

The Printworks
Report on Community Engagement

29 September 2017

Development
Communications



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1. Introduction and background

This Report on Community Engagement has been prepared by Development Communications in support of a planning application by Thames Properties, for a residential redevelopment of the Cox and Wyman site on Cardiff Road, Reading. Development Communications undertook public consultation on behalf of Thames Properties and is a dedicated property communications consultancy which specialises in undertaking public consultation on new development proposals.

The industrial site, which formerly housed printing company Cox and Wyman until they closed the building in 2015, is now redundant and Reading Borough Council's recently published draft Local Plan has recognised the site as being appropriate for residential development.

The scheme being brought forward proposes a complete regeneration of the site, providing 96 high-quality homes within an attractive landscaped scheme, comprising a mixture of retained, mature trees complemented by new tree planting. The design of the scheme has been carefully considered to reflect the character of the surrounding area, utilising a mixture of terraced housing, urban houses with roof gardens and apartments. The scheme would deliver a range of significant benefits, including:

- An important contribution to local housing need, with an appropriate range of housing types including affordable housing;
- Regeneration of a tired and redundant industrial site, with an attractive high quality residential development which would also deliver significant areas of landscaping and planting;
- Provision of a centrally located play area which would be accessible to future and existing local residents; and
- An appropriate level of parking for the new homes, to help prevent on-street parking and any adverse impact on the surrounding road network.

Thames Properties has been committed to engaging with the local community from the outset to ensure that all key stakeholders had the opportunity to view and comment on the development proposals as they have evolved. A variety of means have been used for consultation including meetings, a presentation, a widescale mailing, a public exhibition, project specific contact details and engagement with the local media.

This report provides an overview of the consultation undertaken, including the stakeholders who were identified and the methods used to engage with them. It also identifies the main themes arising through the consultation process and outlines how the scheme responds to these themes. This report forms part of a comprehensive package of documents submitted in support of the planning application and should be read alongside them.

2. Policy background to consultation

2.1 National Policy

The National Planning Policy Framework (NPPF) recommends that developers engage with local communities during the pre-application stage, referred to as 'frontloading'. Paragraph 188 of the NPPF states: "Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community".

Local Planning Authorities are to encourage developers to engage with the local community, even when not required by law, before submitting applications (NPPF paragraph 189). Early pre-application consultation with statutory consultees is also supported in the NPPF (paragraph 190).

2.2 Local policy

Reading Borough Council's (RBC) Statement of Community Involvement (SCI), adopted in March 2014, encourages developers and applicants to consult with the public prior to submitting a planning application.

The SCI outlines that the Government encourages pre-submission consultation with the local community and further states that:

'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.'

Thames Properties has consulted in accordance with these guidelines.

2.3 Localism Act 2011

One of the main aims of the Act is to make the planning system more democratic. It proposes the introduction of a new requirement that developers should consult local communities before submitting planning applications for certain developments. While advice on what constitutes "certain developments" has not been progressed, it is a clear indication that the Act expects developers to engage with the local community on their emerging proposals.

2.4 Best Practice

In addition to the requirements and advice in the NPPF and the Council's SCI, Development Communications and Thames Properties have sought to ensure all materials are prepared to reflect the following best practice principles:

- Prepare 'plain English' clear, concise and understandable briefing material
- Make information and material accessible to the local community
- Publicise the proposals and events
- Contact local community groups and individuals likely to have most interest in the proposals - to explain the approach to consultation, provide a briefing on the proposals and seek their feedback

3. Rationale and approach to stakeholder consultation

Given the likely widespread interest in the proposals and the prominence of the site within the local area, Thames Properties was committed to undertaking widespread consultation with all key stakeholders prior to submitting a planning application.

A comprehensive engagement programme was developed by Development Communications, which utilised a range of methods to engage with all key political and community stakeholders, including:

- Local politicians – local ward members for Abbey ward
- Bell Tower Community Association (BTCA) – community association that represents the local area
- Local community – all residents and businesses situated in close proximity to the site (615 addresses)
- Local media - Reading Chronicle and GetReading website, to ensure that the wider community was informed

3.1 Local politicians

Prior to engaging with the wider community, it was considered appropriate to brief the local ward members for Abbey ward.

Dialogue was undertaken with the three ward members, who advised that the development team should engage with Bell Tower Community Association at the earliest opportunity. All three ward members were invited to attend a presentation being delivered to BTCA (see 3.2 for further information on engagement with the community association). A comprehensive briefing was therefore provided at this meeting, including regarding details of the upcoming public consultation, and they had an opportunity to discuss the proposals with the team.

The ward members have been kept updated throughout the consultation process and received copies of the letter, as well as being formally invited to the consultation event. An update will also be issued to ward members to notify them of the planning application submission and provide an overview of feedback received during the public consultation.

3.2 Bell Tower Community Association

Contact was made with BTCA on 30 May 2017, inviting their Committee to attend a presentation about the proposals and meet the development team.

It was agreed that the meeting would take place on 22 June 2017 at the New Hope Community Centre on York Road, approximately 0.2 miles from the site. A presentation was delivered by Development Communications which provided an overview of the scheme and detailed types of housing / materials proposed, as well as information on anticipated timescales and the upcoming public consultation event. Useful feedback was received during the meeting and this was considered as part of the pre-submission consultation. A copy of the presentation is included at Appendix A.

Further feedback was received from the Association following the meeting and this was all documented as part of the wider consultation feedback. An update was issued to BTCA, to notify them of the application submission and provide an update on the public consultation feedback.

3.3 Local community

A crucial part of the pre-submission consultation was ensuring that all residents and businesses situated in close proximity to the site were notified of the proposals and provided with an opportunity to comment on the scheme.

Mailing

A comprehensive consultation area was devised which reflected the areas covered by the residents' association and included all relevant addresses in the local area (businesses and residential properties). A copy of the consultation area is provided at Appendix B.

A large-scale mailing was issued on 30 June 2017 to 615 properties around the site, situated within the consultation area. This provided details of the scheme and the site, whilst inviting recipients to the consultation event.

A project specific phone number and email address were provided within the letter, to ensure that all recipients could conveniently contact the development team if they had any queries or comments. A sample copy of the letter issued to residents is included at Appendix C.

Public exhibition

The public exhibition was held on 10 July 2017 at Reading Deaf Centre on Cardiff Road, situated almost directly opposite the site. Reading Deaf Centre was chosen as the location due to its proximity to the site and convenience for local residents, as well as having good disabled access. In total, 47 people attended the event which took place between 3pm and 8pm.

Seven information boards were displayed which detailed a range of information about the scheme:

1. Background to the proposals and Thames Properties
2. Pre-application discussions with Reading Borough Council
3. Opportunities and constraints of the site
4. Overview of the proposals
5. Information on the types of housing and materials proposed
6. Landscaping and ecology
7. Next steps and contact details

Representatives from Thames Properties, Barton Willmore (Planning and Architecture) and Developments Communications were available to answer any questions that attendees had. A copy of the exhibition boards displayed is included at Appendix D.

Feedback forms were available for attendees to provide comments on the proposals (Appendix E) and freepost envelopes were also provided to allow attendees to provide comments by post. The deadline for submitting comments was Sunday 23 July 2017.

In total, 30 responses were received during the public consultation period: 26 feedback forms from the exhibition; 1 forms received by post; and 3 responses provided by email.

