

**From:** Matthew Shepherd <Matthew.Shepherd@westberks.gov.uk>  
**Sent:** 10 Sep 2024 02:52:57  
**To:** dmsimport@westberks.gov.uk  
**Cc:**  
**Subject:** FW: 23/02094/FULMAJ Eagle Quarter, Newbury  
**Attachments:** Enterprise Developer Draft re Car Club.pdf

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**From:** Chris Sperring <Chris.Sperring@westberks.gov.uk>  
**Sent:** Friday, July 12, 2024 6:29 PM  
**To:** Matthew Shepherd <Matthew.Shepherd@westberks.gov.uk>  
**Cc:** Alec Gore <Alec.Gore1@westberks.gov.uk>  
**Subject:** RE: 23/02094/FULMAJ Eagle Quarter, Newbury

Hi Matthew,

Please see responses below. In terms of the Car Club, you will notice that I have attached the Developer Offer produced by Enterprise. If you need anything further details on this, please contact Alec as I am on leave for the next two weeks.

Best regards,

Chris

**Chris Sperring**  
**Principal Transport Policy Officer**  
Environment Department / West Berkshire Council / Market Street / Newbury RG14 5LD  
01635 519284 / extn 2284 / [Chris.Sperring@westberks.gov.uk](mailto:Chris.Sperring@westberks.gov.uk)

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**From:** Matthew Shepherd <[Matthew.Shepherd@westberks.gov.uk](mailto:Matthew.Shepherd@westberks.gov.uk)>  
**Sent:** Tuesday, July 9, 2024 12:04 PM  
**To:** Chris Sperring <[Chris.Sperring@westberks.gov.uk](mailto:Chris.Sperring@westberks.gov.uk)>  
**Cc:** Alec Gore <[Alec.Gore1@westberks.gov.uk](mailto:Alec.Gore1@westberks.gov.uk)>  
**Subject:** RE: 23/02094/FULMAJ Eagle Quarter, Newbury

Hi Chris,

I don't think I got a reply to my below email. Can you please review and respond?

thanks

Kind Regards

**Matthew Shepherd**  
**Senior Planning Officer**  
**Development & Regulation West Berkshire Council**  
Market Street, Newbury, RG14 5LD  
01635 519583 |  
[Matthew.Shepherd@westberks.gov.uk](mailto:Matthew.Shepherd@westberks.gov.uk)  
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**From:** Matthew Shepherd <[Matthew.Shepherd@westberks.gov.uk](mailto:Matthew.Shepherd@westberks.gov.uk)>  
**Sent:** Friday, April 19, 2024 10:52 AM  
**To:** Chris Sperring <[Chris.Sperring@westberks.gov.uk](mailto:Chris.Sperring@westberks.gov.uk)>  
**Cc:** Alec Gore <[Alec.Gore1@westberks.gov.uk](mailto:Alec.Gore1@westberks.gov.uk)>  
**Subject:** RE: 23/02094/FULMAJ Eagle Quarter, Newbury

Hi Chris,

Thank you for your comments.

- Car Club- can you provide suggested wording for the car club expansion? This does not need to be full wording, but it would be helpful to have a guide to draft something with you on.

We have discussed the proposal with Enterprise, who manage the West Berkshire Car Club on behalf of WBC. They have produced a Developer Offer, which they have used to secure Car Club vehicles at other development sites in the country. In the meantime, I have drafted some initial wording for a condition for the Car Club;

That the developer commits to a minimum 3 vehicle expansion of the West Berkshire Car Club, to be located within the car parking area of the site. This shall cover a minimum of three years from first occupation.

Reason:

To encourage lower car ownership and encourage sustainable travel. This is consistent with the National Planning Policy Framework, Policy CS13 of the West Berkshire Core Strategy (2006-2026), Policy TRANS1 of the West Berkshire District Local Plan 1991-2006 (Saved Policies 2007) and Policies LTP K1 & SC2 of the Local Transport Plan for West Berkshire 2011-2026

- Can you provide a wider condition for the development to secure Travel Plan?

Comments have been provided on the submitted Framework Travel Plan, which only had minor comments/amendments for it to be considered acceptable. Ideally, it would be good to have this agreed as part of the application. For the Travel Plan itself

To implement the agreed Framework Travel Plan (dated xxxxxx) in accordance with the timescales set out in the Plan. The plan's targets shall be reviewed and updated following the baseline travel survey outlined in the plan, with any amendments being agreed by the Council. After that the Travel Plan monitoring shall take place according to the timescales outlined in the plan for a period of five years following the baseline survey. All reasonable and practicable steps shall be made to achieve the agreed targets and measures within the timescales set out in the Framework Travel Plan and any subsequent revisions. The developer shall commit to funding the Full Residential Travel Plan including all measures and the implementation of the Travel Plan Coordinator role for the full duration of the Travel Plan.

Reason: To ensure the development reduces reliance on private motor vehicles. This condition is imposed in accordance with the National Planning Policy Framework, Policy CS13 of the West Berkshire Core Strategy (2006-2026), Policy TRANS1 of the West Berkshire District Local Plan 1991-2006 (Saved Policies 2007), Supplementary Planning Document Quality Design (June 2006) and Policy LTP SC1 of the Local Transport Plan for West Berkshire 2011-2026.

