

DESIGN AND ACCESS STATEMENT

MEADOW ROAD
READING
RG1 8LB

JULY 2025
REV 0

PRC



V7

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1.0

INTRODUCTION

This Design and Access Statement Document has been prepared on behalf of CBRE Investment Management and V7 Asset Management to engage with Reading Borough Council to support the redevelopment of 0.89 hectare of employment land at Meadows Road, Reading.

The proposal is to redevelop land which currently consists of two employment buildings, one of which is split into two units of varying uses, and the other building, known as Talbot House, situated on the eastern portion of the site is currently being used as a bus depot. The site previously occupied an employment building to the southwest portion of the site and the site is currently used for open storage of buses.

The site previously housed a third industrial building, an aged employment building fronting Meadows Road, which was demolished in 2019.

The proposal is for the demolition of the existing structures on the site, and the development of flexible employment floorspace totalling circa 4,300m² GEA of modern, flexible Class, E(g)(ii) research and development, E(g)(iii) industrial process, B8 Storage and Distribution and B2 General Industrial uses, offering employment floorspace with ancillary office accommodation in a range of sizes that meets modern market requirements.

The proposed redevelopment will consist of 4 buildings, subdivided into 11 units with ancillary office accommodation, service yards, car parking and associated landscape.

This design and access statement document should be read in conjunction with the other documents that have been prepared to support this submission.

The process of design is discussed throughout this document following the headings identified in CABI guidance for assessing proposals in terms of design and the integration of access, these headings are as follows:

USE: Establishes the proposed use of development, how it will fit in with and support the local area.

LANDSCAPE: Explanation of how a landscape concept can be incorporated into the scheme and how it has influenced the scheme design.

AMOUNT: Identifies the amount/density of development being proposed and why it is appropriate.

LAYOUT: Explanation of how the site can be successfully developed and how it will work and fit in with its surroundings.

SCALE: Refers to the size of buildings and spaces, showing why those sizes are right for the site and how they relate to existing buildings.

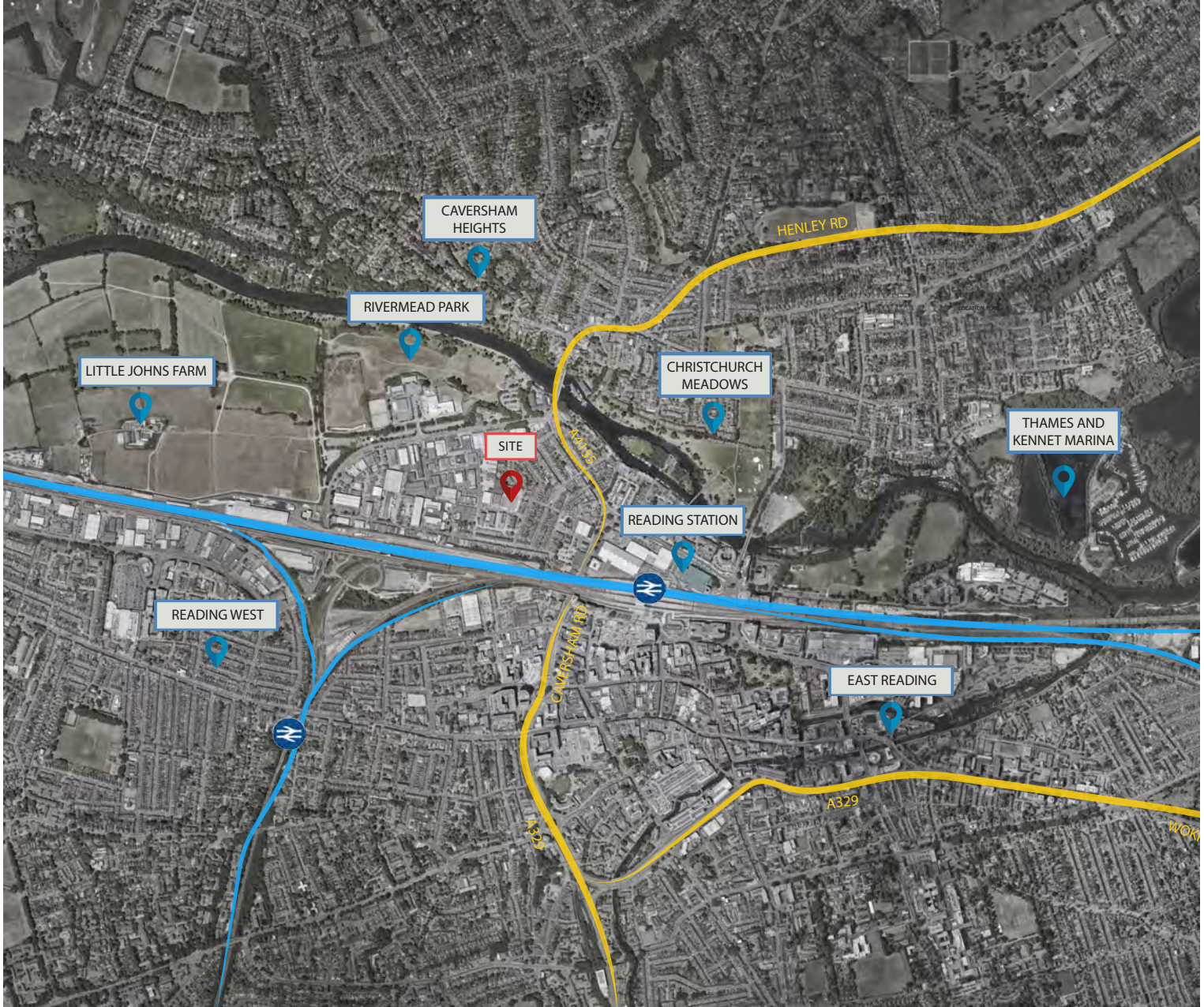
APPEARANCE: Explanation of what the development will look like and why it is appropriate for the setting.

ACCESS: Proposals for pedestrian, vehicular and transport links and inclusive access.

In addition to the CABI headings we have also added two further key heading in order to better explain the applicants vision in respect of;

SECURITY: An overview of the security measures.

SUSTAINABILITY: An overview of sustainable design measures and how the applicant's vision for a net zero carbon development can be realised within the scheme.



LOCATION DIAGRAM
Google Earth, 2025



2.0

LOCATION & SETTING

The application site sits on the eastern edge of the Richfield Avenue Employment Area and currently accommodates active employment uses.

The site sits within a wider industrial and employment context embedded within the Reading town centre.

The site benefits from nearby transport links, with bus stops less than 0.2 miles from site, and Reading Train Station 0.40 miles from the site. The site is well located and benefits from good access, situated adjacent to the A329 and A33, leading towards the M4 Junction 11, with links into London.

The site is accessed to the south from Meadow Road by means of a one way road and to the east from Ross Road, both roads fed from the A4155.

The site currently consists of two employmnt use buildings and open storage which are currently dated and do not meet current institutional requirements sought after in the modern letting market.

Both of the buildings are occupied. One building is split into two units, both with lease events that will trigger in the near future. The other building and associated open storage areas to the front is leased on a short term basis.

Both buildings on site are dated and do not meet the demands of the modern employment market, they do not meet current EPC and sustainability standards.

The application site is L shaped, with the length being more prominent to the site, with the width varying on each end of the site. The site is relatively flat with no noticeable falls spanning throughout, the site levels are consistent with its surroundings and tie into the Meadow Road levels.

Whilst being situated within an employment context, to the immediate north of the site are the rear gardens of residential properties and an existing play area to the residential area adjacent to the site. Further north are a mix of uses, such as employment buildings, car showroom dealerships, hotels and leisure centres. The River Thames runs to the north of the site, with residential estates such as Caversham Heights situated beyond the river.

To the immediate east of the site are residential properties, with the rear gardens facing the site. The site is bounded by a combination of fences and solid brick walls to the rear of the gardens. The properties include a number of new terraced developments recently completed, known as The Printworks. Residential properties extend beyond the east, with a mixture of uses embedded into the estate, including a 3-storey self storage facility and clusters of industrial and employment buildings. Further east, beyond the A329 is the Reading Town Centre, incorporating a mix of uses including; retail parks, office tower blocks and wide host of employment buildings.

The Printworks residential development wraps around the south of the site, facing Meadow Road. The properties are a mix of multi-storey apartment accommodation and houses separated by soft landscape fronting Meadow Road. To the southwest sits dated employment buildings forming part of the Richfield Avenue Employment Area, these are adjacent to the new residential development. The Cross Country Rail line site south of the site. Beyond the track are a combination of employment and industrial buildings, embedded within residential estates. Residential estates continue to follow further south.

Directly to the west of the site, adjacent to Milford Road, are a large number of employment and industrial buildings of varying scales, the site sits on the edge of an industrial setting. Further West, beyond the employment area, is Little John's farm, land used for both agricultural use as well as host for Reading Festival. Further west is an abundance of agricultural land and residential development, split apart from north to south by the River Thames.

The site currently has employment uses with dated buildings that do not meet modern requirements. The site sits on the edge of the Richfield Avenue Employment Area and will be heavily influenced by the surrounding employment buildings. It is envisaged the site will provide a modern enhancement to the dated employment stock, contributing a high quality environment for business use.



LOCATION DIAGRAM
Google Earth, 2025



2.0

LOCATION & SETTING (CONT.)



1: EMPLOYMENT BUILDINGS ALONG MILFORD ROAD BACKING ONTO DENBEIGH PLACE



2: VIEW OF THE EXISTING SITE LOOKING DOWN DENBEIGH PLACE



3: AN EXISTING ACCESS INTO THE SITE FROM ROSS ROAD



4: RESIDENTIAL BUILDINGS ALONG ADDISON ROAD
(Google Earth, 2025)



5: RESIDENTIAL BUILDINGS ALONG ADDISON ROAD
(Google Earth, 2025)



6: VIEW INTO THE SITE SHOWING EXTENT OF HARDSTANDING AND OPEN STORAGE WHERE PREVIOUSLY DEMOLISHED BUILDING STOOD



7: CURRENT ENTRANCE INTO THE SITE FROM MEADOW ROAD ACCESSING THE LARGER UNIT (TALBOT HOUSE)



8: RESIDENTIAL BUILDINGS OPPOSITE THE SITE ON MEADOW ROAD



9: VIEW INTO THE SITE OF CURRENT OCCUPIED BUILDING
(Google Earth, 2025)

2.0

LOCATION & SETTING (CONT.)



10: VIEW OF NEWLY BUILT RESIDENTIAL FLATS FACING MEADOW ROAD
(Google Earth, 2025)



11: EXISTING EMPLOYMENT BUILDINGS ALONG MILFORD ROAD
(Google Earth, 2025)



12: EXISTING EMPLOYMENT BUILDING ALONG MILFORD ROAD



13: EXISTING EMPLOYMENT BUILDING FURTHER ALONG MILFORD ROAD



14: EXISTING EMPLOYMENT BUILDINGS ALONG MILFORD ROAD
(Google Earth, 2025)



15: EXISTING EMPLOYMENT BUILDINGS ALONG MILFORD ROAD
(Google Earth, 2025)

3.0

PRE-APP RESPONSE

A pre-application proposal was submitted in September 2024, with feedback and advice received in January 2025. The advice given was in respect of land use principles, layout, scale and design, transport matters, sustainability and ecology.

Proposed buildings will be of a residential scales, and offer higher quality aesthetic, using sustainable materials that compliment the existing nearby buildings, ensuring the proposals are wholly suitable to the sites context and positively contribute to the locality.

