



Sustainability Statement

Magenta Self Storage Reading, 2 – 4 Darwin Close,
Reading, RG2 0RB

Iceni Projects Limited on behalf of
Magenta Storage Limited

April 2026

Iceni Projects

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

Birmingham: The Colmore Building, 20 Colmore Circus Queensway, Birmingham, B4 6AT

Edinburgh: 14 – 18 Hill Street, Edinburgh, EH2 3JZ

Glasgow: 201 West George Street, Glasgow, G2 2LW

Manchester: WeWork, Dalton Place, 29 John Dalton Street, Manchester, M2 6FW

t: 020 3640 8508 | w: [iceniprojects.com](https://www.iceniprojects.com) | e: mail@iceniprojects.com

linkedin: [linkedin.com/company/iceni-projects](https://www.linkedin.com/company/iceni-projects) | twitter: [@iceniprojects](https://twitter.com/iceniprojects)

CONTENTS

1. EXECUTIVE SUMMARY 1

2. INTRODUCTION 3

3. PLANNING AND REGULATORY CONTEXT 5

4. SUSTAINABILITY STRATEGY 14

5. SUMMARY 24

APPENDICES

- A1. SITE PLAN
 - A2. GENERAL NOTES
-

1. EXECUTIVE SUMMARY

- 1.1 Icen Projects Ltd were commissioned by Magenta Storage Limited ('The Applicant') to produce a Sustainability Statement to accompany the planning application for the proposed change of use of the existing 5-storey tower block at Magenta Self Storage Reading, 2 – 4 Darwin Close, Reading, RG2 0RB (the 'Site').
- 1.2 The proposal seeks to increase the operating capacity of the existing self-storage facility operating on the remainder of the Site through the change of use of the office accommodation within the existing 5-storey tower to Class B8 Use (storage & distribution).
- 1.3 Sustainability is a core consideration of the application and has been incorporated from the project outset. Resource and water efficiency have been maximised, whilst the production of waste and pollution is to be minimised, thus ensuring the impact of the proposals on its immediate surroundings and the environment as a whole is minimised.
- 1.4 Consideration has been given to the Reading Local Plan (2019) and the Reading Local Plan Partial Update (Regulation 19; 2024) in the formulation of this Sustainability Statement, aiming to minimise the environmental impact of the Proposed Development during construction and operation, and ensure the Proposed Development is constructed to rigorous sustainability standards.
- 1.5 The proposed strategy has been based around the objectives of the Reading Local Plan policies CC1 (Presumption in Favour of Sustainable Development), CC2 (Sustainable Design and Construction) and CC3 (Adaptation to Climate Change), adopted by Reading Borough Council in 2019. The strategy shows that the Proposed Development will:
- achieve a BREEAM certification, targeting a rating of 'Very Good';
 - make use of land that has previously been developed, removing the need to develop on greenfield land;
 - encourage the use of sustainable modes of transport, including through the provision of cycle parking;
 - seek to minimise operational energy demand through, for example, the employment of LED lighting;
 - where applicable, aim to minimise water consumption through the promotion of responsible water usage;

-
- be encouraged to incorporate low-impact materials, according to the BRE Green Guide to Specification;
 - seek to minimise the volume of waste arising during both construction and operation;
 - not increase the risk of surface water flooding on the Site or in the surrounding area; and
 - ensure air, noise, light, water and ground pollution are minimised as far as possible.

1.6 Overall, the proposals constitute sustainable development in accordance with national and local policy requirements and will provide a development that seeks to promote these principles in operation.

2. INTRODUCTION

- 2.1 Icen Projects Ltd were commissioned by Magenta Storage Limited ('The Applicant') to produce a Sustainability Statement to accompany the planning application for the proposed change of use of the existing 5-storey tower block at Magenta Self Storage Reading, 2 – 4 Darwin Close, Reading, RG2 0RB (the 'Site').

Report Objective

- 2.2 This document details the sustainable design and construction measures adopted by the Proposed Development and gives an overview of the design proposals that will ensure the Proposed Development operates in a sustainable manner over the lifespan of the scheme. The Sustainability Statement will provide a framework for the project team to operate consistently within the sustainability guidelines set out by Reading Borough Council.
- 2.3 The report is structured to meet these guidelines as follows:
- Section 3 discusses the planning context and policies which are relevant to sustainability;
 - Section 4 discusses the development response to the policy drivers for sustainability; and
 - Section 5 summarises the development's design response.

Site and Surroundings

- 2.4 The Site (Appendix A1) is located within off Darwin Close, approximately 3 miles to the south of Reading town centre. The Site comprises an existing self-storage facility occupied by Magenta Self Storage Reading, and has been in operation as an internal and container self-storage facility for the past two years. The tower, to which this change of use application is applicable, was previously owned and used by the Council, and is understood to have been in office use. The Site is accessed via two driveways from Darwin Close, and it is designated as a Core Employment Area within the Reading Local Plan (2019). The surrounding context is characterised as a commercial / industrial area with an industrial equipment supplier to the east of the Site and another self-storage facility called Standby Self Storage to the southeast. A furniture showroom is located to the south and a large hardstand car park is directly to the west of the Site, which is used by the commercial printing company, VGL. There are low density residential dwellings located to the north of the Site, on the opposite side of Commercial Road.
- 2.5 The approximate location and boundaries of the site are shown in Figure 2.1 below.

Figure 2.1 The Site and Surroundings

■ Approximate Site Boundary ■ Approximate Area of Land in Applicant's Ownership



The Proposed Development

2.6 The description of the Proposed Development is as follows:

“Change of use of existing 5-storey tower building from Class E (office) to B8 (self-storage).”

2.7 The Proposed Development, which relates only to the 5-storey office building attached to the main warehouse building at the Site, seeks to convert the existing office accommodation into secure, accessible self-storage facility. It is proposed that all levels of the existing office space be converted to self-storage (Use Class B8) use. This will result in the provision of approximately 520sqm of additional Class B8 space at the Site. The remainder of the Site, including the existing self-storage facility, parking and access arrangements, will continue to operate as per the existing case, and no external alterations are proposed.

2.8 Further details of the Proposed Development can be found in the Planning Statement, prepared by Icen Projects, which accompanies this submission.

3. PLANNING AND REGULATORY CONTEXT

- 3.1 Sustainable development approaches are incorporated within policy and regulation at a national, regional and local level, as set out below.

