

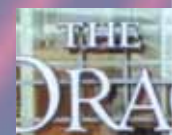
planning  
planning  
planning  
planning  
planning

# Kenavon Drive Urban Design Concept Statement

Planning Section, Planning & Transport,  
Director of Environment, Culture & Sport,  
Reading Borough Council,  
Civic Centre,  
Reading RG1 7TD  
Tel: 0800 626540

Email: [planning.info@reading.gov.uk](mailto:planning.info@reading.gov.uk)  
[www.reading.gov.uk](http://www.reading.gov.uk)

Adopted July 2004



[www.reading.gov.uk](http://www.reading.gov.uk)

1. INTRODUCTION	1	4. DESIGN PRINCIPLES	11
National and Local Policy Context	2	Key Principle 1 –	
Strategic and Local Policy Context	2	Allowing for Permeability and	
City 2020 Vision	3	Movement	12
Development Context	3	Key Principle 2 –	
Local History	3	Designing a Quality Public Realm	14
Location	3	Landscape and Open Space	
		Standards	14
2. THE STUDY AREA AND		Key Principle 3 –	
LOCAL CONTEXT	4	Achieving Diversity and Legibility	16
Settings and surrounding issues	4	Key Principle 4 –	
Current Uses	5	Continuity of Frontage	17
Visual Issues	6	Key Principle 5 –	
Strengths/Opportunities	7	Sustainable Design	19
Weaknesses/Constraints	7	Key Principle 6 –	
Existing Movement Patterns:		Appropriate use of Height and Scale	19
Vehicular Access	8	Building Height	19
Pedestrian /Cycling Access	8	Scale	20
Public Transport	9		
		5. DELIVERING A NEW	
3. A VISION FOR		NEIGHBOURHOOD AT	
KENAVON DRIVE	10	KENAVON DRIVE	21
Area Strategies	10		
		6. INFORMATION NEEDED FOR A	
		PLANNING APPLICATION	22
		Contacts	22





















- *There is a poor sense of integration between the Kennet Walk residential development and the Newtown area. Within the Kennet Walk residential area there is a clear distinction between the social housing and the private housing. Social housing has been positioned at the end of the development adjacent to the Gasholder within poor quality open space;*
- *The study area is dominated by tarmac/concrete block hardstanding and surface car parking offering a very harsh physical environment with little green space;*
- *Noise intrusion from railway lines to the north;*
- *Overlooking from the railway, particularly from stationary trains;*
- *Exposure to cold north-east winds along the River Kennet.*
- *The existing 18m exclusion zone around the Gasholder and a further 45m zone restricts development to no more than 2 storeys. This exclusion zone may be extended further under HSE guidance.*

## Existing Movement Patterns

## Vehicular Access

The only vehicular access to the study area is via Kenavon Drive, a single carriageway cul-de-sac accessed from the Forbury Road roundabout. The area was originally served by Gasworks Road, which is now closed to traffic other than pedestrians and cyclists. The IDR (A329) tends to be congested during the peak hours. In particular, traffic tends to back up along Forbury Road making movement onto and around the roundabout particularly difficult.

Access to new housing on Kennet Walk is via a private (gated) road from Kenavon Drive.

Transco's retained land to the east of the study area is accessed via Kenavon Drive.

## Pedestrian /Cycling Access

The study area is poorly integrated within the wider movement network, mainly as a result of its position between the railway lines, the Kennet and Avon Canal and the IDR. This results in physical and perceptual isolation compounded by heavy traffic movements at peak times.

Access to the River along its northern side is limited to a path running in front of the new housing developments along Kennet Walk. This path leads to the new pedestrian/cycle bridge link to the east of the study area and from there into Newtown.

Kennet Side (path and cycle track) runs along the southern side of the river and canal. The route continues under King's Bridge with steps giving access to the King's Road and providing access along the river into the town centre and links to the east towards Kings Meadow and retail development to the North of the railway. As a result, movement is relatively restricted for cyclists and those with mobility difficulties.

A comprehensive approach is required to provide strategic and accessible solutions to improve both pedestrian and cycle links to and within the area.

(Note: all distances are approximate)

Figure 7:  
Existing access and public transport





- Notwithstanding these broad objectives it is recognised that the final mix of uses will need to reflect commercial viability.

Future development should encourage positive interaction with existing development and surrounding neighbourhoods and contribute to a coherent urban fabric by clearly defining its buildings, infrastructures and landscapes.









- Routes should facilitate the legibility/orientation of the place, be further defined by paving type, have art installed in the floorscape or introduce other imaginative features.