Post-exhibition

Contact was also specifically made with E. P. Collier School following the exhibition, to talk through any relevant matters. A phone conversation was held with the school and a meeting was offered, although it was not deemed to be necessary at this point.

Copies of the exhibition boards were also issued to a number of people who requested to be sent them within their consultation feedback.

3.4 Local media

It was important to ensure that the wider community in Reading (outside of the direct mailing area) were aware of the plans being brought forward and of the consultation event. In light of this, a media release was issued to the Reading Chronicle and GetReading, with Development Communications following up with phone calls to the journalists.

The media release provided an overview of the scheme and details of the consultation event, as well as providing contact details for the Cox & Wyman development team should residents have any questions or comments on the proposals. A copy of the media release is included at Appendix F.

An article was published on GetReading.co.uk on 7 July 2017 and can be found at Appendix G. Further correspondence with GetReading took place during and after the public exhibition, with a follow-up article reporting on the exhibition being published on the website on 11 July 2017. This can be found at Appendix H.

A further press release will also be issued to both the Reading Chronicle and GetReading to notify of the application submission and provide an update on the consultation feedback.

3.5 Data protection

A disclaimer was included on the feedback forms which detailed how collected data would be used. This detailed that in undertaking public engagement with the local community, Development Communications Limited is a registered Data Controller under the Data Protection Act 1998 (DPA). At all times, processing of personal data is carried out in accordance with the DPA and with the eight data protection principles as set out by the Information Commissioner's Office. These require that personal information must:

1. Be fairly and lawfully processed
2. Be processed for limited purposes
3. Be adequate, relevant and not excessive
4. Be accurate and up to date
5. Not be kept for longer than is necessary
6. Be processed in line with data subjects' rights
7. Be secure
8. Not be transferred to other countries without adequate protection

The feedback collected during the engagement exercise is held by Development Communications and will only be used for the purposes of consultation and research on the proposals. The feedback received is detailed in this Report on Community Engagement submitted to Reading Borough Council and (as explained in the disclaimer) may be shared publicly.

This report however does not name individuals, aside from the local Councillors, and under no circumstances will personal data be shared for marketing purposes or with companies outside Development Communications and/or Thames Properties. Published results do not include personal information or anything that could identify individuals.

Consultation respondents will only be contacted again in the future in relation to the application proposals, unless they requested that they did not wish to be contacted again.

4. Feedback and comments received

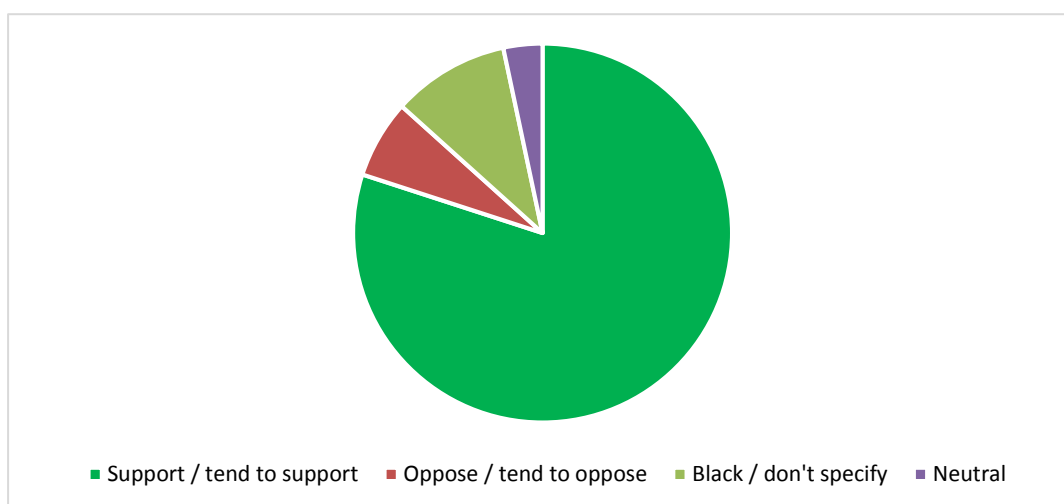
This section provides a breakdown of the feedback received during the consultation. A total of 30 consultation responses were received, comprising 26 feedback forms from the information session, 1 postal responses and 3 emails.

4.1 Question one - What is your view on the proposals for a residential redevelopment of the Cox and Wyman site?

The table below lists the responses received to question one on the feedback form. Where responses were not provided via the pre-prepared questionnaire (for example if respondents provided feedback by email), their view has only been listed if explicitly stated.

Support	9
Tend to support	15
Neutral	1
Tend to oppose	0
Oppose	2
Blank / don't specify	3
Total	30

The responses received clearly indicate a strong level of support for the principle of the redevelopment, with only 6 people not indicating some degree of support for the principle. On the pie chart below, the degree of opposition and support to the scheme has been simplified by amalgamating: 'support and 'tend to support'; and 'oppose' and 'tend to oppose'.



4.2 Question two – Which of the following considerations do you think is most important?

Question two asked respondents for their main priorities in relation to the plans, with six tick boxes provided and an option to provide a preference not listed. The form requested that respondents tick up to three categories. The responses received have been collated in the table below:

Parking	17
Roads / highway	16
Green spaces / landscaping	11
Materials used for building	8
Building design	7
Mix of housing	5
Other	5
Blank	1
Total	70

It is clear from this feedback that parking and roads / highways are perceived to be the most important aspects for consideration with any proposals that come forward on the site. There was however a wide range of answers provided, displaying that some degree of importance is attached by the local community to all options.

The answers provided within the 'other' category are shown below:

Play area	2
Access to school / GP	1
Matching existing properties	1
Nothing specified	1
Total	5

4.3 Question three – Further comments?

The final question on the feedback form provided a space which allowed for any further general comments to be made. This was then analysed and the comments collated, to show whether any particular patterns emerged.

As shown in the table below, parking concerns was the most frequent comment which reflects the feedback received to question 2 (see 4.2). Support for the scheme was also evident, with 'general supportive comments' being the third most frequent comment.

All comments which featured more than once in the feedback received are listed in the table below, and a full list of all comments made only once each is contained at Appendix I.

Description	Count
Parking is already difficult / concerns parking would get worse	9
Would like to be sent a copy of the boards / additional information / more information on blocks above garages	7
Support for scheme / general positive comment	6
Separation of residential and industrial traffic is important / road closures are good	6
Should reflect local dwellings	5
Concerns about traffic flow	4
Should move entrance to Meadow Road	3
Concerned houses will not reflect surrounding properties	3
Blank	3
Consideration needed into maintenance of green spaces / access to larger green spaces at centre of development	2
Loss of this site will be detrimental to bio-diversity as there are nesting swifts / loss of wildlife concerns	2
Road closures will create problems	2
Visitor parking needs to be kept off local roads	2
Concern about accidents with pedestrians on the way to school through industrial traffic only zones / general traffic safety concerns	2
Adopt frontage of existing properties, so they are symmetrical the entire length of the road	2
Respect history of site / incorporate architectural details of Cox & Wyman site into new development	2

4.4 Main areas to be considered

Following the conclusion of the consultation period, all comments were analysed and the plans were reviewed in light of the main themes arising. Section 5 of this report has categorised and addressed the main areas of feedback, explaining how the plans respond to matters arising from the consultation.

