

Kings Meadow View Outline Planning Application Design & Access Statement

May 2023

Foreword

A Vision for Kings Meadow View

Kings Meadow View aims at transforming and providing a new heart to the town centre of Reading. This Kings Meadow View Outline Planning Application (KMV OPA) will host both residential and retail building uses as well as landscaped areas and associated activities.

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Introduction

Project Summary

This Design and Access Statement (DAS) has been prepared by Squire and Partners and is submitted in support of the Kings Meadow View Outline Planning Application (KMV OPA). Located on the Forbury Retail Park site, the development sits at a pivotal location nearby to the High Street and Reading Station.

1.1 Executive Summary

Vision

The Kings Meadow View Outline Planning Application (KMV OPA) site is located centrally within Reading. Kings Meadow View sits at a key junction between new commercial and residential developments and older listed buildings. The KMV OPA will form a connection between the old and the new as well as providing links to the existing green spaces surrounding the site.

The town itself has a rich and varied history, but the current retail park that occupies the site does little to enhance the character of the existing town centre.

The aim of the KMV OPA is to invigorate the existing town centre in a manner that draws from the heritage and culture of the town and its residents.



Illustrative view of proposed Kings Meadow View scheme

Overview of Submission Documents

1.2

Context of wider planning application documents

The DAS forms part of suite of documents that have been submitted as part of this outline planning application and as such should be read in conjunction with the Design Codes document that provides a series of guidelines and mandatory rules for the detailed design of the masterplan in future reserved matters applications.

The chart opposite explains the structure of the planning application submission documents and how they sit within the approval process.

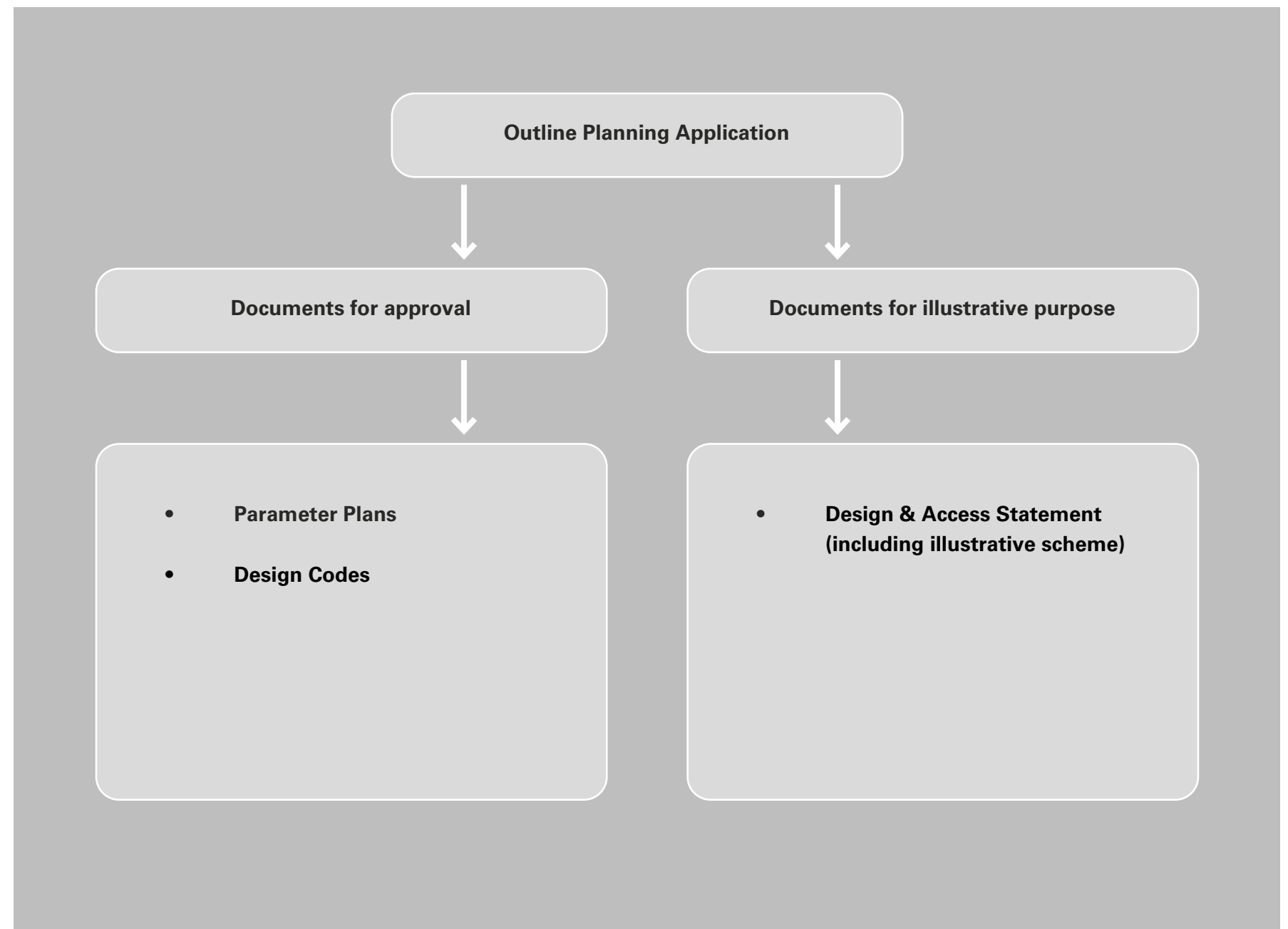


Diagram explaining structure of planning application documents

1.3 Contents of this Document

1.3.1 Structure of Design & Access Statement

This DAS has been prepared by Squire & Partners to provide an overview of the masterplanning principles, concepts and strategies that apply to the KMV OPA as well as an Illustrative Scheme that provides more detail regarding how the outline proposal could be evolved in future reserved matters applications (RMAs).

