
Jacksons Corner, Reading

Planning Statement including Statement of Community Engagement

May 2016

Jacksons Corner, Reading

Planning Statement including Statement of Community Engagement

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APPENDICES

Appendix 1 - Extant Application Decision Notice

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1.0 INTRODUCTION

- 1.1 Barton Willmore LLP is instructed by SG Capital Ltd. to prepare a Planning Statement including Statement of Community Engagement in support of a full planning application for:

“Preservation of frontage of building 1-9, King’s Road, retention and enlargement of commercial space on the ground floor and basement levels, conversion of upper areas to 18 residential units. Demolition of commercial ancillary accommodation to rear and construction of new residential block of 16 units. Creation of central courtyard.”

- 1.2 The drawings and supporting documentation that accompany this application are listed below. The contents of the submitted planning application are based on the requirements of the Reading Borough Council’s (the ‘Council’s’) Validation Checklist for full planning applications.

Proposed Drawings:

Drawing Number	Drawing Title	Scale (where applicable)
1300 10 001	Existing and proposed site plans	1:500
1300 10 001	Existing basement plan	1:100
1300 10 002	Existing ground floor plan	1:100
1300 10 003	Existing upper ground floor plan	1:100
1300 11 004	Existing first floor plan	1:100
1300 11 005	Existing second floor plan	1:100
1300 11 006	Existing third floor plan	1:100
1300 11 007	Existing roof plan	1:100
1300 11 008	Basement plan	1:100
1300 11 009	Ground floor plan	1:100
1300 11 010	First floor plan	1:100
1300 11 011	Second floor plan	1:100
1300 11 012	Third floor plan	1:100
1300 11 013	Fourth floor plan	1:100
1300 11 014	Fifth floor plan	1:100
1300 11 015	Sixth floor plan	1:100
1300 11 016	Roof plan	1:100
1300 13 001	Section 1 & 2	1:100
1300 13 002	Section 3 & 4	1:100
1300 13 003	Section 5 & 6	1:100
1300 13 004	Section 7 – Existing + Proposed	1:100
1300 12 001	North + East elevation	1:100
1300 12 002	South Elevation – Existing + Proposed	1:100
1300 12 003	West Elevation – Existing + Proposed	1:100

Supporting Documentation:

- Planning Statement and Statement of Community Involvement, prepared by Barton Willmore LLP;
- Design and Access Statement, prepared by S333 Architects;
- Heritage Statement, prepared by Heritage Collective;
- Transport Statement, prepared by i-Transport;
- Framework Construction Traffic Management Plan, prepared by i-Transport;
- Acoustic Report, prepared by Auricl Acoustic Consulting;
- Drainage Strategy, prepared by Clancy Consulting;
- Ecological Appraisal, prepared by EPR;
- Utilities Statement, prepared by XCO2 Energy;
- Sunlight Assessment, prepared by XCO2 Energy;
- Sustainability Statement, prepared by XCO2 Energy;
- Energy Statement, prepared by XCO2 Energy;
- Air Quality Assessment, prepared by XCO2 Energy; and
- Viability Assessment, prepared by Doug Birt Consulting.

1.3 The application has been prepared in consultation with Officers' at Reading Borough Council. The Applicant has also consulted with the local community. A public exhibition was held in February 2016, to seek views from the local community on the draft proposals for the Site. Further details of consultation undertaken are contained with the Statement of Community Engagement chapter of this Planning Statement.

1.4 The application has been submitted to support the continued positive regeneration of Reading City Centre. The application demonstrates that the site is sustainably located and suitable for redevelopment. The Proposed Development meets the requirements of the National Planning Policy Framework (the 'Framework') and Reading Borough Council's Development Plan.

Structure of Planning Statement

1.5 **Chapter 2.0** of this statement (The Application Site and Surroundings) details the physical characteristics of the Application Site and its immediate surroundings.

1.6 **Chapter 3.0** (Planning History) sets out the planning history of the site and identifies an Extant Planning Permission (141713).

1.7 **Chapter 4.0** (The Proposed Development) provides details of the Proposed Development.

- 1.8 **Chapter 5.0** (Extant Planning Permission 141713) provides a comparison between the Proposed Development and the Extant Planning Permission 141713.
- 1.9 **Chapter 6.0** (Statement of Community Engagement and Pre-application Advice) sets out the community engagement which has been undertaken prior to the submission of this planning application as well as the pre-application advice which has been sought from Reading Borough Council.
- 1.10 **Chapter 7.0** (Relevant Planning Policies) makes reference to the relevant policies from Reading Borough Council's Development Plan, as well as relevant National policies and guidance. This section also identifies relevant Supplementary Planning Documents adopted by Reading Borough Council.
- 1.11 **Chapter 8.0** (Planning Issues) provides a response to the Development Plan Policies and other guidance which relate to the Application Site and the Proposed Development. It presents the planning balance to be made in determining the application. This chapter explains why the Proposed Development should be approved.
- 1.12 **Chapter 9.0** (Summary and Conclusions) sets out the conclusions of this Statement.

Who is SG Capital?

- 1.13 SG Capital are a dynamic and creative property developer, who have been designing vibrant new residential, and mixed-use developments across London and the South East for over 25 years.
- 1.14 SG Capital's portfolio includes developments in Chichester, Wimbledon, Finchley, Orpington, Farnham, Lewes and Earlsfield, Gloucester and Reading. SG Capital have managed to build an impressive reputation transforming properties into attractive modern developments enhancing their surroundings as well as regeneration projects. SG Capital have operated across small boutique luxury residential developments to large scale, mix-use, multi-million pound, regeneration schemes.

2.0 THE APPLICATION SITE AND SURROUNDINGS

- 2.1 The Site is 0.09 hectares (ha) in size, situated in the centre of Reading Town Centre, at the crossroads of King Street and High Street, the site is known locally as 'Jacksons Corner' and is a prominent and well-known, local landmark and meeting point.
- 2.2 The site includes Nos. 1-9, King's Road, made up of three different buildings; No.1 King's Road (Jacksons Corner); No. 3, King's Road and No.5-9, King's Road.
- 2.3 The land rises from the south to the north, up towards Market Place; with the King's Road frontage being one full storey below street level to the rear.
- 2.4 Directly off the High Street a narrow road runs between No. 8 and No. 2 Market Place, providing limited vehicular and pedestrian access.
- 2.5 The site is within the Market Place/London Street Conservation Area and is identified as a locally known landmark, and as a building of townscape merit which contributes to the special interest of the Conservation Area. The buildings within the site are not listed but are considered to be 'non-designated heritage assets' for planning purposes. Numbers 7 and 8 High Street (Lloyds Bank) and 1 and 2 Market Place, adjacent to the site are Grade II listed, as are buildings opposite the site to the west within the block containing 1-5 King Street (the former Barclays Bank).

Sustainability

- 2.6 The site is within Reading Town Centre which boasts an extensive range of facilities and services and is within a reasonable walking distance¹ of Reading Train Station. In addition there are several bus stops within a reasonable walking distance of the site; offering frequent bus services throughout Reading and through to surrounding settlements. Having regard to the sustainability of the site:
- The application site is located within a well-established network of pedestrian and cycle routes that encourage safe pedestrian and cycle activity in the local vicinity;
 - The site is significantly well served by an extensive bus network that provides high frequency services throughout the day, including evening and school services;
 - Reading station is situated circa 480m walking distance to the north-west of site

¹ 800 metres as defined by Manual for Streets

- (Approximately six minutes' walk). Trains operated by Great Western Railway, South West Trains and Cross Country provide direct connections to key destinations such as London (Paddington and Waterloo), Gatwick Airport, Oxford, Maidenhead, Basingstoke, Guildford and Swindon. Direct trains are also available to destinations further afield including Bristol, Southampton, Exeter and Birmingham.

2.7 Overall, as illustrated in greater detail in the accompanying Transport Statement, the site can be considered a highly sustainable location for new development.

3.0 PLANNING HISTORY

- 3.1 The site has been subject of several planning applications, however of particular note is planning application 141713 for:

“Preservation of frontage building 1-9, King’s Road, retention of commercial space on the ground floor and basement levels, conversion of upper areas to 18 residential units. Demolition of commercial ancillary accommodation to rear and construction of new residential block of 11 units. Creation of central courtyard.”

- 3.2 Application 141713 was granted on 30th March 2015 and according to Condition 1 of the Decision Notice (contained at **Appendix 1**) must be implemented within 3 years of the grant of consent. Therefore, the application is ‘extant’ and could be implemented up to 30th March 2018. A comparison between this extant permission and the current Proposed Development is contained in Chapter 5 of this Statement.

4.0 THE PROPOSED DEVELOPMENT

- 4.1 The proposals comprises the retention and enlargement of the existing commercial space at ground floor and basement levels of 1-9 King's Road with the conversion of the upper floors to residential dwellings. The proposal also involves demolition of the commercial block to the rear and erection of a new purpose building containing 18 high quality residential dwellings around a central court yard. The description of development is as follows:

“Preservation of frontage of building 1-9, King’s Road, retention and enlargement of commercial space on the ground floor and basement levels, conversion of upper areas to 18 residential units. Demolition of commercial ancillary accommodation to rear and construction of new residential block of 16 units. Creation of central courtyard.”

- 4.2 SG Capital Ltd. consider that that the Proposed Development represents a prime opportunity for a sustainable residential-led development on a Brownfield site. In summary, the proposal will:

- Deliver 34 high quality flats including a good mix of 1, 2 and 3 bed units including affordable units as set out in the accompanying Viability Assessment;
- Create 3 new restaurant A3 units to complement the existing provision already found in Reading City Centre and in particular the Oracle; and
- Retain and sensitively make good use of Jacksons Corner.

5.0 COMPARISON WITH EXTANT PLANNING PERMISSION 141713

- 5.1 The site was subject to a planning application (141713) which was approved on 30th March 2015 for:

“Preservation of frontage building 1-9, King’s Road, retention of commercial space on the ground floor and basement levels, conversion of upper areas to 18 residential units. Demolition of commercial ancillary accommodation to rear and construction of new residential block of 11 units. Creation of central courtyard.”

- 5.2 Planning application (141713) is extant and therefore could currently be implemented. However, the premises have since changed ownership to SG Capital Ltd. who would like to explore a fresh proposal for the site.

- 5.3 The current proposal seeks to maintain many of the principles established through the extant permission (141713), including:

- Conversion of the first to third floor of Jacksons corner and first and second floor of No. 3 King’s Road to residential units;
- Retention of the existing shop front for commercial units; and
- Redevelopment of the existing building to the rear.

- 5.4 The proposals, as per the consented scheme, also include the:

- Provision of new and refurbished windows to the upper floors;
- Retention and refurbishment of the existing ‘Jacksons Corner’ sign; and
- Provision of three new windows at the third floor level of No. 3 King’s Road.

- 5.5 Units 1-9 King’s Road ground floor uses are designated ‘active frontage’ as defined by Policy RC10 (Existing Active Frontage) of the Reading Central Area Action Plan (2009) and therefore seek to retain the existing active ground floor designation. The extant permission included the retention of retail space, by providing three separate units which would have extended across the whole of the ground floor, frontage area of King Street and continues into the basement area to the rear as the ground rises at the lower ground level. As per the extant permission the proposal seeks to divide the ground floor into three commercial units respecting the existing frontages of No. 1 King’s Road; No. 3, King’s Road and No. 5-9, King’s Road. In comparison, this new proposal would:

- Seek to modernise the commercial space, making it more suitable for modern day use and increasing the commercial floorspace by a gross internal floor area of 94 sq. m greater than the commercial space associated with the existing building and 82.5 sq. m greater than the commercial space proposed to be provided by the extant permission;
- Increase the flexibility of the ground floor by creating larger units with level slabs;
- Minimise the impact to the current Jacksons department store façade at ground floor; and
- Remove the need to introduce a new residential entrance from King's Road.

5.6 The extant permission defined 'commercial use' as in the agreed S106 meaning 'the floorspace within the Development which does not comprise residential units'. This new proposal seeks to utilise the ground and basement levels for an exciting new restaurant offer (A3 Use Class) for the City Centre which complements the existing restaurant offer seen elsewhere in the centre of Reading. It is considered that this is a principle that has been established under planning permission 141713.

5.7 The principle of converting the upper floors of Jacksons Corner is also established through the extant planning permission 141713 and SG Capital Ltd. proposes to convert the first to third floor of Jacksons corner and first and second floor of No. 3 King's Road to residential units as per the consented scheme but create better living accommodation, to include:

- Better aspect to the flats in the existing building;
- Increase in the size of the units to fulfil local and national space standards; and
- Moving bedrooms away from the busy Kings Street, where possible.

5.8 To the rear of site it is proposed to demolish the existing building and in its place seek to create a new 'L-shaped block' which pulls away from existing buildings and allows for a bigger courtyard space in the middle of the site. This would:

- Deliver a more generous central courtyard space with improved landscaping;
- Increase the distances between the existing building and the new building at the rear;
- Increase the size of the units to fulfil local and national space standards;
- Provide much needed housing in the centre of Reading creating a greater balance between the number of 1, 2 and 3 bed units.

- 5.9 The new residential block is of varied height, rising to six storeys in the north-west corner of the site. While higher than the consented scheme (four storeys) the increase in height provides for a more open courtyard directly behind the frontage building which allows for greater distances between the frontage block and continues the morphology of variegated roofs in the conservation area. The form of the replacement development maximises the potential of the constrained courtyard site while respecting the existing form and scale of surrounding development.
- 5.10 These additional storeys will also assist in delivering much needed housing in the centre of Reading. The proposed height of the building, would be set in the context of a varied skyline as demonstrated in the accompanying Design and Access Statement and Heritage Statement.
- 5.11 Overall, the proposal would provide three commercial units respecting the existing 'active frontages' designation of No. 1 King's Road; No. 3, King's Road and No. 5-9, King's Road and provide 34 high quality flats (comprising of 19 x 1 bed flats, 13 x 2 bed flats, and 2 x 3 bed flats) - 5 more dwellings than granted consent under planning application 141713.
- 5.12 In relation to planning application 141713, the absence of parking within the proposals was accepted on the basis that the residential occupiers would not be entitled to on-street parking permits and therefore the same approach is adopted in relation to these new proposals.
- 5.13 In terms of access the proposal will:
- Provide pedestrian access to the rear building via the laneway between No. 8 High Street and No. 2 Market Place, this would allow for the retention of the Jacksons shopfront in full;
 - Provide access to the first to third floor of Jacksons Corner and first and second floor of No. 3 King's Road via a new lightweight external gallery to the rear;
 - Provide access to commercial units in line with the existing buildings lines and frontages; and
 - Servicing arrangements for the retail units would be as per those accepted in relation to extant permission (141713) which includes a new loading bay is to be provided to the front of the site and a secondary service access to the middle retail unit via a service lift adjacent to the rear bin store and turning area.

- 5.14 A Transport Statement has been prepared by i-Transport and is submitted in support of this planning application.

6.0 STATEMENT OF COMMUNITY ENGAGEMENT AND PRE-APPLICATION ADVICE

Statement of Community Engagement

- 6.1 The programme of community engagement undertaken has been designed to reflect the latest guidelines and best practice in terms of the policies set out in the Localism Bill and the Framework.
- 6.2 The Framework states that good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community. Particular regard has been had to paragraph 188 of the Framework, which states that:

“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”

- 6.3 Paragraph 189 continues:

“Local Planning Authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think it would be beneficial, encourage applicants who are not already required to do so by law to engage with the local community before submitting their applications”

- 6.4 Paragraph 190 advises:

“The more issues that can be resolved at pre-application stage, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same proactive approach, and provide advice in a timely manner throughout the development process. This assists Local Planning Authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs”

6.5 Paragraph 191 finishes by explaining:

“The participation of other consenting bodies in pre-application discussions should enable early consideration of all the fundamental issues relating to whether a particular development will be acceptable in principle, even when other consents relating to how a development is built or operated are needed at a later stage. Wherever possible, parallel processing of other consents should be encouraged to help speed up the process and resolve any issues as early as possible.”