The main categories for consideration following the public consultation, and which are dealt with in section 5, are outlined below:

- Highways and parking;
- Green spaces and landscaping;
- Heritage;
- Design.

5. Response to comments raised

As outlined at 4.4, all comments received were collated and analysed in order to understand the main areas of interest arising from the consultation. These areas have been addressed below.

5.1 Highways and parking

It was clear from the public consultation that highways and parking is perceived to be the area of highest priority; in question 2, parking was the most common priority listed and within the general feedback the most frequent comment highlighted that that parking is already difficult in the local area.

The design team has worked hard, whilst evolving the proposals, to ensure that the development would be appropriate for the surrounding area. The proposed scheme would be situated on a highly sustainable site, with good pedestrian and cycle access. The site is within walking distance of the town centre, train station, river and numerous bus stops. 126 cycle parking spaces would be incorporated as part of the scheme to encourage sustainable modes of travel.

Sufficient car parking spaces would be provided on-site, with 121 car parking spaces provided for the 96 residential properties; this level of parking provision was reached in discussion with RBC Officers, by balancing Council parking standards, policy objectives and car ownership levels. The proposed on-site parking provision would help to prevent on-street parking in the surrounding roads by new residents and minimise any impact on the local highway network. All parking spaces would be located on the internal part of the site to protect the external appearance of the development.

Importantly, the development team has proposed new vehicle routes around the site which would help to separate the commercial and industrial traffic, in conjunction with the proposed development. This would be achieved through retention of existing width restrictions and introduction of a new road closure, which would have positive implications in terms of traffic flow, local identity (separation of residential / industrial areas) and safety. As detailed at 4.3, the fourth most frequent comment within the public consultation feedback was that this separation would be beneficial for the local area.

The new east/west road will connect Addison Road and Milford Road, and the other existing access points will be reinstated as pedestrian footpaths. This will ensure efficient vehicle flow through the site and improve the local pedestrian environment. A full Transport Statement has been submitted as part of the planning application which has found that the proposed scheme is consistent with all relevant policy guidance and will not lead to any material transport related impact.

5.2 Green spaces and landscaping

Attractive green spaces are incorporated throughout the development, delivering important amenity space for future and existing residents, as well as improving the appearance of the site. During the consultation, it was evident that local residents around the site would value provision of new green spaces and this is a key aim which the team has sought to reflect within the proposals.

A comprehensive landscaping scheme has been designed for the site which retains existing TPO trees and mature planting, and delivers new planting to complement the development including communal areas of open space. A generous landscaped buffer is proposed to the north and west of the site which serves to provide a distinct boundary between the proposed residential and existing adjacent commercial areas, whilst protecting the amenity of future residents. This area has

the potential to include high quality planting and an orchard with a path running through, and will be accessible to existing and future residents. This serves to soften the appearance of the built development on-site and introduce an attractive residential setting in an otherwise hard built-up area.

A centrally located play area will be carefully landscaped to integrate the feature into the site whilst also creating a buffer with the road and, furthermore, many of the proposed houses would also benefit from private outdoor space in rear gardens.

Various baseline ecological surveys have been undertaken to inform the proposals, including a specific bat inspection survey of the existing buildings. The proposals have sought to minimise any potential impacts on existing species and appropriate mitigation measures will be incorporated into the proposals where possible to ensure that there is no significant harm caused to biodiversity.

5.3 Heritage

It is generally acknowledged that the Cox and Wyman building, which operated as an industrial printing building until 2015, is no longer fit for purpose.

A Heritage Assessment has been carried out as part of the preparation of the planning application which looked at the historical significance of the site itself and the buildings which are currently housed on it. The Assessment found that the site is of low historic significance and, consequently, the benefit of providing a new high quality residential development would outweigh any impacts:

'The Former Cox & Wyman Printworks is primarily an early 20th-century structure of low heritage significance with considerable areas of later fabric that hold negligible heritage value. This low heritage significance is reflected in the status of the building in development management terms, being neither statutorily nor locally listed, nor being located within a Conservation Area.' (Heritage Statement, page 11).

As outlined in section 4 of this report, a number of respondents, including BTCA at the pre-consultation meeting, suggested that they would however like to see elements of the current buildings – in terms of materials and architectural features - incorporated into the development proposals in recognition of its historic function.

In light of this, although the Heritage Statement did not find any features of sufficient significance to advise retention, the development team has assessed the existing buildings and proposed that the finials from the buildings, which are instantly recognisable aspects of the existing buildings, are fitted on top of two new walls which would flank the pedestrian entrance into the site from Addison Road. This feature would make a direct visual reference to the historical usage of the site as a printworks.

5.4 Design

Thames Properties' vision for the site is for a high quality redevelopment which provides new housing for local people, regenerates the site and delivers tangible benefits to the local area.

Naturally, feedback from the consultation confirmed that local people are keen for the new housing to be reflective of surrounding properties and respectful to the local character of the area. The design team has sought to provide functional homes and usable open spaces, within a high

quality environment which delivers visual interest and significantly enhances the appearance of the site.

A range of different house types are proposed within the scheme, however the scheme has been carefully evolved to ensure that the external facades of the site would match the surrounding area; for example, terraced housing would be situated along the eastern and southern frontages (with car parking spaces at the rear of the properties) to make sure that the boundaries of the site match the existing Victorian terraced housing along Cardiff Road and Addison Road.

The materials being used have been carefully chosen to provide modern and interesting architecture whilst also referencing the surrounding Victorian redbrick materials to ensure that it sits comfortably within its setting.

6. Additional activity

A communications programme has been devised to ensure that the local community is kept updated going forward.

6.1 Update following consultation

Update letters will shortly be issued to all key stakeholders and consultation respondents. This update will outline the feedback that was received through the public consultation and provide an overview of the final scheme, whilst also notifying the recipients of the submission of the planning application.

Furthermore, a media release will also be issued to local media (Reading Chronicle and GetReading) to advise the wider community of the planning application submission.

6.2 Ongoing queries

All communications materials have provided the project specific phone line and email address, enabling the local community to contact us should they have any queries about the proposals or planning application going forward.

7. Conclusion

Whilst developing the scheme and prior to the public consultation, potential concerns (such as highways, design and landscaping) were considered in detail and proactively addressed within the plans.

In order to ensure that the local community was fully briefed and involved in the evolution of the scheme, a comprehensive pre-submission consultation was then carried out. The consultation incorporated a broad variety of methods including a presentation, phone conversations, briefing letters, a drop-in session and media engagement, to make sure that all relevant stakeholders and groups were fully consulted.

The consultation feedback was analysed and the plans were reviewed in light of this, in order to respond where possible to any concerns that were raised. Consultation feedback on the principle of the redevelopment was overwhelmingly positive, with 80% of respondents stating that they 'support' or 'tend to support' the proposals.

The consultation has shown that the local community would appreciate some elements of the existing buildings to be incorporated into the design in reference to the historic function of the site; as a result, the finials from the existing buildings would be placed on two new walls which would flank the pedestrian entrance into the site.

The proposals would significantly enhance the appearance of the site whilst providing new high-quality housing for the local area. It is clear that the local community support the principle of the redevelopment and the development team has worked hard to ensure that the scheme would deliver tangible benefits for the local area.

