

FULL PLANNING, DESIGN AND ACCESS STATEMENT
ASSOCIATED WITH PROPOSED REDEVELOPMENT OF SITE AT 127a LOVEROCK ROAD/STADIUM WAY,
READING, RG30 1DZ
TO FORM A NEW SINGLE UNIT FOR B1c/B2/B8 USE

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22nd March 2019



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1.0 Introduction

The following statement has been prepared in support of a full planning application for redevelopment of the site. A planning pre-application (ref. 181293/PRE) was previously submitted to the authority with a response received from Julie Williams, South West Area Team Leader, on 4 October 018.

This response confirmed that the principle of the proposed redevelopment for employment uses was acceptable but that there were a number of important matters, in particular transport and landscaping, that needed to be addressed and explained as part of a planning application submission.

Accordingly the scheme has been redesigned in light of the pre-app comments (including a reduction in proposed floor area) and all matters raised have been considered and are discussed in this document.

The proposed development is for demolition of two existing dilapidated buildings which are subdivided into four units of 586sqm total gross external floor area. These are proposed to be replaced by a new single unit for B1c, B2 and B8 use classes with ancillary offices, including associated service areas, car parking and landscaping. Access onto Wigmore Lane is also to be modified. The new development is desired to be able to function with no hours of operation restrictions. As the scheme is speculative at this time, employment numbers stated in the application forms have been estimated.

1.01 Existing use

The site is currently on short term leases to four individual occupiers who use the site generally for car repair and maintenance. Employment numbers are not known for these occupiers however an estimate of them has been made in the application form.

2.0 Site location, description and access

2.01 Site location

The application site is within the long established Stadium Way Industrial Estate which is located to the west of Reading town centre. The application site itself has a total area of 3 844sqm (0.38 hectares). It should be noted that the applicant also owns the entire Stadium Way Industrial Estate to the west, including the roads within.

2.02 Site description and surroundings

The application site is located north of Portman Road and is bounded by the Great Western mainline railway to the north (running on an embankment), Wigmore Lane to the east, existing industrial/warehouse units of Stadium Way to the west and an industrial/warehouse building beyond the southern boundary.

The existing units in the block which is intended to be demolished are of quite some age and are poor quality both from both an occupiers' and an environmental/visual standpoint. They are used for car repair and maintenance and all are on short term leases of three years or less.

Beyond the building itself, a large part of the remaining application site is impermeable paving/parking/road. This is generally not used for car parking as the units on the application site choose not to park there and the wider Stadium Way Industrial Estate has ample car parking elsewhere within it.

Part of the parking area adjacent to the railway was most recently leased by Network Rail as a compound in association with rail improvement works, this use has now ceased.

The applicant has confirmed that there are no historic rights for either Network Rail or British Rail on the land which is intended to be redeveloped.

There is a small area of soft landscaping to the north-east boundary including a birch tree and two acacia trees in the north-west part of the site which are the subject of a TPO. All trees are to be retained within the redevelopment proposals. In addition there is a small area of grass in the south-west corner of the site.

The closest residential buildings are some distance away, south of Portman Road.

2.03 Access provision and car parking

The site is directly served from Wigmore Lane with a secondary access from Stadium Way. The latter runs between Wigmore Lane at its eastern end and Scours Lane to the west. As noted in item 2.01, the Stadium Way Industrial Estate is entirely owned by the applicant and as such Stadium Way is within the applicant's control.

The application will result in Stadium Way being closed off at its eastern end to become a cul-de-sac. This is considered to be acceptable as sufficient yard areas exist within the industrial estate to the west to facilitate hgv turning; accordingly access and egress to the remaining estate will be from Scours Lane. This arrangement will also stop cars which currently speed through the estate and use Stadium Way as a "rat run".

The redevelopment will therefore be served entirely from Wigmore Lane with the existing access to the site being modified slightly to suit the new internal site arrangement.

The site is located in Reading Borough Council's Zone 3, Secondary Core Area and car parking will be provided entirely within the site to accord with Reading's car parking standards. It should be noted that the nature of the existing occupiers' uses results in a large number of vehicles being parked on Wigmore Lane, including on the footpaths. This situation will cease when the site is redeveloped.

3.0 Planning history of the application site

Planning history for the application site is listed in the Council's pre-app response and mainly relates to change of use and alterations to the existing buildings. The most recent application relates to the Vodafone mast and control building in the south-west corner of the site.

4.0 The proposed development

The proposed development is for demolition of the existing buildings and removal of the Vodafone communications plant; followed by redevelopment of a new single unit.

The redevelopment comprises a new single unit for B1c, B2 and B8 use classes (for flexibility) with ancillary offices and associated service areas, car parking and landscaping; access onto Wigmore Lane is also to be modified. The new development is desired to be able to function with no hours of operation restrictions.

The new unit will have a total gross external floor area of 1 758sqm of which 207sqm will be first floor ancillary offices. The unit will largely be single storey and have an internal clear height of 10m in order to meet current occupier requirements for a building of this nature.

5.0 National Planning Policy Framework (NPPF)

National planning policy is set out in the NPPF. A presumption in favour of sustainable development lies at its heart. Applications that accord with the development plan should be approved without delay. Where there are no relevant policies, permission should be granted unless the impact of doing so would significantly and demonstrably outweigh the benefits.

The presumption in favour of sustainable development is the golden thread running through the Framework. The Framework explains that there are three dimensions to 'sustainable development'; an economic role; a social role; and an environmental role.

For plan making, the presumption requires that local plans must meet objectively assessed needs, and for decision taking it requires that where the development plan is absent, silent or out of date, planning permission should be granted unless adverse impacts would **significantly** and **demonstrably** outweigh the benefits, or where policies in the Framework indicate that development should be restricted.

The Framework explains that the Government is committed to securing economic growth to create jobs and prosperity. The planning system should do everything it can to support sustainable growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Accordingly, significant weight should be placed on the need to support economic growth through the planning system.

The Framework goes on to confirm that investment in business should not be overburdened by the combined requirements of planning policy expectations.

Amongst other things, local plans should support existing business sectors, and identify priority areas for economic regeneration, infrastructure provision and environmental enhancement.

5.01 Local planning policy

The adopted Development Plan for the application site comprises the Reading Core Strategy (as updated). This was adopted in 2008 and is accompanied by the Sites and Detailed Policies Document (adopted 2012), together these form the adopted Development Plan for Reading. These plans will eventually be replaced by the New Local Plan which is currently being examined and is expected to be adopted later in 2019.

5.02 Reading Core Strategy

Reading's pre-app response lists the Local Development Framework policies which are relevant to the application site.

