Figure 2: Opportunity Sites





2

introduction

2.1 Strategic context

2.2 Planning policy context

introduction

2.1 Strategic context

Strategic location

- 2.1.1 Wokingham is located in the South East Region in the former administrative county of Berkshire, five miles from Reading, four miles from Bracknell, and eight miles from Camberley. Wokingham Town Centre is situated at the intersection of the A329 and the A321.

Strategic connections

- 2.1.2 Wokingham is on the London Waterloo and Reading train line. This service is operated by South West trains.
- 2.1.3 First Great Western operate a semi-fast North Downs Line service between Reading and Gatwick Airport, and an hourly stopping service between Reading and Redhill.
- 2.1.4 Wokingham station is an important interchange for passengers between the Waterloo-Reading line and the North Downs Line.
- 2.1.5 Wokingham is in close proximity to both the M3 and M4 motorways, which are accessed via either the A329 or the A321.

Wokingham role and status

- 2.1.6 Wokingham Town Centre performs a town centre role within the South East retail hierarchy supporting the regional hubs of Reading, High Wycombe, Basingstoke and Slough, and the sub regional hubs of Bracknell, Maidenhead and Newbury as set out in the South East Plan.

Retail hierarchy

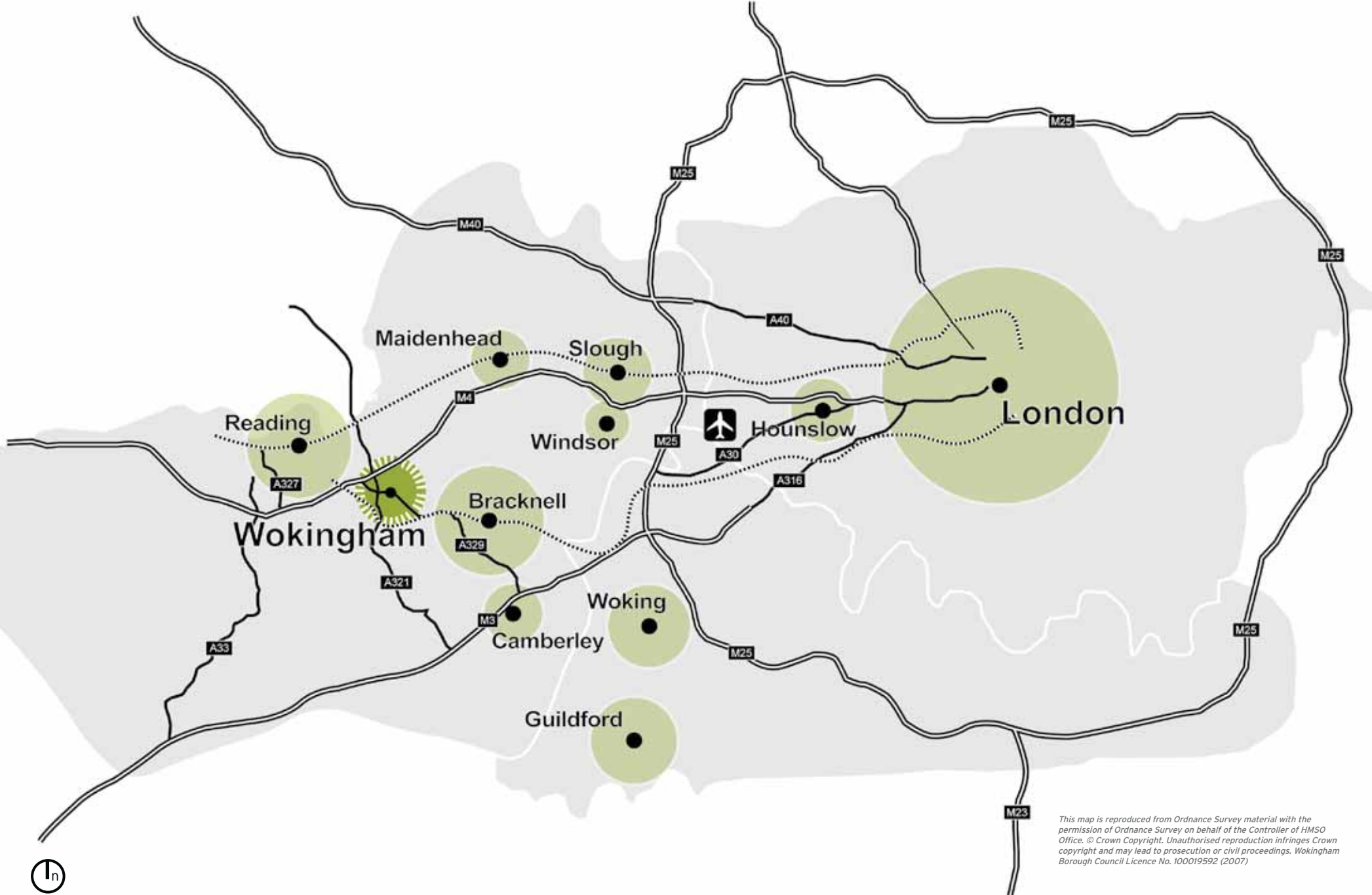
- 2.1.7 Residents of Wokingham have a wide choice of shopping destinations within a 15-20 mile radius, as set out in Figure 3.

- 2.1.8 Reading is a key competitor. Other notable centres include Camberley, which has one of the largest out-of-town Marks & Spencer stores in the UK. Camberley has added to its town centre offer with the development of the Atrium scheme, providing 24, 150 sq m. (gross) of floorspace, including retail, commercial, leisure and eating and drinking.
- 2.1.9 In addition, there are more specialist centres such as Windsor with boutique fashion and gift shops, and the Daniel of Windsor department store.

Figure 3: Key Competing Centres

Town	Estimated Town Centre Retail Gross Floor space sq. m	Key Attractors
Reading	170,000	John Lewis House of Fraser Debenhams Marks & Spencer
Basingstoke	107,000	Debenhams Marks & Spencer
Slough	78,000	Debenhams Marks & Spencer
Windsor	58,000	Fenwick Marks & Spencer Daniel of Windsor
Camberley	57,000	Marks & Spencer (out of town)
Maidenhead	54,000	Marks & Spencer
Bracknell	51,000	Bentalls
Wokingham	35,000	Marks & Spencer

Figure 4: Strategic Context



- 2.1.10 In future years, several of these competing centres have plans to expand their retail provision, including:
- Bracknell - 7,400 sq m. town centre development anchored by Bentalls
 - Reading - 6,500 sq m. extension to the Oracle within the town centre
 - Slough - 7,400 sq m. redevelopment in the town centre.
- 2.1.11 In addition, there may be redevelopment schemes forthcoming in Basingstoke and Camberley over the next 10-15 years.

The M4 office market

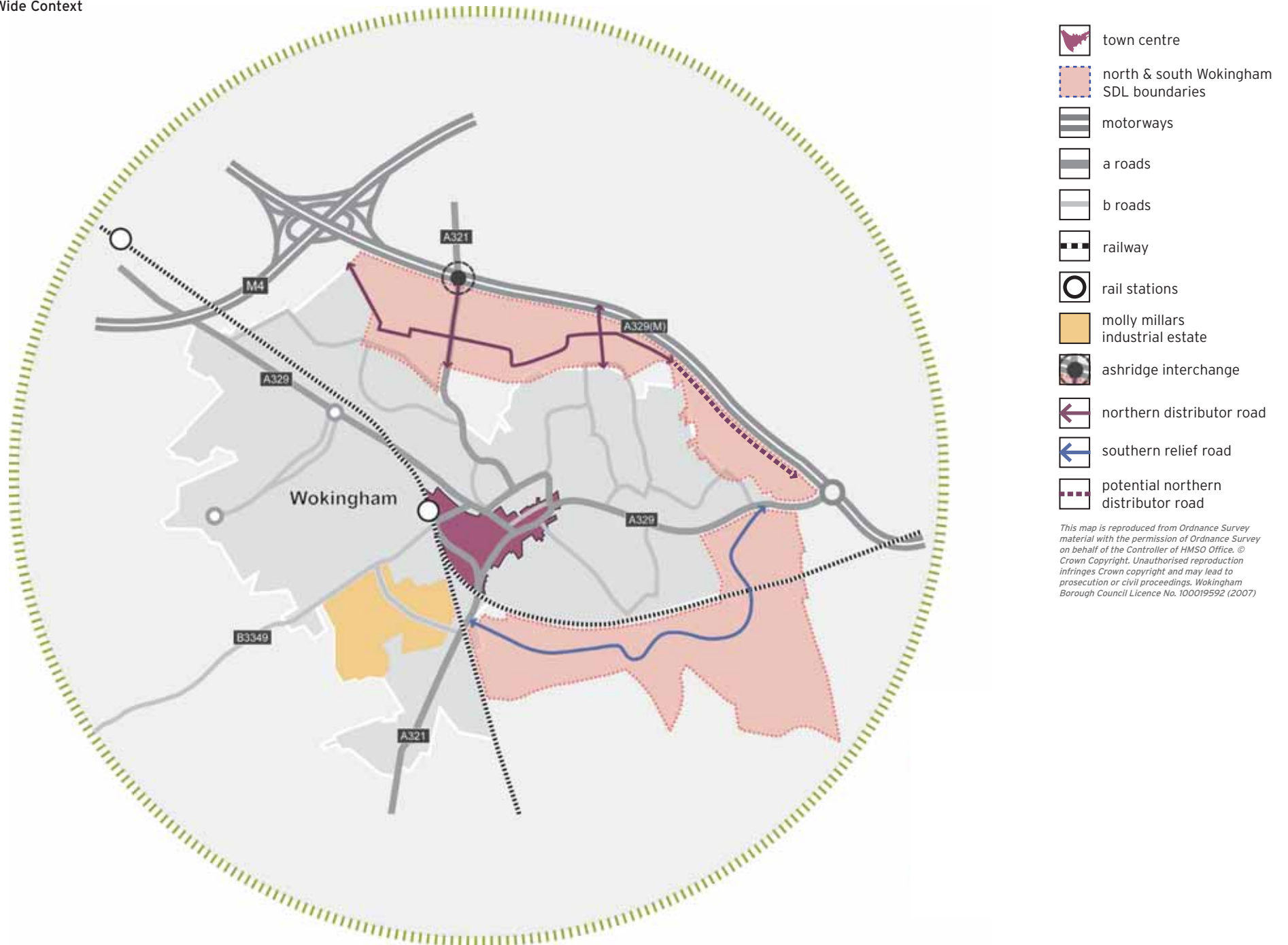
- 2.1.12 Wokingham is located within the M4 office market, but is not itself a major office location.
- 2.1.13 It lies within the Reading Diamond, the area east of Reading, along the A329(M) corridor to encompass Bracknell town, and extending approximately 3 - 5 miles to the north and south of the urban boundary of Reading. The diamond is one of the most successful economies globally and a national and regional policy focus for innovation and knowledge based industries.

- 2.1.14 It has a strong and mature economy, built around the following sectors:
- ICT
 - financial and business services
 - retail
 - hospitality and leisure
 - research and development
 - pharma-bio.
- 2.1.15 The level of take up within the M4 office market peaked in 2007. In certain locations along the M4, such as Maidenhead and Bracknell, the supply of new and Grade A space is equivalent to five years of average annual take up.
- 2.1.16 Despite an upturn in the second quarter of 2009, the M4 vacancy rate increased from 10.6% to 11.0% in the same quarter. The vacancy rate along the M4 office market is consistently higher than the M25 or M3 markets.
- 2.1.17 In addition, there is a significant amount of floorspace under construction within the M4 market, with 114,250 square metres under construction in the second quarter of 2009.

Residential growth

- 2.1.18 The South East Plan requires 28,900 additional dwellings annually within the region between 2006 and 2026. The South East Plan recognises the importance of Wokingham Borough in meeting the wider needs of both Bracknell and Reading Boroughs, and to plan accordingly.
- 2.1.19 The adopted South East Plan requires Wokingham Borough to deliver 12,460 dwellings by the year 2026. The approach taken in the Submission Wokingham Borough Core Strategy, is to deliver the bulk of this requirement in four major development locations. These are known as Strategic Development Locations (SDLs). The four SDLs are as follows:
- Arborfield Garrison SDL - 3,500 dwellings
 - South of the M4 SDL (Shinfield, Spencers Wood and Three Mile Cross) - 2,500 dwellings
 - North Wokingham SDL - 1,500 dwellings
 - South Wokingham SDL - 2,500 dwellings.

Figure 5: Town Wide Context



2.2 Planning policy context

- 2.2.1 A number of national, regional and local planning policies influence the nature of future development in Wokingham town centre. This section provides a brief summary of the key planning policy documents.

National policy

Planning Policy Statement 1: Delivering Sustainable Development

- 2.2.2 PPS1 sets out the Government's overarching planning policies for the delivery of sustainable development through the planning system. It sets out the Government's vision for new development to be of high quality design, accessible to all, reinforcing the unique character of its location and employing sustainability principles wherever possible.
- 2.2.3 The general approach to delivering sustainable development includes promoting more efficient use of land through higher density, mixed-use development on previously developed, vacant or under-utilised sites.

Planning Policy Statement: Planning and Climate Change - Supplement to Planning Policy PPS1

- 2.2.4 This PPS sets out how planning should help shape places lowering carbon emissions and addressing climate change.

Planning Policy Statement 3: Housing

- 2.2.5 PPS3 prioritises the provision of new housing on previously developed land and the reduction of car dependency by focusing new residential development on urban sites with good public transport accessibility.

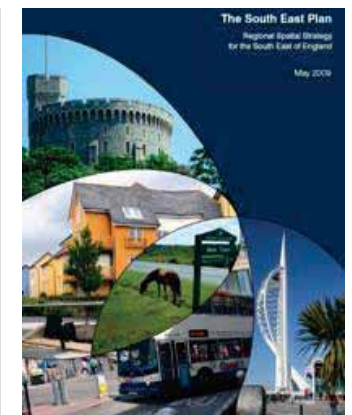
Planning Policy Statement 4: Planning for Sustainable Economic Growth (published 29 December 2009)

- 2.2.6 Planning Policy Statement 4 (PPS4) sets out the Government's comprehensive policy framework for planning for sustainable economic development in urban and rural areas. PPS4 replaces PPG 4 (Industrial, Commercial Development and Small Firms) and PPS6 (Planning for Town Centres). PPS4 is accompanied by 'Practice Guidance on need, impact and the sequential (for retail and town centre uses)'.

- 2.2.7 Sustainable economic growth is growth that can be sustained and is within environmental limits but also enhances environmental and social welfare and avoids greater extremes in future economic cycles. To help achieve sustainable economic growth, the objectives for planning are to:

- Build prosperous communities and improve economic performance of urban and rural areas;

- Deliver more sustainable patterns of development and respond to climate change;
- Promote vitality and viability of town and other centres as important places for communities. To do this the Government wants:
- to focus new economic growth and development of main town centre uses in existing centres, offering a wide range of services;
- competition between retailers and enhanced consumer choice through the provision of innovative and efficient shopping, leisure, tourism and local services in town centres, which allow genuine choice to meet the needs of the entire community (particularly socially excluded groups);



- to conserve the historic, archaeological and architectural heritage of centres and, where appropriate, enhance to provide a sense of place and a focus for the community and for civic activity.

2.2.8 PPS4 reinforces the Government's application of the 'plan-led approach' and 'town centre first' principles to retail and all developments for town centre uses. The 'need' assessment remains the key input for plan making, identifying the need for land and floorspace for all town centre uses.

Planning Policy Guidance (PPG)13: Transport

2.2.9 PPG13 seeks to promote increased use of sustainable transport options such as walking, cycling and public transport. New development should therefore reduce the need to travel and prioritise the needs of pedestrians over motorised transport.

2.2.10 The Government will achieve this by:

- concentrating development in existing centres, offering a wide range of services
- encouraging competition between retailers and enhance consumer choice through innovative and efficient shopping, leisure, tourism
- conserving historic areas, and enhancing them to provide a sense of place and a focus for the community and for civic activity.

PPG17: Planning for Open Space, Sport and Recreation (2002)

2.2.11 PPG17 identifies the importance of high quality, well maintained open spaces, sports and recreation facilities as 'green lungs' in urban areas. Such spaces provide a local amenity offering opportunities for recreation and play, venues for informal or formal events and wildlife habitats. Existing open space should not be built on unless it has been shown that it is surplus to requirements or development will remedy deficiencies in provision.

Regional policy

South East England Regional Spatial Strategy: The South East Plan

2.2.12 The final South East Plan was published on 6 May 2009. The Borough is within the Western Corridor and Blackwater Valley sub-region of the South East Plan.

2.2.13 The South East Plan recognises that the sub-region is economically successful, but needs to be managed to ensure that the area's infrastructure and environment can cope with development.

2.2.14 79,300 net additional jobs, which as an interim target, need to be created in the sub-region by 2016. Policy WCBV2 (Employment Land) states that the need for new employment floorspace will, to the extent possible, be met through the more efficient use of employment land in town centres (and established employment areas).

2.2.15 The South East Plan (policy H1) requires 32,700 additional dwellings annually within the region between 2006 and 2026 of which 5,105 are to be delivered annually within the Western Corridor and Blackwater Valley sub-region. The South East Plan requires Wokingham Borough to deliver 12,460 additional dwellings in the period 2006-2026, this equates to 623 dwellings per annum.

2.2.16 The Borough lies between the Regional hub of Reading and the Sub-regional hub of Bracknell as defined in Policies SP2 and WCBV1 of the South East Plan. These requirements and other pressures for development from cross-boundary effects have informed Council policy-making.

- 2.2.17 Policy TC2 (New Development and Redevelopment in Town Centres) states that authorities will need to consider whether there are areas where investment should be stimulated, including town centres with deficiencies or areas that will undergo significant housing and employment growth.

Local policy

Community Strategy

- 2.2.18 The Community Strategy sets out 4 Community Ambitions to ensure the sustained vitality and viability of the Borough by:
- balancing economic prosperity with a sustainable quality of life
 - being a healthy and well-educated community
 - supporting and caring for people who need help
 - being a community where everyone feels safe, welcome and respected.
- 2.2.19 The local priorities of the Community Strategy are incorporated in the 3-year Local Area Agreement for Wokingham Borough between local partners and central government, which runs from June 2008 until March 2011.

Wokingham Borough Council Core Strategy DPD

- 2.2.20 The Core Strategy sets out a spatial vision and objectives for the Borough to 2026.

Core Strategy Examination

- 2.2.21 The Hearings into the Examination of the Wokingham Borough Core Strategy took place between March and April 2009. The Inspectors Report was published in November 2009, when it was found sound. The Core Statutory was adopted by the Council's Executive in January 2010.

Wokingham Town Centre

- 2.2.22 The redevelopment of Wokingham Town Centre is a crucial element of the Core Strategy. Policy CP14 (Town centres and shopping) states that Wokingham Town Centre is suitable in principle, to accommodate town centre uses and that its role as a retail centre should be protected and maintained. Policy CP15 (Growth and Renaissance of Wokingham Town Centre) sets out the broad approach to achieving this.

CP14: Town centres and shopping

- 2.2.23 CP14 seeks to protect and maintain the roles of all existing and new retail centres, in addition to local shopping centres, and parades that meet the day to day needs of the local community. In

order to maintain vitality and viability, losses of retail from primary retail frontages will not be permitted. CP14 also provides the hierarchy of centres within the Borough.

CP15: Growth and Renaissance of Wokingham Town Centre

- 2.2.24 Wokingham, as a major town centre in Berkshire is considered suitable for growth. The policy tries to ensure that proposals in Wokingham Town Centre retain and enhance the historic market town character of Wokingham and maintain its position in the Berkshire retail hierarchy.

Strategic Development Locations

- 2.2.25 As identified earlier, the bulk of the Borough's housing requirements will be delivered in four strategic development locations (SDL's). Two of the SDLs are located around Wokingham. Policy CP21 (North Wokingham SDL) is for the phased delivery of around 1,500 dwellings, a partial north Wokingham link road and associated services, facilities and infrastructure. Policy CP22 (South Wokingham SDL) is for the phased delivery of around 2,500 dwellings, a southern distributor road and associated services, facilities and infrastructure.

The policies of primary importance to the Wokingham Town Centre are:

Policy WSH1 – Locational Principles for Major Retail Development and other key town centre functions

THE LOCATION OF MAJOR NEW DEVELOPMENT AND REDEVELOPMENT FOR RETAIL AND OTHER KEY TOWN CENTRE FUNCTIONS (I.E. SCHEMES INVOLVING 500 SQ.M. OR MORE OF NET FLOORSPACE) MUST BE IN ACCORDANCE WITH THE PRIORITIES GIVEN TO THE RESPECTIVE AREAS BELOW AND AS DEFINED ON THE PROPOSALS MAP:

- A) FIRST, WITHIN* THE DEFINED RETAIL CENTRES OF:
WOKINGHAM TOWN CENTRE
WOODLEY TOWN CENTRE
TWYFORD VILLAGE CENTRE
EARLEY DISTRICT CENTRE
- B) NEXT, IN THE DEFINED TOWN CENTRES, FOLLOWED BY EDGE OF CENTRE SITES, DISTRICT AND LOCAL CENTRES
- C) WHERE EXCEPTIONALLY IT CAN BE DEMONSTRATED THAT THERE IS A CLEARLY DEFINABLE NEED FOR A FUNCTION WHICH CANNOT BE ACCOMMODATED WITHIN ANY OF THE ABOVE LOCATIONS, THE PROPOSAL SHOULD BE LOCATED ON A SITE WITH GOOD CYCLE AND PEDESTRIAN ACCESS AND GOOD PUBLIC TRANSPORT LINKS TO RESIDENTIAL AREAS. THE PROPOSAL MUST BE WITHIN THE DEFINED SETTLEMENT BOUNDARY

* non class A1 retail uses will be subject to frontage Policies WSH5 - WSH8 unless proposed at first floor level.

Policy WSH15 – Wokingham Town Centre

THE COUNCIL WILL SEEK TO RETAIN AND ENHANCE THE HISTORIC MARKET TOWN CHARACTER OF WOKINGHAM AND MAINTAIN ITS POSITION AS A MAJOR TOWN CENTRE IN THE RETAIL HIERARCHY BY

- A) STRENGTHENING THE RETAIL CHARACTER OF THE TOWN CENTRE ESPECIALLY WITHIN THE EXISTING SHOPPING FRONTAGES AND THROUGH THE ENLARGEMENT OF THE MARKET
- B) SUPPORTING THE ATTRACTION OF THE TOWN FOR RESIDENTS AND VISITORS THROUGH THE PROVISION OF A WIDE RANGE OF FACILITIES AND BY BRINGING FORWARD FOR DEVELOPMENT THE SITES IDENTIFIED IN THIS PLAN FOR MIXED OR SINGLE USE
- C) CONSERVING AREAS OF HISTORIC INTEREST AND ENHANCING ENVIRONMENTAL QUALITY
- D) EXAMINING WAYS OF RE-ROUTING AND REDUCING THROUGH TRAFFIC BY PRIVATE AND COMMERCIAL VEHICLES TAKING ACCOUNT THE ENVIRONMENTAL EFFECTS OF ANY RE-ROUTING. DEVELOPMENT WILL NOT BE ALLOWED IF IT PRECLUDES THE IMPLEMENTATION OF IDENTIFIED SCHEMES TO REDUCE THROUGH TRAFFIC IN WOKINGHAM TOWN CENTRE
- E) GIVING GREATER PRIORITY TO THE PEDESTRAIN, WHILE IMPROVING PUBLIC TRANSPORT AND ACCESS FOR SERVICE VEHICLES AND MODES OF TRANSPORT OTHER THAN THE CAR.

The focus of growth around Wokingham (the largest retail centre in the Borough) allows for enhanced facilities and services to provide a sustainable development for current and future residents.

Improvements to the strategic transport network

2.2.26 Policy CP10 (Improvements to the Strategic Transport Network) identifies relevant improvements to the Strategic Transport Network in Wokingham town centre:

- Reading Road to Wellington Road link, Wokingham.
- re-building Wokingham station as a public transport interchange, including provision of access by foot, cycle and public transport.

2.2.27 Policies CP10, CP21 and CP22 include a variety of transport improvements and infrastructure for the Wokingham town centre area.

Sustainable development

2.2.28 Development within the town centre should enhance the overall sustainability of the area through minimising impact on the environment, including access to facilities. Policy CP1 (Sustainable Development) of the Core Strategy lists several criteria. Some of the key criteria in Policy CP1 are:

High quality environment:

2.2.29 Criterion 1) requires proposals to maintain or enhance the quality of the environment.

High quality scheme:

2.2.30 Criterion 10) expects proposals to provide attractive, functional, accessible, safe, secure and adaptable schemes.

Reducing the need to travel:

2.2.31 Criterion 11) requires proposals to demonstrate how they support opportunities for reducing the need to travel, particularly by the private car.

Energy efficiency and renewable energy:

2.2.32 Criterion 12 requires proposals to contribute towards the goal of reaching zero-carbon developments as soon as possible by including appropriate on-site renewable energy features and minimising energy water consumption.

2.2.33 As highlighted in paragraph 4.8 of the Core Strategy, the Council will expect developers to use the Building Regulations, the Code for Sustainable Homes and other national guidance (at the time of application e.g BREEAM) to demonstrate that in order to achieve reductions in carbon emissions, a percentage of energy used in developments be provided by on site renewable or low carbon technology.

2.2.34 Proposals as part of the town centre renaissance need to accord with policy NRM11 (Development Design for Energy Efficiency and Renewable Energy) of the South East Plan. Policy NRM11 of the South East Plan requires new developments of more than 10 dwellings or 1,000 sq. m. of non-residential floorspace should secure at least 10% of their energy from decentralised and renewable or low-carbon sources e.g pv's, solar hot water, wind turbines, ground source heat/ cooling, biomass and combined heat and power (CHP) and district heating. The sources can be on-site and near-site but not remote off-site (page 5 of PPS1 Supplement on Climate Change).

2.2.35 It is the applicant's responsibility to show they are in accordance with this policy unless it can be demonstrated by the

applicant, having regard to the type of development involved and its design, that this is not feasible or viable (paragraph 42 of PPS1 Supplement on Climate Change). The applicant should produce an Energy Statement which could form part of the Design and Access Statement. The Council's Developers Guide to Policy NRM11 of the South East Plan provides further information on how to comply with the policy.

Inclusive communities

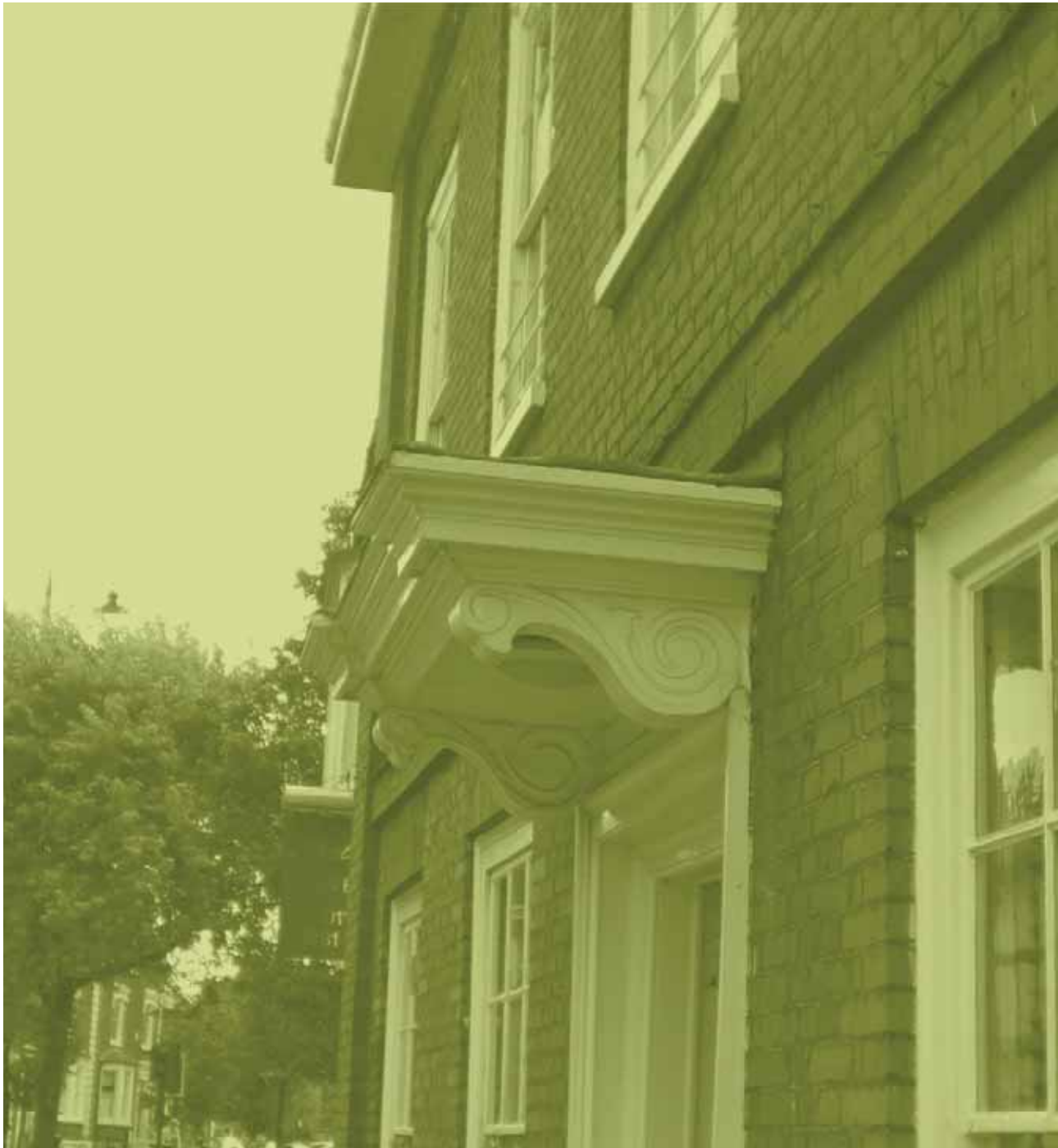
2.2.36 Policy CP2 (Inclusive Communities) requires development to contribute to the provision of sustainable and inclusive communities to meet long term needs. Proposals must address the requirements of:

- an ageing population
- children, young people and families
- people with special needs
- specific identified needs of minority groups.

