

3.0 Site and Development Description

Site Context and Description

- 3.1 The Site (shown on Figure 1.1) lies within the mixed-use town centre of Reading. The Site comprises a vacant department store, operational cinema and some restaurant units. The Site comprises large-scale modern buildings and urban blocks. The main railway station serving Reading town centre is located less than 500m to the north (approximately an eight-minute walk) of the Site.
- 3.2 The Site is bound to the north by King Street and the north-west / west by existing commercial uses associated with the Oracle Shopping Centre. To the north-east, the Site is bound by food, beverage, commercial and retail units situated along Yield Hall Place. The A329 and London Street bound the site to the south.
- 3.3 The surrounding area predominantly comprises retail / commercial uses (The Oracle Shopping Centre itself to west) and residential dwellings (to the south and east) within the town of Reading.
- 3.4 The Site is located in Flood Zone 1, which is defined as the area at lowest risk from fluvial flooding (1 in 1000 chance of flooding in any given year). The Site is in proximity to Flood Zone 3 due to the location of the River Kennet. The Site is shown to be at very low risk of flooding from surface water.

Sensitive Receptors

- 3.5 The features which are considered potentially sensitive to the demolition, construction and operational phases of the Development have been identified and the likely significant effects on these potential receptors have been considered by the various technical chapters of this ES (6-9). The potential sensitive receptors are identified in Table 3.1 below, and those assessed by each technical discipline are set out in the corresponding chapter.

Table 3.1: Potential Sensitive Receptors

Category	Sensitive Receptor/Land Use
Townscape and Views	Townscape Character Areas (TCA): • TCA 18: The Oracle; • TCA 6: St. Lawrence and Market Place; • TCA 20: London Street; • TCA 17: St Mary's and Castle Street; • TCA 21: Forbury South; • TCA 26: Kings Road; Visual Receptors: • Users of: ○ London Street; ○ Southampton Street; ○ Whitley Street (running north to south); ○ Kings Road; ○ Queens Road (incl. the Internal Distributor Road) running east-west; and ○ Key crossings of the River Kennet; ○ Local or secondary roads, street and spaces within the town centre area; ○ The River Kennet / Kennet and Avon Canal and other associated waterways / towpaths / bridges; ○ Public Open Spaces (e.g., Market Place, St Mary's Churchyard, and the Mapledurham Estate). • Existing local residents with established housing areas to the south of the

Category	Sensitive Receptor/Land Use
	Site (beyond the Internal Distributor Road).
Ecological Features	- Local Wildlife Sites; - Habitats and Flora including the River Kennet; and - Protected/Priority Species including bats, birds, invertebrates and others.
Built Heritage	Designated Built Heritage Assets: - Grade I and II listed buildings in the vicinity of the Site; - Market Place / London Street conservation area; - St Mary's Butts / Castle Street conservation area; - The Scheduled Monument 'High Bridge'
Water Resources and Flood Risk	- River Kennet and Holy Brook; - Surface water flooding; - Surface water quality; and - Groundwater quality.

The Development

3.6 The Applicant has applied for two applications with full details:

"Yield Hall Place 1 (Former Debenhams):

Mixed use development comprising part demolition of former department store and erection of new building comprising up to 218no. build to rent residential dwellings (Class C3) and 1,209 sqm commercial uses within Uses Class E and / or bar (Sui Generis Use). Reconfiguration and change of use of up to 5,866 sqm remaining department store floorspace (Class E) to uses with within Use Class E and / or bar (Sui Generis Use) and / or experiential leisure use (Sui Generis Use). Associated public realm, infrastructure works and external alterations to shopping centre, including creation of new shopping centre entrance.

Yield Hall Place 2 (Vue Cinema):

Mixed use development comprising demolition of existing buildings and erection of new building comprising up to 218no. build-to-rent residential dwellings (Class C3) and up to 3,046 sqm commercial floorspace comprising cinema (Sui Generis) and ground floor commercial uses within Use Class E and /or Bar (Sui Generis Use). Associated public realm and infrastructure works."

