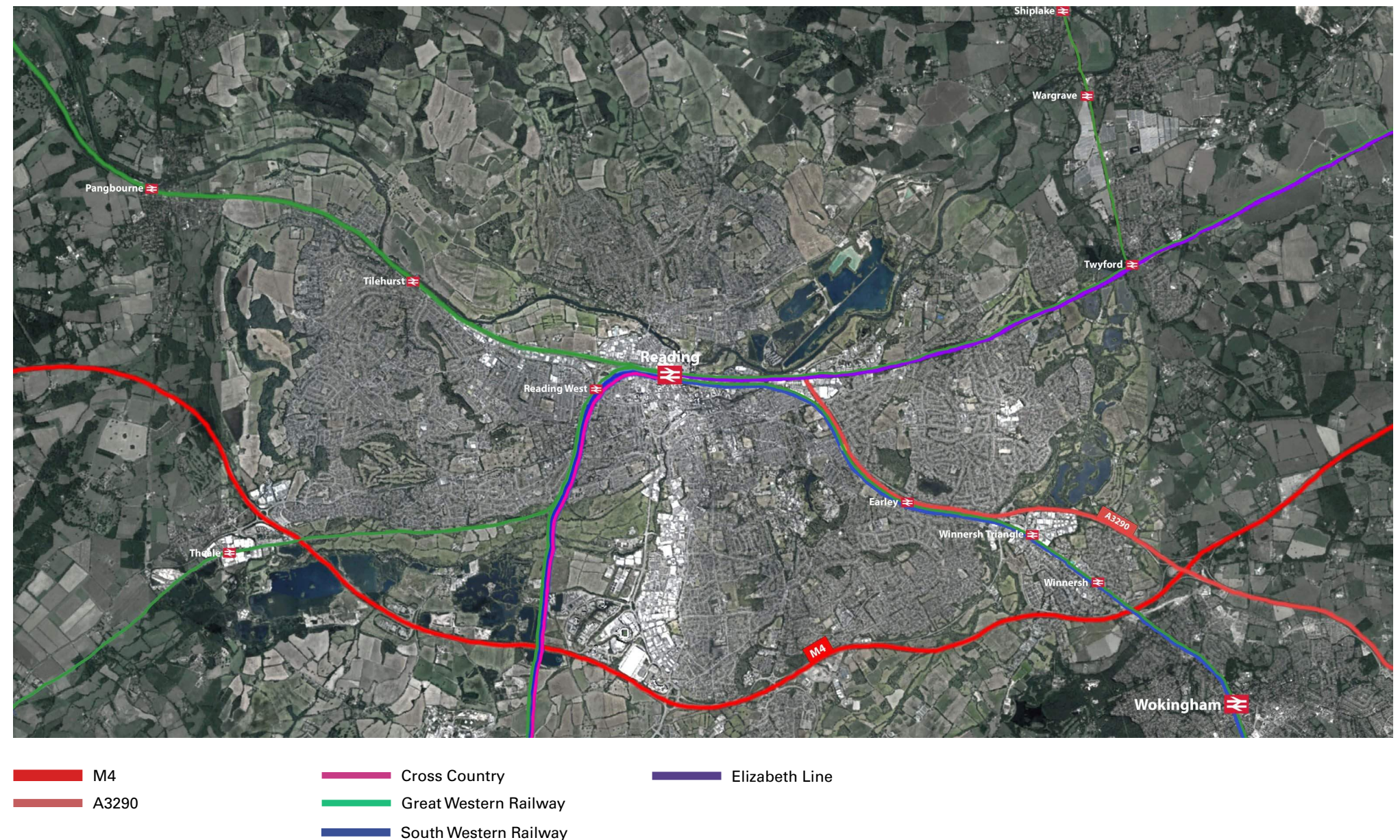


2.6 Transport & Movement

2.6.1 Regional Transport Links

Reading is located 45 miles west of central London which can be reached by both the roads and the railway. Reading railway station provides services into London Paddington in less than 30 minutes. It is also linked by the Elizabeth Line which provides direct train connection to Heathrow Airport. Crossrail provides further connectivity to London and West End. The M4 road provides vehicle connections to Heathrow 41 minutes.



Future Transport Links - Regional Analysis

2.6.2 Local Public Transport Links

The town centre is very accessible through a vast amount of bus routes. These routes provide a connection to destinations such as; Henley High Wycombe, Oxford, Twyford, Wokingham and Heathrow Airport. These services are frequent during the week, however are more infrequent during the evenings and weekends.