APPENDIX A

Presentation to Bell Tower Community Association



PRINTWORKS

FORMER COX & WYMAN SITE



SITE LOCATION PLAN



SITE LAYOUT PLAN

Apartment blocks

Urban houses with
roof gardens



Playground

Terraced houses

INDICATIVE AERIAL VIEW

1. Private defensible space
2. Bin stores & meter cupboard
3. Living
4. Accessible wc
5. Kitchen / Dining
6. Private Garden
7. Car parking
8. Bedroom
9. Airing Cupboard
10. Landing
11. Bedroom
12. Loft



HOUSE TYPES - TERRACED



1. Car parking
2. Private defensible space
3. Bin stores & meter cupboard
4. Open plan kitchen & dining room
5. Accessible wc
6. Bathroom
7. Living
8. Covered balcony garden
9. Bedroom
10. Private balcony
11. Roof Terrace

HOUSE TYPES – URBAN HOUSE WITH ROOF GARDEN



VISUALISATION – LOOKING TO MILFORD ROAD



VISUALISATION – LOOKING TO ADDISON ROAD



VISUALISATION – LOOKING FROM MILFORD ROAD



LEGEND

- | | | |
|---|--|------------------------|
| ① Vehicular access road with square feature paving | ⑦ Residents Courtyard Garden Deck - Communal | ⑭ Existing tree |
| ② Shared surface treatment along residential streets | ⑧ Shrub planting | ⑮ Private roof terrace |
| ③ Landscaped frontage to Addison Road | ⑨ Orchard with meadow providing communal focus and incidental play | |
| ④ Climbers to building facade provide additional greening | ⑩ Boundary treatment : dwarf wall with railings and hedge | |
| ⑤ Tree Avenue with meadows and incidental play | ⑪ Proposed Trees | |
| ⑥ Residents Courtyard Garden Lawn - Communal | ⑫ Private residents gardens | |
| | ⑬ Local Area of Play 'LAP' with natural play and play equipment. | |

LANDSCAPE MASTERPLAN

Richfield Avenue

Cardiff Road



TRANSPORT – EXISTING TRAFFIC FLOW

Richfield Avenue

Cardiff Road



TRANSPORT – PROPOSED TRAFFIC FLOW



PRINTWORKS

FORMER COX & WILKIN SITE

Date	Action
Late June	Briefing letters issued
10 July	Public consultation event
23 July	Public consultation deadline
September	Anticipated Council consultation
December	Anticipated decision

PUBLIC CONSULTATION - TIMELINE

APPENDIX B

Consultation area



Richfield Ave

Tessa Rd

Cremyll Rd

Milford Rd

Cardiff Rd

Weighbridge Row

Meadow Rd

Denbeigh Pz

Ross Rd

York Rd

Newport Rd

A4155

Swansea Rd

Northfield Rd

Caversham Rd

Thames Ave

Brigham Rd

Vestern Rd

Thames Path

Waterman Pl

© 2017 Google

Google Earth



2003

Imagery Date: 3/25/2017 51°27'44.65" N 0°58'46.55" W elev 39 m eye alt 763 m

APPENDIX C

Sample copy of briefing letter

30 June 2017

SAMPLE COPY OF LETTER TO RESIDENTS

Dear Resident

Printworks Reading, former Cox and Wyman site

We write to you regarding proposals that are being brought forward by Thames Properties, a local property investor and developer, to redevelop the former Cox and Wyman site on Cardiff Road to provide a new high quality residential development.

As you may be aware, the industrial site, which formerly housed printing company Cox and Wyman until they closed the building in 2015, is now redundant and Reading Borough Council's recently published draft Local Plan has recognised the site as being appropriate for residential development.

The scheme being brought forward proposes a complete regeneration of the site, providing 96 high-quality homes within an attractive landscaped scheme which would retain the existing mature trees on-site. The design of the scheme has been carefully considered to reflect the character of the nearby Victorian houses and surrounding area, utilising a mixture of terraced housing, urban houses with roof gardens and apartments.

These new residential properties would make an important contribution towards local housing need, by providing a mix of accommodation types for local people, ranging from one-bedroom apartments to three-bedroom family homes. An appropriate level of parking would be provided on-site in accordance with Reading Borough Council's policy requirements, with many of the new homes also benefitting from private rear gardens.

As well as making an important contribution to local housing need, the scheme would also offer a range of significant benefits for the local community, including:

- Regeneration of a tired and redundant industrial site;
- Delivery of an attractive new development with significant areas of landscaping and planting;
- Provision of a centrally located play area which would be accessible to future and existing local residents;
- An appropriate level of parking for the new homes, to help prevent on-street parking and any adverse impact on the surrounding road network; and
- A comprehensive transport strategy which would ensure the separation of residential and industrial areas.

P.T.O.

Thames Properties would like to invite the local community to comment on their proposals before a planning application is submitted. A public consultation event will therefore be held on Monday 10 July, between 3pm and 8pm at the Reading Centre for the Deaf on Cardiff Road. Further information on the scheme will be displayed, with members of the development team available to answer any questions.

We hope that you will be able to attend the public consultation event. If you have any questions ahead of this or would like any further information, please feel free to contact me or my colleague Paul Vicary on 0800 080 3267 or by email at printworks@devcomms.co.uk.

Yours faithfully



Charles Bushe

Director

For and on behalf of Thames Properties

APPENDIX D

Exhibition boards



PRINTWORKS

WELCOME

Welcome to our public consultation event where you can view Thames Properties' proposals to redevelop the site of the former Cox and Wyman Printers on Cardiff Road, Reading.

This event will provide you with details of the proposals and an opportunity to comment. The series of display boards explain how the site could be redeveloped into a high-quality residential development to meet local housing needs.

The proposed redevelopment of the Cox and Wyman site is being brought forward as a standalone development.

THAMES PROPERTIES

Thames Properties is a local property investor and developer that has been active in the Reading area since the 1960s. They have a proven track record of bringing forward high quality developments in the local area.

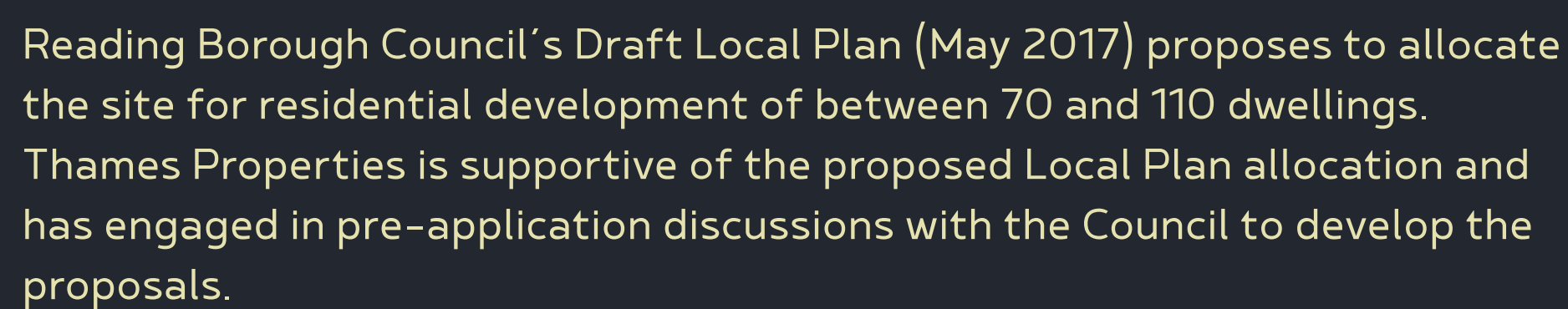
THE SITE

The site extends to approximately 1.31 hectares, and is bordered by roads on each side, as shown on the plan below. Housing is situated to the south and east of the site, with the Richfield Avenue Employment Area located to the north and west.





