



# 71-73 Caversham Road

## Statement of Community Involvement

October 2019

KANDA

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This report has been prepared by Kanda Consulting on behalf of S2 Estates.

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# 1.0 Executive Summary



## 01

## Executive Summary

**1.1** S2 Estates appointed Kanda, a specialist public affairs and consultation company to undertake resident, community and stakeholder consultation to support this planning application.

**1.2** The application seeks to redevelop the site at 71-73 Caversham Road, Reading, to provide new homes and commercial space. The application is to demolish the existing warehouse – the former Drews building – and redevelop it to provide a mixed-use building, with approximately 238.6 square metres of commercial space on the ground floor and 44 residential units across six floors above.

**1.3** There will also be in excess of policy compliant cycle parking provision. On the basis of the existing scheme the development will provide 54 cycle spaces (including 10 external spaces).

**1.4** Meetings were held with key stakeholders, representatives and local residents to facilitate dialogue and to respond to questions prior to submission of the application.

**1.5** An exhibition of the plans was held on 24th July where members of the project team were on-hand to answer questions from local residents and their representatives.

**1.6** Feedback from stakeholders has been broadly positive. There is broad agreement that the site is suitable for redevelopment and support for a mixed-use development including new housing.

**1.7** The Applicant is committed to maintaining a programme of engagement with the local community throughout the planning process, both pre and post submission.

**1.8** This report has been informed by Central Government Guidance within the National Planning Policy Framework (NPPF) 2019 on community involvement in planning. It forms part of the supporting documentation informing the planning application.

## 2.0 Consultation

## 02

## Consultation

**2.1** The consultation process was carried out in parallel with pre-application discussions with Reading's Planning Department.

**2.2** As well as the exhibition on 24th July, the Applicant has met all three Abbey Ward Councillors to discuss the proposals.

**2.3** Community groups were formally invited to the public exhibition. These groups included:

- Bell Tower Community Association
- Caversham and District Residents Association
- Reading Civic Society
- Reading and Wokingham Chamber of Commerce

**2.4** Subsequent to the public exhibition, the Bell Tower Community Association was contacted and offered a detailed briefing on the proposals.

**2.5** Throughout the consultation process, a telephone number and email address were provided and managed by Kanda, supplying further information to residents and stakeholders on request.

**2.5.1** The key themes of discussion during consultation have included:

- The height of the proposals
- The heritage aspects of the site
- The mix of uses
- Parking provision
- The precedent set by the new scheme

**2.5.2** Some attendees expressed concerns about aspects of the proposals and these concerns were addressed by members of the project team at the exhibition.

### **2.6** Consultation Objective and Activities

**2.6.1** The objectives of the consultation process were to ensure that the various local stakeholders who have an interest in the proposed development were given the opportunity to view and provide feedback on the evolving proposals.



## 3.0 Stakeholder Engagement

## 3.0

# Stakeholder Engagement

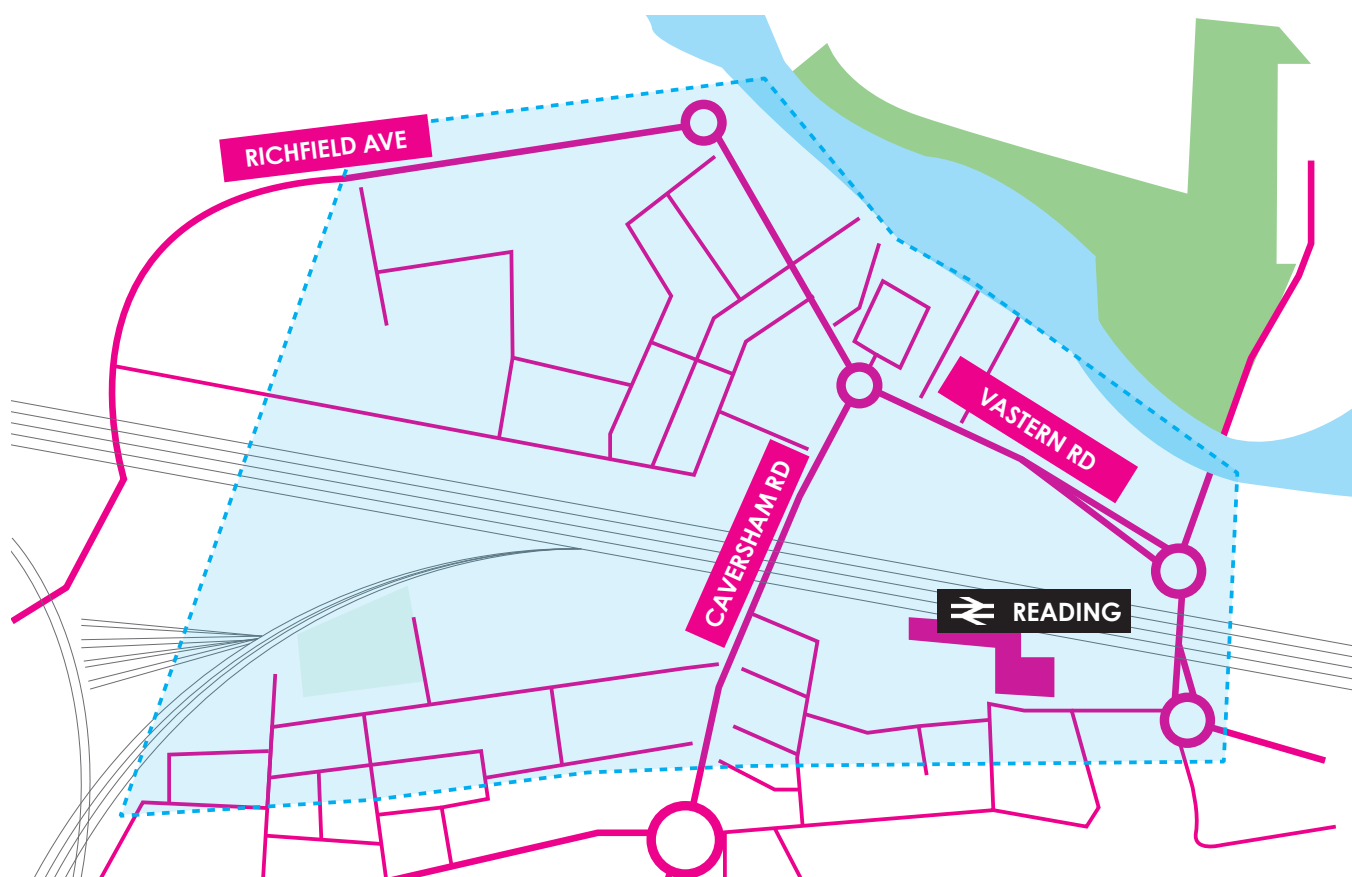
### Exhibition

**3.1** An exhibition of the plans was held at Greyfriars Church, a short walk from the site, on 24th July 2019 between 3pm and 7pm. Members of the project team were on hand to answer questions from local residents.