3.7 In summary, the Development will provide the following:

- 436 new build-to-rent units (including affordable homes);
- Mix of 1,2,3 bed apartments and wheelchair accessible dwellings;
- Repurposing of existing retail space to accommodate new leisure uses and retail floorspace;
- Reprovision and upgrading of existing Vue cinema;
- Provision of new commercial floorspace at riverside level, including restaurants and /or bars, co-working space;
- New shopping centre entrance at riverside level; and
- Enhanced public realm throughout the site, Kennet and Avon Canal riverside corridor, Yield Hall Place, and A329 Inner Distribution Road.

Residential Dwelling Mix

- 3.8 The residential dwelling mix for the Yield Hall 1 Development and the Yield Hall 2 Development are shown in Table 3.2 and Table 3.3, respectively.

Table 3.2: Yield Hall Place 1 Development Residential Unit Mix

1 bed	111	51%
2 bed	96	44%
3 bed	11	5%
Total units	218 homes	100%

Table 3.3: Yield Hall Place 2 Development Residential Unit Mix

1 bed	96	44%
2 bed	111	51%
3 bed	11	5%
Total units	218 homes	100%

Landscape/ Public Realm

- 3.9 The landscape proposals are divided into amenity roof terraces, a green roof and street level landscaping. Appendices 6.6-6.9 show the public realm general arrangements and amenity roof terraces general arrangement (including the green roof at Yield Hall Place 2) for the Development.
- 3.10 The Yield Hall Place 1 Development, and the Yield Hall Place 2 Development, will provide 741.74 sqm, and 1,067.03 sqm, respectively, of dedicated, resident only amenity space, comprising landscaped amenity courtyards/terraces. Podium and rooftop terraced amenity will therefore be provided on each block.
- 3.11 The Development will provide a new pocket park alongside the riverfront for general public access as well as a series of new public spaces which will incorporate suitable planting, incidental play provision and seating. The soft landscape improvements proposed include provision for tree retention and planting of new trees (43 net additional), including along the street frontage and within areas of public realm.
- 3.12 Ecological enhancements will be delivered on the site include the provision of new opportunities for wildlife movement around the site, bird and bat boxes on buildings and retained trees and log and brash piles for invertebrate, amphibian and reptile habitat which will enhance biodiversity net gain

Non-residential space

- 3.13 Within the Yield Hall Place 1 Development, subsequent to part demolition, the ground level of the former Debenhams floorspace will be reconfigured to provide experiential leisure floorspace (Class E and / or Sui Generis), as shown on Figure 3.1a. As demonstrated on Figure 3.1b, new commercial floorspace at ground level will also provide restaurant / bar space (Class E and / or Sui Generis) and co-working / business incubator space incorporating maker units (Class E).
- 3.14 Within the Yield Hall Place 2 Development, the existing cinema and restaurant units will be demolished, with the cinema to be reprovided. As demonstrated on Figures 3.2a and 3.2b, the Yield Hall Place 2 Development will provide Cinema (Sui Generis) at ground floor and mezzanine level. The Yield Hall Place 2 Development also includes commercial floorspace (Class E) located on ground level.

Building Heights

- 1.1.1 The maximum height of the Yield Hall Place 1 Development will be 19 storeys / 106.1m Above Ordnance Datum (AOD). The maximum height of the Yield Hall Place 2 Development will be 14 storeys / 96.5m AOD. For the purposes of this ES, the maximum height of the Development is 106.1m AOD.

Access

- 3.15 No car parking is proposed on the Site as the residential units are proposed to be car-free. The Development has been designed to reduce the reliance on the private car; however, it is proposed to convert two spaces within the existing Oracle multi-storey car parks to car club spaces.
- 3.16 The Development includes secure cycle provision, as explained in the DAS and the Transport Statement that accompany the planning application. It is proposed to provide 160 secure cycle storage spaces at the Yield Hall Place 1 Development, and 176 secure cycle storage spaces at the Yield Hall Place 2 Development.

