

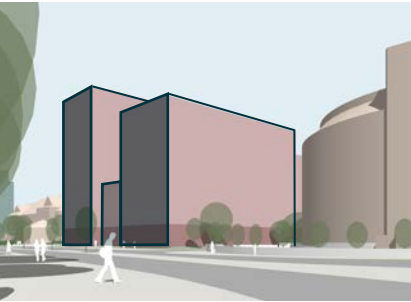
Design process

Comment

Form and massing:

10

Requirement for a marker building was questioned given the existing/emerging context



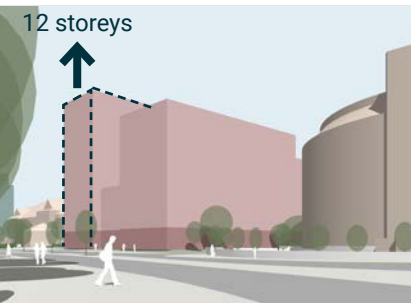
Response

Noted. Proposal has been developed to create a strong corner building to Norman Place and Vastern Road. The linear building has been rotated to address Vastern Road and continue the linear street pattern which is present in the surrounding context.



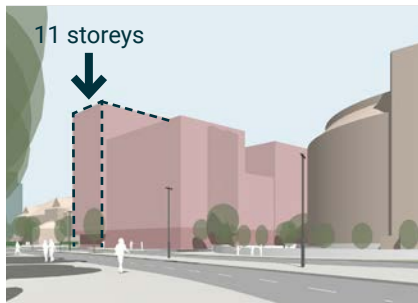
11

Justification of a 12 storey building is not considered sufficient. Site lies outside tall building zone identified in Policy CR10



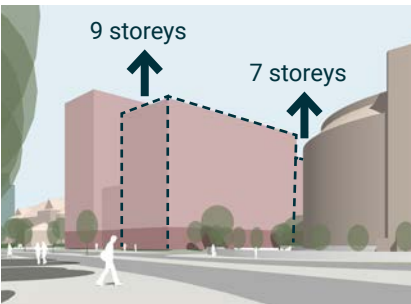
Response

Noted. Proposal has reduced in height, with heights ranging from 5-11 storeys



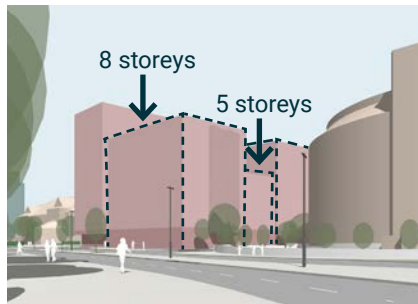
12

Height to the eastern boundary should not exceed Clearwater Court given proximity of the proposal



Response

Noted. Height has dropped from 7-9 storeys to 5-8 storeys



13

Consider justification for density of the proposal

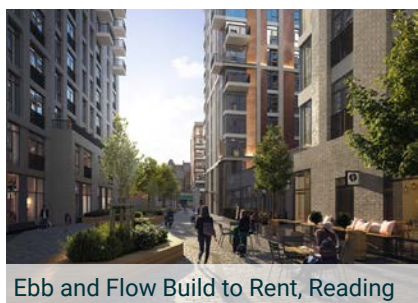


Current public realm is of poor quality



Response

A range of proposals in the wider area have been used to gain an understanding of the surrounding density from 265 DPH up to 630 DPH. The proposal is 464 DPH and at the mid range point. Build to Rent developments need circa 250 homes to ensure amenities are well used, in turn creating an active facade.

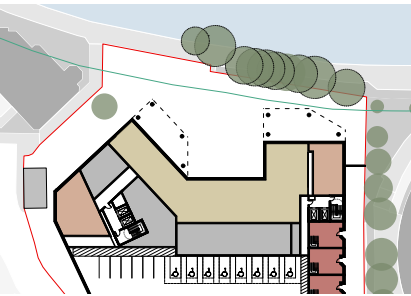


Ebb and Flow Build to Rent, Reading

Environmental:

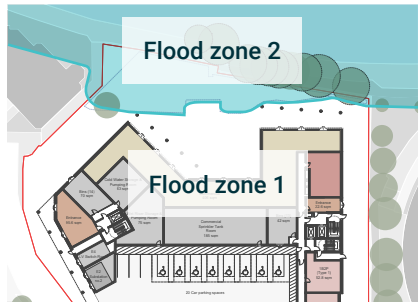
14

Demonstrate that no development is proposed within Flood Zone 2



Response

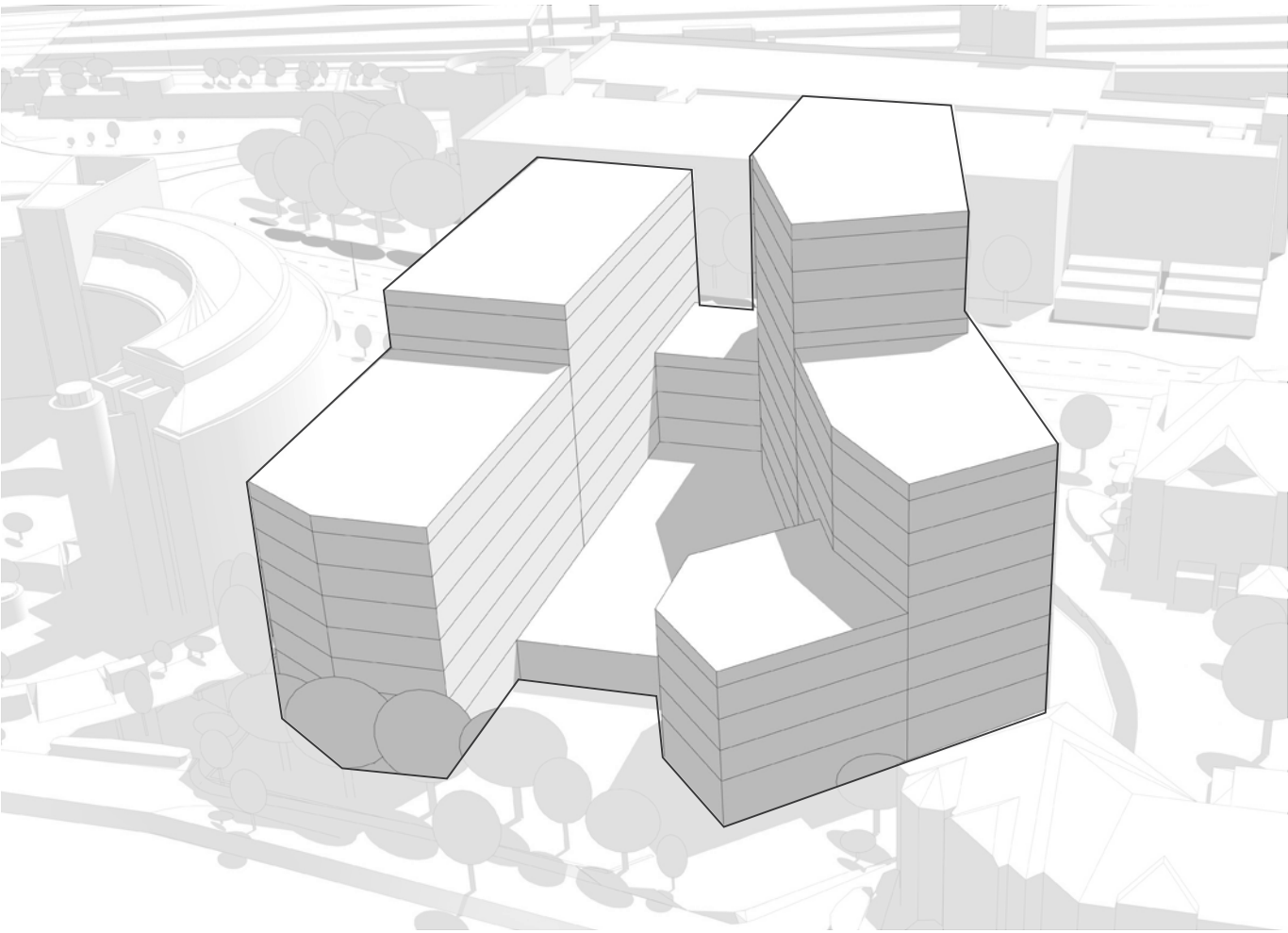
Development is outside Flood Zone 2



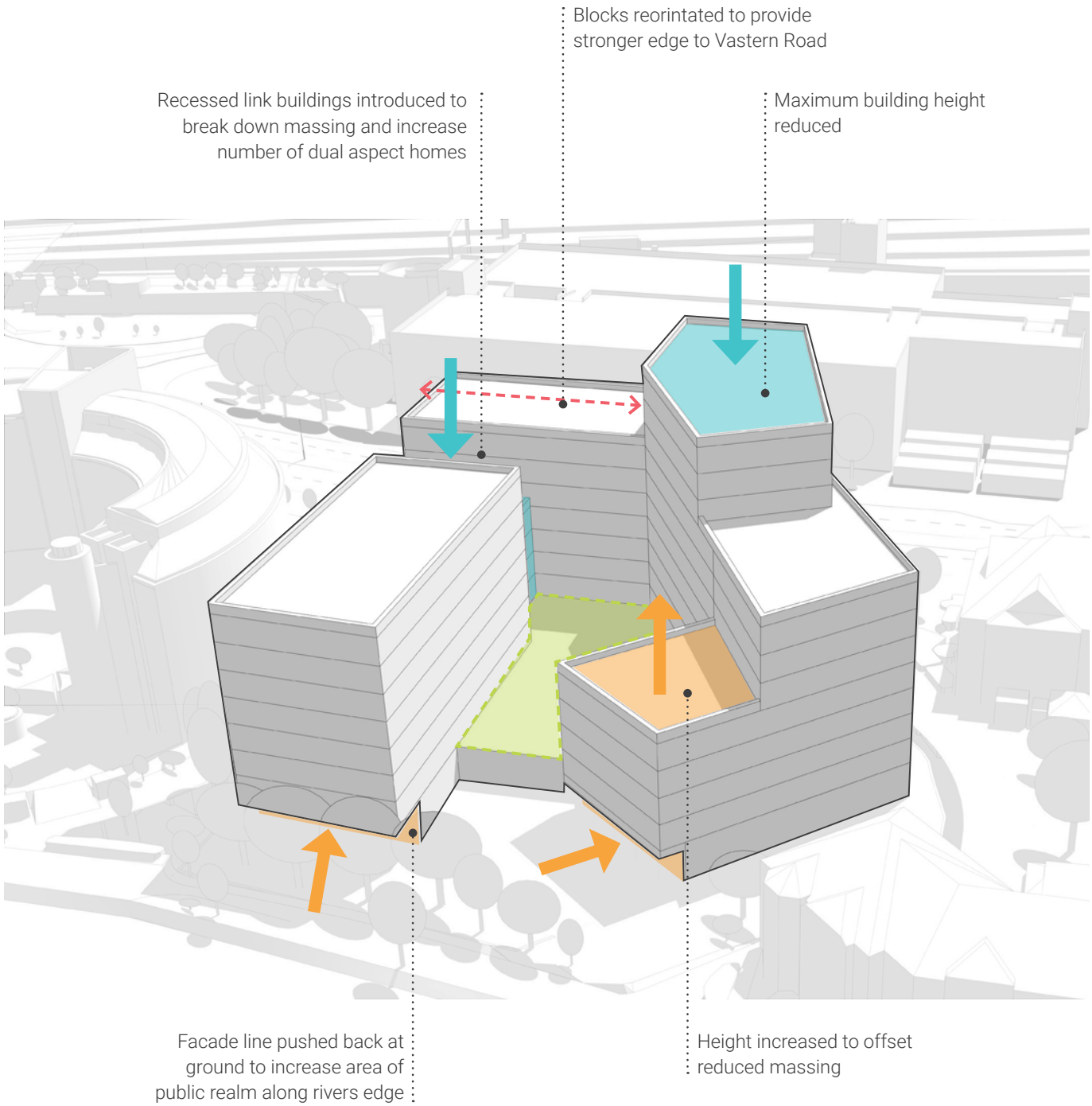
3.5.4 Summary of key changes

The diagrams below show the key changes made following feedback received at pre-application meeting 2

Pre-application 02 massing 28/09/2023



Updated massing



3.5.5 Design South East review panel (02/11/2023)

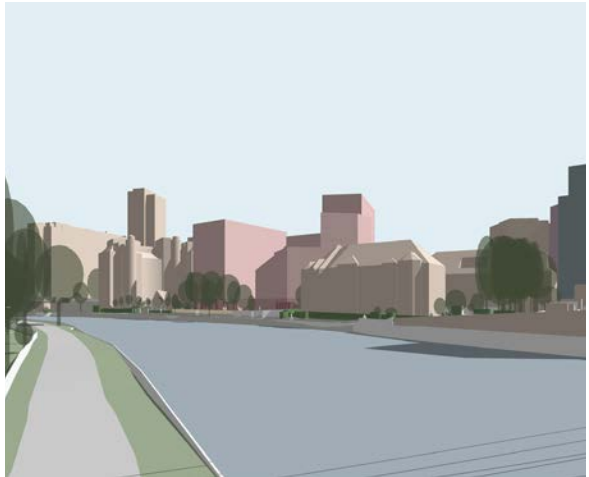
The proposals were amended to reflect feedback received at pre-application meeting 1. The amended proposal was presented to the Design South East review panel in November 2023.

The general arrangement of the blocks was retained but blocks were reorientated to provide a stronger edge to Vastern Road. The ground floor along the riverside was set back to increase the size of the public realm and the maximum height of the building was brought down to 11 storeys.

Early indications of a predominantly brick facade were also presented.

Use & amount

- 264 homes
- Of which there are approximately:
 - 45-48% 1 beds