Reading Borough Council has identified that the Cox and Wyman site is suitable for redevelopment for residential purposes.



The feedback received from the Council has resulted in the following changes:

- Reduction in the number of proposed homes from 235 to 96;
- Houses on the Cardiff Road frontage redesigned to reflect housing opposite and parking moved to the rear of properties;
- Introduction of a landscaped buffer in the north-west corner;
- Setting back the fourth floor of the apartments in the north-west corner;
- Incorporation of an accessible play area in the centre of the site;





PRINTWORKS

OPPORTUNITIES & CONSTRAINTS

The site presents a number of opportunities and constraints that can be improved as part of the proposals to redevelopment the site.

HIGHWAYS

A key ambition of the scheme is to improve the existing surrounding road network. The proposals would introduce new road closures to ensure that residential and commercial traffic is separated.

131 car parking spaces would be provided on-site to help prevent on-street parking on the surrounding road network.

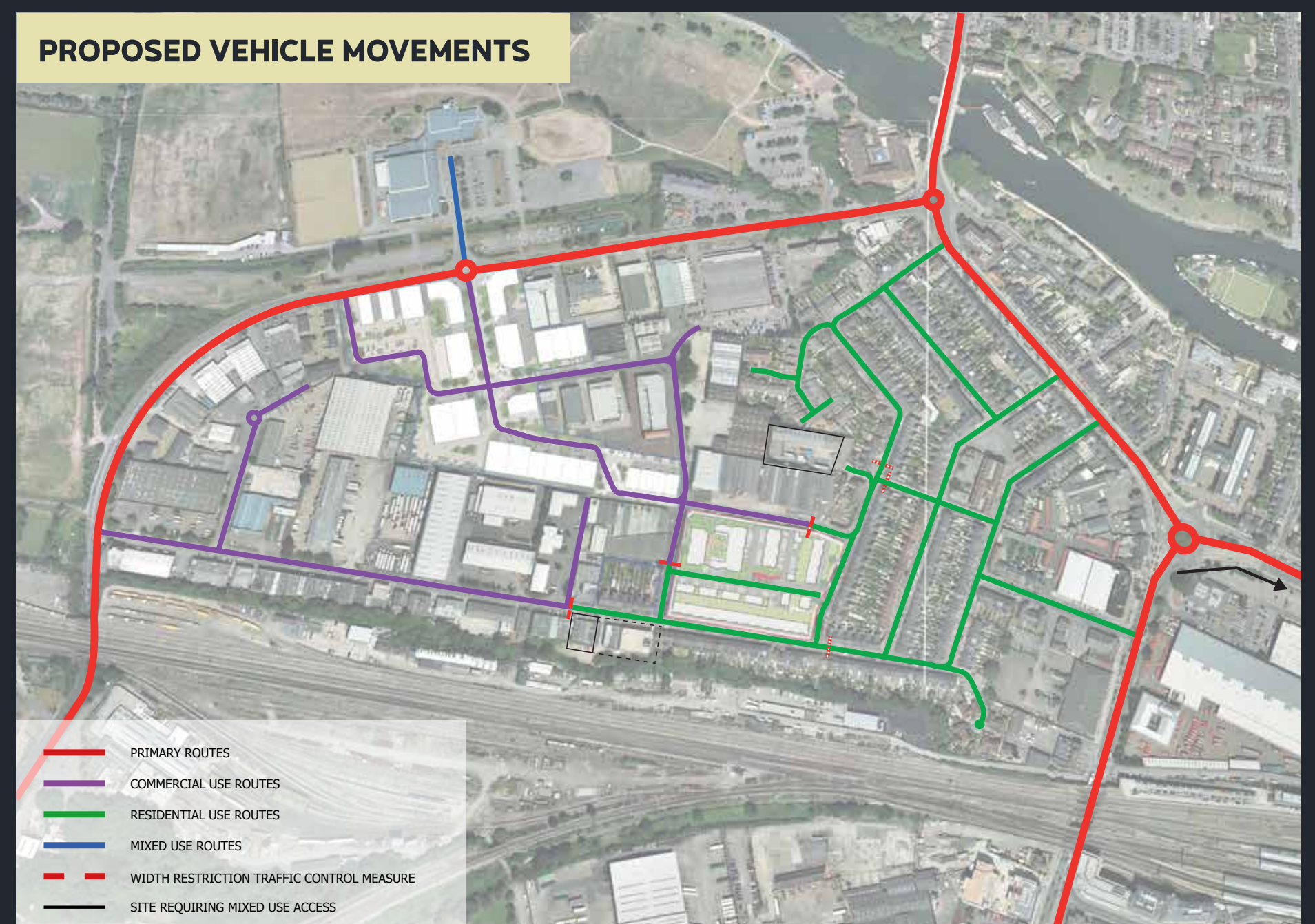
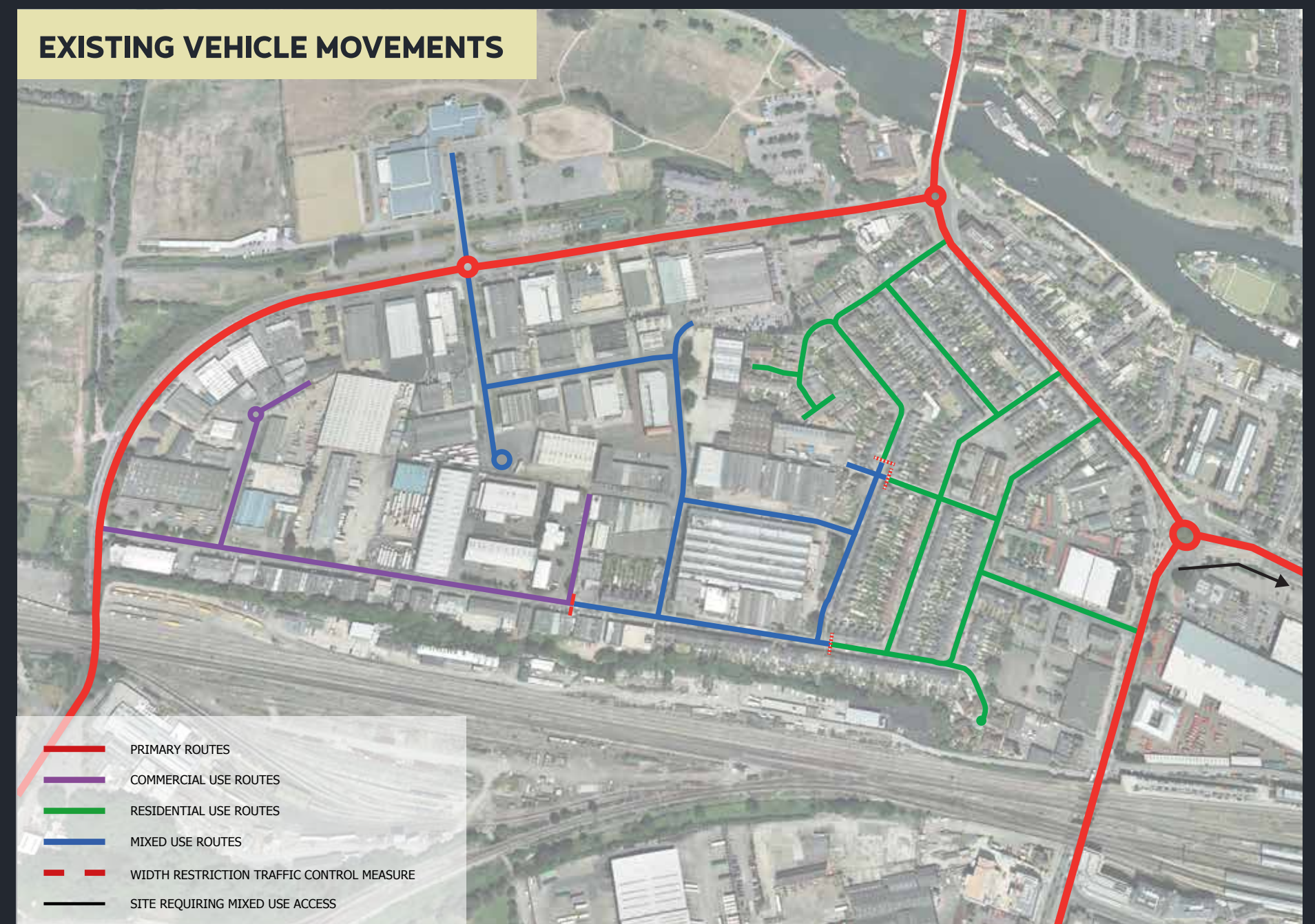
NOISE