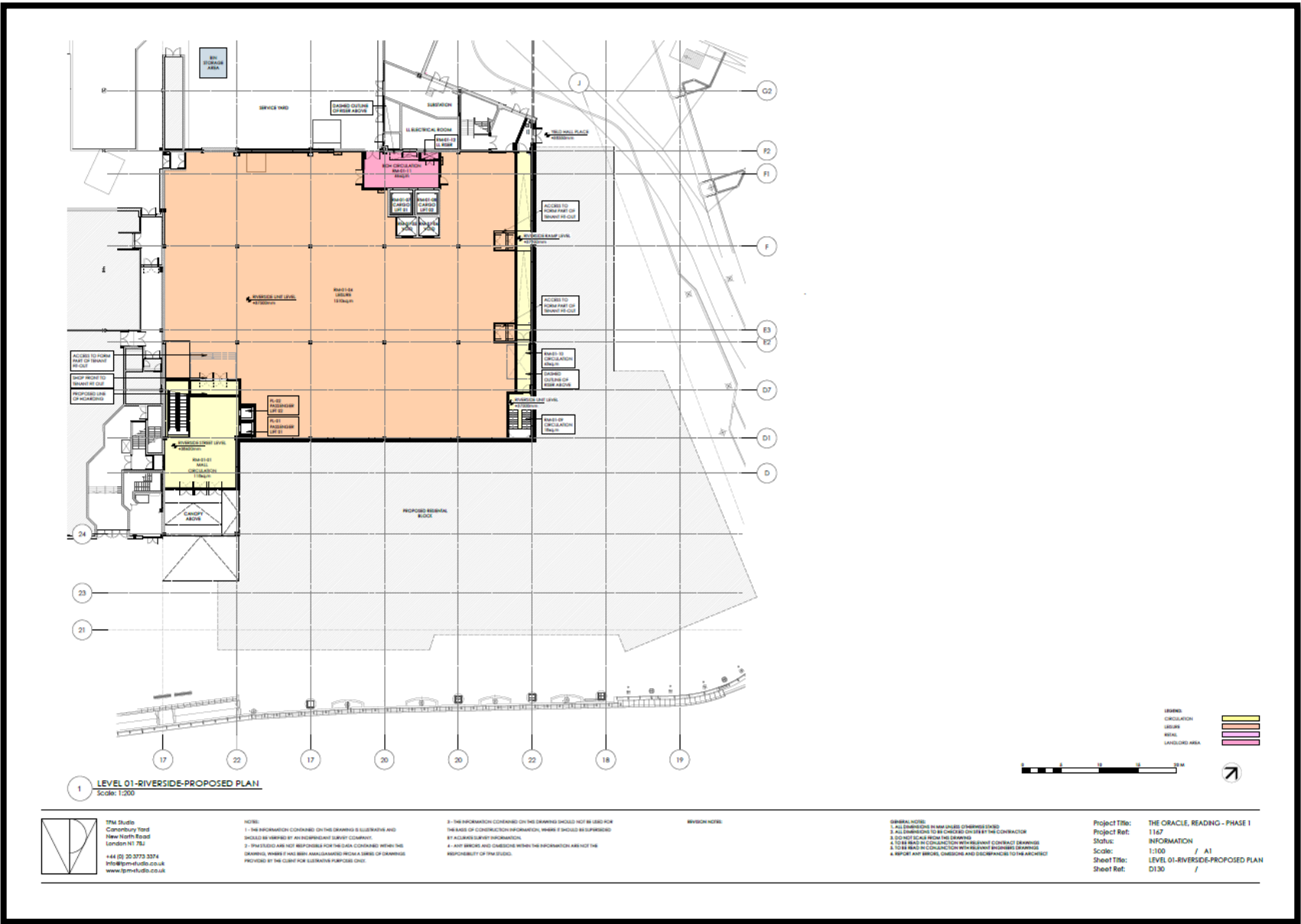


Figure 3.1a Ground Floor General Arrangement – Former Debenhams Floorspace – The Yield Hall Place 1 Development

