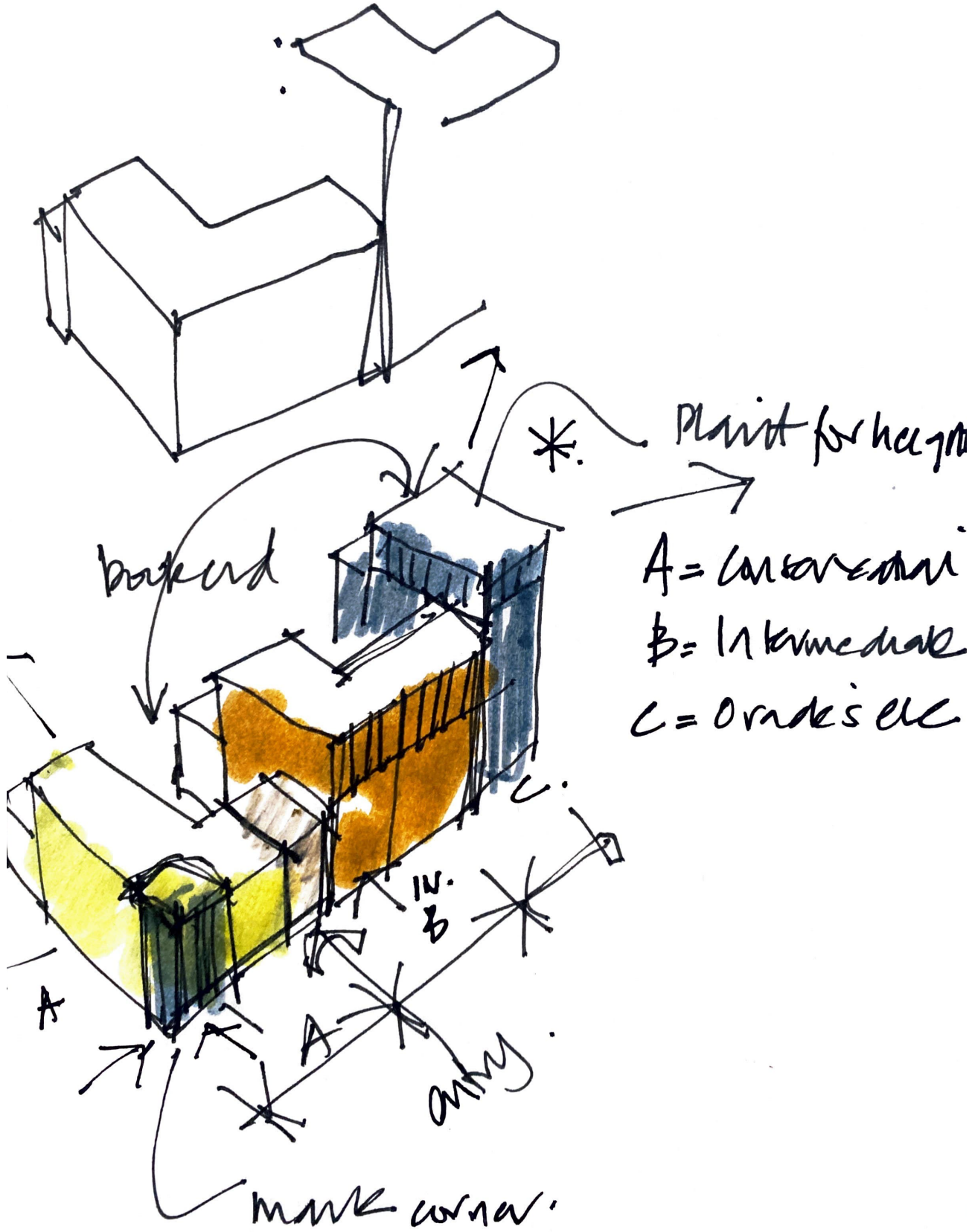
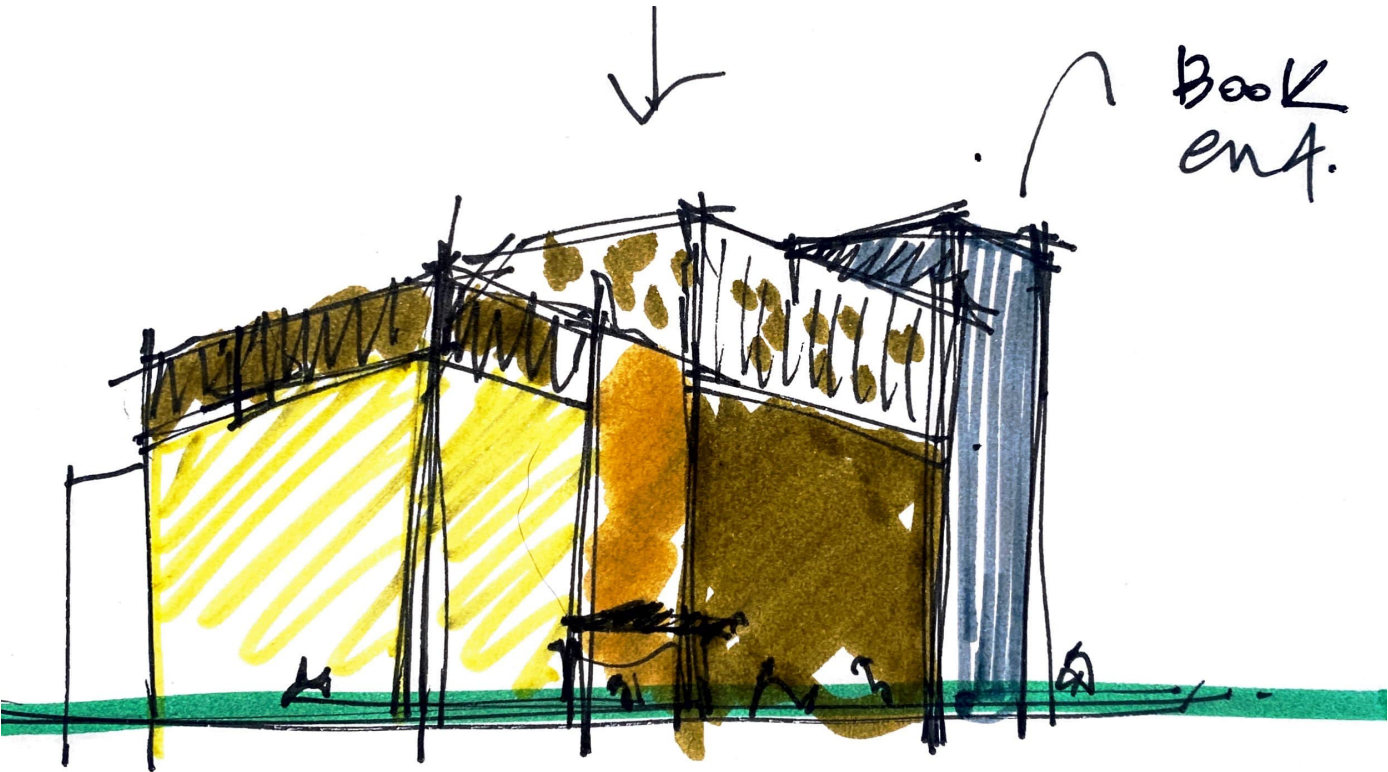
