

Appendix 14: Consultation

Robin Ashley Architects LLP

14.1 Since the end of 2015 when the Applicant acquired the application site, extensive consultation has been carried out extensive consultation about the nature of the development. Three separate pre-application submissions have been made to the LPA. The proposals have been presented and discussed with individuals or groups representing at least six different parties related in some way to the future of the site.

Almost a hundred different drawings and documents, illustrating different aspects of the proposals and different stages of the design have been put forward in the consultation process. Only a small number of key images and documents have been included here, having regard to the pressure of space in this document, but reference can obviously be made to the material submitted for previous pre-application enquiries if required.

14.2 January 16 The first pre-application submission :

The first of three pre-application submissions was made to the local planning authority (LPA) in January 2016. The submission was made on basis the guidance provided in “Pre-application Advice on Planning Proposals” issued by the LPA in 2015.



Figure 1 – Design development at the stage of the first pre-application submission
Top - The south, street facing elevation **Bottom** – Ground floor plan

The proposals combined the development potential of the adjoining retail use with that of the recently defunct public house. The content of the proposals submitted at that time comprised approximately 98 sqm of additional retail + storage use and 9 residential units on 3 upper floors, in a mix of 2 and 2 bedroom formats.

14.3 January 16 Pre-application meeting (Officer - Jonathan Markwell):

A meeting which was held on 24 January 16 between the planning officer (Jonathan Markwell), the Applicant and their professional team comprising architect / agent (Robin Ashley Architects) and planning consultant (Aspbury Planning Limited). The meeting provided a helpful opportunity for the Applicant to explain both the basis and background of the proposal and to understand both the concerns of the LPA and the points of agreement.

14.4 07 March 16 Pre-application response by letter:

A written response of the LPA was received by letter on 07 March 16, as is attached below. The letter established that principle of the proposed use was supportable, and identified aspects which should be addressed by a forthcoming planning submission. These included the requirements for affordable housing, the scope of supporting information required and various aspects of the design.

14.5 14 June 16 The second pre-application submission:

On the basis of the design development informed by the letter of 07 March 16, a further pre-application enquiry was made on 14 June 16. The content of the proposals submitted at the time comprised approximately 136 sqm of additional retail use + storage and 10 residential units on 4 upper floors, mainly in 2 bedroom format.



Figure 2 – Design development up to the stage of the second pre-application submission

Top - The south, street facing elevation

Bottom – Ground floor plan

14.6 13 September 16 *Pre-application meeting (Officer - Daniel Murkin) :*

Almost exactly three months after the pre-application submission was made, a meeting between the planning officer (Daniel Murkin) and the Applicant and their team was held on 13 September 16.

The meeting discussed the development of the scheme, and confirmed that there were no specific reasons why the proposals should not be supported, but confirmed the supporting information that would be required for the application to be validated. A key outcome was for the proposals to be presented to the next meeting of the Reading Design Review Panel, which was scheduled for less than two days later, on 15 September.

14.7 *Pre-application response by letter :*

Despite being solicited for some time following the meeting, a written response to the pre-application submission has never been received.

14.8 15 September 16 *Presentation to the Reading Design Review Panel :*

The proposals were presented to the Reading Design Review Panel less than two days after the second pre-application meeting.



Figure 3 - 3D images which were incorporated into the presentation to the Reading Design Review Panel

After the presentation the architect and planning consultant responded to questions from the panel.

14.9 15 September 16 *Response from the Reading Design Review Panel:*

Their written response of the Design Review Panel was wide ranging and chose to address a number of issues which included right of light, health + safety, the operation of the site and the potential for phasing the development in addition to design. Key aspects included:

Precedent for forms and materials within the context

Analysis of the junction of Bedford Road with Oxford Road and the relationship to the new building

A small and closed palette of materials

A restricted vocabulary of details, junctions and fenestration

which informed the subsequent development of the design.

14.10 May 17 *Meetings with the operators of sheltered housing at Trinity Place :*

The Applicant met with the operators of the sheltered housing at Trinity Place during May 17, which served to highlight the impact on amenity which had been caused both by the operation of the adjoining license prior to cessation, and the premises themselves.



Figure 4 – The poor amenity for Number 10 Trinity Place. **Left** – The redundant public house is hoarded up. **Right** – The roofscape of the redundant public house.

14.11 May 17 *Input from local agents for residential and commercial property :*

In parallel to the meeting at Trinity Place, local agents with experience in residential property were consulted in respect of the viability of the site for residential use and the size and type of unit which would be most suitable.

Their response was supportive in respect of the type of residential units proposed, which were thought to offer a good standard in a format of accommodation which was much in demand in that part of Reading.