One of the key policies is considered to be CS11 which has a general presumption against loss of employment land in the Council's Core Employment Area SA12h: Portman Road, of which the Stadium Way Industrial Estate forms part. The area is also recognised for industrial and warehouse uses. The principle of the redevelopment should therefore be considered acceptable which the council have confirmed in their pre-app response.

It is unlikely that the existing residential properties to the south of Portman Road will be affected by the redevelopment proposals given their distance from the site and that the building is to be orientated such that servicing is on its northern side. The existing industrial/warehouse building to the south of the application site also acts as a further buffer to the residential area.

6.0 Assessment

The following section provides an assessment of the proposed development and identifies the key planning issues. It demonstrates that the principle of the development on balance complies with relevant policies and should be considered acceptable.

6.01 Principles of development

The principle of the proposed development complies with relevant national and local planning policies. The application site is within an identified employment area which contains a mix of light industrial/industrial and storage/distribution uses. Reading's pre-app response confirms that the principle of the proposed redevelopment for employment uses is acceptable, subject to aspects such as transport and landscaping being satisfactorily addressed.

The corresponding policies protect existing uses and encourage the efficient use of land within existing employment areas. They aim to secure economic growth to create jobs and prosperity.

The NPPF similarly encourages the efficient use of land. Moreover, it places significant weight on the need to support economic growth through the planning system, confirming that local plans should support existing business sectors.

At present the occupation of the application site by the four tenants creates significant environmental and amenity issues for the surrounding occupiers.

Taking account of the aforementioned, the principle of the proposed development complies with relevant policies. In particular, the proposal will:

- Transform a 'bad neighbour' site
- Remove parking/vehicle impacts on adjacent occupiers
- Replace a dilapidated and inefficient building
- Ensure the efficient use of the site
- Support the growth of business in the area

6.02 Amount and scale

The application site is 3 844sqm (0.38 hectares). The proposed unit has a ground floor gross external area of 1 551sqm with an ancillary first floor office area of 207sqm gross external.

The proposed building has a clear internal height of 10m as required by occupiers of modern buildings and which ensures efficient utilisation of the building volume. It is noted that the adjacent 'Access' self-storage building east of Wigmore Lane appears to be of a similar height to the proposals.

6.03 Layout

The proposed layout has been designed to create the following benefits:

- The building has been oriented broadly parallel with the northern/railway boundary thereby shielding the residential properties further to the south from potential noise and artificial light pollution (including that generated by the railway).
- In direct response to concerns raised at the planning pre-app stage, the proposed layout has been redesigned and the unit is now set further away from the eastern boundary with Wigmore Lane. This minimises potential dominance close to the highway and also provides sufficient space for good quality soft landscaping along the road frontage.
- The existing landscaping area (including a protected tree) to the north-east corner of the site is to be retained and will be strengthened with a new planting scheme.
- Further soft landscaping areas have been added within the site when compared to the scheme proposals submitted at pre-app stage.
- The enhanced elevation of the office area, positioned fronting onto Wigmore Lane, will improve the amenity of the area. It also acts as a visual and acoustic shield to the adjacent loading area.

- All car/hgv parking and manoeuvring will take place within the site boundaries in the good sized yard areas.
- Separation of cars, hgvs and pedestrians within the yards will be facilitated by thermoplastic surface markings and direction signage.
- The entrance to the offices is to be located on the north-east side of the building, closest to the main area of car parking.

The new unit is set some way behind the existing building line on the western side of Wigmore Lane. The existing buildings have no soft landscaping around them and perimeter spaces are occupied by car parking which adds no visual appeal to Wigmore Lane, the redevelopment will address these problems.

6.04 Character and appearance

The design and appearance of the proposed development seeks to ensure that a high quality form of development is delivered that responds to its setting. The building will generally use colour coated profiled metal cladding in a blend of subtle, silver and grey tones. Cladding will be of different profiles to add texture and visual interest which will also reduce the apparent scale of the building.

The roof over the main part of the building is of a shallow pitch and is hipped at each end to minimise its impact. The roof over the frontage offices portion is 'flat' (concealed behind parapet walls) and so any potential impact upon Wigmore Lane is thus limited.

The office elevations feature flat metal panels (Kingspan Microrib type) laid horizontally and incorporating areas of horizontal glazing to serve the offices with full height feature glazing to readily identify the building entrance.

This design approach is considered appropriate and sensitive to the site.

6.05 Landscaping

The existing site is largely devoid of any planting visible from the public realm save for an unkempt scrub area in the north-east corner. This area is to be retained, enhanced and strengthened with new planting.

Further planting is to be introduced along the Wigmore Lane frontage, including trees, which will soften the edge of the site and greatly improve the overall amenity of the area. Two further areas of planting are also proposed within the site itself.

The site also benefits from extensive greenery on the railway embankment immediately adjacent to the site.

6.06 Access and parking provision

Access for the new unit is direct from Wigmore Lane utilising the existing (modified) access. Stadium Way will be made into a cul-de-sac served from Scours Lane.

All car/hgv parking and manoeuvring will take place within the site boundaries in the good sized yard area. Cars, hgvs and pedestrians within the yard will be separated from one another by way of thermoplastic surface markings and direction signage.

The pedestrian entrance to the offices is to be located on the north-east side of the building, closest to the main area of car parking.

Refer to Milestone Transport Assessment which deals with these matters, and others, in detail. The report demonstrates that there are no transport or highways matters that should result in planning permission being refused.

6.07 Other material considerations

Flood risk and drainage

Flood risk from rivers is considered to be high (Flood Zone 3) with risk from overland flow considered to be moderate. Accordingly the finished floor level of the new building is to be set above the design flood level with voids provided under the building, these ensure that floodplain storage is actually increased when compared to the existing situation.

Refer to Cole Easdon Flood Risk Assessment and Drainage Strategy for a full evaluation including surface water and foul drainage strategies.

Contamination risks and ground conditions

Refer to WSP Phase 2 Environmental Assessment for a full assessment. In summary this report advises that there is no significant site wide contamination and no pollutant linkage identified. However a more comprehensive assessment of the ground conditions is recommended associated with any proposed redevelopment.

Archaeology

Refer to AOC Archaeology report for full assessment. The report advises that there is low potential for remains for the early historic to medieval, post-medieval and modern periods to be present on site.

Acoustics

As mentioned before, the site is currently operational and is located in an established industrial/warehousing area. Furthermore it is a good distance from the nearest residential properties to the south. The new building layout has been carefully considered and is oriented so as to shield the service area from the houses. It will also act as a buffer to railway noise from trains which run at high level along the embankment.

As the redevelopment is of a speculative nature at this time, the future occupier is not known however the new building arrangement will limit potential noise issues for the closest residential dwellings.

