

ALEXANDER HOUSE
205-207 KING'S ROAD
READING
Statement of Community
Involvement

Prepared for PJ Alexander Estates Ltd

January 2019



1. EXECUTIVE SUMMARY

1.1 This Statement of Community Involvement (SCI) outlines the pre-application public consultation activity undertaken by PJ Alexander Estates Ltd, prior to the submission of:

"Demolition of existing development and construction of new 182 bed student accommodation building, over 7 storeys of accommodation plus lower ground floor, together with ancillary landscaping, parking and amenity space."

1.2 The proposals will deliver new high-quality, professionally-managed student accommodation to meet an identified need for in Reading.

1.3 The SCI has been written in line with Reading Borough Council's Statement of Community Involvement (2014), the National Planning Policy Framework (2018) and the Localism Act (2011) to ensure that local people are at the heart of the planning system.

1.4 PJ Alexander Estates Ltd is committed to working closely with local people to bring value to the community as a whole. As such, a comprehensive programme of consultation has been undertaken prior to submitting a planning application.

2. APPLICATION CONTEXT

THE SITE

2.1 Alexander House is situated on 205-207 King's Road, Reading. It is an outdated brick-built office building which, in the face of increasing Grade A office stock towards the centre of Reading, is currently vacant.

2.2 King's Road is characterised by a mix of uses of generally larger scale buildings including residential, office, student and a selection of food and retail uses towards Cemetery Junction. Its character is non-uniform with various architectural designs and materials used.

2.3 Alexander House has planning permission (granted in 2017) for a new 7 storey (plus basement) building, providing 56 apartments and 35 parking spaces. The permitted scheme reduces from 7 storeys facing King's Road, to 4 storeys facing Saxon Court to the rear. Reading Council's Planning Applications Committee considered the scheme appropriate in scale, massing and design within the context of King's Road and in terms of potential impact on nearby amenities.

LOCAL PLANNING POLICY

2.4 Reading Borough Council is required by the National Planning Policy Framework (NPPF 2018) to meet the need for housing for different groups. The NPPF paragraph 61, under 'Delivering a sufficient supply of homes', states:

*"The size, type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies (including, but not limited to, those who require affordable housing, families with children, older people, **students**, people with disabilities, service families, travellers, people who rent their homes and people wishing to commission or build their own homes)." (emphasis added)*

2.5 As part of the Reading EiP, further evidence on the extent of student need was submitted including assessment of potential capacity to meet this need on campus. The document provides new evidence indicating a need for more student accommodation; the current shortfall in University accommodation is understood to be around 1,000 bed spaces for first years and around 5,000 across all years of study. The University projects these figures will increase significantly up to 2028. A Statement of Common Ground between the University of Reading and Reading Borough Council finds some common ground on the current need and further statements on how this may increase.

3. CONSULTATION METHODOLOGY

3.1 PJ Alexander Estates' consultation programme was undertaken at a pre-application stage. The consultation programme was carried out in accordance with section 122 of the 2011 Localism Act, which requires developers to carry out pre-application consultation with local communities.

3.2 The consultation programme was also carried out in accordance with the National Planning Policy Framework (July 2018), which encourages early and proactive community engagement. Paragraph 128 of this document states that:

"Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot."

3.3 Additionally, it follows the guidelines of Reading Borough Council's Statement of Community Involvement (2014), which sets out how people and the community will be engaged in decisions on planning applications for major developments that affect the authority's area. Section 7.1-7.2 states:

"The Government has identified the importance of applicants engaging with the local community prior to making a planning application, as part of the pre-application process...The Council agrees with this emphasis on engaging the community from the outset. It can result in an improved scheme which takes the needs of the existing community into account, and a better relationship between the developer and the community that carries through the application process and beyond."

3.4 The consultation programme sought to engage with the wider local community to ensure that as many people as possible could view the proposals and provide their feedback. The key aims of the consultation were:

- To be inclusive and accessible;
- To engage and seek feedback from the local community regarding the proposed development;
- To consider and respond to local people's views when finalising the application.

3.5 In order to learn the views of local people and key stakeholders, the applicants took the following actions:

- Held a Public Exhibition, to which 2,545 residential and business addresses received an invitation.
- Invited local political stakeholders to attend the Public Exhibition or, alternatively, to arrange a meeting to discuss the proposals.
- Created a consultation website where local people could view the proposals and submit feedback.
- Provided a freepost address for local residents to provide written feedback after the exhibition.
- Held pre-application meetings with the Local Planning Authority to discuss and refine proposals.

3.6 Further discussions have also taken place with the Council, reflecting on the comments made during the consultation and seeking their view prior to submitting a planning application.

4. CONSULTATION ACTIVITY

4.1 PJ Alexander Estates Ltd held a Public Exhibition to introduce its new proposals for Alexander House on Wednesday 12th December from 2.00pm until 7.00pm. The exhibition was held at local further and higher education institution Reading College, which is an accessible venue in close proximity to the site.

4.2 To publicise the exhibition, the applicants drew up an extensive consultation radius which contained all streets in proximity to the proposed development site. A total of 2,545 residential and business addresses received an invitation to attend. Please see the Public Exhibition consultation zone in Appendix 1 and the invitation flyer in Appendix 2.

4.3 The exhibition displayed the proposals on a series of exhibition boards which can be found in Appendix 3. A total of nine A1 boards were on display with detailed information about:

- The site
- Need for student accommodation
- Student accommodation proposals
- Proposed building layout
- Design and materials
- Transport and highways
- Landscape and ecology
- Working with the local community

4.4 Feedback forms were provided at the exhibition, as shown in Appendix 4, so attendees could submit their views about the proposals.