During the following period, although development of the design continued, effort was turned towards presenting both the Conservation Area Advisory Committee, a local amenity group with an interest in historic buildings with the locality. It was unfortunate that a presentation of the proposals could not be carried out until some weeks later.

14.12 30 October 17 *Presentation to Conservation Area Advisory Committee (CAAC) :*

A meeting was arranged at The Oasis community centre, located on near-by Baker Street, where the design current at that time was presented to representatives of the Conservation Area Advisory Committee.



Figure 5 - The proposals presented to both CAAC and Trinity Place at the end of October 17.

Top – plans at ground and first floor. **Bottom** –three dimensional views of the proposals along Oxford Road from east and west.

The content of the proposals submitted at the time comprised approximately 108 sqm of additional retail use + storage and 10 residential units on 4 upper floors, in the single bed format for which the local agents believed there was strong demand.



Figure 6 - Analysis of the context for buildings by age and by extent of glazing.

The key points of discussion were

The relationship between a modern design, the context set by existing modern buildings and the older buildings inside and outside the conservation area.

Concern over the level of affordable housing incorporated in the proposals

Concern over the size and shape of glazed elements in the south elevation

Opposition to development forward of the front elevation of the adjacent retail.

and there was clearly an aspiration to extend the boundary of the Conservation Area to include the application site.

14.13 30 October 17 *Presentation to operators and residents of Trinity Place sheltered housing :*

Following on from the previous meeting, the proposals were presented to the operators and residents of the sheltered housing at Trinity Place later on the same day. Key points of discussion were:

Control of noise and potential problems arising from construction

Opportunities to improve the existing outlook compared with the roofs of both the redundant licensed premises and the retail use adjacent.

but were generally not un-supportive.

14.14 January 18 *The third pre-application submission :*

The key aspects from the consultation with both CAAC and Trinity Place were used to inform the development of the design and in January 18 a third pre-application submission was submitted.



Figure 7 - Plans at ground and first floor level at the stage of the third pre-application submission.

The content of the proposals submitted at the time comprised approximately 116 sqm of additional retail use + storage and 9 residential units on 4 upper floors, in the single bed format for which the local agents there was strong demand.

14.15 07 March 18 *Pre-application meeting (officer : Matthew Burns) :*

Following on slightly more than two months after the third pre-application submission was made, a meeting between the planning officer (Matthew Burns) and the Applicant and their team was held on 07 March 18.

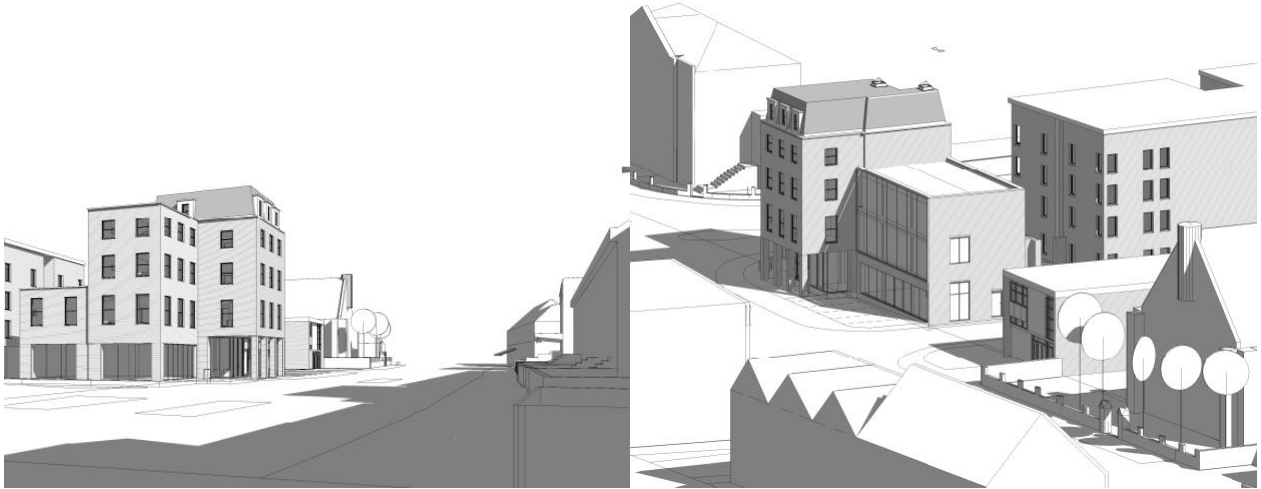


Figure 8 - three dimensional views of the proposals from the east and west.