**3.2** Advertising for the exhibition included a flyer distributed to the area surrounding the

site, which was delivered to 2415 addresses. A map demonstrating the distribution area for the flyers is included below. See **Appendix II** for a copy of the flyer.

**3.3** The exhibition featured 15 boards presenting the redevelopment proposals for attendees to consider. See **Appendix III** for copies of the exhibition boards.



*Distribution area*



**3.4** The exhibition was attended by 29 residents.

**3.5** On arrival at the exhibition, a total of 26 attendees signed in. Of those, 11 completed a feedback form. During the public exhibition, feedback forms were utilised to gather the public's feedback on aspects of the proposed scheme.

**3.6** The feedback forms were designed to assess the public's perception on the major aspects of the scheme. Respondents were asked to what extent they agreed with the following statements:

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

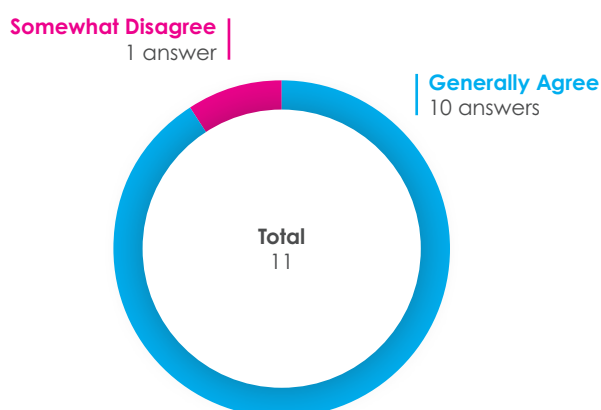
- The site is in need of redevelopment.
- A mixed-use scheme is appropriate for this site.
- I welcome the provision of new housing in these proposals.
- I support the design of the proposals.
- I support the parking provision contained within the proposals.

See **Appendix I** for a copy of the feedback form.

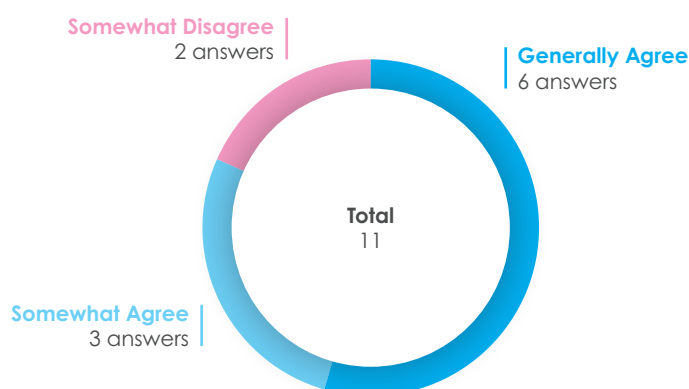
**3.7** Some attendees completed the feedback form on the day, with others returning them by post or email.

**3.8** Feedback received is shown in this report (overleaf), including all comments that were written on feedback forms.

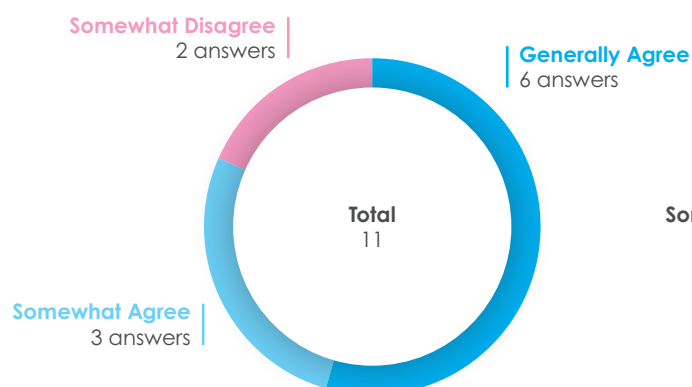
### 1. I have found it useful to be consulted on these proposals.



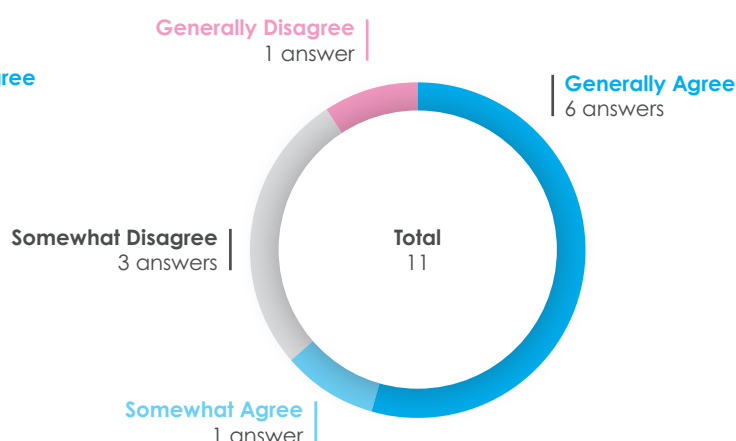
### 2. The site is in need of redevelopment.



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

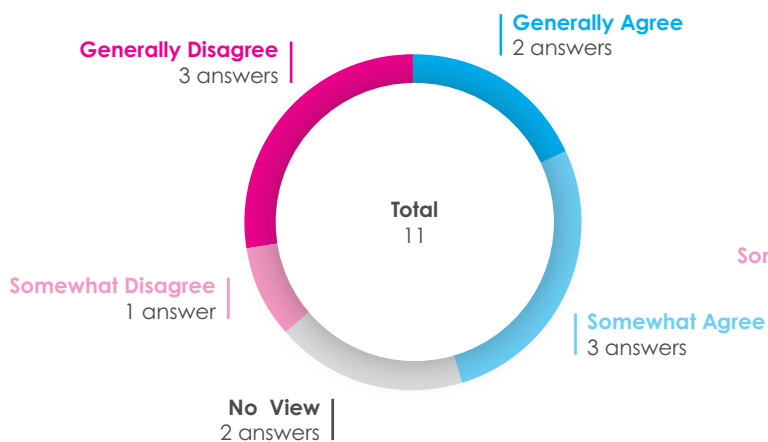


### 4. I welcome the provision of new housing in these proposals.

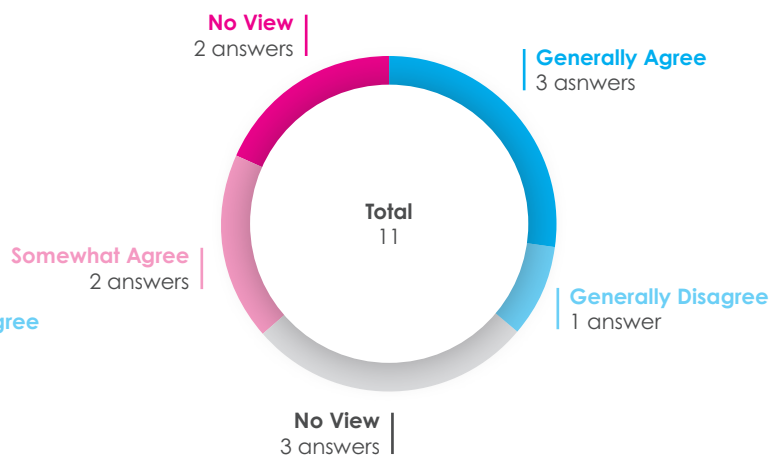




### 5. I support the design of the proposals.



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



**3.8.1** Question 7 of the feedback form stated: 'Please let us know if you have any additional views on the proposals.' All of the 11 feedback forms received contained written comments. The majority of comments received were positive about the redevelopment of the site. A table is included below with all responses received from feedback forms.

