

# WELCOME

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Welcome to our public exhibition on Taylor Wimpey's emerging proposals at Land off Watmore Lane/ Maidensfield, Winnersh.

Outline planning permission for up to 234 homes was granted on appeal in March 2024, establishing the principle of residential development. We are now looking forward to working collaboratively with residents to achieve the best possible outcome for the local community ahead of the submission of a Reserved Matters Application later this year.

At this public consultation, you can:

- Ask questions of members of the project team
- View the emerging proposals in greater detail
- Provide your feedback



## About Taylor Wimpey

Taylor Wimpey was formed by the merger of George Wimpey and Taylor Woodrow in 2007. We have a history dating back to the 19th Century. We are one of the largest homebuilders in the UK, completing over 10,000 homes each year.



*Planning sustainable communities*



*More than building homes*



*Green spaces*



*Energy efficient homes*



*We embrace diversity and inclusion in our policies and practices*



*Engaging with local people*

*“Our aim is to be the nation's leading residential developer for creating value and delivering quality. We are passionate about working with local people, businesses, local authorities and our customers to build aspirational homes”*

For more information, visit:  
[taylorwimpey.co.uk](http://taylorwimpey.co.uk)

*Taylor Wimpey lays the foundations for thriving communities*

10,438

*homes built in 2023*

£455m

*invested in areas in which we built*



*Improvements to public transport*



*Landscaping, sports and play areas*

# THE SITE

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*Key considerations and opportunities that will influence the emerging design*

An updated opportunities and constraints plan was prepared to inform the initial proposals for the Reserved Matters Application. This plan sets out the key architectural, environmental and design features and technical considerations which help us to inform the design. The comments received at the Outline stage also helped shape the initial design.



Outline Planning Permission was granted on 6th March 2024 . This permits the development of the site for of up to 234 homes as well as the access to the site from Maidensfield.

The next stage is to prepare and submit a Reserved Matters Application which provides detail not covered in the approved Outline Planning Permission. For this proposal this will include details on:

- Layout
- Appearance
- Scale
- Landscaping

We have prepared initial proposals relating to these Reserved Matters which are presented on the exhibition boards. Wokingham Borough Council will review the application for compliance with the Outline planning application conditions and relevant planning policies before making a decision.

## *Key technical considerations to inform our emerging design*

Our analysis of the Site has involved a number of independent, technical studies, which have informed our emerging proposals:

### ***Flood Risk***

Emm Brook flows from the southeast to the northwest along the eastern boundary of the Site. Mapping published by the Environment Agency indicates that the land along this eastern boundary is classified as Flood Zone 2 and 3, accordingly no development is proposed in this part of the site and all proposed new homes will be located to the west on higher land.

A screening assessment has reviewed the flood risk posed by sources including tidal, surface water, groundwater, sewers and water mains, reservoirs, canals, and infrastructure. The risk posed by flooding from these to development on the site were all assessed to be negligible.

### ***Drainage***

A Sustainable Drainage Strategy (SuDS) has been incorporated into the proposed development design. This system will capture and slow runoff from the roofs and hard surfaces within the development before releasing these flows to Emm Brook at a low rate that is no greater than would currently occur from the site. This sustainable drainage system includes swales within the development area linking to larger areas of ponds and wetland to the east within the area of public open space, providing an attractive and ecologically diverse area for new and existing residents to enjoy.



### ***Heritage***

We have previously undertaken an assessment and geophysical survey, and potential archaeological and heritage matters have been taken into consideration. A programme of archaeological work will take place before the development begins, in accordance with the condition attached to the Outline Planning Permission. We are committed to the preservation of local heritage as part of the development of the site.

### ***Noise & Air Quality***

Appropriate noise and air quality assessments were undertaken at the Outline stage due to the Site's proximity to the M4. The Council's Environmental Health Team reviewed the reports and were satisfied. A planning condition was attached to the Outline Planning Permission to ensure that appropriate internal noise levels will be achieved.

### ***Ecology***

Detailed ecological survey work has informed the proposals throughout the design development process. Important ecological features at the site include the mature native hedgerows and trees, ancient woodland, the Emm Brook and populations of bats and reptiles. Key boundary habitat features will be retained within the proposals, including the ancient woodland habitat, in addition to the significant buffering of the Emm Brook within a wide green corridor where new habitat creation measures are proposed. The proposals will allow the continued functionality of these features for wildlife on-site, going further to protect and enhance habitats, resulting in a Biodiversity Net Gain.

