Meadway Shopping Parade

Job No: 1364

Tilehurst, Reading



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Design and Access Statement - May 2015

Chillingham Ltd

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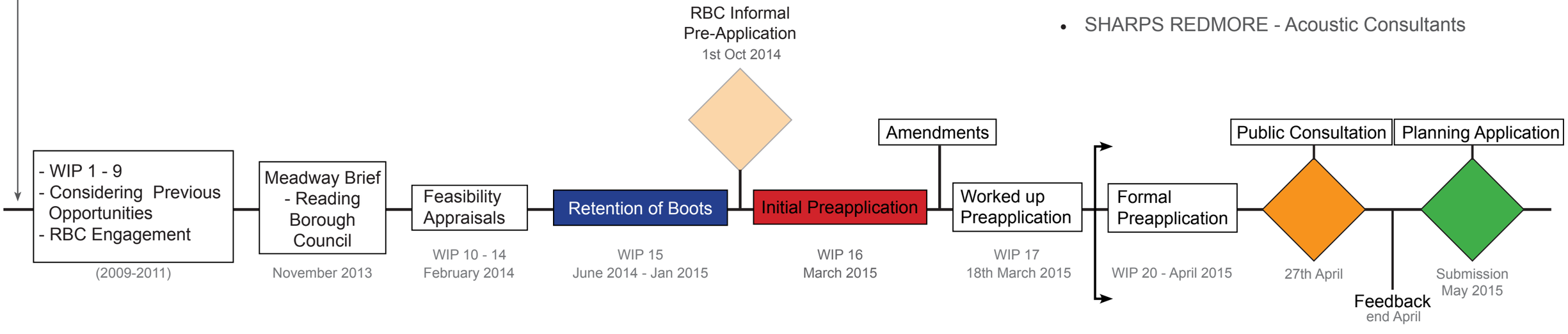
1.0 Introduction

1.1 INTRODUCTION

- This Design and Access Statement (DAS) is prepared on behalf of Chillingham Ltd to accompany a detailed planning application for Meadway District Centre.
- The existing centre is proposed to be extended and upgraded, with improved public realm and public safety, including the security of the residents living above the existing shopping parade.
- The statement should be read in conjunction with the full application drawings and supporting reports.

1.2 TIMELINE

- The location has been considered previously for redevelopment and this DAS concentrates upon the Timeline since Reading Borough Council consulted the local public and published / adopted an SPD for the site – in November 2013



1.3 PURPOSE OF THE STATEMENT

- This statement is provided in accordance with the requirements of the Town & Country Planning (Development Management Procedure) (England) (Amendment) Order 2013 and Article 4 of Statutory Instrument 2013/1238 .
- The DAS is structured in response to the specific location and also addresses the key issues formerly promoted by CABE which are still of relevance, namely Use, Amount, Layout, Scale, Appearance, Landscaping and Access.
- All materials contained within this DAS are shown for ILLUSTRATIVE PURPOSES ONLY and are not to scale. Scale drawings form part of the application submission.

1.4 PROJECT TEAM

The planning application is supported by a comprehensive suite of supporting documents prepared by the project team, on behalf of the client:-

- Accord Architecture - Architects
- ID Planning - Planning Consultant
- K.A Rylance limited – Surveyors (Site Survey)
- Scott White and Hookins LLP (SWH) - Transportation Assessment.
- Scott White and Hookins LLP (SWH) - Flood Risk Assessment.
- Scott White and Hookins LLP (SWH) - Preliminary Structural Input.
- Scott White and Hookins LLP (SWH) - Environmental Desktop Survey.
- ARBTECH - Aboricultural and Ecological Reports.
- SHARPS REDMORE - Acoustic Consultants

1.0 Introduction

1.5 THE BRIEF

The aspiration is to provide a district centre which serves Tilehurst, reinforcing the role that ASDA and an expanded precinct can perform for the local community, with the existing dentist and other shop units encouraged to remain, supported by additional shops and a more cohesive, critical mass of attractions to retain shoppers locally.

1.6 PURPOSE

The purpose of this detailed planning application is to bring forward this upgrade and expansion of the retail offer at Meadway serving the local community. It is acknowledged that the overall scheme is in a 'tired' state and that improvements to the streetscape and shops are therefore the priority.

There are existing tenants / lease agreements etc. which need to be considered in order to facilitate the proposals and any (future) works. This will be undertaken via legal process with the benefit of a planning consent for the proposals.

1.7 USE

The use is therefore primarily A1 but with other uses applied for to attract a wider range of tenants to reinforce this district centre function.

1.8 STRUCTURE OF THE STATEMENT

This Design and Access Statement explains the rationale and evolution of the brief into an masterplan of constituent uses proposed for the site. The 'Statement comprises:-

Section 2 - The Context is considered which sets the subject site within the wider Reading setting.

Section 3 - The Analysis of the site in terms of physical constraints and opportunities is explored.

Section 4 - The Planning Policy Context - local and national guidance.

Section 5 - Design Evolution progressed from the initial stages in 2014 - Character appraisal and design evolution.

Section 6 - **Public Consultation Process** is a brief summary of the Public Consultation and the feedback from speaking to the community.

Section 7 - Scheme Alterations (**Developing the Scheme)** the proposed Appearance of the scheme in response to the brief and consultation processes**.**

Section 8 - Scheme Layout - the proposals site plan.

Section 9 - Sustainability describes a sustainable Agenda.

Section 10 - Landscape describes the Landscape Strategy of primarily hard landscaping.

Section 11 - Explains the overall **Accessibility** and movements through the scheme.

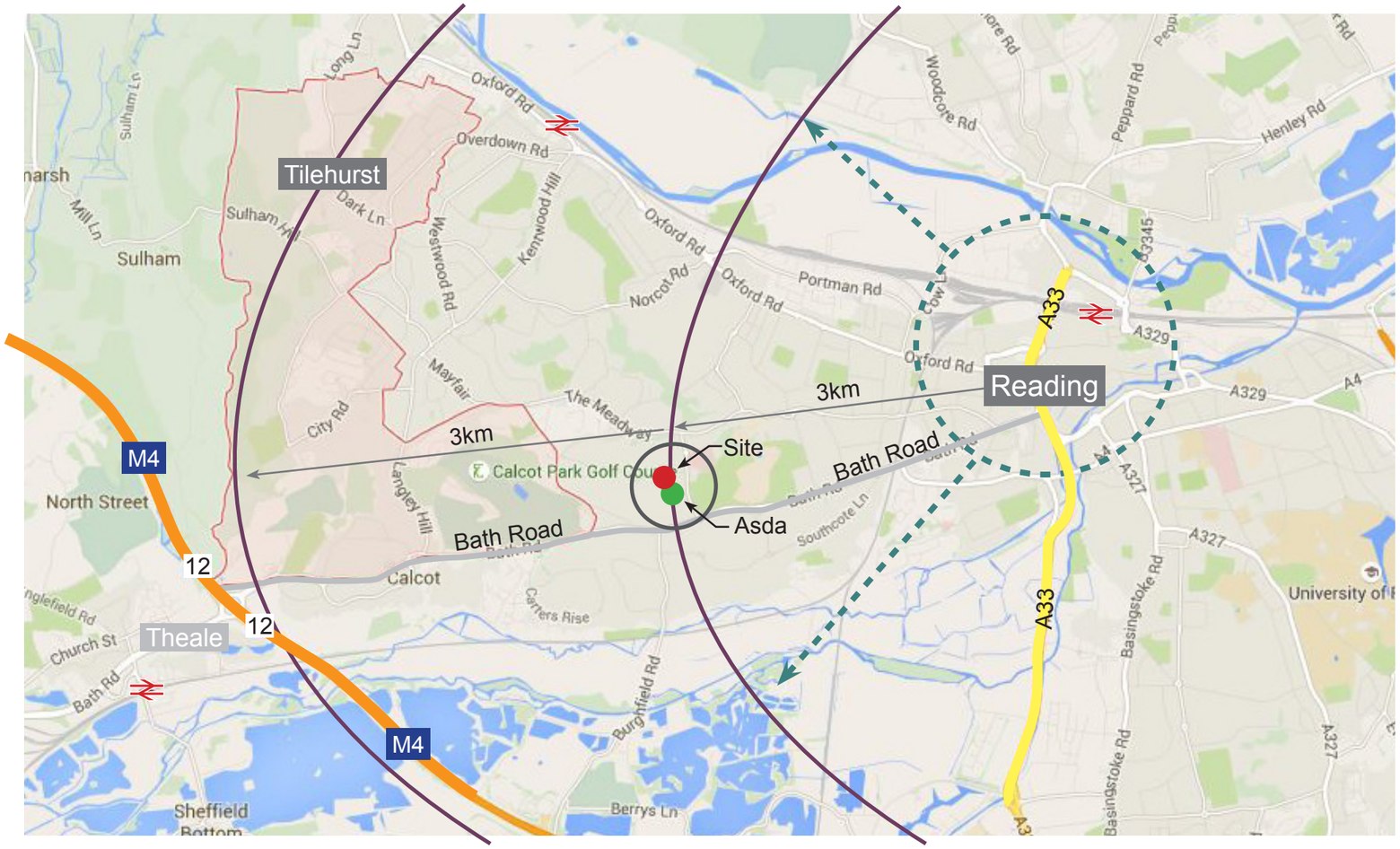
Appendices

- Drawing list
- Gross External Areas - New Build
- Floor Areas / Schedules

2.0 Context

2.1 STRATEGIC WIDER CONTEXT

- The subject site is located within reasonable proximity to the west of Reading town centre, but its role as a district centre is to serve the Tilehurst locality.
- Reading is a strategic shopping destination to the north east of the M4 Motorway and Tilehurst is a large residential area of Reading suburb along the Bath Road, which is the link from the M4 Junction number 12 to the town centre.
- The M4 is the east west Motorway London - Bristol and Reading is a major rail station.
- The site is located midway (3km / 3km) between the motorway and the town centre.
- Being next to Asda the site is ‘signed’ and known locally, across from Prospect Park on Honey End Lane, north off the Bath Road.



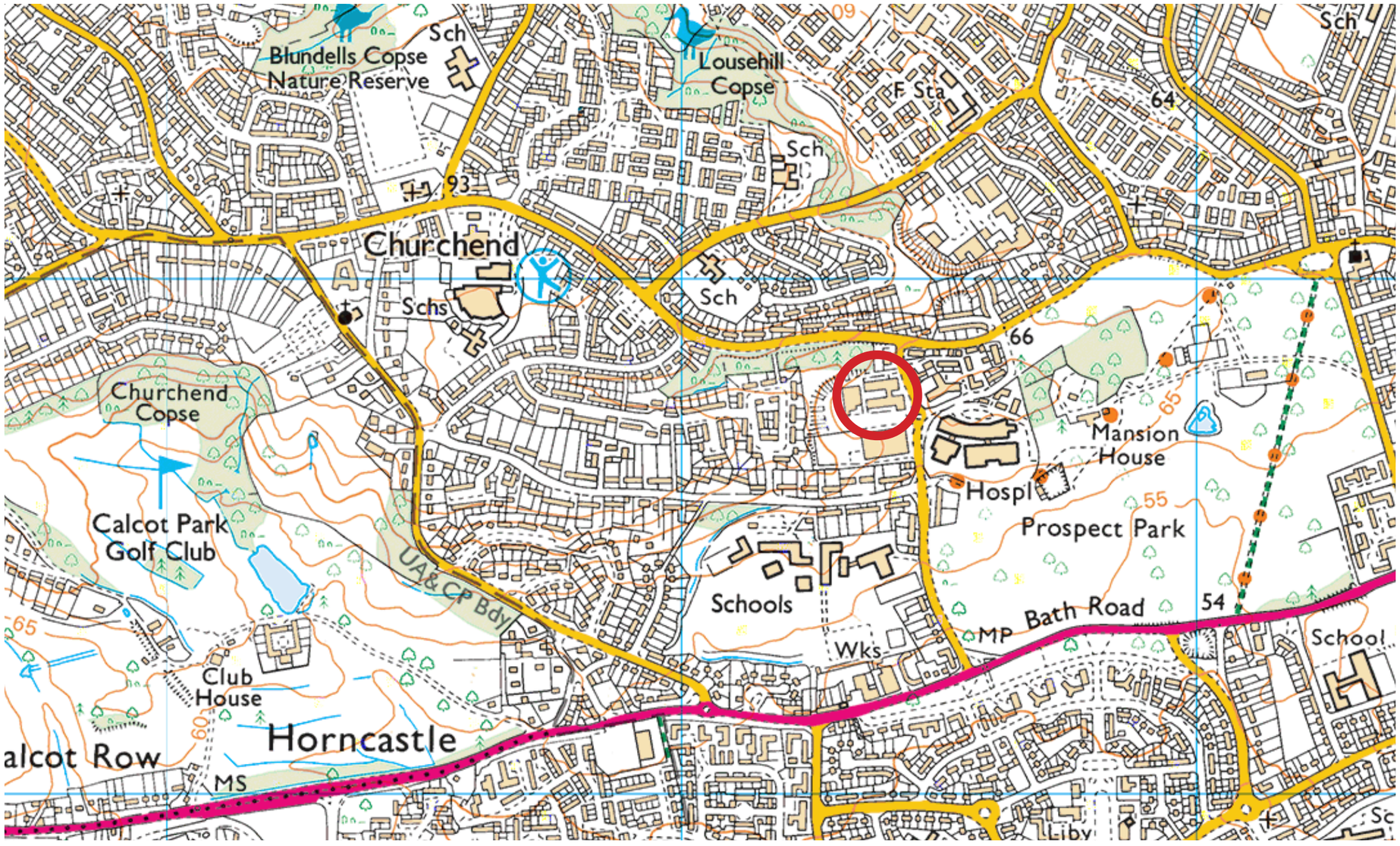


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2.0 Context

2.2 LOCAL CONTEXT

- The local area is dominated by Prospect Park, a large public green open space. The park gives its name to Prospect Park Hospital which is located in the north west of the park.
- It is logical that a district centre is located adjacent to these public amenities.
- With suburban planning the area has clearly expanded in phases overtime, creating an arbitrary pattern of residential in an undulating landscape, more dense in layout approaching Reading town centre.
- The site is bounded by residential to the west which is set upon banking considerably above the shopping / parking level.





Honey End Lane


The Meadway


The Meadway - Rear banking


Prospect Park

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2.0 Context

2.3 HISTORIC CONTENT

- The subject site was an area of parkland as part of a wider Prospect Park until the late 19th Century.
- A brickworks was established at the end of the 19th century which expanded with associated excavations which is the reason for the undulating topography and the banking to the west of the site.
- In 1930 the site was on the edge of Reading but by the end of the 1950's the surrounding streets were developed, integrating the site within suburban Reading.
- The Meadway District Centre then opened in 1967. Some (48) years on the centres is now dated and unappealing.
- This genre of precincts which 'encapsulate' shoppers is an outdated approach to shopping layouts, relying upon 'anchor' attractions to generate footfall. Over time such anchors, except Boots, have vacated.
- Hence the Asda was then constructed in the 1970's, but to a "back to front" layout with parking and shop entrance to the rear, and effectively on an adjacent site.
- This has created a disjointed shopping 'pattern' of two sites sharing the same vehicular access, off Honey End Lane.