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <p>"[Agree with parking provision] As long as people who do not have allocated parking spaces know they cannot bring a car to the area."</p> <p>"Would not like to see the development any higher. Like the provision of rooftop gardens!"</p>                                                                                                                                                                                                                                                                                                                                                                                    |
| 2 | <p>"Think the proposals are correct for the site in that the adjacent lower buildings are highly likely to be redeveloped and as such, with the redevelopment of the Post Office Site, higher buildings such as this are acceptable. Like the "warehouse feel."</p>                                                                                                                                                                                                                                                                                                                                                               |
| 3 | <p>"The height, scale and massing of the proposed building is out of keeping with its immediate surroundings, despite the proposed development of the former Royal Mail site opposite and the fact that the site is outside of the "Tall Buildings" SPD area. NO PROBLEM with the principle of redevelopment, mixed use proposal and the loss of the existing building. Although I understand the argument to retain the existing building on "heritage" lines, the proposals I have seen today respect the character by the use of materials, the design and the features incorporated. Just not with the height and scale."</p> |
| 4 | <p>"Review height - reduce by 2-3 floors - consider extending to back. Less modern in style - reflect the distinctiveness of historic buildings in the Bell Tower area. Design according to existing rather than proposed styles &amp; massing etc."</p>                                                                                                                                                                                                                                                                                                                                                                          |
| 5 | <p>"Current design is too tall. More should be done to reflect the historic character of the site in terms of windows, brick detailing. It would be good if some of the current detailing could be reproduced."</p>                                                                                                                                                                                                                                                                                                                                                                                                               |
| 6 | <p>"I would prefer a slightly lower development but much depends on the HERMES development opposite. The brick walls and overall design look reasonable for the local area."</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 7 | <p>"I would prefer to see the existing building retained and maybe extended. This building is too tall on a dominant corner plot. Local housing will be overshadowed. Consultation should have been held closer to development site for local residents to easily attend. Gardens are good."</p> <p>"Heritage:</p> <ol style="list-style-type: none"> <li>1. Brewery?</li> <li>2. I think the name is SMALLBONE but cannot back this up with research.</li> <li>3. Bijou offices in heritage buildings are overshadowed and diminished."</li> </ol>                                                                               |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8  | <p>"I agree that the Drew's site needs to be generally improved, but I would be sad to lose the historic building as it is - if it could instead be sympathetically restored and connected to housing that would be far preferable to use. It seems a shame to knock it down to build higher-rise flats which are a lot taller than the surrounding houses."</p> <p>"Parking in new proposals seems generally to be inadequate! Even living as close to the station as I do, we still have a car. I think it's unrealistic to expect that the new residents will not have cars!"</p> |
| 9  | <p>"One retail space is too big - already many closed large shops in the town centre.</p> <p>Enough parking should be planned for all flats as big parking issue in town.</p> <p>More 3 bed flats and less one beds.</p> <p>Would be better to retain more of Drews building - Reading history getting destroyed -again.</p> <p>The shop on ground floor could be better used as a surgery - the Broad Street Mall walk-in centre is totally outdated and overcrowded."</p>                                                                                                          |
| 10 | <p>"No parking required. Private 'cubicle' gardens not necessary, residential communal space preferred. Would like a commitment to solar-panelled roof + water capture + reuse."</p>                                                                                                                                                                                                                                                                                                                                                                                                 |
| 11 | <p>"The proposal would involve the demolition of the oldest building in the area. It will tower over Northfield Road and be completely out of keeping with the old brewery building and the houses on Northfield Road. The development should largely focus on alternative uses of the existing building."</p>                                                                                                                                                                                                                                                                       |



## 4.0 Conclusion

## 4.0

### Conclusion

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

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

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

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

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

# Appendices



# Appendix I

## Exhibition Feedback Form

### 71-73 Caversham Road Exhibition

EXHIBITION  
July 2019

#### FEEDBACK FORM

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

#### CONTACT DETAILS

Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_

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

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

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

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

#### 2. The site is in need of redevelopment.

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

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

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

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

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

Questions continued overleaf...

**5. I support the design of the proposals.**

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

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

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

**7. Any further comments:**

.....

.....

.....

.....

.....

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

Kanda Consulting  
44-48 Paul Street  
London  
EC2A 4LB

[cavershamroad@kandaconsulting.co.uk](mailto:cavershamroad@kandaconsulting.co.uk)  
020 3900 3676