Services/public utilities

The site benefits from all statutory services. These have been surveyed and some will require diversion (e.g. gas and electric) within the site boundaries as part of the new development but are not envisaged as being an issue. The Vodafone telecoms equipment is to be removed and is anticipated will be relocated elsewhere on the wider Stadium Way Industrial Estate.

Arboriculture

Refer to Landmark Trees report for a full assessment. In summary this concludes that the proposal will have no, or very limited, impact upon the existing trees and is acceptable.

Disabled access and facilities

The development has been designed to provide safe, easy and inclusive access for all potential users regardless of disability, age or gender.

Access for the disabled into the new development will be by way of a modified entrance from Wigmore Lane. Disabled car parking has been allocated close to the office entrance of the unit and level/ramped access will be provided into the building.

The staircase will be designed to meet the needs of the ambulant disabled and the occupier is readily able to install a lift should their own particular access audit identify the need for this. WCs adapted for use by the disabled will also be provided.

Security and site boundaries

The site benefits from an existing 2m high galvanised palisade fence to the northern/railway boundary. The other three boundaries are to be secured with a new colour coated 2m high palisade fence including matching gates to secure the site entrance.

Energy and sustainability

Refer to Green & Castle Energy and Sustainability Statement for details. In summary this report confirms that the development complies with energy and carbon conservation requirements, along with wider sustainable measures, in line with the aspirations of both the Core Strategy policies and wider council aspirations.

Ecology and bats

With the exception of the small area of scrub land to the north east corner of the site and the grassed margin to the south west, the site is entirely hard paved or has buildings upon it.

The proposed works retain and enhance the scrub land and add planting (including trees) along the length of the site frontage with Wigmore Lane. Accordingly the ecological value of the site will be greatly enhanced by the redevelopment.

Refer to Greengage report for details of the bat survey which has been undertaken. Their report concludes that bats are confirmed likely-absent from the existing buildings and no further surveys are deemed necessary. Furthermore, Greengage confirm that the scheme is likely to result in net gains for biodiversity.

Refuse collection

It is envisaged that the occupier will make third party arrangements for the collection of refuse to suit the requirements of his particular business.

'Former British Rail land'

The applicant has confirmed that there are no access or other rights for British Rail/Network Rail over the land. Network Rail did recently have a licence to occupy part of the site adjacent to the railway however this licence has now lapsed.

7.0 Matters listed in council's pre-app response

These have been fully considered previously in this report and can be summarised as follows:

Berkshire Archaeology – refer to AOC report.

Ecology and bats – refer to Greengage report.

Environmental protection – the site layout and building have been oriented and designed to act as a shield to the residential properties to the south. The new unit will also mitigate noise from the existing railway to the north.

Natural environment – further soft landscaped areas have been added to the proposals when compared to those submitted at pre-app stage. Existing trees are retained and new trees have been added to the site frontage.

Network Rail – there are no rights for Network Rail on the application site. The development will be undertaken generally in accordance with Network Rail's requirement where appropriate.

Transport Development Control – refer to Milestone report.

Appraisal, design and impact – external building materials are included on the proposed elevations. The site layout has been redesigned to move the proposed unit substantially behind the existing building line. The floor area has also been reduced.

The existing telecoms mast (Vodafone) is anticipated to be relocated elsewhere in the Stadium Way Industrial Estate in accordance with the terms of the lease that the applicant has with the operator.

Appraisal, impact on neighbours – the scheme is speculative and as such the nature of the occupier and potential for operational noise is not known at this time. However the scheme has been designed from the outset with reduction of noise impact to the residential properties at the south as an important consideration. Features such as the building being oriented on the site so as to act as a buffer to the railway, and the loading doors being shielded by the office block projection are integral to this design approach.

Appraisal, transport issues – refer to Milestone report.

Appraisal, landscaping – refer to Landmark Trees report and Pauline May drawing.

Appraisal, other matters – refer to Cole Easdon Flood Risk Assessment including SuDS; refer to Greengage report for bats; refer to AOC report for archaeology; refer to WSP report for geotechnical; refer to Green & Castle report for ventilation and energy.