 - 45-48% 2 beds
 - 3-8% 3 beds
- 30 Car parking spaces
- Shared residents amenity spaces along Vastern Road and the river.



3.5.6 Design South East review panel feedback

The following pages set out the comments received from the panel and details how the design developed to respond to those comments:

Comment

Use:

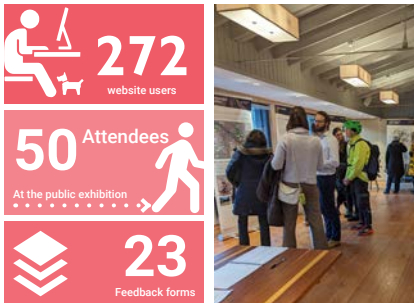
1

Carry out a deep and wide process of engagement to investigate bringing locally desirable uses and activities to the building's ground floor spaces



Response

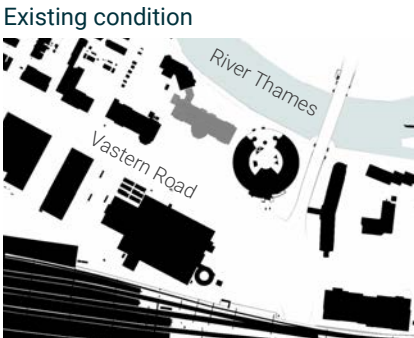
A thorough consultation process has been carried out with key stakeholder groups and a public exhibition held to understand the local demand and needs.



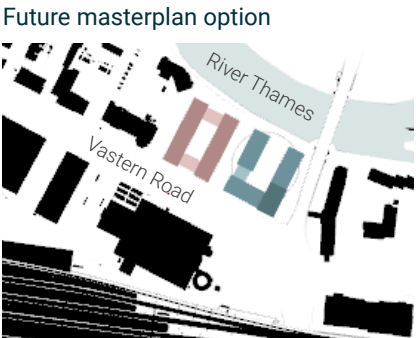
Layout:

2

Think more holistically about the regeneration of the wider area and extend the masterplan beyond the site boundary in collaborative dialogue with the LPA

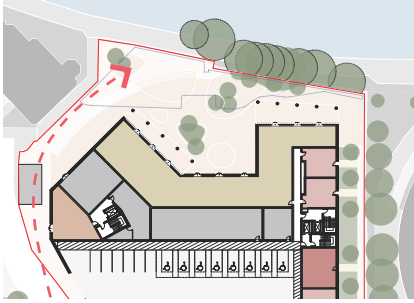


Proposals have been progressed to allow for future development to come forward on adjacent sites. Potential for future masterplan development in collaboration with the LPA is ongoing.

