

Good evening members.

I act as planning consultant and thank you for the opportunity to present comments upon this application.

Your officer's report is a positive one that details the merits of the application as recommended for approval. This reflects the lengthy and **collaborative** approach to the application process undertaken with your officers over the past year.

The application has been revised following consultation responses on a number of occasions so to respond to the comments of in particular the Council's conservation officer. This has resulted in there being **no objections** to the scheme from either the Council's conservation or highway officers.

Your officer's report confirms the **sustainable** location of the site within Theale and its **brownfield** status. The existing site has no inherent quality in architectural or historic terms and does little to benefit the village and its Conservation Area. By comparison, the proposed scheme will offer an **enhanced retail** offer and **new residential dwellings**. It will enable the introduction of a **positive, active frontage** and **soft landscaping**. The site's sustainable, brownfield location therefore means that the principle of development in this location is consistent with the Council's development plan.

Through dialogue with your officers, a traditional design style has been developed. This has included **significant amendments** to the design to reduce the number of dwellings from 9 to 7; the inclusion of a traditional pitched roof; reductions in ridge and eaves heights; and a traditionally designed shopfront. As is visible in the 3D perspectives, the building's main facade has been broken into three architectural styles to represent the **diversity** of architectural expressions found in Theale. This enables an **attractive** street scene to develop and the building's overall bulk and mass to be broken up. In addition, the scale of the building reduces as it moves towards the west so to ensure an appropriate relationship with adjacent properties.

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Committee - 3rd June 2020
Thomas Rumble, MRTPI
Theale Motor Works, Station Road / Church Street, Theale**



The scheme has been therefore designed to reflect the mixed character of the surrounding environment. Further, it incorporates appropriate shared and private amenity space, car / cycle parking and balconies to the rear.

In relation to highway considerations, the scheme is **acceptable** as confirmed by the absence of an objection from the Council's highway officer. This includes in relation to parking provision, vehicle turning and servicing arrangements. In other respects, including residential amenity, drainage and environmental health, the scheme is entirely **acceptable**.

To conclude, your officer's report sets out a comprehensive assessment of the proposal having regard to the various consultation responses received. It concludes, having regard to all relevant planning policy and associated material considerations that the scheme should be **approved** subject to the completion of a legal agreement.

I believe that through a **collaborative** approach, the applicant and your officers have found the appropriate balance between using a **brownfield site effectively**, introducing a **high quality and active design** and **respecting the qualities and setting of the adjacent Conservation Area**.

It is for these reasons that I respectfully ask you to **endorse** your officer's recommendation.

Thank you.