& for the WBC monitoring contribution;

That a sum of £5,000 is sought to cover the Council's cost for reviewing and monitoring the agreed Travel Plan for the development. The cost reflects the size of the development and is in accordance with the Council's scale of charges towards the monitoring of residential travel plans.

Reason:

To ensure that the objectives and modal share targets set out in the Travel Plan are met in terms of encouraging sustainable travel options and reducing single occupancy vehicle use. This is consistent with the National Planning Policy Framework, Policy CS13 of the West Berkshire Core Strategy (2006-2026), Policy TRANS1 of the West Berkshire District Local Plan 1991-2006 (Saved Policies 2007) and Policy LTP SC1 of the Local Transport Plan for West Berkshire 2011-2026.

- Have you got a price for the wayfinding posts?

I have been trying to contact our Wayfinding signing supplier, but it would appear that they have ceased trading so have been unable to get a price for this. By way of a guide, Grainger's have installed a monolith as part of their Market Street development (see below), for which we are exploring options with our Graphics team to install wayfinding artwork in. The monolith was procured and installed on site by Grainger. (Note, Highways would need to be involved with the installation if this is to be installed on WBC Highway land).



**SIGN TYPE EX07 - Town Directory Signage**

550x2500x120mm totem sign to consist of reverse decorated glass monolith with PPC silver posts & top cap. Kickplate to be 3mm thick brushed stainless-steel grade 316. 6mm toughened glass door to both sides, glass to have polished edges all round. Side inlay in 3mm PPC silver painted to match Pantone 5463C.

Kind Regards

**Matthew Shepherd**  
**Senior Planning Officer**  
**Development & Regulation West Berkshire Council**  
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**From:** Chris Sperring <[Chris.Sperring@westberks.gov.uk](mailto:Chris.Sperring@westberks.gov.uk)>  
**Sent:** Tuesday, April 9, 2024 12:48 PM  
**To:** Matthew Shepherd <[Matthew.Shepherd@westberks.gov.uk](mailto:Matthew.Shepherd@westberks.gov.uk)>  
**Cc:** Alec Gore <[Alec.Gore1@westberks.gov.uk](mailto:Alec.Gore1@westberks.gov.uk)>  
**Subject:** RE: 23/02094/FULMAJ Eagle Quarter, Newbury

Hi Matthew,

I've made some comments to your points below. Let me know if you require further info.

Chris

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**From:** Matthew Shepherd <[Matthew.Shepherd@westberks.gov.uk](mailto:Matthew.Shepherd@westberks.gov.uk)>  
**Sent:** Thursday, April 4, 2024 3:50 PM  
**To:** Chris Sperring <[Chris.Sperring@westberks.gov.uk](mailto:Chris.Sperring@westberks.gov.uk)>  
**Subject:** RE: 23/02094/FULMAJ Eagle Quarter, Newbury

Hi Chris,

Thank you for your comments. I have reviewed them and had a few questions on some of the comments.

Car Club- How should we seek to secure the on-site car club as part of the measures within the framework travel plan? Does this need to be a 106 agreement for money towards it, or a condition securing the framework travel plan.

- Although part of the measures within the Framework Travel Plan, the proposed expansion of the Car Club would be a significant undertaking that will need to be conditioned in its own right.
- The applicant would need to work with Enterprise and Transport Policy to develop the proposals for the provision of the new vehicles into the West Berkshire Car Club.
- The provision of Car Club membership for occupants could be tied into the wider FTP. Our preferred method is to attach this to each unit for a period of five years.

Way finding- You note you would like to see a contribution to extending the existing town centre wayfinding scheme, would this be through a section 106 agreement? Can you suggest the level of contribution you require?

- We would probably be looking for a new wayfinding monolith where the new thoroughfare through the site meets Market Street, plus possible re-siting of existing Monoliths in Bartholomew Street and Market Place.
- Maps/information on the existing monoliths and some of the fingerpost signing would need to be updated and refreshed.
- I have discussed this with Clive in the Sustainable Transport team and hopefully we can get an estimate in the next week or so.

Can you clarify the level of contribution need to meet your comment “Due to the size of the application, a contribution is sought for the Council’s monitoring requirements for the Framework Travel Plan.”

- As this will be a single Travel Plan for the Eagle Quarter site, the level of monitoring contribution required would be **£5,000** (category: 250-500 units)

It would be really helpful if a summary/bulleted list of what further information you require could be included?

Kind Regards

**Matthew Shepherd**  
**Senior Planning Officer**  
**Development & Regulation West Berkshire Council**  
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**From:** Chris Sperring <[Chris.Sperring@westberks.gov.uk](mailto:Chris.Sperring@westberks.gov.uk)>  
**Sent:** Monday, March 25, 2024 1:14 PM  
**To:** Matthew Shepherd <[Matthew.Shepherd@westberks.gov.uk](mailto:Matthew.Shepherd@westberks.gov.uk)>  
**Subject:** 23/02094/FULMAJ Eagle Quarter, Newbury

Hi Matthew,

Please find attached a response from Transport Policy re the above.

Best regards,

Chris Sperring

**Chris Sperring**  
**Principal Transport Policy Officer**  
Environment Department / West Berkshire Council / Market Street / Newbury RG14 5LD  
01635 519284 / extn 2284 / [Chris.Sperring@westberks.gov.uk](mailto:Chris.Sperring@westberks.gov.uk)