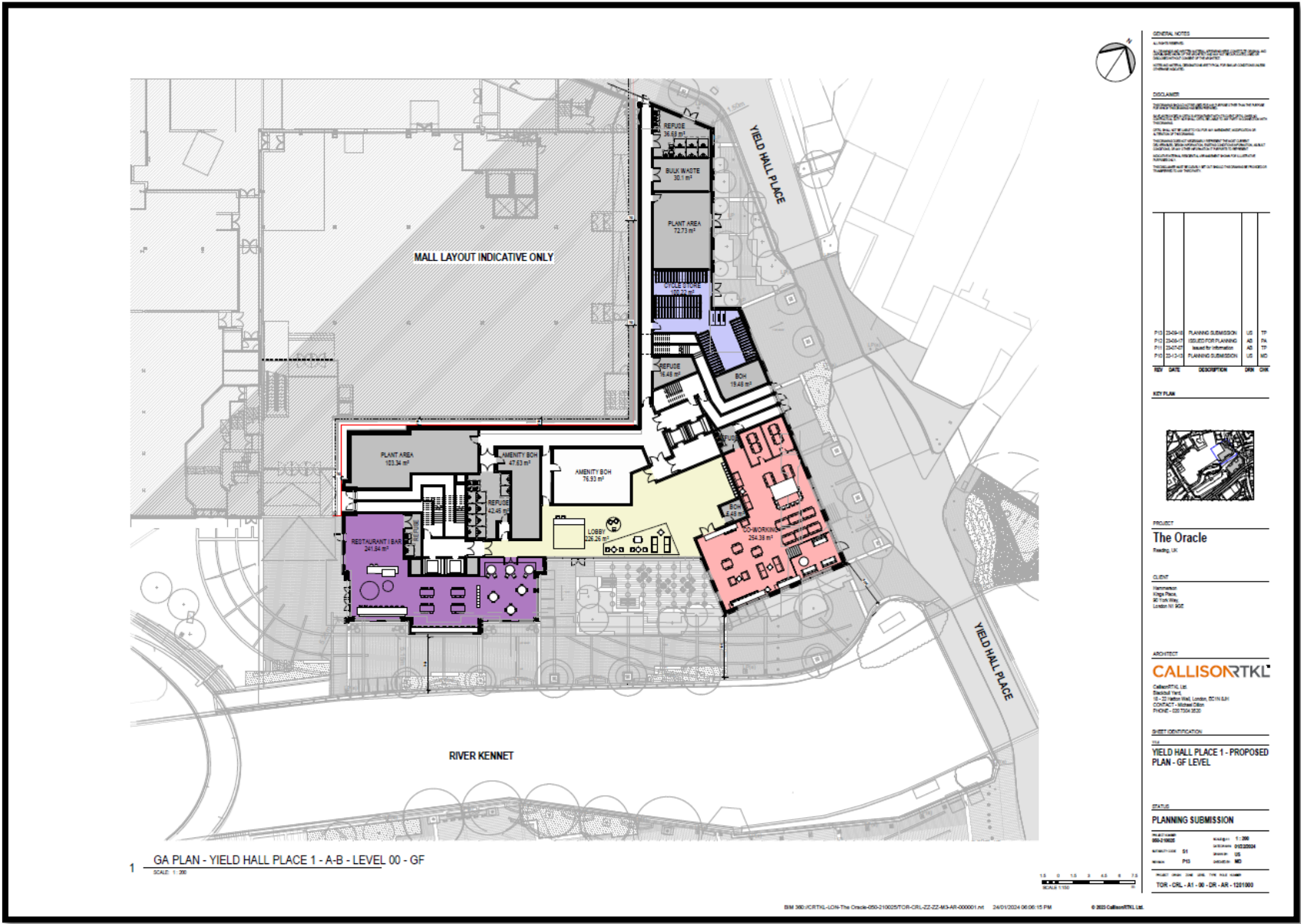


Figure 3.1b Ground Floor General Arrangement – The Yield Hall Place 1 Development