2.0 Context

2.4 MEADWAY DISTRICT CENTRE RBC BRIEF

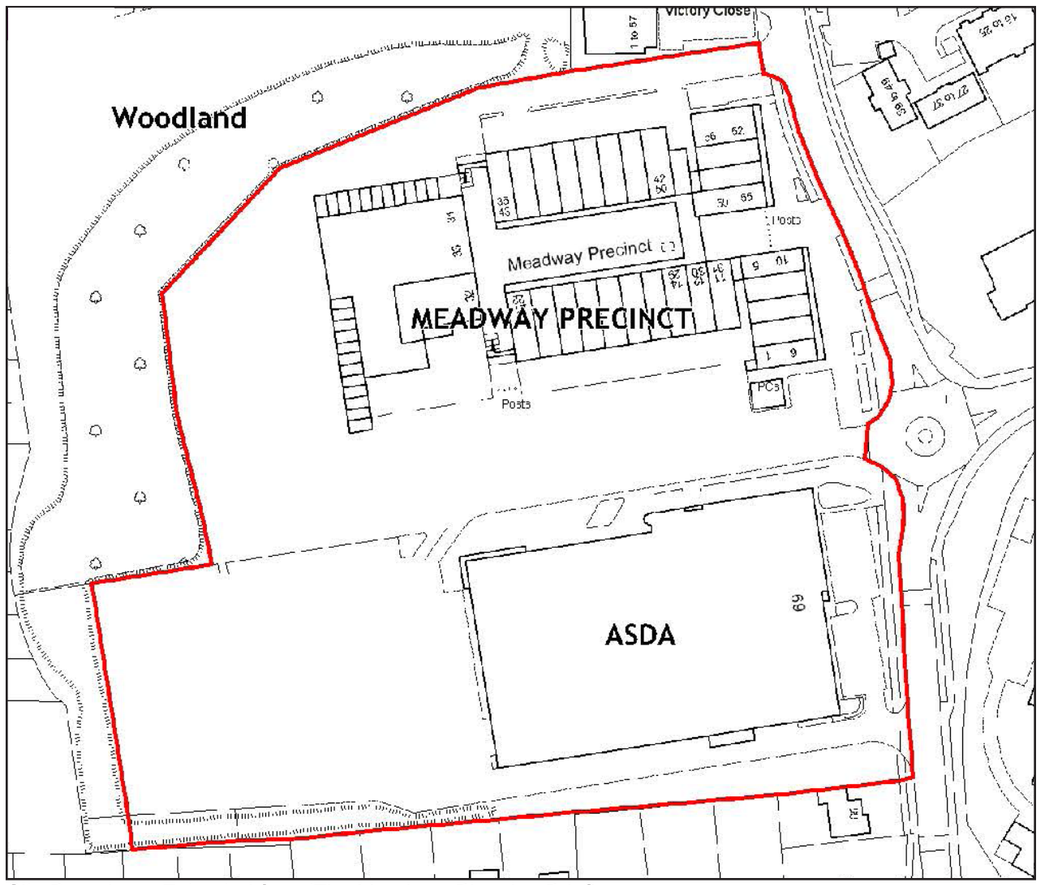
- The district centre is ‘tired’ and in 2012 Reading Borough Council consulted the people of Tilehurst regarding the future potential of the area and set out their finding in a Brief. This Brief is now an SPD, adopted in November 2013.
- This key document has informed the overall design development throughout the process.
- The Asda site to the south extends considerably further west into the banking to the rear of the site than the precinct to the north.
- The adopted Brief and an informal preapplication meeting (1st October 2014) have influenced the Analysis section of this DAS (see section 3). The brief identifies clear objectives and is therefore a reasoned basis to assess the constraints and the opportunities to bring forward the regeneration proposals.



Adopted SPD - Nonmember 2014



Adopted Proposal Map - Extracted from ‘The Meadway Planning Brief’



Site Boundary - Extracted from ‘The Meadway Planning Brief’

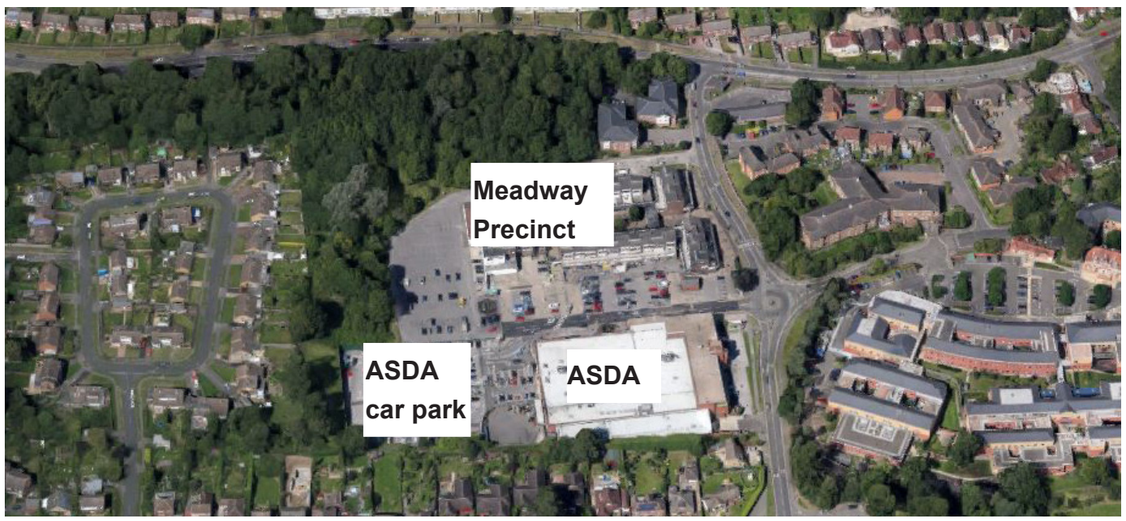
2.0 Context

2.5 STUDY AREA - DEFINITION

Study Area

- The SPD Brief defines their study area as the overall “Meadway District Centre” (including the Meadway Precinct and Asda).
- **Existing Asda**:-
- The Asda serves the local community well with level accessibility and an expansive courtyard car park. This is accessed by the existing roundabout off Honey End Lane, which will also continue to serve the proposals, as the access ‘spine’ of the District Centre.
- The fact that the Asda “front door” faces west, away from Honey End Lane is unfortunate but is the outcome of presenting a building to the street frontage, but achieving the functionality of the entrance directly onto the customer car park, as dictated by the foodstore operator.
- There is a retaining wall between the Meadway and Asda car parks, which are at different levels. The Asda car park extends considerably westward relative to the Meadway and is separated by this barrier.
- The precinct is defined as northerly, southerly and western blocks, arranged to enclose an elongated rectangular public space with pedestrian access directly off Honey End Lane.
- There is direct linkage northward from the Asda entrance to the Meadway Precinct and to reinforce this linkage is a key parameter of the proposals.





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2.0 Context

2.6 PRE-APPLICATION PROCESS - WIP 17

Early indicative scheme proposals were presented informally to Reading Borough Council (RBC) on 1st of October 2014.

This illustrated an expansion of the retail offer at Meadway to reinforce its role as a District Centre.

To facilitate this expansion the lower area of the banking to the west beyond the current car park was included for development, to achieve a critical mass of retail and bring forward a viable expansion of the centre.

The key feedback was the need to also consider proposals for refurbishment of the existing precinct and to then present a Formal Pre-Application to Reading Borough Council.

The SPD sets out a number of aspirations which are addressed in the Analysis section.

The formal Pre-Application was lodged with RBC Planning on 18th March 2015.

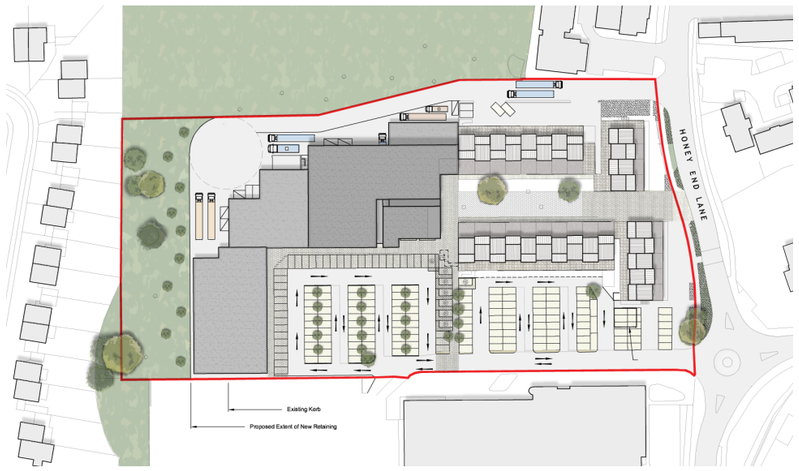
Wholescale Demolition - Discounted

The centre has existing retail tenures serving the community, some of long-standing, and has 27 residential units to upper parts, all occupied.

The Meadway Brief alludes to wholescale demolition (option 1) and to considering comprehensive redevelopment of the overall site, including the Asda demise.

The extinguishment of the existing retail and residential tenures would be a legal process involving rehousing which is unviable to consider at this time.

The centre would also be lost to the community for a considerable period if such a “wholescale” redevelopment was to be considered.



WIP 17 Masterplan Scheme



The existing Honey End Lane frontage

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2.0 Context

2.7 SITE OWNERSHIP / DEFINITION

Chillingham Ltd ownership is defined as the northern portion of the study area site, only with shared vehicular access to the Asda demise to the south.

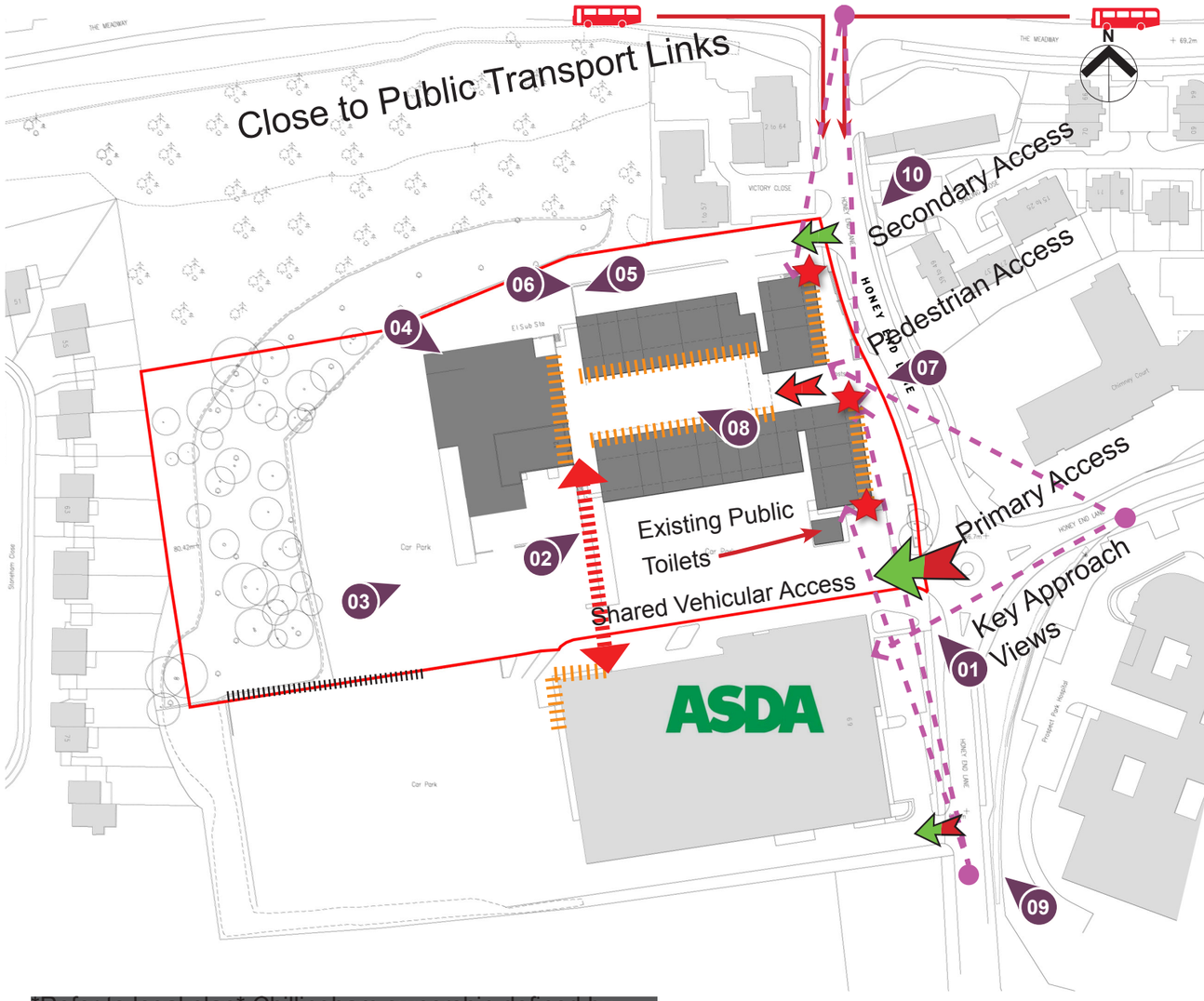
The ownership extends westward beyond the existing car park – to the top of the banking, approaching the residential boundary to the west.

The SPD Brief acknowledges the North and South sites are in separate ownership and Chillingham can only promote work within their demise.

Any work to the Asda demise cannot therefore be considered within the scope of this submission.

The existing public toilets are owned by Reading Borough Council, these are to the left of the vehicular access to the site.

All approaches to the precinct are via Honey End Lane - vehicular, pedestrian, public transport etc. This is the face which presents the “sense of arrival” to the precinct directly via the central pedestrian access and obliquely via vehicular approach views.



Refer to legal plan Chillingham ownership defined by Land Registry: Title No - BK45458





















KEY

- Focal Points
- Key Approach Views
- Vehicular / Pedestrian Entrance
- Client Ownership
- Retaining Wall
- Reinforce Linkage
- Existing Live Frontages

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3.0 Analysis

3.1 SENSE OF ARRIVAL

Analysis of the design intent from East to West of the existing and proposed were assessed within the formal Pre-Application: (March 2015)

The presentation of the scheme onto the key approach is currently tired and uninviting.

To upgrade the Honey End Lane frontage, the intention as suggested in the SPD Brief, is to create a sense of place by upgrading the “sense of arrival” facade and the paved areas in front of the buildings to become more inviting and interesting onto Honey End Lane.

Frontage Public Realm

The public realm to Honey End Lane frontage is expansive - to be rationalised and upgraded with two new visual markers to define the two entrances, “advertising” the Meadway Precinct to vehicular traffic and pedestrians.

New paving will “guide” pedestrians forward to the central pedestrian entrance which will be enhanced with new architectural features.

The planters and street furniture will be rationalised - with the ‘fencing’ to the planting areas for example to be removed, with upgraded, low maintenance planting and new trees.

The flanks of the frontage blocks will be upgraded by new secure residential cores which will act as “focal end stops” in the streetscape, detracting from the bland existing gables - as new “end stops” to the frontage scheme.

The northerly service access will become a secondary private access only, concentrating visitors upon the customer vehicular access as the primary focus, defined by the new visual marker.





Visual Markers at entrance to be replaced

Low maintenance planting - Railing to be removed - new trees added to the frontage.





Prominent Location of Visual Marker to pedestrian entrance



KEY

- Visual Markers
- Upgraded Public Realm
- Focal End Stops
- Key Approach Views
- Vehicular / Pedestrian Entrances
- Client Ownership
- Retaining Wall
- Reinforce Linkage
- Existing Live Frontage

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3.0 Analysis

3.2 UPGRADING RESIDENTIAL CORES - “FOCAL END STOPS”

- Above the existing parade of shops are residential units which are fully occupied and have a variety of tenures and these units will therefore be retained in situ. The existing residential accesses are not DDA compliant and have no security from the public areas below.
- Part of the proposals will be to upgrade the existing cores (1&2) with new lifts and controlled access to the first floor accommodation. Security will be increased with lighting, CCTV, security (for the whole site) and where possible adhere to reasonable Secure by Design principles, including secure cycle parking.
- These new secure cores and re-configured/allocated residential parking will be the key alterations for residents.
- The allocated parking is off the private access, and overlooked by the northern residential block.
- **Residential Escape Strategy**
- With these new core accesses to north and south there are (relocated) secondary means of escapes only provided for residents alternative means of emergency egress. These are secured in “mesh cages” replacing cores 3&4 - to be demolished.
- New localised links are required to “connect” the eastern and western residential parades to facilitate this revised access / means of escape strategy at first floor level.