6.6 Reading Borough Council has an adopted Statement of Community Involvement (March 2014). Chapter 7 of the document sets out the Council's advice for consulting with the community:

“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. This is particularly the case for proposals that are sensitive or of a significant scale.”

6.7 The Applicant's objectives for the public consultation undertaken in respect of the submitted application were to:

- Engage and involve residents and local businesses who are most likely to be affected by the development;
- Present our proposals clearly and honestly;
- Listen and provide feedback;
- Be clear about what we are able to change as part of the consultation and why; and
- Be clear about what we cannot change and why.

6.8 The Applicant has recognised the importance of identifying residents and businesses most likely to be affected by the proposal, contacting them at an early stage in the process and trying to resolve any issues ahead of the submission of the planning application.

6.9 Public consultation was primarily achieved through a public exhibition held at Jacksons Corner on Saturday 27th February 2015. The exhibition on ran from 11am to 3pm. Details on how this was organised are set out below. A copy of the exhibition boards on display at contained within **Appendix 2**.

Publicity of the Event

- 6.10 For the public exhibition on the 27th February 2015 flyers were sent to all addresses within a 150metres radius of the site. A copy of the flyer sent out to neighbours is contained at **Appendix 3**.

Public Exhibition

- 6.11 The public exhibition was attended by approximately 41 people and we received 6 completed feedback forms, some of which were received on the day and some which followed in the post. A copy of the feedback form is contained at **Appendix 4**.
- 6.12 People arriving at the event were welcomed by a member of the consultant team, invited to examine the exhibition boards and were encouraged to direct questions to any member of the consultant team. They were also encouraged to complete a feedback form and return it to a drop-box for the team to review and consider in due course.
- 6.13 A separate email address (jacksonscorner@bartonwillmore.co.uk) was set up and advertised at the consultation so that members of the public could contact the design team with their comments after the exhibition had taken place.
- 6.14 The project team in attendance and their areas of expertise were:
- Dominic Papa, S333 Architects - architectural queries
 - Hugh Taylor, Heritage Collective - heritage queries
 - Mark Utting, Barton Willmore - general and town planning queries
- 6.15 The comments received verbally on the day of the consultation and in writing by the completed feedback forms were generally very positive. Most people liked the fact that the proposal makes use of Jacksons whilst preserving the original façade. There was also a positive reaction to the use of ground and basement levels as restaurants and to providing high quality living accommodation above and at the back of the site.
- 6.16 From the community engagement activity we have established that key concerns surround the let ability of the commercial space and in relation to the height of the building to the rear of Jacksons.

- 6.17 In terms of the let ability of the commercial units, whilst this is not a planning matter, it is understood that the Applicant has engaged appropriate letting agents to deal with this matter.
- 6.18 The building height of the residential block is considered to be appropriate given the character and appearance of the surrounding skyline and is typical of the varied skyline of Reading. As set out in the accompanying Heritage Statement, though higher than the consented scheme the proposed residential block will only result in a minimal change in views within the conservation area.
- 6.19 SG Capital Ltd. has endeavoured to fully engage with the community and the design is reflective of this approach as far as reasonably practical. The level of engagement is considered appropriate in terms of the significance of the proposals and in light of the existing extant permission.

Reading Borough Council Pre-application Advice

- 6.20 A pre-application enquiry (reference 151947) was made to the Council on 30th October 2015 by way of an initial consultation exercise.
- 6.21 A series of meetings were held with a Senior Planning Officer on the following occasions:
- 19th November 2015
 - 26th November 2015
 - 17th December 2015
 - 14th January 2016
- 6.22 The Applicant and design team have worked closely with Officers' at Reading Borough Council prior to the submission of this Planning Application in order to present a scheme which builds upon the extant consent and provides the high level of quality which is expected for this predominant city centre site.

7.0 PLANNING POLICY CONTEXT

Overview

- 7.1 At the national level, relevant policy and guidance is set out within the Framework published in 2012 and the supporting Planning Practice Guidance ('the PPG') published in 2014.
- 7.2 S38(6) of the Planning and Compulsory Purchase Act 2004 requires that all planning applications be determined in accordance with the provisions of the Development Plan unless material considerations indicate otherwise. The Development Plan for Reading comprises:
- Reading Borough Council Core Strategy DPD (CS) (January 2008)
 - Reading Borough Council Area Action plan (January 2009)
 - Reading Borough Council Sites and Detailed Policies DPD (SDPD) (October 2012)
- 7.3 Other planning documents that will need to be considered are:
- Affordable Housing Revision to the Local Plan (2015);
 - Affordable Housing Supplementary Planning Guidance (July 2013);
 - Parking Standards and Design Supplementary Planning Document (October 2011);
 - Sustainable Design and Construction Supplementary Planning Document (July 2011);
 - Planning Obligations under Section 106 Development Plan Document (April 2015);
 - Community Infrastructure Levy Charging Schedule (January 2015);
 - Market Place/London Street Conservation Area Appraisal (2004); and
 - Residential Conversions Supplementary Planning Document (November 2013).

National Planning Policy Framework

- 7.4 Relevant national planning policy guidance can be found in the Framework which was published on the 27th March 2012, making key reforms to the planning system.
- 7.5 The Framework establishes that while planning decisions should be taken in accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, they should also be made in the context of a presumption in favour of sustainable development.

- 7.6 At the heart of the Framework is a presumption in favour of sustainable development which should be seen as a golden thread running through both plan-making and decision-taking. For decision-taking this means approving development proposals that accord with the development plan without delay.
- 7.7 Paragraph 14 of the Framework is important and highlights the fact that at the heart of the Framework there is a presumption in favour of sustainable development. It states:

“...a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking.”

Building a Strong, Competitive Economy

- 7.8 Paragraph 19 of the Framework states that the Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

Promoting Sustainable Transport

- 7.9 According to Paragraph 29 of the Framework, transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives.

Delivering a Wide Choice of High Quality Homes

- 7.10 In line with Paragraph 47 of the Framework local planning authorities should ensure that their Local Plan meets the full, objectively assessed needs for market and affordable housing.
- 7.11 According with Paragraph 49 of the Framework housing applications should be considered in the context of the presumption in favour of sustainable development.

Requiring Good Design

- 7.12 Paragraph 56 of the Framework outlines how the Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Promoting Healthy Communities

- 7.13 Paragraph 73 of the Framework states that access to high quality open spaces and opportunities from sport and recreation can make an important contribution to the health and well-being of communities.
- 7.14 Paragraph 75 of the Framework states that planning policies should protect and enhance public rights of way and access.

Planning Practice Guidance

- 7.15 PPG was published on 6 March 2014 and is supplementary to the National Planning Framework. The guidance should be read in conjunction with the Framework and is also a material consideration in the determination of planning applications.
- 7.16 Of particular interest, is PPG (Design) which focuses on new development delivery a high quality of design and requires that good design responds to both the function and identity of place. Paragraph 002 requires that good design enhances and quality of the buildings and spaces including form and function. Paragraph 007 promotes character in the townscape and reinforcing locally distinctive patterns of development with view into and out of sites being carefully considered as part of the design process.
- 7.17 In addition, Paragraph 004 considers that local planning authorities should give great weight to outstanding or innovative designs and the proposals “economic, social and environmental benefits.”

Development Plan

- 7.18 As set out above, Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that where the development plan contains relevant policies, applications for development which are in accordance with the plans should be allowed unless other material considerations indicate otherwise. The Development Plan for Reading comprises:

Document	Description	Date of Adoption
Core Strategy	Sets out the overall planning strategy and principles for development.	January 2008
Area Action Plan	Sets out the planning principles for the centre of Reading up until 2026.	January 2009
Sites and Detailed Policies DPD including Proposals Map	Sets out detailed planning policies including sites identified for development and protection.	October 2012

Reading Borough Core Strategy (2008) ('CS')

- 7.19 The adopted Reading Borough Core Strategy (2008) is the Council's key planning document and is used as the basis for all planning decisions taken within the Borough.
- 7.20 Of the policies contained within the CS those which are relevant to the determination of the proposed development are listed in the table below.

Reading Borough Core Strategy (2008)	General Purpose	Compliance		Comment or Justification for Departure
		Yes	No	
Policy CS1 (Sustainable Construction and Design)	New development will be acceptable where the design of buildings and site layouts use energy, water, minerals, materials and other natural resources appropriately, efficiently and with care and take account of the effects of climate change.	Y		The proposal will improve the character and quality of this existing brownfield site and contribute towards a safe, pleasant, convenient and interesting environment. The proposal is in keeping with the character and visual appearance of the area and protect neighbouring amenity as demonstrated in the accompanying Design and Access Statement and Heritage Statement.

Reading Borough Core Strategy (2008)	General Purpose	Compliance		Comment or Justification for Departure
		Yes	No	
Policy CS3 (Social Inclusion and Diversity)	Development should recognise and take account of the social and cultural diversity of the area in which it is located, and contribute to the enhancement of local distinctiveness.	Y		The proposal will provide a broad mix of housing options for all in the centre of Reading. The proposal will contribute to the enhancement of local distinctiveness in retaining and enhancement a locally listed building.
Policy CS4 (Accessibility and Intensity of Development)	The scale and density of development within the Borough will be related to its level of accessibility by walking, cycling and public transport to a range of services and facilities.	Y		The site is located in the heart of Reading with access to an extensive range of services and facilities easily accessible by a number of transport modes.
Policy CS7 (Design and the Public Realm)	All development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located.	Y		The proposal will be of a very high quality as set out in the accompanying Design and Access Statement.
Policy CS5 (Inclusive Access)	All buildings should be located, sited and designed to provide suitable access to, into and within, its facilities, for all potential users.	Y		The proposed development is designed to enable access to all including lift access.
Policy CS9 (Infrastructure, Services, Resources and Amenities)	Proposals for development will not be permitted unless the local planning authority is satisfied that infrastructure, services, resources, amenities or other assets lost or impacted upon as a result of the development or made necessary by the development will be provided or re-provided.	Y		The Applicant is willing to pay all appropriate CIL monies for infrastructure which will be necessary to mitigate against the development.
Policy CS20 (Implementation of Reading Transport Strategy)	Planning permission will not be granted unless the proposed development contributes appropriately to the provision of a balanced transport network.	Y		The proposal will ensure the safe movement of people and vehicles, whilst minimising impact upon the environment. The applicant is willing to pay appropriate CIL contributions to local transport infrastructure.

Reading Borough Core Strategy (2008)	General Purpose	Compliance		Comment or Justification for Departure
		Yes	No	
Policy CS36 (Biodiversity and Geology)	Development should retain, protect and incorporate features of biodiversity or geological interest.	Y		Measures to maintain the ecological value of the site is contained within the accompanying Ecology Report. No protected species would be adversely affected as a result of the development.
Policy CS15 (Location, Accessibility, Density and Housing Mix)	Developments should provide an appropriate range of housing opportunities in terms of a mix of housing types, sizes and tenures, in accordance with the findings of a housing market assessment.	Y		The proposal is designed to make best use of the site and provides a good mix of housing as set out in Chapter 8 of this Statement.
Policy CS16 (Affordable Housing)	All developments of 15 dwellings and above will provide 30% of the total number of dwellings, subject to viability.	Y		Affordable housing is to be provided in accordance with Policy CS16.
Policy CS2 (Waste Minimisation)	Development should demonstrate measures to minimise the generation of waste in the construction, use and life of buildings and promote more sustainable approaches to waste management.	Y		The proposals is designed to minimise the generation of waste in construction and promotes sustainable approaches to waste management.
CS22 Transport Assessments	Planning permission will not be granted unless development proposals make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety by all modes of transport from all parts of a development, particularly by public transport, walking and cycling, in accordance with an agreed transport assessment submitted as part of the application.	Y		The proposals make appropriate provision for works and will make all necessary contributions to ensure an adequate level of accessibility and safety by all modes of transport from all parts of a development.
CS23 Sustainable Travel and Travel Plans	Planning permission will not be granted for major development proposals unless there is a commitment to implement measures to promote and improve sustainable transport facilities.	Y		The Applicant is committed to implementing measures to promote and improve sustainable transport facilities as set out in the accompanying Transport Statement.

Reading Borough Core Strategy (2008)	General Purpose	Compliance		Comment or Justification for Departure
		Yes	No	
CS24 Car / Cycle parking	Maximum car parking standards and cycle parking requirements will be applied in relation to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport.	Y		As set out in the accompanying Transport Statement the proposal is for a car free development given the sites highly sustainable city centre location. This was previously agreed through the extant permission and remains appropriate for this new proposal.
CS25 Scale and location of retail, leisure and cultural development	Major retail and main town centre leisure and culture development will take place in, or as an extension to, the centre of Reading.	Y		The commercial units on the ground and basement levels are appropriate for the site's town centre location.
CS27 Maintaining the Retail Character of Centres	A strong retail character will be maintained in the centres identified as being part of the network. Significant groupings of non-retail uses in one part of a centre will not be allowed.	Y		The proposals create three new commercial units which will complement the existing commercial representation in the vicinity.
CS33 Protection and Enhancement of the Historic Environment	Historic features and areas of historic importance and other elements of the historic environment, including their settings, will be protected and where appropriate enhanced.	Y		The proposals are considered to represent an acceptable level of change to the historic environment which provides a small enhancement to the significance of the Market Place/London Street Conservation Area and the two grade II listed buildings; Nos.7 and 8 High Street, as set out in the accompanying Heritage Statement.
CS34 Pollution and Water Resources	Development will only be permitted where it would not be damaging to the environment through air, land, noise or light pollution.	Y		The development will not be damaging to the environment as set out in the accompanying noise and air quality assessment.

Reading Area Action Plan

- 7.21 Those policies of Reading's Area Action Plan which would be relevant to the determination of any future planning application in this location are summarised below. It contains detailed policies against which development proposals can be assessed.

Policy Reference Policy Title	Policy Description	Compliance		Comment or Justification for Departure
		Yes	No	
RC5 Design in the Town Centre	The architectural details and materials used in the central area should be high quality and respect the form and quality of the detailing and materials in areas local to the development site.	Y		The proposal is in keeping with the character and visual appearance of the area and protect neighbouring amenity as demonstrated in the accompanying Design and Access Statement and Heritage Statement.
RC6 Definition of the Centre	Retail development will take place in the Primary Shopping Area, as defined on the Proposals Map.	Y		The commercial units on the ground and basement levels are retained.
Policy RC9 (Living In the Centre)	All proposals for residential development within the central area will be required to contribute towards a mix of different sized units within the development. Proposals for new residential development within the central area will be required to demonstrate how the issue of potential noise disturbance from neighbouring land uses and other sources, and air quality implications of residential development, have been considered and if necessary, mitigated.	Y		The proposal will improve the character and quality of this existing brownfield site and contribute towards a safe, pleasant, convenient and interesting environment. The proposal is also designed to make best use of the site and provides a good mix of housing.
Policy RC10 (Active Frontages)	Uses on the ground floor along the designated active frontages will be within one of the following use classes: A1, A2, A3, A4, A5, C1, D1, D2 or related sui generis uses.	Y		The commercial units on the ground and basement levels are retained.

Sites and Detailed Policies Document 2012

- 7.22 Those policies of the adopted Sites and Detailed Policies Document which would be relevant to the determination of any future planning application in this location are summarised below.

Policy Reference Policy Title	Policy Description	Compliance		Comment or Justification for Departure
		Yes	No	
Policy SD1 (Presumption in favour of Sustainable Development)	Planning applications that accord with the policies in the development plan (including, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise. Proposed development that conflicts with the development plan will be refused, unless other material considerations indicate otherwise.	Y		The proposal will accord with the policies in the Development Plan as well as being consistent with National Planning Policy and guidance as set out in this Planning Statement.
DM1 Adaptation to Climate Change	All developments will demonstrate how they have been designed to incorporate measures to adapt to climate change.	Y		The proposal is considered to be highly sustainable. The proposal is for a car free development and the building will accord with strict levels of energy efficiency as set out in the accompanying Energy Statement.
DM3 Infrastructure Planning	Proposals for development will make appropriate provision for the following infrastructure, services, resources and amenities. Such provision will be secured through planning obligations and/or the Community Infrastructure Levy as relevant.	Y		The applicant is willing to pay appropriate contributions to local transport infrastructure.
DM4 Safeguarding Amenity	Development will not cause a significant detrimental impact to the living environment of existing or new residential properties.	Y		The development has been designed to have due regard to existing and new residential amenity as set out in the accompanying Design and Access Statement.
DM10 Private and Communal Outdoor Space	Dwellings will be provided with functional private or communal open space that allows for suitable sitting-out areas, children's play areas, home food production, green waste composting, refuse storage, general outdoor storage and drying space. Houses will be provided with private outdoor space whereas flats may be provided with communal outdoor space, balconies and/or roof gardens.	Y		The development incorporates private balconies to the residential dwellings in the block to the rear of Jacksons and a shared amenity space in the form of a central court yard. The proposals also incorporate sufficient safe and accessible refuse storage.