The meeting discussed the development of the scheme, and was generally supportive of the reduction in content and development of the design. There was lack of agreement regarding the southerly volume extending into the forecourt space, which was not supported. It was agreed to discuss the principles of the plan arrangement, which depend on entrance and vertical circulation on the east side, in greater depth with the conservation officer at a later date.

14.16 29 March 18 *Meeting planning officer (Matthew Burns) and conservation officer (John Millis) :*

A further meeting was held with both the planning officer (Matthew Burns) and the conservation officer (John Millis). Although there was support for the development of the design, there was a lack of agreement in respect of the form extending into the forecourt space.

14.17 *Pre-application response by letter:*

Despite being solicited for some time following the meeting, a written response to the pre-application submission has never been received.

14.18 May 18 *Input from local agents for residential and commercial property :*

Local agents with experience in residential property were again consulted in respect of the viability of the site for residential use and the size and type of unit which would be most suitable. Their response was supportive in respect of the type of residential units proposed and is attached below.

14.19 May 18 Planning submission :

The development of the design since the third pre-application submission and subsequent meetings is reflected in the submission drawings and discussed both in the body of the Design and Access Statement and the other appendices thereto.

The content of the submission proposals comprised approximately 106 sqm of additional retail use + storage and 6 residential units on 4 upper floors, of which 2 are two bed and the remainder are single bed format.



Figure 9 - The submission stage design

Top - Plans at ground and first floor level. **Bottom** – three dimensional view of the proposal along Oxford Road and from the south.

14.20 Conclusion :

Throughout the course of the project the Applicant has taken significant steps to consult not only the LPA, but also other parties with an interest in the proposals. The way this has informed the design process is evidenced by the change in architectural form and the content of the proposals and is demonstrative of their commitment to a collaborative process.

14.21 *Attachments :*

14.21.1 The LPA's letter of response to the pre-application submission and subsequent meeting, issued in March 2016, is attached.

14.21.3 The comments of the Design Review Panel dated 15 September 16 are attached.

14.21.4 Input from local agents provided in May 17 is attached

14.21.5 Written responses to the pre-application submissions made in September 16 and January 18 have not yet been received.

7th March 2016

David Uhlar
Robin Ashley Architects LLP
Hawk Works
105 Mary Street
Sheffield
S1 4RT

Your contact is: **Mr Jonathan Markwell, Planning**

Dear Mr Uhlar,

TOWN AND COUNTRY PLANNING ACT 1990

Enquiry Address: 118a Oxford Road & 2 Bedford Road, Reading

Proposal: Part redevelopment (2 Bedford Road) and part refurbishment and extension (118a Oxford Road) of the site to provide retail use at ground floor and residential use at upper levels. More specifically, 3 retail units at ground floor and 9 residential units (2x1-bed and 7x2-bed) at first, second and part third floor level.

Meeting date: 24/02/16

Those in attendance: Jonathan Markwell (RBC); David Uhlar (Robin Ashley Architects LLP); Matt Oxer (Richer Sounds - prospective applicant); Tony Aspbury (Aspbury Planning Limited).

RBC Officers not in attendance at the meeting, but who have provided input for the purposes of this response: Richard Pike (Principal Property Development Officer - Housing); Ross Jarvis (Senior Technical Officer - Environmental Protection & Nuisance); Natalie Lucas (Transport Development Control Officer).

Further to the recent pre-application meeting on 24/02/16, this response provides a summary of the matters discussed at this meeting, together with subsequent comments received on 4th March from my colleagues in Transport Planning.

Any application at the site would be considered within the context of the Council's Core Strategy (2008, Altered 2015), Central Area Action Plan (2009) and Sites and Detailed Policies (2012, Altered 2015) documents. Supplementary Planning Guidance would also be applied where relevant, together with national guidance (the NPPF). Please use [this link](#) to view the local policies and guidance.

Planning History from the last 25 years

118a Oxford Road

020195 - Non-illuminated shop fascia signage with name on burgundy background +high level plain burgundy fascia. Granted 20/12/02.

121717 - Two storey extension above existing shop. Withdrawn 05/03/13.

130602 - Additional floor to existing two storey retail unit (re-submission of 12/01946/FUL) and associated alterations to the front elevation. Granted following completion of s106 legal agreement 03/07/14.

141780 - Additional floor to existing two storey retail unit and associated alterations to the front elevation without complying with conditions 4, 13 and 14 of planning permission 130602. Granted following completion of s106 legal agreement 30/03/15.

150022 - Application for approval of details reserved by condition. (130602) Part Granted / Part Refused 15/06/15.

150542 - Fascia sign, projecting sign, window signage. Granted 22/07/15.

