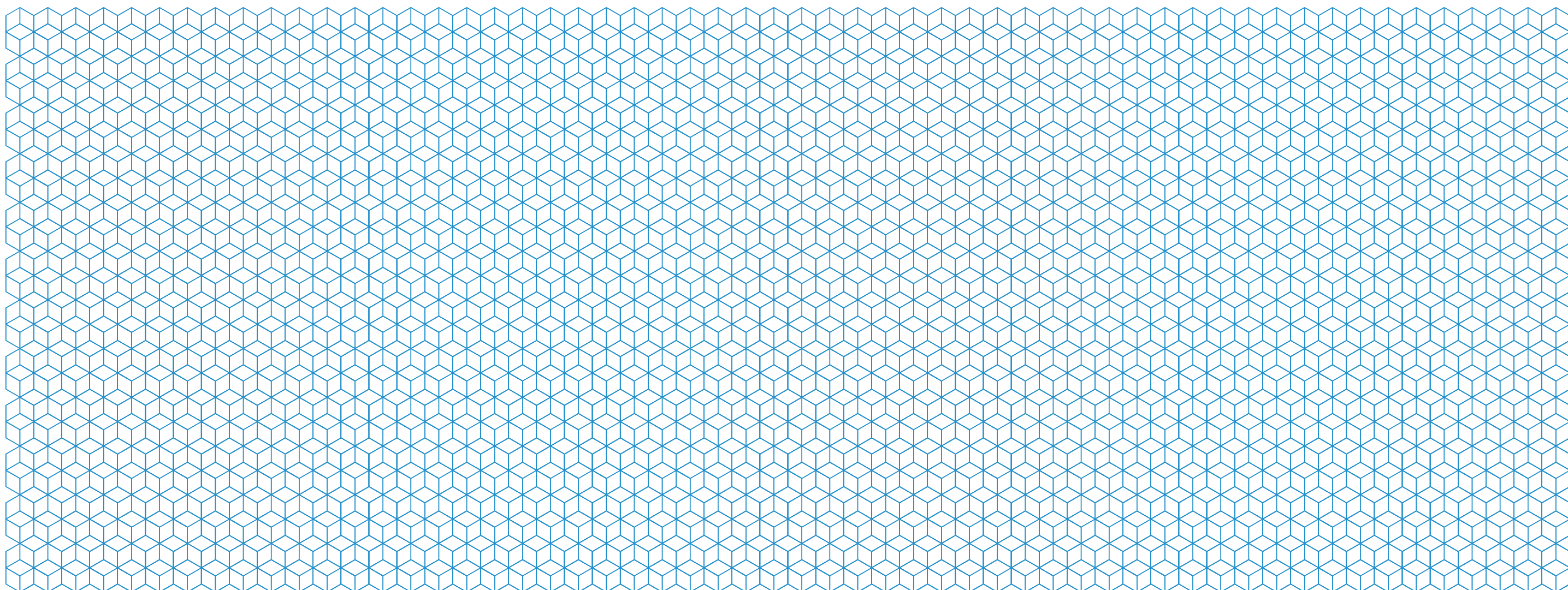


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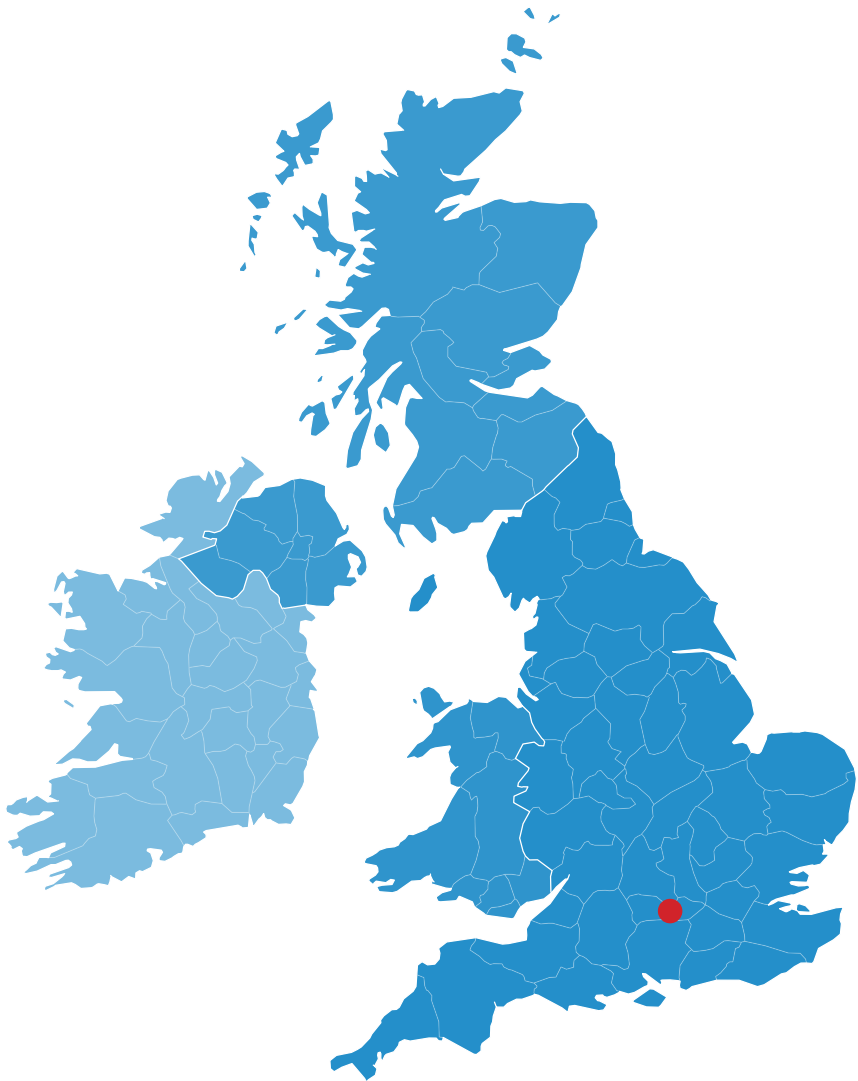
Site Analysis



2.1 Site Location

Reading is the UK's largest town and sits in the heart of the Royal County of Berkshire, on the banks of the River Thames and Kennet, just 23 minutes (by train) west of London.

Reading's history and heritage dates back to medieval times and the founding of Reading Abbey by Henry I, who was buried in the Abbey. Today, Reading is a major commercial centre, especially for information technology and insurance.



Reading's Location in the UK



Reading's Location in Berkshire

2.2 Site Location and Context

- 1 St. Giles Church grounds 1 minute walk, 1 minute cycle
- 2 The Oracle, open public plaza cut though by the River Kennet, 3 minute walk, 2 minute cycle
- 3 The County Lock, grassy peninsula with River Kennet walk and views of the County Lock 3 minute walk, 1 minute cycle
- 4 Star Lane Wharf, tree and bench lined River Kennet walk, with grassy spots to enjoy the scenery, 4 minute walk, 3 minute cycle
- 5 Reading Minster of St Mary the Virgin grounds, a public square with tree lined Minster grounds River 7 minute walk, 2 minute cycle