CP4 - Infrastructure Requirements

2.2.37 Planning permission will not be granted unless appropriate arrangements for the improvement or provision of infrastructure, services, community and other facilities required for the development taking account of the cumulative impact of schemes are agreed.

- 22.38 Arrangements for provision or improvement to the required standard will be secured by planning obligations or condition if appropriate.
- 22.39 Paragraph 4.27 states that Infrastructure includes roads and other transport requirements such as public rights of way enhancements together with the needs of utility suppliers for water, drainage, sewerage, electricity, gas or telecommunications.



3

analysis

- 3.1 Historical development
- 3.2 Access and movement
- 3.3 Land use and economic vitality
- 3.4 Townscape
- 3.5 Opportunities and constraints

analysis

3.1 Historical development

3.1.1 Wokingham originated on the high ground above the Emmbrook floodplain, at the edge of the Thames Basin. The town's name literally means the homestead of the people of Wocc. These were Saxon settlers believed also to have settled in Woking, Surrey.

3.1.2 Although there is some evidence of Roman-British activity outside the town, predominately of an industrial nature, it is not considered to be significant. The development of the town dates back to 1219, when the town's principal streets started to develop. Market Place and Rose Street originated at this time, when the town's right to hold a market was originally granted. The intensification of market activity through the thirteenth century caused the town to extend, with increasing development along Rose Street and the creation of Cross Street, which became a new link between Rose Street and Peach Street.

3.1.3 Wokingham's growth was constrained until the mid nineteenth century. Until this time, despite some intensification of industry, including a bell foundry, wool sorting and silk production, the town's primary function remained as a market

place. In addition, Wokingham fell within the boundaries of Windsor Forest, which constrained the development of the town until the Enclosure Act of 1813. As the accompanying figure ground plan (Figure 6) illustrates the pattern of development during this period remained a centralised market place and ribbon development fronting adjoining routes, and burgage plots to the rear. Development intensified within the existing plots along Broad Street, Peach Street and Denmark Street, which were reorganised to accommodate higher density development.

3.1.4 The nineteenth century saw significant growth in the town's population from 3,342 to 6,002 in 1901. This can be attributed to the opening of the first railway line from Reading to Guildford in 1849, and its expansion in 1851 to give direct access to London. This brought increasing retail activity to the town, particularly along Peach Street, the introduction of terraced Victorian housing and the building of a new Town Hall in 1860. The nineteenth century also saw the amalgamation of tenements along Broad Street to allow the building of larger properties with formal gardens.

3.1.5 Throughout the twentieth century the historic pattern of the town remained intact. The Broad Street, Peach Street/Denmark Street axis remains intact (Figure 7). Development focused on the intensification of backland areas and infill, where larger development and surface car parking now predominates.

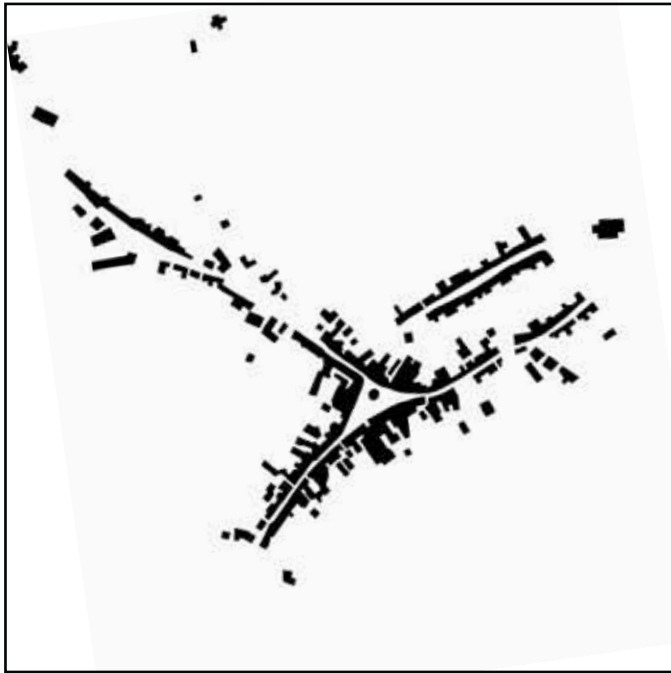


Figure 6: Urban form, 1812



Figure 7: Urban form, 1900



Figure 8: Urban form, 2009

3.2 Access and movement:

Introduction

3.2.1 Wokingham benefits from strategic rail connections. Wokingham station is a local interchange for east-west and north-south rail connections providing connections to Reading, London, Gatwick and Guildford.

3.2.2 Wokingham Town Centre benefits from close proximity to the M4 and M3 road corridors. Despite good connectivity Wokingham endures a legacy of lack of infrastructure investment and very high levels of private car ownership and low public transport usage, with 53.2% of Wokingham Borough households owning two or more cars.

3.2.3 These trends have had a detrimental impact on the town centre in terms of congestion, viability of public transport as a basis for achieving modal shift and the quality and provision for pedestrian and cycle movements.

3.2.4 This section provides an analysis of movement and access issues within the town centre. It focuses on issues of:

- congestion
- public transport

- parking
- pedestrian movement
- cycle movement.

Congestion

3.2.5 The Town Centre experiences high levels of peak hour congestion created by through traffic. This is the result of trips with local origins or destinations in or around the town or adjacent villages. Wokingham Borough Council Town Centre traffic modelling (2009) indicates that through traffic represents the bulk of the town centre trips during the peak hours.

3.2.6 The main issues arising from congestion in the town centre can be summarised as follows:

- significant queues westbound on Wellington Road, (more notably in the AM peak but also in the PM)
- intermittent queuing on Barkham Road northbound as a result of the operation of the level crossing at Wokingham Station, which is a major capacity constraint as the barrier is down for on average of 25% of the time
- queuing on Finchampstead Road northbound in the AM peak due to the level crossing and a heavy northbound traffic demand

- queuing on Finchampstead Road and Denmark Street southbound in the PM peak due to heavy southbound traffic demand.

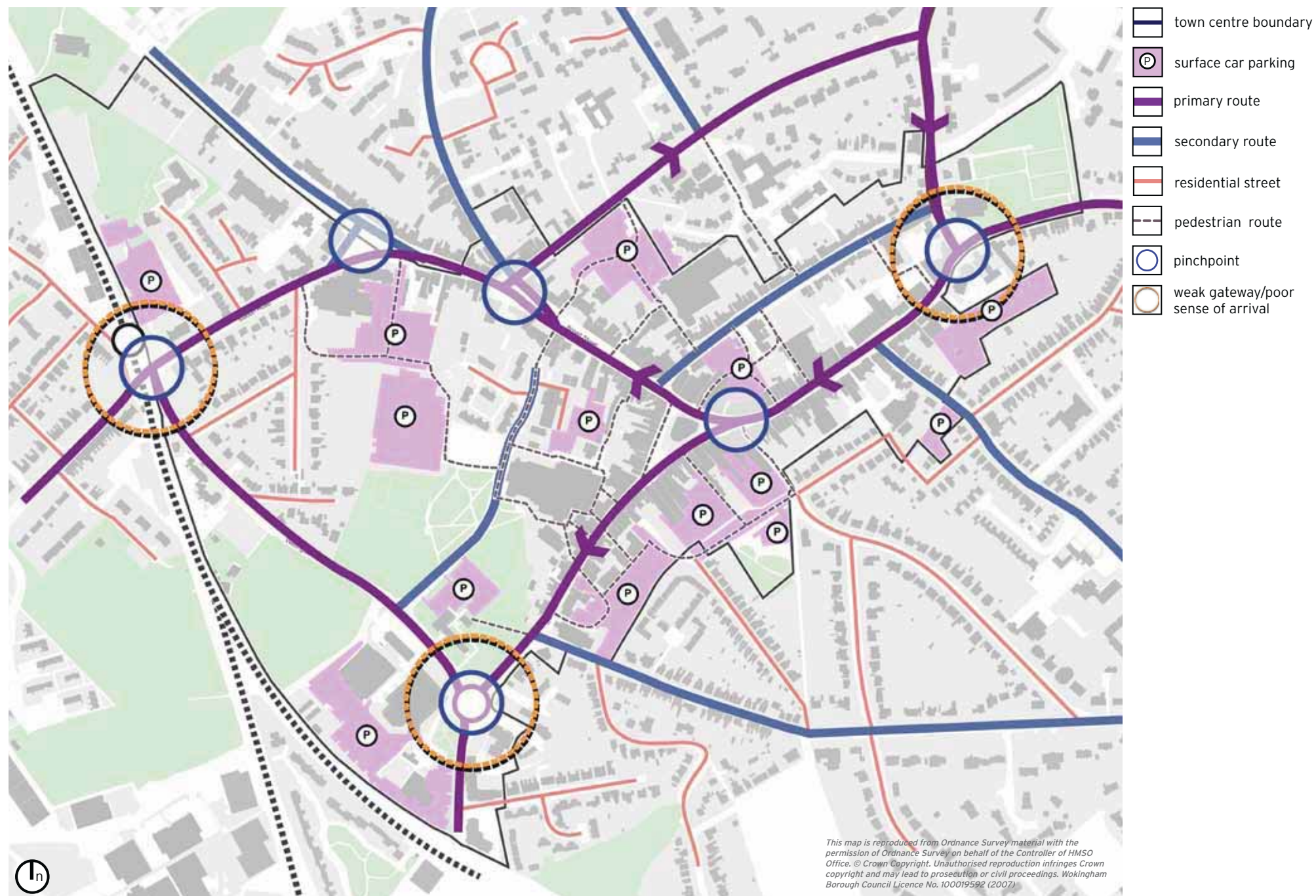


Station crossing is a key pinchpoint



Peak hour congestion

Figure 9: Movement analysis



Public transport

- 3.2.7 The primary means of arrival to the town centre by public transport is the railway station. Currently, the environment in and around the railway station is unattractive and unwelcoming. The western point of entry is concealed and the main eastern point of entry lacks prominence in the local townscape and its outlook is dominated by surface car parking. Furthermore, integration with other modes of public transport is poor and pedestrian connectivity to the town centre core is constrained.
- 3.2.8 The principal bus stops are located along Broad Street, which functions as an interchange for services to Bracknell and Reading. The town lacks a central interchange between public transport modes with only 1% of rail passengers travelling to rail stations by bus across the Borough.
- 3.2.9 Frequency and usage of public transport are major issues. Currently, public transport usage is 5% lower than the national average. Services to and from Finchampstead are very limited. There is currently no service between Lower Earley and Wokingham and services from Woodley are very limited. Existing services, including services to Aborfield, Aborfield

Cross, Barkham Ride, Woosehill, Embrook, Twyford and Sonning are infrequent, with only one hourly service.

- 3.2.10 Frequency of these services is particularly poor in the evening and at weekends , reducing access to and demand for town centre services at these times.
- 3.2.11 Importantly, at peak times, when bus services can assist in relieving congestion within the town centre, there are very few bus priority measures along routes into the town centre.

Parking

- 3.2.12 Wokingham has a wide range of town centre car parks. The Council conducted a survey in February 2007 to ascertain the overall capacity of car parks and on-street parking in the Town Centre.

- 3.2.13 The results concluded that peak demand for parking spaces is during 10am to 12pm. In total, parking capacity averages out to be 75.6%. The most utilised car parks are Rose Street, Denmark Street, Marks & Spencer's and Waitrose. The Paddocks car park was close to capacity on Thursday, but, only averaged around 18% capacity on the Saturday. The study also showed that Carnival Pool and Easthampstead Road (East) car parks were not well utilised on either day. There is consistently high demand for on-street parking.

- 3.2.14 In addition signage and access arrangements to car parking is poor.



Bus services

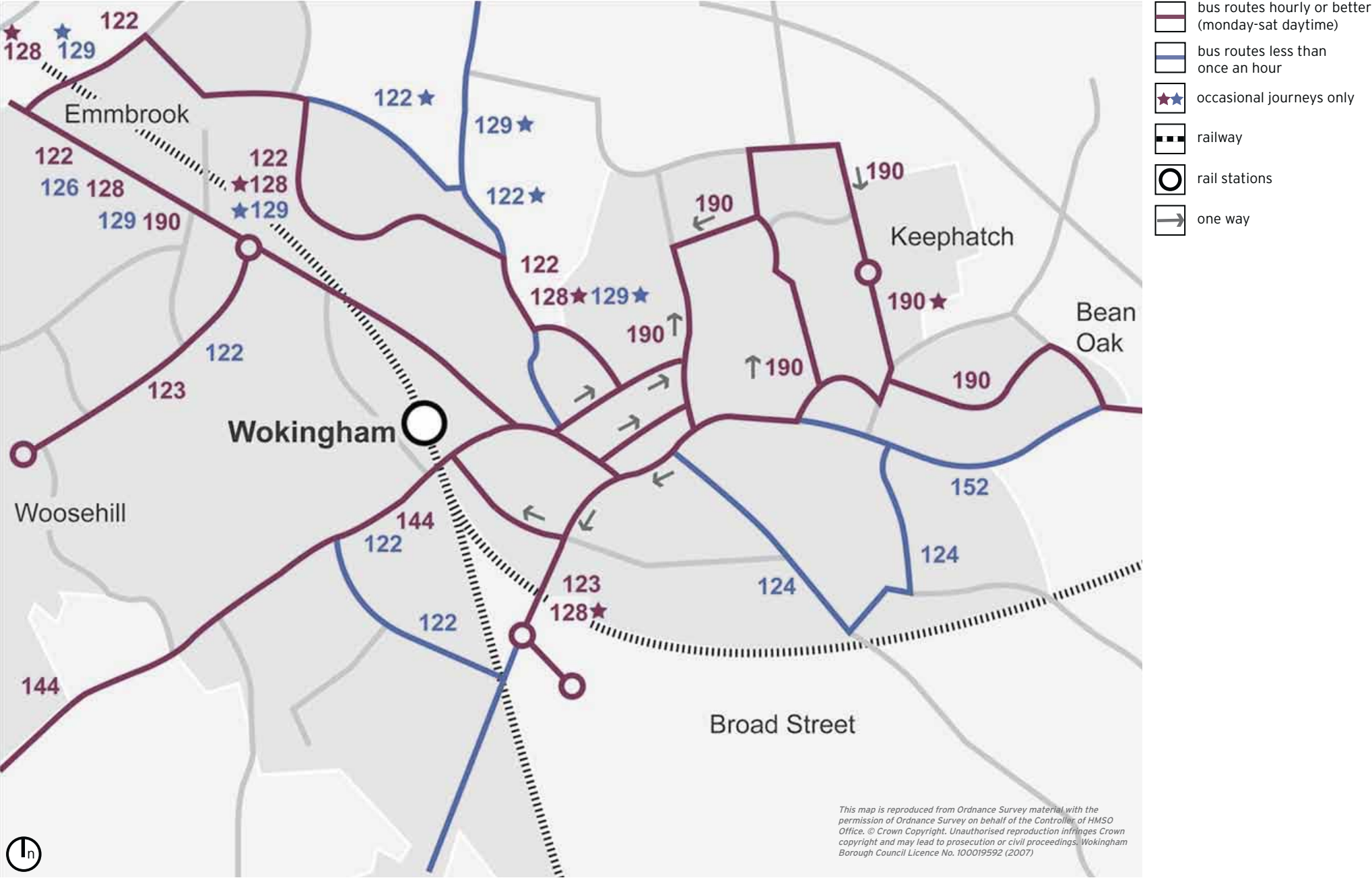


Wokingham station



Principal bus interchange at Broad Street

Figure 10: Bus routes, July 2009



Pedestrian movement

3.2.15 Wokingham is a compact and walkable town centre. The Town Centre benefits from a legible hierarchy of routes. It is characterised by the following hierarchy:

- Primary Network: The historic street network of Peach Street/Denmark Street and Broad Street/Station Road are the primary routes within the town centre. Transport measures have prioritised the car at the expense of pedestrians. Pavement widths and indirect or lack of conveniently located crossing points inhibit pedestrian movement.
- Secondary Network: Pedestrian routes and spaces connect backland areas, including Alexandra Court and Old Row Court. This network lacks integration, with routes terminating in car parks.
- Tertiary Network: residential areas lie to the north and west of the town centre core. These areas are characterised by cul de sac arrangements, which inhibit direct and unambiguous connectivity, particularly between the station and the town centre core.

Cycle movement

3.2.16 There is a lack of clearly identifiable cycle networks across the Borough, resulting in cycle journeys that are not always possible as part of a coherent series of routes. Provision for cyclists, including storage, within the town centre is poor.



Predominance of surface car parking west of Denmark Street



Old Row Court



Very limited provision for cyclists

3.3 Landscape and public realm

Introduction

3.3.1 This section provides an analysis of the landscape and public realm within the Town Centre. It provides an assessment of the following:

- landscape quality and character
- structure of streets and spaces
- fronts and backs
- continuity within the public realm
- clutter
- signage and wayfinding
- surfaces and materials.

Landscape appraisal

3.3.2 Atkins 2005 Strategic Open Space Assessment identifies Elms Field and Howard Palmer Gardens as areas of strategically important open space within the town centre.

Elms Field

3.3.3 The study identifies Elms Field as a neighbourhood park, which performs an important recreational, structural and amenity function:

- providing for outdoor games
- performing an important children's play function including outdoor sports facilities, providing for children's play for different age groups
- serving an indicative catchment of 560m/0.8km
- provide relief in the local townscape.

3.3.4 Despite these strengths Elms Field presents a number of opportunities for improvement:

- provide a more legible and direct connection with the town centre core, including Denmark Street and Broad Street/Shute End

- create higher quality active edges on all perimeters to enliven the parks and improve levels of natural surveillance
- rationalise existing play function of the park
- improve the network function of Elms Field and better integration with the hard elements of the public realm
- improve the ecological function, promoting biodiversity through natural and semi natural green space.

Howard Palmer Gardens

3.3.5 The gardens lie east of Denmark Street. The gardens provide for outdoor seating, play and informal recreation.

3.3.6 While the gardens perform an important recreation function they are currently isolated from the town centre core, inward looking and fronted by surface car parking on their western edge.



Elms Field

Figure 11: Green open space



Public realm appraisal

Structure of streets and spaces

3.3.7 The town centre is defined by a clear hierarchy of streets and spaces, which reflects its historic pattern.

Primary Network

3.3.8 The primary network of streets and spaces is defined by its historic cross axis, with Market Place remaining a primary focus of activity at its centre.

3.3.9 These routes function as corridors for public transport, private cars and pedestrians. The historic network has not adapted well to car use and these routes are car dominated. Pedestrian movement is inhibited by narrow pavements, guard railing and the lack of conveniently located crossing points.

3.3.10 These streets and spaces are fronted by active frontages, which animate the public realm and improve levels of natural surveillance.

Secondary Network

3.3.11 The secondary network is characterised by a network of pedestrian routes and secondary spaces, including Alexandra Court, Bush Walk and Old Row Court.

3.3.12 These spaces are most successful where there is an active and fine urban grain fronting onto them. Where larger footplate buildings predominate, exposed backs are problematic, presenting dead frontage and creating dead routes and spaces. These areas include the Plaza/Alexandra Court.

Incidental spaces

3.3.13 Incidental spaces include pedestrian cut throughs, spaces relating to the function of an individual building or the widening of the footway network in particular locations. These spaces are a unique feature of the town centre's character. These spaces include:

- junction of Broad Street and Shute End
- routes and spaces to the west of Denmark Street.

Backland Areas

3.3.14 Despite this hierarchy there is a lack of integration between this network and backland areas which are dominated by town centre car parks. These spaces include:

- telephone exchange and land to the rear of the Post Office at Broad Street
- the Paddocks
- car parks to the east of Denmark Street
- Peach Street.

3.3.15 The lack of direct connectivity to backland areas as well as the lack of active frontage creates dead spaces and issues of real and perceived safety.



Footway/Station Road



Pedestrian connections/the Plaza



Incidental spaces/Junction of Broad Street & Station Road

Figure 12: Public Realm Structure



Floorscape, Quality and Materials

3.3.16 There is considerable variation in the quality and materials of the town centre's public realm. Whilst the town centre is generally accessible, in some places the condition of the pavements and crossings are poor and in a state of disrepair. Few areas around the town centre have flush manhole covers and dropped kerbs are rare. Many crossings and utility coverings are simply old and not suitable for pedestrian access, particularly those with mobility difficulties.

3.3.17 There is little consistency in the type of pavement materials within the town centre. In some instances, block slabs are used, such as along Peach Street, whereas in other areas, such as Shute End, Rose Street and Alexandra Court, the pavement is laid with bricks. Whilst the condition of these is good, the red brick paving becomes difficult to negotiate safely when wet.

3.3.18 In the backland areas, the condition of the roads and pavements is generally poor. In some locations, such as Goatley Way or Denmark Street car park there is no pavement at all.

3.3.19 Footway dimensions along the primary routes vary from approximately 500mm

to 1500mm. Narrow footways inhibit pedestrian movement and create accessibility issues for people with mobility problems, as well as for people with visual impairments. Accessibility is also impacted by the lack of dropped kerbs around the town centre. Market Place is the only area in the town centre where people have use of step-free and inclusively accessible pedestrian crossings.

Signage and Wayfinding

3.3.20 The town centre lacks a coherent system of signage. The type of signs found in the town centre range from small black 'market town' signposts, through to large road signs. There is little coherence in the location of signage. Currently, many of the signs are out of date, unclear and in poor condition and do not assist wayfinding.

Clutter

3.3.21 The public realm is cluttered. There is little coordination between street furniture, directional signage and road signs.



Market Place



Inconsistent treatment to floorscape



Clutter

3.4 Land use & economic vitality

Introduction

3.4.1 This section provides an analysis of the land use composition of the town centre and provides an overview of the broad property dynamics within Wokingham. It takes account of:

- convenience and comparison shopping
- leisure
- eating and drinking
- office
- residential.

3.4.2 This analysis is based on a baseline property market review prepared by Knight Frank, August 2009, focusing on current provision, occupier demand and values. The research was based on published reports, property databases as well as an analysis of current market activity.

Composition

3.4.3 The town centre has a confined retail core, which relates to Market Place, the historic focus for trading.

3.4.4 84% of total floorspace within the town centre is in retail use within use classes

A1 to A5). The largest proportion of floorspace is occupied by comparison goods retailers, although the total of 14,300 sq m. is relatively small. By comparison the number of convenience stores is small at just seven, excluding the Tesco foodstore at Finchampstead Road.

3.4.5 The town centre has a strong service offer, focused on eating and drinking. With forty establishments, the number of eating and drinking establishments is large for a town of its size. As Figure 13 indicates these uses are focused in two locations, at the junction of Broad Street and Market Place and the Plaza.

3.4.6 The number of vacant units within the town centre has doubled during the period 2004 to 2009.

Convenience shopping

3.4.7 The key convenience retailers in the town centre are Waitrose, which occupies a store of approximately 3,250 sq m. (gross) at Rectory Road and Marks & Spencer's, which includes a food hall as part of its store at Peach Street of circa 930 sq m.

3.4.8 Tesco is represented at the edge of the town centre at Finchampstead Road, with a store of 5100 sq m. Currently, other

food retailers are not represented within the Town Centre.

3.4.9 The presence of an additional store, of a town centre format, within a wider mixed use development may provide greater choice for local residents and capture retail spend within the town centre through linked trips.

Comparison shopping

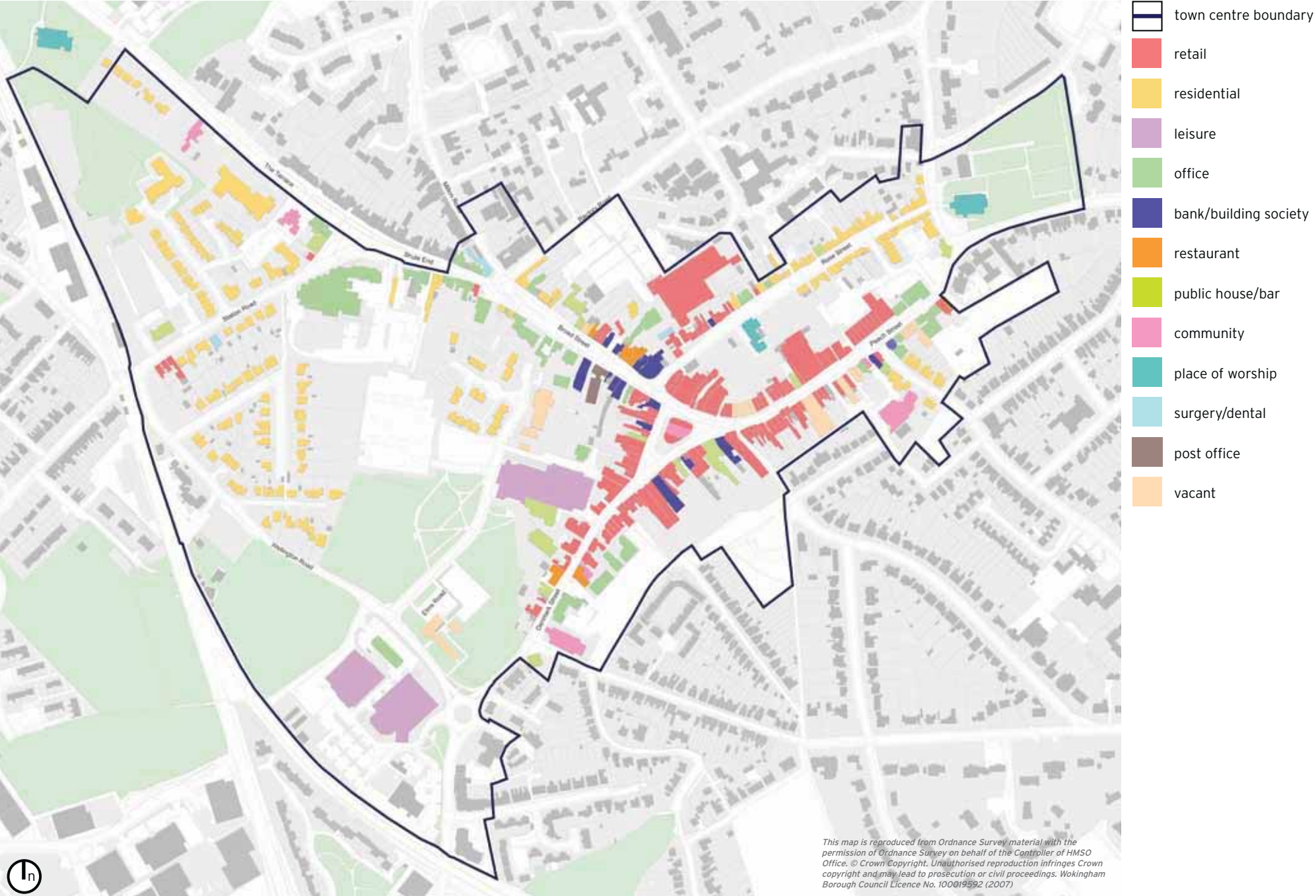
3.4.10 The town centre has a modest comparison retail offer. Key comparison goods retailers include Boots, WH Smith, Marks & Spencer, Cargo and Argos.

3.4.11 There is a lack of suitably sized premises (465-1,400 sq m.) of a small to medium format to attract fashion retailers. In addition a smaller sized department store would help to add value to the retail offer within the town centre.

Eating and drinking

3.4.12 The number of eating and drinking establishments within the town centre has increased markedly since 2004. This growth partly mirrors national trends and the growth in the culture of eating and drinking. There has been a growth in the number of coffee shops, mirroring these

Figure 13: Land Use Composition: July 2009



trends, including the opening of Cafe Nero, Costa Coffee, Brown Bag Coffee shop, The Courtyard Coffee shop, and an increase in the number of restaurants and bars with the opening of Zizzi and Immo.

Leisure

- 3.4.13 As illustrated on the plan opposite there are two principal leisure attractions within the town centre; the Virgin Active gym within the Plaza scheme and the Leisure Park south of Wellington Road, which includes the Carnival Pool operated by the Council, Harpers Fitness, and the Big Apple entertainment centre. There may be an opportunity to diversify this offer, by providing an in town cinema, as part of a comprehensive mixed use scheme, depending on operator demands. The nearest cinema is the Showcase complex at Winnersh Triangle.

Office

- 3.4.14 Key office locations within the town centre include:

- west Denmark Street
- north Peach Street
- Broad Street/Shute End.

- 3.4.15 No new office space has been developed within the town centre's historic core in recent years. Given the diversity of business activity within the town centre, including a cluster of IT, consultancy, and local professional and financial services, there may be an opportunity to provide some new office space, as part of wider mixed-use development schemes, which is attractive to both single and multi- occupiers.