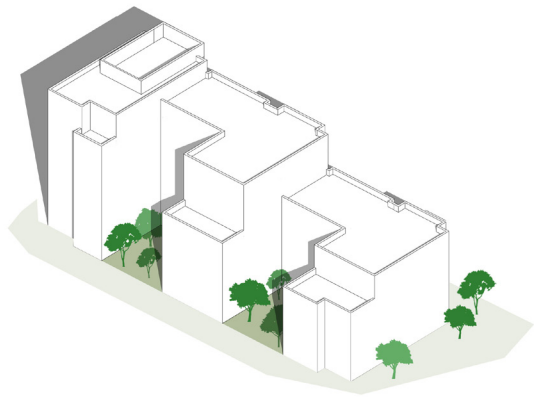
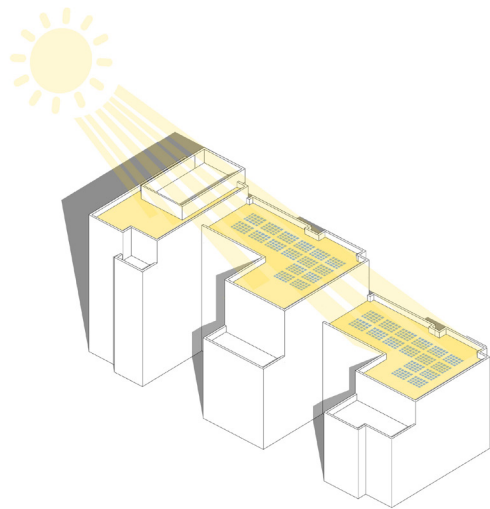