New ‘focal’ Residential Core (1&2) - Initial sketch proposals

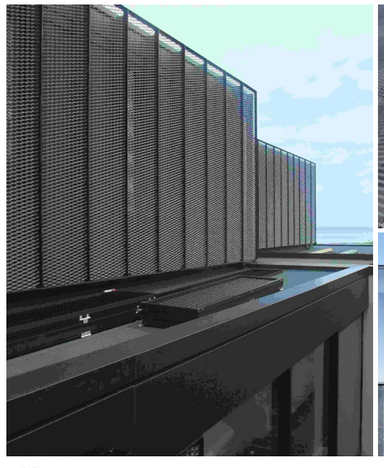


Existing Core 1

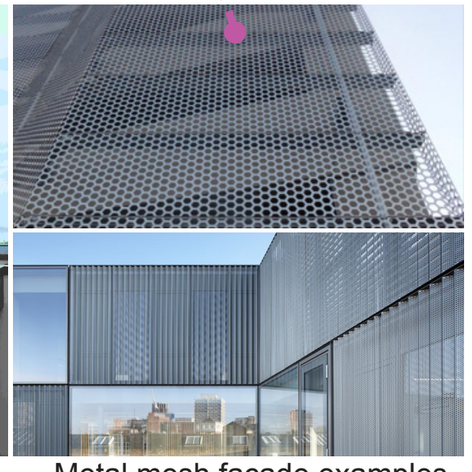


Existing Core 2





Metal mesh staircase enclosure



Metal mesh facade examples

Design Approach to Staircase Enclosure

KEY

- Relocated/Means of Escape
- Existing Cores
- Upgraded Public Realm
- Focal Points
- Key Approach Views
- Pedestrian / Vehicular Entrance
- Client Ownership
- Retaining Wall
- Reinforce Linkage
- Existing Live Frontage
- Existing Residential

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3.0 Analysis

3.3 UPGRADING EXISTING PRECINCT

The existing retail units (32 No) are all similarly sized (width/depth) and are relatively small, hence “doubling” occurs and it is logical to consider extending key existing units to provide a mix of sizes and to complement the proposed new retail.

To introduce a variety of unit sizes is therefore a key parameter – the existing are all of a “minimum depth” (and width) to attract retailers.

The pedestrianised areas will be re-laid to encourage shoppers to move freely from the enhanced frontage (along Honey End Lane) to Asda via the precinct, providing a desire route and a destination shoppers and visitors will come to for more than food shopping.

Removal of Cross Canopy

To open the aspect through the precinct from Honey End Lane the proposal is to remove the cross canopy construction.

This will remove a “visual barrier” which dissuades people from moving through the space and encloses the precinct, segregating the frontage (Honey End Lane) shops.



Existing expansive precinct space - Cross canopy to be removed / make good

Dark Corners “designed out”



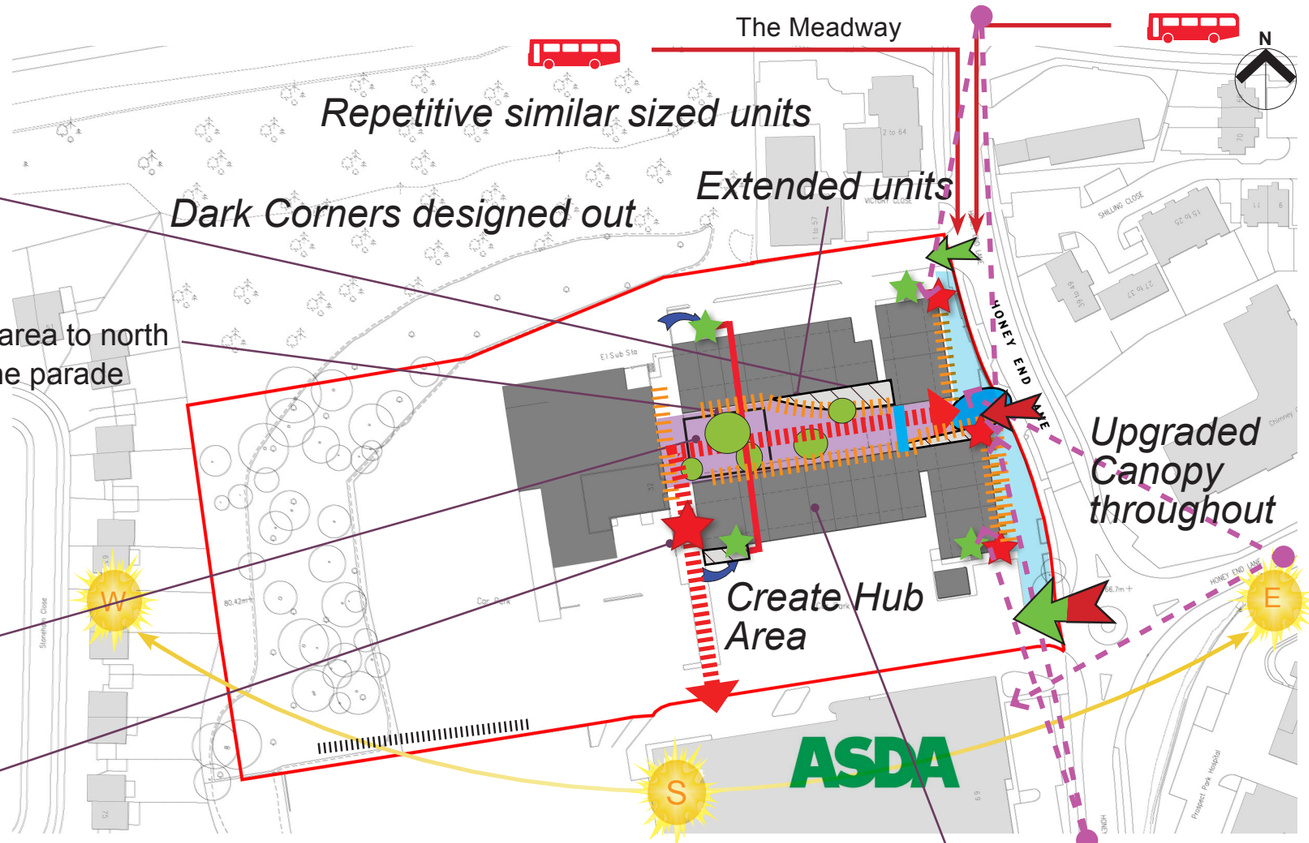


Existing courtyard under used - focal point/community space required - Hub Area

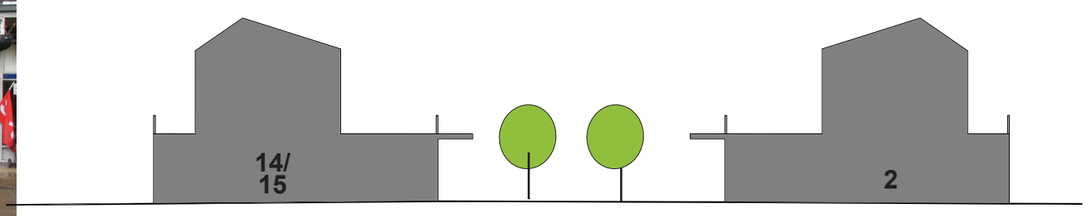
Enhanced Entrance to Asda Link



Repetitive similar sized shops/expansive precinct space



Repetitive similar sized existing units



Existing Cross Sections - Precinct

KEY

- Existing Trees
- Remove Canopy
- Precinct Hub Area
- Relocated/Means of Escape
- Existing Cores
- Upgraded Public Realm
- Focal Points
- Key Approach Views
- Pedestrian / Vehicular Entrance
- Client Ownership
- Retaining Wall
- Reinforce Linkage / Desire Route
- Existing Live Frontage

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3.0 Analysis

3.3 UPGRADING EXISTING PRECINCT

Southern Entrance

The “entrance” from Asda to the parade will be upgraded with an extended unit (14/15) and feature architecture facing Asda / the car park. The physical linkage paving pattern will likewise be upgraded, with a “raised table” crossing to Asda - encouraging pedestrian priority.

Precinct Upgrade:-

Boots is the focal store to the western end of the precinct, at the crank of the pedestrian linkage desire route. When viewed from Boots the north-east corner of the existing precinct is dark and uninviting.

By creating a curved extended frontage this corner is “designed out” and becomes part of a “free flow” retail mall frontage. This looses the northern trees to extend the shops into the precinct.

This has the benefit of increasing unit depths, reducing the wide expanse of the precinct and creating a more manageable “public realm” hub space at the “heart of the scheme.

Public Realm “Heart”

The northern side of the precinct gets the sun and this area is therefore proposed identified as potential cafes with spill out seating, which would benefit from loosing the other northern tree.

The existing southern row of trees are rationalised / retained (as indicated by the SPD Brief) and integrated into a new paved area creating the “heart” of the scheme – as a public meeting / local performance area / gathering area.

This is the community “hub” connecting the existing with the proposed, and leading direct to/from Asda, and from Honey End Lane the paving pattern will reflect this desire route through the precinct.

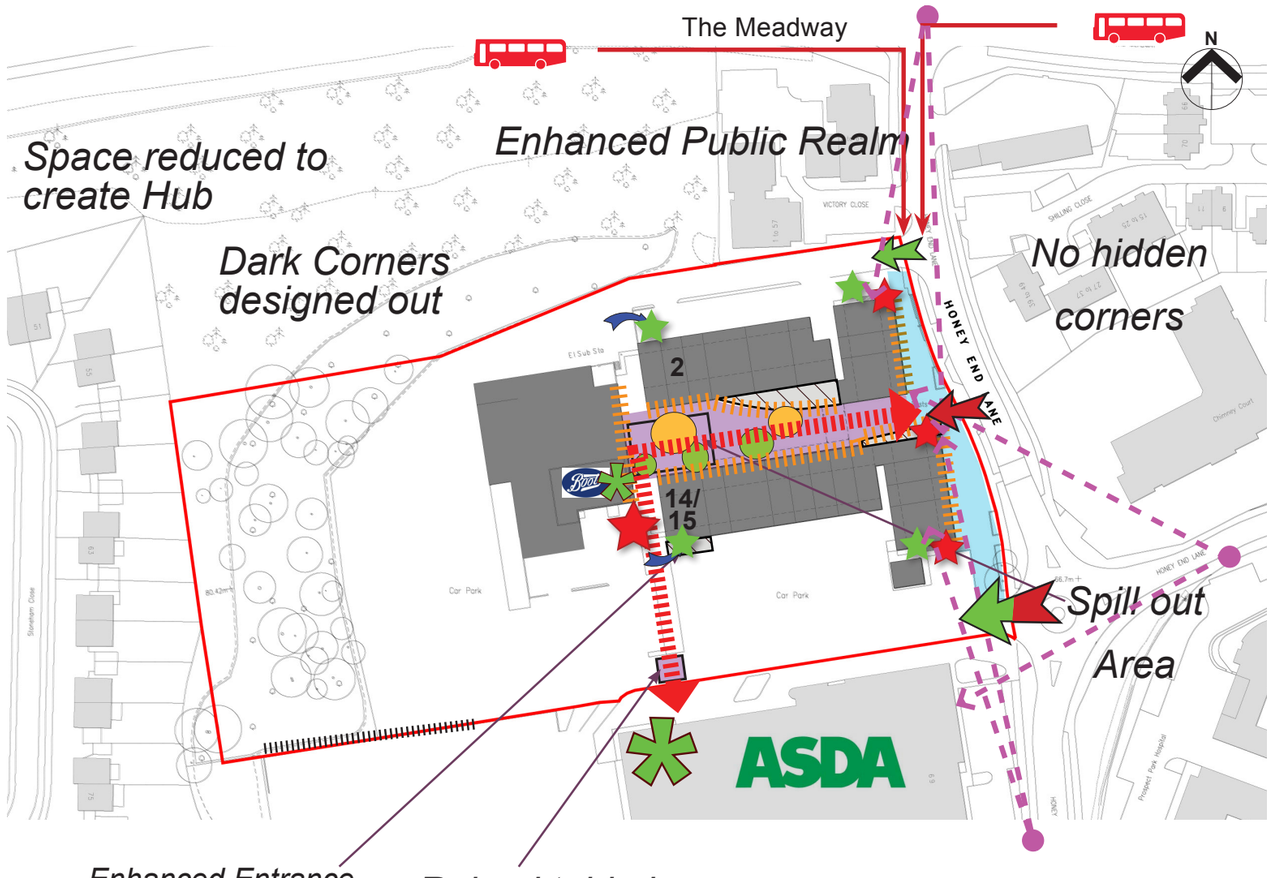
This is where the Christmas tree can be located for example, as the focus for Meadway community activities.

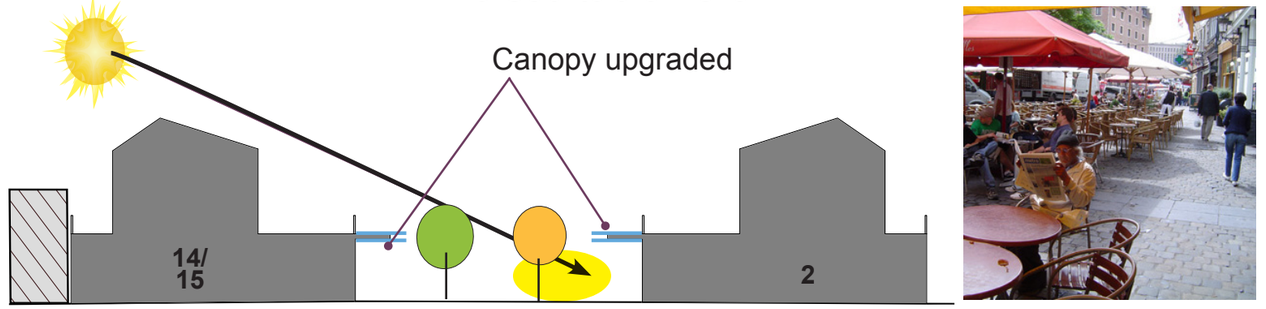
Street Furniture

Seating will be provided within the precinct, which will be transformed by this new paving pattern.

Paving Pattern

The “hub” will define the paving pattern which will continue throughout the scheme, creating a continuity of materials / groundscape and a movement “map” of the centre.





Cross Sections - Northside is potentially a pleasant place to sit - spill out area

KEY

- Existing Trees Removed
- Proposed New Retail
- Focal Store
- Existing Trees
- Precinct Hub Area
- Relocated/Means of Escape
- Existing Cores
- Upgraded Public Realm
- Focal Points
- Key Approach Views
- Pedestrian / Vehicular Entrance
- Client Ownership
- Retaining Wall
- Reinforce Linkage
- Existing Live Frontage

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3.0 Analysis

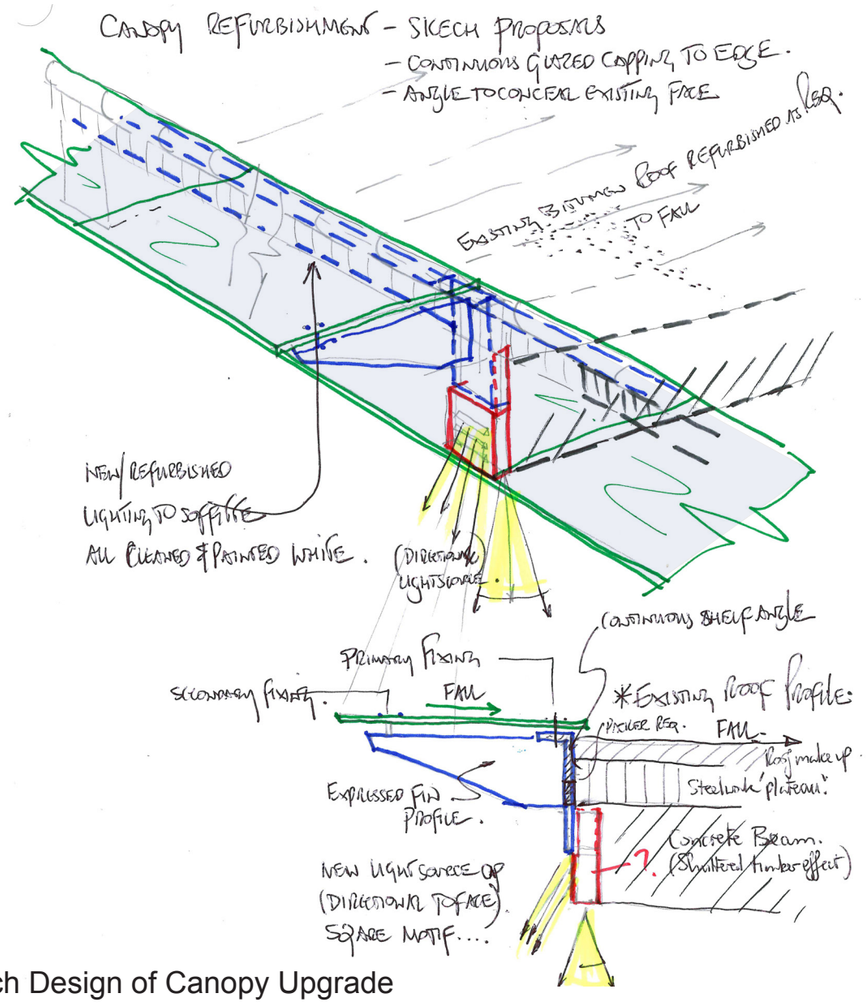
3.3 UPGRADING EXISTING PRECINCT

Canopy Upgrade

The ‘noticeable’ and drab feature of the shopping parade is the heavy canopy construction.

