JACKSON'S CORNER, 1-9 KING'S ROAD, READING
PLANNING, DESIGN AND ACCESS STATEMENT

May 2016

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CONTENTS

1.0 Introduction
1.1 Introduction
1.2 Form + Content of the Application
1.3 Summary
1.3.1 Principle
1.3.2 Heritage
1.3.3 Accommodation
1.3.4 Context
1.3.5 Amenity
1.3.6 Landscaping
1.3.7 Highways
1.3.8 Accessibility

2.0 The Site and Context
2.1 Location
2.2 Application Site
2.3 Existing Premises
2.4 Adjacent Sites + Adjoining Buildings
2.6 Development Plan Notation / Other Designations

3.0 Relevant Planning History

4.0 Policy Context

5.0 Description of Proposed Development
5.1 Scheme Description
5.2 Heritage Context
5.3 Design Principles
5.4 Materiality + Appearance
5.5 Communal Amenity
5.6 Sustainability + Energy
5.7 Acoustics
5.8 Drainage
5.9 Access + Car Parking
5.10 Transport + Servicing
5.11 Affordable Housing
5.12 Construction Management

6.0 Landscape
6.1 Planning Policy + Guidance
6.2 Planting Strategy: 7 Principles
6.3 Ecology + Biodiversity
6.4 Amenity Spaces Planting
6.5 Roof Planting
6.6 Courtyard Planting
6.6 Typical section to courtyard finishes

7.0 Community Engagement
7.1 Introduction
7.2 Engaging the Local Community
7.3 Engaging the Local Council

8.0 Planning Statement
8.1 Key Planning Issues
8.2 Assessment against Key Planning Policy Issues

9.0 Conclusions + Key Benefits

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1

INTRODUCTION

1.1 Introduction 4

1.2 Form + Content of the Application 4

1.3 Summary 4

1.0 INTRODUCTION

1.1 Introduction

1.1.1 This report is prepared by Barton Wilmore Planning Consultants and S333 Architecture+Urbanism on behalf of the owners of the site, SG Capital. It supports a planning application for the former Jacksons Corner Department Store site in central Reading. It proposes conversion , refurbishment and new build to provide a mixed use development, comprising commercial (Class A3) and residential (Class C3) accommodation. The report considers the planning opportunities and constraints of the site in the context of Reading local planning policy and other relevant national planning objectives.

1.1.2 This Statement will provide additional information to endorse the application and to recommend the merits of the proposal to Reading Borough Council (RBC) and the Council Officers. It accords with government guidance on the preparation of such statements produced by the Commission for Architecture and the Built Environment (CABE), now part of the Design Council; and the Department for Communities and Local Government (DCLG). It outlines the considerations and background information that led to the final layout and design proposed.

1.1.3 Negotiations have been undertaken with Reading Borough Council Planning Department (RBCPD) as part of a Pre Application Consultation process. This was in order to establish the nature of the scheme in terms of relevant policy and the acceptability of the proposals prior to this formal submission; with a view to putting forward a development that is suitable in terms of design, mix of uses and other relevant planning objectives. A Public Consultation Exercise was held on site, on the 27th February 2016.

1.1.4 Planning obligations will be entered into to secure for the Council any relevant contributions towards infrastructure and community facilities.

1.2 Form + Content of the Application

1.2.1 The application is supported by the following documents:

- Document 1: Cover Letter
- Document 2: Completed application forms, Ownership Certificate
- Document 3: Planning Statement, which also includes a section on Consultation and Community Involvement prepared by Barton Willmore
- Document 4: Design and Access Statement, prepared by S333 Architecture+Urbanism
- Document 5: Transport Statement and Framework Construction Traffic Management Plan, prepared by i-Transport LLP
- Document 6: Daylight, Sunlight and Overshadowing Assessment, prepared by XC02 Energy Ltd
- Document 7: Air Quality Assessment prepared by XC02 Energy Ltd
- Document 8: Sustainability Statement, prepared by XC02 Energy Ltd
- Document 9 : Energy Statement, prepared by XCO2 Energy Ltd
- Document 10: Utilities Statement prepared by XC02 Energy Ltd
- Document 11 : Ecological Appraisal prepared by Ecological Planning + Research Ltd
- Document 12: Heritage Statement prepared by Heritage Collective
- Document 13: Affordable Housing Statement prepared by Doug Birt Consulting
- Document 14: Drainage Statement prepared by Clancy Consulting Ltd
- Document 15: Acoustic Report prepared by Auricl Ltd
- Document 16: Draft S106 Agreement prepared by Barton Willmore LLP

1.3 Summary

The development proposals comprise commercial uses (Class A3) in the basement and on the ground floor. The upper three floors of the retained front building will be converted to residential use comprising 18 flats (Class C3). To the rear of the building, the storage and workshop buildings will be removed and will be replaced by a new residential block comprising 16 flats (Class C3), arranged over six floors.
The site has an extent planning permission no.141713, approved on the 30th March 2015.
This new proposal delivers significant and tangible benefits beyond the extent proposal for the conservation area and the wider city centre through the creation of better quality homes and communal and individual amenity.

The proposal is promoted on the following basis:

1.3.1 Principle

The current use of the site is commercial employment and residential.
In the context of the provision of employment uses in the vicinity and the predicted adequate future supply of such floor space, the loss of part of these existing uses is considered to be acceptable to the Council and accord with adopted Policy. The principle of changing the use of part of the site from commercial to residential has been confirmed in the extent planning permission subject to the detail design within the central urban location. The site is highly sustainable and in terms of facilities and location, well suited to residential development in accordance with the over arching aims of the Reading Core Strategy, Jan 2015.

1.3.2 Heritage

The proposal provides 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. The preservation of the front buildings is seen as a positive and fundamental planning advantage of the scheme. For details of the heritage aspect of the scheme we refer to the Heritage Statement prepared by Heritage Collective Ltd accompanying the application (see document 12).

1.3.3 Accommodation

Commercial: the commercial space extends 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. The three units comprise a total area of 891 sqm. GIA and an additional 491 sqm GIA in the basement for servicing and plants.

Residential: 34 units in total. The original front building is to be refurbished to provide 9x one bedroom flats and 9x two bedroom units at first, second and third floor levels. The new build block to the rear comprises 10x one bedroom flats, 4x two bedroom flats and 2x duplex three bedroom flats.

Affordable Housing: Given the existing site value and the costs associated with the retention and refurbishment of the frontage, corner buildings an 'Affordable Housing Viability Report' has been commissioned in order for the level of affordable housing to be determined and agreed. This document forms part of the application (see document 13).

1.3.4 Context

The layout, scale, mass, appearance and detailing draws upon the surrounding town centre location. The new build block to the rear is not visible from the immediate street pattern of the conservation area, and is of a commensurate scale in comparison to surrounding buildings. The new building is also configured such that it maximises the aspect to the flats, increases distance from the existing front buildings, increases the size and quality of the communal courtyard allowing it to receive more sun, more substantial planting, privacy buffers and private amenity to the ground floor units. This results in a better quality living environment compared to the extent scheme. Access to the communal courtyard is via the secured access laneway off the High Street.

1.3.5 Amenity

In addition to the communal courtyard, private terraces are provided to all new rear flats, and semi-private outdoor spaces on the shared gallery is provided for the flats in the refurbished front building.

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1.3.6 Landscaping

The proposed development would provide a mature tree as a focal point for the new courtyard, along with buffer planting and green roofs. This will enhance the sites appearance and improve the outlook for both existing and proposed residents (see chapter 6).

1.3.7 Highways

In accordance with the requirements of Core Strategy Policy C10 and Local Plan Policy, the proposal will encourage the use of more sustainable modes of traffic furthermore, in the context of the lawful uses of the site, the arrangements proposed will not compromise the safe movement and free flow of highway users. Arrangements for deliveries to the commercial space will be improved in line with the previous extent permission. Given the highly sustainable location of the site and the type of accommodation proposed the proposals are for a 'no parking scheme', (refer to Transport Statement prepared by i-Transport that forms part of the application submission, see document 5).

1.3.8 Accessibility

The application sites central, Reading location makes it highly accessible by a variety of modes of transport. Pedestrians and cyclists are well catered for, along with a good local bus service to surrounding areas. There are bus stops in close proximity to the site, sustainable transport options and Reading mainline railway station is 2.5 km to the north.

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2

THE SITE + CONTEXT

2.1	Location	7
2.2	Application Site	7
2.3	Existing Premises	9
2.4	Adjacent Sites + Adjoining Buildings	10
2.5	Development Plan Notations / Other Designations	10

2.0 THE SITE + CONTEXT

2.1 Location

2.1.1 The site is situated in Reading town centre; at the crossroads of King's Road and High Street, the site is known locally as Jacksons Corner and is a prominent and well-known, local landmark and meeting point

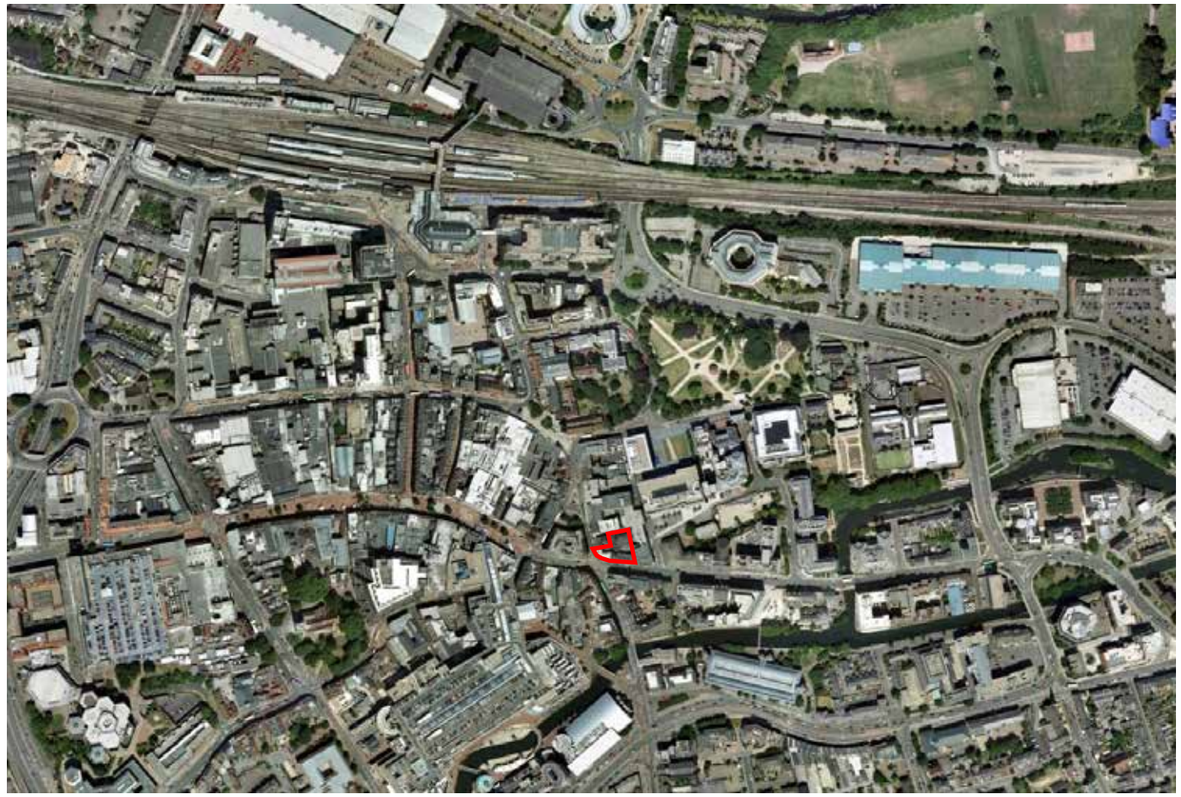

Fig 2.1: Aerial view of site (marked in red) in context

2.2 Application Site

2.2.1 This comprises a site of 979 square meters, as shown in the aerial view in Fig.2.1 and the OS plan shown in Fig 2.4.

