

Existing Meadway Precinct



The Meadway Precinct

- The site owners - Chillingham, have been considering the potential to re-develop their site in recent times, having achieved a retail expansion planning consent in 2017.
- It is a considerable site ownership but does not include the Asda site to the south.
- The ownership extends to the rear boundary of properties along Stoneham Close.



The Meadway Centre - Planning Brief - 2013

Reading Borough Council have adopted a Planning Brief to encourage redevelopment options:-

Option 1 - Redevelopment of the whole centre

This is not possible without Asda involvement

Option 2 - Redevelopment of precinct only.

This is what is being considered now

Option 3 - Partial Redevelopment of the precinct.

This was considered in 2017 with an expanded retail planning consent.

Existing Centre - End 2018

The key activity has been to retain Boots at the heart of the precinct.



Chillingham Ownership - Existing Site Plan

The Meadway Centre Planning Brief

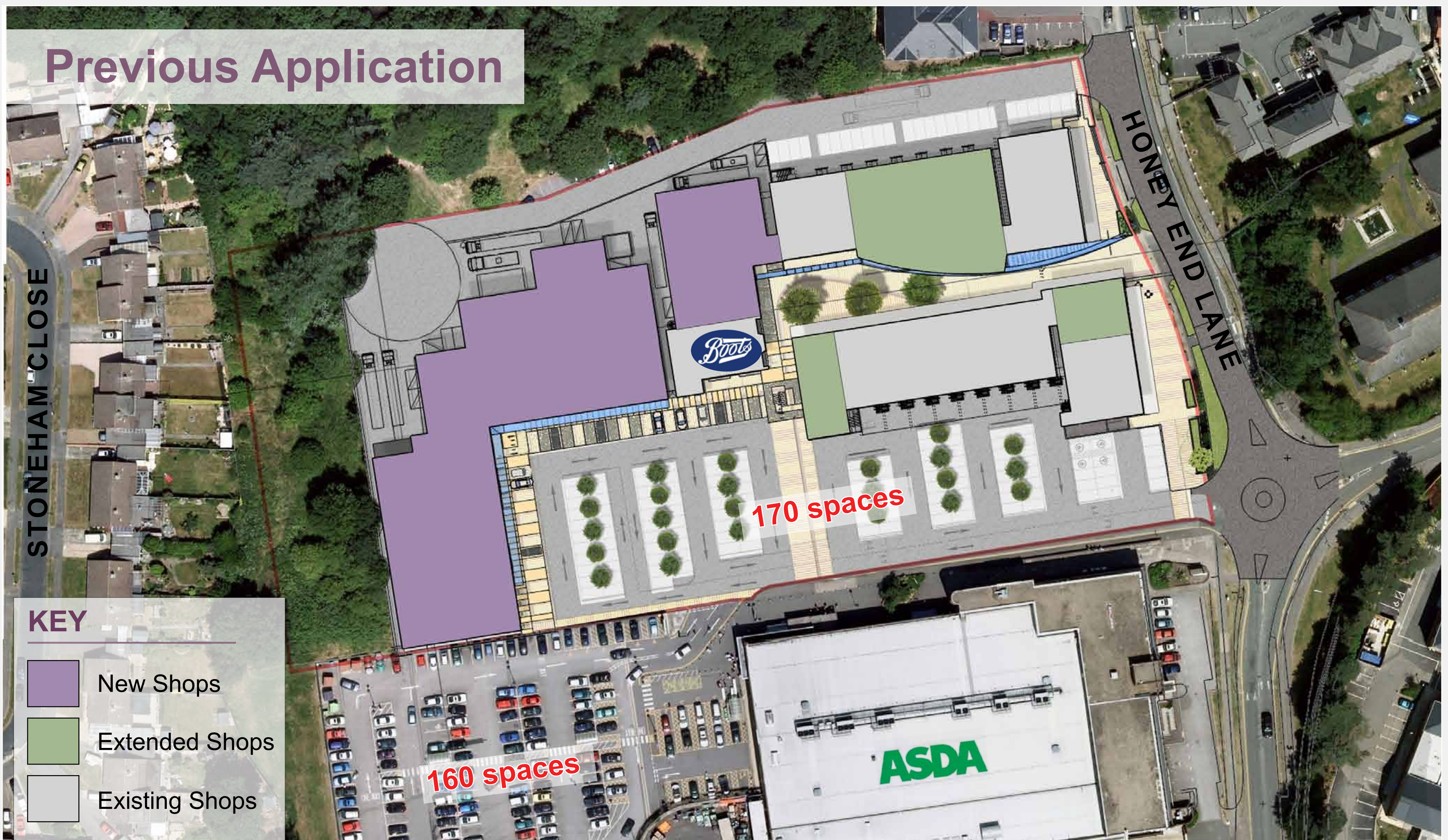
Supplementary Planning Document
Adopted November 2013