- 6 Lavender Place Community Gardens, sunken open grassy space with public plaza used as spill out space from The Hexagon theatre 8 minute walk, 2 minute cycle
- 7 Reading Abbey Quarter, extensive medieval abbey ruins 8 minute walk, 4 minute cycle
- 8 Forbury Gardens Public Park, large landscape public park with monuments, cafe and band stand, 8 minute walk, 4 minute cycle
- 9 Vix Gardens, modest, tree lined public park with picnic benches and open grassy area, 13 minute walk, 4 minute cycle
- 10 Coley Recreation Ground, Large open space with children's play park, football, tennis cricket pitches, 13 minute walk, 6 minute cycle
- 11 Kings Meadow, extensive riverside park with sports, play areas and scenic views of the River Thames and Caversham Lock, 15 minute walk, 7 minute cycle
- 12 Christchurch Meadows, Riverside area with athletic fields, tennis courts and a bike path plus a kids' paddle pool and fishing. 17 minute walk, 9 minute cycle

Key

Retail

Transport

Business

Civic

Site

Train Station

Bus stops



2.3 Existing Site Layout and Boundaries

The site is located in Reading Town Centre, approximately 100m South of the River Kennet. The site itself is bound by Mill Lane and the A329 to the north, Letcombe Street to the south-west and Crossland Road to the south-east, from which the Site is accessed.