2.2.2 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. Directly off the High Street a narrow laneway runs between No.8 and No.2 Market Place, providing access to the rear buildings. See Fig 2.2 and 2.3

2.2.3 No.7 and No.8 High Street are Grade II listed buildings and the whole site is located within the Market Place / London Street Conservation Area.

2.2.4 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, formally The Saracens Head Public House and No.5-9, King's Road. For details as to the historical background of the site refer to the Heritage Statement submitted with the application by The Heritage Collective (see document 12).

Fig 2.2: Rear Laneway towards High Street

Fig 2.3: Rear Laneway

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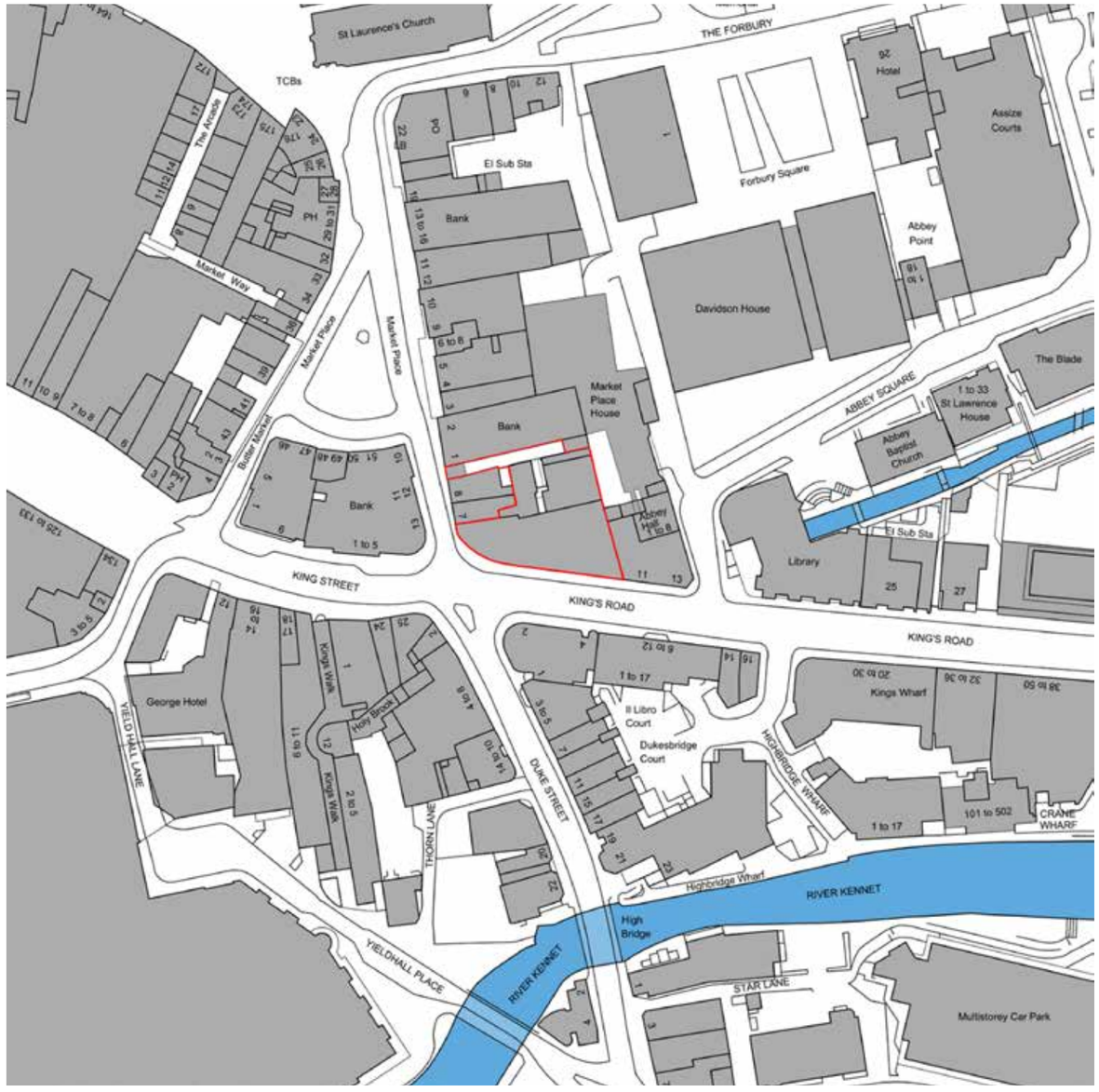

Fig 2.4: OS Plan

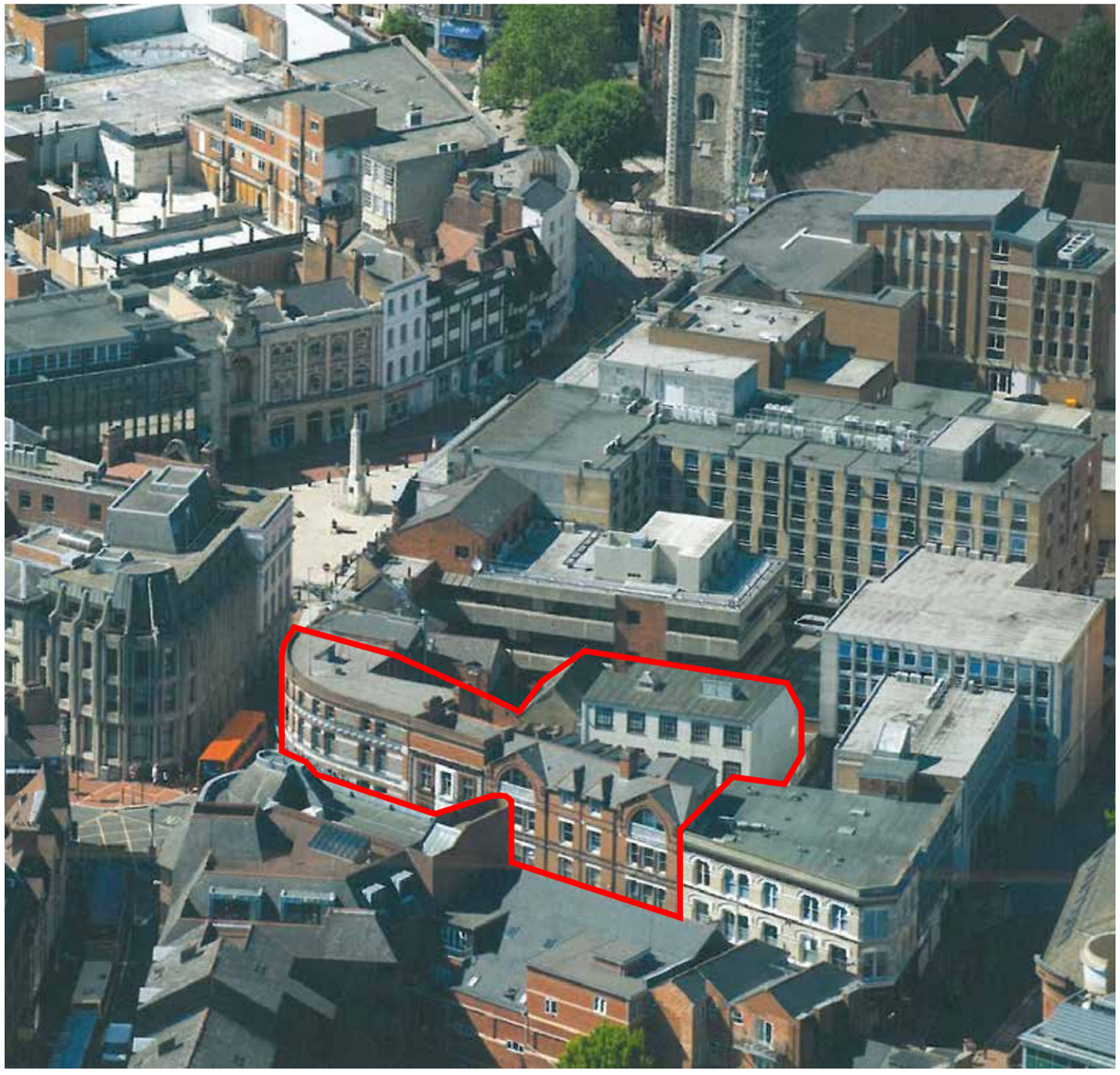

Fig 2.5: Aerial view of the application site

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2.3 Existing Premises

2.3.1 The Jacksons Corner building was built in 1880, according to Thomas Macey in his book on 'Reading's Oldest Family Owned Department Store'. The buildings that were originally purchased, were added to over time, with further acquisitions enabling extensions to the east in the 1950's and the purchase of the former 'Saracens Head Public House' at No.3, King's Road, in the early 1960's. The site now comprises two main elements, the frontage commercial buildings along King's Road and the High Street, with ancillary storage and the three storey warehouse and servicing yard to the rear. There are also traces of a small pitched roof building behind No.1 King's Road.
The department store use ceased in the early part of 2014; a section of the frontage block to the east, above the ground floor, has been previously converted to residential use in the form of flats

Existing floor area schedule:

	GIA (m2)	GEA (m2)
level -1	505.7	505.7
level +0	754.8	774.6
	450.0	467.2
level +1	649.0	683.2
level +2	556.4	621.6
level +3	433.5	486.2
TOTAL	**3349.4**	**3538.5**

2.3.2 Frontage Buildings

All three frontage blocks are Victorian, brick buildings with large windows and ornate cornicing with brick, terracotta and rendered features. All the buildings are four storeys in height, apart from the property No.3 King's Road, formally the 'Saracens Head Public House', which has only two storeys above ground; although the parapet runs at virtually the same level as the adjoining four storey blocks. The parapet was extended in the early 1960's to accommodate the new entrance area with the grand clock mounted above.