The DAS has been prepared having regard to updated policy and guidance, including the Reading Local Plan and the 'National Planning Practice Guidance'.

The DAS is presented in a single volume including the following Sections:

Section 2 outlines the Site extents, Site evaluation, historical development and contextual analysis.

Section 3 summarises the planning context, pre-application process and community engagement.

Section 4 takes the analysis and investigation and overlays the client brief, strategic aims and influences in order to arrive at a preferred development concept. This section also discusses layout, amount, appearance and scale of the design proposals.

Section 5 contains the Access Statement and is accompanied by an overview of issues such as servicing, pedestrian movement and the safety and security strategy.

Section 6 contains an explanation of the landscape and public realm strategy.

This DAS is not submitted for approval and all drawings and illustrations in this document are for illustrative purposes only.

Client & Professional Team

1.4

1.4.1 Team

This DAS has been prepared by Squire & Partners with input from the following consultancy team:



Applicant | **Aberdeen Standard Investments**

SQUIRE & PARTNERS

Architect | **Squire & Partners**

Macgregor ■ Smith
Landscape Architecture

Landscape | **Macgregor Smith**



Transport | **Stantec**



Civils & Infrastructure | **Clarke Nicholls Marcel**



Heritage & Townscape | **Montagu Evans**



Mechanical & Electrical and Access | **Method Consulting**



Planning Consultant | **Montagu Evans**



Project Manager | **ikon**

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Site & Context Appraisal

Introduction

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2.1 Site Location

2.1.1 Immediate Site Location & Description

The Site

The site is located within Reading Town Centre. It is bounded by Forbury Road and Kenavon Drive, as well as Huntley Wharf, Reading Prison and St James's Church to the south.

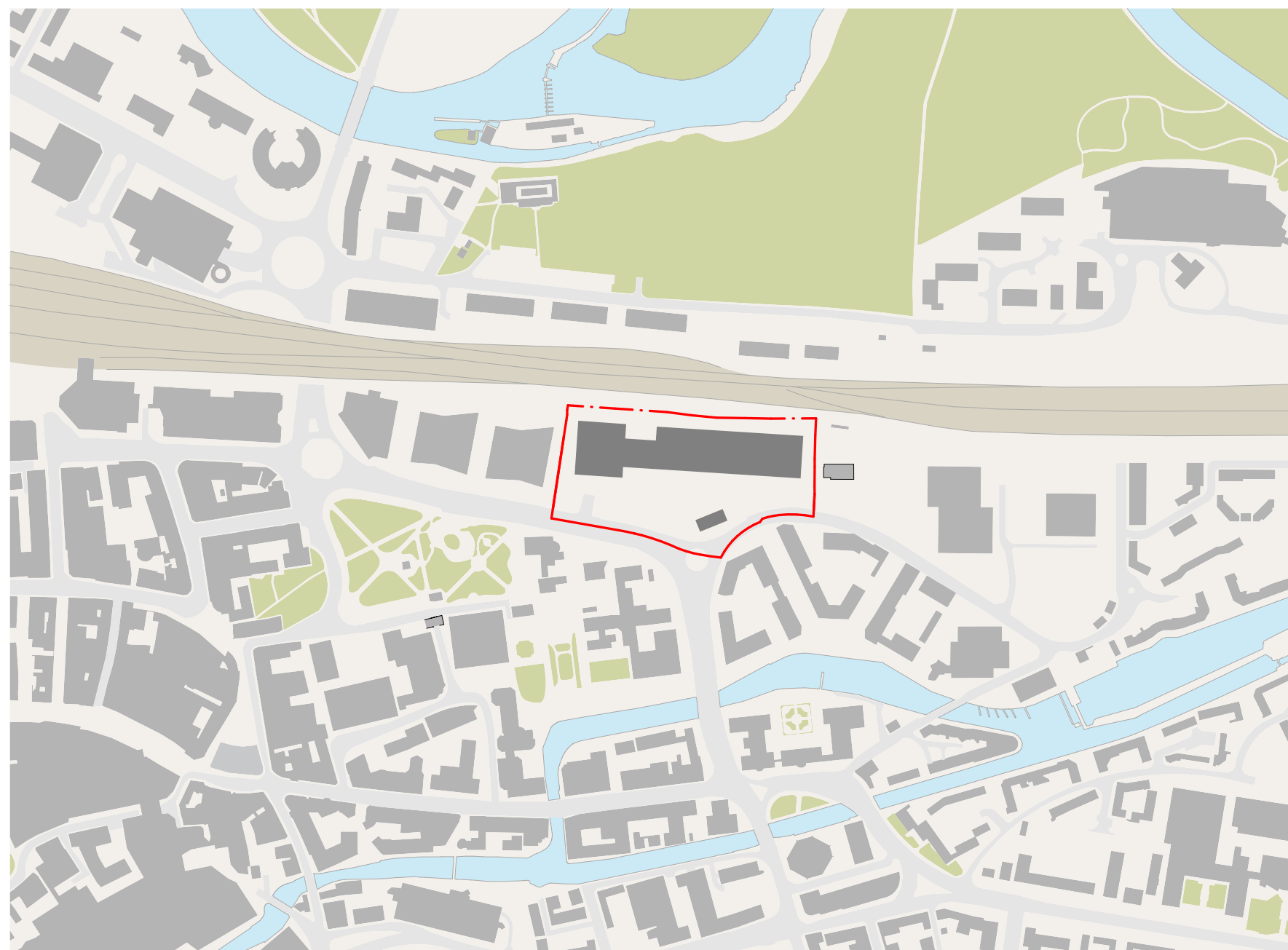
The northern edge of the site runs parallel with the main train line. The western edges of the site adjoin the offices at Forbury Place and the eastern edge adjoins the western edge of the neighbouring retail park.