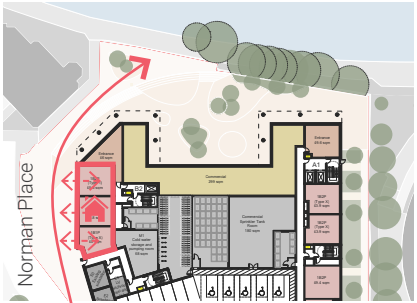


3

Create a more legible and direct public sight line to the river through the site by reviewing the site layout, and explore moving the town houses to Norman Place to provide active frontages onto this through-route

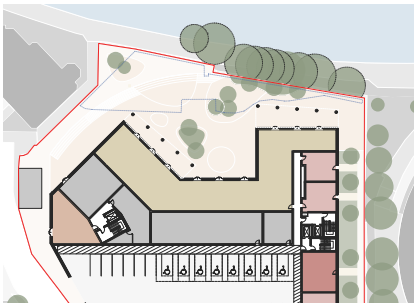


Massing proposals have been pulled back from Norman Place and substation relocated to provide a wider more legible route through. Residential homes have been positioned at ground floor providing active frontages.



4

Explore the possibility to create a wider sweep of river frontage and open space that connects three adjacent sites, and review the ground floor uses and the relationship between residential interior and public exterior spaces



Curved glazing has been introduced at ground floor to the north to provide a softer edge reflecting the landscape proposals and to help draw pedestrians round into the public space.



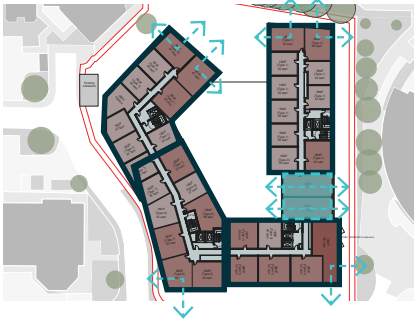
Design process

Comment

Apartment quality and mix:

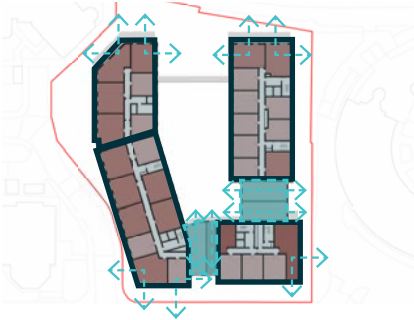
5

Consider alternative building typologies and explore options that enhance the residential outlook and optimise the provision of dual aspect apartments



Response

Building typologies have been developed and broken down by recessive link buildings increasing the number of dual aspect and two bedroom homes.



Form and massing:

7

Reduce the density - if commercially viable - to relax the bulk and massing of the building and allow a proposal that responds more sensitively to the unique qualities of this riverside site, its orientation, and relationship to its neighbours



Overall quantum has reduced to allow for developing the design and breaking down the building forms.



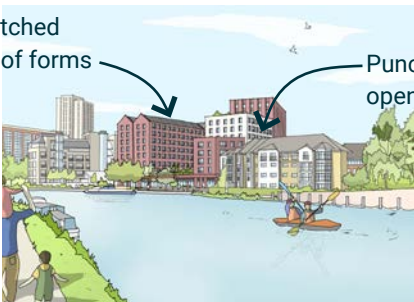
Architecture

8

Develop an architecture with a more distinctive character and identity



The architecture has been developed in response to the existing and historic context. The site's industrial heritage has been a strong influence in developing the character of the buildings. Utilising pitched roof forms and a simple rhythm of punched openings seen in the Huntley and Palmers factory building.



Design process

3.5.7 Public consultation (24/01/2024)

The public consultation was held on 24th January 2024 in person. At the event, local residents and members of the public were able to meet the project team, ask questions and leave feedback.

The in-person consultation event was held at the Thames Lido, Napier Road, Reading on Wednesday 24th January (2pm to 8pm).

