

**DRAFT**  
**Broadway / King Street / Queen Street Triangle**  
Supplementary Planning Document  
for  
Cabinet Briefing  
10<sup>th</sup> July 2008



## Contents

<b>1 Foreword</b> .....	<b>3</b>
<b>2 Introduction and Objectives</b> .....	<b>4</b>
Town Centre Strategy .....	4
Objectives and Principles for the Town Centre and the Site .....	4
<b>3 Site Information</b> .....	<b>6</b>
Site Description .....	6
Planning and Area History .....	10
Site Constraints/Opportunities .....	11
<b>4 Policy Context</b> .....	<b>13</b>
National Policy .....	13
Regional Planning Guidance .....	14
Berkshire Structure Plan .....	14
RBWM Local Plan .....	15
RBWM Local Development Framework .....	15
Other Policy Considerations .....	16
Design Guidance .....	16
<b>5 Design Principles</b> .....	<b>17</b>
Scale, Massing & Built Form .....	17
Layout and Linkages .....	18
Public Realm .....	20
<b>6 Development Principles</b> .....	<b>22</b>
Range of Uses .....	22
Retail .....	22
Leisure .....	23
Employment .....	23
Residential .....	23
Density .....	24
Access and Movement .....	24
<b>7 Sustainability</b> .....	<b>27</b>
Sustainable Construction and Design .....	27

# Contents

Energy Conservation/Renewable Energy .....	27
Travel Plans .....	27
Sustainability Appraisal .....	27
Assessment under Habitat Regulations .....	27
<b>8 Implementation and Monitoring .....</b>	<b>29</b>
Planning Benefits and Infrastructure Provision .....	29
Planning Application Requirements .....	29
Consultation Strategy .....	29
Indicative Phasing .....	29
Funding and Delivery .....	30

## Figures

Figure 1 - Site Location Plan .....	6
Figure 2 - Land Use .....	8
Figure 3 - Land Ownership Plan .....	10
Figure 4 - Townscape Analysis .....	11
Figure 5 - Design Principles .....	18
Figure 6 - Pedestrian Linkage Diagram .....	19
Figure 7 - Public Realm Opportunities .....	20
Figure 8 - Development Principles Ground Level .....	22