

four

Hosier Street: Statement of Community Involvement

Moorgarth Group Limited

October 2018

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Executive Summary

Four Communications, a specialist community engagement agency, was appointed by the applicant, Moorgarth Limited, to develop and deliver a consultation strategy for the site. The brief was to provide information about the proposals for the redevelopment of the former Eva's nightclub into a new hotel and to address any queries from key local stakeholders. The applicant recognised that local people may have questions about this particular scheme and how it fits into the emerging Reading Borough Local Plan and Reading Central Action Plan. The project team therefore thought it was important to facilitate an open and transparent discussion about the future of the site and its place within the emerging context.

The site and surrounds was audited to gain an understanding of key political and community stakeholders. A preview event was held over two days and was advertised by way of a letter to 598 near neighbours, existing site tenants and identified key stakeholders.

Overall, attendees were in favour of the principle of redevelopment and agreed that the existing site does not live up to its potential. Questions were raised regarding the potential operator of the hotel, parking provision for hotel guests and plans for wider regeneration in the area. This allowed the project team to explain how the proposals fit in as part of the local Councils vision for the area.

Preview event summary

Venue & times	The preview event was open to invitees at the following dates and times: Dates: Monday 6 August Tuesday 7 August Times: Monday 6 August: 5pm - 8pm Tuesday 7 August: 6pm - 8pm Venue: Unit 47, Broad Street Mall, Reading
Purpose	The purpose of the preview event was to provide information about Moorgarth's proposals for a new hotel on the site of the former Eva's nightclub. The event gave the opportunity for the project team to hear feedback on the proposals and to address any specific concerns attendees may have had about the plans.
Publicity	Identified stakeholders, site tenants and near neighbours received a letter inviting them to the event. Site tenants were also informed of the event at the regular tenants' meeting, held on the 3 August.
Preview event content	The scheme was presented on exhibition banners and members of the project team were available to explain the information presented and answer any of the tenants' questions. Attendees from the project team included: • Gary Lewis - Moorgarth • Chris Beard - DP9 • Mark Knibbs - DP9 • Joe Froggatt - C+W • Joe Cawley - Four Communications
Visitors to preview event	Various stakeholders attended the event, including representatives from: • Baker Street Area Neighbourhood Association • Pentahotel Reading • Reading Business Centre • Reading Council • Reading UK (Invest Reading and Reading BID) • Salvation Army Reading Central • Thames Valley Police • University of West London In total there were 32 attendees at Monday's event and six at Tuesday's event.

Public Exhibition

The preview event for local stakeholders, near neighbours and site tenants on the proposals for a new hotel on the site of the former Eva's night club, was held at the Broad Street Mall on Monday 6 and Tuesday 7 August. The venue was fully accessible and would be known to invitees. The event was promoted by a letter all tenants, identified key stakeholders and 598 near neighbours.

Feedback

The table below summarises the verbal feedback received by the project team during the preview event:

Issue	Detail
Principle of redevelopment	Overall, attendees were in favour of the principle of redevelopment of the site. They agreed that the existing site does not live up to its potential and that considerable work needed to take place in the area to rejuvenate it.
Parking	A number of attendees had questions about the parking provision, however it was widely agreed that the NCP car park was the best option for parking due to the access constraints to the site.
Hotel	There were several questions about the operator of the hotel, though the project team could not yet provide this detail, attendees were reassured by the commitment to have an operator in place by the time of the planning application submission. It was widely agreed that there was clear demand for more hotel space in Reading, with several attendees commenting that they cannot get hotel rooms during the weekdays.
Restaurant	It was widely agreed that activating the frontage on Hosier Street would be a considerable improvement on the existing closed wall and would be the first step to making Hosier Street more accessible. There were some questions regarding the operator of the site, seeking reassurance it would indeed be a restaurant use and what level of restaurant would be delivered; as with the hotel operator, the project team could not yet provide the operator's name, but assured attendees that it would indeed be a restaurant and that there would be an operator in place by the time of the planning application submission.
Wider regeneration	Several attendees asked about the plans for the wider regeneration of Broad Street Mall based on the Council's ongoing consultation on the Hosier Street Area Development Framework. The project team made clear that whilst this was an ambition for Moorgarth, plans were still being worked on. Whilst there was generally support for the wider regeneration, there was some mixed opinion on how it should be taken forward.
Design	Exhibition attendees generally welcomed the design approach, suggesting that it will be an improvement on the existing site; though

	there were some differing views on the particular architectural approach taken.
Project timeline	A number of attendees of the preview event had questions about the project timeline. The project team made clear that there was not yet an application submitted to the Council, but that it was anticipated that this would come forward soon after the preview event.