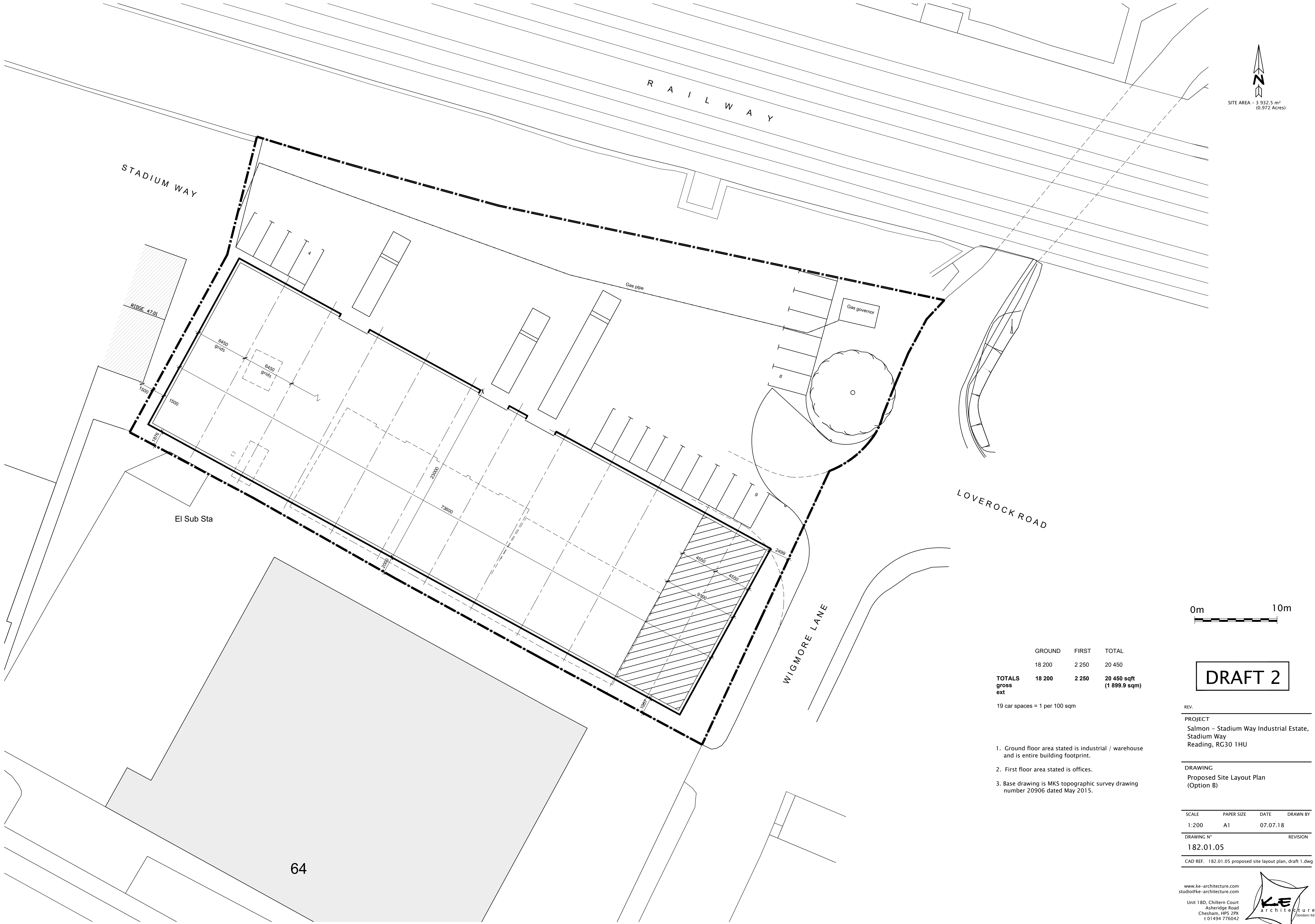
8.0 Summary and conclusion

The existing site and its operations have over the years become a poor use of the land and the opportunity now exists for a comprehensive redevelopment to be undertaken. Such a redevelopment will remove the adverse impacts currently endured by surrounding occupiers.

The development will be self-contained and create a high quality, sustainable unit which will be a valuable addition to the stock of such buildings in the Borough. It will suit the needs of future occupiers and meet market demand. The development will make efficient and effective use of the site.

Taking account of the above, it is concluded that the proposed development complies with relevant planning policies and forms a sustainable form of development that will not give rise to any unacceptable impacts. Accordingly planning permission should be looked upon favourably.

ke architecture (london) ltd



SITE AREA - 3 932.5 m²
(0.972 Acres)

0m 10m

DRAFT 2

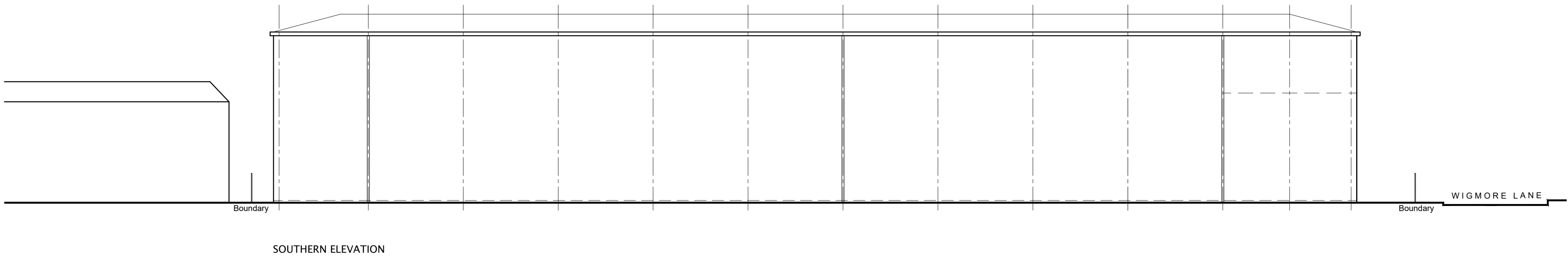
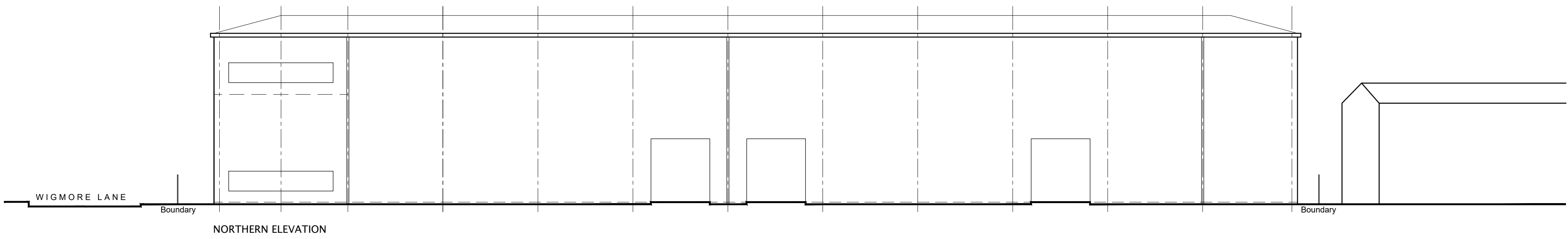
	GROUND	FIRST	TOTAL
TOTALS gross ext	18 200	2 250	20 450 sqft (1 899.9 sqm)

19 car spaces = 1 per 100 sqm

1. Ground floor area stated is industrial / warehouse and is entire building footprint.
2. First floor area stated is offices.
3. Base drawing is MKS topographic survey drawing number 20906 dated May 2015.

REV.			
PROJECT			
Salmon – Stadium Way Industrial Estate, Stadium Way Reading, RG30 1HU			
DRAWING			
Proposed Site Layout Plan (Option B)			
SCALE	PAPER SIZE	DATE	DRAWN BY
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DRAWING N°	REVISION		
182.01.05			
CAD REF. 182.01.05 proposed site layout plan, draft 1.dwg			