4.5 Additionally, a consultation website was published at www.ahplans.co.uk (Appendix 5), allowing local people to view the proposals after the consultation event and submit feedback.

4.6 A freepost address was also established so that residents could submit feedback via post; freepost envelopes were provided at the exhibition.

4.7 The deadline for responses indicated on both the website survey and hard copy feedback form was Friday 4th January; this gave local residents over three weeks from the date of the consultation event to leave their comments.



Images 1 and 2: Local people viewing the proposals

4.8 Local political stakeholders were also sent a letter (Appendix 6) inviting them to attend the Public Exhibition or, alternatively, to arrange a meeting to discuss the proposals. Letters were sent to:

- Park ward councillors on Reading Borough Council (RBC)
- Abbey (neighbouring ward) and Redlands (neighbouring ward) councillors on RBC
- RBC Deputy Leader and Cabinet Member for Planning, Cllr Tony Page
- Members of the RBC Planning Committee
- MP for Reading East, Matt Rodda

4.9 In total:

- **2,545** properties surrounding the development site received an invitation to the exhibition.
- **15** people attended, including Park ward councillor and Planning Committee member, Cllr Josh Williams.
- **6** feedback forms were returned, either at the event, via the freepost address or online.

5. FEEDBACK

INTRODUCTION

5.1 Verbal feedback from the Public Exhibition was largely positive; most of the attendees acknowledged that there is a demand for student accommodation in Reading and agreed that students would be better placed in professionally-managed student accommodation, rather than in Houses of Multiple Occupancy (HMOs).

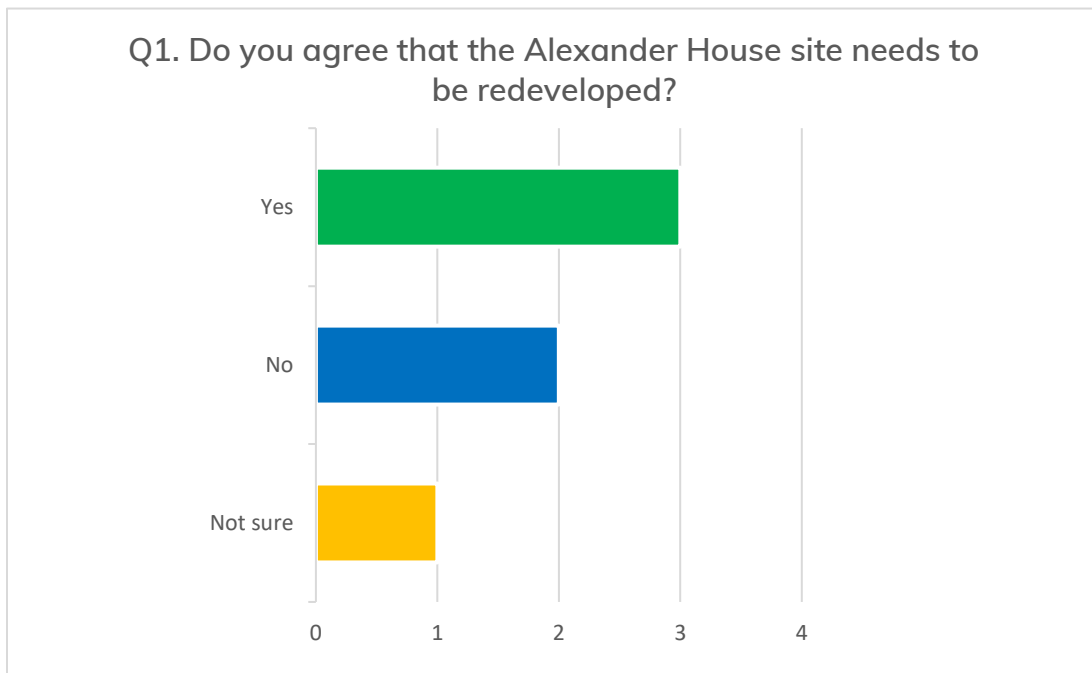
5.2 Where concerns were raised verbally, this was mainly in relation to parking. Some attendees questioned the enforceability of parking restrictions on the site, according to which students are not allowed to park at the development, apply for a local parking permit, or to park within one mile of Alexander House.

5.3 Attendees were also given the opportunity to submit written feedback at the Public Exhibition, via the website or by freepost. A total of six people provided feedback on the proposals, indicating a relatively low level of interest in the proposals from local residents.

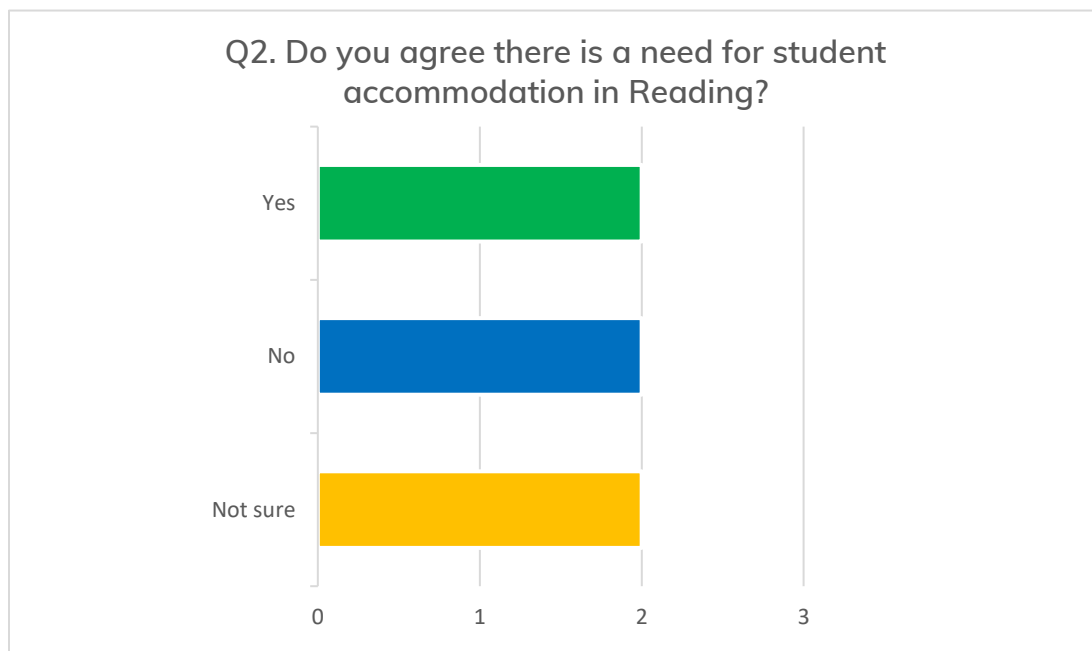
5.4 The feedback form consisted of six multiple choice questions, in addition to one question designed in an open-ended format to allow respondents to give further comments about the proposals (see Appendix 4).