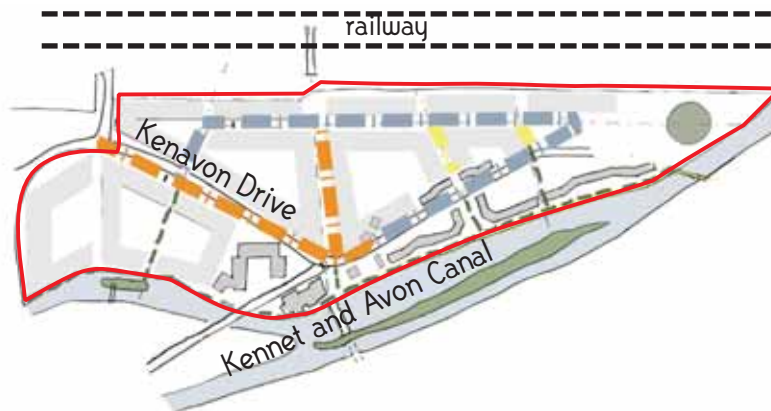
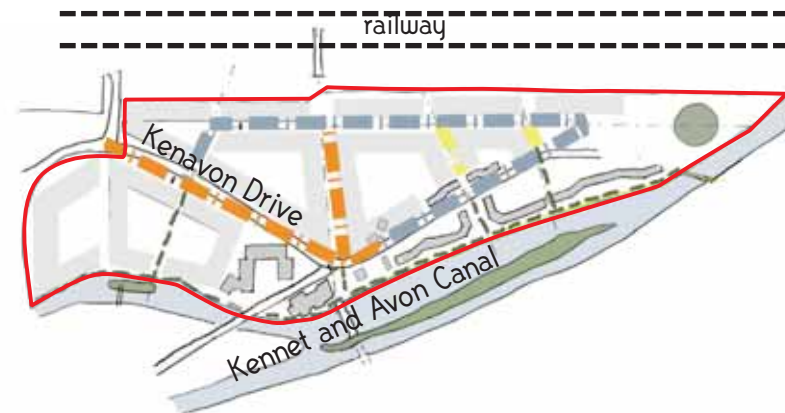


Figure 13: Possible Open Space Strategy

The following areas have been identified as having the potential to achieve this:

- *The corridor between the railway underpass to the north and the proposed new bridge link or towards the Gasholder could be treated as a green 'Home Zone' with integrated trees, street furniture and cyclist/pedestrian routes.*
- *A square or public space should be created adjacent to the restaurant/museum, which could facilitate meeting, eating or events, including play areas, seats and public art.*
- *The opening up of the railway underpass should create a continuous link for pedestrian and cycle use. The space to the south and north of the underpass should be positively designed according to its primary use as a 'through' space which connects two areas of the Town. The area should make people feel comfortable and confident, be clearly visible, introduce effective lighting and should incorporate appropriate and easily maintainable levels of planting.*



### Figure 14: Possible Public Realm Improvements

The Riverside Museum, railway underpass and river views, should be used to align or create view corridors, along which open spaces, cyclist and pedestrian routes should be sited.

The setting of the Gasholder and its appearance should be considered for temporary improvement to allow it to become a positive landmark through innovative and creative design, lighting and artwork.

The quality of the waterfront along the River Kennet should be improved and it should be integrated physically and visually into the study area. Open space in this location should be enhanced through a comprehensive and congruous landscape scheme to include:

- *sensitive lightning;*
- *appropriate planting;*
- *seating;*
- *quality surface materials; and*
- *public art developed in consultation with the local community.*





- ## Kenavon Drive Reading

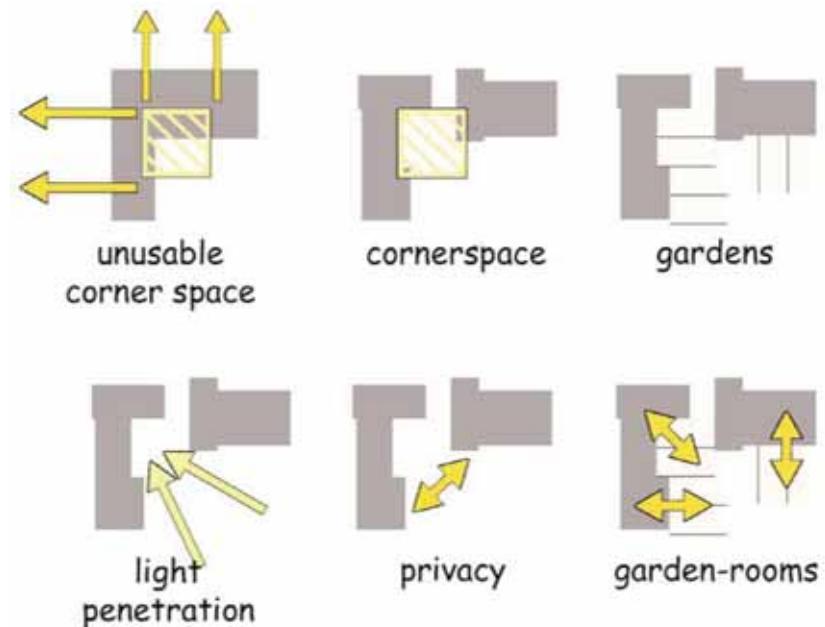


Figure 19: Corner Issues (adapted from By Design, Better Places to Live, ODPM 2001)