Thames Properties is aware of the First Great Western train depot as a potential source of noise. A detailed Noise Assessment has been undertaken with Reading Borough Council to consider various noise mitigation measures to ensure future residents are not affected.

BIODIVERSITY

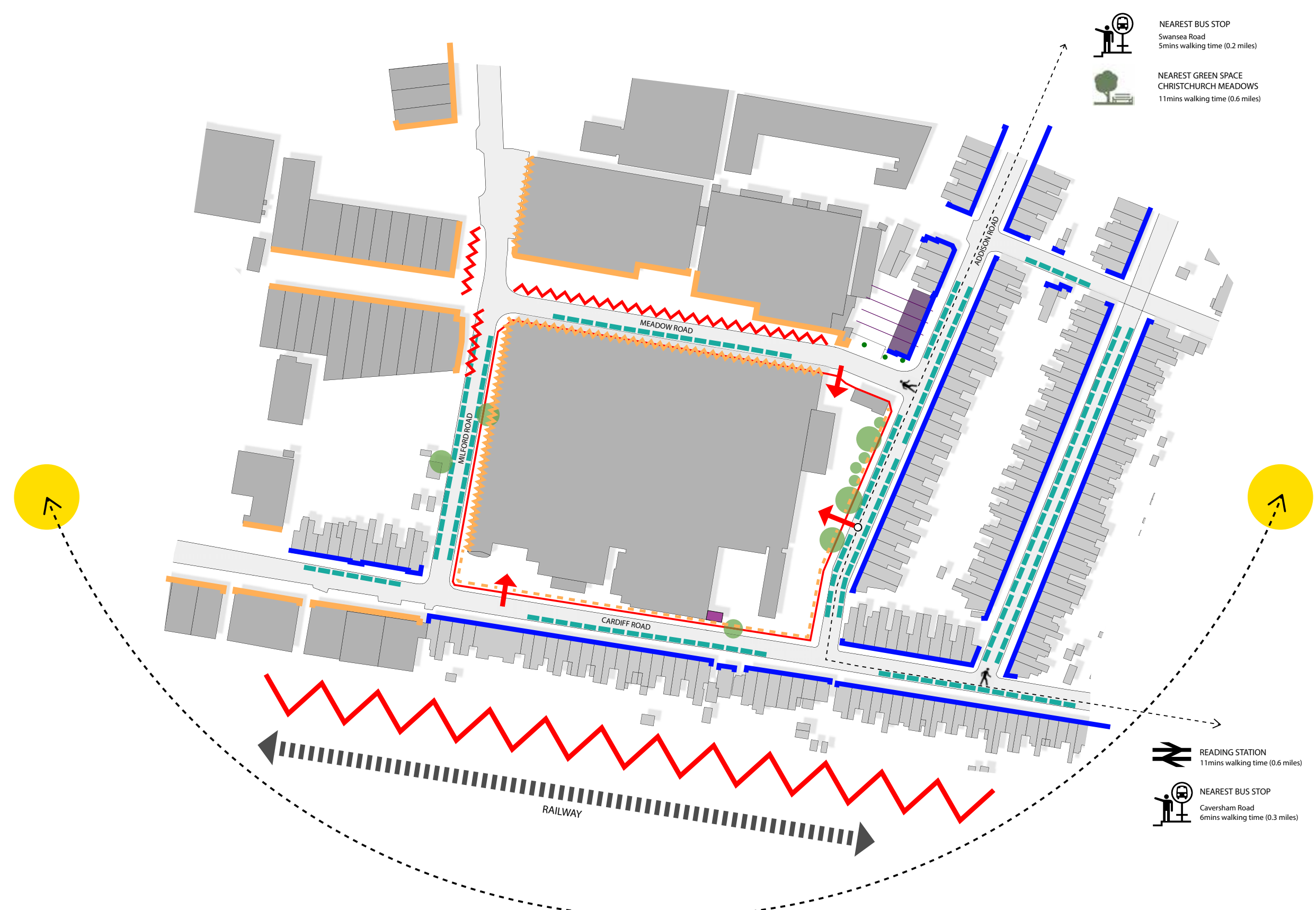
A Phase 1 Ecological Appraisal has been undertaken to ensure the proposals minimise any impact on existing biodiversity through the inclusion of appropriate mitigation measures. Where possible, existing trees would be retained within the site and additional tree planting would be carefully selected to enhance biodiversity and complement existing species.

An ecologically sensitive lighting scheme is proposed to ensure that lighting scheme is proposed to ensure that light would be directed away from vegetation to minimise any impact on birds and bats.



KEY

- Potential noise/ environmental/ air quality issues associated with railway and industrial uses
- Inactive industrial frontage
- Active industrial frontage
- Inactive walls fronting onto street
- Inactive residential frontage
- Active residential frontage
- Existing trees
- Approved future development
- Existing site access
- On street parallel parking
- Existing substation





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OUR PROPOSALS

Thames Properties is proposing a high-quality and attractive residential scheme comprising 96 homes of a range of types and sizes, which will deliver significant benefits to the local community.

LAYOUT AND DESIGN

The proposed layout is a lower density to allow for communal open spaces and attractive landscaped areas throughout the site. The scheme will provide a mixture of terraced housing, urban houses with roof gardens and apartments.

BENEFITS

- Regeneration of a redundant industrial site in a sustainable location close to Reading town centre and the train station;
- Provision of high quality market and affordable housing to meet local needs;
- Provision of landscaped communal areas and significant planting;
- Provision of a play area accessible to future and existing local residents;
- 131 car parking spaces for the new homes, to prevent on-street parking and any adverse impact on the surrounding road network;
- A transport strategy to ensure the separation of residential and industrial areas.



A ENTRANCE FROM ADDISON ROAD



B VIEW OF REAR GARAGE MEWS



C VIEW FROM MILFORD ROAD





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REGENERATING THE SITE

The scheme has been carefully designed to reflect the character and appearance of Victorian housing in the local area in terms of the design and materials proposed. The layout is carefully arranged to respect both the existing residential and commercial setting.