Reading borough also operate a park-and-ride which is cheaper than parking in Reading town centre.

Reading train station is a major station in the UK’s rail network. It has direct trains to London Waterloo and London Paddington which only take 30 minutes, as well as a direct service to London Heathrow airport and London Gatwick airport. The station is fully accessible and has recently been rebuilt.



Existing Public Transport Links Diagram

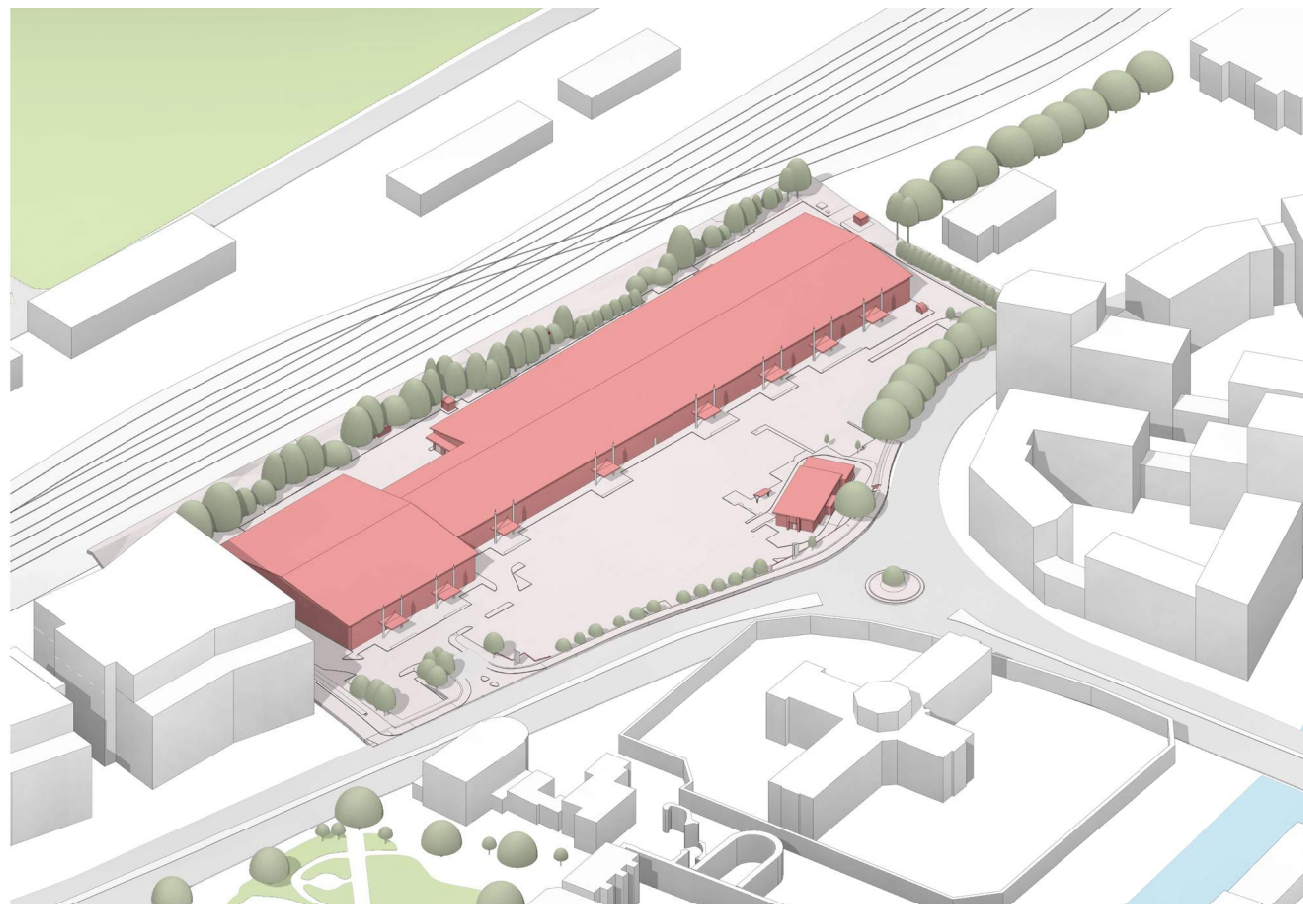


2.6 Transport & Movement

2.6.3 Existing Vehicle, Cycle and Pedestrian Routes

Road network

The main road through Reading is the heavily used A329, which connects to the A33 and ultimately the M4 which provides connection east to Heathrow Airport and London and west towards Bristol. The roads around the site have a high traffic flow, with quieter residential roads in the wider site context.