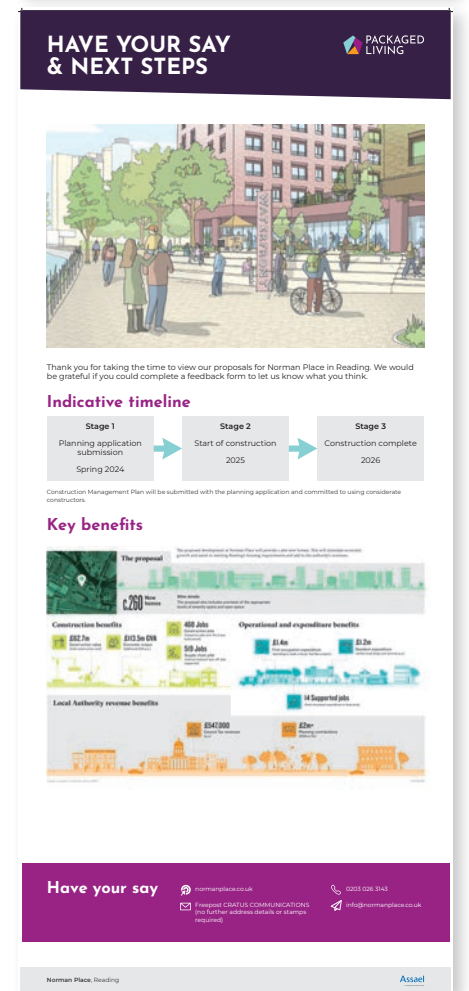
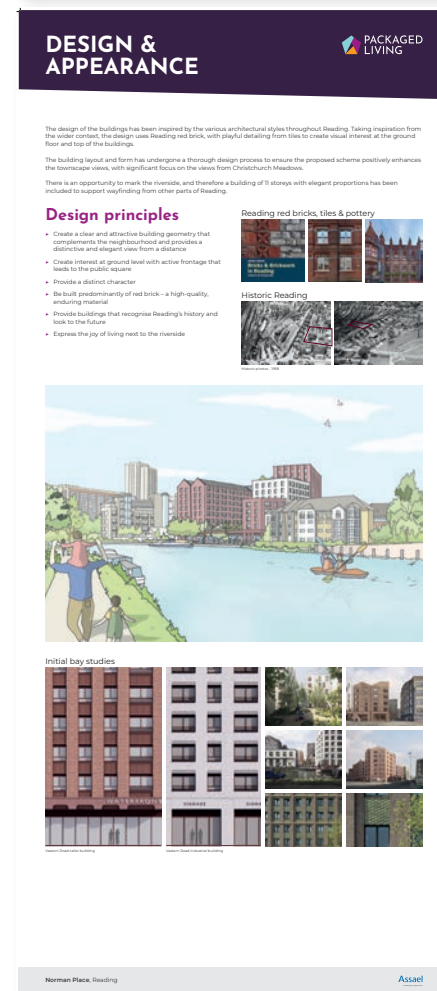
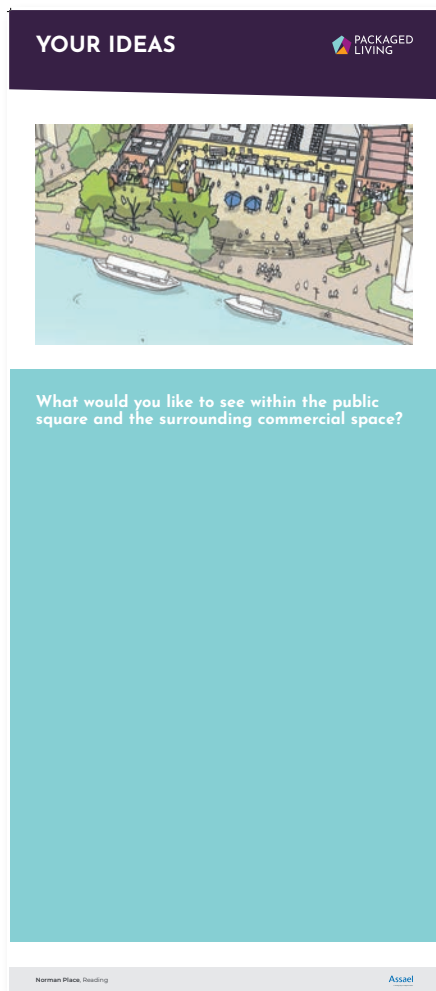
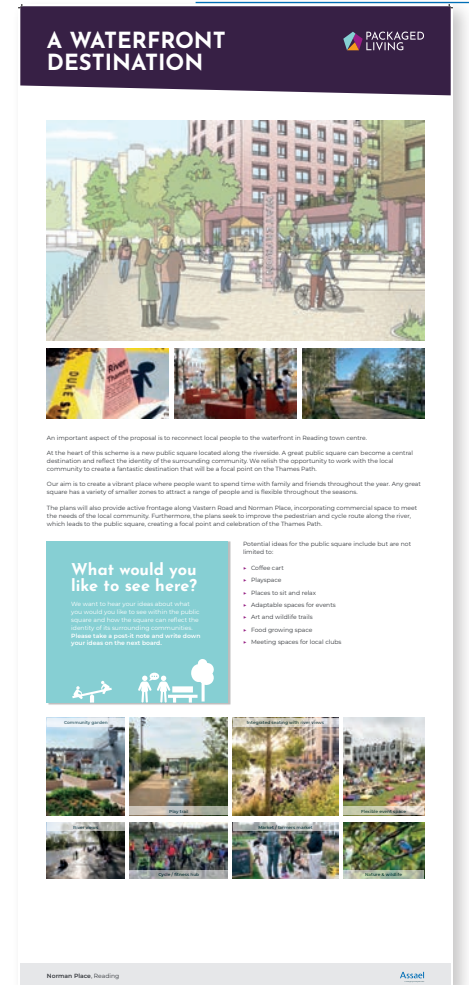
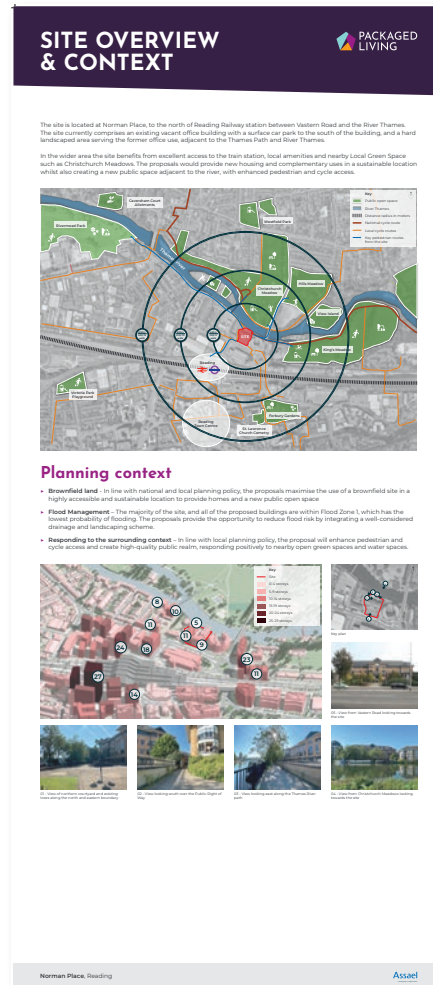
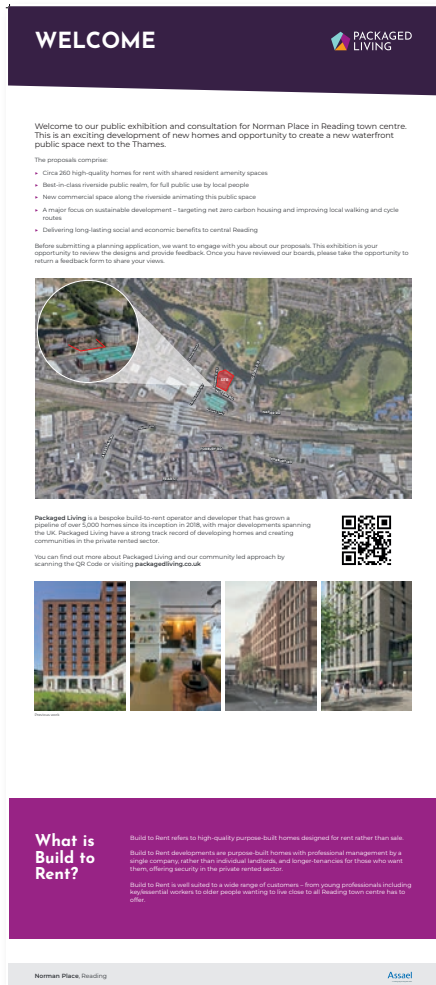
The consultation aimed to understand what residents wanted to see come forward within the public space and ground floor commercial space. The board below titled 'Your Ideas' encouraged attendees to put their thoughts on a post-it note.