MATERIALS

The building materials would be carefully chosen to respect the heritage of the surrounding areas by reflecting the materials used within both the surrounding residential and commercial areas.



KEY PLAN



APARTMENTS

The four storey apartment building would be set back in the north-west corner of the site, providing an effective transition through to the nearby commercial areas. The fourth floor would be set back to reduce the overall visual massing of the building.



TERRACED HOUSE



GROUND



FIRST

The Cardiff Road and Addison Road frontages would predominantly comprise terraced housing to mirror the surrounding character. These houses benefit from private gardens and garages to the rear with flexible space above to accommodate an office or gym.

URBAN TOWN HOUSE



1. Car parking
2. Private defensible space
3. Bin stores & meter cupboard
4. Open plan kitchen & dining room
5. Accessible wc
6. Bathroom
7. Living
8. Covered balcony garden
9. Bedroom
10. Private balcony
11. Roof Terrace



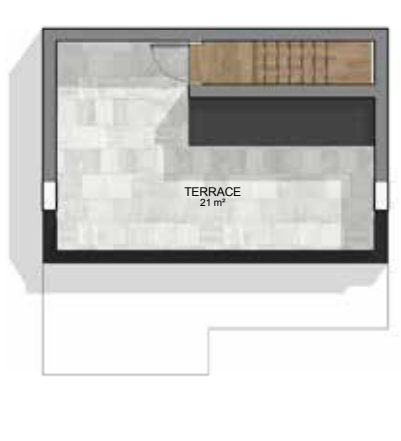
GROUND



FIRST



SECOND



THIRD

The urban houses would provide living space over three floors, with outdoor amenity space provided on each floor and a large roof garden at third floor level.



PRINTWORKS

LANDSCAPING

An attractive landscaping scheme has been designed to retain the existing trees on site and deliver new planting to complement the development, including communal areas of open space and a generous landscape buffer.

KEY FEATURES

- An attractive tree-lined avenue running east to west through the centre of the site;
- A landscaped frontage to Addison Road to retain existing trees;
- Railings and planting along the northern edge to act as a buffer to the commercial uses on Meadow Road;
- A generous area of open space in the north-west corner for communal use;
- A communal courtyard garden and deck for the apartments;
- Private rear gardens for terraced housing;
- A centrally located and landscaped play area.



LEGEND

- | | | |
|---|--|------------------------|
| ① Vehicular access road with square feature paving | ⑦ Residents Courtyard Garden Deck - Communal | ⑭ Existing tree |
| ② Shared surface treatment along residential streets | ⑧ Shrub planting | ⑮ Private roof terrace |
| ③ Landscaped frontage to Addison Road | ⑨ Orchard with meadow providing communal focus and incidental play | |
| ④ Climbers to building facade provide additional greening | ⑩ Boundary treatment : dwarf wall with railings and hedge | |
| ⑤ Tree Avenue with meadows and incidental play | ⑪ Proposed Trees | |
| ⑥ Residents Courtyard Garden Lawn - Communal | ⑫ Private residents gardens | |
| | ⑬ Local Area of Play 'LAP' with natural play and play equipment. | |





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NEXT STEPS

Thank you for attending this community engagement event regarding the development proposals for the Cox and Wyman site. Local residents' views are important to Thames Properties and will help inform the on-going work in relation to this site.

YOUR COMMENTS

Comments made by members of the public will be reviewed by the team and used to help refine the proposals before a formal planning application is submitted. The completed questionnaires will also be summarised in a Report on Community Engagement which will be submitted as part of the planning application.

You can be involved in the proposals in one or more of the following ways:

- Discuss the proposals with the Development Team at the event
- Complete one of the questionnaires and place in the comment box
- Post your completed questionnaire in the Freepost envelopes provided and return by **Sunday 23rd July 2017**



If you have any questions, please feel free to contact our community representatives, Charles Bushe or Paul Vicary, using the details below:

Email: printworks@devcomms.co.uk
Phone: 0800 080 3267

PROJECT TIMELINE

- **SUMMER/AUTUMN 2017**
Submission of planning application
- **LATE 2017**
Determination of planning application

APPENDIX E

Feedback form



PRINTWORKS

Thank you for taking the time to attend this exhibition. We would be grateful if you could take a few moments to complete this form with your feedback and post it in the comments box.

Alternatively you can email your comments to **printworks@devcomms.co.uk** or use the Freepost envelopes provided. Please ensure that we receive your comments by **Sunday 23 July**.

1. What is your view on the proposals for a residential redevelopment of the Cox and Wyman site?

Support

☐

Tend to support

☐

Neutral

☐

Tend to oppose

☐

Oppose

☐

2. Which of the following considerations do you think are most important? (please tick up to three boxes)

☐ Roads / Highways

☐ Building design

☐ Mix of housing

☐ Green spaces / landscaping

☐ Parking

☐ Materials used for buildings

☐ Other (please specify below)

3. Please provide any further comments that you would like to make on the plans in the box below.

Please continue overleaf if required

Please provide us with your information so that we can keep you updated on our proposals*

Name:

Postcode:

Email:

Age: 0 - 18 ☐ 19 - 25 ☐ 26 - 45 ☐ 46 - 65 ☐ 65+ ☐

The information you provide to us will be held by Development Communications Limited and will only be used for the purposes of consultation and research. The results may be shared publicly and/or with Reading Borough Council, but under no circumstances will personal data be shared with third parties for direct marketing purposes. Development Communications Limited is a registered Data Controller under the Data Protection Act 1998 (DPA). At all times, processing of personal data is carried out in accordance with the DPA and adheres to the eight enforceable principles of good information handling practice.

* You do not have to provide your contact details but it does help us when writing to you again to respond to specific queries. If you do not wish to be contacted again, please tick the box ☐

APPENDIX F

Media release

July 2017

PRESS RELEASE

Thames Properties set to consult on high-quality redevelopment of former Cox and Wyman site



Indicative aerial view of proposed development

Thames Properties is pleased to announce that they are bringing forward plans to redevelop the former Cox and Wyman site on Cardiff Road, Reading, to provide a high quality residential development.

The industrial site, which formerly housed printing company Cox and Wyman until they closed the building in 2015, is now redundant and Reading Borough Council's recently published draft Local Plan has recognised the site as being appropriate for residential development.

The scheme being brought forward proposes a complete regeneration of the site, providing 96 high-quality homes within an attractive landscaped scheme which retains the existing mature trees on-site. The design of the scheme has been carefully considered to reflect the character of the surrounding area, utilising a mixture of terraced housing, urban houses with roof gardens and apartments.

These new residential properties would make an important contribution towards local housing need by providing a mix of accommodation types, ranging from one-bedroom apartments to three-bedroom family homes. Parking would be provided on-site for residents, with private rear gardens for many of the homes.

As well as making an important contribution to local housing need, the scheme would offer a range of significant benefits for the local community, including:

- Regeneration of a tired and redundant industrial site;
- Delivery of an attractive new development with significant areas of landscaping and planting;
- Provision of a centrally located play area which would be accessible to future and existing local residents;
- An appropriate level of parking for the new homes, to help prevent on-street parking and any adverse impact on the surrounding road network; and
- A comprehensive transport strategy which would ensure the separation of residential and industrial areas.

