

SECTION 4 - PRINCIPLES AND OBJECTIVES

10.0 Achieving Sustainability – The Key Principles and Objectives

10.1 Sustainability is the over-riding goal influencing the vision for the site. It is to be achieved by building on the locational assets of the site and by attention to planning and design. A check list of the principal methods to be employed is included in the Concept Statement on page 7.

10.2 Principle 1: - Coherent and Distinctive Design

The ease with which people can understand a layout is often referred to as “legibility”. A clear overall layout will be required with both natural and built features defining views and giving identity to the neighbourhood.

Key objectives are: -

- To ensure that the neighbourhood has a special design quality appropriate to the New Town location.
- To provide a development which is accessible to all members of the community.
- To provide a clear, properly integrated and sustainable layout.
- To ensure that spaces and key buildings provide key focal points for visual orientation.
- To design roads as integrated public spaces and not simply as routes for traffic.
- To design residential sub - areas of linked and distinctive character designed to recognise, interpret and enhance positive local environmental qualities.
- To create a hierarchy of well designed open spaces.
- To reduce wherever possible the opportunity for crime and to allay the fear of crime by ensuring that the development is well lit, public areas are well overlooked and that dwellings and commercial buildings reflect current good practice in security design (Policy EN23).
- To provide an accessible and lively neighbourhood centre at the heart of the development.
- To arrange for the removal of existing pylons and the provision of alternative underground trunking for power lines.

10.3 Principle 2: - Respect for the Natural Environment and Topography

Any development proposals must respect the natural environment and the topography of the site and its surroundings. Planting should soften the urban areas and particular care should be taken to integrate the edges of these developed areas with their surroundings. Copses and hedgerows must be incorporated in a structured network of green spaces and wildlife corridors. The upper contours of Jennett’s Hill must be left free of buildings as this is to be maintained as a rural landscape feature and an open space amenity.

Key objectives are: -

- To link green areas with penetrating wildlife corridors incorporating existing hedgerows.
- To treat the edges of development in a manner appropriate to the adjacent and adjoining areas, including preserving views out of the site to the country park and providing both visual and safe physical linkages with Great Hollands.
- To maintain a green gap between the built up areas of Bracknell and Wokingham
- To conserve the existing ecological and landscape features and where appropriate enhance them.
- To conserve the open character and prominence of Jennett’s Hill.
- To protect the woodlands and green areas with 20 metre buffer zones overlooked by development.
- To ensure that there are no changes in ground level within 5m. of the crown spread of existing trees.

10.4 Principle 3: - A Sustainable Movement System

The maximum opportunity must be given for the use of transport modes other than the private car in order to provide a sustainable, safe and pleasant environment. Opportunities for walking and cycling will be emphasised with direct routes and priority over cars. Public transport must be provided, with conveniently placed bus stops to provide a free flowing bus circulation pattern that serves all parts of the site. It is ~~probable~~ **hoped** that a rail station with associated park and ride facility will also serve the area. Proposals must be in line with **the** Policies ~~M5, M7, M8, M9, M10, M11~~ **of set out in the Movement chapter of** the BFBLP.

Key objectives are:-

- To provide alternative transport modes to the private car for off-site and local trips.
- To provide an accessible pedestrian friendly environment.
- To ensure that all proposals enable a safe, pleasant and direct pedestrian and cycle ~~networks~~ **routes**, which do not compromise the security of adjacent property.
- To encourage and facilitate the use of accessible public transport, through the provision of a regular bus service and the possible provision of a new rail station adjacent to the site.
- To ensure ease of access to the neighbourhood centre from surrounding residential areas.
- To create a hierarchy of well used open spaces.
- To provide ~~recreation land and facilities with good access from the residential areas~~ **recreational facilities which are easily accessible from within the residential area.**
- To reserve land sufficient for a possible park and ride facility adjacent to a possible new rail station.
- To limit traffic congestion in peak hours to no more than at present on any approach to major junctions in the locality of the development.
- To provide a junction on Berkshire Way suitable for the accommodation of predicted traffic flows.
- To minimise any diversion of traffic from major routes onto internal and local minor roads.
- To ensure continuing and appropriate maintenance regimes for woodland, hard and soft landscaping, roads and parking areas.
- To place a wheel channel alongside the steps on the footbridge which crosses Berkshire Way and links to Peacock Lane (Proposal PM7.2 (i), BFBLP).

10.5 Principle 4: - Respect For the Cultural and Historic Environment

The cultural and historic environment of the site and the surrounding area must be respected in line with Policies ~~EN17, EN18, EN21, EN27~~ **set out in the Environment chapter** of the BFBLP. These aspects are further specified in Appendix A:- Local Distinctiveness.

The area to the north of Peacock Lane (**which contains the grade II listed building Peacock Farm**) potentially containing: a business park, an hotel, **small business units** and other facilities, will be the subject of a further Planning and Design Brief.

Key objectives are: -

- To define, provide and enhance the “sense of place”.
- To use locally relevant building forms and materials.
- To respect the cultural and historic environment of the site and the surrounding area with particular reference to:-
 - a) the use of building materials which reflect the local character of the area.
 - b) building types, design features and detailing;
 - c) the relationship of the new development with surrounding development such as Great Hollands, Easthampstead Park and Peacock Cottages,
 - d) the refurbishment and re-use of Peacock Farm itself;
 - e) the use of locally relevant place names;
 - f) the appropriate use of public art.

10.6 Principle 5: - The Conservation of Energy and Resources

~~Where possible~~ It is **will be** expected that the new development should use the latest technology and principles to provide an energy efficient development.

Key objectives are: -

- To ~~encourage~~ **ensure** energy efficiency in building design, use of materials and orientation.
- To encourage recycling of resources.
- To encourage passive solar gain.
- To encourage the use of energy saving ~~procedures~~ **equipment** within the home.
- To provide a recycling centre in an accessible location within the development.

10.7 Principle 6: - The Reduction of Pollution

Pollution of the air, water and land has an adverse effect on public health and on the appearance of the neighbourhood. This does not only imply efficient cleaning and maintenance. Other issues are also involved, for example a reduction in vehicular traffic movement also has the effect of reducing traffic fumes. Such movement reductions will be encouraged through a legible layout and through the provision of public transport. Forest planting will absorb CO₂, some air pollutants and dust and is a further reason for the efficient maintenance and enhancement of existing and new vegetation.

Key objectives are: -

- To minimise harmful emissions and the indiscriminate disposal of household waste and litter.
- To minimise light pollution and protect the night sky with appropriate down shaded street lighting etc.
- To maintain and enhance areas of ecological interest.
- To enhance natural features of the site including existing trees and hedgerows.
- To reduce on-site traffic movement.
- To maintain and enhance existing and new vegetation as this helps to absorb CO₂ and other pollutants.

