

## Design Principles

### Policy CS 14

#### Design Principles

New development must demonstrate high quality and sustainable design that respects and enhances the character and appearance of the area, and makes a positive contribution to the quality of life in West Berkshire. Good design relates not only to the appearance of a development, but the way in which it functions. Considerations of design and layout must be informed by the wider context, having regard not just to the immediate area, but to the wider locality. Development shall contribute positively to local distinctiveness and sense of place.

Development proposals will be expected to:

- Create safe environments, addressing crime prevention and community safety.
- Make good provision for access by all transport modes.
- Ensure environments are accessible to all and give priority to pedestrian and cycle access providing linkages and integration with surrounding uses and open spaces.
- Make efficient use of land whilst respecting the density, character, landscape and biodiversity of the surrounding area.
- Consider opportunities for a mix of uses, buildings and landscaping.
- Consider opportunities for public art.
- Conserve and enhance the historic and cultural assets of West Berkshire.
- Provide, conserve and enhance biodiversity and create linkages between green spaces and wildlife corridors.
- Make a clear distinction between public and private spaces and enhance the public realm.
- Consider opportunities for including Home Zones<sup>(71)</sup> where practicable.

All development proposals will be expected to seek to minimise carbon dioxide emissions through sustainable design and construction, energy efficiency, and the incorporation of renewable energy technology as appropriate and in accordance with Policy CS15: Sustainable Construction and Energy Efficiency.

#### Explanation of Policy

**5.93** The quality and local distinctiveness of the built environment in West Berkshire is an important asset for the area. The importance of new development complementing and relating to its surroundings, while being safe and accessible for all, is established in the Core Strategy Vision and Objectives. The SPD 'Quality Design – West Berkshire' contains local guidance on design, including a Residential Character Framework, and a series of Area Design Focus Statements which give detailed guidance for particular key areas. Conservation Area Appraisals, the Landscape Character Assessment, and Town and Village Design Statements also provide a more detailed local context for the consideration of development and should be taken into account as material considerations.

## 5 Core Policies

**5.94** The objectives of the Core Strategy also seek to mitigate the impact of climate change, and the environmental performance of new buildings is particularly important in this context. Policy CS15 'Sustainable Construction and Energy Efficiency' requires that development proposals consider energy efficiency and sustainable design from the outset. While many of these principles can be incorporated within existing building materials and forms, it is acknowledged that non-traditional materials and designs may be necessary in order to achieve low carbon or carbon-neutral developments, and meet targets for reducing carbon emissions.

**5.95** Design and Access Statements are required to be submitted with most planning applications, and these should demonstrate how a proposal addresses the design considerations set out in this policy, in the SPD 'Quality Design – West Berkshire', and other relevant documents such as Town and Village Design Statements. The criteria in 'Building for Life' published by CABE<sup>(72)</sup> will be incorporated wherever possible. Developments should incorporate 'Secured by Design' principles to reduce opportunities for crime and the fear of crime.

### Delivery and Monitoring

Implementation will be through the development management process.