LPA feedback highlighted concerns for the proposed site becoming a rat run for vehicles travelling between Meadow Road and Addison Road. The pre-application plans had shown this road to be open, however the proposal addresses these concerns by incorporating a new security gate and fence that will be locked at all times and only to be opened in an emergency to gain access or escape the site. The proposal also incorporates a raised arm barrier to the main access off of Meadow Road that will cater for units 1-9, which will limit vehicles entering the site other than for the site itself, positively conforming to Policies TR1 and TR3 of the Local Plan.

The LPA raised further concern regarding transport issues and vehicle manoeuvrability. The proposed layout has been designed and coordinated with transport consultants and a transport assessment will be submitted as part of the planning application. The transport assessment, and vehicle tracking undertaken, demonstrates that the proposed layout provides adequate road widths and turning radii for a range of vehicle sizes. Swept path analysis has also been undertaken which takes into account on-street parking bays on Meadow Road, demonstrating large HGV vehicles can efficiently turn in and out of the site entrance.

There were concerns regarding the close proximity of existing residential properties to the northern, eastern and southern boundaries of the site. The proposed layout positions buildings away from residential boundaries, providing generous buffers which allow for landscaped screening.

A sightline section demonstrates that the proposed buildings are of an acceptable distance to not obstruct nor impact the daylight and sunlight of existing residential properties. The rear of these proposed buildings do no contain any windows. These are blank elevations with some interest by using contrasting colours and textures, highlighting that no residential properties are overlooked.

LPA feedback raised concerns on noise impacts of the development. The layout and orientation of the building forms have been considered and configured to ensure that yards and operational areas do not face the surrounding residential uses providing inherent mitigation to noise impact. An environmental noise assessment has been undertaken to establish the existing ambient and background noise levels. Potential change in road traffic volumes would have a negligible change in traffic noise levels, concluding no adverse impact on existing dwellings in the vicinity. Operational noise have been identified to be insignificant during day and night operation, complying with noise related national and local planning policies.

The scale of the development was of concern, relating to the proximity to residential areas along Addison Road and Denbeigh Place. The proposed layout demonstrates the buildings have been set back from residential boundaries with suitable landscape buffers. Units 4-7 are positioned further away to the boundary than the existing building. The proposed units are of a residential scale in term of height and massing, and the proposed embeds itself within its surrounding context. The proposals demonstrate consideration of Policies CC7 and CC8 of the Local Plan, as the units are of an appearance that tie in with the local character and use similar materiality, whilst enhancing the locality with strengthened street scenes and landscaped amenity space. The application is supported by a daylight and sunlight report, which will demonstrate how the proposals sympathetically respond to their surroundings.

The proposals take consideration of Poly EN14 and proposes a well considered tree planting approach. There is a lack of landscaping on the existing site. The proposal incorporates landscaped screening along the boundaries and along the internal roads to enhance biodiversity on a site that is currently heavily hardscaped.

The LPA raised concern relating to other transport matters and the distance between dropped kerbs along Milfor Road in order to access the service yards to Units 10-11. The proposed layout provides safe crossing for pedestrians along Milford Road, and significantly reduces the distance between the existing dropped kerb by more than half. The proposal still provides suitbale and sufficient width for vehicle access and manoeuvrability.

Conclusion:
The proposed development has taken into consideration the LPA comments and concerns relating to the land use, scale, natural environment and transport matters.

The proposed development demonstrates that it has been well considered to ensure it sits sympathetically within its context and positively responds to its residential boundaries.

The proposed buildings are of a residential scale and do not obstruct neighbouring views, whilst the building appearances have been carefully selected to tie in with the local character.

The acesses into site, road widths and radii have been designed to ensure suitability of a range of vehicle sizes, allowing for efficient manoeuvrability and access from both Milford Road and Meadow Road. Safety and security concerns are addressed through the provison of secure gated access into site, mitigating concerns of the site being used as a rat run.

Feedback from the LPA has been adressed to ensure the viability of the scheme and to provide a high quality flexible employment scheme which will positively contribute to its locality and to Reading.

4.0

USE

The proposed development sits on the eastern edge of the Richfield Avenue Employment Area which consists of a heavily industrial identity.

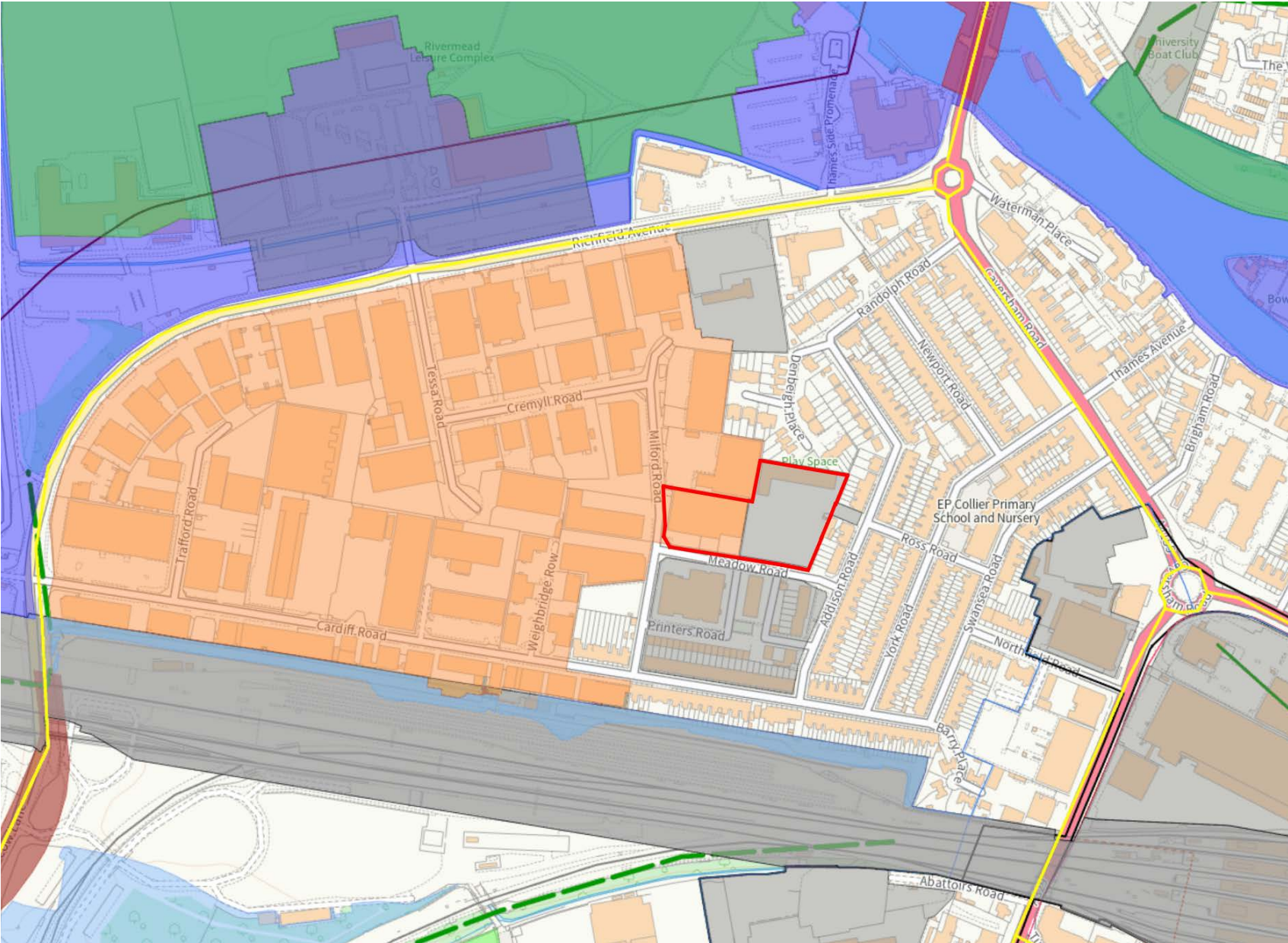
The application site currently occupies two employment buildings, both of which are currently occupied. One building is split into two units occupied by a brewery and tap house, and a card manufacturing company. The other building located to the north east of the site is currently being used as a bus depot. The site previously occupied an additional employment building of an industrial typology, demolished in 2019.

The two buildings have an approximate GIA total of circa 4,700m². The footprint of the previous third building was approximately 2,400m² prior to demolition.

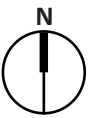
The proposal consists of an industrial development of 11 units of varying sizes totalling circa 4,300m² GEA. The proposal offers a mix of sizes that primarily focus on small scale start-up and ‘step up’ units. The development seeks a flexible range of uses, falling within the E(g)(ii) research and development, E(g)(iii) industrial process, B8 Storage and Distribution and B2 General Industrial uses, offering employment floorspace with ancillary office accommodation.

The proposed development will provide a flexible range of employment uses that will meet modern market demands. The range of employment uses on offer will accommodate a range of potential occupiers, making it a highly adaptable and attractive development.

It is acknowledged that the eastern portion of the site sits within an allocated development site referred to as WR3b. Given the surrounding context of the site, it is anticipated that a development of flexible employment uses will be appropriate to the area, supporting the economic development of the area and providing new jobs to local residents.



USE ALLOCATION PLAN
EXTRACTED FROM READING BOROUGH COUNCIL POLICY MAP



- Core Employment Area
- Major Landscape Feature (Thames Valley)
- Green and Public Space
- Allocated development

5.0

AMOUNT

The site is approximately 0.89 hectares in size, accommodating two existing buildings of active employment use with an approximate GIA of circa 3,660m2 and 1,030m2 respectively. Building 1 is divided into 3 units, one having 3 floors of usable area. Building 2 is a single unit with a small mezzanine.

The existing buildings do not meet institutinal standards in terms of modern servicing requirements, such as service yards are not adequate sizes, and buildings considered over developed for the site.

The existing site consists of the built form, hard-standing, with access into the occupied units from Meadow Road leading into service yard and car parking areas.

The eastern building is accessed from Meadow Road with a second access point from Ross Road, and consists of concrete hard standing which currently serves as service yards and car parking areas.

A part of the site, approximately 0.30 hectares fronting Meadow Road, is currently hard-standing as a result of the previously demolished building in its place. This is used as an active employment use and is used as a bus depot.

The current employment stock within the immediate surroundings and designated employment area is dated and does not meet modern institutional requirements for flexible employment uses.

Existing employment buildings surrounding the site range from single storey heights to three storeys.

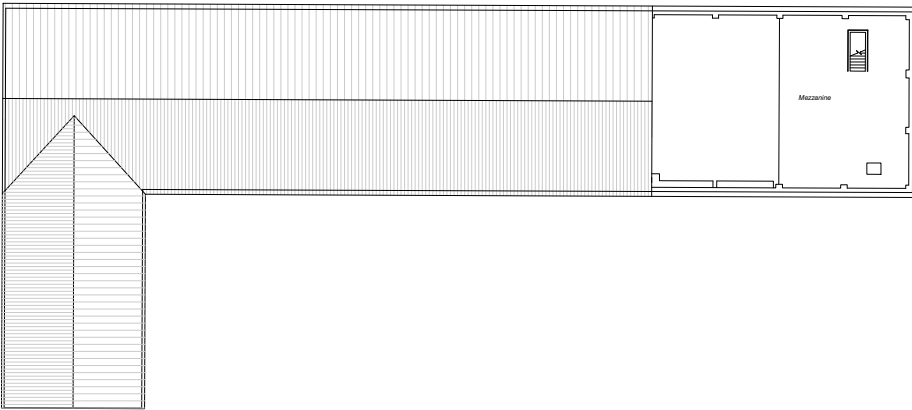
The site is fronted by a new residential development along Meadow Road, consisting of a range of house types, from small scale terraced blocks, to semi detached properties. The residential development also includes residential blocks spanning up to 4 storeys in height.