Existing Site 3D

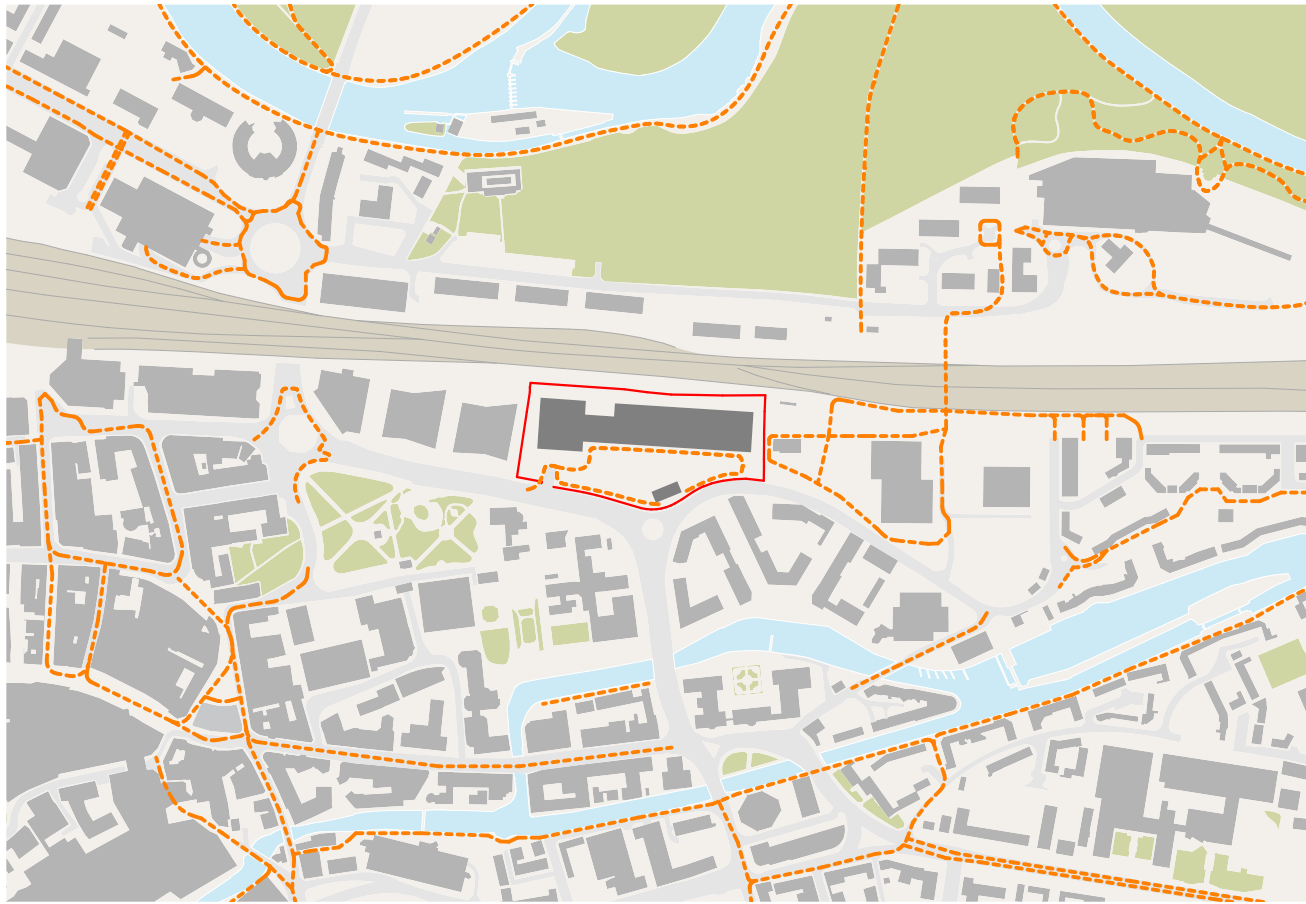


High Traffic Road Low Traffic Road

Road networks

Cycle routes

Reading has a high rate of cycle activity with parking facilities and lots of signposted cycle routes including the new King Alfred’s Way cycling route.



Existing Cycle Routes

Cycle routes

Pedestrian routes

Pedestrian routes around the site have low movement due to their proximity to the larger roads that run through reading, the developments around the site are generally accessed by car or bus. Whereas in the west towards the high street there is much higher pedestrian movement with pedestrianised zones to accommodate for this. The railway disrupts pedestrian access to the north.