Option 3 - Partial Redevelopment

Expanded Retail - Planning Consent - 2017

- A Planning consent was achieved recently to expand the retail, particularly to the rear of the site, with a new retaining wall alignment to the west.
- This proposed to refurbish and extend the retail streetscape, maintaining the existing two-sided precinct, with the shop frontages onto Honey End Lane.
- This also proposed to maintain and refurbish the existing 27 residential units over the shops.



Vision for Meadway - Planning Brief - 2013

The Adopted Planning Brief has a "vision" for achieving a thriving district centre which: -

- Has a widened range of services.
- Acts as a community hub.
- Is easy and safe to move around.
- Has a high-quality public realm.
- Helps to address local deprivation issues locally.

Images of (Retail) Planning Consent - 2017

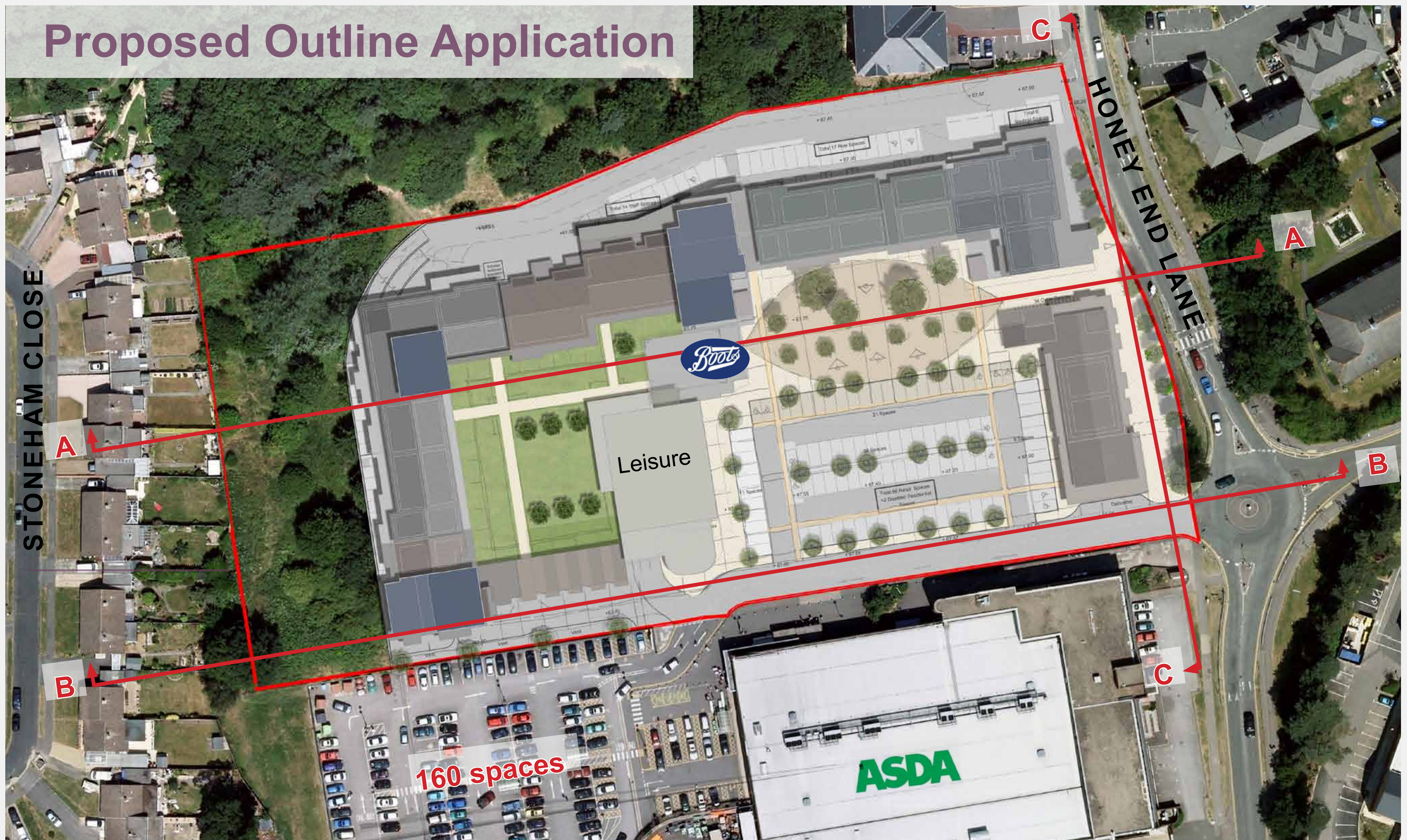


Meadway Shopping Parade

Option 2 - Redevelopment of the Precinct

Within their ownership, the owners have reconsidered the Planning Brief and propose to expand upon the retail consent by introducing:-

- Residential over and alongside the shops.
- An expanded public realm open space.
- Accommodation for medical and leisure / other uses.
- An open precinct streetscape - reducing the "rear of shop" appearance from the car park.