## Appendix II

### Exhibition Flyer

# Invitation to a public exhibition

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

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





## Exhibition Details

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

**3-7pm, 24th July, 2019**

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

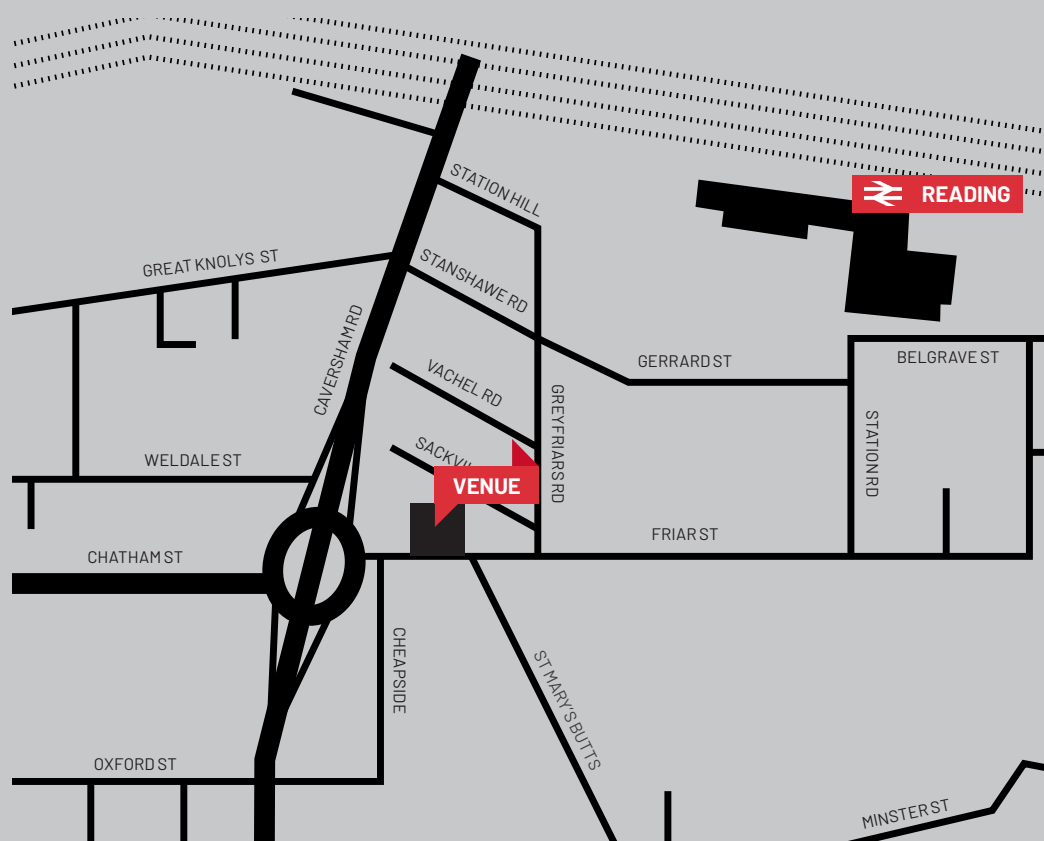


**020 3900 3676**



**cavershamroad@kandaconsulting.co.uk**

We look forward to seeing you there.



## Appendix III

### Exhibition Boards

# Welcome from the Team

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

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

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



#### S2 Estates

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

#### Quod

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

#### JTP

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

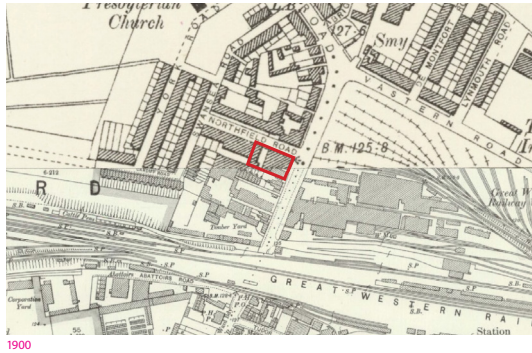
#### Iceni

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

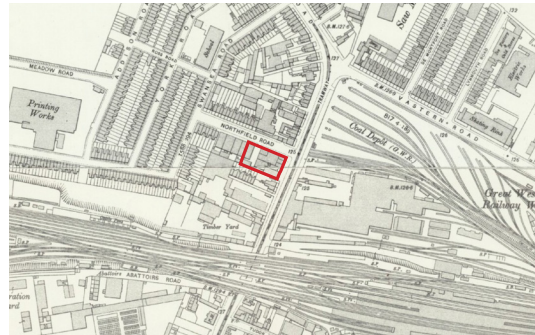
# 71-73 Caversham Road READING

SCHEME  
PRESENTATION  
JULY 19

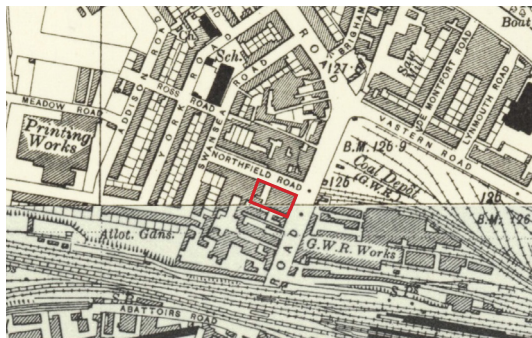
## SITE HISTORY



1900



1913



1938



TODAY

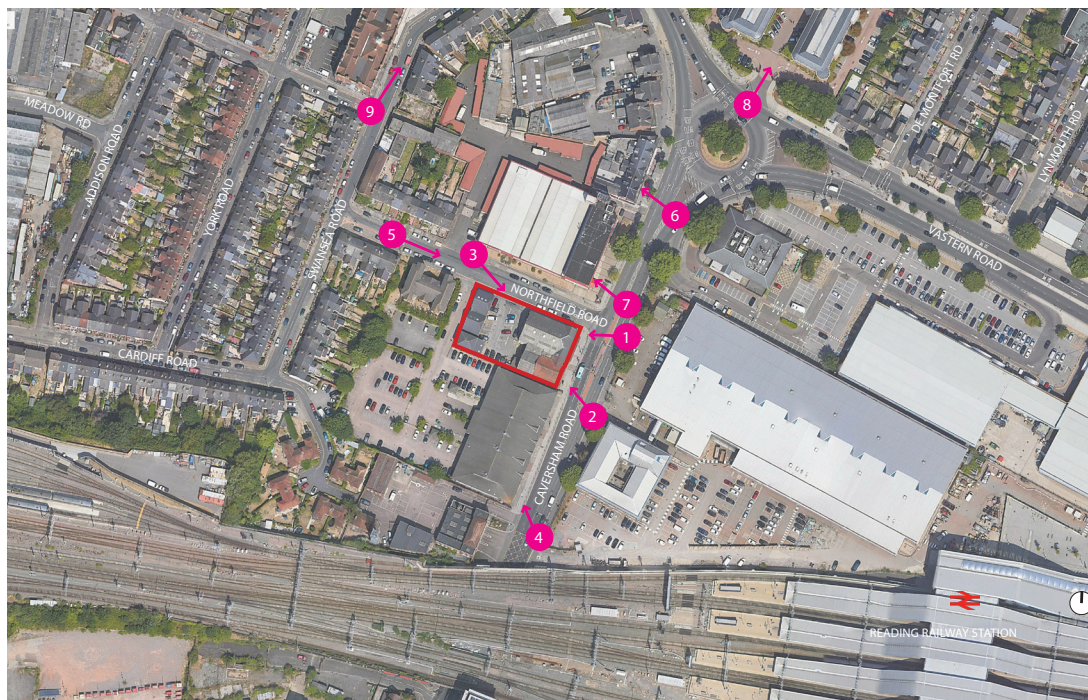




# 71-73 Caversham Road READING

SCHEME  
PRESENTATION  
JULY 19

## SITE LOCATION





# 71-73 Caversham Road READING

## PLANNING POLICY AND CONTEXT

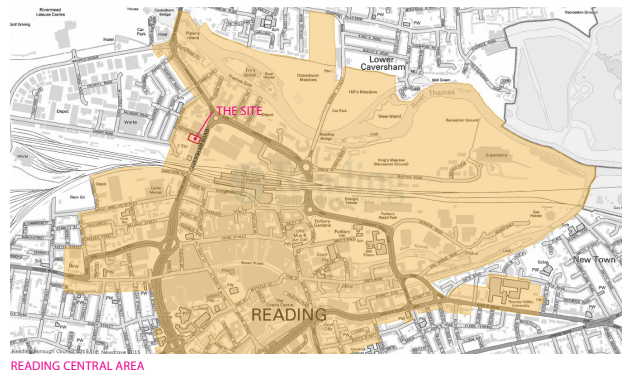
### SITE DESCRIPTION

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

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

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

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



READING CENTRAL AREA

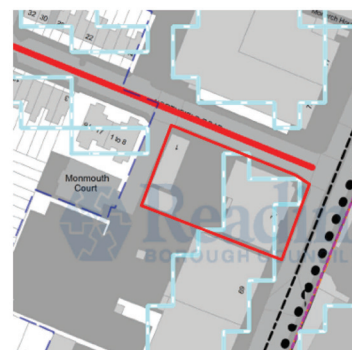
### DEVELOPMENT PLAN ALLOCATIONS

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

The site is therefore subject to the following allocations:

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

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



DEVELOPMENT PLAN ALLOCATION

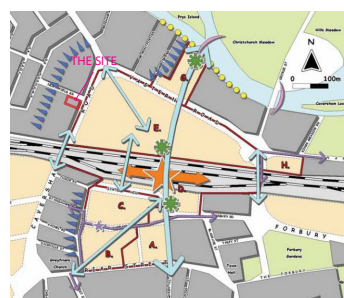
### EMERGING CONTEXT

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

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

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

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



STATION/ RIVER MAJOR OPPORTUNITY AREA STRATEGY

71-73 Caversham Road  
READING

SCHEME  
PRESENTATION  
JULY 19

## SITE ANALYSIS



STOREY HEIGHT

- 1 STOREY  
2 STOREY  
3 STOREY  
4 STOREY



## USES

- RESIDENTIAL
- RETAIL
- COMMERCIAL
- INDUSTRIAL
- OFFICE
- RESTAURANT
- FIRE STATION
- HERMES SITE USE



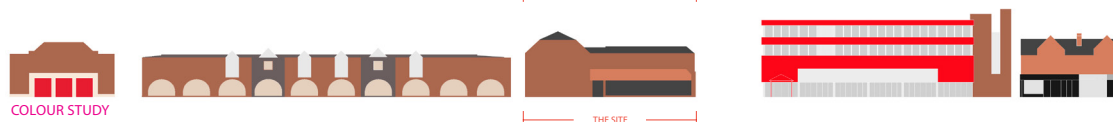
## AMENITY SPACE

-  PRIVATE GARDENS
-  HERMES SITE
-  PRIVATE PODIUM/ GARDENS
-  PUBLIC AMENITY



## FLOOD RISKS

-  AREA AT RISK  
 HERMES SITE





# 71-73 Caversham Road READING

SCHEME  
PRESENTATION  
JULY 19

## EXISTING BUILDINGS STUDY - THE DREWS

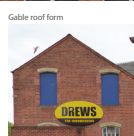


THE DROWS BUILDING

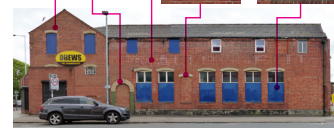


THE DROWS BUILDING

'Ghost' sign-letting at first floor level on Northfield Road - possibly 'MALT' -

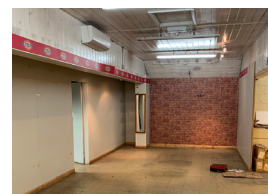
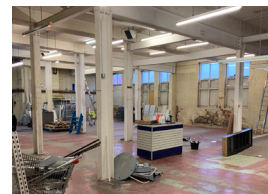
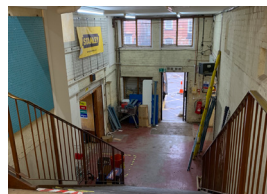
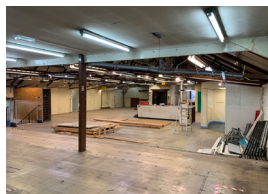