Residential

- 3.4.16 The UK housing market is experiencing a significant downturn. Transaction volumes within Wokingham have fallen over the past year and a half, demand has shrunk significantly, and house prices within the Borough have fallen by 16%. This decline is in line with national averages, and the average sales price remains well above regional and national figures and

transactions at the higher end of the market continue to take place.

- 3.4.17 An important underlying factor which is likely to play a part in the recovery of the market is the likely build up in pent up demand, when affordability improves and economic conditions and house prices stabilise.
- 3.4.18 The town centre has the potential to cater for additional apartment schemes in a rising market, to cater for the retirement market, and to a lesser extent the young and professional market as well as townhouses for couples and families. Comprehensive redevelopment schemes provide scope to create a range of dwelling types, with an emphasis on high quality design and an appropriate density, which reflects the historic nature of the town centre.



Waitrose store



Office accommodation at Broad Street



Carnival Pool

Figure 14: Quarters and anchors



3.5 Townscape appraisal

Introduction

3.5.1 Wokingham Town Centre Conservation Area was designated in 1996, under Section 69 (10) of the Listed Buildings and Conservation Act. Accordingly, it is defined as an area of special or historic interest, which it is 'desirable to preserve and enhance'. The extent of the town centre conservation area is indicated on the plan opposite.

3.5.2 This section provides a townscape appraisal of the conservation area and its wider town centre setting. It therefore builds upon The Wokingham Town Centre and Langborough Road Conservation Area Study, 1996.

3.5.3 It provides an assessment of those features of townscape value, local distinctiveness as well as those features which detract from the character and appearance of the town centre. It applies best practice guidance as set out in By Design (DETR 2000) and Guidance on Conservation Appraisals (English Heritage), to identify and appraise areas of consistent townscape quality. As illustrated on the plan opposite this includes consideration of:

- grain
- height and scale of development
- listed buildings
- other buildings of townscape quality
- landmarks
- views, vistas and glimpses
- building lines
- prevalent architectural form
- prevalent details and materials
- neutral or negative townscape elements.

Character Areas

3.5.4 As indicated on the accompanying plan the following character areas have been analysed:

1. Market Place
2. Rose Street
3. Peach Street
4. Denmark Street
5. Broad Street
6. Elms Field
7. Shute End
8. Station Gateway



Town Hall

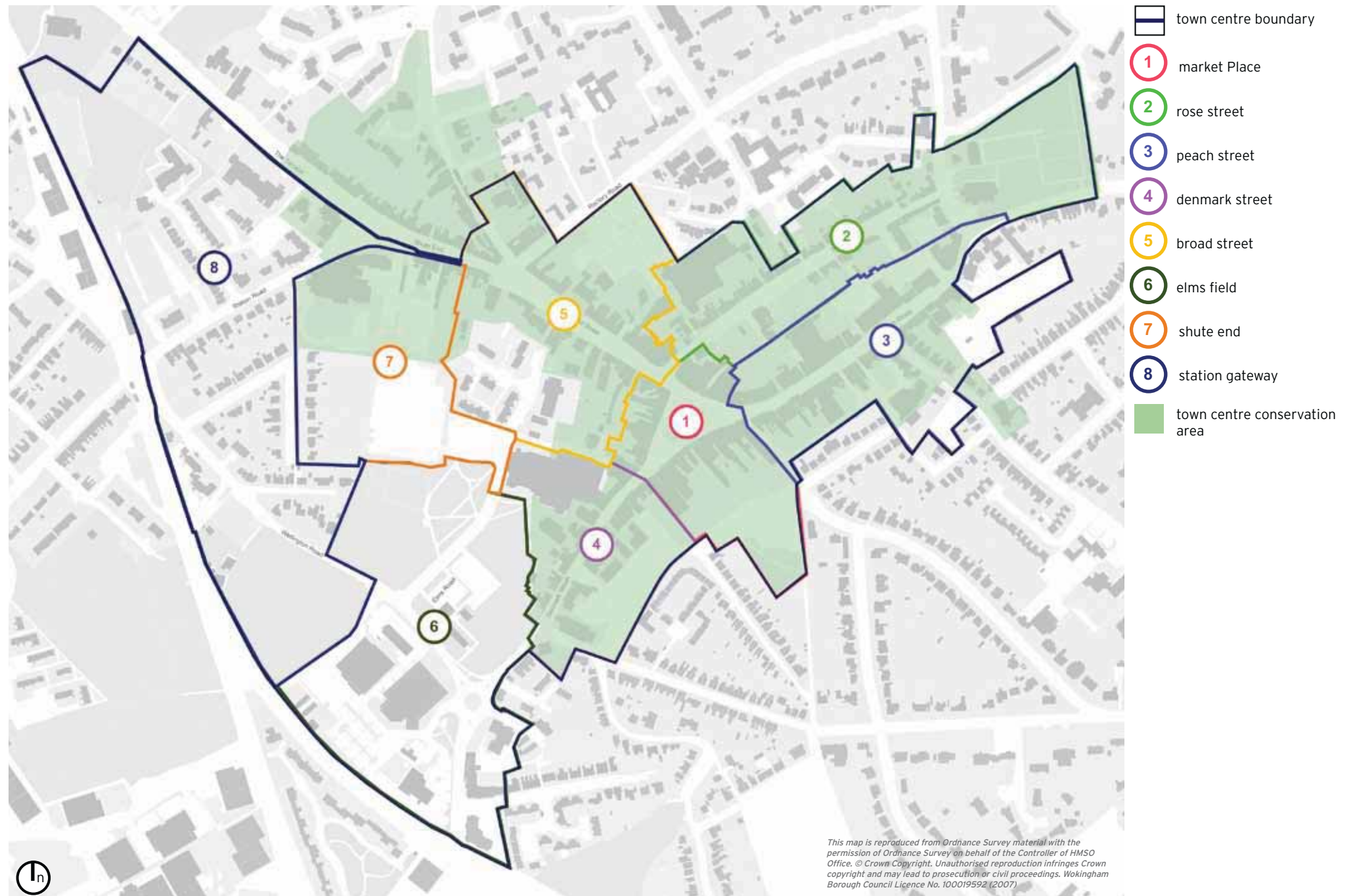


Rose Street



Denmark Street

Figure 15: Character areas



Character Area 1: Market Place

Overview:

3.5.5 Market place forms the historic focus of the town centre, lying at the centre of Peach Street, Denmark Street and Broad Street.

Grain

3.5.6 A predominantly fine grain survives, characterised by narrow frontages and long, deep plots. Twentieth century redevelopment to the north and south east of Market Place has failed to respect this historic pattern.

Height and scale

3.5.7 Buildings heights are predominantly 2-3 storey, which is consistent with the town centre as a whole. There is some localised variation in scale due to later eighteenth century additions to the original fifteenth and sixteenth century fabric, with taller floor to ceiling heights. This creates variation and animation in the local roofscape.

Landmarks

3.5.8 The Town Hall forms a centrepiece for the character area and the town centre as a whole.

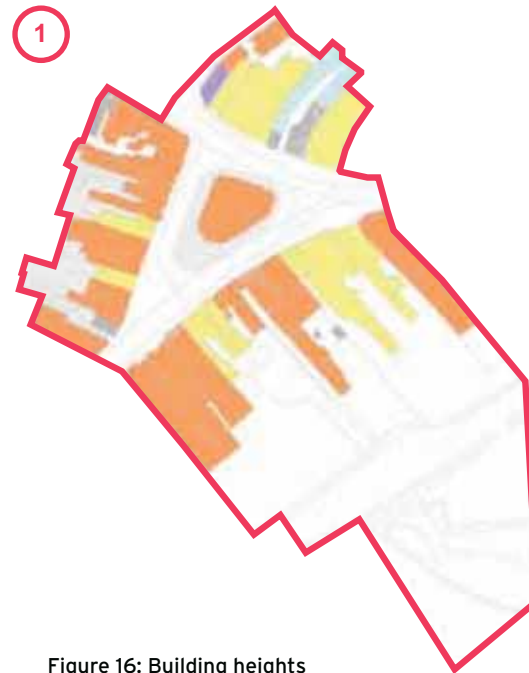


Figure 16: Building heights



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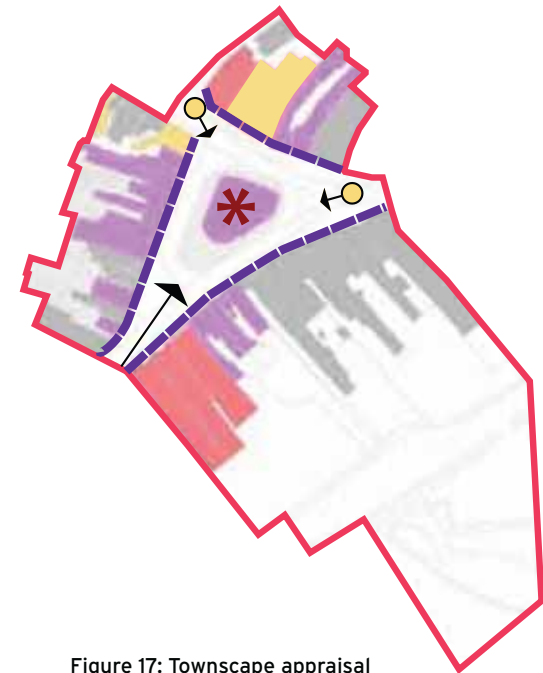
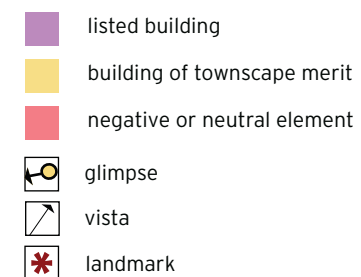


Figure 17: Townscape appraisal



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Views, vistas and glimpses

3.5.9 The Town Hall forms the focus of vistas and glimpses. It terminates a long vista from the south of Denmark Street. It is visible in glimpsed view from both the junctions of Peach Street/Market Place and Broad Street/Market Place.

Building lines

3.5.10 Consistent curved building lines create visual continuity and interest of the streetscape.

Architectural character

3.5.11 Two architectural forms predominate within the character area:

1. Fifteenth and sixteenth century buildings characterised by:
 - a cross roof form creating variety in the local roofscape
 - projections at first and second floor create diversity within the streetscene
 - contemporary shopfronts varying in their sensitivity to the original fabric of the building. In many cases the historic and period details have been lost.
2. Eighteenth and nineteenth century townhouses characterised by:

- a symmetrical arrangement, three storey, two and four bay
- hipped roof form
- contemporary shopfronts, varying in their sensitivity to the original fabric of the building. In many cases the historic and period details have been lost.

Details and materials

3.5.12 A simple palette of materials and simple detailing of buildings is juxtaposed with the richness and texture of the Town Hall.

3.5.13 The simple timber framed construction of fifteenth and sixteenth century cottages is juxtaposed with the detailing to eighteenth century townhouses, where details and materials include:

- simple and elegant detailing to emphasise division between storey creates a strong vertical rhythm and clear termination to the buildings
- simple and elegant detailing including entrances, window surrounds, cornice and sash windows
- a simple palette of materials, predominantly painted brick work.

Neutral or negative townscape elements

3.5.14 Later post war redevelopment at Market Place's northern street elevation has failed to respect or respond to the area's prevailing townscape.



Town Hall



Historic fabric



Juxtaposition in building ages

Character Area 2: Rose Street

Overview

3.5.15 Rose Street is the most historic character area within the town centre. Much of its fifteenth century built fabric survives, particularly along its western edge.

Grain

3.5.16 The grain is characterised by a fine grain with long plots. This reflects the surviving historic pattern, which has been eroded along Rose Street's eastern edge.

Height and scale

3.5.17 The area remains largely two storey cottages. Taller buildings include the church and twentieth century residential development at the area's north eastern extent

Landmarks

3.5.18 The area contains a number of local landmarks, including All Saints Church and 86 Rose Street.

Views, vistas and glimpses

3.5.19 The linear form of the character area creates long enclosed views in both directions, which creates visual continuity between Rose Street and the town centre core.

2



Figure 18: Building heights

- 2 storey
- 3 storey
- 4 storey

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Figure 19: Townscape appraisal

- listed building
- building of townscape merit
- negative or neutral element
- glimpse
- ↗

 vista
- *

 landmark

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3.5.20 There is a single vista, north east, terminating in 86 Rose Street and All Saints Church beyond.

Building lines

3.5.21 The historic building line survives along the western edge of Rose Street; however it has been eroded along Rose Street's south eastern edge.

Architectural character

3.5.22 The predominant architectural form is characterised by the surviving fifteenth, sixteenth and seventeenth century cottages. Key characteristics include:

- low hanging eaves and ridge height create a strong horizontal rhythm to the local townscape
- irregular or scattered fenestration to the streetscene
- varied roof form, including hipped, pitched and cross roof forms.

Details and materials

3.5.23 The area is characterised by a simple palette of materials and detailing due to the nature of the surviving fifteenth, sixteenth and seventeenth century fabric of Rose Street. Later eighteenth and nineteenth century additions, toward the junction of Rose Street/Broad Street introduce more ornamentation.

3.5.24 Prevailing details and materials include:

- timber framed, sometimes partially exposed and faced in part brick and render
- tiled roofs
- framed bays to principal ground floor elevations
- later eighteenth and nineteenth century alterations, introduce more detail and ornamentation, including pilasters and pediments to door casing, detail to cornices and parapets and sash windows.

Negative or neutral elements

3.5.25 The continuity of the historic pattern has been eroded at the south east of Rose Street.



Long vista



Cottages



Townhouse

Character Area 3: Peach Street

Overview:

3.5.26 A key point of entry to the town centre from the north. While Peach Street's historic street form remains, much of its original historic built fabric has been lost, particularly on its eastern street elevation.

Grain

3.5.27 The historic grain is characterised by a fine grain with long plots. However, much of this pattern has been lost through twentieth century redevelopment, which has introduced wider fronted buildings with a deeper footprint.

Height and scale

3.5.28 Buildings are a mix of two and three storey development consistent with the town centre as a whole.

Landmarks, Views, vistas and glimpses

3.5.29 The area contains no landmarks. But its proximity to Market Place and All Saints Church, creates glimpsed views at the character area's northern and southern extents.

Building lines

3.5.30 The historic building line survives, with the exception of 54-78 Peach Street, which introduces a set back to the street



Architectural character

3.5.31 Mixed architectural character, including:

- remnants of Peach Street's sixteenth century residential character, characterised by the Overhangs cottages, with long hanging eaves, tiled roofs with exposed framing and posts.
- nineteenth century buildings (48-50 Peach Street), characterised by cross roof form with a Dutch gable to the street, tall and slender chimneys and gauged arches to lintels
- twentieth century redevelopment, of varied age and style. While the scale of development is consistent with Peach Street's historic character, the proportion, rhythm and architectural quality is less sympathetic.

Details and materials

3.5.32 The character area has a varied palette of materials and period detailing owing to the varying age of buildings. Sixteenth century buildings are timber framed with simple decoration. Nineteenth century buildings introduce red brick and richer decoration, where it survives.

Negative or neutral elements

3.5.33 Much of the character area's historic character has been lost through twentieth century redevelopment, which has failed to respect the grain, form, texture and quality of the historic fabric. These buildings include:

- 54-78 Peach Street
- Offices
- 28-38 Peach Street
- 2-16 Peach Street.



Insensitive twentieth century development



Nineteenth century fabric



Historic remnants

Character Area 4: Denmark Street

Overview:

3.5.34 Denmark Street lies south of Market Place. As an original part of the town centre it forms an integral part of its historic plan form.

Grain

3.5.35 The historic grain is characterised by a fine grain with long plots. Some backland infill to the original burghage plots has taken place, most notably the complex of buildings, which make up the Plaza to the west of Denmark Street.

Height and scale

3.5.36 Buildings are a mix of two and three storey development consistent with the town centre as a whole. A notable exception is the 1-11 Elms Road, currently occupied by the Virgin Active health club.

Landmarks, Views, vistas and glimpses

3.5.37 There are no notable landmarks within the character area due to the consistent scale and grain of development.

Building lines

3.5.38 A consistent curved building line creates animation and visual interest to the streetscene.

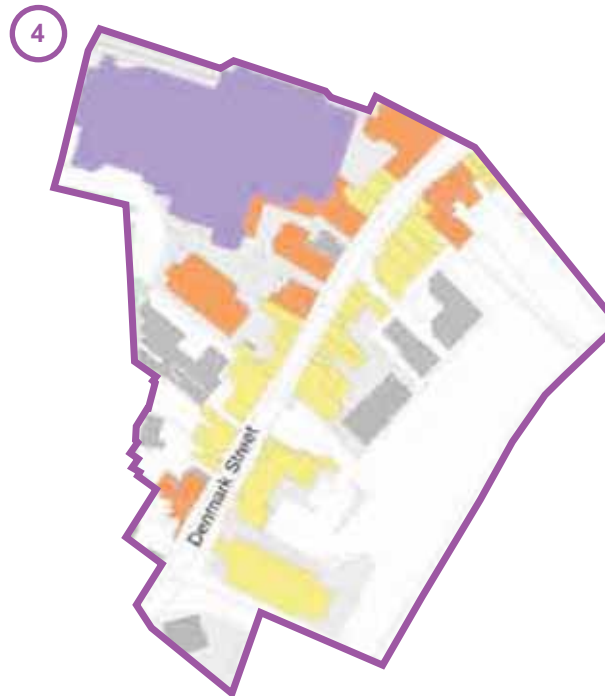


Figure 22: Building heights



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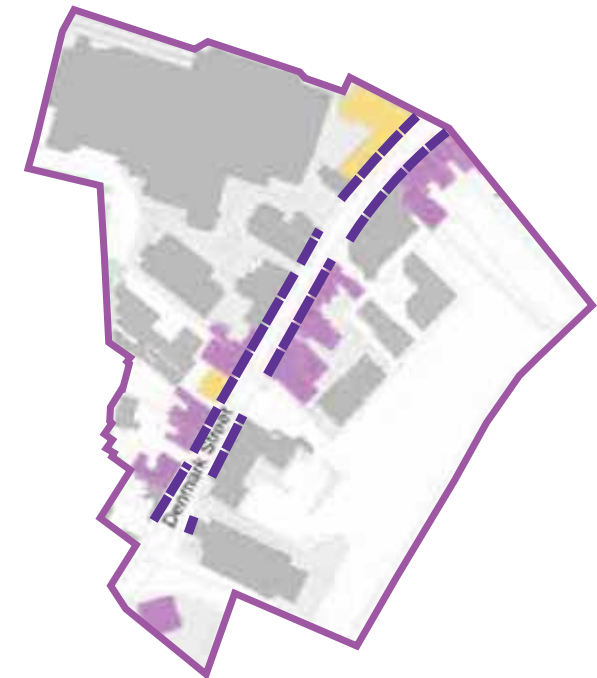


Figure 23: Townscape appraisal



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Architectural character

3.5.39 A rich architectural character and largely well preserved built fabric. This mixed architectural character includes:

- fifteenth and sixteenth century cottages survive at the south east and west of Denmark Street. As with Rose Street, long hanging eaves create a strong horizontal rhythm to facades and exposed framing and tiled roofs create a visual consistency to the streetscene.
- eighteenth and nineteenth century buildings, where a third storey creates a stronger vertical emphasis to the building and a projected bay at first floor creates animation to the streetscene
- twentieth century buildings, which have failed to respect the proportion and rhythm of Denmark Street's historic streetscene.

Details and materials

3.5.40 Consistent with the town centre historic core as a whole, surviving fifteenth and sixteenth century cottages are timber framed, sometimes partially exposed and faced in part brick and render, with tiled pitched roofs.

3.5.41 Later buildings are built of red brick, with simple elevational detailing.

Negative or neutral elements

3.5.42 Twentieth century development has limited sensitivity to the character area's historic pattern.



Twentieth century development



Nineteenth century fabric



Varied character created an animated streetscene

Character Area 5: Broad Street

Overview:

3.5.43 Broad Street lies to the west of Market Place and contains much of the town centre's finest eighteenth and nineteenth century fabric.

Grain

3.5.44 Broad Street has a varied urban grain, defined by wide fronted buildings set within generous plots, to the south of the street, contrasted with a finer grain of development, to the north and east of the street.

3.5.45 The historic burgage plots to the south of Broad Street have been infilled through the late twentieth century.

Height and scale

3.5.46 Buildings are a mix of two and three storey development, consistent with the town centre as a whole. Late twentieth century residential infill development to the south of Broad Street is four storeys in height.

Landmarks, Views, vistas and glimpses

3.5.47 Tudor House forms a local landmark, terminating an east/west vista along Broad Street.



Figure 24: Building heights



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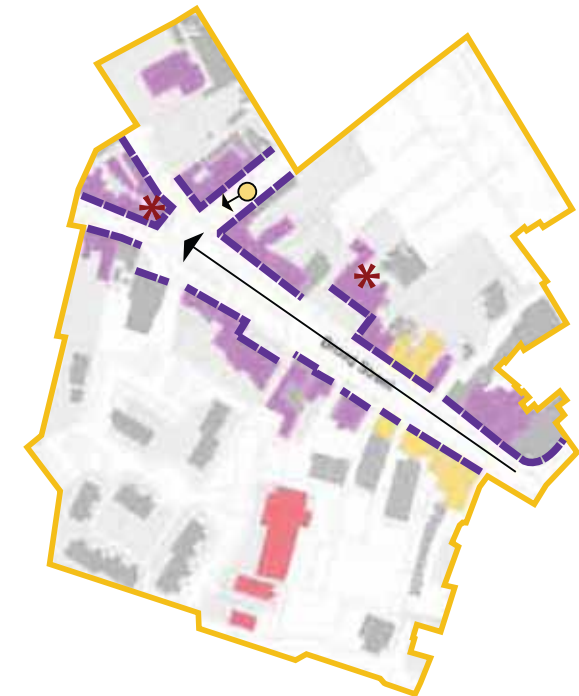


Figure 25: Townscape appraisal



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Building lines

3.5.48 Broad Street has a staggered building line. Set backs to 26 and 31 Broad Street enliven the street scene.

Architectural character

3.5.49 Within Broad Street many of the original sixteenth and seventeenth century buildings were either refronted or rebuilt during the eighteenth and nineteenth centuries. Broad Street, therefore, has a relatively consistent architectural character typified by eighteenth and nineteenth century townhouses, many now converted to offices. Characteristics include:

- symmetrical plan form, typically arranged over three bays
- two principal storeys, with basement and attic
- strong horizontal emphasis through the decoration or change of materials to cornice
- simple gabled roof form.

Details and materials

3.5.50 Details and materials to townhouses include a mixture of painted render and brick with elegant detailing to the building's main architectural elements. These include:

- sash windows, with varied levels of detailing to surrounds, but typically including quoins, lintels or pediments with consoles and brackets
- varied levels of ornamentation to door casing, but typically including pilasters capped with capitals and pediments.

Negative or neutral elements

3.5.51 Areas of twentieth century of backland infill to the south of Broad Street constitute the only negative or neutral buildings within the character area.



Streetscene



Townhouse



Set back to building line

Character Area 6: Elms Field

Overview:

3.5.52 Elms Field and the Carnival Pool area lie to the south of the town centre. Currently, buildings within this area are not well integrated within the wider town centre and have little townscape quality.

Grain

3.5.53 Isolated buildings are surrounded by surface car parking. The buildings have failed to respect the prevailing fine grain of the town centre and are not well integrated. The buildings have been designed for dedicated single use. The buildings are therefore not easily adaptable.

Height and scale

3.5.54 Buildings are two and three storeys.

Landmarks

3.5.55 While Wellington House is a gateway location the current building is not a landmark and does not form a gateway to the town centre.

Views, vistas and glimpses

3.5.56 There are no important townscape views or vistas of note. The Carnival Pool area is inward looking and not visible from the approaches from either Finchampstead Road or Wellington Road.

6

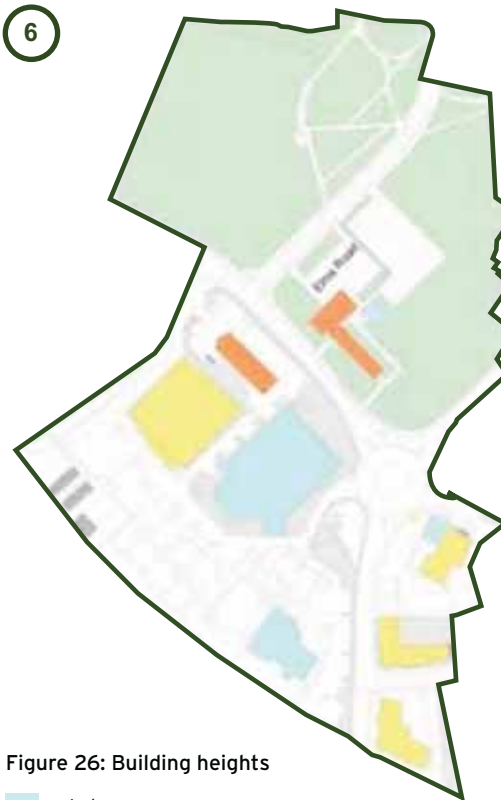


Figure 26: Building heights



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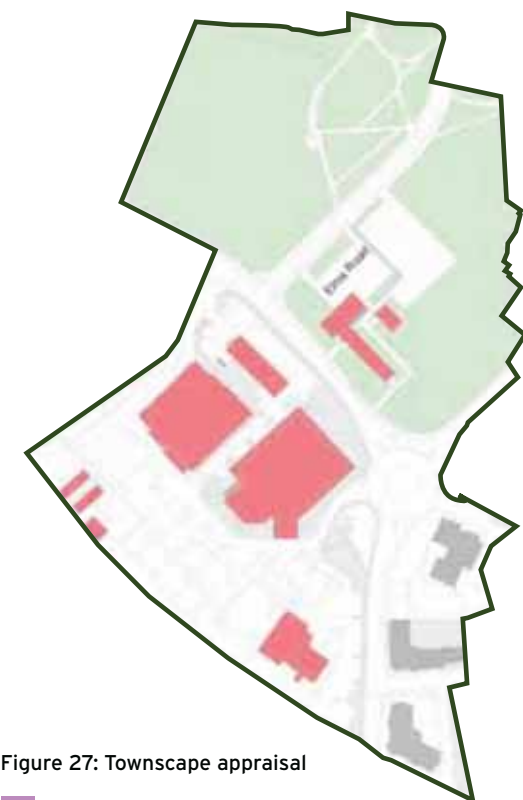
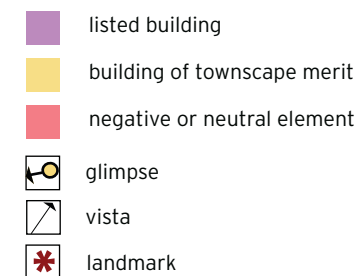


Figure 27: Townscape appraisal



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Building lines

3.5.57 Buildings are not street based. There is therefore no consistent building line to the development pattern. Wellington House, the Carnival Pool and the Harpers complex are set back from main routes carrying non local traffic and set within expanses of surface car parking.

Architectural character

3.5.58 Twentieth century buildings, which have failed to respond positively to the town centre's historic setting.

Details and materials

3.5.59 Detailing and materials are not locally distinctive.

Negative or neutral elements

3.5.60 All buildings have not respected the town centre's historic pattern.



Carnival pool



Wellington House



Office development/Wellington Road

Character Area 7: Shute End

Overview:

3.5.61 Shute End lies to the west of Broad Street. It is occupied by the Council offices and dedicated car parking to the backland.

Grain

3.5.62 The grain of development along Shute End is consistent with the town centre as a whole. The Council Offices at Shute End forms a larger footprint building in the local townscape. The Council office car park forms a large void in the town centre's development pattern.

Height and scale

3.5.63 With a mixture of two and three storey buildings the height and scale of development is consistent with the town centre's prevailing character. At four storeys the Council offices are a notable exception.

Landmarks

3.5.64 No notable landmarks.

Views, vistas and glimpses

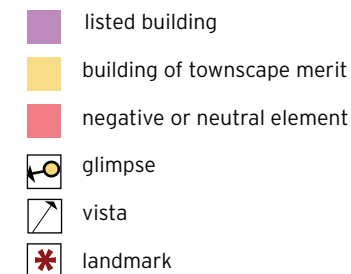
3.5.65 No notable views.



Figure 28: Building heights



Figure 29: Townscape appraisal



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Building lines

3.5.66 A consistent curved building line created by the junction of Shute End and Broad Street.

Architectural character

3.5.67 10-16 Shute End are converted eighteenth century townhouses and therefore consistent with Broad Street's prevailing architectural character. The original Vicarage, dating from the late nineteenth century is a building of local townscape merit.

Details and materials

3.5.68 10-16 Shute End are of simple decoration and broadly consistent with the townhouses at Broad Street in terms of details and materials. The use of red brick at the Council offices at Shute End is consistent with the town centre's character more generally.

Negative or neutral elements

3.5.69 The townscape merit of the twentieth century extension to the Council offices is questionable.



Council offices



16 Shute End



Shute End Car Park

Character Area 8: Station Gateway

Overview:

3.5.70 The station gateway forms the western extent of the study area.

Grain

3.5.71 The area is predominantly residential in character, made up of perimeter blocks, with detached properties. More recent infill has taken place to the north of Station Road, where a tighter grain has been introduced as well as apartment blocks. The dominance of surface car parking at the station site itself constitutes a large void within the town centre.

