

An aerial photograph of an urban area, likely Reading, showing a mix of residential, commercial, and industrial buildings. A large, irregularly shaped area in the center is outlined in a bright green line, indicating the site for Reading Station Park. The area is bordered by a road to the north and a railway line to the south. The surrounding urban fabric is dense with various building types and parking lots.

Reading Station Park

Design and Access Statement

February 2020

TABLE OF CONTENTS

INTRODUCTION

Project Description	4
The Design Documents	5

ASSESSMENT

Physical context	8
Site Assessment	18

LOCAL PLANNING POLICY

Planning guidance	30
Reading Borough Local Plan	32
Reading Tall Buildings Strategy	46
Reading Station Area Framework	54
Emerging Context	62

SITE EVALUATION

Urban Grain	68
Green Space	69
Constraints and Opportunities	70
Vision	82
Concept	84

INVOLVEMENT

Pre-application Summary	90
Public Consultation	96
Questions Raised	100
Statistics	103

DEVELOPMENT PARAMETERS

Guiding Principles	106
Parameter Plans	108
Parameter Approach	116

ILLUSTRATIVE SCHEME

Description	120
Illustrative Brief	121
Compliance with Development Parameters	122
Design Development by Plot	134
Design Development	140
Illustrative Elevations	148
Use	162
Illustrative Concept Floorplans	168
Residential Quality	190
Refuse Strategy	192
Fire Strategy	194
Secured by Design	196

ILLUSTRATIVE LANDSCAPE SCHEME

Landscape strategies	202
Kennet-Thames Spine	204
Character areas	206
Green Roof	214
Play	215
Materials	216
Tree Strategy	217
Illustrative Landscape Masterplan	218

17-19 Foley Street
London W1W 6DW

t: 020 7580 3490
e: info@colladocollins.com
w: www.colladocollins.com

ColladoCollinsArchitects

PROJECT TEAM

Applicant Aviva Investors



Project Management WTPartnership



Architect Collado Collins

ColladoCollinsArchitects

Planning Consultant Barton Willmore



Environmental Impact Assessment Ramboll



Landscape Architect Fabrik



Community Engagement Barton Willmore



Transport Consultant Cole Easdon



Sunlight/Daylight Consultant CHP Surveyors Ltd.



INTRODUCTION

PROJECT DESCRIPTION

This Design & Access Statement has been prepared as part of the outline planning application for the development at Reading Station Park.

The **Design Documents** submitted with the outline planning application interact with each other at differing levels of fixity to control the further development and overall outcome of the redevelopment of Reading Station Park at a detailed level. They also, however, allow an appropriate level of design development to take place and for variation to be established.



THE DESIGN DOCUMENTS

DEVELOPMENT PARAMETER PLANS AND DEVELOPMENT PARAMETERS SCHEDULE.

These give an absolute level of information, quantified and quantifiable, to assess specific three dimensional and quantitative information. They establish the basic 'rules' of the proposed development and are submitted for planning approval.

DESIGN CODE

This is a set of specific rules and requirements to guide the physical development of the site. It incorporates not only items that shall happen (mandatory) but also items that are desired or advised (discretionary).

The code is a set of illustrated design

rules and requirements which instruct the physical development of the site and will be used to guide the preparation, and assess the acceptability, of future Reserved Matters applications.

DESIGN & ACCESS STATEMENT (THIS DOCUMENT)

This sets out the illustrative design rationale for the proposals within the existing and future context of central Reading. The document establishes the aspiration and ambition of the scheme, the thinking behind those aspirations, and includes illustrative proposals that indicate one possible way, in which development could come forward in accordance with the Development Parameters and Design Code.

The Reading Station Park development may be built out over an extended period of time. The Design Documents will ensure that a high quality development can be delivered in a co-ordinated fashion but at the same time allows for design variety and and departures from the illustrative scheme as necessary, either through regulatory change or changing market conditions.



1. ASSESSMENT

1.1 PHYSICAL CONTEXT

SITE LOCATION

The site lies immediately adjacent to the railway station at the northern edge of Reading town centre, the major part of the town centre being on the other side of the railway tracks. The River Thames is to the North of the site, with the open green spaces of Christchurch Meadows beyond.

Located at the heart of a possible pedestrian and cycle route from the station to the river, the site represents a significant redevelopment opportunity, providing the potential to secure a major mixed-use sustainable development of a scale and quality that will contribute positively to the continuing development of Reading Town Centre.

Key:



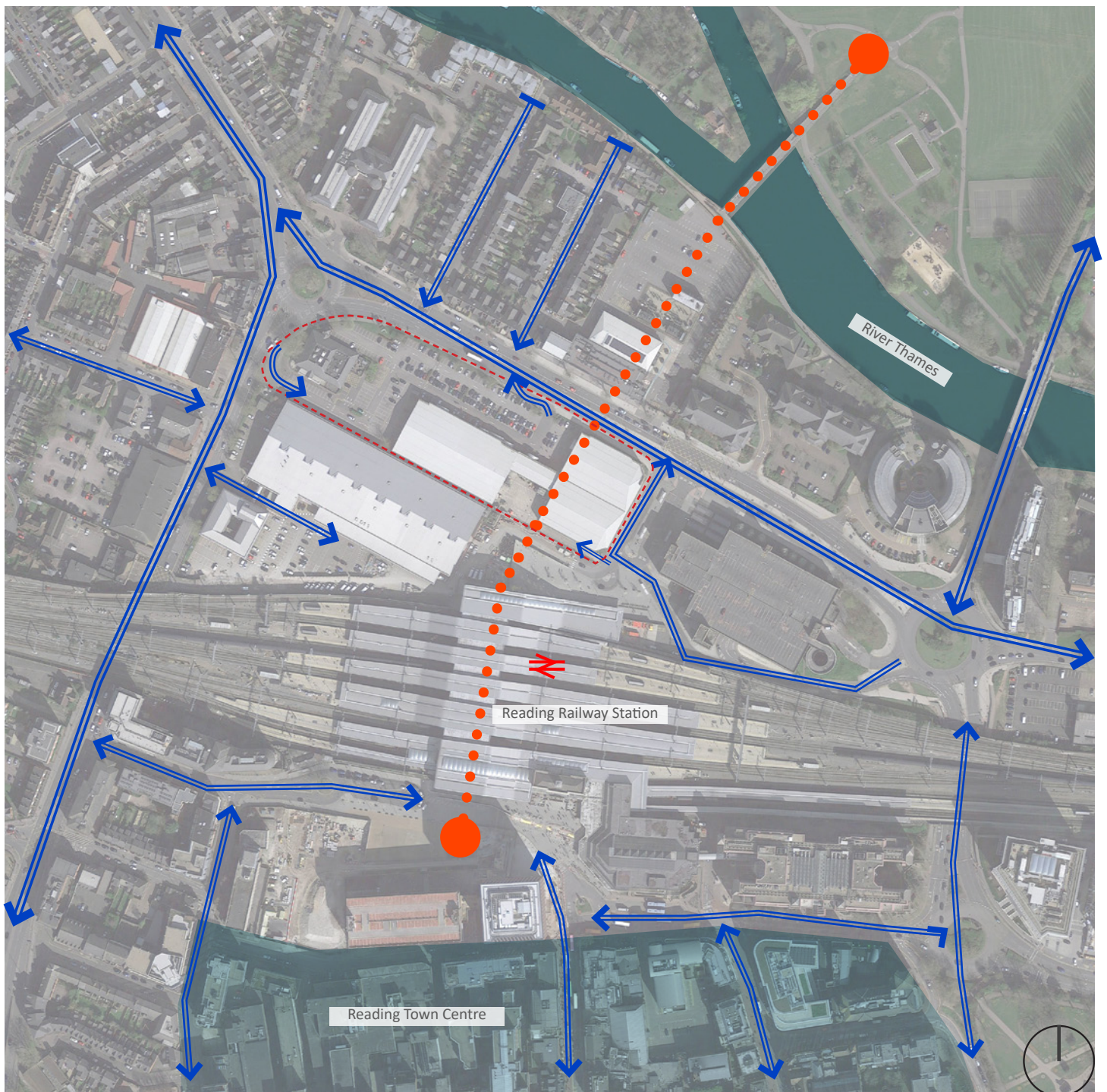
main vehicular routes



secondary vehicular routes



proposed north-south
pedestrian axis



Aerial view. Site's relationship to the town centre and Reading railway station

1. ASSESSMENT

ACCESS

The site is bounded by Vastern Road to the north, Caversham Road to the west, the Former Royal Mail depot to the south and the lesser-used taxi drop off and bus return route of Trooper Potts Way to the east. There is one public vehicular access point to the site from Caversham Road and one egress point onto Vastern Road. Additionally there is a service access off Trooper Potts Way for deliveries to the retail park.

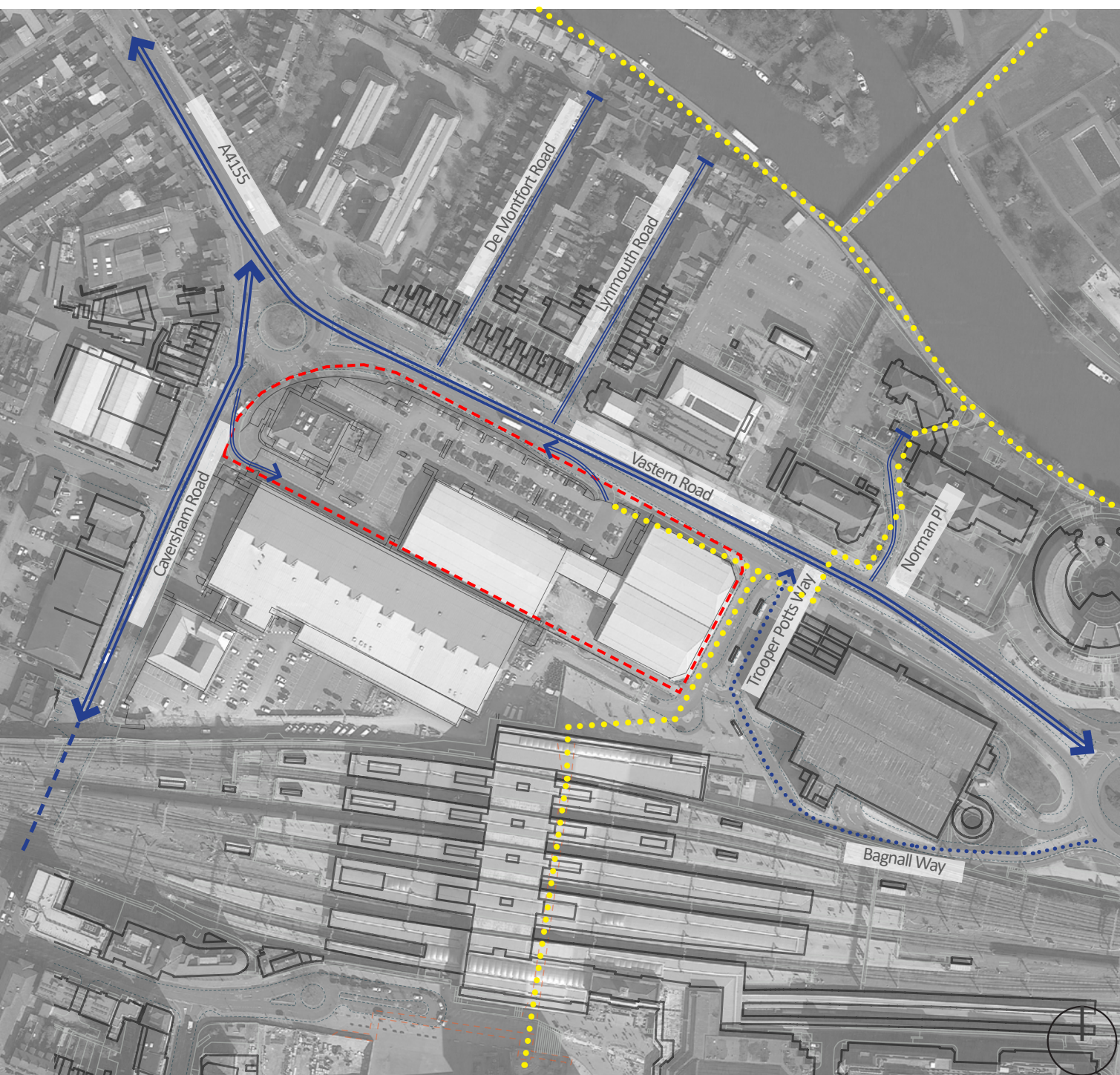
The road, bus and rail network give good transport links to Reading and beyond.

Pedestrian access from the town centre is via a ground level passage beneath the railway tracks. Two alternative routes are to the East and West, alongside major roads.

The pedestrian access from the railway station to the river is currently via an indirect and almost hidden route through an office development, heavily reliant on signposting rather than natural wayfinding.

-  Site boundary
-  Existing pedestrian routes
-  Existing main vehicular access
-  Existing main vehicular access/under bridge crossing
-  bus only route except for access to station car park
-  Existing 'dead end' vehicular routes



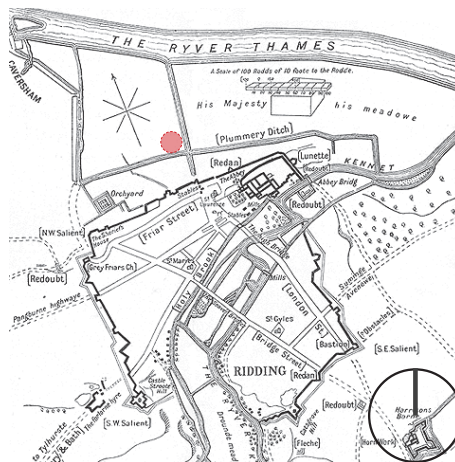


1. ASSESSMENT

HISTORICAL CONTEXT

The site is located in an area that was heavily influenced by the development of the Great Western Railway(GWR), one of the main factors affecting rapid growth in Reading.

However, for a long period of time the area North of the tracks was used mainly for the GWR signalling works (until 1960) and for storage.



Map dated 1643



Map dated 1830

The first Reading station was opened on 30 March 1840 as the temporary western terminus of the original line of the GWR. The time taken to travel from London to Reading was reduced to one hour and five minutes, less than a quarter of the time taken by the fastest stagecoach. The line was extended to its intended terminus at Bristol by 1841.



As built, Reading station was a typical Brunel-designed single-sided intermediate station, with separate up and down platforms situated to the South of the through tracks and arranged so that all up trains calling at Reading had to cross the route of all down through trains.

Between 1865 and 1867, a station building, built of buff brick from Coalbrookdale with Bath Stone dressings and incorporating a tower and clock, was constructed for the GWR. In 1898 the single sided station layout was replaced by a conventional design with 'up', 'down' and 'relief' platforms linked by a pedestrian subway.



Reading Station 1865

A common negative impact of railway development is the divide that generates uneven growth between the two sides of the track.

However, in Reading, the railway follows the path of River Thames. Railway and river barges must have traded together for a short period of time before the railway took over as the main means of transport. This boundary between North and South must have been enforced by the river.

On the south, Reading grew rapidly expanding Southward. In 1911, Reading continued to expand, but this time northwards, annexing Caversham.

Aiming to connect to Caversham, redevelopment works since 1989 have incorporated means of linking the two sides of the tracks for better connectivity and more even growth. It can be argued that the current station retail park, which turns its back on the station and has an open frontage only to Vastern Road, has undone some of the work that was previously carried out to improve connectivity.



Map dated 1962



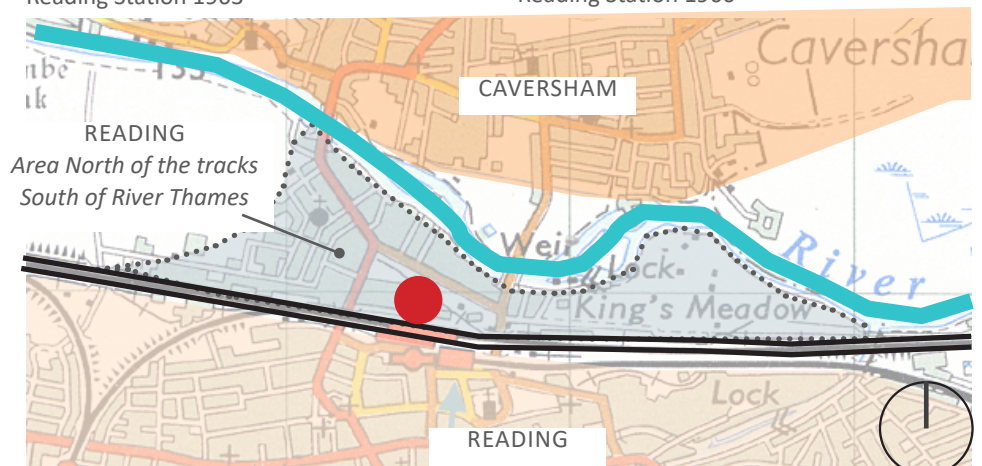
Reading Station 1960



Reading Station 1963



Reading Station 1966



1. ASSESSMENT

CHARACTER AREAS

Currently, the 1.77 hectare site contains Class A1 floorspace and associated parking. To the South and West there are storage facilities and small retail units. On the northern boundary, the site is separated by Vastern Road from a row of terraced houses and some office accommodation. The surrounding uses on the eastern boundary are mostly commercial: office space and a town centre multi-storey car park.



1. Aerial view of the retail park and royal mail depot



2. Railway station, northern entrance



3. Railway Station car park



4. Vastern Road office buildings



5. Vastern Road residential



6. Caversham Road fire station

Application site - - - - -

Residential Use

Office Use

Industrial Use/ Parking/
Substation

Retail Use

Photos direction
and location

no.

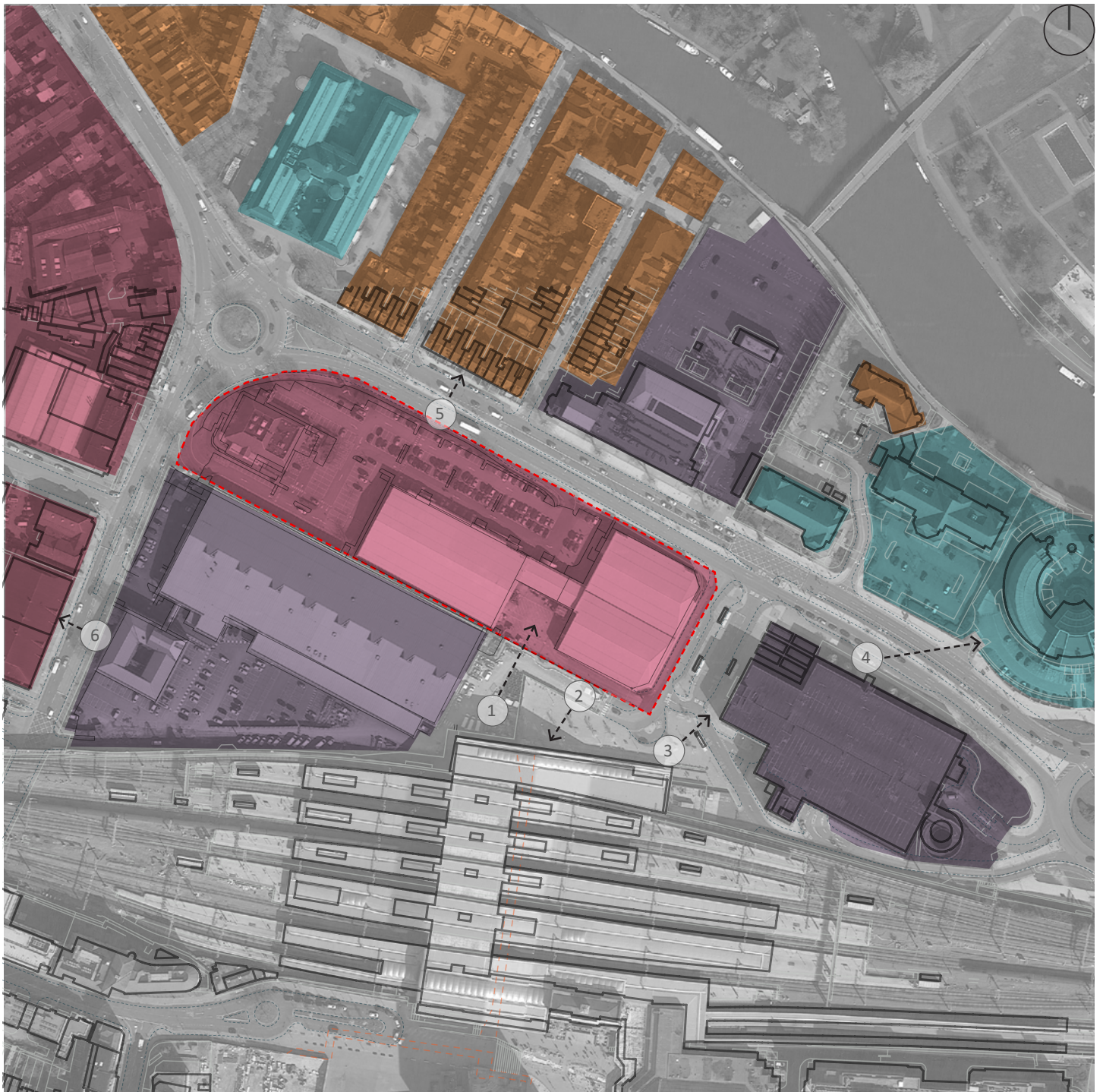


Diagram plan view of surrounding Uses

1. ASSESSMENT

HEIGHTS

The surrounding uses on the eastern boundary are mostly commercial: office space and a town centre multi-storey car park.

The heights vary according to use. The single houses are two storeys with pitched roofs; the heights of the office and commercial buildings to the East and West of the site are considerably taller, the multi-storey car park being the tallest at 5-6 storeys.



1. Vastern Road



2. Office Building on Vastern Road



3. Office Building on Vastern Road



4. Caversham Road



5. Royal Mail and Retail back of house

Application site - - - - -

1 to 3 storeys

> 3 storeys

> 5 storeys

Photos direction
and location

no.

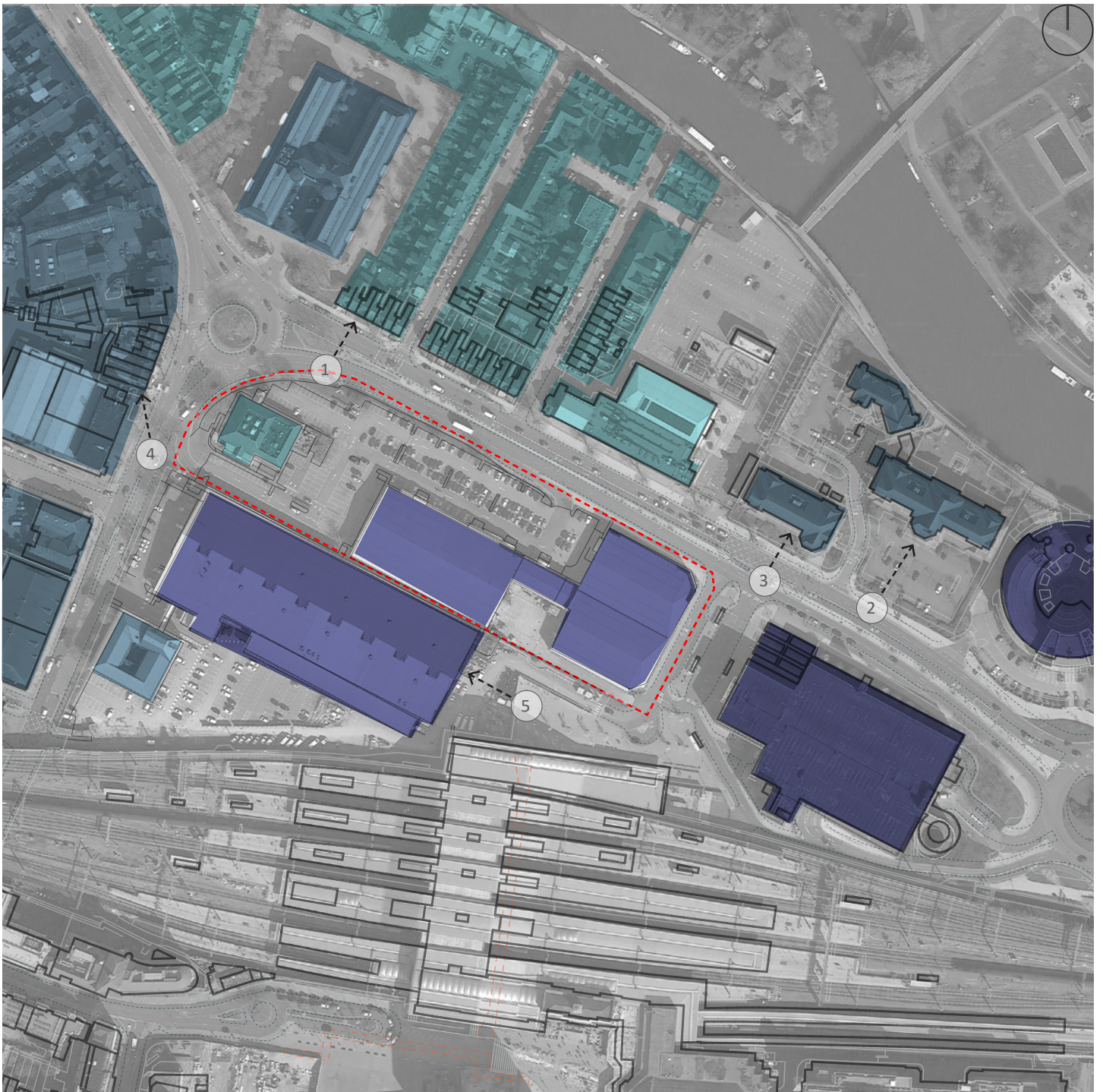


Diagram plan view of surrounding heights

1. ASSESSMENT

1.2 SITE ASSESSMENT

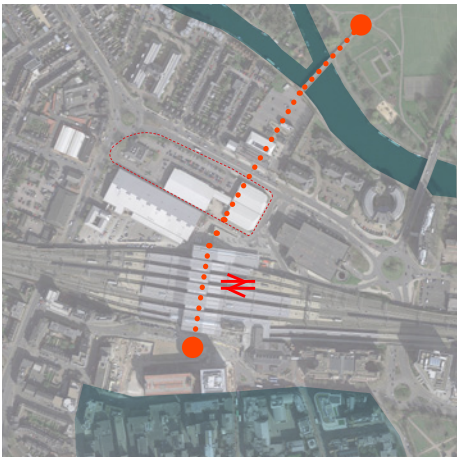
EXISTING BUILDINGS AND USE

The 1,77ha site is in the ownership of Aviva Life & Pensions UK Limited and is currently occupied by retail units comprising 6,969 sq m of Class A1 floorspace.

The Retail Shopping Park is made up of 5 units, which are presently let to the operators set out in Table 1.

In its current configuration, the site presents itself as a barrier to integration with the wider area, adding a layer of mass and use between Reading and Caversham that would be better suited to a less central location.

There is no direct route for walking from the centre of Reading to Caversham. As shown in the diagram to the right, using the direct link that is provided through the railway station, pedestrians face a series of barriers both physically and visually to reach the river and Caversham beyond.



Unit	Size	Tenant
1	1,436 sqm	Mothercare
2	1,224 sqm	Aldi
3	291 sqm	Majestic Wine
4	3,261 sqm	The Range
5	757 sqm	TGI Friday

Table 1. Existing uses

In discussing the site, Reading Tall Buildings Strategy notes:

The large, blank faces of the warehouses create an unexceptional area of townscape which does not respond well to the surrounding residential land use. Although the buildings are occupied and function well for their purpose, their design is unattractive and creates a weak and uninspiring area of townscape.

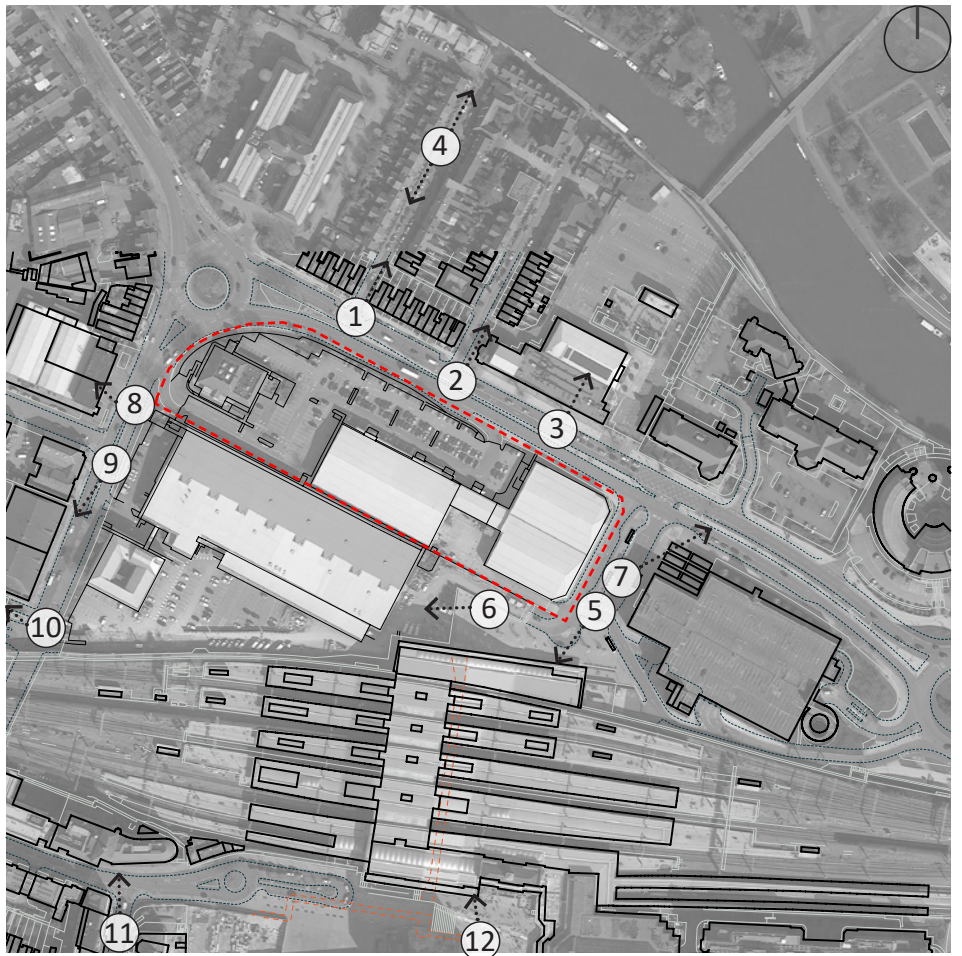


1. ASSESSMENT

SITE SURROUNDING AREA



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.

1. ASSESSMENT

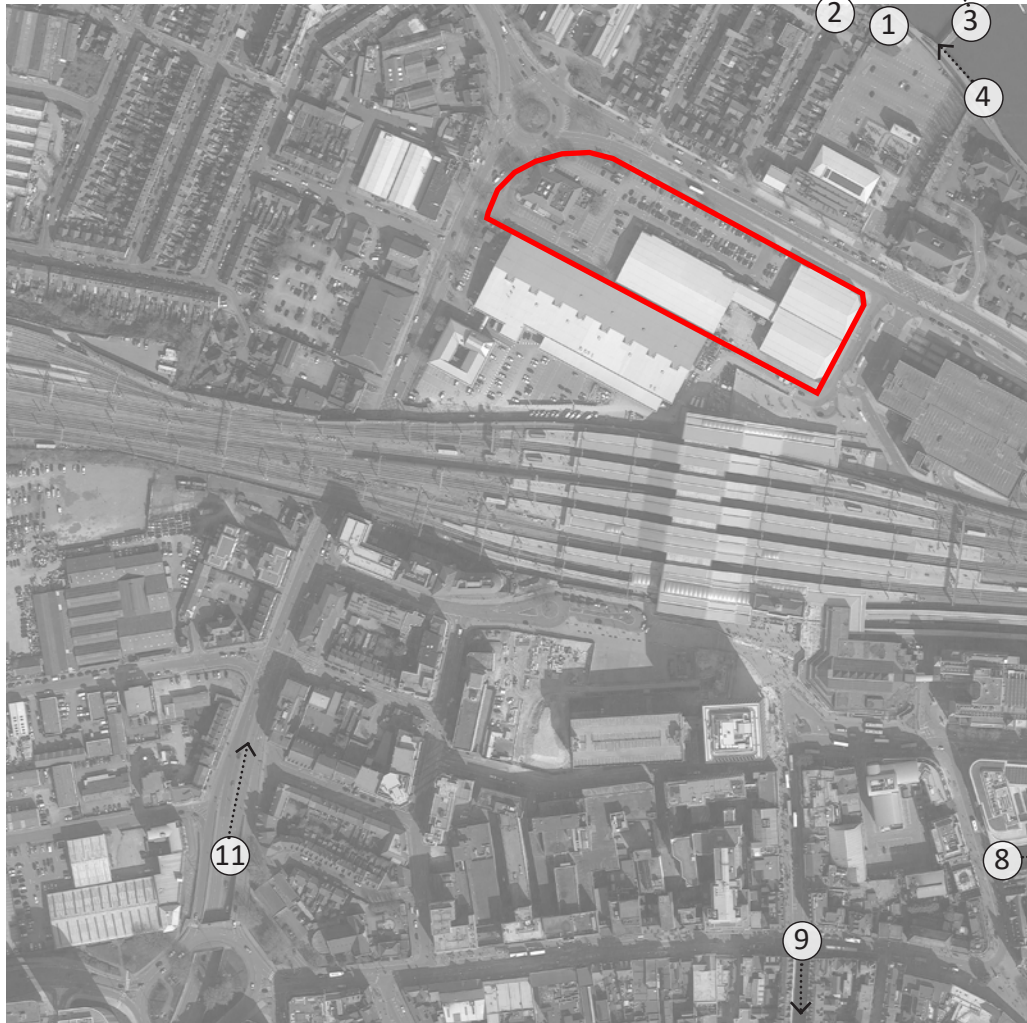
WIDER CONTEXT



1.



2.



11.



10.



9.





3.



4.



5.



6.



7.



8.

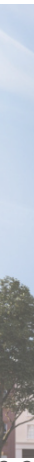
1. ASSESSMENT

EMERGING TOWNSCAPE

There has been a significant amount of re-development in Reading in the last decade. A number of large scale schemes will contribute to the future skyline and townscape.



5. King's Point



6. 2



4. Kenavon Drive



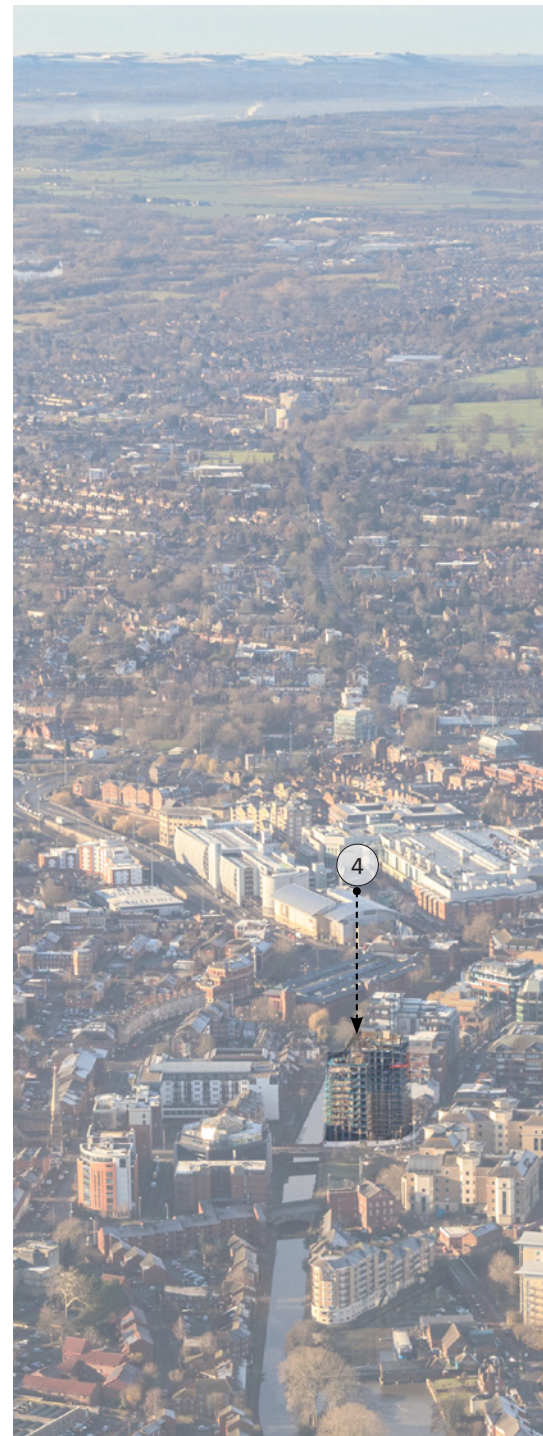
3. Chatham Place

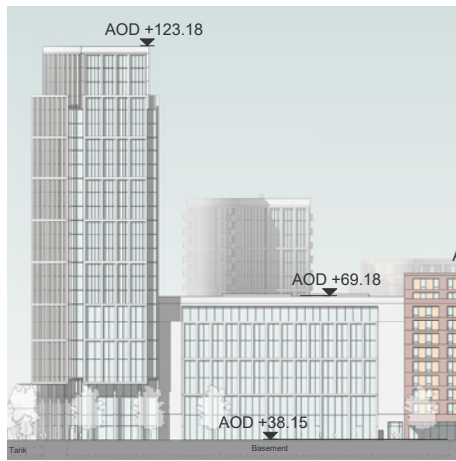


1. Former Thames Quarter site



2. Station Hill









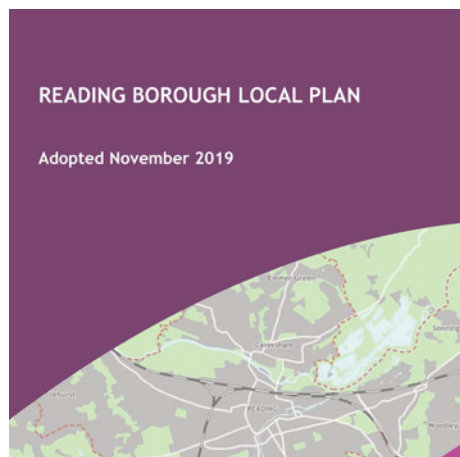
2. LOCAL PLANNING POLICY

2.1 PLANNING GUIDANCE

The scheme has been assessed against local and national planning guidance. With Reading Local Plan adopted in November 2019 Supplementary Planning Guidance remained in effect as a list of broad principles focusing on individual sites.

The Outline Planning Application takes the following documents into consideration.

The Reading Borough Local Plan



The Local Plan for Reading is the document that contains the policies for how Reading will develop up to 2036 which is the end date of the plan. It identifies the amount of development that will take place, the areas and sites where development is expected to be accommodated, where it will be restricted and sets out policies for how planning applications will be decided.

Reading Station Area Framework (2010) – RSAF;



The purpose of the framework is to outline broad development principles in a supplementary planning document to guide the planned redevelopment of the area, individual sites, the public realm, and new transport infrastructure.

Reading Tall Building Strategy



This strategy informs the development of a tall buildings policy and of specific guidelines for individual sites and areas that are documented within the Reading Central Area Action Plan. It operates as a useful tool for the Council in assessing proposals for taller buildings in the central area of Reading.

National Planning Policy Framework
(February 2019)



The National Planning Policy Framework sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced.

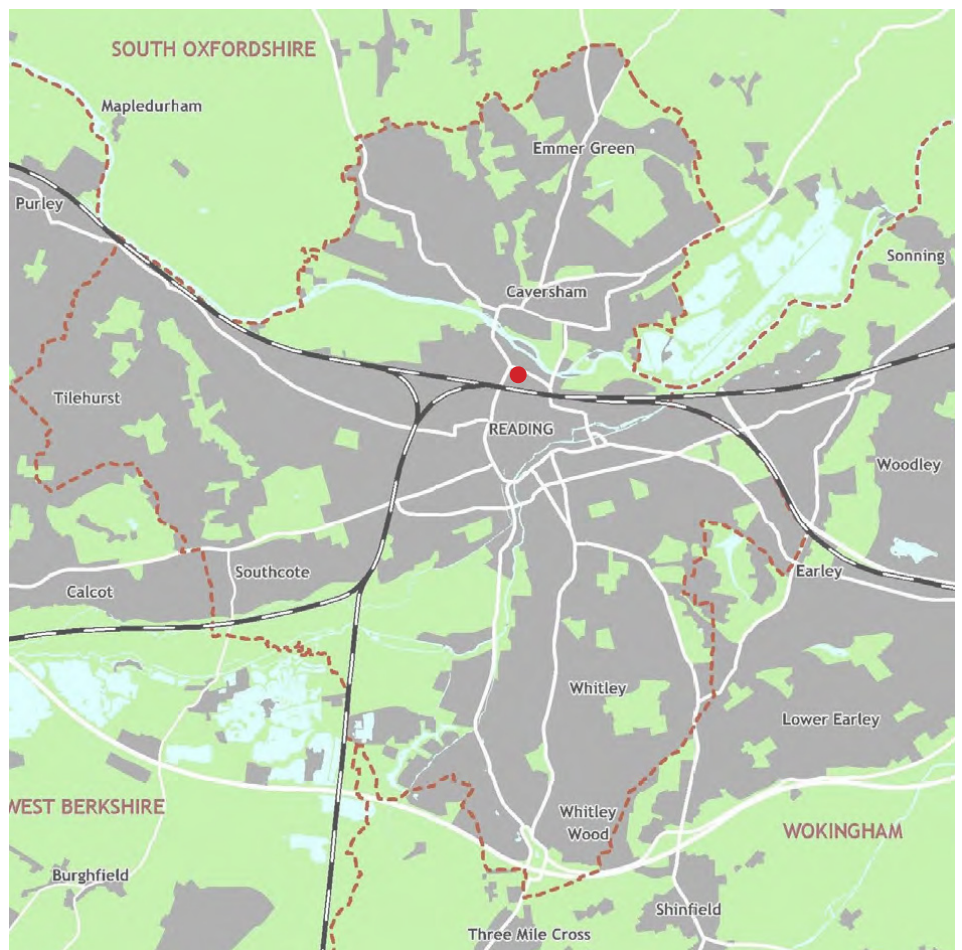
2. LOCAL PLANNING POLICY

2.2 READING BOROUGH LOCAL PLAN

OBJECTIVES

Reading Borough Local Plan was adopted in November 2019 and is the main consideration in deciding planning applications in Reading.

The document is divided into two parts providing General Policies and Area-Specific sections.



Reading Borough Local Plan. Context of Reading Borough

The objectives for the Local Plan are as follows:

1. Strengthen the role of Reading, including central Reading, as the hub for the Thames Valley, providing an accessible focus for the development of employment, housing, services and facilities, meeting the needs of residents, workers, visitors, those who study in Reading Borough, and the wider area;

2. Make the most efficient use of Reading's limited land, particularly previously developed land, to ensure that as many new homes as possible are delivered to meet identified needs, particularly needs for affordable housing;

3. Improve the quality of life for those living, working, studying in and visiting the Borough, creating inclusive, sustainable communities with good access to employment, open space and water space, transport, education, services and facilities (such as sustainable water supplies and wastewater treatment, healthcare services, social and community facilities, sport and recreation, etc) to meet identified needs;

4. Form the basis for co-operation with neighbouring authorities to consider the wider West of Berkshire area as a whole;

5. Ensure new development and existing areas are accessible and sustainable, in accordance with the sustainability appraisal objectives, including reducing its effects on, and adapting to, climate change;

6. Maintain and enhance the historic, built and natural environment of the Borough through investment and high quality design, and capitalise on these assets to contribute to quality of life and economic success;

7. Improve and develop excellent transport systems to improve accessibility within Reading and for the wider area by sustainable modes of transport, including walking and cycling;

8. Offer outstanding cultural opportunities, which are based on multiculturalism, local heritage and high quality, modern arts, leisure and visitor facilities;

*9. Ensure that Reading is a healthy, clean, safe and socially-inclusive community where the needs of all its citizens are met by high quality, cost effective services and outstanding levels of community involvement.**

** source: Reading Borough Local Plan 2019, page 14.*

2. LOCAL PLANNING POLICY

2.2 READING BOROUGH LOCAL PLAN

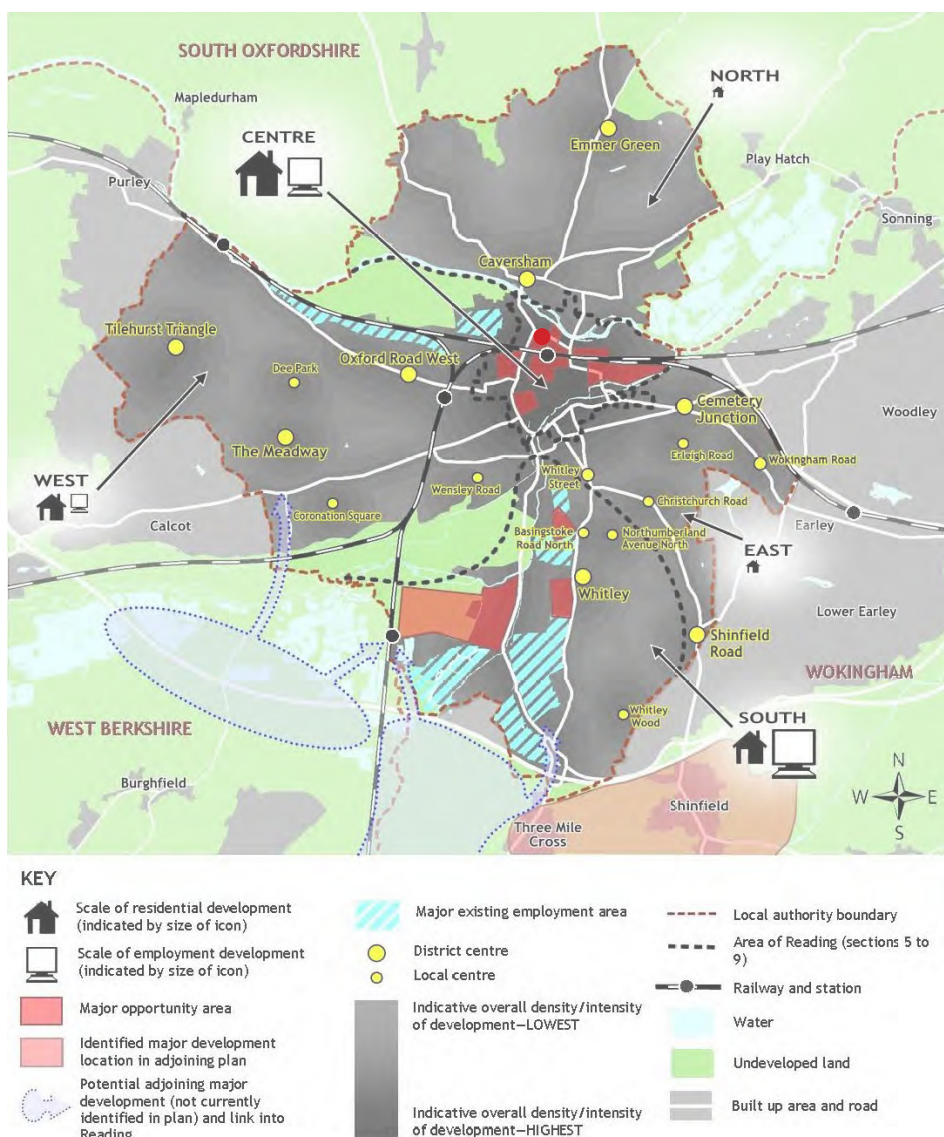
SPATIAL STRATEGY FOR READING

The planning document states that significant development can only occur where sites are available and these are mostly located in the Centre and to the South of Reading. Central Reading is seen as the area that will meet most development needs.

This zone benefits from the best connections and transport interchanges. In addition areas within this zone that are under-used land with potential for redevelopment are identified.

The plan recognises that the dwellings that will be provided in this zone are likely to be flats with little private outdoor space and therefore family housing is expected to be provided in other areas.

The proposal site is located in an area which is considered for the highest density development.



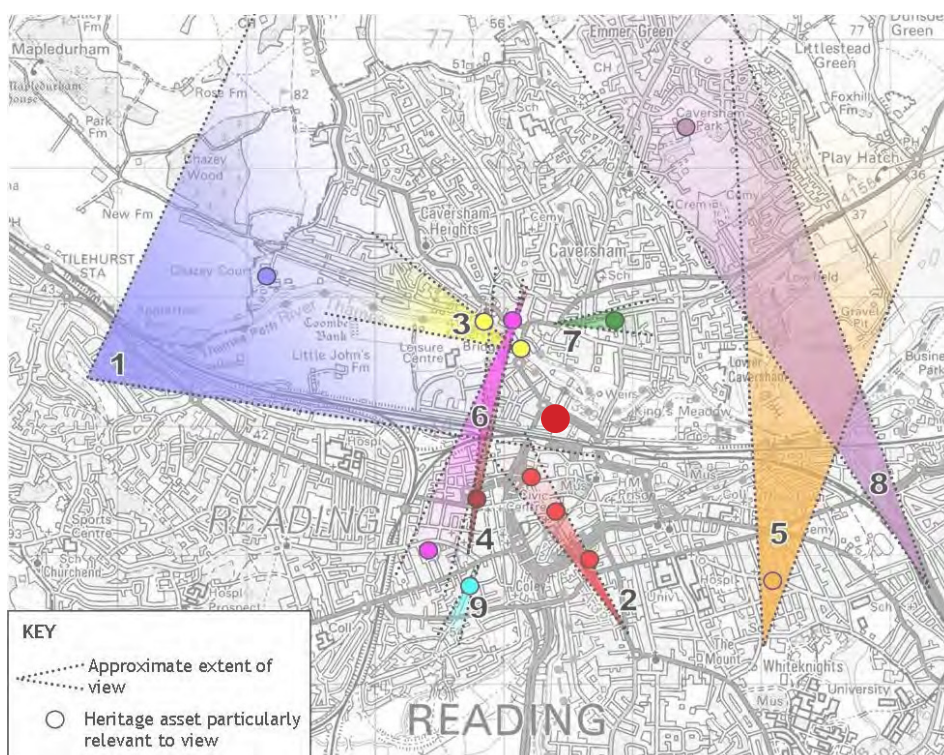
Reading Borough Local Plan. Spatial Strategy for Reading

PROTECTION OF SIGNIFICANT VIEWS WITH HERITAGE INTEREST

New development should not harm, and where possible enhance the views of acknowledged historical significance.

The site is not located in the range of significant views with Heritage Interest. However, the impact of the proposal on townscape has been reviewed as part of the Environmental Impact Assessment(EIA).

The results of the assessment can be seen in the Townscape Impact Assessment chapter of the EIA.



Reading Borough Local Plan. Significant Views with Heritage Interest

1. View from McIlroy Park towards Chazey Barn Farm, the Thames Meadow and the Chilterns escarpment

2. View northwards down Southampton St from Whitley St towards St Giles Church, St Mary's Church and Greyfriars Church

3. View upstream from Caversham Bridge

4. View northwards down Russell St towards the Church of the Holy Trinity

5. View over Alexandra Road Conservation Area toward the Chilterns escarpment

6. View southwards down St Anne's Rd towards Downshire Square

7. View of St Anne's Church Tower from the West

8. View towards Caversham Park House from the A329(M), railway and surrounding streets

9. View southwards along tree-lined Coley Avenue

2. LOCAL PLANNING POLICY

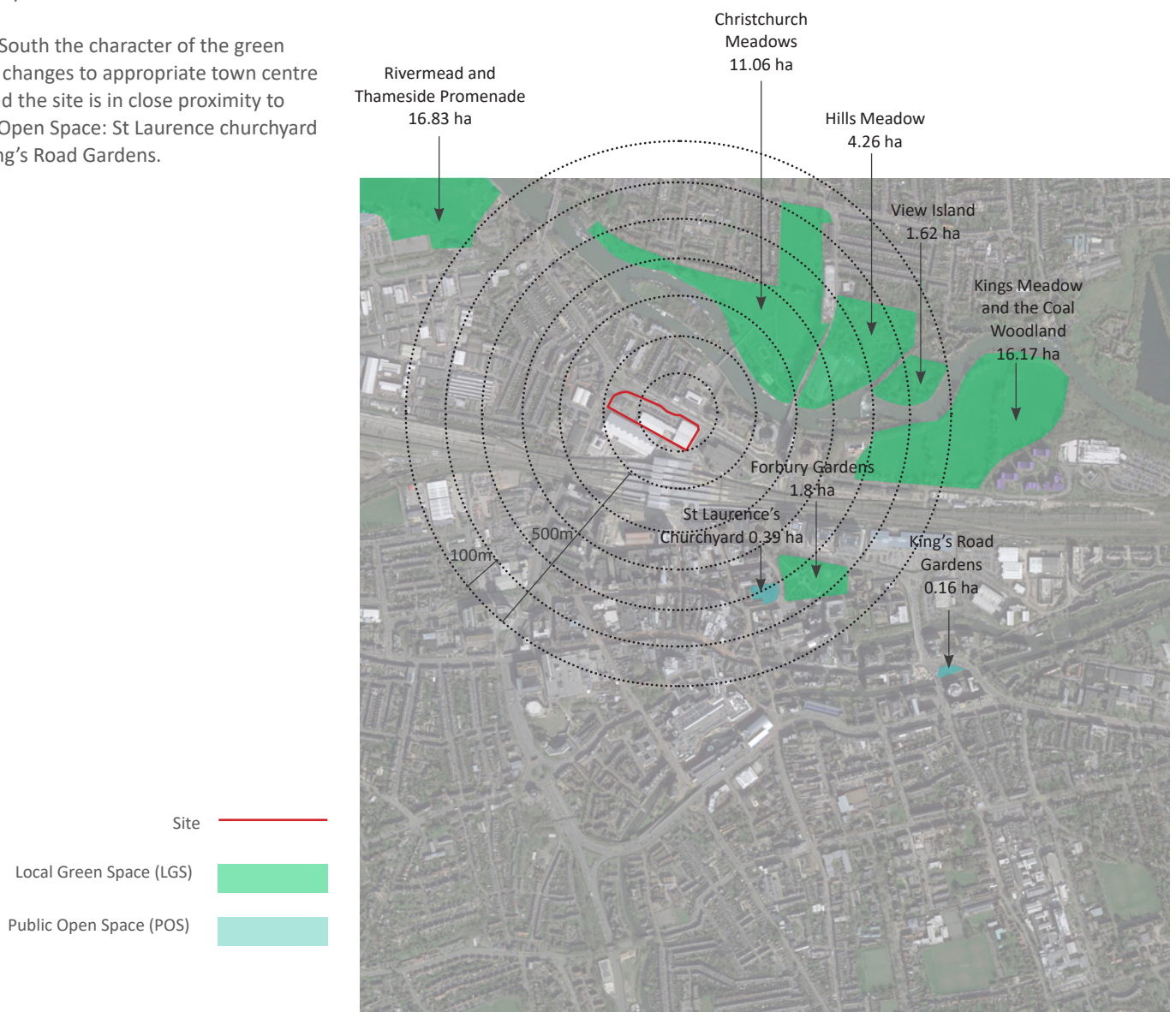
2.2 READING BOROUGH LOCAL PLAN

LOCAL GREEN SPACE AND PUBLIC OPEN SPACE

The site is located in close proximity to protected Local Green Space and Public Open Space.