Use & amount

- Circa **260** homes

Of which there are approximately:

- 45-48% 1 beds
- 45-48% 2 beds
- 3-8% 3 beds
- **23** Car parking spaces



3.5.8 Public consultation feedback

The following pages set out the comments received from the public consultation and details how the design developed to respond to those comments:

Comment

Use:

1

In support of the site being redeveloped given its desolate state and it being in a prime, sustainable location. Ideas around public realm were positive.

Provision and location of waterside public square supported.

Public in support of the site being redeveloped



Response

Ideas around the public space noted. Public space has been developed further to provide more greenery, seating and gentle curves drawing pedestrians round into the space and reflecting the curves of the river.

Support of site being redeveloped noted and design proposals progressed.



2

Council appreciates the value of Build to Rent and the role it can play to help with Reading's housing shortfall.

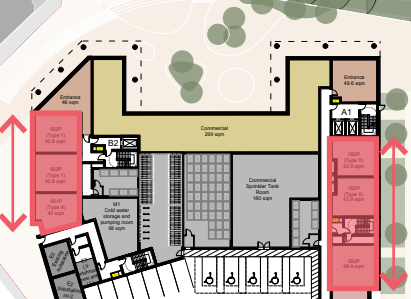


Build to Rent proposals progressed.



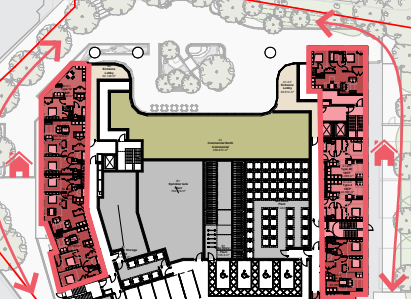
3

The team were encouraged to consider management of the public realm around safety and waste management.



Meeting to be arranged with Secure by Design officer to ensure proposals are developed to provide safe and secure spaces for residents and the public.

Passive surveillance and activity at ground floor has increased by introducing more ground floor homes.



4

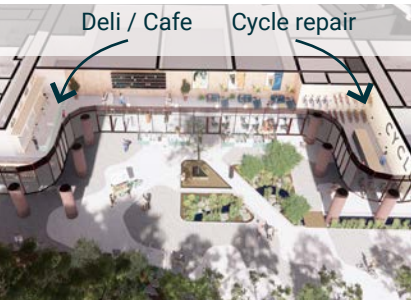
Encouraged the applicant to find a type of retail use which would be popular at this location and not remain an empty unit.

Provision of a cafe / corner store / cycle store was encouraged



The client is keen to understand local demand to ensure the long term success of the commercial space.

Noted. Potential tenants will be engaged at the next design stage.



Comment

Layout:

5 A distribution of two and three bedroom units which could be family-sized homes would be a benefit.

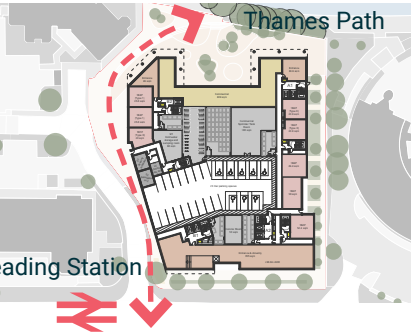


Response

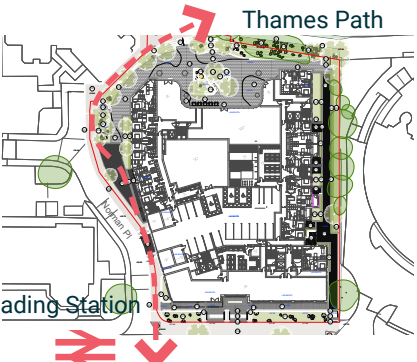
Proposals have been developed to increase the number of 3 bedroom apartments which could be taken up by families.