2 Bedford Road

960588 - The display of 6 no new signs on the building, one internally illuminated sign on the building, three signs displayed on a post outside the building - one of which is internally illuminated. Granted 14/05/96.

950157 - New front entrance and alterations to rear including new flat roof. Granted 17/08/95.

Land use matters:

Demolition of 2 Bedford Road / Loss of Class A4 use

The proposal would result in the demolition of the existing public house at 2 Bedford Road. The building is not listed, nor within a conservation area (although it is opposite the boundary with a conservation area and adjacent/opposite a listed buildings). Furthermore, the building is not an Asset of Community Value at the time of writing. In terms of its architectural merit, it appears from an external inspection to be of limited architectural value. No internal inspection of the building has taken place as part of this response, so no comment can be made as to the architectural value (or otherwise) of the inside of the building, although you noted at the meeting that it was in a poor state of disrepair. With the above in mind, the demolition of the existing building is unlikely to be contentious, pending commentary and photographic evidence at the time of any application detailing a rationale and justification for demolition. An officer site visit at the time of any application will also inspect the inside of the building too.

In terms of the potential loss of a Class A4 public house use at the site, the premises appear to be vacant at present. Nevertheless, you are advised to be mindful of paragraphs 69 and 70 of the NPPF, which seek to protect public houses as community facilities. Based on my past experiences, the value it is/was given by local community will only become clear once the public consultation on any planning application takes place. As such, this will act as a guide on this particular matter.

Reconfiguration of existing retail / new provision of retail & quality of retail units

The proposal will effectively result in the existing retail (Richer Sounds) unit at ground and first floor of 118a Oxford Road being reconfigured into the ground floor of the refurbished

118a and the rear ground floor element of 2 Bedford Road. Two retail units are shown at ground floor of 2 Bedford Road, one fronting onto Bedford Road and the other onto Oxford Road. As was the case for planning permission 130602 at 118a Oxford Road, a sequential test will be required in line with RC6. It is acknowledged that this will be considered within the context of a change from Class A4 to A1 being permitted development.

It is also questioned whether the two small separate retail units would be suitably attractive to future potential occupiers? Although there is no specific policy basis in this regard, officers would wish to guard against any units being difficult to let and future pressure to convert them to residential (which if proposed originally may have influenced whether on or off site affordable housing was provided for example). As such, you are advised to explore and consider all options for the ground floor uses at the site.

Principle of residential accommodation

If the loss of the existing uses is able to be justified, then the principle of residential units at the site would be welcomed in line with the broad objectives of policy CS14 (in assisting in meeting the annual housing targets).

Mix of residential units

The proposal seeks the provision of 2x1-bed and 7x2-bed units. Policy RC9i details that “all proposals for residential development within the central area will be required to contribute towards a mix of different sized units within the development... Ideally a mix of one, two and three bedroom units should be provided”. As such, ideally your proposal should include a 3-bed unit to provide a full mix of unit sizes. However, you may wish to explore demonstrating that such a mix would render the development unviable (as detailed within Policy RC9i) should you not wish to include a three bed unit.

Affordable housing

You are advised that Reading Borough Council, together with West Berkshire Council, challenged the legality of the 28th November 2014 written statement by Brandon Lewis and subsequent change to the National Planning Policy Guidance on removing affordable housing requirements and tariff based S106 on sites of less than 10 dwellings. Mr Justice Holgate handed down his judgment on 31st July 2015. The judgment found in favour of the councils. In doing so, the Judge has quashed numerous paragraphs contained in national planning practice guidance regarding planning obligations (paragraphs 012-023).

Those paragraphs have now been withdrawn by DCLG - <http://planningguidance.planningportal.gov.uk/blog/guidance/planning-obligations/planning-obligations-guidance/> As such, any application will be determined in accordance with the Development Plan. Under Reading's Policy DM6, applications for residential development of 10-14 dwellings shall provide 30% affordable housing and for 5-9 units there is a 20% requirement. The vacant building credit no longer exists so there is no allowance for existing floorspace in the calculation of the affordable housing. Given this context, you are advised to submit an affordable housing statement and, if applicable (if you are not seeking to provide a policy compliant amount of affordable housing on site), a viability appraisal and report as per sections 1 and 27 of the validation information requirements (see link below).

As of July 2015 the Council's valuer will be charging a separate fee for the assessment of viability matters (at either pre-app or application stage), as detailed below.

Type	Initial fixed fee*
5-9 units	£2,000 (excluding VAT**)
10-14 units	£3,000 (excluding VAT**)

*If deferred to external consultants then their cost will be advised at the time of outsourcing.

**All pre-application viability charges are subject to VAT. Those considered at application stage are not subject to VAT.