Local Green Spaces within less than 1km: Rivermead Promenade, Christchurch Meadows, Hills Meadow and Kings Meadow are easily accessed.

To the South the character of the green spaces changes to appropriate town centre use, and the site is in close proximity to Public Open Space: St Laurence churchyard and King's Road Gardens.



PROVISION OF OPEN SPACE

For developments of 50 dwellings or more, a contribution to the open space is sought by the Council. This needs to satisfy the *‘most urgent need subject to considerations of particular deficiencies’*.*(*Reading Borough Local Plan 2019, page 46)

The site assessment highlighted connectivity issues between the town centre and the Local Green Space to the North of the River. This creates an opportunity to secure through the Outline Planning Application a link into the green network that would enable the two areas to connect.

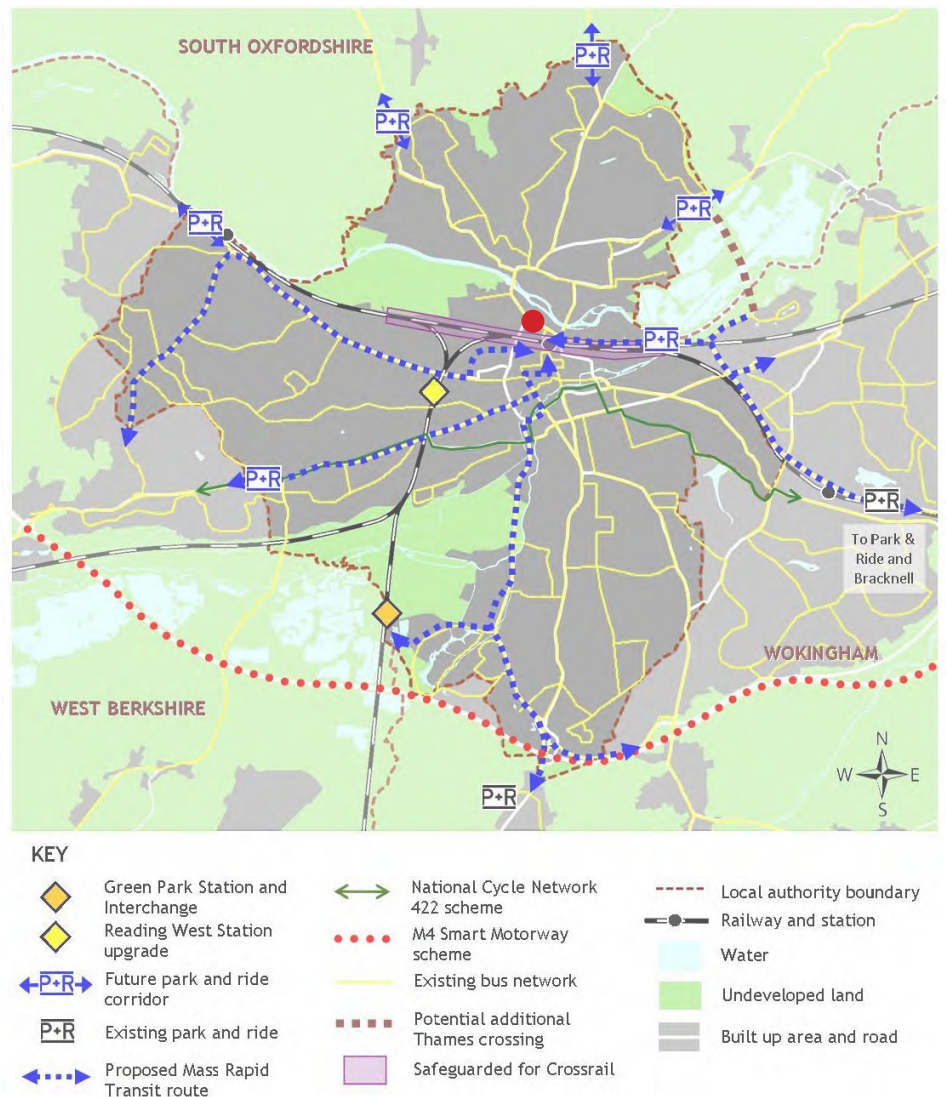


2. LOCAL PLANNING POLICY

2.2 READING BOROUGH LOCAL PLAN

MAJOR TRANSPORT SCHEMES

Due to its central location and existing and proposed transport links, the site will enjoy enhanced public transport.



Reading Borough Local Plan. Major Transport Schemes in Reading

AREA SPECIFIC SECTIONS: CENTRAL READING

As described in the local plan:

'The centre of Reading is one of the most accessible locations in the South East and contains one of the most successful shopping centres in the UK. It is a location for a number of businesses of national and international importance and is home to a growing residential community. It has a significant concentration of important heritage assets, some of which are increasingly being better revealed through new investment.' (Reading Borough Local Plan 2019, page 125)



© Crown Copyright. All rights reserved. Reading Borough Council. Account No. 100019672. 2008

Key principles:

1. The centre will contain a broad range of different but complementary uses within an area easily accessed by foot.
2. The centre will appeal to all sectors of Reading's population as a place to live, work, study and visit.
3. New development will exhibit an excellent, safe and sustainable quality of design that contributes to the attraction of the centre.

4. The centre will make the most of its waterside areas as a destination for leisure and recreation, and protect and enhance wildlife habitats.

5. Areas of designated open space within the centre will be protected and new opportunities will be sought.

6. Access to the centre by foot, cycle and public transport will be improved.

7. Access within the centre by foot and cycle will be improved and barriers to

this improved access will be overcome, particularly in a North-South direction through the core.

8. Development in the centre will benefit from and contribute towards forthcoming major transport improvements.

9. Areas and features that positively contribute to the unique and historic character of central Reading will be protected and where appropriate, enhanced.*

(*Reading Borough Local Plan 2019, page 126)

2. LOCAL PLANNING POLICY

2.2 READING BOROUGH LOCAL PLAN

AREA SPECIFIC SECTIONS: CENTRAL READING

The Local Plan mentions the improvements implemented in the past ten years to overcome the fragmentation of this area. East-West running major transport links such as the Inner Distribution Road (IDR), the railway and the River Thames have become barriers for routes running North-South.

The Local Plan seeks to continue improving North-South access through a spatial strategy that is dedicated to expanding the centre northwards.

‘Emphasising a North-South link through the centre will help to link the centre to the Thames and its adjacent parks, to Caversham and to the rest of Reading.’ (Reading Borough Local Plan 2019)

The site’s development is an opportunity to contribute to Reading’s strategy for overcoming local fragmentation. Sitting at the centre of three major opportunity sites, the proposal will act as a tie and gateway for future transport and access to the North.

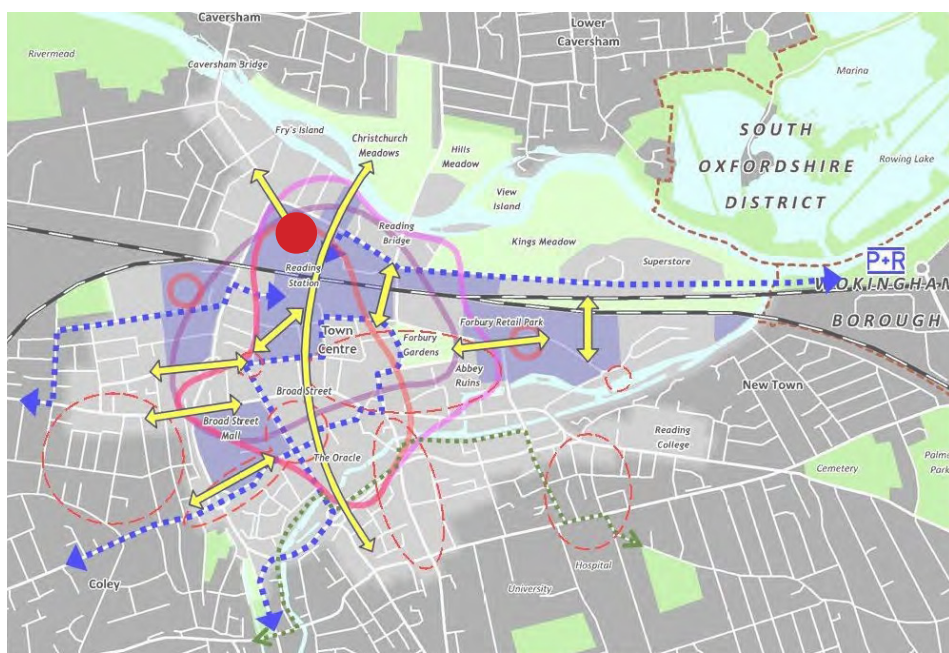


AREA STRATEGY FOR CENTRAL READING

The site is marked as an opportunity area for major development.

The document highlights that currently the site is under-used and contains low-quality buildings. Future development should be of high quality and able to achieve an improved connectivity with the centre and good links to public transport interchanges.

The Local Plan mentions that future development on the areas identified will have to meet most of the needs identified for the central area. Therefore, these sites are expected to contain high-density schemes.



Key

	Concentration of retail*		Potential Mass Rapid Transit route		Improved pedestrian and cycle movement
	Concentration of offices*		Future park and ride site		Particular cluster of heritage assets
	Concentration of leisure uses*		National Cycle Network 422 scheme		Local authority boundary
	Opportunity for major development				

* Location of concentrations are approximate only—please see definitions on Proposals Map

2. LOCAL PLANNING POLICY

2.2 READING BOROUGH LOCAL PLAN

DESIGN IN CENTRAL READING

New developments in Central reading should have the following key attributes:

1. Development will build on and respect the existing grid layout structure of the central area, providing continuity and enclosure through appropriate relationships between buildings and spaces, and frontages that engage with the street at lower levels, and contributing towards enhanced ease of movement through and around the central area;

2. Development will provide appropriate, well designed public spaces and other public realm, including squares, open spaces, streetscape, utilising high quality and well-maintained hard and soft landscaped areas, and public art, that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas;

3. Development should consider and, where possible, include ways of providing green infrastructure designed into the development, for instance through roof gardens, green walls and green roofs, to enhance the otherwise very urban environment;

4. The architectural details and materials used in the central area should be high quality and respect the form and quality of the detailing and materials in areas local to the development site;

5. Development and any associated public realm should contribute to the diversity of the central area, be capable of easy adaptation over time to meet changing circumstances, and be designed to enhance community safety; and

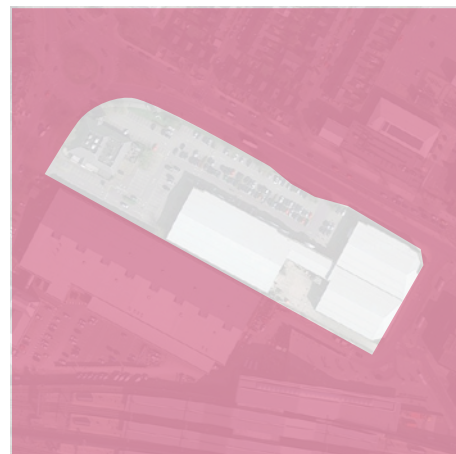
*6. Development should be designed with consideration of adjacent development sites, and should not prevent or cause unreasonable burdens on the future development of those sites.**

(* Reading Borough Local Plan 2019, p130)

With reference to points 1 and 6, all development coming forward on the site will have to take into consideration existing infrastructure and neighbouring buildings. In addition, future developments will have to be considered to ensure that the proposed development will not have a negative impact on its surroundings.

Following the requirements of point 3, future development of the site will take into consideration ways to improve connectivity between the South and the North through the provision of a green link. In addition, development coming forward at reserved matters stage will provide a range of amenities with different layers of privacy from public spaces to communal amenity, private shared gardens in courtyards within perimeter blocks, and roof gardens.

In response to point 4, the Outline Planning Application will ensure the use of high quality materials for schemes coming forward at reserved matters through the guidelines of the Design Code.



PUBLIC REALM IN CENTRAL READING

New developments in Central reading should have the following key attributes:

1. All proposals on sites of more than 1 hectare within the central Reading boundary will need to provide new public open space or civic squares integrated with surrounding development. Smaller developments will contribute towards improvements to the public realm;

2. Imaginative uses of open space and the public realm, which contribute to the offer of the centre will be encouraged and new open spaces should be of a size and shape to be flexible enough to accommodate such uses. The provision of water features, trees (including street trees) and other planting, as well as hard landscaping, to create high quality spaces, will be expected where appropriate;

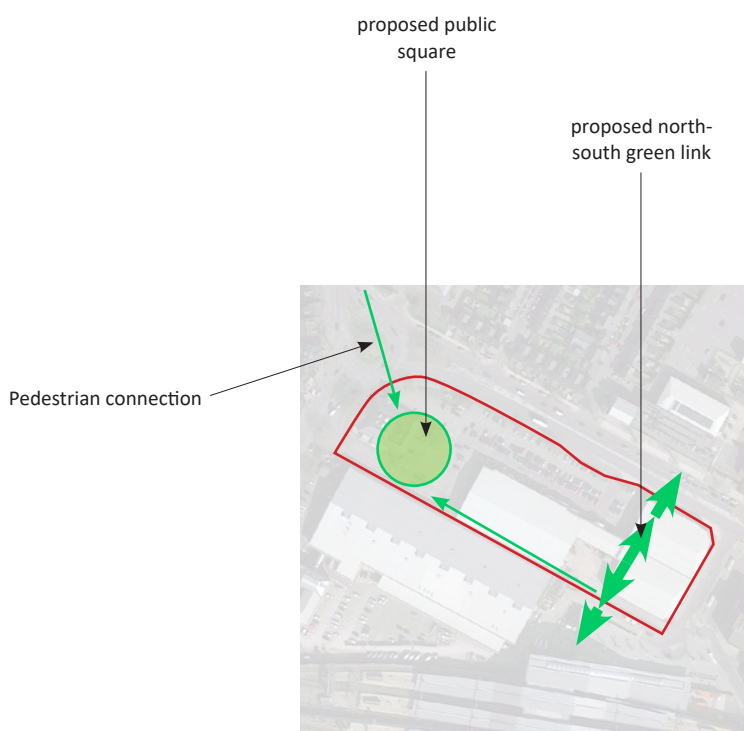
3. Development proposals adjacent to or in close proximity to a watercourse will retain and not impede existing continuous public access to and along the watercourses, and will provide legible continuous public access to and along the watercourses where this does not currently exist;

4. The design of developments adjacent to a watercourse, including the refurbishment of existing buildings will be required to enhance the appearance of the watercourses and to provide active elevations facing the watercourses. Development that turns its back on the watercourses and results in blank or mundane elevations facing the watercourses will not be permitted;

*5. The public realm should conserve and enhance the historic environment of the centre and the significance of heritage assets therein and their setting.**
(* Reading Borough Local Plan 2019, p132)

The site will need to provide new public open space. The green link to Christchurch Meadows, plus an open square in the western part of the site will be the main public open space areas provided. The two ensure an even distribution of open space throughout the scheme.

Their design could respond to their different characters, where the link is an active transitory route as well as a sitting area, the square to the West could be designed as a destination.



2. LOCAL PLANNING POLICY

2.2 READING BOROUGH LOCAL PLAN

TALL BUILDINGS

The Local Plan attributes the term to buildings with more than 10 storeys of commercial space, or 12 storeys of residential use, equating to over 36m in height.

Tall buildings are considered appropriate only in designated areas. The site is located within one of these areas: CR10A, Station Area Cluster.

Within this area, the tallest buildings are expected to be located closest to the station. Other buildings should step down towards the fringes.



STATION/RIVER MAJOR OPPORTUNITY AREA

The site is located within the Station /River Major Opportunity Area CR11e - North of Station. As part of this zone, proposed development for the site will have to comply with specific guidelines, as listed below.:

1. Contribute towards providing a high-density mix of uses to create a destination in itself and capitalise on its role as one of the most accessible locations in the South East. Development for education will be an acceptable part of the mix;
2. Help facilitate greater pedestrian and cycle permeability, particularly on the key movement corridors. North-South links through the area centred on the new station, including across the IDR, are of particular importance;
3. Provide developments that front onto and provide visual interest to existing and future pedestrian routes and open spaces;
4. Safeguard land which is needed for mass rapid transit routes and stops;
5. Provide additional areas of open space where possible, with green infrastructure, including a direct landscaped link between the station and the River Thames;
6. Give careful consideration to the areas of transition to low and medium density residential and conserve and, where possible, enhance listed buildings, conservation areas and historic gardens and their settings;
7. Give careful consideration to the archaeological potential of the area and be supported by appropriate archaeological assessment which should inform the development;

8. Demonstrate that it is part of a comprehensive approach to its sub-area, which does not prevent neighbouring sites from fulfilling the aspirations of this policy, and which contributes towards the provision of policy requirements that benefit the whole area, such as open space; and

9. Give early consideration to the potential impact on water and wastewater infrastructure in conjunction with Thames Water, and make provision for upgrades where required.*

(* Reading Borough Local Plan 2019, p135)



Key

- Sub-area boundary
- Major Opportunity Area
- Footprint of existing building in Major Opportunity Area
- Existing building
- Recent building or building under construction
- Nearby sensitive location—low-rise residential
- Nearby sensitive location—heritage assets

- + New area of open space
- Vehicle access point
- Key movement corridor (pedestrian and/or cycle)
- Location of transport interchange
- Proposed Mass Rapid Transit route
- Retained or new public access along waterways
- Activation of key routes and spaces with town centre uses

Sub-Areas

- A CR11a: Friar Street and Station Road
- B CR11b: Greyfriars Road Corner
- C CR11c: Station Hill and Friars Walk
- D CR11d: Brunel Arcade and Apex Plaza
- E CR11e: North of the Station
- F CR11f: West of Caversham Road
- G CR11g: Riverside
- H CR11h: Napier Road Corner
- I CR11i: Napier Court

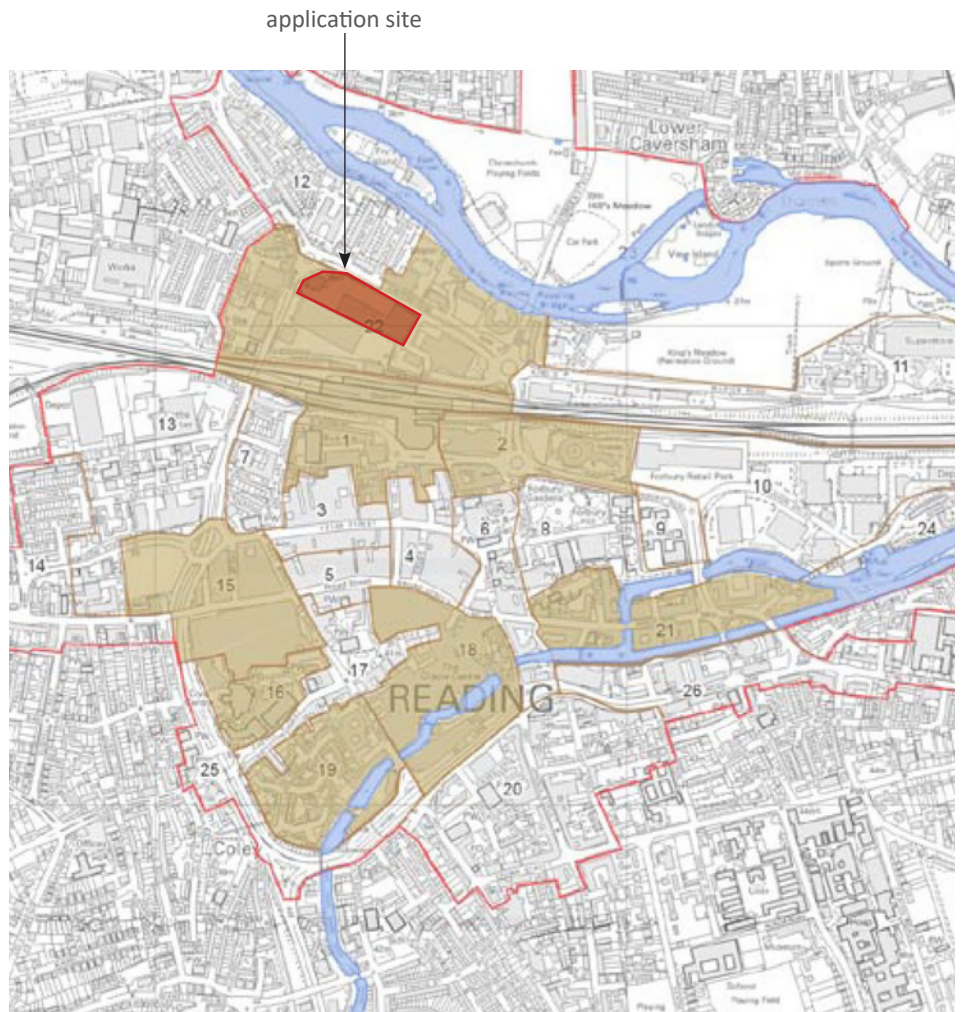
2. LOCAL PLANNING POLICY

2.3 READING TALL BUILDINGS STRATEGY

GUIDANCE SCOPE

This document sets out to: *inform the development of a tall buildings policy and of specific guidelines for individual sites and areas that will be documented within the Reading Central Area Action Plan. It will also operate as a useful tool for the Council in assessing proposals for taller buildings in the central area of Reading over the coming years.* (source: Reading Tall Buildings Strategy(RTBS))

The document places the site within one of the areas with some townscape capacity for tall buildings: zone 22, Vastern Road.



Reading Tall Building Strategy (2008)

CHARACTER AREA 22

Character Area 22 is identified to have low sensitivity to tall buildings. Tall buildings are not recommended to the East or north of this area, but to the South and in proximity to the railway they are acceptable.

The area is considered highly suitable for tall buildings due to the character of the existing context and also due to the absence of key views or visual focal points affected by redevelopment.

The following improvements should be sought to support new tall developments:

*source: Reading Tall Buildings Strategy

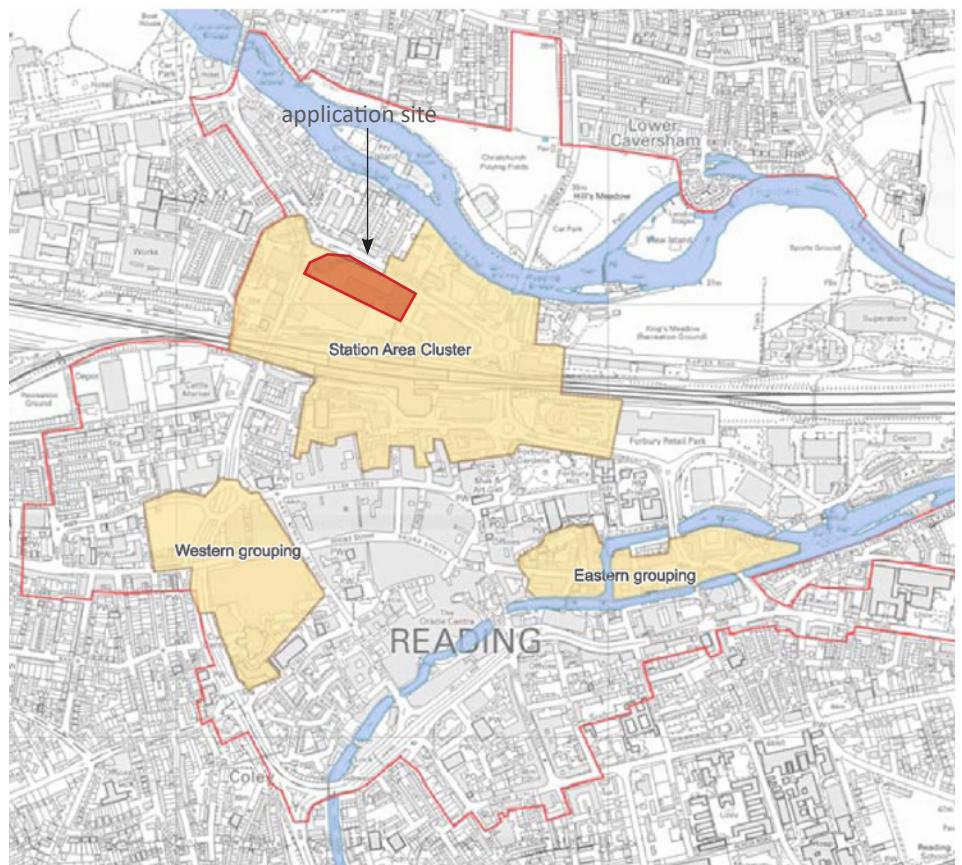
- Transport :

Although this area is close to the railway station, access across the railway is poor and will require improvement to take full advantage of its location. The links to the town centre are also poor but two main bus routes cross the area at either end. A future National Cycle Network traffic free route is proposed that would link the existing National Cycle Network traffic-free route along the river to the station area and town centre from one side of the character area.

- Market considerations:

There would need to be associated public realm enhancements and enhanced accessibility to improve market perception of the area.

The document also groups adjacent areas that share attributes and attaches Character Area 22 to *Station Area Cluster* - a preferred tall buildings location.



2. LOCAL PLANNING POLICY

2.3 READING TALL BUILDINGS STRATEGY

SENSITIVE VIEWS

The document points out that introducing tall buildings to the centre of Reading will change the skyline that is currently experienced by viewers, a change that should bring improvements to the townscape.

The document also highlights the risks and opportunities of tall buildings that can either: *enhance certain views, providing a focal point, and detract from others, forming an unsympathetic backdrop to important townscape features, or becoming an uncharacteristic feature of views from tranquil rural landscapes.*

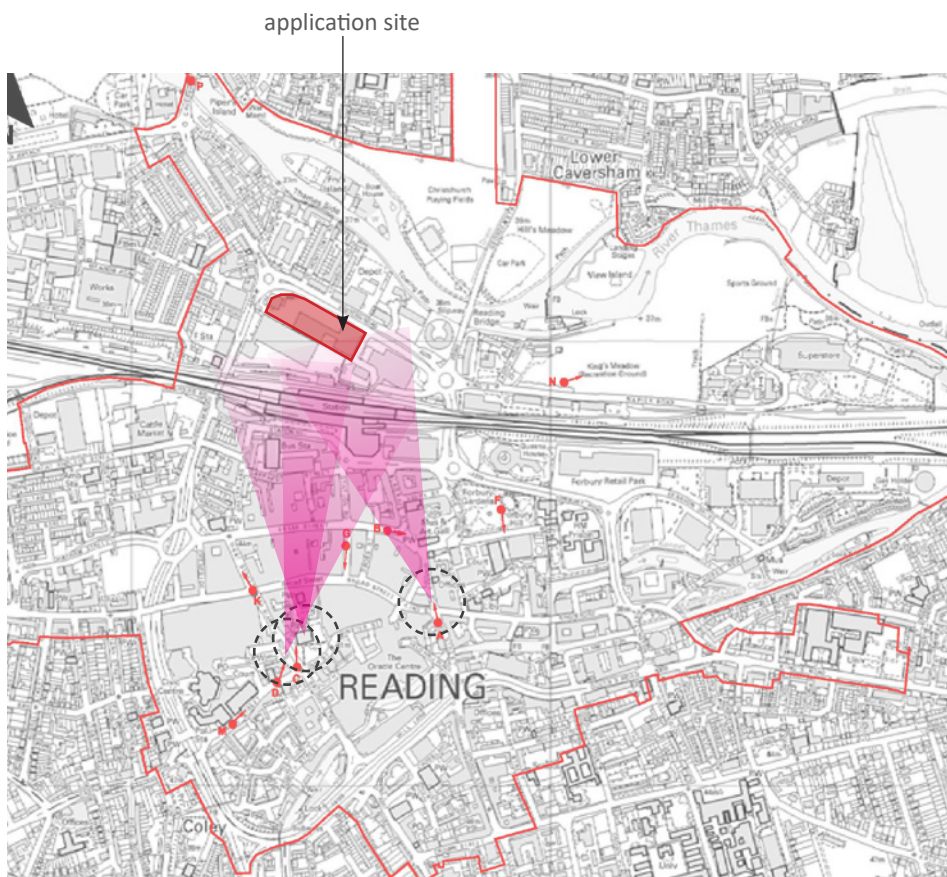
The key views identified in the Reading Tall Building Strategy as relevant for this site are:

1. Views within the town centre:

- A:** Along Market Place towards St Lawrence's Church;
- C:** Along St Mary's Butts to St Mary's church;
- D:** From Castle Street to St Mary's church.

2. Views into central Reading:

- View 3:** From the grounds of the University of Reading, Whiteknights camps;
- View 4:** From 'The Mount' towards Caversham Park;
- View 5:** From the A327, South of Central Reading;
- View 6:** From Caversham Bridge;
- View 7:** From the Thames Path East of Reading;
- View 9:** From footpath East of Maple Durham;
- View 11:** From Dunsden Way, South of Dunsden Green;
- View 14:** From Balmore Park.

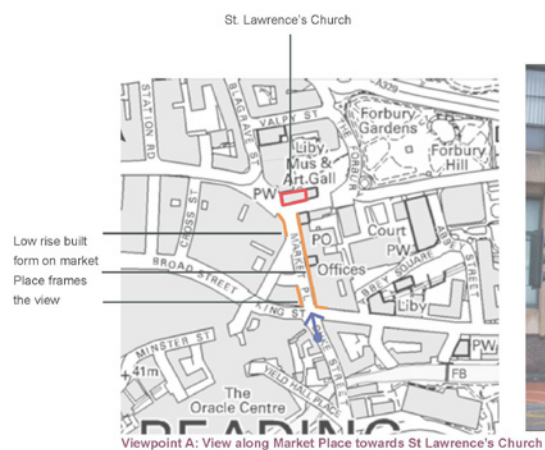


Reading Tall Buildings Strategy. Long range high sensitivity views 1

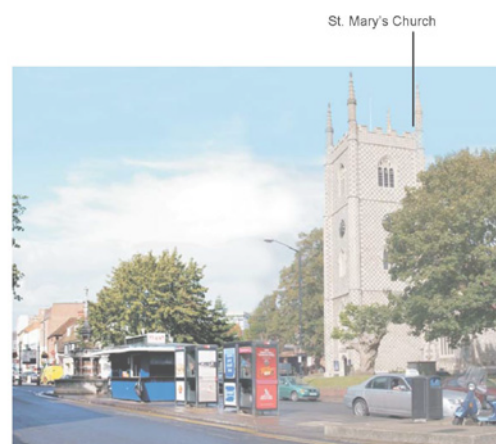


Reading Tall Buildings Strategy. Long range high sensitivity views 2

A: Along Market Place towards St Lawrence's Church;



C: Along St Mary's Butts to St Mary's church;



D: From Castle Street to St Mary's church.



2. LOCAL PLANNING POLICY

2.3 READING TALL BUILDINGS STRATEGY

SENSITIVE VIEWS

View 3: From the grounds of the University of Reading, Whiteknights camps;

Due to the very low density of built form, the view would have a high sensitivity to the introduction of tall buildings in central Reading as a visible skyline feature.

*source: reading Tall Buildings Strategy



View 4: From 'The Mount' towards Caversham Park;

The combination of the residential character of the view and the inclusion of Caversham Park as a focal point of the view, ensure that the view would have a high sensitivity to the introduction of tall buildings.

*source: reading Tall Buildings Strategy



View 5: From the A327, South of Central Reading;

Although the buildings in the foreground are residential and low rise, the existing visibility of buildings in central Reading as a focal point creates a low sensitivity to further tall building developments.

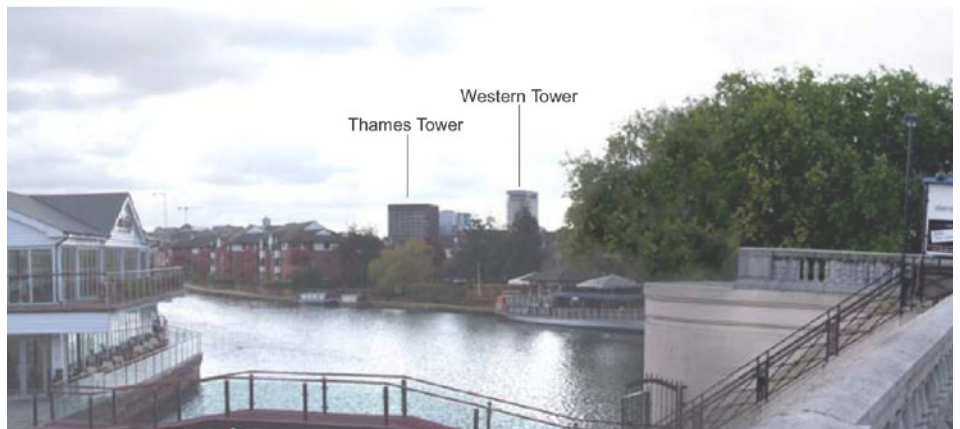
*source: reading Tall Buildings Strategy



View 6: From Caversham Bridge;

The view has a medium/low sensitivity to the inclusion of tall buildings on the skyline. Although the skyline is currently dominated by low rise development, the inclusion of a tall building would add focus to the view and provide an opportunity to add character and focus.

**source: reading Tall Buildings Strategy*



View 7: From the Thames Path East of Reading;

Expanses of floodplain and recreational grassland are interrupted by views of riverside vegetation and individual clumps of trees. The skyline is also interrupted by the upper floors of Thames Tower in the background of the view. The introduction of further tall buildings to the skyline would further erode the tranquil character. There is a high sensitivity to the inclusion of further tall buildings to the view.

**source: reading Tall Buildings Strategy*



View 9: From footpath East of Maple Durham;

Although occasional built form is a feature, the built form is residential and low rise. The rural view has a high sensitivity to the development of tall or very tall buildings.

**source: reading Tall Buildings Strategy*



2. LOCAL PLANNING POLICY

2.3 READING TALL BUILDINGS STRATEGY

SENSITIVE VIEWS

View 11: From Dunsden Way, South of Dunsden Green;

The introduction of further built form, particularly tall, large blocks would further erode the rural character. The view has a high sensitivity to the inclusion of tall buildings to the skyline.

*source: reading Tall Buildings Strategy



View 14: From Balmore Park.

Consideration should be given to how any proposed tall buildings respond to the existing tall buildings, and to how the skyline would be viewed as a whole. Although true of all viewpoints, this is particularly true in this instance due to the elevated and panoramic nature of the view.

*source: reading Tall Buildings Strategy



2. LOCAL PLANNING POLICY

2.4 READING STATION AREA FRAMEWORK (RSAF)

KEY PRINCIPLES

The RSAF sets out its own principles to complement those presented in the Local Plan.

These principles are developed for the particular context of the Station Area and intend to establish a framework for future developments.

The following are quotes of the set principles extracted from the Reading Station Area Framework 2010:

A vital and enjoyable place

3.3 Redevelopment provides the opportunity to secure vibrant retail and leisure uses, to help make the Station Area an enjoyable place to work and live in and to visit. Street level retail, hotels, cafés, bars and restaurants and other sport, leisure and recreational uses will provide activity throughout the day and evening.

A place to work

3.4 The strategic location of the Station Area and its direct proximity to the town centre and the Station represents a unique opportunity to build upon the success of the town centre and create a substantial commercial development of new high-quality flexible office space. Business and employment development will make a significant contribution towards Reading's established position as the 'Capital of the Thames Valley'.

A place to live

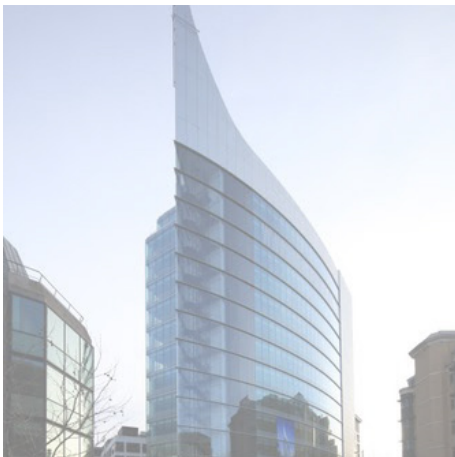
3.5 The creation of a mixed-use quarter which incorporates a substantial element of new housing is fundamental to the development of a sustainable mixed use area. The area can accommodate a significant level of new homes of mixed tenure, responsive to local housing needs. The proximity to public transport facilities makes it an ideal location for high-density living, not dependent on car travel. New community facilities can benefit existing residents as well as future occupiers.





A well connected and accessible place

3.6 The redevelopment of large sites provides the opportunity to secure landscaped public space and to extend public access. The layout of these will incorporate East-West and North-South routes to enhance movement and linkages across the area. Linking the area to Christchurch Meadows will further integrate and ensure good accessibility to adjoining open spaces.



A place to value

3.7 The Station Area will contain buildings and development of outstanding architectural merit and design innovation, creating a unique sense of place which responds to the character of the historic town centre and adjoining residential areas.



A highly sustainable place

3.8 New development should address the growing need for sustainable design, construction and lifestyles briefly outlined in this framework and in more detail in the LDF sustainability policies and the Sustainable Design and Construction SPD.



2. LOCAL PLANNING POLICY

2.4 READING STATION AREA FRAMEWORK (RSAF)

PUBLIC REALM

The RSAF contains guidance aimed at improving the Station Area public realm by connecting the areas important for public space provision and connectivity.

The site includes designated zones 3: Kennet-Thames Spine, and 5: Vastern Road; and fronts the zone to on the northern exit of Reading Station.

The following are extracts from the document listing the principles:

- 'Stitching' together the various development sites within the Area, both visually and physically.
- Unifying the area through a coordinated design approach that utilises the best contemporary modern materials and street furniture.
- Creating an environment that is busy, overlooked and safe through its relationship with adjoining buildings ('passive surveillance').
- Contributing to the character and identity of the town centre, helping to instil a strong sense of place and underpinning investment.
- Creating more opportunities for sustainable forms of transport, particularly walking and cycling, by enhancing the connectivity and legibility of the area.

*source: RSAF 2010



RSAF extract. Public Realm priorities

Zone 3. Kennet-Thames spine

This link is described as vital for the success of the redevelopment of this area, seen as the main connection from the historic core through the Station Area and extending to the Thames.

A condensed set of guidelines is provided to complement the vision for this area's future development:

The spine will include enhancements including wider pavements and greater pedestrian priority in Station Road. North of the railway, the spine will incorporate a 'green link' towards the river. Buildings will face onto the spine rather than away from it, and, on all parts of the spine South of Vastern Road, the frontages will be enlivened with active uses including retail and leisure.

*source: RSAF 2010



Zone 5. Vastern Road

Currently used as a by-pass, RSAF envisions this road as a potential avenue through planting strategies and traffic control methods:

Potential changes to Vastern Road could reduce the dominance of speeding traffic and transform the character of the road from a by-pass at the edge of the town centre into a tree-lined avenue as a central element of the town centre public realm, by planting in the central reservation and creating planted verges.

*source: RSAF 2010



2. LOCAL PLANNING POLICY

2.4 READING STATION AREA FRAMEWORK (RSAF)

DENSITY AND MASS

The document defines guidelines for future developments, referring to massing and height.

The purpose of the density ranges is to enable assumptions on development impact. They are not prescriptive, but provide indications to local strategies and expectations.

The site includes defined plots: N3, N4, N5 and N6. Density for these plots is seen as a gradient starting along Caversham Road and rising along Vastern Road towards plot N6.

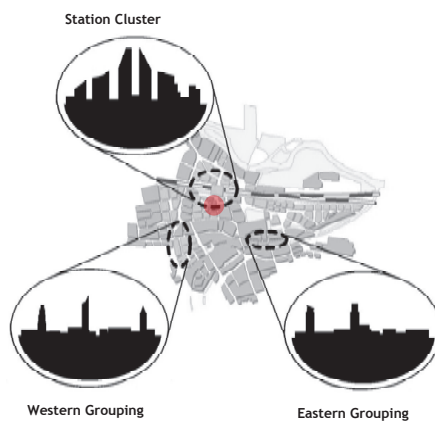
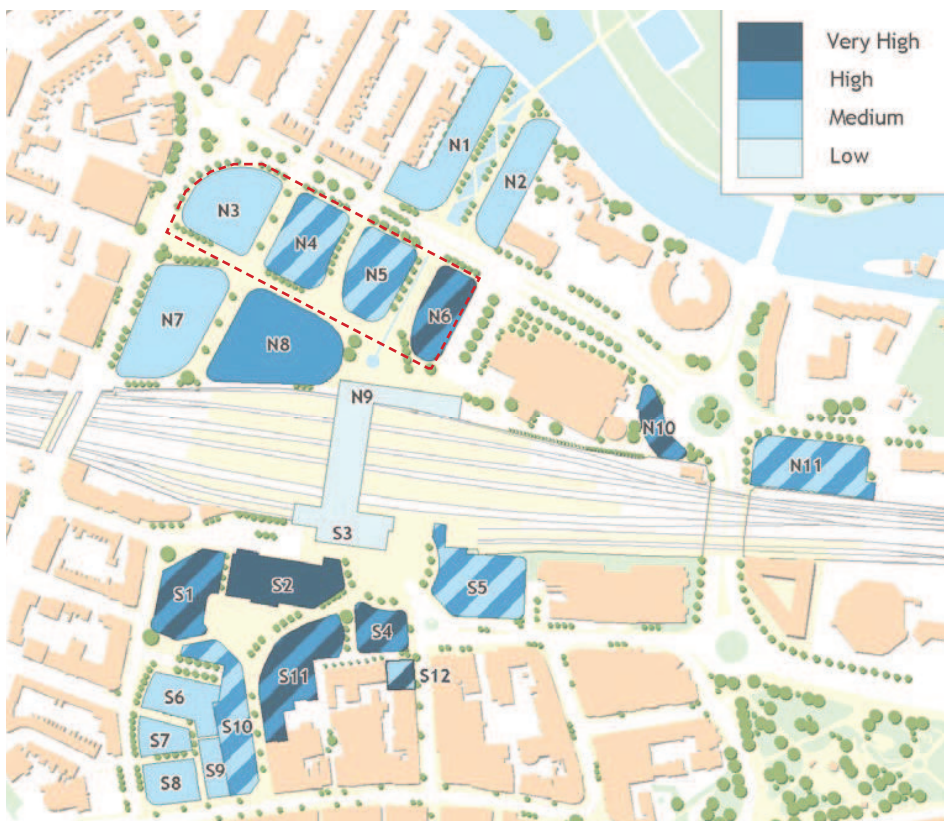


Figure 6.1 Diagrammatic indicative representation of the Station Cluster (Adopted RCAAP).



Figure 6.2 Locations potentially appropriate for tall buildings under RCAAP policy RC13

----- application boundary



RSAF. Density indications

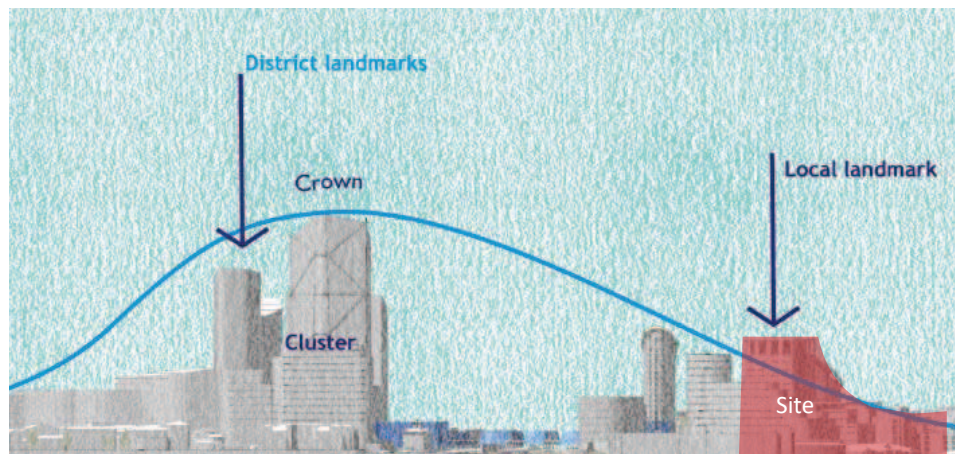
The site is considered appropriate for high density with a recommended provision of the area's Local Landmark. This is expected to be:

Tall or prominent buildings above ten storeys which are nevertheless clearly subordinate and therefore lower than district landmarks.(RSAF 2010)

In terms of massing, the prescriptive hierarchy describes buildings rising up around the Station.

The stated intention is to create a new distinctive skyline to complement the central area. The area considered appropriate for provision of maximum height is named the 'crown' and sits South of the station, within the development of Station Hill. All other developments are expected to be subordinate.

Within the area to the North of the Station, the plot considered appropriate for providing the Local Landmark is located on the proposal site and marked N6.



----- application boundary



RSAF. Plot delimitation

2. LOCAL PLANNING POLICY

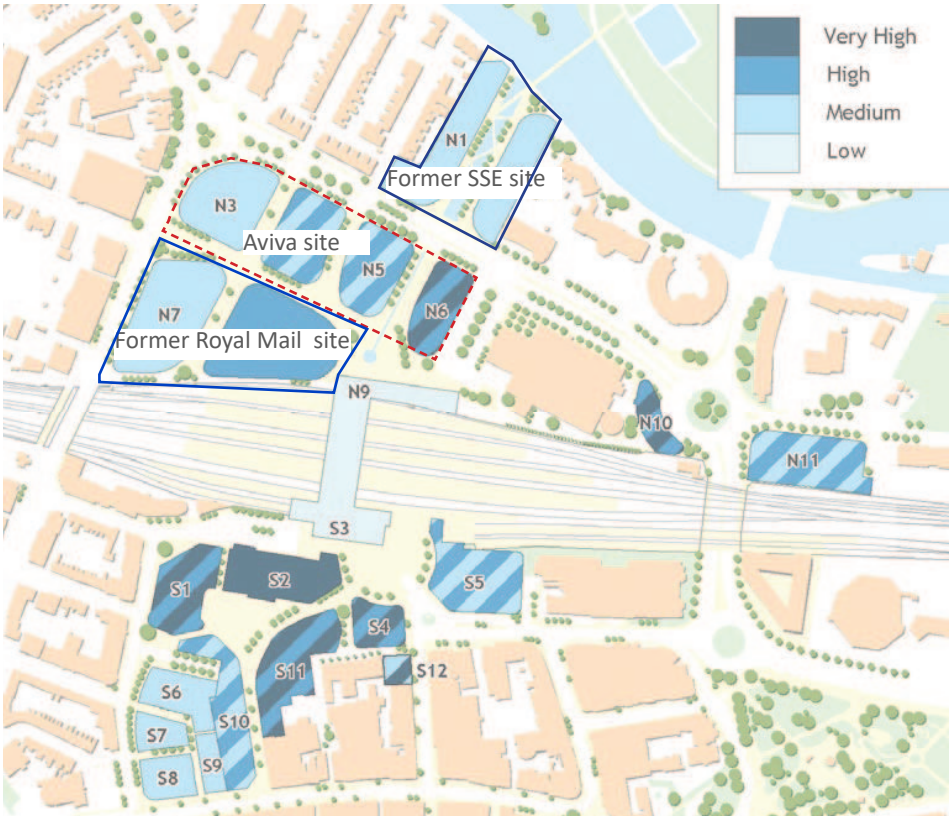
2.4 READING STATION AREA FRAMEWORK (RSAF)

DENSITY AND MASS

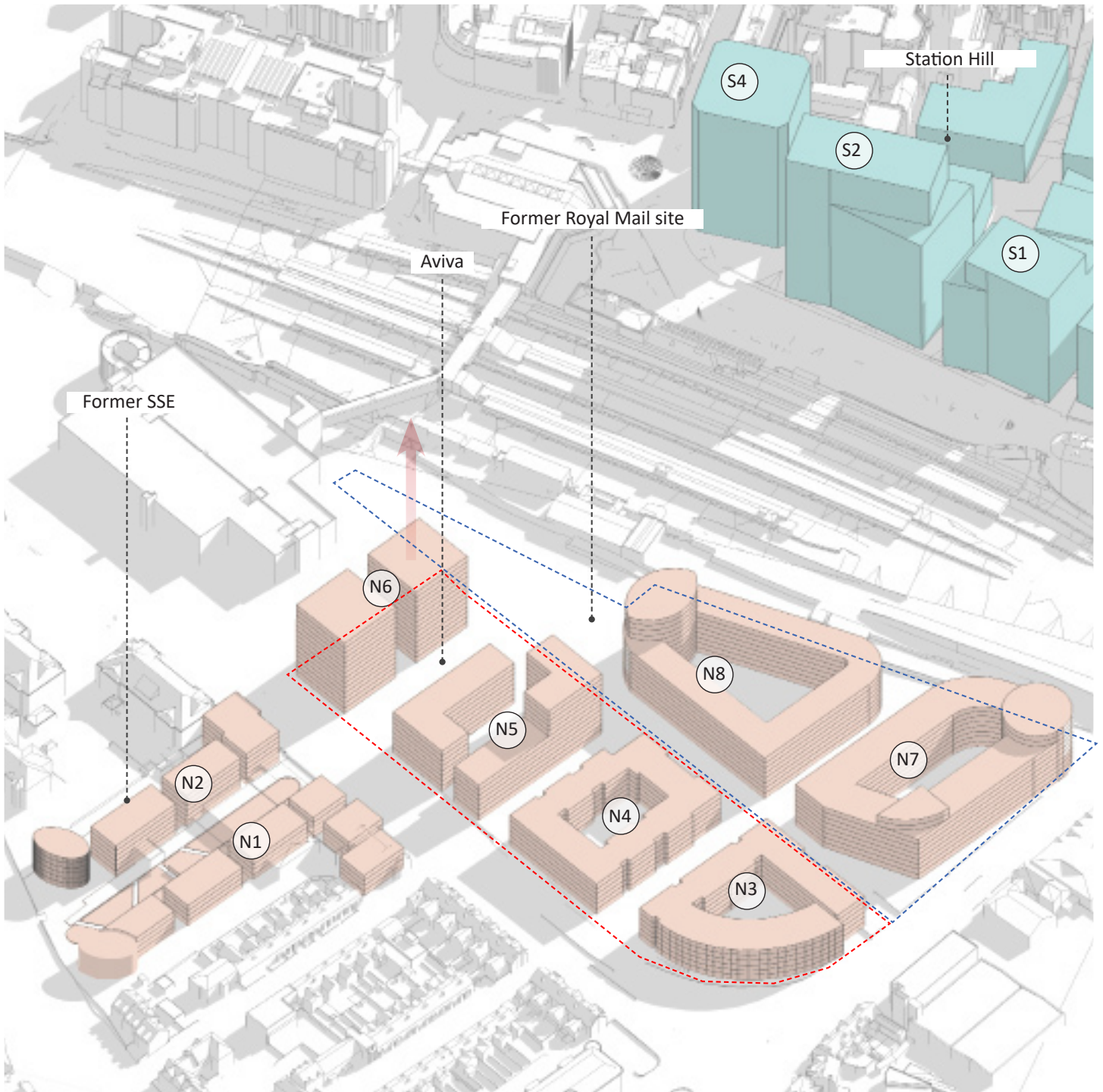
Within the RSAF document, an illustrative scheme is presented as a guideline as to how the outline principles could help shape future developments for the three key sites.

A three-dimensional illustration was produced for this document (shown on the opposite page).

