

4.0 Conclusion

4.0

Conclusion

4.1 The consultation outlined has sought to engage with community members and their representatives as the Applicant is committed to working with local people in producing this scheme. The Applicant believes that the best development will happen with input from local stakeholders and those who understand the local area best.

4.2 The pre-submission stakeholder meetings and exhibition provided an opportunity for constructive engagement with leading members of the development team, a dialogue the team hopes to continue throughout the planning process.

4.3 Feedback from stakeholders has been generally positive, demonstrating broad support for the principle of redevelopment and the proposal for a mixed-use development delivering additional housing.

4.4 The Applicant remains available to any interested party who wishes to understand more on the proposals or wishes to offer feedback on the scheme as it progresses through the planning process and build-out phases.

4.5 The Applicant is committed to continuing engagement with both local residents and local stakeholders throughout the planning application process and post-consent phases of the redevelopment.

Appendices

Appendix I

Exhibition Feedback Form

71-73 Caversham Road Exhibition

EXHIBITION
July 2019

FEEDBACK FORM

We would be grateful if you could take a few moments to provide your views on the proposals for the site at 71-73 Caversham Road. If you have any questions, or require any assistance, please ask a member of the team.

CONTACT DETAILS

Name _____

Address _____

Postcode _____ Telephone _____

Email _____

All information you give us will be treated confidentially and only used in connection with the project. We may use the information you provide to keep you up to date with the project. If you would prefer us to not store your information or keep you updated, please tick this box ☐

**Please provide your views on the following statements by ticking the relevant box.
Space for additional comments is provided overleaf.**

1. I welcome the opportunity to be consulted on these proposals.

☐ Generally agree ☐ Somewhat agree ☐ No view ☐ Somewhat disagree ☐ Generally disagree

2. The site is in need of redevelopment.

☐ Generally agree ☐ Somewhat agree ☐ No view ☐ Somewhat disagree ☐ Generally disagree

3. A mixed-use scheme is appropriate for this site.

☐ Generally agree ☐ Somewhat agree ☐ No view ☐ Somewhat disagree ☐ Generally disagree

4. I welcome the provision of new housing in these proposals.

☐ Generally agree ☐ Somewhat agree ☐ No view ☐ Somewhat disagree ☐ Generally disagree

Questions continued overleaf...

5. I support the design of the proposals.

☐ Generally agree ☐ Somewhat agree ☐ No view ☐ Somewhat disagree ☐ Generally disagree

6. I support the parking provision contained within the proposals.

☐ Generally agree ☐ Somewhat agree ☐ No view ☐ Somewhat disagree ☐ Generally disagree

7. Any further comments:

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Please hand your completed form to a member of the team or send it back to us via post or email by 31st July 2019 at:

Kanda Consulting
44-48 Paul Street
London
EC2A 4LB

cavershamroad@kandaconsulting.co.uk
020 3900 3676

Appendix II

Exhibition Flyer

Invitation to a public exhibition

You are invited to a public exhibition on the proposed redevelopment of **71-73 Caversham Road**. S2 Estates is bringing forward proposals to redevelop this former retail warehouse into new homes at a site that is well served by local transport links, including nearby Reading Train Station.

We want to hear about your aspirations for the site and the kind of development you would ideally like to see brought forward. We are listening closely to the local community as we develop our proposals and the exhibition will be an important part of the consultation process.



Exhibition Details

The exhibition will be held in the **West End Lounge of Greyfrairs Church, Reading (Friar St, Reading RG1 1EH)** at the following time:

3-7pm, 24th July, 2019

Should you be unable to attend the exhibition, we would still love to hear your views. If you would like to get in touch with any questions or comments, please contact the team on;