Fig 2.6: No 3-9 King's Road

Fig 2.7: No 1-3 King's Road

2.3.3 Rear Buildings

To the rear there is a rabbit warren of corridors and small spaces linking the frontage buildings to the 1930's warehouse at the rear. 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. See Figs 2.8-2.11.

Fig 2.8: 1960's extension with bulky modern rooflights

Fig 2.9: Various ad-hoc structures at rear of Jacksons

Fig 2.10: 1930's rear warehouse

Fig 2.11: Various ad-hoc structures at rear of Jacksons

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2.4 Adjacent Sites + Adjoining Buildings

Fig 2.12: View of Abbey Square

Fig 2.13: View of King's Road towards Highbridge Wharf

Fig 2.14: View of corner High Street / King Street

Fig 2.15: View from Market Place towards site

Fig 2.16: View of adjacent parking Abbey Square

Fig 2.17: View from roof of Jacksons Corner

2.5 Development Plan Notations / Other Designations

2.6.1 The site lies within the identified Primary Shopping Area and the Reading Office Core, as set out within the Reading Central Area Action Plan (RCAAP); it also lies within the Market Place / London Street Conservation Area. The site allocation is commercial uses on the ground floor; commercial, residential and/or offices on the floors above.

2.6.2 The site lies outside the area of flood risk as identified by the Environment Agency mapping service; see Fig 2.18

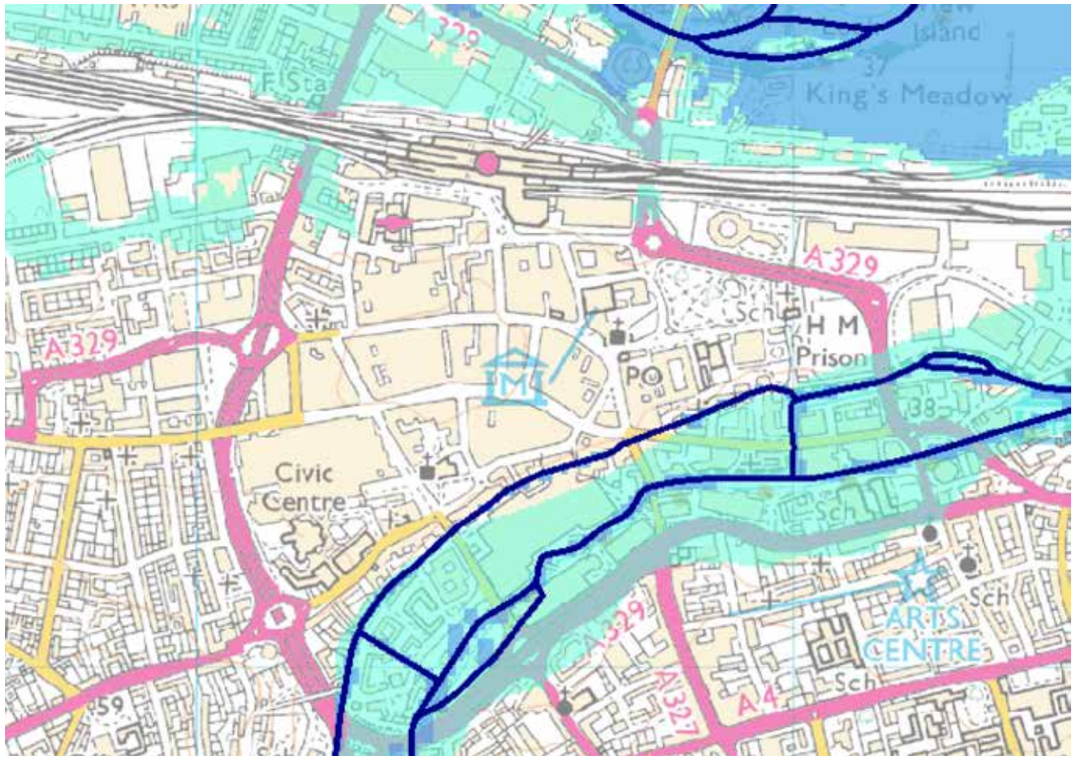

Fig 2.18: Environmental Agency floor risk map showing site is outside flood risk zone

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3

RELEVANT PLANNING HISTORY

3.1 Relevant Planning History 12

3.0 RELEVANT PLANNING HISTORY

3.1 Relevant Planning History

Jacksons Corner has been subject of several planning applications which are documented below:

1-9 King's Road:

Application Number 141713: 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 (amended description). Application Permitted, 30/03/2015
Application Number 941010: Projecting non-illuminated sign. Application Permitted, 24/01/1995
Application Number 900205: Replacement of existing facade and canopy signs and recovering of blinds and fascia signs. Application Permitted, 31/07/1990

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4

POLICY CONTEXT

4.1 Policy Context 14

4.0 POLICY CONTEXT

4.1 Policy Context

4.1 This application is submitted on behalf of Reading Securities 2 LLP for the redevelopment of Jacksons Corner, Reading.

4.2 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.

4.3 The Planning 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.

4.4 Having regard to the details contained within the Planning Statement, it is considered that the proposal being put forward in this planning application is entirely acceptable and should be granted planning permission.

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5

DESCRIPTION OF PROPOSED DEVELOPMENT

5.1	Scheme Description	16
5.2	Heritage Context	17
5.3	Design Principles	17
5.4	Materiality + Appearance	20
5.5	Communal Amenity	23
5.6	Sustainability + Energy	23
5.7	Acoustics	23
5.8	Drainage	23
5.9	Access + Car Parking	24
5.10	Transport + Servicing	25
5.11	Affordable Housing	25
5.12	Construction Management	25

5.0 DESCRIPTION OF PROPOSED DEVELOPMENT

5.1 Scheme Description

5.1.1

Commercial:
The proposal involves the retention and refurbishment of the corner front buildings with commercial uses on the ground floor and the conversion of the first, second and third floors to residential use. The commercial area extends across the basement and ground floor of the frontage block and into the lower ground floor to the rear. At the rear of the site the old 1936 ancillary commercial building to the rear will be demolished along with other storage buildings, to create improved access and delivery arrangements; refuse storage and further commercial space at lower ground level with an open courtyard positioned above.

The total amount of commercial area is 891 sqm. GIA and an additional 491 sqm GIA in the basement for servicing and plants.set out as three units.

Residential:
The original corner front building is to be refurbished to provide 18 flats (9x one bedroom flats and 9x two bedroom flats) at first, second and third floor levels. The new block to the rear comprises 10x one bedroom flats, 4x two bedroom units and 2x duplex three bedroom units; 16 of the units provided are Lifetime Homes.
The total number of residential units is 34.

Communal Amenity:
A communal courtyard of 235 sqm is provided in addition to private terraces for each flat in the new rear building, and semi-private amenity provided on the shared access gallery for the refurbished front buildings.

Cycle Spaces:
A total of 27 secure cycle spaces will be provided in the basement level. 9 for use by the commercial units and 18 for use by the residential.

Car Parking:
The development is car free.

5.1.2

Schedule of areas: Commercial and Residential totals

	Commercial		Residential	
	GIA (m2)	GEA (m2)	GIA (m2)	GEA (m2)
level -1	491.0	491.0	45	45
level +0	891.0	912.0		
level +1			503.0	577.0
level +2			599.0	671.0
level +3			599.0	671.0
level +4			241.0	274.0
level +5			122.0	140.0
level +6			83.0	95.0
TOTAL	**1382.0**	**1403.0**	**2192**	**2473**

TOTAL GIA(m2)	**3574.0**
TOTAL GEA(m2)	**3876.0**

5.1.3

Schedule of areas: Commercial unit breakdown

	Commercial (NIA m2)			**TOTAL**
	UNIT A	**UNIT B**	**UNIT C**	
level -1	0	171	145	316
level +0	172	230	408	810
TOTAL NIA:				**1126**

5.1.4

Schedule of areas: Residential unit breakdown

	Flat No.	1B	2B	3B	NIA (m2)	NIA (ft2)
level +1	1		■		72	775
	2	■			50	538
	3		■		64	689
	4		■		63	678
	5		■		70	753
	6	■			48	517
	7	■			47	506
	8	■			51	549
level +2	9		■		70	753
	10	■			48	517
	11	■			47	506
	12	■			52	560
	13		■		64	689
	14		■		63	678
	15		■		70	753
	16	■			48	517
	17	■			47	506
	18	■			51	549
level +3	19		■		70	753
	20	■			48	517
	21	■			47	506
	22	■			52	560
	23		■		64	689
	24		■		63	678
	25		■		70	753
	26	■			41	441
	27	■			47	506
	28	■			46	495
level +4	29		■		70	753
	30	■			48	517
	31	■			47	506
	32	■			52	560
level +5	33			■	96	1033
	34			■	100	1076
TOTAL	**34**	**19**	**13**	**2**	**1,986**	**21,377**
%		56	38	5.9		

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5.2 Heritage Context

5.2.1 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.

5.2.2 The Frontage Buildings

Similar to the consented scheme for the site, our scheme:

- Preserves and restores the existing shop fronts for the commercial units
- Refurbishes windows to the upper floors
- Retains and refurbishes the existing 'Jackson's Corner' sign

In addition, our scheme:

- Creates three commercial units at ground floor which work with the existing buildings lines and frontages, eliminating the need for additional access points.
- Relocates residential access via the laneway minimizing the impact on and maintaining the character of the shop fronts in King's Road.
- Creates more generous residential units meeting national space standards and providing better quality living space.
- The front units will be accessed via a new external gallery, which will be a 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 NPPF terms. In accordance with paragraph 134 of the NPPF this low level of harm should be weighed against the previously mentioned public benefits of the scheme

5.2.3 New Rear Residential Block

Our scheme:

- L-shaped block is created which pulls away from existing buildings and allows for a bigger courtyard space than the extent scheme.
- 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 the 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.