6 Permeability between the station and the river is positive. Improved pedestrian and cycle routes welcomed where current provision is viewed as a problem.



Public realm proposals have been developed to further enhance the route from the station to the river along Norman Place with a dedicated cycle and pedestrian route, tree planting and seating.



Form & massing:

10 Support shown for the design principles, historic references to the sites industrial past and variegated brickwork reflecting Reading red brick

Team were encouraged to consider a pitched roof on the lower western building

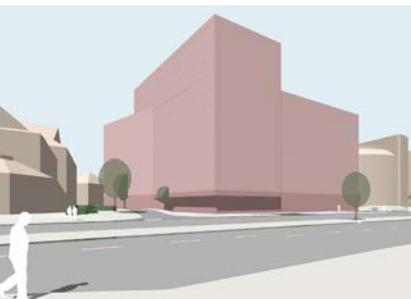


Noted. Proposals have progressed an industrial aesthetic influenced by the sites history with a variety of brick tones, varigated brickwork details to provide depth and shadow to the elevations.

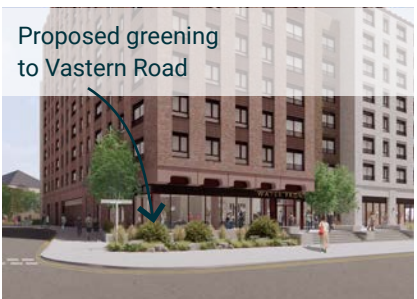
Noted. Further pitched roofs have been incorporated.



13 Consider the potential for a green buffer to Vastern Road



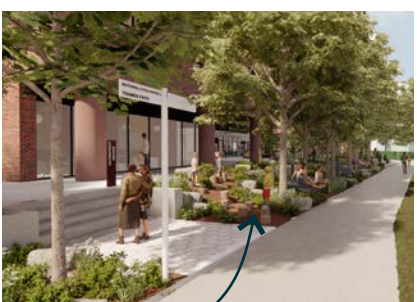
The team are considering how further tree planting could be incorporated into Vastern Road footpath due to it's generous width. There is an underground culvert preventing further tree planting along the southern boundary of the site.



14 Consider making full use of the riverside and the opportunity for further greening / garden space. Consider the potential to increase the public space



Landscape proposals along the riverfront have been developed to include further planting, rain gardens, play elements and a range of seating facing the river.