5.5 Below is a quantitative analysis of responses to the first six questions on the feedback form. Generally, the responses received are reflective of the verbal feedback given at the exhibition.

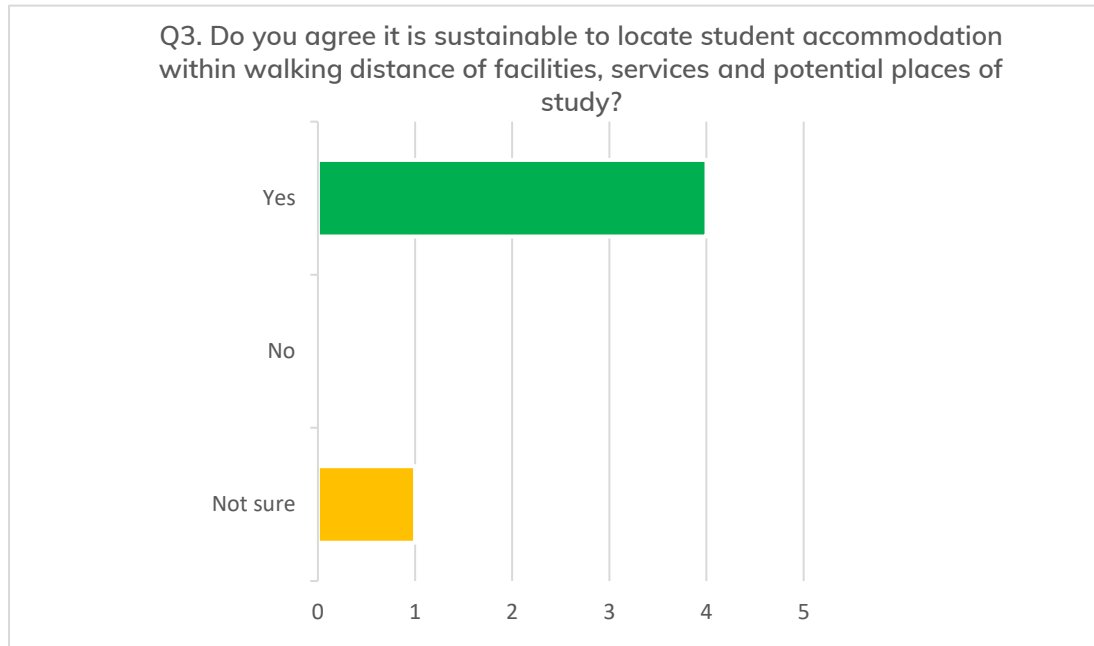
5.6 The first question asked: *Do you agree that the Alexander House site needs to be redeveloped?*



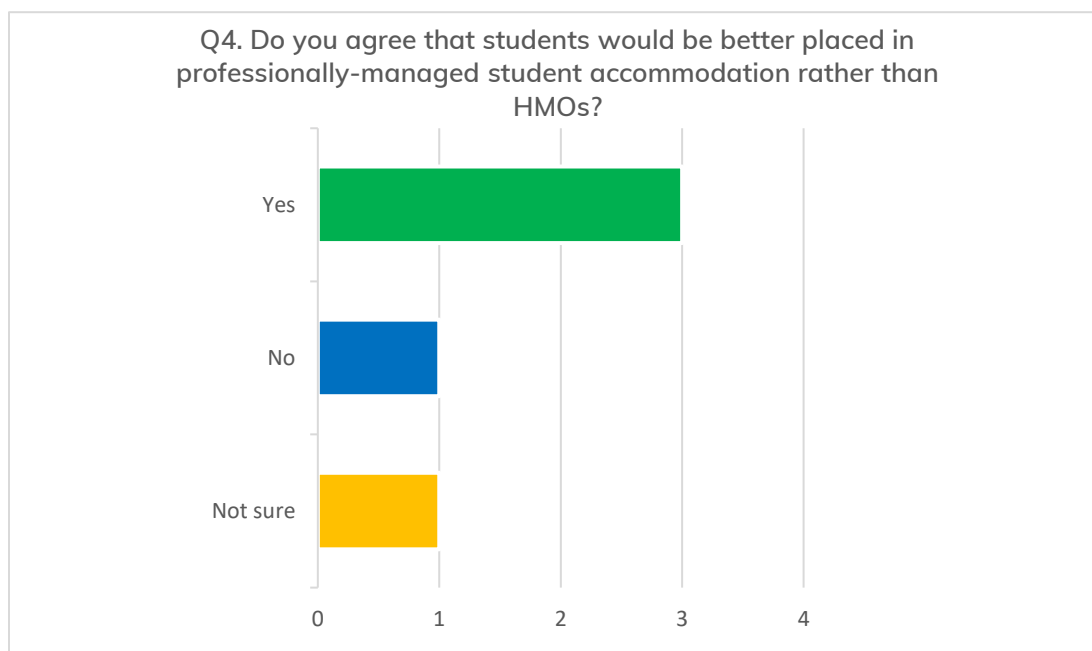
5.7 Question 2: *Do you agree there is a need for student accommodation in Reading?*