5.3 Design Principles

Key design principles of the proposed scheme and improvements to the extent permission are illustrated as follows:

5.3.1 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 'Jacksons Corner' sign
- Preservation of the main front elevation
- Maintain canopy over entry to Saracens Head
- Maintain recessed entry to No 1 King's Road
- Introduce new level behind high parapet of Saracens Head as proposed in extent permission
- Replacement timber sliding sash window and casements on King's Road
- Maintain Hoarding above ground floor glazing
- Maintain principle of canopy mechanism on King's Road
- Maintain glazing frames
- Repair the tiling below glazing
- As extent permission introduce 3 new windows into parapet of Saracens Head

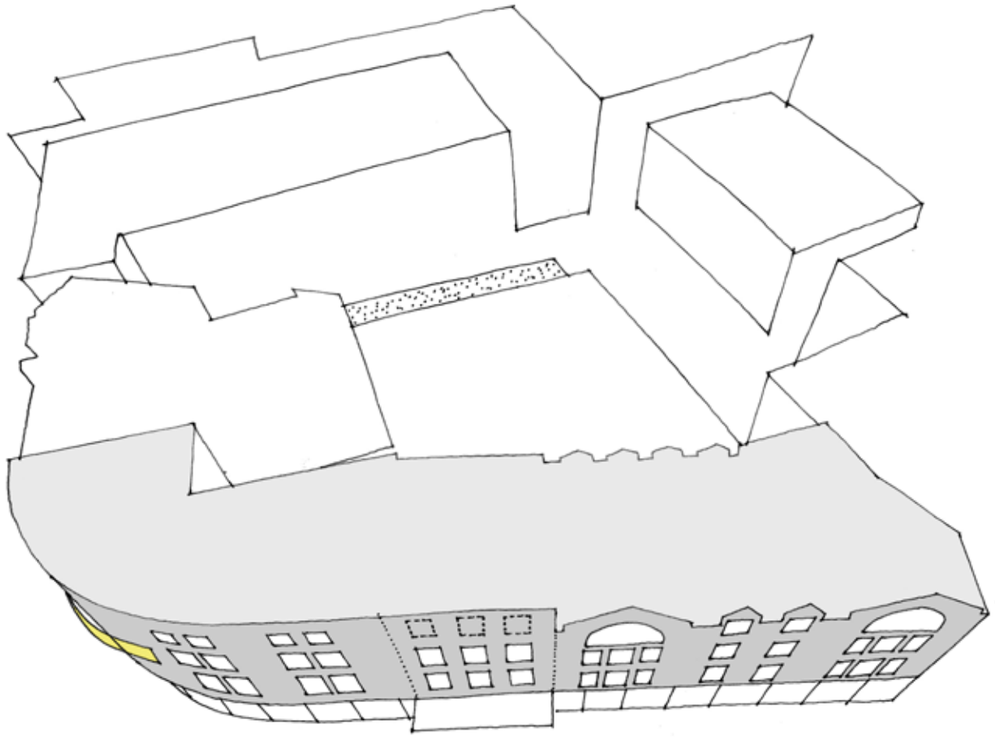

Fig 5.1

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5.3.2 Respect the building and create active ground floor

- Increase the flexibility of the ground floor with level slabs and with larger commercial units.
- Minimise the impact to the current Jacksons department store façade at ground floor.
- Remove residential entry from King's Road proposed in extent permission and move it to the rear laneway.
- The dividing of the ground floor into 3 commercial units reflect the 3 existing building frontages.

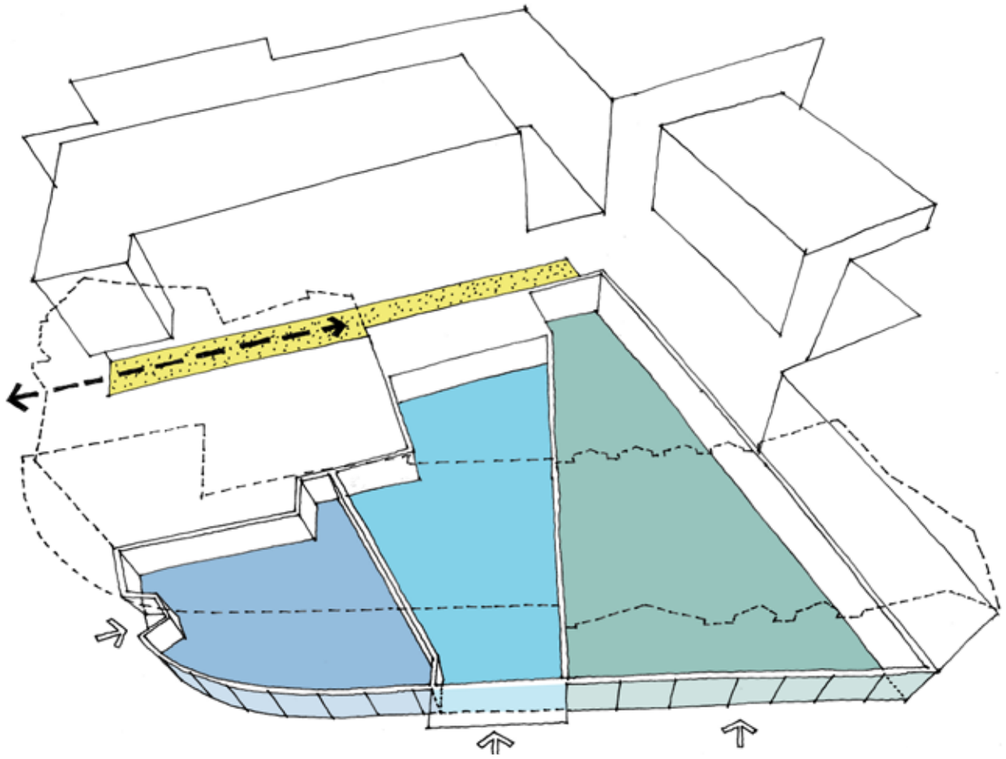

Fig 5.2

5.3.3 Increase privacy and distance

- Eliminate north facing single-aspect residential units
- Primary livings spaces of the existing building onto King's Road and bedrooms onto the courtyard.
- Change the 'point block' into a L-shaped block giving greater distances between the buildings
- Develop elevation treatments to further allow the individual control of privacy and sunlight/daylight

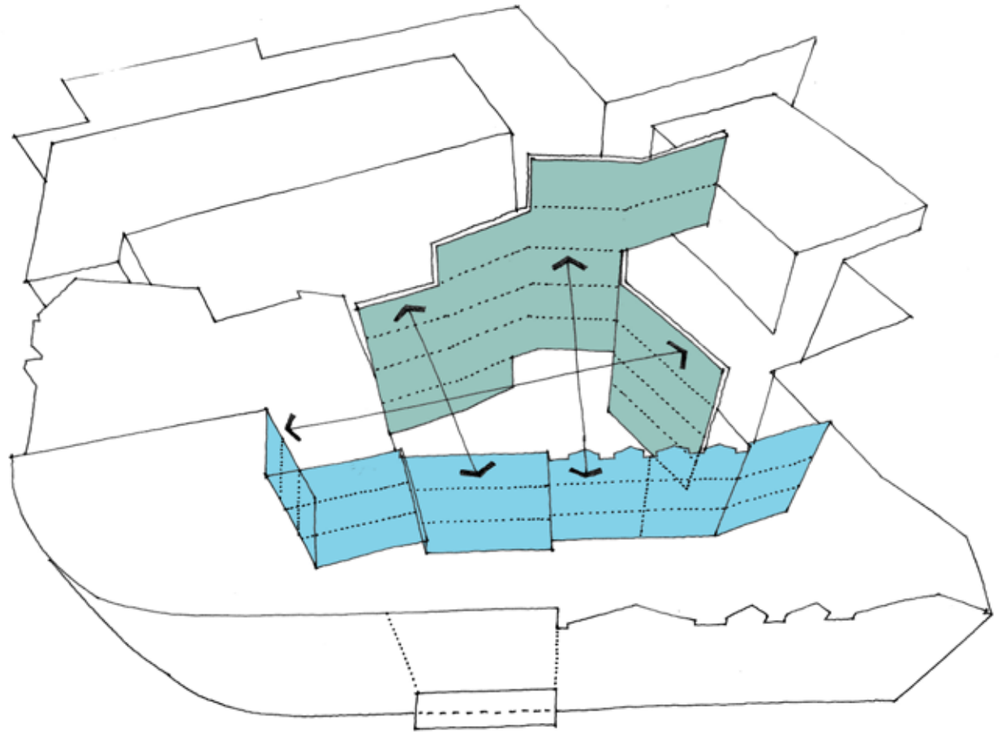

Fig 5.3

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5.3.4 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 better balance between the number of 1 and 2 beds
- Create better aspect to the flats in the existing front building
- Move bedrooms away from the busy King's Road where possible
- Create a clearer residential access from the laneway
- Removing stairs to give larger units by introducing an outdoor gallery
- The outdoor gallery creates opportunities for private amenity

5.3.5 Landscaped courtyard at the heart of the scheme

- Deliver a better quality sequence of spaces from the High Street to the courtyard
- A secure entry off of the laneway with garden and post boxes
- Removal of 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