- When considering the north south orientation of the study area, taller buildings should be developed to the north of the study area, to allow efficient sunlight impact. Higher structures should be located towards the west of the area as transition to the city centre where taller buildings are located.
- To emphasise key locations including the western gateway, it is desirable to develop taller buildings along the western boundary and along the approach of Kenavon Drive, emphasising this as the principal route.
- The scale of buildings should step down towards the heart of the development along Kenavon Drive and also from the northern part of the development, adopting a residential character in line with scale of Kennet Walk development in the south-east of the study area.
- Development heights north of Kennet Walk should increase incrementally and appropriately according to their proximity to existing housing. Regard should be paid to the heights of the existing development within the study area (2 to 7 stories) and new development should not therefore exceed a height of 8 residential or 7 commercial stories.
- If the gasholder is redeveloped, there may be scope for a landmark building on this corner site overlooking the river. The gasholder, as an industrial structure of varying height should not be considered to set a precedent for the height of future structures in this area.
- Vacant air space above low-rise retail boxes should be avoided, instead a vertical mixed-use solution should be sought.

## Scale

Scale of development within the study area needs to be considered at macro and micro levels. The Kenavon Drive gateway will be visible across the town and should therefore seek to convey a distinctive character and be strengthened through built form and enclosed frontage.

Where possible, narrow frontages will be preferred over long horizontal frontages, encouraging a vertical mix and finer grain of development. This will allow buildings to provide vertical rhythm in the street scene.

Development along the railway line should provide visual interest and be enhanced by a variety of building heights, narrow frontages with views between buildings and by varied facades with details such as noise screening, enclosed balconies or winter gardens.

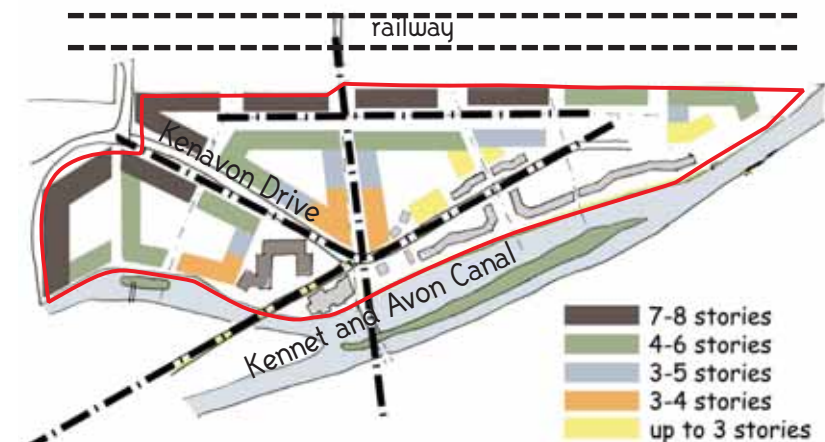


Figure 20: Possible building heights based on conceptual massing of the study area











If you would like help in understanding this document, please either telephone:  
0118 939 0587 or 0118 955 3717, or call in to the Information centre on  
Level 4 of the Civic Offices.

যদি এই ডকুমেন্টটি বুঝতে অসুবিধা হয় তবে দয়া করে ০১১৮ ৯৩৮ ০৫৮৭ বা ০১১৮ ৯৫৫  
৩৭১৭ নাম্বারে ফোন করুন অথবা সিভিক সেন্টার এর ৪ নম্বর লেভেল এ অবস্থিত তথ্য কেন্দ্রে  
আসুন।

Bengali

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਪਤ੍ਰਿਕਾ ਨੂੰ ਸਮਝਣ ਵਿਚ ਸਹਾਇਤਾ ਦੀ ਲੋੜ ਹੈ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ 0118  
939 0587 / 0118 955 3717 ਤੇ ਫੋਨ ਕਰੋ ਜਾਂ ਸੂਚਨਾਂ ਕੇਂਦਰ ਵਿਚ ਆਪ ਆਉ  
ਜਿਹੜਾ ਕਿ ਸਿਵਿਕ ਔਫਿਸਿਜ਼ ਦੇ ਵਿਚ ਲੈਵਲ 4 ਤੇ ਹੈ।

Punjabi

यदि आपको इस पत्रिका को समझने के लिये सहायता की आवश्यकता है तो कृपया  
0118 939 0587 / 0118 955 3717 पर फ़ोन कीजिये अथवा आप स्वयं  
सचना कन्द्र में आय जा कि सिविक औफिसिज़ के लेवल 4 पर है।

Hindi

اگر آپ کو اس دستاویز کو سمجھنے کے سلسلے میں مدد درکار ہو تو براہ مہربانی 0118 939 0587 یا 0118 955 3717  
پر ٹیلیفون کریں یا پھر سوک دفاتر کی چوتھی منزل پر واقع مرکز معلومات پر تشریف لائیں۔

Urdu

planning  
planning  
planning  
planning  
planning



Planning Section, Planning & Transport,  
Director of Environment, Culture & Sport,  
Reading Borough Council, Civic Centre, Reading RG1 7TD  
Tel: 0800 626540

General Enquiries - email: [planning.info@reading.gov.uk](mailto:planning.info@reading.gov.uk)

To send us comments on a specific planning application - email: [planningcomments@reading.gov.uk](mailto:planningcomments@reading.gov.uk)

[www.reading.gov.uk](http://www.reading.gov.uk)

July 2004