Height and scale

3.5.72 The character is predominantly two and three storey development, with four storey apartment buildings.

Landmarks

3.5.73 42 Broad Street is a local landmark visible in a west-east vista from Broad Street.

Views, vistas and glimpses

3.5.74 No notable views.

Building lines

3.5.75 There are consistent building lines to residential streets.

8

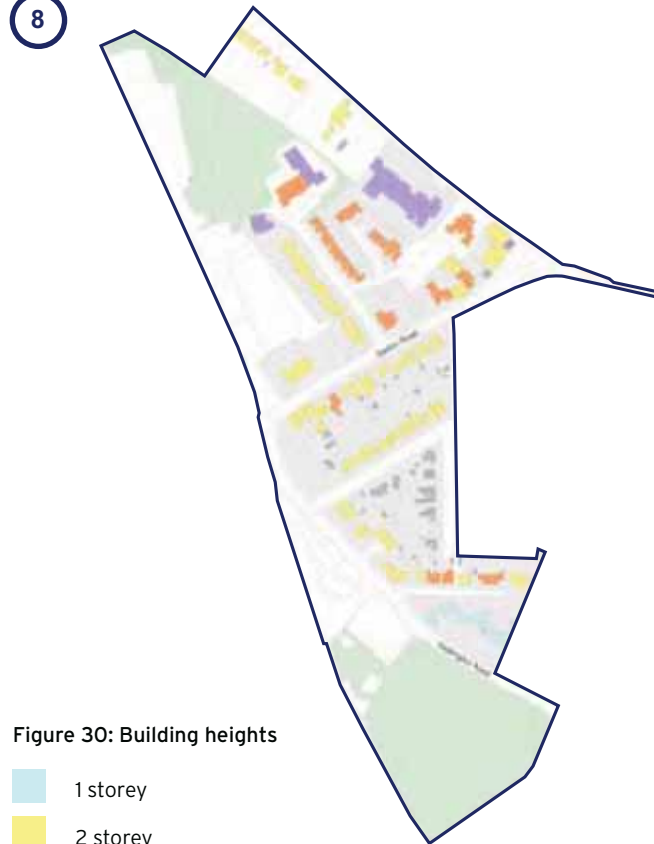


Figure 30: Building heights



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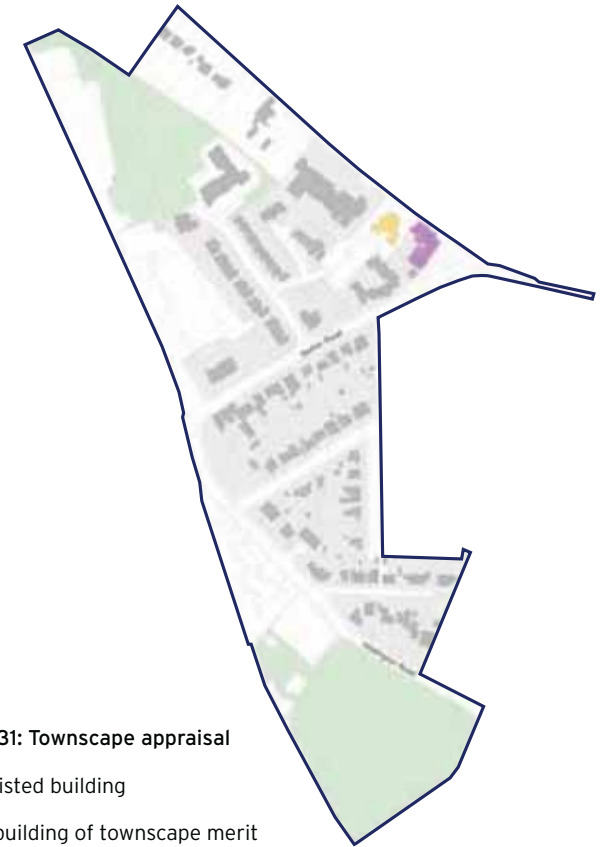


Figure 31: Townscape appraisal



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Architectural character

3.5.76 Albert Road, Park Road and Park Avenue are fine, nineteenth century and Edwardian residential properties

3.5.77 More recent residential development north of Station Road is neutral and not locally distinctive.

3.5.78 The existing station building is a temporary prefabricated structure with no townscape quality.

Details and materials

3.5.79 Properties along Park Road are built of red brick and have fine Edwardian detailing.

Negative or neutral elements

3.5.80 The existing station building is a negative townscape element.



Station car park



Late nineteenth century detached property



Recent housing development

Constraints and opportunities

Introduction:

3.5.81 The following section identifies opportunities and constraints for development in the town centre.

Constraints

3.5.82 Based on the foregoing analysis the following constraints have been identified:

- car dominance along key routes, particularly during peak hours
- pinchpoints, where pedestrians and vehicles come into conflict, including junctions and controlled crossings
- weak gateways and a poor sense and quality of arrival to the town centre
- low quality, inconsistent and cluttered public realm
- fragmentation of existing green open space
- leakage of expenditure to competing centres
- a confined retail core
- a limited convenience retail offer
- a mid-market comparison retail offer
- lack of department stores
- a lack of larger units to attract retailers

- poor legibility for pedestrians within secondary routes and spaces
- predominance of surface level car parking
- backs and dead edges fronted onto backland areas and areas of public space creates a hostile and unwelcoming environment.



Car dominance along key routes



Confined retail core



Low quality public realm

Figure 32: Constraints



Opportunities

3.5.83 Based on the foregoing analysis the following opportunities have been identified:

- strong architectural and historic character, including the centre's historic plan form as well as listed buildings
- local landmarks
- good rail connections to London, Reading, Guildford and Gatwick airport
- a compact centre with legible retail, office and leisure quarters
- retail and leisure anchors
- retail mix, including a good range of independents
- a mixture of developable short and longer term opportunity sites
- an emerging evening economy, and a growing eating and drinking offer
- an attractive residential location
- provide more choice of convenience retailing
- Develop additional niche fashion and arts and crafts
- an intimate network of secondary routes and spaces
- Elms Field forms a major green open space for the town centre.



Strong architectural and historic character



Emerging evening economy



Developable opportunity sites

Figure 33: Opportunities





4

consultation

- 4.1 Introduction
- 4.2 Consultation workshops
- 4.3 Wokingham Town Centre Workshop
(September 2009)

consultation

4.1 Introduction

- 4.1.1 In accordance with government guidance in Planning Policy Statement 12 (PPS12) Supplementary Planning Documents must be informed by consultation with key stakeholders including local community and interest groups.

4.2 Consultation Workshops

- 4.2.1 Four public consultation workshops have fed into the masterplan for Wokingham Town Centre, with a variety of stakeholders participating in each one. These were:
- the Wokingham Town Centre Workshop (2007), the focus of which was the future of the town and how long term issues could be resolved;
 - the Elms Field Workshop (January 2008), which followed an exhibition regarding potential uses of Elms Field and highlighted the need to consider the site in the context of the wider town centre;
 - the Wokingham Town Centre Workshop (June 2008), which built on the two previous workshops. This fed into the Wokingham Town Centre Development Guide (December 2008), which provided a strategic vision for the renaissance of the town, and led to the setting up of the Town Centre Forum and Steering Group;

- the Wokingham Town Centre Workshop (September 2009), which built upon the previous events considering how new development in the town centre could help address the issues identified through earlier consultation.

- 4.2.2 Five key issues emerged from the first three workshops:

Profile

- 4.2.3 Wokingham has a strong identity as an historic market town and needs to build on this and strengthen niche shopping to halt the general decline in the town centre and prevent it becoming a dormitory town.

Open space

- 4.2.4 Open space is important and there is concern about loss of green space and trees. Good quality public open spaces are required, to include both formal and semi-natural environments and incorporate provision for young people as well as children's play facilities.

Public realm

- 4.2.5 There is a need for direct, unambiguous pedestrian links which also preserve the

town's historic structure. There should be investment in the quality of the public realm, which should be uncluttered with good quality street furniture and consistent, accurate signage.

Transport and car parking

- 4.2.6 Traffic is a major issue and the main streets in the town are car dominated. There is a need for traffic management to reduce traffic speeds and levels of through traffic, in conjunction with improvements to prioritise pedestrians and cyclists and improve the environment for them.



Urban design and quality

- 4.2.7 Much of the 20th Century development in the town centre does not respect the town's historic market town character. This historic character should be preserved and enhanced and new development should be of high quality and of an appropriate scale, form and materials with active frontages, allowing it to be well integrated in the town centre.

Vitality

- 4.2.8 The vitality of Wokingham should be improved by encouraging the development of an 18 hour economy and building upon its existing leisure offer and evening economy. New development should complement and support the whole town.

4.3 Wokingham Town Centre Workshop (September 2009)

- 4.3.1 The September 2009 workshop built upon the previous events, reviewing and prioritising the issues outlined above before going on to consider how new development in the town centre could help to address them. Particular attention was given to the possibilities offered by the

identified opportunity sites. The key issues that emerged from the day are:

- the profile of the town
 - green open space
 - routes and connections
 - transport and car parking
 - vitality and use.
- 4.3.2 The Urban Practitioners' Consultation Report (2009) provides a detailed record of the day, setting out each group's views regarding priorities for the town and the themes and design ideas that should shape its future. There was a broad consensus regarding the issues and much common ground regarding the themes and key design drivers. The summary below draws together the key ideas that emerged from the day in relation to each of the priority issues.

Profile

- 4.3.3 The heritage of Wokingham as a market town is important in making it distinct from surrounding towns and creating an attractive environment. This special character should be retained and enhanced. New development should achieve a high standard of design that respects the character of the town and strengthens the quality of the

environment. Contemporary architecture may be appropriate providing that it is sensitive to the character of the town.

Green open space

- 4.3.4 Elms Field is highly valued and is important to the town's identity. Any development proposals should retain a significant amount of open space, although there are opportunities to make the space more useable and to provide a 'green gateway'. Options include re-aligning Elms Road and creating new building frontages to overlook the open space, in particular at the rear of existing properties in Denmark Street.
- 4.3.5 The leisure and recreational offer at Elms Field should be improved, creating a multi-functional space with various facilities to encourage people, especially families, to spend time in the space. Provision should be made for informal use and also organised events. Opportunities include children's play equipment, facilities for young people, a café, all-weather seating and a focal point to accommodate outdoor events, such as concerts and festivals. Redevelopment of the Council offices at Shute End could also contribute to the town's leisure and recreation offer.

- 4.3.6 Other open spaces around the town centre should also be enhanced, namely the Market Square, which is the heart of the town centre and Howard Palmer Park.

Routes and connections

- 4.3.7 Improving routes and connections around the town for pedestrians and cyclists is important, particularly links between the town centre, the open spaces and the railway station.
- 4.3.8 The roads in the town centre need to be made more pedestrian-friendly. Enhanced streets that offer enhanced priority for pedestrians, particularly along Denmark Street and restrictions to vehicular access in Peach Street and Rose Street should be considered.
- 4.3.9 Pedestrian footpaths should be attractive and safe, with good quality paving and good maintenance. Pedestrian connections should be enhanced by creating a permeable network of footpaths through the town which would lead into a series of small courtyards and arcades. There is an opportunity for a pedestrian link from Old Row Court and Rose Street to Peach Street. The post office site and land to the rear of Denmark Street also provide opportunities for new routes and courtyard areas.

- 4.3.10 Directional signage around the town needs to be strengthened, to improve legibility and raise awareness of facilities within the town centre.

Transport and car parking

- 4.3.11 Traffic congestion is a major issue in the town.
- 4.3.12 Options for reducing congestion include replacing the level crossing by the station with a bridge and a link road between Station Road and the Reading Road.
- 4.3.13 Improving public transport could also reduce traffic within the town centre. In particular, strengthening the bus connections between the station and the town centre would be beneficial.
- 4.3.14 Car parking is important to encourage people to visit and spend time in the town. Car parking could be accommodated more effectively, with options including using changes in level to accommodate underground car parking and the use of multi-storey car parks with buildings wrapping along the primary frontages.

Vitality and use

- 4.3.15 The retail offer in the town needs to be strengthened in order to improve the vitality of the town centre. The town would benefit from improving the provision of small units to encourage independent and niche shops .
- 4.3.16 The site at Rose Street and Peach Street provides an opportunity to strengthen the retail offer in the heart of the town. Development should comprise small shops focused around a central courtyard and form part of the wider network of linked spaces in the town centre. A larger anchor store may also be desirable to draw shoppers into this area.
- 4.3.17 The market could be extended to enhance the town's offer and there is the opportunity to extend the farmers market or other specialist markets.



5

objectives

- 5.1 A thriving Town Centre
- 5.2 An eighteen hour economy
- 5.3 Streets as places
- 5.4 Spaces to breathe
- 5.5 Setting the design standard

objectives

5.1 A thriving Town Centre

The town will be centred on a bustling streets, where independent retailers are found alongside larger retailers and traffic adds to the streetscene, rather than dominating the environment.

5.1.1 To deliver this vision the following objectives have been identified:

1. Encourage and facilitate the regeneration of Wokingham Town Centre by strengthening and extending the existing retail core southwards along Denmark Street, retaining key uses and enhancing the mix of uses and diversity of the town centre.
2. Promote the town as a destination for local shopping. New high quality retail development will help to strengthen the town centre's existing retail offer, encouraging niche and boutique shopping alongside larger retailers.
3. Enhance accessibility to and from the town centre, improving linkages for pedestrians, cyclists and vehicles within the town centre. Give greater pedestrian priority along town centre streets.



Image Credit: Urban Practitioners

5.2 An eighteen hour economy

Wokingham will be an attractive destination for visitors during both the day and the evening and contain a range of uses and attractions to encourage vitality at all times of day.

5.2.1 To deliver this vision the following objectives have been identified:

1. Build upon the existing evening economy, providing a wider choice of attractions.
2. Develop a cultural offer, building on the town's traditions and providing for people of all ages.
3. Promote town centre living to support social vitality, promoting a range of residential types and tenures as part of mixed use development within the town centre.
4. Provide a range of community accommodation including facilities for people of all ages.
5. Build upon the existing programme of events within the town centre, providing a higher quality public realm setting for outdoor events, including Market Place and Elms Field

6. Provide for town centre working, providing a range of office accommodation to support town centre services and facilities and ensure a vibrant town centre during the day.



5.3 Streets as places

The town will be connected by high quality streets, where the competing demands on the town centre network are well resolved and the quality of environment for pedestrian and cyclists is greatly improved.

5.3.1 To deliver this vision the following objectives have been identified:

1. Promote great streets where movement where pedestrian, cycle and car movement are well balanced.
2. Manage levels of peak hour congestion within the town centre.
3. Rationalise existing town centre parking arrangements.
4. Improve junctions to enhance public space and improve pedestrian movement and safety.



Image Credit: WSP

5.4 Spaces to breathe

Varied, active and accessible public spaces to cater for the recreation and the social life of the town centre.

5.4.1 To deliver this vision the following objectives have been identified:

1. Create a rejuvenated town park at Elms Field. This will provide a focus for the town centre events and activities as well as a major area of passive green open space for interaction, recreation and relaxation.
2. Provide a high quality setting for events within the town centre, providing a higher quality public realm setting for outdoor events, including Market Place and Elms Field.
3. Invest in the town centre's streets as places rather than just corridors for car traffic.
4. Invest in quality streets and spaces, providing high quality street furniture and consistent and accurate directional signage.

Image Credit: Urban Practitioners and Scott Wilson



5.5 Setting the design standard

New development in the town centre will achieve the highest quality of architecture, urban design and environmentally responsible design to protect and enhance the quality and character of the town centre.

5.5.1 To deliver this vision the following objectives have been identified:

1. Enhance the historic market town character of Wokingham and preserve and enhance Listed Buildings and other important buildings and features.
2. Deliver high quality design responses which provide a new benchmark in design and are built to adapt to change.
3. High quality urban design which ensures all buildings have a clear relationship with the public realm, including provision of entrances, mix of uses and overlooking of streets and spaces.
4. Sustainable design including incorporation of renewable energy technologies and improved on site efficiency for building design.



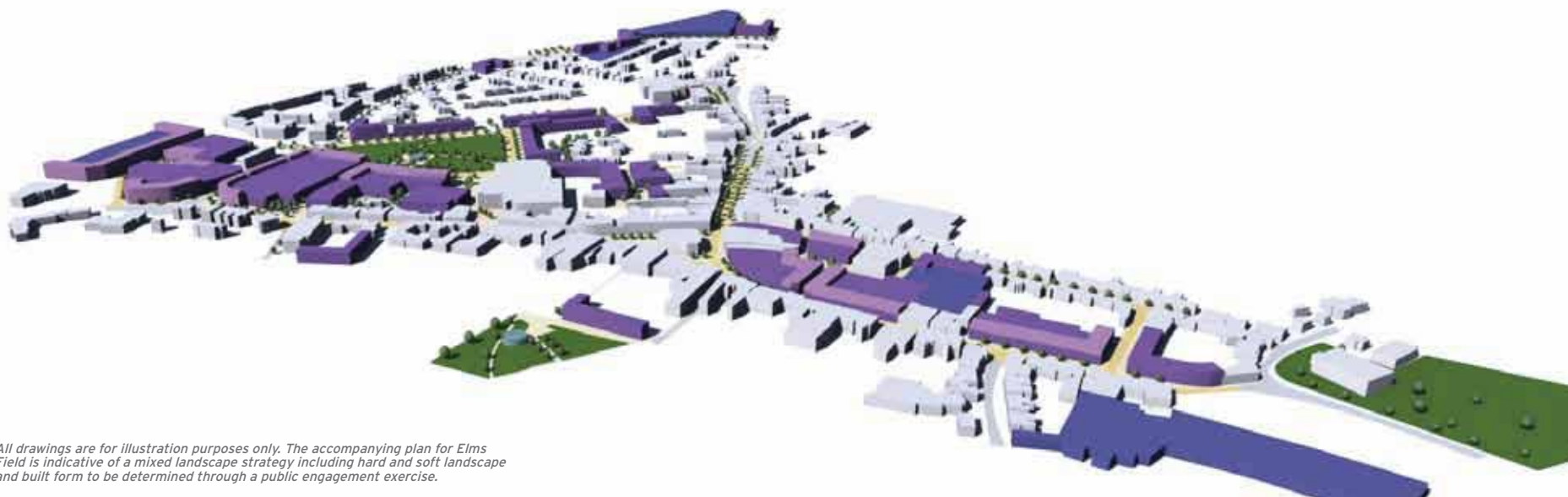
An aerial, isometric view of a city masterplan, rendered in a light green color. The plan shows a dense urban layout with various building footprints, streets, and green spaces. The view is from a high angle, looking down on the city. The right side of the image is partially obscured by a dark green vertical bar.

6

masterplan

masterplan

- 6.1.1 In response to consultation feedback and baseline analysis a masterplan strategy, as set out on the opposite plan, has been developed to realise the SPD objectives set out in Section 5 of this report.
- 6.1.2 The masterplan establishes a vision for the future form of Wokingham Town Centre to 2026. It includes the following chapters, which form sections seven to thirteen of this report:
- 6.1.3 **Movement Strategy**, providing an integrated street, public transport and car parking strategy.
- 6.1.4 **Public Realm Strategy**, ensuring high quality street design and clear hierarchy of distinct public spaces.
- 6.1.5 **Urban Design Strategy**, ensuring the protection and enhancement of the town centre's historic and architectural character and the highest quality of urban, architectural and sustainable design.
- 6.1.6 **Land Use Strategy**, strengthening the town centre's retail offer and evening economy and providing more opportunities to live and work in the town centre.
- 6.1.7 **Sustainability Strategy**, reducing carbon emissions, by providing viable alternatives to car travel and reducing energy expended to heat, cool and light buildings.
- 6.1.8 **Delivery Strategy**, establishing the mechanisms for implementing the regeneration of the town centre, including requirements for developer contributions and responsibilities for delivering key aspects of regeneration, ensuring development comes forward in a coordinated way.



All drawings are for illustration purposes only. The accompanying plan for Elms Field is indicative of a mixed landscape strategy including hard and soft landscape and built form to be determined through a public engagement exercise.

Figure 34: Illustrative Masterplan, Key Diagram



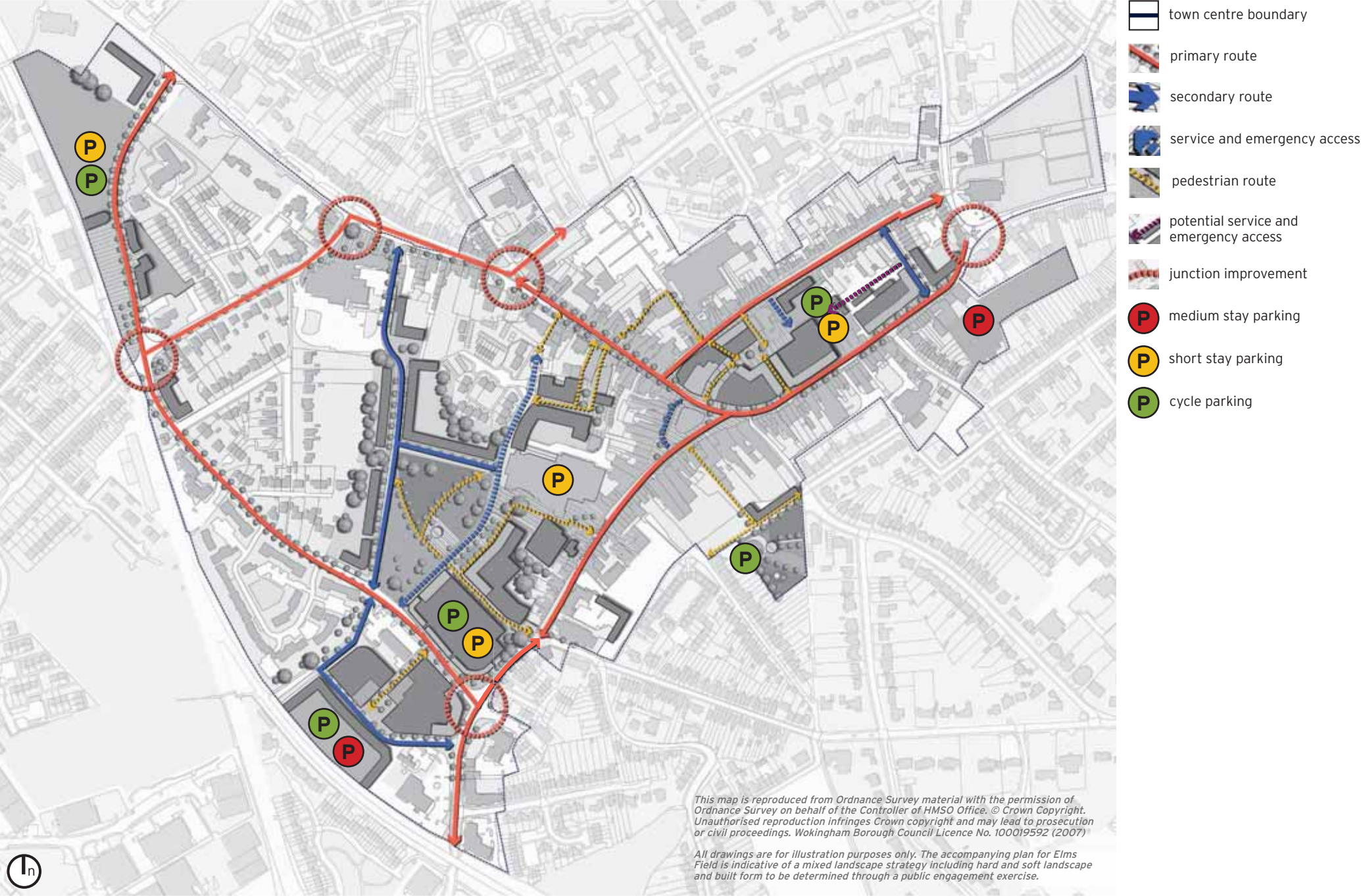


7

movement

- 7.1 Introduction
- 7.2 Design principles
- 7.3 Streetscape improvements
- 7.4 Parking
- 7.5 Demand management
- 7.6 Route management
- 7.7 Public transport
- 7.8 Cycling

Figure 35: Movement hierarchy



movement

7.1 Introduction

7.1.1 The SPD movement plan seeks to:

- balance the competing needs on the town centre road network
- improve the integration between transport modes (walking, cycling, bus and car)
- prioritise public transport movement to and from the town centre
- manage peak hour congestion
- provide information and access to a range of town centre car parks
- improve the quality and safety of the town centre's walking and cycling environments.

7.2 Design principles

- promote great streets where competing demands on the network are well resolved, prioritising pedestrians where possible
- provide several consolidated parking locations, where practical within a 400 metre catchment, and five minutes walking time, of the town centre core
- improve public space and pedestrian movement and safety at town centre junctions.

7.3 Streetscape Improvements

7.3.1 Within a town centre there are many forms of movement that compete for space. In accordance with Department for Transport Guidance, Local Transport Note 3/08 on mixed priority routes, the masterplan seeks to explore measures to address the dominance of the car along principal town centre streets. It therefore seeks to give greater safety to pedestrians and cyclists by the reallocation of road space, traffic calming and delivery of a high quality public realm.

7.3.2 The movement strategy includes the following interventions:

- rationalisation and relocation of existing crossings along Broad Street, Denmark Street and Peach Street using informal crossings where possible to respond to pedestrian desire lines and improve the availability of crossing points.
- footway widening and constrained carriageway widths along Broad Street, Peach Street and Rose Street to provide more space for pedestrians and reduce vehicle speeds
- rationalisation of medium and long stay parking
- junction improvements to improve pedestrian safety and connectivity.



7.3.3 In some cases efforts to re-balance space are likely to involve the reduction of traffic capacity. Whilst such changes would contribute towards increased levels of walking, cycling or public transport use there is likely to be a need to provide further capacity to off-set these impacts.

7.3.4 Furthermore, to rebalance space it will be necessary to limit traffic flows to around 6-8,000 vehicles per day along town centre streets identified for shared priority.

7.3.5 To realise the SPD's objectives of high quality streetscape and public realm design, taking account of the Core Strategy, this could be achieved through the southern distributor road and the northern distributor road in the medium to longer term.

7.4 Parking

7.4.1 In advance of a more detailed parking strategy, any demand management strategy to reduce peak hour congestion will require a reduction of long-stay car parking, particularly in and around the town centre core. This does not pre-suppose that short stay car parking will be reduced.

7.4.2 To accommodate this approach the movement strategy will reduce the need to travel by car into the town centre core, by capturing demand at a series of gateway car parks around the town centre.

7.4.3 Depending on the level of retained or rationalised parking provision and the availability of space at the Coppid Beech Park & Ride, at least 600 additional spaces will be available for long-stay car parking at strategic gateways to the town centre. The delivery of the Southern Distributor Road will redistribute around 200 peak hour movements from the town centre, thus a strong parking strategy supported by demand management measures can be expected to reduce traffic flows by around 600 vehicles during the peak hour to offer the potential to enhance some elements of the streetscape in the town centre.

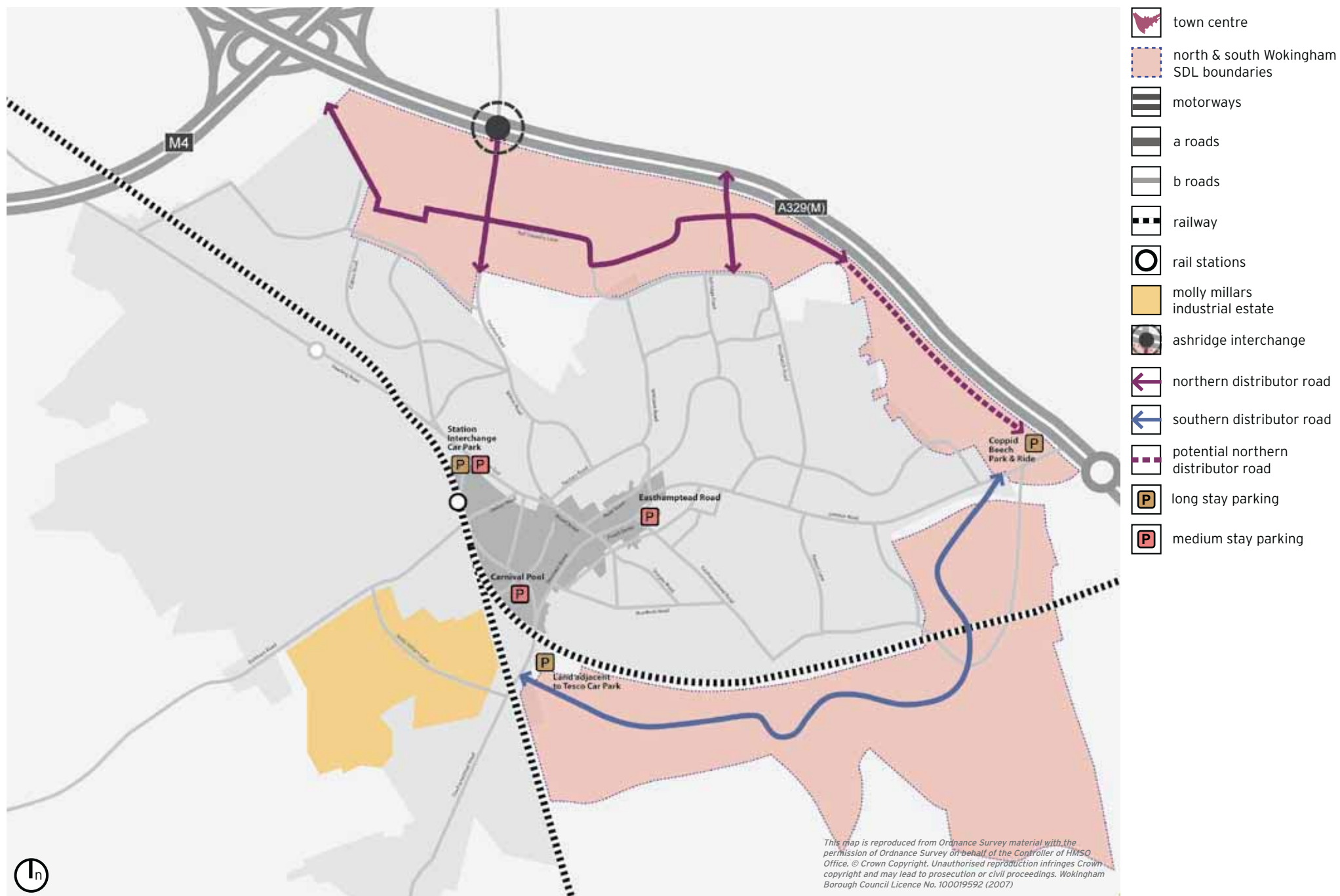
7.4.4 In support of this approach, a provision of circa 250 medium stay car parking spaces would be preserved at existing Easthampstead Road car parks, with an enhanced provision of at least 300 spaces south of Wellington Road, supplementing provision around the leisure quarter, thereby capturing principal routes into the town centre. Such an approach

compliments an ability/willingness to walk and endeavours to balance the travel choice of more sustainable travel into the heart of the town centre with the preference to drive. Medium and longer stay parking provision for people with a disability will be provided at short stay car parks identified within the town centre.