Pedestrian Crossings Pedestrian Zone High Pedestrian Movement Low Pedestrian Movement

Pedestrian routes

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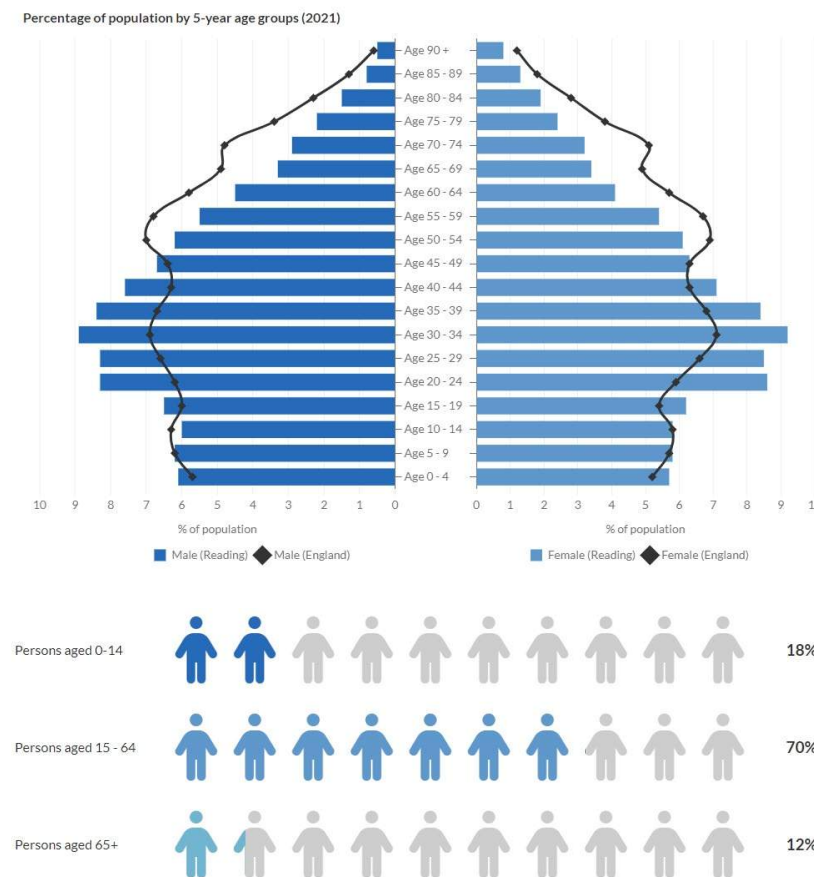
2.7

Socio-Economic context

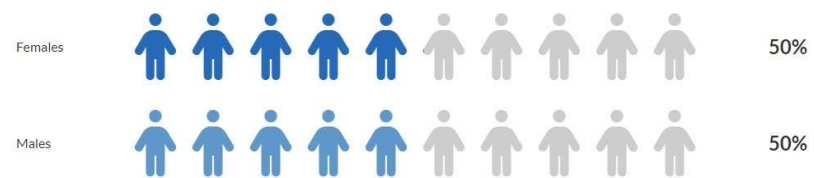
2.7.1 Key statistics

In order to understand the socio-economic context of the KMV OPA, extensive research has been undertaken to compile statistics relating to the existing population and economy. These factors should be considered and influence the overall vision for the proposals. Likewise, the design of the KMV OPA should be considerate to the impact it is likely to have on these existing statistics.