Plot reference	Benchmark	Landmark
N1	4	None
N2	6	None
N3	6	None
N4	7	Local
N5	8	Local
N6	*	Local
N7	6	None
N8	8	Local
N9	6	None
N10	8	Local
N11	8	Local
S1	*	Local
S2	*	District
S3	4	None
S4	*	Local
S5	6	Local
S6	6	None
S7	6	None
S8	6	None
S9	6	None
S10	8	Local**
S11	8	District**
S12	*	Local



RSAF. Density indications



3D Illustration of RSF indicative scheme

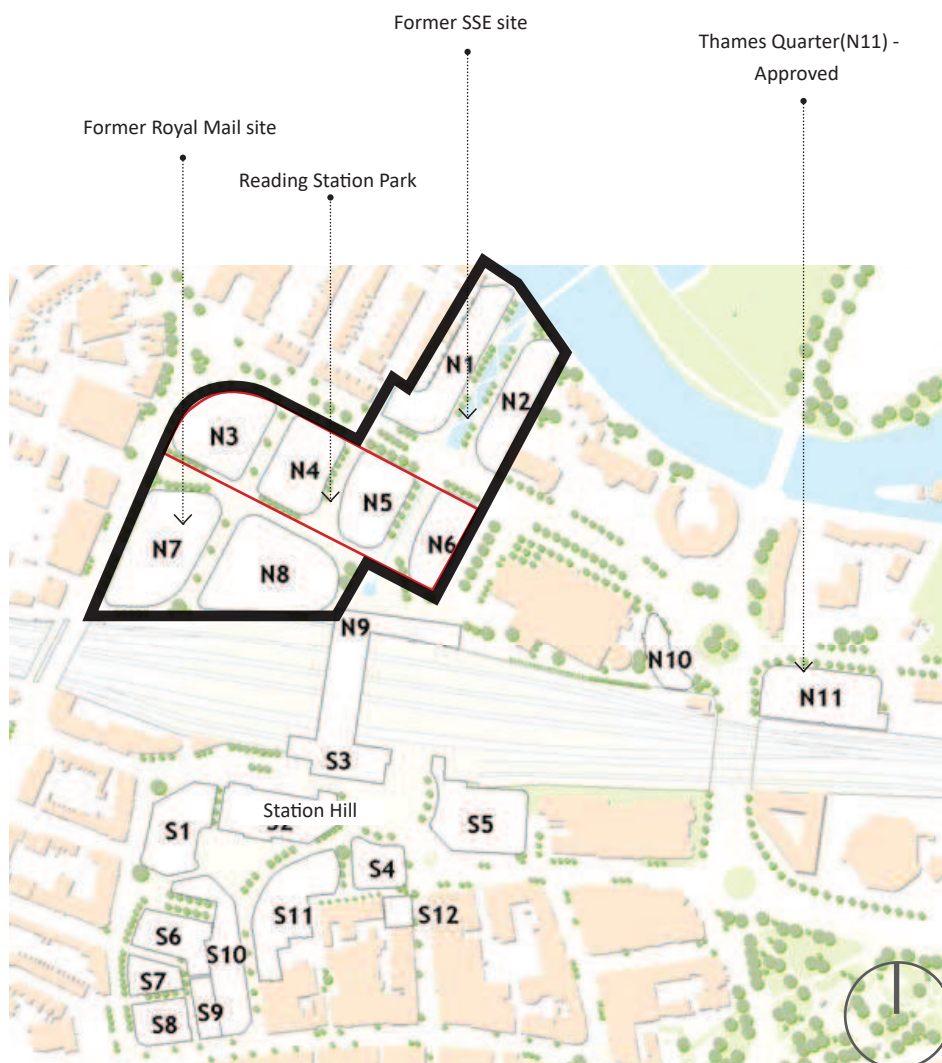
2. LOCAL PLANNING POLICY

2.5 EMERGING CONTEXT

LOCAL PLANNING GUIDANCE AND EMERGING CONTEXT

The three sites north of the railway tracks where development proposals are emerging, are in different ownerships and development stages.

Any scheme coming forwards should respond to both the local framework principles and to the changing context.



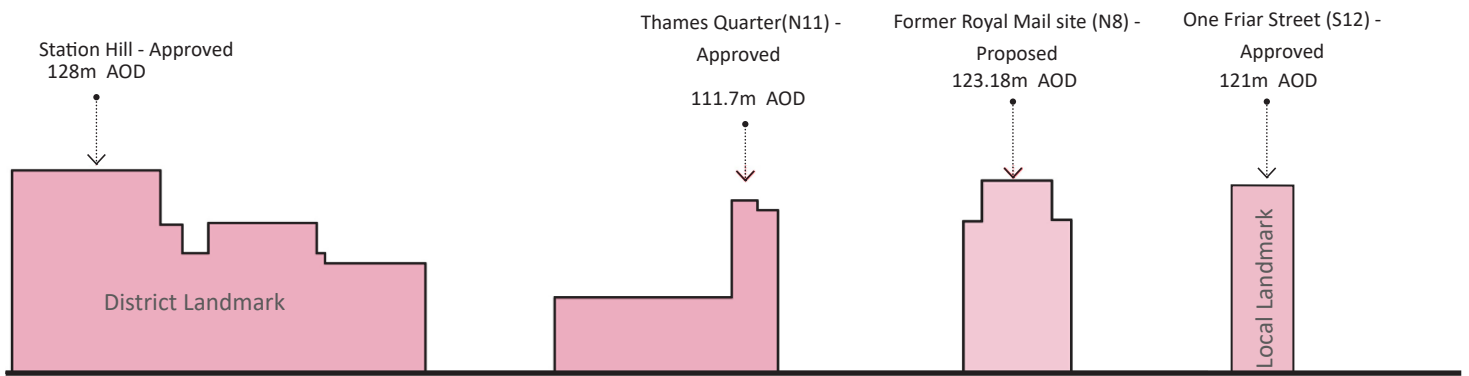
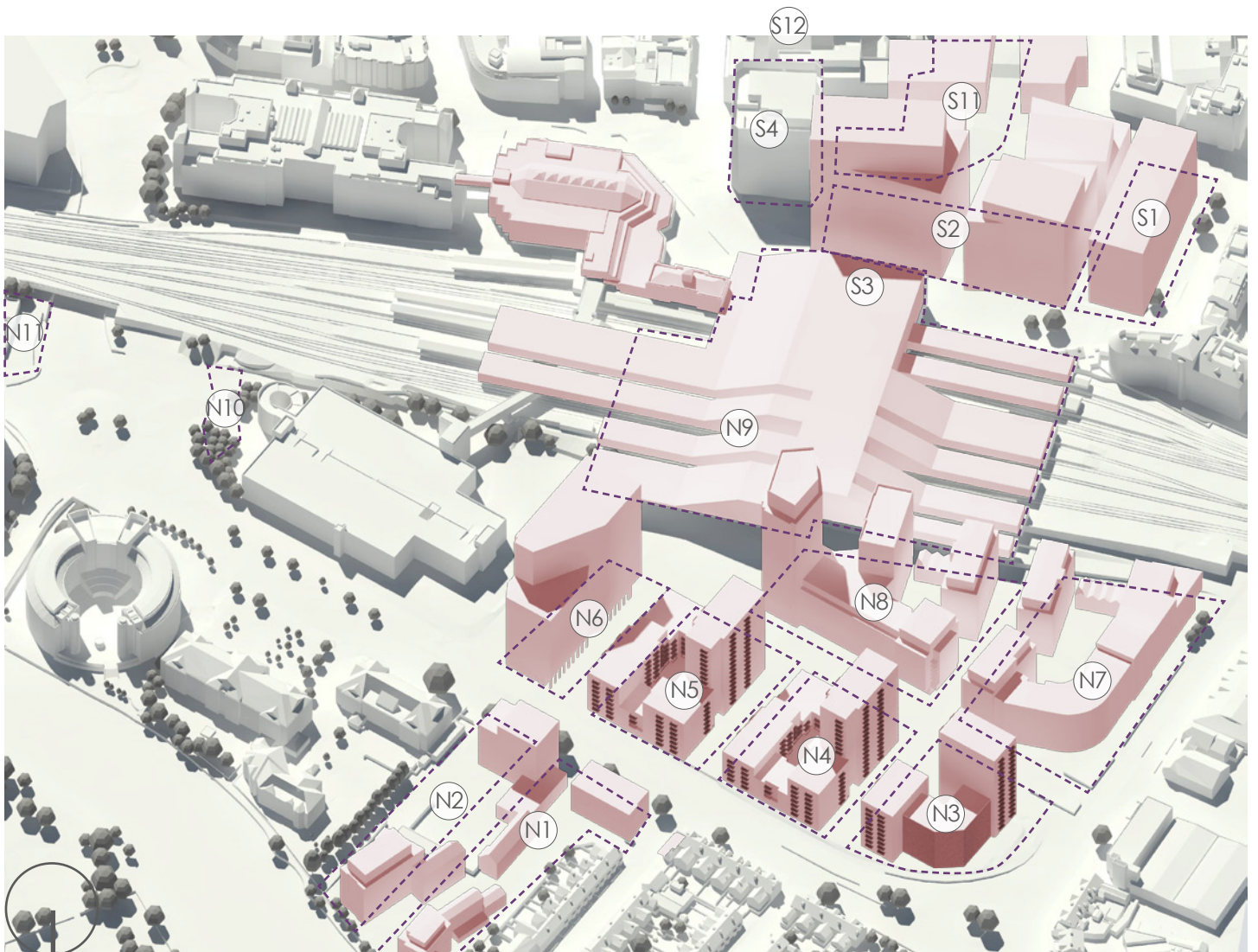


Diagram showing relationships between the District Landmark and subordinate tall buildings (proposed and approved)



2. LOCAL PLANNING POLICY

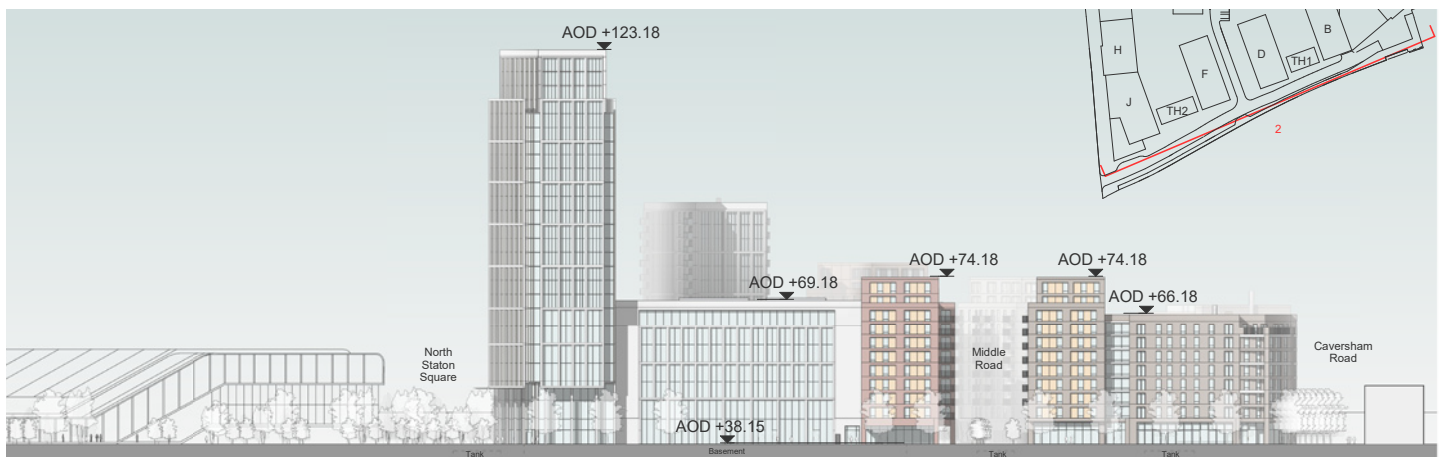
2.5 EMERGING CONTEXT

FORMER ROYAL MAIL SITE

In 2019, an Outline Planning Application was submitted for the Former Royal Mail site.



RSAF. Density indications



FORMER SSE SITE

A Detailed Planning Application for the redevelopment of the Former SSE site is currently under preparation.



RSAF. Density indications



Public Consultation Illustrations.



Public Consultation Illustrations.

3. SITE EVALUATION

3.1 URBAN GRAIN

The site sits within an area that is mostly occupied by medium to large developments. The fine residential grain lies further North-West and it is severely separated from the site by the major transport route, Vastern Road.

The railway station, warehouses (South), the office buildings facing the River Thames and the station's car park building (located East of the site) contrast against the tight residential grain to the North of the site.

According to the Reading Tall Buildings Strategy:

The building blocks have a large floor space, although the buildings are not high rise and there is extensive car parking adjacent to the buildings. These features combine to create a medium scale townscape.

— Site Boundary
— Character Area 22



3.2 GREEN SPACE

Christchurch Meadows and the river walk to the North of the site are the closest green space/green public amenities .

There are no public green spaces located within the character area.

The proposal site presents an opportunity to improve the existing amenity through the provision of a green link between Caversham and the centre of Reading, which stands in line with the aspirations stated in local planning guidance.

— Site Boundary
— Character Area 22



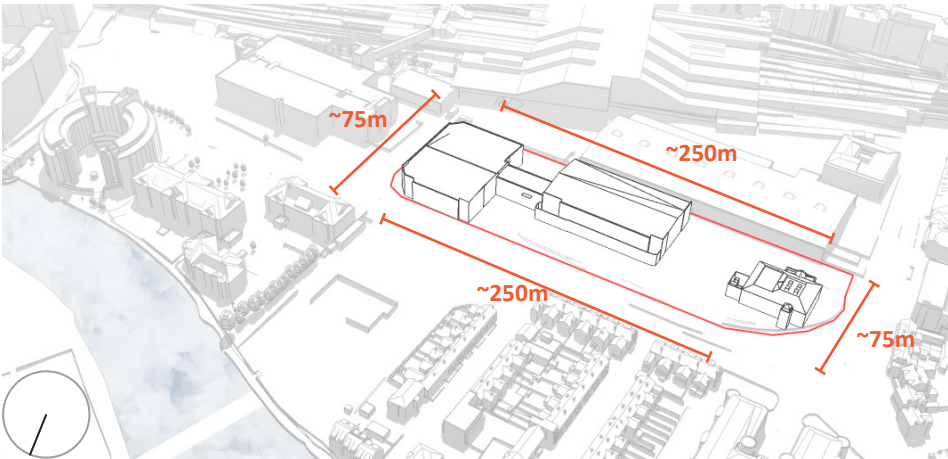
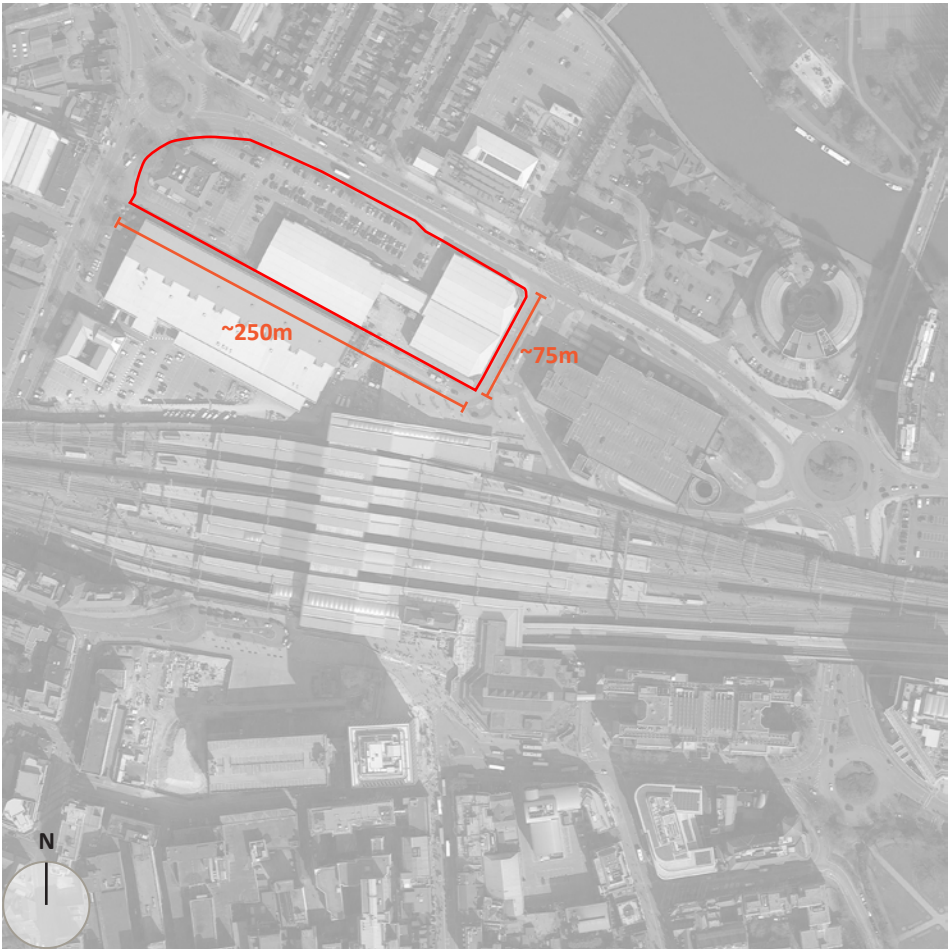
3. SITE EVALUATION

3.3 CONSTRAINTS AND OPPORTUNITIES

SITE DIMENSIONS AND PROPORTIONS

The site has an area of 1.77 Hectares / 4.4 acres and measures approximately 250m by 75m.

application boundary

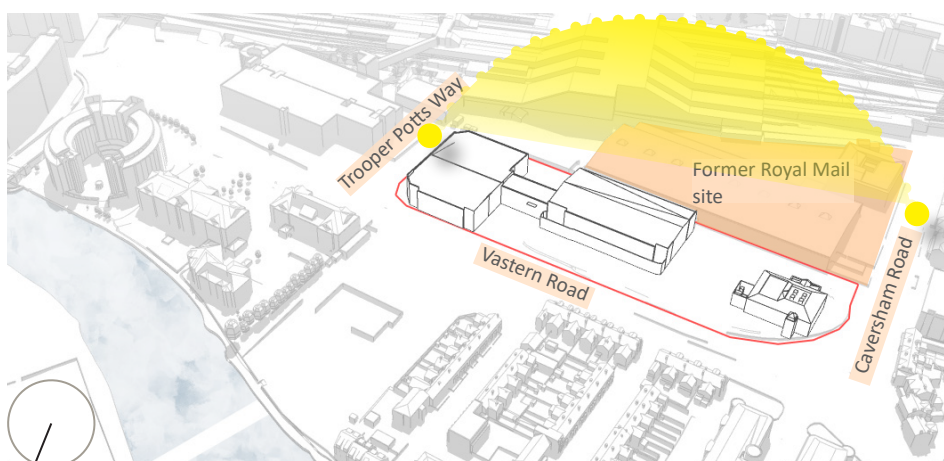
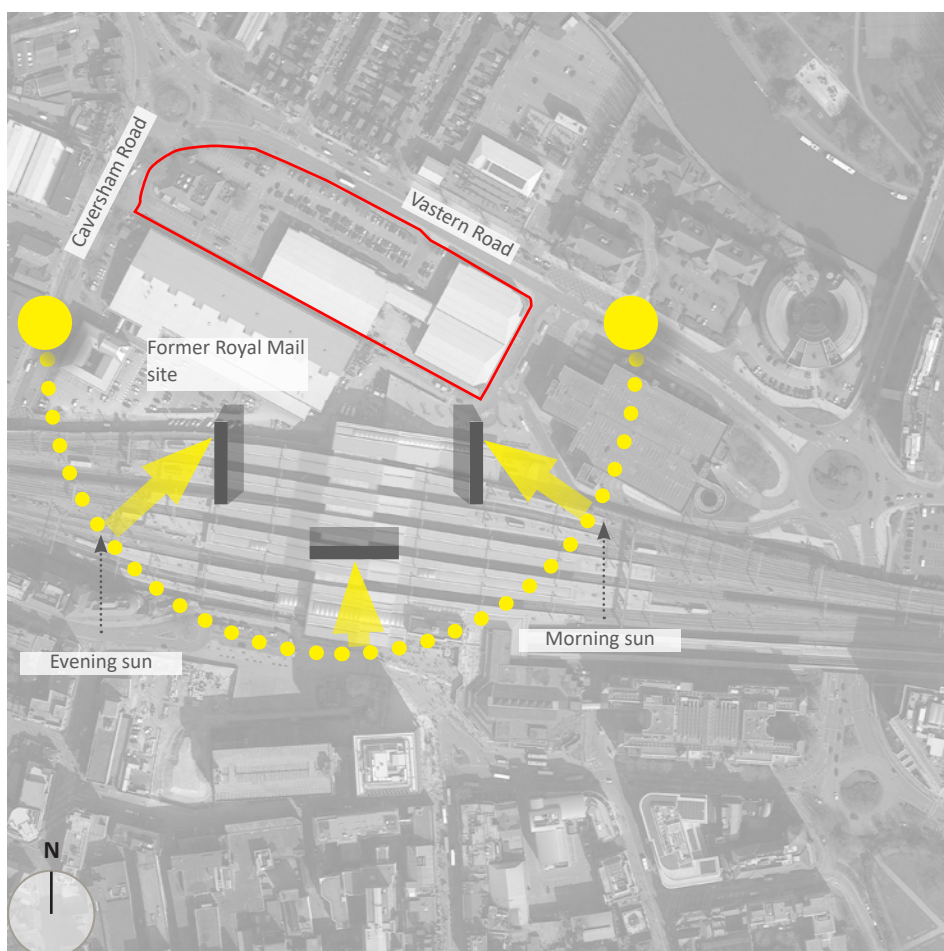


SUNLIGHT AND NORTHERN ASPECT

The site is a rectangular shape, with one of the long edges facing N - NE along Vastern Road. The opposite side adjoins the former Royal Mail site, which is currently under consideration for redevelopment.

The site aspect and location will influence restrictions on the height and layout which could come forward on the southern boundary in order to avoid overshadowing the northern elements on the site and the neighbouring properties, especially on the opposite side of Vastern Road.

— application boundary



3. SITE EVALUATION

3.3 CONSTRAINTS AND OPPORTUNITIES

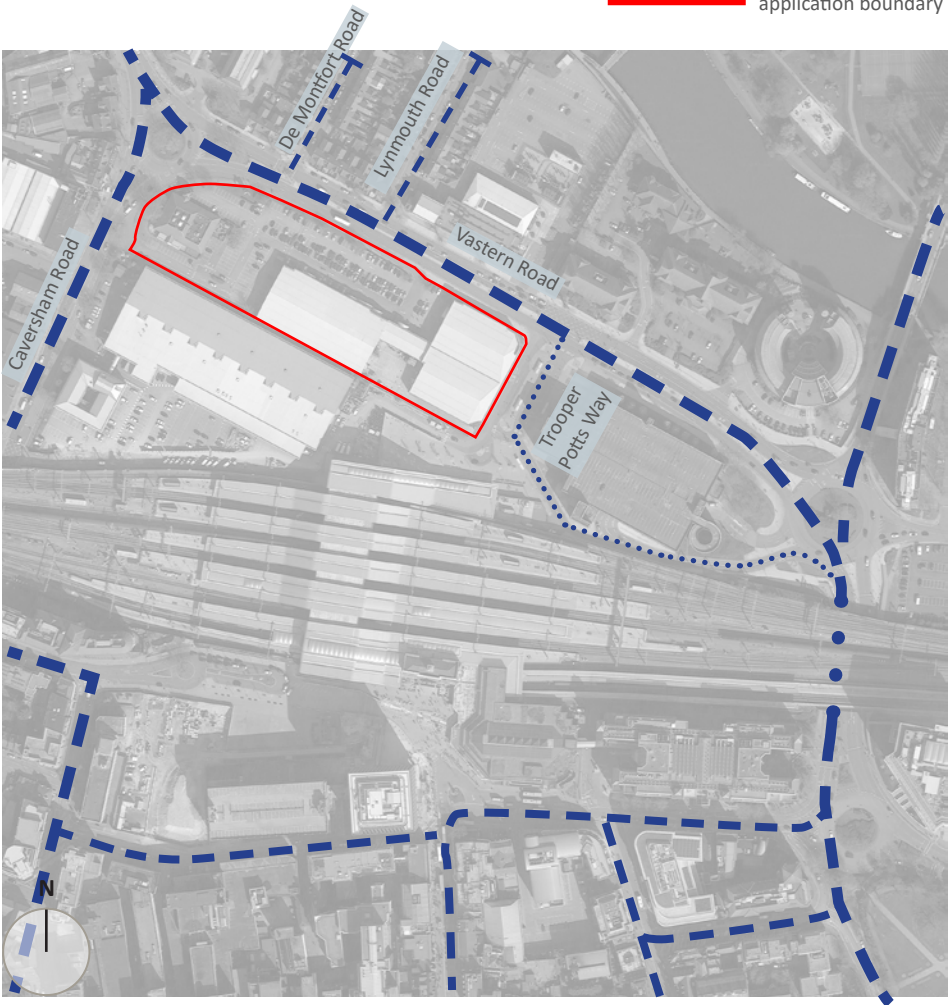
SURROUNDING ROADS

The site sits at the junction of two major vehicular routes: Vastern Road to the North of the site and Caversham Road to the West.

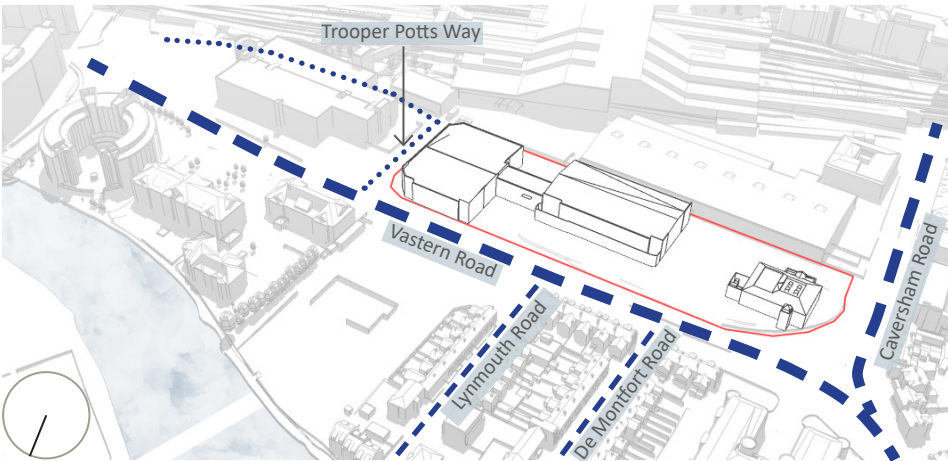
An access from Caversham Road and an egress onto Vastern Road currently serve the existing uses on the site.

A secondary access route serving as a taxi parking and bus turning point, as well as an exit from the railway station multilevel car park, sits to the East of the site.

application boundary



- bus only and station car park access
- secondary vehicular access
- main vehicular access



PEDESTRIAN ACCESS

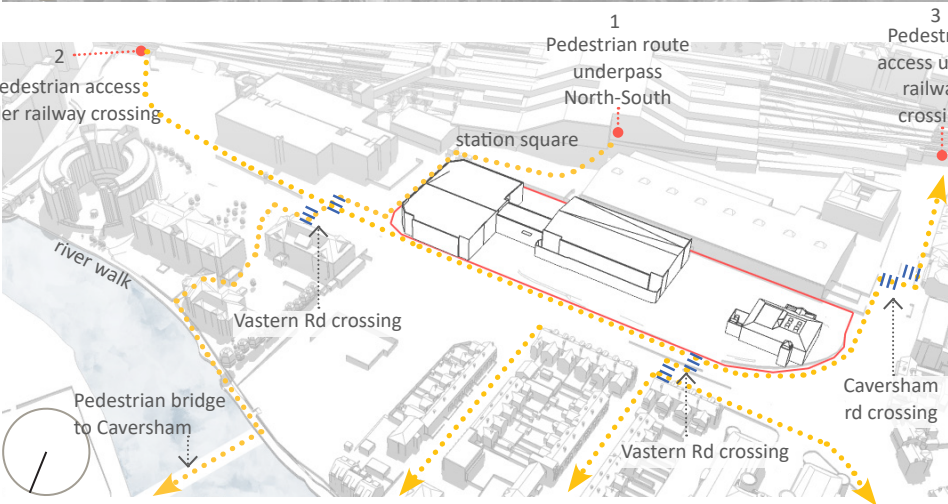
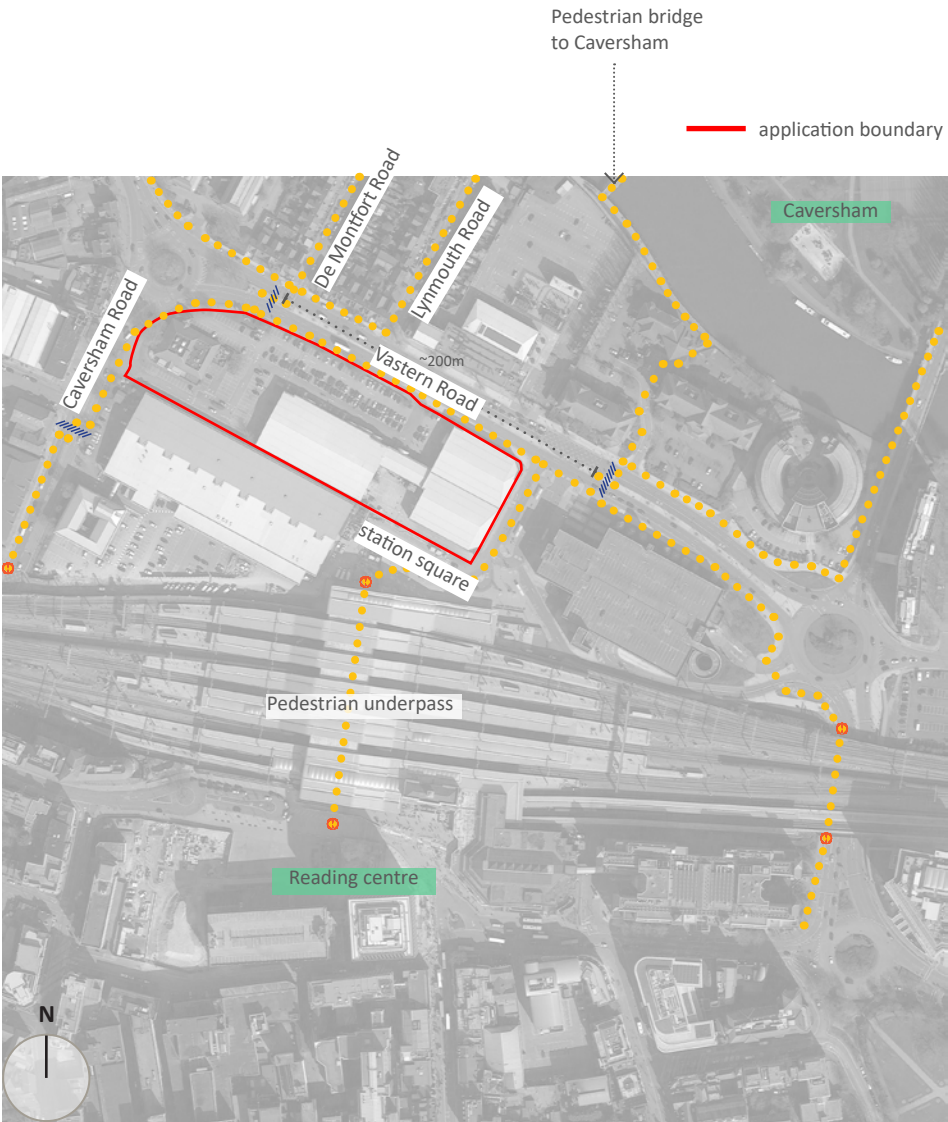
The northern exit from the railway station and subway from the town centre emerges onto the back of the retail park - the back of the site- onto Station square. The pedestrian routes to and from Caversham to the railway station are currently interrupted by Vastern Road and by the lack of permeability posed by the Station Retail Park site.

Routes from the centre of Reading to the green space in Caversham and to the river walk have to cross under the railway tracks and busy Vastern Rd. The latter can be crossed using one of the two staggered crossings. From the northern pavement of Vastern Road, routes down Lynmouth Road or De Montford Road, or a route through the office development to the East of the site are the only opportunities to gain access to the river.

Access to both routes is located at considerable distance from the pedestrian under-passage that exits onto Station Square or from one of the two pedestrian accesses below the railway tracks placed West and East of the station.

There is a significant opportunity to improve the pedestrian access for the area by accommodating new links within the proposal and a high level of permeability.

- pedestrian routes
- Ⓜ under-crossing access
- ||||| pedestrian crossing



3. SITE EVALUATION

3.3 CONSTRAINTS AND OPPORTUNITIES

FRONTAGE AND ACTIVATION

The existing buildings provide a limited contribution to the area's active frontage.

Facing station square is the service access and back of house area for the retail park.

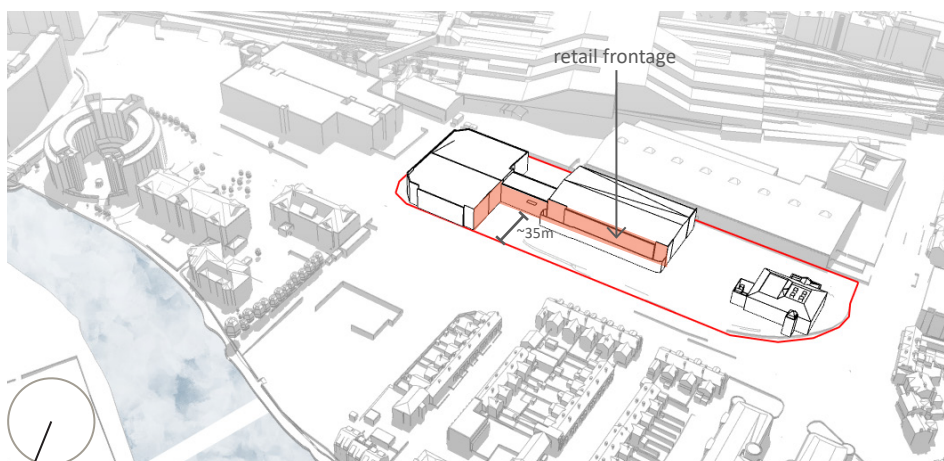
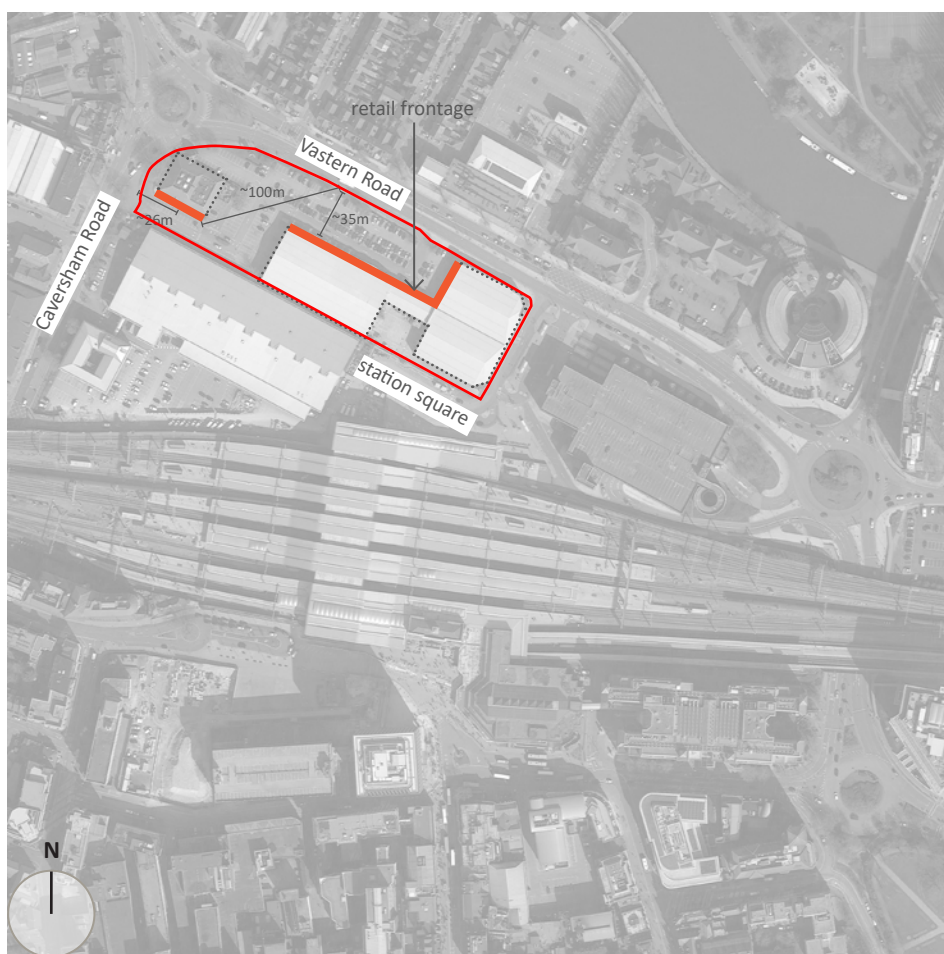
Along Vastern Road, the entrances to the existing retail units are set back from the road behind the customer car park.

The existing retail units are self-contained and rely on costumers arriving by car. Pedestrian access is limited through the car park.

There is an opportunity to improve the area by providing a focus on pedestrian links and pedestrian experience. The area could change from a transition zone into a community hub.

Active frontages should address all major routes - existing and proposed.

— application boundary



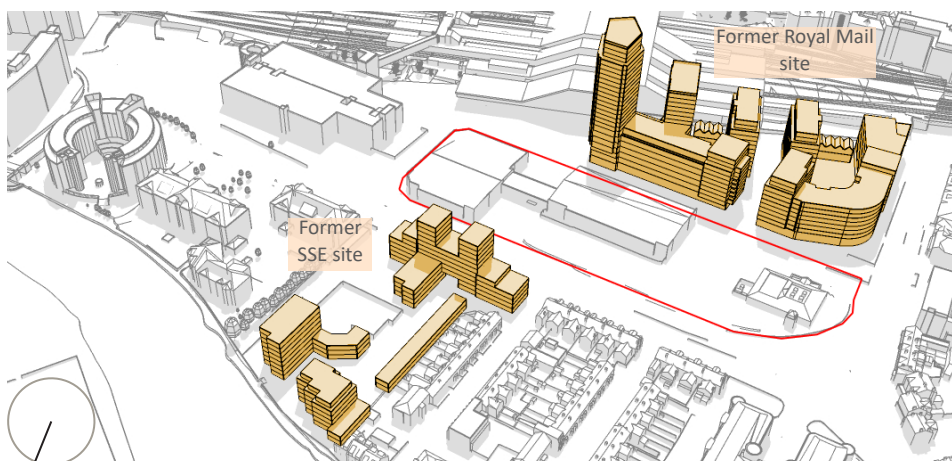
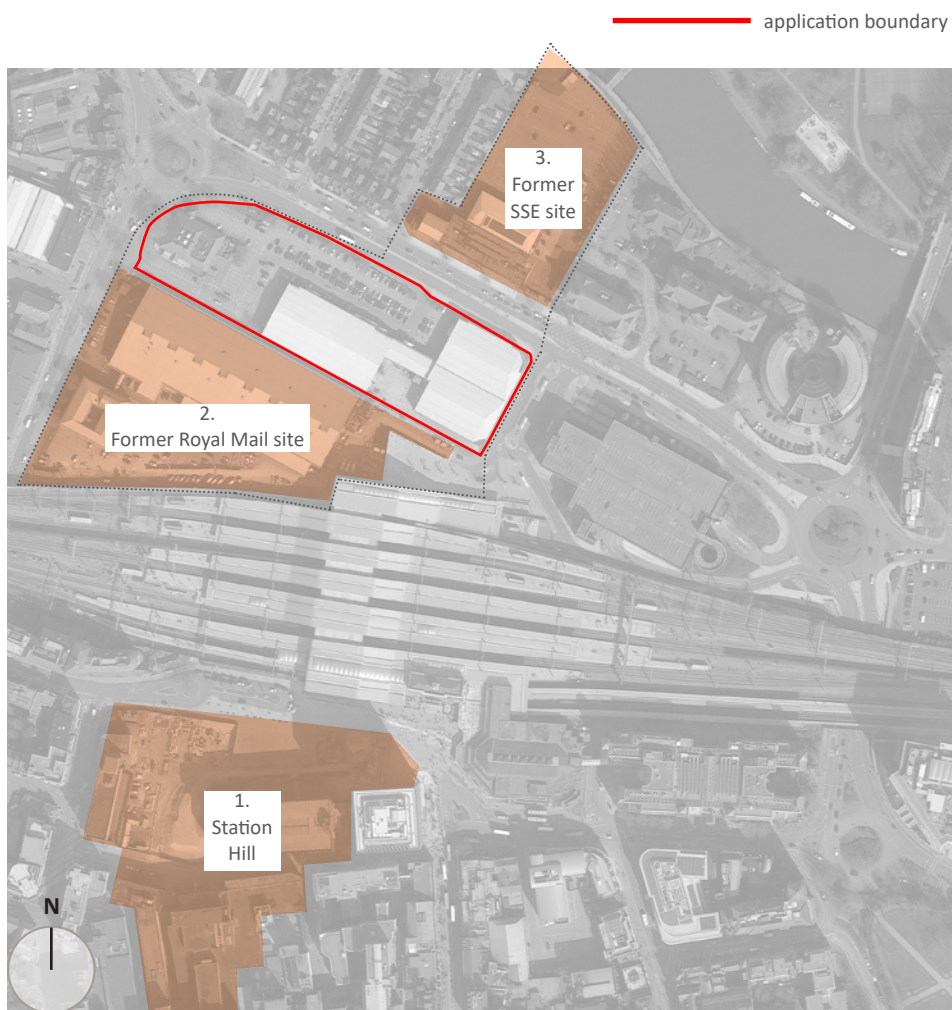
EMERGING CONTEXT

The area and townscape will change significantly with new developments emerging in close proximity to the site.

Detailed in Reading Station Area Framework (RSAF) as a major opportunity site for the northern area of Reading sites are all currently being considered for redevelopment.

There is an opportunity to co-ordinate the emerging proposals for these sites.

1. Station Hill
2. Former Royal Mail site
3. Former SSE site



3. SITE EVALUATION

3.3 CONSTRAINTS AND OPPORTUNITIES

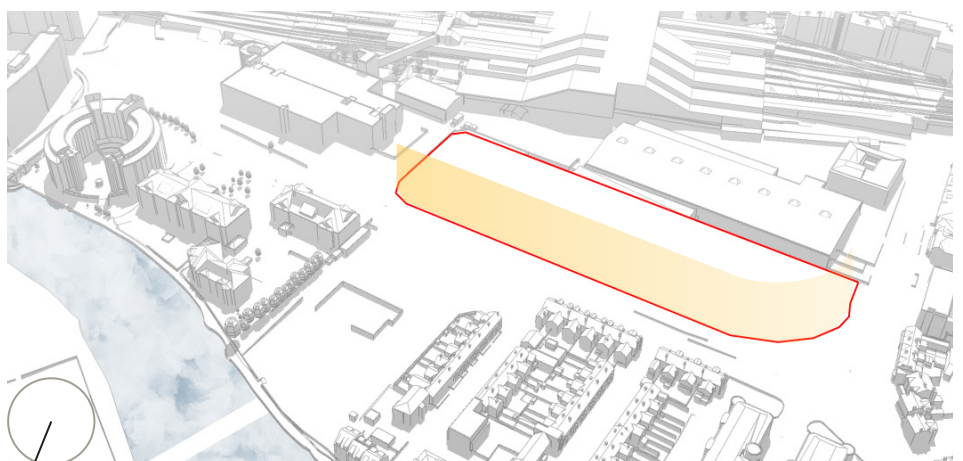
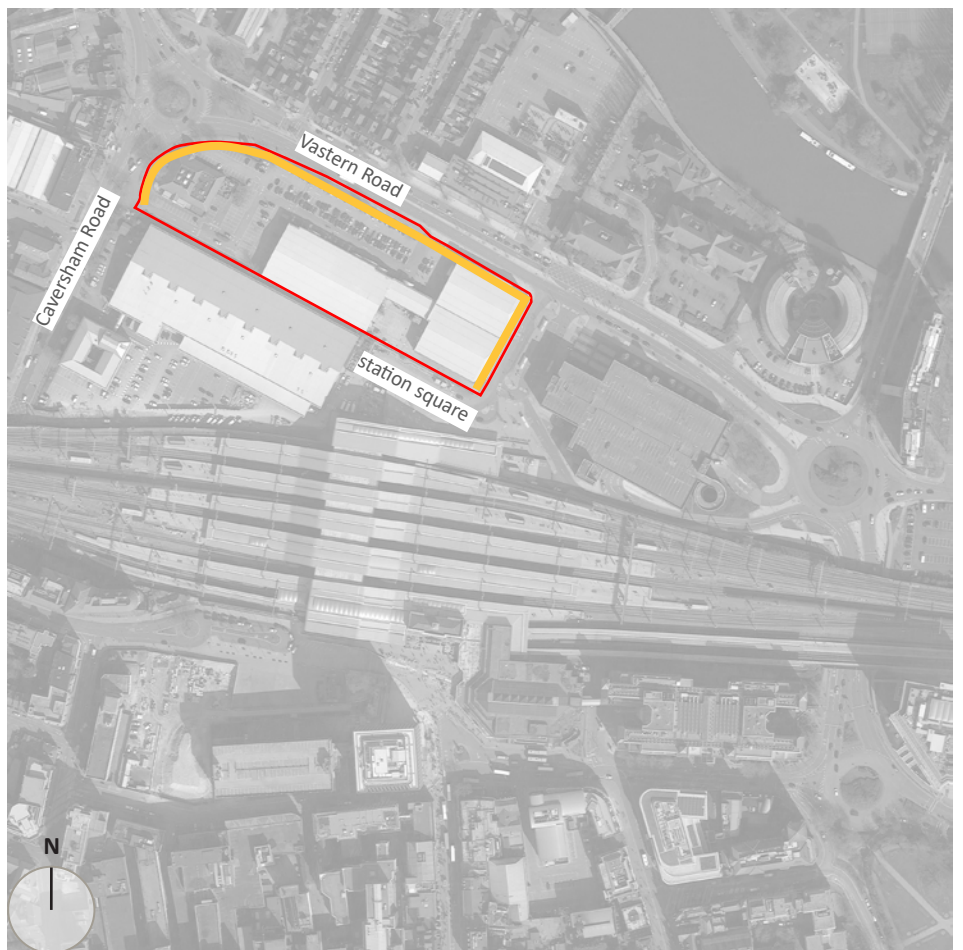
NEW FRONTAGE

New frontage could address Vastern Road as well as proposed roads and pedestrian routes within the site.

The design quality, in addition to use allocation, has the potential to improve the existing public realm and consequently the pedestrian experience.

— application boundary

— proposed frontage

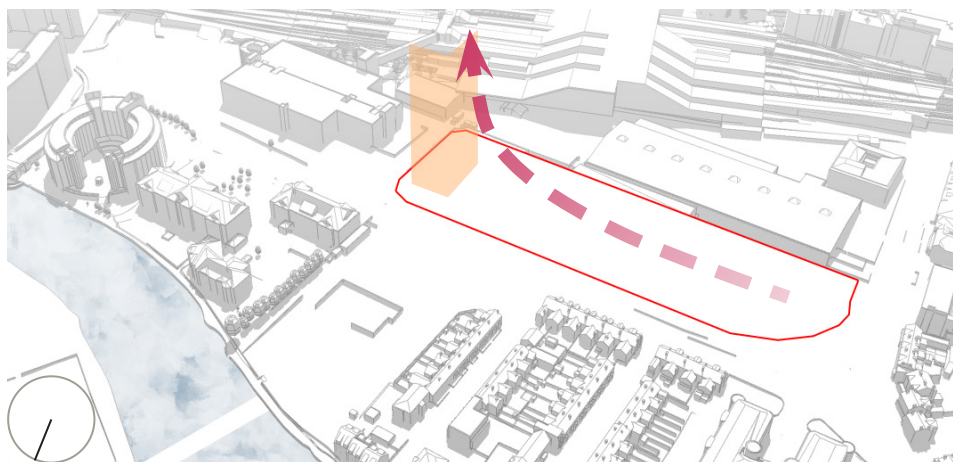
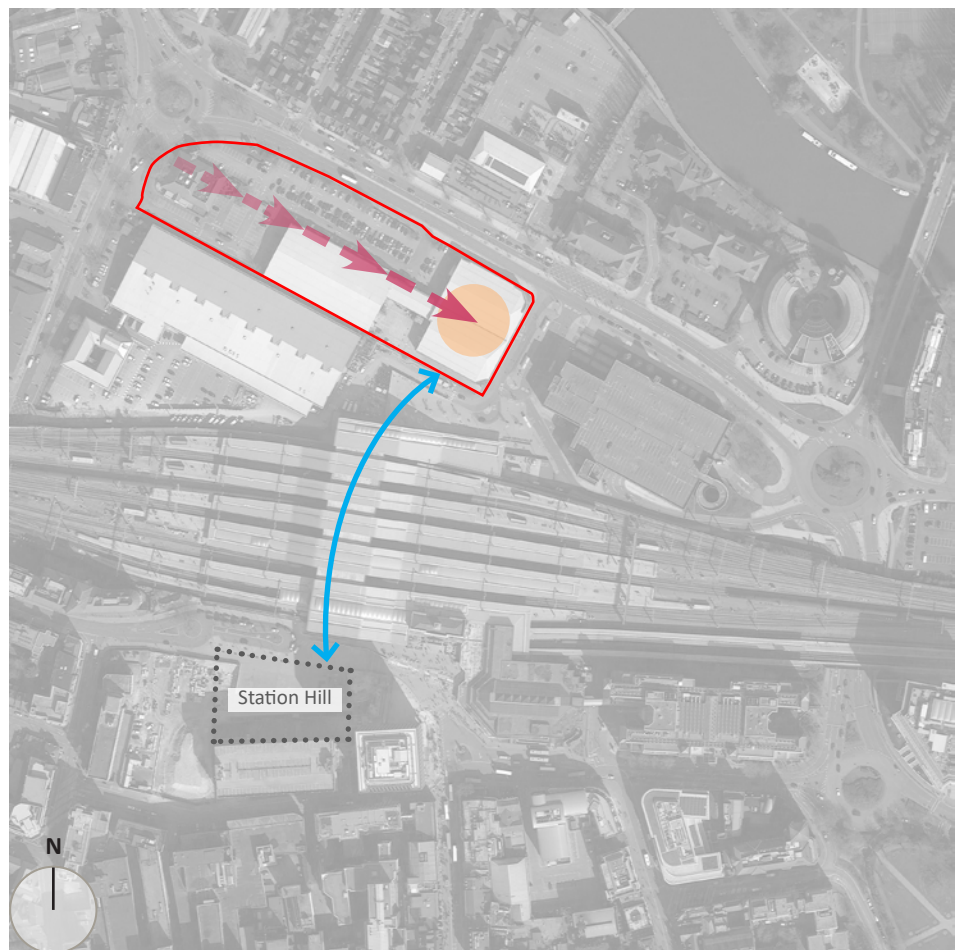


— application boundary

LANDMARKS

As recommended in the local planning guidance, the proposed development's height should gradually rise from West to East, reaching the peak at the area of the site currently occupied by The Range.

In line with planning guidance, the site will provide the Local Landmark on the northern side of the railway station. The landmark will complete the 'gateway into Reading' with the emerging development on the Station Hill site.



3. SITE EVALUATION

3.3 CONSTRAINTS AND OPPORTUNITIES

NEW ROUTES

Local connectivity and permeability will be improved with the provision of new vehicular and pedestrian links.

Local planning policy recommends visual and pedestrian co-ordination between new streets and existing routes. The distribution of new routes should provide a visual and physical connection with the roads opposite Vastern Road: Lynmouth Road and De Montfort Road.

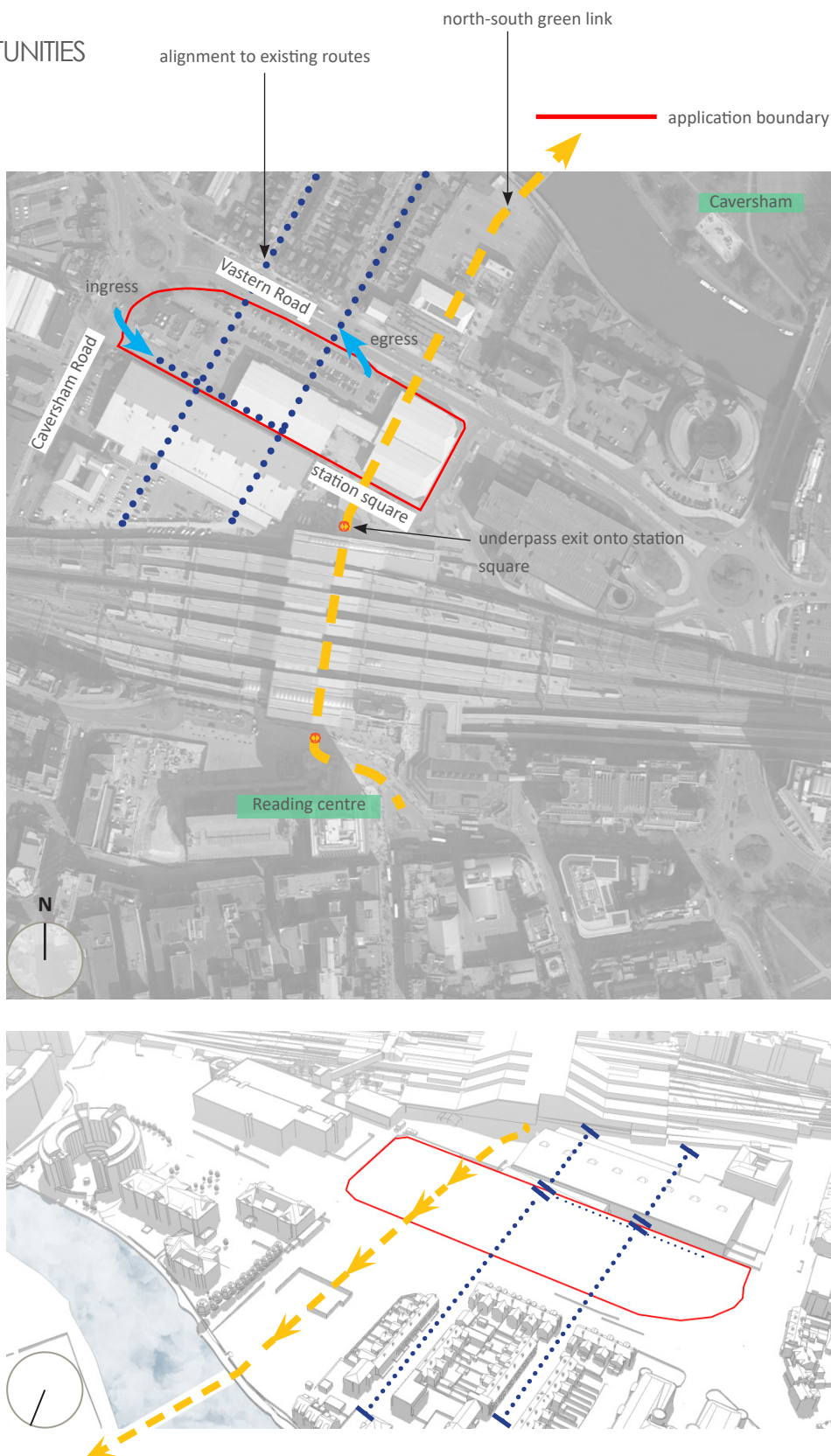
The proposal should seek to retain the site's existing access and egress points, unless proposed amendments to these could improve the existing circulation.

The proposal should seek to limit the provision of vehicular routes in favour of a pedestrian and cycle friendly environment.

The opportunity to create a continuous route from the centre of Reading to the green amenity in Caversham should be considered for the site.