7.4.5 An integrated approach is also required to encourage drivers to choose the nearest car park, to reduce unnecessary journeys and reduce congestion of the local highway network. Car parking information systems and Urban Traffic Management Control (UTMC), communicating real time space availability, will enable drivers to make more informed decisions about where to park, reducing the distance travelled.

7.4.6 In the medium to long-term, future developments within the town centre must seek to materially reduce car parking provision and contribute to enhanced parking management and sustainable transport improvements that offer comparative door-to-door journey times. This might include a commitment to increase car parking charges to provide additional revenue to enhance bus service quality and frequency.

Figure 36: Strategic transport plan and location of medium and long stay parking



7.5 Demand Management

- 7.5.1 It is becoming more widely accepted that we cannot continue to build our way out of traffic congestion. There is an increasing need to balance the environmental impact with the desire or need to travel, some of which can be accommodated by using technology to replace the need to travel.
- 7.5.2 The Core Strategy embraces 'Demand Management' (CP4) which seeks to balance the available 'supply' of transport capacity, by different modes of transport, with demand. This will include more frequent rail and bus services as well as enhanced pedestrian and cycle infrastructure linking these transport interchanges and key land-uses. This will also include other things to reduce unabated car demand, such as increasing the cost of long-stay car parking to encourage people to adopt alternative modes.
- 7.5.3 Whilst it is possible to positively enhance transport options, the need to manage demand will include changes to the way car parking is managed. As traffic congestion is acute during peak periods, one of the ways to reduce through traffic movements will be to capture parking demand at gateways to the town centre.

Travel Plans

- 7.5.4 Travel Plans will form an important part of demand management, seeking to identify a package of measures that suit the needs of businesses, staff and the community to provide genuine travel choices. The management and control of Travel Plans will require a step change from the 'aspiration' to true delivery, championing a commitment of occupiers to embrace change or accept increased parking or management charges to contribute to those who can or will.
- 7.5.5 As a major employer in the town centre, the Council is advancing a Travel Plan, with stretching targets, depicting a commitment to the sustainable agenda and approach to its transport strategy. In the medium to long-term the reduction of longer-stay car parking will be essential for all employers and premises once appropriate management measures can be established and realistic alternative transport options can be delivered.

7.6 Route Management

- 7.6.1 Signalisation and priority measures, as appropriate, will be introduced at upstream, downstream junctions along the A321 and A329 to control traffic

speeds, regulate traffic flow and address peak hour queuing, without reducing traffic or increasing road space.

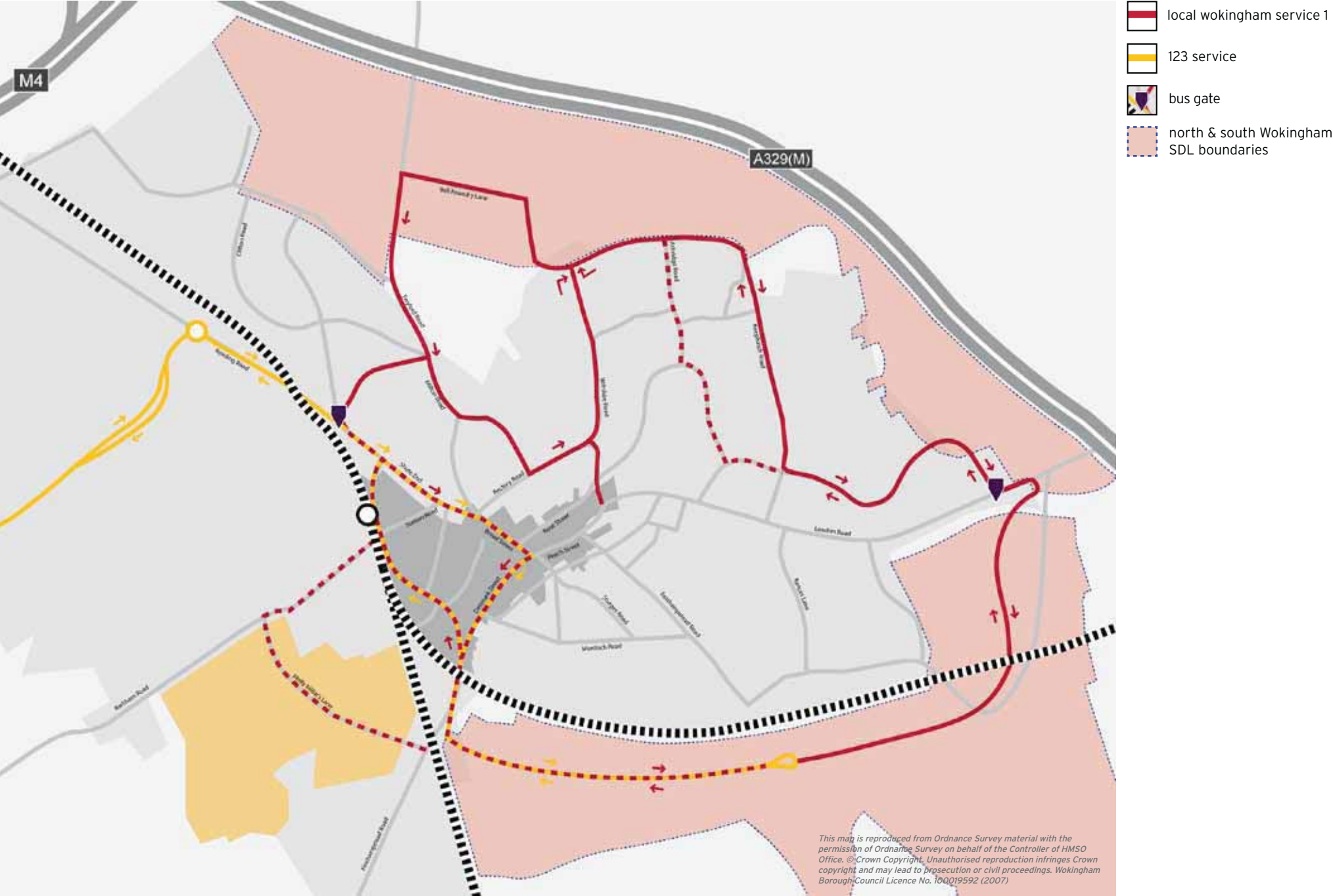
- 7.6.2 The introduction of short/medium-term junction improvements can ensure that traffic is held at gateways to the town centre, where the negative effects of congestion and delay are less likely to detract from the quality of the town centre. Where practical these should be located close to car parks that offer the potential for people to park and/or change transport mode.
- 7.6.3 The delivery of gateway junctions will also enable traffic flows to be platooned, ensuring that modest gaps in traffic are available every minute, and that traffic speeds can be controlled to achieve an average speed in the order of 20mph through town centre streets.

7.7 Public Transport

Rail

- 7.7.1 Network Rail's Route Plan identifies a forward plan for a series of improvements, focused around Reading station. These will facilitate increased train capacity, journey time reliability, rail interchange and potentially additional services in the medium to long-term.

Figure 37: Route of 123 bus service



7.7.2 As part of the New Station Investment Partnership (NSIP) Wokingham is ranked for planned improvements which include allied highway improvements referred to in the Core Strategy as the new station link road. It is anticipated these will contribute to enhancing the bus/rail interchange in Wokingham, offering a high quality gateway to the town centre.

Bus

7.7.3 There are currently few bus priorities in the town centre, and those that exist are under-utilised or are partially obstructed by on-street parking. In most cases, improvements are likely to include the signalisation (traffic lights) of junctions that will enable a 'green-wave' to buses with minimal negative impact on traffic conditions. In the medium-long term the delivery of wider highway improvements should enable the subsequent reallocation of road space to deliver further bus priorities.

7.7.4 Good quality bus interchanges are currently available on Broad Street and London Road generally over 300 metres from the town centre core. There is further opportunity to provide a new bus interchange at Peach Street/Market Place to improve the standard of access to the revitalised town centre core.

7.7.5 The consequences of development phasing both in the Town Centre and as part of the SDLs will affect the nature of services being advanced to meet the needs of the town and its expanding communities. The early development of North Wokingham SDL (east) would open the potential for replacement local services, including the 190 service, to be brought forward.

7.7.6 By removing the diversion of the 190 service, the route can be streamlined. Through phased service improvements a hybrid (190/190A) service could be advanced to divert some of the 10 minute frequency advocated in the emerging Local Transport Plan (LTP3), along the Southern Distributor Road, through the development, and returning to the town centre via Waterloo and/or Easthampstead Roads. Such an approach may rely on early changes to Peach Street, realigning and removing on street parking, in the town centre development.

7.7.7 Extension of the retail core southwards along Denmark street is likely to replicate existing bus access conditions over time. Any new highway infrastructure may need to accommodate new/diverted services, which can complement plans at the Station interchange. Such an approach will require a distributed pattern of bus stops which

may reduce the quality of the network. Early discussions with operators, as part a co-ordinated quality bus partnership, are therefore likely to be critical to the delivery of a successful and viable network within the spatial plan for the town centre.

7.8 Cycling

7.8.1 The Council is reviewing its cycling strategy and seeks to connect existing facilities around the town centre, and to exploit the potential offered by strategic development. Broad Street and Rose Street will form critical parts of connections to existing infrastructure and quiet routes, potentially linking enhanced infrastructure proposed in North & South Wokingham SDL's

7.8.2 Whilst it is unlikely that a continuous route can be delivered to meet all demands, there are some limited opportunities to make better use of Rose Street to permit greater penetration into Wokingham Town Centre. This may include the potential for an off-road or contra-flow cycle lane on Broad Street to exploit links from Milton Road and The Terrace (adjacent Shute End) to draw cycle movement closer to the town centre core.



8

public realm

- 8.1 Introduction
- 8.2 Town centre gateways
- 8.3 Street network
- 8.4 Access for all
- 8.5 Public space hierarchy
- 8.6 Signage
- 8.7 Public art and lighting

public realm

8.1 Introduction

8.1.1 This section sets out the masterplan's public realm strategy. It defines overarching public realm principles to realise objectives 3 and 4 of the SPD, specifically:

- delivery of successful street design, which mitigates the impact of the car, and rebalances priority in favour of the pedestrian
- delivery of a clear hierarchy of public spaces for the recreation and social life of the town centre
- delivery of public realm quality to lift the profile of the town centre.

8.2 Town centre gateways

8.2.1 Environmental enhancements are required for the main approaches to the town centre, as identified in Figure 9 of this report. These measures will improve safety and connectivity for pedestrians as well as the sense and quality of arrival to the town centre. Key improvements will include:

- junction of Wellington Road and Finchampstead Road: replacement of the existing roundabout with a controlled junction, with safe and direct pedestrian crossings, extended footways and enhanced public realm

- Station Road and Station Link Road: a remodelled junction with improved safe and direct pedestrian crossings with extended footways and enhanced public realm
- Easthampstead Road/Peach Street: extended footways and enhanced pedestrian crossings.

8.3 Street network

8.3.1 In accordance with the principles outlined above the masterplan seeks to create a more legible street network, which promotes different mixed priority approaches depending on the street type.

8.3.2 As the accompanying plan indicates existing and proposed streets fall into the following categories:

Vehicle dominant:

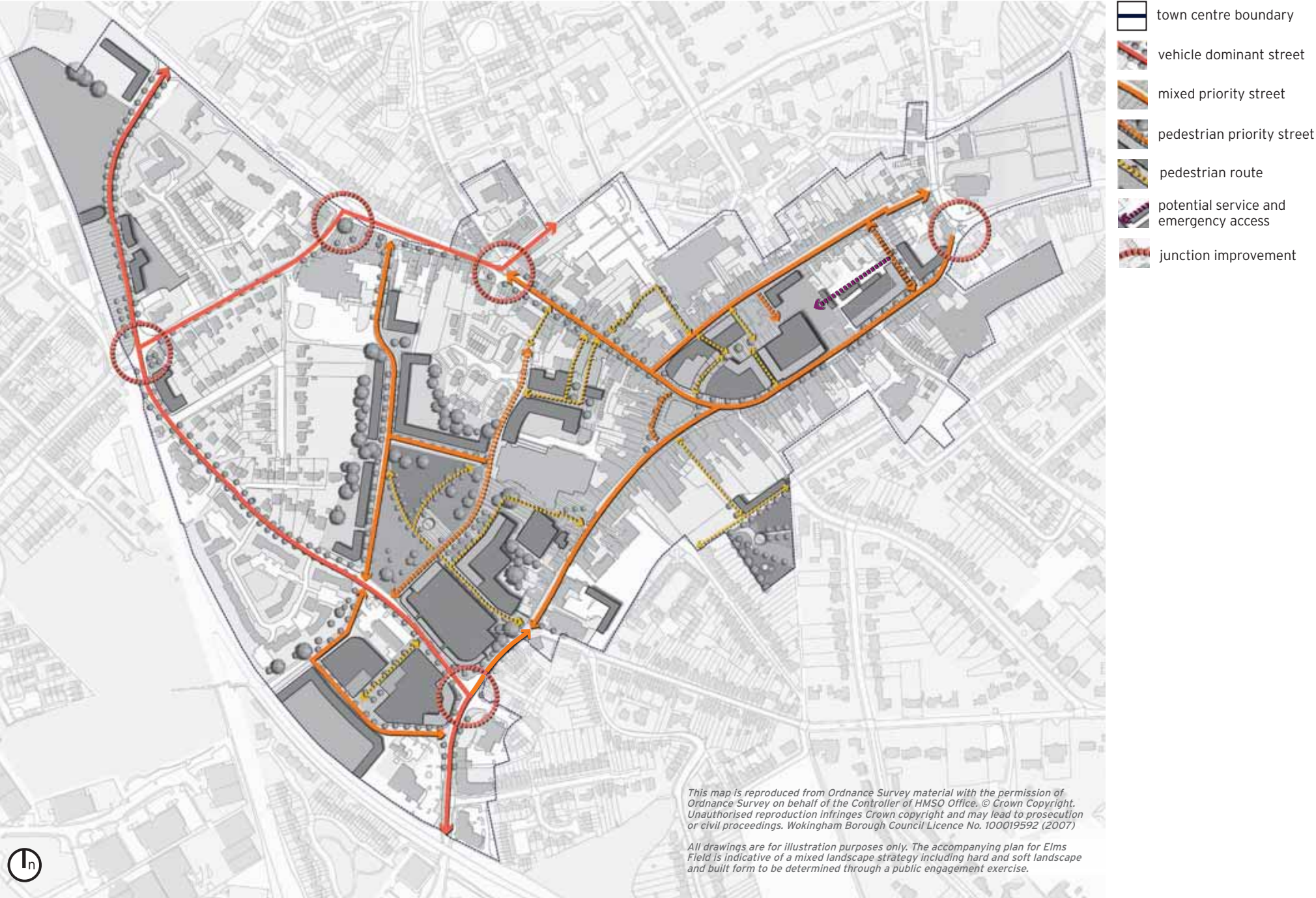
8.3.3 Streets which need to accommodate high volumes of traffic, without undermining pedestrian safety and connectivity. Improvements include:

- widened footways and even kerb alignment to improve pedestrian connectivity and safety
- integrate street planting to improve visual appearance and assist wayfinding
- united materials palette for footway and threshold areas in private ownership
- plateaux crossings for side streets.



Image Credit: WSP

Figure 38: Street network, junction improvements and medium and short stay parking locations



Pedestrian/vehicle:

8.3.4 The town centre's principal historic street's including Peach Street, Denmark Street and Rose Street. Improvements include:

- even kerb alignment to improve pedestrian connectivity and safety
- all streets to be Disability Discrimination Act compliant (DDA)
- use of textured paving surfaces at crossing points to ensure safe crossing points for all
- maximise footway width for pedestrians and integrate street planting and lighting
- integrated tree planting to improve visual appearance and assist wayfinding
- coordinated street furniture, lighting columns and directional signage into single locations to reduce visual clutter and assist pedestrian movement.

Pedestrian Dominant:

8.3.5 Narrow streets and alleys, characteristic of the town centre's historic character. Improvements include:

- continuity of enclosure to respect the prevailing street character
- paving edge to edge in a uniform material

- slab footway paving on strengthened footings to enable service and emergency vehicle access
- flush kerb with carriageway surface, in textured/rusticated setts
- all streets to be Disability Discrimination Act compliant (DDA)
- use of textured paving surfaces at crossing points to ensure safe crossing points for all
- coordinated street furniture, lighting columns and directional signage into single locations to reduce visual clutter and assist pedestrian movement
- integrated tree planting to improve visual appearance and assist wayfinding
- footway paving to cover minor vehicular crossings.

8.4 Access for all

8.4.1 The town centre masterplan seeks to ensure an equitable public realm, accessible to all.

8.4.2 Accordingly, the following design parameters apply, which should inform the design detail of the public realm:

- footways are solely for pedestrian use
- tactile paving should be used at all pedestrian crossings points and street

intersections to alert visually impaired people to vehicular movements

- flush channels and flush kerbs should define the footway and carriageway sections of mixed priority and pedestrian priority streets
- all hard landscaped spaces should be flush to minimise trip hazards, excluding clearly defined flights of steps
- tactile paving should be used at the top and bottom of all steps and ramps
- where possible, all ramps should be sloped less than 1:20 to eliminate the need for rest landings.
- street furniture should be grouped away from the main pedestrian paths of movement
- street furniture materials should contrast with surface materials of the public realm to ensure it is detectable by visually impaired people
- all seating should be below 500 mm in height
- street bollards should only be used where absolutely necessary to reduce obstacles within the public realm.

8.5 Public space hierarchy

8.5.1 The masterplan is structured around a clear hierarchy of high quality public spaces. These include the following categories:

Figure 39: Public space hierarchy



Elms Field

- 8.5.2 The Town will be focused around a multifunctional town park, which integrates the highest quality of landscape design, and provides for a rich and varied programme of events and activities.
- 8.5.3 It is envisaged that the town park should retain a significant soft landscape element, to cater for recreation and support biodiversity through a wider spectrum of native flora and fauna. The town park should be flexible and multifunctional and of a sufficient scale to provide for town centre events throughout the year.
- 8.5.4 As much of the existing tree cover should be preserved as practicable. Where felling is essential, robust mitigation strategies should be developed to incorporate tree planting into the scheme in order to replace those lost through redevelopment.

Howard Palmer Park

- 8.5.5 The masterplan seeks to:
- improve the connections between Howard Palmer Park and the town centre core
 - improve the usage of the park, increase levels of day and evening time activity and improve safety through natural surveillance by creating an active residential edge to the west of the park
 - provide community facilities including a play area for younger children.

Market Place:

- 8.5.6 Market Place will remain the primary focus for the town centre and its most significant formal public square. In

respect of the town centre's historic pattern the form of the space itself will remain unaltered. A united materials palette will be used across Market Place and Denmark Street to unify street and square, strengthen pedestrian footfall through the town centre's extended retail core and provide a higher quality setting for markets and other events.

Station Square

- 8.5.7 A significant, high quality 'gateway' public space will be provided to support a new public transport interchange at the station gateway, to improve the sense and quality of arrival to the town centre by public transport.



image credit: Urban Practitioners

Shute End

- 8.5.8 A new public space will be provided in combination with junction improvements to Shute End/Station Road. The space will form an important point of transition from the station gateway to the town centre core as well as a focus for the community events and activities associated with the community hub at Shute End.

The Plaza

- 8.5.9 The Plaza is an important series of linked spaces and transition from Denmark Street to Elms Field. The masterplan seeks to strengthen this function through a common palette of materials, a programme of decluttering and the development of a clear connection to the eastern edge of Elms Field.

Urban Courtyards

- 8.5.10 As identified on the accompanying plan the masterplan proposes a series of new urban courtyards to strengthen the town centre's historic network of backland routes and spaces. These spaces will provide:

- intimate public spaces, with active frontages such as shop windows, entrances and doorways designed to encourage activity and natural surveillance
- a focus for pedestrian routes through the town centre improving legibility and permeability for the pedestrian
- and a high quality setting for eating and drinking and local shopping within the town centre.

8.6 Signage

- 8.6.1 To assist pedestrian movement and wayfinding the public realm strategy promotes the implementation of consistent and accurate directional signage, using stainless steel fingerposts throughout key town centre streets and public spaces.

8.7 Public art and lighting

- 8.7.1 Public art could be included to enhance way finding, provide a sense of identity and strengthen key routes. To form an effective strategy, art should be fully integrated and be viewed in a broad sense to incorporate key elements of the public realm such as seating and paving as well as the more traditional forms of implementation.
- 8.7.2 Light has the potential to play an important in animating the public realm and providing an identity for the town centre. Lighting significant Listed Buildings throughout the town centre core has the potential to enliven and enhance the public realm in the evening, adding vibrancy and helping to create a successful night time economy.



9

urban design

- 9.1 Introduction
- 9.2 Historic environment
- 9.3 Urban form
- 9.4 Building heights
- 9.5 Landmarks
- 9.6 Designing for mixed use development
- 9.7 Roof Form
- 9.8 Car park and service area design

urban design

9.1 Introduction

9.1.1 This section establishes the masterplan's urban design strategy. It builds upon Policy CP3 (General Principles for development) of the Core Strategy, which requires development to be of a high standard of design that can integrate with the character of the area and achieve sustainable development. This section should be read in conjunction with the Council's Residential Design Guide (2007) and sets overarching principles to realise objective 5 of the SPD, specifically:

- the protection and enhancement of the town centre's historic and architectural character.
- high quality urban design which ensures all buildings have a clear relationship with the public realm, including provision of entrances, mix of uses and overlooking of streets and spaces.
- sustainable design including incorporation of renewable energy technologies and improved on site efficiency for building design.

9.2 Historic Environment

- 9.2.1 The SPD builds upon PPS 5: Planning for the Historic Environment (March 2010) and the Wokingham Town Centre and Langborough Road Conservation Area Study, 1996.
- 9.2.2 Development proposals should protect and enhance the character, appearance, setting and historic plan form of the town centre, and will be required to:
- achieve a high standard of design, with appropriate scale, height, massing and materials in accordance with the townscape appraisal provided in section 3 of this report
 - demonstrate the impact on the setting of the Town Centre Conservation Area in a Design and Access Statement

- retain buildings which make a positive contribution including Listed Buildings and Buildings of Townscape Merit
- enhance or replace buildings/structures which detract from the appearance and character of the area
- safeguard important views and vistas to, from and within the area
- maintain the variety and richness of the local townscape
- retain historically significant features such as routes, boundaries, plot widths and building lines
- retain and restore traditional features such as historic shopfronts.

9.3 Urban Form

- 9.3.1 The masterplan seeks to preserve and enhance the town centre's historic pattern. It therefore adopts a coherent perimeter block structure to protect the building line of historic streets and spaces.



Image Credit: Urban Practitioners and David Lock Associates

Figure 40: Urban form, massing



All drawings are for illustration purposes only. The accompanying plan for Elms Field is indicative of a mixed landscape strategy including hard and soft landscape and built form to be determined through a public engagement exercise.

9.3.2 This approach provides for:

- a legible street pattern
- a clear interface between built form and public realm
- a flexible format for development and a mixed use strategy
- active frontage onto streets and public spaces
- integral parking and servicing arrangements.

9.4 Building Heights

9.4.1 Building heights in the town centre are consistently two and three storey and there is a strong consistency of street enclosure. The master plan seeks to reinforce this consistency as an important element of the town centre's character. It is therefore not envisaged that new development should exceed three storeys, or equivalent over an active ground floor. For guidance, this is measured from street level and for this purpose residential storey heights are assumed to be three metres and active floor to floor ceiling heights are assumed to be five metres.

9.4.2 In certain locations it may be suitable to introduce additional height, to:

- create visual enclosure and strong urban edge to major areas of public open space
- to address changes in level.
- to create local landmarks.

**note: Further detail on suitable locations is provided in section 12 of this report*

9.5 Landmarks

9.5.1 These locations include key gateway locations, as identified in Figure 41, important corners and the termination of street vistas. In these locations there is potential to exceed three storeys to create local landmarks. These landmarks should form vertical features, with a small footprint and should not exceed a single residential storey (or equivalent) in additional height.



Image Credit: WSP

9.6 Designing for Mixed Use Development

9.6.1 The masterplan promotes a mixed use strategy throughout the town centre to realise objective two of the SPD and promote a thriving eighteen hour economy, and enable the Town Centre to adapt to change over time.

9.6.2 A portion of the ground floor space in all new development should be adaptable to a range of uses. Equally, as identified on Figure 41 the majority of new development, including retail schemes, is suitable for either residential apartments or office accommodation over other ground floor uses.

9.7 Roof Form

- 9.7.1 Wokingham benefits from a varied and rich local roofscape. New development should protect and enhance this characteristic. New development should provide visual interest when viewed both from the street and above, with plant and equipment enclosed and designed as part of the building. Green roofs are encouraged.

9.8 Car Park and Service Area Design

- 9.8.1 The masterplan promotes a series of multi-level car parks at the edges of the town centre for medium stay parking. These car parks should be wrapped by development to minimise their impact on the streetscene and to ensure streets and public spaces remain active and fronted by development of a human scale.
- 9.8.2 All dedicated service areas should be integral and wrapped by development to avoid any detrimental impact on the streetscene.
- 9.8.3 Where off street servicing is proposed, service times should be managed to minimise the impact of service vehicles on the public realm and the wider highway network.



10

land use

- 10.1 Introduction
- 10.2 Retail
- 10.3 Leisure
- 10.4 Office
- 10.5 Community
- 10.6 Residential

land use

10.1 Introduction

10.1.1 This section establishes the master plan's overarching land use strategy. It builds upon Policy CP14 and CP15 of the Core Strategy.

10.1.2 The section sets over-arching principles to realise objectives one and two of the SPD, as set out in sections 5.1 and 5.2, specifically:

- to strengthen the town centre's retail offer
- promote Wokingham as a destination for local shopping
- build upon the existing evening economy
- develop a cultural offer
- promote town centre living to support social and economic vitality
- provide more opportunities for working within the town centre.

10.1.3 The mix and distribution of uses is explored in more detail in the next section, which provides development briefs for key town centre sites, deliverable in the short to medium term.

10.2 Retail

10.2.1 This SPD seeks to strengthen and extend the town centre's existing retail core,

providing suitable accommodation to attract a mix of retailers into the town centre to stem the leakage of expenditure to other centres and improve the social and economic vitality of Wokingham.

10.2.2 As the accompanying plan illustrates the SPD is underpinned by a coherent retail strategy to strengthen and then extend the existing retail core southwards along Denmark Street, retaining key uses and enhancing the mix of uses and diversity of the town centre.

10.2.3 The retail heart of the town centre at Market Place/ Denmark Street will be strengthened to increase the number of retailers in the town centre and meet modern retailer requirements. Peach Street will become a focus for a range of comparison retailing, based around a

coherent retail circuit encompassing Market Place, Old Row Court and Peach Street. These shops will sit alongside cafes and restaurants, to create a fine grain, mixed use environment with active frontages onto an intimate courtyard space.