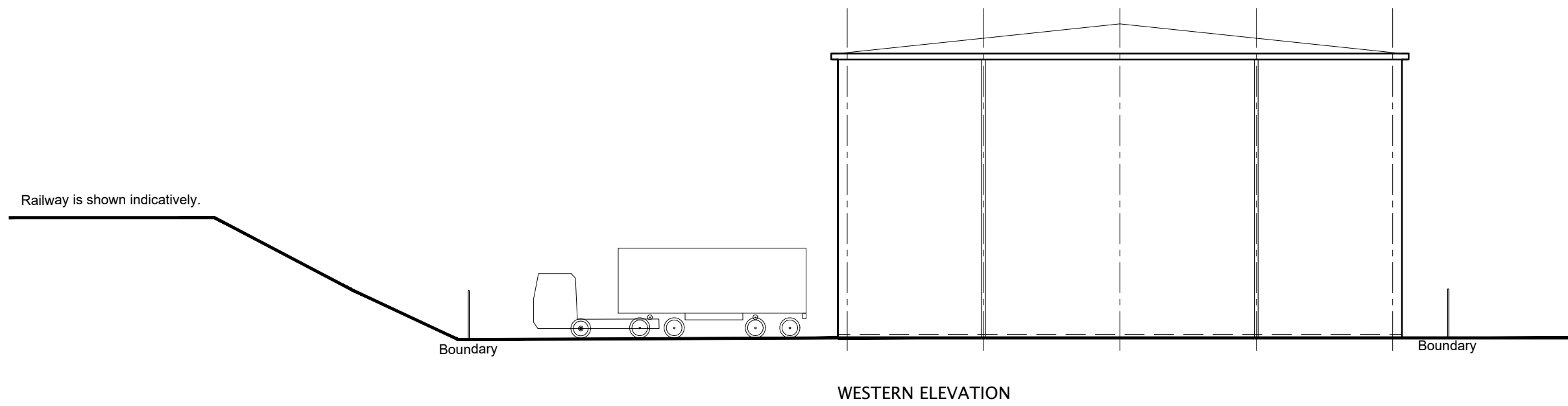
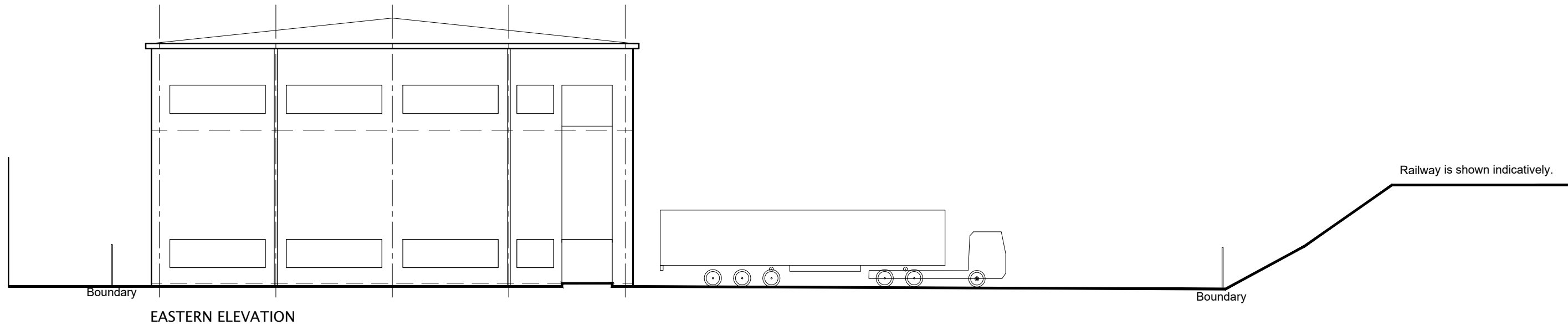
DRAFT 1

REV.
PROJECT
Salmon – Stadium Way Industrial Estate,
Stadium Way
Reading, RG30 1HU

DRAWING
Proposed Elevations/Massing sheet 1

SCALE	PAPER SIZE	DATE	DRAWN BY
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DRAWING N°			REVISION
182.01.11			
CAD REF. 182.01.11 elevs-massing sheet 1,.dwg			





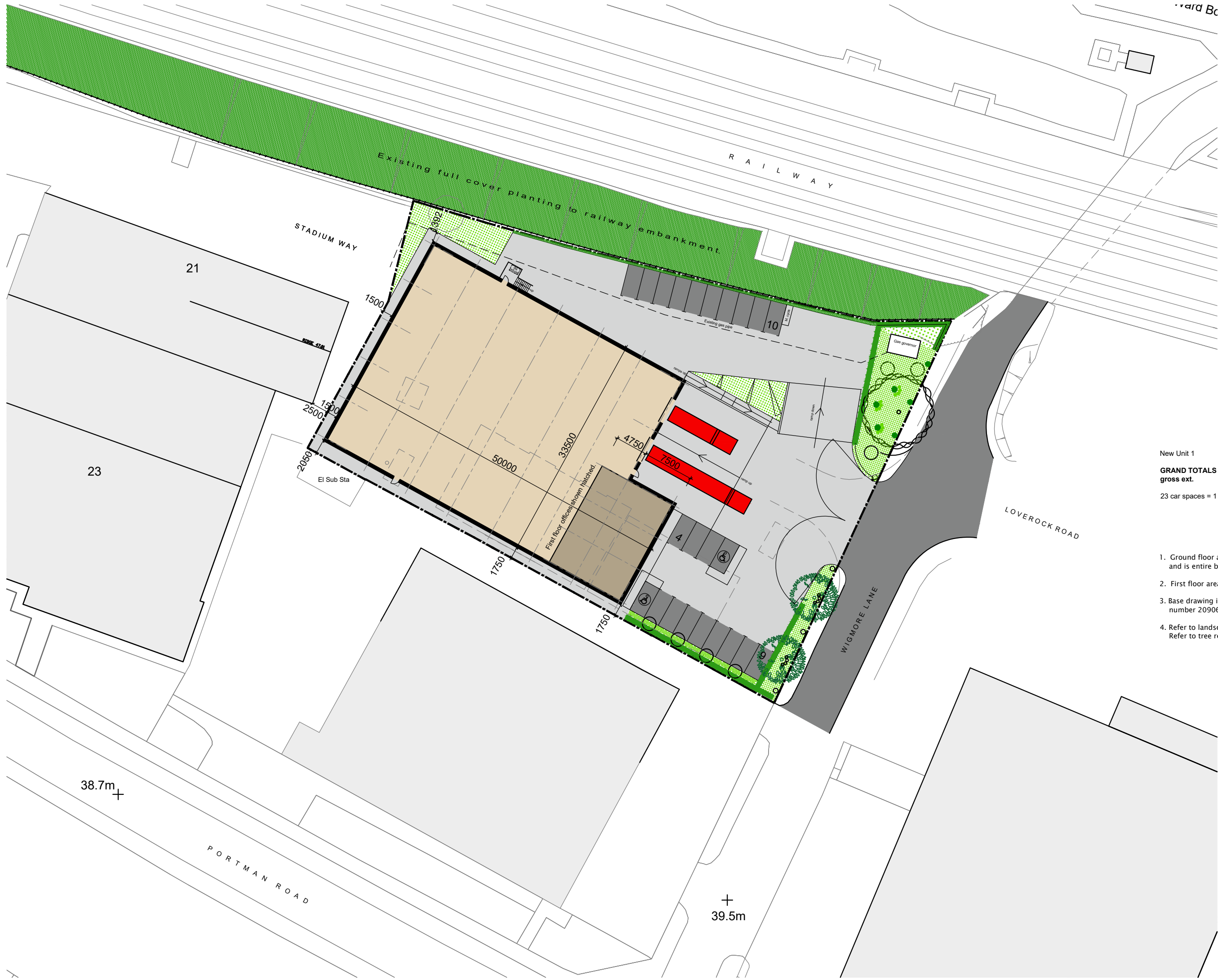
DRAFT 1

REV.
PROJECT
Salmon – Stadium Way Industrial Estate,
Stadium Way
Reading, RG30 1HU