The development seeks to make use of dated land to provide high quality employment floor space with ancillary office accommodation, service yards, car parking and associated landscape to offer a high quality scheme.

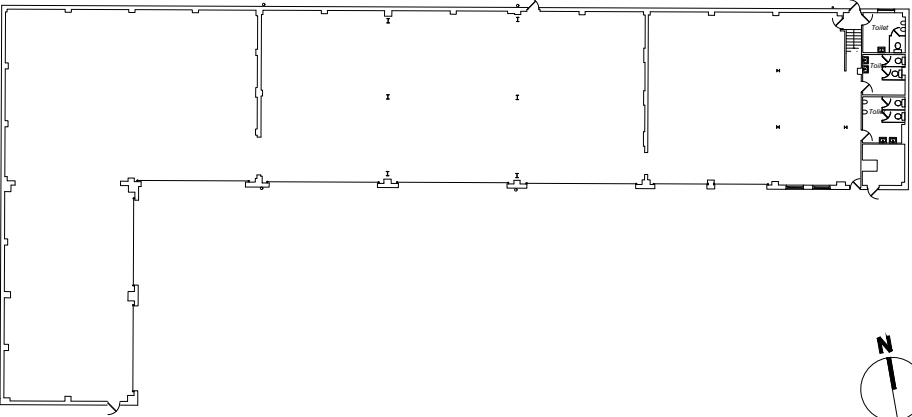
Existing Floor Areas (GIA)				
Building 1				
	Ground	First	Second	
U1	1026	816	678	
U2	552			
U3	585			
TOTAL	2163	816	678	3657

Building 2			
	Ground	First	
	915	112	1027

EXISTING BUILDING AREAS

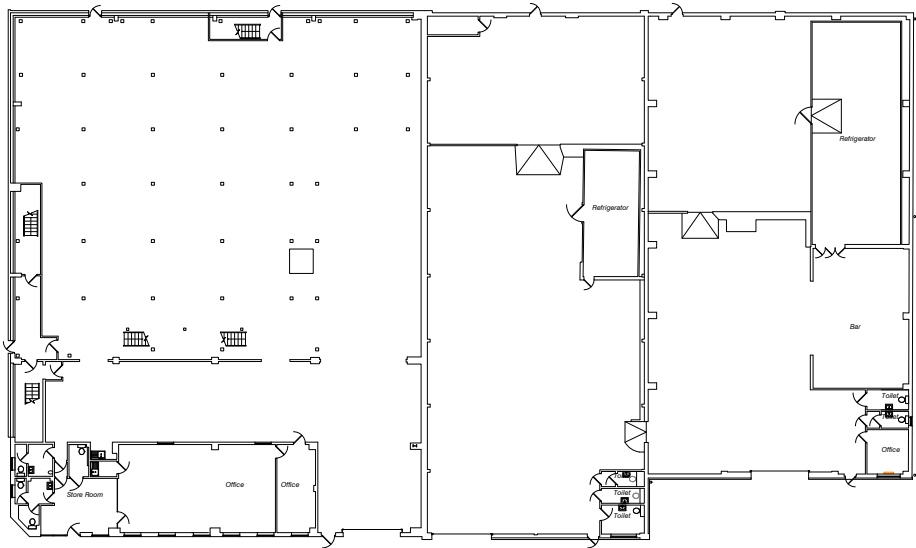


FIRST FLOOR PLAN



GROUND FLOOR PLAN

EXISTING FLOOR PLANS - BUILDING 2

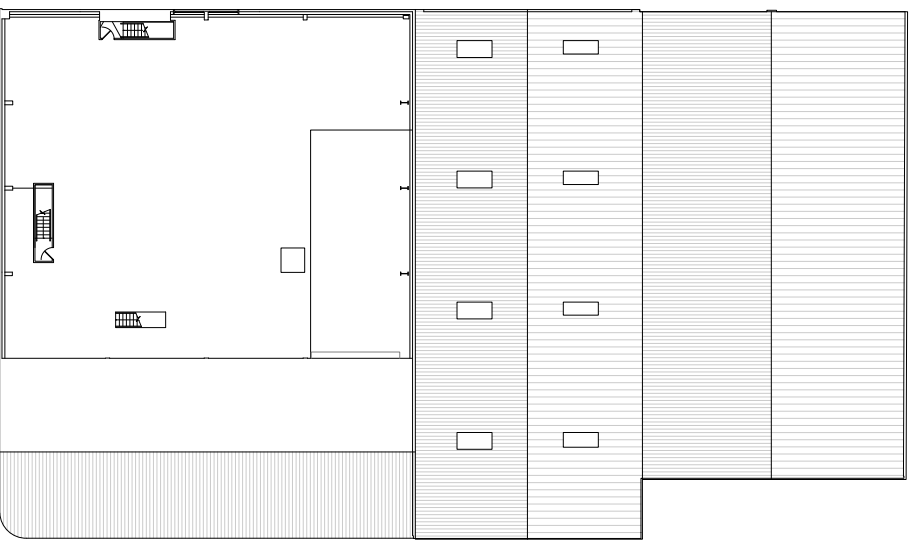


GROUND FLOOR PLAN

EXISTING FLOOR PLANS - BUILDING 1



FIRST FLOOR PLAN



SECOND FLOOR PLAN

5.0

AMOUNT (CONT.)

The proposal is for the demolition of the existing buildings on site and the development of 4 buildings split into 11 units of varying sizes totalling approximately 4,300m2 GEA of modern flexible floor space. As such the applicant wishes to seek a flexible planning consent for use class E(g)(i)office, E(g)(ii) research and development, E(g)(iii) industrial process and B8 Storage and Distribution, meeting the demands of occupiers in the modern market.

The total footprint of the proposed development will provide an intensification of employment floorspace when compared to the existing building footprints on site.

By providing a mixture of unit sizes, this would help the existing employment area to thrive with a diverse range of unit sizes. Commercial agency advice has been sought to inform unit sizes to meet current market demands.

Whilst there is no guidance in respect of what constitutes an appropriate level of density for industrial development, the scheme will need to achieve a satisfactory balance of industrial floor space to office content, extent of service area, ancillary parking, external areas and building height, which are considered to generate a development which will function as intended.

The proposed site coverage is circa 44% based on GIA floorspace, representative of a well considered development which suits the practical requirements for external service yards, car parking and circulation.

The proposed buildings and respective units offer a good range of sizes between approximately 180m2 to 930m2 GEA, which would create different unit sizes to meet the needs of a range of occupiers.

The proposal can generate a range of 69 to 104 potential new jobs according to the HCA Employment Density Guide (3rd edition, November 2015), providing an enhancement to the local economy.

Car parking has been provided in accordance with the Reading Borough Local Development Framework, with a site wide provision of 40 car parking spaces, including 11 accessible parking bays, one for each unit, located close to building entrances.

Buildings will be serviced with yards of commercially viable depths appropriate to the unit sizes to provide safe and secure operational areas with the ability to accommodate efficient HGV manoeuvrability. Yard depths will range from 12m for the smaller Units 1-9, and a minimum of 20m in front of loading areas for Units 10-11, in order to allow for vehicle parking.

The development will consider sustainable transport measures and include the provision of electric vehicle charging points and ducting for the future provision of electric charging points. A minimum 10% of spaces providing an active charging point is required as per Local Plan Policy TR5.

A total provision of 11 double electric vehicle charging points are incorporated into the site plan to serve 22 vehicles. All remaining car parking spaces are to be provided with ducting for the future provision of charging points, providing 100% of spaces with active and future facilities for charging electric vehicles.

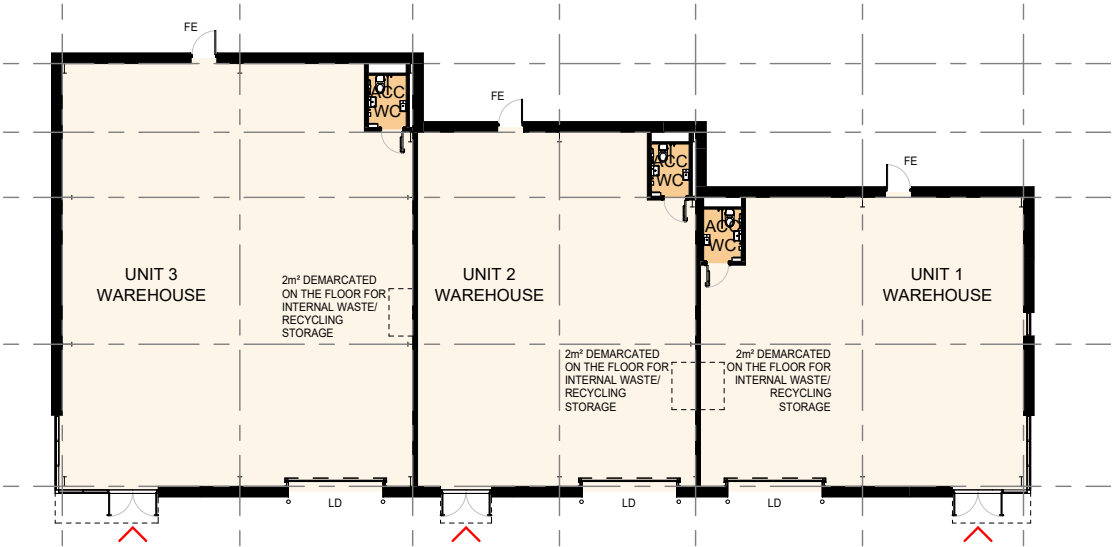
The proposal considers active travel and accommodates a total of 24 cycle spaces throughout the site. These are provided in Sheffield cycle stands located within close proximity to the buildings.

It is considered that the proposal seeks to make the best use of the site for employment uses that meet current market demands.

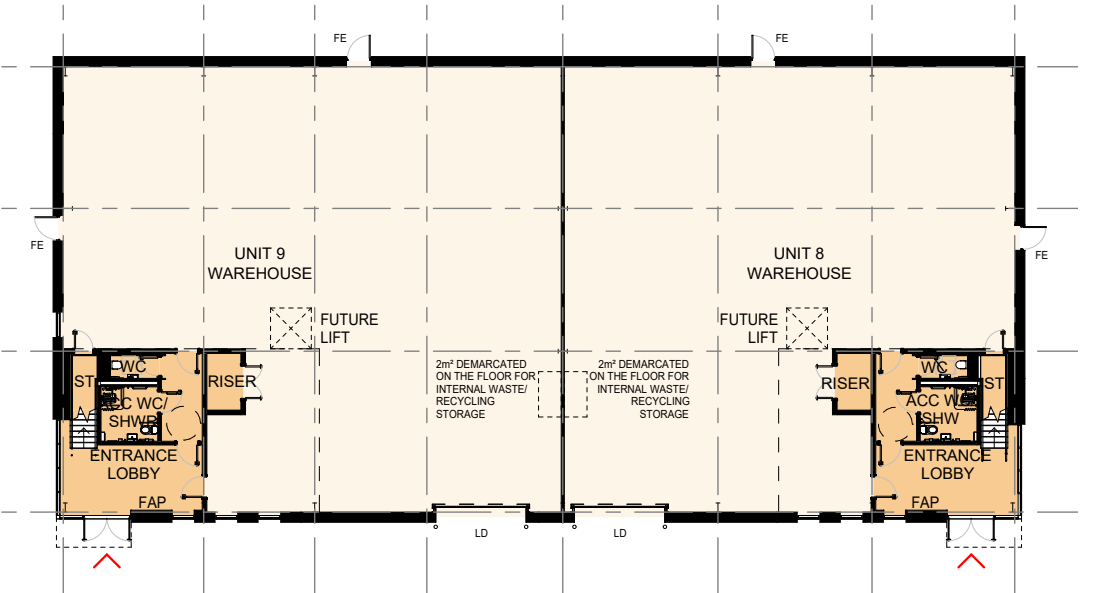
The proposals demonstrate that a scheme based on flexible employment uses can provide an efficient design and make good use of the land, to provide potential for a more diverse range of local jobs and to retain the attractiveness of the locality.