Advice from my colleague in the Housing team is that it may be problematic securing 1.8 units at the site (on the basis of a 9 unit scheme - in practice 1 unit on-site and 0.8 of a unit as a financial contribution). In particular, registered providers may not be interested in a single unit at a site and/or separate servicing / access requirements may prevent this. Scheme viability may also mean it is not possible to provide affordable housing on site. However, the policy presumption is for affordable housing to be secured on site in the first instance, unless it can be demonstrated otherwise. If an offsite affordable contribution is made in lieu of affordable homes on site, this would need to be the equivalent of 10% of the gross development value of the new homes in order to reflect the true value of (the financial contribution would actually equate to 5% of the GDV, as per the Affordable housing SPD). A contribution would be used to grant fund and bring forward affordable homes for nomination by Reading Borough Council. Any form of contribution towards affordable housing (either on or off site) would be secured in full via Section 106 Legal Agreement.

Design Approach

Splitting the proposals in two (between the new build element and the refurbished part) the general height and massing of 118a is similar to that approved as part of 130602. As such, in terms of purely height and massing matters, there are no inherent concerns at this point.

In terms of the general height / massing of 2 Bedford Road (up to 3 storeys), it is recognised that this would be higher than the neighbouring 10 Trinity Place, but in general terms (given the location of the site) the height shown may not be objectionable. However, further justification is required, such as the amenity impact on nearby buildings / listed buildings / impact on the Conservation Area (discussed below).

In terms of the detailed design approach, as discussed at the meeting, this is presently considered to lack the required coherency. For a relatively small site in a highly prominent location it is considered that too many materials are proposed and the proposal would appear as two separate entities when a single, coimprehensive building form is considered more appropriate. More specifically, a combination of glazing, two types of brickwork (red - not yellow - brick is predominant in the local area), render and an unspecified other material between the upper floor glazing and render on the Oxford Rd frontage is proposed. In light of the prevailing context, in particular the setting of listed buildings, a simpler brick-based approach respectively is considered to be more appropriate in this case. Furthermore, given that the entirety of the upper floors are proposed for residential, it is questioned why a separate design approach on the 118a element is shown. Therefore, at present, officers are unconvinced by the design quality shown and whether this would preserve or enhance the setting of the nearby listed buildings (118, 120 and the Church) and views into the conservation area opposite. It is considered that the site has the potential to incorporate the

highest quality design, and indeed this is necessary in this case given the characteristics and context of the site.

Impact on amenity for nearby occupiers

It is considered that the potential negative impacts on the living environment of 10 Trinity Place occupiers is a major constraint on any future development proposal at this site. The proposals, at a distance of 5.6m - 7m from living rooms / kitchens of these sheltered houses, has potential for causing a loss of outlook, a sense of enclosure, loss of daylight/sunlight and overlooking/loss of privacy to these occupiers. In addition, the two expanses of roof terrace shown also have the potential to cause noise and disturbance too. The layout of 10 Trinity Place can be seen on the plans submitted for application 131603 at the site (available to view via [the website](#)).

More specifically, given the shape of the site, it is difficult to envisage how the layout of the future building can be devised to prevent new direct overlooking opportunities at close quarters. In terms of the proposed terraces, vegetation is not considered to be a suitable treatment, as this is not a permanent solution to ensure privacy is maintained. Furthermore, given the height of the proposed building, irrespective of the overlooking issue, the loss of outlook and increase sense of enclosure would be tangible (and very likely to be harmful) in any proposal. In terms of daylight/sunlight, a BRE based assessment should be carried out to demonstrate the impact of any proposal. With regard to noise / disturbance, the expanse of the areas are such that they could potentially accommodate significant numbers of people at any one time, which in-turn would potentially cause noise/disturbance to nearby occupiers.

As such, there are considered to be a number of revisions required to the current proposals. Any revised scheme will need to carefully consider all the factors detailed by policy DM4 to demonstrate that any proposal is in full compliance with this policy.

Quality of residential accommodation for future occupiers

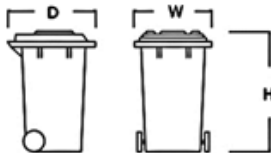
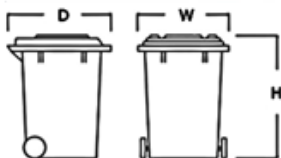
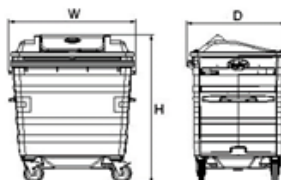
It will be expected for all future occupiers to enjoy a high quality of accommodation. Based on the plans submitted, it is not clear if all habitable rooms will have windows and therefore adequate outlook and natural ventilation. It may be the case that the plans are still in a draft format? In terms of space standards, although the [DCLG 2015 technical standards](#) have not been formally adopted by the Council, you are encouraged to adopt these standards in your proposal.

