

From: Horton-Baker, Nigel
Sent: Tuesday, November 26, 2024 12:58 PM
To: Markwell, Jonathan
Subject: RE: Fwd: Planning Application PL/24/0958 consultation - 2 Norman Place

Hi Jonathan
Sorry for the delay in responding

In respect of this application REDA's comment is as follows - hope that helps let me know anything else you need.

Planning Application PL/24/0958 consultation - 2 Norman Place

"Based on extensive research in to the office market in Reading REDA accept the latest trend, 'flight to quality' by office tenants and larger organisations wanting to have the highest quality and most modern offices as part of a strategy to see their workforce return to the office and get best value for their rent in usable space. . Eg PWC move from 3 Forbury to the new Station Hill offices.

As such we understand that 2 Norman Place is no longer as competitive in the office market in Reading for local firms or relocating firms from within a 50 mile radius and given the current amount of vacant Grade A BREEAM + office space in Reading and the lack of interest from the investors (pension funds/ developers) makes a rebuild of offices on the site unlikely.

The leaves the obvious choice of residential, as is again the trend along the riverside and just north of the IDR e.g. Berkeley Homes at Huntley Wharfe and Vastern Road, also flats now on Napier Rd and Kenavon Drive.

The site is ideally situated facing the Thames and if planned correctly could help fulfil our 2050 vision to embrace the Thames as part of Reading not turn out=r backs on it as we have in the past. That said it needs to be open and accessible allowing people to flow through two ways from Caversham to the town centre.

I'd expect a level of affordable housing to be agreed, but Reading is a very attractive place to live and work for young professionals and this would be ideal for that group with access to the river and green space as well as the town centre retail leisure but also high quality jobs they are seeking in our global companies. Some homework facilities and additional Use Class E however is important as again is being demonstrated by recent completed residential flat developments Huntley Wharf and Ebb and Flow. Though footfall will be a factor in letting and sustaining such businesses with the primary user being the immediate residents. REDA would be happy to assist as with others to help market the services available to a wider community and or look at the use of any events space being proposed.

The risk as ever is it becomes a residence for commuting to London but this trend is not clearly happening yet.

REDA is happy to assist and engage the company in an Employment and Skills Plan as well, though end use will be limited to a small number of ancillary commercial uses only"

Regards
Nigel



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