Preview event analysis

The preview event was an opportunity for residents, tenants and stakeholders to discuss the proposals with the project team. Approximately 38 residents attended, who typically stayed for 15 minutes or more and had constructive conversations with team members.

Overall, attendees welcomed proposals and were supportive of the regeneration of the area and the provision of a new hotel. Attendees widely agreed that, alongside general improvements and regeneration, providing a retail offer on Hosier by way of a restaurant

While most attendees were supportive of the principle of redevelopment, some had questions about the parking provision but attendees were generally agreed that the NCP car park was the best option. Attendees were reassured by the commitment to secure an operator by the time of the planning submission.

Next steps

Following the submission of proposals, the project team is committed to continued engagement with residents and key local stakeholders. The objective is to keep local people updated about the progress of this application and also keep them engaged with the future of the site.

Conclusion

The applicant has undertaken a targeted consultation process with near neighbours, local groups and key stakeholders. This has been alongside the formal pre-application process between the project team and Reading Borough Council.

Transparency and openness have been important guiding principles throughout the consultation process. The preview event provided a valuable opportunity to present the proposals for site and answer any questions from attendees.

The applicant believes that the redevelopment and regeneration of the site will meet the aims of the Council and the local community, by bringing this site back into use, through the design of a high quality hotel and restaurant.

Following the pre-application process, the project team is committed to continued engagement with neighbouring residents, tenants and key stakeholders.

Appendices

<u>Appendix I - Letter</u>	
<u>Appendix II - Distribution Map</u>	
<u>Appendix III - Near neighbour letter</u>	
<u>Appendix IV - Key Stakeholder letter</u>	
<u>Appendix V - Tenants letter</u>	
<u>Appendix VI - Stakeholder letter</u>	
<u>Appendix VII - Exhibition Boards</u>	

Address 1
Address 2
Address 3
Address 4
Address 5

XX July 2018

Dear Neighbour,

Broad Street Mall - Hotel Application

I am writing to you on behalf of Moorgarth Group to let you know that we intend to submit a planning application shortly for a new hotel on a part of the Broad Street Mall site.

The proposed hotel, situated to the south east of the Mall, is the first step of our plan for the redevelopment of the Broad Street Mall, and we would welcome the opportunity to meet with you to explain our proposals and understand your priorities for the site.

If you would be interested in receiving such a presentation, we will be holding briefings in the evenings of **Monday 6th August** and **Tuesday 7th August**, between **6pm** and **8pm in the Mall**. Please contact our communications advisors, Four Communications, via email at broadstreetmall@fourcommunications.com or via telephone on 0118 3500 116 to book a time with our project team who will be able to explain the proposals in more detail and answer any questions you may have.

Yours faithfully,

Gary Lewis
Managing Director
Moorgarth Group Limited

Address 1
Address 2
Address 3
Address 4
Address 5

XX July 2018

Dear XXX,

Broad Street Mall - Hotel Application

I am writing to you on behalf of Moorgarth Group to let you know that we intend to submit a planning application shortly for a new hotel and restaurant on the site of the former Eva's nightclub on Hosier Street adjacent to Broad Street Mall.

The proposed hotel, situated to the south east of the Mall, is the first step of our plan for further improvements and development of the Broad Street Mall, and we would welcome the opportunity to meet with you to explain our proposals and understand your priorities.

If you would be interested in receiving such a presentation, we will be holding briefings in the evenings of **Monday 6th August** and **Tuesday 7th August**, between **6pm** and **8pm** in the Mall. If these timings do not work for you, we would be happy to arrange to meet with you separately and go through the proposals.

To attend the briefings, arrange another time for a meeting or if you have any questions, please contact our communications advisors, Four Communications, via telephone on 0118 3500 116 or via email at broadstreetmall@fourcommunications.com.