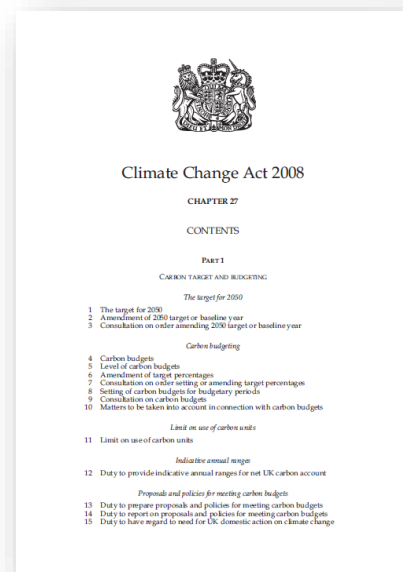
National

Climate Change Act 2008

- 3.2 On 26th November 2008, the UK Government published the Climate Change Act 2008; the world's first long-term legally binding framework to mitigate against climate change. Within this framework, the Act sets legally binding targets to increase greenhouse gas emission reductions through action in the UK and abroad from the 60% target set out in the Energy White Paper, to 80% by 2050.

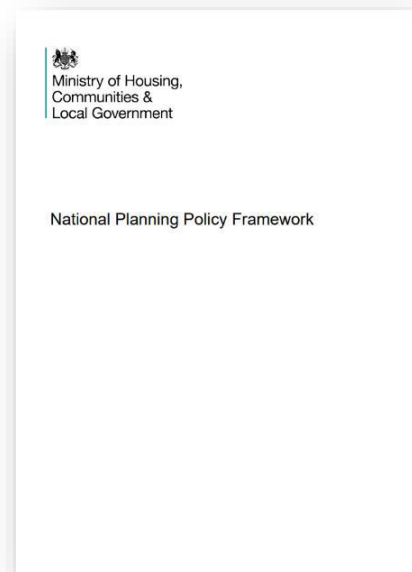
- 3.3 As required under Section 34 of the Climate Change Act, the Sixth Annual Carbon Budget was accepted by the Government in April 2021. This sets out a budget for UK emissions for the period 2033 – 2037.

- 3.4 Following a commitment in June 2019, the Climate Change Act has been amended to target net zero carbon emissions by 2050.



National Planning Policy Framework

- 3.5 The Ministry of Housing, Communities & Local Government determines national policies on different aspects of planning and the rules that govern the operation of the system. Accordingly, the National Planning Policy Framework (NPPF), which came into force in March 2012 and was updated in February 2019, aims to strengthen local decision making. Additional updates have since been made through the latter half of 2020 and in January and July 2021 to reflect changes related to use classes, permitted development rights, the calculation of housing need, and requirements to achieve beauty alongside sustainability. Further updates were made in September and December 2023 with respect to



onshore wind development, and beauty, design, infrastructure, neighbourhood and the environment, respectively. In December 2024, the NPPF was revised in response to reforms to the Framework, and consultations on other changes to the planning system.

- 3.6 Paragraphs 10 and 11 of the NPPF confirm that at the heart of this document is a “*presumption in favour of sustainable development*”, and that development proposals that accord with an up-to-date development plan should be approved without delay.
- 3.7 Paragraph 7 states that the purpose of the planning system is to contribute to the achievement of sustainable development. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.
- 3.8 Paragraph 8 outlines that achieving sustainable development means that the planning system has three overarching activities, which are interdependent and need to be pursued in mutually supportive ways, so that opportunities can be taken to secure net gains across each of the different objectives:
- **An Economic Role** – ensuring the provision of land and infrastructure needed to help build a *strong, responsive and competitive economy*.
 - **A Social Role** – supplying the required amount of housing while at the same time ensuring and building *strong, vibrant and healthy communities*. Ensuring that the built environment is sited around accessible local services which help support a community’s *health, social and cultural well-being*.
 - **An Environmental Role** – ensuring development contributes to the protection and enhancement of the *natural, built and historic environment* through the improvement of biodiversity, minimising the use of natural resources and production of pollution / waste, and guaranteeing sufficient adaptation to climate change.

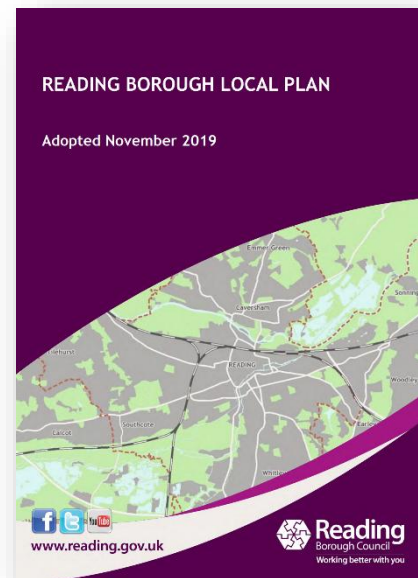
Local

- 3.9 In determining the local context, Reading Borough Council's policy is gained through the Reading Local Plan (2019).

Reading Local Plan (November 2019)

- 3.10 The Reading Local Plan (2019) contains policies that set out how Reading will develop. It identifies the amount of development that will take place, the areas and sites where development is expected to be accommodated and restricted, and sets out policies on how planning applications will be decided. Policies of relevance to the Proposed Development in the context of sustainable development are as follows:

- **Policy CC1: Presumption in Favour of Sustainable Development** states that a positive approach to considering development proposals will be taken that reflects the presumption in favour of sustainable development contained within the National Planning Policy Framework (NPPF). Where appropriate, the Council will work proactively with the applicants jointly to find solutions which mean that proposals can be approved wherever possible.



Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Planning applications that accord with the policies in the development plan (including, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise. Proposed development that conflicts with the development plan will be refused, unless other material considerations indicate otherwise.

Where there are no policies relevant to the application or the policies which are most important to determining the application are out of date at the time of making the decision then permission will be granted unless material considerations indicate otherwise – taking into account whether:

- The application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.
- **Policy CC2: Sustainable Design and Construction** states that proposals for new development, including the construction of new buildings and the redevelopment and

refurbishment of existing building stock, will be acceptable where the design of buildings and site layouts use energy, water, minerals, materials and other natural resources appropriately, efficiently and with care and take account of the effects of climate change.