DM19 Air Quality	Development should have regard to the need to improve air quality and reduce the effects of poor air quality.	Y		This application is accompanied by an Air Quality Assessment which considers the need to improve air quality.
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Emerging Policy

- 7.23 The Council is currently preparing a new Local Plan for the Borough which sets out how Reading will develop up to 2036. This new Local Plan will replace the Borough's current development plan once adopted. The new Local Plan Issues and Options (Reg 18) consultation ran from 22 January to 7 March 2016.
- 7.24 The emerging Local Plan once adopted will replace existing Development Plan policies. Of particular interest at this very early stage of plan progress is the identified housing need from the Borough which is derived from the West Berkshire SHMA figure of 2,855 homes per annum up to 2036 in the Western SHMA which includes Reading, West Berkshire, Wokingham and Bracknell Forest. The identified need for Reading is 699 homes a year. This represents a substantially higher need than Reading have been planning for in the current plan (572 homes a year).
- 7.25 In terms of affordable housing need the emerging Local Plan recognises what can actually be achieved through new developments is dependent on what it is viable to provide. Reading went through a process of amending its affordable housing policies recently, seeking 30% of provision on larger sites with adoption in January 2015. The emerging Local Plan therefore does not currently propose to make significant changes to this policy.

8.0 PLANNING CONSIDERATIONS

- 8.1 The following section provides our assessment of the proposal against relevant planning policy.

Principle of Development

- 8.2 The principle of ground floor and basement commercial with conversion of the upper levels to residential has been established through planning application 141713.
- 8.3 Over the plan period to 2026, Reading Borough Council have committed through Core Strategy Policy CS14 (Provision of Housing) to deliver 572 dwelling per annum between 2006-2016 through both allocated sites but also larger and smaller previously developed windfall sites. This figure is likely to rise to 699 dwellings per annum as set out in the emerging new Local Plan. There is clearly a pressing need to deliver significantly more new homes in the Borough up to 2036 and providing higher densities on existing Brownfield sites is likely to help significantly in delivering this housing need.
- 8.4 The site is located within the urban settlement boundary of Reading and is within a sustainable area where excellent public transport links and pedestrian/cycle routes provide access to both the town centre and surrounding areas. As such, the principle of redevelopment should be acceptable as it is in accordance with the Framework's presumption in favour of sustainable development and CS Policy CS1 (Sustainable Construction and Design).
- 8.5 Units 1-9 King's Road ground floor uses are designated 'active frontage' as defined by Policy RC10 (Existing Active Frontage) of the Reading Central Area Action Plan (2009). Policy RC10 will only permit new development (or alterations of existing uses) that retain their designated active frontages. As such, the existing commercial space is retained and floor space increased to provide a better quality and viable space.
- 8.6 The principle of ground floor and basement commercial with conversion of the upper levels to residential has been established through planning application 141713, subject to the detail design within the central urban location. It is understood from the extant permission that 'commercial use' as defined by the agreed S106 means 'the floorspace within the Development which does not comprise residential units' and therefore we consider that this could encompass A3 use classes at ground floor level. The site is highly

sustainable and in terms of facilities and location, well suited to residential development in accordance with the overarching aims of the Reading Core Strategy, 2008.

- 8.7 Buildings to the rear of the main frontage building are more modern ancillary buildings, including a 1930's warehouse and an arrangement of other smaller buildings and structures. These buildings are not readily visible from outside the site, being screened by larger buildings around. It is considered that their demolition is appropriate and will enhance the character and visual appearance of the site. This is consistent with extant permission 141713.

Heritage

- 8.8 The site is within the Market Place/London Street Conservation Area and is identified as a locally known landmark, and as a building of townscape merit which contributes to the special interest of the Conservation Area. The buildings within the site are not listed but are considered to be 'non-designated heritage assets' for planning purposes. Numbers 7 and 8 High Street (Lloyds Bank) and 1 and 2 Market Place, adjacent the site are Grade II listed, as are buildings opposite the site to the west within the block containing 1-5 King Street (the former Barclays Bank).
- 8.9 Careful consideration has been had toward the heritage value of the site and this planning application is accompanied by a comprehensive Heritage Statement which demonstrates that the proposal comply with Policy CS33 (Protection and Enhancement of the Historic Environment) which seek to protect all heritage assets and reduce any negative impact on these areas as well as the Framework and PPG.
- 8.10 As per the consented scheme the following elements are proposed:
- Existing shopfront retained for commercial units;
 - New and refurbished windows to the upper floors;
 - Existing 'Jacksons Corner' sign retained and refurbished; and
 - Three new windows proposed to the third floor level of No. 3 King's Road.
- 8.11 In a departure from the consented scheme the residential block will be reorganised and enlarged. It will be formed in a rough 'L' shape wrapped around the site boundaries to the north-west. The new residential block is of varied height, rising to six storeys in the north-west corner of the site. While higher than the consented scheme (four storeys) the increase in height provides for a more open courtyard directly behind the frontage building which allows for greater distances between the frontage block and continues the

morphology of variegated roofs in the conservation area. The form of the replacement development maximises the potential of the constrained courtyard site while respecting the existing form and scale of surrounding development.

- 8.12 As set out in the accompanying Heritage Statement, the introduction of a contemporary residential building of high quality design will represent an appropriate addition to the conservation area. It will not dominate the courtyard area due to the gradual increase in height, orientation and siting of the building and the increased openness of the courtyard.
- 8.13 Though higher than the consented scheme the proposed residential block will only result in a minimal change in views within the conservation area. In most views existing development can be seen in the backdrop to Jacksons and the visibility of a small portion of the proposed residential block is unlikely to incur any harm (either substantial or less than substantial in NPPF terms) to the character and appearance of the conservation area.
- 8.14 There will be a visual change to views from within the rear courtyard at Jacksons Corner and in views from the north. However, this change is not considered harmful due to the appropriate form, and scale of the proposed replacement building. As per the consented scheme the proposed residential block will provide a more appropriate architectural form to enhance the setting of the two listed buildings at No. 7 and 8 High Street and improve the setting of the frontage buildings on King's Road than the existing situation.
- 8.15 The proposed building will be contextual and relate to the character and appearance of the conservation area and of the highest quality.
- 8.16 The proposed scheme allows for the future conservation and maintenance of Jacksons Corner, an undesignated heritage asset. However, due to the loss of a number of late 19th and early 20th century buildings to the rear courtyard there will be a limited effect on the historic interest of the application site.
- 8.17 The accompanying Heritage Statement has carefully assessed the significance of these heritage assets and the contribution that their setting makes to this significance. Following this assessment it is ascertained that the proposed development will represent a slight enhancement to the significance of the listed buildings due to the careful design, scale and form of the development and the resultant improvement to the area behind the street frontages.

- 8.18 Overall the accompanying Heritage Statement demonstrates that the development complies with local and national policy and guidance. It establishes that the development will result in an acceptable level of change to the historic environment which provides a small enhancement to the significance of the Market Place/London Street Conservation Area and the two grade II listed buildings; Nos. 7 and 8 High Street.

Design and Amenity

- 8.19 Whilst the site is surrounded principally by other commercial uses, neighbouring properties could potentially be affected by the proposals for residential development. It will be important to ensure that neighbouring amenity is sufficiently protected.
- 8.20 Under SDPD Policy DM4 (Safeguarding Amenity) new development should take the surrounding living environment into consideration.
- 8.21 Policy CS18: Residential Conversions of the Core Strategy and DM8: Residential Conversions in the Sites and Detailed Policies Document seek to protect the amenity and character of the surrounding area, particularly in terms of intensification of activity, loss of privacy, loss of external amenity space, the provision and location of adequate on-site car parking, and the treatment of bin storage areas.
- 8.22 The Residential Conversions Supplementary Planning Document (November 2013) provides detail on the interpretation of policy CS18: Residential Conversions of the Core Strategy and DM8: Residential Conversions in the Sites and Detailed Policies Document.
- 8.23 The Sustainable Design and Construction Supplementary Planning Document (July 2011) requires that new development must demonstrate high quality and sustainable design that respects and enhances the character and appearance of the area, and makes a positive contribution to the quality of life of residents.
- 8.24 The accompanying Design and Access Statement sets out in detail the design rationale for the proposal, how it fits in with the character and appearance of the site and how neighbouring amenity is protected.

Landscape and Arboriculture

- 8.25 Whilst there are no existing trees within the site; any development is required to provide opportunities for new planting to enhance the site's appearance and improve the outlook for both existing and proposed residents. Detailed landscaping proposals for the site including the central courtyard are set out within the accompanying Design and Access Statement.

Ecology

- 8.26 Any proposal should protect and enhance any ecological assets and developments that have the potential to affect habitats should be accompanied by relevant surveys and assessments. Whilst this is a brownfield site there may be potential for ecological interest on the site.
- 8.27 This Planning Application is accompanied by an Ecological Assessment of the site which has had due regard to the ecological value of the site in accordance with Policy CS36 of the Reading Borough LDF Core Strategy 2008.

Access and Accessibility

- 8.28 The site is within Reading Town Centre which boasts an extensive range of facilities and services. The site is located within a reasonable walking distance² of Reading Train Station and there are several bus stops within a reasonable walking distance of the site; offering frequent bus services throughout Reading and through to surrounding settlements. The site is also within reasonable walking and cycling distance of an extensive range of local amenities and services.
- 8.29 Overall, it is considered that the Site is a prime location for a sustainable residential-led development with commercial (A3 uses) on the ground and basement levels. A Transport Statement has been prepared by i-Transport and is submitted in support of this planning application.
- 8.30 Policy CS20 states that:

² 800 metres as defined by Manual for Streets

“Planning permission will not be granted unless the proposed development contributes appropriately to the provision of a balanced transport network as outlined in the Reading Transport Strategy, including the implementation of the core transport infrastructure projects and area action plans. Such projects and plans will include the provision of measures that make alternatives to the use of private cars (such as walking, cycling and the use of public transport) more attractive, and contribute to improved accessibility and transport safety in accordance with Policy CS4.”

- 8.31 Policy CS4 requires development to be close to services and facilities which should be accessible by walking, cycling and public transport.
- 8.32 Policy CS23 states that for major development proposals, transport assessments should give priority to enabling users of, and visitors to the development, sustainable travel choices using non-car modes of transport. This should include provision that enables walking, cycling and the use of public transport from the development.
- 8.33 Reading Local Transport Plan aligns with the Core Strategy and highlights objectives towards achieving improved transportation systems, promoting sustainable travel choices, providing safe and accessible travel options through localised targets.
- 8.34 An application was submitted in late 2014 to provide a ‘car free’ scheme comprising 32 flats and 1,288sqm of commercial space on the ground floor (141713).
- 8.35 This application was permitted in early 2015 and the following highways matters were agreed:
- Trip generation and the principles of the ‘car free’ scheme;
 - Servicing arrangements (including the provision of a restricted use loading bay on King’s Road, a new loading bay on Abbey Square and the reversing of the one-way flow on Abbey Square); and
 - Infrastructure improvements (including the widening of the footway on King’s Road and providing a third bus stop).
- 8.36 To the north of the site there is an alleyway located between the site and Lloyd’s Bank currently used as parking for Lloyd’s staff through an informal agreement however the Jacksons Corner site retains a legal agreement that entitles clear access along this alleyway.

- 8.37 Given that the development is a 'car free' scheme, no vehicular access points are to be provided.
- 8.38 Pedestrian access to the retail units on the ground floor will be from the site frontage on King's Road. Access to the residential units will be from the alley to the north of the site which is accessed from High Street/Market Place (as stated above the site benefits from a deed that legally entitles clear access along this alley and the ability to provide a locked gate if necessary).
- 8.39 In relation to planning application 141713, the absence of parking within the proposals was accepted on the basis that the residential occupiers would not be entitled to on-street parking permits and therefore would consider the same approach in relation to these new proposals.
- 8.40 In terms of access the proposal will:
- Provide pedestrian access to the rear building via the alleyway between No. 8 High Street and No. 2 Market Place, this would allow for the retention of the Jacksons shopfront in full;
 - Provide access to the first to third floor of Jacksons corner and first and second floor of No. 3 King's Road via a new lightweight external gallery; and
 - Provide access to commercial units in line with the existing buildings lines and frontages;
 - Servicing arrangements for the retail units would be as per those accepted in relation to extant permission (141713) which includes a new loading bay is to be provided to the front of the site and a secondary service access to the middle retail unit via a service lift adjacent to the rear bin store and turning area.

Cycle Strategy

- 8.41 As one of the key strategies of the Local Development Framework, Reading Borough's Cycle strategy aims to build upon the achievements since 2008. Cycle parking is to be provided in accordance with the standards in the SPD 'Revised Parking Standards and Design (Adopted 2011)' in alignment with the site's location classified as the 'Zone 1/Central Core Area'.

- 8.42 In accordance with Reading Borough Council LDF: Revised Parking Standards and Design (Adopted 2011) 9 parking spaces are provided for the commercial units assuming a total of 36 staff and 18 cycle stands will be provided for the residential flats.
- 8.43 Cycle parking will be located in secure storage in the basement of the site which will be accessed via lift.

Infrastructure Improvements and Servicing

- 8.44 At present, the nearest loading bay to the site is located on the south of King Street which means that servicing of the proposed retail use would involve having to cross the carriageways of both King Street and High Street/Market Place. In order to make provision for a safer servicing arrangement nearer to the site, consultation has been undertaken with Reading Borough Council Highways and representatives of Reading Buses.
- 8.45 It is proposed to provide a new loading/delivery bay on King's Road along the site frontage whilst improving the bus and pedestrian facilities in the area. The proposal involves the creation of a new loading bay outside of Jacksons (to be restricted to use only between the hours of 1900 and 0700 and 1100 to 1600) with the existing two bus stops moved eastwards and the addition of a third stop is to be placed outside the library to provide an increase in capacity. The proposal will also aim to facilitate pedestrian movement by increasing the spatial capacity for waiting passengers at the bus stops. This involves the widening of the footway outside of Jacksons Corner, adjacent to the two existing bus stops by 1.5m.
- 8.46 Furthermore, as proposed and accepted in the Extant Consent (141713), an additional loading bay will be provided on Abbey Square to the east of the site (through the relocation of the existing two disabled spaces a short distance to the east) and is proposed to operate with unrestricted hours of operation. In order to provide access to this loading bay, the one-way (anticlockwise) movement of traffic on Abbey Square will be reversed (implemented through a Traffic Regulation Order (TRO)). In the event that a TRO cannot be secured an appropriate contribution (equivalent to the cost of the above works) will be paid.
- 8.47 Servicing/deliveries to the retail units on site will be coordinated with nearby other commercial operations that may use the various loading bays to ensure minimal potential conflicts. It is noted that the loading bay on King's Road is to be the primary loading bay, but that if this is in use or the delivery is within the restricted operation hours delivery

vehicles can access the additional loading bay on Abbey Square with ease which is within an acceptable carry distance to the site.

- 8.48 The above servicing arrangements are identical to the agreed servicing arrangements for the previous Jacksons Corner application (141713), however for robustness they have been fully re-scoped and agreed with Reading Borough Council. The full servicing arrangements are shown on drawing ITL11250-SK-001 which is included in Appendix E of the accompanying Transport Statement.
- 8.49 Drawing ITL11250-SK-002, (also included at Appendix E of the accompanying Transport Statement) shows the swept path analysis of the relevant vehicles manoeuvring the layout, showing the viability of these movements.