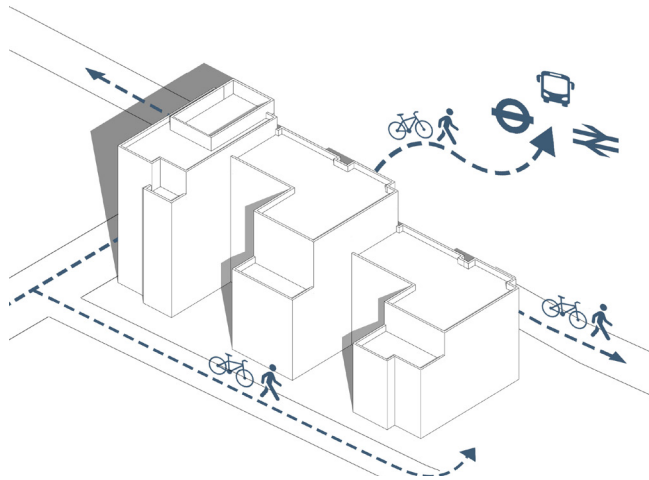
Urban Greening

Landscaped courtyards provide external amenity space for residents aiding health, happiness and well-being.



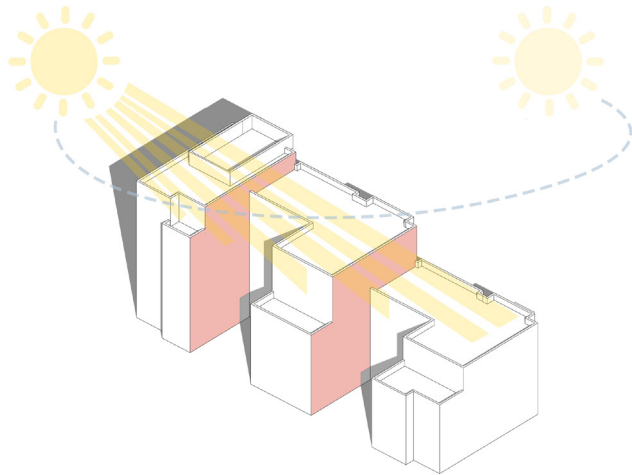
Clean Energy Strategy

Renewable resources will be targeted within the energy strategy utilising solar panels and air source heat pumps



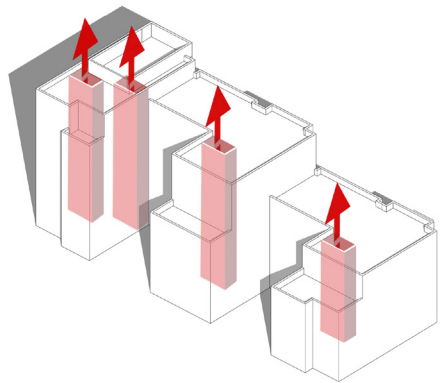
Sustainable Transport Links

Promotion of a car free scheme environment, generous cycle parking and strong links to local transport connections.



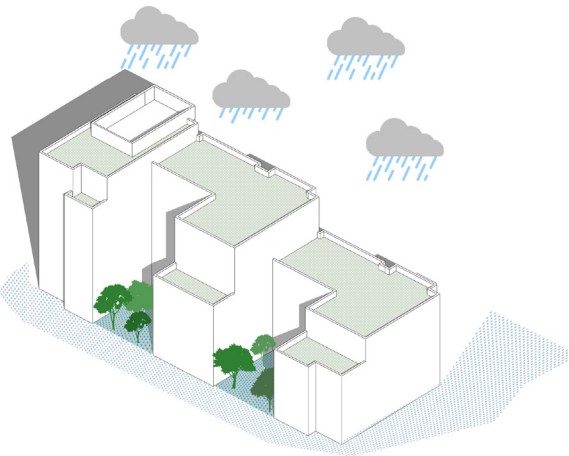
Form, Shading and Insulation

A courtyard typology is adopted providing solar shading at different points of the day to avoid overheating in summer months. High specification insulation prevents heat loss in winter months.