The site ownership boundary currently comprises the existing Forbury Retail Park which hosts a variety of shops, as well as a smaller food outlet building and a large car park.

The KMV OPA application boundary covers the part occupied by the Forbury Retail Park and associated access road.

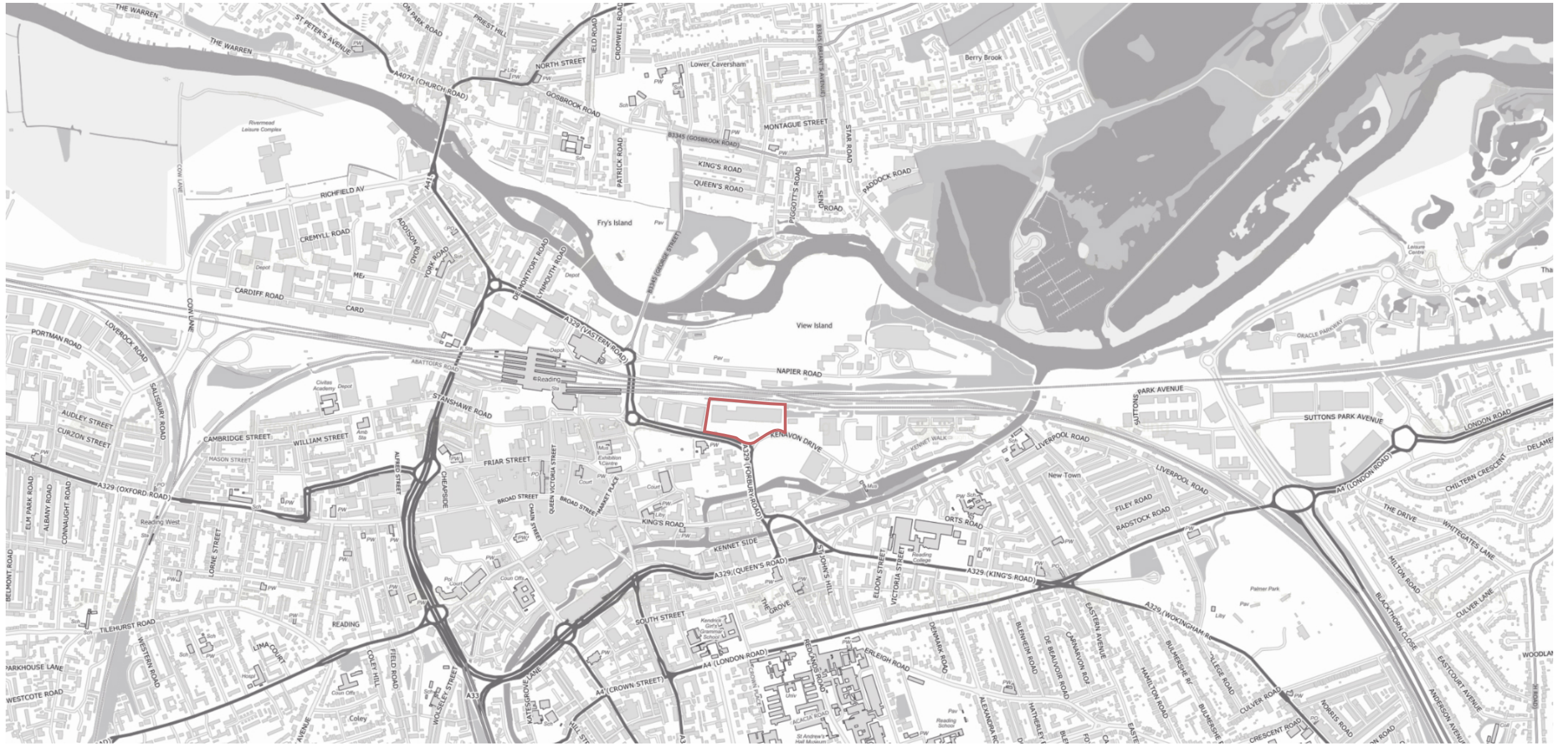


Aerial photograph of the existing Forbury Retail Park



Existing Site Plan

 Site Boundary



Wider Existing Site Plan

Site Boundary

2.1 Site Location

2.1.2 Regional Points of Interest

The KMV OPA Site is located within Reading town centre, which falls within the 'Central' constituency of Reading Borough Council. In the wider regional context Reading sits between Newbury (to the west), Basingstoke (to the south), and Windsor, Heathrow Airport (and Greater London) to the east.