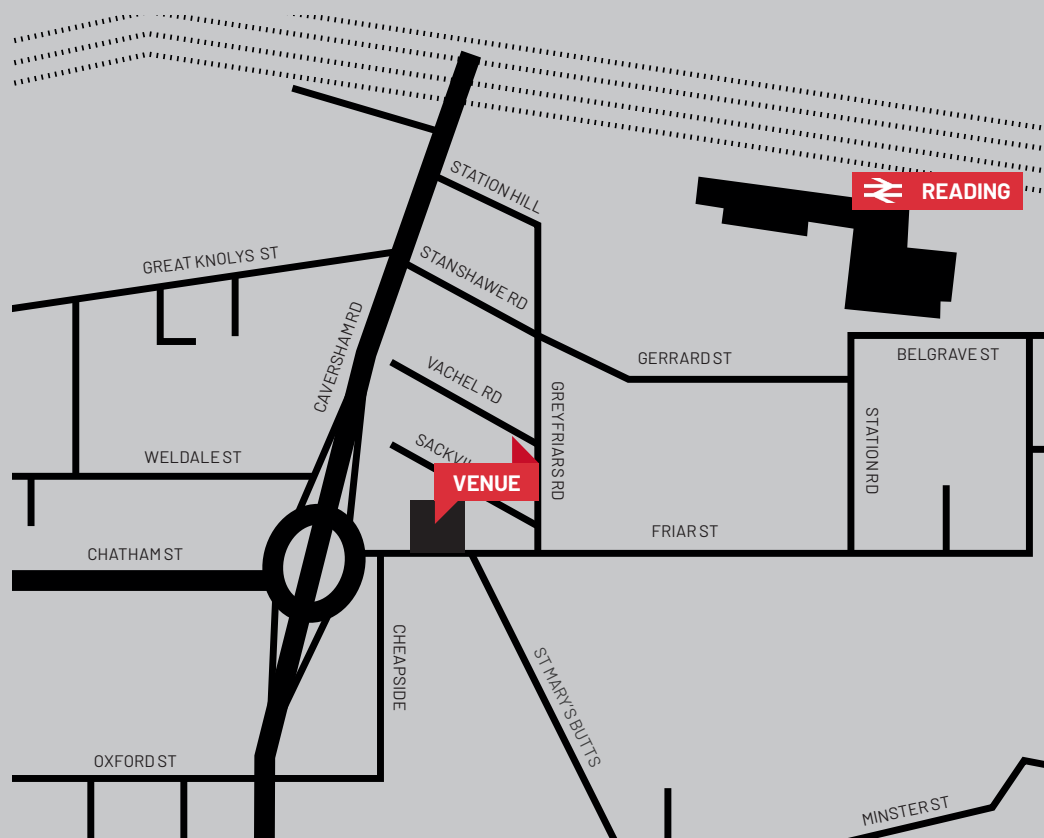


020 3900 3676



cavershamroad@kandaconsulting.co.uk

We look forward to seeing you there.



Appendix III

Exhibition Boards

Welcome from the Team

Welcome to our exhibition on the proposed redevelopment of 71-73 Caversham Road. The purpose of today's event is to understand your aspirations for the site and your views about the proposals we are bringing forward.

As you make your way round the exhibition, please don't hesitate to ask the project team (anyone wearing a badge) any questions you may have about the proposals.

Your feedback today will form an important part of the consultation process that we are carrying out in order to deliver proposals that meet with the aspirations of local people.



S2 Estates

Covering Central London, The Home Counties & New York, Mayfair based S2 are a multi-disciplined modern Property Group.

Quod

Quod is a specialist, independent consultancy at the cutting edge of planning and development economics

JTP

JTP is an award-winning international placemaking practice of architects and masterplanners with extensive experience of delivering successful projects for both private and public sectors throughout the UK, Europe, China, Russia and the Middle East.

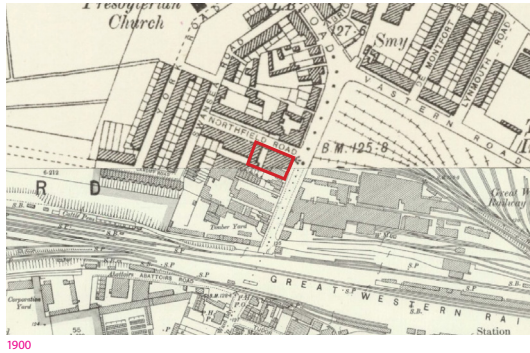
Iceni

Formed in 2005, Iceni is now the market leader and preferred consultancy for a fast-growing number of clients. From our offices in Glasgow, London, and Manchester, we deliver on a variety of schemes across the UK.