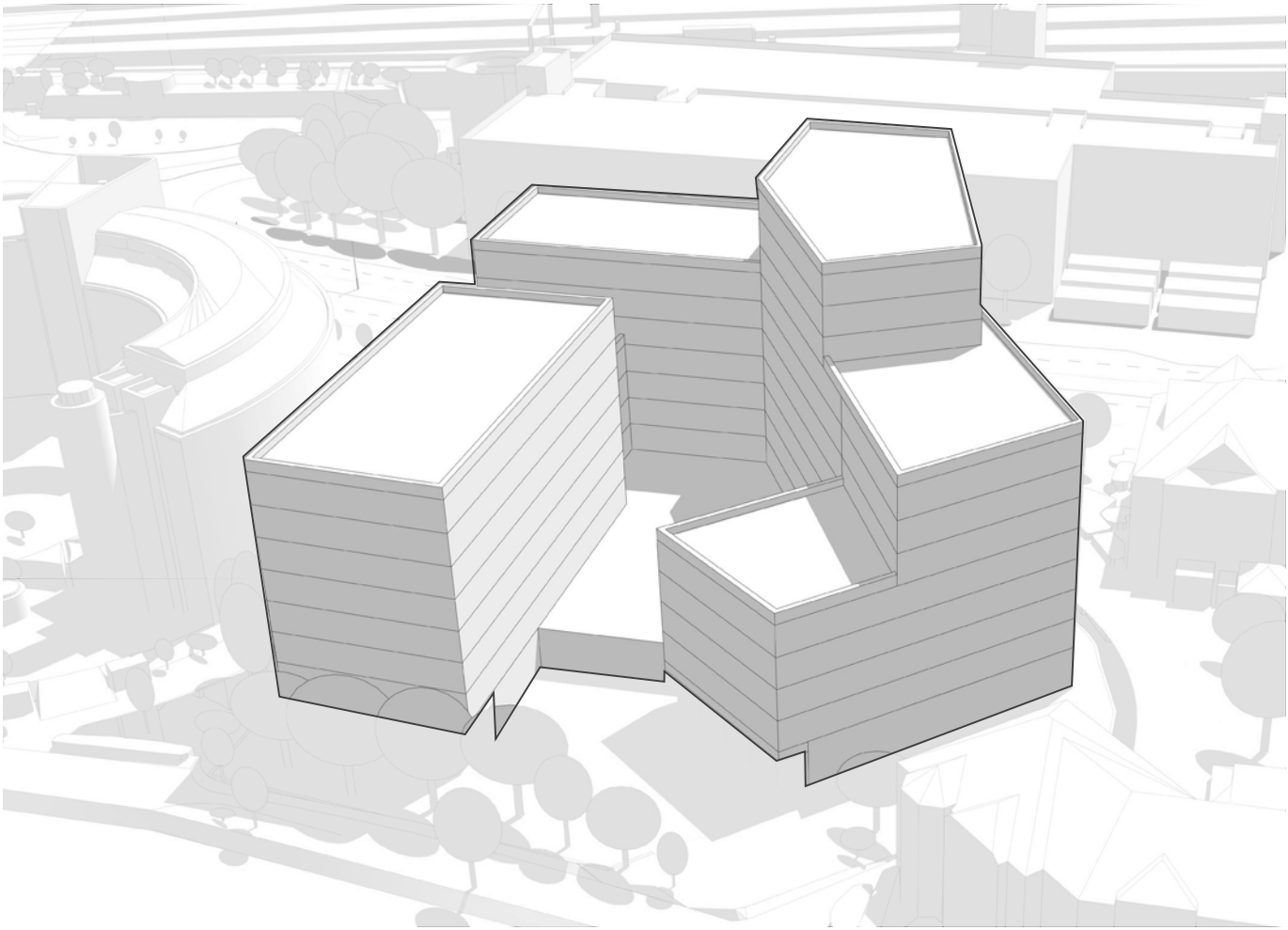


Play, seating and greery to the waterfront

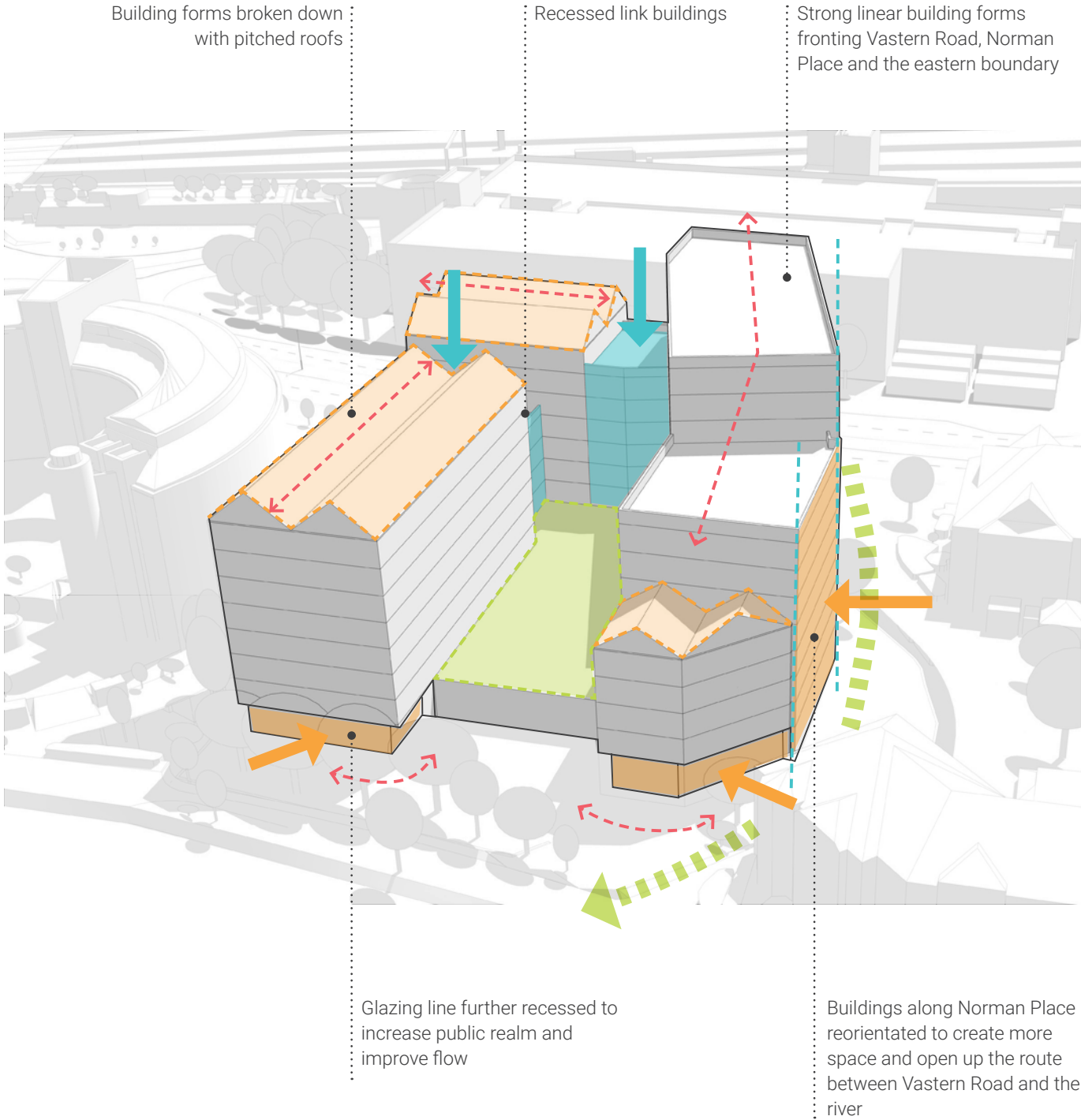
3.5.9 Summary of key changes

The diagrams below show the key changes made following feedback received at the Design South East meeting.

Design South East massing 02/11/2023



Updated massing



3.5.10 Pre-application 3 (22/02/2024)

Following feedback received at the Design South East review, the proposals were updated to reflect the feedback received. A more varied series of heights and building forms were developed, two link blocks created relief along the south and east elevations, giving each block more distinction and roof forms were varied through the introduction of pitched roofs, referencing the sites industrial past.

the buildings along Norman Place were re-orientated to create more space to the western boundary and to open up the route to the river.

The ground floor along the river side was also set back further to provide an even more generous area of public realm.

Use & amount

- 251 homes
- Of which there are approximately:
 - 116 (46%) 1 beds
 - 118 (47%) 2 beds
 - 17 (7%) 3 beds
- 23 Car parking spaces