Provision of this link is in line with the recommendations outlined in local planning guidance. This route will provide additional amenity and green spaces accessible for the public.

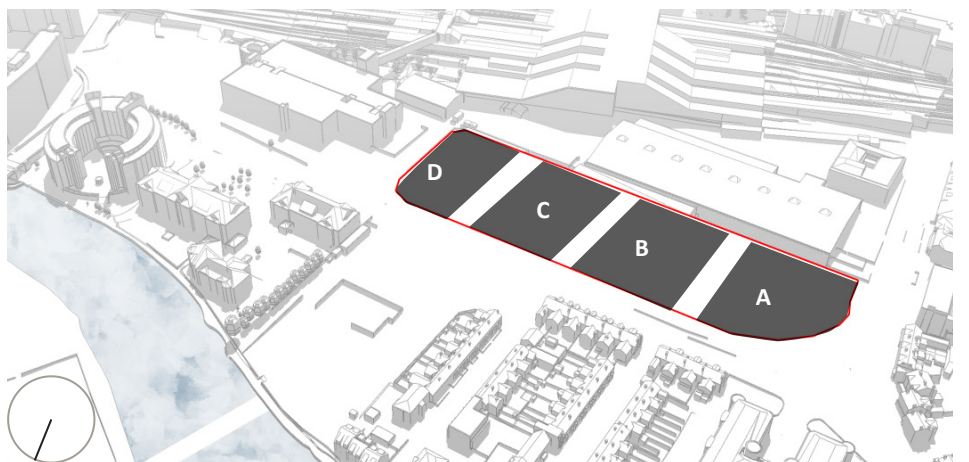
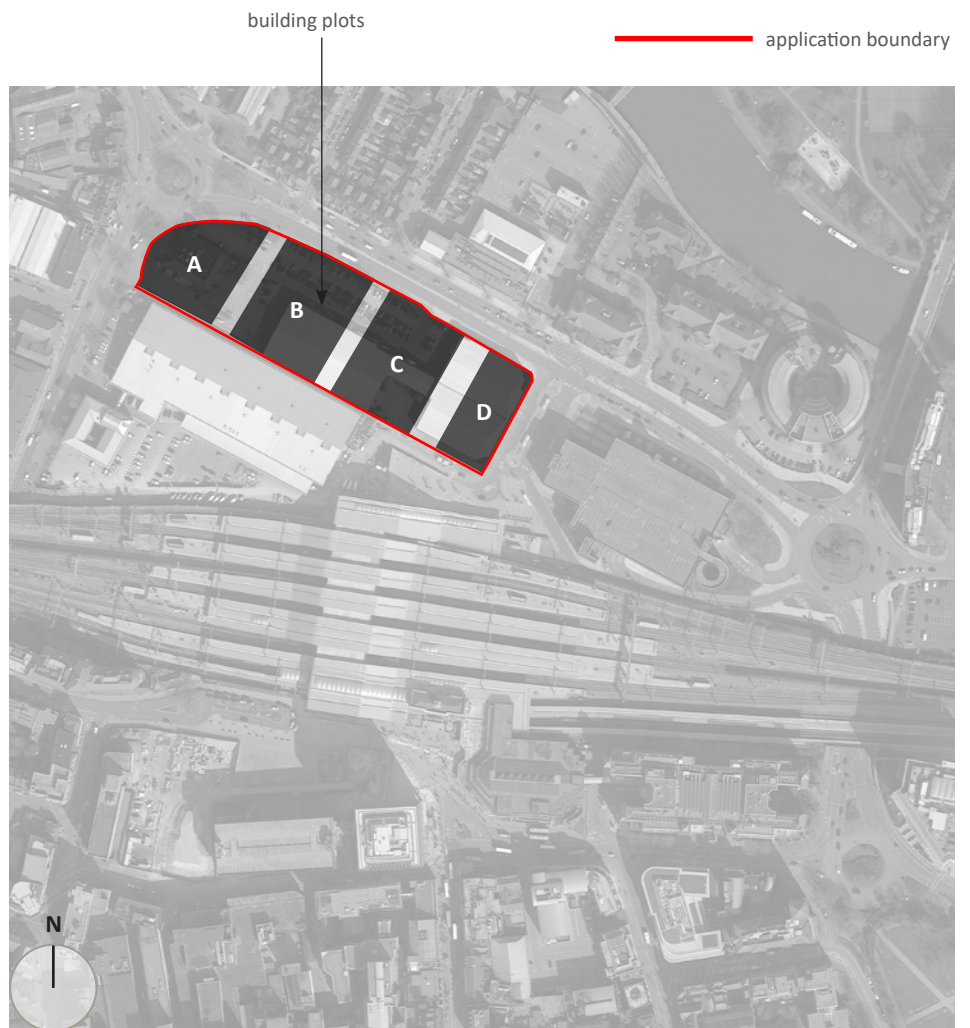
The measure will improve the existing connectivity within the wider area as well as the quality of public amenity.



PROPOSED BUILDING PLOTS

Alignment to existing routes, permeability and the proposed green link define four building plots.

The resulted layout is in line with the recommendations from the Reading Station Area Framework.



3. SITE EVALUATION

3.3 CONSTRAINTS AND OPPORTUNITIES

PROPOSED GREEN SPACES

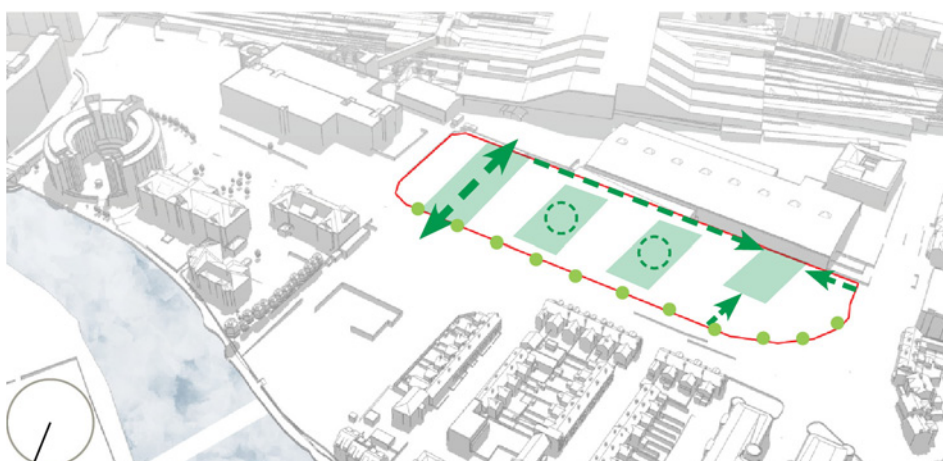
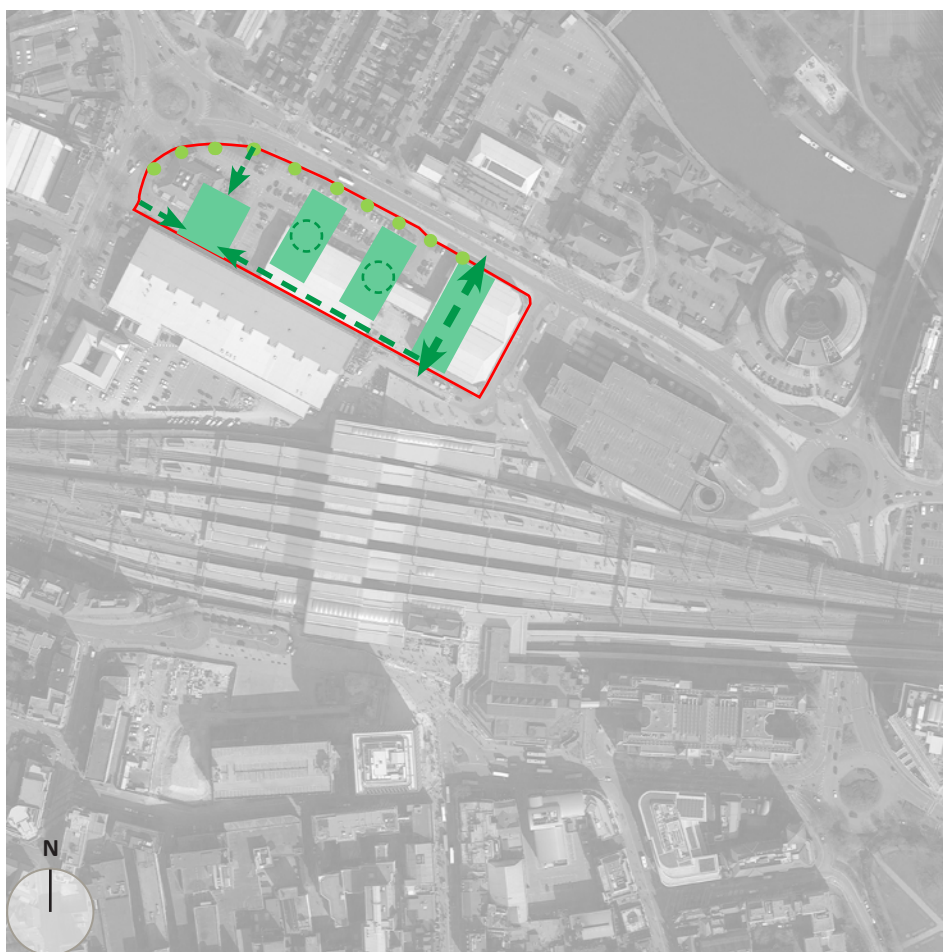
A range of green spaces with different levels of privacy could be provided on site. Landscape strategies will contribute to the character of the area and likewise to its quality and security.

Perimeter blocks allow for enclosed courtyards that would provide private amenity to residents and safe playspace.

There is an opportunity to address planting along Vastern Road. Improvements on this major traffic route will benefit both existing and future residents.

Providing a green public square near the western edge of the site, an area which enjoys good aspect, will distribute the amenity space throughout the site.

— application boundary



3. SITE EVALUATION

3.4 VISION

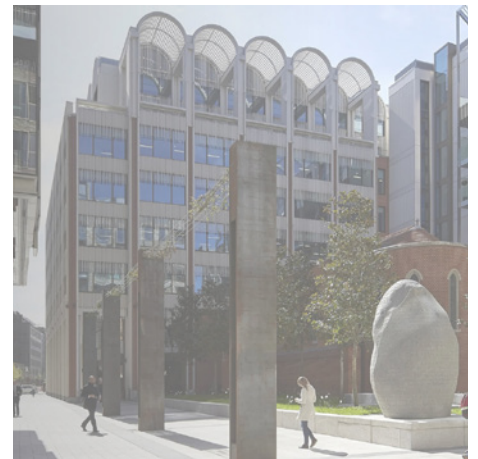
Successful precedents of mixed use developments informed the vision for the site. These schemes share a common focus on communal amenity and emphasise the importance of landscaped areas.

The outdoor amenity displays a range of degrees of privacy. The ground floor space is animated by retail/leisure spaces, cafes, shops and restaurants.

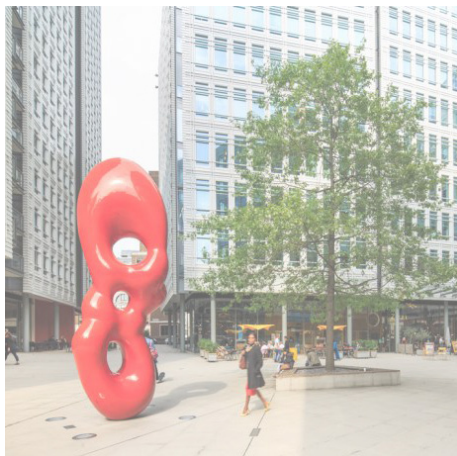
The public space is designed to be high quality and surpasses the function of a transit zone becoming itself a destination.



Fitzroy square, Fitzrovia



Fitzroy square, Fitzrovia



Brindley Place



Brindley Place



Brindley Place



Brindley Place



Kings Cross



Kings Cross

3. SITE EVALUATION

3.5 THE CONCEPT

BRINGING THE MEADOWS INTO READING

There are three Design Concepts that will be interwoven into the landscape proposals of the Site.

The first concept develops the Kennet-Thames Spine, which provides a strategic connection between the River Thames and the town centre as a green corridor, bringing the river meadows into Reading.

Elements include:

- Creating a green corridor from Christchurch Meadow and King's Meadow to the north of the River Thames, through the site and into the centre of Reading
- Providing a rich and biodiverse planting scheme creating new habitats and wildlife corridors
- Creating a varied and resilient landscape able to deal with climate change.
- Promoting wellbeing for the new and existing residents by providing easy access to nature.



● SITE LOCATION

FIGURE L1: BRINGING THE MEADOWS INTO READING



The three Design Concepts inform the masterplan and are woven into the design of each character area.

- L2. Christchurch Meadows
L3. King's Meadow



CONNECTING TO THE THAMES

The second Concept recognises that the Site benefits from being close to the River Thames and River Kennett. This provides a number of opportunities to inform the proposals:

- The Site is in the historical flood plain of the River Thames. Echoes of this geography will be represented through careful use of green and blue infrastructure elements.
- Rain gardens and swales will be used to address rainwater run-off within the Site, to help raise awareness of the water cycle and the natural processes rain can go through.
- The East to West curving shapes and riverine forms will be visually represented through landscape features and patternation in materials.



● SITE LOCATION

FIGURE L4: CONNECTING TO THE THAMES



The three Design Concepts inform the masterplan and are woven into the design of each character area.

- L5. River Thames
L6. River Kennet



3. SITE EVALUATION

GATEWAY - CONNECTIONS

The Site is separated from Reading and the Thames by a number of physical barriers for pedestrians and cyclists, in particular Vastern Road and the railway line

The third Design Concept intends to break down these barriers.

- Create new connections, enabling the Site to become a gateway to the centre of Reading to Caversham and the open spaces of the Thames.
- Linking with the new footbridge over the river to Caversham.
- The station is a key consideration as it represents a gateway, connecting the Site to the wider region and nation.
- This concept will be interpreted through linear forms and patternation that run North/South. The forms are aligned to the street grid and contrast with the riverine forms that run East/West.



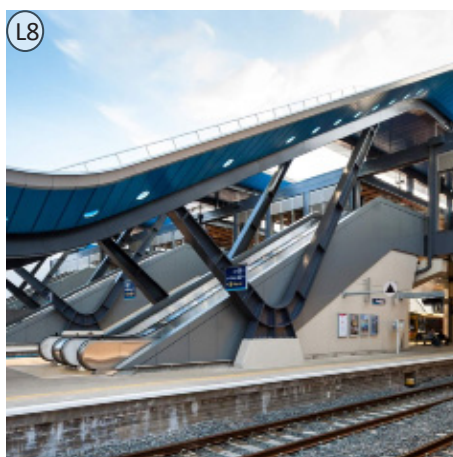
● SITE LOCATION

FIGURE L7: GATEWAY - CONNECTIONS



The three Design Concepts inform the masterplan and are woven into the design of each character area.

- L8. Reading Railway Station
L9. Christchurch Bridge



4. INVOLVEMENT

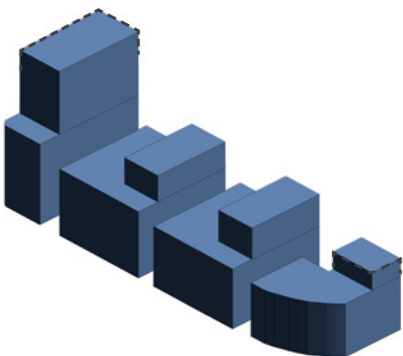
4.1 PRE-APPLICATION SUMMARY

Pre-application discussions have been held with Reading Borough Council to agree the planning application approach, content of the planning application and the emerging proposals.

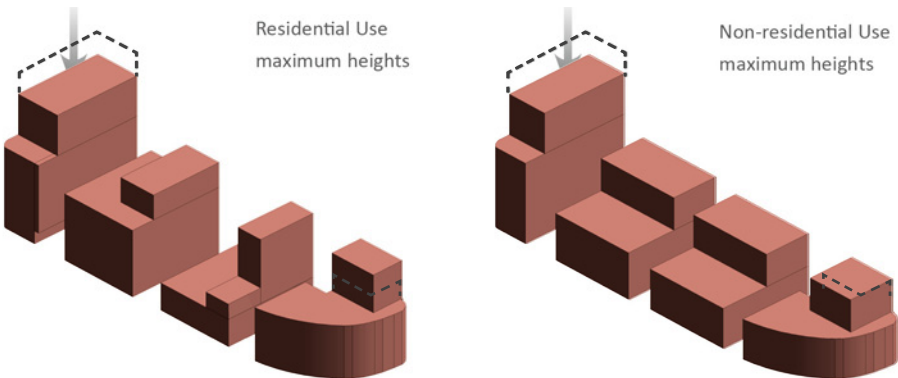
Following the feedback received from the Planning Officers, the emerging proposals were amended to improve townscape impact and to ensure that the scheme proposed at reserved matters will keep in line with the Council’s vision and standards for quality.

Issue	Action	Response
The height of Plot D should be reduced to demonstrate a clearer hierarchy between Station Hill which stands as a District Landmark and the site’s Local Landmark.	The maximum height parameter for plot D, was reduced.	Proposed at a height slightly exceeding the tallest tower of the planning application submitted for the Former Royal Mail site in order to maintain RSAF’s recommendation for the allocated location of a Local Landmark, plot D’s tower was set at the equivalent of 27 residential storeys. Following the pre-application feedback, this height was reduced by 14 m. This reduction equates to 4 office storeys or 5 residential storeys.

Second Pre-application

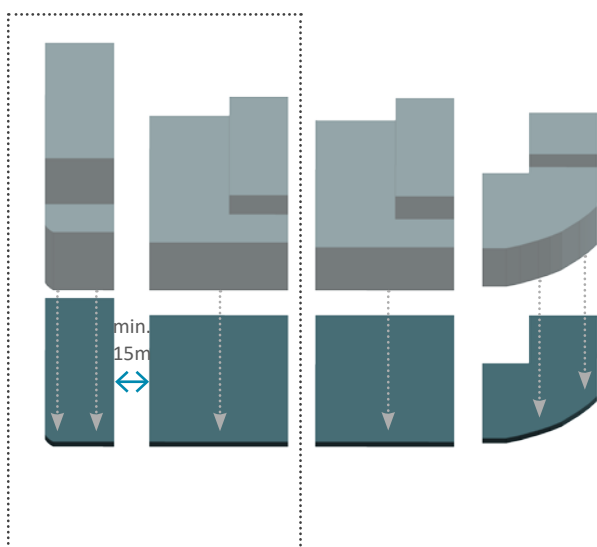


Application

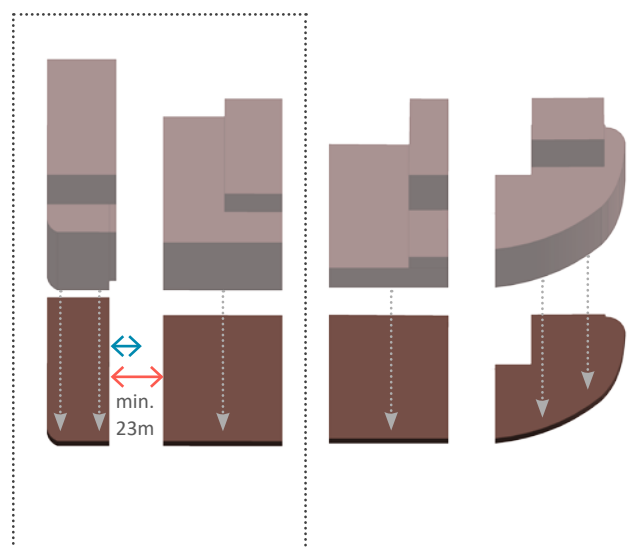


Issue	Action	Response
The link between plots C and D will be part of the main pedestrian acces to the riverfront. The minimum width set in the parameter plans should be wider to ensure good quality public amenity will be able to come forward at reserved matters.	North - South Link between plots C and D was widened from a minimum of 15m to a minimum of 23m.	Previous proposal took into consideration the separation distances required for an office to office scheme and added 25% of this width to set the minimum distance between plots C and D. Following the advice received from the Council, the minimum separation distance between these plots was widened from 15 to 23m. This change will ensure that any scheme proposed at reserved matters can provide the desired high quality link path in line with the Council's vision.

Pre-application



Application

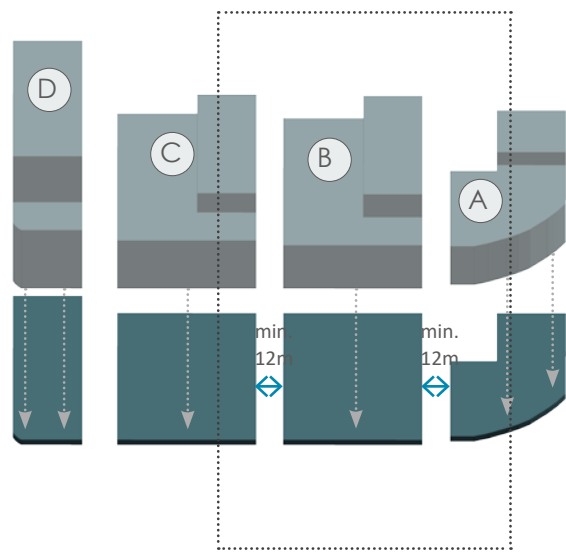


4. INVOLVEMENT

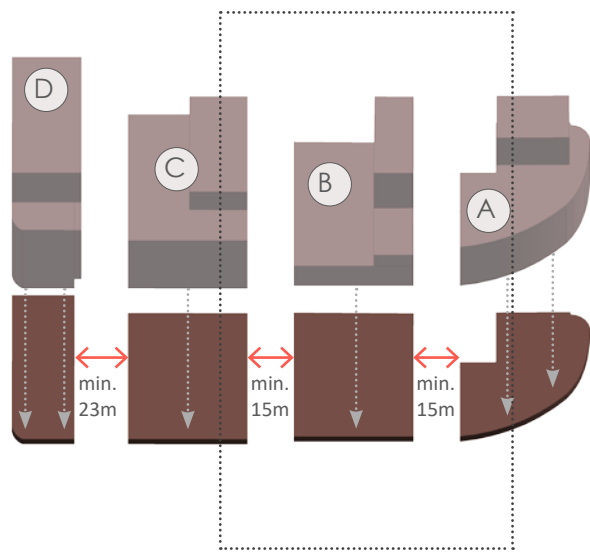
4.1 PRE-APPLICATION SUMMARY

Issue	Action	Response
The minimum separation distances between Plots A and B, B and C are too narrow.	All separation distances between plots have been widened from a minimum of 12m - which is the minimum requirement for office-to-office fronts to a minimum of 15m.	This minimum is subject to use relationships and will not be applicable to residential-to-office or residential-to-residential frontage, where the minimum is set in the Parameter Development Schedule at 20m. This amendment will ensure that any scheme coming forward at reserved matters will have to demonstrate the ability to achieve separation distances between plots over and above the planning recommendations - subject to daylight/sunlight requirements.

Pre-application

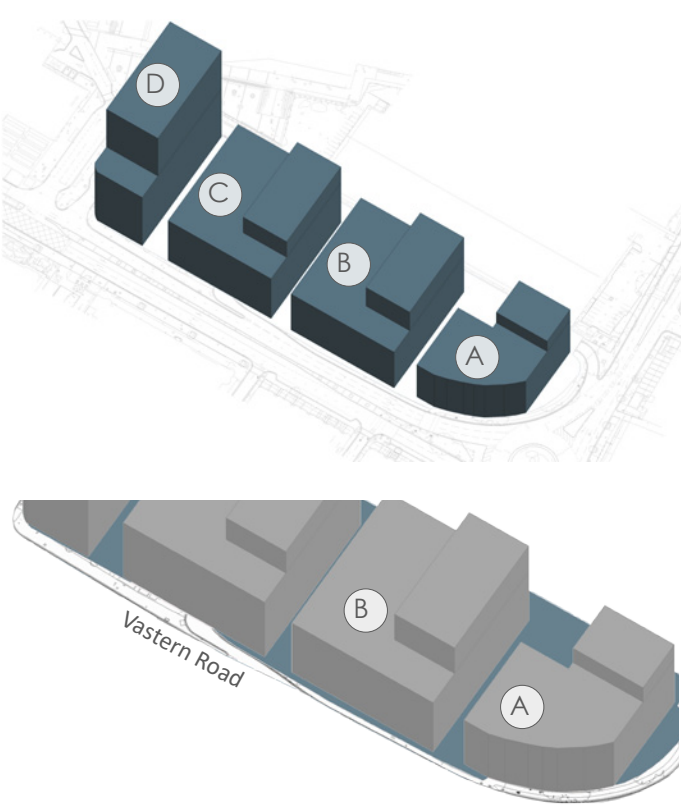


Application

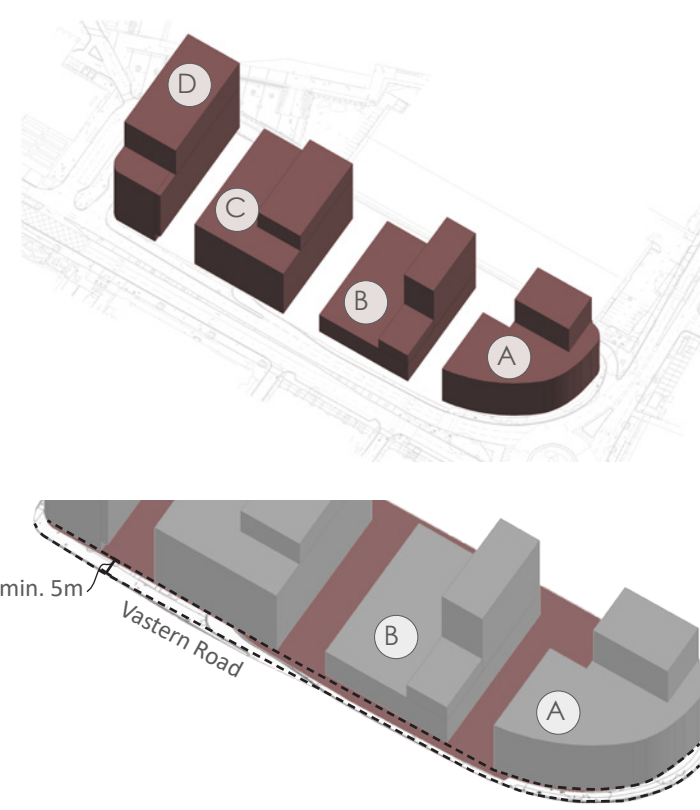


Issue	Action	Response
Improve relationship with Station Square. Plot D is extending outwards from the alignment of the other plots and setting this back would be beneficial for the way pedestrians experience this space.	Set back development footprint on lower levels for plot D along the boundary with Station Square	The southern boundary of Plot D was extending approx. 10 m out beyond the alignment of the other plots: A, B and C. The footprint has been reduced on the lower floors up to the second storey in order to respond both to the relationships with the other plots as well as with the relationship to Station Square. This restriction will ensure that the pedestrian experience is improved by any scheme coming forward at reserved matters.

Pre-application



Application

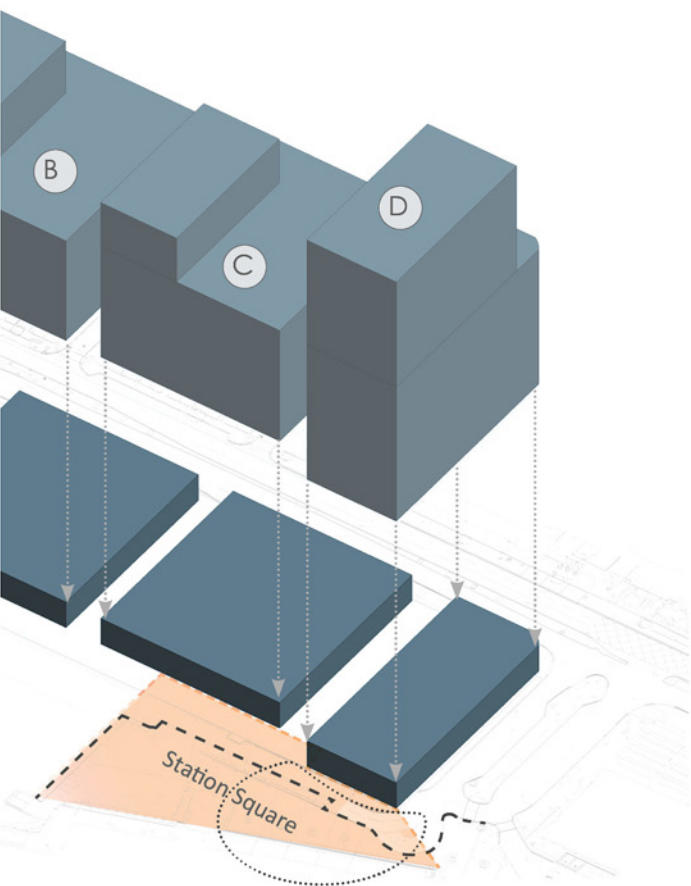


4. INVOLVEMENT

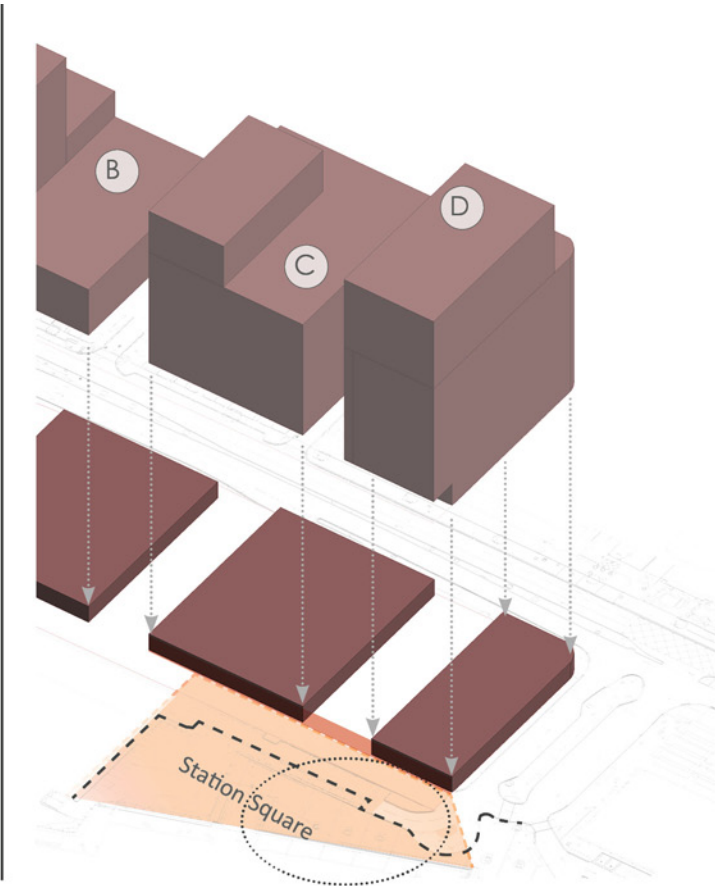
4.1 PRE-APPLICATION SUMMARY

Issue	Action	Response
Assurance that the scheme will allow sufficient setback for a pedestrian and cycle route to be provided along Vastern Road by Reading Borough Council.	The development footprint for plots A, B and C was set back from the kerbline along Vastern Road to ensure that there will be sufficient space for a potential future pedestrian and cycle path along this boundary at reserved matters.	Plots A and B were set back from the boundary with Vastern Road to ensure a clear width of 5m from the kerb line is maintained by any future development. The width was tested with the Landscape Architects to confirm it is sufficient to provide the desired uses.

Pre-application



Application



4. INVOLVEMENT

4.2 PUBLIC CONSULTATION

The consultation process consisted of several initiatives aimed at ensuring that residents living near the site and other key stakeholders were aware of the emerging scheme, and that they had an opportunity to express their opinions, comments, and aspirations.

The initiatives included:

- immediate and near residents and stakeholder mailing
- project website
- public exhibitions
- site visits
- one to one meetings, in addition to pre-application meetings with Reading Borough Council.

The current proposal has evolved to encapsulate a long history of research, design iterations, and planning consultations.

It assimilates important parameters from the Reading Station Area Framework, while embodying an additional focus on viability and the value of the public realm. Its main aim is to describe a feasible development that will enrich and enliven the area North of Reading Station, and to set basic principles for design quality to be further developed at reserved matters.

Further detail on the public consultation process and feedback can be found in the Statement of Community Involvement.





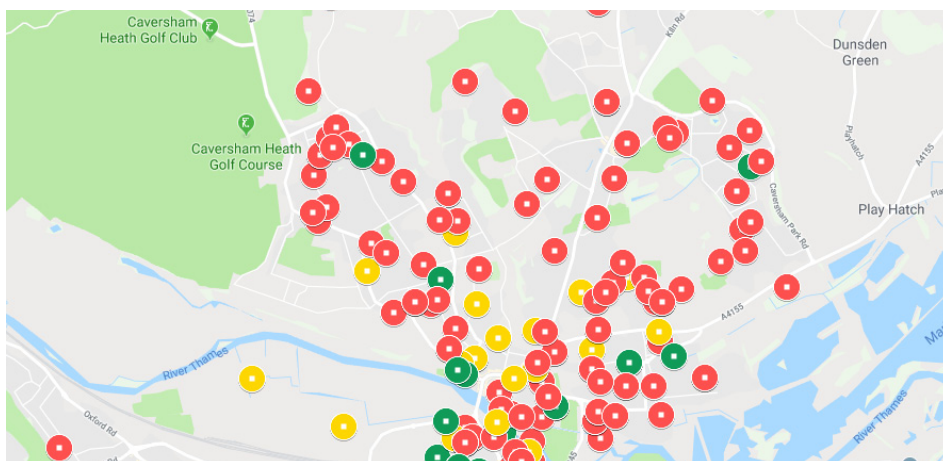
4. INVOLVEMENT

4.2 PUBLIC CONSULTATION

FIRST PUBLIC CONSULTATION

118 people attended the first Public Consultation and 220 feedback forms were completed.

The majority of Feedback received after the first exhibition was from residents of Caversham.



POSITIVE COMMENTS:

- Walkways/pedestrian & cycle access linking the Railway Station to Vastern Road and River Thames and around the site
- Green spaces/trees/public space
- Good use of the site for mixed-use redevelopment
- Improvement to the area
- Retail space: shops/restaurants
- Predominantly car free development
- Design: mix of high/low rise and high quality
- Landscaping
- Provision of more housing

CONCERNS RAISED:

- No need for any more office space - lots already empty
- Design - boring/no wow factor/ugly/soulless
- Too many flats - don't need more housing
- Traffic congestion
- Height of tallest building
- Lack of/impact/strain on local services e.g. GP surgery, schools
- Lack of car parking
- Loss of retail stores especially Aldi

SECOND PUBLIC CONSULTATION

79 people attended the Final Public Consultation and 173 feedback forms were completed by the 4th of November.

More local residents living closer to the site attended the exhibition.



POSITIVE COMMENTS:

- Open Public Spaces, play areas for children;
- Improved landscaping and tree planting;
- Car Club spaces;
- Reduced height of building;
- Link from Station to River Thames;
- Mixed -Use Development;
- Dedicated cycle routes.

CONCERNS RAISED:

- Buildings are too tall;
- Lack of GP surgery / Healthcare;
- Lack of parking;
- Loss of Aldi;
- Too many apartments and too much housing;
- No need for more office space;
- Traffic congestion.

4. INVOLVEMENT

4.3 QUESTIONS RAISED

Question raised	Response
What type of planning application are you planning to submit?	We will be submitting an outline application, which deals with the broad principles of the development, such as what the site will be used for. This allows us to later agree with the Council and local community a more detailed future proposal, called a reserved matters application. This will allow us to finalise aspects such as the design of the development, housing numbers, parking spaces and landscaping.
How many of the flats will be affordable? Is there social housing or reduced rent accommodation?	We are uncertain how many flat will be affordable as we will agree a level with the Council. At this stage social housing providers have not been approached about taking part of the development as it is too early in the process. At present it is not Aviva's intention to rent out the accommodation, but this may be reviewed nearer the completion of the development.
Why do we need more office space, when there are lots of empty locations already in Reading?	We do not know the reason for vacant office space. It could be that it is not providing the specification that tenants who are occupiers seek, or it might have a tenant who are not occupying the space. We are advised by Savills, our investment agent, that in the future there will be demand for office space. What's more, providing multiple uses enables the space to be more sustainable, with people around at all times.
Where will visiting family and friends of the new residents park?	Many visitors will use the train or bus services, however anyone using a car can park in the adjacent multistorey car park. There are also over 4 other public car parks within walking distance of the site.
Where is the parking for the residents?	There will be parking facilities for blue badge holders. The current Government policy is that inner town/city developments, with good transport links should not be provided with parking for all.



Question raised	Response
What is the plan for the existing shops already in situ?	To deliver the development all the existing shops will need to be demolished. In the new development, most of the ground floors will offer space for shops, restaurants, offices and other nonresidential uses, which means the existing retailers could be accommodated.
Where are residents expected to shop for groceries and access amenities like schools and leisure facilities without putting more strain on local transport infrastructure?	We would like a shop selling groceries to be one of the shop occupiers. In relation to schools, we will be required to pay a Community Infrastructure Levy to the Council when the works start so that they have the money to provide school places. As for leisure, we see this as a good addition to the completed project and will have space for a gym or similar facility if sought.
What provision for dentist/ health services will there be?	We will provide space for community uses which could include dentist or health uses if sought. During the consultation with the Local Planning Authority, the need for new health services will be identified through their consultation with Berkshire West Primary Care Trust.
Will mature trees actually be planted not young trees?	We will seek to provide a variety of landscaping. We will have to agree with the Council on the types of trees to be planted, and those selected need to be sustainable. We will consider the provision of suitable mature trees in the development.



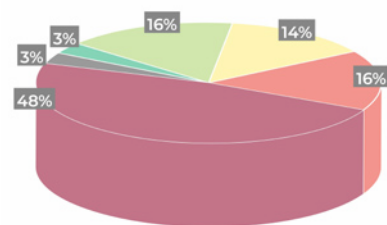
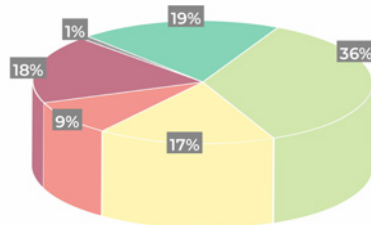
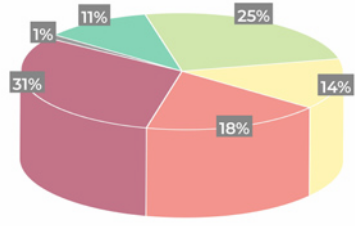
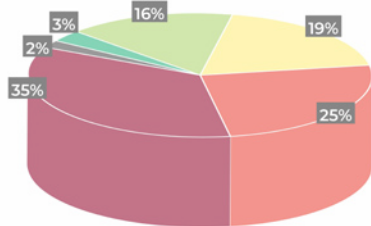
4. INVOLVEMENT

4.3 QUESTIONS RAISED

Question raised	Response
What limitations are there/will there be for public access to the green spaces within the site?	Green spaces for public access will where possible be incorporated into the ground level external areas of the buildings.
Does Reading have a plan for encouraging independently run businesses to open and flourish in the secondary and tertiary areas of the town?	We are unaware of a plan that specifically focuses on independent businesses in secondary and tertiary areas of the town. However, the current Reading Economic Development Plan (2016-2020) www.livingreading.co.uk/doingbusiness/economic-developmentstrategy was written by Reading UK CIC in collaboration with Reading Borough Council and mentions maximising investment through promotion, business engagement and in micro start-ups and workplace provision.



4.4 STATISTICS

Question	Statistics											
Our aspiration for the site is to deliver high-quality housing and office space to help make the new station quarter an enjoyable place to work, live in and to visit. Do you agree with the overall approach to this scheme?	19% of respondents either agreed or strongly agreed that the site could deliver high-quality housing and office space to help make the new station quarter an enjoyable place to work, live in and visit. 64% disagree or strongly disagree. 14% were neutral and 3% did not comment.	 <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Agreed/Strongly Agreed</td><td>19%</td></tr><tr><td>Disagree/Strongly Disagree</td><td>64%</td></tr><tr><td>Neutral</td><td>14%</td></tr><tr><td>Did not comment</td><td>3%</td></tr></table>	Response	Percentage	Agreed/Strongly Agreed	19%	Disagree/Strongly Disagree	64%	Neutral	14%	Did not comment	3%
Response	Percentage											
Agreed/Strongly Agreed	19%											
Disagree/Strongly Disagree	64%											
Neutral	14%											
Did not comment	3%											
New pedestrian routes through the site will extend public access from the town centre, through the site to the riverfront and beyond. Do you think this is a good idea?	Just over a half of respondents (55%) agreed or strongly agreed that it was a good idea to have new pedestrian routes through the site that will extend public access from the town centre, through the site to the riverfront and beyond. 27% either disagreed or strongly disagreed. 17% were neutral with only 1% of respondents choosing not to comment.	 <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Agreed/Strongly Agreed</td><td>55%</td></tr><tr><td>Disagree/Strongly Disagree</td><td>27%</td></tr><tr><td>Neutral</td><td>17%</td></tr><tr><td>Did not comment</td><td>1%</td></tr></table>	Response	Percentage	Agreed/Strongly Agreed	55%	Disagree/Strongly Disagree	27%	Neutral	17%	Did not comment	1%
Response	Percentage											
Agreed/Strongly Agreed	55%											
Disagree/Strongly Disagree	27%											
Neutral	17%											
Did not comment	1%											
The provision of open space, landscaping, cafes, restaurants and retail is important for new and existing residents. Do you think this will be an improvement to local amenity provision?	36% of respondents agreed or strongly agreed that the provision of open space, landscaping, cafes, restaurants would be an improvement to local amenity provision, with 14% remaining neutral. However, 49% disagreed or strongly disagreed, with 1% choosing not to comment to this question.	 <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Agreed/Strongly Agreed</td><td>36%</td></tr><tr><td>Disagree/Strongly Disagree</td><td>49%</td></tr><tr><td>Neutral</td><td>14%</td></tr><tr><td>Did not comment</td><td>1%</td></tr></table>	Response	Percentage	Agreed/Strongly Agreed	36%	Disagree/Strongly Disagree	49%	Neutral	14%	Did not comment	1%
Response	Percentage											
Agreed/Strongly Agreed	36%											
Disagree/Strongly Disagree	49%											
Neutral	14%											
Did not comment	1%											
New premium office space will make a significant contribution towards Reading's established position as the 'Capital of the Thames Valley.'	The majority of respondents (60%) strongly disagreed or disagreed that new premium office space would make a significant contribution towards Reading's established position as the 'Capital of the Thames Valley'. 19% either agreed or strongly agreed with 19% remaining neutral on this question. 2% chose not to comment.	 <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Agreed/Strongly Agreed</td><td>19%</td></tr><tr><td>Disagree/Strongly Disagree</td><td>60%</td></tr><tr><td>Neutral</td><td>19%</td></tr><tr><td>Did not comment</td><td>2%</td></tr></table>	Response	Percentage	Agreed/Strongly Agreed	19%	Disagree/Strongly Disagree	60%	Neutral	19%	Did not comment	2%
Response	Percentage											
Agreed/Strongly Agreed	19%											
Disagree/Strongly Disagree	60%											
Neutral	19%											
Did not comment	2%											

5. DEVELOPMENT PARAMETERS

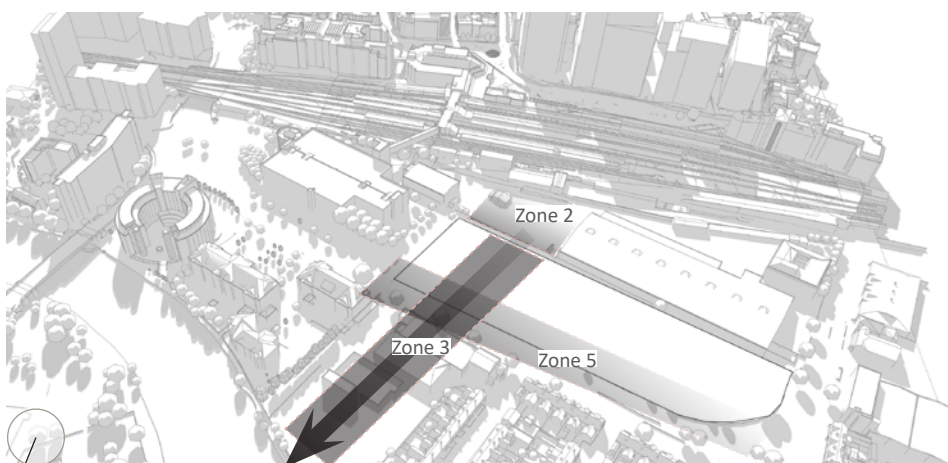
5.1 GUIDING PRINCIPLES

PUBLIC REALM

Designated zones 3 and 5 are included within the site's demise.

Zone 3: Kennet-Thames Spine
Zone 5: Vastern Road

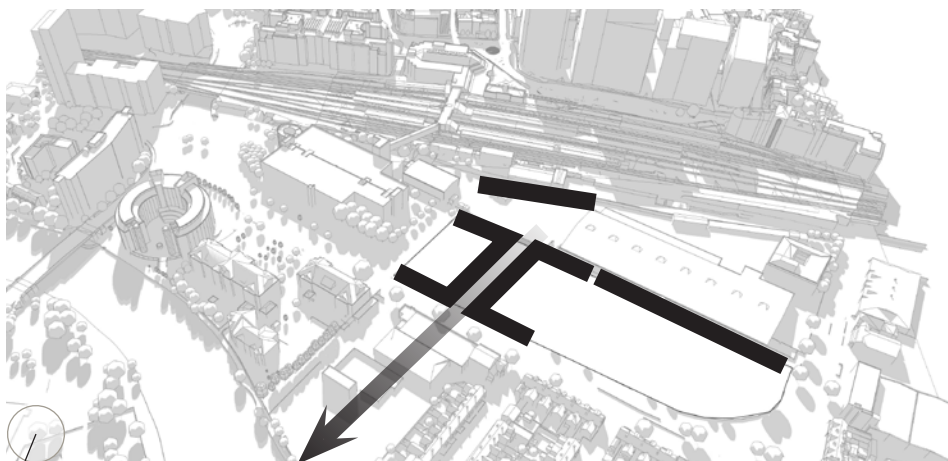
The southern boundary fronting the northern exit of Reading Station faces zone 2, the Station Square.



ACTIVE FRONTAGES

The RSAF states that the frontages facing the Kennet-Thames Spine should be active and be able to provide retail/social activities.

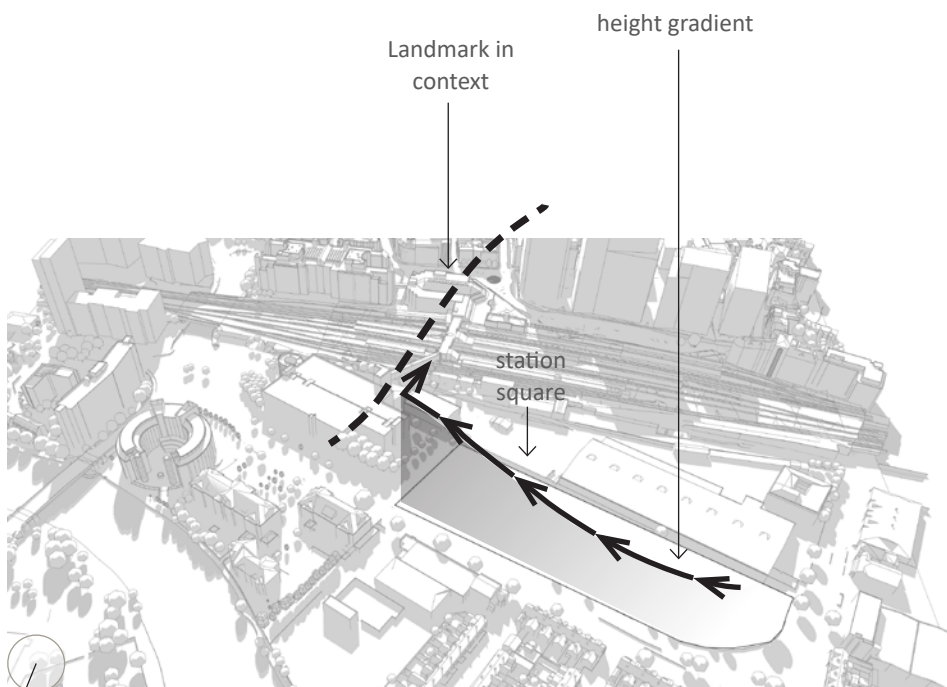
In addition, the planning guidance sees an active ground floor environment on each new major transport link or access proposed.



 active frontages

DENSITY AND HEIGHT

An RSAF recommendation is for future developments to create a gradient of height and density that would reach maximum mass around Station Square.

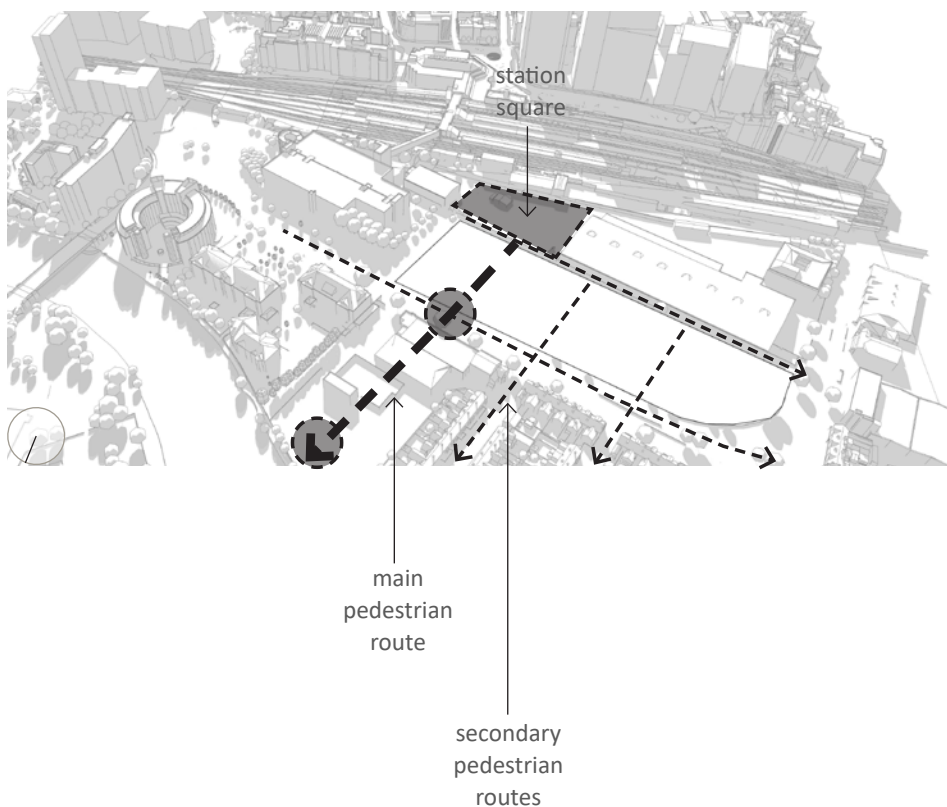


TRANSPORT

New major and minor vehicular and pedestrian links, are considered in the vision for the future development of the area. These are intended to improve infrastructure and connectivity.

The following recommendations are important for the area's development:

1. Continuity of the secondary streets that link to the river walk;
2. Provision of the main Kennet-Thames spine as a major pedestrian access.



5. PARAMETERS DEVELOPMENT

5.2 PARAMETER PLANS

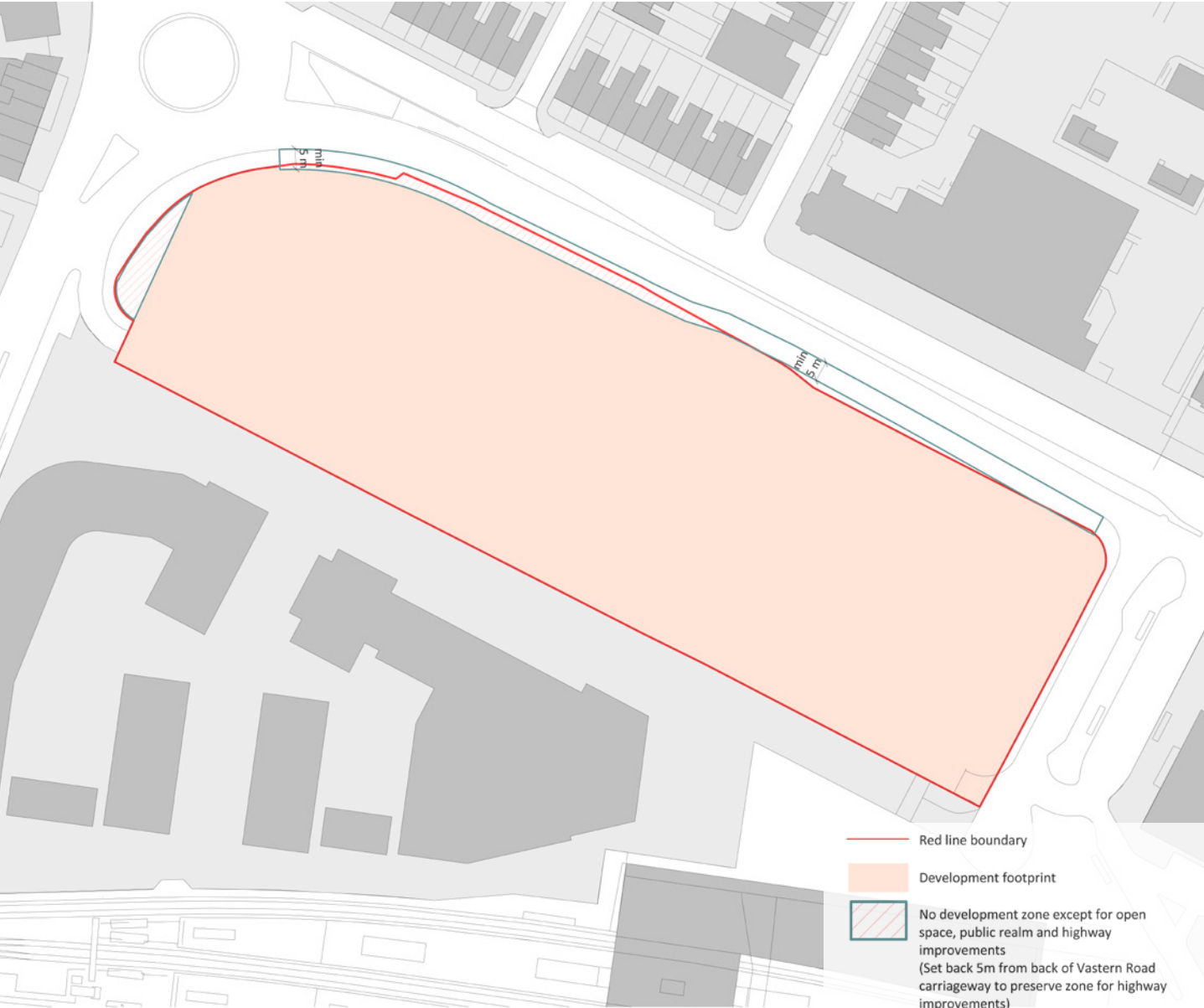
DEVELOPMENT FOOTPRINT

Within the relevant designated area of the Development Footprint Plan, landscape works, transport, and built elements can be located.