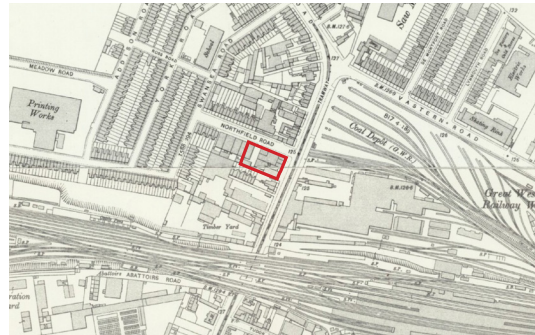
71-73 Caversham Road READING

SCHEME
PRESENTATION
JULY 19

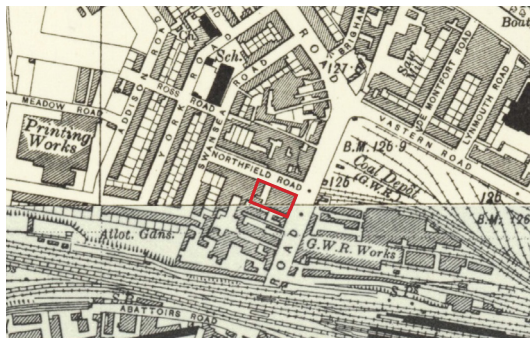
SITE HISTORY



1900



1913



1938



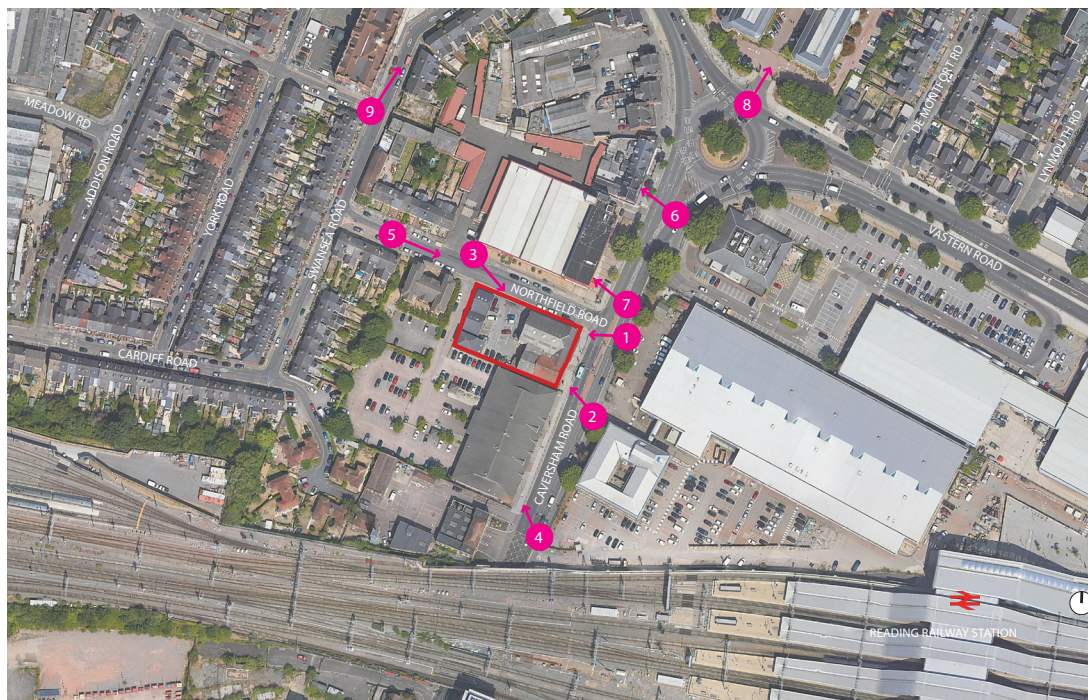
TODAY



71-73 Caversham Road READING

SCHEME
PRESENTATION
JULY 19

SITE LOCATION



71-73 Caversham Road READING

PLANNING POLICY AND CONTEXT

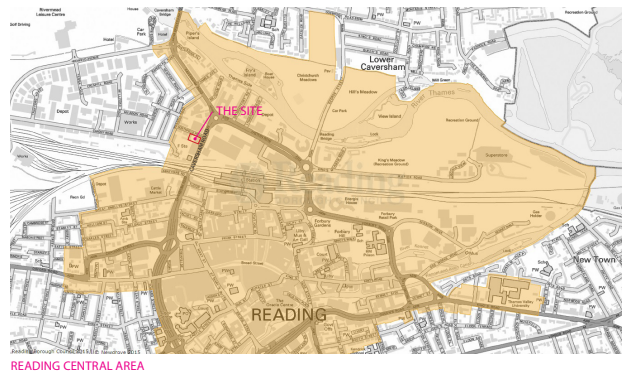
SITE DESCRIPTION

The site comprises a 2-storey retail warehouse, known as 71-73 Caversham Road, with a service yard and car parking area situated on the eastern part of the site fronting Caversham Road, together with 2 no. detached 2.5 storey office buildings, known as The Brewery and The Malthouse, with further car parking situated on the western part of the site.

The retail warehouse on the site is vacant whilst the office buildings are fully let and to be retained. The site is bordered by Caversham Road at its eastern boundary, Northfield Road at its northern boundary and a development of 3 storey flats known as Monmouth Court at its western boundary.

Vehicle and pedestrian access to the property is achieved from Northfield Road whilst the vacant retail warehouse also has pedestrian access from Caversham Road.

The buildings on site are not listed, nor are there any located in the immediate vicinity. The site is not located in a conservation area.



READING CENTRAL AREA

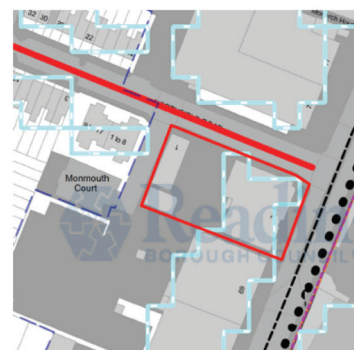
DEVELOPMENT PLAN ALLOCATIONS

The proposals map extract illustrates the policy allocations relative to the site:

The site is therefore subject to the following allocations:

- Reading Central Area;
- Office Core; and
- Boundary of Flood Zone 2.

It's important to highlight none of the above allocations prevent the site coming forward for residential-led redevelopment.



DEVELOPMENT PLAN ALLOCATION

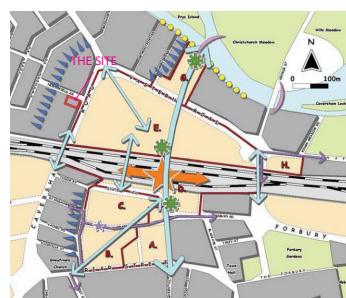
EMERGING CONTEXT

The site sits in a transitional location between the Station/River Major Opportunity Area to the east of the site and the residential area to the west of the site.

A recent application (182252) has been submitted at 80 Caversham Road for the following development:

"Outline application considering access, landscaping, layout and scale involving the demolition of all existing buildings and structures (Classes B1a & B2) and erection of new buildings ranging between basement and 2 – 25 storeys in height, providing 658 (79 x studio, 227x1, 335x2 & 17x3-bed) residential units, office accommodation (Class B1a), flexible ground floor Class A1-3 uses, a community centre (Class D1), health centre uses (Class D1) and various works including car parking, servicing, public and private open space, landscaping, highways, pedestrian and vehicular access and associated works. This application is accompanied by an Environmental Statement."

As demonstrated by the sections the western most element of the proposed development sits opposite 71-73 Caversham Road (to the east) and proposes building heights of 8 storeys.



STATION/ RIVER MAJOR OPPORTUNITY AREA STRATEGY