Range of amenities in wider region

The town of Reading is itself set amongst an interesting and diverse mix of regional (and national) attractions that residents of and visitors to Reading alike would benefit from. These attractions include the following:

Historic Landmarks

- Reading Abbey Ruins
- Reading Abbey Gateway
- St Mary's Church
- Mapledurham House

Parks

- Forbury Gardens Public Park
- Dinton Pastures Country Park
- Woodford Park
- Prospect Park
- Beale Wildlife Park
- National Trust Basildon Park

Museums

- Reading Museum
- Ure Museum of Greek Archaeology

- Cole Museum of Zoology
- Riverside Museum
- The Museum of English Rural Life

Active/ adventure

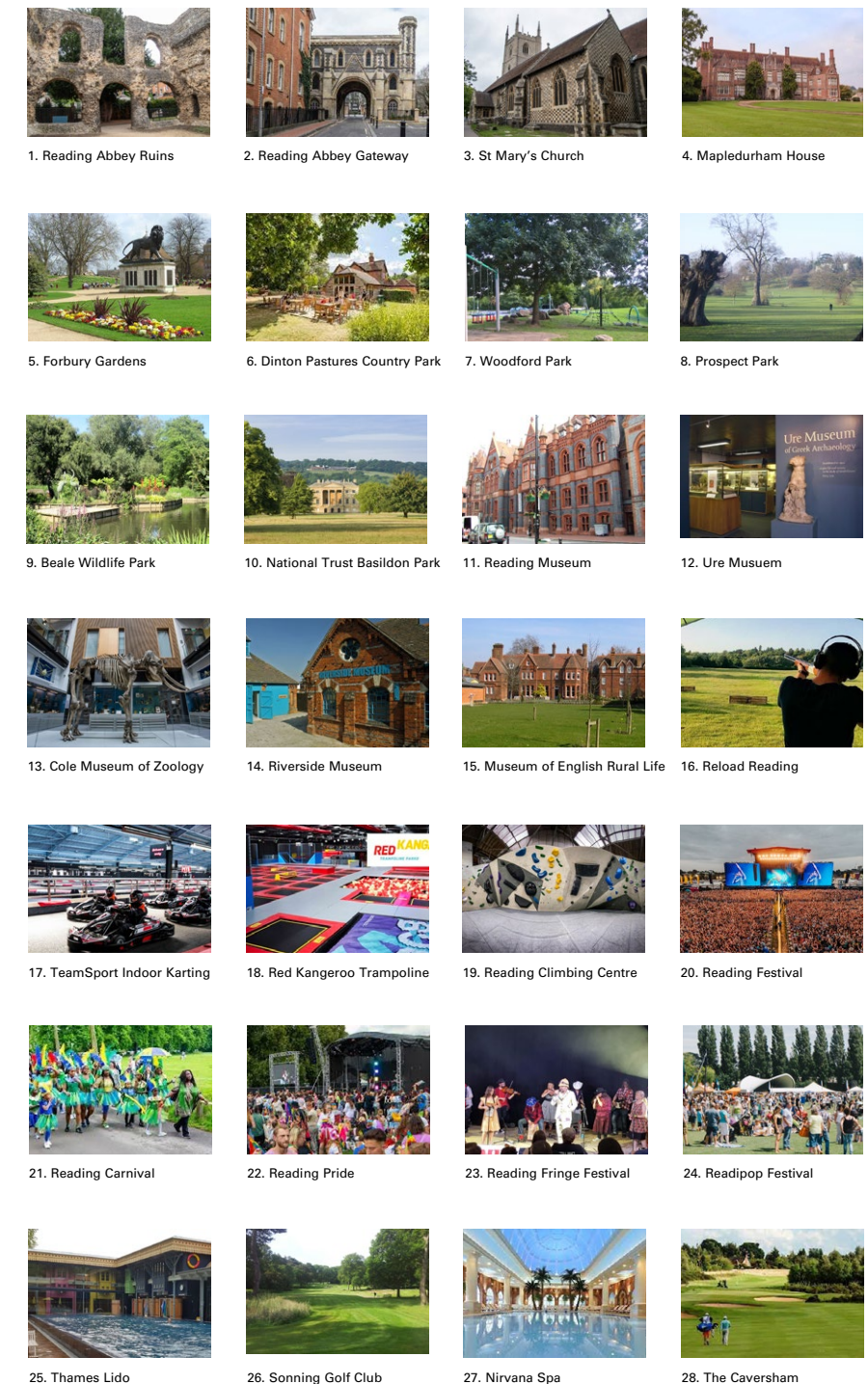
- Reload Reading
- TeamSport Indoor Karting Reading
- Red Kangaroo Trampoline Park
- Reading Climbing Centre

Events

- Reading Festival
- Reading Carnival
- Reading Pride
- Reading Fringe Festival
- Readipop Festival

Leisure

- Thames Lido
- Sonning Golf Club
- Nirvana Spa
- The Caversham



Photographs of regional points of interest



Map of key regional points of interest

2.2 Site Analysis

2.2.1 Site Constraints

Reading Regeneration Framework

Reading's regeneration framework is a comprehensive plan that outlines the town's strategic vision for future development and growth. It focuses on creating sustainable and well-connected communities that support economic growth, social cohesion, and environmental sustainability.