DRAWING
Proposed Elevations/Massing sheet 2

SCALE	PAPER SIZE	DATE	DRAWN BY
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DRAWING N°			REVISION
182.01.12			
CAD REF. 182.01.12 elevs-massing sheet 2,.dwg			






SITE AREA - 3 844.14 m²
(0.950 Acres)

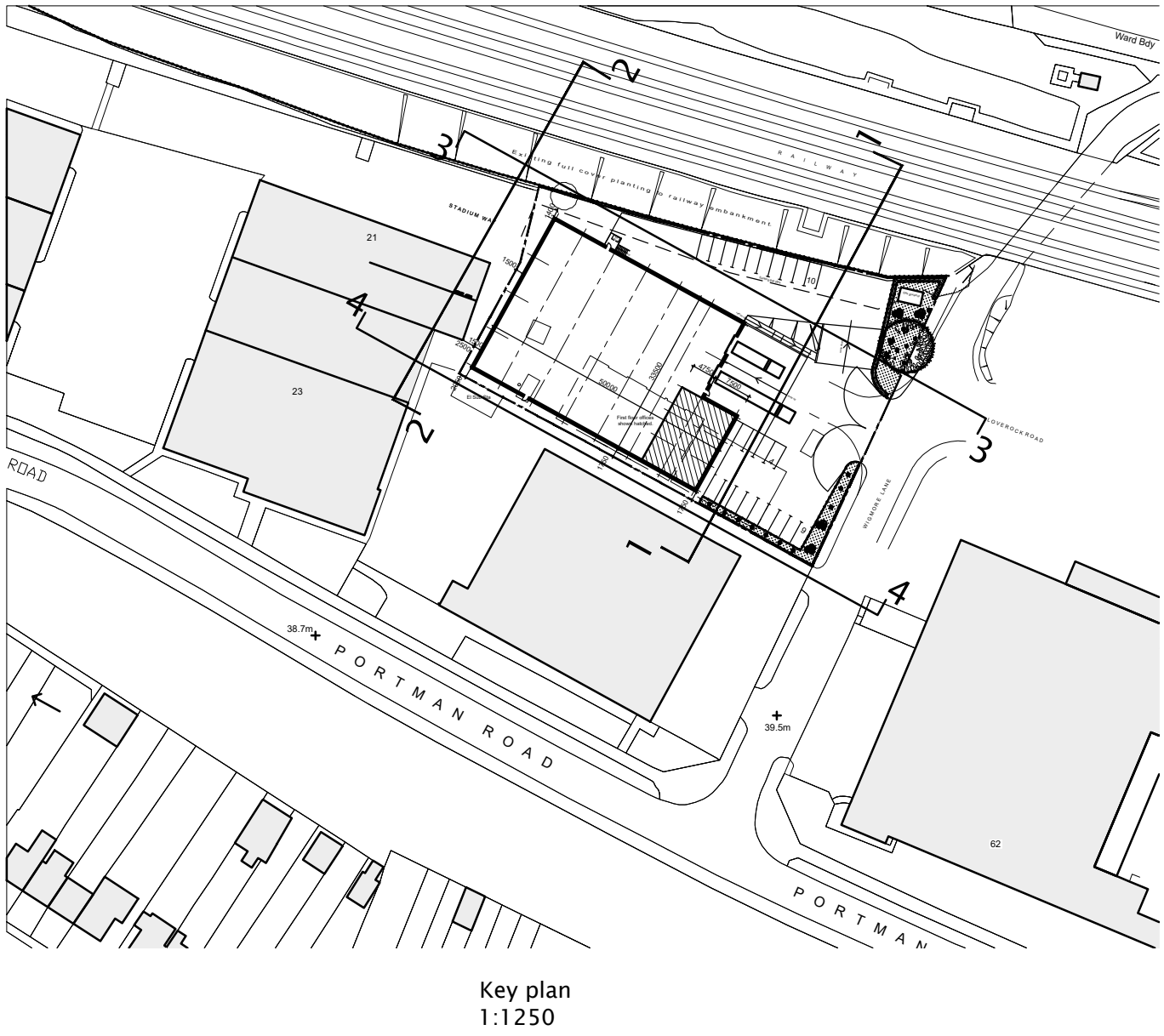
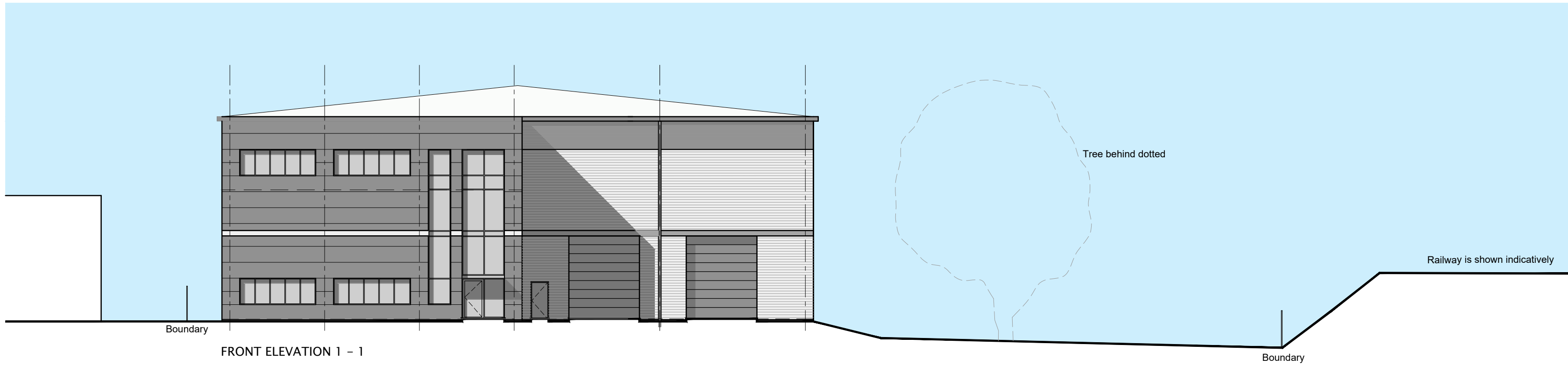
	GROUND	FIRST	TOTAL
New Unit 1	16 698	2 230	18 928
GRAND TOTALS gross ext.	16 698	2 230	18 928 sqft (1 758.4 sqm)
23 car spaces = 1 per 76 sqm			

1. Ground floor area stated is industrial / warehouse and is entire building footprint.
2. First floor area stated is offices.
3. Base drawing is MKS topographic survey drawing number 20906 R2 dated May 2015.
4. Refer to landscape drawing for full details of all planting. Refer to tree report for details of retained trees.