EXISTING FORMER MALT HOUSE - CAVERSHAM ROAD  
FACADE



EXISTING FORMER MALT HOUSE - NORTHFIELD  
ROAD FACADE

## DREWS - EXISTING INTERIOR



## EXISTING BUILDINGS STUDY -



FORMER BREWERY BUILDING



FORMER BREWERY BUILDING

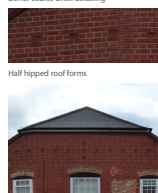
Chamfered corner



Bay window



Dentil course brick detailing



Painted brickwork



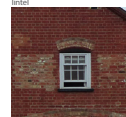
Half hipped roof forms



Former arch and now turned into a double door with brickwork infill



Small sash window with arch lintel



FORMER BREWERY BUILDING - INTERNAL FACADE



EXTERNAL FACADE

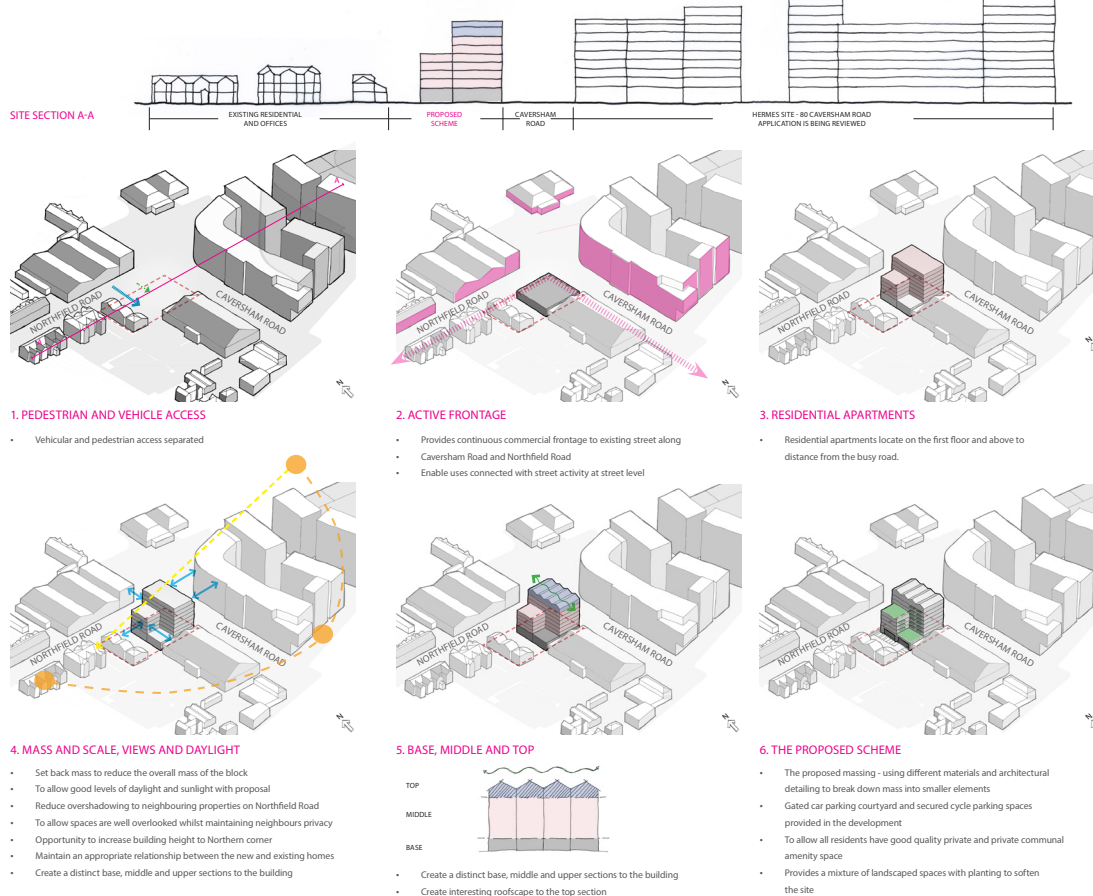


# 71-73 Caversham Road READING

## CONSTRAINTS & OPPORTUNITIES

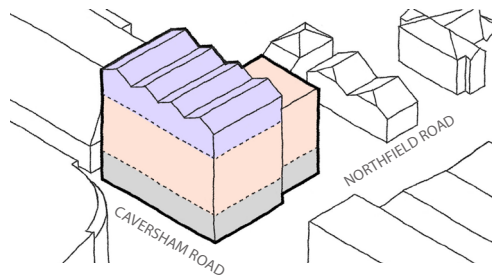


## DESIGN PROCESS & KEY CONSIDERATIONS



# 71-73 Caversham Road READING

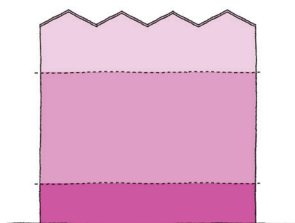
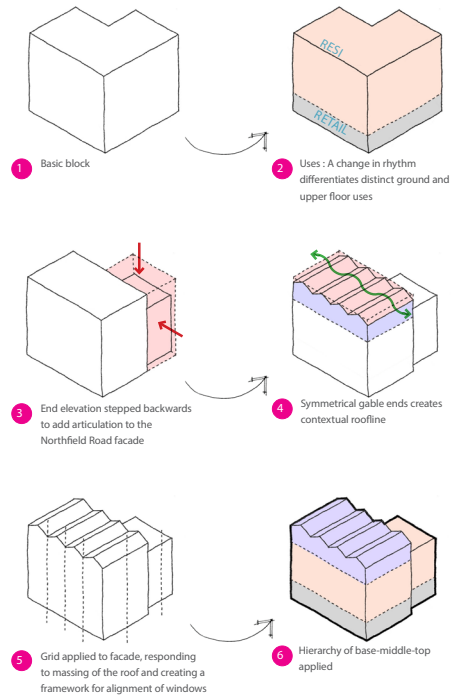
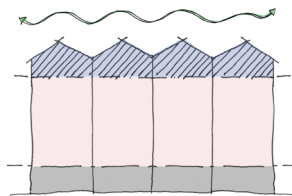
## BUILDING FORM AND FACADE PRINCIPLES



TOP

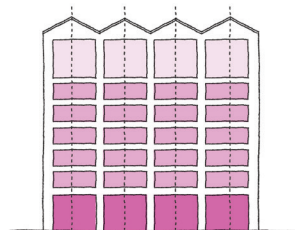
MIDDLE

BASE

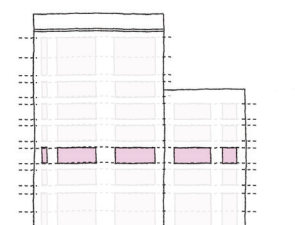


Building has a distinct base middle and top.

CAVERSHAM ROAD ELEVATION

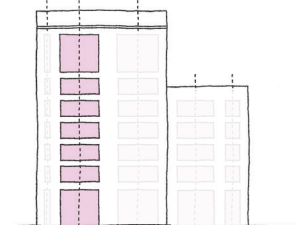


Windows and entrance are vertically proportioned and aligned vertically. They are also consistent in height and horizontally aligned.

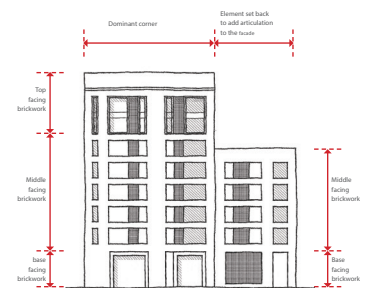
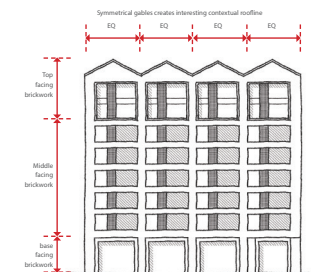


Windows are consistent in height and horizontally aligned windows.

NORTHFIELD ROAD ELEVATION



Vertically and horizontally aligned pattern of windows with similar character. Variation in form used to define horizontal and vertical divisions within the facade.



# 71-73 Caversham Road READING

SCHEME  
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## THE PROPOSAL

### KEY FIGURES

NUMBER OF UNITS :  
57

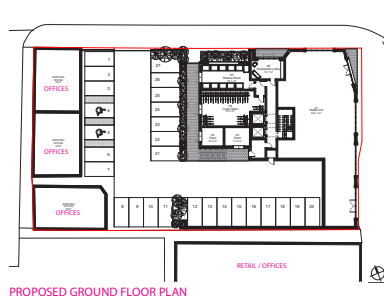
1 BED APARTMENT :  
49

2 BED APARTMENT :  
8

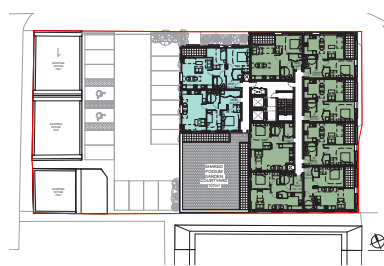
NUMBER OF CAR PARKING SPACES :  
27 (INCL. 2 DISABLED PARKING)

NUMBER OF BICYCLE RACKS :  
68 (INCLUDE 10 EXTERNAL SPACES)

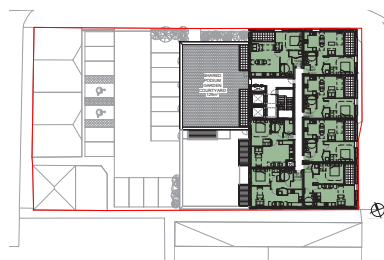
COMMERCIAL UNIT AREA :  
244M<sup>2</sup> (2,626FT<sup>2</sup>)