### ***Landscape***

The existing landscape character and quality of the Site and the surrounding area was assessed at the Outline Stage as part of a Landscape and Visual Impact Assessment. The Reserved Matters application will include detailed landscaping proposals to enhance the landscape for the benefit of new and existing residents, as well as creating new habitats for flora and fauna.

### ***Trees***

A tree survey was undertaken to support the Outline planning application in accordance with the appropriate technical British Standards and will inform the Reserved Matters layout. The layout retains trees and hedgerows wherever possible, and an Arboricultural Method Statement and Veteran Tree Management Plan are required to be submitted as part of a planning condition attached to the Outline Planning Permission.



# PROPOSED LAYOUT

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## Our emerging Reserved Matters proposal for land at Watmore Lane, Winnersh

- We are proposing a Reserved Matters Application for up to 234 high quality new homes in Winnersh.
- 40% are proposed to be affordable homes made up of a mix of Social Rent, Affordable Rent, Shared Ownership and First Homes
- The development will include a range of property styles, including houses and apartments, and sizes from 1 bedroom apartments to 4 bedroom houses.
- During the Outline stage, we submitted an illustrative masterplan that depicted a potential layout. Since then, we have developed a proposed layout for the reserved matters which positively responds to previous comments received - which is provided below.



Previous Illustrative Layout from Outline

### Response to Previous Comments

- ① Development removed from this area to allow views towards Emm Brook from the site entrance.
- ② Larger front gardens to facilitate more street trees and planting
- ③ Central open space less formal and linking to eastern open space
- ④ Apartment relocated away from northern edge
- ⑤ Larger detached homes along northern and eastern edges reflect transition to open spaces and country side.