Population

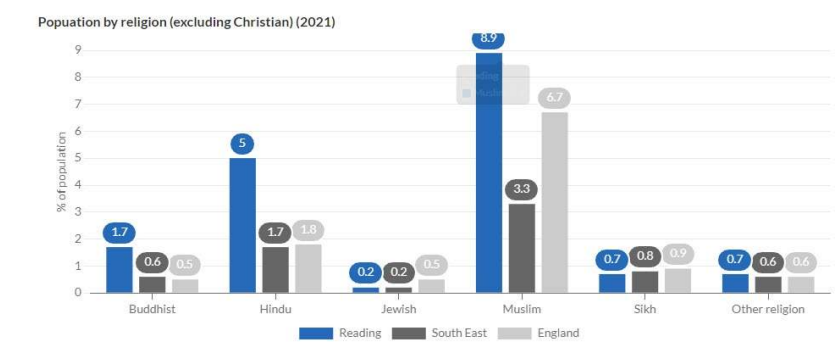


Gender

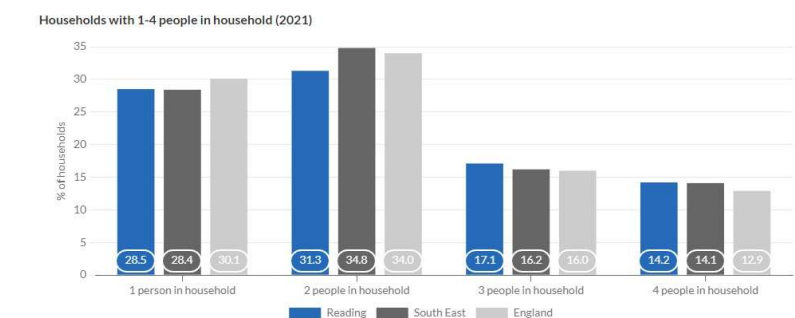


Key statistics

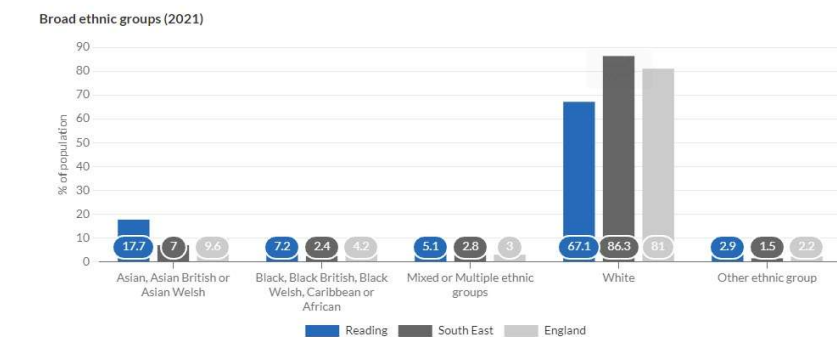
Religion



Household Size



Ethnic Groups



3

Planning, Context, Consultation & Community Involvement

Introduction

This chapter of The Design and Access Statement contains the following sections:

Planning, context, consultation & community involvement 3.1

Planning history 3.2

Consultation Strategy 3.3

3.1 Planning Context & Policy Considerations

3.1.1 Planning Context & Policy Considerations

The development proposal has taken guidance from national and local planning policies, planning guidance, and other considerations. The relevant Development Plan for the site is the Reading Borough Local Plan, which was adopted in November 2019.

The policies that apply to the development proposal are derived from the set of adopted Development Plans mentioned above, as well as The National Planning Policy Framework (NPPF) from 2024. The proposal has been created with regard to the appropriate national and local policies, and this statement will evaluate the development against these policies.

The Reading Borough Council is currently in the process of producing a partial update to its Local Plan, which will set out the planning framework for development in the borough up to 2041. Following public consultations in 2023 and 2024, the updated plan was formally submitted to the Secretary of State for Communities and Local Government for examination by on 9 May 2025, and is now under review by an independent planning inspector.

Site allocation CR13b which relates to the Site has been updated as follows:

'This site would be the focus of the new residential community, and, alongside residential, additional retail, leisure and community uses at a scale to serve the Kenavon Drive area would be appropriate. It should include a new area of open space and enhance the frontage to the canal, including a buffer zone to the top of the canal bank to reflect its wildlife significance. Implementing this policy may involve complete redevelopment or using new additional development to

improve the existing urban form of the area. Some parts of the site are likely to be implemented in the long term.

Site size: ~~6.99~~ 3.98 ha

Indicative potential: ~~1,230-1,840~~ 870-1,300 dwellings, no net gain of retail'

The amendments to the Site allocation affords the Site an increased density of dwellings per hectare within the allocation. Which on a pro rata basis allocated the Forbury Retail Park Site (to which this application relates) has an indicative potential of 644 -962 dwellings. The removal of the reference to canal and associated development areas, reflects the delivery of the Huntley Wharf Site to the South which has been delivered.

The National Planning Practice Guidance (NPPG) is a material consideration in relation to planning applications and provides a simplified single source of guidance at the national level. Of relevance to applications including retail elements is the Town Centre and Retail PPG, which provides guidance on retail considerations and the sequential and impact tests.

The Effective Use of Land PPG supports the more effective use of land and outlines how local planning authorities can encourage the best use of under-utilised land and plan for higher density development. The Environmental Impact Assessment PPG provides guidance explaining the requirements of the Town and Country Planning (Environmental Impact Assessment) Regulations 2017.