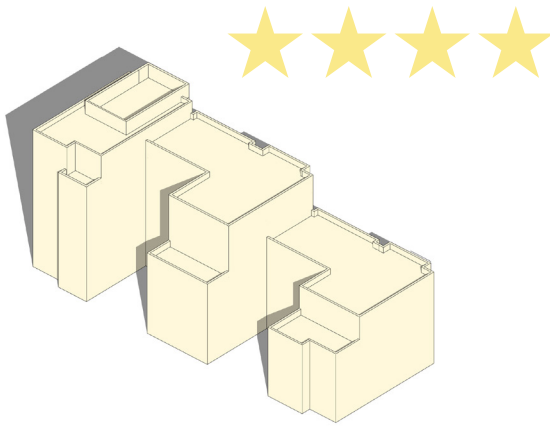
Optimising for Safety

Proposals are designed for increased safety with access to two means of escape and no excessive travel distances.



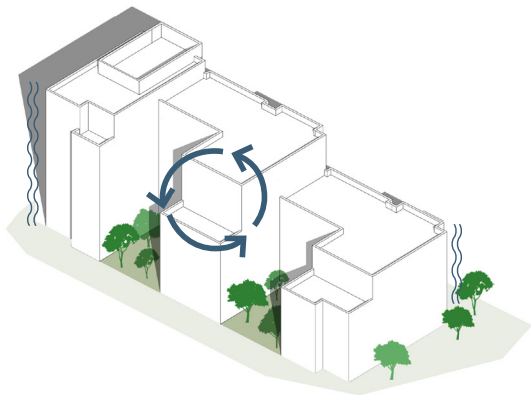
Sustainable Drainage

Landscaped courtyards and brown roofs will be used to aid a sustainable drainage strategy



Home Quality Mark

4 Stars targeted for Home Quality Mark to ensure homes are well designed, well built and cost effective to run.



Optimising for the Future

Designing with future flexibility in mind whilst utilising high performance materials and insulation.

4.12 Public Consultation

Public Consultation

A consultation programme was created for the project which included the following:

- 23th January 2024 - In-person exhibition event
- 30th January 2024 - Public Webinar
- 5th March 2024 - In-person update event

Exhibition Events

Two in-person exhibition-style events took place to consult with local people on the emerging proposals, and these formed the centrepiece of the overall engagement programme.

Invitations for the exhibition were sent to more than 4000 properties in surrounding the site as well as extensive consultation meetings with local groups and organisations, including the Civic Society and Reading University.

These events were advertised by leaflets, in the Reading Chronicle and on the dedicated consultation website jlpmillanereading.co.uk

Both of the events took place at the South Street Arts Centre, 21 South Street, Reading RG1 4QU. A short walk from the site, this was considered to be the optimal venue to host the events in terms of size, location and accessibility.

Local Engagement

Another key part of the consultation programme was direct engagement meetings between the applicant team and key stakeholders within Reading. The applicant team have met with the following stakeholders:

- Abbey School
- Reading Civic Society
- Katesgrove Community Association
- St Giles-in-Reading Church
- Reading Cycling Campaign
- Food4Families
- The Reading International Solidarity Centre
- Royal Berkshire NHS Trust
- University of Reading

Feedback from these meetings, in addition to that received as part of the public elements of the programme, have been invaluable in helping the applicant refine the proposals.