Beds	Market	Affordable
1	0	30
2	35	39
3	70	15
4	35	10
Total	140	94

Proposed Site Layout

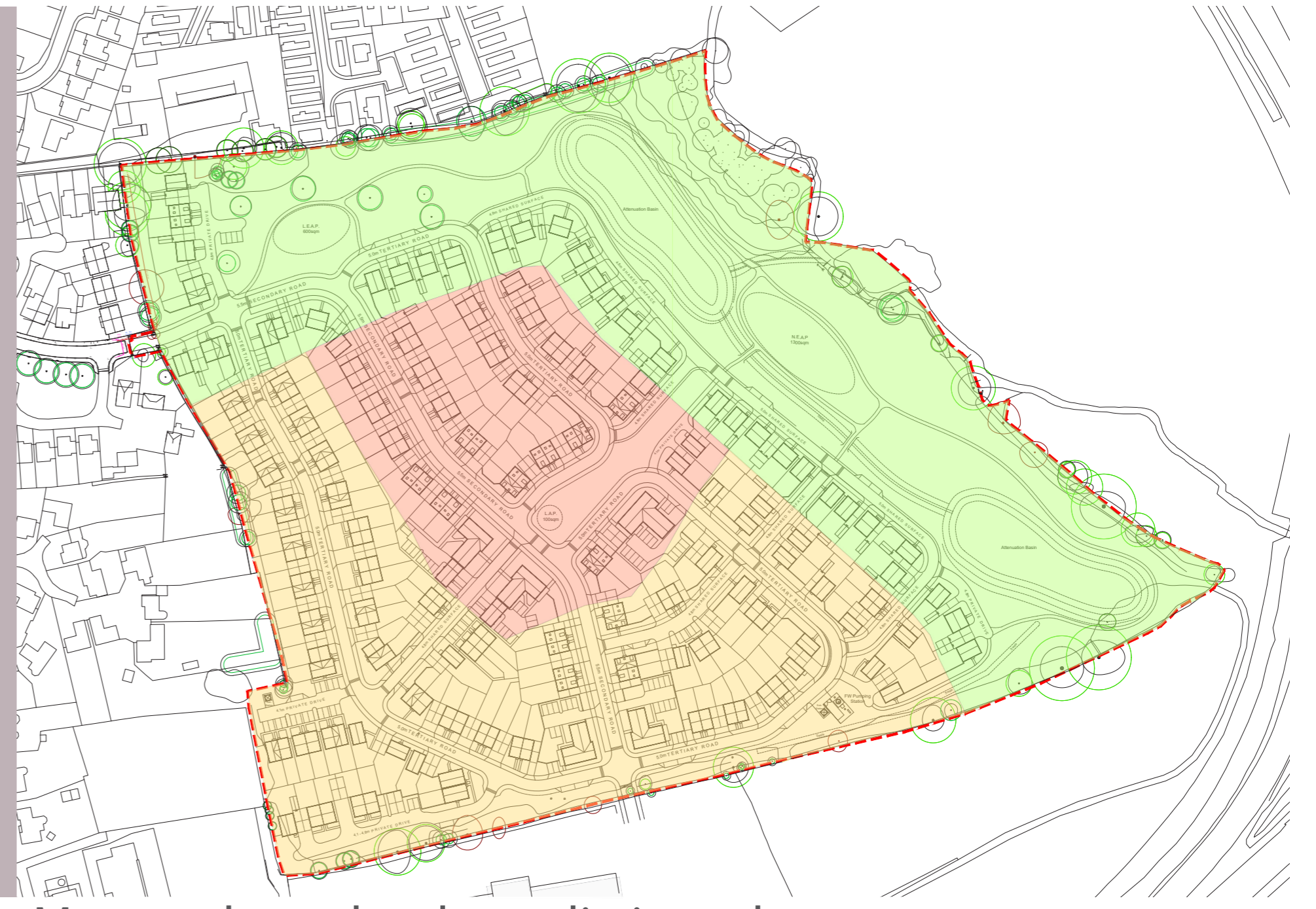
# DESIGN AND APPEARANCE

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## How it could look

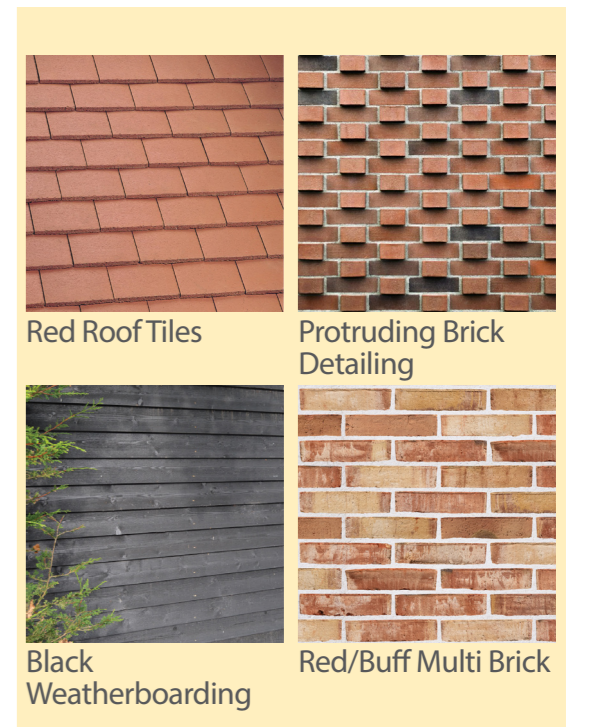
The site is divided into three distinct character areas, each showcasing unique architectural elements. The houses and apartments feature a variety of materials commonly seen in the area, such as red and buff brick, black weatherboarding, and detailed protruding brick headers. The roofs combine red and grey tiles, reflecting the traditional vernacular of the local area.



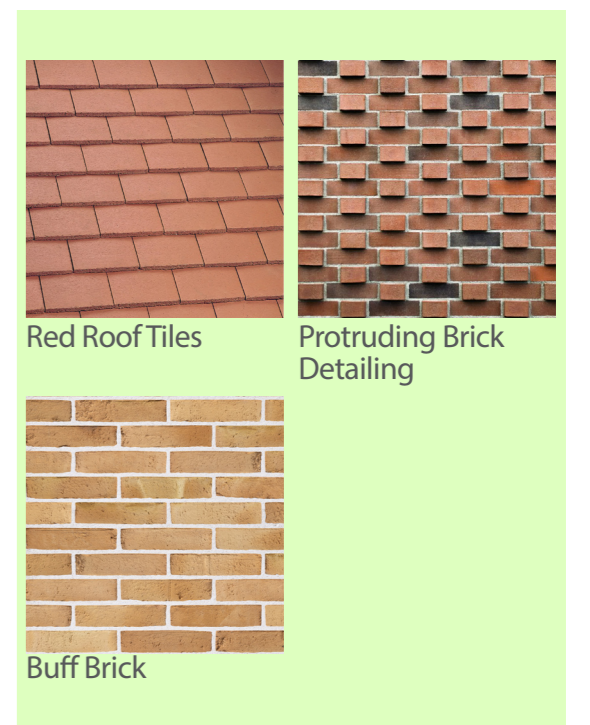
Map to show the three distinct character areas