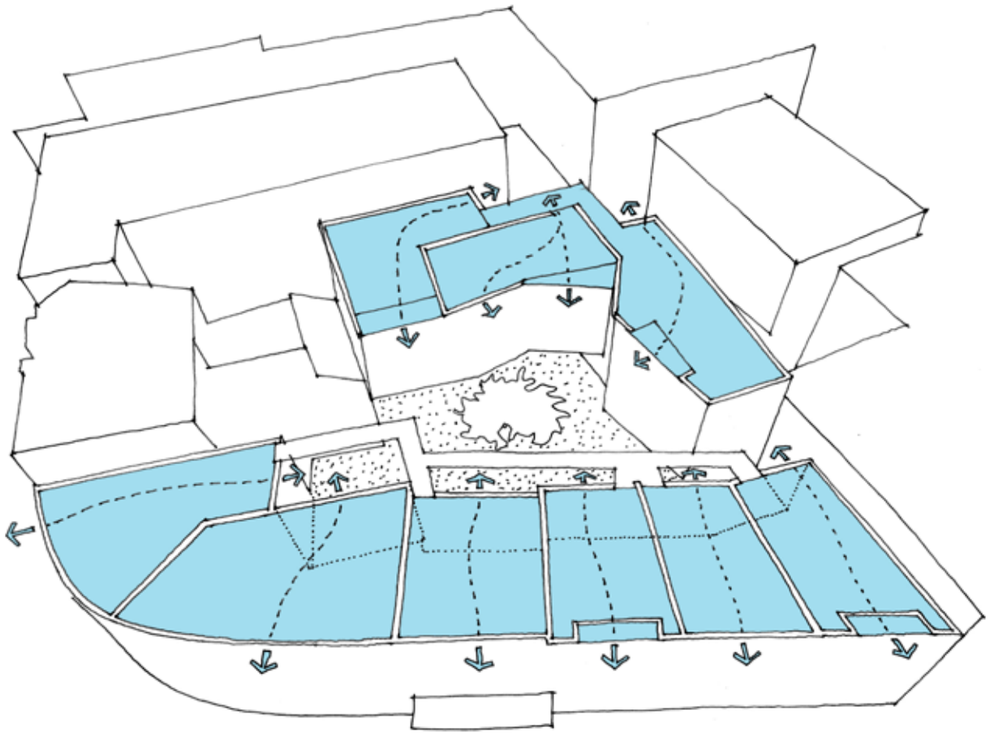

Fig 5.4

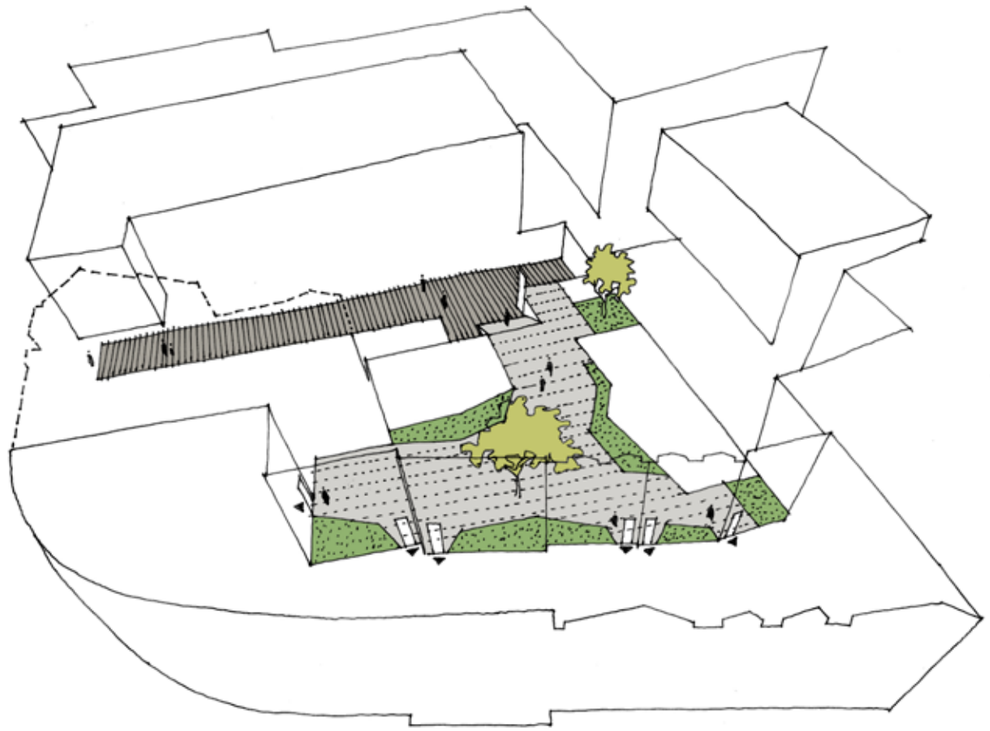

Fig 5.5

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5.4 Materiality + Appearance

5.4.1 The main objective is to respect the historical setting and the contribution the buildings give to the conservation area. New buildings are set within this area to revitalize, sustain and create a dialogue between the new and existing, and establish a particular sense of place.

Key to the success of this is the location and form of the new building and the spaces created between them and the existing buildings.

The appearance of the new building utilises the warm silver grey bricks and rich highlights that can be found in Reading's architecture.

5.4.2 Refurbished Front Buildings:

- Maintaining the facade of Jacksons Corner,
- Maintaining the Jacksons Corner sign
- Enhance the general appearance of the ground floor composition and glazing on the corner by removing residential access on the street.
- The frontages of the 3 ground floor commercial units keep to the boundaries of the 3 buildings.

5.4.3 New Rear Building:

- The new block will not be visible from the immediate street pattern and will not have any negative impact on the conservation area

Balustrade - Powder Coated Steel

Expressed Concrete Frames

Brick - Reading Silver Grey

Fig 5.6

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5.4.4 Appearance from the surrounding area

The proposed new residential block will only result in a minimal change in views within the conservation area. In most views the 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

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5.4.5 Height of the building in the context

Within the immediate context there are buildings ranging from 3 to 14 stories. There are several buildings on the blocks adjacent which are between 6 and 10 stories.

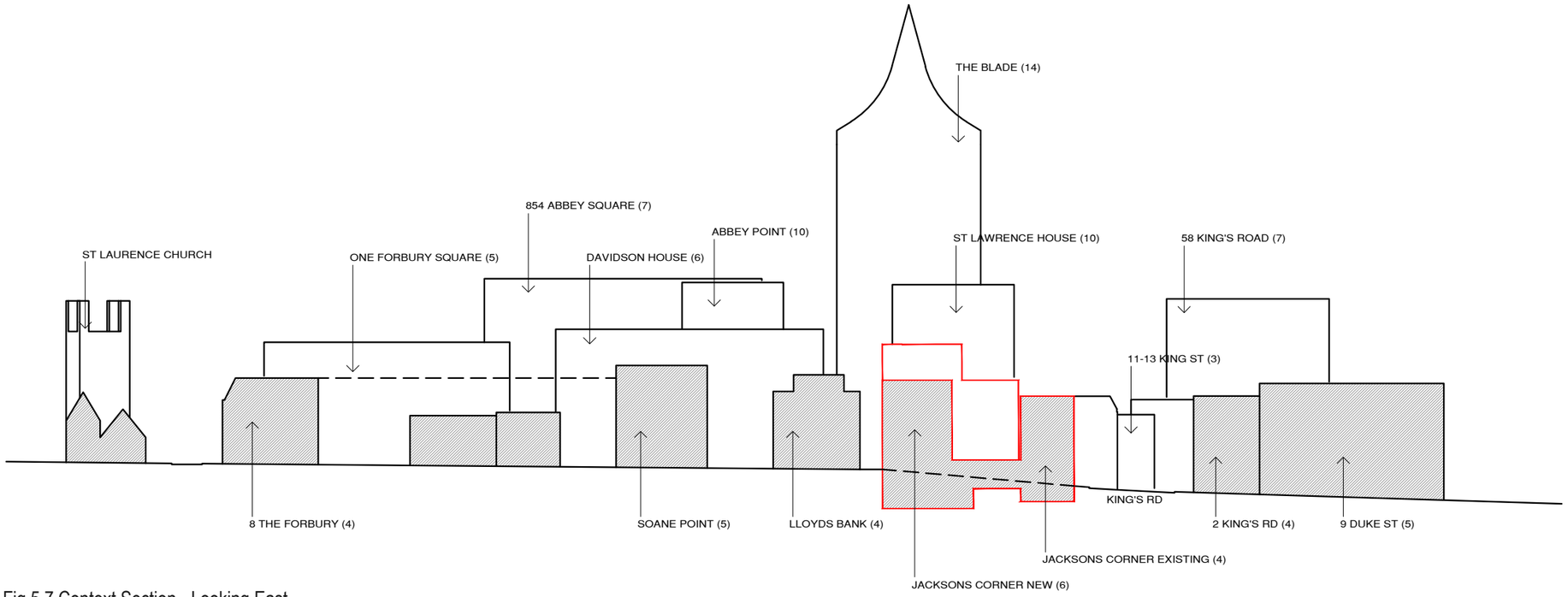

Fig 5.7 Context Section - Looking East

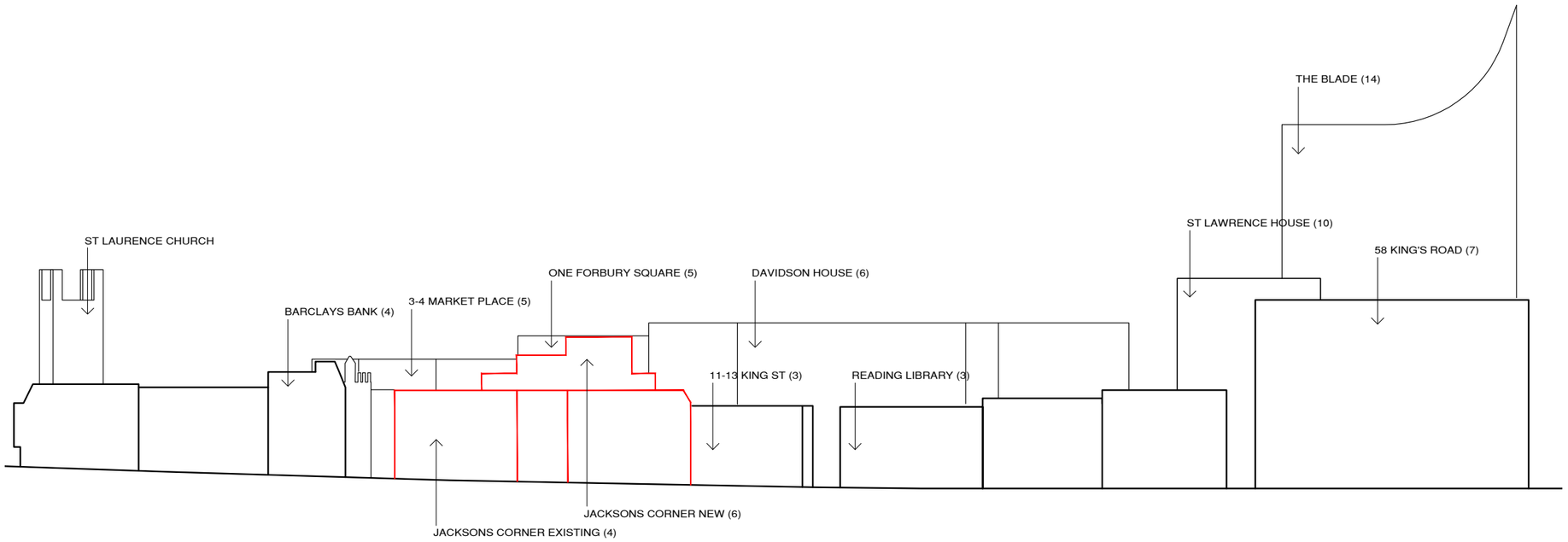

Fig 5.8 Context Elevation - King's Road

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5.5 Communal Amenity

5.5.1 The re-configuration of the new build rear block has allowed the creation of a more generous, open communal courtyard. The courtyard will receive more sun, enable the creation of buffer zones and private amenity for the ground floor units, and is approached by a sequence of clear, high quality spaces free of bins and service yards. A single multi-stem mature tree will provide a focal point for the courtyard, also giving users privacy from high level flats.