Exhibition Event - 23rd January 2024



Update Event - 5th March 2024



4.13 Public Consultation

Design Review Panel

A design review meeting with Design South East took place to present and seek feedback on the emerging development proposals. The feedback received is summarised as follows:

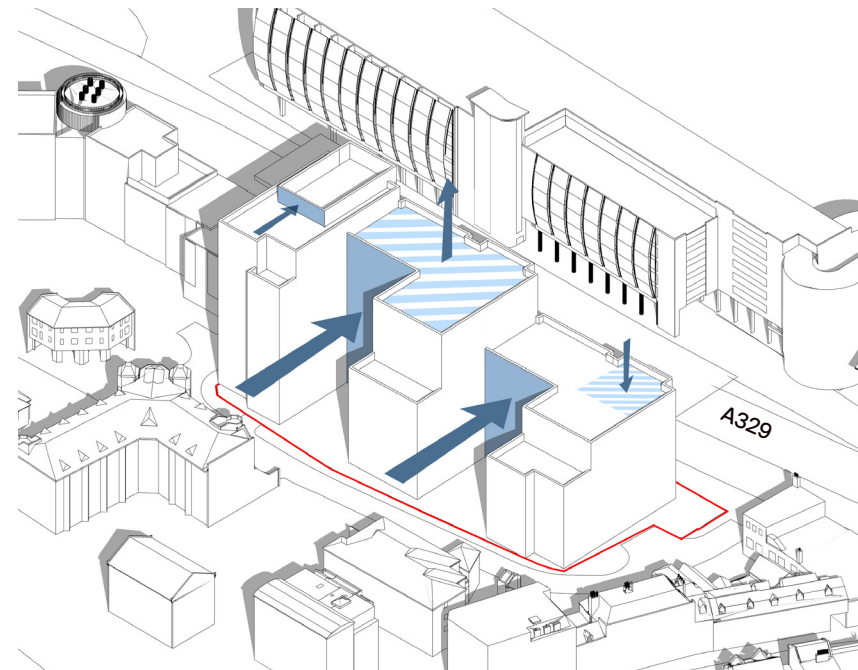
- The aspiration to provide high quality homes with an exemplary standard of shared amenities was commended;
- Further exploration of the appropriate form, scale and massing of the development was recommended in order to ensure the development contributes to local townscape and provides high-quality living environments;
- Further consideration of the experience and amenity of residents in relation to sunlight, daylight and outlook was recommended;
- Further review of the ground floor layout was recommended to consider the location of the entrances and active frontages.

Response to Feedback

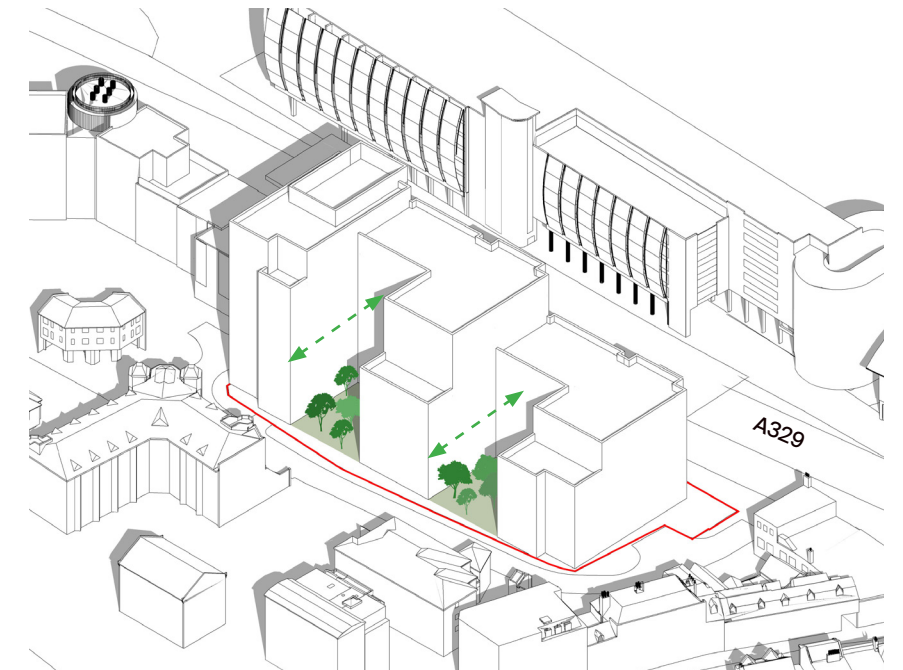
Following receipt of feedback during the initial phase of the public consultation and Design Review Panel the applicant and the project team took time over several weeks to refine the proposals ahead of the second-round consultation, and the submission of the planning application.