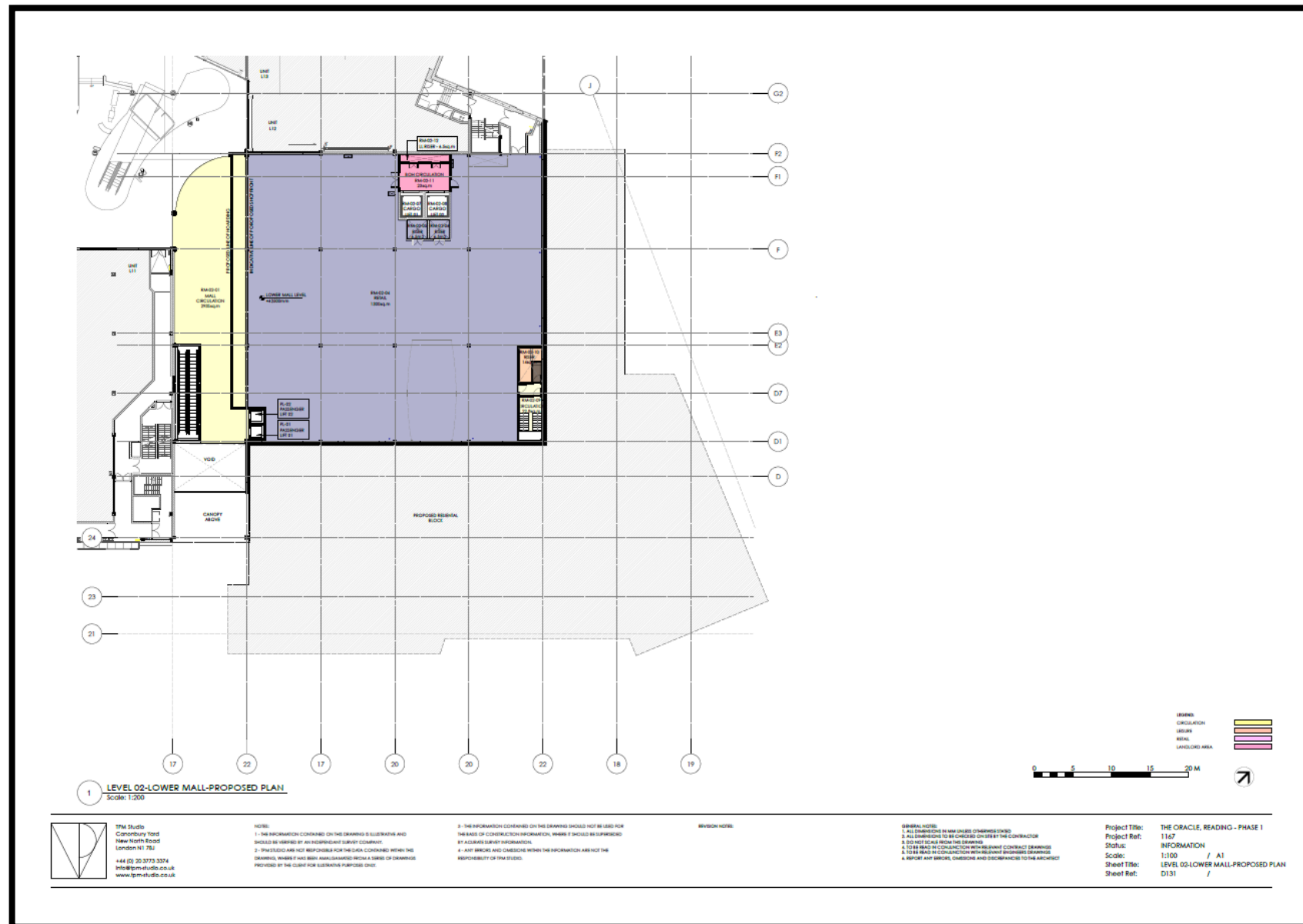


Figure 3.1c – Second Floor General Arrangement –Former Debenhams Floorspace – The Yield Hall Place 1 Development