In addition to the communal courtyard, all flats in the rear building have a private terrace, and flats in the refurbished front buildings have semi-private outdoor space as part of the access gallery.

Fig 5.9: Communal Courtyard

5.6 Sustainability + Energy

5.6.1 Both an Energy Statement and a Sustainability Statement have been prepared by XC02 Energy Ltd (see document 8 and 9). These statements outline the sustainability strategy and predicted energy performance and carbon dioxide emissions of the proposed development at Jacksons Corner in line with the requirements set out in Reading Borough Council's Core Strategy. They outline the proposed fabric, heating and ventilation specification details and the amount of credits achieved, this has all been considered in the context of the following reports: the Code for Sustainable Homes; BREEAM Domestic Refurbishment and BREEAM New Build.
The completed reports demonstrate that the proposed development meets the sustainability targets set out by Reading Borough Council and significant savings are made through the provision of efficient building fabric and services system for the whole scheme with further reduction of CO2 made through the provision of suitable renewable technologies.

5.6.2 New Build Residential: following the abolishment of Code for Sustainable Homes, there will be no requirement to assess the 16 new build dwellings. Nevertheless, the dwellings have been designed with Code Principles in mind.

5.6.3 Refurbished Residential: The specification for the refurbished units will ensure that 50% of the residential units achieve a BREEAM score of 'Very Good' and 50% meet a BREEAM score of 'Excellent'.

5.6.4 The commercial units: Whilst difficult to split the three units, a 50/50% scheme has been proposed to ensure a BREEAM score between 'Very Good' and 'Excellent'.

5.6.5 Overall, the proposed development achieves a 52,9% reduction in regulated CO2 emissions over the baseline building. The installation of 60m2 of photovoltaic panels will contribute to achieve this target.

5.6.6 Every dwelling will be provided with internal, waste recycling facilities and each dwelling will be provided with water conservation processes in respect to 'potable' water.

5.6.7 Recycling facilities and refuse storage is provided in accordance with the local authorities requirements and provision has been agreed directly with Reading Environmental Services. Refuse collection hours will be arranged in order that they do not impinge upon the amenities of local residents.

5.7 Acoustics

5.7.1 Auricl Ltd has prepared an Acoustic Report (see document 15) to support the planning application.

5.7.2 The project is in accordance to Reading Borough Council requirements in relation to external noise intrusion into the new apartments, building services noise emissions affecting the new and existing dwellings, and potential noise break-out from the proposed commercial units.

5.7.3 A noise survey has been undertaken to determine ambient and background noise levels within and around the proposed development site. Based on the noise survey results, calculations have been undertaken to determine the acoustic requirements of the residential façades, so as to achieve the Reading Borough Council requirements.
It is concluded that the requirements could be achieved in the worst-case using suitably-selected acoustic double glazing.
The sound reduction requirements are lower in quieter parts of the site.

5.7.4 Noise limits for new building services plant have been proposed, based on the results of the noise survey and Reading Borough Council's requirements. Noise mitigation measures will be refined during the project design stage and by the food & beverage tenant teams.
An assessment of noise break-out from the proposed commercial units to the residential dwellings has also been undertaken, with suitable mitigation measures proposed so as to achieve requirements.

5.8 Drainage

5.8.1 Clancy Consulting Ltd has prepared an Acoustic Report (see document 14) to support the planning application.
The report sets out the results of a Sustainable Drainage Assessment required by the Local Planning Authority in support of the planning application for this development. The assessment has been carried out in accordance with the general principals set out in National Planning Policy Framework and Technical Guidance published in April 2015.

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5.9 Access + Car Parking

5.9.1 i-Transport LLP has been appointed to fully assess the proposal in transport terms (see document 5), however the following paragraphs summarise the accessibility of the site to local facilities and to existing transport modes. The application also includes a Framework Construction Traffic Management Plan.

5.9.2 Rail

- Reading Railway Station is situated 6 minutes walk (480m) to the north of the site and is served by fast and frequent rail services to London Paddington, Maidenhead, Basingstoke, Oxford and Swindon.
- Additional rail services are available to London Waterloo (via Bracknell and Twickenham), Gatwick Airport (via Guildford) and destinations further afield (Exeter, Bristol and Birmingham among others).

5.9.3 Bus

- Two bus stops are located directly to the south of the site on King's Road (stops ME and MF) which are served by eastbound buses. Westbound buses operate from King's Road Stop MG (located opposite Abbey Square) and King's Road Stop MH (located on Duke Street).
- King's Road Stop ME is served by the eastbound buses 4, 4X, 189 and Purple 17 which connect Reading Town Centre to the wider local area. Bus 4 and 4X operate twice hourly on weekdays and Saturdays, and provides access to destinations such as Wokingham Town Centre, Birch Hill and Bracknell. The Purple 17 operates every 7 – 10 minutes daily (including some night services) and provides a frequent service between Wokingham Road in the east of Reading and Tilehurst in the west (via the town centre). Bus service 189 is a school service. Westbound services for the Purple 17 and 4 stop at King's Road Stop MG.
- King's Road Stop MF is served by the eastbound buses The Nineteens (19a, 19b and 19c), Orange 13 and 14, The Leopard 3 and Scarlet 9. These buses offer frequent services between Reading and the wider local area including Wokingham, Shinfield Park, Earley and Woodley. Westbound buses for these services halt at King's Road Stop MG.
- Additional bus stops are located on Market Place to the north of the site, again served by frequent buses to a wide range of destinations within Reading and the surrounding area.

5.9.4 Local Facilities

The site's town centre location means a number of key local facilities are in close proximity. The following destinations are within a 400m walking distance and are shown on Fig 5.10:

1. Lloyd's Bank;
2. Costa Coffee;
3. Tesco Express;
4. Reading Library;
5. The Alehouse Pub;
6. Reading Smiles Dental Practice
7. Boots Pharmacy (including Opticians);
8. Post Office;
9. Reading Town Hall;
10. The Oracle Shopping Centre;
11. Vue Cinema; and
12. Other high street commercial/bars/restaurants located on Broad Street and Friar Street.

5.9.5 Walking and Cycling

- There is a well-established network of pedestrian routes and footways in the vicinity of the site with a good level of consistent street lighting. Kings Street and Duke Street possess wide footways and there are dropped kerbs/tactile paving in place to facilitate pedestrian crossing.
- National Cycle Routes 4 and 5 serve Reading and can be accessed with ease from the site. Reading Borough Council's cycle hire scheme 'ReadyBike' has a docking station with 10 bikes located at the western end of King Street, at the entrance into Broad Street. Cycle parking facilities are available on the eastern and western end of King Street.

5.9.6 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.

Cycle Parking Provision compliant with Reading LDF CS24:

Land Use	Minimum Standard	Proposed
A3 Food	9 (1 space / 300sqm + 1 space / 6 staff)	9
Commercial	18 (0.5 per 1-2bed flat, 1 per 3bed+ flat)	18
Total	27	27

Fig 5.10

5.10 Transport + Servicing

5.10.1 Servicing

The servicing arrangements for the extent application (and which were agreed with Reading Borough Council) were as follows:

- Provision of a new loading bay outside Jacksons Corner on King's 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
- 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.

5.11 Affordable Housing

5.11.1 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.

5.11.2 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.
The mix of the proposed market and affordable housing is set out within the accompanying viability assessment prepared by Douglas Birt Associates (see document 13).

5.12 Construction Management

Details of the Hours of Construction will be agreed in writing by the Local Planning Authority to safeguard the amenities and quiet enjoyment of neighbouring properties during the time that the development is being constructed.

A Construction Method Statement and Phasing Plan will be provided before commencement.

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6

LANDSCAPE

6.1	Planning Policy + Guidance	27
6.2	Planting Strategy	27
6.3	Ecology + Biodiversity	28
6.4	Amenity Spaces Planting	28
6.5	Roof Planting	29
6.6	Courtyard Planting	31
6.7	Typical Section to courtyard finishes	33

6.0 LANDSCAPE

6.1 Planning Policy + Guidance

6.1.1 Amenity & open space and play provision

Reading's Core Strategy (Adopted 2008),

"it is essential that new developments make provision for open space to meet the needs of the residents/ occupiers of the development." (9.13 Policy CS29 Provision of open space)

6.1.2 Biodiversity and ecology

Reading's Core Strategy CS36 Biodiversity and Geology

Berkshire Biodiversity Strategy 2014-2020 (replaces Berkshire Biodiversity Action Plan)

6.1.3 Climate change

Reading Climate Change Strategy 2013-2020

6.2 Planting Strategy: 7 Principles

1. Contact with nature
The building seeks to enhance contact with nature with the inclusion of species rich living roofs and living wall, mixed sensory planting, integral bird refuges and other hibernaculum.

2. High quality, welcoming spaces
The communal courtyard is the principal place of social exchange and interaction, providing seating, seasonal planting and a water feature to create a good quality shared amenity garden.

3. Flexible, adaptable and accessible space
The courtyard provides a range of spaces from sunny corner to shaded seating area. The space includes non fixed seating which can moved and reconfigured according to needs of the residents.

4. Respect for privacy and screening
The courtyard garden is overlooked by adjoining residential units and provides a visual amenity. At ground floor level, private amenity terraces meet the communal space and are buffered with planting. This will be mixed perennial and evergreen plants to provide a degree of privacy and spatial enclosure to these terraces.

5. Highlight and delight
To create an inviting and attractive garden space, the courtyard includes sensory planting with something for each season, and a range of planting colours and textures. The water feature provides a focal point and visually dynamic centre to the space.

6. Durable, robust and climate change adapted
The courtyard is detailed with simple, high quality materials which can be easily maintained.