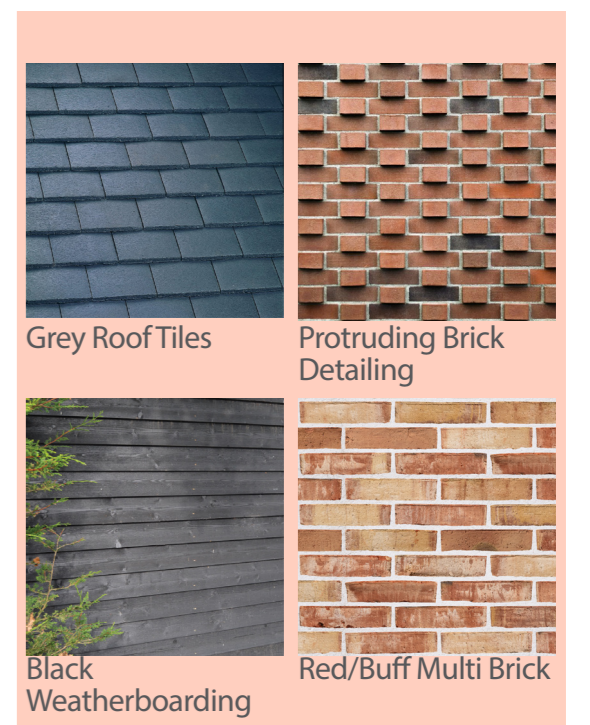
Character Area - South Western Quarter



Character Area - Green Edge



Character Area - Central Core



Road: Birchmead



Road: Winnersh Gate



Road: Maidensfield



Road: Robin Hood Way

## *A focus on active travel and pedestrian and cycle links*

The site is well connected to existing local facilities and services within Winnersh, reducing the reliance on the private car and encouraging healthy and active travel for all.



### ***Primary Access into the site***

- The principle of the primary access into the Site from Maidensfield has been approved as part of the Outline Planning Permission.
- This will be via the continuation of Maidensfield, with a 5.5m carriageway and 2.0m wide footways.
- To the west, Maidensfield forms a minor arm of a simple priority junction with Watmore Lane.

### ***Healthy and active travel***

- Comfortable walking distance (800m) Wheatfield and Oak Tree schools.
- Reasonable (800m-2km) walking distance, Winnersh Primary School, Forest School, retail on Reading Road, Sainsbury's Superstore, healthcare facilities, Winnersh Railway Station.
- Within a 3.2km walking distance there are a wider range of education and leisure facilities, as well as Winnersh Retail Park.
- Easy cycling distance from the site, Winnersh Triangle Business Park.

### ***Parking provision***

- Car and cycle parking to be provided in accordance with the Council's standards.
- All houses and flats to be provided with allocated parking spaces.
- Additional unallocated and visitor parking to be provided across the site.
- Appropriate Electric Vehicle charging to be provided across the site.

### ***Secondary access***

- Proposed secondary access to the south, to connect into the road network around Oak Tree School and the Winnersh Farm development should it come forward.
- A planning condition on the Outline Planning Permission, means that only up to 111 dwellings can be commenced until details of the secondary access are agreed with WBC.
- Taylor Wimpey is currently in discussions with WBC regarding the secondary access.

### ***Street Hierarchy***

- Clear road hierarchy with secondary and tertiary roads attractive for walking and cycling.
- Secondary road through the Site with street trees and footways leading to a number of tertiary roads.
- Several shared surfaces are proposed between the secondary and tertiary roads for walking and cycling permeability.
- Smaller 'private' drives with a reduced width.
- Road widths are acceptable for refuse and fire appliance vehicle access across the site.

# LANDSCAPING APPROACH

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**Taylor**  
Wimpey

## *Protecting and enhancing the natural environment*

Our design process involves an evaluation of how the site relates to the surrounding area, in terms of its landscape character and setting.

We are incorporating key environmental features within our design and promoting opportunities to improve access to the wider natural environment.