Yours faithfully,

Gary Lewis

Managing Director
Moorgarth Group Limited

Address 1
Address 2
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Address 4
Address 5

XX July 2018

Dear Tenant,

Broad Street Mall - Hotel Application

I am writing to you on behalf of Moorgarth Group to let you know that we intend to submit a planning application shortly for a new hotel and restaurant on the site of the former Eva's nightclub on Hosier Street adjacent to Broad Street Mall.

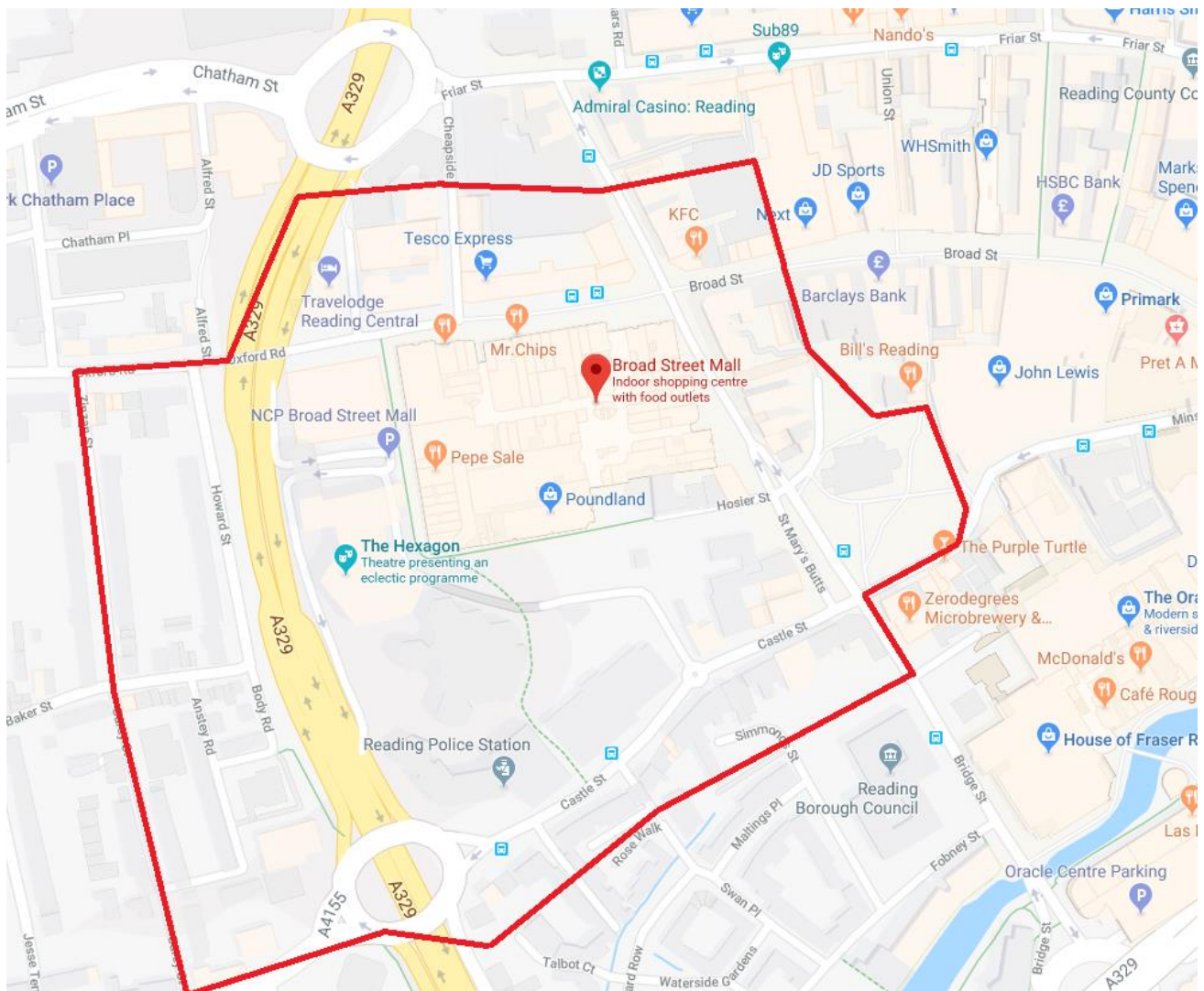
The proposed hotel, situated to the south east of the Mall, is the first step of our plan for further improvements and development of the Broad Street Mall, and we would welcome the opportunity to meet with you to explain our proposals and understand your priorities.