With regard to amenity space, it is acknowledged that, as with the majority of town centre sites of this size and nature, meaningful amenity space is difficult to achieve on site. You have indicated amenity space at roof level, but as outlined above, this may result in a loss of amenity for existing nearby occupiers. Furthermore, given the high levels of vehicular movements close to the site, it is questioned how well used such spaces would be in practice. As such, it is considered that a case may be able to be made which proposes a scheme with little/no on-site external amenity space for future occupiers.

In terms of waste storage, please see the requirements below. As discussed at our meeting, the site will need to be serviced away from the Oxford Road / Bedford Road junction and the waste storage area should be located away from this part of the site.

This appendix provides information on the specifications and dimensions of Reading Borough Councils waste containers.

Please be aware that private waste contractors can use a range of various sized vehicles and containers for waste collection and should be consulted at the earliest stage of development.

Capacity	H (mm)	D (mm)	W (mm)	
<u>240 - litre</u> <i>1 Landfill bin per property 1 or more recycling bins</i> Grey / Black - Landfill Red - recycling £41.20 each	1085	730	575	
<u>360 - litre</u> <i>For large families of over 5 adults in a house - subject to approval</i> Grey / Black - Landfill Red - recycling £61.80 each	1090	880	580	
<u>1100 - litre</u> <i>Blocks of flats & communal bin areas. 5 flats per 1100 on a Fortnightly collection or 10 flats per 1100 on a Weekly collection; Collection frequency is determined by RBC Waste Operations Team.</i> Grey / Black - Landfill & Green - Recycling £272.95 each	1295	1118	1370	

Environmental Protection (EP) observations:

Potential EP concerns

- Noise impact on development
- Noise arising from development
- Noise transmission between dwellings
- Construction and Demolition phase
- Air Quality

Noise impact on development

A noise assessment should be submitted in support of applications for new residential proposed in noisy areas. The proposed development for use as residential is near to a late night club. The noise assessment should be carried out over a period to take this into account.

The noise assessment will be assessed against the recommendations for internal noise levels within dwellings and external noise levels within gardens / balconies in accordance with BS 8233:2014 and WHO guidelines for Community Noise. The report should identify any mitigation measures that are necessary to ensure that the recommended standard is met.

Where appropriate, the noise assessment data should also include noise events (L_{AMax}) and the design should aim to prevent noise levels from noise events exceeding 45dB within bedrooms at night. Noise levels above 45dB are linked with sleep disturbance.

Internal noise criteria (taken from BS8233:2014)

Room	Design criteria	Upper limit
Bedrooms (23:00 to 07:00)	<30dB L _{Aeq} ,8hour	
Living rooms (07:00 - 23:00)	<35dB L _{Aeq} ,16hour	
Gardens & Balconies	<50dB L _{Aeq} ,T	<55dB L _{Aeq} ,T

Noise between residential properties - sound insulation of any building

To minimise the disturbance by noise of future residential occupiers of the flats and its effect on neighbouring residents, residential accommodation must be designed and constructed or converted so as to achieve the insulation requirements set out in Building Regulations Approved Document E.

Noise generating development

If any noise generating plant is proposed for the development the application should be accompanied by an acoustic assessment carried out in accordance with BS4142:2014 methodology.

Construction and demolition phases

EP have concerns about potential noise, dust and bonfires associated with the construction (and demolition) of the proposed development and possible adverse impact on nearby residents (and businesses).

Fires during construction and demolition can impact on air quality and cause harm to residential amenity. Burning of waste on site could be considered to be harmful to the aims of environmental sustainability.

EP would recommend that information on how noise and dust are to be controlled are submitted as part of the CMS. Bonfires on site should be prohibited.

Air Quality

In line with policy DM19, a statement will be required owing to the location of the site and the residential use proposed.

Transport observations

The site is located within Zone 2, the primary core area but on the periphery of the central core area which lies at the heart of Reading Borough, consisting primarily of retail and commercial office developments with good transport hubs. In accordance with the adopted Parking Standards and Design SPD, the development would be required to provide a parking provision of 1 space per unit. However, given that the site is within such close proximity to the town centre area, including the public transport provisions, the transport officer would be happy that the parking standards for Zone 1 can be used. This would equate to 0.5 spaces per 1-2 bed flat. Parking for the retail element would need to be agreed once more details have been provided (but if the retail is to be for small convenience stores, etc. then it is likely that the non-provision of parking for the retail would be acceptable). It is noted that you were essentially seeking a car-free development for the residential element of the proposal. In this regard you are advised that for sites within the Chatham Street area, the Highway Authority has generally insisted on 0.5 spaces per unit. If you wish to pursue a lower provision, it would need to be justified. That said, if there is no existing vehicular crossover, it is unlikely that the Highway Authority would want to implement one so close to the junction. As such, it is advised that a Transport Statement should be advanced to provide justification for the proposals.