Proposed Floor Areas	
UNIT	Total GEA (m²)
1	184
2	188
3	287
4	206
5	192
6	205
7	225
8	499
9	551
10	820
11	936
TOTAL	4,293

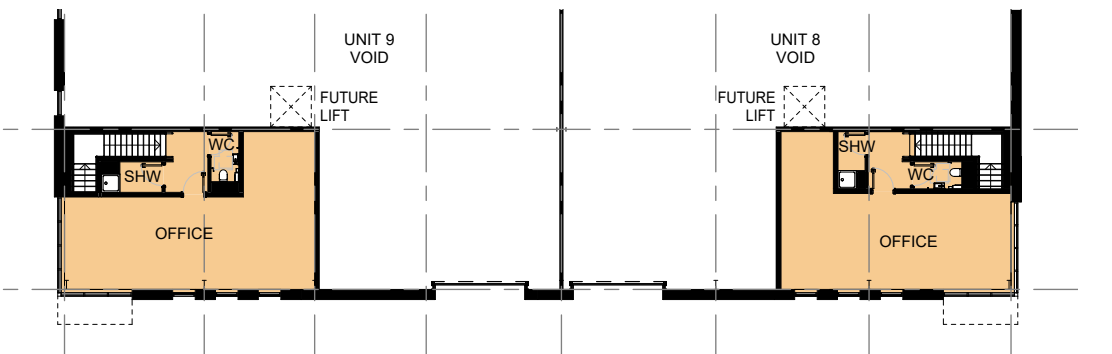
PROPOSED BUILDING AREAS



PROPOSED GROUND FLOOR PLAN: UNITS 1-3



PROPOSED GROUND FLOOR PLAN: UNITS 8-9



PROPOSED FIRST FLOOR PLAN: UNITS 8-9

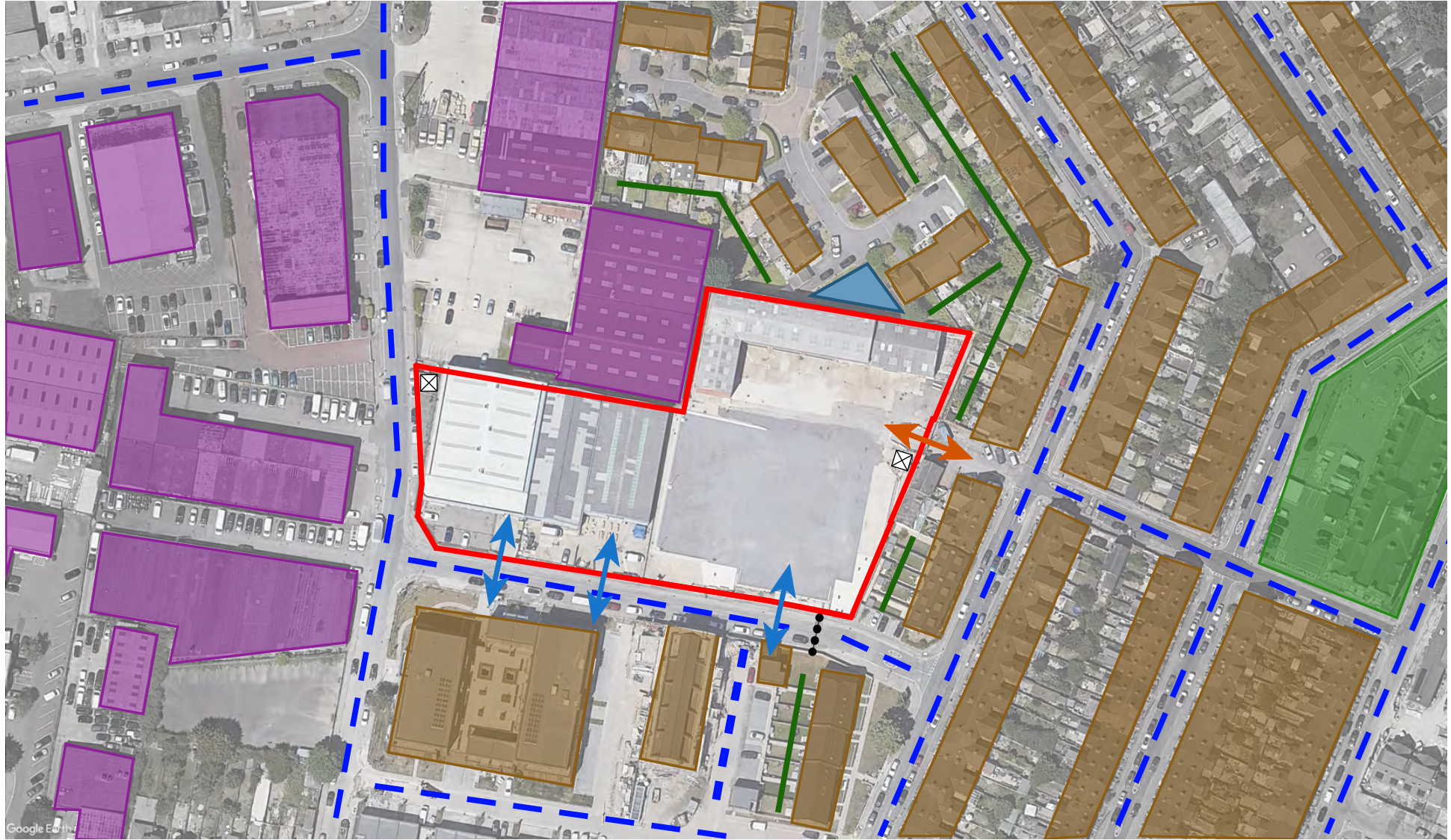
6.0

LAYOUT

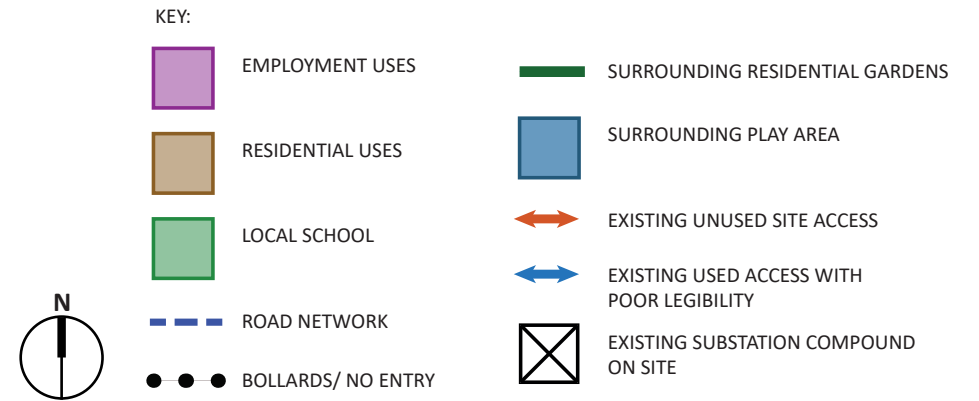
Constraints:

The site is located on the eastern edge of the Richfield Avenue Employment Area which consists of a heavily industrial identity. The eastern portion of the site sits within a housing site allocation, referred to as site allocation WR3b under policy WR3.

- The site is neighboured by sensitive residential uses to the northern and eastern boundary.
- Recent residential properties face the site to the south, along Meadow Road. 4 storey flats front the corner of Meadow Road and Milford Road.
- Existing industrial and employment uses sit to the east of the site, which will remain in operation during the development of the site.
- The site is currently occupied. One building divided into two units has minimal land to the fronts. The second building, the smaller of the two has a vast amount of hard-standing as a result of a previously demolished building. This is being used as a bus depot.
- The existing buildings on site, occupied, are dated and beyond their serviceable lifespan and do not meet the current requirements or sustainability criteria for a modern development.
- Currently site access is limited and not very legible. With an existing access from Ross Road currently blocked off and unused. Access to the occupied units on site are inefficient and lack good manoeuvrability and legibility. There is limited operational yard depths for no current space for HGV turning.
- Access is limited along Meadow Road, and mostly used for on street car parking.
- Existing substation compound on the north west corner of the site and another by the access from Ross Road to remain as they supply the neighbouring properties.



CONSTRAINTS DIAGRAM



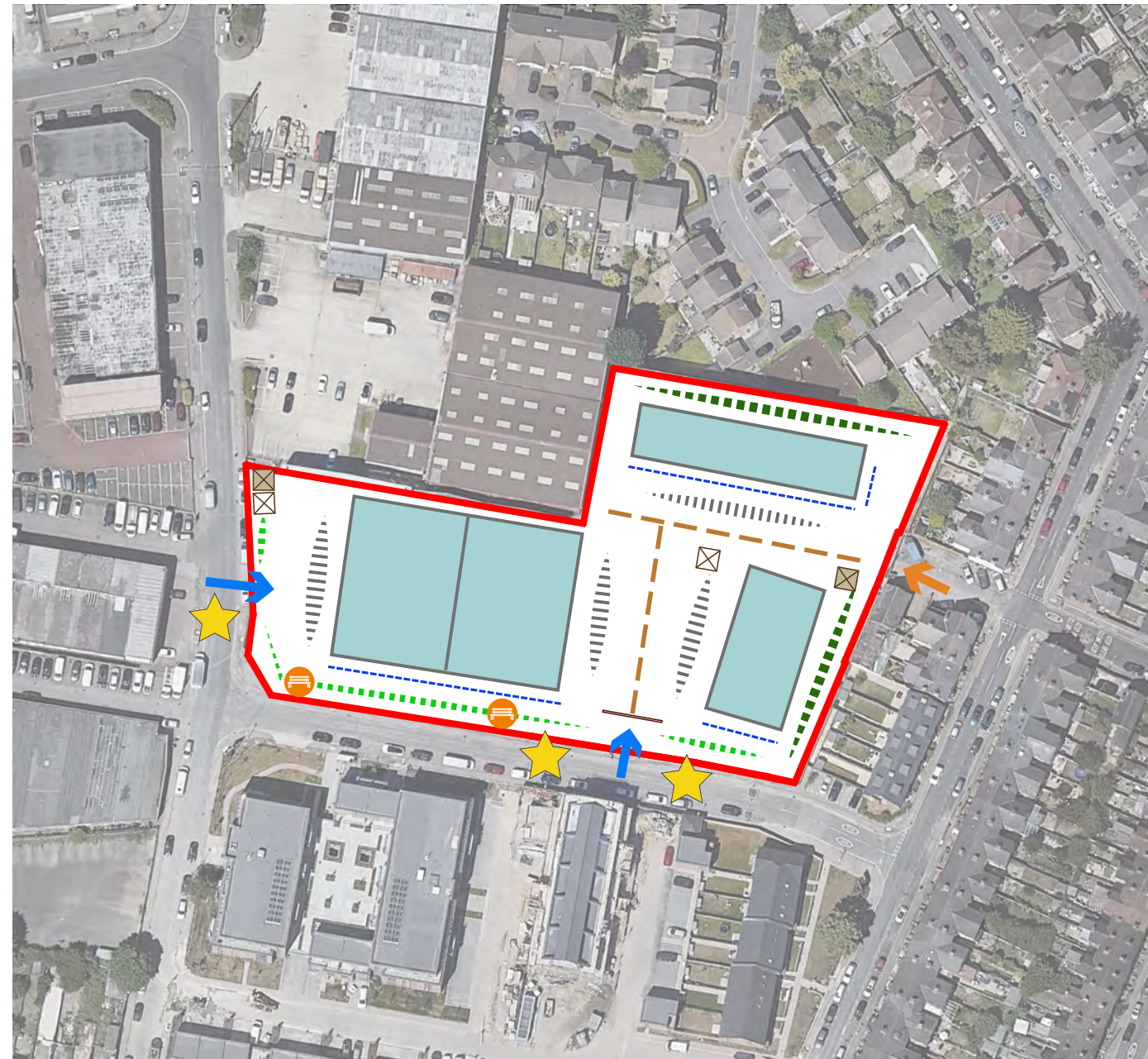
6.0

LAYOUT (CONT.)