Section 70(2) of the Town and Country Planning Act 1990 and Section 38(6) of the Planning and Compulsory Purchase Act 2004 state that planning applications must be determined in accordance with the Development Plan unless material considerations indicate otherwise. The statutory development plan for Reading Borough Council comprises the Reading Borough Local Plan adopted in November 2019, which includes the adopted Proposals Map (2019) and Community Infrastructure Levy Charging Schedule (2015).

The relevant Supplementary Planning Documents (SPDs) for the proposed development include; Affordable Housing SPD, Employment & Skills & Training SPD, Revised Parking Standards SPD, Planning Obligations Under Section 106 SPD, and Sustainable Design & Construction SPD.

According to the Council's adopted Local Plan Proposals Map, the Site currently falls within several designations, including; Allocated Development Site CR13b, Forbury Retail Park, Borough of Reading Central Area, Policy CR1-10, Air Quality Management Area, Policy EN15, Major Opportunity Area (East Side) Policies CR11-13 and SR1, and, Area of Archaeological Potential – Policy EN2.

There has been communication with Network Rail throughout the design period. Guidance with regards to conditions set by Network Rail received will be incorporated through the RMA process.

3.2.1 Pre-Application Consultation

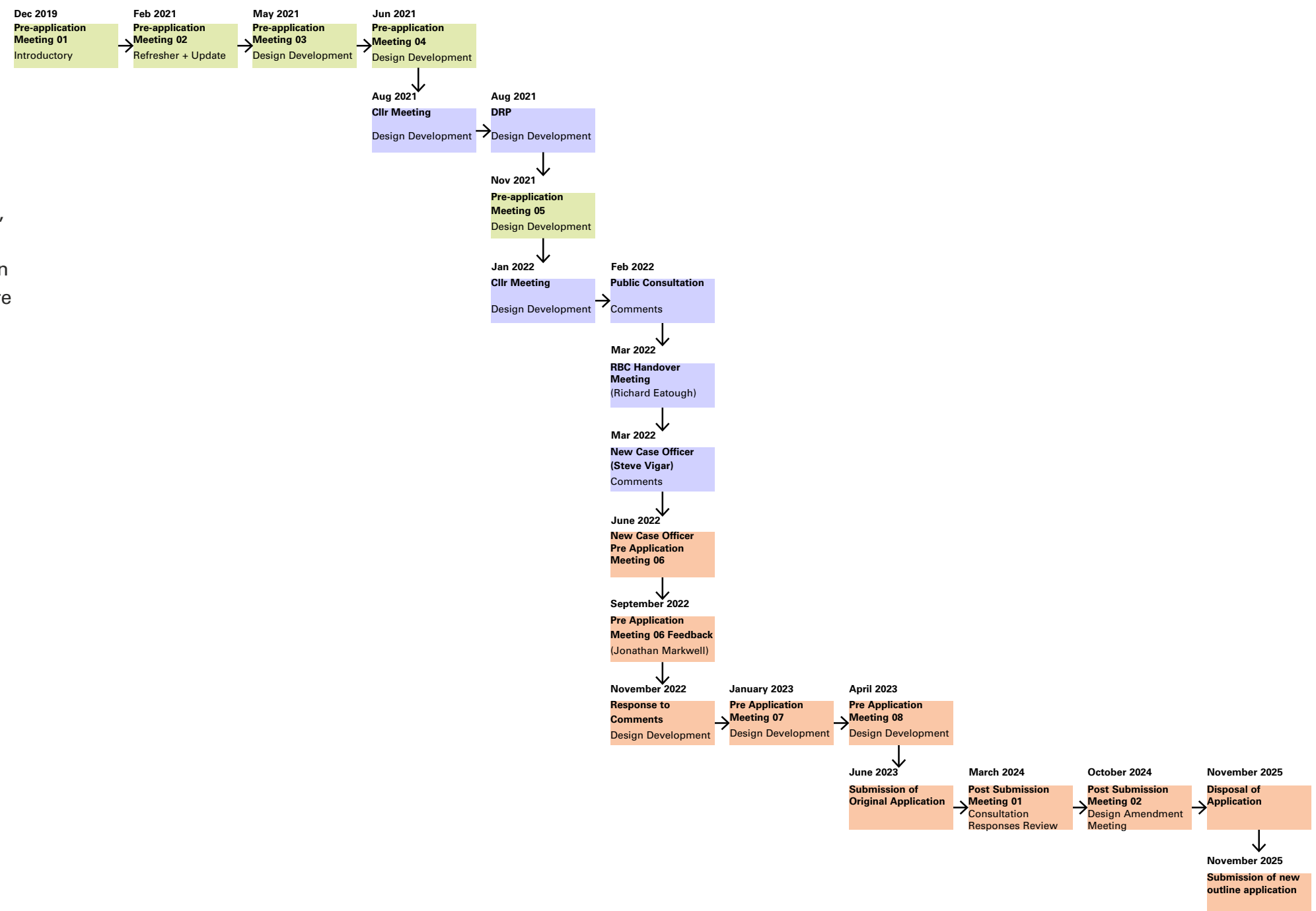
Over the course of five years, from December 2019 to October 2024, an extensive pre-application process was undertaken with Reading Borough Council to ensure that the proposed development would meet the necessary planning requirements and be appropriate for the local area.