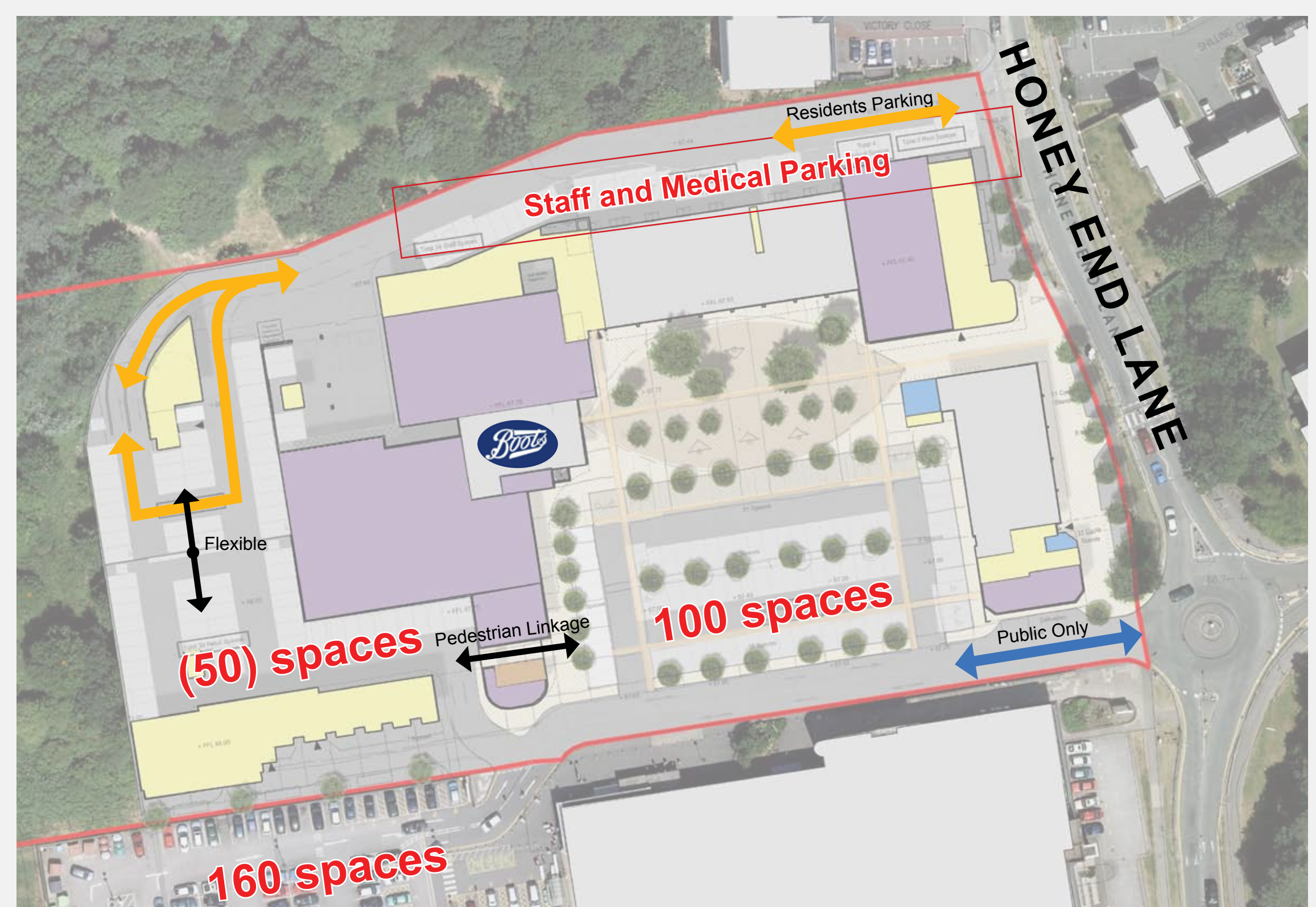


Parking Considerations

Reading Borough Council has policies regarding parking provision: -

- In this district centre location at least one parking space per residence is required. This is proposed in a secure, accessible undercroft.
- The public parking spaces have been "assessed" against the existing planning consent provision, with a main surface car park maintained and flexible public spaces at grade within the undercroft.
- The public spaces only are accessed off the Honey End Lane roundabout.
- There are dedicated medical and staff spaces; all accessed separately off the service road to the northern perimeter.

Parking Plan



Meadway Shopping Parade

Phasing of the Proposals

The priorities are to re-house the existing residents and to retain the key shop tenants - or relocate these key shops within the proposals:-

- The precinct will remain accessible and trading for the duration of the phases redevelopment.

Initial Phase

- Construct a new building to the north east which can accommodate existing residents.
- The ground level of this new building could re accommodate Boots for example - if they wish to relocate.

Key

- New North East Building/ Phase 1
- Existing Residential to relocate
- Retail occupiers - at Dec. 2018
- Existing Buildings
- New Retaining Wall Line
- Existing Retaining Wall Line



Existing Shops

The majority of the existing shops can be retained or relocated within the northern side of the precinct.

Residential Redevelopment

The area adjacent to Asda car park is vacant and construction can start here to provide additional residences, in phases from west to east.

Maintaining Public Spaces

The surface car park will remain available for the duration of the construction - to ensure that the precinct remains accessible.



Outline Planning Application

- The owners intend to submit an outline planning application imminently.