Refuge Collection

- 8.50 Reading Borough Council requires that blocks of flats will have communal bins for recycling and general waste. Recycling bins are emptied fortnightly but general waste collections may be more frequent in some circumstances.
- 8.51 On the day of waste collection, bins will be wheeled to the kerb side so that they can be collected, to ensure that collection operatives do not need to travel more than 25m (as set out in Manual for Streets guidance). Bins are to be stored in the basement and brought to surface using a goods lift and then wheeled to the kerb side via the alley to the north of the site.

Housing Mix

- 8.52 Policy CS15 (Location, Accessibility, Density and Housing Mix) of the Core Strategy states that the new residential development should provide a wide range of homes, including dwelling types, tenures and size that match the site size, location and character of the area.
- 8.53 The mix of the proposed market and affordable housing is set out within the accompanying viability assessment.
- 8.54 The current target for affordable housing is 30% of the total number of dwellings proposed as set out in CS Policy CS16 (Affordable Housing) with a tenure split set out at SDPD policy DM6 (Affordable Housing) requiring that 70% should be social rented with 30% intermediate affordable with the units integrated into the development.

- 8.55 In line with Reading Borough Council's policy, a proportion of the new homes provided will be affordable, as set out in the accompanying viability assessment. By integrating the affordable housing within the layout as a whole, and by adopting materials and detailing similar to those used on the open market housing, there will be no differentiation between types of housing provision.

Sustainable Design and Construction

- 8.56 This planning application is accompanied by a Sustainability Statement, prepared by XCO2 Energy. The report outlines the sustainability strategy for the proposal, including the site wide sustainability measures which are to be incorporated in the proposals, and demonstrates how the policies in Reading Borough's Development Plan will be met.
- 8.57 The report outlines several measures for meeting strict energy guidelines set out in the Development Plan including the incorporation of sustainable energy sources, sustainable building fabrics and use of insulation, promotion of sustainable transport modes and improvements in biodiversity.
- 8.58 Overall, the proposed development surpasses the mid-point score (62.5 credits) between BREEAM 'Very Good' and 'Excellent', reflecting SG Capital's commitment in adopting a range of sustainability measures over the life-cycle of the development thereby meeting the sustainability targets set by Reading Borough Council particularly Core Strategy Policy CS1 (Sustainable Construction and Design) and Policy CS2 (Waste Minimisation).

Energy

- 8.59 The accompanying Energy Statement, prepared by XCO2 demonstrates how the development fulfils Reading Borough Council's relevant energy policies. In meeting these requirements the report outlines the expected energy performance of the development as well as the energy efficiency measures that will be employed to reduce CO2 emissions to meet BREEAM Domestic Refurbishment for the dwellings within the retained building, and BREEAM Shell and Core for the commercial units.
- 8.60 Photovoltaic panels are proposed for the new build residential element of the development. The installation of 60m² of photovoltaic panels with a rated output of 11.4kWp will reduce the new build dwelling emissions by 21.7% and total development emissions by 2.7% over the baseline building.

- 8.61 Overall, as set out in accompanying Energy Statement, the proposed development would achieve a 52.9% reduction in regulated CO2 emissions over the baseline building, which is a significant reduction for a scheme of this nature. This demonstrates SG Capital's commitment to ensuring satisfactory energy performance and that the proposed development will comply with Core Strategy Policy CS1 (Sustainable Construction and Design).

Flood Risk and Drainage

- 8.62 The development is located in Flood Zone 1 (land assessed as having a less than 1 in 1000 annual probability of river or sea flooding in any year), and less than 1 hectare, therefore, as such, no flood risk assessment is considered to be required given current Environment Agency standing guidance.
- 8.63 However, the planning application is accompanied by a Drainage Strategy which primary objective is to consider the management of surface water run-off from the development and flooding from non-fluvial sources.

Air Quality

- 8.64 An assessment has been undertaken to determine the potential impact on local air quality associated with the construction and operation of the proposed mixed-use development at Jacksons Corner, Reading.
- 8.65 The proposed development will have no allocated parking therefore the significance of operational impacts associated with the site is considered to be negligible.
- 8.66 An assessment of the potential impacts during the construction phase has been carried out in accordance with the latest Institute of Air Quality Management guidance. This has shown that releases of dust and PM10 are likely to occur during site activities. The risk of dust soiling and health impacts at neighbouring properties has been assessed as medium. Through good site practice and the implementation of suitable mitigation measures, the impact of dust and PM10 releases may be effectively mitigated and the resultant impacts are considered to be negligible.
- 8.67 A review of local monitoring data indicates that there may an exceedance of the air quality objective for NO2 at the roadside façade of the development; MVHR will therefore be installed in all road-facing residential units.

- 8.68 Overall, it is considered that air quality should not pose a constraint to the re-development of the site as proposed.

9.0 SUMMARY AND CONCLUSIONS

- 9.1 This application is submitted on behalf of SG Capital Ltd. for the redevelopment of Jacksons Corner, Reading.
- 9.2 It is considered that the proposed development will help to positively redevelop the site and ensure the long term maintenance and use of the Jacksons Corner site. The site is located in a highly sustainable location in the centre of Reading, served by regular bus services and within reasonable walking distance of key local services and facilities. We believe that these proposals will deliver significant and tangible benefits beyond the existing proposals especially in terms of the conservation area and the wider city centre through the creation of high quality homes and public and communal amenity.
- 9.3 This Statement, in conjunction with the other statements that have been submitted in support of this application, demonstrates that the proposed development is in accordance with the policy objectives of the Framework, saved policies contained within Reading's Development Plan and other relevant supplementary planning documents. The proposal also accords with policy objectives contained within the Council's emerging new Local Plan.
- 9.4 Having regard to the details contained within this Statement, it is considered that the proposal being put forward in this planning application is entirely acceptable and should be granted planning permission.

Appendix 1

Extant Application Decision Notice



Reading
Borough Council
Working better with you

**TOWN AND COUNTRY PLANNING ACT 1990
PLANNING AND COMPENSATION ACT 1991
THE TOWN & COUNTRY PLANNING
(DEVELOPMENT MANAGEMENT PROCEDURE) ORDER 2010**

APPLICATION FOR FULL PLANNING PERMISSION

To: Wakelin Associates
The Old School House
Bridge Road
Hunton Bridge
WD4 8RQ

Application No: 141713
Application type: Full Planning Approval

Applicant: Capita Hall Ltd

READING BOROUGH COUNCIL as local planning authority **GRANT FULL** planning permission for the following development in accordance with the plans and supporting information submitted in connection with this application.

Proposal: Preservation of frontage building 1-9, Kings Road, retention of commercial space on the ground floor and basement levels, conversion of upper areas to 18 residential units. Demolition of commercial ancillary accommodation to rear and construction of new residential block of 11 units. Creation of central courtyard. (Amended description).

At: E Jackson & Sons Ltd, Jacksons Corner 1-9 Kings Road Reading RG1 3AS

Subject to such conditions and for such reasons as may be attached

**OTHER STATUTORY CONSENTS MAY BE REQUIRED
PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE**

Date: 30th March 2015

Head of Planning, Development
& Regulatory Services

Application At: E Jackson & Sons Ltd, Jacksons Corner 1-9 Kings Road Reading RG1 3AS

Application No: 141713

Application type: Full Planning Approval

CONDITIONS & REASONS

1. The development to which this permission relates must be begun not later than the expiration of three years beginning with the date on which the permission was granted.

Reason: to prevent an accumulation of unimplemented planning permissions, and in accordance with Section 91 of the Town & Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The development hereby approved shall not be carried out other than in accordance with the following drawings only:

JC/14/PR/LP01 Proposed Location Plan
JC/14/PR/L101B - Rev.B Proposed Site Plan
JC/14/PR/L102B - Rev.B Proposed Site Plan
JC/14/PR/L110A - Rev.A Proposed Front Basement
JC/14/PR/L111A - Rev.A Proposed Front Ground Floor Plan
JC/14/PR/L112D - Rev.D Proposed Rear Ground Floor Plan
JC/14/PR/L113C - Rev.C Proposed Front & Rear First Floor Plan
JC/14/PR/L114B - Rev.B Proposed Front & Rear Second Floor Plan
JC/14/PR/L115B - Rev.B Proposed Front & Rear Third Floor Plan
JC/14/PR/L116B - Rev.B Proposed Front & Rear Roof Plan
JC/14/PR/L120A - Rev.A Proposed Elevation 1 South Facing
JC/14/PR/L121A - Rev.A Proposed Elevation 2 West Facing
JC/14/PR/L122B - Rev.B Proposed Elevation 3 North Facing
JC/14/PR/L123A - Rev.A Proposed Elevation 4 East Facing
JC/14/PR/L124B - Rev.B Proposed Elevation 5 West Facing
JC/14/PR/L125A - Rev.A Proposed Elevation 6 North Facing
JC/14/PR/L126A - Rev.A Proposed Elevation 7 South Facing
JC/14/PR/L127A - Rev.A Proposed Elevation 6 DETAIL North Facing
JC/14/PR/L130B - Rev.B Proposed Section A-A
JC/14/PR/L131B - Rev.B Proposed Section B-B
JC/14/PR/L132A - Rev.A Proposed Section C-C
JC/14/PR/L150 Proposed Front Basement (highlighted changes)
JC/14/PR/L151 Proposed Front Ground Floor (highlighted changes)
JC/14/PR/L152 Proposed Rear Ground Floor (highlighted changes)
JC/14/PR/L153 Proposed Front/Rear First Floor (highlighted changes)
JC/14/PR/L154 Proposed Front/Rear Second Floor (highlighted changes)
JC/14/PR/L155 Proposed Front/Rear Third Floor (highlighted changes)

Date: 30th March 2015


Head of Planning, Development
& Regulatory Services





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JC/14/PR/L156 Proposed Front & Rear Roof Plan (highlighted changes)

JC/14/PR/L160 Proposed Highlighted Demolition

Reason. To clarify which drawings have been approved

3. The development hereby approved shall not be commenced, until details and samples of the materials to be used in the construction of the external surfaces of the development have been submitted to and approved in writing by the local planning authority. The development shall not be carried out other than in accordance with the approved details.

Reason: In the interests of the character and appearance of the conservation area and the setting of listed buildings adjacent to the site, in accordance with Policies CS7 and CS33 of the Reading Borough LDF Core Strategy 2008.

4. No development shall take place, including any works of demolition, until a Construction Method Statement has been submitted and approved in writing by the local planning authority to provide for:

(A) The parking of vehicles and site operatives and visitors - to be shown on a Plan not less than 1:500.

(B) Loading and unloading of plant and materials used in constructing the development - Areas to be shown on a plan not less than 1:500

(C) Storage of plant and materials used in constructing the development - Areas to be shown on a plan not less than 1:500

(D) The erection and maintenance of security hoarding /scaffolding if required.

(E) Wheel washing facilities

(F) Measures on site to control the deposition of dirt / mud on surrounding roads during construction.

(G) Footpath Closures /Road Closures needed during construction

(H) Traffic Management needed during construction.

(I) Times, routes and means of access into and from the site for construction traffic and delivery vehicles (including the removal of waste from the site and methods of preventing deposition of materials on the public highway).

(J) Measures to control dust and noise emanating from the site during demolition and/or construction and no burning of materials shall take place within the site at any time.

The approved Construction Method Statement shall be adhered to throughout the development process unless agreed otherwise in writing by the Local Planning Authority.

Reason: In the interests of safety; protecting the amenity of local land uses and neighbouring residents; and highway safety. In accordance with Policy CS34 of the Reading Borough LDF Core Strategy 2008 and Policies DM4 and DM12 of the Sites and Detailed Policies Document 2012.

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5. No part of the development hereby approved shall be occupied until a plan detailing how service vehicle deliveries to the site will be managed has been submitted to and approved in writing by the local planning authority. No service vehicle deliveries shall occur other than in accordance with the approved details at all times thereafter, unless otherwise agreed in writing by the local planning authority.

Reason: Due to the constrained nature of the site and the potential conflict between delivery vehicles and other highway users and users of the site, in the interest of the safety and convenience of all highway users in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 and Policy DM12 of the Sites and Detailed Policies Document 2012.

6. Landscaping

i) The development hereby approved shall not be commenced until full details of both hard and soft landscaping have been submitted to and approved in writing by the local planning authority. The details shall be in accordance with the landscaping principles within the approved drawings. The submitted details shall include:

a) pedestrian access and circulation areas, hard surfacing materials (designed to SuDS principles), outdoor structures and ancillary objects (lighting columns, outdoor seating, raised planters, railings etc); and

b) planting plans; written specifications (including cultivation, tree pits and other operations associated with plant establishment); schedules of plants, noting species (to be native and wildlife- friendly), plant sizes and proposed numbers/planting densities.

ii) All hard landscaping works shall be carried out in accordance with the approved details prior to first occupation of the development.

iii) All planting and other soft landscaping shall be provided before the end of the first planting season following the first occupation of the development.

Reason: To ensure provision and retention of suitable hard and soft landscaping in the interests of the appearance of the development and the character of the conservation area, and the amenity of future occupiers. In accordance with Policies CS7 and CS33 of the Reading Borough LDF Core Strategy 2008 and DM4, DM10 and DM18 of the Sites and Detailed Policies Document 2012 and Policy RC5 (Design in the Centre) of the Reading Central Area Action Plan 2009.

7. A landscaping management plan, including long term objectives, management responsibilities and maintenance schedules shall be submitted to and approved in writing by the local planning authority prior to the occupation of the development. The landscape management plan shall be carried out as approved at all times thereafter.

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Any trees or plants provided as part of the approved landscaping that within a period of five years after planting are removed, die, or in the opinion of the Local Planning Authority become seriously damaged or defective, shall be replaced as soon as is reasonably practicable with others of the species, size and number as originally approved.

Reason: to ensure the long term management and maintenance of landscaped areas on the site, in the interests of the appearance of the development and the character of the conservation area, and the amenity of future occupiers. In accordance with Policies CS7 and CS33 of the Reading Borough LDF Core Strategy 2008 and DM4, DM10 and DM18 of the Sites and Detailed Policies Document 2012 and Policy RC5 (Design in the Centre) of the Reading Central Area Action Plan 2009.

8. The development hereby approved shall not be commenced until details of all boundary treatments, including gates, have been submitted to an approved in writing by the local planning authority.

No part of the development shall be occupied until the boundary treatments have been provided, in full, in accordance with the approved details.

Reason. In the interests of the character of the conservation area, and the privacy and security of future occupiers. In accordance with Policies CS7 and CS33 of the Reading Borough LDF Core Strategy 2008 and Policy DM4 of the Sites and Detailed Policies Document 2012.

9. The development hereby approved shall not be commenced until details of ecological enhancements, to include bird nesting opportunities on or within buildings and a timetable for their provision, have been submitted to and approved in writing by the local planning authority. The enhancements shall be provided, in accordance with the approved details and the approved timetable.

Reason. To maintain and enhance the ecological value of the site in accordance with Policy CS36 of the Reading Borough LDF Core Strategy 2008.

10. No development shall take place within the site until the applicant, or their agents, or their successors in title, has secured and implemented a phased programme of archaeological work in accordance with a written scheme of investigation, which shall have been submitted to and approved in writing by the Local Planning Authority. The development shall not be carried out other than in accordance with the approved written scheme.

Reason. To ensure that any archaeological remains within the site are adequately investigated and recorded or preserved in situ in the interests of protecting the

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archaeological heritage of the borough. In accordance with Policy CS33 of the Reading Borough LDF Core Strategy 2008.

11. Notwithstanding the drawings hereby approved, no existing timber vertical sliding sash window within the facade fronting High Street and the facade fronting Kings Road shall be removed or altered.

Reason. To preserve the heritage significance of the non-designated heritage asset and in the interests of the character and appearance of the conservation area. In accordance with Policies CS7 and CS33 of the Reading Borough LDF Core Strategy 2008.

12. The development hereby approved shall not be commenced until details of secondary glazing units for all windows fronting High Street and all windows fronting Kings Road and details of associated acoustically treated ventilation have been submitted to and approved in writing by the local planning authority.