This process involved several pre-application submissions, each of which underwent rigorous scrutiny and feedback from the Council, as well as participation in multiple design review panels, to ensure that the design and materials were of a high quality and would fit in with the local context.

The aim of this process was to ensure that the proposed development would be sustainable, deliverable, and ultimately contribute positively to the local community. The lengthy nature of the process reflects the importance placed on ensuring that the development is of the highest quality and are well-integrated into the local fabric of Reading.

On 3 November 2025, Reading Borough Council formally confirmed that Outline Planning Application reference PL/23/0822 had been disposed of. In order to build upon the progress made in relation to the previous application and engagement with the Local Planning Authority this application is submitted as a new Outline Planning Application.

The proposed amendments within this new Application remain broadly within the scope of the previous scheme's description of development, and again seeks all matters reserved, save for highway access



3.3 Consultation Strategy

3.3.1 Consultation & Community Involvement

A full process of consultation with the Local Authority, local Stakeholders, neighbours and members of the public has taken place during the pre-application period.

The public & stakeholder consultation were held virtually on **Tuesday 15th February** and in person on **16th February 2022 at the Bel and Dragon in Reading**

For further information on the Consultation & community involvement, please refer to the Statement of Community Involvement within the appendices.



Public Consultation Photographs - 10/02/22

The following list summarises the key themes that were raised at or after those events:

- **Height of buildings**
Questions about obstruction caused by tall buildings, some comments about creating more variation in height, some comments about design/materials and needing more visual interest along the Forbury Road frontage.
- **Congestion**
Questions around air quality, noise and obstruction of the flow of traffic were mentioned especially in relation to the existing railway.
- **Infrastructure**
Questions around a need for additional public services to support a larger population.
- **Affordability**
Questions about the cost of new homes within the development being affordable for the community.
- **Family size homes**
Questions about why there are so many flats and no suitable accommodation for larger families.
- **Loss of retail space**
Questions around value placed on the current shops, opinions in favour of new retail options, cafes and workspaces.



This list outlines some more specific ideas about the scheme:

- Creating a community with the church - and potentially some co-working space
- Shared growing spaces for the residents
- Creating a connection to Biscuit Tunnel at the rear of the site
- Creating a connection to Reading Gaol
- Secure cycle parking for visitors



Public Consultation Boards - 10/02/22

As a consequence of these comments, the client & design team sought to:

- Review the percentage of affordable housing within the scheme and the percentage unit mix
- Refine parameter and Illustrative Scheme heights along sensitive perimeters to create more variation in height
- Minimise impact of servicing traffic on surrounding streetscape through careful refinement of the servicing strategy and vehicular routes
- Review pedestrian crossings with transport consultants



Public Consultation Boards - 10/02/22

4

The Masterplan

Introduction

This chapter of the Design and Access Statement contains the following sections:

Masterplan vision & objectives 4.1

Initial concept & design development 4.2

Urban form & building layout 4.3

Links, connections & public space 4.4

Height & massing 4.5

Materiality 4.6

Land & building uses 4.7

Amount & density 4.8

Illustrative Views 4.9

4.1 Masterplan Vision & Objectives

4.1.1 Vision

The vision for the KMV OPA has been developed together with Reading Borough Council and with respect to the Local Plan and can be summarised by the overarching aspirations:

Create a genuine point of difference from other Thames valley town centres by providing a new heart to Reading that is distinctive and attractive to locals, new residents and visitors alike.

Adopt a flexible and resilient approach so that future RMAs are able to adapt to future needs & demand.