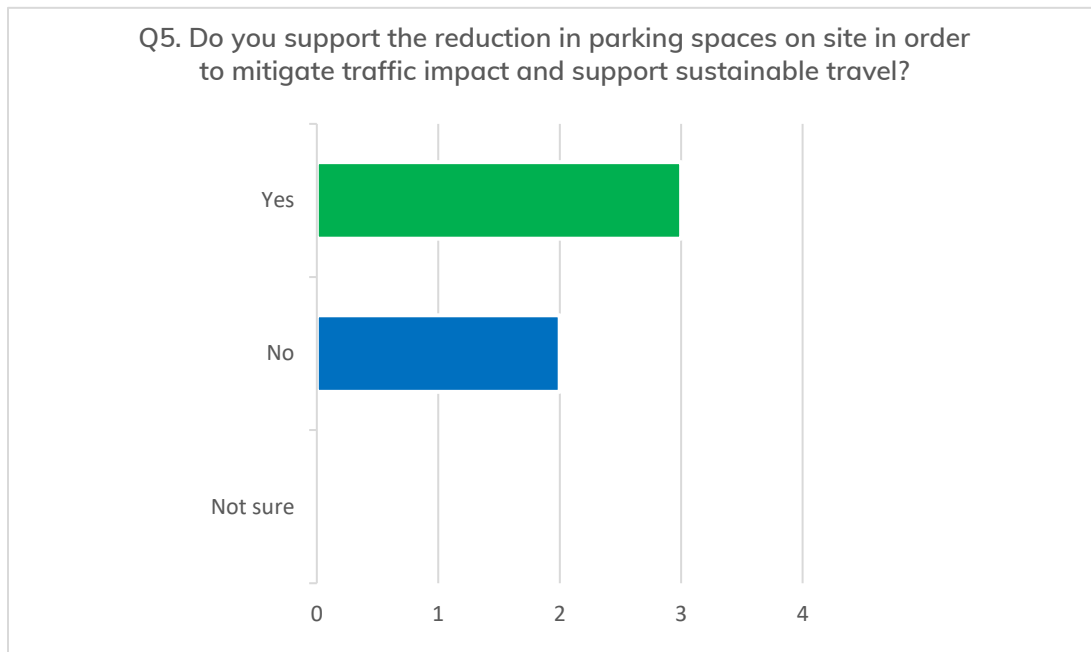
5.8 Question 3: Do you agree it is sustainable to locate student accommodation within walking distance of facilities, services and potential places of study?



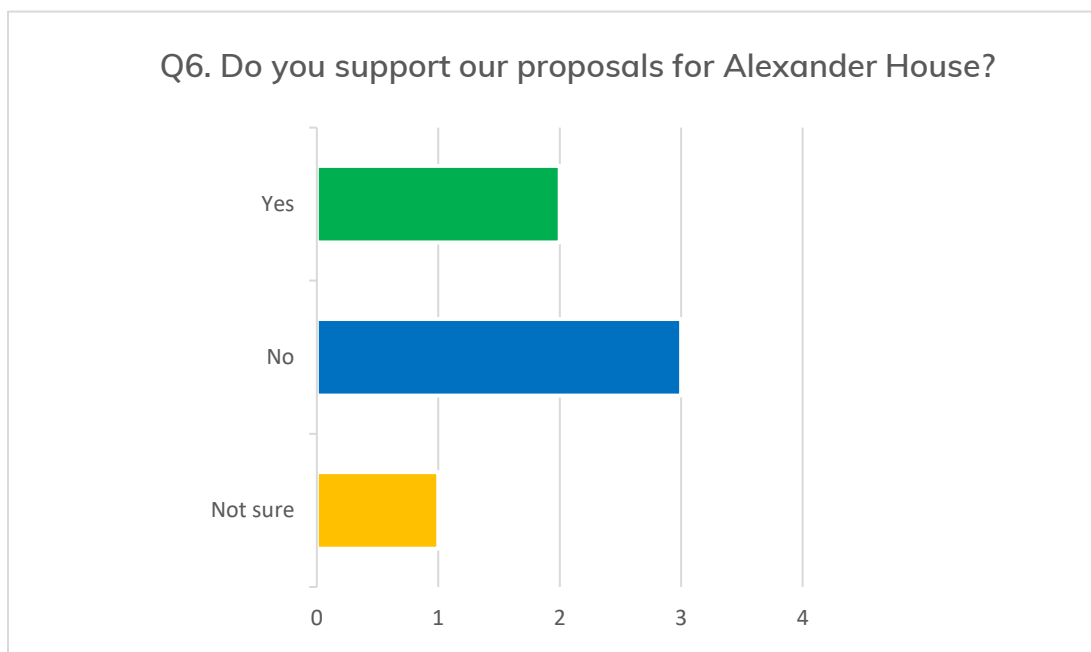
5.9 Question 4: Do you agree that students would be better placed in professionally-managed student accommodation rather than HMOs?



5.10 Question 5: Do you support the reduction in parking spaces on site in order to mitigate traffic impact and support sustainable travel?