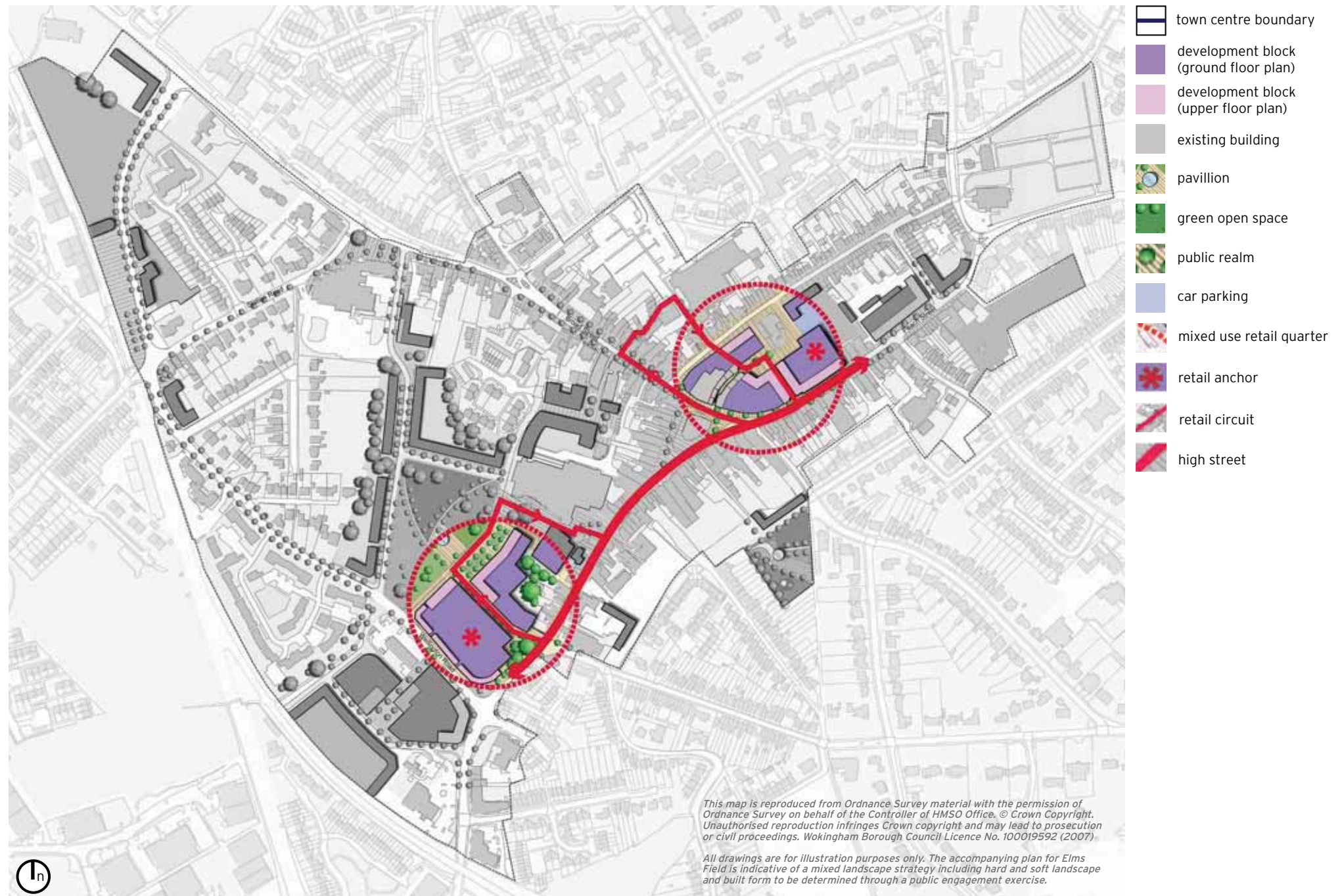
10.2.4 Denmark Street will be anchored by retail led mixed use development to the south, on the existing Wellington House site. Additional retail development could be integrated as part of a mixed use development to the rear of Denmark Street, to create a secondary retail circuit, and active ground floor uses onto Elms Field.

10.2.5 Areas of existing secondary retail frontage, including the northern end of Peach Street, will be strengthened in the medium to longer term through redevelopment, providing for high quality



Image Credit: Urban Practitioners

Figure 41: Town centre retail strategy, anchors and circuits



retail led mixed use development, which complements and links back to the town centre's primary retail core.

10.3 Leisure

10.3.1 The town centre's leisure offer and evening economy will be enhanced through redevelopment of the Carnival Pool area to provide a mixed leisure quarter, with sports and cinema uses integrated to improve and extend the existing swimming pool facility at Carnival Pool.

10.3.2 In addition there is scope to provide eating and drinking uses at the Plaza/ Elms Field, as part of a wider mixed use strategy, encompassing retail development alongside the opportunity for a multi-use cultural facility. This facility could provide for flexible arts, performance and exhibition space to create a cultural destination within the town centre and diversify the town centre's existing evening economy.

10.4 Office

10.4.1 The masterplan promotes working in the town centre to support local shops and services and increase levels of vitality during the day, providing additional office

accommodation through the regeneration of the land to the rear of the Post Office/ Telephone Exchange, the Town Centre Station site as well as part of a mixed use strategy for new development to the east of Elms Field/rear of Denmark Street.

10.5 Community

10.5.1 Comprehensive refurbishment of the existing Council offices at Shute End will provide for a multi use community hub, which may include:

- a retained Council function, with related facilities
- a town centre civic hub which helps meet our sustainable community priorities with an emphasis on community access and local services.



10.5.2 This can be achieved either through refurbishment of the existing Shute End office site, or by moving the council to a purpose-built property elsewhere within the town centre freeing up the existing site for regeneration in the future.

10.6 Residential

10.6.1 The SPD seeks to promote town centre living. In doing so it seeks to improve the viability of shops and services, create activity and surveillance on streets and spaces, provide a range of accommodation for local people and reduce the number of car based journeys to and from the town centre.



Image Credit: David Lock Associates

Figure 42: Land use strategy



Mix of Housing Types and Tenures

- 10.6.2 Policy CP5 (Housing mix, density and affordability) requires residential development proposals to provide a mix and balance of densities, dwelling types, tenures and sizes. The provision of a variety of types and sizes of accommodation is desirable, so that the housing needs of as many households as possible can be met (paragraph 4.30 of the Core Strategy).

Housing mix:

- 10.6.3 The Council's current housing mix is identified in paragraph 5.41 of the WDLP. Residential proposals should include the following mix:

One/two bedroomed units	47%
Three bedroomed units	32%
Four + bedroomed units	21%

- 10.6.4 Further guidance on housing mix will be included within the subsequent Managing Development Delivery DPD.
- 10.6.5 In accordance with the above the SPD endeavours to create a variety of housing types to cater for the wide range of households in the town centre including single person households, newly formed

households, young couples, families, elderly people and people with disabilities and their families.

- 10.6.6 The masterplan provides for townhouses to the north and west of Elms Field, and to the east of Denmark Street to repair the existing block structure, respond to the prevailing residential pattern within the town centre and enliven its principal public open spaces.
- 10.6.7 Apartments should be integrated into mixed use development above active ground floor uses, to support the social and economic vitality of the town centre and create safer places, through providing natural surveillance onto town centre streets and spaces. Some mews housing can also be included to the rear of Peach Street to diversify tenure and best utilise the capacity of this site.

Provision of Affordable Housing

- 10.6.8 In accordance with CP5 of the Core Strategy all new housing development within the town centre for 15 dwellings or more (or 0.5 ha (net) and larger) on previously developed land will be required to deliver a minimum of 30% affordable housing, to ensure that the housing requirements of all sectors of the local community are provided for.

Provision of 'mobility housing'

- 10.6.9 All newly built homes should meet the Joseph Rowntree Lifetime Homes standard (items 1-16) and flatted developments should include larger ground floor units suitable for wheelchair users and their families and lifts where flatted schemes are over two storeys.

Residential Parking and Cycle Provision

- 10.6.10 Relevant policies are set out in Appendix 8 (Parking Standards) of the Local Plan. of the emerging Core Strategy. Reference should also be made to the emerging Sustainable Design and Construction SPD.
- 10.6.11 Parking at new housing developments will, on a District-wide basis, average 1.5 spaces per dwelling in line with the advice contained in PPG3 Housing. Planning permission will be monitored to ensure this average is being achieved and parking standards reviewed, if necessary.
- 10.6.12 New housing developments in sustainable locations with access to average or better public transport services (see paragraph A8.4.3 below) will be expected to provide less than the maximum.

1 bedroom unit: 1 space per dwelling
2 bedroom units: 1.5 spaces per dwelling
3 + bedroom units: 2 spaces per dwelling

10.6.13 In flatted schemes, parking areas should be integral, provided at basement or ground floor level and wrapped by development.

10.6.14 Dedicated parking for townhouses should also be provided in a mix of on-plot and on street parking. Visitor parking may be provided on-street. On street parking should be designed comprehensively as an integral component of the street.

10.6.15 The provision of on-street parking, and related activity, enlivens the street and minimises the impact of car parking on the streetscene.



11

sustainability

- 11.1 Introduction
- 11.2 Local policy
- 11.3 Main principles

sustainability

11.1 Introduction

- 11.1.1 The regeneration of Wokingham town centre provides a significant opportunity to design-in measures to mitigate and deal with the effects of climate change and to deliver innovative and integrated sustainable solutions.
- 11.1.2 New homes and buildings provide a real opportunity to deliver substantial cuts in carbon emissions, and to ensure that the urban fabric responds to the challenges of climate change and sustainable use of resources. Adapting to climate change will also produce opportunities to create a town centre which is more attractive and sustainable in the long term.
- 11.1.3 Incorporating energy saving measures into the design and construction of a building can significantly reduce the amount of energy consumed, the carbon dioxide emitted and the running costs of the building over its lifetime. Incorporating energy efficiency principles in the early design of new development can considerably reduce the demand for energy, heating, lighting and cooling and as a result reduce carbon dioxide emissions.

11.1.4 By using renewable energy technologies it is possible, not only to provide a proportion of a dwellings' or developments' total heat and electricity requirements, but also in the future the property owner has the potential to generate income by selling surplus electricity back to the national grid.

11.1.5 Urban design has a vital role to play in ensuring that buildings benefit from natural daylight, warmth and ventilation. It is also important to provide natural shading and air conditioning, and to control run-off through Sustainable Urban Drainage (SUDs).

11.2 Local policy

Core Strategy Development Plan Document (DPD)

11.2.1 The principle of sustainable development is embedded within Core Strategy Policy CP1 (Sustainable Development) and is supported by additional policies such as Policy CP3 (General Principles for Development) and Policy CP7 (Biodiversity). The Aspirations and Spatial Issues (ii) for the Borough, as indicated in paragraph 2.66 of the Core Strategy, promote sustainable use and disposal of resources while mitigating and adapting to climate change.

Policy CP1 (Sustainable Development)

- 11.2.2 Policy CP1 sets out the sustainable development criteria which development proposals must accord with. Policy CP1 and the supporting text refers to key measures that can help towards addressing climate change. Policy CP1 serves as a necessary guide to the Council's rationale for seeking renewable energy from development proposals and signposts national guidance on this issue. It also requires development proposals to contribute towards the goal of reaching zero carbon developments as soon as possible
- 11.2.3 The Core Strategy has not set a specific percentage of energy used in developments to be provided by on site renewable energy installations. However, the Council's expects relevant development proposals to accord with Policy NRM11 of the South East Plan.
- 11.2.4 Further information on the policy context of Sustainable Development requirements can be found in Section 5 (Policy Context) and Appendix 1 (Detailed Policy Context) of the Sustainable Design and Construction SPD.

Emerging Managing Development Delivery DPD

- 11.2.5 The Council is looking to future-proof development in the Borough. The Council will seek over and above the minimum national and regional targets (i.e South East Plan Policy NRM11) through the Managing Development Delivery DPD (paragraph 4.8 of the Core Strategy). This will ensure that developments can be linked to consistent targets and allow the opportunity for the whole scheme to benefit from technology.
- 11.2.6 Sustainable Design and Construction Supplementary Planning Document (SPD) and Companion Document (Developers Guidance Note carries forward the 10% Renewable Energy Requirements of the South East Plan Policy NRM11).
- 11.2.7 Proposals for the renaissance of Wokingham town centre will need to show that the proposed development meets the objectives and requirements of the Borough-wide Sustainable Design and Construction SPD and companion document (Developers Guidance Note for the 10% Renewable Energy Requirements of the South East Plan Policy NRM11).

Sustainable Design and Construction SPD

- 11.2.8 The Sustainable Design and Construction SPD focuses on design and construction of the building and site. It also covers issues of spatial planning and location, such as transport and biodiversity. This SPD will promote the use of sustainable techniques and materials in the construction of buildings and structures. Delivering on sustainable design and construction can bring significant social, environmental and economic benefits to Wokingham Town Centre.
- 11.2.9 The Sustainable Design and Construction SPD is wide ranging and comprehensive, however, it is recognised that the subject of sustainability, particularly related to development, is rapidly changing, so the information will change over time.

What is required?

- 11.2.10 Proposals for the renaissance of Wokingham Town Centre should accord with the 3 steps found in Section 6 'What is required' of the Sustainable Design and Construction SPD:
- Step 1: Sustainability Issues - The council's requirements which are often linked to best practice standards.

- Step 2: Sustainability Checklist - A Sustainability Checklist should be completed. This can help inform the final design and provides information for input into a Sustainability Statement. See Appendix 4 of the Sustainable Design and Construction SPD.
- Step 3: Sustainability Statement - A Sustainability Statement should be submitted evidencing the relevant information in support of the planning application. The report should show how a development is designed to meet the interpretation of sustainable development as set out in. If an Environmental Impact Assessment (EIA) is required, there is no need to duplicate information within a Sustainability Statement. In this case, the Environmental Statement will be treated as the Sustainability Statement.

- 11.2.11 Companion document to this SPD: 'Developer's Guidance note for the 10% renewable energy requirement of the South East Plan policy NRM11'

The Developers Guide includes the following:

- Introduction and the requirements of Policy NRM11;
- Guidance on improving the energy efficiency;
- Decentralised, renewable or low carbon technologies;

- Required information for the selected technology;
- Guidance on Design and Construction Codes; and
- Calculation summary tables (to incorporate in the Energy Statement);
- Calculating total energy demand of development (and 10% requirement)
- Calculating total energy from renewable technology
- Calculating the percentage from renewable energy

11.3 Main Principles

- 11.3.1 The Sustainable Design and Construction SPD and Companion Document will set out more detailed guidance for proposals but this section includes the main principles which should be taken into account as part of the planning application process.
- 11.3.2 A Sustainability Report, including an Energy Statement, is expected as part of the Outline planning application submission and will be a key document in determining the planning application.

Measuring and Demonstrating Sustainability

Residential - Code for Sustainable Homes

- 11.3.3 As from October 2010, all residential development will need to be built to Code

for Sustainable Homes (CfSH) Level 3. Developers should be encouraged to build dwellings to higher standards than those required with the ambition of all residential development reaching Code Level 6. From 2010, the Energy Saving Trust will be promoting the higher energy performance requirements of the Code, notably level 4. Having regard to the evidence in the Affordable Housing Viability Study undertaken by Levvels on behalf of the Council, residential developments should seek to meet the Code for Sustainable Homes Level 4 or whatever higher Code is mandatory.

Non - residential - BREEAM

- 11.3.4 Non-residential major development should be built to best practice standards which at the current time are the BREEAM (Building Research Establishment Environmental Assessment Method) 'very good' or 'excellent' standards. Regard will need to be given to any new energy efficiency standards which may be introduced for commercial development such as the proposal for zero carbon development by 2019.

Mixed-use schemes

- 11.3.5 Where a development combines both residential and non-residential

development, the applicant is advised to consult the Building Research Establishment (BRE) who will draw up a bespoke assessment which will incorporate both the residential and non-residential elements.

- 11.3.6 Appendix 2 of the Sustainable Design and Construction SPD includes a 'Summary of Design and Construction Codes'.
- 11.3.7 See Sustainability Issue 1 of the Sustainable Design and Construction SPD: Adhering to national codes on construction standards.

Sustainable Design and Energy Efficiency

- 11.3.8 Wokingham town centre will need to develop, adapt and future-proof the urban fabric. The amount of floor space that can be naturally lit and ventilated should be maximised. Whilst higher densities are desirable due to the town centre location, enclosure ratios should not overtly restrict daylighting and solar gain.
- 11.3.9 New buildings should respect the historic character, the width of the streets and the height of the buildings while maximising daylight to the new accommodation. Care will need to be taken in the design and massing of buildings, for example by using

- setbacks, to ensure that new residential buildings in particular have adequate daylight and do not overshadow existing buildings and public spaces. Exposed facades can also lead to overheating if they are not shaded. In these areas new buildings should be designed as more slender structures and the appropriate orientation and shading for different uses considered.
- 11.3.10 Residential space should be dual aspect where possible and located to maximise its south-facing aspect - for example around public spaces or by facing onto wider streets. Non residential buildings should be located in more shaded northerly orientations to reduce the potential for overheating whilst still benefiting from daylighting.
- 11.3.11 Buildings should be capable of adapting to meet the changing needs of employers, staff and businesses over time. They should be designed to allow for future sub-division or extension without the need for extensive remodelling.
- 11.3.12 At the detailed design stage, the following measures will be encouraged:
- appropriate height-depth ratios to allow for flexibility in ducting, pipe work and cabling to accommodate future technology and the inclusion of charge points for electric cars will be encouraged;
 - inclusion of canopies and external blinds to limit solar gain;
 - energy efficient lighting systems and external lighting in accordance with CIBSE Code for Lighting Guide 6; and
 - maximising natural ventilation.
- 11.3.13 All developments will be expected to achieve the highest practical standards of sustainable design to reduce energy demand throughout the lifetime of the development
- 11.3.14 See Sustainability Issue 2 of the Sustainable Design and Construction SPD: Minimising Energy Consumption
- On-site renewable/ low carbon Energy Generation**
- 11.3.15 In line with the South East Plan policy NRM11, all developments involving 10 or more dwellings or 1,000m² or more gross non-residential floorspace (major developments) will be expected to secure at least 10% of their expected energy demand from on-site renewable or low carbon sources. Non-residential development of 1000m² criteria applies to all proposals outside use class order C3. This means that nursing homes and residential institutions are also caught.
- 11.3.16 On-site renewable energy/ low carbon technologies are encouraged on all sizes and types of development. Renewable energy technology can be used as part of reaching Code for Sustainable Homes levels and BREEAM standards.
- 11.3.17 An Energy Statement should be submitted with a planning application as part of a wider Sustainability Statement. The Energy Statement should also include detailed information on the selected technology e.g layout plan, floor plans and elevations and visual impact etc.
- 11.3.18 Consideration should also be given to setting up community-owned or public-private partnership structures such as Energy Service Companies (ESCO) or Multi-utility Service Companies (MUSCO) to deliver energy. These structures can install, finance and manage community energy systems more efficiently and cheaply and reduce carbon emissions.
- 11.3.19 Further information can be found in the Council's 'Developers Guidance note for the 10% renewable energy requirement of the South East Plan policy NRM11' (companion document to the Sustainable Design and Construction SPD).

- 11.3.20 See Sustainability Issue 3 of the Sustainable Design and Construction SPD: On-site renewable/ low carbon Energy Generation

Water Resource Management

- 11.3.21 All developments are expected to include water efficiency measures to reduce overall water consumption, in line with the requirements of the Code for Sustainable Homes. Applicants are encouraged to utilise water saving device designs and incorporate water reclaiming systems.

Residential Developments

- 11.3.22 All developments involving the replacement or the creation of a dwelling should seek to achieve 105 litres or less per person, per day (Code for Sustainable Homes Level 4). The calculation should be based on the water efficiency calculation for dwellings.

Non-Residential Developments

- 11.3.23 All developments involving the replacement or creation of new non-residential floorspace should look to exceed statutory requirements. Savings should be calculated against benchmarks provided by CIRIA (Construction Industry Research and Information Association) and the BREEAM water calculator.

- 11.3.24 Developments with an existing or proposed garden or other green area should look to include provision for rainwater harvesting for irrigation purposes.

- 11.3.25 See Sustainability Issue 4 of the Sustainable Design and Construction SPD: Water Resource Management

Flood Risk Management

- 11.3.26 New development should be designed to be resilient to flooding as appropriate and should also consider the possible change in flood risk over the lifetime of the development because of climate change.

Flood Risk Assessments

- 11.3.27 Developments requiring the submission of a FRA are required to demonstrate how the design has addressed flood risk arising from the development. Planning applications for development proposals of 1 hectare or greater in Flood Zone 1 (Low Probability) and all proposals for new development located in Flood Zones 2 (Medium Probability) and 3 (High Probability) should be accompanied by a FRA (as required by PPS25).

Drainage Impact Assessment

- 11.3.28 Developments not required to submit a FRA (sites of less than 1 hectare within flood zone 1), are expected to produce a Drainage Impact Assessment in compliance with PPS25. This will involve the introduction of SUDs techniques.

Sustainable Urban Drainage

- 11.3.29 Surface water drainage arrangements should ensure volumes and peak flow rates of surface water leaving the site are no greater than the rates prior to the proposed development. In this regard, developers will be expected to make contributions to the construction and maintenance of Sustainable Urban Drainage Systems (SUDS) in accordance with Environment Agency advice.

- 11.3.30 See Sustainability Issue 5 of the Sustainable Design and Construction SPD: Flood Risk Management

Biodiversity

- 11.3.31 All developments will be expected to maintain or enhance biodiversity. Sustainability Statements are required to

provide details of how the proposal has addressed existing biodiversity value and where appropriate thought is made to enhancements across the site.

- 11.3.32 See Sustainability Issue 6 of the Sustainable Design and Construction SPD: Biodiversity

Waste, recycling and composting

- 11.3.33 A strategic approach to waste management should be undertaken by developers. The approach to reducing, re-using and recycling waste should be included in the Sustainability Report submitted with Outline planning applications.

- 11.3.34 A Waste Management Plan will be required prior to submission of Reserved Matters. At the detailed stage, residential and non-residential development should be designed to include domestic recycling facilities including home composting if appropriate.

- 11.3.35 See Sustainability Issue 7 of the Sustainable Design and Construction SPD: Waste, recycling and composting.

Sustainable Transport

- 11.3.36 The renaissance of Wokingham town centre also needs to maintain and enhance an attractive town centre, promoting walking and cycling, where people can live at higher densities without using their car and which meets people's need for green spaces.

- 11.3.37 All developments are expected to make appropriate provision or have access to secure cycle storage for both occupiers and visitors and cyclist changing/drying facilities. Where appropriate, provision should also be made for the movement of cyclists through the site.

- 11.3.38 Provision for occupiers should be made in accordance with the Appendix 8 of the Wokingham District Local Plan (March 2004). The Council's parking standards may be updated through the Managing Development DPD.

- 11.3.39 Sustainability statements submitted with a planning application will be expected to provide details of how the proposal has addressed cycle facilities including details of cyclist movement and how this relates to the provision of secure parking and changing/drying facilities.

- 11.3.40 See Sustainability Issue 8 of the Sustainable Design and Construction SPD: Cyclist Facilities and parking

Health, Safety and Well-being

- 11.3.41 Sustainability Statements submitted with a planning application will be expected to provide evidence of how the proposal has addressed the issues of air, noise and light pollution to minimise their impact. It should also provide evidence of the measures that will enable developers to meet their obligations in respect of land affected by contamination

- 11.3.42 Where significant impacts from pollution to or from the proposed development is likely or probable, an assessment of existing levels of pollution will be required to be submitted alongside the planning application. Appendix 3 of the Sustainable Design and Construction SPD provides guidance on air quality considerations for new development.

- 11.3.43 See Sustainability Issue 9 of the Sustainable Design and Construction SPD: Air, Noise and Light Pollution and Land affected by contamination

Sustainable Construction

Responsibly sourced and Recycled Materials

11.3.44 Building materials should make reference to the local character. They should be acquired from sustainable sources. Where the building design allows, buildings should be manufactured offsite and assembled on-site in order to reduce waste during construction.

11.3.45 Developers will be required to:

- use locally sourced and available material (within 35 miles) to reduce transport impacts;
- use reclaimed and recycled materials, for example from demolished buildings in the local area where feasible; and
- using responsibly sourced materials, for example timber certified by the Forest Stewardship Council.

11.3.46 See Sustainability Issue 10 of the Sustainable Design and Construction SPD: Responsibly sourced and Recycled Materials

Site Waste Management Plans

11.3.47 Major developments proposals will be expected to put in place a Site Waste Management Plan in order to minimise the production of construction waste and maximise reuse and recycling.

11.3.48 See Sustainability Issue 11 of the Sustainable Design and Construction SPD: Site Waste Management Plans

Construction Pollution

11.3.49 Major development proposals will be encouraged to implement a Site Construction Environmental Management Plan and operate under the Considerate Constructors Scheme.

11.3.50 See Sustainability Issue 11 of the Sustainable Design and Construction SPD: Construction Pollution



12

quarters

- 12.1 Introduction
- 12.2 Station Gateway
- 12.3 Peach Street/Market Place
- 12.4 Elms Field

urban quarters

12.1 Introduction

- 12.1.1 This section addresses each of the identified short term redevelopment sites in greater detail. It examines the site specific constraints and opportunities which exist, and sets a framework of design and development parameters in order to inform the detailed design of each site.

12.2 Station Gateway

- 12.2.1 The redevelopment of the Station Gateway is identified as being of particular significance in:
- advancing travel choices within the town by facilitating easy, safe and convenient interchange, in particular between buses and trains;
 - enhancing connectivity through the development of the Station Link Road;
 - offering the opportunity for new employment development and therefore enhancing the range of activities within the town centre; and
 - creating a high quality public space to enhance the arrival experience within Wokingham town centre.
- 12.2.2 This site is presently perceived as somewhat divorced from the main focus

of the town centre. However, through a process of redevelopment in order to create a new hub of activity, coupled with the creation of new connections between the Station and other town centre sites, there is an opportunity to ensure better integration with the town centre. It is important therefore to view the proposals for the Station in the wider context of the objectives for the town centre, and indeed the proposed expansion of the town to the north and south, which will impact through additional road links and travel demand.

Constraints & Opportunities

- 12.2.3 The existing physical constraints and opportunities are summarised in Figure 43. These will need to be accounted for as part of the redevelopment process.

Traffic & Pedestrian Conflict

- 12.2.4 The convergence of principal traffic routes, the railway, the level crossing and the current vehicular access/egress to the Station, creates an area of considerable

Figure 43: Constraints and opportunities



Image credit, David Lock Associates

conflict. Traffic movements are frustrated by the delays created at the level crossing, and by the inadequate junction design resulting from the retrofitting of a mini-roundabout in an attempt to ease traffic flow. Buses and taxis caught up in this system are given no priority over cars. The overall effect is that the principal point of departure and arrival for rail users is an overwhelmingly negative experience, and the pedestrian is marginalised and inconvenienced to a degree which is unsafe and not conducive to easy connection with the town centre. As an important gateway to Wokingham there is a pressing need to improve this situation.

- 12.2.5 The construction of the Station Link Road will enhance the street network in this part of the town centre, and consequently presents the opportunity to ease pressure on the current Station Road/Barkham Road junction and Station entrance. Consideration must be given to the appropriate priority measures to be introduced at this junction, including the provision for public transport and pedestrians.

Land in Council Ownership

- 12.2.6 The Council controls two key areas of land which can be incorporated into any new proposals to facilitate improvements (three adjacent residential properties fronting

Reading Road, and land at the junction of Wellington Road and Station Road). Whilst these were acquired with the principal objective of allowing a new Station Link Road to be delivered, the latter also offers the opportunity to improve the quality of the arrival experience and to rationalise the junction movements at the Station entrance. This emphasises the need for a public realm approach which encompasses the entire area of the junction in order to distinguish it as a key public space, and to create a real identity for the Station Quarter.

Topography & Landscape

- 12.2.7 There is a marked change in level between the current station and Reading Road, with land rising sharply up away from the station car park. This topography would need to be fully considered as part of any development proposals. In redeveloping the site, this constraint may present opportunities for grade separation of traffic movements, particularly relating to car parking, in order to reduce the pressure on Station Road.
- 12.2.8 The site is further characterised by areas of mature tree planting, which enhance the setting of the site and are an important feature of the area. Felling of

some trees will be necessary in order to deliver the Station Link Road. This should be kept to a minimum, and measures will be required to preserve and protect remaining trees. Opportunities exist to incorporate tree planting into the scheme in order to replace those lost through redevelopment. This should form part of a detailed landscape scheme incorporating hard and soft landscape elements.

Built Development

- 12.2.9 Two sets of buildings currently limit the redevelopment opportunity - the small domestic building to the rear of the Molly Millar public house, and the three Council owned residential properties fronting Reading Road. It is anticipated that these will be demolished before the project's delivery can commence.

Current Site Function

- 12.2.10 The current station functions poorly for travellers. The foreground to the building and platform entrance is traffic dominated, with no clear space given to pedestrian movement. Opportunities exist to clearly distinguish the spaces to be given over to pedestrian movement, and to make safe crossing provision.

12.2.11 The station building makes little provision for traveller comfort, and it is not fitting as a key public building within the town centre. In redeveloping the site the opportunity exists to design a noteworthy building which symbolises the regeneration of the town centre and has the potential to become a local landmark.

12.2.12 The Station car park is an important function of the site, and must be retained. Redevelopment of some parts of the site will occur on some designated car park, and therefore a two-storey decked car park will be required.

Development Requirements

12.2.13 In order to overcome the constraints set out above and realise this opportunity, the redevelopment of the site must adhere to the following requirements.

Layout

12.2.14 The broad configuration of the site, including the general alignment of the Station Link Road and the location and position of new buildings should be consistent with the illustrative masterplan.

12.2.15 A comprehensive plan for the public realm should be prepared, which acknowledges

the importance of shared priority for pedestrians and vehicles. The objective is to create a welcoming, safe and comfortable public space which helps to promote increased use of public transport over time by improving the passenger experience. Given the spatial constraints of the area in which this can be achieved, the design for the new Station Square will emphasise the importance of the wider junction in order to promote a sense of cohesion. Figure 44 establishes the conceptual approach to designing this space.