Among the major changes, the following were considered particularly important as part of the response to stakeholder feedback:

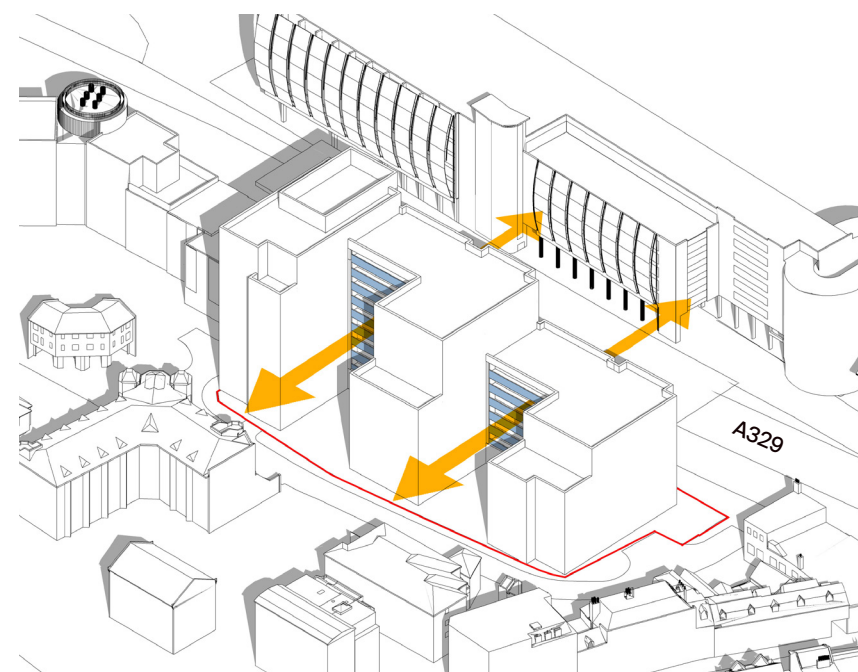
- The massing of the building has been amended.
- The size of the public and neighbourhood gardens has been increased.
- More activation has been provided to the frontage along Mill Lane, through introduction of a community/commercial space at ground floor and by glazing parts of the plant spaces to exhibit how the building works.
- One of the stair-cores has been relocated to maximise activation to the south-west corner of the building.
- More of the apartments have been designed to be dual aspect, through the introduction of an access deck on the south elevation of the building.
- Improvement in the journey from the communal entrance to the apartment front doors through the introduction of access and connections to the neighbourhood garden at ground floor.
- The materiality used in the building façade has been further refined, taking cues from the history of Reading and the context of the nearby London Street Conservation Area. The book *Bricks & Brickwork in Reading* by Adam Sowen (2020) was brought to the teams attention during the public consultation exhibition by several member of the public and provided useful local precedents.



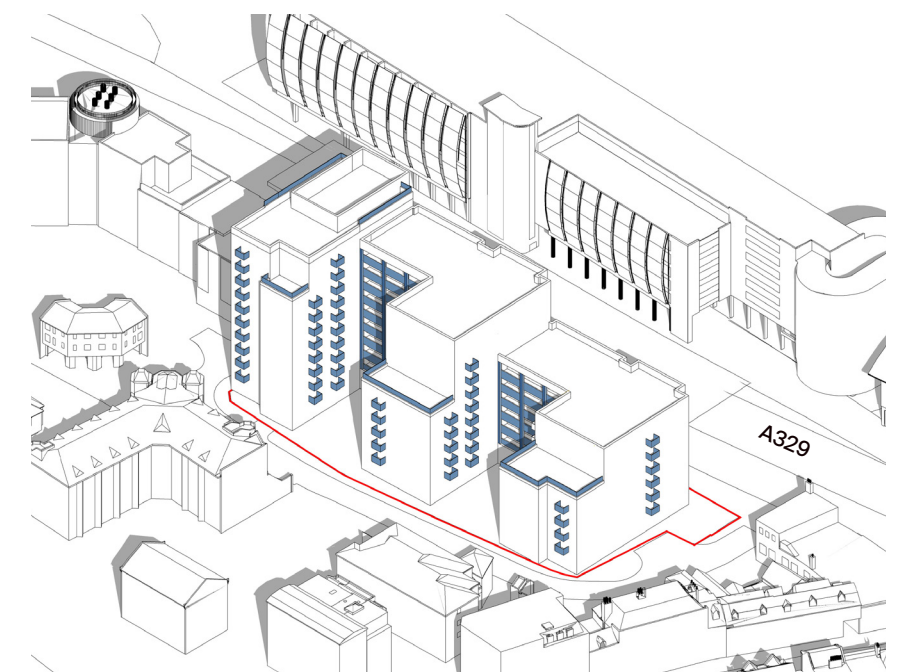
Massing redistributed across the scheme



Neighbourhood & Wellness Gardens sizes increased to provide additional external amenity space for residents & the local community