It is evident that parking occurs across the site frontage for the existing retail building. However, the transport officer is unable to confirm that an official dropped crossing exists across the frontage of the site as this has not been illustrated on the preliminary site plan. It is unlikely that a new access (or extension to an existing access) would be supported in this location unless it is already implemented. Based on site photographs it would appear that there is no vehicular dropped kerb, with the only dropped kerbs being at pedestrian crossing points.

The applicant should be advised that the parking conditions and informative would be applied to prevent any future occupants of the development from obtaining a residents parking permit for the surrounding residential streets where parking is under considerable pressure. This will ensure that the development does not harm the existing amenities of the neighbouring residential properties by adding to the already high level of on street car parking in the area.

Details of the bin storage areas and collection arrangements should be included if a full application is submitted for both the residential and retail elements. Bin storage should comply with the British Standard 5906: 2005 for Waste Management in Buildings to avoid the stationing of service vehicles on the carriageway for excessive periods.

In accordance with the adopted Parking SPD, the development is required to provide secure cycle storage and a minimum provision of 0.5 cycle storage spaces should be provided per flat within a lockable covered store. Details should be included if a full application is submitted. Please see the Transport SPD for details as to the dimensions and types of cycle parking.

Other matters

- Although the Council's ecologist anticipates there not to be any ecology constraints at the site, it is recommended that a preliminary bat survey should be submitted with the application, given that one building is proposed to be demolished (see section 6 of the validation requirements checklist). Such a survey was submitted for the recent planning application for the redevelopment of the former Richer Sounds building at 114 Oxford Road (Ref 150721).

- The proposals would be CIL liable, with CIL having been introduced from 1st April 2015. Please see the [website](#) for further details, with the approved charging schedule available in full via this [link](#) (see 'Other main planning policy documents' heading).
- The proposals are also likely to require a separate S106 legal agreement. For example, affordable housing will be required. In addition, an employment, skills and training plan would be likely to be secured in any scheme of 10+ additional residential units. There may be other requirements, as a more detailed understanding of the proposal is made. Please see the [Planning Obligations Supplementary Planning Document](#) (April 2015) for more information (under the heading 'Supplementary Planning Documents - Topics').
- In line with paragraph 189 of the NPPF, you are encouraged to engage with the local community (and ward councillors) prior to the submission of any application.
- Validation requirements - Based on the information provided and the nature of the proposals, it is envisaged that the following documents would be required for any future application, in line with the [validation checklist document](#):

All necessary part 1 requirements

1. Affordable housing Statement
2. Air Quality Statement
5. Daylight / sunlight assessment
6. Ecological Survey & Report
7. Energy efficiency statement (only if a major - 10+ units - development is proposed)
9. External lighting details (if proposed)
11. Heads of terms proposals for s106 legal agreement
12. Heritage statement (within the Design and Access Statement)
14. Material details
15. Noise and vibration impact assessment
16. Open space statement (only if a major development is proposed)
17. Planning statement (can be within Design and Access Statement)
18. Plans and drawings (including separate plans to substantiate the existing floor areas and proposed floor areas - as part of the CIL calculations)
20. Sustainability statement
21. Sequential test
22. Transport statement (please read in conjunction with transport comments above)
24. Utilities statement (only if a major development is proposed)
25. Vehicle (car & cycle) Parking and Servicing (including waste storage and collection) details
27. Viability appraisal (please make use of the part 1 and part 2 checklists)

In conclusion, it is considered that there are a number of detailed matters which require your further investigation and refinement prior to the proposals being in a position to be submitted as a formal application. At the present point in time the proposals would be considered unacceptable. It is considered that the impact on the amenity of 10 Trinity Place occupiers is potentially the most significant constraint on the future redevelopment of the site. You are encouraged to submit a further pre-application enquiry in advance of any submission, which would be charged on an hourly rate (£70 + VAT).

Please note that the advice contained within this letter is that of an officer of the Borough Council and is provided without prejudice to the decision of the Borough Council, in the

event of a formal application for planning permission. This advice is in good faith and will not over-ride the formal consideration of a planning application by the Council.