7. Climate change resilient
The building creates a green communal amenity space which is sheltered, protected from traffic noise and particulate pollution and provides tree canopy shaded space and protection from UHI effect. The courtyard paving provides surface water run-off storage and attenuation. Living roofs and walls help provide urban habitat and contribute to the wider mosaic of localised green spaces across Reading.

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6.3 Ecology + Biodiversity

6.3.1 Biodiversity
The overall decline in UK Biodiversity is well documented. Increasing urbanisation and changes to the distribution and management of green spaces has placed pressures on habitats and ecological communities across the UK.

Urban centres have a key role in helping to reverse decline of certain species. Urban green infrastructure networks help provide a connected mosaic of green cells and foraging corridors. Small urban infill projects such as Jackson's Corner can make a contribution to the wider GI network by providing living roofs with wildlife friendly planting and the incorporation of refuges and potential roost sites.

This development seeks to incorporate nature friendly features and opportunities for enhancing biodiversity, in line with good practice as defined by the TCPA/Wildlife trust ' Promoting Green Infrastructure'.

6.3.2 Bird refuges.
The building fabric incorporates a series of bird refuges, built into the outer skin of brickwork and sited according to the requirements of the target species. Boxes are located with due regard for aspect, flight approach, height above ground and cluster numbers. In accordance with the TCPA/WT guidance, the total provision of refuges will match the total number of new dwellings.

6.3.3 Target species.
Data from the Berkshire Ornithological Club suggests that House Sparrows and Swifts are appropriate species to target for refuges. Both are recorded as: active locally; building reliant species; found in urban settlements; suffering decline.

House Sparrow [Red list species] are present in Berkshire and Reading, but in decline. House Sparrows nest in loose colonies of 10–20 pairs. The building allows for 10 boxes, sited on the east and north elevations, in accordance with guidelines by RSPB

Swift [Amber species] The entire breeding population in Berkshire are located in man-made structures – usually buildings. The population is in decline, with the closing of small holes and gaps in building fabric of modern buildings likely to be contributing to the decline. The building fabric is designed with 6–8 swift boxes located according to guidelines by RSPB

6.3.4 Food and water
Providing nectar, pollen and seed rich flowering plants, with a wide seasonal range helps provide food source and habitat for invertebrates which are predated by birds and potentially bats. The living roofs include wildlife friendly water feeders.

6.3.5 Hibernaculum.
To help support populations of invertebrates, including spiders, boring insects, solitary bees and others, the living roofs include deadwood piles to provide shelter and habitat. These features, in association with suitable vegetation mix help establish a localised invertebrate community and valuable food source for birds.

6.3.6 Living wall
Within the courtyard, planted screens with English Ivy climbers provide cover and food for wildlife.

6.4 Amenity Spaces Planting

6.4.1 Screening and privacy
Raised planters with mixed planting, including evergreen ferns, ornamental grasses and flowering ground cover species provide a green boundary to the central courtyard and provide a degree of privacy and definition to the adjoining private amenity terraces. The planting includes vertical mesh screens planted with evergreen climbing plants to create a green living wall and to help screen the blank gable of the adjoining building.

6.4.2 Private terraces
At ground floor and at each roof terrace, private amenity terraces are accessed directly from adjoining units. These are simple timber decked terraces, using slip resistent decking boards, and planted boundaries. Roof terraces open onto semi intensive living roofs and incorporate visually open webnet balustrade edge protection.

6.4.3 Daylight and shading
The courtyard is a shaded space, particularly to the north side of the retained front building. Plant species are selected for shade tolerance. The northern edge of the courtyard has a more open aspect and planting selections include flowering perennials and grasses.

6.4.4 Planting substrate
Planting areas are located above the structural slab and will require raised beds. Soil depths shall be appropriate to the planting types as follows : mixed ground cover, ferns and grasses - 400mm; specimen shrub planting - 500mm; feature tree - 750mm.
All soil beds shall be free draining, with drainage layer and lightweight soil/compost/expanded clay substrate. Planting beds to the courtyard level will incorporate irrigations system as required. Roof terraces incorporate extensive green roof substrate and planting mixes, with minimum 150mm depth. Species are drought tolerant.

6.4.5 Access from High Street
The laneway access from High Street includes a planted drainage swale channel, located centrally in the path. This allows surface water run off from the paving to return to ground. Crucially, this feature provides a green element within the laneway which will be used by residents accessing the courtyard. The swale is planted with English Ivy ground cover - shade tolerant and highly robust.

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6.5 Roof Planting

6.5.1 Overview

A roof planting matrix composed of grasses and bulbs, composed of three different types. Swathes of a limited combination of species give a subtle pattern to the planting.

Fig 6.1

1

Living Roofs: Semi-Extensive

150mm depth growing substrate with drainage layer. Mixed shrub and herbaceous planting. Drought tolerant species visually permeable webnet edge protection.

2

Hibernacula & Refuge

Deadwood log pile as invertebrate habitat to living roof

3

Bird Refuge

Integral bird refuges within external brickwall skin suitable for House Sparrows and Swifts. Location to be determined.

4

Water Feeders

500mm diameter stepped dishes. 1 per roof.

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6.5.2 Roof Planting Reference Images

Typical mixed species semi-extensive living roof

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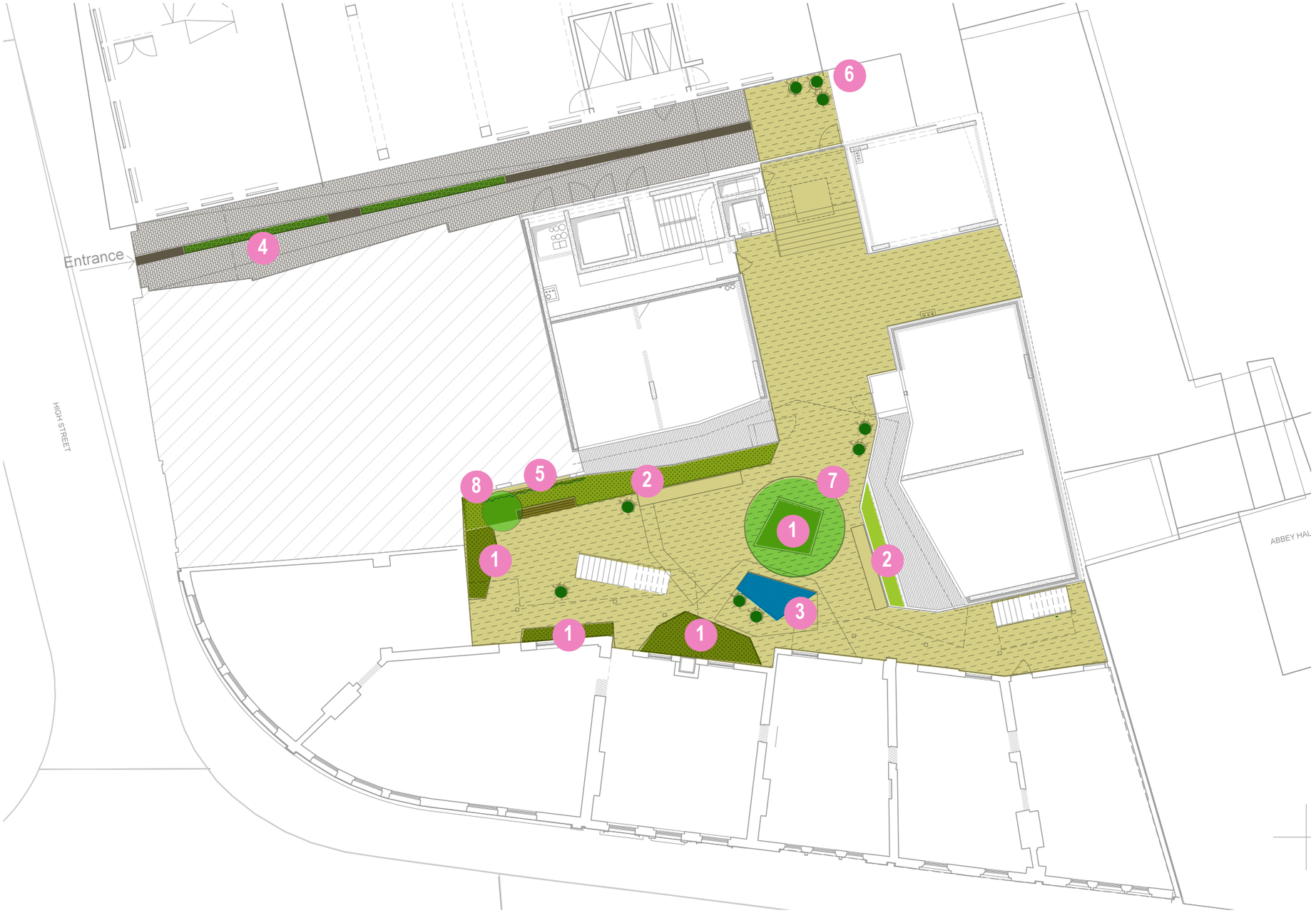
6.6 Courtyard Planting



1
Deep Shade Beds: shade tolerant species of evergreen ferns (*Polystichtum setiferum*, *Dryopteris sp.*), with colour interest from *Helleborus*, *Hecheura.*

2
Light Shade Beds: shade tolerant species of grasses (*Luzula nivea*, *Luzula sylvatica* 'Aurea') with colour interest from *Anemone sp.* and *Astrantia* sp.

3
Raised reflection pool, galvanised steel water table with water circulation pump and filter

4
Central planted bioswale to centre of pathway, 600mm wide free draining strip of low growing carpet ground cover (*Hedera hibernica*)

5
Climbing plants to freestanding post structure steel cable trellis (*Hydrangea petiolaris*)

6
Free standing pots with shade loving plant species

7
Courtyard feature tree: Multi-stem *Amelanchier lamarkii*

8
Courtyard specimen shrub: *Hamamelis x intermedia*

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6.6.2 Courtyard Planting

Amelanchier lamarkii [Autumn]

Hydrangea anomala subsp. petiolaris

Deep shade fern garden

Hamamelis x intermedia [specimen shrub]

Luzula nivea

Polystichum setiferum

Hedera helix hibernica

Astrantia Buckland

Anemone x hybrida

Heuchera 'Fireworks'

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6.7 Typical Section to courtyard finishes

1
Privacy planting. Mixed herbaceous and evergreen planting to form planted screen to private amenity space. Shade tolerant species.

2
Raised planter. Minimum 450mm depth growing medium with drainage layer and irrigation system. Mixed top soil, expanded clay and PAS 100 compost mix.