The details shall be in accordance with the noise attenuation and ventilation specifications set out in noise assessment report no. SRB/6819 dated 8 September 2014 by AIRO Ltd.

No dwelling containing a window that is the subject of this condition shall be occupied until the secondary glazing and ventilation has been provided in accordance with the approved details.

Reason. To reduce environmental noise to acceptable levels within the dwellings, in the interests of the amenity of future occupiers. In accordance with Policy CS34 of the Reading Borough LDF Core Strategy 2008, Policy DM4 of the Sites and Detailed Policies Document 2012 and Policy RC9 of the Reading Central Area Action Plan 2009.

13. The construction of the development, including ventilation and heating specifications shall be in accordance with submitted Energy Statement ref. Jackson-ES-01/R/1.0/MJF dated 16 September 2014.

Reason. To ensure sustainable energy use in accordance with Policy CS1 of the Reading Borough LDF Core Strategy 2008.

14. No air conditioning, refrigeration, air extraction, or other, plant shall be installed externally, or vented externally, until a noise assessment to BS4142:2014 has been submitted to and approved in writing by the local planning authority demonstrating that the plant would not cause an exceedance of the 'good' internal noise level at the nearest residential premises, and detailing any noise attenuation measures necessary to achieve this.

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No plant shall be installed other than in accordance with the noise control measures approved pursuant to this condition.

Reason: to minimise the effects of noise arising from the development on residential amenity, in accordance with Policy CS34 of the Reading Borough LDF Core Strategy 2008 and Policy DM4 of the Sites and Detailed Policies Document 2012.

15. No works of demolition or other alterations shall take place to the existing Stable Block identified as "pre-1870s" and shaded grey in Appendix 1.2 'Building Dates Plan' of the submitted Heritage Statement ref. 13/1099, dated August 2014, until a scheme for the assessment, dismantling and transfer of the Stable Block roof timbers by a timber frame specialist, to allow for their re-location where appropriate, has been submitted to and approved in writing by the local planning authority. No works shall take place other than in accordance with the approved scheme.

Reason. To allow for the historic significance of the stable block timbers to be preserved. In accordance with Policy CS33 of the Reading Borough LDF Core Strategy 2008.

16. The development hereby approved shall not be occupied until all bicycle storage spaces have been provided in accordance with the approved drawings and equipped with 'Sheffield' type cycle stands. The bicycle storage shall be retained, as approved, at all times thereafter solely for cycle storage purposes.

Reason: To ensure that adequate provision is made for travel to and from the site by sustainable alternatives to a motorcar in accordance with Policies CS22 and CS24 of the Reading Borough LDF Core Strategy 2008 and SPD Revised Parking Standards and Design (2011).

17. The development hereby approved shall not be occupied until all refuse and recycling bin stores and collection areas have been provided, in accordance with approved drawings. The bin stores and collection areas shall be retained, as approved, at all times thereafter solely for bin storage and collection purposes.

Reason: To ensure that adequate provision is made for the storage and collection of refuse, in accordance with Policies CS2 and CS7 of the Reading Borough LDF Core Strategy 2008.

18. No dwelling within the new-build block at the rear of the site (units 19 to 29 consecutive) shall be occupied until a Final Certificate of Compliance with the Code for Sustainable Homes for that dwelling has been submitted to and approved in writing by the local planning authority demonstrating that at least 50 percent of dwellings comply with Level 4 with the remainder achieving Level 3; or that all units achieve Level 3 with a minimum score of 62.5 points.

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Reason. To ensure that the development contributes adequately towards environmental sustainability in accordance with Policy CS1 of the Reading Borough LDF Core Strategy 2008.

19. No dwelling within the existing building to be converted shall be occupied until final BREEAM Domestic Refurbishment certificate has been submitted to an approved in writing by the local planning authority demonstrating that at least 50 percent of the dwellings comply with the 'Excellent' standard with the remainder achieving 'Very Good'; or that all units achieve 'Very Good' with a minimum score of 62.5 points.

Reason. To ensure that the development contributes adequately towards environmental sustainability in accordance with Policy CS1 of the Reading Borough LDF Core Strategy 2008.

20. No dwelling within the new-build block to the rear (units 19 to 29 consecutive) shall be occupied until evidence demonstrating that that each dwelling, as built, meets the Lifetime Homes standard, has been submitted to and approved in writing by the Local Planning Authority.

Reason. To ensure that the development meets housing needs and provides for mixed and balanced communities by addressing requirements for people at different stages of life, in accordance with Policy DM5 of the Sites and Detailed Policies Document 2012 and Policy CS15 of the Reading Borough LDF Core Strategy 2008.

21. The existing 'Jacksons Corner' sign identified on approved drawing JC/14/PR/L120A dated 27 January 2015 (and any subsequent replacement drawing approved by the local planning authority), shall be retained in its current position and form at all times hereafter and shall not be altered.

Reason. To preserve the heritage significance of the non-designated heritage asset and in the interests of the character and appearance of the conservation area. In accordance with Policies CS7 and CS33 of the Reading Borough LDF Core Strategy 2008.

22. In connection with the implementation of this permission no demolition or construction works shall take place outside the hours of 8am to 6pm Mondays to Fridays and 8am to 1pm on Saturdays. Works shall not take place at all on Sundays or Bank Holidays without the prior written approval of the local planning authority.

Reason: to protect occupiers of nearby residential properties from unreasonable disturbance from works connected with implementing this permission in accordance with Policy DM4 of the Sites and Detailed Policies Document 2012 and Policy CS34 of the Reading Borough LDF Core Strategy 2008.

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23. No deliveries to or collections from the site shall take place between the hours of 00.00 (midnight) and 07.00.

Reason: To minimise the effects of noise and disturbance on residential occupiers of the site and surrounding premises, in accordance with Policy CS34 of the Reading Borough LDF Core Strategy 2008 and Policy DM4 of the Sites and Detailed Policies Document 2012.

24. The commercial uses at ground floor shall not be carried out other than in a manner which maintains views into the building from each window fronting High Street and each window fronting Kings Road.

Reason: To ensure that the maintain the active frontage to Duke Street in the interests of the character and appearance of the conservation area, the vitality of the town centre, and providing visual interest to the street. In accordance with Policy RC10 (Active Frontages) of the Reading Borough LDF Central Area Action Plan 2009 and Policies CS7 and CS33 of the Reading Borough LDF Core Strategy 2008.

25. The residential units hereby approved shall not be occupied until the Council has been notified in writing of the full postal address of the units. Such notification shall be addressed to the Council's Planning Manager (Implementation) quoting the planning application reference specified in this Decision Notice.

Reason: In order that the Council can update its records to ensure that parking permits are not issued to the occupiers of the new residential units hereby approved, and thus ensure that the development does not harm the existing amenities of the occupiers of neighbouring residential properties by adding to the already high level of on street car parking in the area in accordance with Policy CS24 of the Reading Borough LDF Core Strategy 2008 and Policy DM12 of the Sites and Detailed Polices Document 2012.

26. Prior to any agreement being entered into for a new occupation of, or transfer of any interest in, the residential units hereby approved the prospective occupier/transferee shall be informed of the prohibition on entitlement to a car parking permit. All material utilised for advertising or marketing the residential units for letting or sale shall make it clear to prospective tenants and occupiers that no parking permit will be issued by the Council to occupiers of the residential units.

Reason: In order that the prospective occupiers are made aware of the fact that they will not be entitled to an on-street car parking permit, in the interests of the proper management of parking, and to ensure that the development does not harm the existing amenities of the occupiers of neighbouring residential properties by adding to the already high level of on street car parking in the area in accordance with Policy CS24 of the Reading Borough LDF Core Strategy 2008 and Policy DM12 of the Sites and Detailed Polices Document 2012.

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INFORMATIVES

1. The local planning authority has worked positively and proactively with the applicant both at pre-application and application stages to resolve matters relating to the mix of dwelling sizes, daylight and outlook to dwellings, refuse collection arrangements and off-site highway improvements.
2. The applicant is advised that an application for building regulations approval will be required.
3. A Section 106 legal agreement, reference 4116 relates to this site, linked to this permission.
4. The developer is referred to the advice relating to control of nuisance during construction and demolition phases on the 'Protecting Your Neighbourhood' section of the Council's website.
5. The occupiers of the residential units will not be entitled to an on- street car parking permit in the interests of the proper management of parking, and to ensure that the development does not harm the existing amenities of the occupiers of neighbouring residential properties by adding to the already high level of on street car parking in the area in accordance with adopted Core Strategy Policy CS24 (Car/Cycle Parking). The site is located close to local facilities, with frequent public transport services on nearby roads. The parking permit conditions above place a requirement that the Council be notified of postal addresses of the residential units before occupation and that the occupiers/transferees to be informed of the prohibition on entitlement to a car parking permit.
6. Before any planning consent is implemented an agreement under Section 278 of the Highways Act, 1980, will be required with respect to works affecting the existing highway. The applicants should contact the Transport Development Control Section at Civic Centre, Reading, RG1 7TD telephone: 0118 937 3949, to discuss arrangements for this.

Any works affecting the highway will be required to be in accordance with Reading Borough's Council's document "Guidance Notes for Activities on the Public Highway within the Borough of Reading". Licences to work on the highway will only be issued if the requirements contained within it are met. A copy can be obtained from the Transport pages of the Council's website.

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NOTES

APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of the Council to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

If this is a decision on a planning application relating to the same or substantially the same land and development as is already the subject of an enforcement notice, if you want to appeal against the Council's decision on the application you must do so within 28 days of the date of this notice.

If an enforcement notice is served relating to the same or substantially the same land and development as in your application and you want to appeal against the Council's decision on your application, you must do so within 28 days of the date of service of the enforcement notice, or within 6 months (or 12 weeks in the case of a householder appeal) of the date of this notice, whichever period expires earlier.

If the above circumstances do not apply, any appeal must be made within the following time limits.

If this is a householder application and you want to appeal against the Council's decision then you must do so within 12 weeks of the date of this notice. If this is an advertisement application and you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of this notice. If you want to appeal against your local planning authority's decision for any other type of application (which is not a householder or advertisement application, or an application for a Certificate of Lawfulness) then you must do so within 6 months of the date of this notice.

The Secretary of State can allow a longer period for giving notice of an appeal, but he will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State need not consider an appeal if it seems to him that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order. In practice, the Secretary of State does not refuse to consider appeals solely because the local planning authority based their decision on a direction given by him.

Appeals must be made using a form which you can get from the Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN, tel. 0303 444 5000, or online at www.planningportal.gov.uk/pcs.

Purchase Notices

If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted. In these circumstances, the owner may serve a purchase notice on the Council in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.

Street Naming & Numbering

You must contact Reading Borough Council to:

- Name or number a new development
- Name a new street
- Get addresses for flat conversions
- Name or rename an existing building

Otherwise the following may occur:

- You will not have an official address or postcode. When your property goes through the official process it may be given a different address and Postcode than you are currently using.
- You may have difficulty receiving mail
- You may have problems when buying goods or services such as utilities and telecommunications
- The emergency services may have difficulty locating you.
- You may have problems accessing Council services such as Education, Parking Services and Electoral Registration.

The Council is responsible for assigning house names and numbers and street names. It is also responsible for updating the National Land and Property Gazetteer (NLPG) which is a list of addresses which meet a common standard (BS7666) used throughout the country.

When a new address or change of address is requested, the Council contacts Royal Mail who check the address on behalf of the Emergency Services, assign a postcode and add it to their Postal Address File (PAF). The PAF list is used by many companies and services to check addresses, authenticate transactions and order goods, as well as deliver mail, so it is in your interest for your address to be on that list. Royal Mail will not create an address until requested to do so by the Council.

How to apply:

Email us using streetnamingnumbering@reading.gov.uk

Or telephone us on 0118 9373737

What we need to complete your request:

For new addresses or flat conversions:

- Site layout plan containing plot numbers
- Location plan - No bigger than A3 size (hard copy, PDF, JPEG or AutoCAD) showing the site boundary, including the new development, together with surrounding buildings for reference
- Anticipated completion and occupation dates

For change of address:

- You must be, or have authorisation from, the owner to request a change of address.
- Floor plan of the existing property
- Reason for change

Once created, the Council informs various bodies of your new address including the Emergency Services, Council Tax, Land Registry and utility companies as well as adding it to the National Land and Property Gazetteer.

Please be advised that companies and services using the PAF file only update the addresses monthly, quarterly or even less frequently, therefore it may take a while for your address to be listed in some places. It will, however, appear on the Royal Mail website within a few days once it has been added to the live address file.

Reading Borough Council has no control over the frequency by which other organisations update their address files.

Appendix 2

Copy of the Exhibition Boards

INTRODUCTION

Thank you for taking the time to attend today's exhibition.

We are seeking your views on the application proposals presented in the next boards. Your local knowledge could help to shape the proposals prior to any planning application being made.

Please review the information and proposals presented in this exhibition – we would encourage you to leave your comments on the feedback forms provided for review and consideration by the design team.

Key members of the consultant team are on hand to respond to any comments or questions that you may have.

About SG Capital

SG Capital are a dynamic and creative property developer, who have been designing vibrant new residential, and mixed-use developments across London and the South East for over 25 years.

SG Capital's portfolio includes developments in Chichester, Wimbledon, Finchley, Orpington, Farnham, Lewes and Earlsfield, Gloucester and Reading. SG Capital have managed to build an impressive reputation transforming properties into attractive modern developments enhancing their surroundings as well as regeneration projects. SG Capital have operated across small boutique luxury residential developments to large scale, mix-use, multi-million pound, regeneration schemes

SITE + PLANNING CONTEXT

The Site is 0.093 hectares in size and is situated in the centre of Reading Town Centre, at the crossroads of King Street and High Street, the site is known locally as Jacksons Corner and is a prominent and well known, local landmark and meeting point.

The proposal is for the “Preservation of frontage of building 1-9, King's Road, retention and enlargement of commercial space on the **ground floor and basement levels, conversion of upper areas to 18 residential units.** Demolition of commercial ancillary accommodation to rear and construction of new residential block of 16 units. Creation of central courtyard.”

A previous planning permission exists for the site (Reading Borough Council Reference no.141713) which was granted on 30th March 2015 for:

Preservation of frontage building 1-9, King's Road, retention of commercial space on the ground floor and basement levels, conversion of upper areas to 18 residential units. Demolition of commercial ancillary accommodation to rear and construction of new residential block of 11 units. Creation of central courtyard.

Our proposal seeks to maintain many of the principles established through the extant permission (141713), including:

- Conversion of the first to third floor of Jacksons corner and first and second floor of No.3 King's Road to residential units;
- Retention of the existing shop front for commercial units; and
- Redevelopment of the existing building to the rear.

The proposals, as per the consented scheme, also include the:

- Provision of new and refurbished windows to the upper floors;
- Retention and refurbishment of the existing ‘Jacksons Corner’ sign; and
- Provision of three new windows at the third floor level of No.3 King's Road.

We understand that Units 1 - 9 King's Road ground floor uses are designated ‘active frontage’ as defined by Policy RC10 (Existing Active Frontage) of the Reading Central Area Action Plan (2009) and therefore seek to retain the existing active ground floor designation. The extant permission included the retention of retail space, by providing three separate units which would have extended across **the whole of the ground floor, frontage area of King's Road and** continues into the basement area to the rear as the ground rises at the lower ground level. As per the extant permission our proposals **seek to divide the ground floor into three commercial units** respecting the existing frontages of No.1 King's Road; No. 3, King's Road and No.5-9, King's Road. This would:

- Seek to modernise the commercial space, making it more suitable for modern day use;
- Increase the flexibility of the ground floor by creating larger units with level slabs;
- Minimise the impact to the current Jacksons department store façade at ground floor; and
- Remove the need to introduce a new residential entrance from King's Road.

The principle of converting the upper floors of Jacksons Corner is established through the extant planning permission (141713) and SG Capital proposes to convert the first to third floor of Jacksons corner and first and second floor of No.3 King's Road to residential units as per the consented scheme but create better living accommodation, to include:

- Better aspect to the flats in the existing building;
- Increase in the size of the units to fulfil local and national space standards; and
- Moving bedrooms away from the busy King's Road, where possible.