These shop canopies will be “lightened” in appearance via decoration and lighting to the underside and a softer, applied glazing edge detail to the front face, to transform the appearance. This “free flow” edge detail will continue across the frontages of extended units also to provide a continuous upgrade to the precinct appearance.

The canopy upgrade will also continue across the Honey End Lane frontage. The lighting will be upgraded as repetitive square motifs to disguise the oppressive concrete beam-ends. This will down - illuminate the precinct / pedestrian movement, supplemented by space lighting.

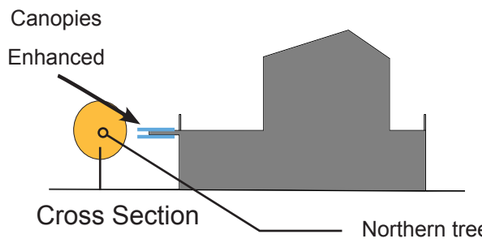


Sketch Design of Canopy Upgrade





Existing canopies are felt roofed,exposed structural steel framed covers with expressed concrete beams





KEY

- Canopy Upgrade
- Existing Trees Removed
- Proposed New Retail
- Focal Store
- Existing Trees
- Precinct Hub Area
- Relocated/Means of Escape
- Existing Cores
- Upgraded Public Realm
- Focal Points
- Key Approach Views
- Pedestrian / Vehicular Entrance
- Client Ownership
- Retaining Wall
- Reinforce Linkage
- Existing Live Frontage

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3.0 Analysis

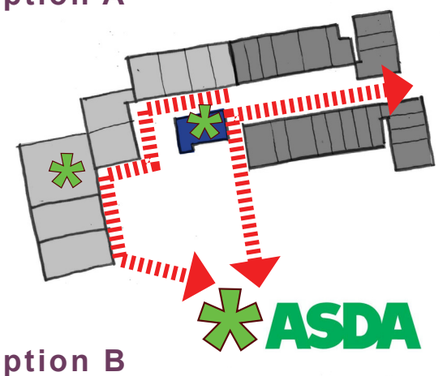
3.4 RETENTION OF BOOTS

Boots, like Asda, serve the local community well, immediate to the parking and prominent within the existing precinct. As national retailers they can be viewed as the “anchor” attractions of Meadway District Centre. Boots retention in any redevelopment is therefore paramount.

Having “tested” opportunities to relocate elsewhere within the existing site, Boots have categorically elected to remain within their current demise, in their current configuration. This has all been legally resolved and confirmed via Agreement to Lease (2015).

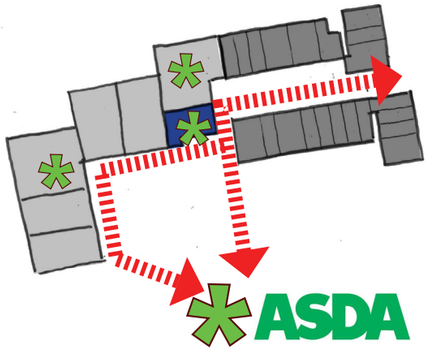
The rest of the western block is outmoded and proposed for demolition. This provides a positive “anchor” to the proposals and a constraint in the evolution of a viable retail expansion configuration to the west.

Option A



Negatives - Boots is on its own, in an ‘island’ with the creation of many more small shop units similar to the existing.

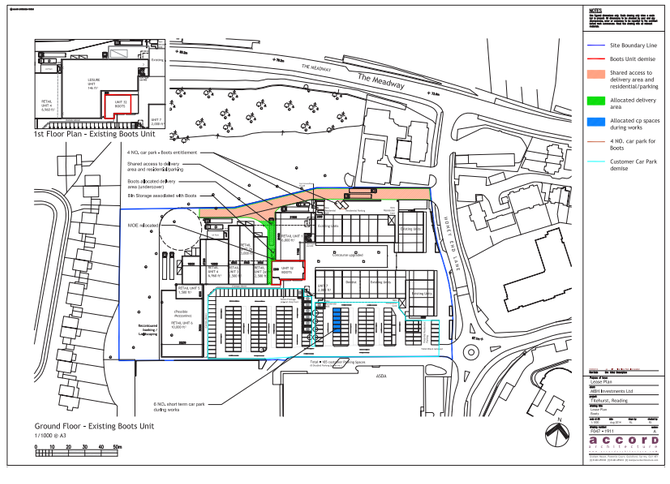
Option B

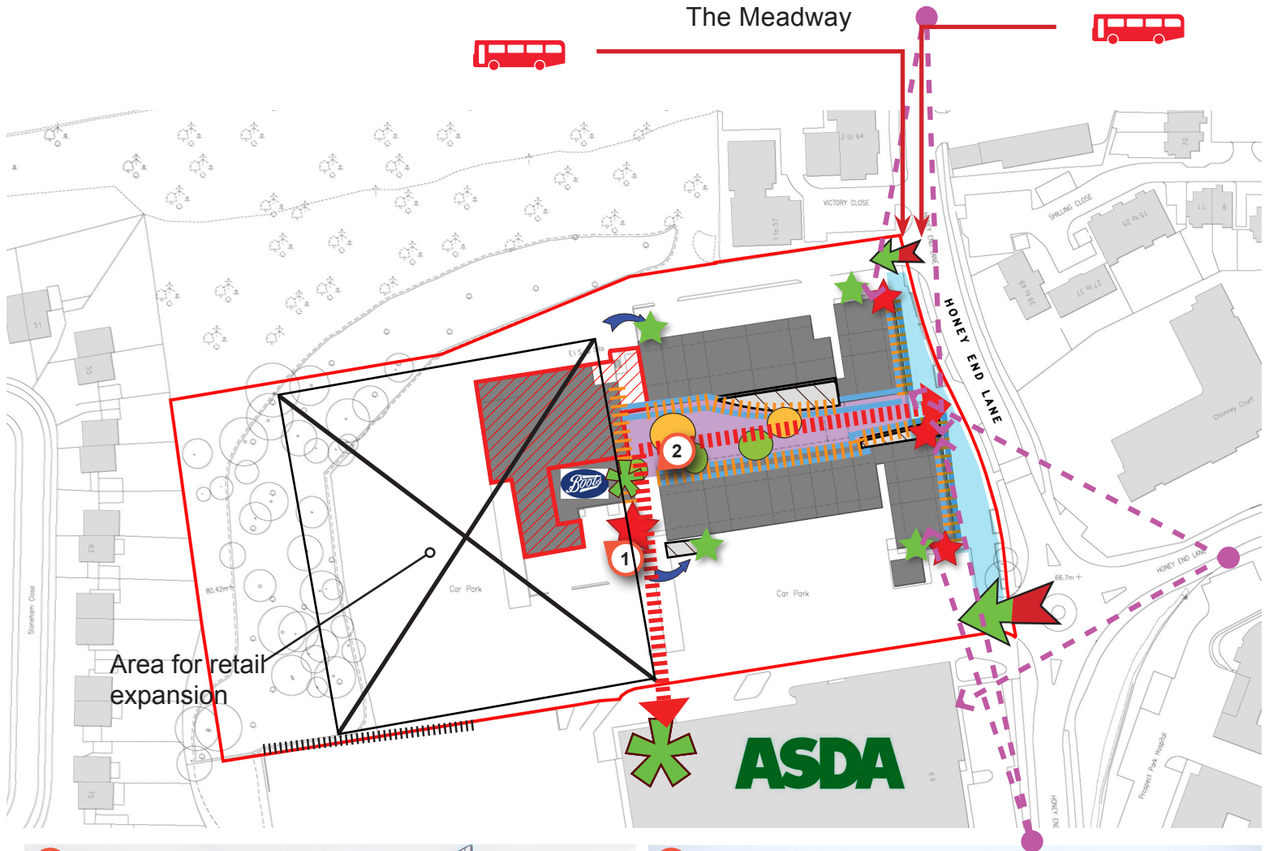


Positives - Larger range of units being introduced, creating a courtyard with the Asda store / entrance. The proposal compliments rather than competes with existing parade.

Boots Agreement for Lease 2015

Options considered to respect retention of Boots in situ







Means of Escape - to be revised



Boots configuration to remain in situ

KEY

- Buildings to be demolished
- Canopy Upgrade
- Existing Trees Removed
- Proposed New Retail
- Focal Store
- Existing Trees
- Precinct Hub Area
- Relocated/Means of Escape
- Existing Cores
- Upgraded Public Realm
- Focal Points
- Key Approach Views
- Pedestrian / Vehicular Entrance
- Client Ownership
- Retaining Wall
- Reinforce Linkage
- Existing Live Frontage

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3.0 Analysis

3.5 STRENGTHENING THE RETAIL ATTRACTION

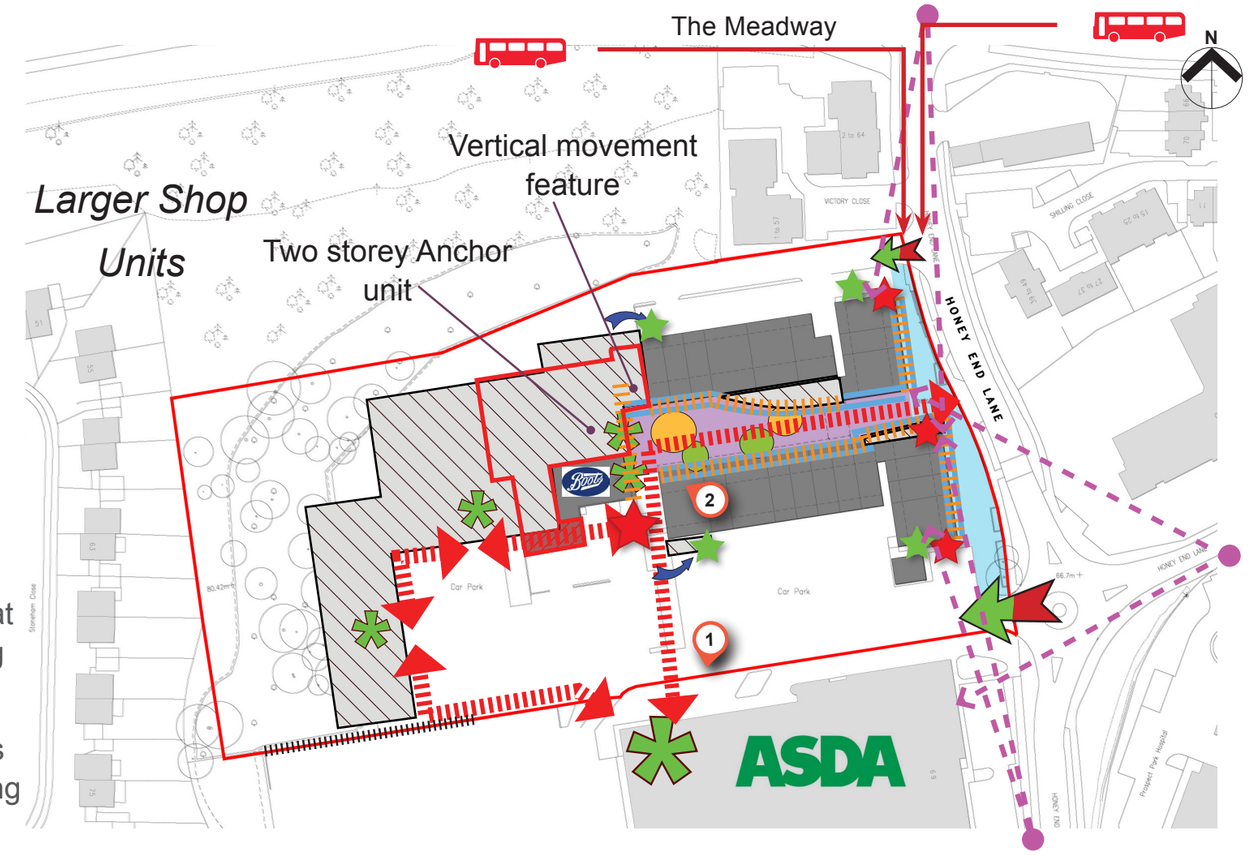
There are currently a number of shops with the “anchor role” on the site, Boots, and the existing leisure unit adjacent, the dentist and Asda, which are all located towards the middle of the site.

The proposals would look to enhance these areas whilst introducing further “anchor attraction” shops to the west of the site, creating a loop for shoppers and to encourage them to use the precinct.

New Retail Units

The units adjacent to Boots will be demolished and a new, rationalised two storey unit is proposed to better perform this anchor function as a focal store to the precinct and along the route to/from Asda to Honey End lane. This may accommodate differing uses at ground and at first floors hence a vertical movement element is proposed, visually linking the new retail with the existing, and creating a focal feature on the axis to / from Asda

Logically these additional units need to be deeper and a variety of widths / configurations to provide a range which will attract (national) retailers, and not complete with the existing repetitive precinct units.



Required Retail Units - (SPD Brief Survey):-

The SPD identifies community consultation responses as to which shops would be “preferred in the precinct.”

MOST IMPORTANT

Small Shops	•	*Existing Precinct*
Banks	•	*Possible in existing / proposed*
Cafes & Restaurant	•	*Possible in existing / proposed*
Community Facilities/Meeting Spaces	•	*New public realm hub*
Larger Shops	•	*New retail Units*
Post Office	•	*Possible in Scheme*
Improved Parking	•	*Yes*
Leisure Facility	•	*Possible at first floor of new anchor unit*
Public Spaces	•	*Yes*
Housing	•	*Retained*

LEAST IMPORTANT





- Buildings to be demolished
- Canopy Upgrade
- Existing Trees Removed
- Proposed New Retail
- Focal Store
- Existing Trees
- Precinct Hub Area
- Relocated/Means of Escape
- Existing Cores
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- Key Approach Views
- Pedestrian / Vehicular Entrance
- Client Ownership
- Retaining Wall
- Reinforce Linkage
- Existing Live Frontage

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3.0 Analysis

3.5 STRENGTHENING THE RETAIL ATTRACTION

The area to the west is within Chillingham demise. It is unmanaged “open space” with incidental landscaping etc. The Meadway car park does not extend as far westward as the Asda parking.

To the west – the upper bank is treed and only this upper part is identified as having biodiversity significance. An area of the lower part, the width of the site is proposed to be used for development – to an extended depth of only 12/15 metres (not as far as Asda car park extends). The banking can be re-contoured with mitigation landscaping, without disturbing the upper part biodiversity designation. This will provide qualitative improvements to the green area. “Crib wall”/ similar can provide planted walls as graduated retaining structure, as a “green” edge to the rear of the development.

As a “backland” the area to the north between the Chillingham demise and The Meadway is part of the same open space landscaping area, predominately of an area of biodiversity significance. This area is not within the ownership and is not therefore considered within the proposals.