PROPOSED GROUND FLOOR PLAN



PROPOSED FIRST FLOOR PLAN



PROPOSED FIFTH FLOOR PLAN



VIEW FROM NORTH OF CAVERSHAM ROAD



VIEW FROM NORTHFIELD ROAD



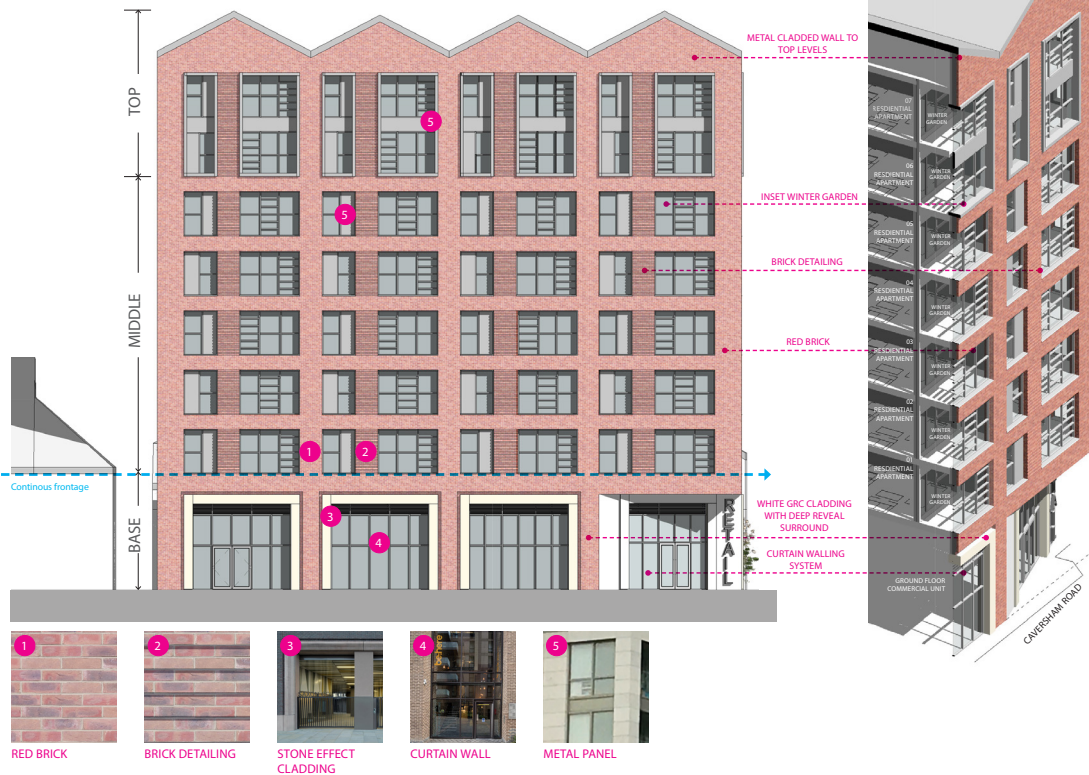
VIEW FROM NORTH OF CAVERSHAM ROAD



# 71-73 Caversham Road READING

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JULY 19

## THE PROPOSAL - BAY & SECTION DETAIL



## PRECEDENT IMAGES



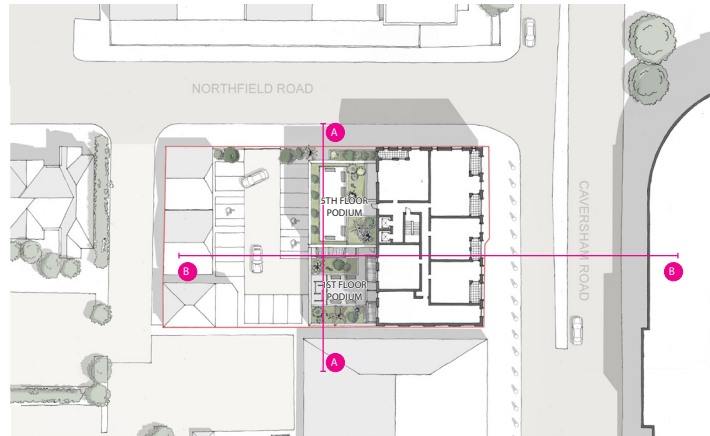
# 71-73 Caversham Road READING

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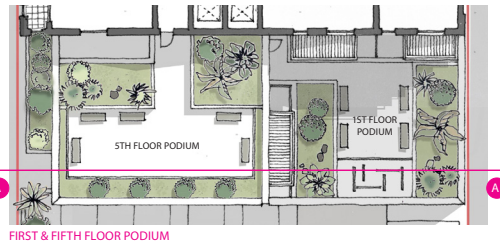
## THE PROPOSAL - LANDSCAPE AND PRIVATE AMENITY SPACE

| PRIVATE AMENITY SPACE (NDSS MIN. REQUIREMENT) |              |                              |                      |
|-----------------------------------------------|--------------|------------------------------|----------------------|
| TYPE OF HOMES                                 | NO. OF HOMES | MINIMUM M <sup>2</sup> /UNIT | TOTAL M <sup>2</sup> |
| 1B2P                                          | 49           | 5                            | 245                  |
| 2B3P                                          | 5            | 6                            | 30                   |
| 2B4P                                          | 3            | 7                            | 21                   |
| <b>TOTAL</b>                                  | <b>57</b>    |                              | <b>296</b>           |

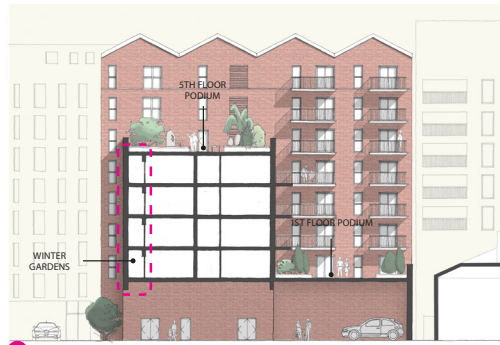
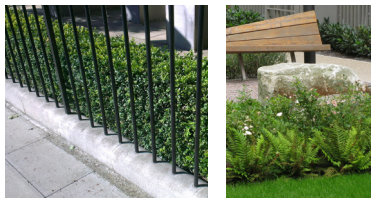
| AMENITY SPACE - SHARED        |                |
|-------------------------------|----------------|
| PODIUMS                       | M <sup>2</sup> |
| 1ST FLOOR SHARED COURTYARD 01 | 107            |
| 5TH FLOOR SHARED COURTYARD 02 | 129            |
| <b>TOTAL</b>                  | <b>236</b>     |



THE PROPOSED MASTERPLAN



FIRST & FIFTH FLOOR PODIUM



SECTION THROUGH 1ST AND 5TH FLOOR PODIUMS



SECTION THROUGH CAR PARK AND 1ST FLOOR PODIUM



# 71-73 Caversham Road READING

SCHEME  
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## DESIGN REVIEW PANEL - 2ND MAY

### THE FIRST PROPOSAL

NUMBER OF UNITS :  
49

1 BED APARTMENT :  
36

2 BED APARTMENT :  
13

NUMBER OF CAR PARKING SPACES :  
27 (INCL. 2 DISABLED PARKING)

NUMBER OF BICYCLE RACKS :  
50

COMMERCIAL UNIT AREA :  
252M<sup>2</sup> (2,712FT<sup>2</sup>)



GROUND FLOOR PLAN



TYPICAL FLOOR PLAN

## PRE-APPLICATION MEETING - 10TH JUNE

### THE SECOND PROPOSAL

NUMBER OF UNITS :  
57

1 BED APARTMENT :  
49

2 BED APARTMENT :  
8

NUMBER OF CAR PARKING SPACES :  
27 (INCL. 2 DISABLED PARKING)

NUMBER OF BICYCLE RACKS :  
58

COMMERCIAL UNIT AREA :  
244M<sup>2</sup> (2,627FT<sup>2</sup>)



GROUND FLOOR PLAN



TYPICAL FLOOR PLAN



CAVERSHAM ROAD ELEVATION

### Supportive of the revised building form and design

Generally, case officer supportive of the revised design, material use and building form.