Opportunities:

The redevelopment of a dated employment site to provide a high quality and attractive development that meets the demands for a range of occupiers in the modern employment market.

- The development will provide modern and flexible employment floorspace to modern institutional requirements.
- The replacement of buildings that are not attractive to current letting standards due to their age and lack of sustainable criteria i.e EPC and BREEAM ratings.
- Development of a site of a good density, to intensify the employment footprint on site to provide economic opportunity.
- The creation of approximately 69 - 104 new jobs based on HCA Employment Density Guide, to provide new employment opportunities to the local area.
- Development of modern and attractive buildings that are sympathetic to their surroundings, with strong sustainability credentials.
- Provision of legible site access throughout the site, incorporating existing roads and utilising key focal points to create new site entrances.
- The enhancement of the access and legibility through efficient through roads linking the site boundaries.
- Promotion of safe and legible pedestrian routes through the provision of footpaths leading into unit entrances.
- Promotion of biodiversity through the inclusion of soft landscaped areas throughout the site.
- Sympathetic location of buildings on site with landscape buffers to residential boundaries.
- Promotion of green travel through provision of active electric vehicle charging points and ducting for future installation of further charging points.
- Cycle parking across the site to cater for all the units.
- Security gate and fence to be installed and locked at all times, except for emergency access or escape. Eliminating any concerns for a rat-run being created from Meadow Road to Addison Road via Ross Road.
- Amenity seating areas to be installed facing Meadow Road.



OPPORTUNITIES DIAGRAM



6.0

LAYOUT (CONT.)

The proposed layout seeks to make an efficient use of the site, intensifying the employment footprint on the site to create an attractive and high quality environment that sits efficiently within the industrial context.

The site access creates an efficient route through the site which considers vehicle manoeuvrability and turning.

It is proposed that the majority of the units will be accessed from the south of the site, on Meadow Road, with an internal access road leading towards Units 1-9 respectively. A raised arm barrier with ducting provided for future automation is proposed to be installed on this access point.

The existing access to the east, from Ross Road will be locked at all times with the use of a security gate and it is only to be used in the event of an emergency. This existing access being closed off will also prevent disruption to its neighbouring residential properties.

A new vehicular access will be created off of Milford Road for units 10 and 11. The proposed width is to be adequate to allow sufficient space to manoeuvre and access the building. The access will provide safe crossing through a pedestrian priority with dropped kerb access, in which the distances between dropped kerbs have been significantly reduced by more than half the existing kerb alignment.

The layout of the buildings and their respective loading and car parking areas have been positioned to front the internal access road, to allow for efficient manoeuvrability, turning and general circulation throughout the site. The building positions means they screen activity from the service yards and reduce the massing of the built form by providing separation between buildings. This also offers the opportunity to provide soft landscape screening creating a high-quality backcloth to the development

The built form and building footprints have been positioned inwards of the boundaries and its surrounding neighbouring buildings. Moving the footprints in bound will mitigate any daylighting or overshadowing of the existing buildings surrounding the site, and allows for the opportunity to provide screening through the provision of soft landscaping and tree planting.

The proposed building for Units 1-3 are positioned in a similar position to the former building demolished in 2019. Units 4-7 have been positioned and set back further than the existing building to the north of the site.

Pedestrian access has been considered with the integration of footpaths throughout the site, linking into Meadow Road and Milford Road. The proposed footpaths provide safe pedestrian routes into each unit.

The development responds to the surrounding employment and residential developments in which the buildings face onto the access roads, with circulation being provided through the site, effectively splitting the built form to create links and circulation.

The layout and orientation of the building forms have been considered and reconfigured to ensure that yards and operational areas do not face the surrounding residential uses providing inherent mitigating to noise impact. Access and parking along Meadow Road would not be affected.

Double yellow lines through the site will help manage traffic and parking. The use of a barrier and locked gates to Ross Road means the site will only be used by authorised vehicles .

High quality ancillary office accommodation, and key focal points have been highly considered in order to provide an attractive development that responds well to its locality. Key focal points are located facing Meadow Road, to respond to the residential developments.

Office accommodation and entrance points are positioned to overlook car parking and service yard areas, to provide natural surveillance and a safe and legible environment within the site.

The proposal offers the opportunity to intensify the landscape within the site, providing soft landscaped areas fronting Meadow Road and Milford Road to promote a high quality environment.

Soft Landscape is provided to the northern and eastern boundary, setting the buildings inwards of the site and serving as a natural screen from the adjacent residential properties.

Contrasting hard surfacing such as block paving, brushed concrete and tarmacadam will be used to add contrast and visual interest which will provide clear legibility between public and private spaces.

The proposal has considered the surrounding residential context and will not impact the wider area in terms of noise, visibility and overshadowing.

The development will be a positive contribution to the existing street scene, tying into the existing industrialised context whilst being sympathetic to its residential neighbours. The scheme will be of an attractive and high quality institutional standard that will attract occupiers falling within the Class E and Class B use categories.



PROPOSED SITE LAYOUT



7.0

EXISTING SCALE

The application site is approximately 0.89 hectares in size and is occupied. The buildings on site are of a dated industrial typology and cover a total GIA of circa 4,700 m² of employment floorspace.

The existing buildings on site span circa 62m(L) X 35m(W) and 66m(L) X 26m(W). Existing employment use buildings surrounding the site are similar in scale and proportion.

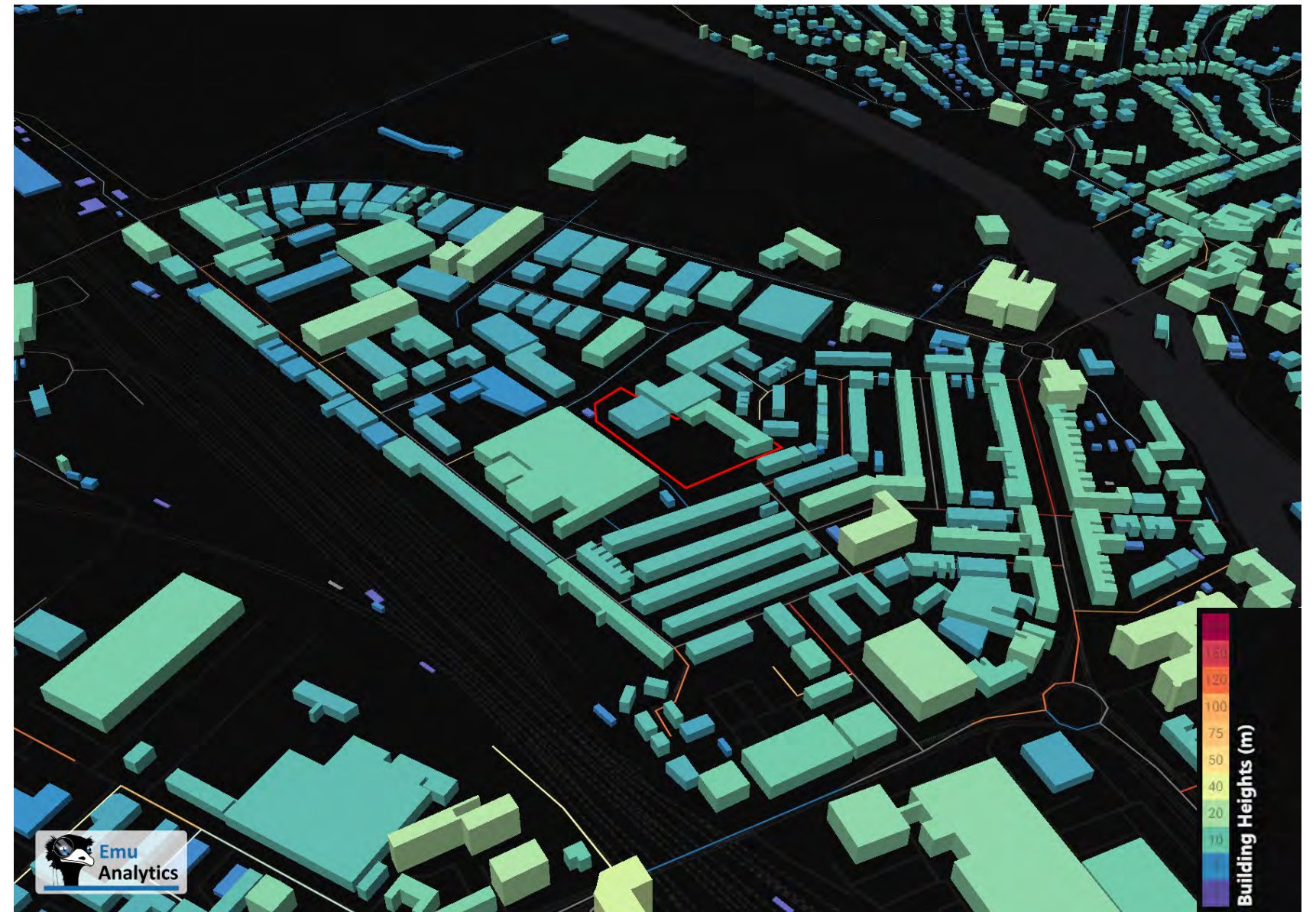
Existing buildings on the site have a ridge height of circa 10m, commensurate of the surrounding two storey industrial and employment stock surrounding the site. The site sits opposite from a three storey employment building spanning circa 11m, however sits appropriately within its context.

The site is fronted by the Meadow Road residential development, with a range of unit sizes and heights. The development consists of small scale two-storey terraces embedded centrally of the development, spanning circa 6m in height. 4 storey high apartment buildings face Meadow Road, providing a domineering street scene with heights spanning up to circa 14m.

Buildings further west of the site, still within the employment area, gradually become larger in size, with more squared proportions spanning circa 75m(L) X 60m (W) and rectilinear arrangements spanning up to 100m(L) X 30m(W) .

The proposed development would generate approximately 4,300m² GEA of modern flexible employment floorspace. The development offers an intensification of floorspace, with footprints spanning from 40m(L) X 18m(W) for Units 1-3, and 42m(L) X 35m(W) for Units 10-11.

The proposals have been considered to be sympathetic to the sensitive residential surroundings, as such, the proposed building footprints are smaller to those employment buildings surrounding the site.



EXISTING BUILDING HEIGHTS DIAGRAM
INFORMATION EXTRACTED FROM EMU ANALYTICS

7.0

EXISTING SCALE (CONT.)



AERIAL PHOTOGRAPHS

7.0

PROPOSED SCALE

The proposed development will sit appropriately within its surrounding employment and residential context. The proposed buildings are of a residential scale ranging in height from 8.5m to 10.5m to the top of ridge.