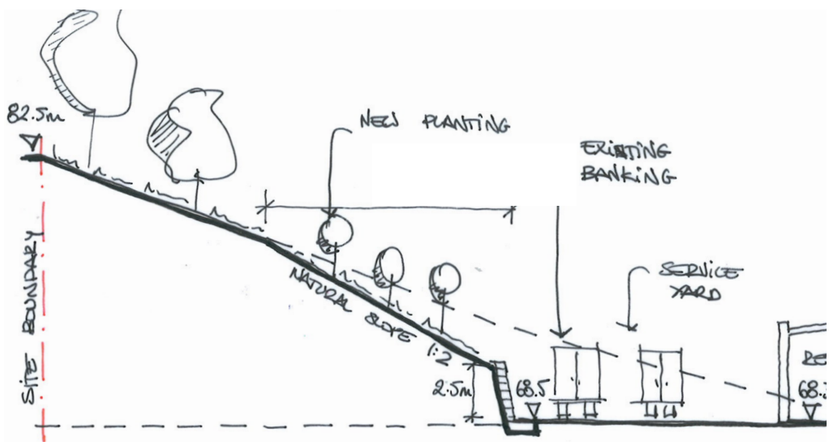
The SPD Brief promotes linkage through this open space but it is unmanaged and unsafe and any formal footpath would alter the appearance and ecology of the area.

As a commercial proposal all pedestrian access is therefore encouraged via Honey End Lane which is the public face of the proposals. This is also where all the public transport decants/leads to and the upgraded “sense of arrival” is advocated encouraging this.



Enlarged Extract from SPD Proposal Map

Banking Approach



AA Regraded Natural Banking - Illustrative



Cribwall - “planted walling”

KEY

- Area of Biodiversity Significance
- Existing Banking
- Buildings to be demolished
- Canopy Upgrade
- Existing Trees Removed
- Proposed New Retail
- Focal Store
- Existing Trees
- Precinct Hub Area
- Relocated/Means of Escape
- Existing Cores
- Upgraded Public Realm
- Focal Points
- Key Approach Views
- Pedestrian / Vehicular Entrance
- Client Ownership
- Retaining Wall
- Reinforce Linkage
- Existing Live Frontages

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3.0 Analysis

3.6 CHARACTER APPRAISAL

In order to consider new development the existing character needs to be considered.

The wider character is of estate housing in various design periods, with a predominance of brickwork which has influenced the evolution of the subject site.

It is the immediate character which requires consideration.

The Asda is a rectilinear building arranged in bays of brickwork with linear high level glazing.

The existing precinct is a series of brickwork blocks with a rhythm of shop fronts and larger rectilinear forms, which when abstracted are “goalpost” like in profile.

Taking there abstract forms as a basis the extended units and the new retail can be visually unified in a refurbished and extended scheme, based upon the basic forms and colour-hues of the existing backdrop.

There are existing vertical elements which create focal massing within the retained Boots building which also has a strongly defined elevational form.

The brickwork is of darker tones than the complimentary materials, and the darker material adds to the uninviting nature of the precinct currently.

Local Colour Palette

Lighter Darker



Site Colours and Hues



Shilling Close - red brick



Stoneham Close - red / buff brick



Asda





Meadway Precinct





High level “ribbon” glazing

Asda



Existing Boots

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3.0 Analysis

3.7 EMPLOYMENT

- The existing precinct is also a community employer and to extend the retail offer will reinforce the job potential locally:-
- The recognised employment figures for retail warehousing / A1 use is 1 Full Time Employee (FTE) per 90sqm.
- A figure of between 10 and 30 sqm per FTE is applicable to Restaurants and Cafes / A3 - 18sqm / FTE applied in generic instances
- Hence an “estimate” FTE (+ - 10%) can be calculated for the proposals as follows

Use	Area (Sqm)	Area / FTE	Total
Retail	4682	90	52
A3	371	18	21
			73

- This provides a range 66-80 -10% to +10% as an estimate of full time employment generated by the new retail.

3.7.1 EXISTING RETAIL REINFORCED

- A number of the existing shops are vacant and this regeneration will attract tenants employers back into the existing units, reinforcing these new employment figures.
- In addition to this part-time / casual and maintenance / support employment is generated.
- The lead in / construction processes also generates considerable direct and indirect employment, including the design team as example.

3.7.2 SOCIAL VALUE ACT 2012.

- Since January 2013 the government has required the public (and private sectors) to evaluate the social benefits to the local community in terms of jobs and monetary value.
- A formal review of this act in February 2015 encourages further emphasis to be placed on Social Value throughout procurement, demonstrating the social benefits of new developments and how they contribute to the health and wellbeing of the local area.
- Social Return on investment (SROI) is a method of measuring the “benefits” of a new development based upon:-
  - New Jobs, employment and opportunities
- During the scheme design, delivery and post implementation
  - Additional money and economic growth in the local community
- Investment income and benefits of support working eg maintenance / deliveries / cleaning etc.
  - Spending in the new and existing shops
  - Community cohesion
- Retention of shoppers in locality - local destination / meeting place
  - **Performing function as a district centre with additional security etc.**
  - **Supporting other social infrastructure**
- *Encourages social infrastructure by acting as the “heart of the community”*
- Retention of local services - dentist for example.

- This basis SROI analysis demonstrates how the proposals will benefit local people and businesses.

4.0 Planning Policy Context

4.1 PLANNING POLICY CONTEXT

The site is considered in detail within the adopted Meadway SPD (Nov 2013) which is linked to two main RBC Policies:-

CS25 – Network and Hierarchy of Centres

SA15 – District and Local Centres

These are adopted policies (2012) which identify Meadway as an important district centre, in a visible and accessible location.

There are other relevant policies which (abbreviated) fall under the headings:-

LAND USE

Development should result in an expanded, rather than a contracted offer (CS27) with no loss of housing (CS17)

LAYOUT AND DESIGN

Intensity of development reflecting accessibility and character, meaning that a district centre location could be developed relatively intensely (CS4).

TRANSPORT & MOVEMENT

No new accesses off Honey End Lane

Adequate Levels of parking

NATURAL ENVIRONMENT

Protect Area of Biodiversity importance (CS36)

Additional Tree Planting

COMMUNITY

Social inclusion (C53)

4.2 THE VISION

The Meadway Brief sets out a vision:-

The Meadway Centre will be developed to provide a high-quality, thriving and inclusive district centre for this part of West Reading. It will serve a number of vital, different, but complementary roles:

It will provide a widened range of services and facilities for the local community;

It will act as a much-needed community hub for the local area, providing somewhere that local residents can meet, and serving all residents of all ages;

It will be a desirable place for people, including families, to live;

It will be easy and safe to move around for pedestrians, including people with disabilities, and will connect well to the surrounding areas by all modes of transport, including foot, cycle and public transport;

It will be designed and laid out in a way that attracts visitors, connects well to its surroundings, provides high-quality public realm and is sustainable and durable; and It will take any opportunities to help to address deprivation issues within the local area.

Redevelopment and regeneration of the Meadway Centre is an important objective for the local community and for the Council. To that end, the Council will work positively and pro-actively with any landowner or developer seeking to progress a proposal that will improve the way that this site serves its local community and which fulfils the vision and principles for the site.

4.3 FORM OF DEVELOPMENT

Planning policy SA15 (PARA 14.5.5) states that:- “ The Meadway is an aging shopping precinct which would benefit from substantial physical improvement...”

The “Meadway Brief” (at 5.2) acknowledges that an increase in overall floor space may be required to make a development of the site viable and that there should be no net reduction in residential.

This has influenced the concept of expansion of the retail to the rear of the site and the retention / refurbishment of the existing (tenanted) parade, retaining the existing residential over, improving resident security and the overall security of the centre.

The existing parade has multiple units of similar size/ proportions.

The design intent is for the overall site to function better as a district centre, encouraging it to perform as a single entity, which a diversity of units sizes and uses can achieve.

This “critical mass” of retailing is required to re-establish a viable, attractive, local destination.

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5.0 Design Evolution

5.1 THE EMERGING PROPOSALS

The scheme status at Pre-Application is WIP18a - and the following illustrate the design intent, informed by the Character Appraisal and applied to this plan form.

Primary Access

The southern access is the customer / vehicular primary access, leading to the reconfigured car parking and courtyard parking.

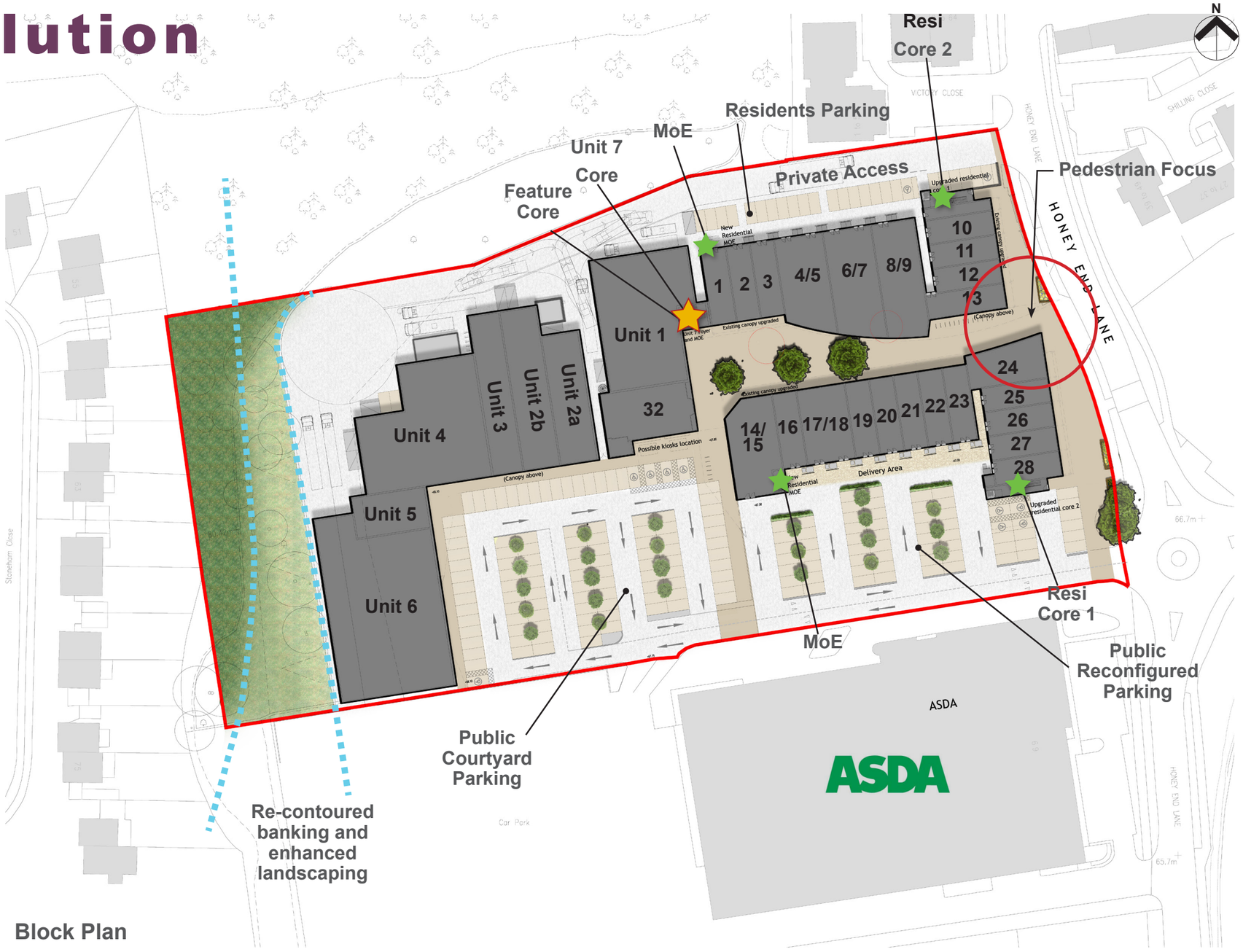
The pedestrian linkage to / from Asda is upgraded to “read” as part of the shopping streetscape.

Secondary Access

The northern (secondary) access becomes private - for residents and for deliveries only, all covered by CCTV, well illuminated, with allocated areas for bins, plant and the like - within a designated “private” area serving the scheme.

Honey End / Precinct

The priority is to emphasise the central pedestrian access as the focus for pedestrians. Boots and new unit 1 are “anchor” attractions facing the public realm space. The feature core (to new Unit 7) act as a “Campenule” to this central space - on axis with the enhanced pedestrian route to / form Asda, between the reconfigured and new public parking courtyard.



Block Plan

Scheme at WIP 18a Status - Pre-Application (March 2015)

0m 10m 20m 30m 40m 50m 60m

Scale: 1:1000

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5.0 Design Evolution

5.2 ENHANCING THE SENSE OF ARRIVAL

The new residential core enclosures “end stop” the proposals facing Honey End Lane.

The enhancements to the central entrance concentrate the eye on the precinct entrance, more open with the removal of the cross canopy.

These new elements are linked by the enhanced canopy detailing to refresh this arrival elevation.

This has a new paved setting with the visual makers adopting a consistent aesthetic and paving defining the people movement, crossings and connections.

Cross canopy removed

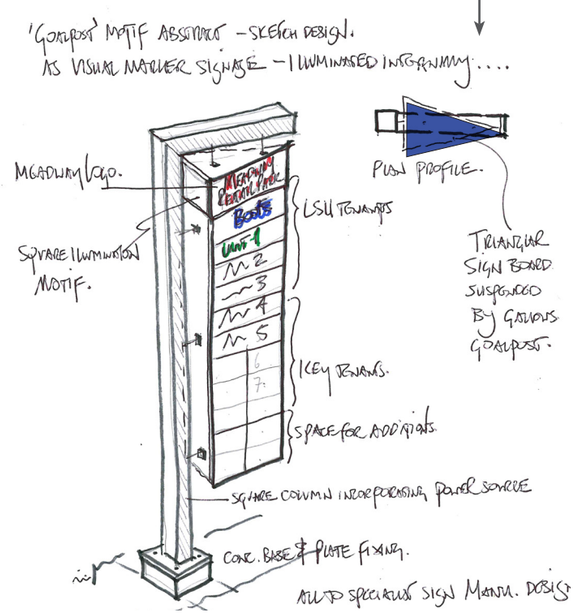


Initial Sketch of pedestrian approach





Honey End Lane Elevation 1:500



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5.0 Design Evolution

5.3 ENHANCING APPROACH FACADE

The SPD Brief identifies this south facing facade as a poor approach to the scheme.

By applying the Character Appraisal an aesthetic approach of “goalposts” and an architectural language of materials and proportions emerges which can be applied to the development and to enhance this approach facade.

The existing facade facing the Asda store (and car parking) are the backs of the precinct units, their bins and an assortment of signage has created an unsightly and uninviting area.

The intention is to standardise the signage and conceal bins in allocated enclosures. To the front of these goalpost “grow” screens are proposed which soften this elevational approach.

New Security / Management Suite

This will be located centrally as a first floor extension to the western unit, to oversee the site and provide comprehensive CCTV coverage to improve the security of residents and of shoppers.

This element can be amalgamated with a new entrance feature on the Asda linkage to create a focal pedestrian entrance from the courtyard car park.

The new residential (core 2) enclosure will likewise adopt this aesthetic approach to create the focal feature to the (northern) and southern gable approaches to Honey End Lane.