A 5 metre clear zone is specified, to allow for future development of the pavement, to allow for designated pedestrian and cycling routes to come forward within this area.

Development will take place within the Development Footprint zone shown on Plan PP-100, but also in accordance with the other Development Parameters as set out in the Parameter Plans and the Schedule.

The plan restricts development along the boundary with Vastern Road.



This image is for illustration purposes only. Please refer to updated, full scale Parameter Plan drawing PP-100, as submitted.

SITE ACCESS AND EGRESS

The site access and egress are to be provided in the same broad location as existing. By retaining these locations the intention is to produce a limited disruption to the existing transport network.



This image is for illustration purposes only. Please refer to updated, full scale Parameter Plan drawing PP-101, as submitted.

5. PARAMETERS DEVELOPMENT

5.2 PARAMETER PLANS

BUILDING PLOTS

Buildings shall only be provided in the areas identified on the Building Plots Plan PP-102. The plan is accompanied by a relevant text description of minimum separation distances expected between same and different uses.



This image is for illustration purposes only. Please refer to updated, full scale Parameter Plan drawing PP-102, as submitted.

PLOT HEIGHTS: NON-RESIDENTIAL USE SCHEME

Development will take place in accordance with the maximum building heights set out on the three Plot Heights Parameter Plans. Building maximum heights are measured from the ground floor slab to the apex of the roof and include all plant.

The maximum heights are represented as AOD values(Above Ordinance Datum).

The maximum heights and and allocated area restrictions in Parameter Plan PP-103 are to be applied only if the plot is entirely proposed for non-residential use.



This image is for illustration purposes only. Please refer to updated, full scale Parameter Plan drawing PP-103, as submitted.

5. PARAMETERS DEVELOPMENT

5.2 PARAMETER PLANS

PLOT HEIGHTS: RESIDENTIAL USE SCHEME

The maximum heights and allocated area restrictions in Parameter Plan PP-104 are to be applied only if the plot is entirely proposed for residential use.



This image is for illustration purposes only. Please refer to updated, full scale Parameter Plan drawing PP-104, as submitted.

PLOT HEIGHTS: MIXED USE SCHEME

The maximum heights and and allocated area restrictions in Parameter Plan PP-105 are to be applied only if the plot will accomodate both residential and non-residential use.



This image is for illustration purposes only. Please refer to updated, full scale Parameter Plan drawing PP-105, as submitted.

5. PARAMETERS DEVELOPMENT

5.2 PARAMETER PLANS

BASEMENT FOOTPRINT

Mitigating measures to overcome flood risk through proposed parameters, the Basement Footprint Parameter Plan PP-106 sets out the areas considered suitable for the location of rainwater attenuation tank requirements.



This image is for illustration purposes only. Please refer to updated, full scale Parameter Plan drawing PP-106, as submitted.

5. PARAMETERS DEVELOPMENT

5.3 PARAMETER APPROACH

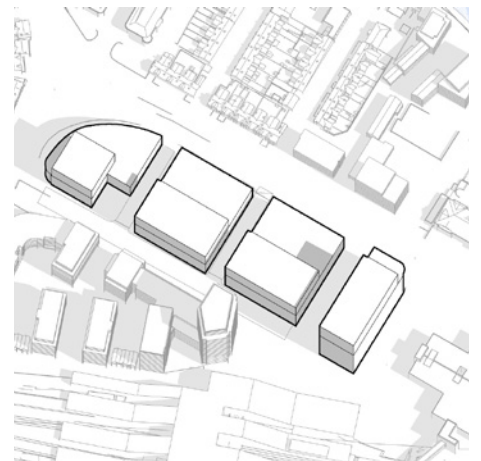
The following diagrams illustrate the use-driven design development for the mass of the four plots: A, B, C and D, based on the proposed Parameter Plans.

PARAMETER MASS

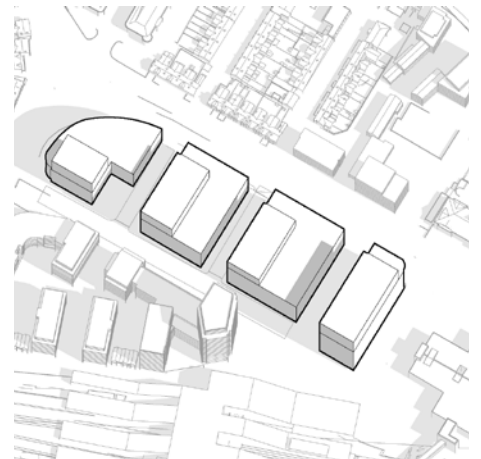
The massing exercise starts with the guidelines set out by the Development Parameters (Plans and Schedule) and Design Code.



Non-residential Use Heights - scheme development



Residential Use Heights - scheme development



INTEGRATING PERIMETER BLOCKS

In line with local and national planning guidance, the plots will be developed as perimeter blocks.

For residential use the central courtyard serves as a private green space for residents. Its inclusion enables the achievement of the separation distances set out in the Development Parameters.

Satisfying different separation distance requirements, the office buildings are provided with an atrium.

REDEFINING VIEWS AND HARMONIZING WITH THE NEIGHBOURING CONTEXT

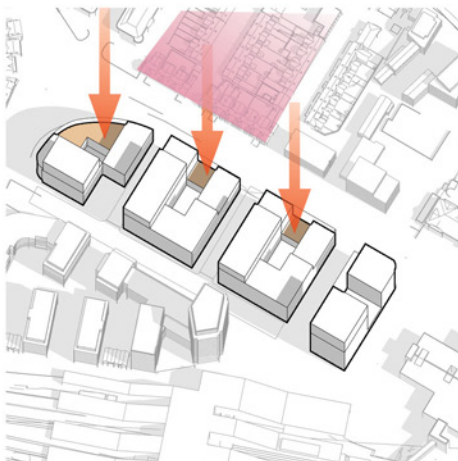
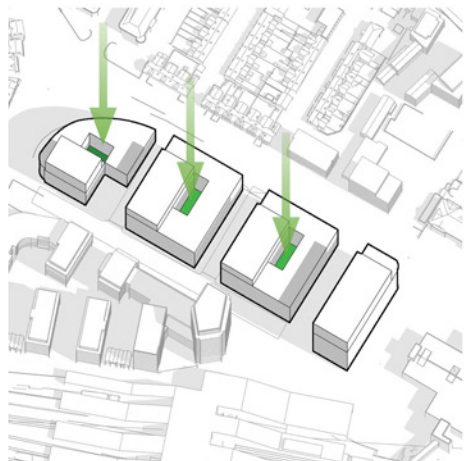
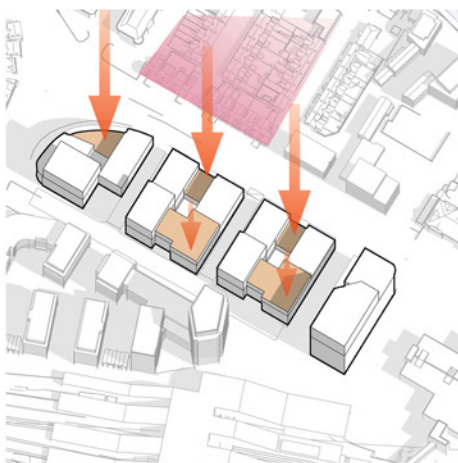
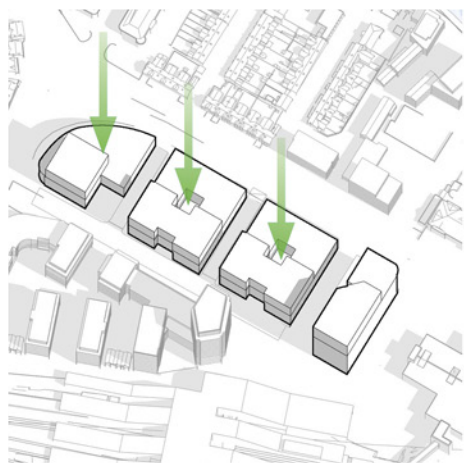
The frontages facing Vastern Road and the Former Royal Mail site are further articulated to provide a contextual response to neighbouring developments.

Sunlight/daylight assessments will have to be provided at Reserved Matters stage to ensure that the effect of the proposed development on neighbouring properties is compliant with planning requirements.

OPTIMUM FORM AND SUNLIGHT

For a residential led scheme, further design development is required to satisfy additional requirements regarding sunlight/daylight provision to outdoor amenity.

The illustrative concept examines one of the possible designs coming forwards at reserved matters stage. The process followed for this scheme gives an indication of the process that will be used for any scheme coming forwards, not a final result.



6. ILLUSTRATIVE CONCEPT

6.1 DESCRIPTION

An Illustrative scheme has been developed to provide an example of how a scheme could come forward in line with the constraints presented in the Proposed Parameter Plans and Parameter Development Schedule.

This is one example of a scheme that could be brought forwards at Reserved Matters stage in line with the Outline Planning Application / Development Parameters.

This scheme presents one way but not the only way a scheme could come forward in accordance with the proposed development parameters.



6.2 ILLUSTRATIVE BRIEF

The following is an illustrative brief:

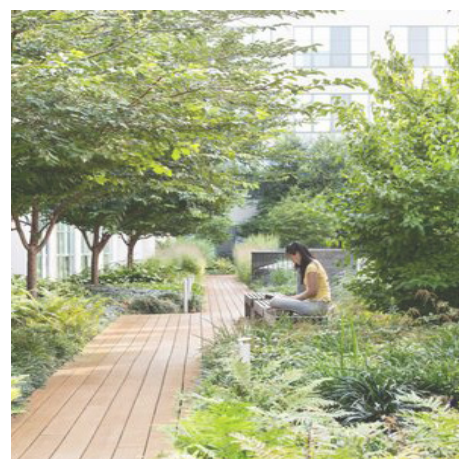
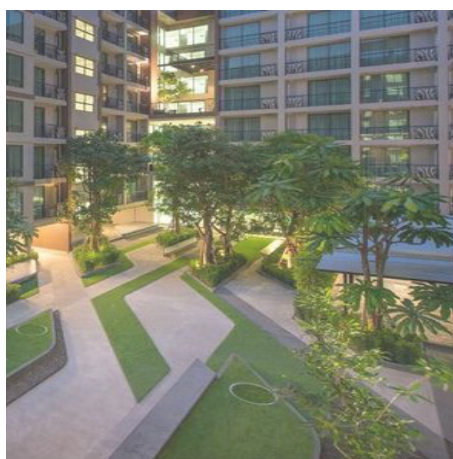
The requirement is for a mixed-use development capable of accommodating residential, retail, and office space. The scheme should provide amenities and uses that would enable the site to become a key location for leisure and commercial demands, complementing the town centre on the south side of the railway tracks.

The proposed illustrative residential development will provide circa 600 dwellings, with a balanced unit mix containing both one bed units as well as family units with two and three bedrooms.

The office area required to be provided is 25,000 sqm GIA.

The brief for the hotel is to accommodate circa 125 rooms.

Ground floor retail units are desirable. These will provide active frontage and commercial uses in line with the Outline Planning Application guidelines, and provide services for existing and future residents.

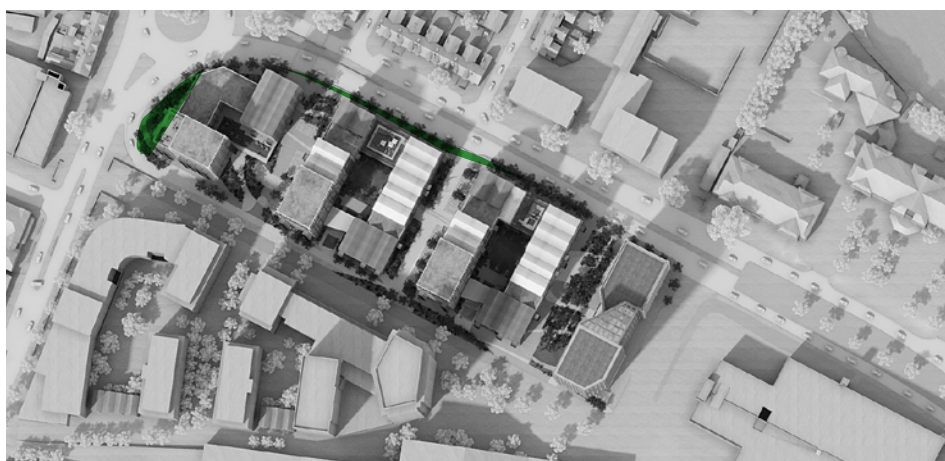


6. ILLUSTRATIVE CONCEPT

6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

DEVELOPMENT FOOTPRINT

Development takes place within the 'Development Footprint' marked on the submitted plan PP-100. The zones on the boundary with Vastern Road and facing the junction with Caversham Road are maintained free of development.



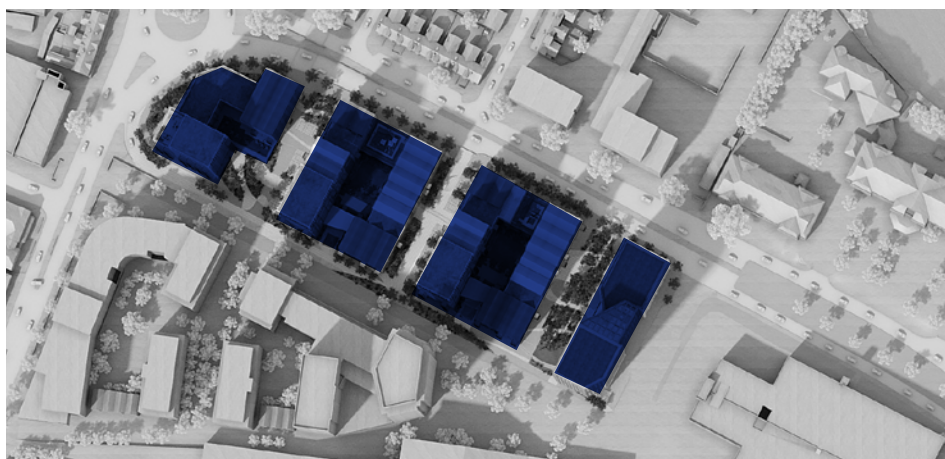
DEVELOPMENT ACCESS AND EGRESS

A single general use permanent vehicular ingress point to the site from Caversham Road and a single general use vehicular egress point from the site onto Vastern Road are provided as identified on Plan PP-102.



BUILDING PLOTS

Buildings are located in Plots A, B, C and D as identified on Plan PP-102.





Illustrative scheme Heights

6. ILLUSTRATIVE CONCEPT

6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

IMPACT OF PROPOSED ILLUSTRATIVE SCHEME ON EXISTING CONTEXT

The scheme coming forward at Reserved Matters must achieve the guidelines referenced in the BRE and/or the Council’s requirements both in terms of the proposed uses and their impact on neighbouring properties.

The following assessments have been carried out for the illustrative scheme to demonstrate the relationship between daylight/sunlight considerations and design development.

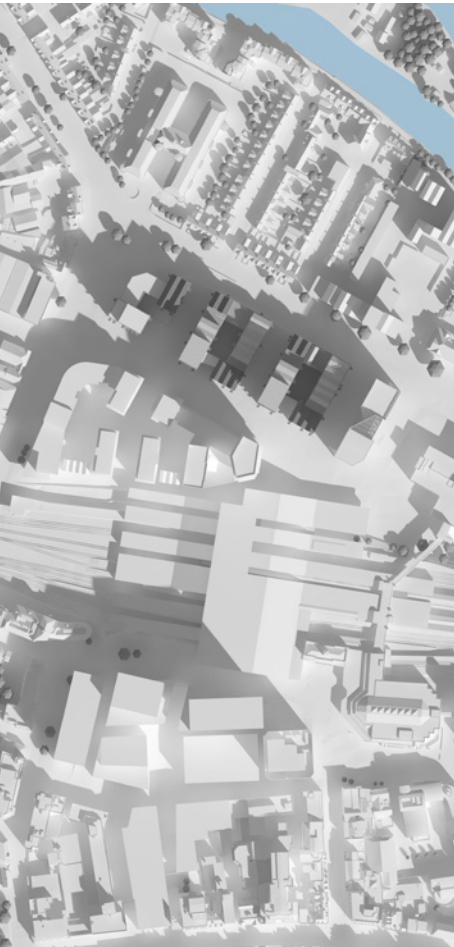
The assessment references the BRE guidelines as to the implications the proposed massing for the site will have on the daylight and sunlight enjoyed by the existing neighbouring properties on the opposite side of Vastern Road and Caversham Road.

With the site being underdeveloped for such an urban location, the neighbouring residential properties currently enjoy a very high level of daylight and sunlight.

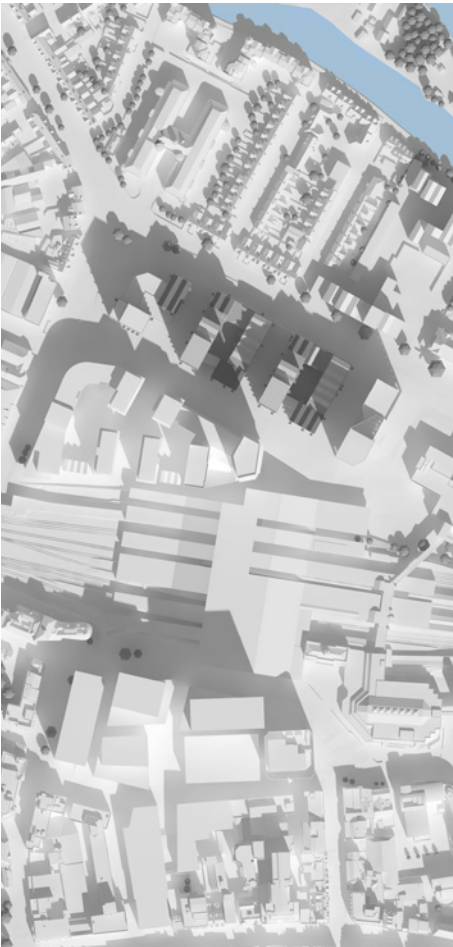
Whilst the BRE guidelines contain target numerical values they specifically state that these values need to be applied flexibly.

The results of the assessment found that the level of daylight and sunlight achieved when the proposed development is in place is considered appropriate for the neighbouring residential properties.

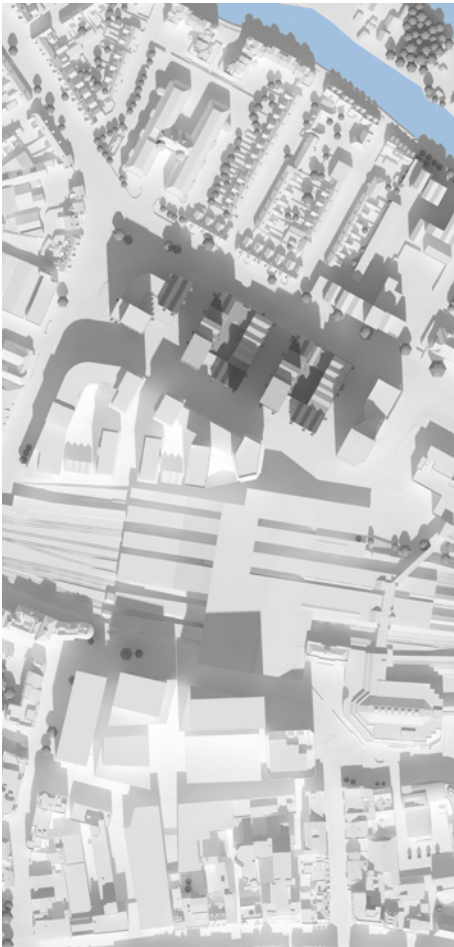
* Assessment for the 21st of March



10 am



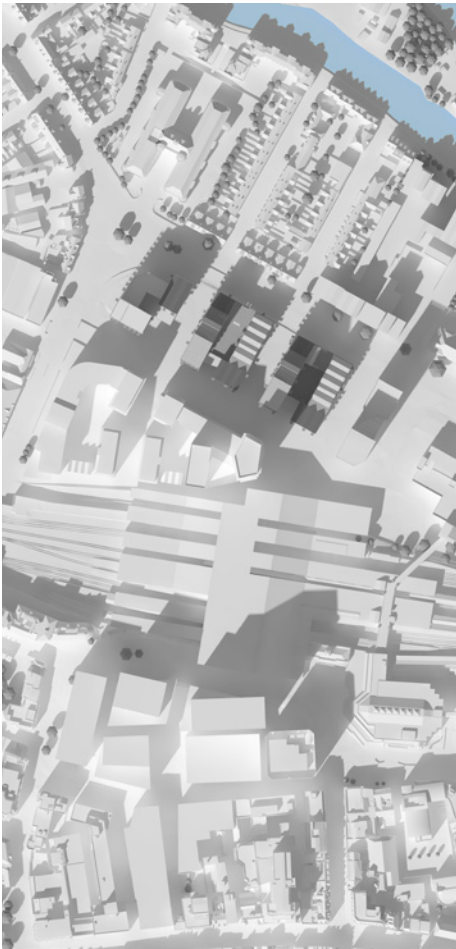
11 am



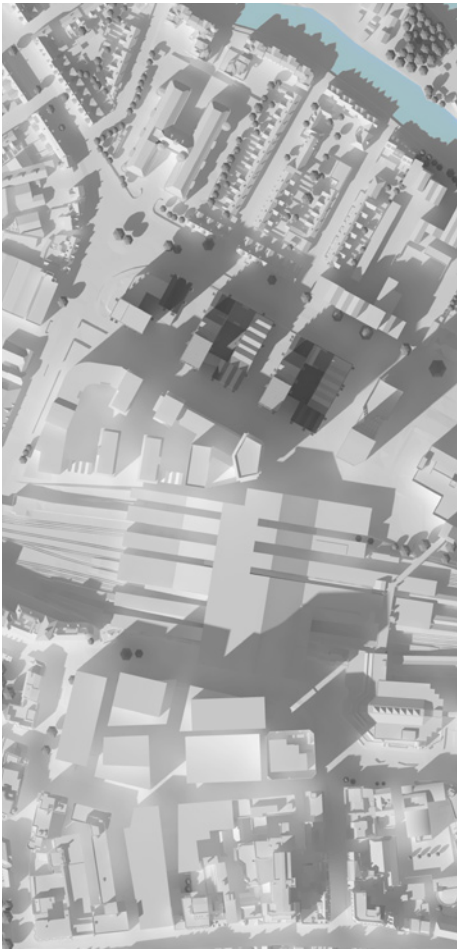
12 am



1 pm



2 pm



3 pm

6. ILLUSTRATIVE CONCEPT

6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

VASTERN ROAD FRONTAGE

The maximum development heights proposed in the Illustrative Scheme follow the Outline Planning Application parameters, which are based on the guidance of the RSAF, the emerging context, sunlight-daylight, townscape, and wind assessments.

Careful consideration was given to the relationship between the proposed development and the properties across Vastern Road. Because of the aspect and orientation, any development coming forwards will have to prove the resulting impact is acceptable and in line with current policy.

By applying the separation distances prescribed in the Development Parameters (Schedule and Plans), alongside massing fragmentation on the frontage facing Vastern Road, the illustrative scheme achieves an acceptable impact on the neighbouring context in terms of sunlight/daylight. Heights range from 4 storeys to 10, and 12 on the junction with Tropper Potts Way.

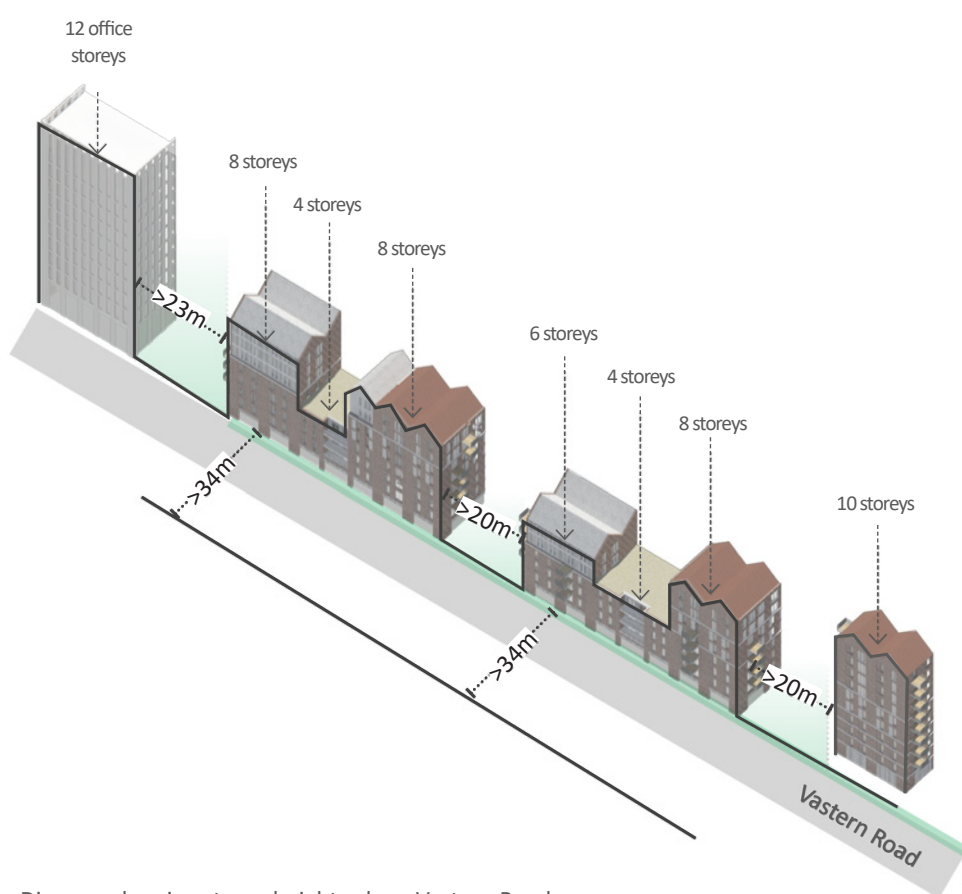
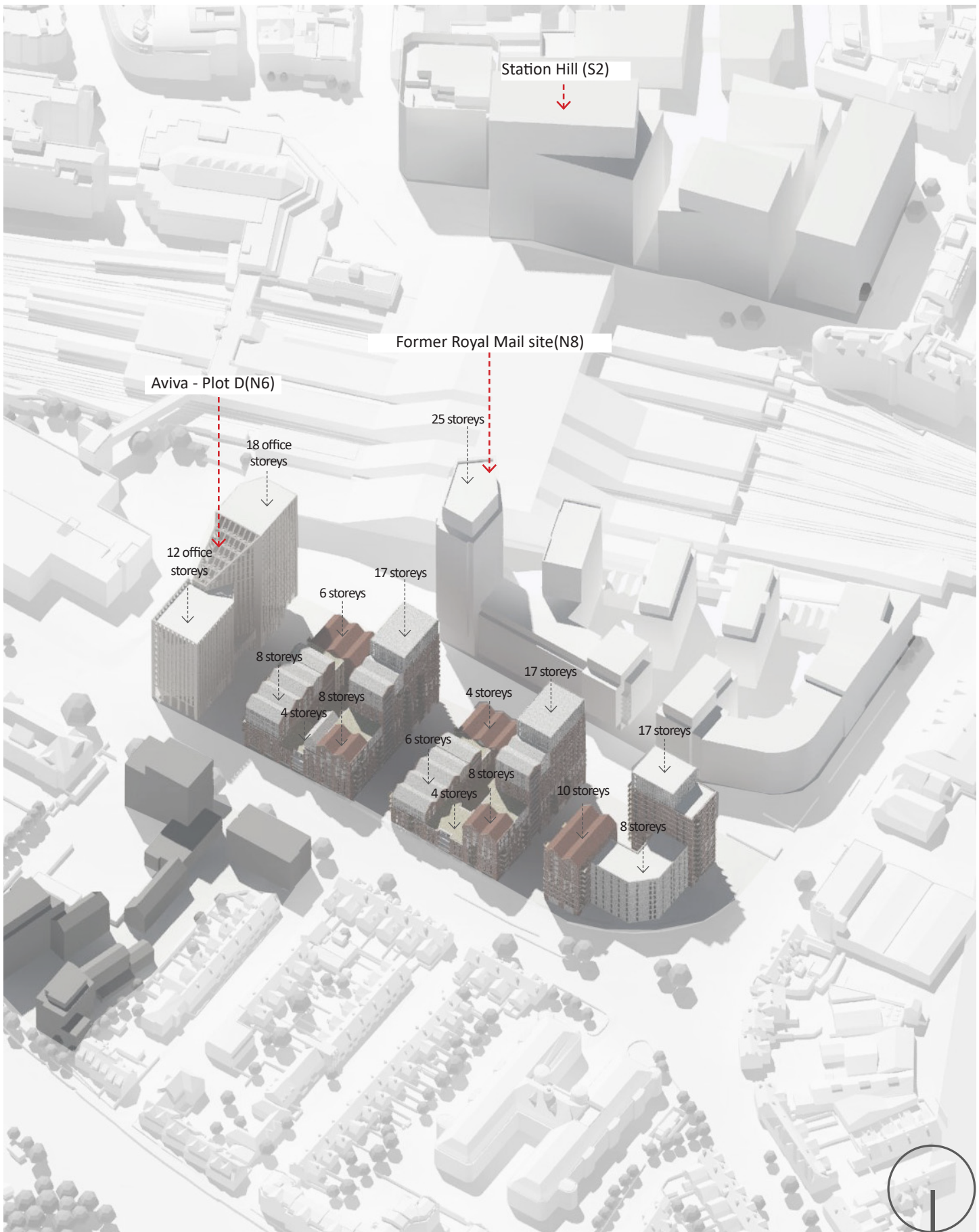


Diagram showing storey heights along Vastern Road



Illustrative scheme. Proposed heights

6. ILLUSTRATIVE CONCEPT

6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

USE LED SEPARATION DISTANCES

The illustrative scheme proposes a mix of uses for the site. The separation distances between plots will be in line with the Development Parameters.

An example of applying restrictions by compiling the Parameter Plans and the Parameter Schedule is captured between plots D and C. Here, the minimum separation distance will be 23m, overriding the minimum separation distance set between uses for office-to-residential frontage, which is 20m.

As all other facing fronts are residential, the minimum distance for residential-to-residential frontage is set at 20m.

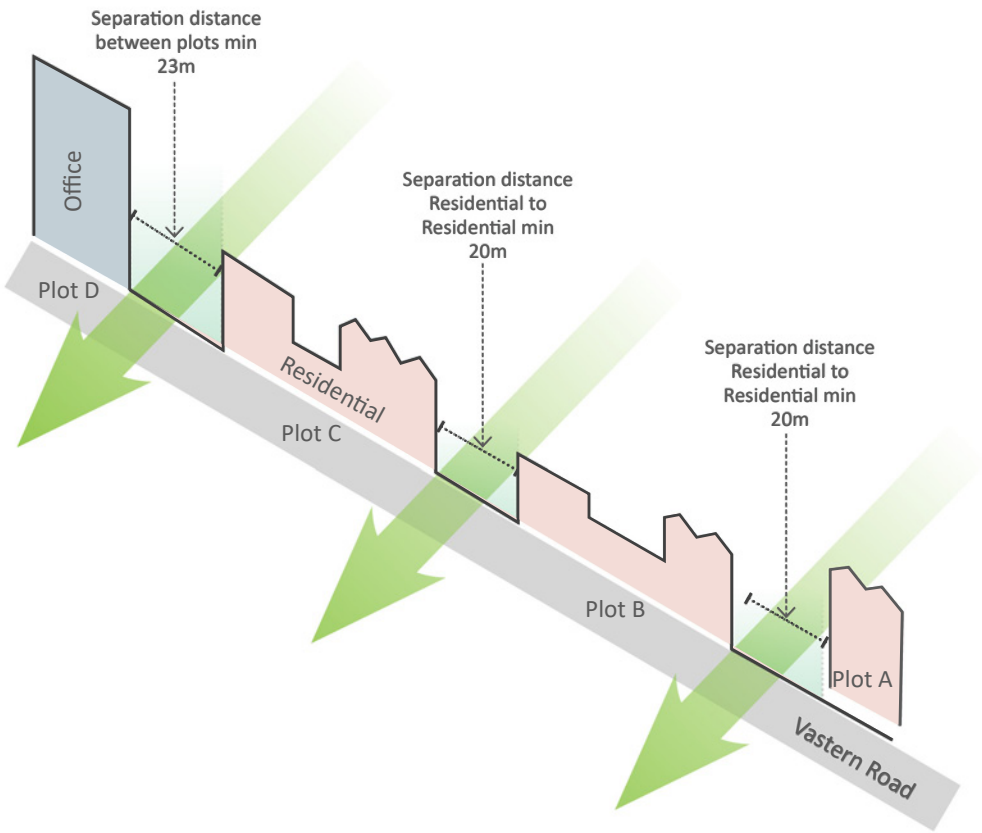
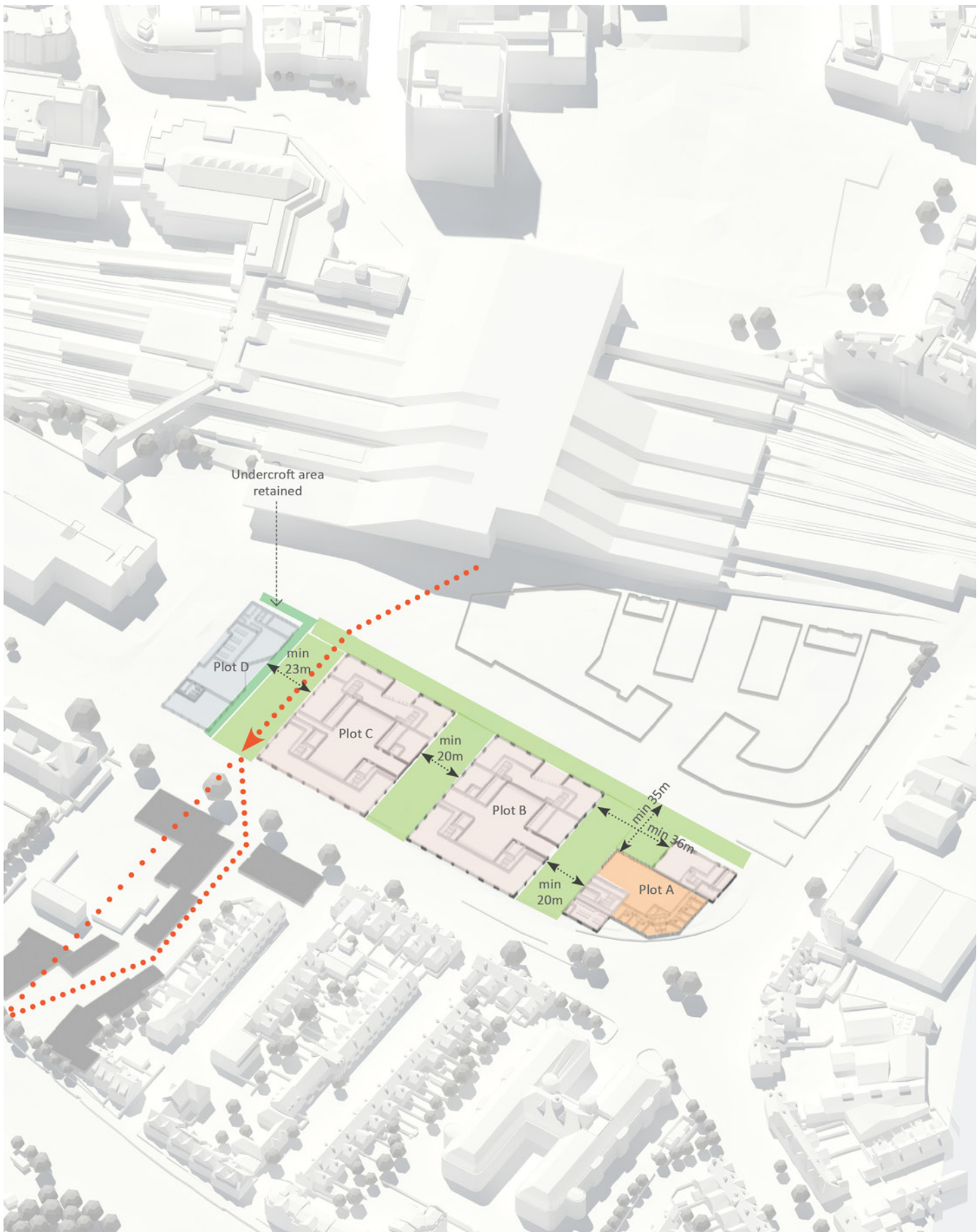


Diagram showing separation distances between plots

Office	
Residential	
Hotel	



Illustrative scheme. Separation distances

6. ILLUSTRATIVE CONCEPT

6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

NS PEDESTRIAN LINK

The north-south link between the centre of Reading, the River Thames, and Caversham is maintained at the minimum distance set within the Parameters of the Outline Planning Application.

In addition the illustrative proposal allows for the 23m separation distance to be maintained on all floors and not only on the lower levels.

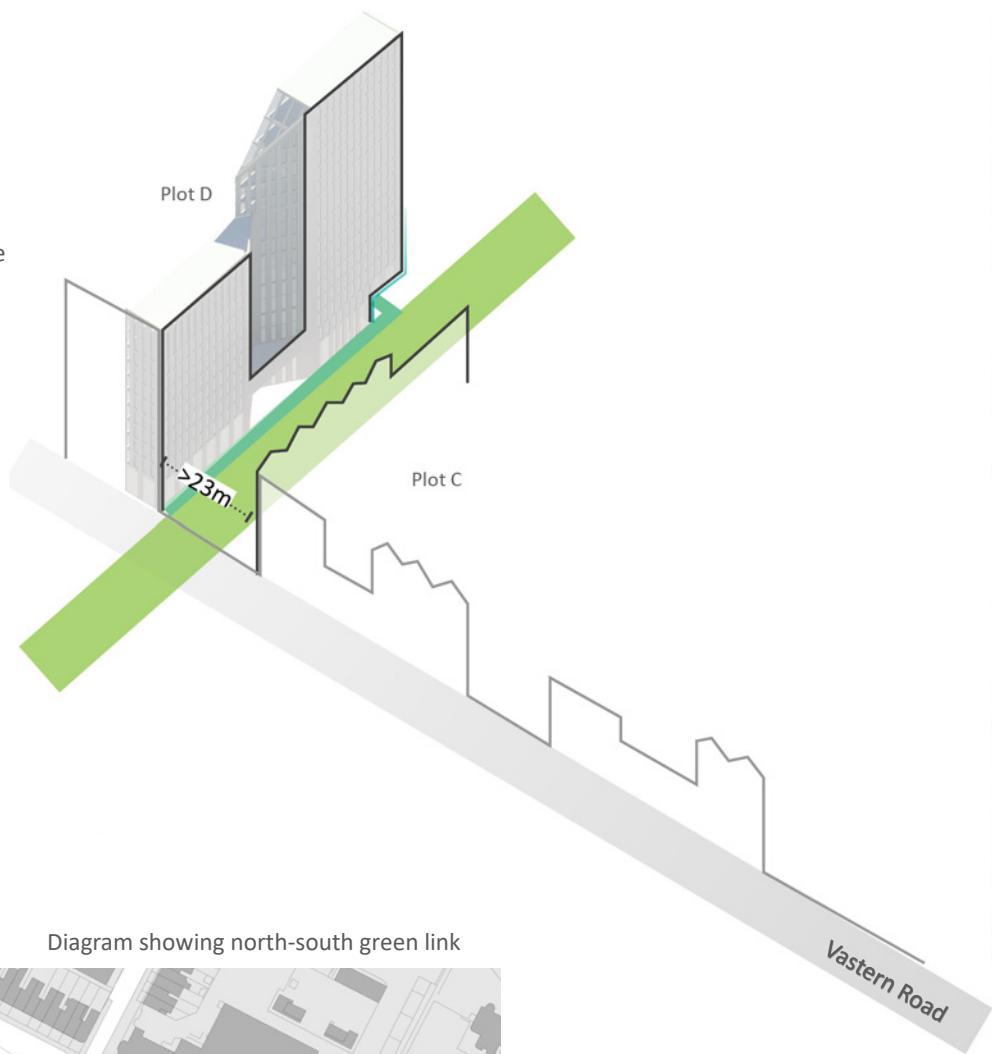
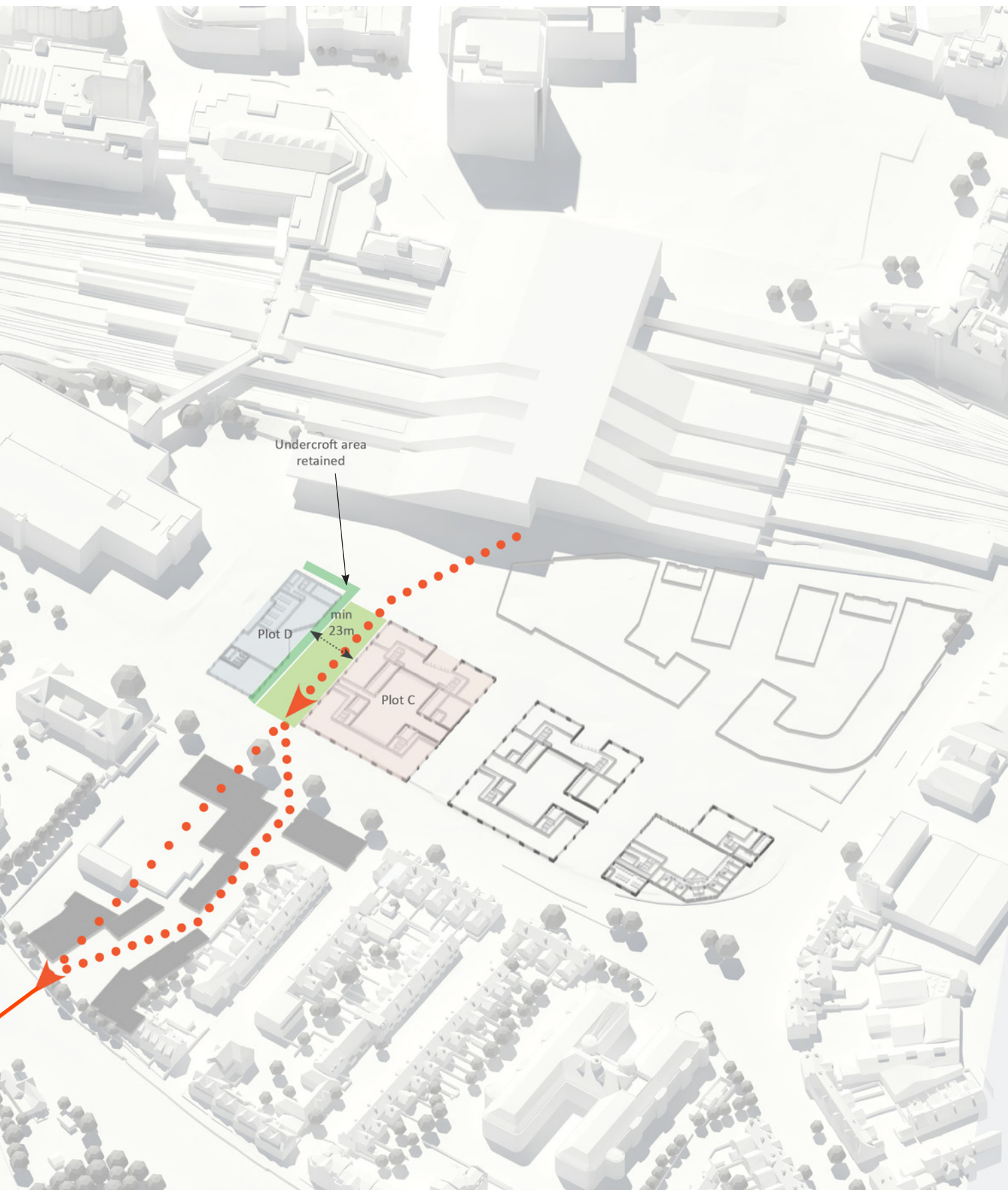


Diagram showing north-south green link





Illustrative scheme. North-South link

6. ILLUSTRATIVE CONCEPT

6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

ACCESS AND INTERNAL CIRCULATION

Site access and egress points are provided within the area identified in the Parameter Plan.

This allows for the proposed design to minimise vehicular access through the site in favour of landscaped amenity and pedestrian use.

On the ground floor of Plots B and C, within the space beneath the podium gardens, vehicular circulation will be accommodated through service yards.

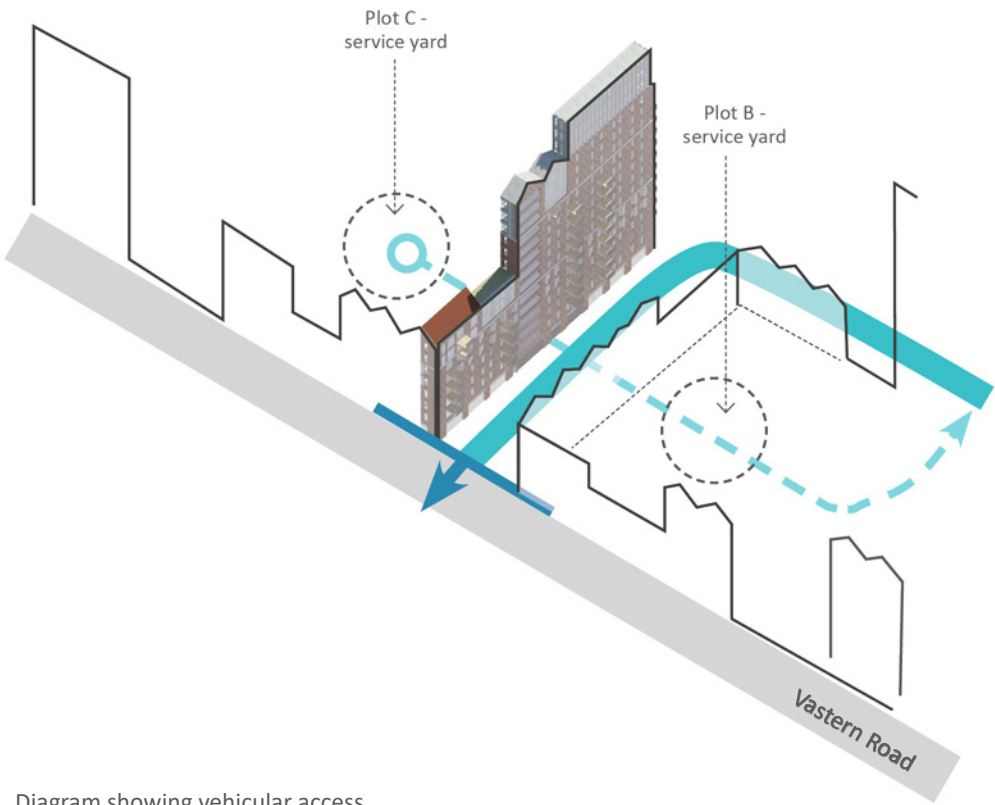
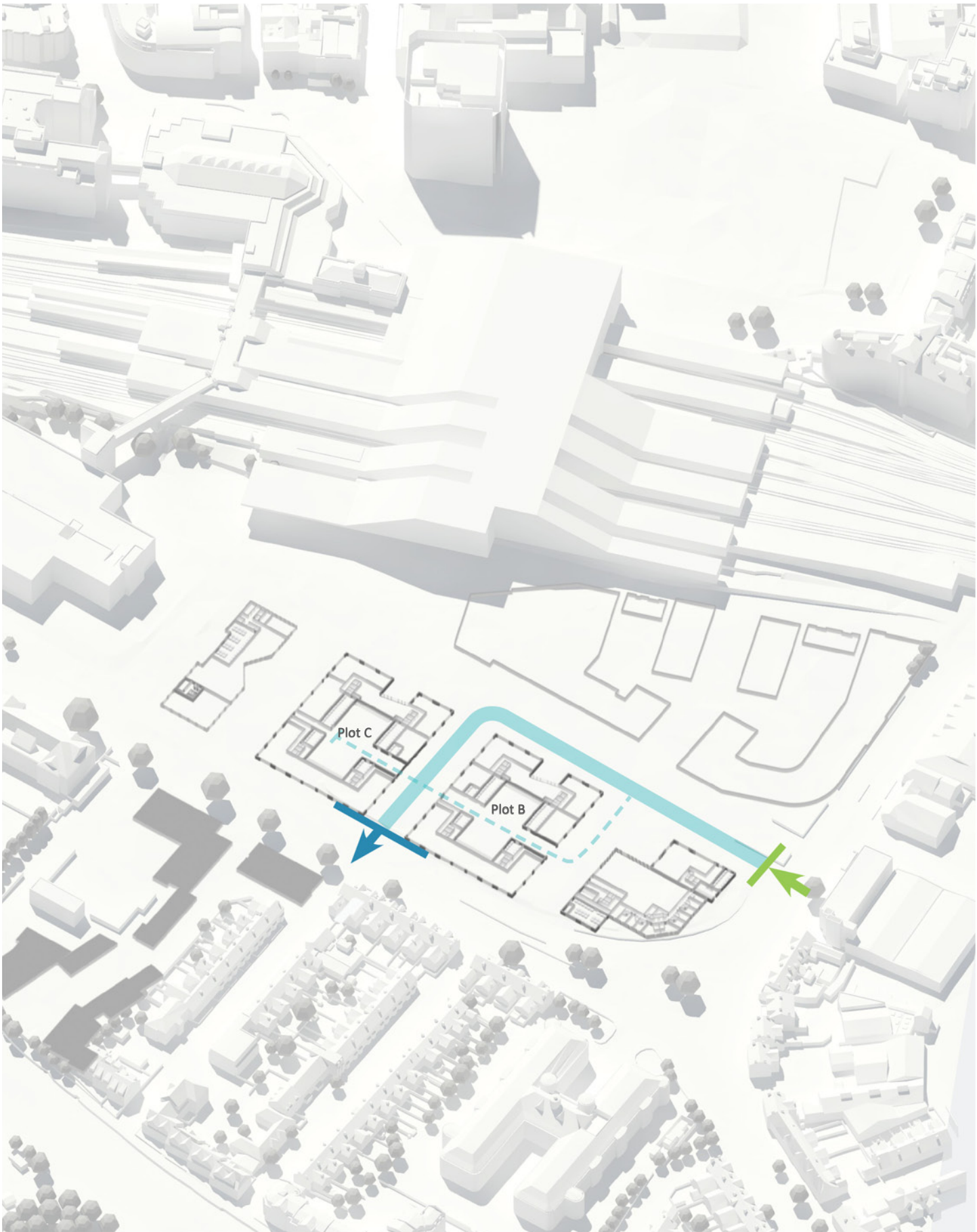


Diagram showing vehicular access





Illustrative scheme. Access

6. ILLUSTRATIVE CONCEPT

6.4 DESIGN DEVELOPMENT BY PLOT

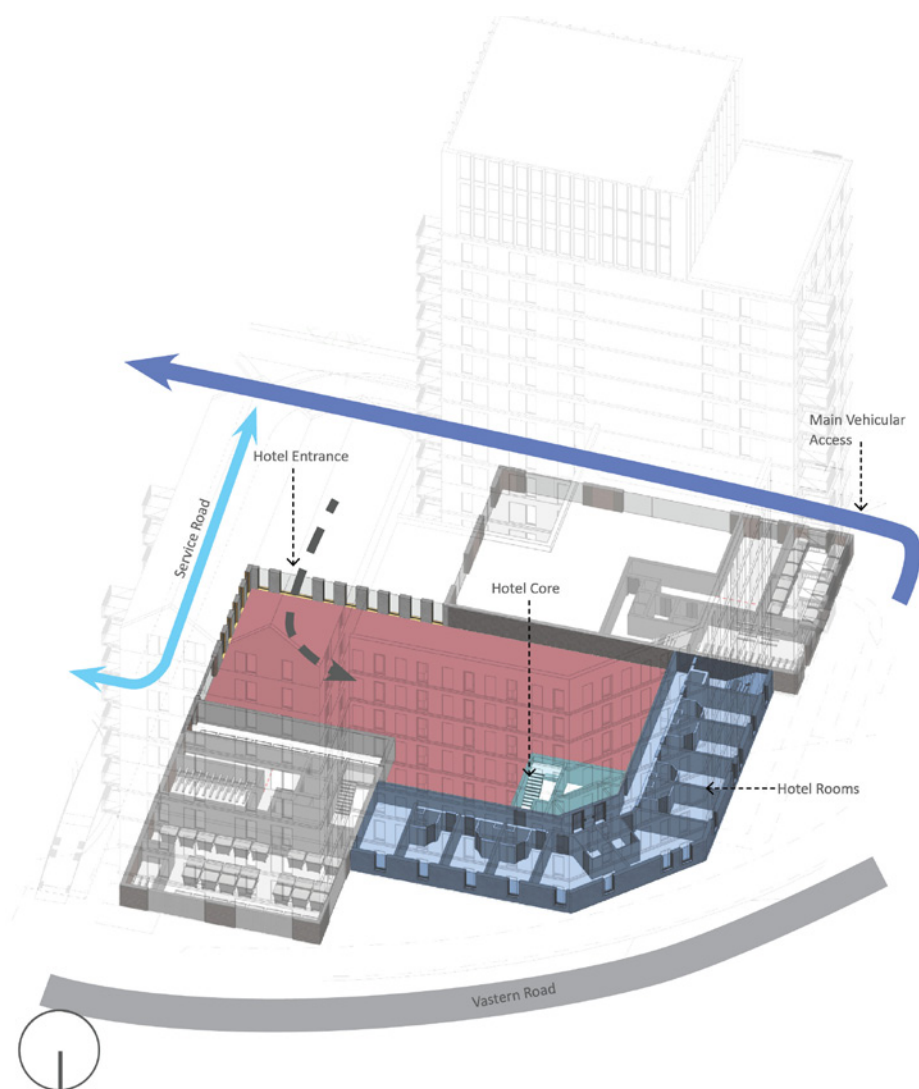
PLOT A ACCESS

The Hotel proposed on Plot A has its main access onto the green square located on the southern corner.