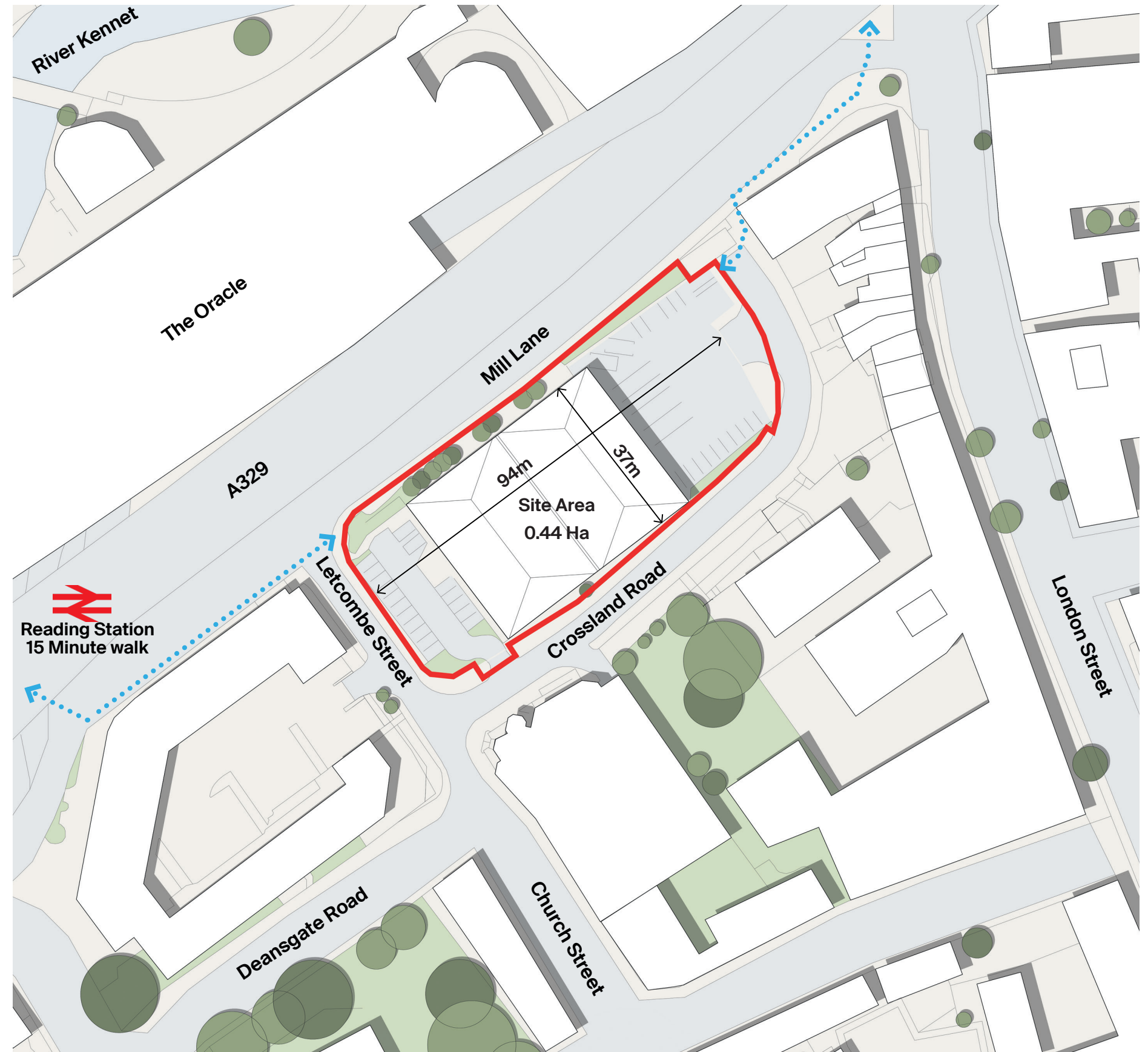
The site area is approximately 0.44 Hectares, with an average width of 37m and a length of 94m.

The site is outside but close to the edge of the Market Place & London Street Conservation Area.