Yours sincerely

Jonathan Markwell

Jonathan Markwell - Principal Planning Officer

(via email only)

Reading Design Review Panel Comments

Application No.

Listed Building: Yes/No

Conservation Area: Yes/No

Proposal: Redevelopment of

Location: 118A Oxford Road

Site	Building	Sustainability	Detailing	Design Approach
Layout - Urban	Layout – Density & mix	Energy	Craftsmanship	Response to context
Structure & Grain	Scale	Materials	Functional	Legibility
Character of area	Massing	Water	Longevity	Innovation
Quality of public realm	Appearance	Access	Weathering	
Landscape - continuity & enclosure	Function	Health	Structurally honest	
Orientation	Outlook	Waste	Historically correct	
Vehicle circulation	Legibility	Reuse		
Pedestrian routes	Adaptability	Inclusivity		

The architect and planning consultant attended on behalf of the applicant.

Site
The site sits on the western side of Reading Town centre, on the corner an important arterial road. The applicant explained that retaining existing retail unit, in full operation, trading throughout the build is requirement and hence major constraint Rights to light (RTL), is a clear constraint, which the panel would need to understand, more fully in particular the lower corner Has an opportunity been missed for more area to rear of the site, without compromising the RTL. There are really lovely buildings, in the vicinity where precedent could be sought to inform the design.
Building
Overall the building has an uncomfortable massing A more coherent approach is required, with a simplified approach to both form and materials The site actually has two corners, in urban design terms, as such this could inform the design more? The panel were unconvinced that the adjacent building (to the east) with inset façade was the most appropriate and only precedent for the form of the building proposed. Bolder, more enterprising opportunities exist for this site and we would encourage the applicant to reconsider the current approach. Unconvinced by entrance layout for the residential properties.
Sustainability

Not much discussion on this?
Detailing
Overall and perhaps due to the over complex form of the building, the panel felt that there are: - Too many materials - Too many window types Which leads to confusing set of elevations. The scheme needs to be simplified.
Design Approach
See further comments below.
Any further comments
We suggest the application may need to go back to first principles, with a better strategy for the retail unit, which is too strongly dictating the form. Why cannot this be built in two phases? The panel questions whether maintaining the ongoing use is really an absolute constraint. There are serious H&S implication to doing so. There will be impact of building around it, with significant increased costs and or lengthening of the program. It seems to be the tail wagging the dog, in terms of a comprehensive redevelopment fo the site. We encourage the applicant to explore the development as a phased proposition rather than risk building over an existing building, with all the risks and uncertainty they might be exposing for: - The ongoing business - CDM, in particular client's duties and the impact on cost to protect the public - Acces - Public safety - Services Unconvinced that the requirement to retain the ongoing business, is the only solution to redeveloping the site. The important planning matter is creating the right long term solution. For instance the massing (low on corner, high above existing use seems to be as much about a reaction to keeping the existing retail as it does to a strong urban design move to counter the 'normal' high-on-corners approach. We suggest the imbalance could be readdressed with an different approach. The panel would be happy to review a revised scheme, which does not keep the retail as a constraint.

Date: 15.09.2016

Signed Rupert Cook RIBA Vice Chair

On behalf of the Reading Design Review Panel

17th May 2018

Mr Z Poluzyn
Head of Developments and Asset Management
JR Properties
40 Newbridge Lane
Stockport
SK1 2NA

Dear Mr Pouzyn

Re: Development of The Royal, Reading (next to Richer Sounds)

Thank you for sharing your plans for the proposed redevelopment of The Royal. We would suggest that the designs that you shared with us are appropriate for the location and there should be good demand from first time buyers as it will be relatively low value product.

As we first discussed, for a scheme of this size we would recommend one beds only as there is good demand, it keeps the price point down/affordable, and it would improve your return. However, I understand that you have had to introduce some 2 bed units which would be fine although the rate of sale may be lower and returns are likely to be lower and this will obviously have an impact on your appraisal. Finally, you asked me whether you should include any 3 bed units. We would strongly recommend that no 3 bed units are included. The reason being is that there is no demand for 3 bed apartments anywhere in Reading and certainly not in this location. There is some demand for larger units (e.g. over-sized 2 beds for divorcees) but this is in more affluent areas and so I would suggest that your site is not one that would sustain any over-sized units or 3 beds.

I trust that the above helps. We continue to sell over 90% of new town centre apartments and we would be delighted to be involved with The Royal should planning consent be forthcoming.

Yours sincerely



Mike Shearn
Haslams

159 Friar Street
Reading
Berkshire
RG1 1HE

T: 0118 960 1000
F: 0118 960 1044
www.haslams.net