The framework also identifies key areas for investment and development, such as the town centre and transportation hubs, while also seeking to preserve and enhance Reading's historic architecture and public spaces.

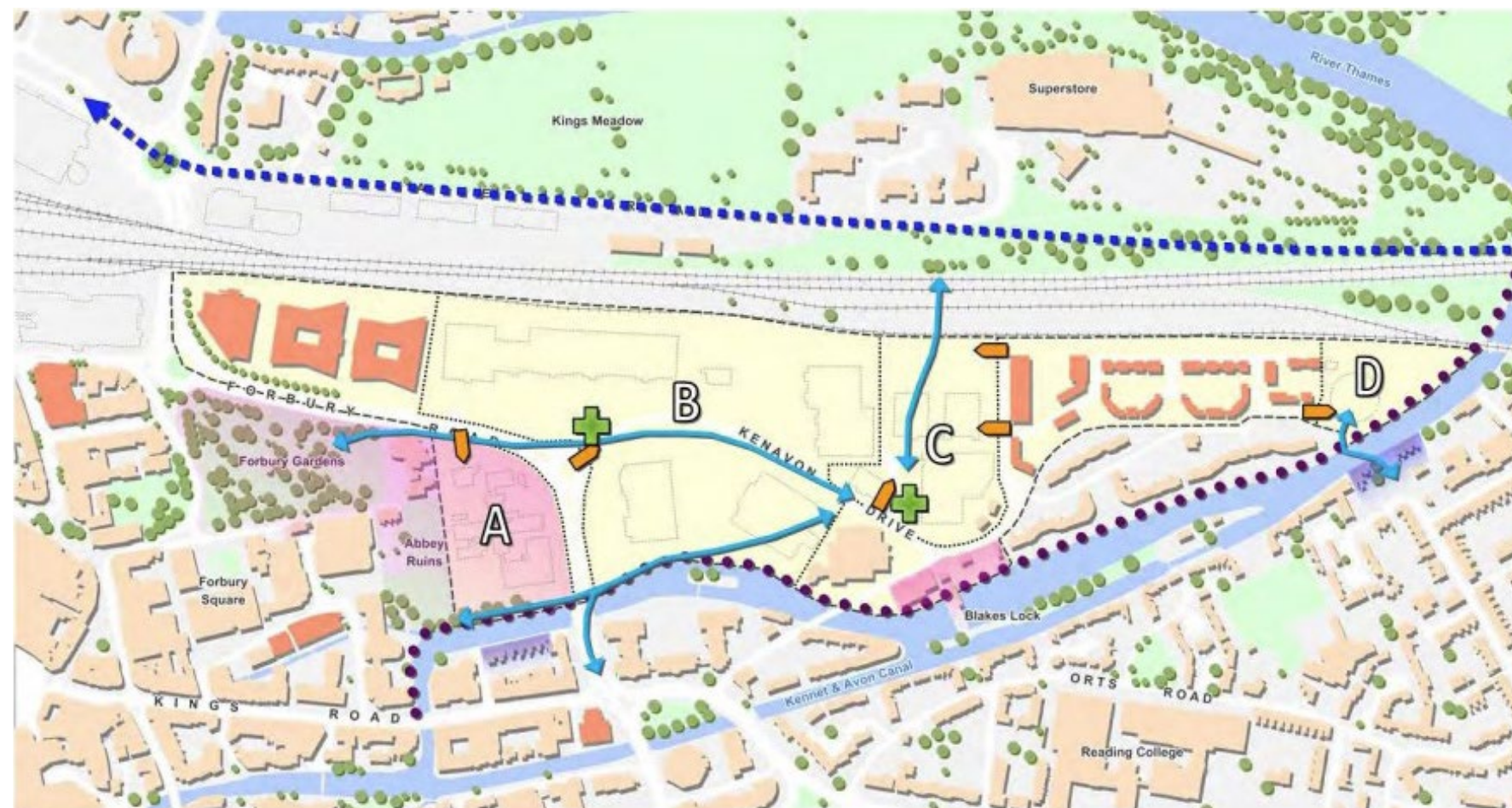
The framework provides a clear and ambitious roadmap for Reading's continued growth and transformation, balancing the town's history with its future potential.