The buildings are appropriately positioned so that the smaller buildings with lower ridge heights sit adjacent to residential boundaries to the north and east whilst the larger and taller buildings site to the western boundary, facing Milford Road and the remaining employment area.

Building layout and orientation has been considered to positively respond to its surrounding context, with the building footprints set back further away from boundaries than the current buildings on site.

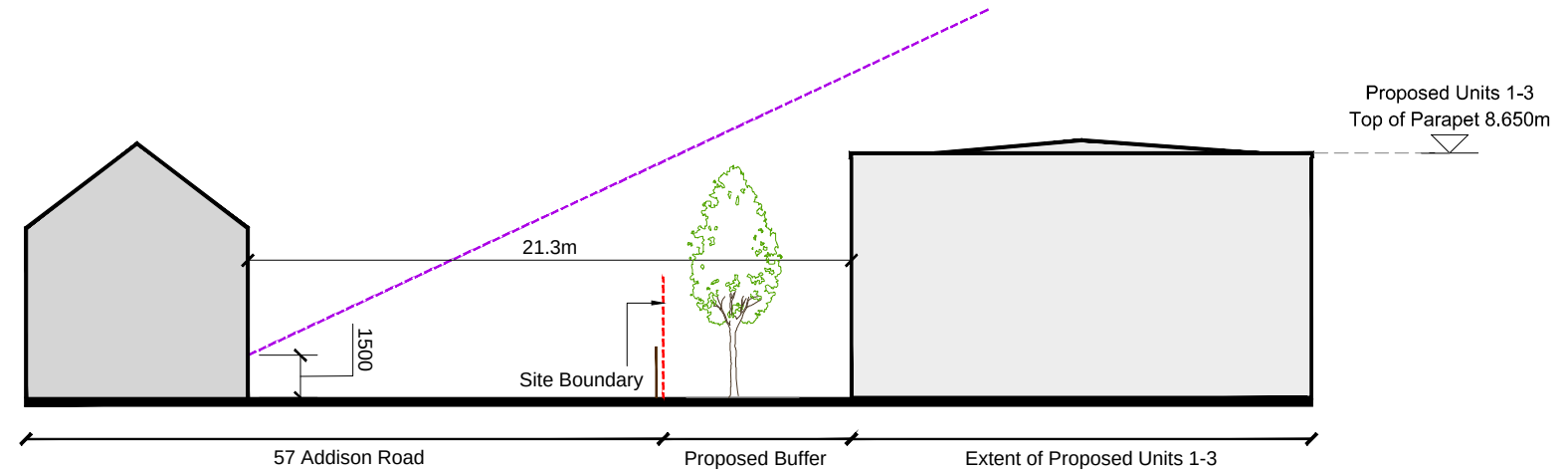
The proposed buildings will make use of low pitched roofs to the main part of the building to reduce mass and scale, with clear internal haunch heights of 7m and 7.5m, which are optimum heights for racking efficiency for units of this size, making the functional space highly flexible. Units 1-7 are proposed to have a haunch of 7m, which allows flexibility for future expansion as the height is adequate for installation of a mezzanine if desired.

The buildings also make use of low parapets and concealed gutters, not only creating a modern aesthetic but reducing the overall apparent mass of the buildings with parapets being lower than the building ridges.

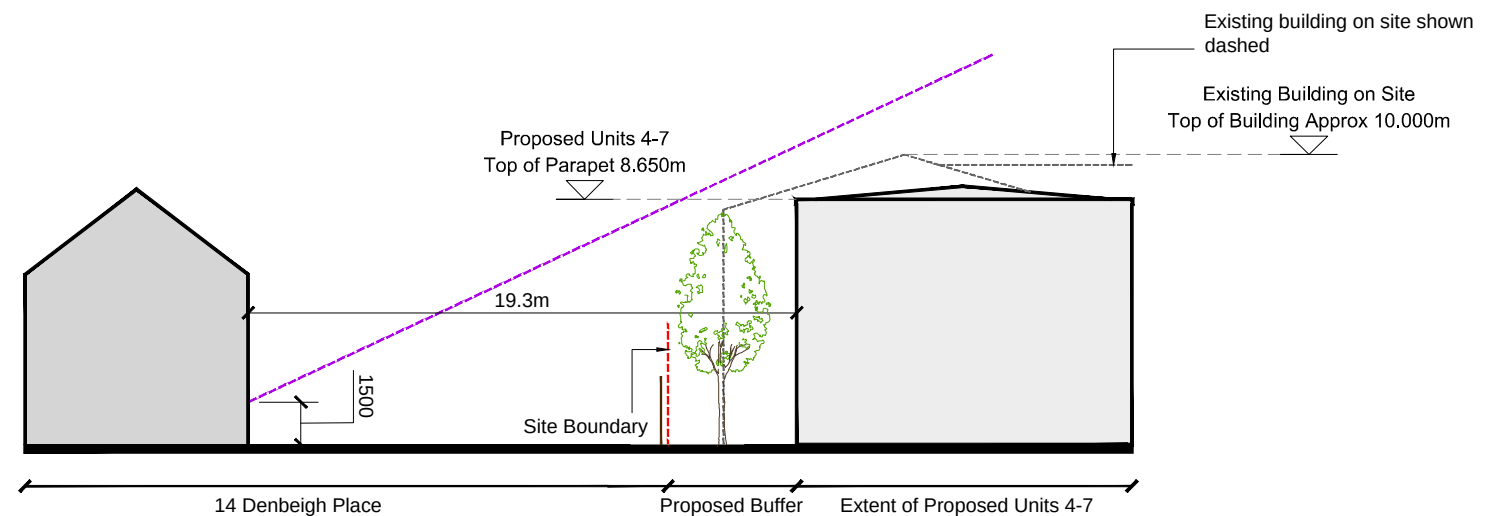
A combination of cladding colour and materiality will be introduced to break up the visual mass of buildings, especially facing residential properties.

Given the existing industrialised context, and the scale of new residential development, the proposed scale of the development is wholly appropriate and sympathetic to its surroundings, creating a positive addition to the street scene.

The proposed buildings sit comfortably within the size and height range of its surrounding context, and have been carefully positioned so that they do not create any visual issues or overshadowing.



SIGHTLINE SECTION THROUGH DENBEIGH PLACE DEMONSTRATING THE PROPOSED DEVELOPMENT WILL NOT CREATE VISUAL ISSUES



SIGHTLINE SECTION THROUGH ADDISON ROAD DEMONSTRATING THE PROPOSED DEVELOPMENT WILL NOT CREATE VISUAL ISSUES

7.0

PROPOSED SCALE (CONT.)



AERIAL MASSING STUDY OF THE PROPOSED DEVELOPMENT WITHIN ITS CONTEXT

7.0

PROPOSED SCALE (CONT.)



AERIAL MASSING STUDY OF THE PROPOSED DEVELOPMENT WITHIN ITS CONTEXT

8.0

LANDSCAPE

This sections aims to describe the landscape proposal as part of the planning applications submission to Reading Borough Council in support of the land’s redevelopment.

The site is located on the eastern edge of the Richfield Avenue Employment Area, within a larger central Reading industrial and employment zone. The location of the site is characterised by its predominantly industrial nature with existing landscape areas fronting residential properties on Meadow Road and existing landscape to the rear garden space for the residence on the eastern part of the site.

The site currently accommodates two buildings, with the majority of the area consist of hard surface with low level weeds to western boundary of the site.

The landscape proposal prioritizes consistent integration with the existing landscapes adjacent to Meadow Road’s residential properties and incorporates a landscape buffer zone along the south-eastern boundary visually mitigating the impact on adjacent residential properties. The landscape proposal is an essential part of the proposed development. A series of landscape features incorporate throughout the site and link together with the landscape feature along the site boundaries. It creates a visually appealing and cohesive environment, effectively integrating the new development into the existing public realm. The landscape proposal enhances way finding and creates a high quality thoughtfully landscape setting that benefits its users.

The landscape strategy aims to provide the following improvements:

- To increase the biodiversity of the site,
- To integrate new development into their surroundings,
- To attract the existing wildlife by providing the ecological enhancement in form of bat, bird boxes and loggers for the site,
- To contribute positively to the street scene,
- To improve the site’s aesthetics, functionality, and sustainability in the new development,
- To implement site boundary screening,
- To provide a landscape that facilitates easy navigation for both pedestrians and vehicles.

This is achieved by implementing the following concepts:

- To integrate native species that contribute to a border diversity of habitat types and support a more extensive range of species.
- To provide a new habitat which have a naturalistic appearance,
- To thoughtfully consider the site’s future use and establish appropriate new settings for its built form.
- To provide the landscape treatment to the amenity space creating a social space for the future users during work hours,
- To establish a landscape buffer zone comprised of native shrubs and tree plantings.
- To create a legible and accessible landscape on either side of the internal road, including car parking and a footpath.
- To create a landscape that visually separates pedestrians and vehicle users