To the rear of the site SG Capital proposes to demolish the existing building and in its place seek to create a new ‘U-shaped block’ which pulls away from existing buildings and allows for a bigger courtyard space in the middle of the site. This would:

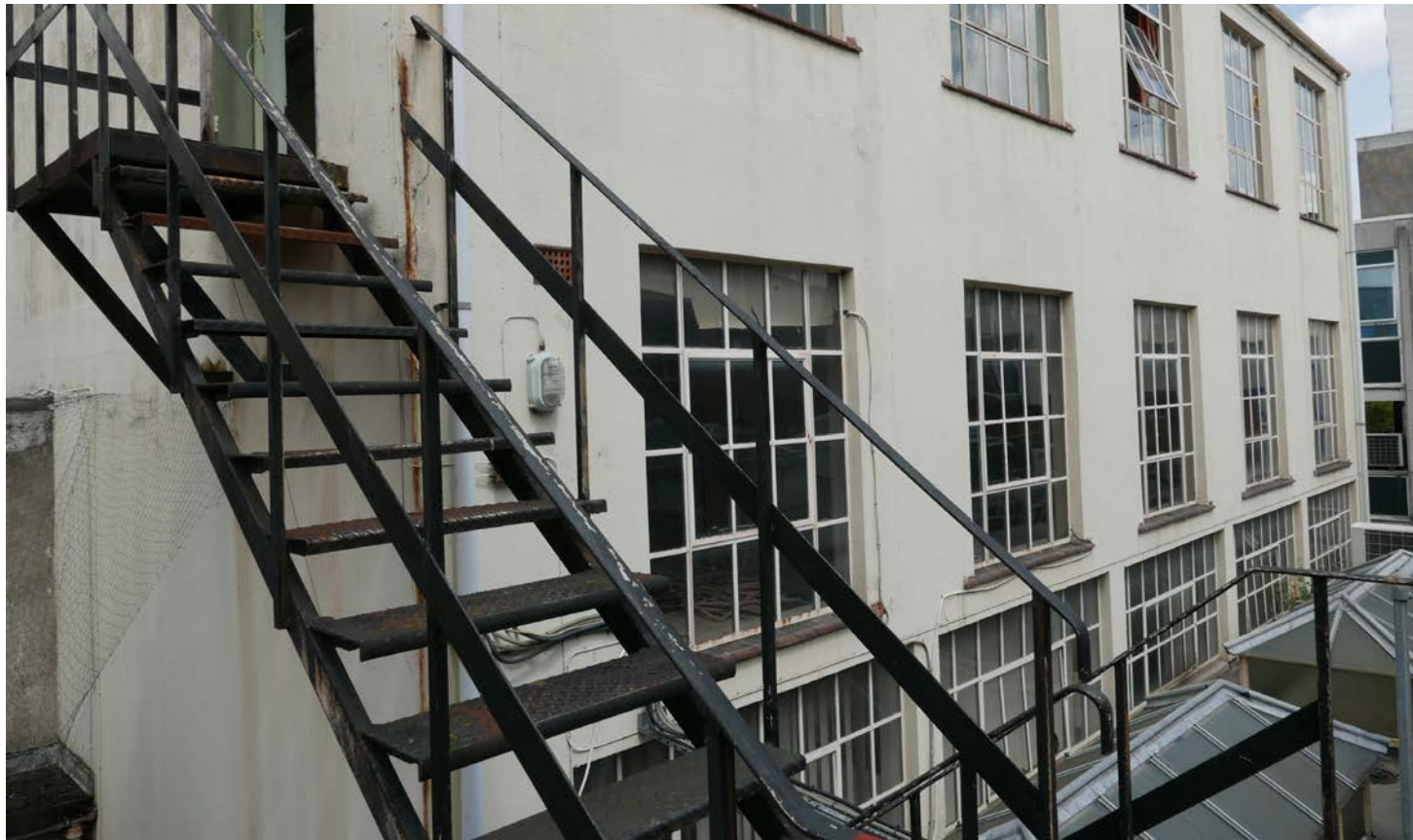
- Deliver a more generous central courtyard space with improved landscaping;
- Increase the distances between the existing building and the new building at the rear;
- Increase the size of the units to fulfil local and national space standards;
- Provide much needed housing in the centre of Reading creating a greater balance between the number of 1, 2 and 3 bed units.

The new residential block is of varied height, rising to six storeys in the north-west corner of the site. While higher than the consented scheme (four storeys) the increase in height provides for a more open courtyard directly behind the frontage building which allows for greater distances between the frontage block and continues the morphology of variegated roofs in the conservation area. The form of the replacement development maximises the potential of the constrained courtyard site while respecting the existing form and scale of surrounding development.



SITE ANALYSIS

SG Capital has commissioned a team of consultants to undertake a range of detailed assessments of the site. This information will be used to inform the proposal as they progress and to supply a full planning application submission in due course. These assessments are currently ongoing.



Rear Warehouse



Ad-hoc roofscape at rear of Jacksons



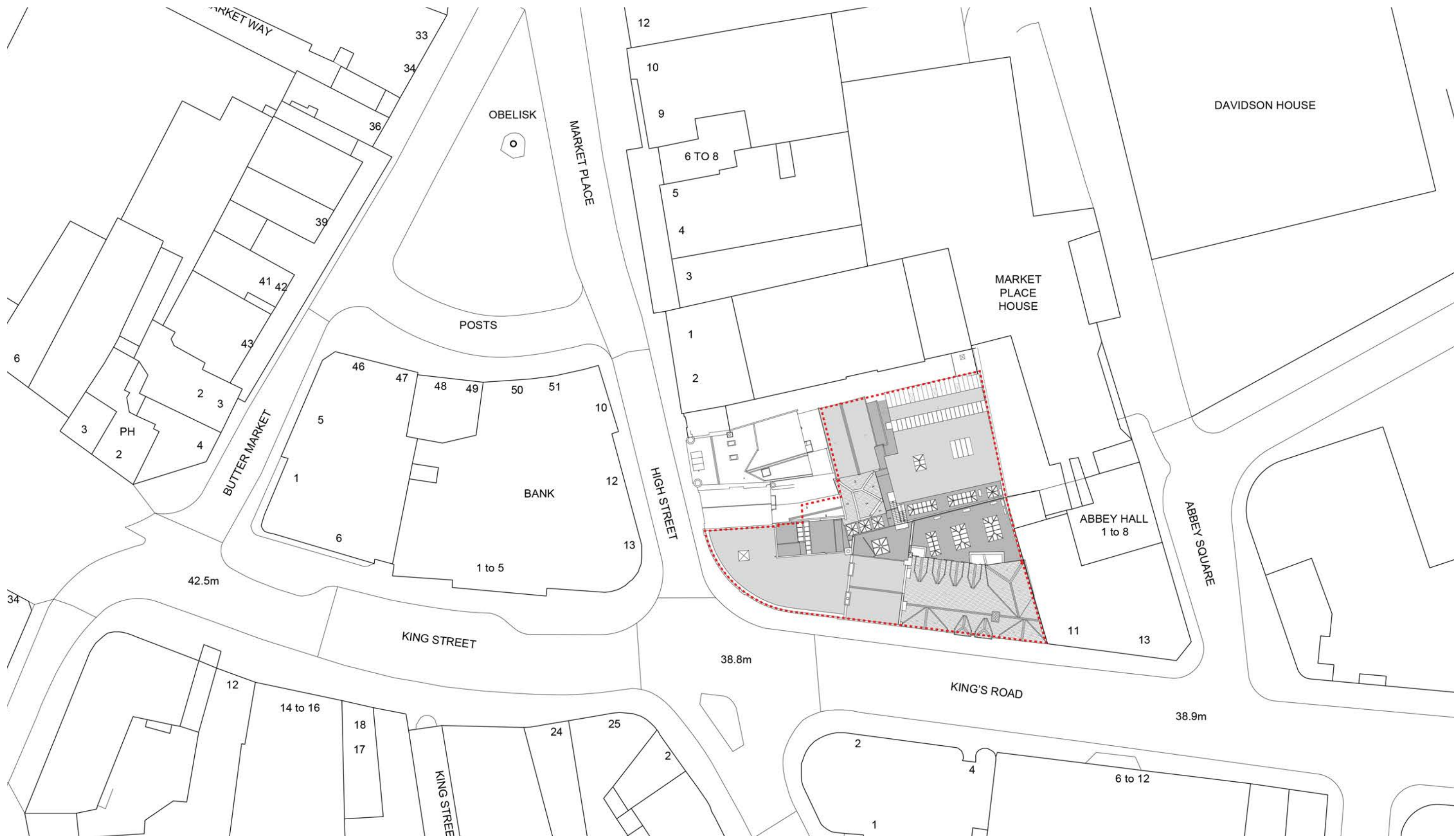
1960's extension with bulky modern rooflights



Various ad-hoc structures at rear of Jacksons



Rear Laneway



Site Location Plan - Existing



Site Location Plan - Proposed

HISTORY

A summary of the history of the site is as follows:

- 1875 - No. 6/7 High Street was purchased : This was where the department store which later became known as Jacksons Corner first started.
- 1877 - No. 8 High Street was purchased : This building was demolished and rebuilt by the Jacksons in 1902. Sold in the late 1940s.
- 1885-1887 - the store on the corner of Kings Road was purchased;
- c.1936 - warehouse extension to the rear of the main store;
- 1940 - Pneumatic tube system installed at Jacksons Corner;
- 1954 - Kings Road extension;
- 1959/1960 - Jacksons Corner refurbished;
- Early 1961/1962 - Saracen’s Head pub purchased, linking the 1954 extension with the corner building. This became the grand Kings Road entrance to the store;
- 2010 - Jacksons Corner refurbished and re-painted; and
- The store has the only known fully operational Lamson pneumatic tube system in the UK.

Following the departure of Jacksons Department Store Nos.1-9 King Street are currently occupied with temporary pop-up retail units. Nos. 5-9 have been converted to residential accommodation (1997) which has resulted in some external alterations to the rear of the building. The upper floors of Nos. 1-3 Kings Road are used as storage and/or are empty and in need of repair. Especially the third floor level which is in very poor condition, with exposed brick wall and failing ceilings with areas of damp evidence on the walls.

To the rear there is a rabbit warren of corridors and small spaces linking the frontage buildings to the 1930s warehouse and 19th century workshop. Much alteration has occurred over time, resulting in an ad hoc mix of cement repairs, new windows in old openings, lean-to extensions, cement render, tile and asbestos roofs and modern bulky roof lights. All in all, the back part of the site is in a poor state of repair.

HERITAGE

As supported by the heritage report provided by Heritage Collective, we propose a scheme that complies with local and national policy and preserves and enhances the heritage significance of the local conservation area and enables a local landmark to be maintained and preserved.

The Frontage Buildings

In line with the consented scheme for the site, our scheme:

- Preserves and restores the existing shopfront for commercial units
- Refurbishes windows to the upper floors
- Retains and refurbishes the existing ‘Jacksons Corner’ sign

In addition, our scheme:

- Creates three commercial units at ground which work with the existing buildings lines and frontages, eliminating the need for additional access points
- Relocates residential access via the laneway allowing retention of the Jacksons shopfront in full
- Creates more generous residential units meeting national space standards and providing better quality living space
- The units will be accessed via a new external gallery, which will be lightweight sensitive addition which will have no impact on the architectural interest of the buildings
- Given this, any potential harm to the significance of the conservation area would be less than substantial in National Planning Policy Framework terms. In accordance with paragraph 134 of the National Planning Policy Framework this low level of harm should be weighed against the previously mentioned public benefits of the scheme

New Rear Residential Block

Our scheme:

- U-shaped block is created which pulls away from existing buildings and allows for a bigger courtyard space
- Has a stepped form which continues the variegated roofs in the conservation area
- Will use materials and details that are contextual and relate to the character and appearance of the conservation area and be of the highest quality
- Will enhance views from within the courtyard by creating a building of appropriate form, scale and materials
- The proposed residential block will only result in a minimal change in views within the conservation area. In most views existing development can be seen in the backdrop to Jacksons and the visibility of a small portion of the proposed residential block is unlikely to incur any harm (either substantial or less than substantial in National Planning Policy Framework terms) to the character and appearance of the conservation area



ACCESS AND ACCESSIBILITY

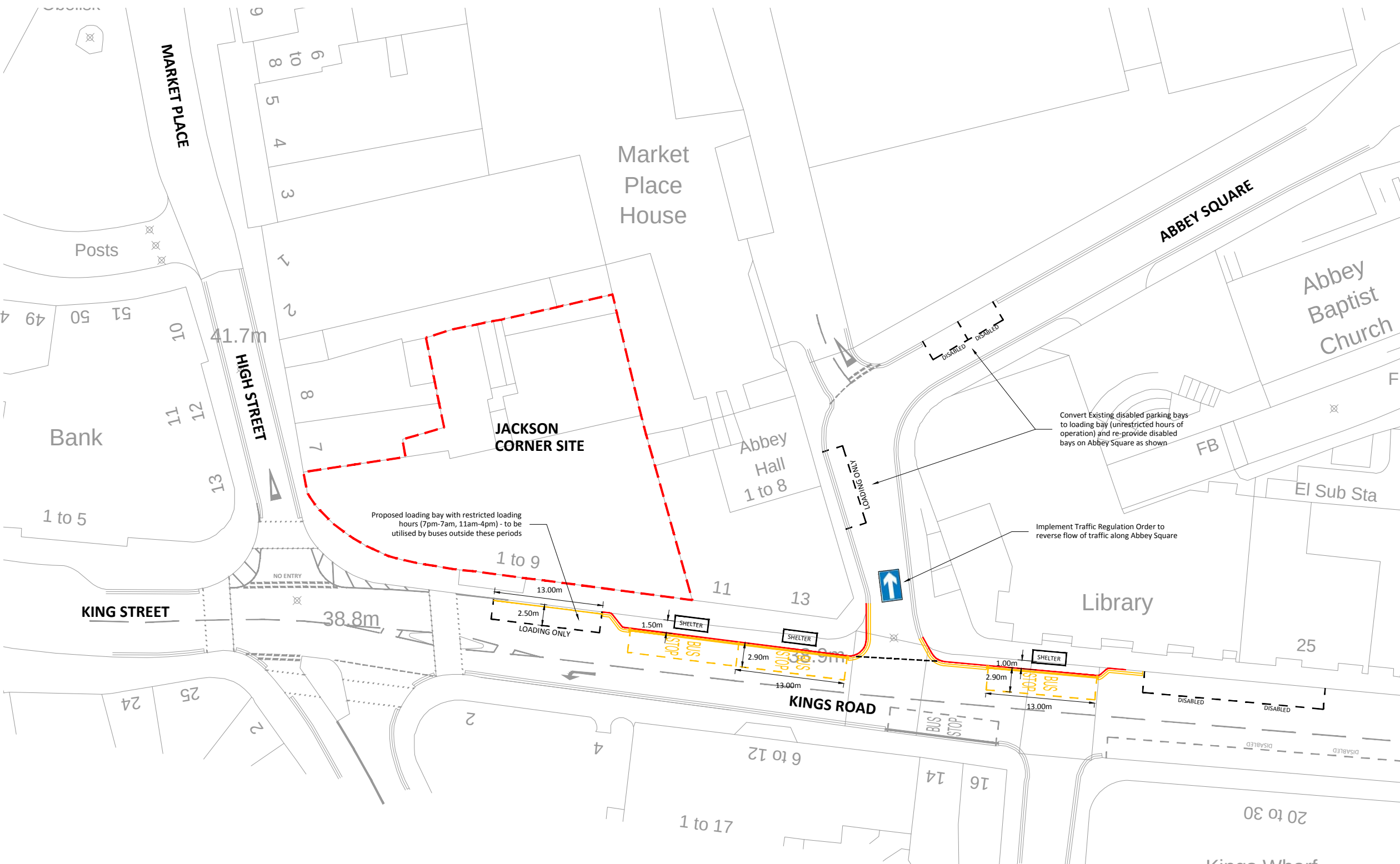
Servicing

- The servicing arrangements for the previous application (and which were agreed with Reading Borough Council) were as follows:
- Provision of a new loading bay outside Jacksons Corner on Kings Road (restricted to 19:00 – 07:00 and 11:00 – 16:00 only) with the existing two bus stops moved eastwards;
 - A third bus stop to be included outside the library to increase capacity and widening of the footway adjacent to Jacksons and the bus stops to 1.5m; and
 - An additional unrestricted loading bay in Abbey Square (through relocation of two disabled spaces) and the one-way street reversed (implemented through a Traffic Regulation Order (TRO)).