5.11 Question 6: Do you support our proposals for Alexander House?



5.12 Question 7 allowed participants to provide general comments about the proposals. Four respondents left comments, primarily raising their concerns about the proposals.

5.13 Three of the respondents raised issues related to transport. Two specifically mentioned parking:

"As a local resident, I have major concerns about parking on Rupert St. We are very limited on parking space and would struggle to park with this development going ahead."

"If you do not provide parking cars will still be dumped all over East Reading - you cannot stop them bringing cars to Reading."

Another disagreed that there are excellent transport links from Alexander House to the University of Reading (UoR), claiming that two buses would be required to get from the site to UoR's Whiteknights Campus. The same respondent also mentioned "problems for road safety", although did not specify the reasons for this.

5.14 Three respondents also mentioned design and materials; two were in relation to the building itself:

"Oh do get rid of the mock brick work. In amongst all of the old brick of Newtown the clash is awful."

"Density is far too high for local area. Dwarfs other buildings."

The third made reference to the materials proposed for the outdoor amenity space:

"The planned recreational area (where the current car park is) should be permeable materials (as opposed to non-permeable materials, as I was told it was planned to be at the consultation) to counteract any threat of flooding."

5.15 One respondent also mentioned potential disruption to local people:

"No proposals for 24 hour security to prevent abuse and disruption to local people at night and weekends."

6. FEEDBACK RESPONSE

6.1 This section will respond to the qualitative feedback submitted by local residents in Question 7. Detailed responses to each of the key issues raised are outlined below:

ISSUE	RESPONSE
Parking & transport	Reading Borough Council's (RBC) Revised Parking Standards and Design Supplementary Planning Document (2011) states that student accommodation in the zone in which Alexander House sits should not provide parking spaces for students. As such, the proposed development will only provide five car parking spaces: two allocated for staff and three disabled car parking spaces. It would, therefore, be policy compliant. There will also be restrictions in place to restrict students from parking locally. Future occupiers will not be eligible for a parking permit to any of the surrounding Controlled Parking Zones (CPZ) and, as outlined in the parking policy detailed in the Student Management Plan developed alongside this application, student occupiers' Tenancy Agreements will set out that they are unable to park within a 1km radius of the site. Indeed, the Student Management Plan states that the accommodation management team will be proactive in monitoring any breaches to this policy; for example, students will have to provide the registration number of all vehicles they own or have access to (i.e. as the principal driver or as a named driver on another vehicle). Should any of those registered vehicles be parked in contravention of this policy, the student will be treated as having made a serious breach of the Tenancy Agreement, which in turn will trigger the commencement of disciplinary procedures. At the same time, it is expected that occupants will be able to travel with ease without the use of a car. The site benefits from sustainable transport links situated along King's Road, which is a major bus corridor and cycle route towards Reading's town centre and railway station. There are also bus services within easy reach providing direct access to the UoR Whiteknights Campus which, in addition to the UoR London Road Campus, is a walkable distance from Alexander House.
Design & materials	The proposed building will closely follow the existing residential permission for the site, respecting the massing and materiality of its environmental context. Indeed, the approved scheme was considered by RBC's Planning Applications Committee to be appropriate in scale, massing and design within the context of King's Road. The proposals have been presented to RBC's Design Review Panel, who considered the building to be a "high quality contextual building", "very elegant", and an "improvement on the previously consented scheme". Alexander House will incorporate SuDS into its design, which will reduce flood risk by limiting discharge rates during periods of peak rainfall. It is anticipated that the proposed scheme will offer an 87% reduction in the surface water discharge rate

	during a 1 in 100-year storm event. To achieve reduced rates of discharge a significant volume of underground attenuation storage will be provided. The small site area meant that discharge of surface water by infiltration was not deemed to be suitable. Therefore, a permeable paving solution has not been specified for this scheme. In the event of flooding, any surface water on the site will remain within the confines of the recreational area. The scheme does not increase the impermeable area on site, this in conjunction with the provision of attenuation storage will ensure that flood risk will be reduced in comparison with the existing development. Please refer to pages 29-35 of the Design and Access Statement for further detail and illustrations of the proposed paving. Please refer to the Flood Risk Assessment for further detail on the site analysis.
Disruption	Alexander House will be serviced by a dedicated Management Team, led by a Property Manager on site during office hours. Student Wardens will be resident at the premises outside of office hours and a 24/7 helpdesk in place for emergencies. Residents will also be able to contact the Property Manager via a number of readily available communications channels to raise any issues. Furthermore, the proposed development will deliver a number of on-site facilities and services, including areas for communal study and socialising. This enables students to gather and interact within the building in a carefully managed environment. Any potential noise disturbance from within the building can also be effectively controlled using attenuating construction methods. These measures are designed to allow students to interact, socialise and study without the same issues which may be experienced with student occupied HMO accommodation.

7. CONCLUSION & NEXT STEPS

7.1 This SCI demonstrates the pre-application consultation undertaken with local residents and stakeholders for Alexander House, 205-207 King's Road, Reading.

7.2 The consultation process has facilitated the applicants' further understanding of local views on the proposals, which will be submitted to Reading Borough Council for determination.

7.3 Both the written and verbal feedback received about the proposals indicates that local people would like to see the site redeveloped and that there is an understanding of the need to deliver student accommodation in Reading. People also tended to agree that students are better placed in professionally-managed student accommodation than HMOs.

7.4 A small number of concerns were raised about the proposals, particularly in relation to parking. These issues have been responded to as part of this report and have informed the development of proposals prior to submitting the planning application.

7.5 The development team will continue its discussions and engagement with local residents and stakeholders following submission and determination of the application.