Thames Properties would like to invite the local community to comment on their proposals before a planning application is submitted. A public consultation event will therefore be carried out on Monday 10 July, between 3pm and 8pm at the Reading Centre for the Deaf on Cardiff Road. Further information on the scheme will be displayed, with members of the development team available to answer any questions.

Charles Merry of Thames Properties, said:

'We are extremely excited to be bringing forward these ambitious plans. We are proud of the high-quality design that has been achieved, which would completely regenerate the site.

'We are looking forward to our consultation event and would encourage as many people as possible to come along and chat to our team.'

NOTES TO EDITOR

- If members of the local community have any questions about the public consultation event or the scheme in general, they can contact Thames Properties' community representatives on 0800 080 3267 or by email at printworks@devcomms.co.uk.
- Thames Properties is a local property investor and developer that has been active in the Reading area since the 1960s and has a proven track record of bringing forward high-quality developments in the local area.

APPENDIX G

Article published on GetReading.co.uk - 7 July 2017

Plans unveiled to build 96 homes at old Reading print room site

Thames Properties has revealed plans to build apartments and houses on the Cox and Wyman site in Cardiff Road

BYNATHAN HYDE

10:54, 7 JUL 2017

UPDATED 11:11, 7 JUL 2017



An aerial view of the proposed development in Cardiff Road

Developers are looking to build 96 homes on a 'tired and redundant' industrial site in Reading .
Thames Properties has revealed plans to build apartments and houses on the Cox and Wyman print site, which closed in 2015, in Cardiff Road.

Some of the homes will have roof gardens and the plans include on site parking.

Developers say the scheme has been "carefully considered to reflect the character of the area".

People will be able to have their say on the proposals, before a planning application is submitted, at an exhibition on Monday, July 10.

The plans will be on display between 3pm and 8pm at Reading Centre for the Deaf in Cardiff Road.



An aerial photo of the Cox & Wyman factory in Cardiff Road, taken in 1928.

Charles Merry of Thames Properties, said: "We are extremely excited to be bringing forward these ambitious plans.

"We are proud of the high-quality design that has been achieved, which would completely regenerate the site.

"We are looking forward to our consultation event and would encourage as many people as possible to come along and chat to our team."

Thames Properties announced the plans after Reading Borough Council stated the site was suitable for housing in its Draft Local Plan .

APPENDIX H

Article published on GetReading.co.uk - 11 July 2017

Homes plan for Reading printworks includes road changes to stop lorries using narrow streets

Developers revealed the plans for the former Cox and Wyman printworks site

The road layout around an industrial site earmarked for 96 homes could be changed to stop lorries using narrow residential streets.

The developers behind plans for the former Cox and Wyman printworks in Reading revealed its proposals to separate commercial and residential traffic in the area at an exhibition on Monday, July 10.

Neighbours had the chance to look closely at Thames Properties designs for 48 apartments, 38 terraced houses and 10 urban town houses on the Cardiff Road site.

The proposals also include 131 parking spaces, a play area and 30 per cent of the houses built must be affordable .

Charles Merry, of Thames Properties, said: "The scheme would deliver a significant improvement by separating commercial and residential traffic on surrounding roads.

"This would be achieved through the reorganisation of existing road closures around the site, helping to prevent commercial vehicles using nearby residential roads and improve the flow of traffic for residents."



The Cox and Wyman building in Reading (Image: Google Streetview)

He added: "The scheme has been carefully designed to ensure that sufficient parking is provided within the site for future residents, which will help to prevent on-street parking in surrounding residential areas or any impact on local roads."

One neighbour, Ian Attwood, 50, of Cardiff Road, said: "It'll be nice for them to do something with the site.

"The road issue is my big one, because we do get lorries coming down because of the satnav and things like that, so if they could address that."

The scheme also includes a play area which will be overlooked by the town houses, which the developer hopes will deter anti-social behaviour.



A closer look at the composition of the Cox and Wyman site, with the play area marked in red. (Image: Get Reading)

PRINTWORKS
getreading.co.uk
11 July 2017

Mr Attwood added: "I'm a little bit nervous about the play area, I get what they're saying, with it being overlooked but I'm still a little bit concerned - there's nothing else around this area.

"Is it going to pull people across that maybe are going to abuse it?"

He added that it was important schools, doctors and dentists could support the number of people moving to the area.

And he hoped the developers would keep neighbours informed throughout the planning stage.



The boundary of the Cox and Wyman site marked out in red (Image: Get Reading)

Thames Properties representatives also brought out a virtual reality headset at the exhibition to give attendees a closer look at their plans.

Mr Merry said: "We're extremely proud of the scheme we've designed, which would completely regenerate a redundant industrial building and provide high quality housing on a highly sustainable site.



A look at the mixed nature of proposed houses on the site. (Image: Get Reading)

"Furthermore, it would deliver many other significant benefits for local people, including communal landscaped areas, a playground for use by all local residents and a substantial improvement in the appearance of the site."

The public consultation will last until Saturday, July 22.

Thames Properties hopes to submit the plans to Reading Borough Council by the autumn.

You can comment on the plans via email at printworks@devcomms.co.uk.

APPENDIX I

Full list of individual comments

Description	Count
Parking is already difficult / concerns parking would get worse	9
Would like to be sent a copy of the boards / additional information / more information on blocks above garages	7
Support for scheme / general positive comment	6
Separation of residential and industrial traffic is important / road closures are good	6
Keep to the style of local dwellings	5
Concern about traffic flow	4
Move entrance to Meadow Road	3
Concerned representation of houses was not in the Victorian red brick	3
Blank	3
Consideration needed into maintenance of green spaces / access to larger green spaces at centre of development	2
Loss of this site will be detrimental to bio-diversity as there are nesting swifts / loss of wildlife concerns	2
Road closures will create problems	2
Visitor parking needs to be kept off local roads	2
Concern about accidents with pedestrians on the way to school through industrial traffic only zones / general traffic safety concerns	2
Adopt frontage of existing properties, so they are symmetrical the entire length of the road	2
Respect history of site / incorporate architectural details of Cox & Wyman site into new development	2
Need for GPs and schools	1
Make area safer	1
Keep residents aware of building schedule	1
Would current residents get first refusal on properties?	1
Regeneration of an ugly site is good	1
Would like more information on play area	1
Will the units include 21 st century infrastructure services? E.g. IT	1
Will the development include off site fabrication / construction in planning application?	1
Mix of housing – part ownership / low cost	1
Concern about access to school for teachers and parents	1
Retain all trees on site – privacy and noise reduction	1
Add avenue of trees to improve view on to development from 14-16 Addison Road	1
Improved access to train station would be beneficial	1
Residents on Cardiff Road may be affected by Reading train stations core depot	1
Update road signage – not sufficient at the moment	1

Loss of parking on Addison & Milford Road due to new entrances will be problematic	1
Improvements to Main Rd / Cardiff Rd would be welcomed	1
Light / air pollution issues with added cars	1
Plans should include high number of affordable housing units	1
Design two-bedroom homes with more lights inside	1
Put in better street lighting	1
High rise facilities include terraces / winter gardens	1
Ratio of proposed number of houses / flats significantly higher than current dwellings on two roads adjacent to the site	1
Would like guarantee that on-street parking will not increase	1
Could Cardiff Road be widened?	1
Query about traffic flow	1
Total	86

