

## PRESS RELEASE – 21 October 2008

### Pincent's Hill, Tilehurst: Design Enquiry report published

The results from the five-day Design Enquiry, held in early September, for a proposed sustainable urban extension at Pincent's Hill, have been published today.

Jonathan Smales, CEO of Blue Living said: "We believe these early, collaborative designs start to demonstrate just how we plan to create a superb new sustainable development. One that aims to be among the most sensitive and sophisticated environmental developments ever attempted in the UK with clean energy, low-polluting travel, enhanced habitats and biodiversity and improved access to the countryside."

The Blue Living report starts to define the vision for development at Pincent's Hill. The underpinning principle for the masterplan is the concept of the 'walkable neighbourhood', which will allow the majority of people who live and work in Pincent's Hill and many people in the surrounding community to meet their daily needs within a six minute walk.

Jonathan continued: "This is a return to more traditional - and sustainable - forms of urbanism and is in stark contrast to the car dependent developments that for the last 50 years have sought to separate workplaces, shops, community facilities and homes."

The green infrastructure plan for the site will incorporate proposals for extensive tree planting, green roofs and walls, sustainable urban drainage, wildlife corridors and food production – representing a serious commitment to productive landscape and urban and urban-edge ecology. The layout also seeks to maximize links with the surrounding countryside for both the new and existing local communities.

The indicative masterplan also starts to explore the nature and quality of open spaces; public and community facilities and amenities. Five key areas have been highlighted: the Public Square, the Grassy Knoll, a Linear Park, Five Oaks and a typical residential street.

A range of house sizes, types and tenures is planned, allowing people of different backgrounds, ages and incomes to be part of the Pincent's Hill community. Current estimates suggest between 700 and 900 homes, ranging from one-bedroom flats to five-bedroom houses, with a concentration of two, three and four-bedroom family homes. It is anticipated that approximately

35% would be affordable accommodation, comprising a mix of socially rented, key worker and shared equity.

The report's publication coincides with the establishment of the **Pincents Hill Liaison Panel**. The Panel will be formed of representatives of the local community and local groups which reflect the sustainability aspirations of the project. The Panel's primary tasks will include:

- To review, discuss and provide advice on Blue Living's proposals as they are developed
- To provide input into the process on behalf of local resident, business and other communities
- To help pass accurate and up-to-date information about the proposals to the wider community
- To link the proposals to other relevant local initiatives

The report will be available to download from the Blue Living website: [www.blueliving.co.uk](http://www.blueliving.co.uk), on 22 October 2008, and will be e-mailed out to those who registered, or gave their details at the Design Enquiry. Printed copies will be sent out over the following seven to ten days. Those wishing to receive a copy can register interest at the Blue Living website (as above) or by calling Beyond Green on 020 7549 2184.

Ends

**Notes to editors:**

Blue Living was formed in 2007 by Directors and staff of leading strategic sustainability consultancy Beyond Green, with a desire to create elegant, resilient places, economies and communities that inspire and enable healthy, pleasurable and sustainable living.

Blue Living has a Joint Venture agreement with Development Securities PLC, a leading property development and investment company whose activities are focused solely within the UK. The purpose of the Joint Venture is to pursue opportunities for authentically sustainable, residential-led, mixed-use development projects in the UK.

**To arrange an interview, please contact Susie Vernon by email at [susie@beyondgreen.co.uk](mailto:susie@beyondgreen.co.uk) or 020 7549 2184**