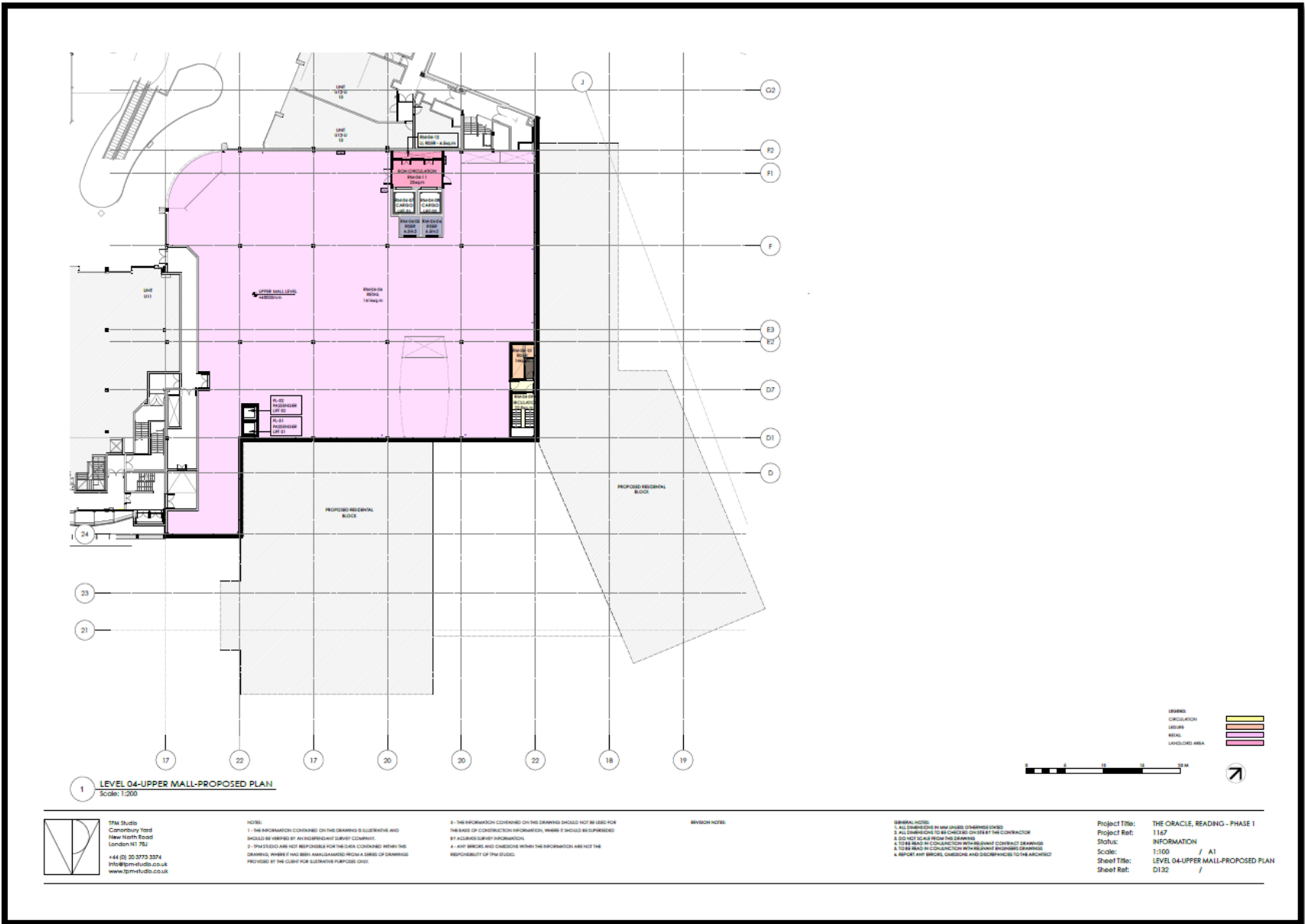


Figure 3.1d – Third Floor General Arrangement – Former Debenhams Floorspace – The Yield Hall Place 1 Development