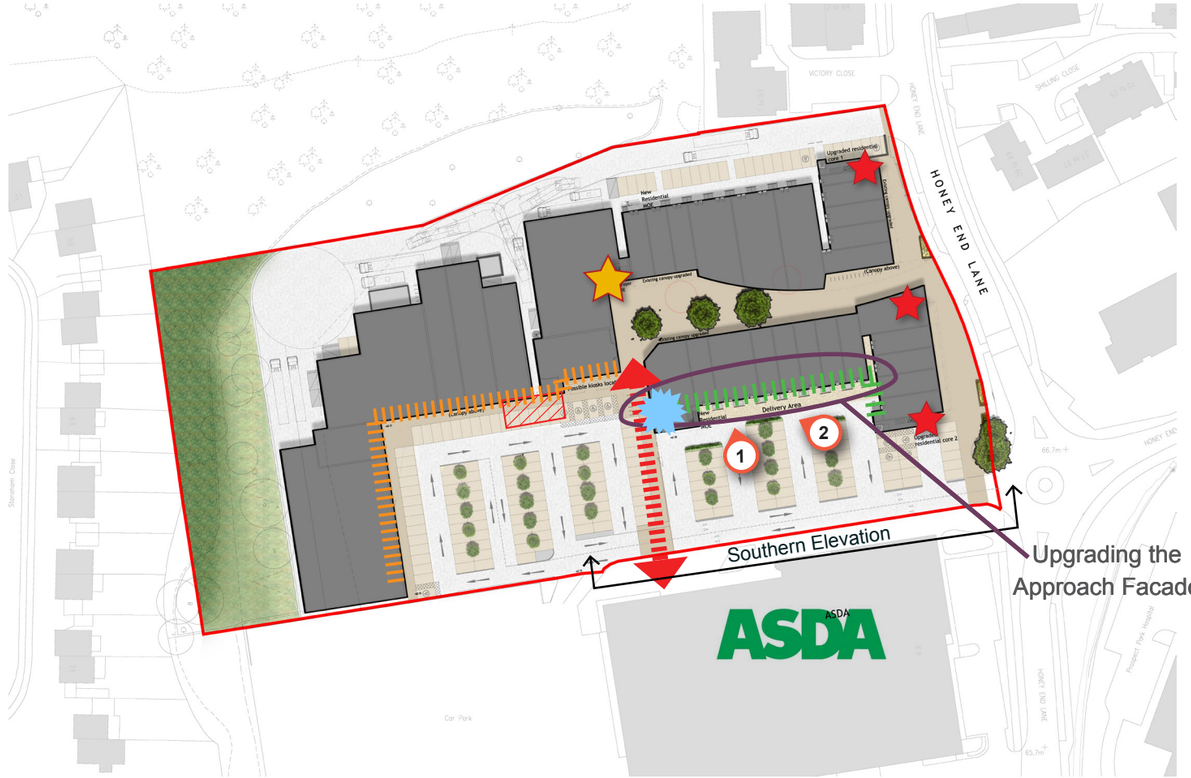


Existing Views



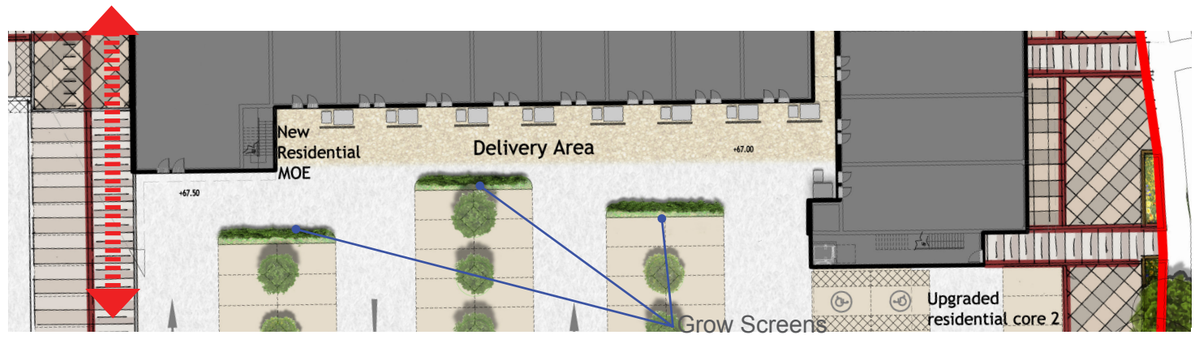


Grow Screen Examples





Southern Sketch Elevation



Proposed Enhancement Plan

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5.0 Design Evolution

5.4 THE EXTENDED PRECINCT

From Honey End Lane the upgrade works and the new retail proposals create a continuous streetscape, with the retained Boots as the central anchor.

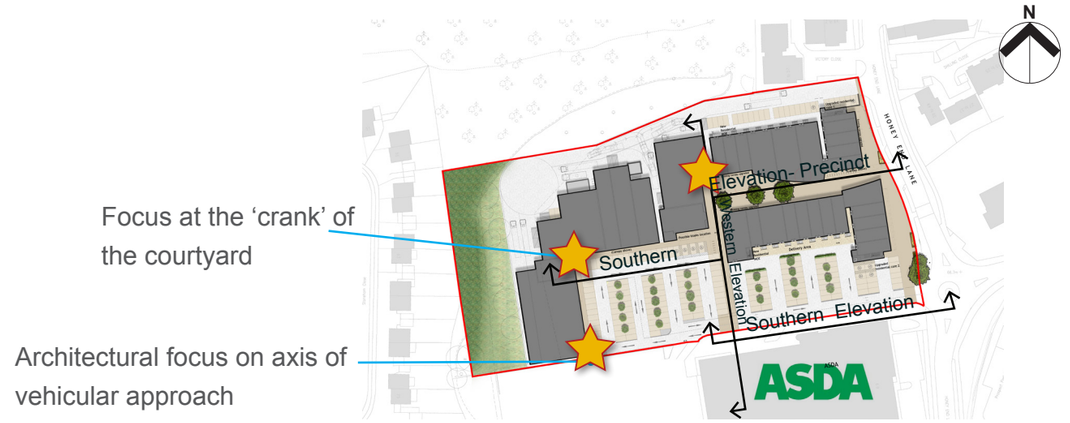
Elevational Treatment

The new elevational approach will adopt the aesthetics of the extended units and upgraded canopies, to create a rhythmic courtyard of new shops overlooking a rationalised public car park.

The new unit north of the Boots anchor is two storeys and access to the upper parts is on the axis of the route to/from Asda. This provides the focal “end stop” architectural feature, onto the public realm hub.

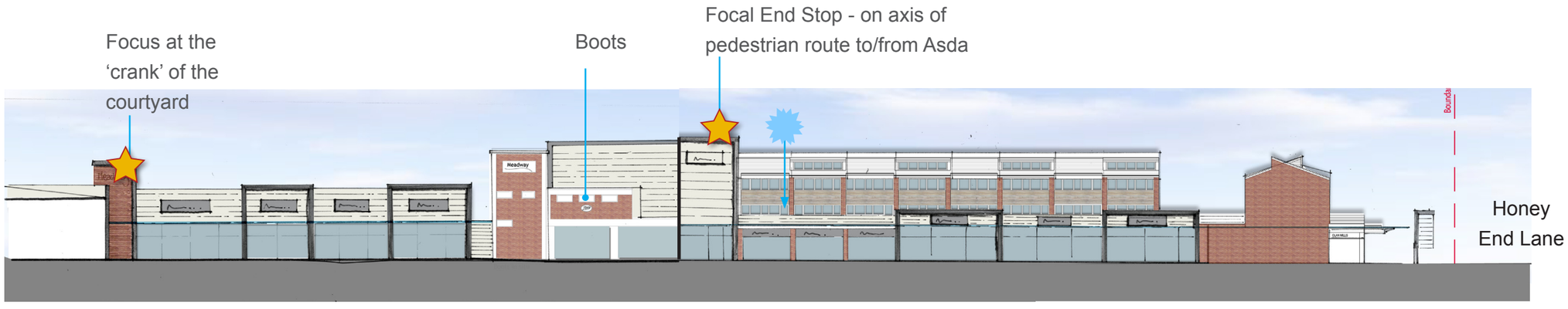
The other shops are single storey hence the retained Boots is the interface between them and the two storey “anchor” block/existing precinct.

There is also a strong axis from the vehicular access due west and an architectural focus is proposed here, and at the “crank” of the courtyard development, varying the roof/ridge heights of the retained elevations.





Western Sketch Elevation

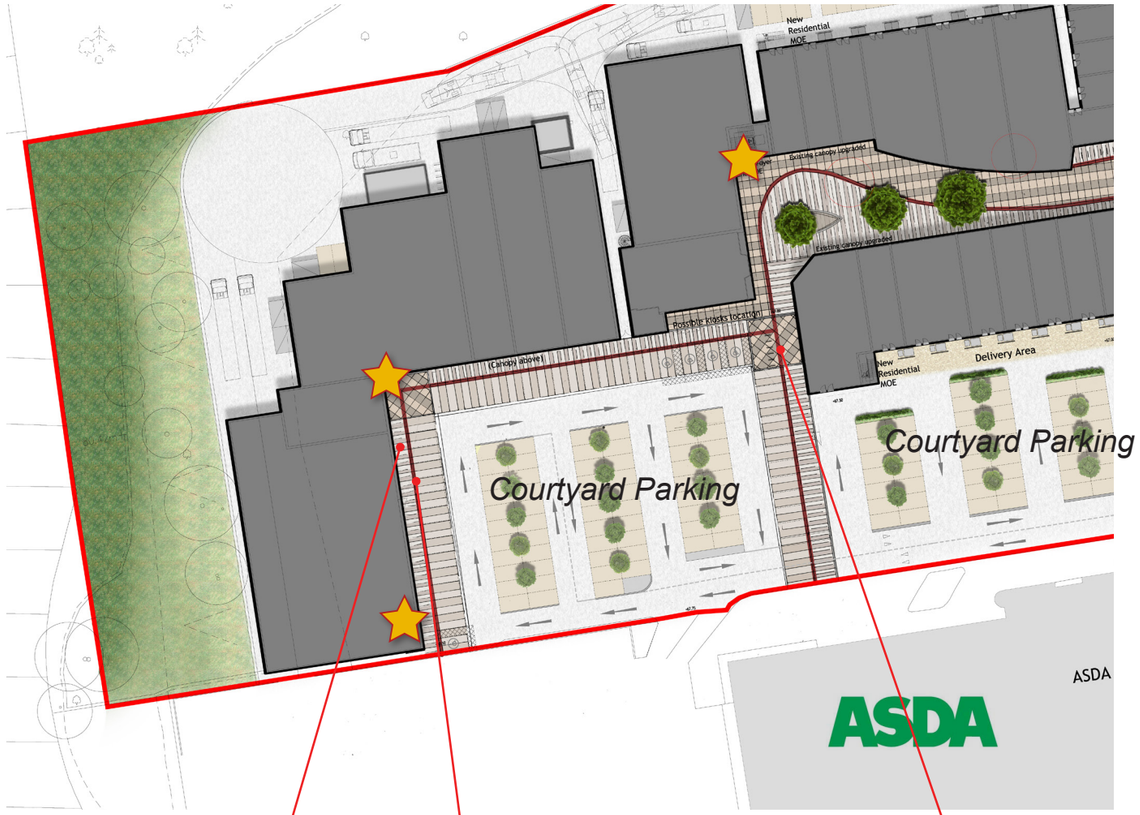


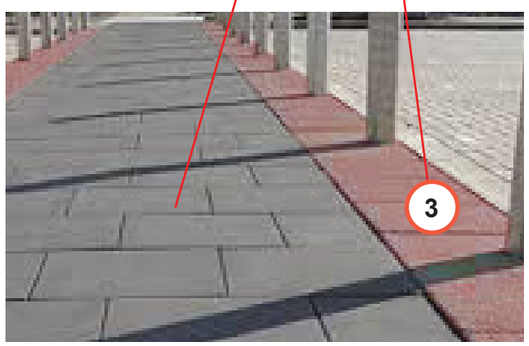
Continuous Streetscape Southern Sketch Elevation - precinct

5.0 Design Evolution

5.5 CREATING A COURTYARD

The courtyard car park is an integral element of the proposals with a continuation of the paving pattern, treed parking and defined circulation - to achieve 170 customer parking spaces.

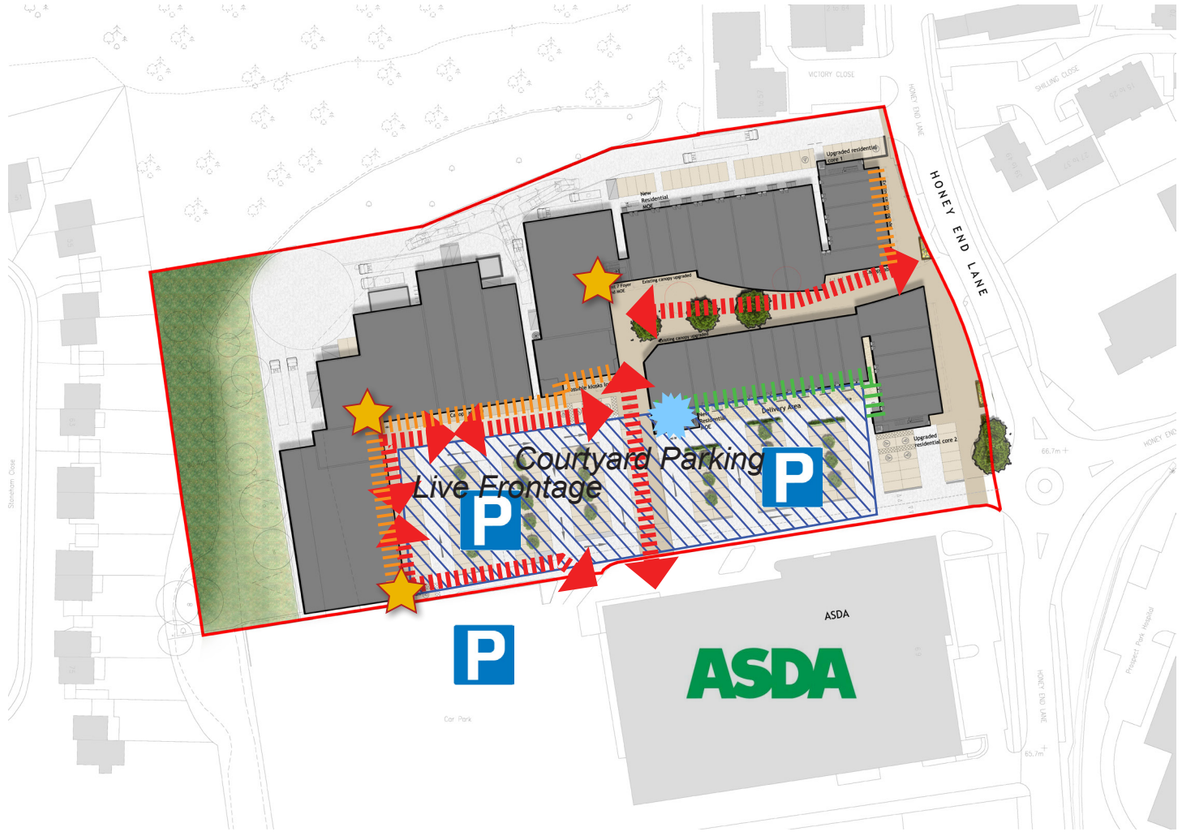






Paving Intent

1) Directional Paving (2) Square Paving (3) Separating Paving





Sketch Elevations - South

0m 10m 20m 30m

Scale: 1:500

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6.0 Public Consultation

MEADWAY, TILEHURST - 27TH APRIL 2015

- Two people from Accord Architecture attended an all day event on the 27th April 2015 together with ID Planning.

  The attendees were:-
  - Existing Tenants
  - Public and Local Councillors

6.1 OVERVIEW

- The overview is that there have been proposals before, hence the public “want reassurance that something will happen to improve the precinct.”

- The outcome is presented in a Statement of Community Involvement (SCI)

6.2 PUBLIC CONSULTATION FORMAT

- A vacant unit, no. 5, was occupied for a day/evening, with a presentation of the proposals, mounted on boards, and requests for formal and informal feedback.

- Directional signage was placed within the precinct to guide visitors to the event.

6.3 FINDINGS - SEE SCI

- The significant matters raised at the Public Consultation are:
  - Car-parking provision - addressed in the Transport Assessment.
  - Rear bank/trees – addressed in the Arboricultural Report.
  - Upper parts condition – access and security are addressed in this application.
  - Timescale – subject to tenants leases via pre-lets of significant units.