12.2.16 Provision needs to be made for bus stops, taxis, drop-off, cycle parking, and pedestrian crossings. Detailed plans for the public realm components of the scheme must be prepared and discussed jointly with the Local Planning Authority and Local Highway Authority.

12.2.17 All development blocks should be designed and laid out as perimeter blocks, with clear delineation achieved between public areas and private space. All properties will front onto the public realm in order to reinforce the distinction between public and private space, and to achieve good casual surveillance of the street. The master plan identifies where development frontage should occur, all principal access should be from the front of the buildings.

Figure 44: Indicative Layout



Image credit, David Lock Associates

Built Form

12.2.18 A new station building will be developed by Network Rail. In contrast to the existing station building this will be a modern, lightweight structure, with large areas of glazing to allow natural light into the interior, and comfortable waiting space for passengers.

12.2.19 The area can accommodate two new buildings, providing opportunities for new mixed use development, with a small amount of ground floor space possibly used for complementary uses (small scale convenience retail or A3 use). The design of the buildings must achieve the following objectives:

- be of a suitable scale to the site and its context; the site is constrained in size and is surrounded by residential development. Buildings should be limited to three storeys and their elevations should be animated in particular at ground level to ensure they enliven the adjacent public realm;
- the buildings should incorporate materials which draw on the local character, to ensure they relate to the local identity;
- attention should be given to the design of corners, particularly where side elevations are to be seen from the public realm;

- all servicing, waste storage and plant should be discretely located and screened so that it is not visible from the public realm; and
- Given the proximity of the development to good public transport connections, opportunities for cycle parking should be made clear as part of any proposals.

Station Link Road

12.2.20 The Station Link Road will be designed as a place for people, not just a conduit for the efficient movement of vehicles. A high priority is placed on meeting the needs of pedestrians, cyclists, disabled people and public transport users, so that growth in these sustainable modes of travel is encouraged. The objective of the Station Link Road design will be to create a safe, convenient and attractive environment that encourages people to use the place and so enriches the experience of this part of the town centre.

12.2.21 Generous footpaths, a cycleway, verges and street tree planting will create a spacious, green urban character that is distinctive to the area whilst uniting it with adjoining streets. The carriageway will be kept to the minimum possible width to control traffic speeds.

12.2.22 Traffic calming measures will be critical to the successful integration of vehicle and pedestrian movement. Such measures should be treated as an integral part of the layout and detail design of the road. As far as possible, it will be designed to control speed naturally rather than through measures such as speed humps and artificial width restrictions. The objective is to reduce the speed of motor vehicles in order to minimise conflict between the various users of the street.

Materials & Planting

12.2.23 A simple palette of robust and timeless surface materials will be deployed for both the public space and the link road. These must relate to materials used elsewhere in the town centre to ensure that they form part of a wider package of improvements to the public realm (this issue should be discussed in detail with the local planning authority). They should be durable and capable of being well maintained over the longer term.

- Specific landscape elements will be;
- Street trees within the public space and in grass verges to both sides of the carriageway;
- Medium/large scale tree species; and

- Rootballed trees planted as Extra Heavy Standard to semi mature size with root protection measures to protect carriageway and footpath construction.

Lighting and Street Furniture

12.2.24 Street lighting and street furniture should be co-ordinated and visually consistent to create a clear identity and minimise clutter. Wherever possible, one fitting should do a number of jobs, for instance a street lighting column could also carry a set of traffic lights or a litter bin. All fittings chosen should be robust, relatively economical, timeless and of a simple contemporary design. The material palette should be limited to stainless steel, timber or concrete in simple combinations. It is recommended that street furniture is selected from a sole supplier for visual consistency and ease of future maintenance. The design, manufacture, installation, maintenance and operation of all street furniture must comply with British Standards.

Station Car Park

12.2.25 Existing parking at the station will be reprovided. A new two storey decked car park will be provided at the north-western

end of the site. It will be accessed from the station link road to the north of the main interchange space. Particular care should be given to ensuring pedestrian access between the car park and the station building is safe, well lit and convenient.

Figure 45: Indicative site section

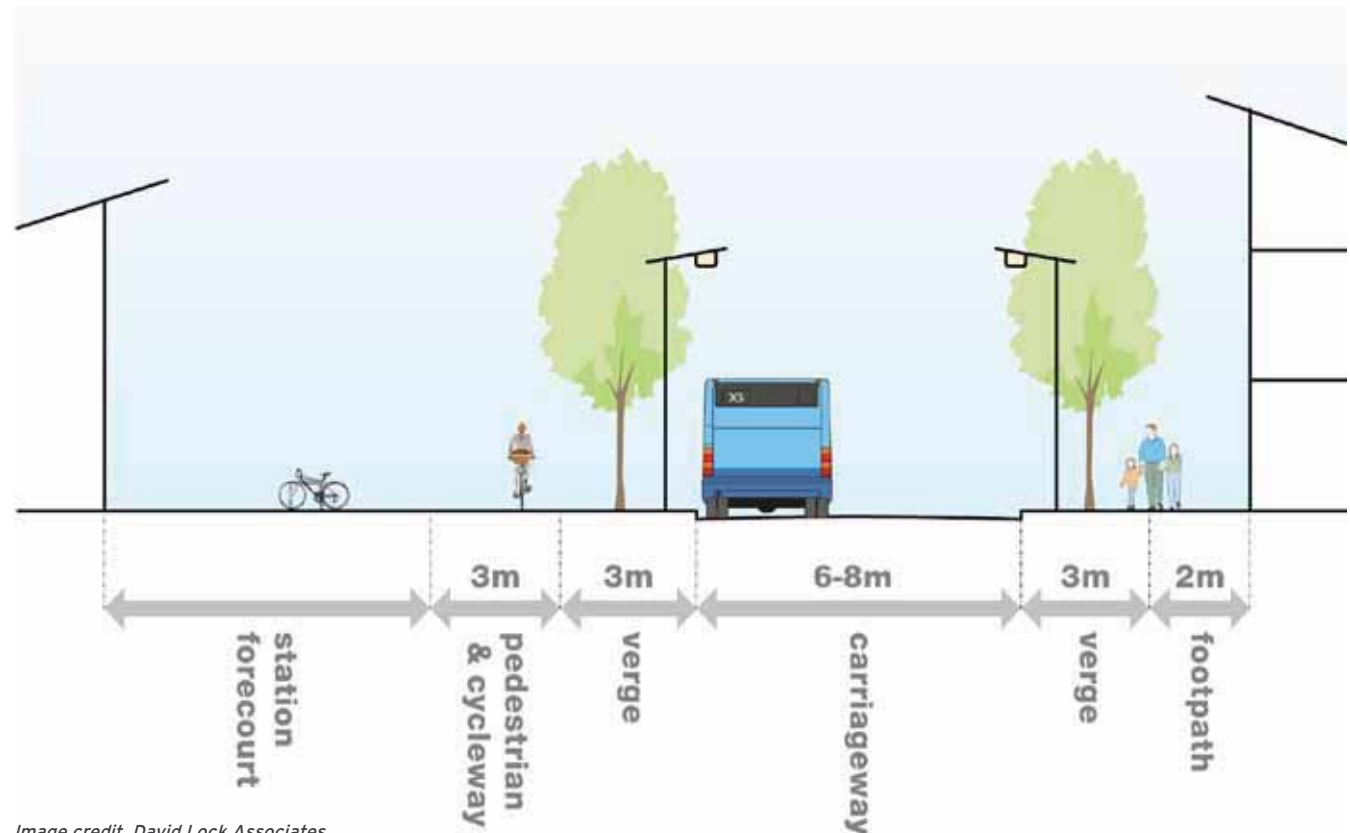


Image credit, David Lock Associates

12.3 Peach Street

- 12.3.1 Located at the junction of Broad Street, Peach Street and Denmark Street, the “Peach Street” site occupies a prime position in the town centre. It is highly visible and is easily accessible.
- 12.3.2 The key objectives in redeveloping the site are to:
- improve the retail performance of the site and the town centre, by providing modern retail units;
 - improve the environmental quality of the town centre by introducing well designed buildings which relate well to their urban context;
 - contribute a new urban space to complement the existing arcade;
 - help to diversify the town centre by introducing additional residential units above ground level; and
 - continue to provide convenient short stay car parking for town centre visitors.
- 12.3.3 The site represents a significant opportunity to improve Wokingham town centre’s retail competitiveness, and therefore its redevelopment is important to the ongoing improvement of the retail offer.

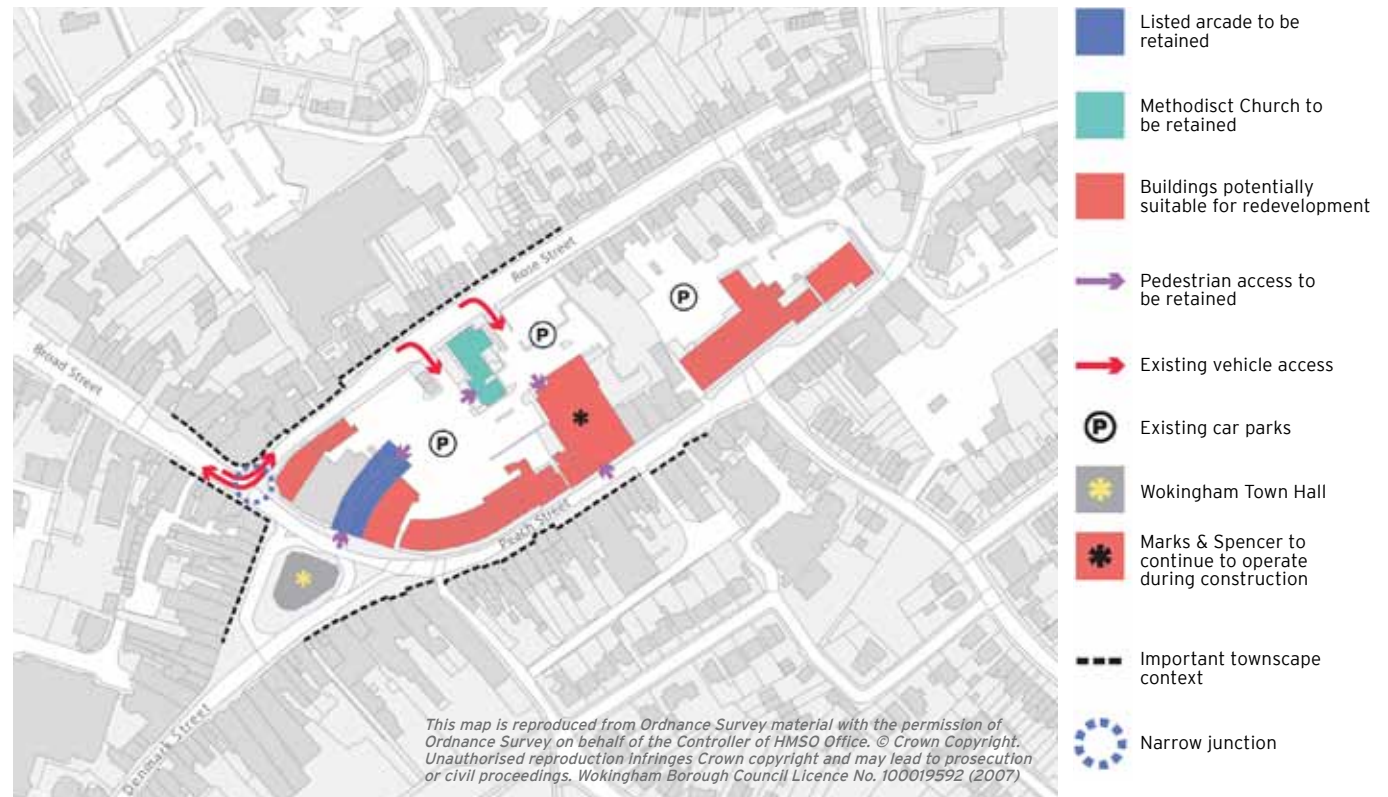
Constraints & Opportunities

- 12.3.4 The existing physical constraints and opportunities are summarised in Figure 46. Redevelopment proposals must ensure that these are taken into account.

Land in Council Ownership

- 12.3.5 The Peach Street site is subject to site assembly. The site is relatively small and constrained as a consequence of the many features described below. It is recognised that in order to improve the

figure 46: constraints and opportunities



viability of the site's redevelopment, and to achieve the objectives set out above, it will be important to consider solutions incorporating a mix of uses. The Council's preferred solution is a mix of retail and residential units, with the inclusion of public urban space and car parking.

Listed Buildings

- 12.3.6 The site includes the Grade II listed Bush Walk, which is accessed from the Broad Street frontage, and leads into the heart of the site. This small, intimate arcade has an attractive character and accommodates a range of interesting shops, including some independent retailers, with a focus on fashion. Retention of the arcade is essential and in design terms is considered a minimal requirement. The arcade can set the tone for the character and scale of the development, and proposals should enhance the urban experience which it creates.

Other Existing Buildings

- 12.3.7 The Methodist Church and Bradbury Centre is an important community building within the town centre. In addition to church facilities, it offers a range of community meeting spaces with its range of activities for community based groups. The building has multiple access points,

from Rose Street and from the south side of the building; the latter must be considered in the layout of the site.

- 12.3.8 As set out in section 3.5: Market Place, character appraisal, 39-40 Market Place is an important townscape building and it should therefore be retained and refurbished.
- 12.3.9 Other buildings of note include 24 (the Redan Public House) and 26 Peach Street and viability permitting, these buildings may be considered for incorporation into the overall development by either retaining the buildings or just the facades, in situ or close by.

The Gateway Role of the Site

- 12.3.10 The north-eastern end of Peach Street is an important point of arrival into the town centre. The existing buildings do little to celebrate this arrival, and there is scope to mark this gateway with a noteworthy building. The buildings have been identified for redevelopment in the illustrative masterplan.
- 12.3.11 Pedestrian space is compromised at this location, and consideration needs to be given to improving the pedestrian arrival experience.

Car Parking

- 12.3.12 The site accommodates 102 car parking spaces in total. 59 of these are for customers of Marks & Spencer, and the remaining 43 are pay and display spaces operated by the Borough Council. These spaces are an important contribution to the viability of the town centre, as they enable customers to park conveniently close to the shops. The number of spaces must be retained, although different configurations are possible.

Current Retail Operators

- 12.3.13 A range of retailers will continue to operate during the redevelopment and construction process. They will require access for servicing and parking, and will wish to retain a competitive trading environment.

Vehicle Access

- 12.3.14 Vehicle access into the site for both parking and service vehicles is from Rose Street. This ensures that the Peach Street and Broad Street frontages can accommodate continuous frontage and achieve a good sense of enclosure. In order to maintain the existing highway status, it is anticipated that future vehicle access will also be from Rose Street.

Adjacent Road Junctions

- 12.3.15 The current junction design at Rose Street/Broad Street is very narrow. Whilst a limited carriageway width is positive in that it slows vehicle speeds, there is very little room for pedestrian activity on the narrow footpaths. This situation could be remedied through redevelopment of the site if the building line was adjusted, and the immediate environment enhanced as a result.

Development Requirements

- 12.3.16 The development should achieve the following objectives in order to realise this important opportunity.

Responding to the Setting

- 12.3.17 The prominent position of the site demands a high quality development. Wokingham Town Hall, which is Grade II* listed, is directly opposite the site's main frontage, and visually this frontage is a continuation of Broad Street and

Denmark Street when viewed from different vantage points. Townscape issues are a very important consideration.

- 12.3.18 The site presents a real opportunity to enhance the appearance of the heart of the town centre. A high quality architectural response is required, which reflects the scale, character and significance of the setting, and helps to make an attractive shopping experience for visitors.
- 12.3.19 Proposals should clearly explain how the townscape has informed the design response in terms of scale, building line, elevational design, roofscape, character, detailing and materials.

Assessing the Site's Capacity and Suitability for Different Uses

- 12.3.20 In order to achieve a viable mixed use scheme, one which fits comfortably within the historic context, it will be important to carry out a full, detailed assessment of the capacity of the site to accommodate different uses. It is anticipated that the buildings will be a maximum of three storeys.
- 12.3.21 Retail accommodation should be developed at ground floor level, particularly within the main body of the site fronting Broad Street;

Figure 47: Indicative site concept

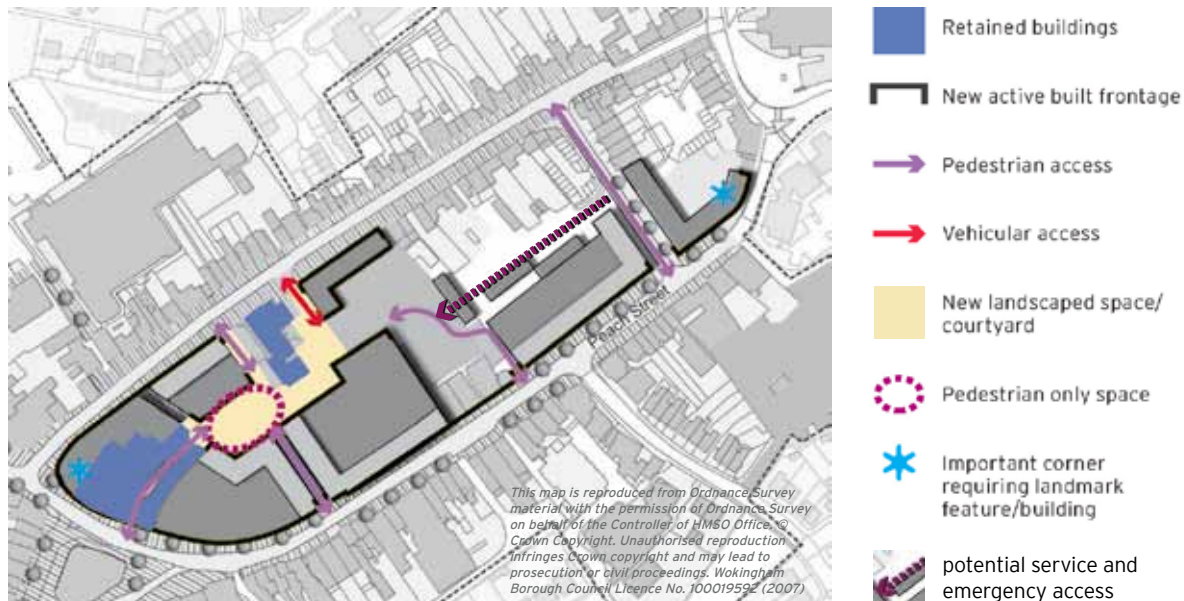


Image credit, David Lock Associates

this may include some minor provision for cafes and restaurants, but retail should be the dominant use.

12.3.22 Residential development should be accommodated above ground level. Consideration should be given to the following:

- the appropriate type of residential units;
- the location of residents access into the buildings; this should be either from the street or from a central pedestrian square;
- the storage of domestic refuse in a manner which does not undermine the amenity of the development, and the method of waste collection;
- the level of residents parking which can be accommodated within the scheme; consideration should be given to the development of car-free homes, given the town centre location of the site, and the proximity of a range of shops, employment and transport services;
- the location of any plant and extraction equipment, and other noise sources, in relation to residential windows;
- the timing of any servicing activity; and
- The provision of outdoor private amenity space; opportunities to create roof terraces and balconies should be considered.

Providing High Quality Public Space

12.3.23 A new urban space should be provided within the interior of the main part of the site. It should achieve the following performance objectives:

- the space should be for pedestrians only during the daytime and early evening;
- it should have active frontage;
- it should be landscaped to a high standard. The emphasis will be on a hard landscape with a simple palette of high quality durable materials. Tree planting should be included, and a co-ordinated range of street furniture used;
- the space should be accessible through the arcade and from Rose Street and Peach Street; therefore it will act as a conduit for pedestrian movement;
- it should make provision for access to the Bradbury Centre;
- it should make provision for outdoor seating and dining; and
- it should not be used for the storage of waste or goods.

Car Parking Provision

12.3.24 Parking is an important town centre activity, and provision for shopper parking must be made within the site. Developers

are required to think creatively about how parking is accommodated. The SPD promotes the design of the site's interior as one large public urban space, with car parking provision integrated into the design where it does not undermine the objectives for the creation of a pedestrian only area. A range of design devices can be employed to achieve this, including:

- the use of different surface materials to demark areas where cars are allowed;
- tree planting to soften the appearance of the car park and define parking spaces;
- selective use of bollards to prohibit vehicle access to pedestrian only areas; and
- clear regulation about the timing and access for service vehicles to ensure the quality space objectives are maintained.

12.4 Elms Field and the Paddocks

12.4.1 Elms Field and The Paddocks, when combined, make up the single largest opportunity site within the town centre. The historic and recreational value of this area is widely appreciated, and the challenge in progressing development here will be to balance the retention of an attractive green space with development capable of improving the competitiveness of the town centre.

12.4.2 The key objectives for the site are:

- to create a revitalised open green space, which can be a focus for informal outdoor activity and organised events within the town centre, to complement and reinforce the existing town centre offer;
- to ensure the green space is safe and easily accessible;
- accommodate new development which addresses some of the weaknesses of the surrounding urban fabric;
- enhance the retail provision of the town centre through the development of new retail units;
- and further diversify the town centre and enhance local housing choice by developing sensitive contemporary urban housing.

Constraints & Opportunities

12.4.3 The physical constraints and opportunities are summarised in Figure 48. Proposals for redeveloping the site must take these factors into account.

Land in Council Ownership

12.4.4 The site is owned by the Council, who aim to work with a development partner to deliver the development. As the single largest development opportunity in the town centre, this is a “once only”

Figure 48: Constraints and opportunities

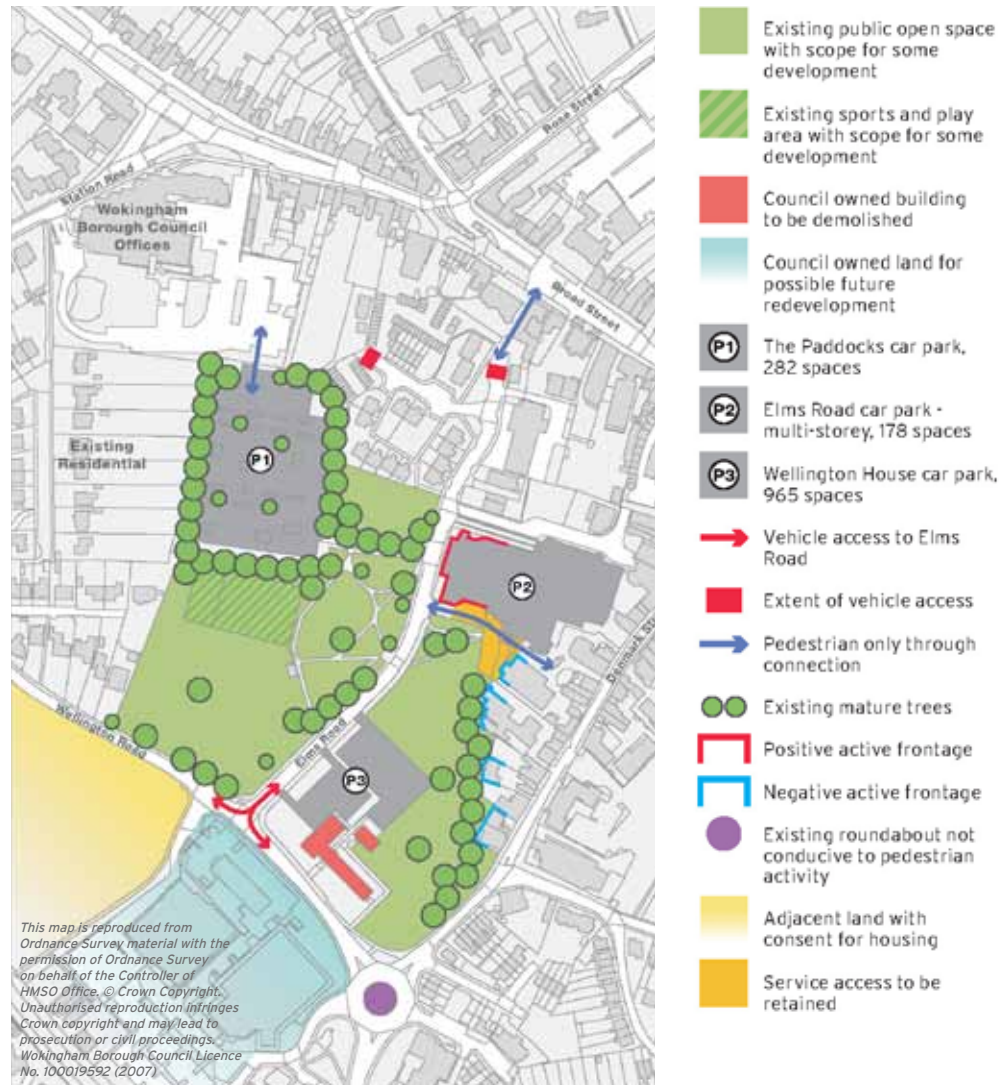


Image credit, David Lock Associates

opportunity to enhance and transform both the town centre offer and the physical environment of Elms Field.

- 12.4.5 The closure of the Council's offices at Wellington House increases the area of land available for development, and the agreement of the Council to forego future income on The Paddocks car park contributes land and provides scope for future access through the site.

Recreational Space

- 12.4.6 Elms Field is widely valued by local residents as an attractive open area and a "relief" to the surrounding built area. However, it is not used extensively, and there is scope to create a place which can develop its own identity and become a desirable place to visit.
- 12.4.7 The lack of active uses around the perimeter of Elms Fields may well contribute to its underuse - people have little reason to go to the area and therefore there is no incidental use. Redevelopment presents the opportunity to draw people to the area and ensure it is better used and animated around its periphery, factors which will also ensure it is perceived as a safer place to be.

Access to the Site

- 12.4.8 Pedestrian only access to Elms Field and the Paddocks is limited to a series of narrow routes which link to Denmark Street and Broad Street, and alongside the Council office at Shute End. Access for vehicles and pedestrians onto Elms Road is from Wellington Road. The junction of Wellington Road and Denmark Street is a roundabout which is characterised by constant traffic flow and is not conducive to pedestrian movement. Considerable improvements to access, of both a qualitative and quantitative nature, will be required to better knit the site into the surrounding town centre.

Car Parking

- 12.4.9 Car parking is seen as a vital land use within the town centre, because it encourages people to visit. As a consequence of development 282 public parking spaces will be lost at The Paddocks. Consideration must be given to reducing the impact of this by pursuing the opportunity to sensitively integrate new parking spaces into the development at locations which are convenient and close to the main points of arrival in the town centre.

Mature Trees

- 12.4.10 One of the defining features of Elms Fields and The Paddocks is the number of mature trees. It is essential that as many of these trees as possible are retained. A full tree survey will be required to identify the quality, condition and contribution of any tree proposed for removal, along with proposals to compensate for this with new planting.