EXAMPLES OF PRECEDENT IMAGES

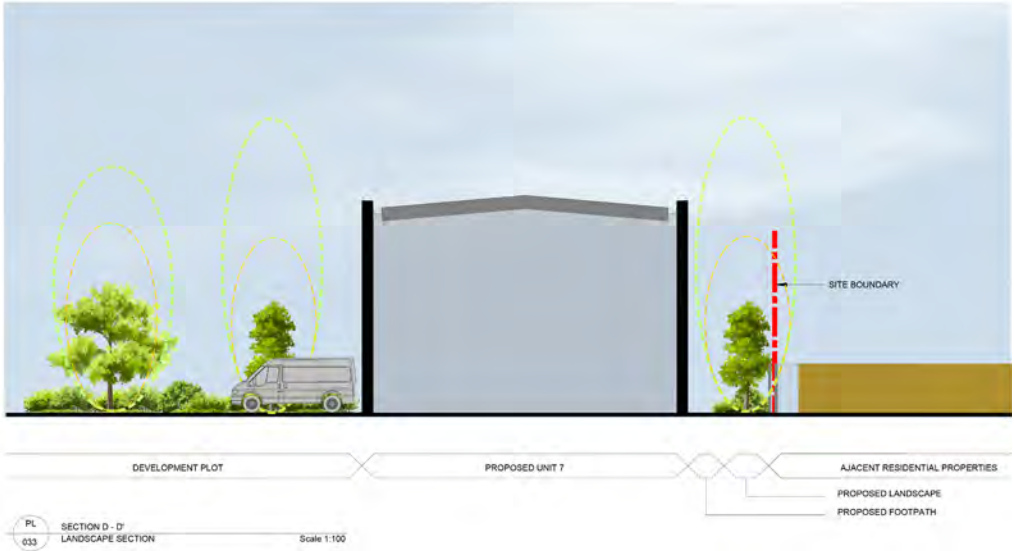
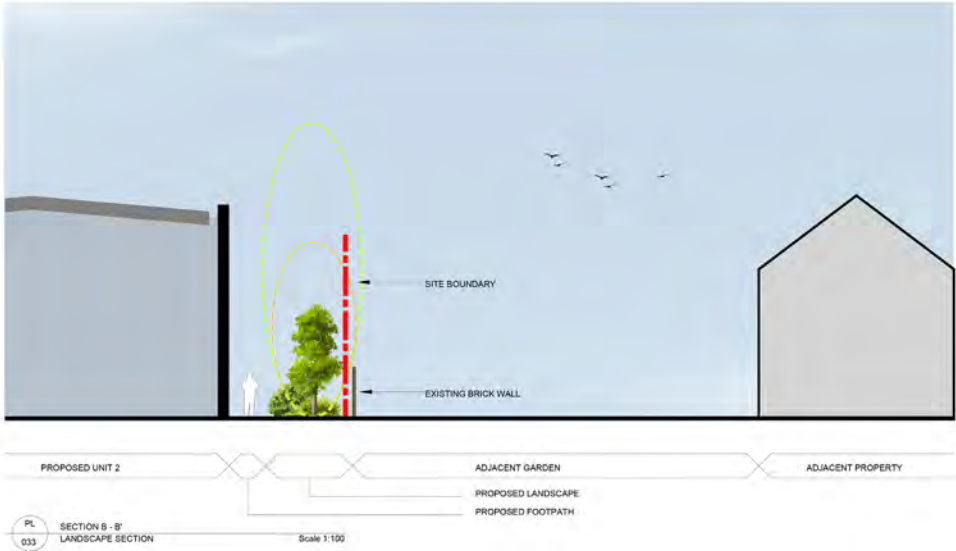
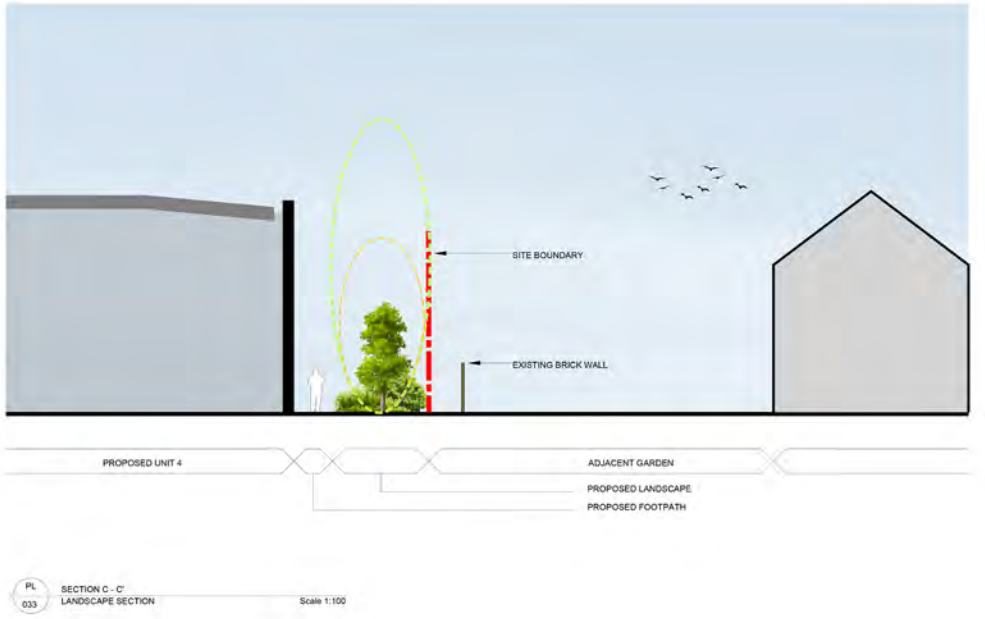
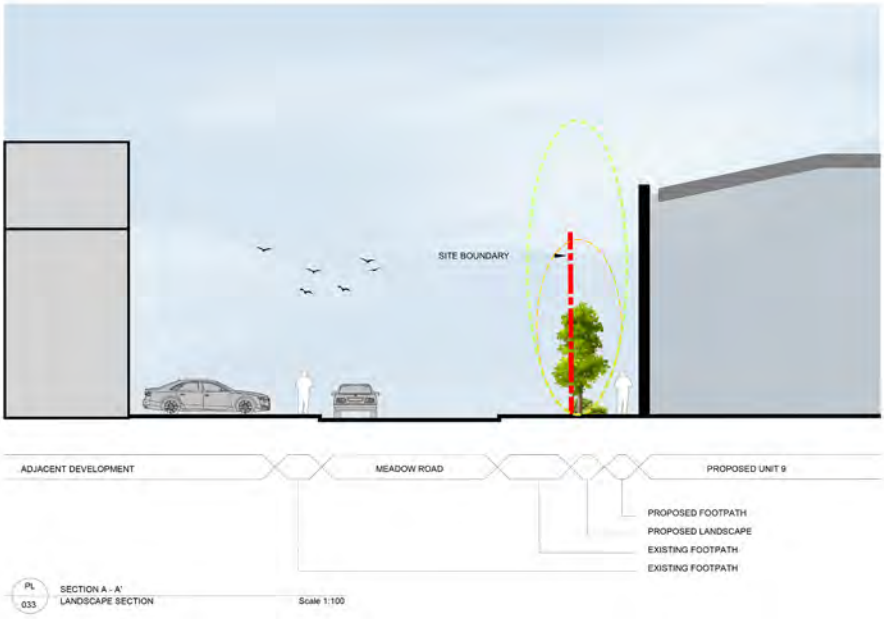
8.0

LANDSCAPE (CONT.)

The landscape buffer along the southern and eastern boundaries will be essential in mitigating the visual impact on residential properties. It will include a mix of native shrubs, EG9 grass mixture for hedgerows and woodland. Strategically placed tree planting will help to soften the building's appearance. The use of native species will enhance the biodiversity of the site. A native hedge will effectively screen the new development from the neighbouring industrial area and create wildlife corridors, connecting with existing ecological networks. The native shrub mix and EG9 grass mixture will further set back the building, increasing the distance from adjacent properties.

The landscape treatment along Meadow Road and at the entrance will create an appropriate sense of arrival and enhance the street scene. This area will be treated with urban tree planting under planted with ornamental shrubs and species-rich lawn turf on either side of the internal road. A species-rich lawn that incorporating a variety of native species will create a crucial habitat for the wildlife on the new development. The urban tree planting along Meadow Road will mitigate the building's visual impact and enhance its aesthetic appeal. The landscape treatment, including a privet hedge and ornamental shrubs, will be implemented in the amenity area to enhance user experience. Benches will be integrated into the setting, ensuring convenient and clear access from the existing footpath.

The Milford Road landscape treatment will use low-growing evergreen shrubs and the privet hedge to create a clear separation between pedestrian and vehicular areas. It will create a coherent, and easily navigable landscape for the new development. The native shrub mix will be provided at the rear of the yard, supporting diverse species and enhancing overall site biodiversity.



PROPOSED LANDSCAPE SECTIONS



EXISTING LANDSCAPE PLAN DIAGRAM



PROPOSED LANDSCAPE PLAN DIAGRAM

9.0

APPEARANCE

The existing employment and industrial buildings in and around the site are of an industrial typology and maintain a similar appearance to one another.

Buildings surrounding the site consist of primary brickwork and profiled metal cladding. Existing employment buildings are simple in appearance with limited visual interest or contrast.

The existing employment buildings primarily adopt gable end roofs, with no parapets. Roof pitches are in varying directions which creates a sporadic street scene.

The newly developed residential buildings make use of brick work arranged in contrasting colours. Windows and openings are in a vertical arrangement, providing a modern tone to the development. They consist of a range of roof types, including gable ended and hipped roofs. However the majority of the residential buildings have parapet roofs, most notable on the 4 storey blocks along Meadow Road, this creates a consistent and modern street scene.

The proposal will seek to provide a modern and attractive development of an industrial typology which is suitable to a range of occupiers and suited to modern business needs.

The proposals will incorporate a palette of materials which will include profiled metal cladding and brickwork which will contrast in colour and texture, reflecting the materials of both residential and industrial aesthetics of the surrounding areas.

Large expanses of glazed features and curtain walling has been carefully designed to unit entrances and office areas to provide a good degree of visual interest and natural surveillance. Office areas are positioned to address the main approaches to the development.

Glazing will be accentuated in a vertical arrangement, in order to positively respond to the recent residential properties facing Meadow Road, to tie into the overall street scene.

The proposed materials have been sympathetically selected to contrast in terms of colour and texture, to create visual appeal and to also enhance legibility of the buildings to create a market leading and high quality development with a contemporary aesthetic.

Brickwork has been introduced to office areas to provide legibility and interest to core focal points throughout the scheme. Brickwork commensurates the materiality and aesthetic adopted on the residential properties surrounding the development, in order to ensure a cohesive appearance that ties into its locality.

Metal profiled cladding is provided to operational areas, with a contrasting band to the top of the buildings, branching down in areas to break up the mass of the building and provide further visual interest throughout the development.

A neutral palette of greys and feature brickwork provides a strong aesthetic that will avoid fashion and will not prematurely date.

A neutral palette of greys and feature red brickwork provides a strong aesthetic that will avoid fashion and will not prematurely date.

A full palette of materials proposed is:

- Profiled metal cladding: Vertically Laid - Anthracite Grey RAL 7016
- Profiled metal microrib cladding: Horizontally Laid - Metallic Silver
- Red/Orange toned Brick Slips, inkeeping with the surrounding brick buildings
- Profiled metal cladding: Roof - Goosewing Grey RAL 7038
- Aluminium Framed Windows and Entrance Doors - Anthracite Grey RAL 7016
- Proprietary framed glazed canopies over building entrances - Anthracite Grey RAL 7016
- Steel personnel Doors - Anthracite Grey RAL 7016
- Steel sectional overhead loading doors - Anthracite Grey RAL 7016
- Steel bollards - Yellow

The intended materials palate and desired aesthetic is illustrated through the imagery on the right hand of this page.

The proposed scheme will be of an industrial typology, offering modern and contemporary accommodation that will attract industry leading occupiers in the current market.

EXAMPLE IMAGERY OF HIGH QUALITY AESTHETIC TO BE ACHIEVED FOR THE PROPOSED DEVELOPMENT



VERTICAL PROFILE CLADDING
ANTHRACITE GREY RAL 7016



HORIZONTAL PROFILE CLADDING
METALLIC SILVER



BUILT UP PROFILED ROOF CLADDING
GOOSEWING GREY RAL 7038



FULL HEIGHT GLAZING



RED/RED ORANGE BRICK SLIPS



VERTICALLY EMPHASISED GLAZING



SECTIONAL OVERHEAD DOOR
ANTHRACITE GREY RAL 7016



STEEL PERSONNEL DOOR
ANTHRACITE GREY RAL 7016



PROPRIETARY GLASS CANOPY
ABOVE ENTRANCE DOORS

9.0

APPEARANCE (CONT.)



ILLUSTRATIVE 3D VISUAL OF THE SITE FROM THE SOUTH EAST



ILLUSTRATIVE 3D VIEW OF THE SITE LOOKING FROM THE SOUTH WEST



ILLUSTRATIVE 3D VIEW OF UNITS 10 & 11 FROM MILFORD ROAD

9.0

APPEARANCE (CONT.)



PROPOSED ELEVATIONS UNITS 1-3



PROPOSED ELEVATION UNITS 4-7

MATERIALS KEY

- 1** METAL PROFILED CLADDING VERTICALLY LAID (ANTHRACITE GREY RAL 7016)
- 2** METAL PROFILED MICRORIB CLADDING HORIZONTALLY LAID (METALLIC SILVER)
- 3** RED BRICK SLIPS
- 4** BUILT UP PROFILED ROOF (GOOSEWING GREY RAL 7038)
- 5** ALUMINIUM FRAMED ENTRANCE DOORS POWDER COATED ANTHRACITE GREY RAL 7016
- 6** ALUMINIUM FRAMED WINDOWS POWDER COATED ANTHRACITE GREY RAL 7016
- 7** CERAMIC BACKED GLAZED PANEL
- 8** LOADING DOORS (INSULATED) ANTHRACITE GREY RAL 7016
- 9** BOLLARDS YELLOW
- 10** STEEL PERSONNEL DOORS ANTHRACITE GREY RAL 7016
- 11** PROPRIETARY CANOPY ABOVE UNIT ENTRANCE
- 12** SIGNAGE ZONE
NOTE: SIGNAGE ZONE SHOWN INDICATIVELY ONLY
- 13** UNIT NUMERALS
NOTE: NUMERALS SHOWN INDICATIVELY ONLY. ACTUAL NUMBERING AND APPEARANCE MAY DIFFER.