Collections and deliveries are accommodated via the service route.

The location is considered optimum in terms of signage visibility.

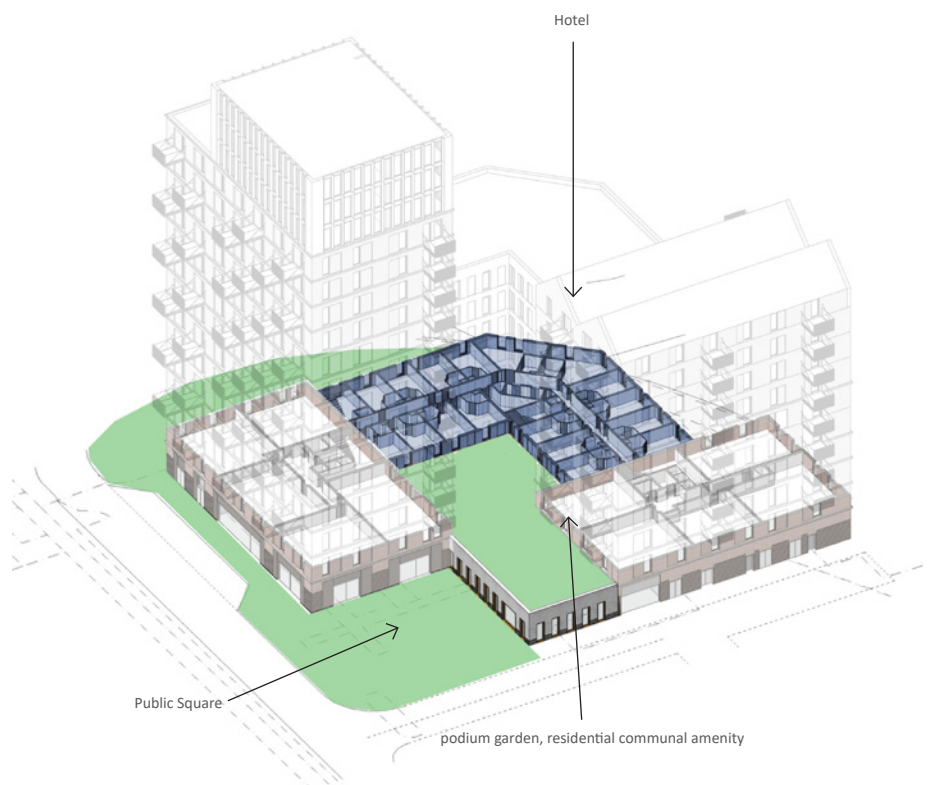
In addition, where otherwise the proximity to the junction would cause a hostile environment for residential use, a hotel frontage could be delivered to a satisfactory level diminishing the negative impact that noise and traffic could have on the scheme.



PLOT A AMENITY

The south corner of the plot is restricted to provide a public square - part of the amenity secured by the Outline Planning Application. This space will provide outdoor facilities for both new residents, locals, and commuters. The edges facing the square will be activated by retail and leisure uses.

To provide residents with a private secure outdoor amenity, the podium garden is accessible from all of the residential cores.



6. ILLUSTRATIVE CONCEPT

6.4 DESIGN DEVELOPMENT BY PLOT

PLOT B AND C ACCESS

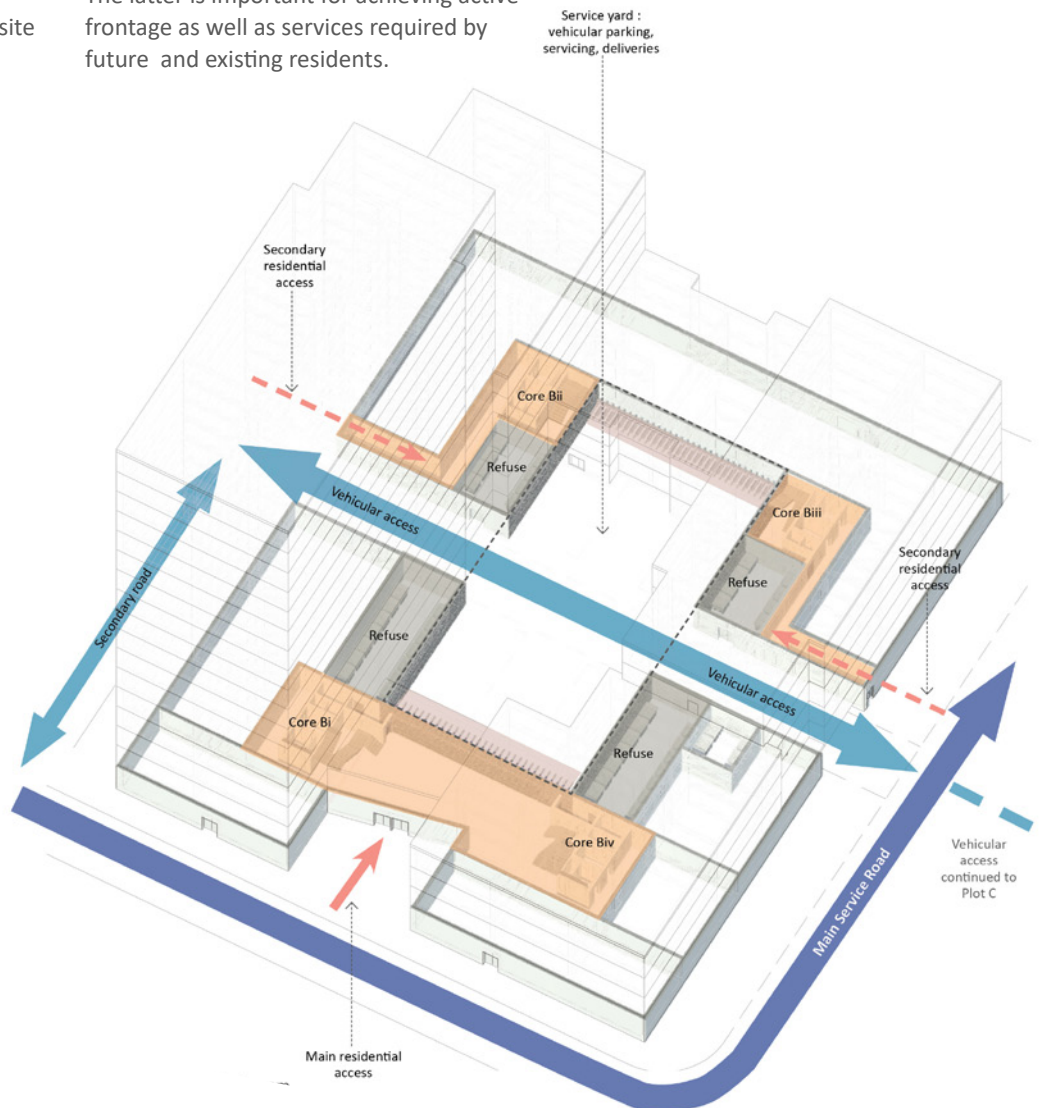
The illustrative scheme proposes a service yard at ground floor in the centre of the perimeter blocks. This space allows for servicing and deliveries to remain remote from pedestrian routes and outdoor amenity spaces.

The service yard also provides blue badge parking spaces and cycle storage facilities.

By providing a route through Plot B, on site vehicular traffic is minimised.

In the illustrative scheme, perimeter blocks B and C are residential blocks.

The ground floor uses are complementary to the use above. Residential units are restricted from being provided on the ground floor. Ground floor areas will provide ancillary services required for residential use, access, and retail uses. The latter is important for achieving active frontage as well as services required by future and existing residents.



PLOT B AND C AMENITY

The podium garden is the main communal amenity for residents. The space serves both as residents' garden as well as principal access from the main entrance to the lift cores of each quarter.

The level of security provided by the podium access enables provision of safe playspace for residents.

Upper level roofs that result from the fragmentation of the initial parameter massing are suitable for use as roof gardens.

The provision of outdoor amenity should comply with the guidelines set out in the relevant planning documents.



6. ILLUSTRATIVE CONCEPT

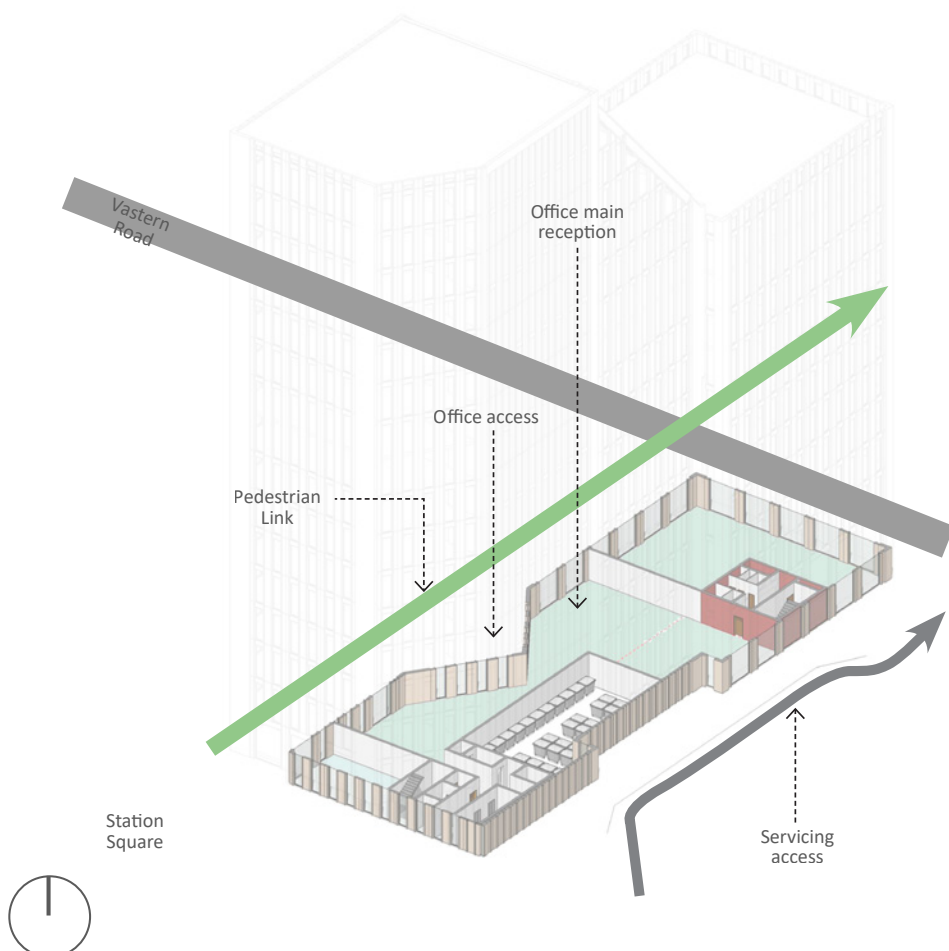
6.4 DESIGN DEVELOPMENT BY PLOT

PLOT D ACCESS

Office use is proposed on Plot D, in a prominent location in terms of visibility and access.

The main access is via the pedestrian link.

Facing Station Square and Vastern road, the main proposed uses on ground floor are commercial/retail.

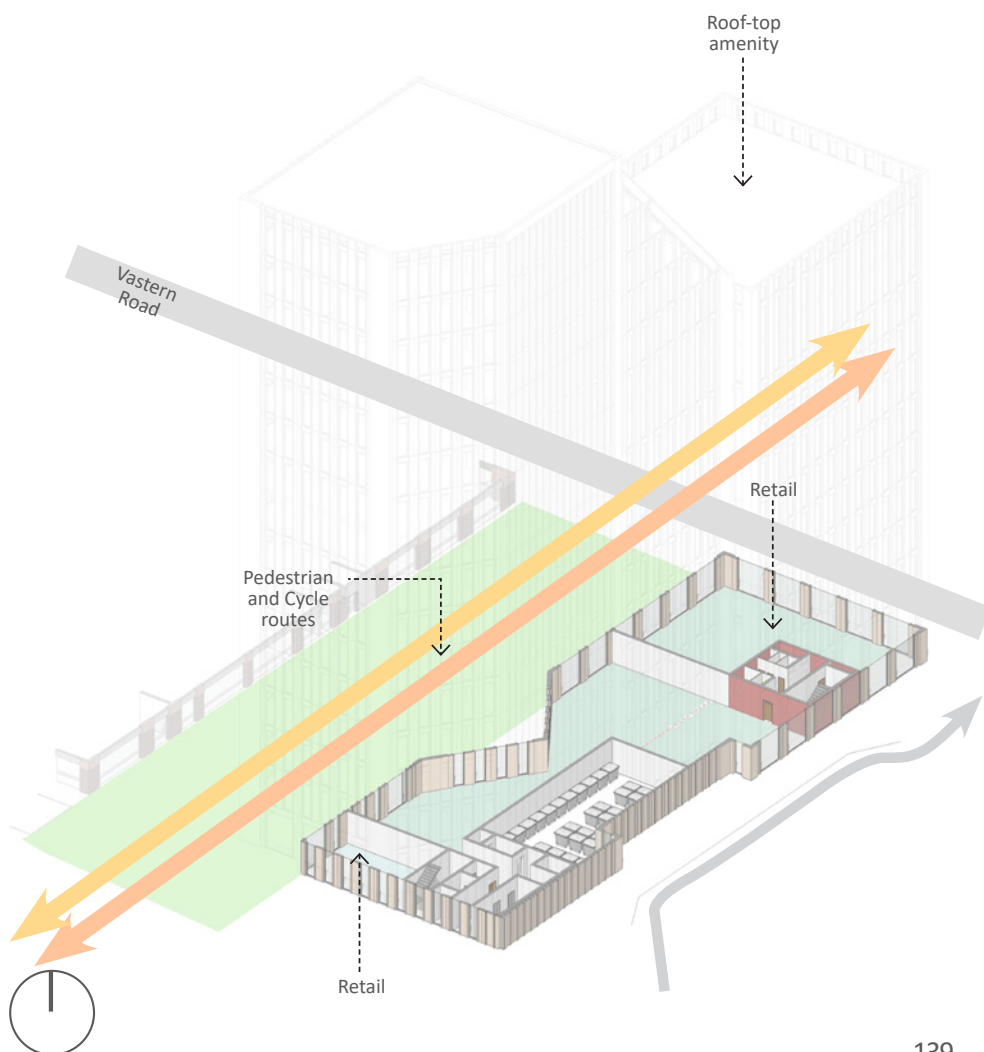


PLOT D AMENITY

The office users will access the public pedestrian link and the retail uses provided on the plot as well as those proposed on the other plots located in proximity to the scheme, especially on Plot C.

The pedestrian link is designed to continue the pedestrian and cycle route from Caversham, through the SSE site towards the South of Reading/Reading town centre, making the office location highly connected.

Additional office outdoor amenity is provided as a roof terrace on the 12th floor facing Vastern Road.



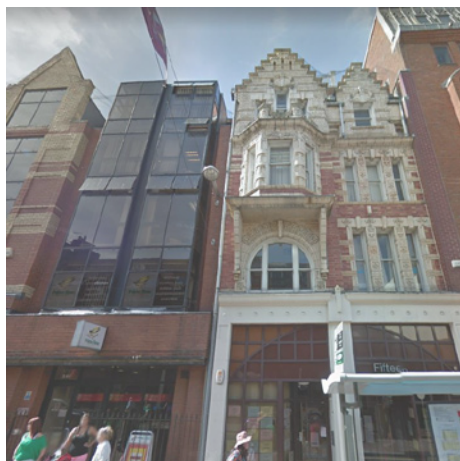
6. ILLUSTRATIVE CONCEPT

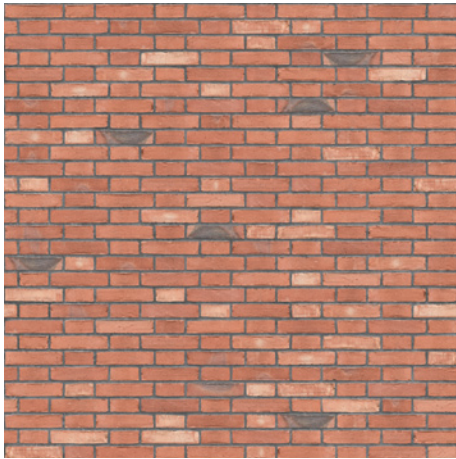
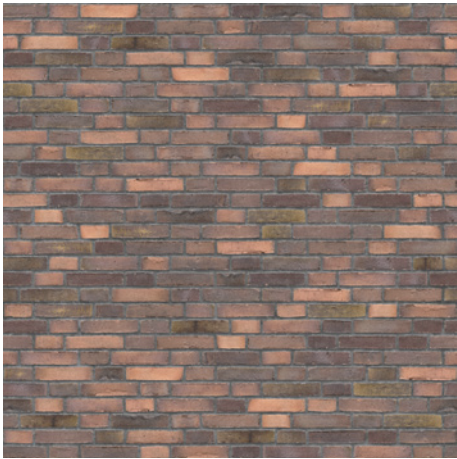
6.5 DESIGN DEVELOPMENT

LOCAL PRECEDENTS

Local precedents inform the design development for the proposed scheme.

A particular focus was given to materiality and proportions. Both contemporary and older examples were considered.





6. ILLUSTRATIVE CONCEPT

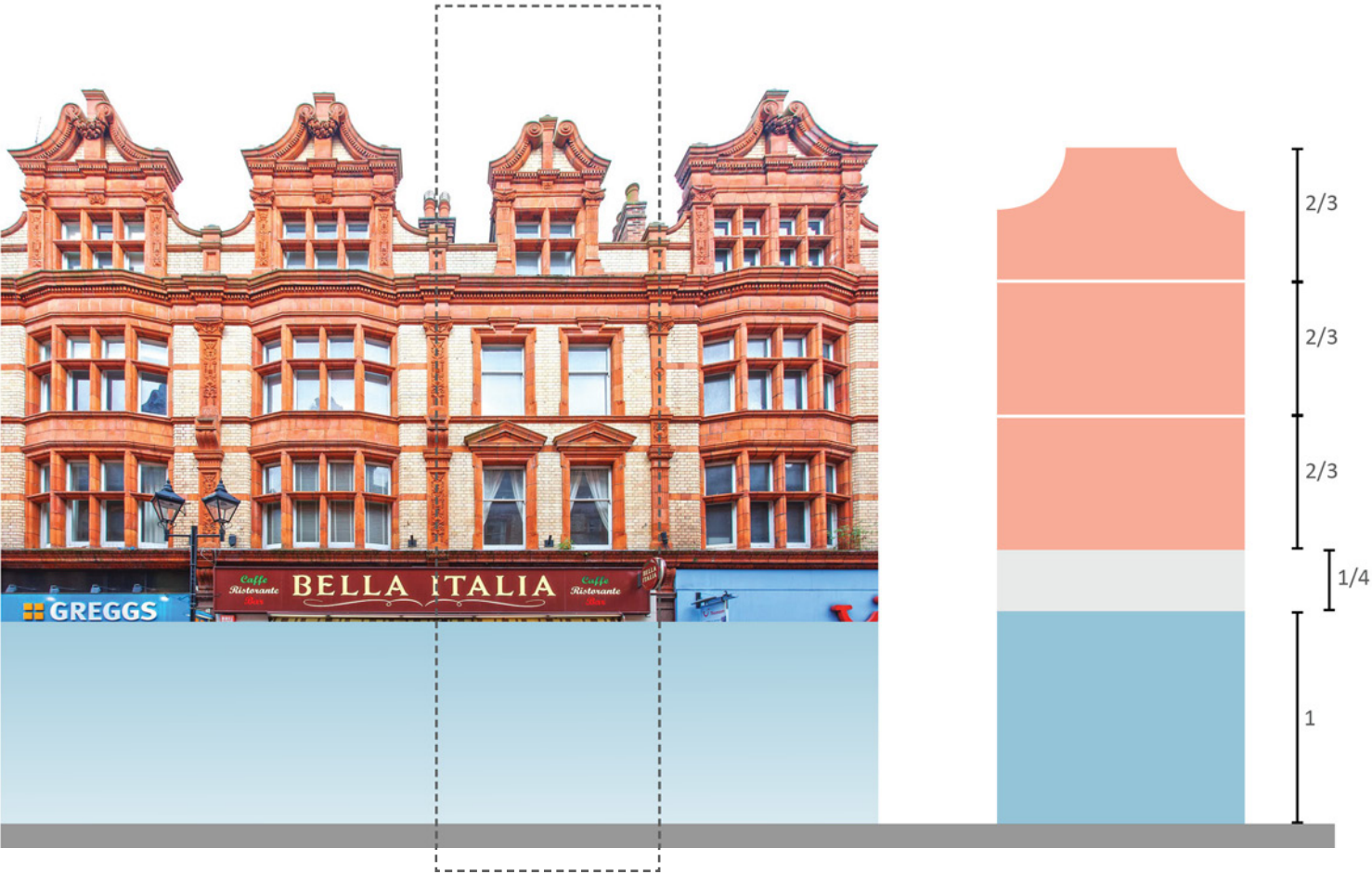
6.5 DESIGN DEVELOPMENT

LOCAL CHARACTER ANALYSIS

The Illustrative Scheme seeks to achieve a contemporary architectural language which responds to the articulation, materiality, coloration, and proportions of the local context.

Queen Victoria Street was taken as the inspiration for this exercise due to its iconic character in Reading’s visual identity.

The ground level expression is typically a framed system - presenting active frontage, shop fronts, and restaurants. Most of this frontage is glazed. The Upper floors are 2/3 of the proportion of the Ground Floor. The top floor presents generous bay structures that dominate the proportions of the lower floors through height and detail.



A photographic analysis reveals that red brick accents and strong contrasts have prevalence.

The buildings are predominantly solid, with strong vertical and horizontal lines over a light brick background.

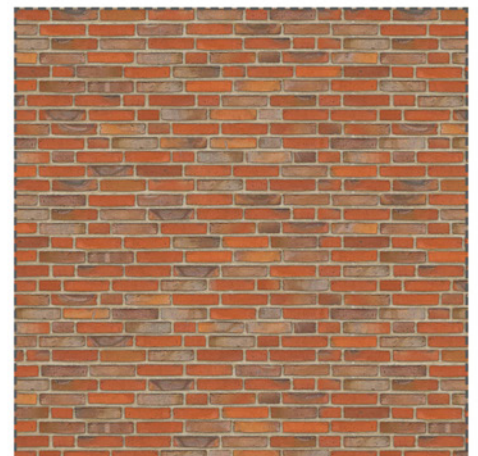
Glazing
~20%



Light Brick
~30%



Red Brick
~50%



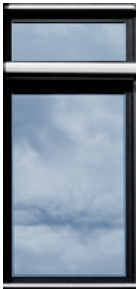
6. ILLUSTRATIVE CONCEPT

6.5 DESIGN DEVELOPMENT

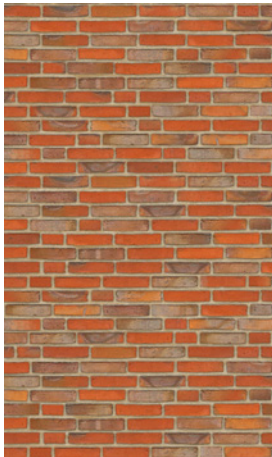
PROPORTIONS AND REPETITION

The articulation and proportions of the local context were assessed and are re-interpreted in the design of the Illustrative Scheme.

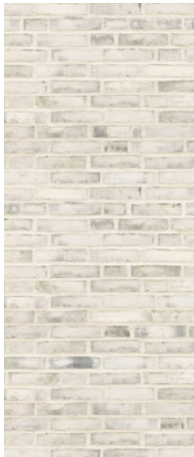
The roofscape follows the character observed in the centre of Reading and translates this into a contemporary design, with prominent gables connected to pitched roofs. These create a strong visual appearance marked by verticality and repetition.



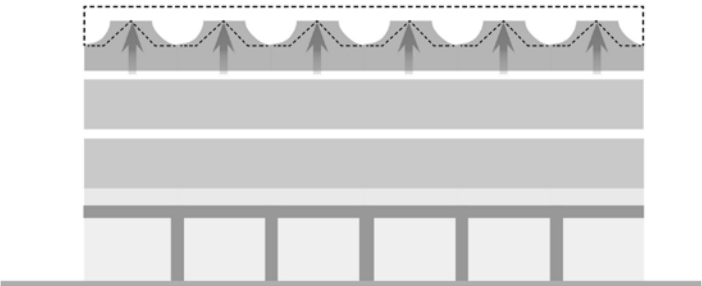
+



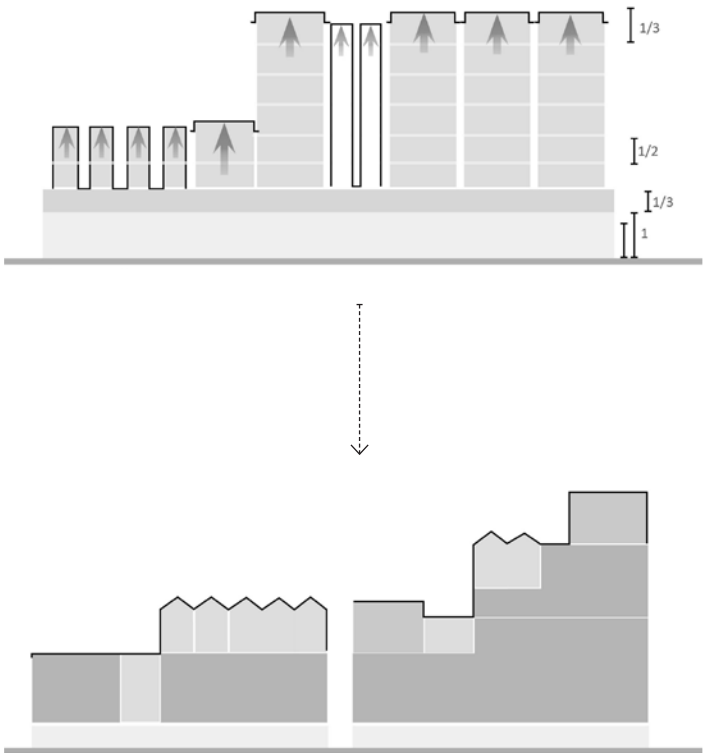
+

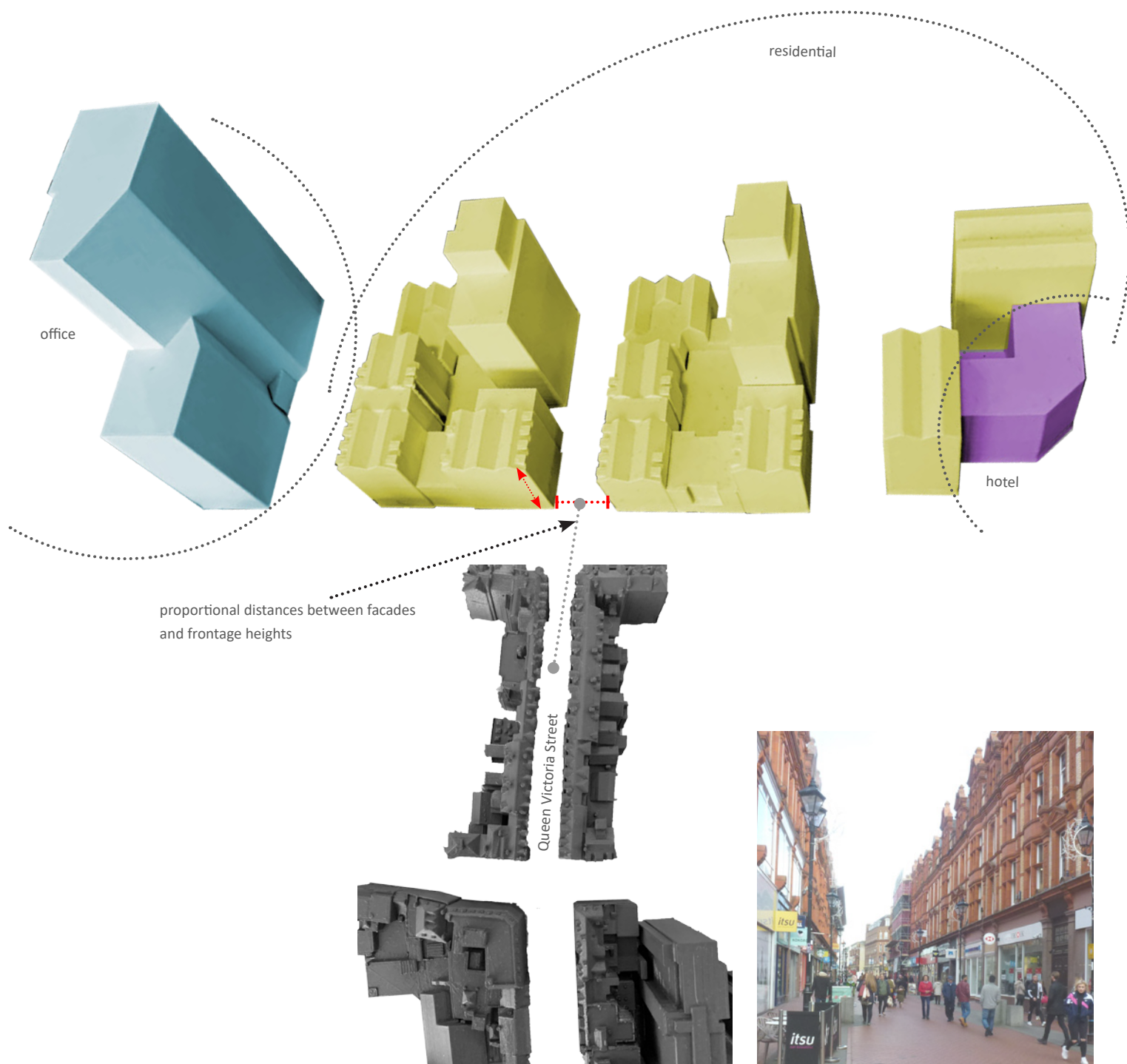


Local Precedent



Proposed

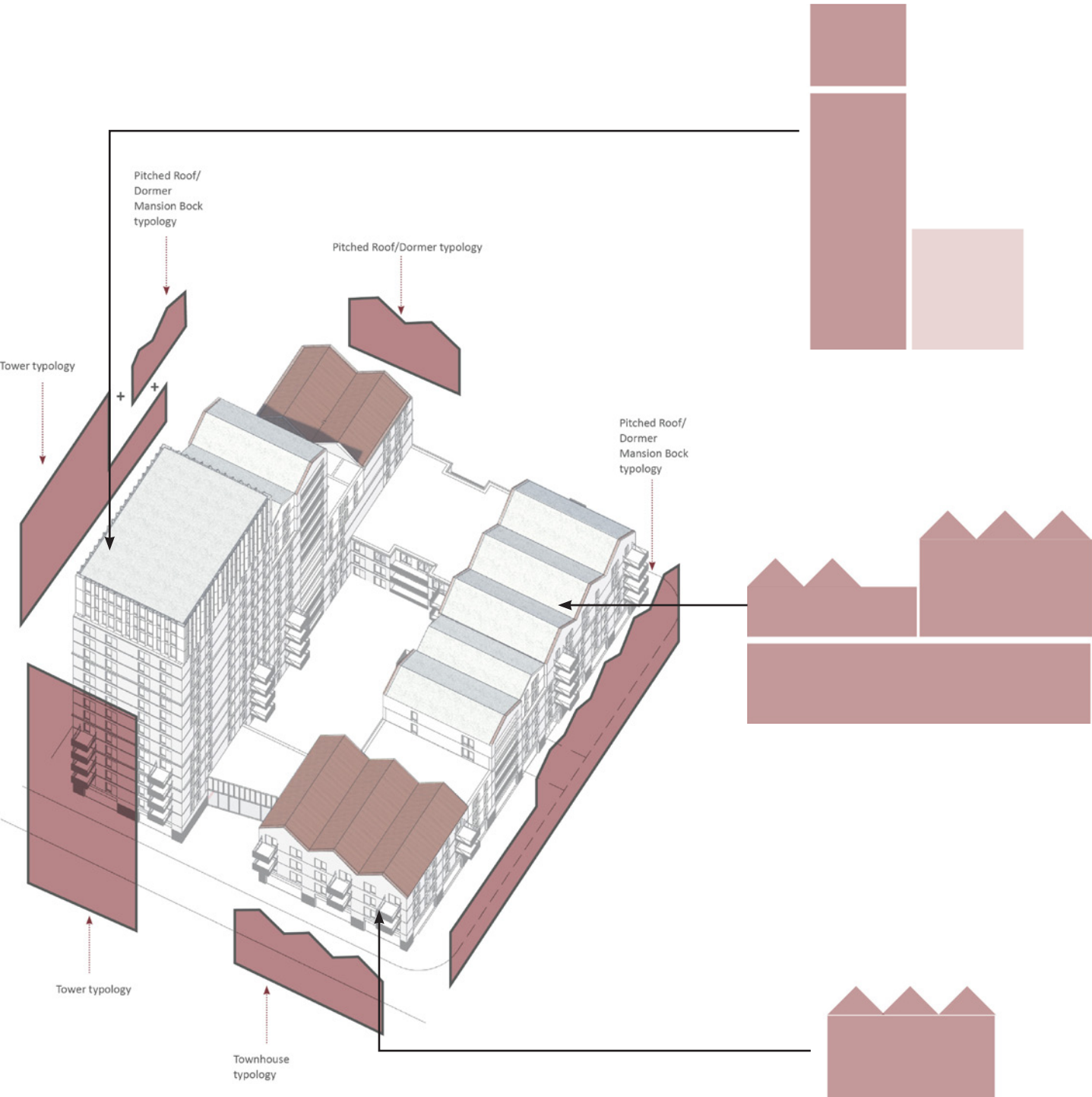


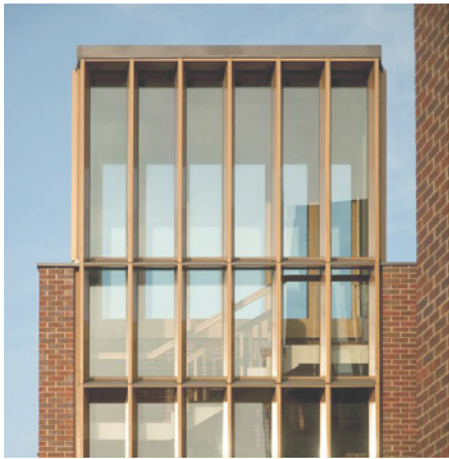


6. ILLUSTRATIVE CONCEPT

6.5 DESIGN DEVELOPMENT

MORPHOLOGY - ROOFS





6. ILLUSTRATIVE CONCEPT

6.6 ILLUSTRATIVE ELEVATIONS

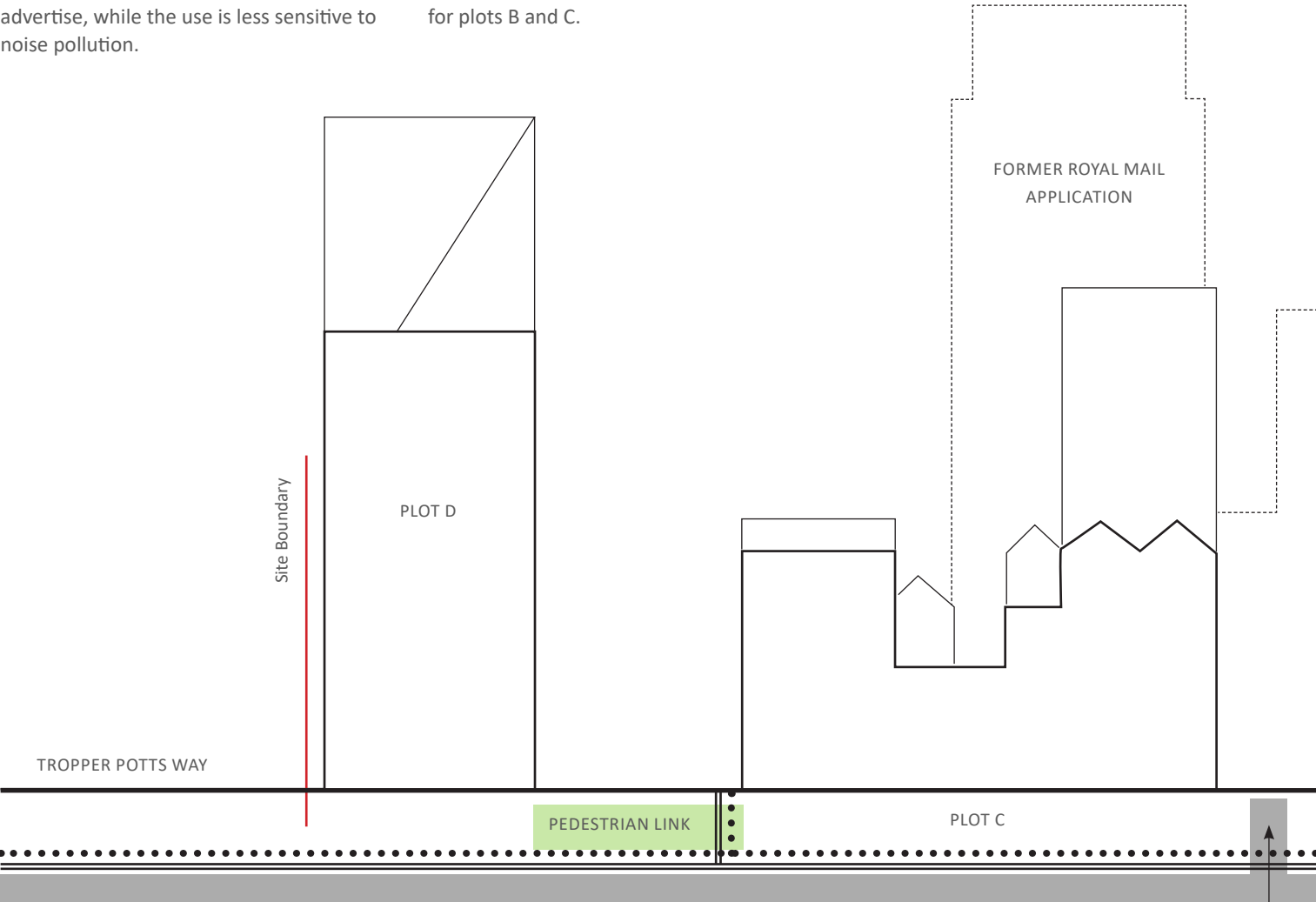
PLOT A - VASTERN ROAD

Plot A wraps around the site’s corner facing the busy junction between Caversham Road and Vastern Road. The location is considered appropriate for hotel accomodation.

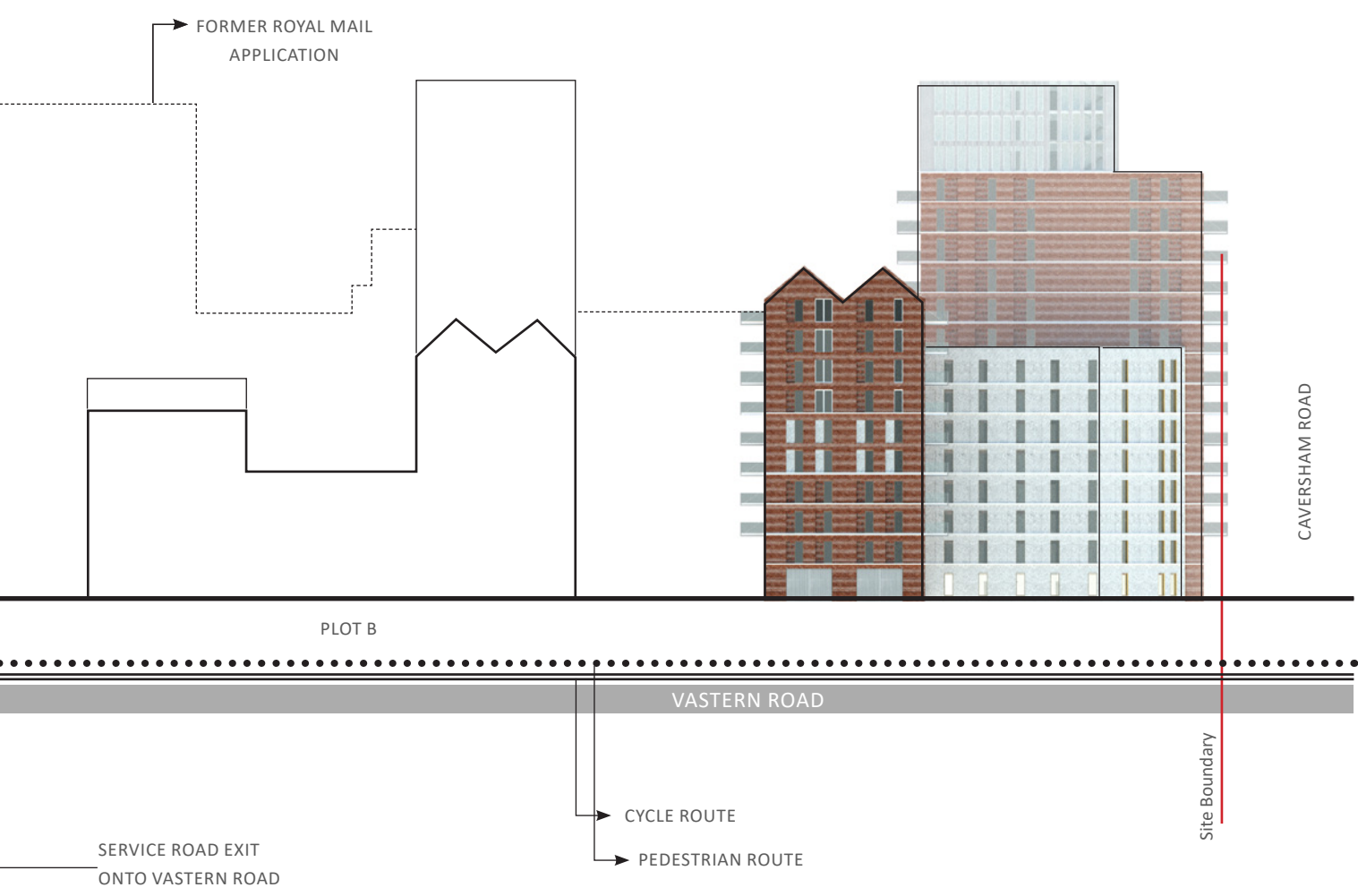
Here the building frontage can be used to advertise, while the use is less sensitive to noise pollution.

The gateway element is set against the warehouses opposite Vastern Road and in line with the other proposed tall buildings facing the Avenue on plots B and C.

Facing Vastern road, a taller element is placed in line with the roofscape proposed for plots B and C.



Proposed facade. Caversham Road-Vastern Road junction. Elevation facing Vastern Road



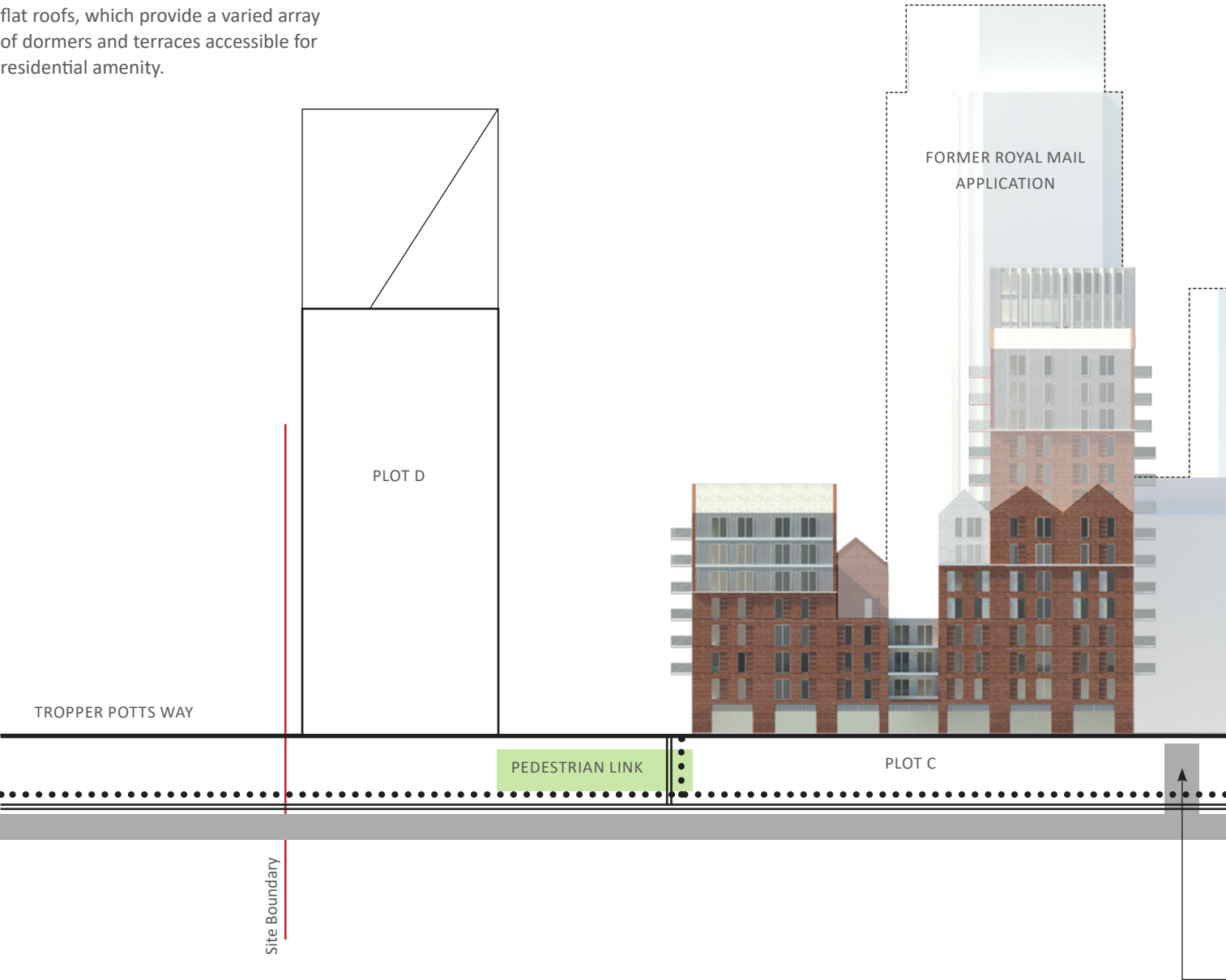
6. ILLUSTRATIVE CONCEPT

6.6 ILLUSTRATIVE ELEVATIONS

PLOTS B AND C - VASTERN ROAD

The frontage of the Perimeter Buildings facing Vastern Road is fragmented to allow for the recommended VSC level to be achieved to the opposite residential properties.

The roofscape is a mix of pitched and flat roofs, which provide a varied array of dormers and terraces accessible for residential amenity.



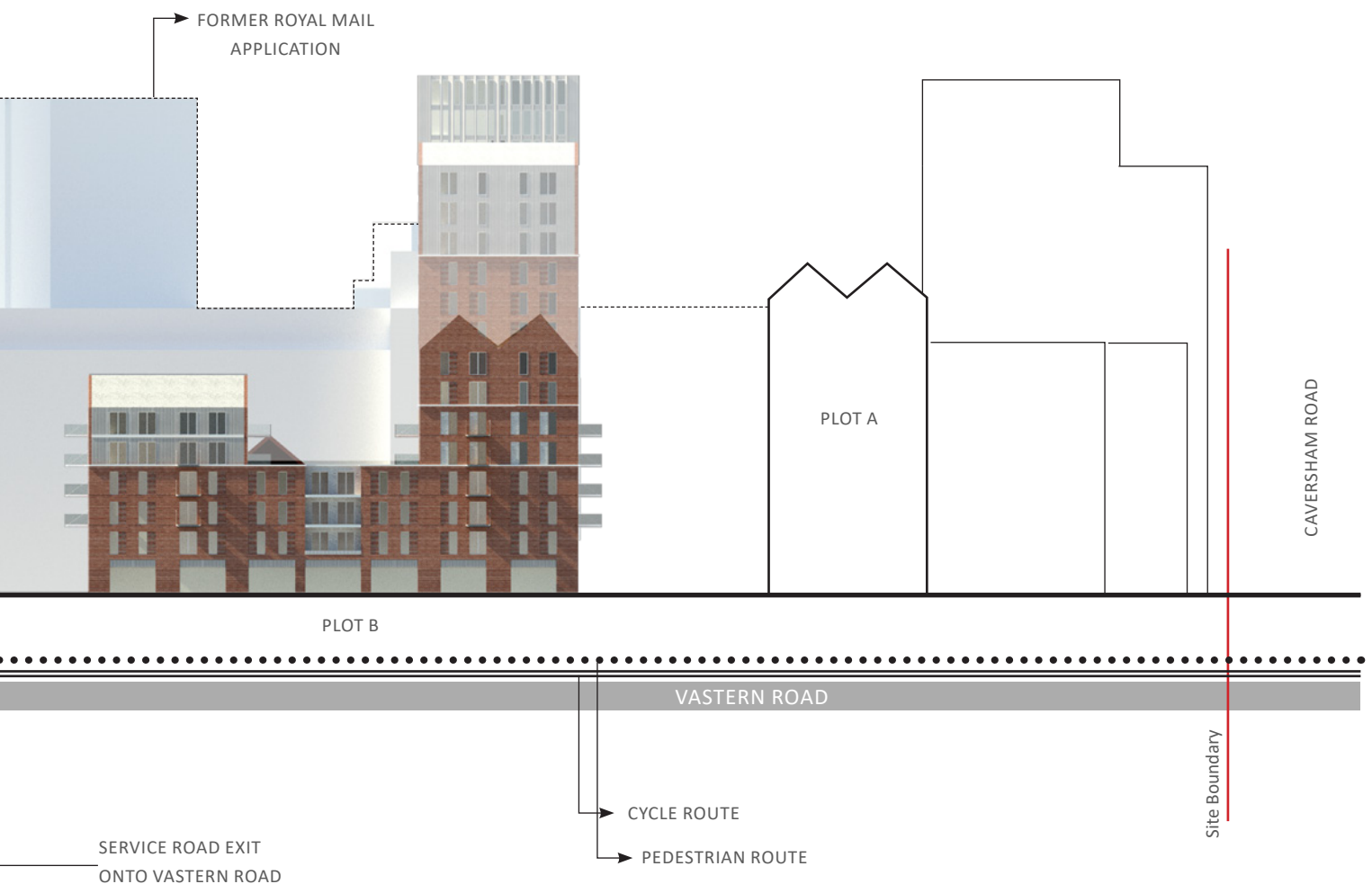


Articulation and materiality are consistently applied to the perimeter blocks to support the integration of all proposed buildings into a homogeneous development.

The gateway elements break the proportion rules set on the rest of the buildings, coming down to the ground. This helps to emphasise their verticality and slenderness.

For the buildings facing the Avenue between the two sites - Former Royal Mail and Reading Station Park - the approach to design proposes a 'townhouse' character on the southern corner which animates the frontage and blends with the wider area's character.

The proposed design mixes the townscape characteristic with the vertical repetition found on the contextual precedent of Queen Victoria Street.