It is noted that this servicing arrangement requires a TRO, a separate post-planning process that cannot be guaranteed. In line with the agreement for the previous scheme, a contribution equivalent to the cost of the above works will be paid in the event that the TRO cannot be secured.

Parking

- Due to the town centre location of the site with key local facilities nearby and easy access to a variety of modes of travel, the proposed development is to be ‘car free’ (i.e. no car parking will be provided). Residents will be encouraged to access the site via sustainable transport modes.
- Cycle parking to be provided in accordance with Reading Borough Council LDF: Revised Parking Standards and Design (Adopted 2011) in alignment with the site’s key location in Zone 1/Central Core Area. Cycle parking will be delivered in secure storage.



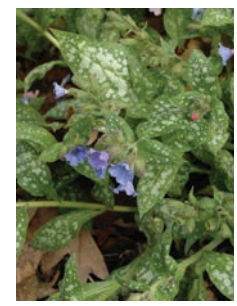
- Existing carriageway alignment / markings to be retained
- Proposed kerbwoks
- Proposed carriageway markings
- Proposed waiting restrictions
- Replacement bus passenger infrastructure

LANDSCAPE, ARBORICULTURE + ECOLOGY

Whilst there are no existing trees within the site; the proposals will provide opportunities for new planting to enhance the site's appearance and improve the outlook for both existing and proposed residents. A landscape plan detailing hard and soft landscaping is currently being prepared for the proposals which will be submitted to accompany a future planning application.

A Preliminary Ecological Appraisal and all appropriate surveys will be carried out at the site which will identify any necessary mitigation and potential ecological enhancement for the site.

Courtyard Planting



- 1 *Amelanchier lamarkii* [Autumn]
- 2 *Amelanchier lamarkii* [Summer]
- 3 *Hedera* sp, *Luzula* sp, Ferns
- 4 *Hamamelis* x *intermedia* [specimen shrub]
- 5 *Hakenochloa macra* [under amelanchier tree]
- 6 *Fatshedera lizei* [deep shade beds]
- 7 *Epimedium* sp
- 8 *Pulmonaria officinalis*
- 9 Mixed fern species
- 10 *Anemone* x *hybrida*

Roof Planting

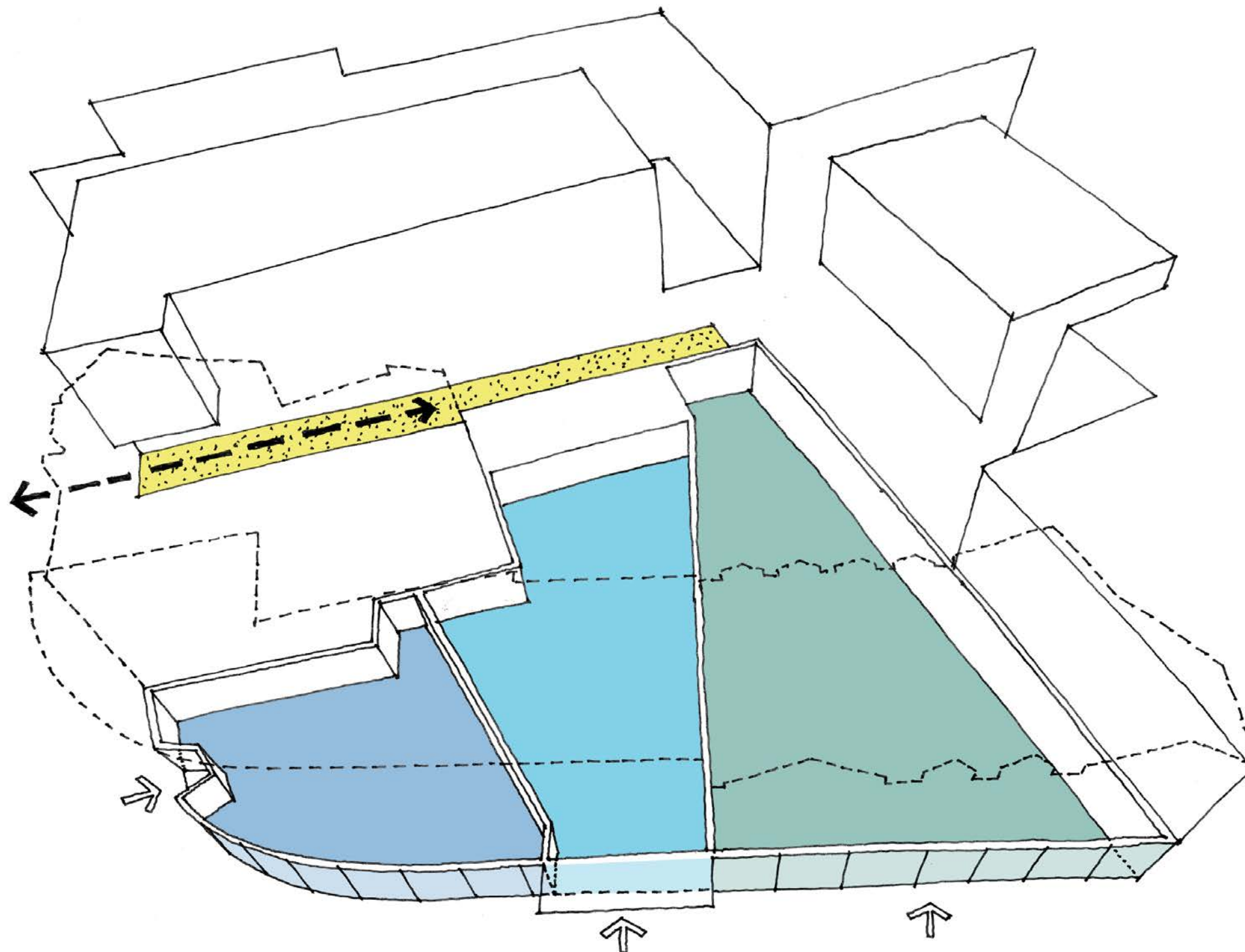


- 1 *Deschampsia caespitosa*
- 2 *Stipa calamagrostis*
- 3 *Calamagrostis brachytricha*
- 4 *Festuca amethystina*
- 5 *Festuca scoparia*
- 6 *Allium sphaerocephalon*
- 7 *Anemone apennina*
- 8 *Muscari botryoides*

DESIGN PRINCIPLES

Respect the building and create active ground floor

- Increase the flexibility of the ground floor with level slabs and with larger units
- Minimise the impact to the current Jacksons department store façade at ground floor
- Remove residential entry from Kings Road and shift it to the rear
- The dividing of the ground floor into 3 commercial units reflect the 3 building frontages.

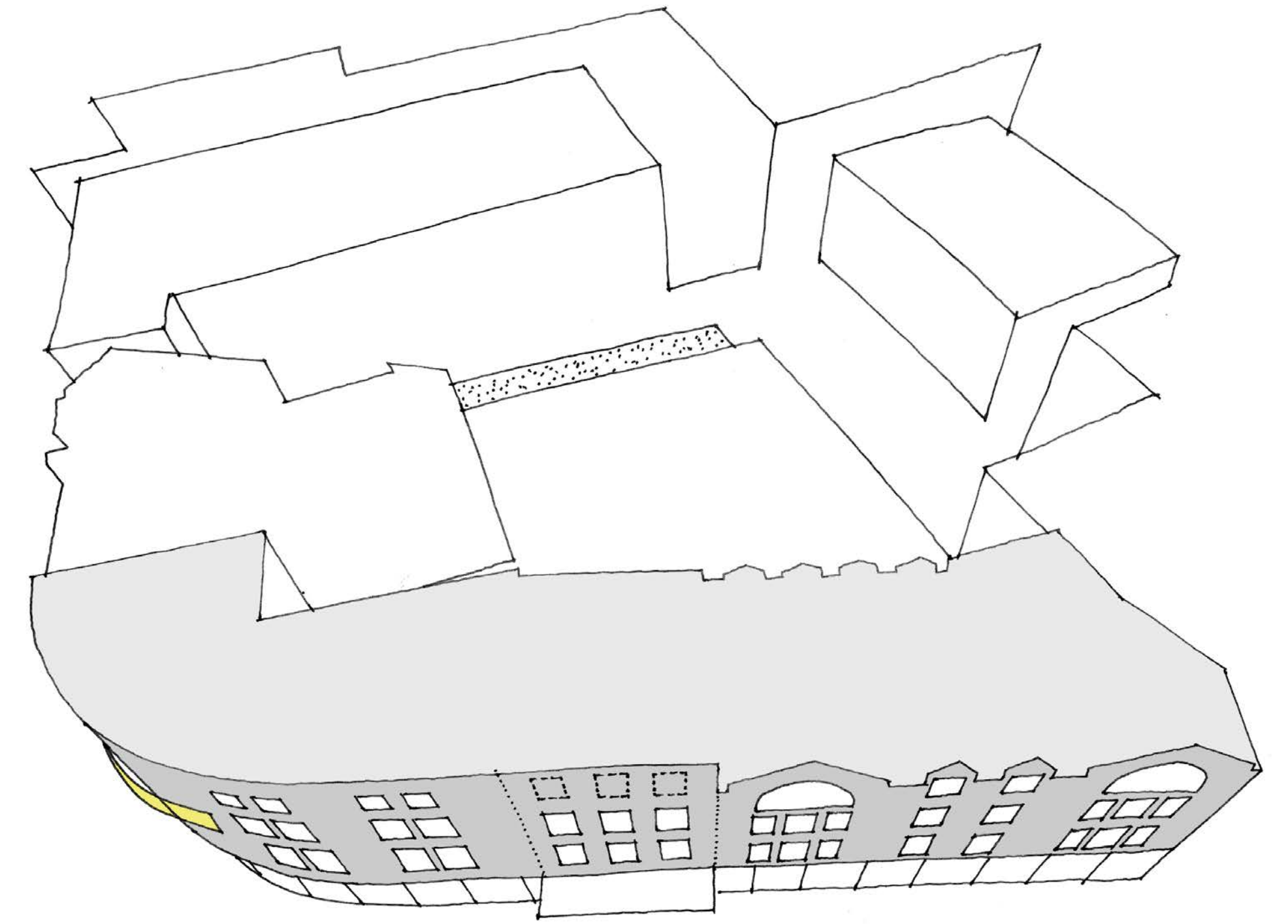


Maintaining a landmarks viability and sustainability

The proposals provide a scheme that preserves and enhances the heritage significance of the conservation area and enables the local landmark to be maintained and preserved for the future.

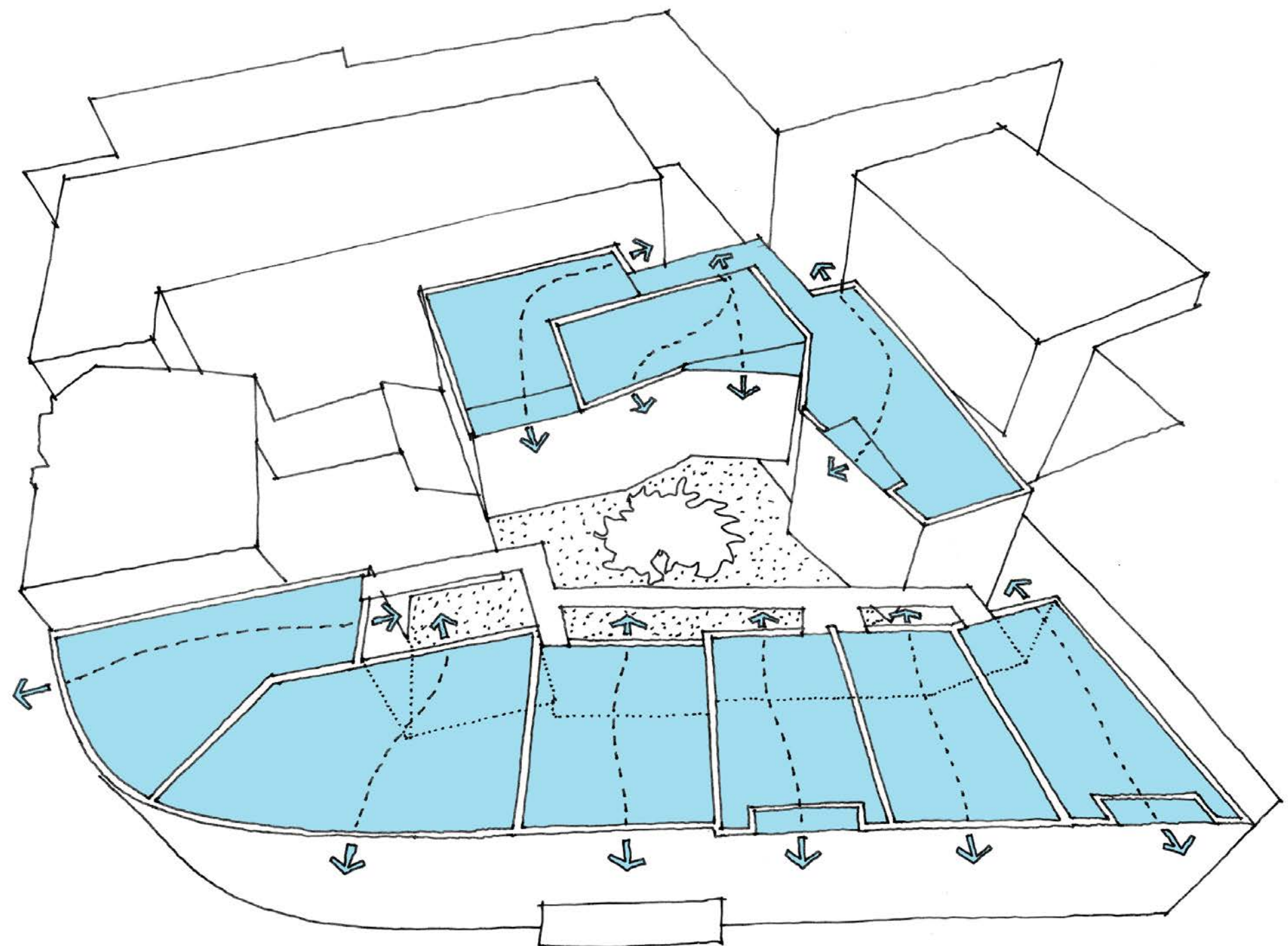
We seek to:-

- Maintain existing Jacksons corner sign on front elevation
- Preserve the main front elevation
- Maintain canopy over entry
- Introduce new level behind high parapet of Saracens head
- Replace timber sliding sash window and casements on Kings Road
- Maintain principle of canopy mechanism on Kings Road
- Maintain glazing frames
- Repair the tiling below glazing
- As previous application introduce 3 new windows into parapet of Saracens Head