To meet these requirements:

- All major non-residential developments or conversions to residential are required to meet the most up-to-date BREEAM 'Excellent' standards, where possible;
- All minor non-residential developments or conversions to residential are required to meet the most up-to-date BREEAM 'Very Good' standard as a minimum;
- All non-residential development or conversions to residential should incorporate water conservation measures so that predicted per capita consumption does not exceed the appropriate levels set out in the applicable BREEAM standard. Both residential and non-residential development should include recycling greywater and rainwater harvesting where systems are energy and cost effective.
- **Policy CC3: Adaptation to Climate Change** states that all developments will demonstrate how they have been designed to incorporate measures to adapt to climate change. The following measures shall be incorporated into development:
 - Wherever possible, new buildings shall be orientated to maximise the opportunities for both natural heating and ventilation and reducing exposure to wind and other elements;
 - Proposals involving both new and existing buildings shall demonstrate how they have been designed to maximise resistance and resilience to climate change for example by including measures such as solar shading, thermal mass, heating and ventilation of the building and appropriately coloured materials in areas exposed to direct sunlight, green and brown roofs, green walls, etc;
 - Use of trees and other planting, where appropriate as part of a landscape scheme, to provide shading of amenity areas, buildings and streets and to help to connect habitat, designed with native plants that are carefully selected, managed and adaptable to meet the predicted changed climatic conditions; and
 - All development shall minimise the impact of surface water runoff from the development in the design of the drainage system, and where possible, incorporate mitigation and resilience measures for any increases in river flooding levels as a result of climate change.
- **Policy CC5: Waste Minimisation and Storage** states that development should demonstrate measures to minimise the generation of waste in the construction, use and life of buildings and promote more sustainable approaches to waste management, including the reuse and recycling

of construction waste and the promotion of layouts and designs that provide adequate, well-designed space to facilitate waste storage, reuse, recycling and composting.

Reading Local Plan Partial Update (Regulation 19; November 2024)

3.11 Whilst not yet adopted, the Reading Local Plan Partial Update will form an updated version of the Local Plan that was adopted in November 2019. Draft policies of relevance to the Proposed Development in the context of sustainable development are as follows.

- **Policy CC1: Presumption in Favour of Sustainable Development** states that a positive approach to considering development proposals will be taken that reflects the presumption in favour of sustainable development contained within the National Planning Policy Framework (NPPF). Where appropriate, the Council will work proactively with the applicants jointly to find solutions which mean that proposals can be approved wherever possible.



Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Planning applications that accord with the policies in the development plan (including, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise. Proposed development that conflicts with the development plan will be refused, unless other material considerations indicate otherwise.

Where there are no policies relevant to the application or the policies which are most important to determining the application are out of date at the time of making the decision then permission will be granted unless material considerations indicate otherwise – taking into account whether:

- The application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.
- **Policy CC2: Sustainable Design and Construction (Strategic Policy)** states that proposals for new building(s), including the construction of new buildings and the redevelopment and refurbishment of existing building stock, will be acceptable where the design of building(s) and site layouts use energy, water, minerals, materials and other natural resources appropriately, efficiently and with care and take account of the effects of climate change.

All non-residential developments or conversions to residential are required to achieve net-zero development defined as “a scenario in which the quantity of anthropogenic greenhouse gas emissions arising from the development’s operational energy use on an annual basis is zero or negative, and where whole-life emissions are reduced through sustainable design measures.” Net zero building status must be achieved through the application of the following energy hierarchy:

- Minimise and manage operational energy demand through building design, fabric performance and servicing measures;
- Use local low carbon energy resources (such as secondary heat) wherever possible to meet residual demands;
- Meet remaining residual energy demands by producing, storing and using renewable energy on-site; and
- Monitor and report on energy performance.

All non-residential development proposals must include an energy statement which confirms that proposals:

- Can generate at least the same amount of renewable electricity on-site (and preferably on-plot) as they demand over the course of the year (reasonable estimates of regulated and unregulated use) using a methodology proven to accurately predict post-occupancy performance; and
- Achieve a site average space heating demand of 15-20kWh/m²/yr and a site average total energy demand of 70kWh/m² /yr. No unit shall exceed total energy demand of 90kWh/m² /yr, irrespective of the amount of onsite renewable production. (‘Total energy demand’ means the amount of energy used as measured by the metering of the building with no deduction for renewable energy generated on site).

An energy statement should include pre-built estimates and as-built calculations prior to occupation. Weight will be given to proposals which demonstrate a commitment to on-going monitoring post-occupation which can be clearly communicated to the occupier

All non-residential development or conversions to residential must be designed to be water efficient and reduce water consumption in accordance with the ‘fittings approach’ detailed within the Building Regulations. Proposals that achieve water neutrality will be particularly supported. Both residential and non-residential development should include recycling greywater and rainwater harvesting where systems are energy- and cost-effective.

The demolition of an existing building should be accompanied by a full justification for demolition and demonstrate how 95% of all construction waste will be diverted away from landfill. For non-listed buildings, demolition will only be acceptable where:

- The building is in such a poor state that it is not practical or viable to refurbish or re-use;
- Such refurbishment or re-use would result in a similar amount or a greater amount of embodied carbon generation; or
- Such refurbishment or re-use would result in a building with poor thermal efficiency resulting in a greater lifetime carbon emissions than would arise from a re-build.

All applications for new-build commercial floorspace of 5000m² or more must include an embodied carbon assessment. This assessment must demonstrate that a score of less than 800kg/m² of carbon can be achieved within the development for the substructure, superstructure and finishes.

Exceptional basis clause: In cases where the above points cannot be met for technical, viability or other policy reasons (such as heritage), the highest possible standards are required. In these cases, an applicant must demonstrate the extent to which the requirements can be met. For major developments of 1000 sqm or more, applicants must also either:

- Enter into a legal agreement to provide renewable energy infrastructure off-site that is equivalent to at least offsetting the additional energy requirements not achieved on site; or
 - Provide a financial contribution to the LPA of a value sufficient enough to offset the remaining performance not achieved on site (with this being a minimum contribution of £5k and a maximum of £100k per 1,000 sq m); or
 - Demonstrate the buildings will be connected to a heat network; or
 - Demonstrate that the proposal is compliant with BREEAM Outstanding or Excellent (or equivalent certification method).
- **Policy CC3: Adaptation to Climate Change (Strategic Policy)** states that all developments will demonstrate how they have been designed to adapt to climate change and to mitigate the risks of overheating, flooding and extreme storms. The following measures shall be incorporated into development unless it can be demonstrated that requirements are not suitable, feasible or viable:
 - New buildings shall be orientated to maximise the opportunities for both natural heating and ventilation and reducing exposure to wind and other elements. Proposals involving both new

and existing buildings must be designed to maximise resistance and resilience to climate change by including the following measures:

- Solar shading;
 - Thermal mass;
 - Appropriate heating and ventilation of the building;
 - Appropriately coloured materials in areas exposed to direct sunlight;
 - Green and brown roofs; and
 - Green walls.
- Use of trees and other planting to cool the urban environment through shading of amenity areas, buildings and streets and to help to connect habitat, integrated soft surfaces designed with native plants that are carefully selected, managed and adaptable to meet the predicted changing climatic conditions;
 - All development must address the risks of overheating through passive cooling and energy efficiency measures in the first instance; and
 - All development must minimise the impact of surface water runoff from the development in the design of the drainage system and incorporate mitigation and resilience measures for any increases in river flooding levels as a result of climate change.