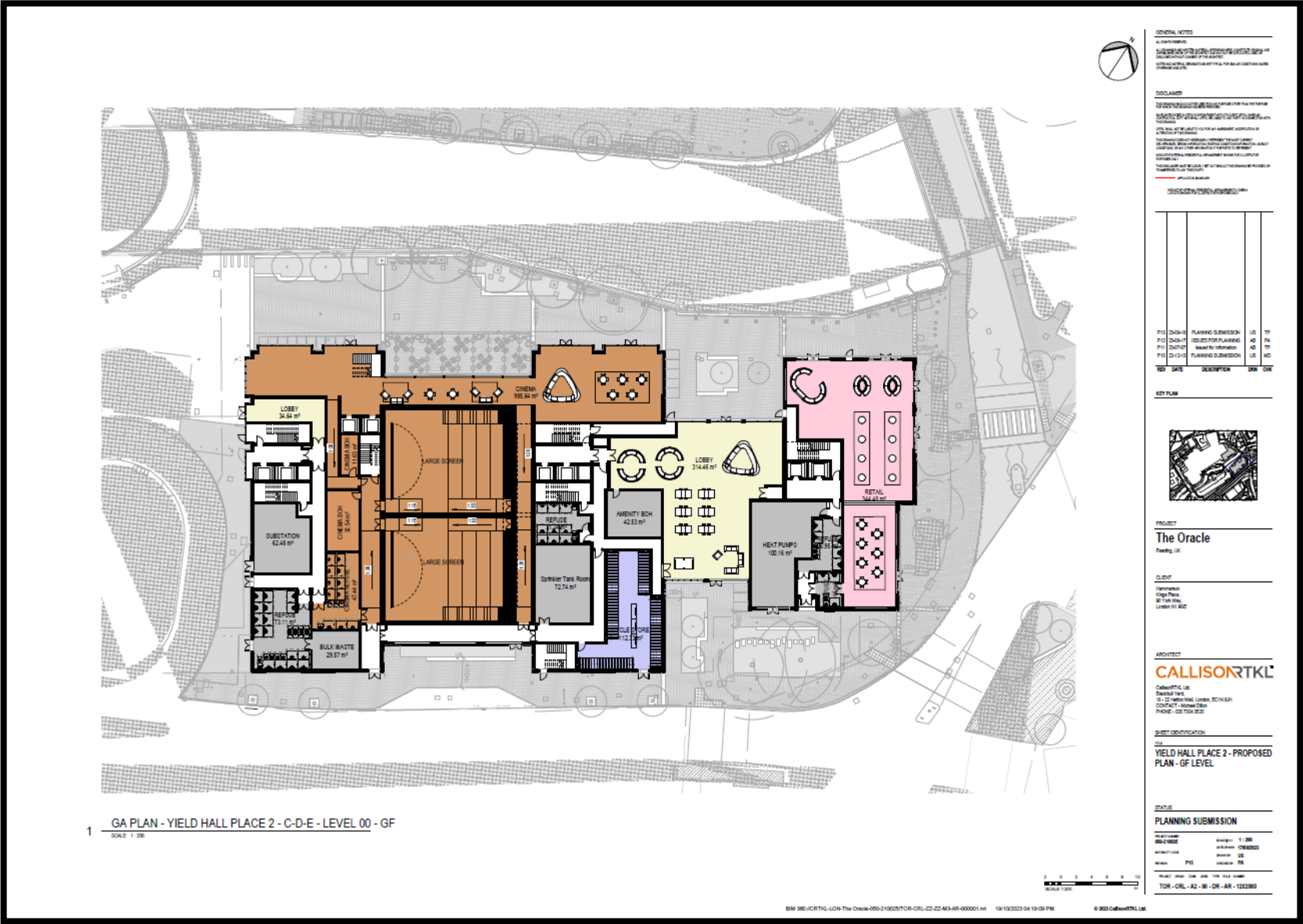


Figure 3.2a Ground Floor General Arrangement – The Yield Hall Place 2 Development



Drainage

- 3.17 The drainage strategy for the Development proposes a hierarchy of sustainable drainage techniques. The key principles of the drainage strategy are:
- Following the discharge hierarchy, surface water from the Development will be discharged to the adjacent River Kennet main river via the existing outfalls.
 - The network will be designed not to flood during a 1 in 100 annual probability +40% allowance for climate change rainfall event.
 - The Development incorporates areas of green roof which will capture and store surface water on the building roof. The areas of green roof will also provide retention, attenuation, treatment of rainwater and promote evapotranspiration.
 - Surface water from the Development will be attenuated within underground cellular storage tanks before being discharged to the River Kennet at a controlled, significantly reduced rate in comparison to the existing drainage network.
- 3.18 Further detail can be found in Chapter 7: Water Resources and Flood Risk of this ES.

Lighting

- 3.19 External lighting for the Development will be minimised as far as possible but will be consistent with satisfying requirements for safety and security. Light pollution will be minimised by designing the external lighting in accordance with the Institute of Lighting Professional guidance.

Waste

- 3.20 Waste will be generated during the demolition and construction phase from disused construction materials and through the operational phase from the proposed residential and non-residential land uses. Wastes will be reused and recycled where feasible.