This will preserve and improve the site's biodiversity and promote healthy living by providing access to green spaces and walking routes.

### *Our response*

Our illustrative plan provides details of key environmental features and green/blue infrastructure within our emerging proposal:



1. Significant area of continuous open space wrapping around the northern and eastern boundaries of the Site to provide a setting to the existing watercourse (Emm Brook) and a suitable settlement edge transition.

2. Northern open space with views toward Emm Brook and physical separation from the existing caravan site, taking advantage of the retained trees to develop a natural, parkland setting on the approach into the Site from Maidensfield.

3. Eastern open space incorporates the required stormwater drainage features, designed as both visually attractive and biodiverse features, with plentiful opportunities to enhance and strengthen the existing watercourse through new planting.

4. Linear central open space at the heart of the scheme, allowing views toward the Eastern open space and Emm Brook, providing relief to the built form, giving dwellings an increased visual connection with the opens spaces of the Site.

5. Community features such as doorstep play (LAP) and seating areas for social interaction.

6. Generous shared surface street leads eastwards from the central open space to provide a traffic calmed, pedestrian friendly route east-west across the Site.

7. Play spaces are strategically located around the Site, placed at key points where they help to terminate views, well surveyed by nearby dwellings.

8. Continuous line of street trees along mine Spine Road, with additional trees to the opposite side of the street, providing a green route through the Site.

9. Landscape buffer along the southern boundary providing a soft edge to the Site and an appropriate interface with the school site to the south, whilst allowing the retention of the most significant existing trees.

# ENVIRONMENTAL & SOCIAL BENEFITS

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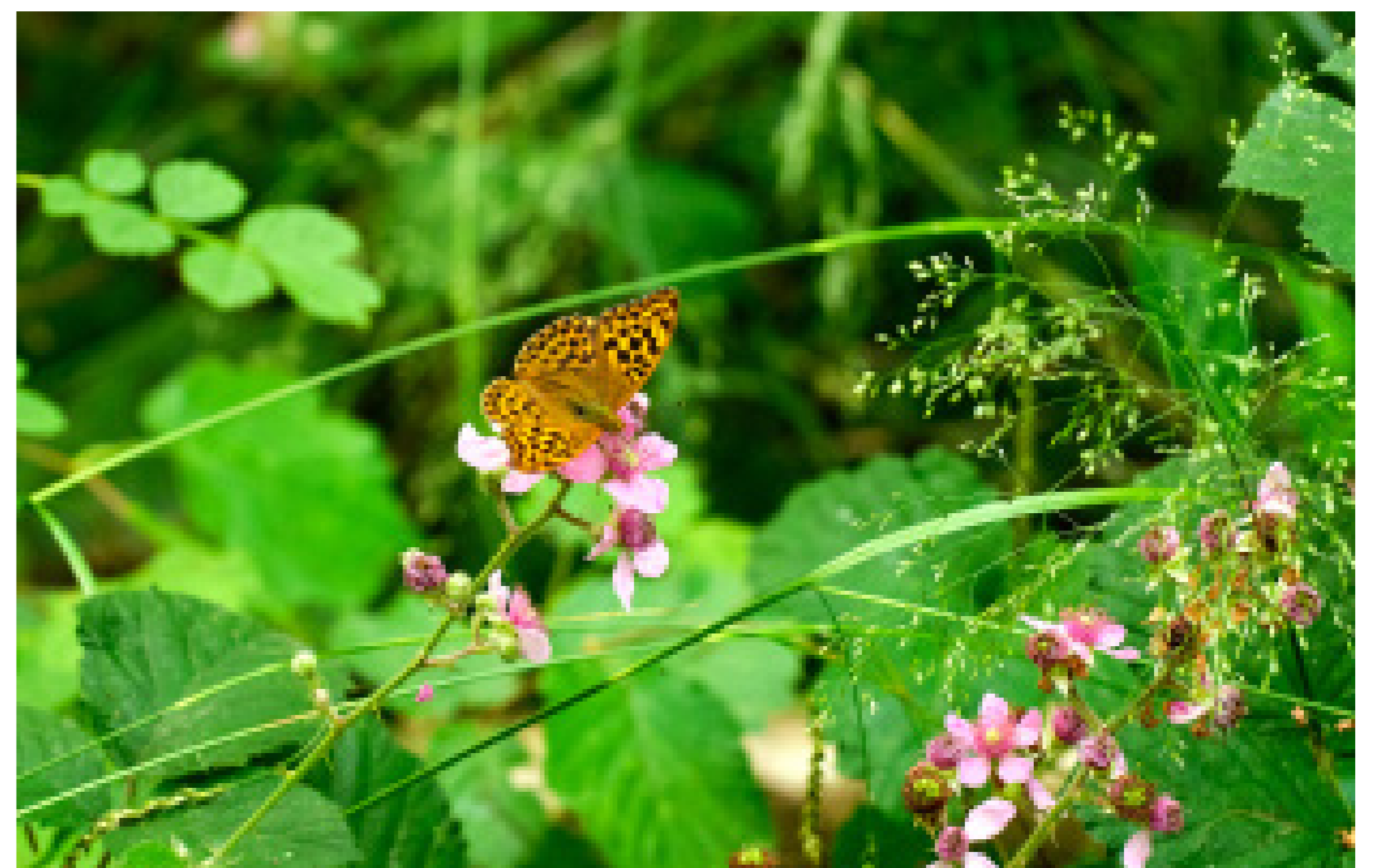
**Taylor**  
Wimpey