Access decks introduced to provide dual aspect units to the central parts of the building



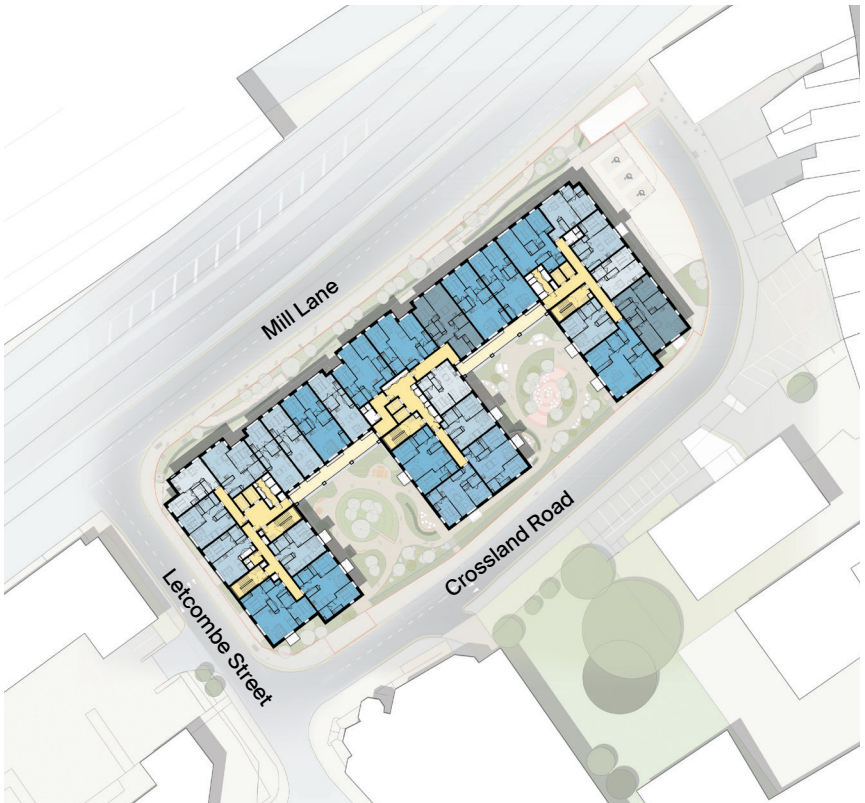
Elevation design refined and articulated through the introduction of balconies and access decks.

Scheme Summary

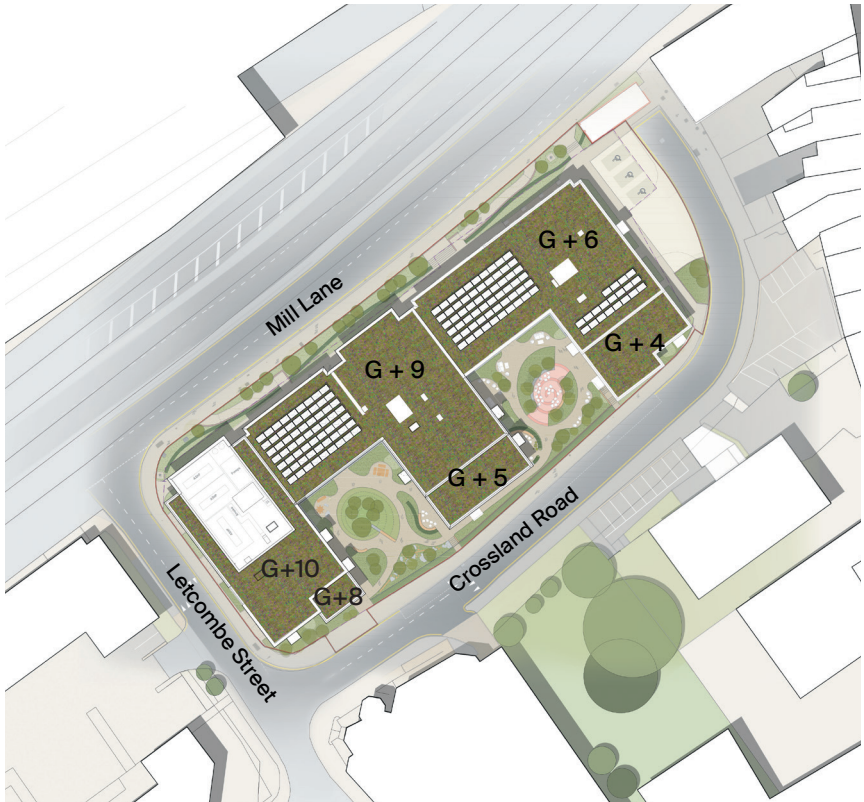
Levels	-	11
Units	-	215
Residential Amenity	-	692m ²
Flexible Community /Commercial	-	74m ²
Car Parking	-	3 spaces