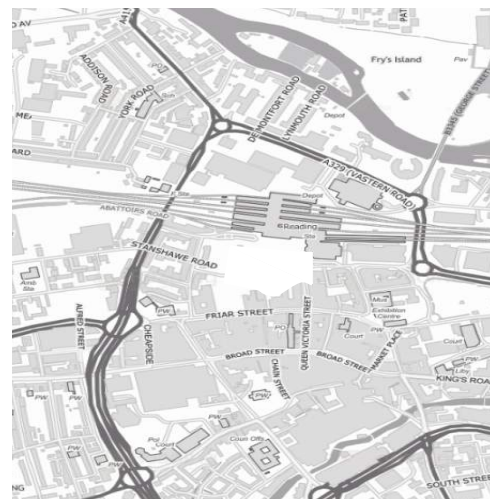
Provide a smartly sustainable development that encourages sustainable modes of transport and incorporates sustainable features.

Nurture a sense of pride and loyalty by providing a well designed town centre with a strong sense of place that local people enjoy using and are proud to call their home.

Increase confidence in Reading by providing facilities that make the town centre a successful and attractive place for commerce that increases spending, investment and the prosperity of the wider town.



Town Hall Square Reading



Site plan



Cycle routes within landscape



Graffiti by Banksy on Gaol



Signage at entrance to Reading Station

4.1.2 Elements of a Great Development

Having undertaken studies of various other residential developments, the design team have identified a series of elements (as described opposite) that contribute to the makings of a great development.

The balance of these diverse components is often varied within different proposals and what works or is required for one might not work or be needed for another.

The following section assesses the existing site against these criteria and this research has assisted with the refinement of the overarching vision for the KMV OPA and the project brief.



HERITAGE

Architectural
Cultural
People
Topography
Landscape
Industrial
Objects



CULTURE

The Arts
Tradition
Gastronomy
Education
Community
Skills
Values



COMMUNITY

Multicultural
Diverse
Inclusive
Active
Events
Festivals



MIXED-USE

Experimental
'10 Minute Town'
Live - Work -
Rest - Play
Flexible Spaces
Adaptable



RE-USE

Up cycling
Creative,
Innovative
Re-use of Spaces



**JOB CREATION /
PRODUCTIVITY**

Strong
Varied
Growing
Opportunity



PUBLIC REALM

Meeting Point
Community
Diverse
Joyful
Large
Small
Incidental



NATURE

Various Qualities
Spread
Accessible
Clean Air Initiative
Central
Diverse



TRANSPORT

Accessible
Technology
Frequent
Close-knitted
Tailored

Lists identifying elements of a great town

4.1 Masterplan Vision & Objectives

4.1.3 Analysing Elements of the Existing Town Centre

Summary of strengths and opportunities

Heritage:

Rich history & selection of interesting buildings.

Culture:

Unique cultural history but limited cultural offerings.

Mixed Use:

Mixed use developments have some good examples such as No.1 Reading and Huntley Wharf.

Community:

Diverse community, complementary communal use projects.

Re-Use:

Few successfully re-used structures other than some residential developments.

Job Creation and Productivity:

Economically strong town.

Public Realm:

Lack of high quality public realm in Reading.

Nature:

Beautiful surrounding countryside & variety of green spaces , however central Reading is lacking green spaces.

Transport:

Wider transport network and inner public transport very good.



Heritage



Culture



Mixed Use



Community



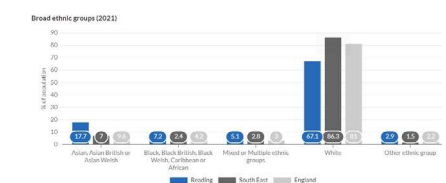
1. Huntley and Palmers Biscuit Factory



1. South Street Arts Centre



1. No1 Reading



1. Diversity in Reading



2. St James's Church.



2. Reading Carnival



2. Huntley Wharf



2. Readipop Festival



3. Reading Abbey Ruins



3. The Hexagon



3. Station Hill



3. Reading Town Hall

Photographs of existing town centre elements (including images overleaf)



Re-use



1. Jackson's



Job Creation



1. Festivals



Public Realm



1. High Street.



Nature



1. Forbury Gardens



Transport



1. Reading Station



2. Thames Tower.



2. Retail



2. Chestnut Walk



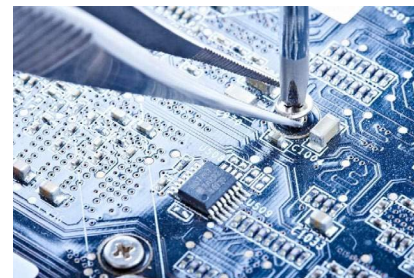
2. Kings Meadow



2. Buses



3. Station Hill



3. Tech Companies.



3. Reading Station



3. Christchurch Meadows



3. Cars