The feedback is considered / addressed in the Scheme Alteration section

For Public Consultation Boards, see appendix A4







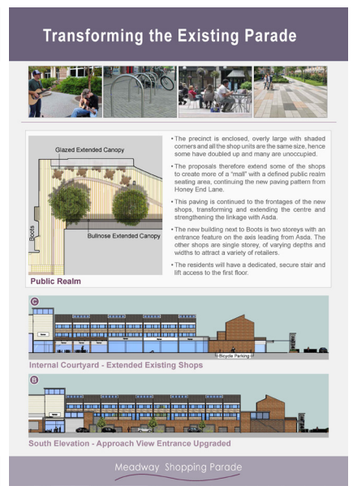


Public Consultation Day - 27/04/15













The Boards as Exhibited

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7.0 Scheme Alterations

- In response to the consultation process:-

7.1 PUBLIC TOILETS

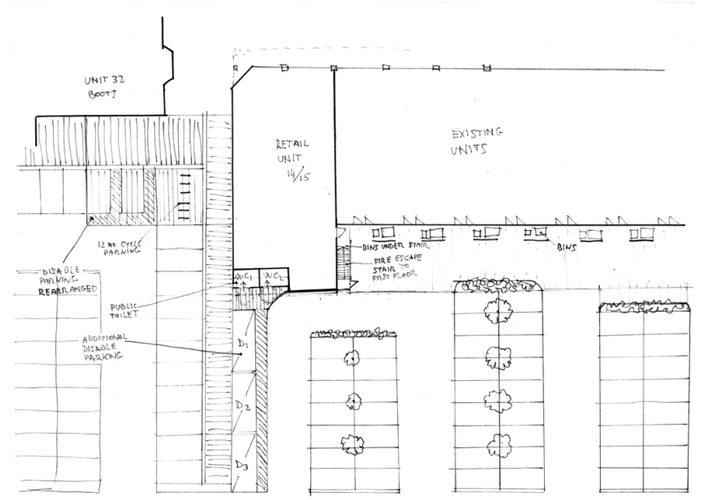
- The existing brick built facility is in a visible location at the (vehicular) entrance to the site, adjacent to a residential staircase.
- The evolving scheme considered the retention or relocation of the facility as suggested by the public consultations
- The toilets are owned / maintained by Reading Borough Council (RBC)
- Tina Saunders of the Directorate of Environment and Neighbourhood Services has therefore been approached on this matter (April 2015)

7.1.2 FEEDBACK

- The responses from RBC (and some of the public) is that these are “used by a large number of people per week visiting the centre”
- An onsite meeting was convened with Mr Simon Hollingbury RBC Cleansing Manager to discuss retention or on site replacement – on 27th April 2015. He reinforced the need for such a provision.
- It was noted that the facility is in a good state of repair and prominent to the car parking.

7.1.3 POTENTIAL RELOCATION

- This was discussed with RBC and two ‘pod’ unisex facilities would be required.
- This was consider by the design team and discounted as an option considering the overall feedback.



Public Toilet relocation - DISCOUNTED

7.1.4 RETENTION / INTEGRATION OF PUBLIC TOILETS

- The decision for planning application is to retain the existing facility, with immediate (disabled) parking provision and increased security (CCTV), adjacent to the residential staircase enclosure.
- The “alleyway” between the toilet block and the retail will therefore be in filled by the residential core, “designing out” an acknowledged area of public disorder.

7.2 SECURE BY DESIGN

- As extension of the existing footprints in an open courtyard configuration, the introduction of security on site, in a prominent location, is positively received. The public toilets and all public / accessible areas will be covered by CCTV, including the car parking areas.
- Of concern is the rear dedicated service area (northern of the site). This is currently open and accessible. This is addressed with a proposed security gate, located beyond the parking area dedicated to the residents. This gated secure enclosure is proposed for operative access only, with dedicated staff cycle covered parking at the gate.

7.3 PARKING PROVISION (STAFF)

- This secure area is also considered for operative parking, providing some 13 spaces, to ensure that the frontage spaces are substantially available for public use.
- With the retention of the toilet block this frontage area has been reconsidered to maintain 170 public parking spaces. The public cycle parking provision has been increased (to 34 spaces) to supplement the parking in this highly accessible location.

7.4 PHASING OF PROPOSALS

- This will be considered at the “implementation” stages of the project but the intention is that the centre continues to function throughout, with the public toilet provision open.
- This sets out a “phased approach” to upgrading the centre, implementing the retail planning application via new build then the existing upgrade, with any future works to follow.

7.0 Scheme Alterations

7.5 APPEARANCE

At the public consultation the feedback on appearance was generally positive. A small number of attendees expressed concern that it could potentially appear bland overtime.

The elevations at the public consultation were illustrated as buff coloured panelling, complimenting the existing brickwork / render.

The basis of the design is as a series of ‘goal post’ metal frameworks set in front of glazed and panelled elevation – for the new build and extended elements.

As design development the elevations have been enhanced via the introduction of two complimentary tone of panelling.

The shop front glazing of some of the ‘non-framework’ elements has been raised to break up the horizontal alignment.

Unit 14/15 (as extended) has been elevated as the transition between the existing / enhanced parade and the new build proposals, with glazed elevations onto the link walkway to / from Asda.

7.5.1 MATERIAL PALETTE

Reflecting the aspiration of the Meadway brief, elements of brick / bricklike material are maintained as vertical features, tying the existing parade with the proposals, and reflecting the history of the site.

The panelling is proposed in tones of silver / grey reflecting the sunlight, and complimenting the dark grey frameworks, with a horizontal cladding to the rear / non-public elevations.

This varied elevation approach is proposed in a more ‘timeless’ palette of modern materials.

This framework approach is emphasised via expressed mullions set within the shopfront design of the new and extended shops, emphasising a sub-rhythm of the repetitive ‘goalpost’ aesthetic.

7.5.2 CANOPY WORKS

The extensive use of glazed canopies has been rationalised and a “bulllnose” detail has been introduced to the southern block h doesn’t extend into the public space but does enhance the canopy profile, with integrated lighting.



Bullnose Detail



Cladding to rear



Two tones of silver / grey panelling





Brick like material / dark grey framework

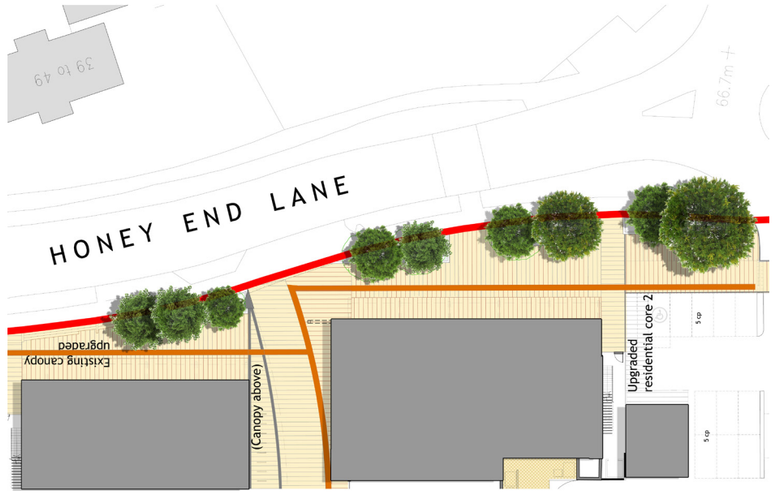
7.5.3 KIOSK STANDS

Some of the public queried if there were areas for visiting kiosk. Serviced stands are therefore proposed next to Boots, onto the courtyard car park. These can also be accommodated in the public realm area.

7.5.4 ADDITIONAL TREES

There was also feedback concerning greening of the frontage across from Propect Park.

New planters with additional trees are proposed to Honey End Lane. In a serrated profile this enables additional areas for seating / street furniture across the frontage. This created a “sense of enclosure” to the shopping streetscape, whilst maintaining shop and signage visibility.



Honey End Lane frontage.

8.0 Layout Proposals

8.1 APPLICATION SITE LAYOUT



For Schedules see Appendices

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8.0 Layout Proposals

8.2 VISUALISING THE SCHEME



Honey End Lane - Pedestrian Access



The New Shopping Courtyard



The Asda Link - New Entrance



Key Map

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8.0 Layout Proposals

8.2 VISUALISING THE SCHEME



Computer Generated Image (CGI) for Illustrative Purpose Only

9.0 Sustainable Agenda

9.1 BROWNFIELD DEVELOPMENT

- The proposals are an extension and refurbishment of an existing centre and therefore brownfield development and regeneration.
- By reinforcing the retail offer the “attraction” of the parade to the Tilehurst community is reinstated and reinforced as a sustainable, accessible location for a district centre.

9.2 SOCIO ECONOMIC BENEFITS

- The socio economic benefits of planning, construction and operational jobs and support employment are considerable, with the associated local benefits to the economy and provision of jobs for the community.

9.3 CONSTRUCTION

- The construction works will be registered against the Considerate Constructors Scheme (CCS). The CCS is a UK certification scheme which encourages the considerate management of construction sites. The Code is in five parts:-

  Care about Appearance

  Respect the Community

  Protect the Environment

  Secure everyone’s Safety

  Value their Workforce

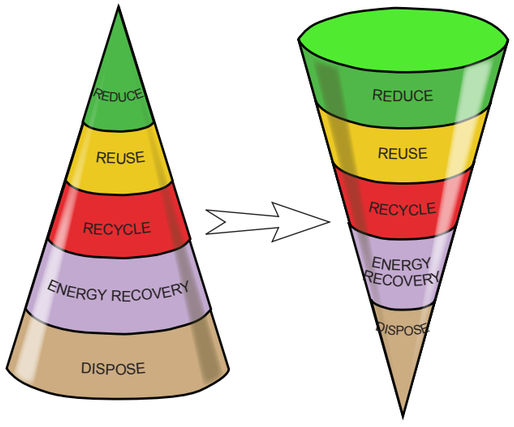
- They will adhere to best practice policies Identifying, managing and promoting environmental issues, Seeking sustainable solutions, and minimising waste, the carbon footprint and resources. Minimising the impact of vibration, and air, light and noise pollution.
- Maintaining the amenity of existing residents and continually informing them of the works is a key role.

9.4 CONSTRUCTION APPROACH

- The construction approach of panelised, prefabricate materials for the new build elements and repetitive “applied” elements for the new build and refurbishment represent a ‘factory’ based construction basis, minimising waste etc.
- Where practical this will be locally manufactured to minimise embodied energy use to site.

9.5 WASTE REDUCTION MANAGEMENT

- The aim of the design team (graphic above) is to then rationalise the construction process with emphasis on reducing waste and minimising disposal to landfill.
- The ethos of the construction is therefore the reverse of a conventional approach as illustrated by this minimise waste graphic.



9.6 DEMOLITION MATERIAL

- The demolished materials will be stored on site for reuse as practical as sub base and foundation materials.

9.7 FLOODING

- See report provided by Scott White Hookins

9.8 MATERIALS

- Materials where possible should be sourced from accredited schemes like Forestry Stewardship Council (FSC)

9.9 LIGHTING

- With regard to landlord lighting design a “minimal” energy use approach is advocated, as a balance of effective security lighting provision.
- Directional lighting to minimise “light spill” will be deployed – to the courtyard car parks, service yard and general lighting.
- It is in the landlord’s interest to specify low maintenance, low energy use elements as practical.

9.10 RECYCLED STREET FURNITURE

- The design intent is to specify recycled street furniture in areas where there is not precedent within the existing parade.

9.11 TENANT OBLIGATIONS

- As retailers they will have their own policies and procedures to meet the requirements on waste reduction and sustainable fit out.

10.0 Landscaping

LANDSCAPING STRATEGY

- Landscape matters will be a condition of any planning approval.
- The hard and soft landscaping proposals are therefore illustrative, pending resolution of the principle and quantum of development.

10.1 EXISTING PRECINCT - TREES

- The Honey End frontage has new trees across the frontage.
- The northern (2) trees are removed to enhance the daylight / utilisation and retail offer within the precinct.
- The southern alignments of trees are retained, set in grilles which maintain growth potential, with the vertical constraining metalwork removed.
- A series of ‘features with seating are proposed to encourage utilisation of the public realm.
- A raised dias is proposed in the vicinity of the western-most tree, providing a community “performance platform” - for busting, entertainment and the like. This will be fully serviced enabling the Christmas tree for example.

10.2 TACTILE NAVIGATION

- A tactile paved navigation route is proposed throughout the scheme which also acts as a delineation between smaller (300x300) paviors and larger (600x600) paviors of contrasting tones. These paviors are set within cross banding reflecting the ‘framework’ of the elevations.
- These contrasting tones will also reflect the rectilinear elevational approach and the material palette proposed.

10.3 COURTYARD PARKING

- The reconfigured and new car parks will have a regimented array of diamond tree grilles with bollard protection.



Image of tactile navigation and recycled bollard street furniture





10.4 BANKING TO REAR

- The re-graded area between the designated area of Biodiversity (untouched by the proposals) will be landscaped with trees to a scheme to be agreed with RBC.
- The new retaining wall is proposed as criblock to soften the transition, across the rear. A concrete wall will be continued (as existing) to “marry into” this, following the curve of the service yard manoeuvring area.
- It is emphasised that the proposals do not extend as far as the Asda car park currently and that existing residents are a considerable distance and much higher that this banking / retaining works. There will therefore be no detriment to their immediate outlook.

11.0 Access & Movement

This is a detailed planning application and the purpose of this section is to describe the design intent as fully Part M (Building Regulations) compliant. The site topography and the proposed design are such that this design intent can be achieved.

- The design concept is of a flexible retail offer (now / future), hence all thresholds to the perimeter must be notionally level to achieve this.
- As an existing precinct the site is by its nature notionally level and the expansion of the retail offer needs to maintain this level accessibility, consistent with the existing scenario.

11.1 "ACCESS FOR ALL"

- The design principle of the masterplan is therefore "Access for All" as set out in Part M of the Building Regulations. The proposals are also to meet all requirements of Part B of the Building Regulations which stipulate that fire and rescue service vehicles are able to gain sufficient access to each building's perimeter, including the north / western side of the units.
- Car parking has been designed to be located as close as possible to each unit, all designed to be Part M compliant, at a maximum incline of 1:60 (notionally level)

11.2 BUILDING ACCESS

- Buildings entrances will be clearly legible and visually distinguishable from the facades. This is evident in the elevational design approach of the proposals, clearly identifying the publicly accessible elements visually. The pavements are designed with feature paving to delineate the pedestrian movement areas and to provide a hard landscape setting for the buildings - leading to these entrances. This will allow users to navigate the site, and the entrances will be situated directly off these pedestrian routes.
- The customer entrances will be predominantly glass, to maximise visibility into the spaces beyond, and changes in floor surfaces will further aid orientation. All entrance openings are to be of a sufficient width to comfortably accommodate wheelchair or pushchair access.
- The additional security aspect of accessibility to the existing residential via cores encapsulating the existing stairs is also a factor, varying the access regime for the existing occupants.

11.3 PUBLIC REALM

- The "public realm" space will have seating/street furniture in an attractive, functional design, so as not to impede the "footfall" to and from the units.

11.4 SERVICE ACCESS

- Service access to the units has been designed to be as discreet and direct as possible, reducing the visual impact of the vehicles. The service yard is to the rear of the development, accessed via a separate roadway, and is designed such that all deliveries and users of the service area access and egress in forward motion.
- The northern service yard is gated / secure.

11.5 CAR PARK ACCESS AND MOVEMENT

- Proposed vehicular access to the car parking is via the roundabout off Honey End Lane (two way); search patterns enable space identification and the parking is set out zonally adjacent to the development uses.
- A total of 170 public car parking spaces are provided, with all parking to Reading Borough Councils requirements. The disabled and parent & child spaces are arranged both along walkways and located as close as possible to the entrances of the development, to ease access for those with reduced mobility.

11.6 VARYING SURFACE MATERIALS

- Different surface materials, tactile paving and hard and soft landscaping will help to distinguish between vehicle and pedestrian surfaces. Bollards are to be included only where necessary, and are always to be at a sufficient height and style to avoid creating trip - hazards for pedestrians.