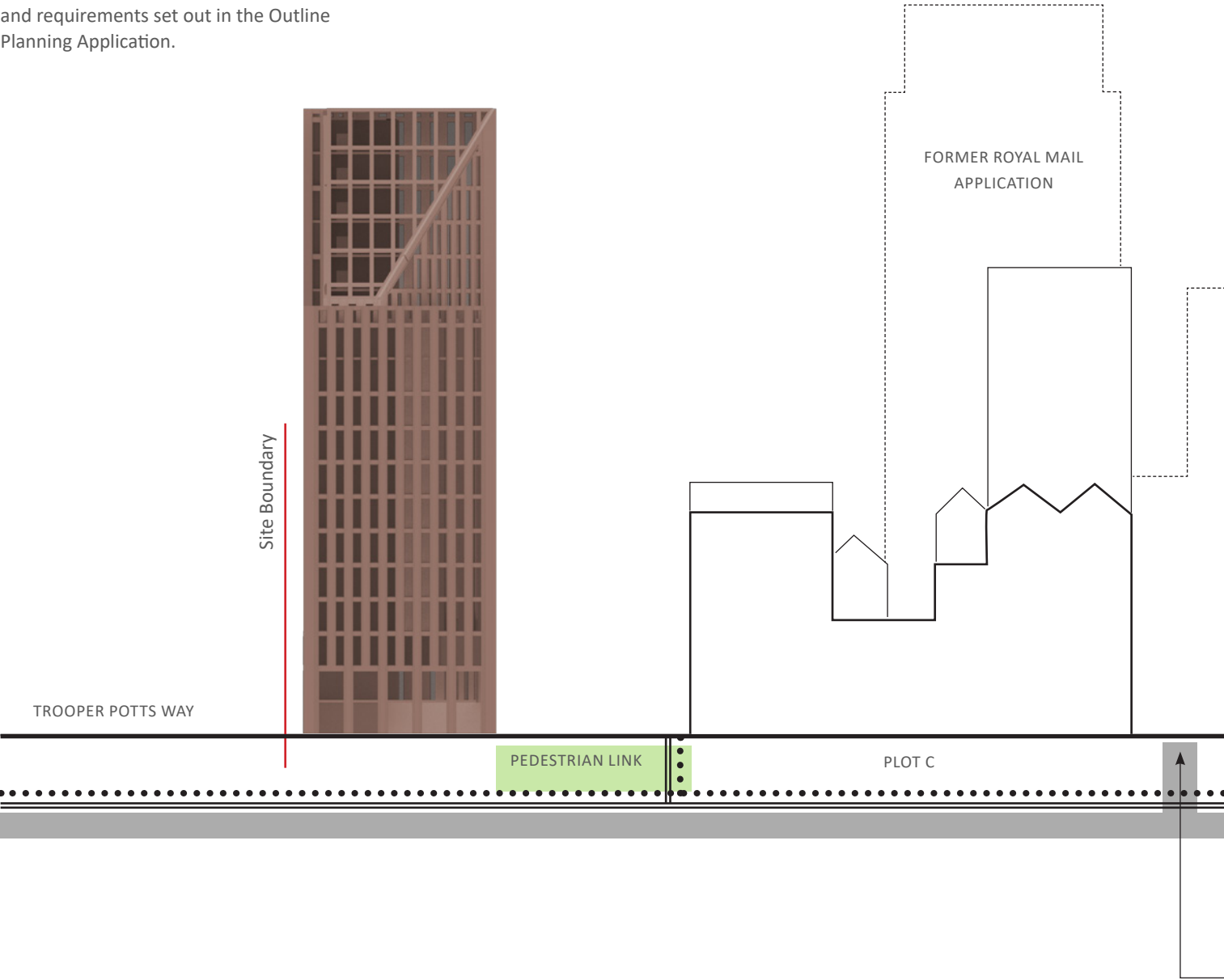


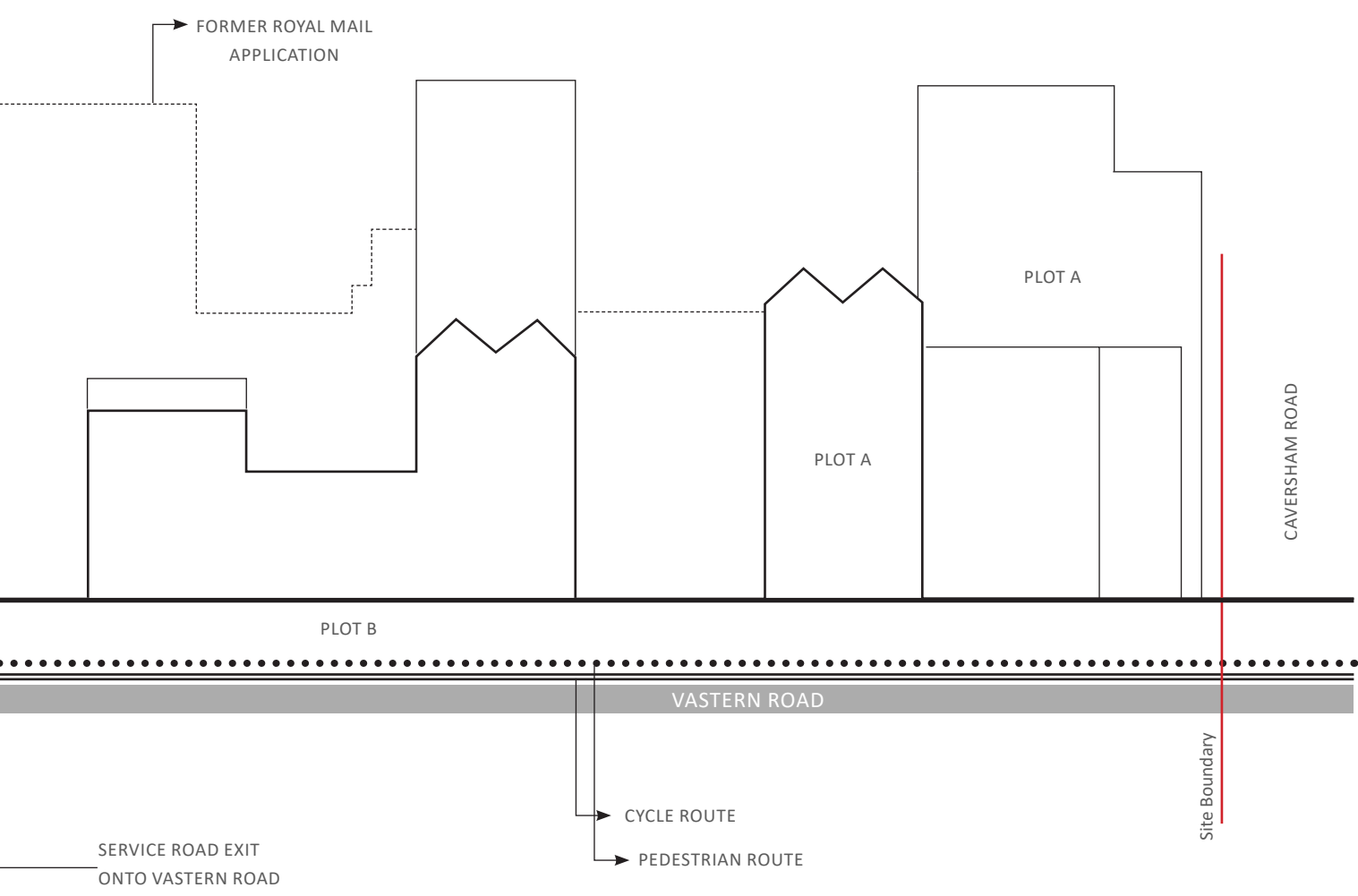
6. ILLUSTRATIVE CONCEPT

6.6 ILLUSTRATIVE ELEVATIONS

PLOT D - VASTERN ROAD

The Landmark building is proposed to serve office use. The scale and use require a different materiality to those used for the other plots. However, the tone and character of the building are required to be complementary to the other three plots, in keeping with the guidelines and requirements set out in the Outline Planning Application.



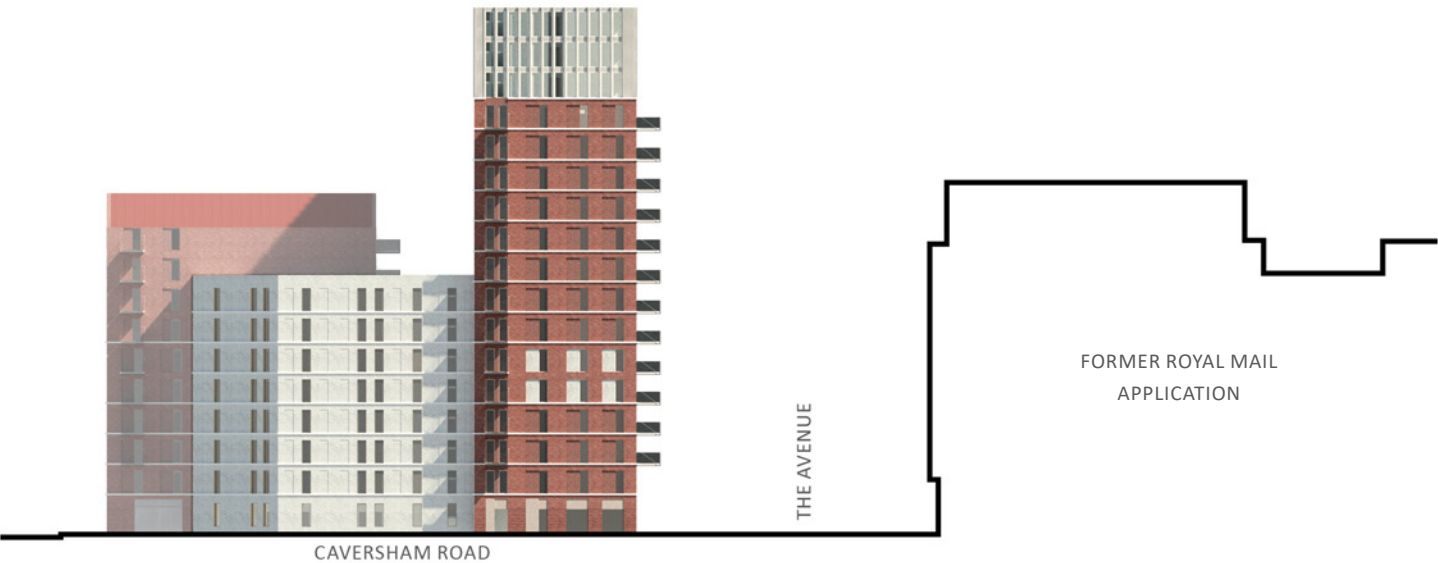


6. ILLUSTRATIVE CONCEPT

6.6 ILLUSTRATIVE ELEVATIONS

PLOT A DEVELOPMENT

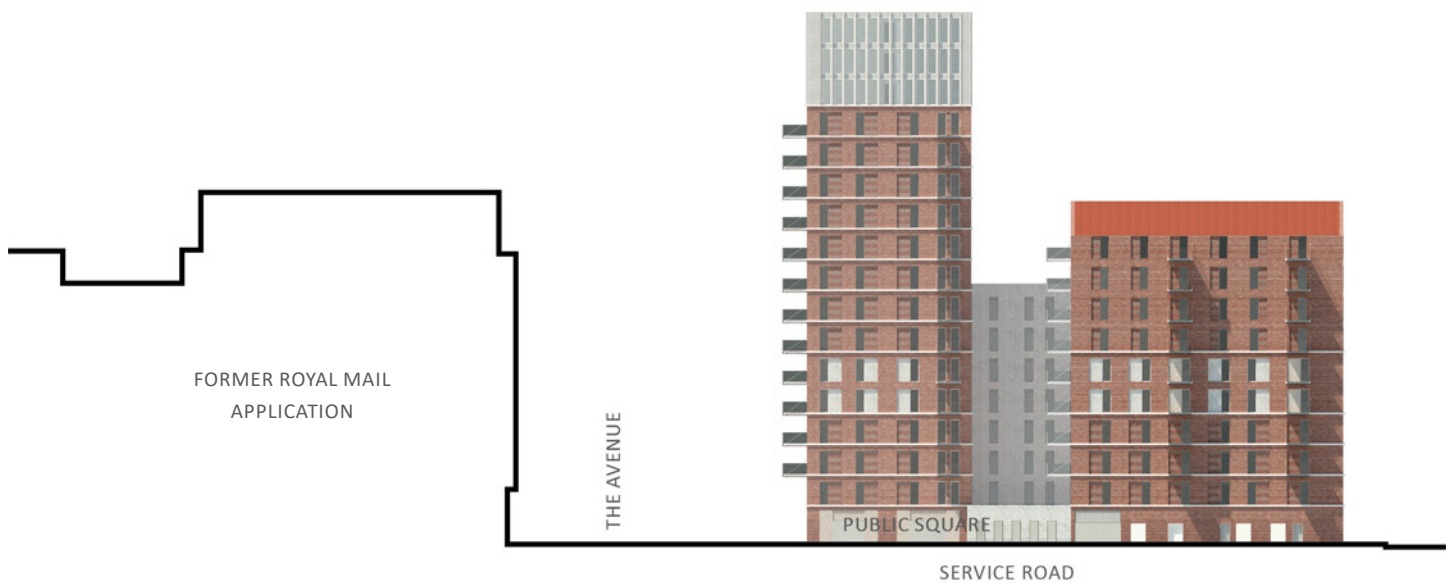
The illustrations below show suggested elevations for the proposed building on Plot A.



AA - Proposed facade. Elevation facing Caversham Road



BB - Proposed facade. Elevation facing the Avenue



CC - Proposed facade. Elevation facing public square

6. ILLUSTRATIVE CONCEPT

6.6 ILLUSTRATIVE ELEVATIONS

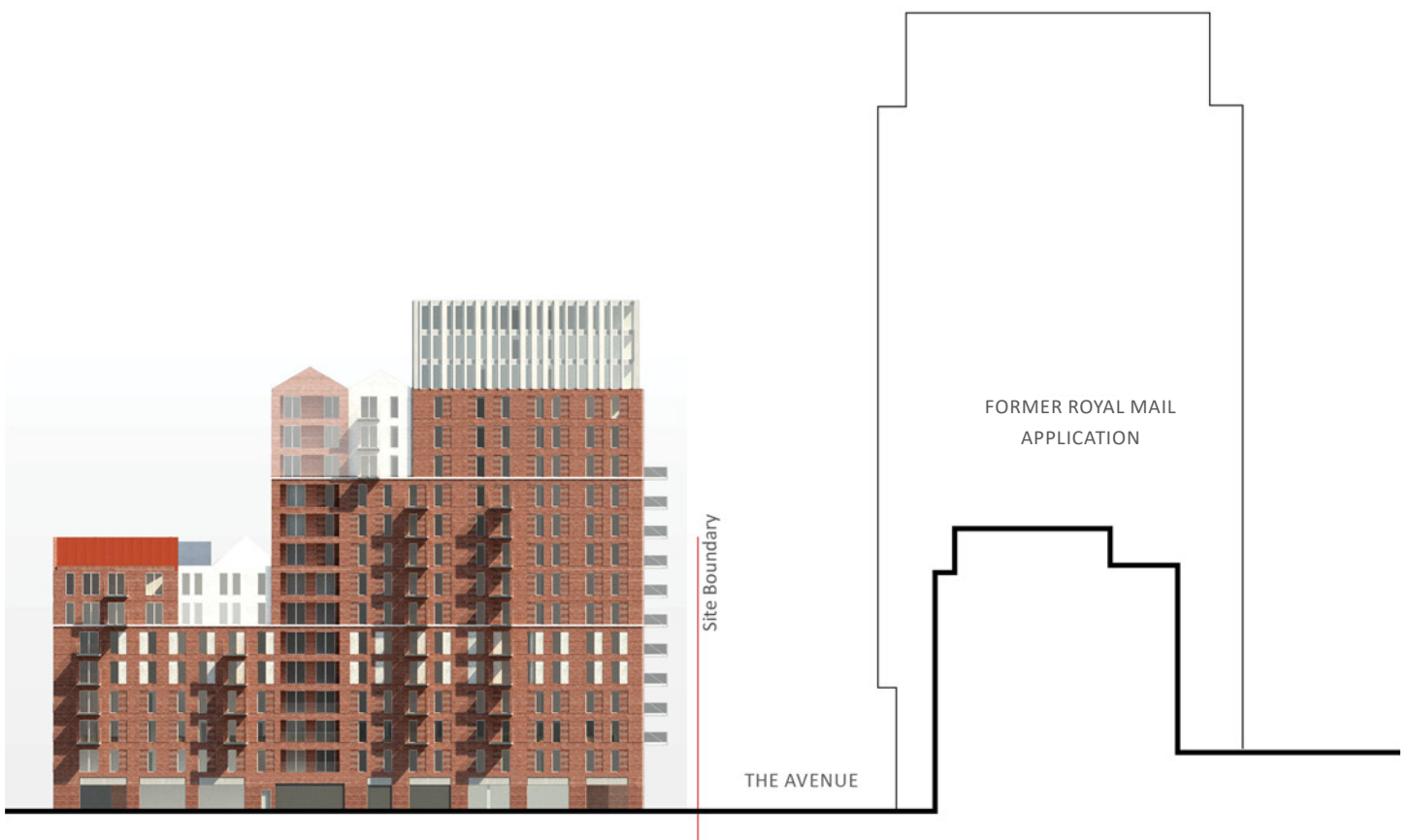
PERIMETER BUILDINGS - PLOT B AND PLOT C

The illustrations below show suggested elevations for the proposed buildings on Plot B and C.





BB - Proposed facade. Plot C. SE elevation



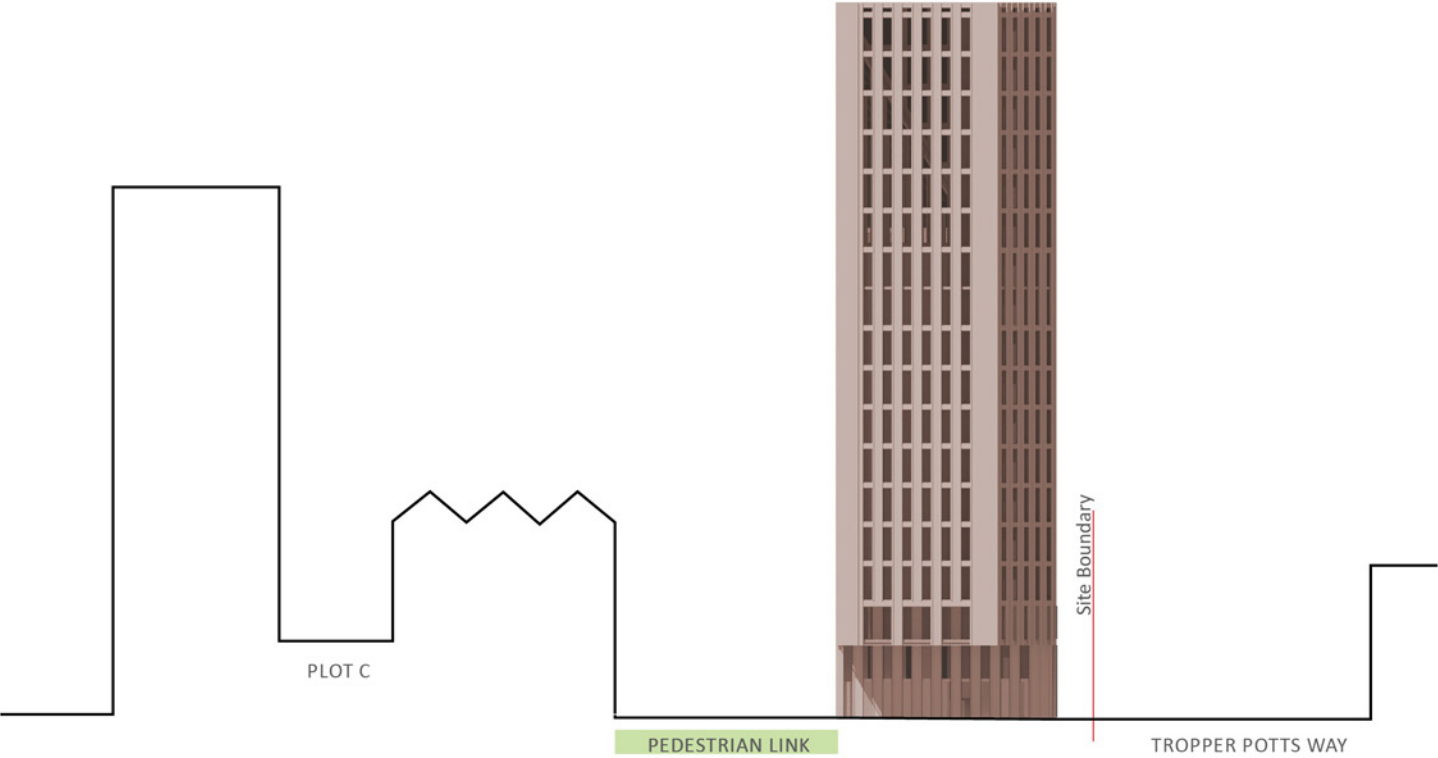
CC - Proposed facade. Plot C. NW elevation

6. ILLUSTRATIVE CONCEPT

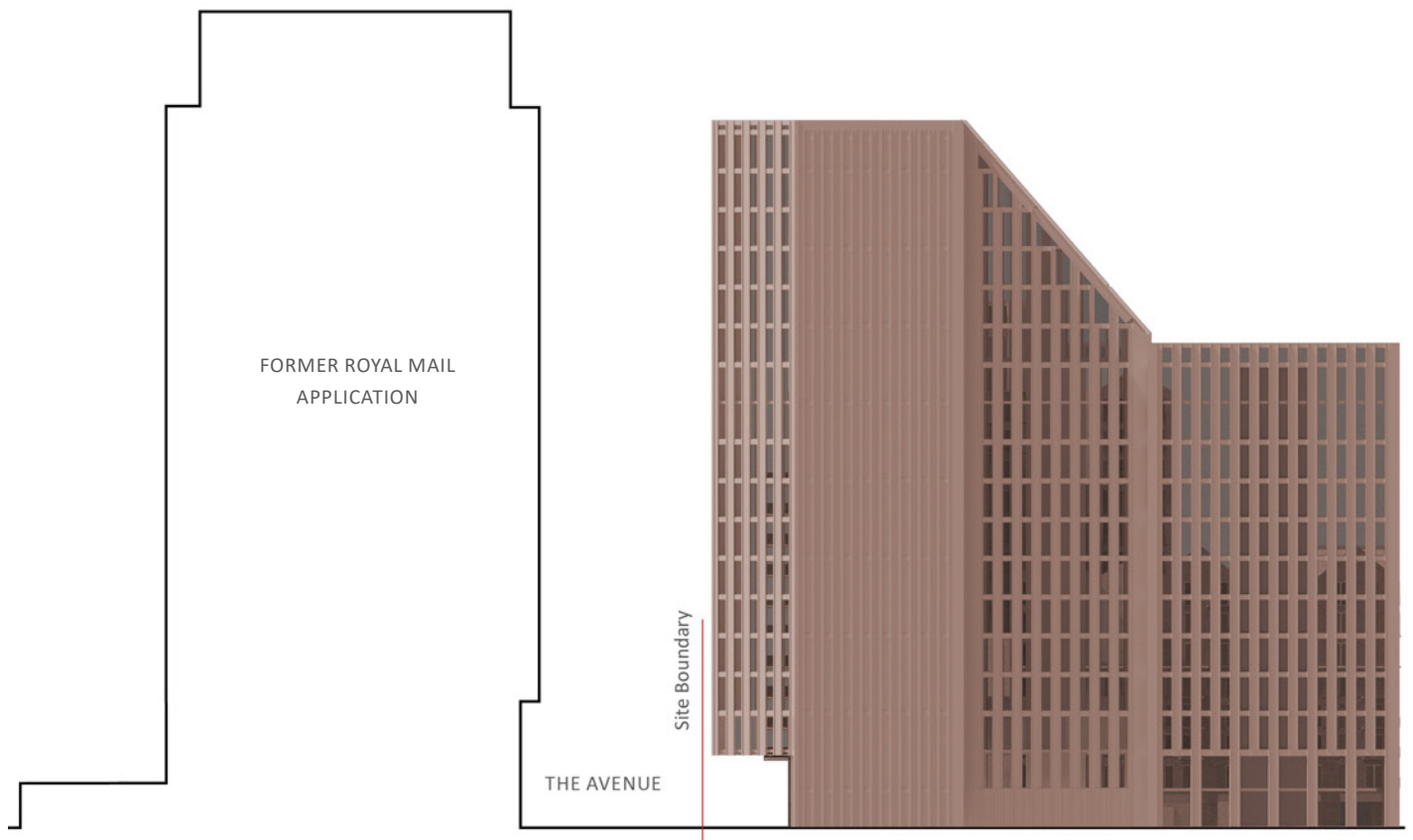
6.6 ILLUSTRATIVE ELEVATIONS

PLOT D

The illustrations below show suggested elevations for the proposed building on Plot D.



AA - Proposed facade. Local Landmark. Elevation facing Station Square



BB - Proposed facade. Local Landmark. Elevation facing Tropper Potts Way





6. ILLUSTRATIVE CONCEPT

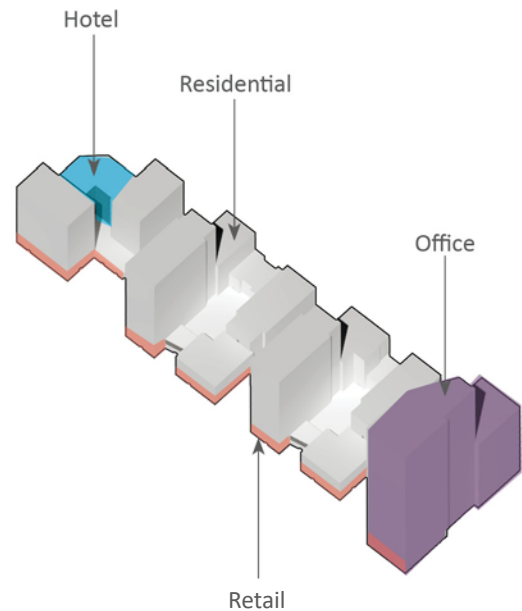
6.7 USE

ILLUSTRATIVE SCHEDULES

1 Bed 2P	1 Bed 2Pw	2 Bed 3Pw	2 Bed 4P	2 Bed 4Pw	3 Bed 5P	Studio 1P	TOTAL
No.	No.	No.	No.	No.	No.	No.	No.
9	16	16	62	0	16	0	119
56	1	2	83	7	22	34	205
81	1	4	86	11	23	32	238
146	18	22	231	18	61	66	562
26.0%	3.2%	3.9%	41.1%	3.2%	10.9%	11.7%	100.0%

164	271	61	66	562
29.2%	48.2%	10.9%	11.7%	100.0%

TOTAL GROSS AREAS	GIA / NSA PROPOSED			
	GEA		GIA	
	sq m	sq ft	sq m	sq ft
Residential	52120.1	561,021	48772.9	524,991
Office	16442.0	176,982	21668.1	233,235
Hotel	5270.2	56,728	5008.4	53,910
Retail A1/A3	3229.4	34,761	3009.6	32,395
TOTAL	77061.7	829492	78459.0	844,533



GROUND FLOOR USE DISTRIBUTION

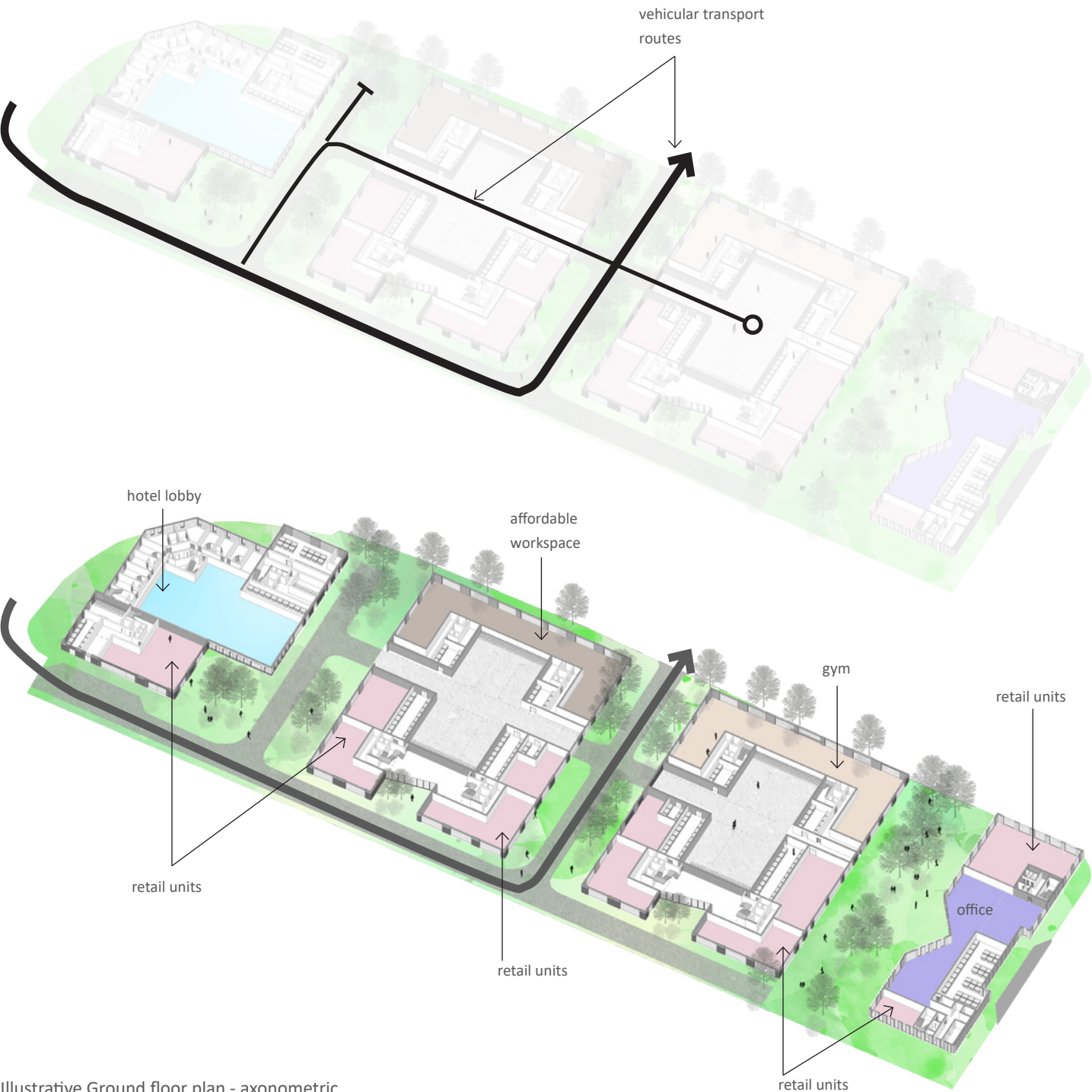


Illustrative Ground floor plan

6. ILLUSTRATIVE CONCEPT

6.7 USE

GROUND FLOOR USE SERVICING AND ACTIVE FRONTAGE STRATEGY



Illustrative Ground floor plan - axonometric



Illustrative Ground floor plan - axo





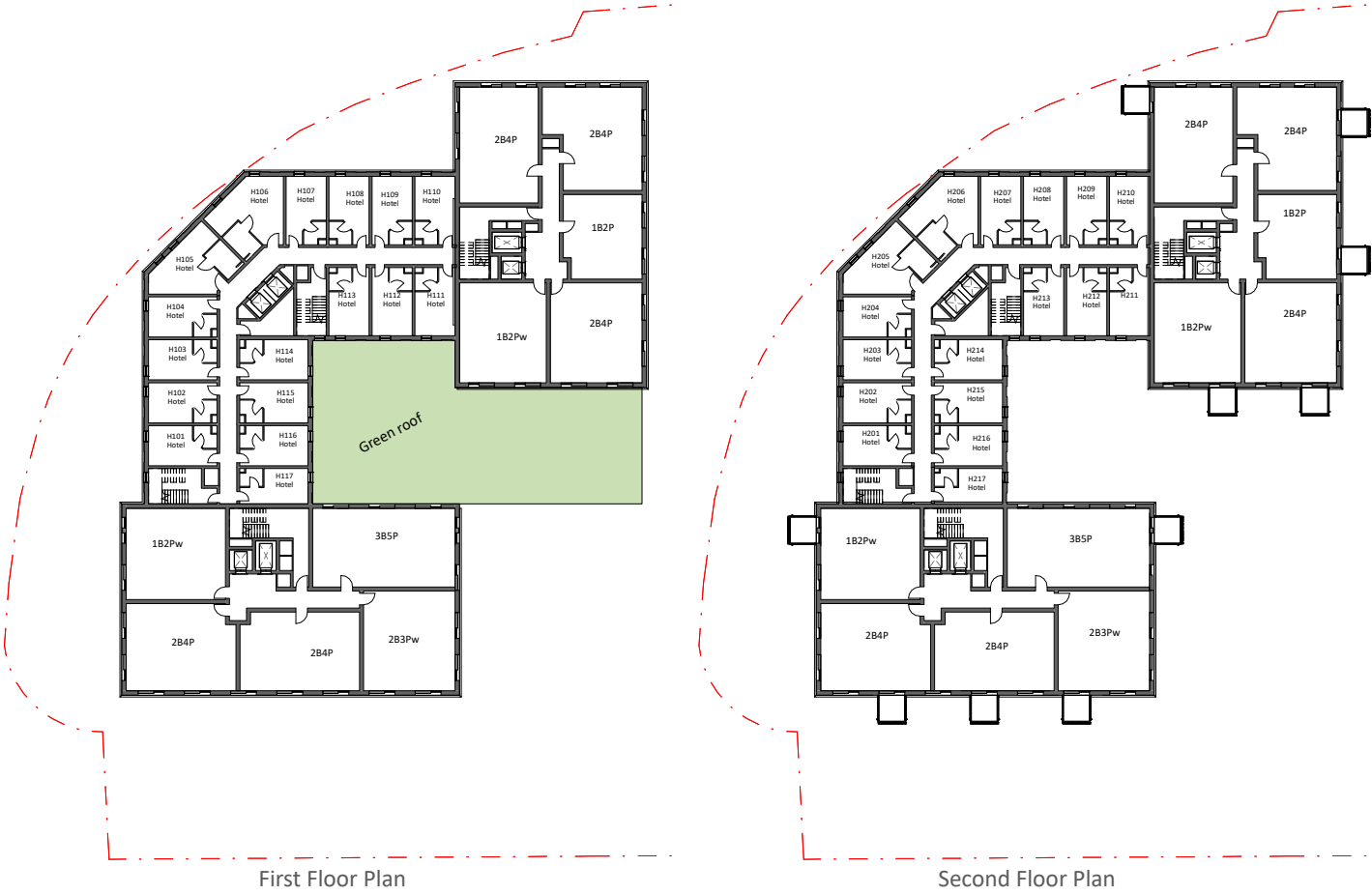
6. ILLUSTRATIVE CONCEPT

6.8 ILLUSTRATIVE CONCEPT FLOORPLANS

PLOT A GROUND FLOOR PLAN



PLOT A TYPICAL FLOOR PLANS



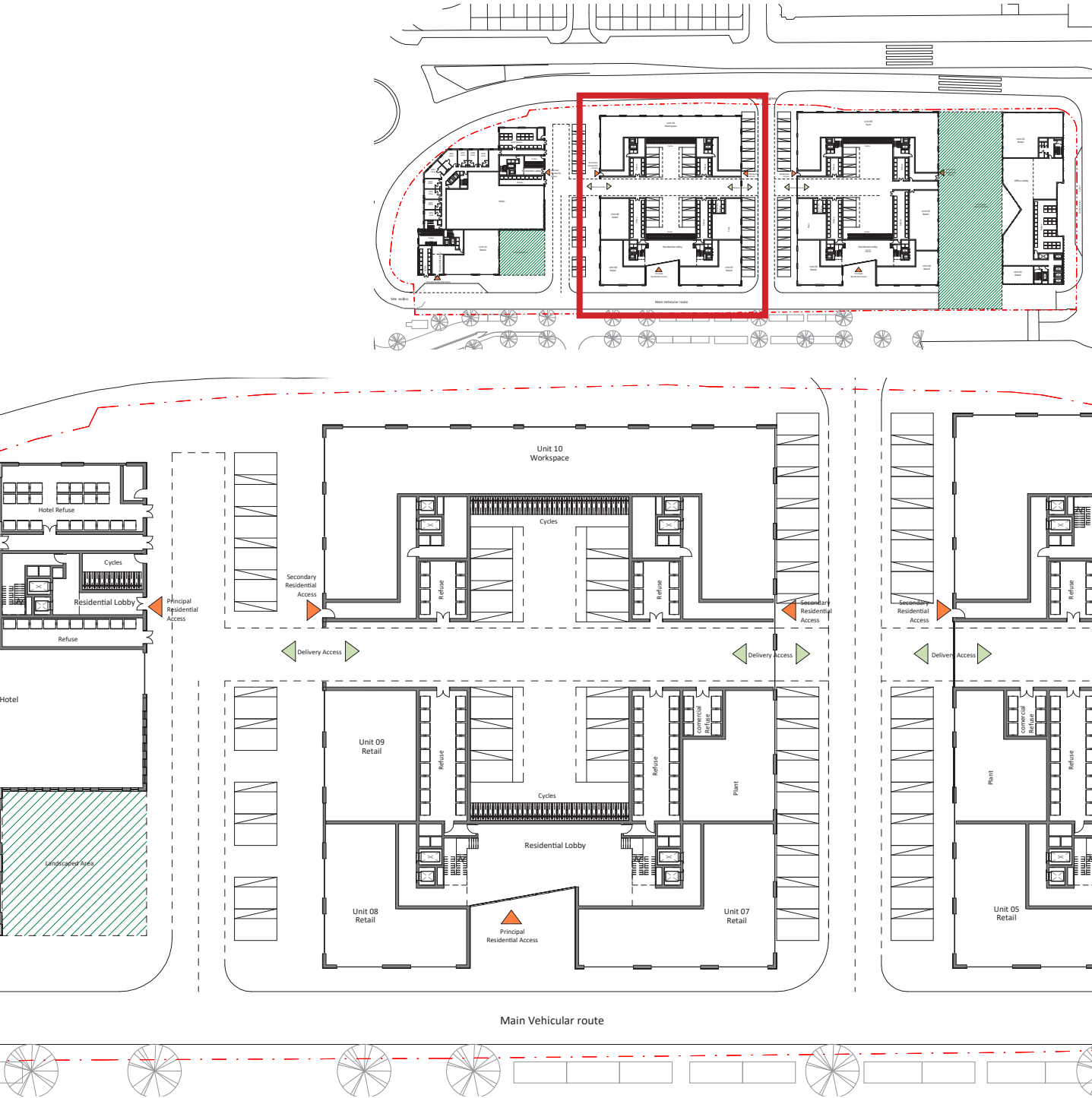




6. ILLUSTRATIVE CONCEPT

6.8 ILLUSTRATIVE CONCEPT FLOORPLANS

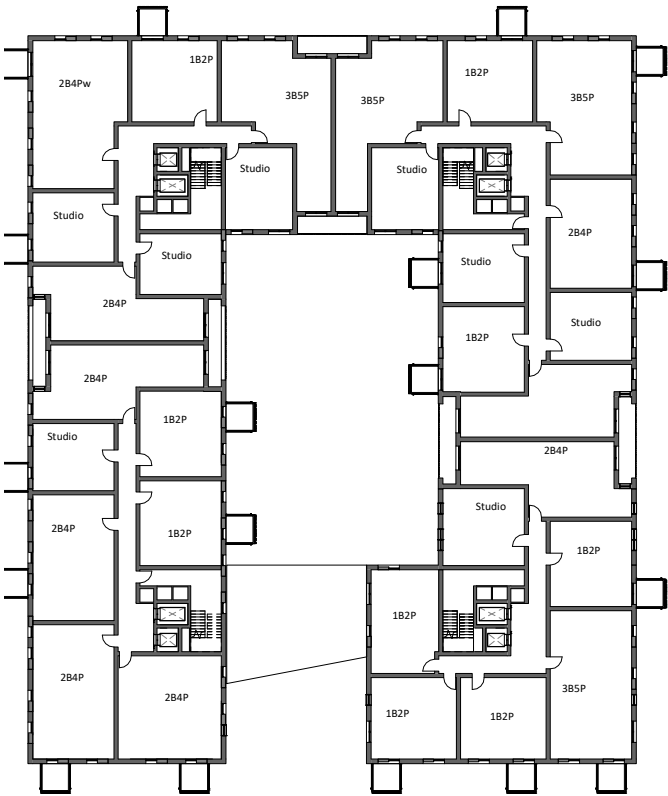
PLOT B GROUND FLOOR PLAN



PLOT B TYPICAL FLOOR PLANS



First Floor Plan



Second Floor Plan

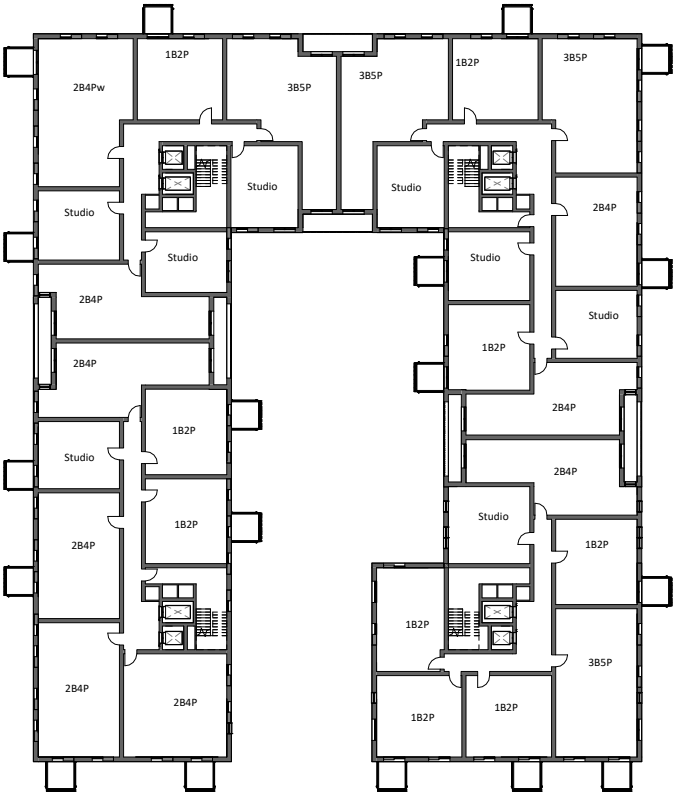




6. ILLUSTRATIVE CONCEPT

6.8 ILLUSTRATIVE CONCEPT FLOORPLANS

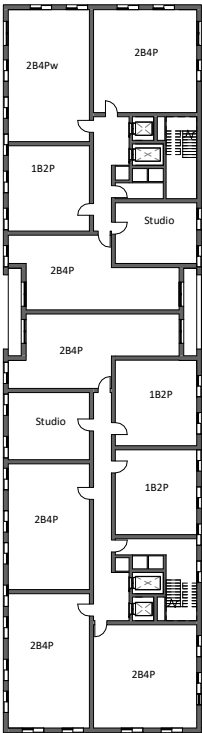
PLOT B TYPICAL FLOOR PLANS(CONTINUED)



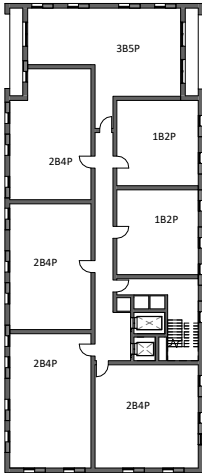
Third Floor Plan



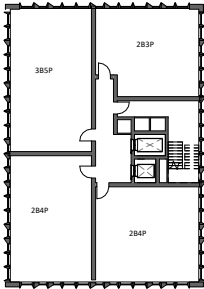
Fourth Floor Plan



Seventh Floor Plan



Typical Upper Floor Plan



Typical Top Floor Plan





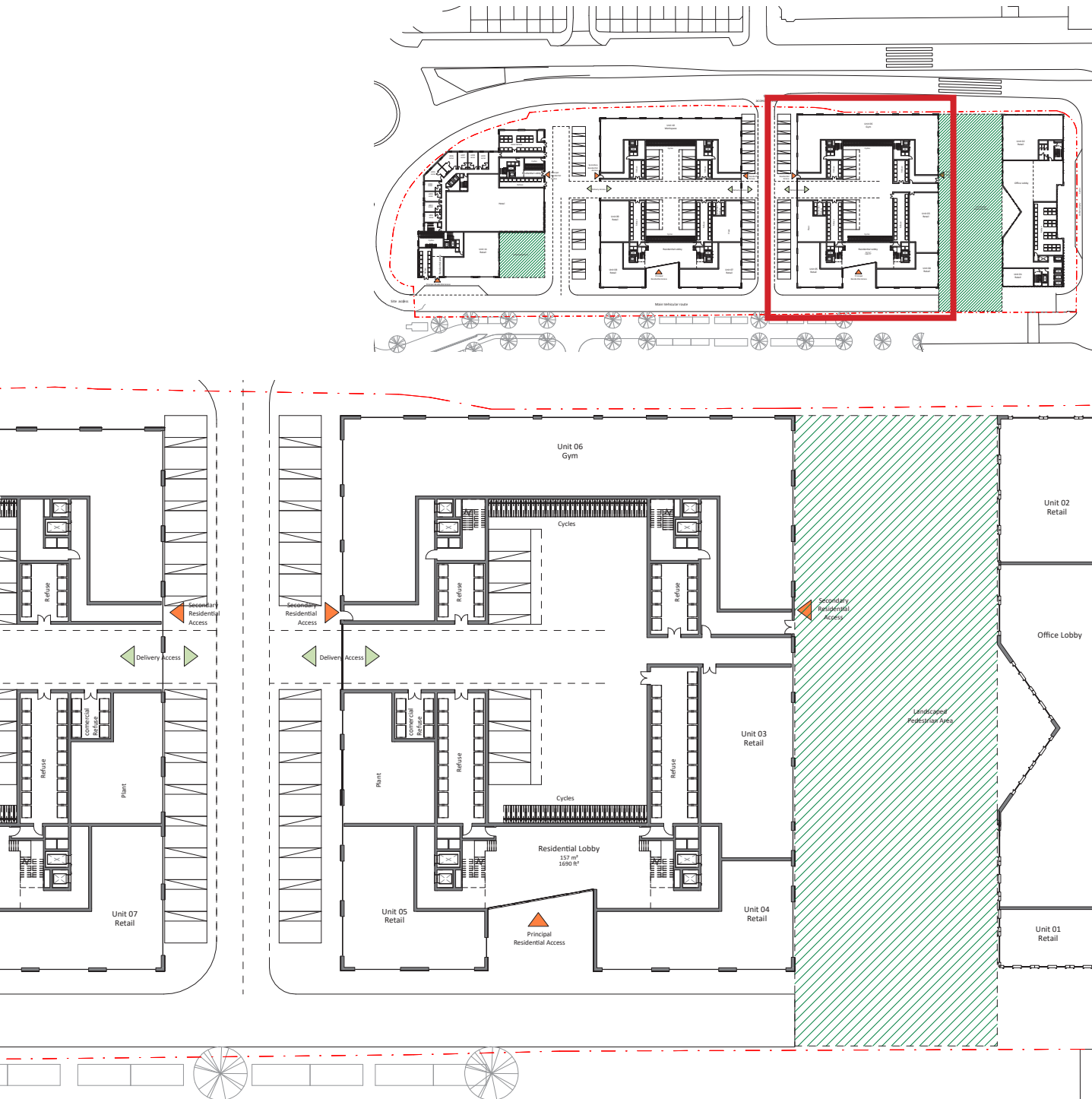




6. ILLUSTRATIVE CONCEPT

6.8 ILLUSTRATIVE CONCEPT FLOORPLANS

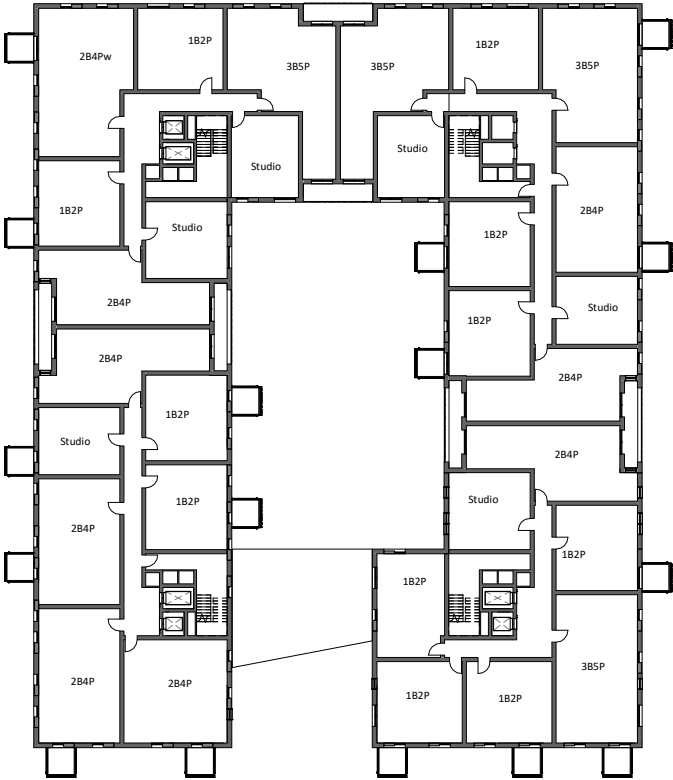
PLOT C GROUND FLOOR PLAN



PLOT C TYPICAL FLOOR PLANS



First Floor Plan



Typical Upper Plan

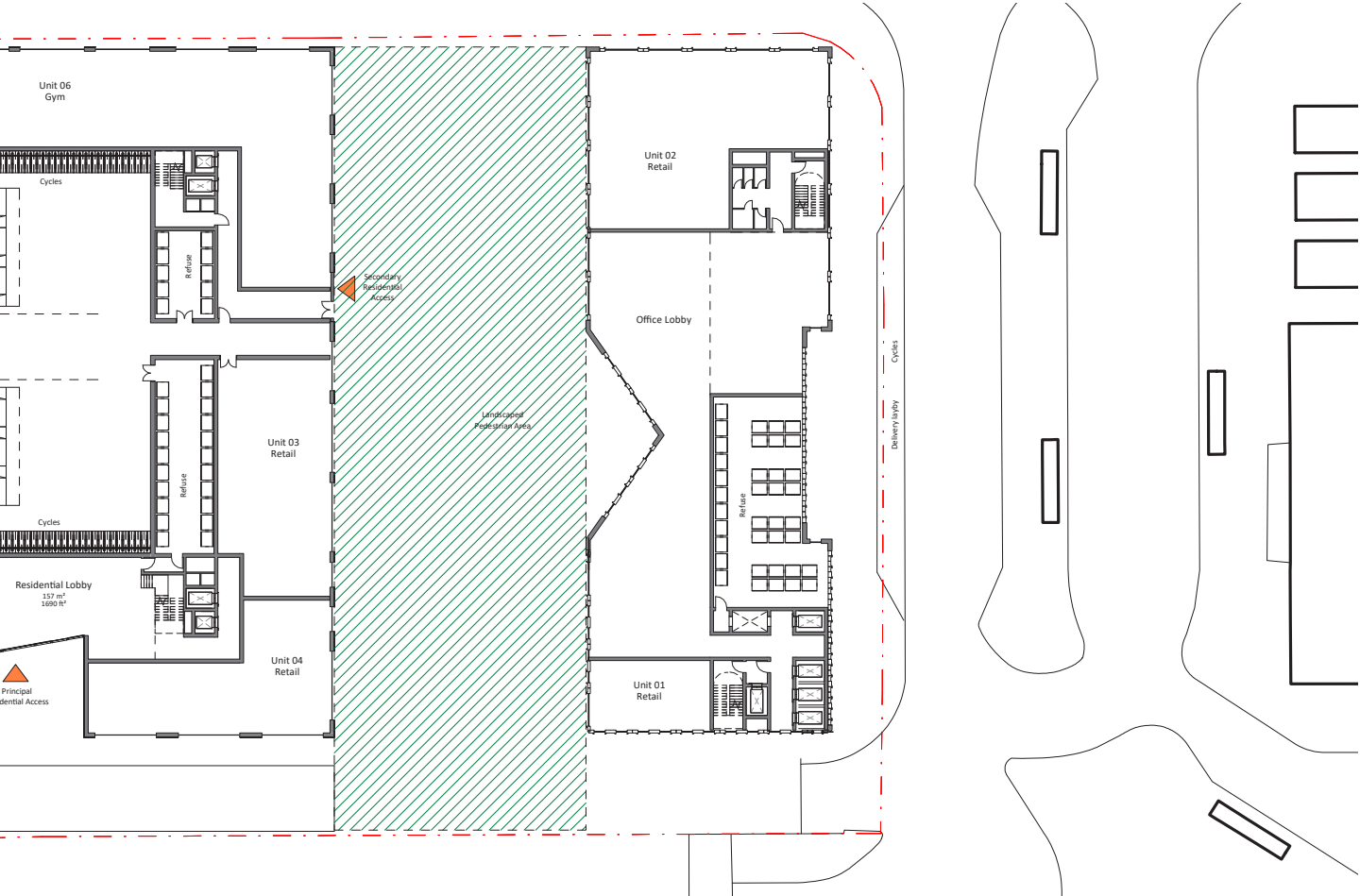
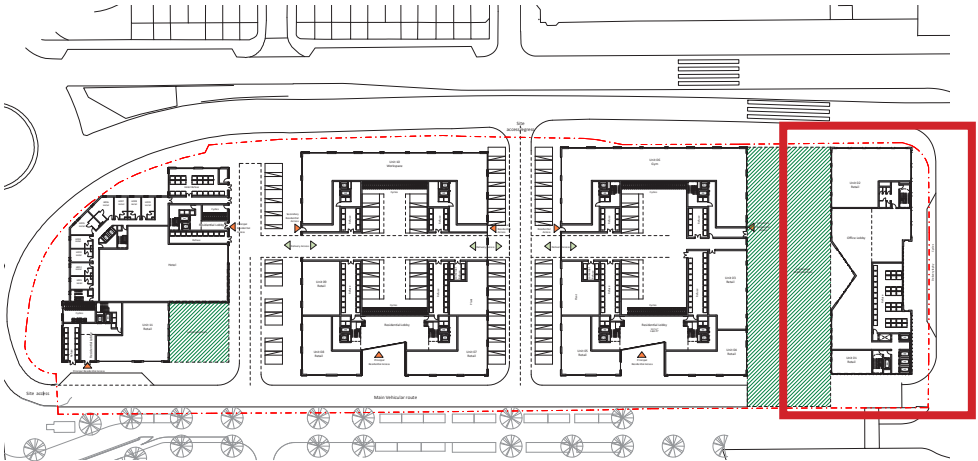


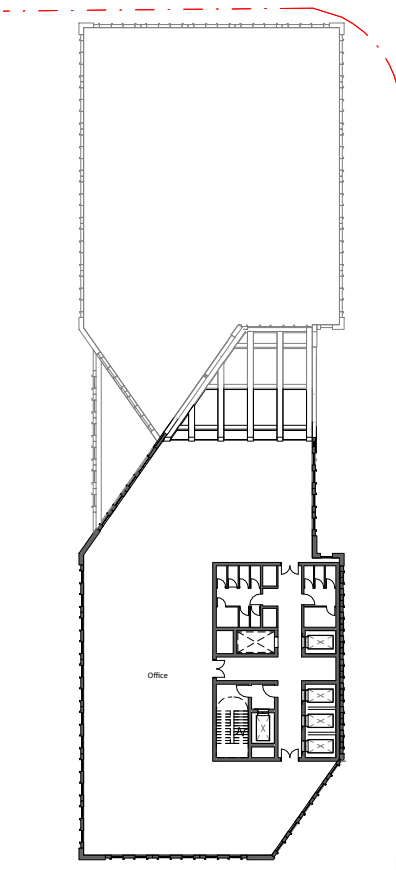


6. ILLUSTRATIVE CONCEPT

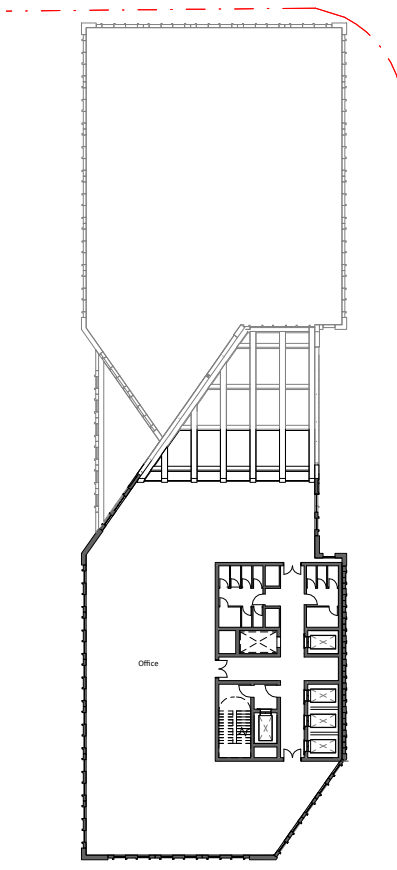
6.8 ILLUSTRATIVE CONCEPT FLOORPLANS

PLOT D GROUND FLOOR PLAN

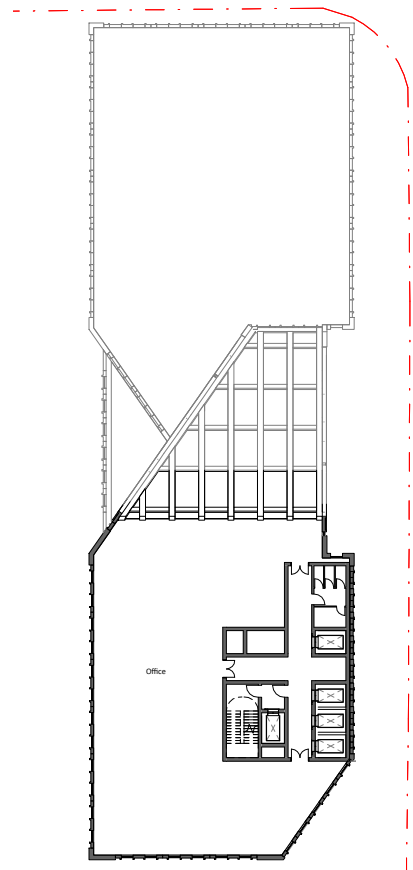




Fifteenth Floor Plan



Sixteenth Floor Plan



Seventeenth Floor Plan







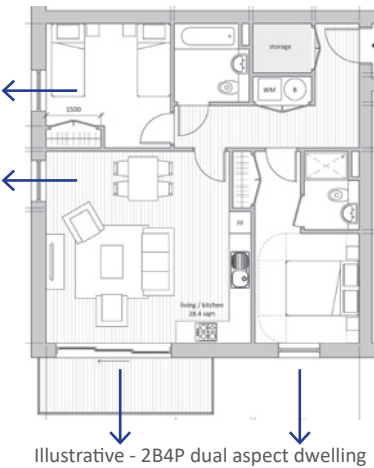
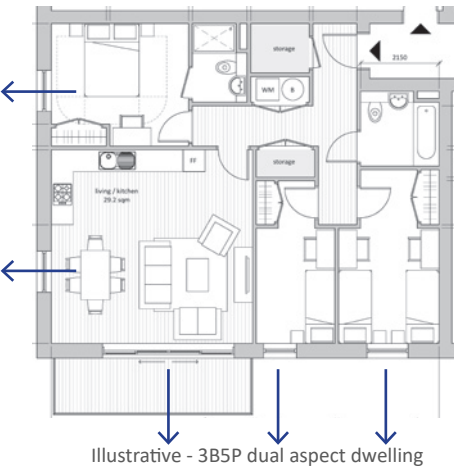


6. ILLUSTRATIVE CONCEPT

6.9 RESIDENTIAL QUALITY

Typically, residential blocks have central corridors linking flats on either side. The vertical circulation cores (typically with two lifts and fire access stairs) are located centrally within each block, mostly in the locations least suitable for habitable spaces. Each circulation core serves 6 to 9 flats per floor.