REV.			
PROJECT	Stadium Way Industrial Estate, Stadium Way Reading, RG30 1HU		
DRAWING	Proposed Site Layout Plan – Coloured		
SCALE	PAPER SIZE	DATE	DRAWN BY
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DRAWING N°	REVISION		
182.01.15			
CAD REF.	182.01.15 Coloured proposed site layout plan.dwg		





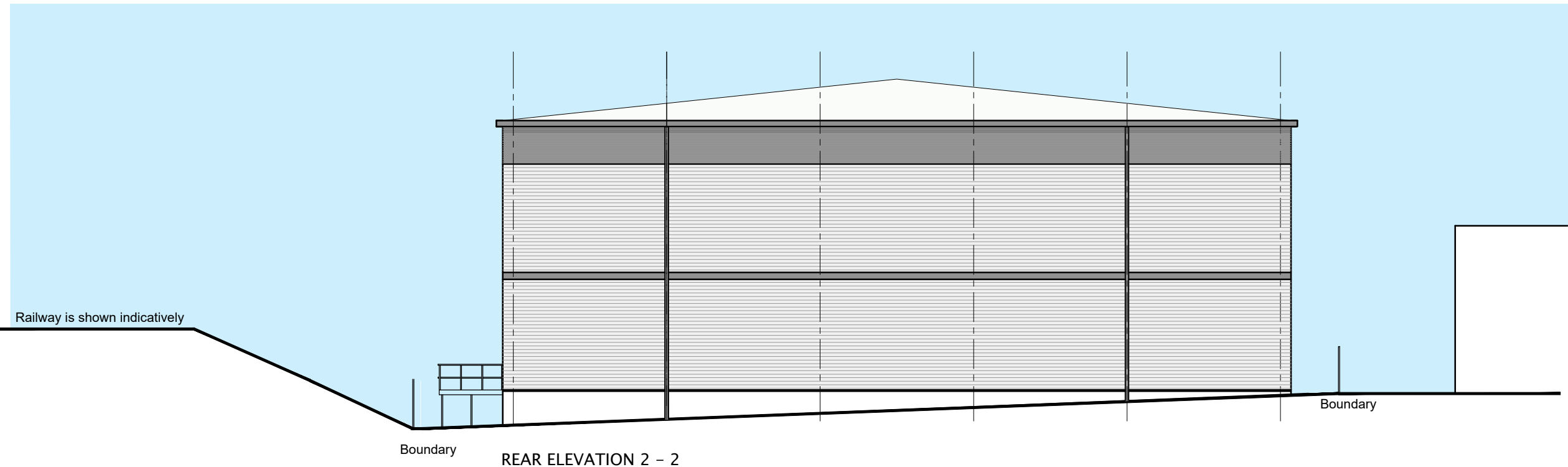
SCHEDULE OF PROPOSED EXTERNAL MATERIALS
All colours to be agreed.

ROOF
Colour coated (light grey) profiled metal sheeting to main roof.
Laminated glass to office entrance canopy.

RAINWATER GOODS
Colour coated metal gutters (dark grey) with matching circular rainwater pipes.

WALLS
Colour coated (grey and metallic silver) profiled metal cladding generally. Kingspan microrib type flat panels to office elevations where indicated.
Feature horizontal cladding band where indicated.

WINDOWS AND DOORS
Powder coated aluminium (dark grey) to window and door framing, solar control glazing.
Glass faced lookalike panels in window system at positions of struct
Colour coated steel (dark grey) to fire escape doors.
Colour coated metal (dark grey/metallic silver) to loading doors.



REV.

PROJECT
Stadium Way Industrial Estate,
Stadium Way
Reading

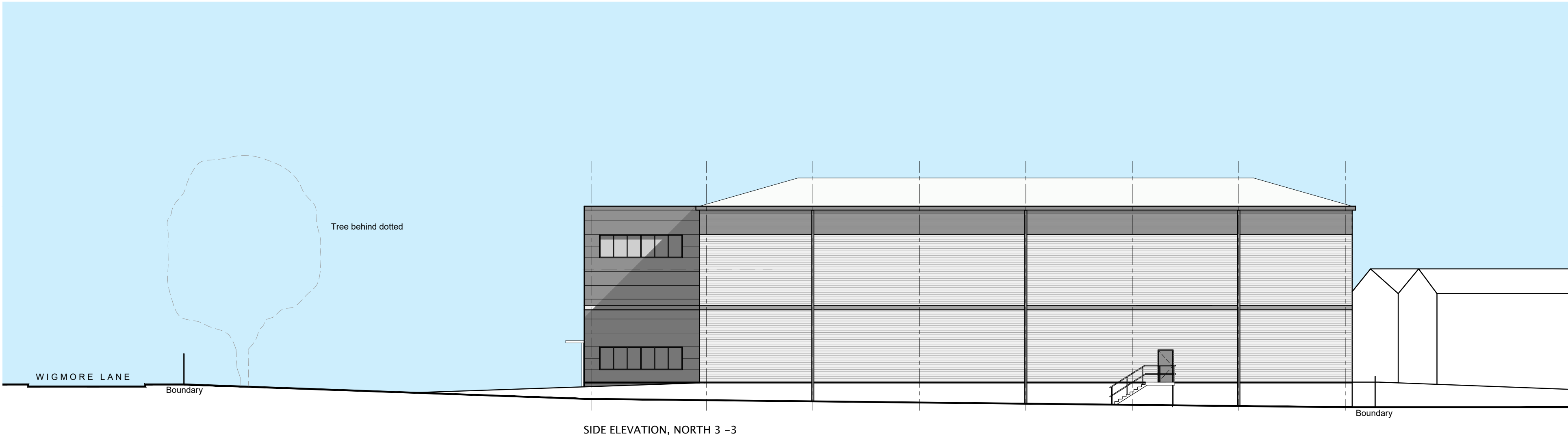
DRAWING
Proposed Elevations sheet 1
– Coloured