Other Considerations

Declaration of a Climate Emergency (February 2019)

3.12 In February 2019, Reading Borough Council declared a Climate Emergency and in doing so resolved:

- Reading Borough Council (RBC) believes the world is now clearly in the midst of a climate emergency and that more concerted and urgent action is needed at local, national and international level to protect our planet for future generations. As such, this Council commits to playing as full a role as possible – leading by example as well as by exhortation - in achieving a carbon neutral Reading by 2030.
- RBC has a long standing commitment to action on climate change. A signatory of the Nottingham Declaration on Climate Change in 2006, the Council was one of the first authorities to produce a detailed Climate Action Plan.

-
- We note that CO₂ emissions in the Borough have fallen by 41% since 2005, which is greater than all but 19 of the 405 authorities in Great Britain, and that Reading Borough Council has reduced its own emissions by 53% since 2008.
 - Reading is urban in nature and the majority of emissions are from the use of fossil fuels and energy to run buildings and transport. Methane is also harmful to the climate. In Reading, these emissions are primarily from food, human waste and landfill. Gases from the latter two are captured and used to generate energy.
 - Despite good progress at local level, new evidence continues to emerge about the scale of the likely impacts of climate change. We are now aware through the launch of the Special Report of the Intergovernmental Panel on Climate Change in October 2018 that, in order to reduce the risks of severe climate change, all countries must act much more quickly.
 - This Council was proud to host the Model Climate Conference in December 2018 in this Chamber attended by students from local secondary schools, which coincided with the Katowice Climate Conference (COP24), and resulted in all the participating students stressing the urgency of climate action and pressing the Council, Government and others to act quickly.
 - RBC notes that we have already set out a number of ambitious policies and actions which will help to pave the way for the delivery of a Zero Carbon future such as:
 - 'Zero Carbon Standards' within its draft Local Plan,
 - The RBC Carbon Plan
 - The forthcoming consultation on options, such as a Clean Air Zone, for improving local air quality and reducing congestion prior to publishing our draft Fourth Local Transport Plan
 - The Reading Climate Change Partnership and Strategy - Reading Means Business on Climate Change
 - The Launch of Reading Community Energy Society
 - This Council therefore instructs officers to report to the SEPT and Policy Committees on further potential measures that could accelerate the timescale for reducing carbon dioxide emissions to zero by 2030, but recognises that this date can only be achieved with substantial policy changes from national government.
 - Council also requests officers to ensure that forthcoming revisions to the Local Transport Plan and Climate Change Strategy (and any other relevant policy statements) reflect the urgency of this resolution.

4. SUSTAINABILITY STRATEGY

- 4.1 In recognition of national and local policy and Reading Borough Council's declaration of a Climate Emergency in 2019, the sustainability strategy for proposed change of use of the existing 5-storey tower block at Magenta Self Storage Reading, 2 – 4 Darwin Close is outlined below.
- 4.2 In addition, it is noted that the Proposed Development will target a BREEAM certification rating of 'Very Good'. Further details will be provided at the detailed design stage.

Sustainable Design and Construction

- 4.3 In line with the guidance provided in the adopted Reading Local Plan (2019), and the emerging Reading Local Plan Partial Update (Regulation 19; 2024), the sustainability features of the Proposed Development are outlined below.

Making Effective Use of Land

- 4.4 As shown below in Figure 4.1, the Site currently comprises an existing self-storage facility occupied by Magenta Self Storage Reading, and has been in operation as an internal and container self-storage facility for the past two years. The tower, to which this change of use application is applicable, was previously owned and used by the Council, and is understood to have been in office use.

Figure 4.1 The Site



- 4.5 The Site is therefore considered to have been previously developed, and the Proposed Development will provide approximately 520sqm of additional Class B8 space at the Site through the conversion

of the existing 5-storey tower from office (Class E) to self-storage (Class B8) use, in a sustainable location within Reading Borough.

Location and Transport

- 4.6 Accessibility to public transport connections contributes to the sustainability of a site's location. The closest railway station to the Site is Reading Green Park, located approximately 2.4km to the west. This station, which can be accessed by foot within approximately 32 minutes or by bicycle within approximately nine minutes, provides connections between Reading and Basingstoke via Great Western Rail services.
- 4.7 The nearest bus stop to the Site, Kennet Islan Turn Bus Stop, is located approximately 500m to the north, within an approximate seven minute walk or two minute cycle. The bus stops present within the vicinity of the Site are served by the following:
- Route 10 Ruby, which provides access between Reading and Kennet Island approximately every hour;
 - Route 50 greenway, which runs between Central Reading and Green Park approximately every 10 minutes;
 - Route 600, which provides access between Reading and TVSP / Swallowfield / Riseley approximately every 15 minutes;
 - Route 650, which runs between Central Reading and MereOak Park approximately every hour; and
 - Route Emerald 6, which runs between Reading Station and Whitley Wood, with seven services provided per day.
- 4.8 Pedestrian access to the Site is gained from Darwin Close, which benefits from wide footways on both sides of the carriageway, and which provides a connection to Commercial Road to the north. Commercial Road, which similarly benefits from wide footway provision on both sides of the carriageway, provides pedestrian access into the wider retail park within which the Site is located. Further pedestrian infrastructure is present on Bennet Road to the south of the Site, and Smallmead Road to the northwest. Furthermore, National Cycling Network (NCN) Route 23 runs to the west of the Site, along the A33. NCN Route 23 runs between Reading and Sandown, providing access to local towns and larger destinations, such as Basingstoke, Winchester and Southampton. Access to Reading town centre can also be gained within approximately 14 minutes via NCN Route 23. Further connections to NCN Routes 4 and 5 are available from Reading, with these routes providing further onward cycle connections.