8. APPENDICES

APPENDIX 1: CONSULTATION ZONE



APPENDIX 2: PUBLIC EXHIBITION FLYER

 **Alexander House**

205-207
KING'S ROAD
READING



Illustrative sketch of the proposed development

PUBLIC EXHIBITION

You are invited to a Public Exhibition to view new proposals for student accommodation at Alexander House on King's Road, Reading.

The proposals will redevelop the existing vacant commercial building to deliver a high-quality development that meets the needs of Reading's growing student population.

 **Wednesday 12th December**  **2pm to 7pm**

 **Reading College (Room B100), King's Road, RG1 4HJ**

www.ahplans.co.uk

APPENDIX 3: PUBLIC EXHIBITION BOARDS



Alexander House

205-207
KING'S ROAD
READING



CGI of the proposed development

WELCOME

Welcome to our Public Exhibition on new proposals for student accommodation at Alexander House on King's Road, Reading.

The proposals will redevelop the existing vacant commercial building to deliver a high-quality development that meets the needs of Reading's growing student population.

This Public Exhibition is an opportunity for the local community to find out more and share your views, as we work towards submitting a planning application to Reading Borough Council.



Members of our project team are on hand to answer any questions you may have. Please fill in a feedback form once you have viewed the information on display here today.

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205-207
KING'S ROAD
READING

THE SITE

Existing building

Alexander House is an outdated brick-built office building which, in the face of increasing Grade A office stock towards the centre of Reading, is currently vacant. The building stands at two-storeys in between two large seven-storey residential apartment buildings: The Pinnacle to the west and Crossway Point to the east. Saxon Court, a three-storey apartment building, is located to the rear.

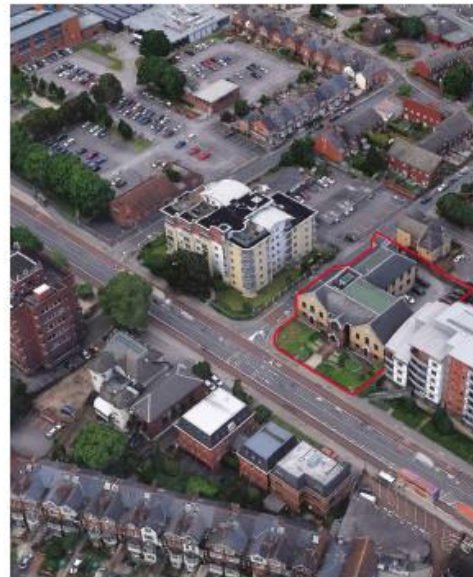
Local area

King's Road is characterised by a mix of uses of generally larger scale buildings including residential, office, student and a selection of food and retail uses towards Cemetery Junction. Its character is non-uniform with various architectural designs and materials used. Nearby Listed Buildings have been considered, though are at a sufficient distance to not constrain the scope for modern quality innovative design.

Planning history

Alexander House has planning permission for a new 7 storey (plus basement) building, providing 56 apartments and 35 parking spaces. The permitted scheme reduces from 7 storeys facing King's Road, to 4 storeys facing Saxon Court to the rear. A key feature of its design was the external balconies provided for each flat.

Reading Council's Planning Applications Committee considered the now consented scheme appropriate in scale, massing and design within the context of King's Road and in terms of potential impact on nearby amenities. It was granted full planning permission in the Summer of 2017 and marketed to residential developers for over a year. Lack of positive responses to residential development led the site owners to seek expressions of interest for other uses.



Current site



Existing building

www.ahplans.co.uk

NEED FOR STUDENT ACCOMMODATION

National Planning Policy

The National Planning Policy Framework (NPPF) requires that the housing needs for different groups (including students) should be assessed and reflected in planning policies.

Emerging Reading Borough Local Plan

Reading Council submitted their new Local Plan to the Secretary of State for examination in March 2018. The examination commenced in September and a decision is expected early next year.

The design of the proposed student accommodation has been formed within the design parameters of the permitted apartment scheme. Together with an innovative and quality design which respects the surrounding environment, the current proposals would comply with all design related planning policies.



Local need

The Council's emerging Local Plan includes new evidence from the University of Reading indicating a need for more student accommodation. The current shortfall in University accommodation is understood to be around 1,000 bed spaces for first years and around 5,000 across all years of study; the University projects these figures will increase significantly up to 2028. The Council, as required by the NPPF, need to look at how to meet this need.

Current emerging Policy H12 indicates the Council's preference to locate student accommodation on or adjacent to existing higher or further education campuses to meet identified need. If identified need cannot be met through development of the Council's sequentially preferred options, student accommodation can come forward elsewhere. The Council accept that the University's campuses are unlikely to be capable of meeting the scale of need and agree that if it is not met, this could lead to a greater number of students in private housing, including HMOs, with potential knock-on effects for family housing provision.

Our proposals represent a policy compliant approach to providing student accommodation. The proposed provision at Alexander House would be in a sustainable location within convenient reach of local facilities, the town centre, public transport and a number of higher and further education campuses, including Reading College and the University of Reading's London Road and Whiteknights campuses.



205-207
KING'S ROAD
READING



THE PROPOSALS

Our proposals for Alexander House will deliver high-quality, well-managed student accommodation comprising 182 bedrooms that meets the needs of Reading's growing student population.

The proposals will deliver the following benefits:

- A professionally-managed development to meet the need for student housing;
- A well-located site in close proximity to local transport links and university centres;
- A deliverable scheme that will replace a long-standing vacant building;
- A reduction from 35 car parking spaces (as per the current planning permission) to 5, including 3 disabled spaces, mitigating impact on local traffic;
- A quality new building designed by respected architects Broadway Malyan.