9.0

APPEARANCE (CONT.)



PROPOSED ELEVATION UNITS 8-9

MATERIALS KEY

- 1 METAL PROFILED CLADDING VERTICALLY LAID (ANTHRACITE GREY RAL 7016)
- 2 METAL PROFILED MICRORIB CLADDING HORIZONTALLY LAID (METALLIC SILVER)
- 3 RED BRICK SLIPS
- 4 BUILT UP PROFILED ROOF (GOOSEWING GREY RAL 7038)
- 5 ALUMINIUM FRAMED ENTRANCE DOORS POWDER COATED ANTHRACITE GREY RAL 7016
- 6 ALUMINIUM FRAMED WINDOWS POWDER COATED ANTHRACITE GREY RAL 7016
- 7 CERAMIC BACKED GLAZED PANEL
- 8 LOADING DOORS (INSULATED) ANTHRACITE GREY RAL 7016
- 9 BOLLARDS YELLOW
- 10 STEEL PERSONNEL DOORS ANTHRACITE GREY RAL 7016
- 11 PROPRIETARY CANOPY ABOVE UNIT ENTRANCE
- 12 SIGNAGE ZONE NOTE: SIGNAGE ZONE SHOWN INDICATIVELY ONLY
- 13 UNIT NUMERALS NOTE: NUMERALS SHOWN INDICATIVELY ONLY. ACTUAL NUMBERING AND APPEARANCE MAY DIFFER.



PROPOSED ELEVATIONS UNITS 10-11



10.0

ACCESS

The proposed scheme is intended to provide a fully inclusive environment which will be designed in compliance with current British Standards and Part M of the Building Regulations.

The new development will provide car parking in compliance with local authority standards and include accessible parking in compliance with current British Standards provided at 5%. This is met with one disabled parking bay per unit, totalling 11 disabled bays and 29 standard parking bays.

Car and cycle parking for the proposal meets local authority parking standards as a minimum. Cycle storage will be provided in suitable locations for use of all the units.

A total provision of 24 cycle parking spaces are proposed throughout the development, provided in secured and covered shelters. Units 1-9 are provided with 2no. Secure covered cycle shelters each with 4no. Sheffield cycle stands, providing a total of 16 cycle parking space. Both units 10 and 11 are provided each with 4no. cycle parking spaces provided by 2 no. Sheffield cycle stands in a secure covered shelter.

Electric car charging points will be provided across the site in accordance with BREEAM requirements. The proposal fulfils this amount with a total of 11 double charging points with ducting to be installed for future provision of additional charging points for the remaining parking spaces.

The proposed buildings will be provided with accessible WC's and showers suitable for wheelchair users and provision will be made for future passenger lifts to be installed by end users.

All accommodation stairs will be designed to cater for ambulant disabled persons.

Site signage will be controlled so that the way finding through the estate is clear and legible.

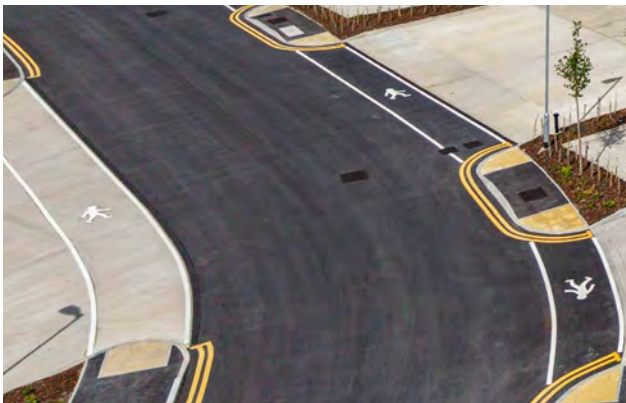
The proposal includes access from the existing access roads, which will incorporate new pedestrian footpaths with dropped kerbs and tactile paving at crossing points to create pedestrian priority routes throughout the site.



ACCESSIBLE PARKING



SHEFFIELD CYCLE STANDS



PEDESTRIAN PRIORITY ROUTE

11.0

SECURITY

Consideration has been given for access and movement to create well-defined routes and entrances that provide convenient movement throughout the development, without compromising security. A security needs assessment has been undertaken and the development responds to the requirements set out in this document.

All publicly accessible spaces have been orientated to ensure that they are all overlooked.

Public and private realms will be clearly defined and legible through the incorporation of soft landscaping and contrasting surface finishes.

The proposed buildings have been positioned to feature active frontages that will provide a sense of safety achieved through a level of human activity throughout the day.

The buildings have been designed with the office accommodation to the front overlooking internal access road and main estate roads, to maximise natural surveillance.

An appropriate lighting strategy will be implemented throughout the development, to ensure lighting overspill is minimised and that the buildings and external areas are well lit to deter potential intruders and create a safe environment.

The units will have a primary entrance into the building, with conduit being provided to allow for electronic access in the future. The building units have been designed with the option for a reception area suitable for manned access, which will assist in providing additional security for the units.

Windows are located to the front and side of the office area at both ground and first floor level. All ground floor windows will meet the requirement of LPS 1175, LPS 1270 and BS EN 356:2000 glass in building - security glazing - resistance to manual attack to P1A.

Proposed cycle racks and shelters will be installed close to the buildings if fitted externally. Other units will have cycle storage facilities inside the warehouse.

2.4m high weldmesh fencing is to be installed to the boundaries with a security gate installed on the eastern boundary where there is an existing vehicular access from Ross Road.

A raised arm barrier is to be installed on the entrance from Meadow Road, which will enable the site occupiers to control vehicle access.



COVERED CYCLE SHELTER



WELDMESH FENCING

12.0

SUSTAINABILITY

The development has taken a holistic approach to the integration of sustainable design from inception, focussing on reducing carbon emissions and will target a minimum BREEAM rating of 'Very Good'.

The environmental performance of the new building, particularly with regard to CO2 emissions, will aspire to exceed the national standards set by the current Building Regulations. The building will achieve a carbon emission reduction improvement over and above the building Regulations Approved Document L2A requirements. The development aspires to meet an EPC A rating with a pathway to EPC A+ and net zero.

The following design principles will be considered in the development of the scheme:

- Minimising carbon dioxide emissions across the site, including the building and services (such as heating and cooling systems, incorporating air source heat pumps, as well as PV panels positioned on roofs).
- Avoiding the internal overheating that contributes to the urban heat island effect.
- Efficient use of natural resources (including water), making the most of natural systems both within and around buildings.
- Minimising pollution (including noise, air and urban run-off).
- Minimising the generation of waste and maximising reuse or recycling.
- Avoiding impacts from natural hazards (including flooding).
- Ensuring the development is comfortable and secure for users, including avoiding the creation of adverse local climatic conditions.
- Sustainable procurement of materials, using local suppliers where feasible.
- Promoting and protecting biodiversity and green infrastructure.

The design will also incorporate the following sustainable features:

- Finely tuned building fabric to reduce energy loss, high efficiency fittings to reduce energy demand and the inclusion of renewable energy technologies to achieve a reduction in carbon dioxide emissions.
- Where possible, materials will be specified in line with the building LCA benchmarks to conform with BREEAM UK New Construction 2018.
- Water conservation achieved through low use fittings and sanitary ware.
- Rainwater harvesting.
- Surface water drainage achieved using SUDs techniques.
- Minimal environmental impact including noise and air quality through design of layout and building fabric.
- Measures to minimize the generation of waste through construction and maximise reuse or recycling by providing adequate room for waste treatment.
- Inclusion of a Travel Plan, cycle parking and shower facilities as well as connectivity to the footway & cycleway network to encourage the use of alternative modes of transport.
- Enhanced biodiversity value through increased areas of tree planting and areas of soft landscape.
- Air quality improvements through extensive tree planting, electric car charging, car share, improvement to public transport & pedestrian points and on-site renewable energy generation.



ENHANCED BIODIVERSITY



OPTIMISED ROOF LIGHT AREA



PHOTOVOLTAIC PANELS

BREEAM[®]
delivered by **bre**

BREEAM UK NEW CONSTRUCTION 2018

13.0

SUMMARY

This document has demonstrated that the proposed scheme has been well considered and will provide a high quality and attractive addition to the surrounding employment stock, and an overall holistic environment that responds well to its immediate context through a modern flexible employment offering.

The resulting scheme has been thoroughly assessed against the following criteria:

USE:
The proposed development is located within an industrial and employment setting and would be wholly compatible within its locality. There is a demonstrable demand for modern employment uses, and the proposed development would provide flexible and high quality workspace in a range of unit sizes that meets modern market demands.

The development is for 4 buildings split into 11 units, seeking flexible E(g) and B8 use classes that would support the adjacent employment area and offer the potential to intensify the employment opportunities on site.

AMOUNT:
The scheme delivers a realistic quantum of employment space that is sensitive to the location, without compromising operational practicalities, with employment uses retained and intensified on and existing employment site

The proposal will create employment opportunities and could employ between 69 FTE to 104 FTE new jobs (based on HCA guidance) dependant on the final use, which will enhance the local economy.

LAYOUT:
The layout is clear and legible, creating a safe and secure working environment whilst responding to the surrounding uses.

The layout has been carefully considered to respond to its surroundings and be sympathetic to its residential neighbours. Buildings have been set inwards of the site boundaries to ensure the proposals do not cause overshadowing or visual issues to its neighbours.

Proposed road accesses are legible and provide an efficient route through the site, the circulation and movement of vehicles has been shifted inbound of the site to ensure that service yards do not overlook onto Meadows Road.

SCALE:
The proposed development in terms of scale and mass would be commensurate with the existing buildings in the wider area and would meet current market demands. The scale and mass of the proposed development is considered appropriate for the site context.

The density of development is a realistic quantum of employment space that does not compromise planning policy or operational practicalities and be attractive to potential occupiers, whilst intensifying the existing employment uses.

The scale of the proposals have been carefully considered to respond to its neighbouring residential uses. The proposals demonstrate, through sightline studies that the building forms will not cause visual issues to its surrounding context.

LANDSCAPE:
Soft landscape enhancements will provide a cohesive thread throughout the development. To enhance legibility and provide an attractive backcloth to the scheme.

A well considered landscape scheme will create a sense of arrival, provide a formal appearance and legibility, separating public and private spaces.

The landscape scheme has considered the neighbouring residential buildings, offering buffers to boundaries to set the built form inbound of the site.

APPEARANCE:
The design of the scheme will be sympathetic to the industrial building and residential typologies and create a modern high quality scheme which will be both aesthetically pleasing and distinctive.

Office areas will be high quality with glazed features located at key points, to provide visual interest and a high quality appearance providing legibility and natural surveillance.

ACCESS:
The scheme will be designed to be fully inclusive for all and provide occupiers the flexibility to adapt to future requirements.

SUSTAINABILITY:
The scheme will be designed from the outset to deliver a highly sustainable development, incorporating renewable technologies such as photovoltaic panels as well as meeting the stringent requirements of BREEAM to achieve a minimum rating of ‘Very Good’.

The scheme has been carefully designed to become a high-quality project, which will be both practical for its intended industrial use as well as being distinctive to its surrounding residential context. The proposal will positively contribute to the economy of the local area, using high quality architecture and urban design that responds directly to the site context.