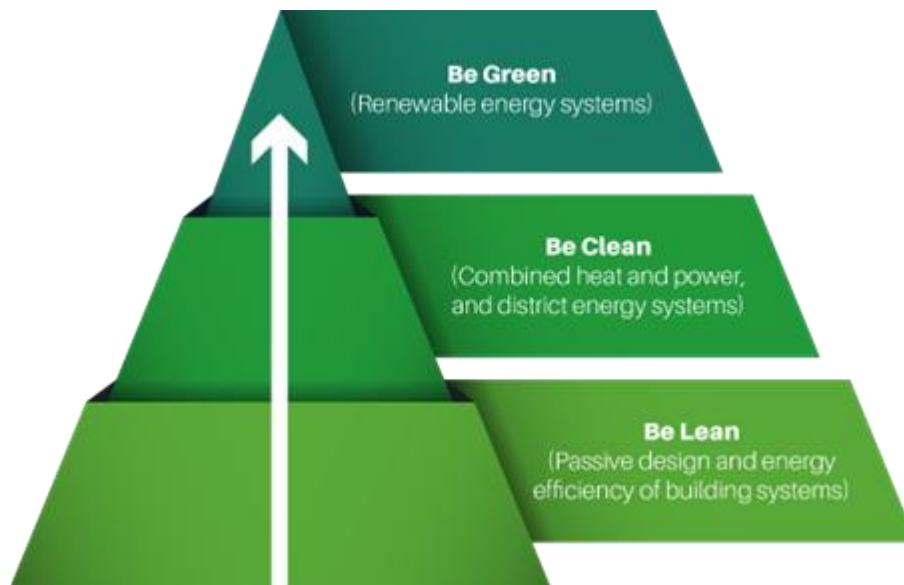
-
- 4.9 As detailed within the Transport Statement, prepared by Iceni Projects, the existing access arrangements at the Site will be utilised for the operation of the Proposed Development. It is expected that, through the booking process either over the phone or on the website, customers arriving by vehicle will be informed of the 2.1m height restriction in place at the Site. For those visiting the Site to load or unload items from or for storage via private vehicle, bicycle or cargo bicycle, areas are provided in proximity to the storage units to allow for temporary setting down. It is noted that, whilst the Proposed Development will deliver an increase in the overall quantum of self-storage floorspace at the Site, the overall number of car parking spaces shall remain as per the existing case, and no changes to the parking layout are proposed as part of the Proposed Development. With respect to cycle parking, whilst no changes are proposed to the existing provision for the wider operations at the Site, it is proposed that a total of two cycle parking spaces be provided to serve the additional self-storage floorspace to be delivered as part of the Proposed Development.
- 4.10 An assessment of the potential impact of the Proposed Development on the surrounding highways network has also been undertaken. The results of this assessment indicate that there will be a total of approximately one two-way vehicle trip generated by the additional floorspace during the AM peak hour period, and one two-way vehicle trip during the PM peak hour period. When compared with the existing case, it is expected that the Proposed Development will result in 12 fewer vehicle trips during the AM peak hour period, and 11 fewer vehicle trips during the PM peak hour period. It is concluded that this low level of activity will have no adverse impact on the local highway network.
- 4.11 To encourage a mode-shift away from single occupancy vehicles, a Travel Plan has also been prepared by Iceni Projects. The Travel Plan identifies a number of hard and soft measures to encourage the use of sustainable and active modes of transport, in lieu of private cars. Measures proposed within the Travel Plan to encourage sustainable travel include, but are not limited to:
- The provision of cycle parking, alongside the existing end-of-journey facilities, such as lockers, to encourage employees to cycle, walk or run to the Site;
 - The provision of access to up-to-date public transport information, including bus and train timetables and company contact information, for all employees;
 - All new employees will be provided with induction packs that will include information on the Travel Plan, including details of local amenities, and walking and cycling routes present in the surrounding area;
 - The Travel Plan Coordinator will be encouraged to ensure visitors to the Site are made aware of the Travel Plan, and the measures and benefits contained within, via the website; and
 - The Travel Plan Coordinator will review national and local events that can be used to promote the Travel Plan, such as 'Walk to Work Day' or 'Bike Week', for employees.
-

-
- 4.12 Further to the above, it is noted that, through their Environmental Policy, the Applicant is committed to minimising transport-related emissions at their facilities. It is intended that this be achieved through the encouragement of remote working, where appropriate, and the promotion of fuel-efficient or electric vehicles, where possible. The Applicant is also committed to having electric vehicle (EV) chargers located at their facilities.
- 4.13 Accounting for the above, it is considered that the Site benefits from a sustainable location with good access to public transport services and pedestrian and cycle infrastructure, and that the Proposed Development will not result in a significant adverse impact on the local highway network.

Energy Strategy

- 4.14 With reference to the policy requirements, guidance and industry best practice detailed in Section 3, an energy and carbon dioxide (CO₂) emissions strategy has been defined for the proposed development. The proposed energy performance of the scheme has been analysed and evaluated to target a high level of energy efficiency and CO₂ emissions performance when assessed against relevant policies, accounting for economic, technical and functional feasibility.
- 4.15 Due to the nature of the Proposed Development, the energy strategy will ensure compliance with the requirements of works to existing buildings, stipulated in Approved Document L Volume 2: Buildings other than dwellings, as required by Reading Borough Council.
- 4.16 Part L of the Building Regulations outlines the standards to be met where a development proposes works to an existing building. As detailed above, the Proposed Development will involve the change of use of the existing 5-storey office tower at the Site to self-storage use. No external alterations are proposed, and there will be no changes made to the existing building fabric.
- 4.17 The proposed energy strategy is based upon the principles of the Energy Hierarchy on the basis that it is preferable to reduce carbon dioxide emissions through reduced energy consumption above decarbonisation through alternative energy sources.
- 4.18 The tiers of the Energy Hierarchy are:
- Be Lean Reduce energy demand through the passive design and layout of the scheme, using natural lighting and ventilation
 - Be Clean Supply energy efficiently using either combined heat and power or district energy systems
 - Be Green Use renewable energy systems to further reduce emissions

Figure 4.2 The Energy Hierarchy



- 4.19 The Proposed Development seeks to change the use of the existing building, and the massing and orientation of the building will therefore remain as per the existing case.
- 4.20 The measures undertaken at each level of the Energy Hierarchy are set out below.
- 4.21 The key measures that will minimise carbon dioxide emissions from the Proposed Development include:
- Levels of insulation compliant with the iteration of the Building Regulations in force at the time that the existing building was constructed.
 - Installation of LED light fittings, including for motion detectors, where appropriate, to minimise energy demand.
 - Employment of smart systems, where appropriate and viable.
 - Exploration of additional measures that may be incorporated to further reduce the energy demand of the building.
- 4.22 Whilst no renewable technology is proposed to be brought forward as part of the Proposed Development, it is noted that, through their Environmental Policy, the Applicant is committed to exploring renewable energy solutions, such as solar power. Should the intention be to employ renewable technology at the Site in the future, details of the systems to be incorporated will be provided as part of a separate application.

-
- 4.23 It is considered that the measures outlined above will ensure the Proposed Development complies with the requirements set out within Approved Document L Volume 2: Buildings other than dwellings of the Building Regulations.