- The same initial proposals were presented to Local Councillors in September 2018.
- The Planning Brief provides a strong basis to consider the proposals:-

PLANNING BRIEF for the MEADWAY CENTRE • Adopted November 2013 14

Density and Mix	Scale, Height and Massing	Architectural Details and Materials
13. District centres should be locations of higher density development than surrounding residential areas, and should be linked to levels of accessibility by non-car modes of transport, in line with the Core Strategy. Therefore, the Centre will be appropriate for higher density development (which does not necessarily mean higher buildings - see below).	15. Height and massing of the site should take account of its topography and surrounding uses. Parts of the north and northwest of the site are well screened from surrounding residential uses by slopes and woodlands, and could house somewhat higher buildings than other parts of the site. Likewise, there may be scope for some higher elements on Honey End Lane to emphasise the entrance(s) to the centre. However, development should reduce in height towards the residential gardens on Cockney Hill, as any higher development here would have a significant effect on these properties due to the topography.	 Examples of patterned brickwork in Reading. Reading was a major producer of brick from sites such as the current site of The Meadway Precinct.
14. As a district centre, it is appropriate for uses to be mixed vertically, bringing activity and surveillance to the Centre at different times of day. Residential will mainly be on upper floors, but there is some potential for ground level residential away from key frontages, depending on the exact layout of any development.	16. Materials should be high-quality and should be of a type that will not date as quickly as the existing precinct has. In particular, there is an opportunity to highlight the important history of the site in brick and tile production through careful use of materials.	