Existing site plan

 Site Boundary

2.2.2 Local Plan



Key		Sub-Areas	
	Sub-area boundary		Existing building
	Major Opportunity Area		Recent building or building under construction
	Footprint of existing building in Major Opportunity Area		Nearby sensitive location—low-rise residential
	New area of open space		Nearby sensitive location—heritage assets
	Vehicle access point	A	CR13a: Reading Prison
	Key movement corridor (pedestrian and/or cycle)	B	CR13b: Forbury Retail Park
	Proposed Mass Rapid Transit route	C	CR13c: Forbury Business Park & Kenavon Drive
	Retained or new public access along waterways	D	CR13d: Gas Holder

Local plan - East Side Major Opportunity Area Strategy

“The station/river area will be a flagship scheme, extending the centre and providing a mixed use destination in itself and centred on the new station and public transport interchange. It will integrate the transport links and areas northwards towards the River Thames and into the heart of the centre.”

This area is one of the most accessible in the south east so development should capitalise on this. The development should facilitate greater pedestrian and cycle permeability, particularly in regard to the north-south links through the centre.

The area around the station is appropriate for “well designed tall buildings,” even where there are no tall buildings. Buildings in his area will have to mitigate issues relating to noise and air quality.

CR13b, FORBURY RETAIL PARK:

This site would be the focus of the new residential community, and, alongside residential, additional retail, leisure and community uses at a scale to serve the Kenavon Drive area would be appropriate. It should include a new area of open space and enhance the frontage to the canal, including a buffer zone to the top of the canal bank to reflect its wildlife significance. Implementing this policy may involve complete redevelopment or using new additional development to improve the existing urban form of the area. Some parts of the site are likely to be implemented in the long term.

Site size: 6.99 ha Indicative potential: 1,230-1,840 dwellings, no net gain of retail.

Local Plan Area - East Side Major Opportunity Area Strategy

2.2 Site Analysis

2.2.3 Existing Access Requirements

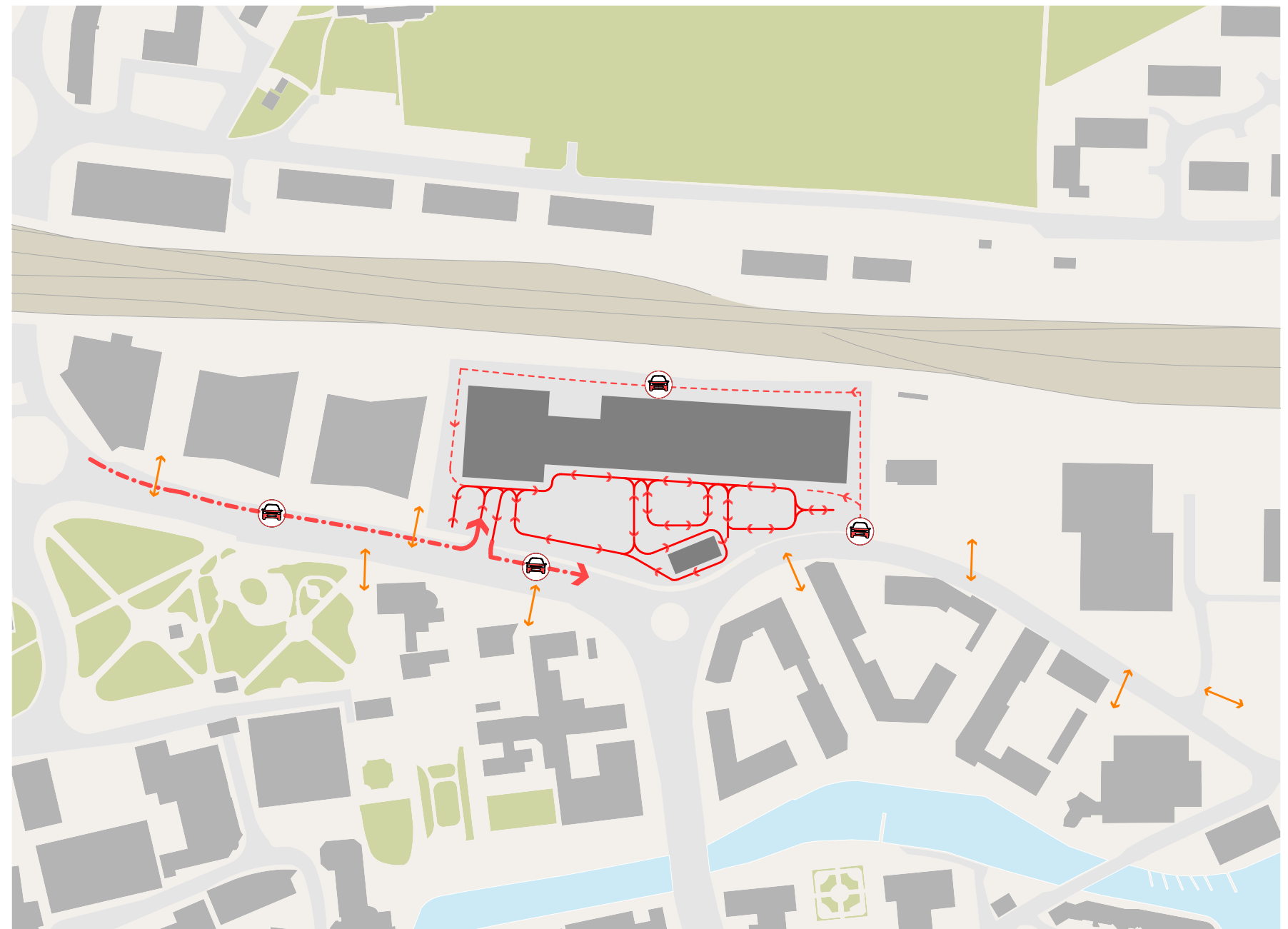
This drawing examines the existing vehicle entrances and exits to and from the site as well as any other access requirements that must be maintained to adjacent properties.