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THE PROPOSALS

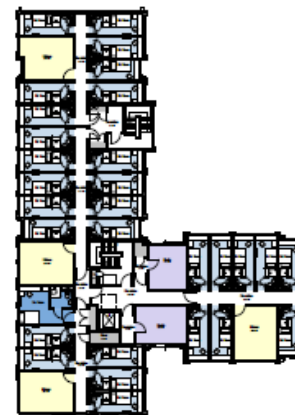
The proposals will deliver 182 bedrooms, including 159 cluster flat bedrooms and 23 studios, 11 of which are disabled units. Cluster flats comprise 6 to 10 ensuite bedrooms with a kitchen / living area. On-site facilities include a reception and management office on the ground floor and communal areas at lower-ground, in addition to amenity space as part of the rear courtyard.



Proposed plan of the Lower Ground Floor



Proposed plan of the Ground Floor



Proposed plan of the First Floor



Proposed plan of the 2nd Floor



Proposed plan of the 3rd Floor



Proposed plan of the 4th Floor



Proposed plan of the 5th Floor



Proposed plan of the 6th Floor

ah Alexander House

205-207
KING'S ROAD
READING



Proposed site and landscaping



Typical elevation bay study

DESIGN & MATERIALS

The redevelopment of Alexander House will create a high-quality residential building with carefully managed on-site facilities.

Well-considered external amenity space will be provided to the rear of the building and public realm landscaping to the front, including planting, which will help to reinforce the tree-lined corridor along King's Road. Overall, this will produce a vastly improved setting for the building that significantly contributes to King's Road's wider public realm.

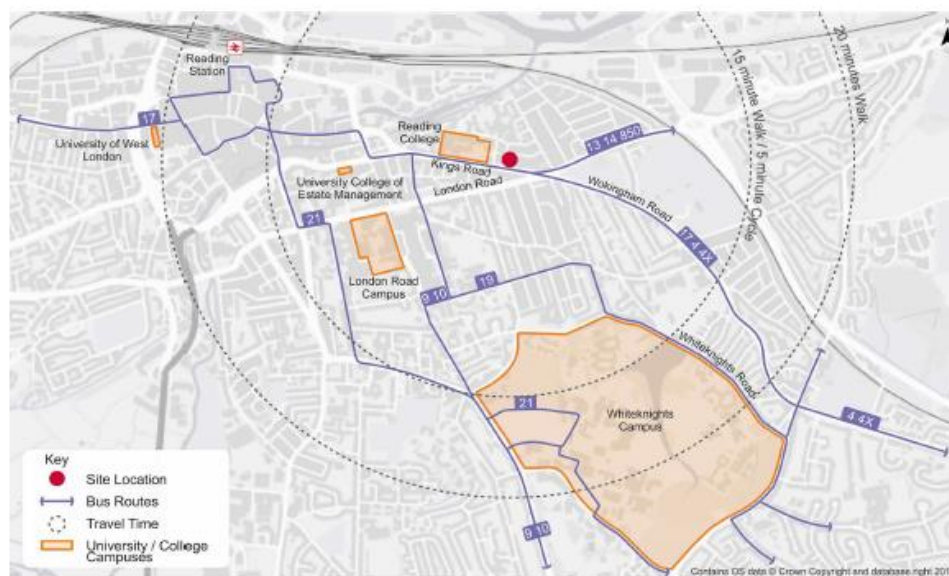
What Reading's Design Review Panel say:
"High-quality contextual building."
"The scheme is very elegant."
"Improvement on the previously consented scheme."

The main entrance will sit on the corner of the site, facing onto both King's Road and Rupert Street. It is signalled by a number of architectural features, including a highly glazed facade above the entrance bay on the western and south elevations and an external corner column and recessed building frontage at ground floor, which also offers protection from the weather for those entering the building.

The building will closely follow the existing residential permission for the site, respecting the massing and materiality of its environmental context. The design of the facade will be contemporary and detailed to deliver a well-proportioned and robust solution to the treatment of the building entrance.

www.ahplans.co.uk

TRANSPORT & HIGHWAYS



Sustainable transport links

The site benefits from sustainable travel links situated along King's Road, which is a major bus corridor and cycle route between Reading Town Centre and Reading Railway Station to Cemetery Junction. There are also bus services within easy reach providing access to the University of Reading Whiteknights Campus, a number of which operate on a 24-hour basis.

There are a number of pedestrian crossings close to the site providing access to local shops, cafés and the University of Reading to the south. Reading Railway Station provides a variety of local and regional services including up to 10 trains per hour to London Paddington in peak times.

Parking

In accordance with RBC parking policy, the proposed development will provide 5 car parking spaces; 2 staff car parking spaces and 3 disabled car parking spaces. The site currently has 47 car parking spaces and the proposed residential development at the site would have provided 35.

Students will not be eligible for a parking permit to any of the surrounding Controlled Parking Zone (CPZ). There will also be 38 cycle spaces in the basement of the building to be used by students and staff.

The reduction in parking spaces will help reduce traffic on local roads and significantly increase the number of pedestrian journeys (35 two-way trips in AM peak hours and 36 two-way trips in PM peak hours).

WORKING WITH THE LOCAL COMMUNITY

We are committed to ensuring that Alexander House is a good neighbour by providing round-the-clock management, effective community liaison and Tenancy Agreements binding students to codes of conduct during their stay.

Site management

Alexander House will be serviced by a dedicated Management Team, led by a Property Manager on site during office hours. Student Wardens will be resident at the premises outside of office hours and a 24/7 helpdesk in place for emergencies. At busier times, such as move-in days, there will be an increased management presence in order to minimise disruption.

Community liaison

The on-site team will look to actively engage with the community by seeking to meet with local residents and groups at least once a year to discuss any issues. Residents will also be able to contact the Property Manager via a number of communications channels, which will be made readily available.