The use of simple layouts and repetition of a relatively small number of different dwelling types ensures the viability of the scheme. On the other hand, the envelope design provides variation and contrast through the use of different materials, fenestration patterns, and façade details.



The illustration below demonstrates that a design developed within the rules specified in the Parameter Plans could achieve over 40% dual aspect dwellings at the desired density.

North facing single aspect units could be avoided through layout and design.

A desirable density could be achieved without exceeding a maximum of 9 dwellings per core.



6. ILLUSTRATIVE CONCEPT

6.10 REFUSE STRATEGY

It is proposed that collection of both domestic and commercial refuse and recycling will be accessed from each core. Collection points have been indicated on the diagram opposite where refuse and recycling bins can be towed by a refuse operative on collection day, disposed of, and the bins towed back to designated bin areas located within the ground floor of the individual blocks.

As with car movements, it is proposed that refuse and recycling lorry movements are accommodated along the proposed routes on the site, with no requirement for vehicles to track across defined public accessible spaces - again illustrated on the diagram opposite.

Delivery vehicles serving Plot D will use the lay-by area to the east of the building. Delivery vehicles serving Plot A will use the lay-by area to the south of the building which will also provide a drop-off and pick-up point for the hotel retail servicing.

More detailed access arrangements for the individual blocks will be described at reserved matters.



KEY



residential refuse storage



retail refuse storage



hotel refuse storage



lay-by, collection access

6. ILLUSTRATIVE CONCEPT

6.11 FIRE STRATEGY

Movement for a fire engine could be accomodated along the proposed main and secondary roads. In addition a shared surface access allows for the fire engine to access the 'green link'.

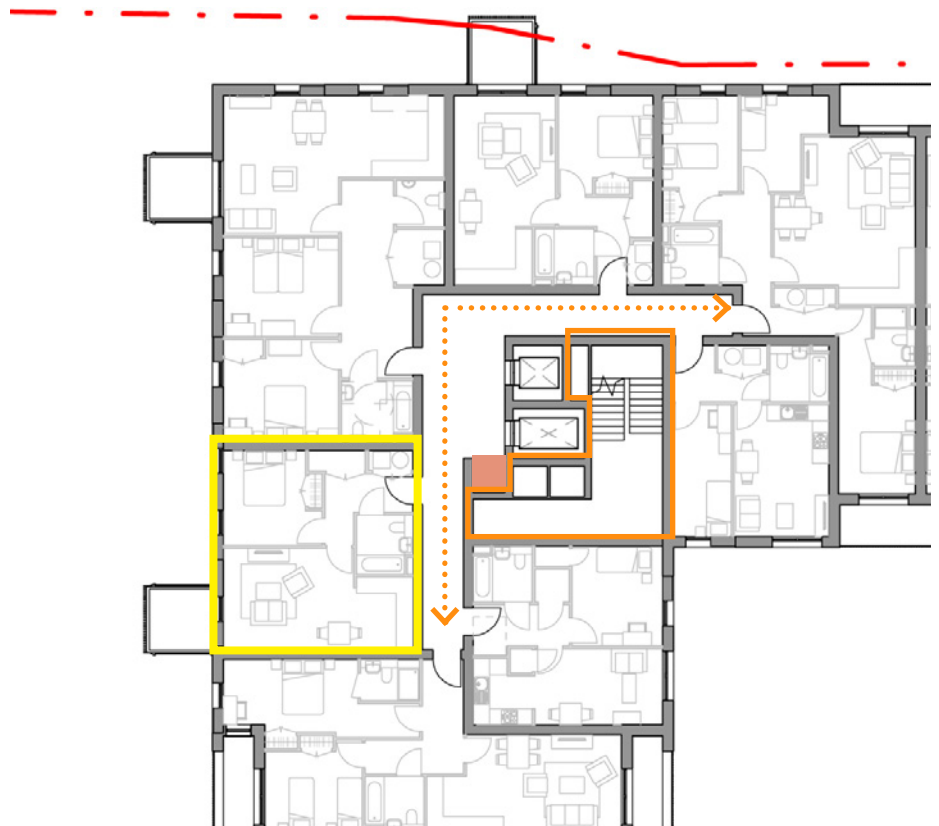
- Central street
- Temporary access
- Fire engine movement
- Residential block entrance



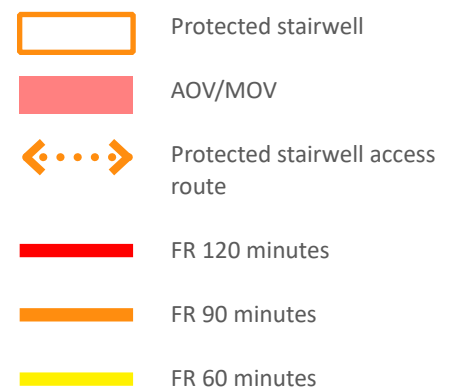
Illustrative scheme - Ground Floor Plan

The following measures will be considered within the Illustrative Scheme:

- The fire resistance (FR) of the main structural elements will be 60 minutes; including partition walls between flats, partitions between flats and common corridor, and also walls enclosing protected stairs.
- All apartment entrance doors will need to be FD30 rated and self-closing.
- Apartments will be provided with protected entrance halls (FR30 walls and FD20 fire doors) and travel distances in the protected halls will be no more than 9m.
- A dry riser will be installed in the stair with outlets at each floor level. At ground level these will at all points be visible and within 18m of a fire appliance access location.
- Smoke ventilation will be required within the protected common corridor. The smoke ventilation in this protected lobby will be via a 1.5sqm AOV shaft; or a 0.6sqm mechanical smoke shaft.
- The dead-end corridors with a travel distance of no more than 7.5m do not require smoke ventilation where there is an additional smoke ventilated lobby to the stair.
- Sprinklers will be provided for all cores.



Illustrative scheme - Indicative core



6. ILLUSTRATIVE CONCEPT

6.12 SECURED BY DESIGN

The project has appointed Toren Consulting Ltd as Security Design Consultant. Toren’s role includes providing a Security Needs Assessment (SNA) report in support of the Reading Station Park BREEAM Assessment.

As part of that assessment, Toren has:

- Completed a bespoke Security Risk Assessment;
- Recommended a series of Operational, Physical and Technical security measures;
- Met with and taken guidance from the Thames Valley Police Designing Out Crime Officer.

SECURITY RISK ASSESSMENT

The Security Risk Assessment included consideration of the likelihood and impact of crime, terrorism and disorder that could affect each of the potential use types at Reading Station Park. Considerations included local crime, potential terrorist targets in the area and input from the Thames Valley Police DOCO.

MEETING WITH TVP DOCO

Toren Consulting Ltd requested a meeting with the local Thames Valley Police, Designing Out Crime Officer in order to obtain a summary of crime and disorder issues in the vicinity of the development. Minutes from the meeting can be reviewed within the appendix of the Security Needs Assessment.

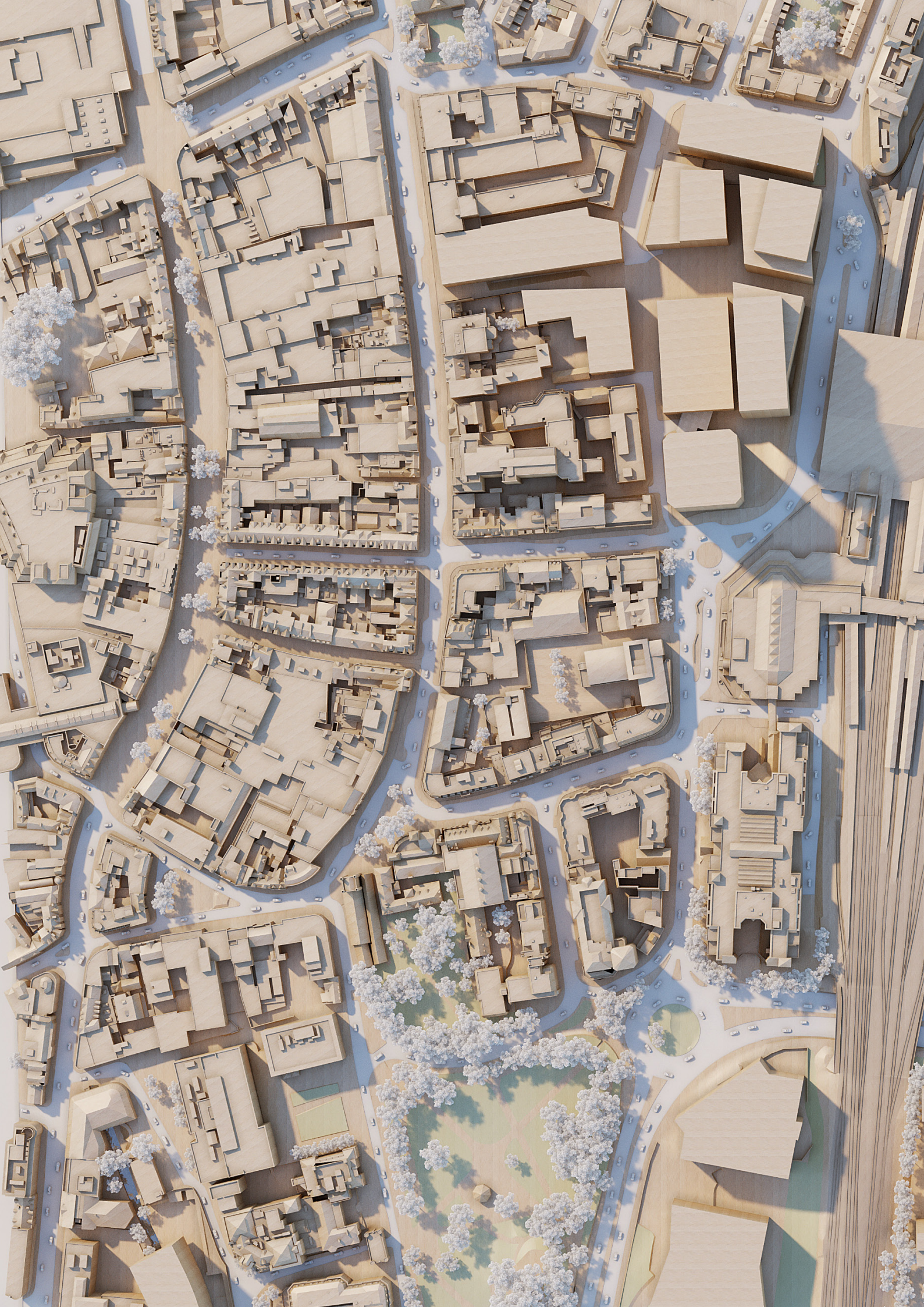
CRIME PREVENTION

Toren Consulting has used the principles of CPTED throughout the Security Needs Assessment from assessing the surrounding to recommending the tailored security measures. The main principles of CPTED are Natural Surveillance, Natural Access Control, Territorial Reinforcement, Maintenance.

SUMMARY OF SECURITY MEASURES

Security measures considered for the proposed development, to be developed in subsequent design phases, include:

- Security staffing in semi-public areas (e.g. external areas, lobbies);
- Security rated doors to lobbies, back of house entrances and fire escapes, to deter criminals and reduce the likelihood of a successful intrusion;
- Security rated gates to bicycle, motor vehicle and service access points to increase the difficulty of intrusion and to deter criminal activity;
- Access control and intercom to manage access to and within the buildings (e.g. residential access, office access, service areas);
- Duress buttons in semi-public areas to allow staff to summon an emergency response;
- Intruder alarm sensors to external doors and vulnerable areas to reduce misuse and assist in managing security;
- Video surveillance to external, front of house and back of house areas to deter crime and antisocial behaviour;
- Video surveillance and lighting to external areas, e.g. gathering points, landscaped areas and car parking, to deter crime and antisocial behaviour at night.





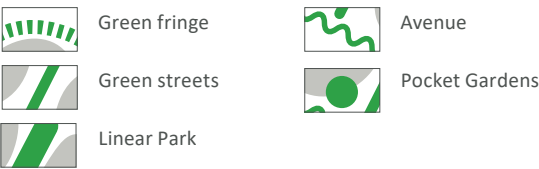
7. ILLUSTRATIVE LANDSCAPE SCHEME

7.1 LANDSCAPE STRATEGIES

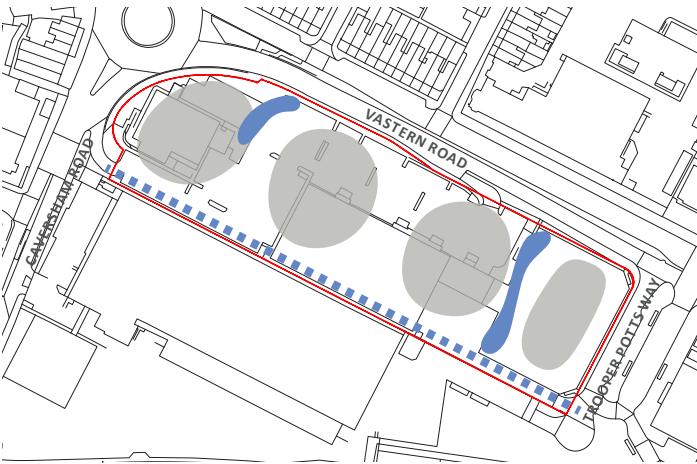
L10. Green Infrastructure



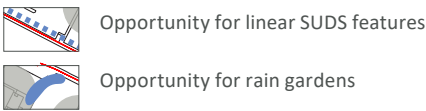
LEGEND



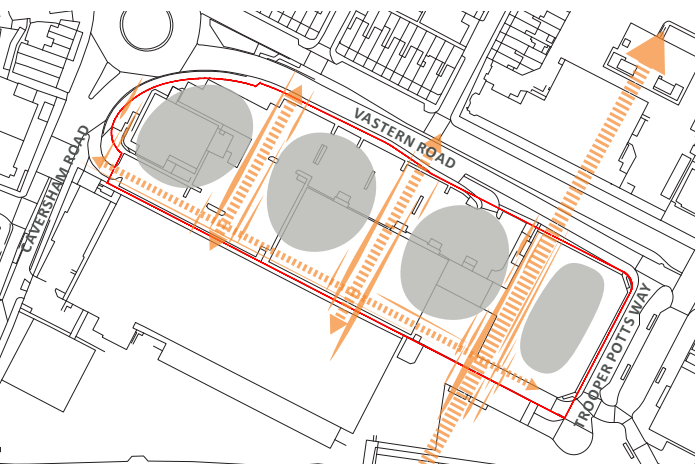
L11. Blue Infrastructure



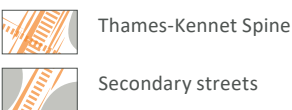
LEGEND



L12. Pedestrian Connections



LEGEND



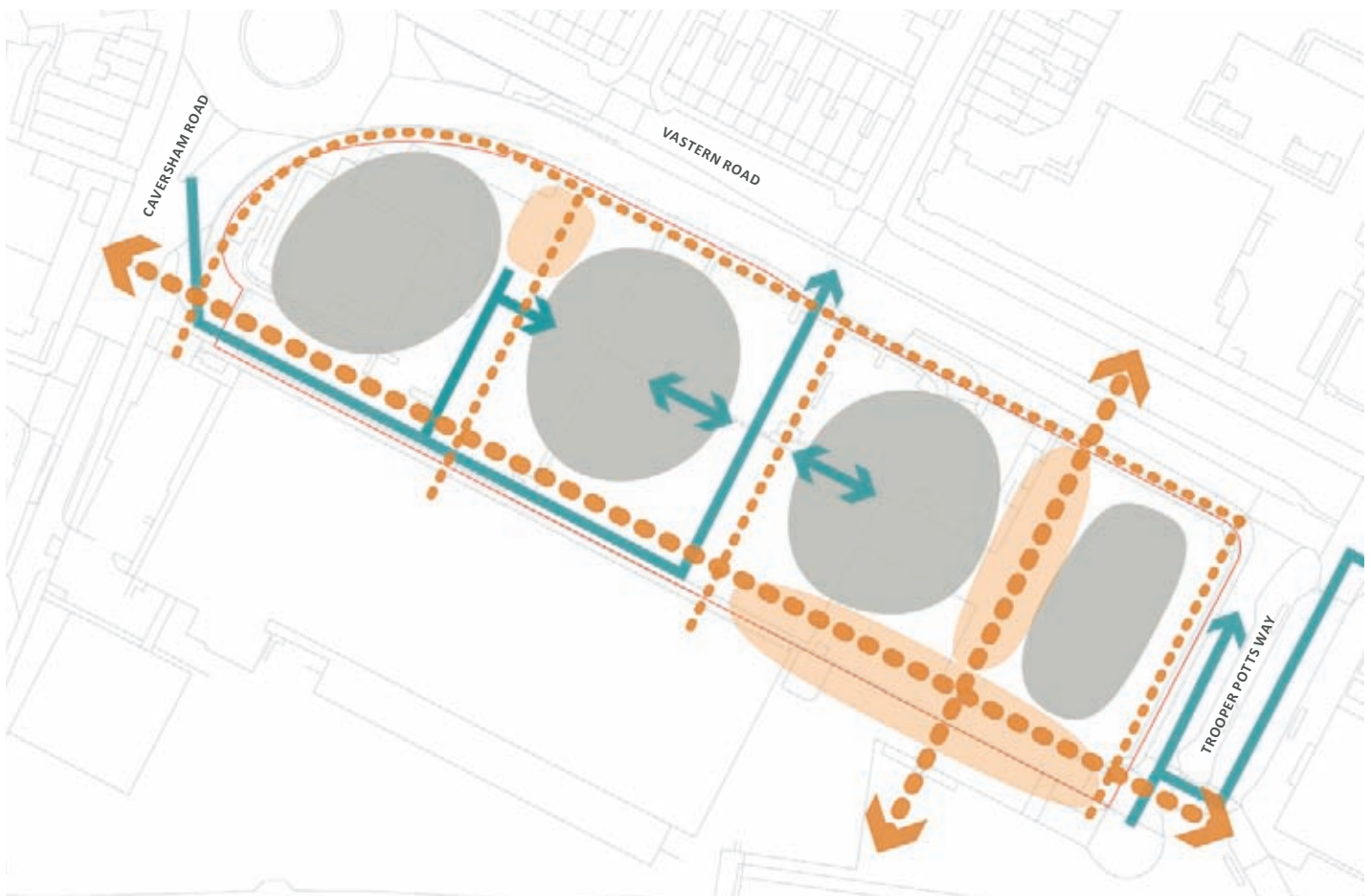
L13. Character Areas



LEGEND



L14. Access Diagram



LEGEND

-  Pedestrian access
-  Vehicular access
-  Pedestrianised zone

A key design strategy for the team was to test if a pedestrian priority space could be created between the railway station and Vastern Road - the Kennet Thames Spine. With support of the transport consultants we are able to propose vehicle entry in the site from Caversham Road and exit onto Vastern Road via a secondary street.

This key movement routes allow:

- The creation of a road network to service the development;
- A vehicular route that is limiting vehicular access in front of the station square;
- Enhanced public realm and direct access for pedestrians and cyclists to and from the station;
- The potential for a well connected station plaza, a key feature for the redevelopment of Reading.

7. ILLUSTRATIVE LANDSCAPE SCHEME

7.2 KENNETT - THAMES SPINE

The Kennet-Thames Spine will deliver a new strategic connection between the town centre and the River Thames, required under the local area framework. This new route will provide a car free route from the railway station to Vastern Road, which when crossed will lead to the Thames Path, King's Meadow and over the new pedestrian footbridge to Christchurch Meadow.

The Spine will provide a generous clear route that is shared by pedestrians and cyclists. The width and treatment are designed to minimise the risk of conflict between the two different users. A secondary pedestrian only route is provided adjacent to the building on Plot D. This route is sheltered by a colonnade up to 2nd floor height.

A central green linear park using a rich mix of trees and shrubs with herbaceous planting combines both native and ornamental species to provide seasonal interest, colour and wildlife value. New lawns, within the sunniest part of the site, will provide open space for both active and passive recreational activities. Within this linear park a meandering pedestrian route is provided to allow users to explore, relax and enjoy the space at their own leisure.

High quality paving materials are proposed to create an attractive and low maintenance space. A variety of colours and patterns will help define a hierarchy of spaces with different activities, including spill-out space for commercial properties on the ground floor. A variety of seating options will be provided to ensure people can pause, rest and enjoy the space.

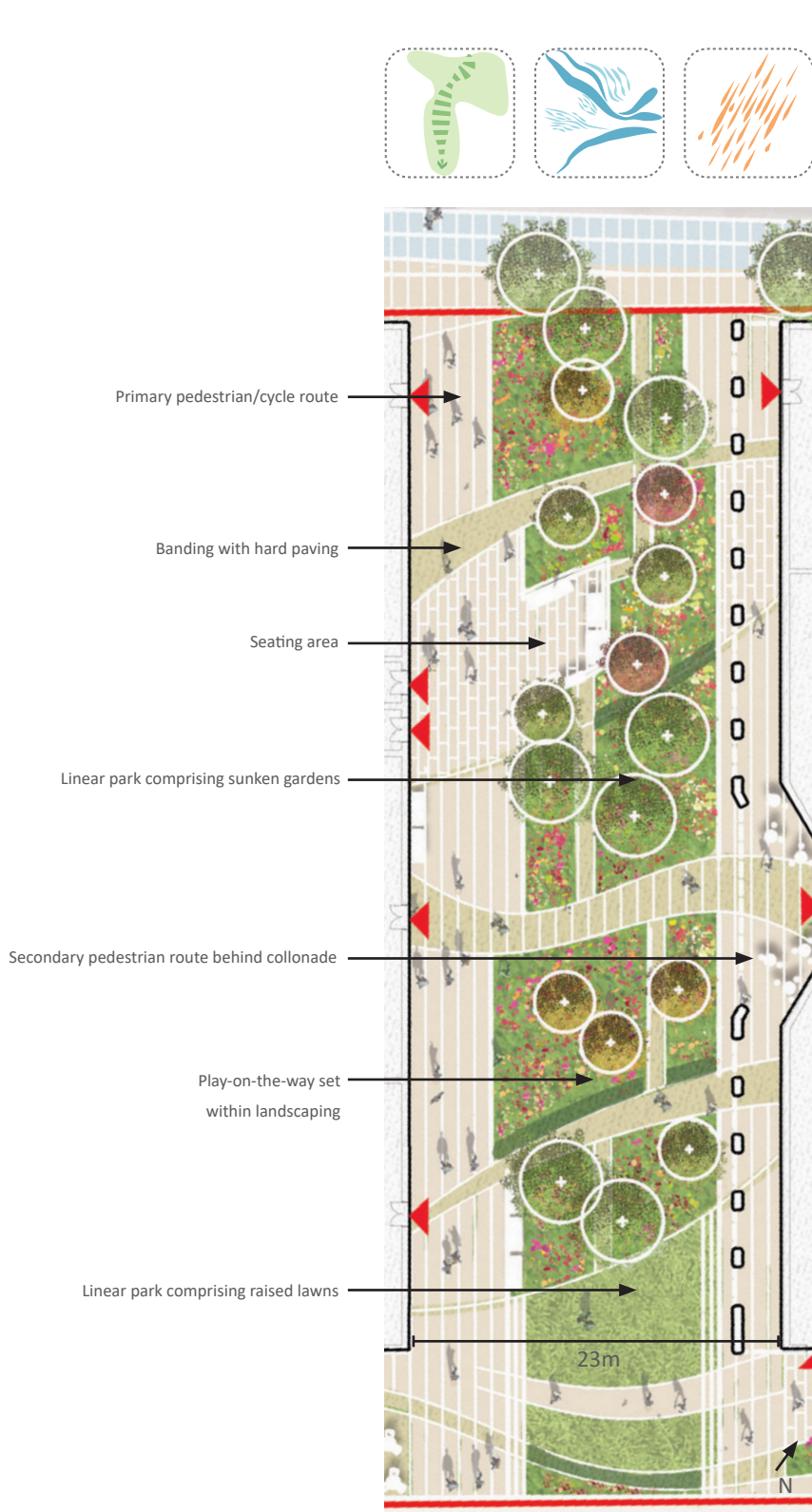


Figure L15: Kennet-Thames Spine
(north-south green link)



Figure L16: Kennet-Thames Spine section 1



Figure L17: Kennet-Thames Spine section 2



Figure L18: Seating along the way



Figure L19: Generous soft landscaping



Figure L20: Open lawns and trees

7. ILLUSTRATIVE LANDSCAPE SCHEME

7.3 CHARACTER AREAS

THE AVENUE

The Avenue forms the primary access route into the Site for vehicles, and permeability for pedestrians and cyclists. This route allows access to building services, deliveries, emergency access and access to car parking.

The design aspiration is for the avenue to be a tree lined boulevard incorporating large specimen tree planting within blocks of structural shrub planting, punctuated by street side parking.

The Site access from Caversham Road will be designed to create a welcoming entrance, opening up key views into the development.

The vehicular route heads east from Caversham Road, turning north up the eastern secondary street. This allows the eastern end of the Avenue to be a pedestrianised zone, connecting the linear park and new station square. The route will provide generous landscaping with recesses for seating and building entrances.

Areas of carriageway will be kept to the absolute minimum required for access, ensuring that space for pedestrians is maximised. This will help slow and de-prioritise traffic and encourage walking journeys. Loading bays will be provided for deliveries and servicing.

The generous areas of landscape allow opportunities for rain gardens with varied planting and features that are welcoming and inviting to children to encourage play along the way.

Pavements in a high quality paving material are wide enough to accommodate spill-out spaces from the ground floor retail units.

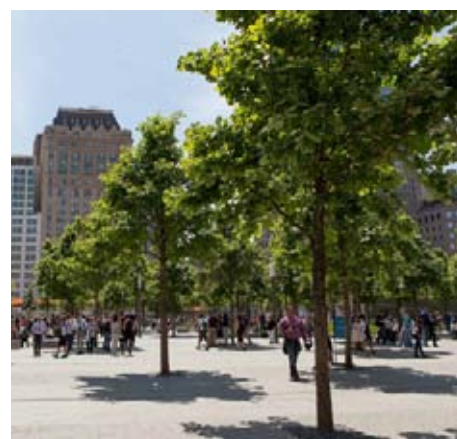


Figure L21: Large species street trees



Figure L22: Large species street trees

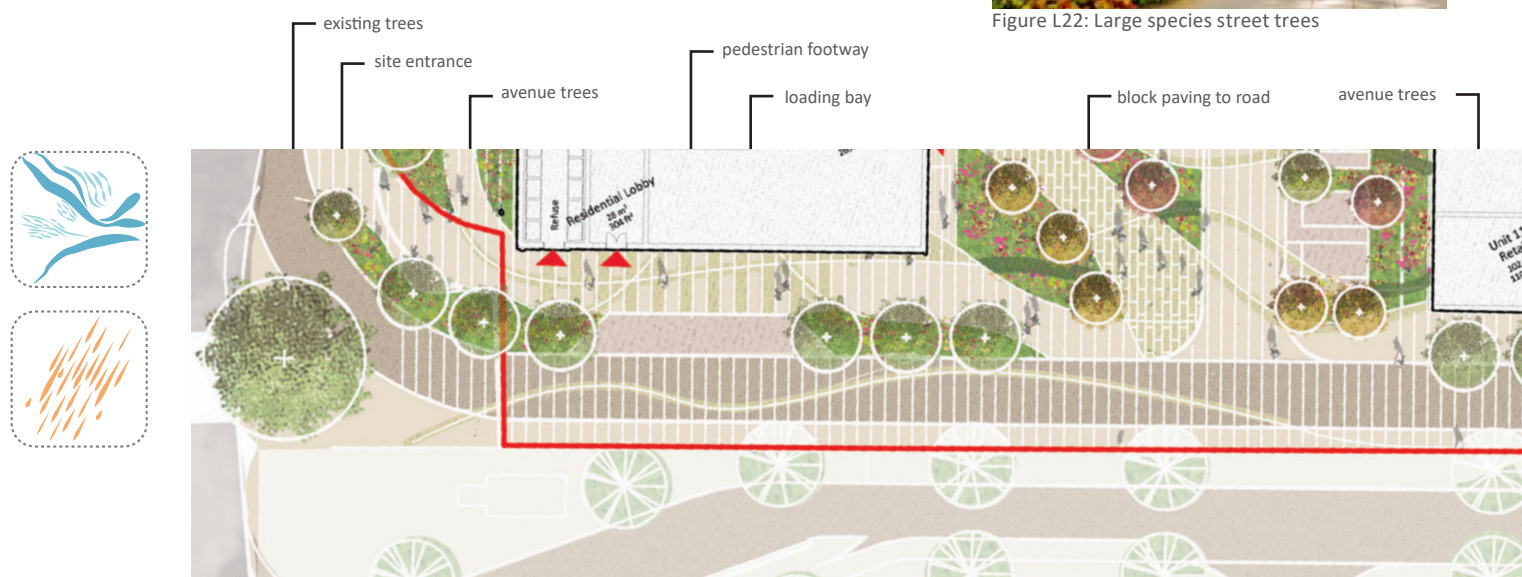




Figure L23: The Avenue section



Figure L22: The Avenue

7. ILLUSTRATIVE LANDSCAPE SCHEME

SECONDARY STREETS

The secondary streets provide access through the Site for blue badge parking and servicing.

The eastern street is one way for vehicles and provides egress onto Vastern Road. It will use high quality kerbs and paving with a contrasting material or colour tone to demarcate the blue badge parking bays. This street will be a shared surface, acting as a link between Vastern Road and The Avenue for pedestrians.

The vision for the western street is for a shared surface with priority given to pedestrian and cycle use. The pocket park at the end of the street creates the opportunity for increased tree planting and improves separation between the development and Vastern Road. A simple palette of hard landscape materials is proposed, block paving and flush granite kerbs.

The western street also opens onto the hotel entrance plaza to provide and reinforce pedestrian priority. Servicing will be via the shared surface space on the western street.

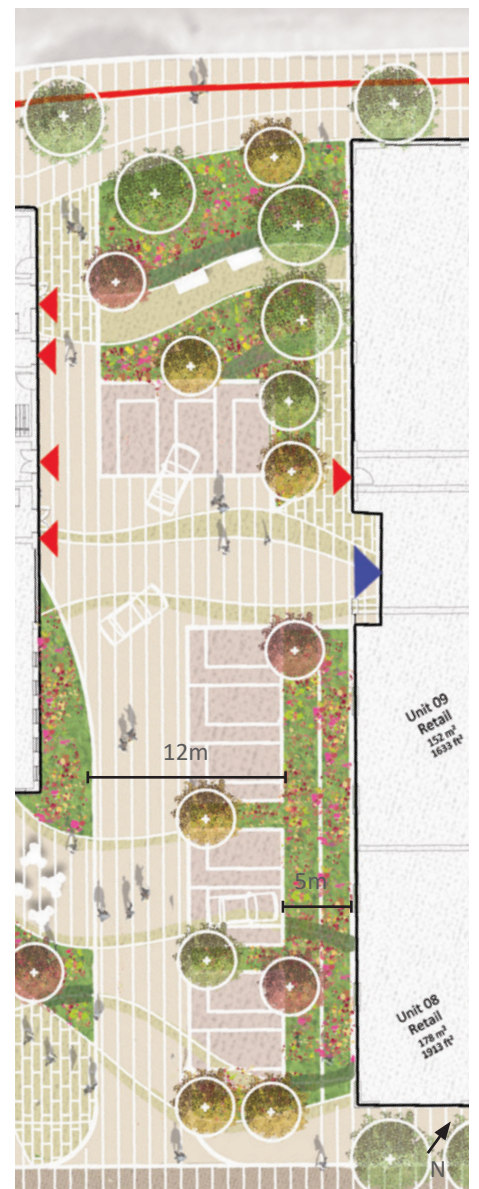
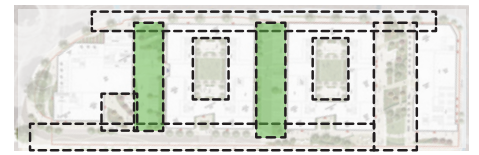


Figure L25: The western secondary street



L26: Illustrative View of the Eastern Street

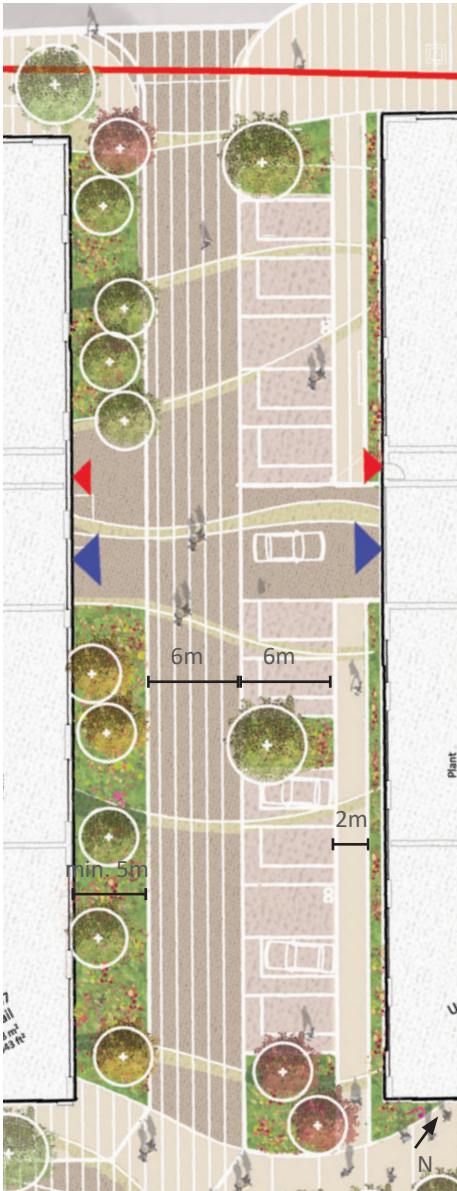


Figure L29: The eastern secondary street



Figure L27: Street level soft landscape



Figure L28: Street level soft landscape

7. ILLUSTRATIVE LANDSCAPE SCHEME



URBAN EDGE

The Urban Edge forms the frontage of the development to Vastern Road and Caversham Road.

The Urban Edge will provide a positive setting to the development where it faces the two main roads. It will have a width no smaller than 5m, which will allow for a pedestrian and cycleway alongside soft planting where space allows.

Final tree positions will need to be coordinated with existing services that might overlap with the proposed footway.

The dedicated cycle route will improve transport for both existing commuters and new users on routes between Caversham down the town centre or the Railway Station. This will be facilitated by a new pedestrian crossing across Vastern Road, simplifying the journey across the dual carriageway.

The plan seeks to retain a group of existing, large street trees adjacent to the Site entrance along Caversham Road where possible, enhanced with new planting to create a welcoming edge to the development and retain maturity in the landscape.

The works beyond the Application Boundary are indicative as these are dependent on further agreement.



Figure L30: Large species street trees

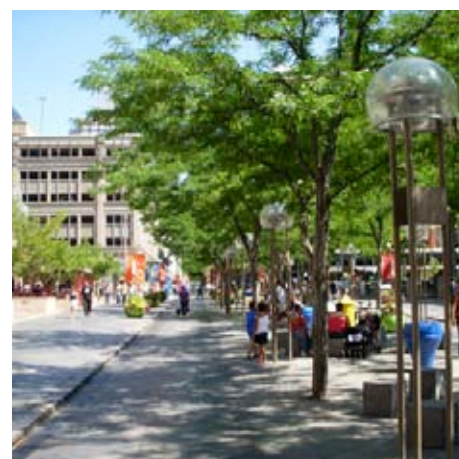


Figure L31: Trees providing shade



Figure L32: Biodiverse sustainable planting



Figure L33: Urban edge



Figure L34: Cyclist friendly routes



Figure L35: Robust landscape features



Figure L33: Urban edge

7. ILLUSTRATIVE LANDSCAPE SCHEME

HOTEL PLAZA

The Hotel Plaza is a high quality space which welcomes hotel guests as well as residents and the wider public. The space will be framed by substantial quantities of soft landscaping and will incorporate dynamic paving designs. Large species trees will be used so that as they grow they will add maturity to the landscape and shelter for users and passersby.

The lighting scheme will ensure the space is welcoming through the dark hours, with a unique theme to help differentiate the space from others across the site. Large spill-out areas will provide space for ground floor cafes and restaurants to provide al fresco dining opportunities. This will ensure a bustling and activated space with people coming and going throughout the day.

An exemplary planting scheme will ensure the space looks good throughout the year, with a riot of colour in the spring and summer months.

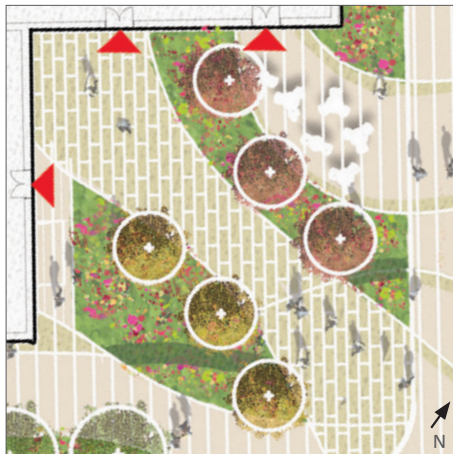


Figure L37: Riverine paving bands



Figure L38: Riverine paving bands

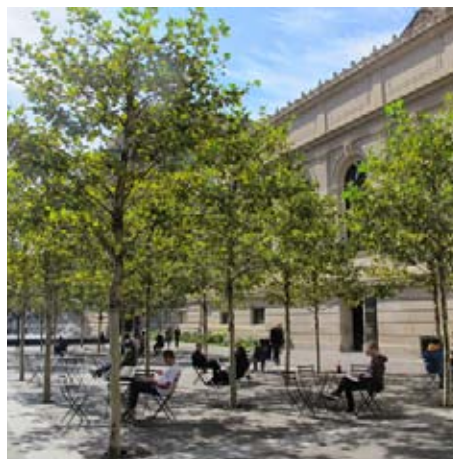


Figure L39: Riverine paving bands

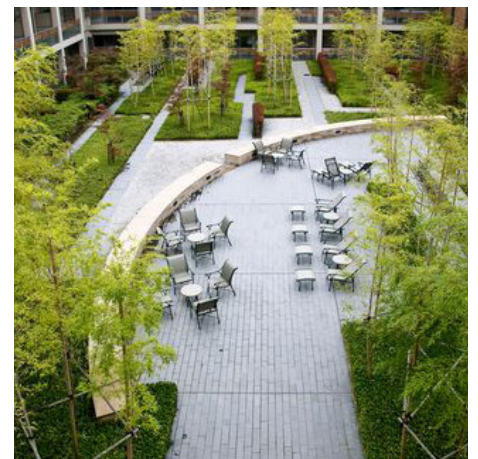


Figure L40: Riverine paving bands



Figure L41: Hotel Plaza section

PODIUMS

The first floor podium gardens provide high quality and enjoyable amenity space for the new residents in the development, ensuring they have a shared outdoor space to enjoy the outdoors and promote wellbeing.

The proposals provide a variety of spaces that create a green setting for different outdoor activities like reading, sunbathing, walking, eating and relaxing.

A diverse range of perennials, bulbs, shrubs and small multi-stem trees in raised planters provide visual interest for residents, mark the changing of the seasons, and provide varied habitat for local birds and invertebrates. Central lawns will provide open space for residents to relax, have picnics and for children to play.

Ample seating in the form of comfortable benches will ensure the space will be well-used and welcoming to all residents.



Figure L43: Podium garden

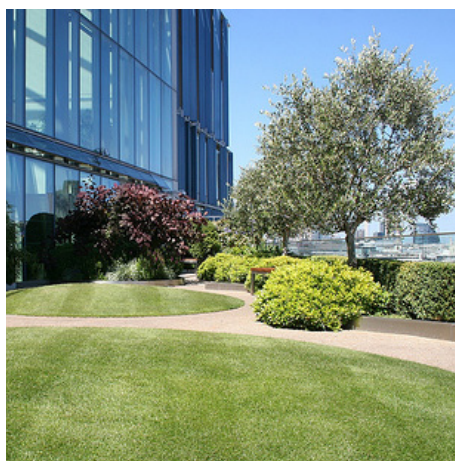


Figure L44: Podium garden



Figure L42: Attractive planting

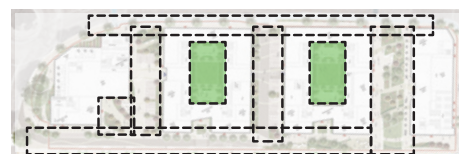


Figure L46: Podiums

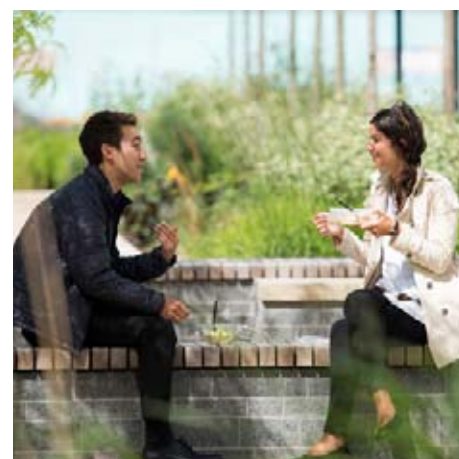


Figure L45: Social spaces

7. ILLUSTRATIVE LANDSCAPE SCHEME

7.4 GREEN ROOF

Where possible the proposed buildings will seek to provide green roofs to encourage biodiversity and local wildlife. These will use a diverse mix of sedums and wildflowers that will provide habitat and food for bees, butterflies, insects and birds.

Biodiversity features will include mounded substrate and large rocks, to mimic brownfield, low fertility habitats that are at risk of being lost in our cities. The exposed, sunny aspect of the roof will provide a unique habitat that will compliment the more lush, denser vegetation of the shrubs and tree canopies at lower level.



Figure L45: Biodiverse green roof



Figure L46: Biodiverse green roof



Figure L47: Biodiverse green roof
Example of a biodiverse roof with a variety of substrates and standing water.

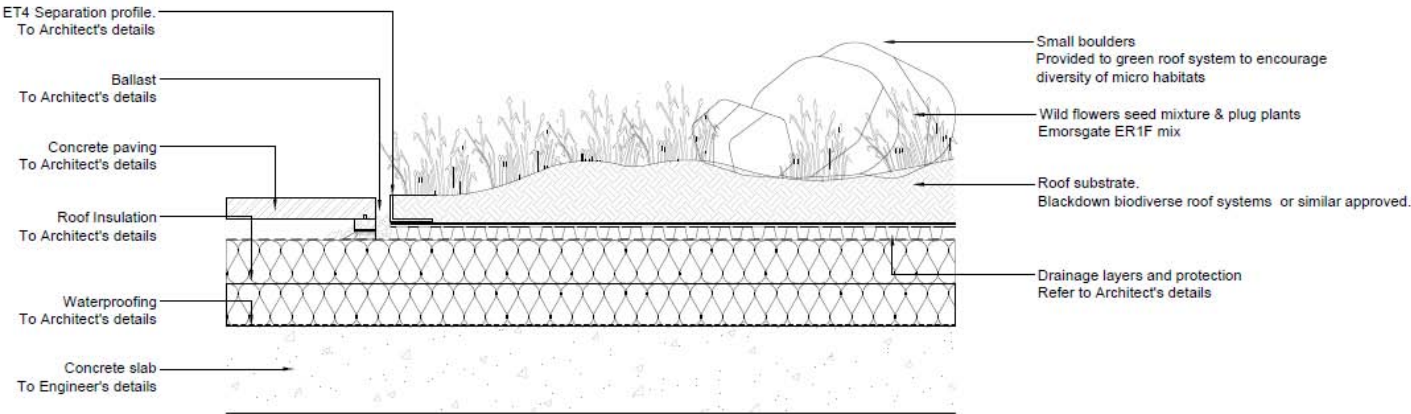


Figure L48: Biodiverse green roof section

7.5 PLAY

Doorstop play for children will be a crucial part of the amenity provision on the site. All young children deserve somewhere safe to play outside and within easy reach of where they live.

A combination of playable landscape on the ground floor, and safe, inclusive play features on the podium gardens will ensure the youngest residents have somewhere to explore, socialise, experience and enjoy the outdoors.

Due to the Site’s location on the Kennet-Thames Spine, the design will provide ‘play along the way’, encouraging children to enjoy the route between Caversham and Reading.

The closest existing play area to the Site is the play park in Christchurch Meadows 400m away. This also includes a public swimming pool and tennis courts. This would involve a 5 minute walk across Vastern Road (facilitated by the new crossing) and over the new Christchurch pedestrian bridge.

Other play areas nearby include Kings Meadow Play Park (circa 600m to the East), which includes dedicated play equipment, with the adjacent open fields along the Thames providing informal recreation space.

Victoria Park is approximately 800m from the Site, with a dedicated, equipped play area around 11 minute walk away.

The dedicated play area in Rivermead Park is also 800m away, with a walking distance of circa 11 minutes. Rivermead Park has extensive open fields and a variety of dedicated sports facilities for older children.



Figure L49: Local play areas



Figure L50: Play along the way



Figure L51: Play along the way

7. ILLUSTRATIVE LANDSCAPE SCHEME

7.6 MATERIALS

Material selection will be of a high standard, appropriate for a site that forms a key gateway to Reading. This will ensure a positive contribution to the local environment.

Paving materials include a robust palette of high quality pavers and cobble setts suitable to the urban setting while also reflecting the local character. A variety of textures, patterns and sizes will help denote hierarchy within the street scene, assisting with wayfinding across the Site.

Furniture will be consistent across the Site to give it an identity, while being practical and welcoming.

Street furniture within the highway in land proposed to be adopted will meet the Highways Authority's adoptable standard.



Figure L55: Cycle parking



Figure L56: Warm coloured block paving



Figure L57: Bollards



Figure L58: Warm coloured slab paving



Figure L59: Robust planters/seating



Figure L60: Robust planters/seating

7.7 TREE STRATEGY

The tree strategy for the Site will use a mix of tree species of varying scales, creating a tree hierarchy which increases biodiversity and insurance against future disease or failure.

Large species semi-mature trees will be used along the Avenue to create a uniform, formal character for the primary thoroughfare.

Trees along the secondary streets will be medium and small specimens. Trees will be selected to have a minimum clear stem of 2m when proposed in important sight lines or adjacent to parking bays.

Trees within the Thames-Kennet Spine will be of a more gardenesque character, using ornamental species and multi-stem varieties to create a more intimate landscape.

Indicative Tree Species

The Avenue

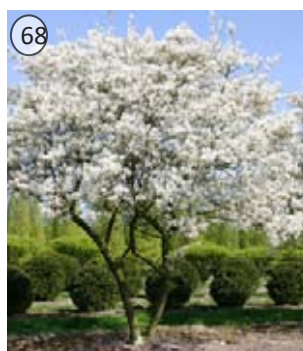
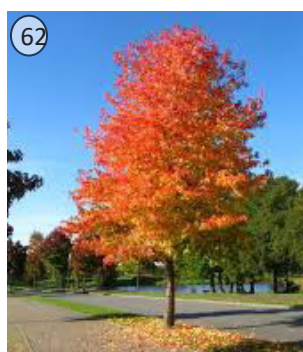
- L58. *Corylus columna*
- L59. *Liquidambar styraciflua*
- L60. *Tilia cordata* 'Green Spire'

Secondary Streets

- L61. *Acer campestre*
- L62. *Carpinus betula* 'Frans Fontaine'
- L63. *Pyrus calleryana* 'Chanticleer'

Thames-Kennet Spine

- L64. *Acer palmatum*
- L65. *Amelanchier lamarckii*
- L66. *Betula utilis* 'Jacquemontii'
- L67. *Prunus umineko*



7. ILLUSTRATIVE LANDSCAPE SCHEME

SOFT LANDSCAPE

The planting palette for the scheme has been chosen for its variety of colours and forms, using key species as opposite. Differing colour schemes, such as 'cold' and 'warm', will help define different character areas and add variety in the landscape.

The palette will ensure there is year round interest with evergreen species, interesting bark, stems, flowers and berries. Plants chosen will be resilient and suitable to the urban context and high pedestrian footfall.

Species rich in nectar for local pollinators and deciduous shrubs like *Cornus* will increase the biodiversity of the site.

In areas of rain gardens, species chosen will be taken from riverine typologies, ensuring they are drought tolerant to match the permeable substrate as well as able to cope with flood events.

'COLD' COLOURED SPECIES PALETTE



Astrantia major



Salvia nemorosa



Stachys byzantina



Anthriscus sylvestris 'Ravenswing'



Lavandula angustifolia 'Hidcote'



Gaura lindheimeri



Stipa tenuissima



Euonymus 'Emerald Gaiety'



Hakonechloa macra



Verbena bonariensis



Hebe pinguifolia 'Sutherland'



Verbascum 'Gainsborough'

'WARM' COLOURED SPECIES PALETTE



Cornus alba 'Sibirica'



Carex elata 'Aurea'



Viburnum tinus 'Eve Price'



Lychnis chalcidonica



Blechnum spicant



Skimmia 'Rubella'



Rudbeckia 'Goldsturm'



Euonymus 'Emerald n Gold'



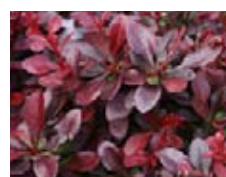
Pennisetum alopecuroides



Luzula nivea



Kniphofia rooperi



Berberis thunbergii 'Atropurpurea'

7. ILLUSTRATIVE LANDSCAPE SCHEME

7.8 ILLUSTRATIVE LANDSCAPE MASTERPLAN





LEGEND



SITE BOUNDARY



PEDESTRIAN ACCESS



VEHICLE ACCESS

- 1 PEDESTRIANISED GREEN STREET
- 2 RESIDENTIAL SECONDARY STREETS
- 3 THE AVENUE
- 4 HOTEL PLAZA
- 5 ACTIVATED FRONTAGE / SPILL OUT SPACES
- 6 RETAINED EXISTING TREES
- 7 PODIUM GARDENS
- 8 NEW STREET TREE PLANTING
- 9 ACCESSIBLE PARKING BAYS (20 TOTAL)
- 10 SITE VEHICULAR ACCESS
- 11 SEMI PRIVATE ENTRANCE GARDENS
- 12 SUNNY RAISED LAWN

ColladoCollinsArchitects