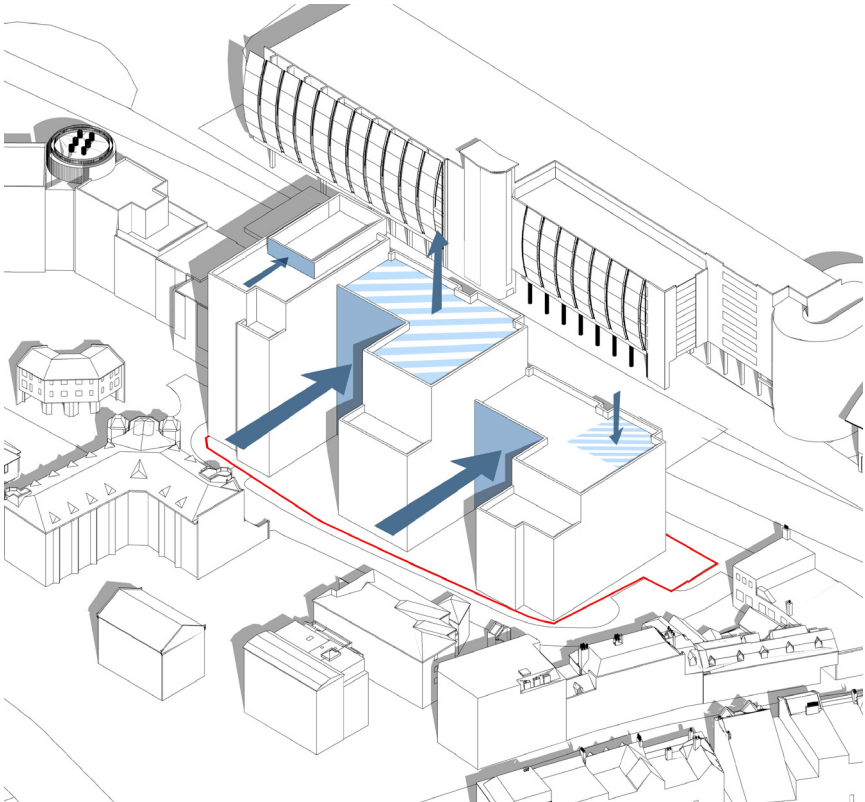
Ground Floor Plan



Typical Floor Plan



Roof Plan



Pre App 08 Massing

Entrance Design & Elevational Treatment

Following officers comments that ‘consideration should be give to making the entrance more prominent’ the team have explored different options for the entrance design.

To respond to the councillors comments an entrance bay flanked by grey brickwork sections has been introduced to provide a clear marker for the entrance on Mill Lane. At ground floor the entrance is also emphasised by glazed brickwork, a corbeled white brickwork entrance surround and associated landscaping.

The introduction of the entrance bay has also helped break up the form of the low rise block as it returns from Crossland Road. The changes in materials to the entrance section also further help to articulate the elevation.

A number of different options were considered as part of the design evolution of the entrance. This included material type, colour and detailing.



Entrance Design Exploration



North Elevation - Pre App 08



North Elevation - Post Pre App 08 Proposal