The development now seemed too tall

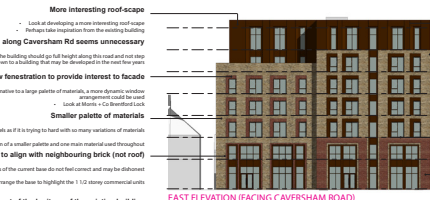
The Case Officer suggested that we have a chimney from the overall building height so that we all contribute within the sector provided.

### Heritage

Historic Building Consultant concluded that 'As stated in paragraph 10.5 of the NPP, the effect of a development on the significance of a non-designated heritage asset should be taken into account in determining the application, weighing the scale of the effect in the heritage asset and its significance.'

### Consult with the local group

Case officer suggested we make contact with the local group. Community design group who will most likely object to the proposal https://t.me/cavershamgld



EAST ELEVATION (FACING CAVERSHAM ROAD)

### Proportions of top floor windows need adjusting

The top floor windows seem too tall.

The building also seems too heavy, with large windows and a dark metal cladding.

Don't be apologetic about height

Building is currently too apologetic about its height.

Suggested being bold about the height and not trying to make the building look shorter than it is.

advised that we should make the building as tall as we believe the site can accommodate without being apologetic. There was no indication that the scale we were proposing was too tall and even a negative additional height could be supported.

Amenity space is needed for all flats

Perhaps three winter gardens on the East elevation facing Caversham Rd

Red Brick would be better suited

Red, as if there are currently too many materials and perhaps makes the facade look too busy.

Focus on one brick material, the red brick that is found around Reading town.



WEST ELEVATION (FACING CAR PARK)



WEST ELEVATION

### South Facade should not be apologetic to neighbouring building

It was felt that the existing glass was too much and should go for a full height brick facade.

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THREE PERSPECTIVE VIEWS OF THE FIRST PROPOSAL

## PRE-APPLICATION MEETING - 10TH JUNE

### Should the development be car free?

Case officer suggested we consider the most appropriate use of space and whether the development should be car free. Team decided that the majority of spaces were required for existing and proposed commercial - need to provide parking for this within the application submission. Case suggested spaces could be retained as part of the ground floor plan.

### Flooding

advised that subject to providing the correct information this was unlikely to be a reason for refusal. The advised it was well known flooding did not have any exceptionally problematic sites that this would not be a concern as part of the application submission.

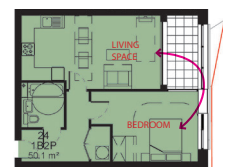
### Supportive of the revised layout

Generally, case officer supportive of revised internal flat layout.

### Too many 1 beds and no 3 beds

Case officer suggested that we avoid the housing mix to reflect policy 10.2 of the Reading Central Area Action Plan.

As a result of the proposed residential development within the central area will be required to contribute towards a mix of different unit types within the development. This will be measured by the number of bedrooms provided within individual units. Ideally, a mixture of one, two and three bedroom units should be provided. As a guide, in developments of 10 dwellings, there should be a minimum of 10% of units should be 1-bed, and a maximum of 10% of units should be 3-bed. 3-bed units can be clearly demonstrated that this would render a development suitable.



TYPICAL 1 BED APARTMENT

Concern about lack of daylight in living space due to recessed least balcony.

suggested flipping the layout of flats on the western elevation to increase more sunlight to living rooms.



VIEW FROM CAVERSHAM ROAD



VIEW FROM NORTHFIELD ROAD



# 71-73 Caversham Road READING

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## THE REVISED SCHEME - 7 STOREY BUILDING

### KEY FIGURES

NUMBER OF UNITS :  
44

1 BED APARTMENT :  
18

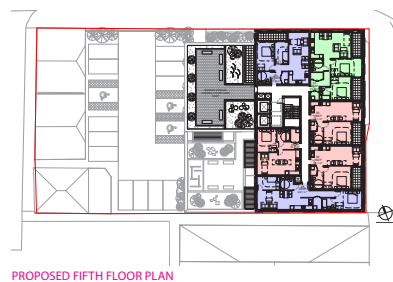
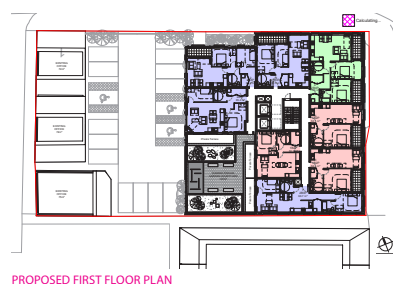
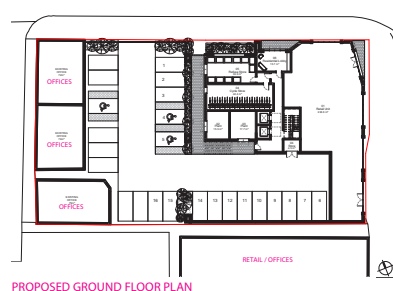
2 BED APARTMENT :  
23

3 BED APARTMENT :  
3

NUMBER OF CAR PARKING SPACES :  
16 (INCL. 2 DISABLED PARKING)

NUMBER OF BICYCLE RACKS :  
44 (INCLUDE 10 EXTERNAL SPACES)

COMMERCIAL UNIT AREA :  
238M<sup>2</sup> (2,568FT<sup>2</sup>)



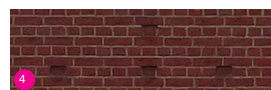
Painted sign-writing 'MALT...' on the Drews building



Green glazed brick arch to the Northfield Road facade



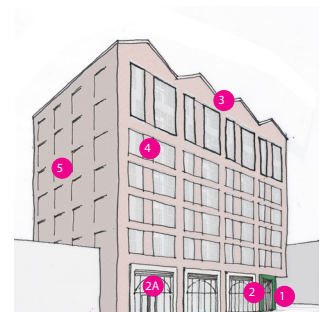
Gable roof to the Drews building



Brick detailing to the former malthouse buildings



Recessed brick to mock window openings



Precedent image - Green glazed brick to mark the retail and residential entrances



Precedent image - Arch mullion to ground floor window glazing



Precedent image - Painted sign-writing on brickwork facade

# 71-73 Caversham Road READING

SCHEME  
PRESENTATION  
JULY 19

## THE FINAL PROPOSAL



GROUND FLOOR CONTINUOUS FRONTAGE



GROUND FLOOR CONTINUOUS FRONTAGE



AXONOMETRIC VIEW







KANDA