- 3.21 Once complete and occupied, waste and recycling will be collected, recycled and disposed of by the local collection services, in accordance with all applicable legislation and procedure. RBC recycling schemes provides recycling bins in which to recycle plastic, drinks cartons, cardboard, paper, tins, cans, foil and shredded paper. New residents would be provided with a welcome pack which will include information on the waste and recycling arrangements in the area and tips on reducing waste at home.

Energy, Sustainability and Climate Change

- 3.22 The Site is located within Reading Town Centre and is therefore ideally placed to encourage walking to access a range of facilities, promoting a 20-minute neighbourhood and reducing the reliance upon the private car. As above, it is proposed that the residential units will be car-free.
- 3.23 An Energy and Sustainability Statement has been submitted in support of the planning applications. An energy hierarchy will be used with the Development to reduce carbon dioxide (CO₂) emissions as far as possible. This is intended to be achieved through the employment of highly efficient building fabric components to reduce energy demand.
- 3.24 Key elements of the sustainable and energy efficient design include:
- High levels of insulation and air tightness;
 - Prioritising natural daylight and ventilation to promote solar gains;
 - Incorporation of energy efficient heating systems and equipment;

- Installation of water efficiency measures including water meters, low flow fittings and dual flush WCs, to achieve target water consumption rate of 110l/p/d;
- Utilisation of materials and services that have low emission rates and pollutants;
- Residential buildings designed in accordance with Governments Interim 'Future Homes Standard', achieving a 31% target carbon reduction over previous Part L 2013 standard;
- A Ground Source Heat Pump; and
- All commercial floorspace is targeted at achieving BREEAM Excellent.