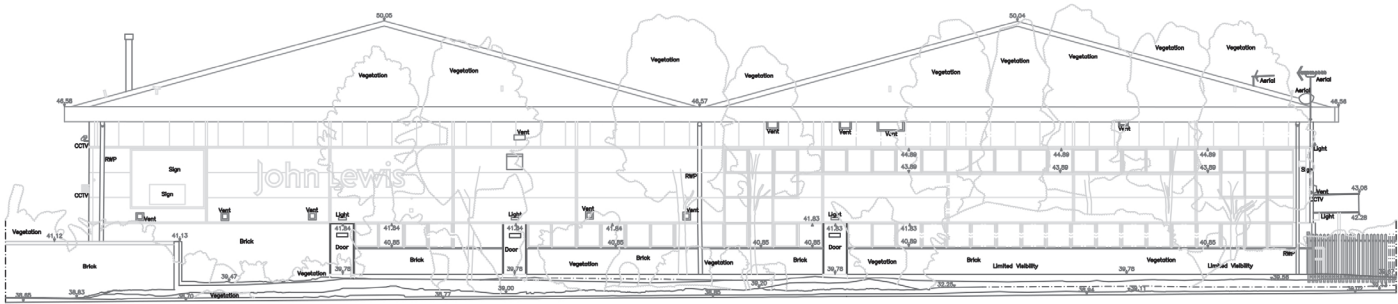
The site sits at an interesting junction of the more contemporary and higher density townscape in central Reading to the north and the intimate character of The Market Place & London Street Conservation Area to the south.

The site itself is currently occupied by a fenced former John Lewis parcel collection site, a typical mid-1990s warehouse building and car park, which closed in 2021 when its function transferred to its Broad Street Store in the town centre.

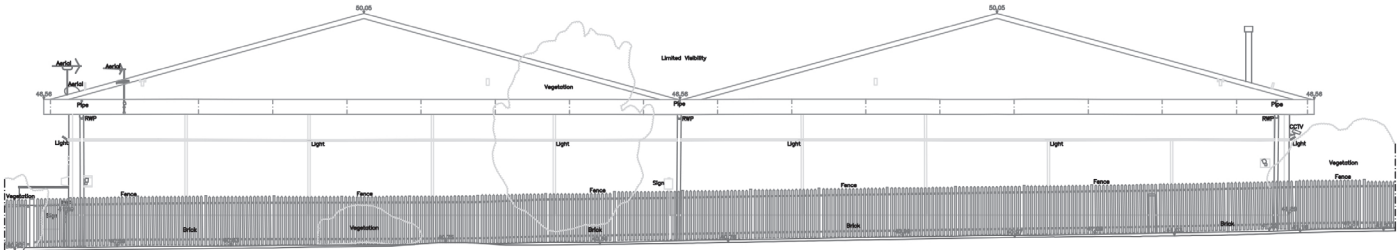
The building has no architectural merit and has a negative impact on the setting of the Market Place & London Street Conservation Area and beyond. As a vacant town centre site, the case for revitalising it to help meet the urgent housing need is strong.



2.4 Existing Building Elevations



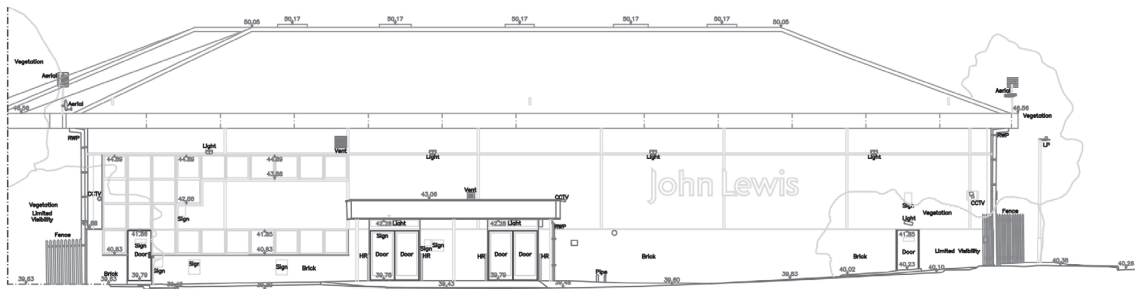
Existing North Elevation



Existing South Elevation



Existing East Elevation



Existing West Elevation

2.5 Topographical Survey

Site levels vary between circa +38.85AOD and 41.20AOD.

The lowest levels are predominantly in the north east corner of the site rising to high points along the southern boundary.

Vegetation slopes away from the site edge to the road along the northern boundary.

In the eastern service yard there is a retaining wall which retains the higher street levels to the south above the lower service yard levels.

The existing building is marginally lower than the street level along the southern boundary.