The site has two existing vehicular entrances; one to the east and one to the west, that allow visitors to access the site, with both entrances accessible from the main thoroughfare of Forbury Road.

In addition to the existing vehicular entrances, there is a servicing road that runs around the perimeter of the site. This road allows service vehicles to access the retail park without disrupting the flow of traffic on the main roads.

The site is predominantly made up of hard landscaping and parking spaces for customers and employees.

-  Existing Vehicle Circulation
-  Site Vehicle Access
-  Servicing Access and Circulation
-  Surrounding Property Vehicle Access



Existing access requirements

2.2.4 Relationship with Surrounding Context

The existing retail park entrances face onto Forbury Road and the former Reading Prison, as well as the Huntley Wharf development, whilst the back of the retail park faces the train tracks.

These long site boundaries combined with the low existing height and lack of routes through the site result in a very long and low continuous elevation fronting onto these routes.

While these facades incorporate some ground floor active frontage, the elevations provide limited animation to the existing streetscape and feel distant from the main thoroughfares that surround the site.

The eastern boundary faces onto another retail park, whilst the western boundary faces the offices at Forbury Place, both are inactive frontages.



1. Prison and Huntley Wharf



2. St James's Church



3. Reading Abbey Ruins



4. Kenavon Drive



5. Forbury Gardens



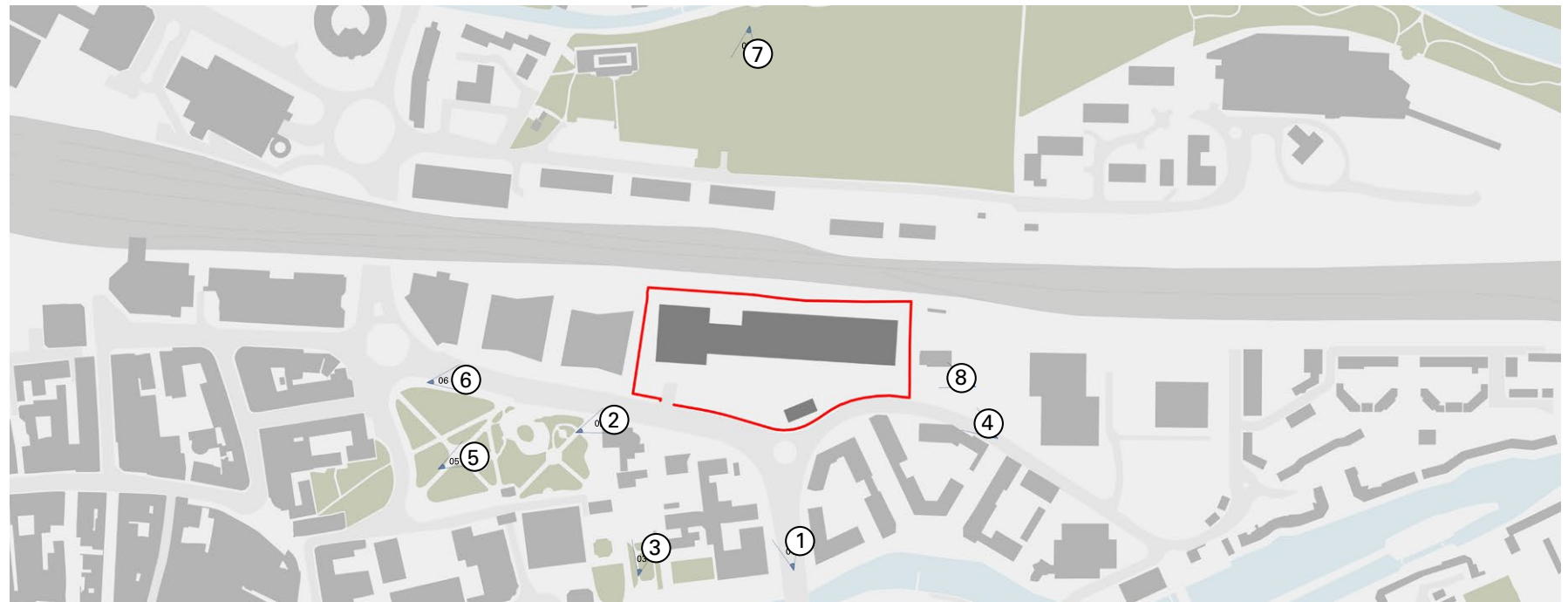
6. Forbury Road



7. Kings Meadow



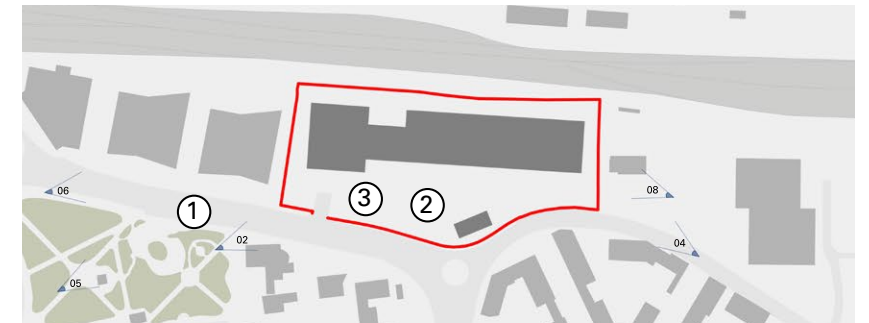
8. Forbury Retail Park



Photographs of surrounding streets

2.2 Site Analysis

2.2.5 Site Photographs



1. Forbury Road



2. Forbury Retail Park - view towards existing building



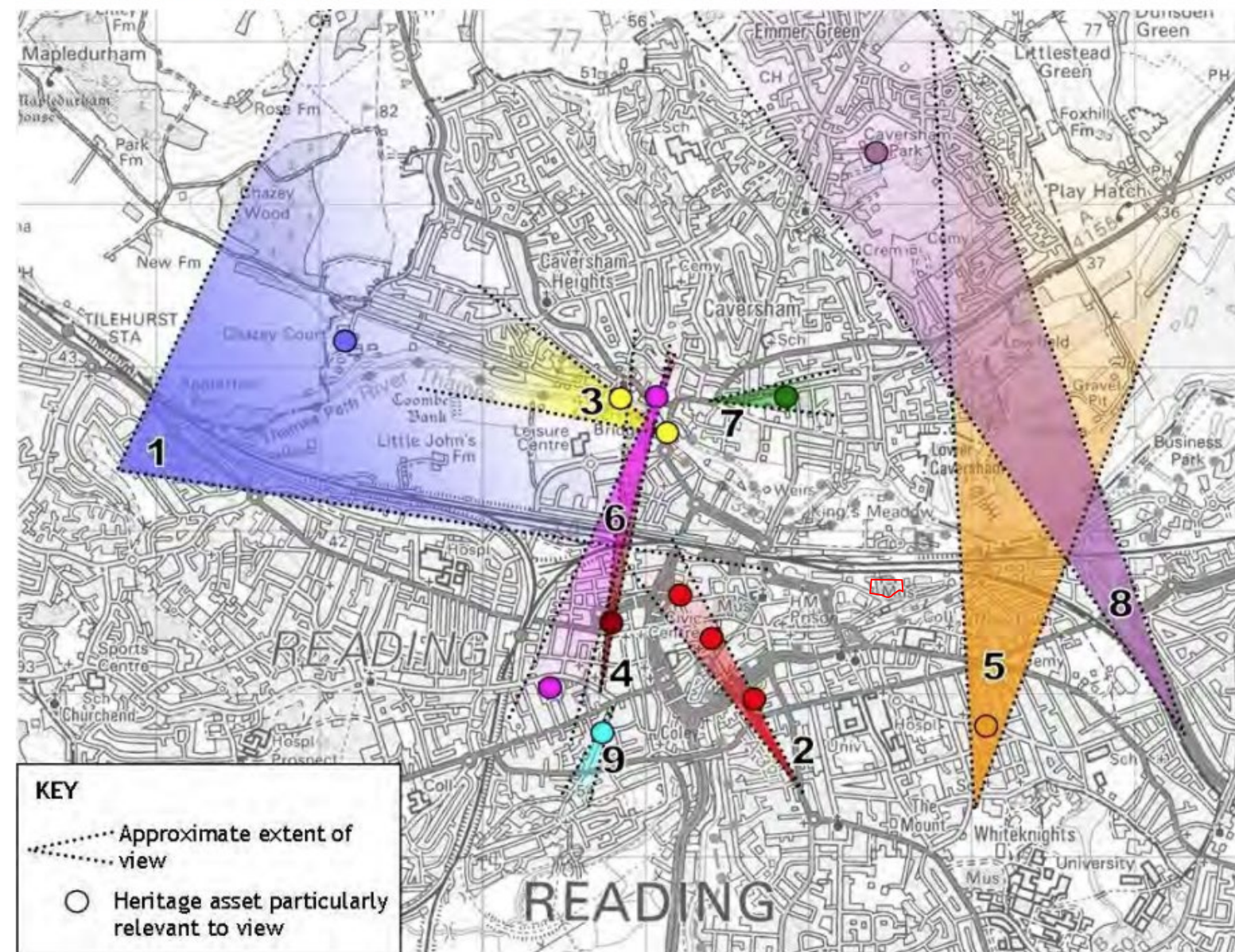
3. Forbury Retail Park - view looking west from within the site

2.2.6 Wider Townscape Views to and from the Site

The Reading local plan details significant views with heritage interest in Reading.

KMV site does not lie within the extent of any of these views therefore this is not directly applicable to the KMV site.

Figure 4.2: Significant Views with Heritage Interest



Significant Views Map