Parking, servicing & deliveries

Under the terms of the Tenancy Agreement, no students (other than those with disabilities) will be allowed to bring vehicles to the site or park locally. Residents will instead be encouraged to make use of sustainable transport, such as cycling, walking and buses.

Servicing will be restricted to office hours when the management team are on site to supervise and procedures in place to ensure deliveries are made quickly and easily. The existing vehicle access at the north west corner of Rupert St will be retained as the only access point for day-to-day operation.





205-207
KING'S ROAD
READING



NEXT STEPS

Thank you for attending our Public Exhibition.

If you have any questions, please ask a member of our team who will be able to provide further details. The information boards will be uploaded to the project website the day following the exhibition. We are keen to hear your views on our proposals for Alexander House.

Please fill out one of our feedback forms, and either return it via the ballot box or by using one of our pre-addressed Freepost envelopes. You can also email your feedback to help@ahplans.co.uk.

The feedback we receive will be reviewed by our team before any planning application is made to Reading Borough Council.

We would welcome your comments by Friday 4th January 2019.

Timeline

Public Exhibition:
December 2018

Application Submitted:
Early 2019

Application Determined:
Spring 2019

Contact us

✉ hello@ahplans.co.uk

🌐 www.ahplans.co.uk

☎ 020 7566 7966

www.ahplans.co.uk

APPENDIX 4: FEEDBACK FORM



**Alexander
House**

HAVE YOUR SAY

Thank you for attending our Public Exhibition and taking the time to let us know your views on proposals for student accommodation at Alexander House.

You can also provide feedback online by visiting www.ahplans.co.uk. Please submit your comments by Friday 4th January. The information on display today will also be available on the website from Thursday 13th December.

Please enter your details in BLOCK CAPITALS:

Name _____

Postcode _____ E-mail _____

1. Do you agree that the Alexander House site needs to be redeveloped?
☐ Yes ☐ No ☐ Not sure
2. Do you agree there is a need for student accommodation in Reading?
☐ Yes ☐ No ☐ Not sure
3. Do you agree it is sustainable to locate student accommodation within walking distance of facilities, services and potential places of study?
☐ Yes ☐ No ☐ Not sure
4. Do you agree that students would be better placed in professionally-managed student accommodation rather than HMOs?
☐ Yes ☐ No ☐ Not sure
5. Do you support the reduction in parking spaces on site in order to mitigate traffic impact and support sustainable travel?
☐ Yes ☐ No ☐ Not sure
6. Do you support our proposals for Alexander House?
☐ Yes ☐ No ☐ Not sure
7. Please let us know any other comments you have:

I would like to be kept informed and/or contacted regarding this consultation via email
☐ Yes ☐ No

This information is compiled by Quatro Public Relations Ltd. on behalf of PJ Alexander Estates Ltd.; it will be treated in strict confidence and will not be used to identify you personally. The feedback you provide will be analysed on an anonymous basis and your details will not be passed on to any other third parties.

www.ahplans.co.uk

APPENDIX 5: CONSULTATION WEBSITE


Alexander House

205-207
KING'S ROAD
READING

LATEST NEWS
[Click here to view our proposals.](#)
[Click here to give your feedback.](#)



CGI of the proposed development

Welcome to our website on proposals for
Alexander House, 205-207 King's Road, Reading

The Proposals

PJ Alexander Estates Ltd is proposing to develop new student accommodation consisting of 182 rooms, associated living space and communal facilities.

The scheme will be sympathetic in height to neighbouring buildings, standing at ground plus 6 storeys, and is well-located to meet the needs of students in Reading with excellent transport links and close proximity to Reading's higher education campuses.

Consultation to date

We held a Public Exhibition on our proposals to redevelop Alexander House on Wednesday 12th December. Thank you to those who attended.

If you were unable to attend, or would like another opportunity to view our proposals, you can download our presentation boards [here](#).

You can also provide feedback by filling in one of our online [feedback forms](#). We would welcome your comments by Friday 4th January 2019.



If you would like further information, please contact Beth Park:
020 7566 7966
hello@ahplans.co.uk

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APPENDIX 6: STAKEHOLDER LETTER



Quatro
20-24 Old Street
London
EC1V 9AB

t +44 (0)20 7566 7979
e info@quatro-pr.co.uk

www.quatro-pr.co.uk

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

23 November 2018

[REDACTED]

Proposals for Alexander House, 205 – 207 King's Road, Reading

I am contacting you on behalf of our client, PJ Alexander Estates Ltd, regarding proposals to deliver new student accommodation at Alexander House, 205 – 207 King's Road, Reading.

As an important local stakeholder, we are keen to engage with you at an early stage to brief you on the proposals and understand your views. We would be happy to meet with you at your convenience and would also like to invite you to a Public Exhibition (full details below).

The proposals would deliver around 180 new student rooms to meet the needs of Reading's growing student population and replace the existing, vacant, commercial building at the site. The new, high-quality development is being designed by award-winning architects Broadway Malyan and would be sympathetic in height to neighbouring buildings, standing at ground plus 6 storeys.

The Public Exhibition will take place:

- When: 2pm – 7pm, Wednesday 12th December
- Where: Reading College (Room B100), King's Rd, Reading RG1 4HJ

The Public Exhibition is an opportunity for residents and stakeholders to view the proposals and provide feedback before a planning application is submitted in the New Year.

If you have any questions or would like to contact the project team, please call 020 7566 7966 or email hello@ahplans.co.uk. We have also set up a website: www.ahplans.co.uk and more information, including an online feedback form, will be uploaded following the Public Exhibition.

I look forward to hearing from you.

Yours sincerely,



Tom Martin
Director