If you would be interested in receiving such a presentation, we will be holding briefings in the evenings of **Monday 6th August** and **Tuesday 7th August**, between **6pm** and **8pm** in the Mall. To attend the briefings or if you have any questions, please contact our communications advisors, Four Communications, via telephone on 0118 3500 116 or via email at broadstreetmall@fourcommunications.com.

Yours faithfully,

Gary Lewis

Managing Director
Moorgarth Group Limited





WELCOME

To our preview event on plans for a new hotel and restaurant on the site of the former Eva's Nightclub on Hosier Street adjacent to Broad Street Mall

The proposed hotel, situated to the south east of the Mall, is the first step of our plan for further improvements and development of the Broad Street Mall. This preview event sets out our proposals and the principles that have guided them.

We welcome your thoughts and feedback. Our project team is on hand to discuss the proposals and to answer any questions you may have.



THE TEAM



Moorgarth are specialists in real estate asset management, enhancing assets by creating a physical environment where their tenants can flourish.

Moorgarth pride themselves on their open approach. They work alongside people and organisations to tailor projects to suit the target market. They listen to their tenants, understand markets and deliver.



C+W Architects has an award-winning ethos, creating high quality architectural solutions that blend a strategic, design-led approach with an integral commercial awareness.

As placemakers, C+W know that architecture is about more than individual buildings and look to work collaboratively with their clients to understand and develop the spaces around and between structures.

C+W Architects marry 35 years of professional experience with cutting edge technologies, producing design solutions that enhance the built environment.



DP9 is established as one of the leading expert consultancies in planning, development and regeneration in the UK.

DP9 has a proven track record of delivering high profile planning consents and is currently advising on more than 500 live projects, ranging from small scale instructions to large, complex masterplanning proposals across all sectors.

SITE CONTEXT



The site primarily comprises the former Eva's nightclub which closed down at the end of 2017 and includes a small section on the eastern edge of South Court adjacent to the southern entrance to the Mall.





OUR PROPOSALS

Our proposals will continue the regeneration and improvements brought forward by Moorgarth which started with the refurbishments to and upgrading of the interiors at Broad Street Mall. The proposals include:

A 100 bed hotel

8 storeys in height

A new restaurant at the ground floor

**Materiality inspired by
neighbouring conservation area
and heritage buildings**

Active frontages to the street

Both the hotel and restaurant entrances are positioned at ground floor level fronting onto Hosier Street. No car parking is provided in this town centre location.

This is the initial phase of regeneration ahead of a wider masterplan vision in line with the Council's emerging aspirations for the area.



DESIGN APPROACH

The hotel will form a gateway building to the emerging development along Dusseldorf Way and creates an opportunity to enhance the east-west route along Hosier Street to increase accessibility.

The principal elevation of the hotel will create a strong and active street frontage, bridging the gap between Broad Street Mall and the existing buildings on the edge of the conservation area.

The hotel has been designed to form part of a stepped massing running from the tall building zone on the western side to the sensitive conservation area to the east. This massing responds to its context by stepping down towards Reading Minster.

Robust, high quality materials have been selected in response to the character of the immediate context. Brick is used extensively and provides deeply recessed openings at ground floor level to clearly define the active frontage. Brick and stone detailing to window surrounds and on gable ends enhance the elevational treatment, especially when viewed from the conservation area.



NEXT STEPS

Thank you for taking the time to attend the preview event today. We are looking to submit the application for the hotel and restaurant very shortly after the preview events. The Council will then consult on the application ahead of a decision. The application will include:

A 100 bed hotel

8 storeys in height

A new restaurant at the ground floor

**Materiality inspired by
neighbouring conservation area
and heritage buildings**

Active frontages to the street

Following this application we will be working on plans for the wider development of Broad Street Mall in line with the Council's emerging aspirations for the area, and we hope to consult on these in September.

If you have any questions about the hotel application, the wider masterplan or would just like to be kept informed of future events, please do leave your details with a member of the project team. Alternatively, please contact us on:

0118 3500 116 or via email at
broadstreetmall@fourcommunications.com