3
Courtyard paving - resin bound gravel finish with galvanised steel upstand edges and step nosings. Sub-surface drainage system attenuates surface water run off.

4
Raised planter wall. 750mm height above path level.

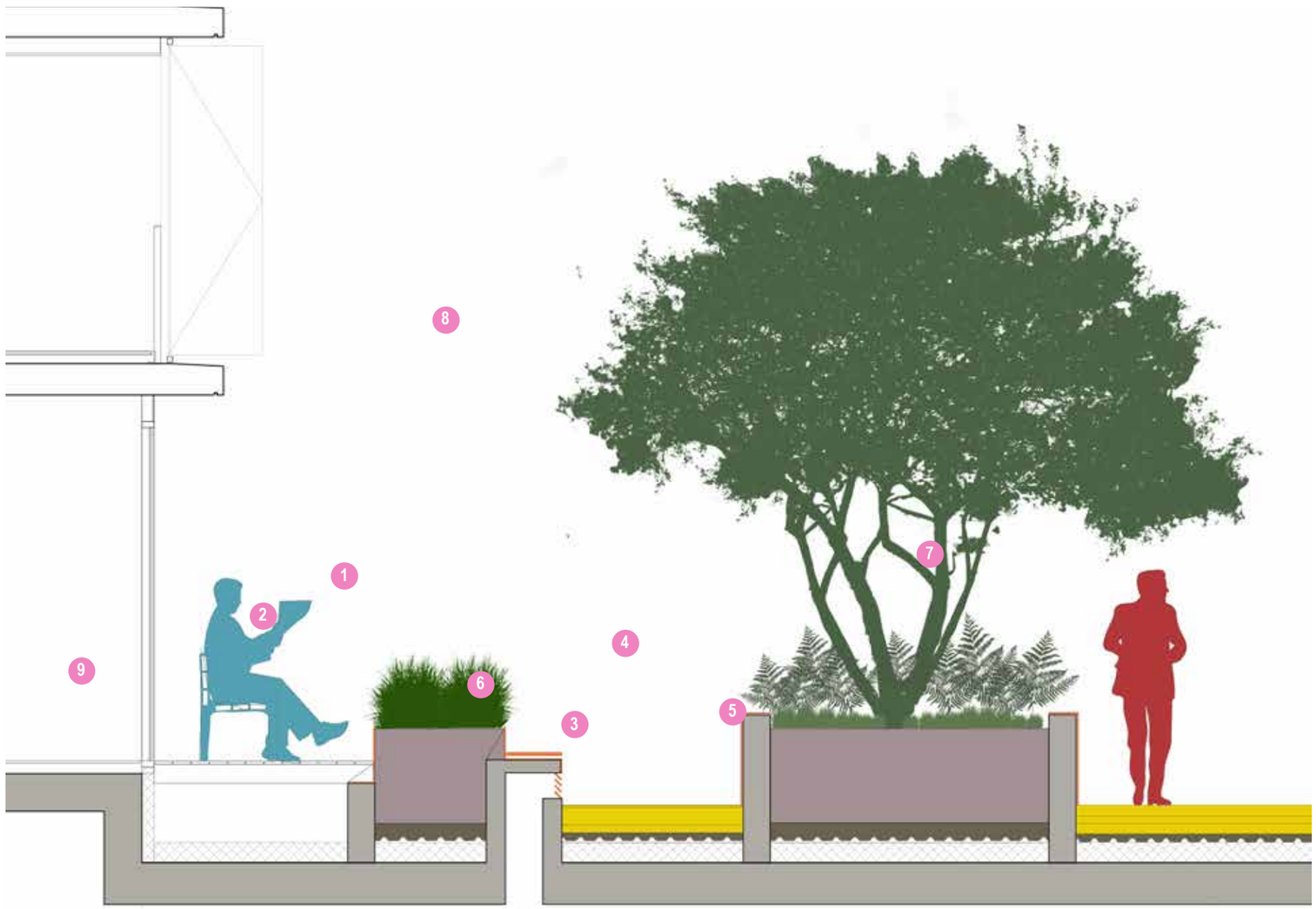
5
Planter build up. Minimum 750mm depth growing medium - sandy loam soil with expanded clay granules and PAS 100 green compost mix. Sub soil drainage board and free draining layers in base of pit.

6
Ventilation opening to floor below incorporated into seating bench.

7
Understory planting - evergreen ferns and sedges with other woodland edge flowering perennials.

8
Multi-stemmed specimen ornamental tree - Amelanchier lamarkii. 4.5m high, min 5 stems. Underground guying.

9
Private amenity space. Timber decking terrace with anti slip boards.



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7

COMMUNITY ENGAGEMENT

7.1 Introduction 35

7.2 Engaging the Local Community 35

7.3 Engaging the Local Council 36

7.0 COMMUNITY ENGAGEMENT

7.1 Introduction

7.1.1 In developing the proposed scheme we have sought to engage constructively with both the Council and the local community. The process we have been through is outlined below and summarised within the Timeline at Figure 7.1

7.2 Engaging the Local Community

7.2.1 A well-attended (est. 50 people) Public Consultation was held in Jacksons Department Store on 27th February 2016. This consultation and the questionnaires completed by the public, formed part of the evaluation and progression of the proposals for this site. The feedback from these meetings was incorporated into the design process and gave the owners of the site and the professional team an opportunity to set out their aims for the site to the local community. The principle of redevelopment, primarily for residential purposes, was put forward as a clear objective; as was the need to retain the commercial frontage.
See Appendix 2 for the consultation display boards used.

7.2.2 A number of very clear requests were put forward by those in attendance :

- The need to retain the frontage building in this 'much loved local landmark'
- The necessity to retain a reference to the Jacksons Corner brand in the form of the signage on the outside of the building.
- The importance of the building within the local townscape and the Conservation Area
- The need for improved access arrangements and in particular some resolution to the conflict that arose between pedestrians and people waiting at the bus stop outside the King's Road frontage.
- The need to increase local housing provision

7.2.3 This exercise, which allowed for comment and critique, was fed into the process and in particular informed later pre application negotiations. Some suggestions made by the public on the day were not considered feasible e.g. however overall the proposals that form the basis of this application were well received.

Consultation Timeline

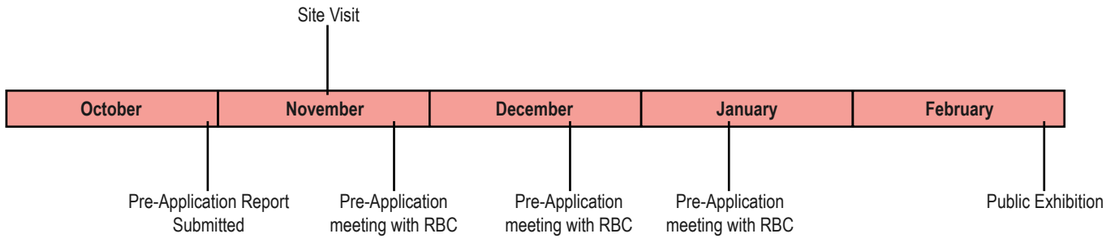

Fig 7.1

Public consultation 27th February 2016

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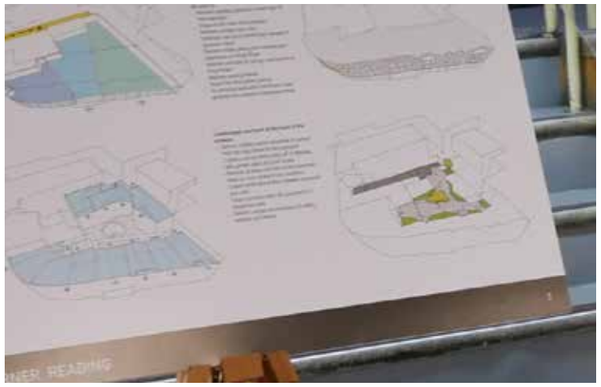
7.3 Engaging the Local Council

7.3.1 We have met with Reading Borough Council planning officers on four separate occasions:

- A site visit was held on the 19th November 2015. S333 Architecture+Urbanism along with Heritage Collective and i-Transport attended the site with RBC.
- Meeting 1 was held on the 26th November 2015. At this meeting the overall design principles were discussed. RBC agreed that the key design principles of the revised scheme provided a number of improvements as compared to the scheme with extent permission.
- Meeting 2 was held on the 17th December 2015. At this meeting different approaches to materiality were discussed and preferences established.
- Meeting 3 was held on 14th January 2016. At this meeting the approach to architectural materials and detailing was discussed and agreed.
- Public Exhibition was held on 27th February 2016.

Public consultation 27th February 2016



8

PLANNING STATEMENT

8.1 Key Planning Policy Issues 38

8.2 Assessment against Key Planning Policy Issues 38

8.0 PLANNING STATEMENT

8.1 Key Planning Policy Issues

An overview of the key planning policy issues is set out within the accompanying Planning Statement prepared by Barton Willmore (see document 3).

8.1.1 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.

8.1.2 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)

8.1.3 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);
- Residential Conversions Supplementary Planning Document (November 2013)

8.2 Planning Considerations

An assessment of the proposal against relevant planning policy is set out within the accompanying Planning Statement prepared by Barton Willmore (see document 3).

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9

CONCLUSIONS + KEY BENEFITS

9.1 Conclusions 40

9.0 CONCLUSIONS + KEY BENEFITS

9.1 Conclusions

9.1.1 We consider 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 the proposed scheme delivers significant and tangible benefits beyond the extent permission for the conservation area and the wider city centre through the creation of high quality homes and public and communal amenity.

9.1.2 The proposed scheme results in a distinctive new development that will:

- Preserve and reactivate Jacksons Corner.
- Provide new jobs and homes within the Borough.
- Provide a contribution towards the delivery of affordable housing.
- Increase the flexibility of the ground floor with larger units and with level slabs.
- Minimise the impact to the current Jacksons department store façade at ground floor.
- Remove residential entry from King's Road.
- Eliminate north facing single-aspect residential units.
- Maintain structural integrity of the existing department store building.
- Deliver a more generous central courtyard space.
- Increase the distances between the existing building and the new building at the rear.
- Increase the size of the units to fulfil national space standards.
- Create better balance between the number of 1, 2 and 3 bed units.
- Create more homes for Reading
- Create better aspect to the flats in the retained front buildings.
- Move bedrooms away from the busy King's Road
- Create a clearer residential access from the laneway
- Deliver a better quality sequence of spaces to courtyard and sense of entry.
- Create a more landscaped and uncluttered courtyard

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