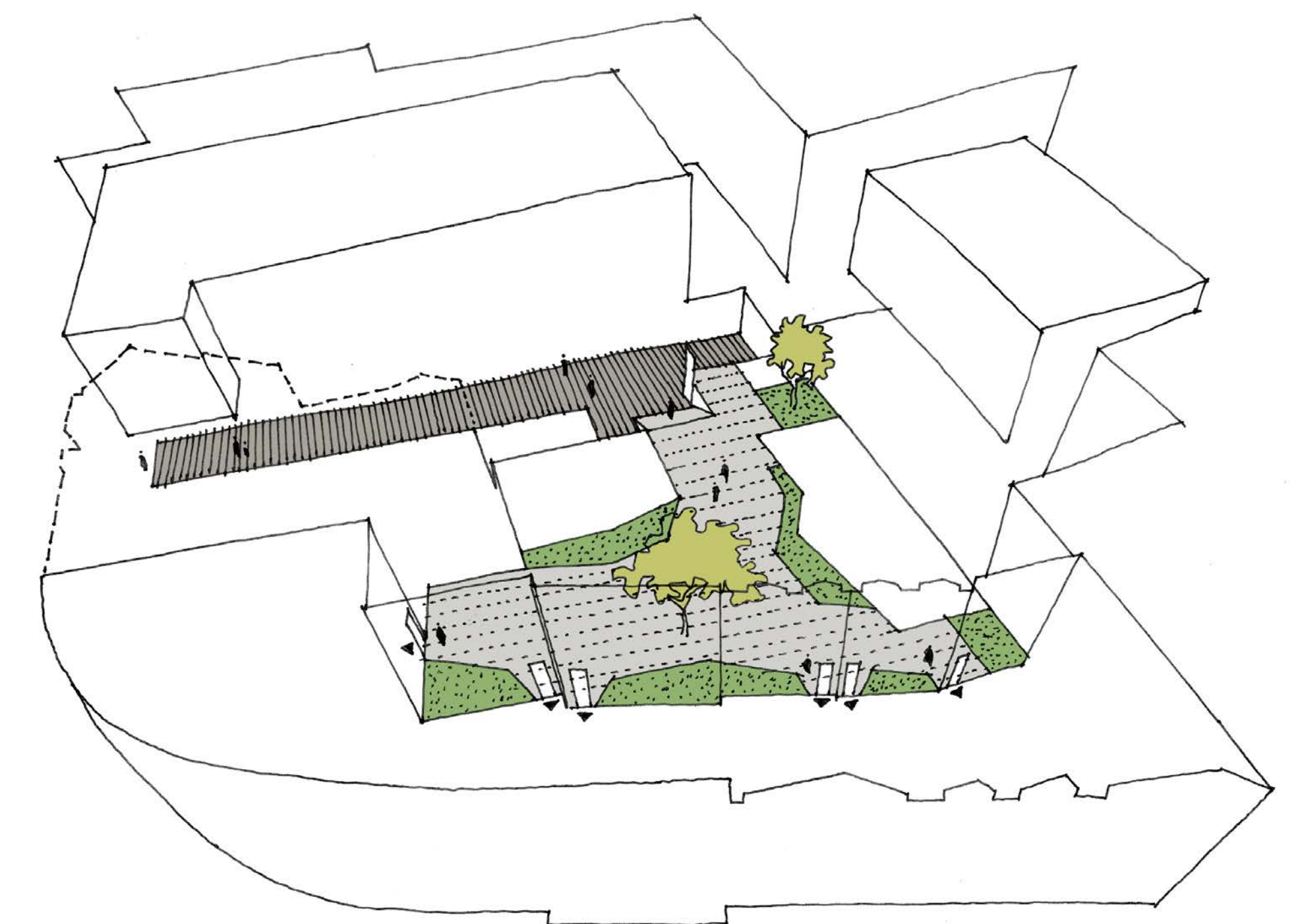
Better quality and more diverse living environments

- Eliminate north facing single-aspect residential units
- Create double-aspect and natural cross-ventilation
- Increase the size of the units to fulfil national space standards.
- Create more balance between the number of 1 and 2 beds
- Create better aspect to the flats in the existing building
- Move bedrooms away from the busy Kings Street where possible
- Create a clearer residential access from the alleyway
- Remove stairs to give larger units by introducing a gallery
- Gallery creates opportunities for private amenity



Landscaped courtyard at the heart of the scheme

- Deliver a better quality sequence of spaces from the High Street to the courtyard
- Create a secure entry lobby off of alleyway with garden patio and post boxes
- Remove all bikes and bins to the basement frees up more space in the courtyard
- Create landscape buffers between courtyard and units
- Clear front door entry off courtyard to 8 residential units
- Deliver a single central space for sitting, relaxing and shelter



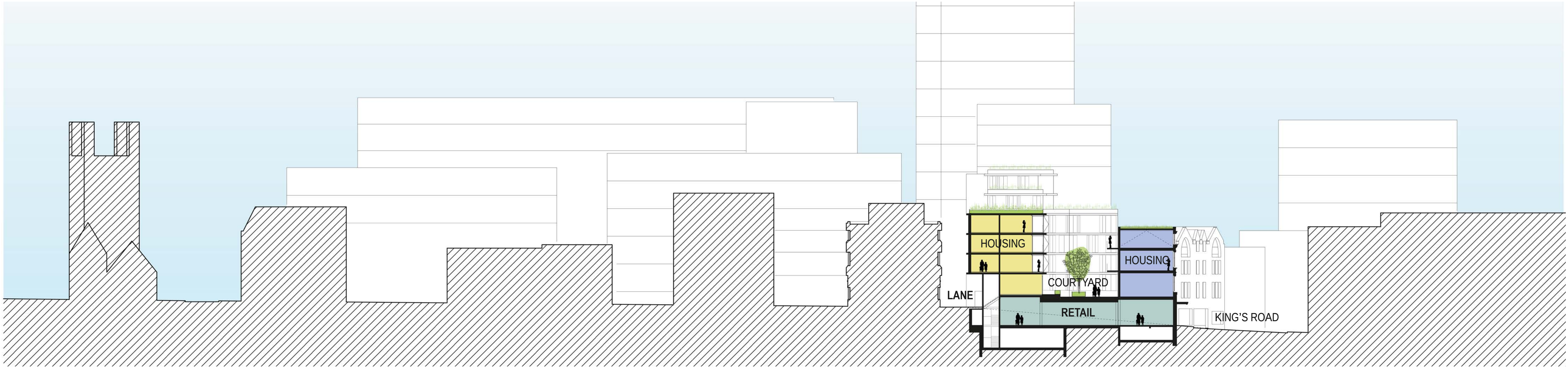
PROPOSED LAYOUTS



Proposed Ground Floor 1:200



Proposed Courtyard Level Plan 1:200



Proposed Section

PROPOSED LAYOUTS



Proposed Typical Floor 1:200 1B Units 2B Units



Elevation Kings Street

MATERIALS



Brick - Reading Grey



Privacy + shading screens - Powder Coated Aluminium



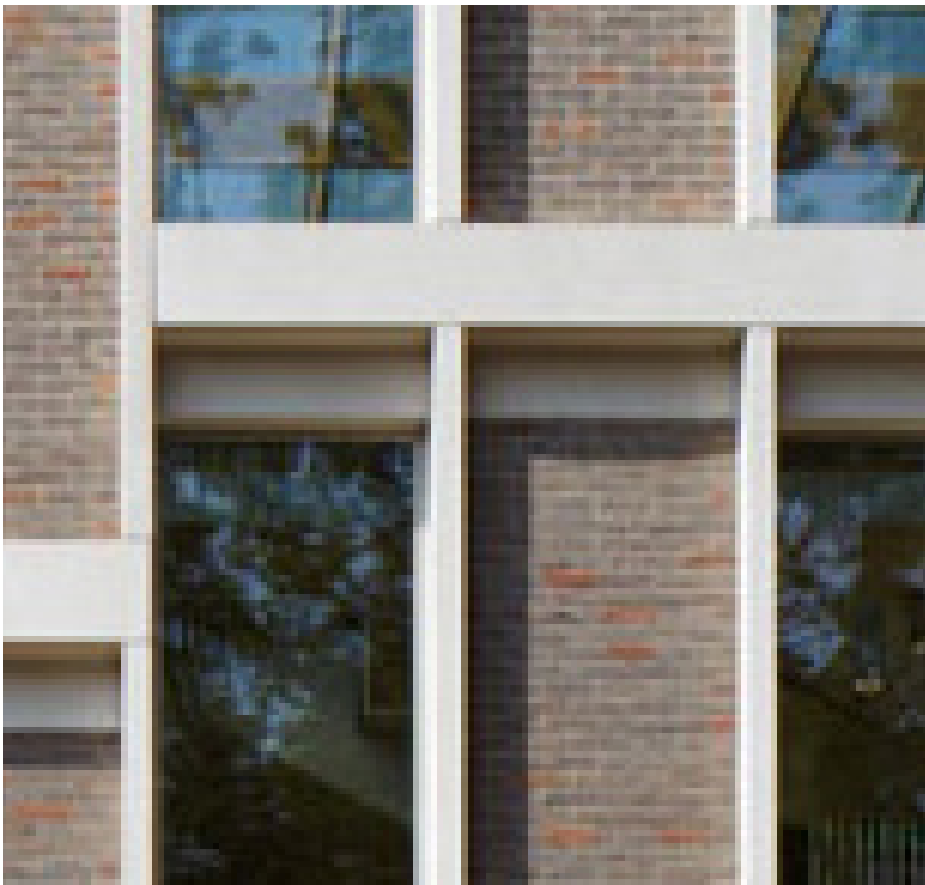
Balustrade - Powder Coated Steel



Courtyard Tree



Green Roofs



Expressed Concrete Frames

Courtyard



Terrace



INDICATIVE STREETSCENES

The proposed residential block will only result in a minimal change in views within the conservation area. In most views existing development can be seen in the backdrop to Jacksons and the visibility of a small portion of the proposed residential block is unlikely to incur any harm (either substantial or less than substantial in National Planning Policy Framework terms) to the character and appearance of the conservation area.



Photo - King Street - A very small portion [of the residential block] may be visible only from a couple of specific points, and in front of 'The Blade' which is already in the backdrop of the Jacksons Corner.



Photo - Duke Street - Not Visible



Photo - Market Place - Not Visible



Photo - Abbey Square (not part of the conservation area) - Visible portion will enhance the streetscape

NEXT STEPS

The purpose of this exhibition is to seek your views on the draft proposals. Please leave us your feedback by completing one of the feedback forms available here today or by emailing us at:

Jacksons.corner@bartonwillmore.co.uk

We value all feedback received. Subject to a review of the responses received and finalisation of the technical assessments, a planning application is likely to be submitted towards the end of March 2016. Thank you for attending and we hope you have found this event helpful and interesting.

THANKYOU



Appendix 3

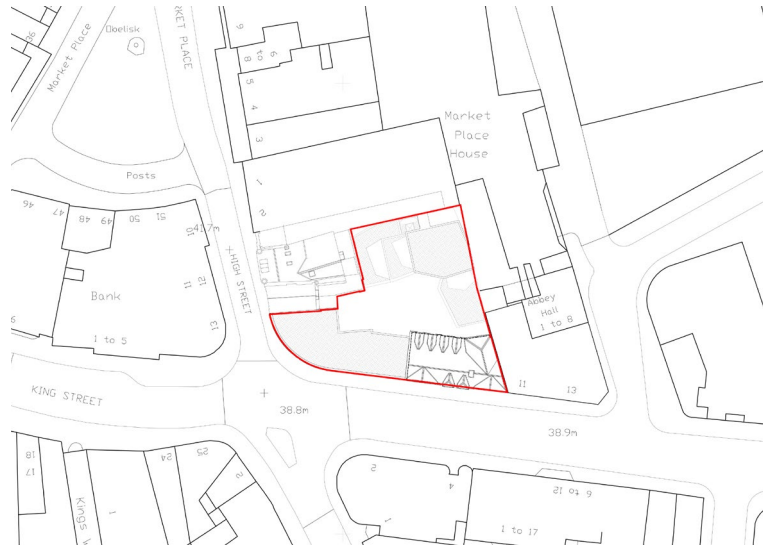
Copy of Flyer

JACKSONS CORNER

You are invited to join an exhibition and consultation event

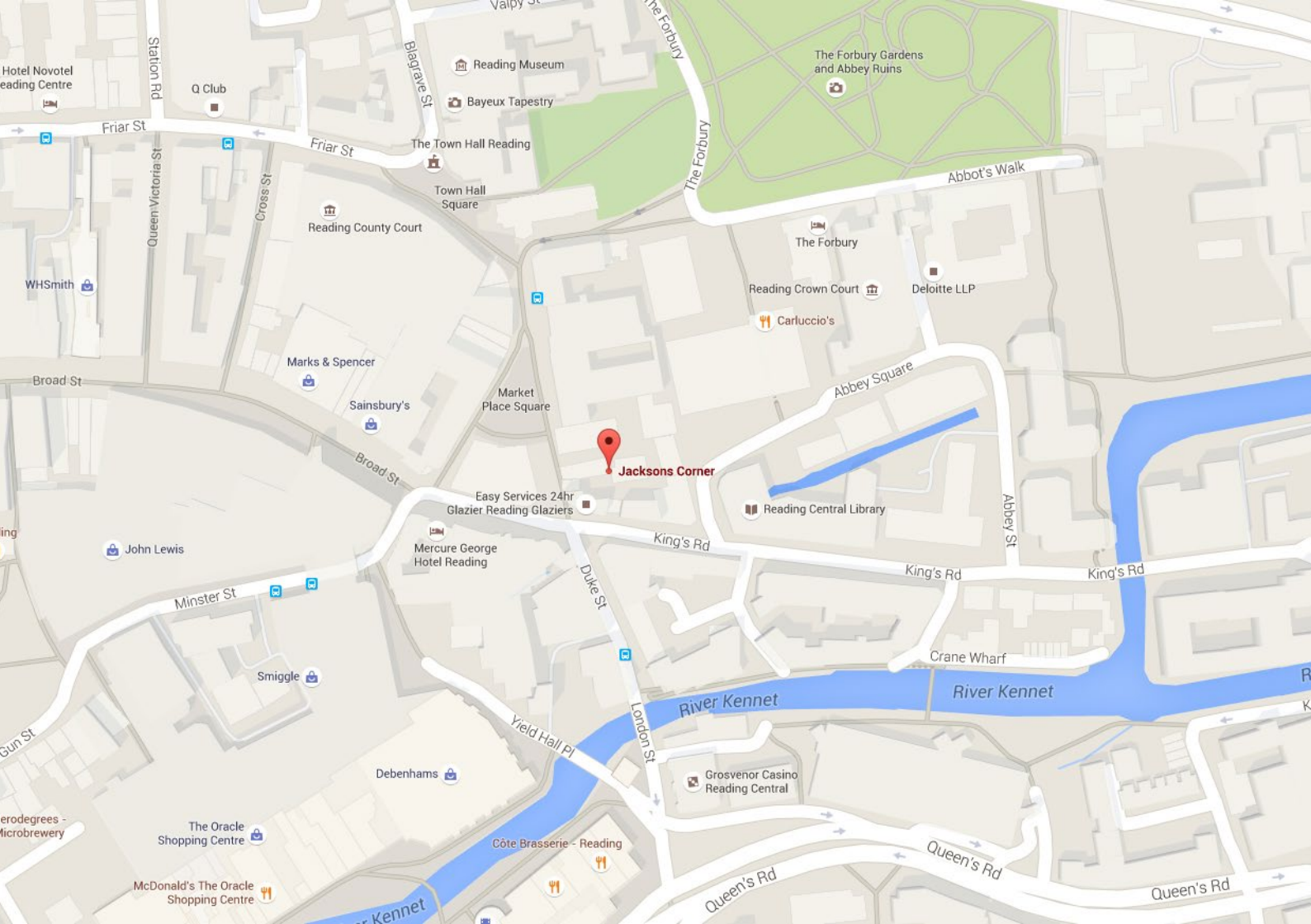
We are looking at a revised scheme for Jacksons following receiving planning permission in March 2015. The event will showcase our scheme, please come along to learn more about the scheme and give us your input.

The event will be held on the 20th February 11am - 3pm at Jacksons Corner, 1-9 King's Road, Reading



Development Description:

Preservation of frontage of building 1-9, Kings Road, retention and enlargement of commercial space on the ground floor and basement levels, conversion of upper areas to 18 residential units. Demolition of commercial ancillary accommodation to rear and construction of new residential block of 16 units. Creation of central courtyard.



Appendix 4

Copy of Feedback Form

Feedback Form

Jacksons Corner, Reading

Please provide your contact details in the space below:

Name: _____

Postal Address:

Email: _____

I am: (please tick)

A local resident ☐

Work locally ☐

Other ☐

Q1: What do you like about the proposals?

[illegible]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

or email to:
jacksonscorner@bartonwillmore.co.uk