Extract from Meadway Centre Planning Brief - 2013

Higher Density Development / higher buildings

Mixed Uses / vertically

Residential - Mainly to upper floors / potential for ground floor way from retail frontages.

High quality brickwork detailing / previous brickworks.

This Development is built on the site of the Honey End Lane Brickworks, one of the last brick and tile works in Reading from which the name of the village of Tilehurst is derived.

Prospect Park Brick Kiln (source: www.historypin.com)

- An outline application is concerned only with development access and scales and heights of proposals.
- The proposals are arranged in six distinct buildings which can accommodate approximately 239 new and 27 replacement residential flats, maisonettes and houses.

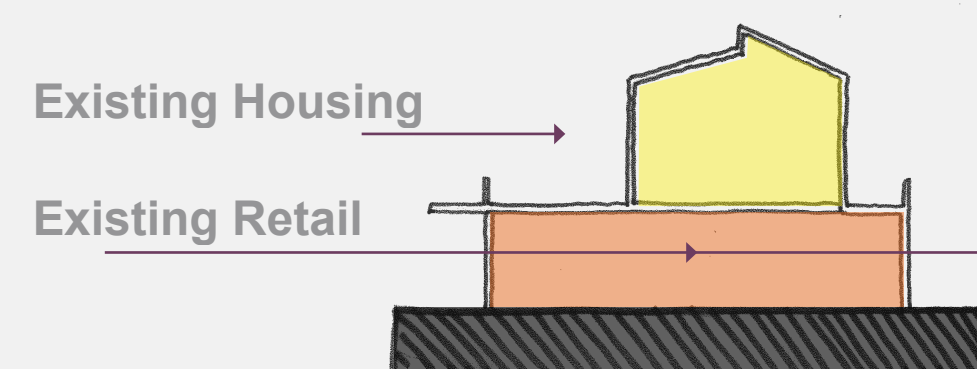
From this:



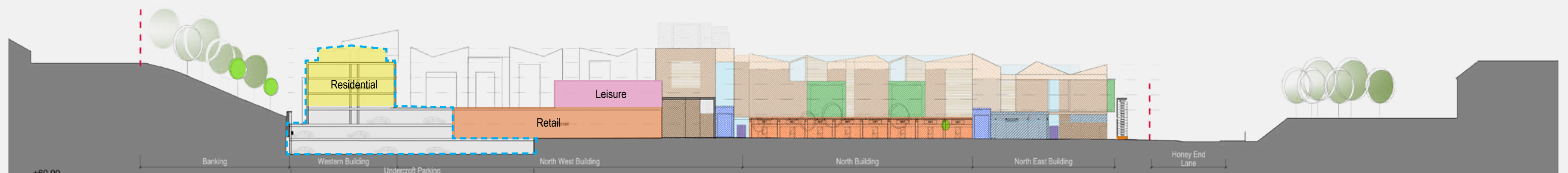
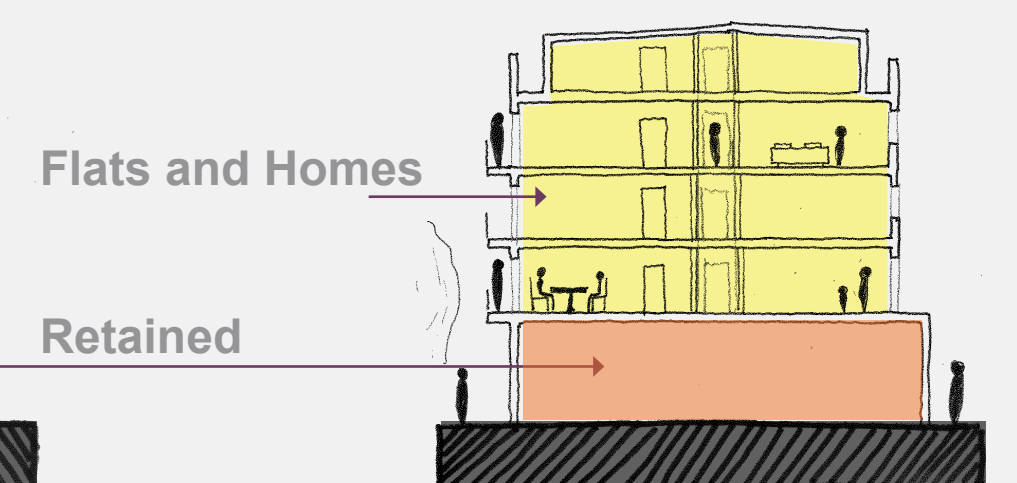
To this:



Existing Housing relocated on site.



New Residential over existing and new shops.



Massing A-A



Indicative Elevation A-A

Meadway Shopping Parade

Design Intentions

Indicative Scales and Heights.



Massing B-B



Indicative Elevation B-B



Massing C-C



Indicative Elevation C-C



Architectural Details and Materials



Focal Elements



Varying roofscapes / massing profiles



Focal Corners



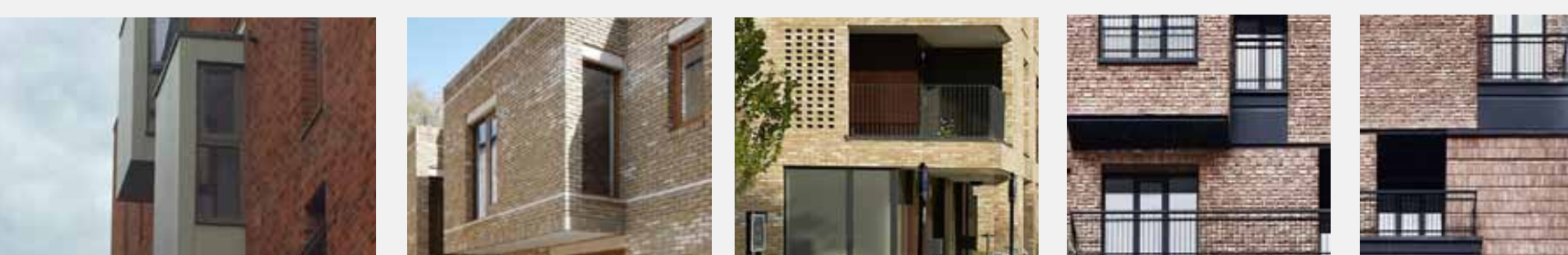
Roof Glazing / Panel System



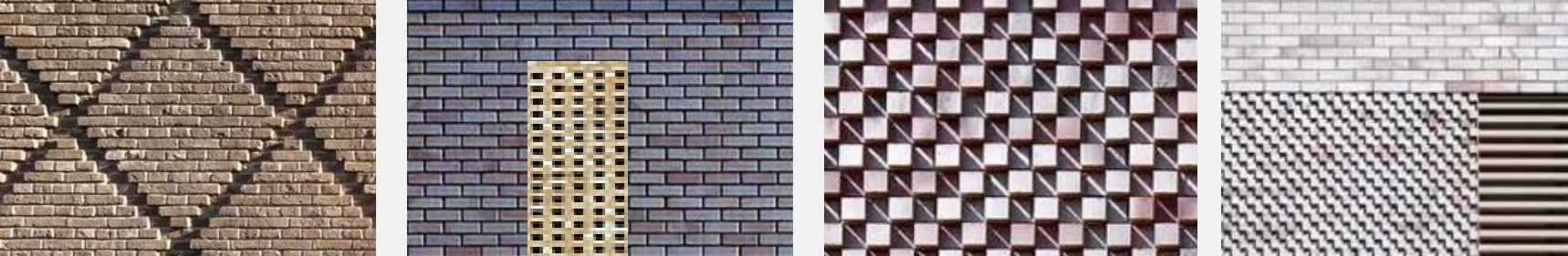
Projection Bays / Balconies



Brick work (Lower levels) - varying tones and patterns (Intermediate levels)



Public Realm Features



Landscaping



Public / Private Amenity



Clearly Defined Routes