*The proposals will deliver a range of benefits for the local community*



## *Environmental & Social benefits*

- 10% Biodiversity Net Gain for habitats, hedgerows and watercourses through habitat retention and creation, including areas of species-rich wildflower meadow, native thicket and tree planting
- Ecological enhancement measures providing a range of habitats for wildlife including bat and bird boxes, log piles, and hedgehog highways
- Large areas of public open space and walking routes in the northern and eastern parts of the Site
- New tree planting and the retention and protection of trees subject to tree preservation orders, veteran trees and Ancient Woodland
- Improved connectivity and recreation areas around the Emm Brook
- Range of play spaces for children located around the site
- 94 affordable homes provided, with a range of tenures including social and affordable rent, shared ownership and first homes
- Mix of housing types and sizes provided to meet local needs including 1,2,3 and 4 bedroom homes, detached and semi-detached houses and apartments
- Pedestrian routes through the Site improving connectivity within the wider Winnersh area
- Attractive sustainable drainage features incorporated into the open space including basins and swales providing an effective drainage strategy and which will also improve habitat diversity and opportunities





# KEY ECONOMIC BENEFITS

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## What will our development bring to the area?

Our development will bring a number of economic benefits to the local area both during construction and afterwards. We have estimated the benefits stated below using UK-wide statistical data. These figures will be refined as our proposals develop.

### Building the homes



**481 jobs**

*Direct employment*

Estimated to create 422 temporary construction jobs per year of build.



**145 jobs**

*Indirect/Induced employment*

182 jobs could be supported in the supply chain per year of build.



**£9,674,003**

*Economic output*

Expected additional Gross Value Added (GVA) per year from direct and indirect jobs.

### Additional local authority income



**£310,518**

*Additional Council Tax revenues per year*

Estimated additional Council Tax per year based on the proposed number of new homes.



**£1,769,600**

*New Homes Bonus payments*

A grant paid, over six years, by central government to local councils for increasing the amount of homes in their area.



**£7,000,000**

*CIL and S106 contributions*

Estimated CIL and S106 contributions based on the proposed number of new homes.

### Once people move in



**£1,287,000**

*First occupation expenditure*

Total anticipated spend on goods and services by people as they move in to the new houses, to make them feel like home.



**£6,037,762**

*Total spend by residents*

The amount the residents of the new development are expected to spend per year.



## NEXT STEPS

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**Taylor  
Wimpey**

*Your views are important to help us develop our scheme and are very much appreciated. We hope you have found this public exhibition useful and informative.*



As we update our plans, we will review all the comments received. Please leave your comments today by completing our feedback form. You can also complete this form online by visiting our website or scanning the QR code below.

In order for us to consider your feedback, please return your form to us by Tuesday 2nd August 2024.

Once a planning application is submitted, Wokingham Borough Council will write to neighbours, giving details of the application and information on how you can make further comments should you wish to do so.



*Please visit our website for more information*

[www.taylorwimpey.co.uk/land-at-watmore-lane](http://www.taylorwimpey.co.uk/land-at-watmore-lane)



*Scan me*

*Thank you for  
attending today,  
your views make a  
real difference*