The Character of Existing Development

- 12.4.11 Broadly speaking there are three prevailing characteristics to the surrounding built fabric:
- i) large scale, bulky buildings, including the Elms Road car park, Shute End offices, Wellington House and the leisure centre (the latter two will be removed in the short to medium term);
 - ii) domestic buildings to the west of the site; and
 - iii) traditional terrace properties lining Denmark Street and Broad Street.
- 12.4.12 Points ii) and iii) provide a useful reference point for the scale, bulk, articulation, materials and character of new development, and there is a

Figure 49: Indicative street sections

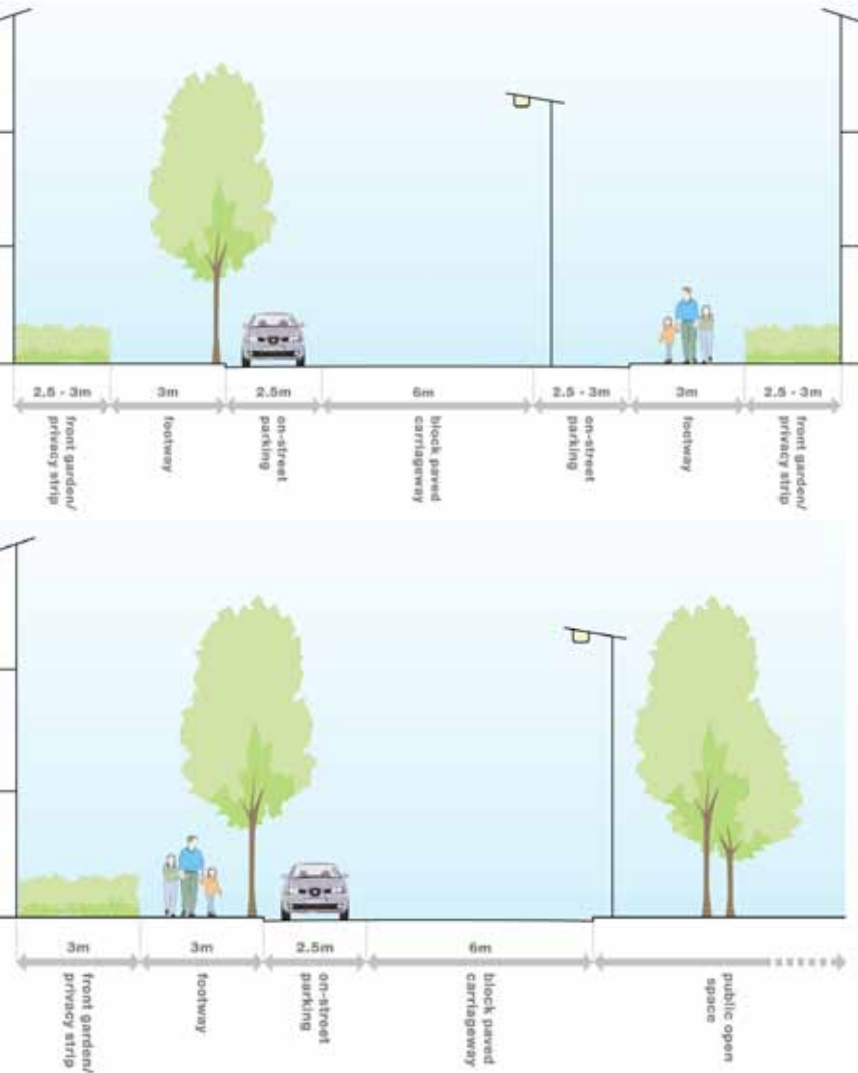


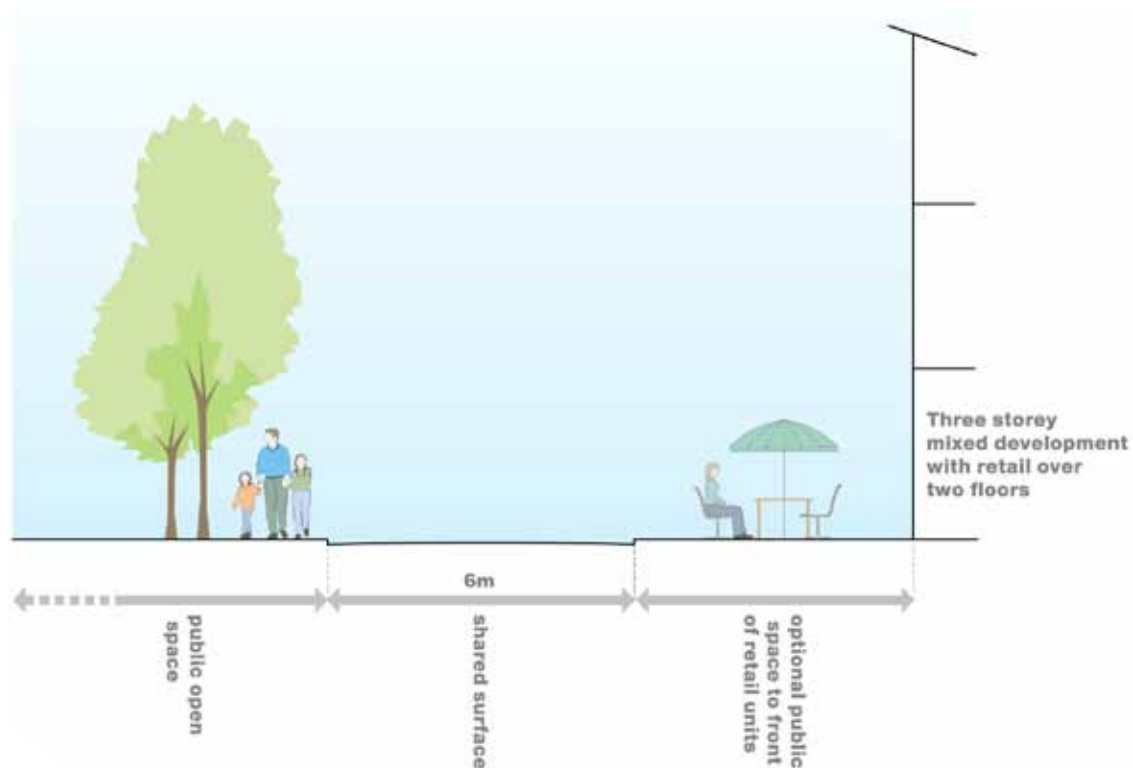
Image credit, David Lock Associates

clear opportunity to ensure that new development relates well to the existing character of the town centre.

Development Requirements

12.4.13 Proposals should demonstrate the following development requirements.

Figure 50: Indicative site section



High Quality Open Space

12.4.14 The creation of an attractive and useful green space will be central to the success of the development. It is accepted that the revitalised space will be smaller than the current space, but it is expected to be of exceptional quality and design. It should achieve the following performance objectives:

Figure 51: Indicative site concept





- the space should be capable of accommodating medium scale events such as carnivals and fetes;
- it should combine soft and hard landscaped areas to maximise its flexibility;
- it should include children's play space to replace the existing one;
- it should have a planting strategy which is complementary to the character of the town centre, and allows for texture, colour and interest throughout the year. The strategy should integrate existing trees where possible; and
- it should have a strategy for street furniture which is complementary to the character of the town centre.

Mixed Priority Streets

- New routes into and through the site are anticipated to provide access to new development and to achieve through access between Wellington Road and Shute End. However, it is intended that these routes are designed as high quality streets, rather than as main thoroughfares within the town centre network. To achieve this:
- The routes must be designed in accordance with Manual for Streets principles

- Block paving should be the predominant surface material, with a range of colours used to denote areas which are strictly for pedestrians only.
- Dimensions should be kept to the minimum required to allow service and refuse vehicle access - the total maximum width should not exceed 6 metres;
- Where routes give access to dwellings, residential parking can be integrated into the street.
- Planting and trees should be an integral part of the street design.

Built Form

- 12.4.15 Two types of development are anticipated:
- New residential development lining the western and northern edges of the site to create new frontages to the open space. Terraced townhouses should be the dominant built form, to provide an elegant and clearly defined frontage to the space. Homes should be accessed directly from the front in the tradition of terraced housing. Development should be predominantly three storeys in keeping with the scale of the surrounding buildings. Residential parking should be sensitively integrated into the scheme.

All drawings are for illustration purposes only. The accompanying plan for Elms Field is indicative of a mixed landscape strategy including hard and soft landscape and built form to be determined through a public engagement exercise.

- ii) Larger scale retail development should be developed on the site of Wellington House and to the rear of Denmark Street/ east of Elms Road. This development should ensure provision can be made within the town centre for medium scale comparison and convenience retail. However, it is important to recognise that in order to achieve the objective of enlivening the area, blank facades will not be accepted. To avoid this, provision must be made for smaller units to wrap around the edges of larger shop units in order to animate the public realm. Additionally, development is required at first floor level to achieve a scale of development which is consistent with its surrounds. Provision for car parking relating to convenience retail will be made below grade in order to use the site efficiently.

Associated Junction Improvements

- 12.4.16 As part of a programme of works to improve the overall amenity of this part of the town centre and ensure future redevelopment to the south of Wellington Road is well integrated, a re-design of the junction at Wellington Road/Denmark Road is required. This will include the replacement of the roundabout with a traditional crossroad

design, affording more space and greater safety for pedestrians. Proposals should be brought forward in a manner which is consistent with the philosophy of the DFT's Manual for Streets, which aims to make streets more pedestrian friendly. Early engagement and discussion with the Local Highway Authority is required to ensure acceptance of the proposals.

Service Arrangements

- 12.4.17 Service access to existing businesses must be retained. A full audit of these requirements is needed to ensure servicing is not disrupted during construction and to make acceptable provision in the long term.
- 12.4.18 Service areas for new retail units should be integral.



13 delivery

- 13.1 Introduction
- 13.2 Site Development
- 13.3 Phasing
- 13.4 Planning Applications
- 13.5 Thames Basin Heaths Special Protection Area (TBH SPA)
- 13.6 Fees, Monitoring and Review.
- 13.7 Planning Obligations (Section 106 Agreements)

delivering the masterplan

13.1 Introduction

13.1.1 This town centre Masterplan sets out a clear and deliverable vision for the regeneration of Wokingham town centre. This section outlines how the masterplan will be implemented over the Local Development Framework (LDF) period up to 2026, focusing on the mechanisms to assemble and develop the key town centre sites; when these sites will come

forward in terms of phasing; and how the sites collectively will enable wider public benefits through s.106 contributions.

13.1.2 The supporting Managing Development Delivery Document (DPD) will set out more details of the implementation of the Wokingham Town Centre SPD, including the extent of the Wokingham town centre boundary, and primary and secondary retail frontages, in accordance with Core Strategy policies CP14 and CP15.

13.2 Site Development

13.2.1 The delivery of the nine identified development sites will involve different delivery mechanisms, depending on the nature of the opportunity, the pattern of land ownership, and the timing of development. The following table provides an overview of the delivery process and issues for each site.



Site	Nature of Opportunity	Delivery Partners	Delivery Mechanism	Funding	Land Assembly
1. Elms Field/Paddocks Car Park	<ul style="list-style-type: none"> •Retail convenience and comparison shop units •Offices •Cafes and restaurants •Residential •Enhanced open space •Community/cultural facilities 	Wokingham BC with a private developer.	Contractual development partnership between the Council and a preferred developer for both Elms Field and Peach Street/Rose Street sites.	To be delivered by the private sector without recourse to public sector subsidy.	Site is in Council ownership with no acquisition of third party land envisaged.
2. Peach Street/Rose Street	<ul style="list-style-type: none"> •Small unit shops •Cafes and restaurants •Residential •Enhanced public realm 	Wokingham BC with a private developer.	Contractual development partnership between the Council and a preferred developer for both Elms Field and Peach Street/Rose Street sites.	To be delivered by the private sector without recourse to public sector subsidy	The site is in multiple ownership requiring assembly through private treaty negotiations or CPO.
3. Station Gateway	<ul style="list-style-type: none"> •New station building •Station Link Road •New car parking facilities •Offices •Residential 	Network Rail and Wokingham BC with development partner/contractor	Partnership arrangement with Network Rail, possibly through a landowners agreement to secure detailed planning permission for the site before contracting the works.	Network Rail to deliver the new station building with enabling development/s.106 contributions from town centre development required to deliver the new Station Link Road	The Council has already acquired some land to deliver the new Station Link Road, and other land may be required, possibly by way of a CPO.
4. Council Offices, Shute End	•A long term opportunity dependent on the Council's future accommodation needs.	Wokingham BC with development partner/contractor	<ul style="list-style-type: none"> •Council to review accommodation. •Strategy to refurbish, redevelop or dispose of offices. •Procurement of development partner or contractor 	To be determined following further work, although likely to be a mix of public/private funding.	None envisaged
5. Sturges Car Park	•Residential	Wokingham BC with adjoining landowners and development partner	<ul style="list-style-type: none"> •Production of Development Brief •Planning permission to be secured either by the Council or developer •Site disposal. 	To be delivered by the private sector without recourse to public sector subsidy.	None envisaged, although there may be rights of way issues to deal with, or third party land to purchase, possibly through a CPO.

Site	Nature of Opportunity	Delivery Partners	Delivery Mechanism	Funding	Land Assembly
6. Library/Car Parking	•Residential	Wokingham BC with adjoining landowners and development partner	•Production of Development Brief •Planning permission to be secured either by the Council or developer •Site disposal.	To be delivered by the private sector without recourse to public sector subsidy.	None envisaged, although there may be rights of way issues to deal with, or third party land to purchase, possibly through a CPO.
7. Carnival Pool/Harpers Complex	•Enhanced leisure facilities •Cafes and restaurants •Hotel •Offices •Multi-storey car parking	Wokingham BC with development partner/leisure operator	•Feasibility study to determine redevelopment potential. •Production of Development Brief •Mechanisms such as PFI/PPP explored •Procurement and Planning.	To be determined following further work, although likely to be a mix of public/private funding.	None envisaged.
8. Telephone Exchange/Rear of Post Office	•Offices	Landowners BT/Royal Mail etc.	•Production of Development Brief •Landowners to bring forward sites through the planning process.	To be delivered by the private sector.	None envisaged.
9. North East of Peach Street	•Retail •Residential	Landowners with Wokingham BC	•Production of Development Brief •Landowners to bring forward sites through the planning process.	To be delivered by the private sector.	None envisaged

A number of these sites may require the acquisition of private third party land, and the Council will be prepared to use compulsory purchase powers, if appropriate, to assemble sites for development

13.3 Phasing

13.3.1 It is recognised that delivery will take place over a number of years, involving key stakeholders, such as landowners, developers, the Council and other interests. We present below an indicative phasing plan for each of the sites over the

period up to 2026, identifying when we expect sites to be delivered in the short, medium or long term.

13.3.2 The sites should not be considered in isolation of each other in terms of design, accessibility, and public realm. Development within the town centre

should safeguard and strengthen important routes and linkages, deliver attractive public realm and provide a healthy mix of uses.

13.4 Planning Applications

13.4.1 Planning applications should comply with the the adopted Core Strategy and Saved Policies in the Wokingham District Local Plan (WDLP) , and with the contents of this SPD.

13.4.2 In addition, major planning applications submitted for development in the SPD area will be expected to include the following further information:

- Planning Statement (which should have due regard to the policy context);
- Environmental Impact Assessment (EIA) (if appropriate);
- Transport Assessment and Travel Plan;
- Landscape Plan, Tree Survey (if necessary);
- Heritage Impact Assessment for developments within or affecting the Wokingham Town Centre Conservation Area; and also impact on Listed Buildings
- Listed Building Consents (if appropriate);
- Site waste management plan;
- Flood Risk Assessment (if required by PPS25) ;

Figure 52: Indicative Phasing Plan

Sites	Short Term 2010-2015	Medium Term 2016-2020	Long Term 2021-2026
Site 1: Elms Field			
Site 2: Peach Street/Rose Street			
Site 3: Station Gateway			
Site 4: Shute End			
Site 5: Sturges Car Park			
Site 6: Library/Car Parking			
Site 7: Carnival Pool/Harpers Complex			
Site 8: Telephone Exchange/Rear Post Office			
Site 9: North East Peach Street			

- Sustainability Statement (in line with the emerging Sustainable Design and Construction SPD)
- Land contamination.

13.5 Thames Basin Heath Special Protection Area (TBH SPA)

- 13.5.1 In terms of residential development, areas of the town centre may be impacted by the need to mitigate for the Thames Basin Heath Special Protection Area (TBH SPA). In this case, the Council will seek contributions for the provision of the alternative Suitable Alternative Natural Greenspace (SANG) at Rooks Nest Farm. This will be delivered in accordance with Natural England's advice on Strategic Access, Management and Monitoring (SAMM).

13.6 Fees, Monitoring and Review.

- 13.6.1 Planning obligations will be drafted by the Borough Council's Legal Services team. Applicants are required to cover the cost of the Borough Council's Legal Services team drafting and checking the Legal Agreement, which may include obtaining copies of land registry documents. The legal fee is payable as soon as work commences on any Legal Agreement and must be paid whether or not planning permission is ultimately granted. A fee of £1000 will be charged

for a standard Legal Agreement although the Council reserves the right to charge a higher fee where the Legal Agreement is complex or the scheme is particularly large.

- 13.6.2 A monitoring fee is also required. This allows the Local Planning Authority to monitor the implementation of S106 contributions. This can cover the costs of achieving an agreement, recording payments due, ensuring contributions are spent on their intended purpose and monitoring the delivery of the necessary infrastructure covered by the Legal Agreement. All financial contributions received will be managed by Wokingham Borough Council, which will also be responsible for their distribution as agreed. This process will be subject to annual audit, monitoring and reporting by the Borough Council to ensure that it is transparent and accountable to all parties. This monitoring fee is separate from that associated with assessing the effectiveness of mitigation and avoidance measures for the Special Protection Area under SE Plan policy NRM6 and Core Strategy policy CP8.

- 13.6.3 The Local Development Framework (LDF) Annual Monitoring Reports (AMR) will form the primary vehicle for monitoring the progress of the Masterplan SPD.

- 13.6.4 Regard should be given to the Council's Current Planning Advice Note (PAN) published in July 2008, and the forthcoming Planning Obligations SPD.

13.7 Planning Obligations (Section 106 Agreements)

- 13.7.1 Planning obligations are Legal Agreements made under Section 106 of the Town and Country Planning Act 1990 (as amended), which can secure various purposes such as restricting the use of land or requiring land to be used in a particular way. They can also require specific operations and allow for the delivery of infrastructure, buildings and services and a sum, or sums, to be paid to the Local Planning Authority.
- 13.7.2 Circular 05/2005 supplements the Act; this makes clear that it is appropriate to seek financial or other contributions to compensate for loss or damage caused by a development, or to mitigate the impact of development. Circular 05/2005 sets out five tests that a planning obligation must meet. These are:
- Relevant to planning
 - Necessary to make the proposal acceptable in planning terms

- Directly related to the proposed development
 - Fairly and reasonably related in scale and kind to the development and
 - Reasonable in all other aspects.
- 13.7.3 For the purposes of this SPD, planning contributions may take the following forms provided that they are necessary for the proposed development to be constructed; Infrastructure Delivery SPD for the SDLS Consultation Draft 12:
- The direct provision of essential, relevant and necessary infrastructure both on and off the site;
 - The provision of land for a specific community/specialist use as agreed between the developer and the Council
 - Commuted payments in lieu of provision of infrastructure normally derived through standard formulae which may be pooled;
 - Monetary contributions towards Strategic and off-site Community Infrastructure normally derived through standard charges and or formulae which may be pooled with an allowance being made for situations where strategic infrastructure is provided as part of the development.
- 13.7.4 In terms of this SPD, Planning obligations will be sought for the following types of infrastructure:
- Affordable Housing
 - Education
 - Health
 - Youth & Community Facilities
 - Transport (Including Public Transport and Access improvements through Section 278 agreements)
 - Travel Plans
 - Public Realm/ Greenspace
 - Art
 - Community Facilities
 - Recreation & Amenity Space
 - Environmental Improvements
 - Waste & Recycling
 - Environmental Mitigation & Biodiversity
 - Employment & Skills Training
 - Climate Change
 - Local Shopping
 - Car Parking.
- 13.7.5 There will also be significant elements of on-site infrastructure that will need to be dealt with as part of the development of individual sites, as opposed to off-site or more strategic infrastructure. This will include, for example:
- On-site landscaping, open space and play equipment
 - On-site archaeological investigations
 - Remediation of contaminated land
- 13.7.6 Infrastructure will be secured by an appropriate Legal Agreement which should be agreed prior to the submission of any planning application. They should indicate whether the infrastructure will be directly delivered or through a S106 contribution.
- 13.7.7 Where current viability is proposed as a justification for reducing the infrastructure provided and/or the Section 106 the Council will require developers to provide a fully audited open book approach on scheme viability which will be validated by an independent assessor whose fees will be paid for by the developer. If as a result of this assessment there is a justification for reducing infrastructure provision and /or Section 106 then the Council will consider the following approaches:
- Review the timing of provision of direct and indirect infrastructure provision or financial contributions and/or
 - Prioritise and review level of direct and indirect infrastructure provision or financial contributions.

Scheme Provision	Provider	Funding	Phasing	Consent Regime
Transport Infrastructure provision				
Wellington Road/Finchampstead Road - removal of roundabout and replacement with controlled junction	Developer/WBC	Provision	Early phase	Section 278 agreement
Rationalisation and relocation of existing crossings along Broad Street, Denmark Street and Peach Street more space for pedestrians and reduce vehicle speeds	WBC	Contribution from Developers	Phased - having regard to future public realm strategy. This will be a standalone strategy.	
Footway widening and constrained carriageway widths along Broad Street, Peach Street and Rose Street	WBC	Contribution from Developers	Phased - having regard to future public realm strategy. This will be a standalone strategy.	
Junction improvements	WBC	Contributions from Developers to enhance parking management and sustainable transport improvements.	Phased in line with Car Parking Strategy and SDL location	
Demand Management	WBC	Contributions from Developers to increased bus services and contributions to enhanced pedestrian and cycle infrastructure, including links to enhanced infrastructure proposed in the Wokingham SDLS	Phased in line with development.	
Signalisation and priority measures	WBC	Contributions from Developers	Phased in line with development	
Park & Ride Coppid Beech	WBC	Contribution	To be identified in the Infrastructure Delivery Plan	Planning, May Require CPO or Land Negotiations'
Station Link Road	WBC/ National Station Improvement Programme	Contribution	To be identified in the Infrastructure Delivery Plan	Planning, May Require CPO or Land Negotiations'
Station Improvements	WBC/ National Station Improvement Programme	Contribution	To be identified in the Infrastructure Delivery Plan	
Northern Rail Bridge	WBC/ National Station Improvement Programme	Contribution	To be identified in the Infrastructure Delivery Plan	Planning, May Require CPO or Land Negotiations'

Scheme Provision	Provider	Funding	Phasing	Consent Regime
Social and Community				
Provision of community facilities including performance and exhibition space	Provisions of community facilities including performance and exhibition space	Developer Provided	Developer funded - may be part of a multi use centre to meet the needs of youth, voluntary sector, faith, café. May include a retail/business element.	Early phase
Potential refurbishment of Council Offices at Shute end to provide for a community centre/community hub.	WBC/Developer	WBC/Developer funded.	Final phase	
Leisure -potential redevelopment of carnival pool to provide a mixed leisure quarter	WBC/Developer	WBC/ Developer Contributions	Later phasing	
Residential elements may also require a contribution to library provisions in line with the council's PAN (July 2008).	WBC	Developer Contributions	Throughout the proposed redevelopment.	
Affordable Housing				
Seek affordable housing in line with policy CP5 of the Core Strategy - however the provision for variety and types of accommodation is desirable. It is envisaged that the design of proposals will take precedent over the mix, however design should broadly comply with policy WH10 of the WDLP and para 5.41 WDLP and para 5.41	Developer	Developer funded - maybe a degree of flexibility regarding percentage of affordable housing provided, having regard to the overall schemes for the regeneration of the town centre.	Throughout the proposed redevelopment.	

Scheme Provision	Provider	Funding	Phasing	Consent Regime
Education				
Depending on the type and mix of dwellings provided, there may be a requirement for Primary school, and possibly secondary school, in line with the Council's current PAN (July 2008) and any future Planning Obligations SPD	WBC	Developer Contribution	Throughout	
Public Realm				
On-site public realm improvements should have regard to Section 8 of the Town Centre Masterplan SPD and will be provided as part of the development by the developer. This may include the provision of public art, street furniture, signage and lighting.	Developer	Developer funded	Throughout	Any on site highways will need a Section 38 agreement if it becomes an adopted public highway.
Off-site public realm improvements, for example, works to the town centre principal historic streets and the Plaza in line with Section 8 of the Town Centre Masterplan SPD	WBC/Developer	Developer Contributions	Throughout	Any on site highways may require a Section 38 agreement if it becomes an adopted public highway.

Scheme Provision	Provider	Funding	Phasing	Consent Regime
Public Realm				
Urban courtyards.	Developer	Developer funded	Throughout	Any on site highways may require a Section 38 agreement if it becomes an adopted public highway.
Green Infrastructure				
Residential developments may require contributions towards country parks, biodiversity and countryside access.	WBC	Developer Contribution	Throughout. Development should promote opportunities to incorporate biodiversity benefits within the design of the development.	
SANG- any residential development may need to provide mitigation for the Thames Basin Heaths Special Protection Area (TBH SPA).	WBC	Developer Contribution	Throughout	
Seek to integrate tree planting on streets	WBC/Developer	Developer Contributions	Throughout	

Scheme Provision	Provider	Funding	Phasing	Consent Regime
Sustainable Design and Construction				
In line with Section 11 of this SPD and having regard to the Council's Sustainable Design and Construction SPD	Developer	Developer Funded	Throughout	
Flood Risk Management - development should have regard to having regard to Section 11 of this SPD. This will include the provision of Sustainable Urban Drainage systems in line with Environment Agency Advice	Developer	Developer Funded	Throughout	
Open Space and Recreation				
Provide play park and cafe facility in Howard Palmer Park	WBC	Developer Contributions	Later phase	
Elms Field	Developer	Developer Funded	Early phase	
In line with the Council's Current PAN (July 2008), may also seek contributions to playing pitches and recreation grounds, and other amenity open space, including Open Space maintenance payments and contributions to sport halls.	Developer/WBC	Developer Contribution	Throughout development	

appendices

appendix 1: glossary of terms

Glossary of Terms

Adaptability: The capacity of a building or space to be changed, responding to changing social, technological and economic conditions

Active Frontage: The ground floor front of a building or development block, where development addresses a street or area of public space.

An active frontage faces the street, creating a perception of activity and safety through entrance cores, shop windows, cafes, restaurants and public buildings.

Affordable Housing: Affordable housing should meet the needs of eligible households, affordable, determined with regards to local incomes and house prices. Affordable housing includes social rented and intermediate housing, provided for specified eligible households whose needs are not met by the market.

Amenity : Elements which contribute to the overall character of an area, for example open land, trees, historic buildings and the inter-relationship between all elements in the environment.

Anchor: A larger store included as part of a large retail led development. Larger stores create financial stability for regeneration projects, and draw retail footfall into an area, resulting in increased visits to smaller stores and increased vitality as a result.

Back: the ground floor back of a building or development block, which presents dead or inactive frontage onto public areas.

Biodiversity: The measure of amount and variety of different species of plant, animals and other life forms that are present in a defined area.

Building Line: The line formed by frontages of buildings along a street.

Code for Sustainable Homes: The Code for Sustainable Homes is a national standard to guide the development industry in the design and construction of sustainable housing. www.communities.gov.uk for more information on criteria.

Carriageway: The section of a street or road dedicated to car movement.

Comparison Retailing: Non perishable goods for retail sale which are often stocked in a wide range of sizes, styles, colours and qualities, including furniture to enable customers to compare.

Convenience Retailing: Goods bought on a regular basis that meet day-to-day needs, such as food, newspapers and tobacco, which require minimum effort in selection.

Conservation Area: An area of special architectural or historic interest, in which specific planning policies apply.

Core Strategy: A key planning document prepared by the Local Planning Authority, setting out long term strategic objectives and spatial and land use policies for the Borough. The Core Strategy form part of the Council's Local Development Framework. See: www.wokingham.gov.uk, for more information.

Cultural Offer: to invest in opportunities for cultural organisations, activities and facilities. Increasing participation and engagement in cultural activities.

Density: This refers to the intensity of development in a given location. Built density can be expressed in terms of plot ratio (for commercial development) number of units or habitable rooms per hectare (for residential development).

Desire Line: paths or routes, which may or may to exist currently, where pedestrians desire to travel.

Edges: Linear elements not used or thought of as routes, which may act as a barrier between areas. Edges may take the form of busy roads, railway lines and property boundaries.

Eighteen Hour Economy: A vibrant economy during the day and the evening.

Elevation: The external faces of buildings.

Enclosure: Enclosure refers to the physical containment of a street or public space. Enclosure varies according to the width of street or open space to the height of enclosing walls or buildings.

Development Plan Document: These policy documents form the core spatial planning policies prepared by Local Planning Authorities. These are a statutory element of the Local Development Framework and they are subject to inspection.

Gateway: A gateway location is a key entrance point into a given environment, such as a town centre. Gateway may include, key landmark buildings, transport interchanges or stations and road junctions.

Figure Ground Plan: A plan to show the form, grain, density and evolution of an urban area. Conventionally the buildings or built form appears in black, with all other information removed.

Footprint: The enclosed shape made by the external walls of a building.

Footway: The section of a street or road dedicated to pedestrian movement.

Landmark: A structure, building or part of a building, which serves as a point of reference within an urban environment.

Layout: The way in which development blocks/buildings, streets and open spaces are arranged in relation to each other.

Legibility: The degree to which a place can be understood easily, navigated and remembered.

Lifetime Homes: Homes designed to meet the changing needs of the population at all stages of life. Meeting the needs of numerous changes of occupiers within the same home.

Lintels: A horizontal bridging of an opening.

Listed Building: A building on a statutory list of buildings of special architectural or historic interest.

Masterplan: A Framework for physical development of large areas of urban land. A masterplan indicates the layout, land use and phasing of development. Commonly it also illustrates the relationship between built development, streets and public spaces.

Mixed Use: Two or more different uses in a single building or block.

Natural Surveillance: The passive overlooking of public areas, including streets and public spaces, to improve real and perceived safety.

Pattern: the urban form or layout of built form, public spaces and streets within an urban environment.

Pedestrian Priority: Streets where pedestrians have priority over cars.

Pediments: a low pitched gable above a portico, door or window.

Permeability: The degree to which an area can be traversed by vehicles and pedestrians.

Perimeter Blocks: A development block, with continuous development enclosing an internal area of open space.

Pilasters: a shallow column, only projecting slightly from a wall or an elevation.

Planning Obligations : Under Section 106 of the Town and Country Planning Act a 'Planning Obligation' can be entered into regarding the use or development of land.

Obligations can be used to ensure the environment is safeguarded and that the costs of infrastructure associated with a particular development are met by the developer and landowner.

Public Art: Physical works of art visible to the general public, whether part of a building or free standing.

Public Realm: Areas accessible to all, whether in public or private ownership. This includes urban streets, squares and parks.

Retail Circuit: a continuous pedestrian route through a retail area. Retail circuits are important to support retail development in urban areas.

Street grid: The street pattern in an urban area.

Streetscape: the visual elements which make up a street, including buildings, street enclosure, public realm and street furniture.

Sustainable design: to reduce the negative environmental impact of development through skillful and sensitive design

Urban Blocks: These are the areas between the streets in the street grid. An urban block will normally be occupied by a number of individual buildings.

Urban Fabric: A general term referring to all of the buildings in a town or urban area, and the extent to which they relate to the public realm.

Urban Grain: This refers to the diversity and texture of the urban fabric. Fine grained urban areas are made up of a large number of small buildings often of different designs and dating from different periods. Coarse-grained urban areas are made up of fewer larger buildings often all of a similar design or dating from the same era, often typified by post war development.

Wayfinding: How people orientate themselves within urban areas and navigate from one place to another, often using prominent buildings, landmarks or directional signage as visual sign posts.

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