Reducing Water Consumption

- 4.24 The majority of England is under water stress, with more water often being consumed than is available during dry weather. As the population continues to grow, and with changes to the frequency of rainfall events projected as a result of climate change, this situation will be further exacerbated, with even greater pressure exerted on the supply of potable water.
- 4.25 In order to actively mitigate against this, where relevant, it is recommended that water saving fittings and appliances be installed as part of the Proposed Development, to reduce the internal water consumption rate. Proposed measures recommended for implementation as part of the Proposed Development include the specification of low water use fittings, such as dual-flush toilets, where applicable.
- 4.26 It is noted that the Proposed Development seeks to change the use of an existing building, therefore there is limited scope to incorporate rainwater or greywater harvesting. However, it is noted that the Applicant, through their Environmental Policy, is committed to conserving water. Measures to achieve this include the monitoring of water usage, where possible, as well as the maintaining of plumbing systems to prevent leaks, and the promotion of responsible water usage amongst members of staff.

Materials and Waste

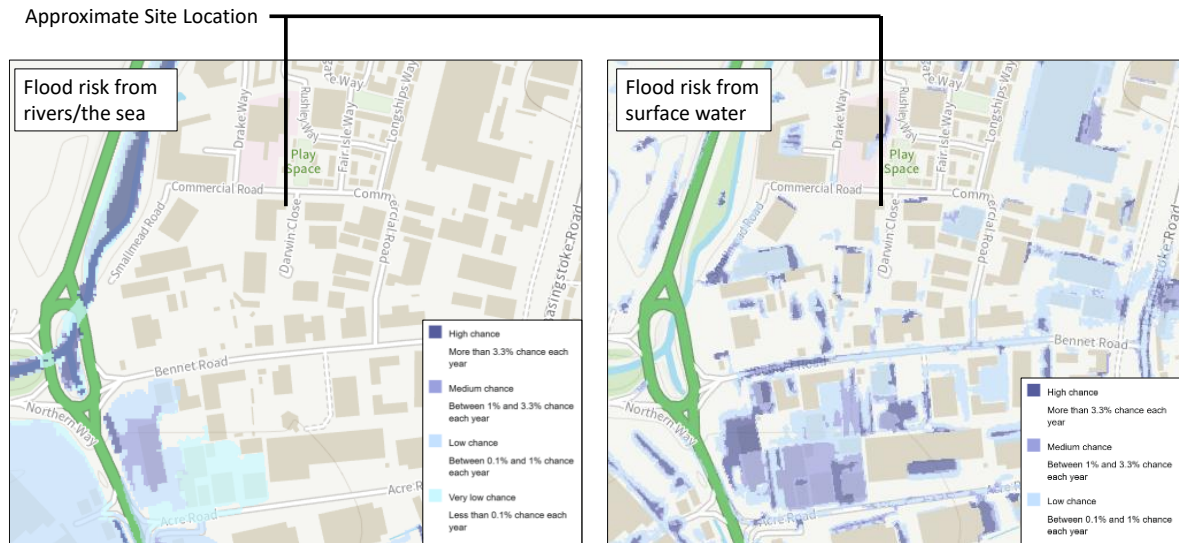
- 4.27 Materials should be responsibly sourced by the main contractor, and be specified to have a low embodied impact. Materials with a low embodied impact, as defined within the BRE Green Guide to Specification, should be selected for use in the building design and construction.
- 4.28 The selection of materials is determined by a variety of factors, such as the architectural context, design rationale, embodied carbon and maintenance requirements. For the Proposed Development, it is recommended that consideration be given to the lifecycle environmental performance of materials, which should be selected in consideration of the BRE's Green Guide to Specification, aiming for A or B rated materials wherever possible.
- 4.29 During detailed design, consideration should be given to minimising the environmental impact of materials, by selecting non-toxic and robust materials to ensure longevity and a minimal impact on the health of occupants. It is noted that the Applicant is committed to considering the environmental performance of goods and services when undertaking procurement, as well as to working with suppliers who demonstrate responsible environmental practices. Through their Environmental Policy, the Applicant is also committed to reducing the use of single-use plastics, where possible.

-
- 4.30 In order to minimise the amount of waste sent to landfill during the delivery of the Proposed Development, a target to divert a high proportion of non-hazardous construction waste away from landfill should be set.
- 4.31 Where used, timber should be selected and purchased with consideration to its sustainability certification. It is recommended that all structural timber elements along with any timber used for temporary uses, such as scaffolding, will be sustainably sourced (e.g. from FSC and/or PEFC sources).
- 4.32 During the construction phase, it is recommended that the principal contractor implement a Site Waste Management Plan (SWMP), detailing who will be responsible for resource management, what types of waste will be generated, how the waste will be managed (e.g. reduced, reused or recycled), which contractors will be used and how the quantity of waste generated by the project will be measured. Whilst it is anticipated that no demolition works will be required to facilitate the Proposed Development, the removal of any materials on the Site should be undertaken in line with best practice measures to maximise the recovery of materials for reuse or recycling, and in consideration of the guidance set out by the Institute of Civil Engineers' (ICE) 'Demolition Protocol'.
- 4.33 A dedicated refuse store is provided within the wider Site. It is expected that the Proposed Development will also use this store, which contains 1,100 litre Eurobins for the collection of mixed recycling waste that is collected by a licensed contractor via a contractual arrangement. Should internal waste storage be required within the Proposed Development, this will be provided in consideration of the Building Regulations, Council and other relevant requirements.

Reducing Flood Risk and Surface Water Run-off

- 4.34 As shown in Figure 4.3 below, the Site is located wholly within Flood Zone 1, indicating a very low risk of flooding from tidal and fluvial sources. The Site is also shown to be at very low risk of flooding from pluvial (surface water) sources.