SCALE	PAPER SIZE	DATE	DRAWN BY
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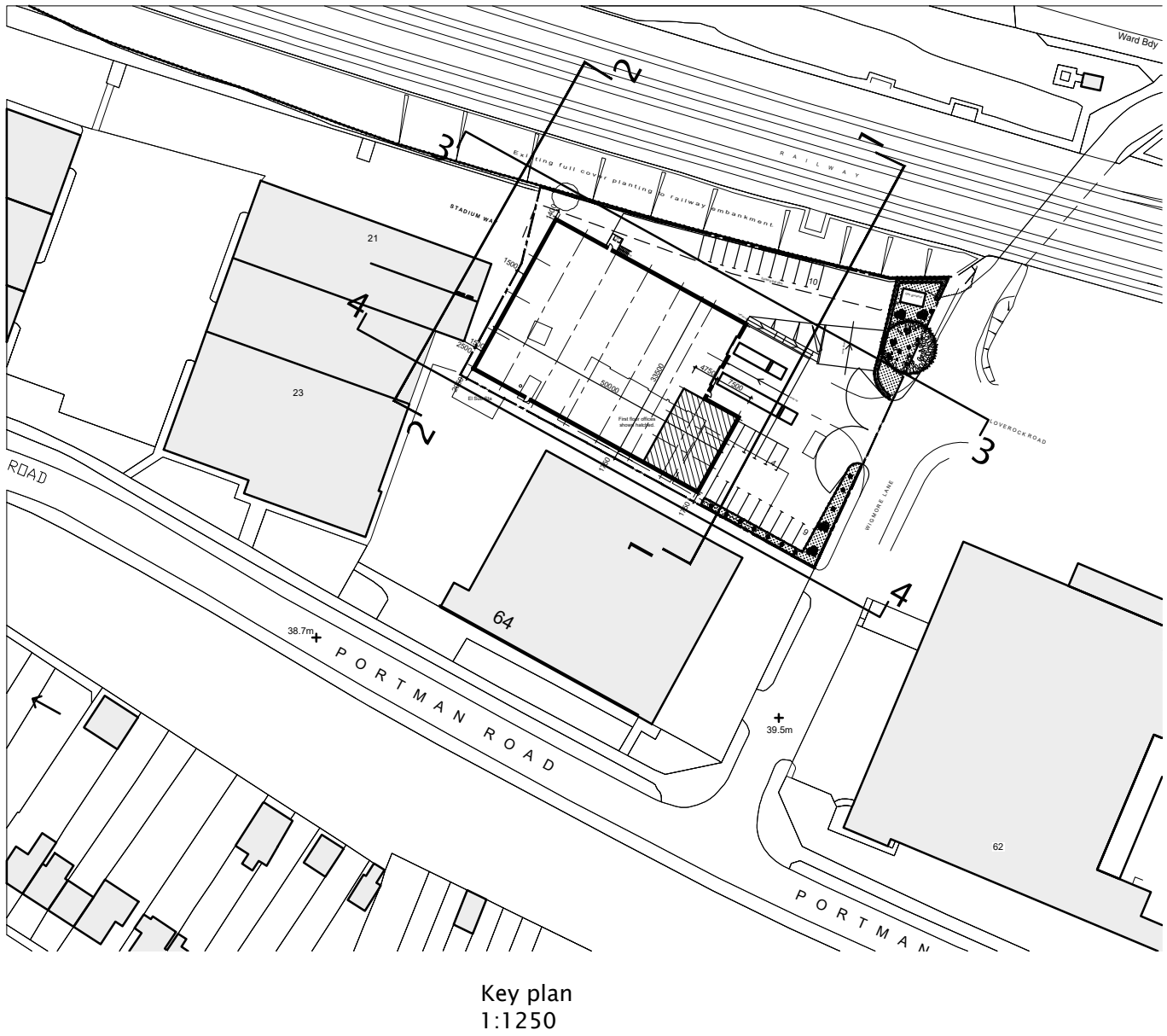
DRAWING N°	REVISION
182.01.21	

CAD REF. 182.01.21 elevs- sheet 1,,dwg





SIDE ELEVATION, NORTH 3 - 3



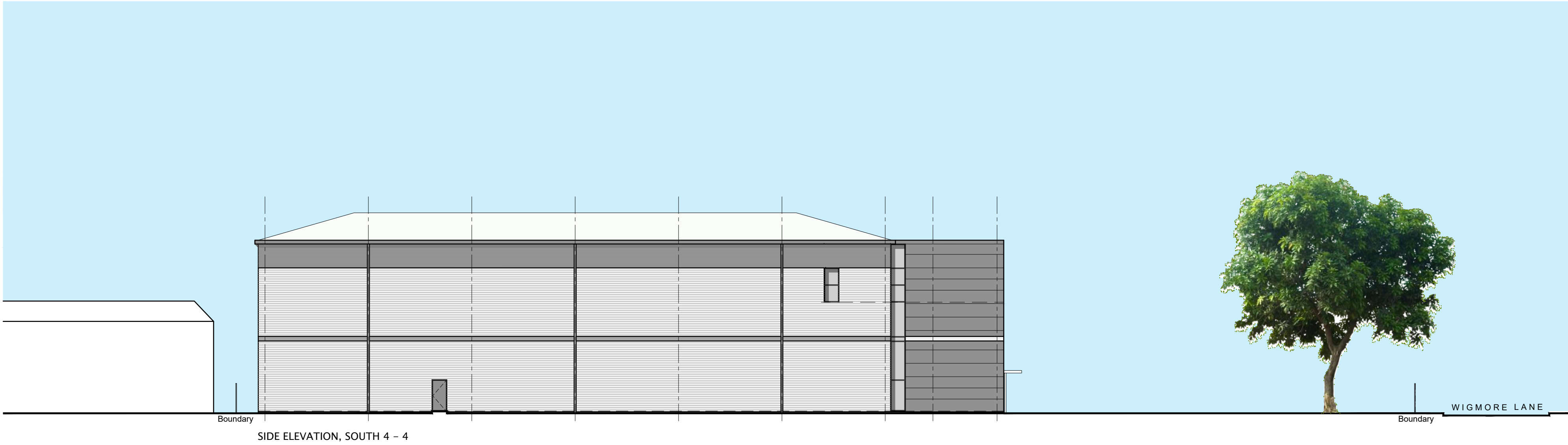
SCHEDULE OF PROPOSED EXTERNAL MATERIALS
All colours to be agreed.

ROOF
Colour coated (light grey) profiled metal sheeting to main roof.
Laminated glass to office entrance canopy.

RAINWATER GOODS
Colour coated metal gutters (dark grey) with matching circular rainwater pipes.

WALLS
Colour coated (grey and metallic silver) profiled metal cladding generally. Kingspan microrib type flat panels to office elevations where indicated.
Feature horizontal cladding band where indicated.

WINDOWS AND DOORS
Powder coated aluminium (dark grey) to window and door framing, solar control glazing.
Glass faced lookalike panels in window system at positions of struct
Colour coated steel (dark grey) to fire escape doors.
Colour coated metal (dark grey/metallic silver) to loading doors.



SIDE ELEVATION, SOUTH 4 - 4



REV.
PROJECT
Stadium Way Industrial Estate,
Stadium Way
Reading

DRAWING
Proposed Elevations sheet 2
- Coloured

SCALE	PAPER SIZE	DATE	DRAWN BY
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DRAWING N°			REVISION
182.01.22			
CAD REF. 182.01.22 elevs- sheet 2,.dwg			

