

RIVAR LTD.

residential & commercial property developers

6 October 2009

Our Ref: ACM/sc/25409.R

Mr T Forward
Chairman
Greenham Parish Council
Oakridge
Bishops Green
Newbury RG20 4HT

Dear Mr Forward

Consultation for proposed new public open space and enabling development of approximately 500 dwellings

Your views would be very much appreciated as the first step in a process of consultation over a once-in-a-lifetime opportunity to create a stunning new public open space in Greenham. We wish to begin a dialogue with the local community so that the proposals create a strong sense of place and respond to the current and future needs of the local community.

Our vision is to create a public resource which becomes as highly prized in the collective local consciousness as Victoria Park, Thatcham Reedbeds and Greenham Common. The potential associations include references to locally important historical events, contemporary civic leaders, landscape or ecological features, geographical landmarks and many more. The support and involvement of West Berkshire Council, local representatives and the wider community are crucial to the success of this exercise.

The proposed new high quality public open space is part of Rivar Limited's submission to the Local Development Framework (LDF), which offers the exciting prospect of planning the future growth of Greenham through a strategic masterplan. The submission is probably the last chance to end the relentless pressure from ad-hoc developments and preserve in perpetuity a substantial swath of undeveloped land.

The new parkland will supersede outdated planning policy designation whose original purpose no longer has any practical rationale. The multifunctional green infrastructure will help create and enhance the area's distinctive character and support a sense of local civic pride. Totalling 26 hectares, the suggested allocation of land for community use is considerably in excess of NPFA and FIT standards.

The new parkland and associated amenities will enhance the site's ecological value and promote the area's sense of community. The creation of this brand new recreational resource will increase the coherence and connectivity of the surrounding piecemeal developments and improve biodiversity. The strategic co-ordination of several medium and small scale development sites with potential to provide a total of more than 500 residential units will reduce the need for further urban encroachment into the countryside around West Berkshire towns. By re-using previously used and poor quality land, the proposal also lessens the need for greenfield sites to fulfil the district's future housing needs.

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The masterplan envisages new community facilities and employment opportunities together with a network of new and improved pedestrian and cycling routes. Greenham is already a highly sustainable location with extensive retail, leisure and recreational facilities, all of which will be within walking distance of the proposed new homes. Enhanced landscape features and green spaces will ensure the protection of existing ecology and create new wildlife habitats thereby helping to improve biodiversity and increase species population levels.

Enclosed with this letter is a plan and summary of the proposals for the new public open space and associated developments within our LDF submission. I would welcome your views on how the distinctive character of the scheme can be further developed with the full engagement of all interested parties in the surrounding area.

I look forward to hearing from you.

Yours sincerely,

Andy Mash
Director

Encls

A handwritten signature in black ink, appearing to read 'Andy Mash', is written over a light grey rectangular background.