Figure 4.3 Extract from the Environment Agency's online flood map

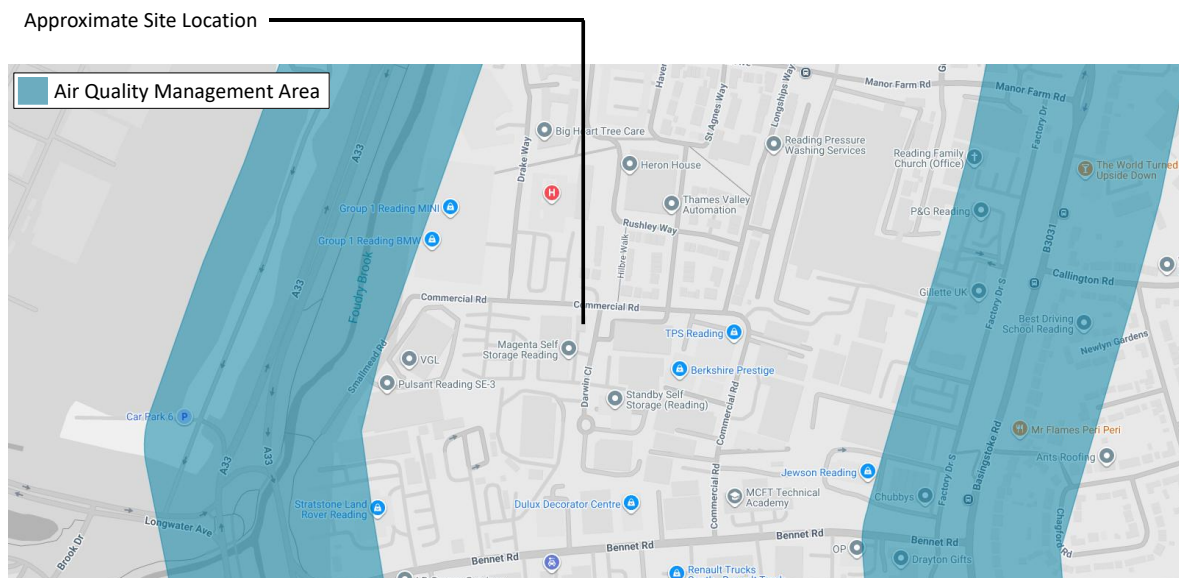


- 4.35 The Proposed Development will not result in an increase in the hardstanding area of the Site, therefore there will be no exacerbation of the risk of flooding from surface water sources either on the Site, nor in the immediate surroundings as a result of the Proposed Development.

Air Pollution

- 4.36 The Environment Act 1995 requires all Local Authorities to review air quality within their districts. If it appears that any air quality 'Objective' prescribed in the regulations and in the National Air Quality Strategy is not likely to be achieved, then the Local Authority must designate the affected area as an Air Quality Management Area (AQMA). As demonstrated below, whilst there are areas within the administrative boundaries of Reading Borough Council that are under an AQMA, the Site itself is not located within a specified AQMA.

Figure 4.4 Air Quality Management Areas

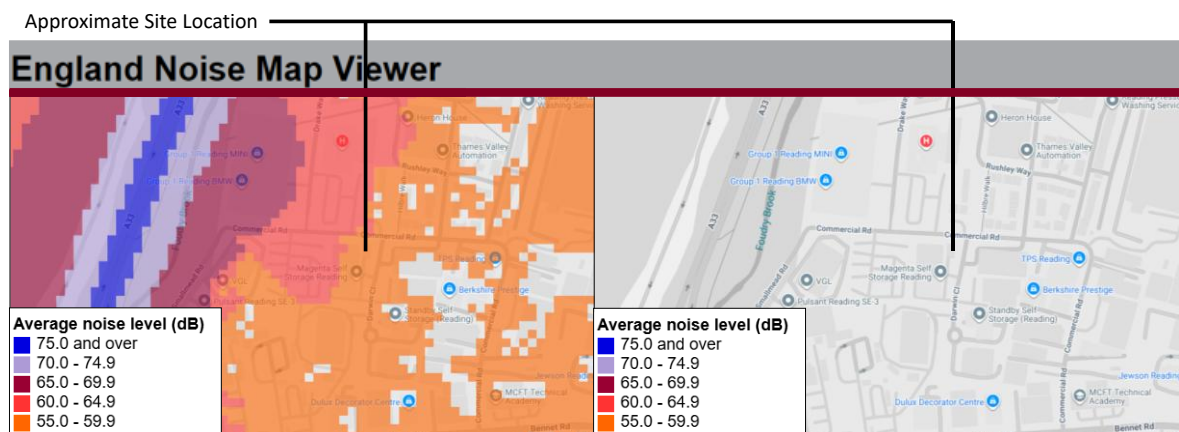


- 4.37 As part of the Proposed Development, two additional cycle parking spaces will be provided at the Site. In addition, a Travel Plan will be implemented, seeking to deliver numerous measures to encourage the use of transport methods other than private cars. Both of these elements will encourage the use of sustainable travel to the Site, aiding to reduce traffic-related emissions in the local area.

Noise and Vibration

- 4.38 The Site is located within proximity to transport noise sources, with road traffic-related noise arising from the A33 located to the west. The Site is not located within close proximity to a railway line, however. The maps below indicate that there may therefore be noise-related impacts on future Site users arising from roads located within the vicinity of the Site.

Figure 4.5 Road (left) and rail (right) traffic noise map



- 4.39 It is recommended that, where plant is required to be installed as part of the Proposed Development, systems should be specified in consideration of noise emissions to ensure that the Proposed Development does not adversely impact on the existing noise levels in the local area. This should also take into account the existing operations within the wider Site under the Applicant's ownership.

Light Pollution

- 4.40 Should external lighting be required as part of the Proposed Development, it is recommended that a sensitive lighting strategy be employed across to mitigate potential impacts on wildlife, in particular nocturnal species, and to minimise light pollution. Recommended measures include: the avoidance of metal halide, fluorescent sources, and the use of luminaires lacking UV elements; the use of LED luminaires where possible, due to their lower intensity and dimming capability; the employment of a warm white spectrum to reduce the blue light component; and the setting back of internal lighting from glazing, where possible, to reduce glare and light spill.

Ground and Water Pollution

4.41 It is recommended that, where necessary and appropriate, measures be adopted during construction to minimise the risk of ground and surface water pollution, including:

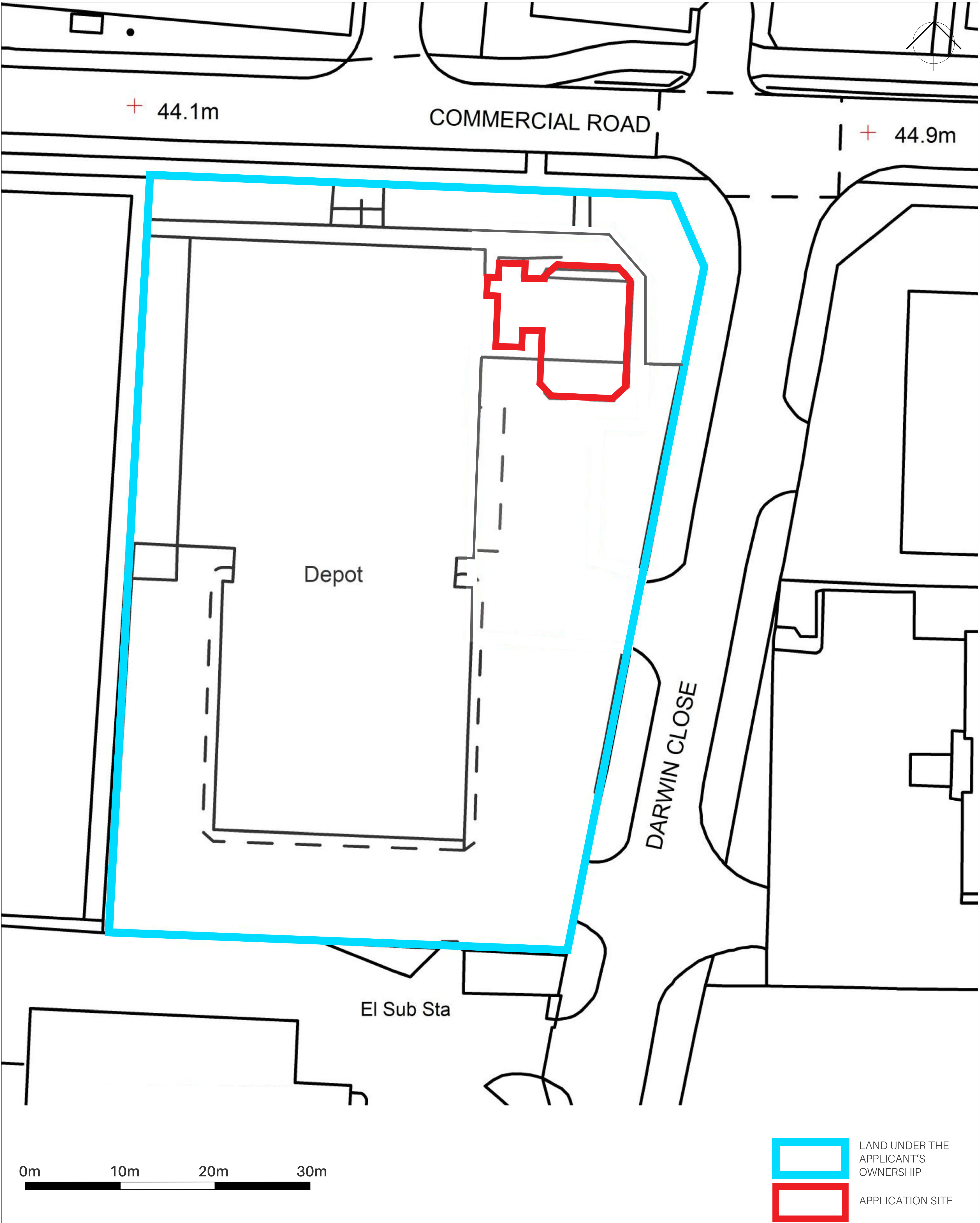
- Oil separators;
- Clear marking and signage of drainage stems;
- Full bunding of on-site fuel or oil delivery areas;
- Bunding of areas to be used for cleaning activities; and
- Best practice measures, implemented as part of a Construction Environmental Management Plan (CEMP), to mitigate the impacts of construction-related dust and emissions.

5. SUMMARY

- 5.1 This Sustainability Statement provides an overview as to how the proposed change of use of the existing 5-storey tower block at Magenta Self Storage Reading, 2 – 4 Darwin Close contributes to sustainable development in the context of the strategic, design and construction considerations.
- 5.2 Consideration has been given to the Reading Local Plan (2019) and the Reading Local Plan Partial Update (Regulation 19; 2024) in the formulation of this Sustainability Statement, aiming to minimise the environmental impact of the Proposed Development during construction and operation, and ensure the Proposed Development is constructed to rigorous sustainability standards.
- 5.3 Section 4 of this report demonstrates that the siting and design of the Proposed Development support relevant policy relating to sustainable development, based on the principles outlined in the Reading Local Plan policies CC1 (Presumption in Favour of Sustainable Development), CC2 (Sustainable Design and Construction) and CC3 (Adaptation to Climate Change). This shows that the Proposed Development will:
- achieve a BREEAM certification, targeting a rating of 'Very Good';
 - make use of land that has previously been developed, removing the need to develop on greenfield land;
 - encourage the use of sustainable modes of transport, including through the provision of cycle parking;
 - seek to minimise operational energy demand through, for example, the employment of LED lighting;
 - where applicable, aim to minimise water consumption through the promotion of responsible water usage;
 - be encouraged to incorporate low-impact materials, according to the BRE Green Guide to Specification;
 - seek to minimise the volume of waste arising during both construction and operation;
 - not increase the risk of surface water flooding on the Site or in the surrounding area; and
 - ensure air, noise, light, water and ground pollution are minimised as far as possible.

-
- 5.4 Overall, the proposals constitute sustainable development in accordance with national and local policy requirements and will provide a development that seeks to promote these principles in practice.

A1. SITE PLAN



ICENI PROJECTS LIMITED Da Vinci House 44 Saffron Hill London, ECN1 8FH 	PROJECT	2-4 Darwin Close, Reading	JOB REF.	DRAWN BY	DRAWING NO.
	DRAWING TITLE	Location Plan	I002686	CHECKED BY	DL 99
	CLIENT	Magenta Storage Ltd	SCALE	DATE	REV
			1:100 @ A1	19/03/2026	-

A2. GENERAL NOTES

- A2.1 The report is based on information available at the time of the writing and discussions with the client during any project meetings. Where any data supplied by the client or from other sources have been used it has been assumed that the information is correct. No responsibility can be accepted by Iceni Projects Ltd for inaccuracies in the data supplied by any other party.
- A2.2 The review of planning policy and other requirements does not constitute a detailed review. Its purpose is as a guide to provide the context for the development and to determine the likely requirements of the Local Authority.
- A2.3 No site visits have been carried out, unless otherwise specified.
- A2.4 This report is prepared and written in the context of an agreed scope of work and should not be used in a different context. Furthermore, new information, improved practices and changes in guidance may necessitate a re-interpretation of the report in whole or in part after its original submission.
- A2.5 The copyright in the written materials shall remain the property of Iceni Projects Ltd but with a royalty-free perpetual licence to the client deemed to be granted on payment in full to Iceni Projects Ltd by the client of the outstanding amounts.
- A2.6 The report is provided for sole use by the Client and is confidential to them and their professional advisors. No responsibility whatsoever for the contents of the report will be accepted to any person other than the client, unless otherwise agreed.
- A2.7 These terms apply in addition to the Iceni Projects Ltd "Standard Terms of Business" (or in addition to another written contract which may be in place instead thereof) unless specifically agreed in writing. (In the event of a conflict between these terms and the said Standard Terms of Business the said Standard Terms of Business shall prevail.). In the absence of such a written contract the Standard Terms of Business will apply.
-