11.7 WAYFINDING

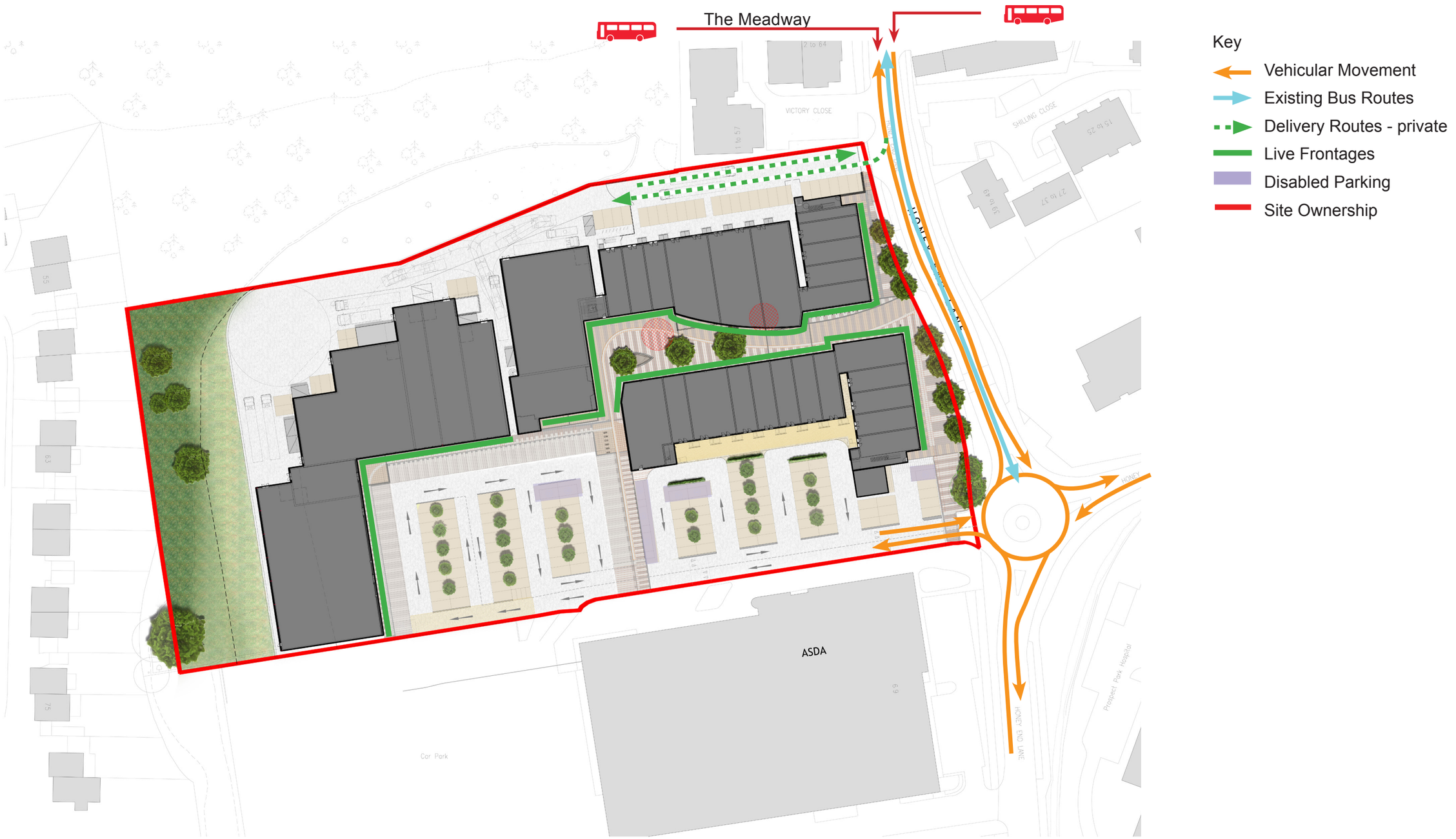
- Pedestrian access routes within the car park are direct and of comfortable width, will be clearly marked with appropriate way finding signage and with the use of different paving as appropriate.
- The wayfinding paving is to be laid through the scheme as a tactile paving route
- All pedestrian routes will be well lit, increasing pedestrian safety. Low-level lighting will be provided within the car park creating a visible and safe environment without impacting upon the surrounding environment.

11.8 CYCLE PARKING

- Cycle spaces for customers and staff are located in strategic positions, on the main routes to the units.
- All cycle parking locations are to be well illuminated and the majority will be covered.

11.0 Access & Movements

11.9 VEHICULAR ACCESS



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11.0 Access & Movements

11.10 PEDESTRIAN ACCESS



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Appendices

A1 PLANNING APPLICATION - DRAWING SCHEDULE

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Tel: 01483 455100 Fax: 01483 455210

DRAWING REGISTER & RECORD OF DRAWINGS ISSUED

PROJECT: **Tilehurst, Reading** — PROJECT No. **1364**

ISSUE SHEET TITLE: **Planning Drawings** — No. **PL**

DATE OF ISSUE: Day 21 | Month 05 | Year 15

DRAWING TITLE	SIZE	SCALE	DWG. No
Ex. Site Location & Block Plan	A1	VARIES	**1364.PL.1100**
Ex. Site Topographical	A1	1:500	**1364.PL.1102**
Ex. Site Plan Annotated	A1	1:500	**1364.PL.1103**
Prop. Site Layout Plan	A1	1:500	**1364.PL.1110**
Prop. Annoteted Master Plan	A1	1:500	**1364.PL.1111**
Ex GF Plan	A1	1:200	**1364.PL.1200**
Ex FF Plan	A1	1:200	**1364.PL.1201**
Ex RF Plan	A1	1:200	**1364.PL.1202**
Prop GF Plan Area 1	A1	1:100	**1364.PL.1210**
Prop GF Plan Area 2	A1	1:100	**1364.PL.1211**
Prop GF Plan Area 3	A1	1:100	**1364.PL.1212**
Prop GF Plan Area 4	A1	1:100	**1364.PL.1213**
Prop GF Plan Area 5	A1	1:100	**1364.PL.1214**
Prop FF Key Plan	A1	1:100	**1364.PL.1220**
Prop RF Plan Area 1	A1	1:100	**1364.PL.1230**
Prop RF Plan Area 2	A1	1:100	**1364.PL.1231**
Ex South Elevation A-A_1	A1	1:100	**1364.PL.1300**
Ex South Elevation A-A_2	A1	1:100	**1364.PL.1301**
Ex. South Elevation B-B	A1	1:100	**1364.PL.1302**
Ex. North Elevation C-C_1	A1	1:100	**1364.PL.1303**
Ex. North Elevation C-C_2	A1	1:100	**1364.PL.1304**
Ex. South Elevation D-D	A1	1:100	**1364.PL.1305**
Ex. East Elevation E-E	A1	1:100	**1364.PL.1306**
Ex. East Elevation F-F	A1	1:100	**1364.PL.1307**
Ex. West Elevation G-G	A1	1:100	**1364.PL.1308**
Ex. West Elevation H-H	A1	1:100	**1364.PL.1309**
Prop. South Elevation A-A_1	A1	1:100	**1364.PL.1310**
Prop. South Elevation A-A_2	A1	1:100	**1364.PL.1311**
Prop. South Elev B-B	A1	1:100	**1364.PL.1312**
Prop. North Elevation C-C_1	A1	1:100	**1364.PL.1313**
Prop. North Elevation C-C_2	A1	1:100	**1364.PL.1314**
Prop. North Elevation D-D	A1	1:100	**1364.PL.1315**
Prop. East Elevation E-E	A1	1:100	**1364.PL.1317**
Prop. East Elevation F-F	A1	1:100	**1364.PL.1318**
Prop. West Elevation G-G	A1	1:100	**1364.PL.1319**
Prop. West Elevation H-H	A1	1:100	**1364.PL.1320**
Prop. Signage	A1	1:50	**1364.PL.1330**
Canopy details	A1	1:100	**1364.PL.1331**
Ex Sec AA & BB & CC	A1	1:100	**1364.PL.1400**
Ex Sec DD	A1	1:100	**1364.PL.1401**
Ex Sec EE	A1	1:100	**1364.PL.1402**
Ex Sec FF	A2	1:101	**1364.PL.1403**
Prop. Sec G-G	A1	1:100	**1364.PL.1410**
Prop Sec H-H_1	A1	1:100	**1364.PL.1411**
Prop Sec H-H_2	A1	1:100	**1364.PL.1412**

A2 UNIT SCHEDULE

Proposed Unit Area Schedule

Unit Ref	Building Use Class		Area sq.ft.	Area sq. m
Unit 1	A1		6000	557
Unit 2a	A1,A2,A3,A4,A5		2500	232
Unit 2b	A1		3000	279
unit 3	A1		2500	232
Unit 4	A1		6960	647
Unit 5	A1,A2,A3,A4,A5		1500	139
Unit 6	A1		10000	929
Unit 7	A1,A2,A3,A4,A5	Gr	320	30
		1st	5930	551
		total	6250	581
Management Suite	-		300	28
Total			39010	3625

Extended Unit Area Schedule

Unit Ref	Building Use Class	Existing GIA sq.ft.	Existing GIA sq. m	Proposed GIA sq.ft.	Proposed GIA sq. m
Unit 4/5	A1	1880	175	2360	220
Unit 6/7	A1	1880	175	2760	255
Unit 8/9	A1	1390	129	2590	240
Unit 14/15	A1	1880	175	2190	215
Unit 24	A1	970	90	1230	127
Total				11130	1057

Existing Unit Area Schedule (retained)

Unit Ref	Building Use Class	Existing GIA sq.ft.	Existing GIA sq. m
Unit 1		958	89
Unit 2		926	86
Unit 3		926	86
Unit 10		1238	115
Unit 11		818	76
Unit 12		797	74
Unit 13		1033	96
Unit 16		958	89
Unit 17		926	86
Unit 18		926	86
Unit 19		936	87
Unit 20		926	86
Unit 21		947	88
Unit 22		936	87
Unit 23		915	85
Unit 25		850	79
Unit 26		829	77
Unit 27		829	77
Unit 28		829	77
Unit 32		2454	228
		2034	189
Ex. toilet		549	51
Total		22540	2094

Residential Core enclosures

Ref		GIA sq.ft.	GIA sq. m
Core 1		320	30
Core 2		380	35

A3 PARKING SCHEDULE

Parking Spaces Customer	
Standard Parking Spaces	157
Disabled Parking Spaces	9
Parent & Child	4
Customer Total	**170**
Staff Spaces	13
Total	**183**
Residential Spaces	21
Total	**204**

Cycle Parking Sapces	
Customer	34
Staff covered	16
Total	**50**
Residential in cores	27
Total	**77**

Motorcycle Provision (public)	**4**

Note: Excluding all bin, cycle & plant enclosures and sub station

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Appendices

A4 PUBLIC CONSULTATION BOARDS

The Site - Meadway Shopping Parade









Reading Borough Council - Planning Brief

Reading Borough Council have produced a Brief for the Meadway District Centre site, following extensive public consultation in 2012.

The site is in two succinct ownerships, with Chillingham owning the shopping parade only - from Honey End Lane in the east to the top of the banking in the west.

The existing Asda car park currently extends into this bank and it is the intention that proposals to extend the shopping parade do likewise.

This creates a substantial site to the west to consider a courtyard of new shops facing Asda, interlinked with the existing shopping parade.



Chillingham Ownership - Existing Site Plan



The Proposals

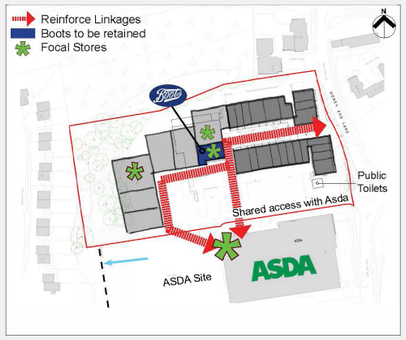




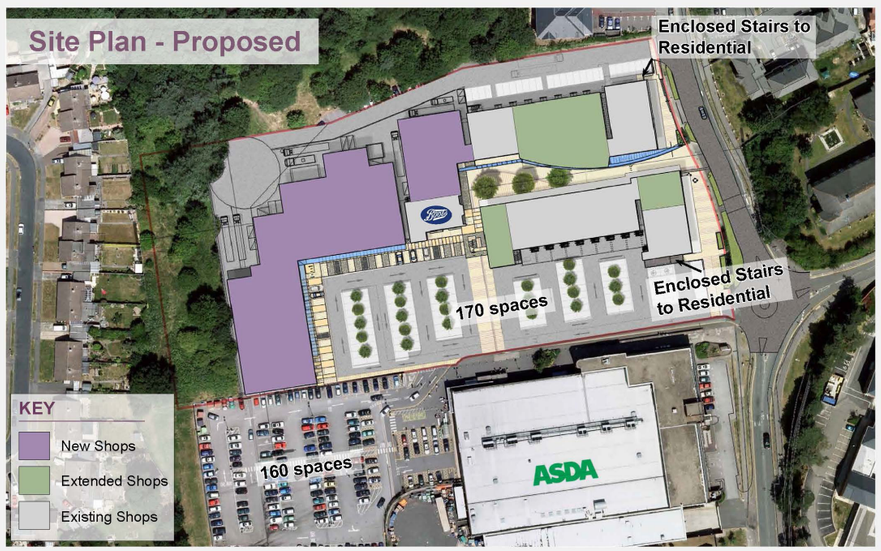


The Proposals

- Boots have elected to stay in their current location, continuing to serve the local Tilehurst Community.
- The proposals therefore "revolve" around Boots existing building, demolishing the rest of the block to create the new courtyard of shops, facing onto a reconfigured car park.
- The Asda car park will remain as current (160 spaces)
- There are also 170 customer car parking spaces for the extended shopping parade.
- The public toilets are considered for relocation within the proposals - or remain as current.



Chillingham Ownership - Proposed Site Plan



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Appendices

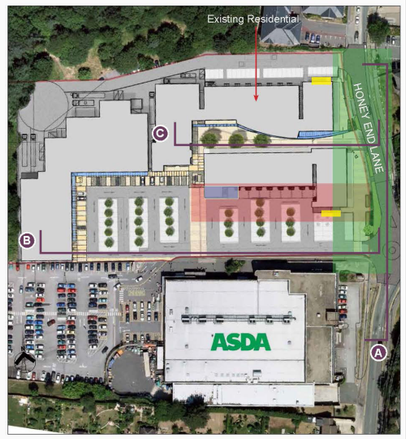
A4 PUBLIC CONSULTATION BOARDS

Transforming the Existing Parade



- The approach to the parade for pedestrians and car customers is currently uninviting.
- The Honey End Lane approach frontage will be upgraded
  - Existing cross canopy removed / canopies upgraded
  - Entrances upgraded
  - New paving pattern
  - New signage
  - Secure staircase enclosures to residential -
- The approach view of the shops will be screened and enhanced, with the linkage from Asda defined as the entrance to the upgrade precinct.
- A new security and management unit will be constructed at first floor with comprehensive CCTV of the scheme and the courtyard parking.







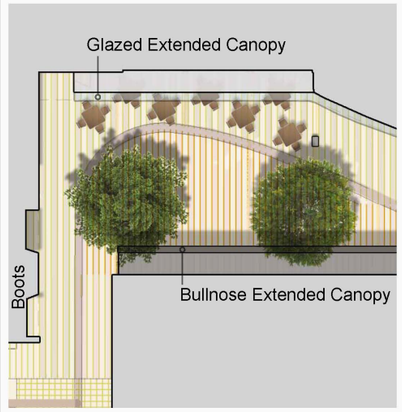
Honey End Lane Elevation



South Elevation To New Shops

Transforming the Existing Parade





Public Realm

- The precinct is enclosed, overly large with shaded corners and all the shop units are the same size, hence some have doubled up and many are unoccupied.
- The proposals therefore extend some of the shops to create more of a “mall” with a defined public realm seating area, continuing the new paving pattern from Honey End Lane.
- This paving is continued to the frontages of the new shops, transforming and extending the centre and strengthening the linkage with Asda.
- The new building next to Boots is two storeys with an entrance feature on the axis leading from Asda. The other shops are single storey, of varying depths and widths to attract a variety of retailers.
- The residents will have a dedicated, secure stair and lift access to the first floor.



Internal Courtyard - Extended Existing Shops



South Elevation - Approach View Entrance Upgraded

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Appendices

A4 PUBLIC CONSULTATION BOARDS

Walking through the Scheme





Honey End Lane - Pedestrian Access



The New Shopping Courtyard

Walking through the Scheme





Upgraded Site Access



The Asda Link - New Entrance

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