



REVISED PLANNING BRIEF

FOR

SOUTH WEST READING

Approved by Council on 18 April 2000



£10 + £1 p&p

PLANNING BRIEF FOR SOUTH WEST READING

1. INTRODUCTION

1.1 Since the Planning Brief was first produced in 1995, the area has undergone significant development:

- ◆ The Madejski Stadium complex and Reading Gate Retail Park development are now substantially completed and the Park and Ride in operation.
- ◆ Green Park is now well advanced, with 100 Longwater now occupied and further plots under construction
- ◆ Reading International Business Park is under construction
- ◆ The A33 Relief Road is now open to traffic.

1.2 Pending the forthcoming review of the Development Plan (Structure and Local Plans), this revised development brief is intended to provide a transitional area-based policy framework to guide further development in the area. Future development proposals for the area include:

- ◆ Provision of a new waste treatment facility (WTF)
- ◆ Provision of a replacement sewage treatment works (STW)
- ◆ Redevelopment of the existing sewage treatment works (ESTW) at Manor Farm.

Map 1 shows the extent of the brief area and the identified sites referred to in section 5 below.

1.3 The revised Brief also seeks to incorporate some of the essential elements of the Council's City 2020 Vision, as they relate to the area. In particular, the Brief emphasises the importance of the A33 Relief Road as a new **Southern Approach** into Reading, and introduces an Urban Design Framework for the area that focuses on high standards of built design and landscape structure. The Brief emphasises the need for future development to be sustainable and well-connected with the existing social and economic communities of south Reading, and Reading as a whole. Future development will be required to comply and contribute positively to the integrated transport strategy for the area, as well as integrate physically and visually with the Kennet Valley landscape. The brief builds on the existing policy framework set out in the relevant local plans.

1.4 The brief covers land within 3 districts, predominantly within Reading Borough but also within Wokingham and Newbury Districts. The whole area is covered by adopted local plans: the Reading Borough Local Plan (RBLP), the Loddon Area Local Plan for this part of Wokingham District and the district-wide Newbury District Local Plan.

2. CONSTRAINTS AFFECTING DEVELOPMENT

2.1 Physical constraints (Maps 1A – 1G)

- 2.1.1 The brief area is affected by some significant physical constraints to development; flood plain, the area's previous and current landfill operations, and areas of archaeological potential; tree preservation orders, wildlife links, wildlife heritage sites (WHS), footpaths and cycleways. These physical constraints are indicated on Maps 1A – 1F.
- 2.1.2 Much of the area lies within land liable to flood. Flood alleviation works have been implemented as part of the Green Park development and are intended to mitigate the effects of raised ground levels on the Park site. Consequently their impact on flooding in the rest of the area is not likely to be significant. Map 1A indicates the location of the flood plain following flood alleviation works being carried out.

3. DEVELOPMENT PLAN POLICIES AND PROPOSALS

3.1 Berkshire Structure Plan

- 3.1.1 The Berkshire Structure Plan covering the period 1991-2006 was adopted in November 1995, and provides the strategic policy framework for Reading and this area. The Structure Plan's overall strategy emphasises the importance of sustainable forms and locations for development and the need to conserve non-renewable resources. In line with this strategy, major developments should be located in areas which can be well served by public transport; the wasteful use or sterilisation of mineral resources should be prevented and the minimisation of waste generation and the recycling of materials encouraged.
- 3.1.2 The Plan also provides the broad framework for protecting and enhancing the environment, the development of an integrated transport strategy and for considering proposals for housing, shopping and employment development.

3.2 Minerals and Waste Local Plans

- 3.2.1 This part of the Kennet Valley, both within and outside the brief area, has for many decades been subject to mineral (gravel and clays) extraction and subsequent filling with household waste in some locations. There is now little available mineral remaining for extraction in the brief area, but permission for filling still has several years to run. These activities are planned to continue for the foreseeable future. Parts of the brief area are identified in both the Replacement Minerals Plan for Berkshire (1995) and Waste Local Plan (1998) for specific activities and these are summarised in Appendix 1. The site-specific proposals below identify those sites of particular relevance to this brief.

3.3 Reading Borough Local Plan

- 3.3.1 Most of the brief area is covered by the Reading Borough Local Plan (RBLP), adopted in October 1998. A summary of the site/area-specific policies relating to the area are set out in Appendix 1. A list of borough-wide policies that may be relevant are contained in Appendix 1a.

3.4 Adjoining Districts (Map 2)

- 3.4.1 Loddon Area Local Plan (WDC) identifies land south of Reading where provision has been made for significant amount of industrial, distribution and storage uses. This notation relates to that part of Green Park lying in WDC. The LALP states that the good location of the site relative to the strategic highway network will assist in reducing pressure on sites within the urban areas where HGV movements will be high. The site is also indicated as one likely to flood.
- 3.4.2 The Newbury District Local Plan identifies that part of Green Park lying in Newbury District as an existing committed development (2.78 ha/7752 sq m of employment floorspace). There is little other reference to the site.

3.5 Local Plan policies in surrounding area

- 3.5.1 North of the brief area lies that part of the valley through which the River Kennet, Kennet and Avon Canal and Holybrook flow. The area is a strategic green wedge providing a setting for the settlement of Reading. The area is identified in RBLP as a part of a major landscape feature together with being a major area of open space and including some wildlife heritage sites.
- 3.5.2 Land to the west of the brief area is identified in NDLP as Lower Kennet Water Park (policy REC14), and land important to the setting of Reading (R.ENV.5), an important countryside recreation area but an area where public access to the area is limited. Creation of new car parks and footpaths are a goal.

4. GENERAL DEVELOPMENT PRINCIPLES FOR THE AREA

4.1 Transport background and constraints

- 4.1.1 The issues and constraints outlined below relate to the existing situation and focus on the existing land uses west of Basingstoke Road as providing base information for the brief. There is currently limited opportunity for movement westward out of the Brief area, by any mode of transport, and the M4 provides a complete barrier to movement itself. The A33 Relief Road also itself restricts east-west movement within the area by non-car modes of transport.
- 4.1.2 At present no local bus service enters the existing employment area west of Basingstoke Road or the area west of the A33 Relief Road. To reach these areas using local bus services it is necessary to use a bus service that travels along the Basingstoke Road from the town centre in a north/south axis. If travelling from other areas of Reading it is necessary to change buses. The Madejski park and ride service now provides a direct non-stop service between the stadium and Reading Town centre/Reading Station. This can also be used to access other local facilities adjacent to the park and ride site. This service should be enhanced and extended to improve public transport access to the new employment land uses in the Green Park area.
- 4.1.3 The principal road network also follows the north/south axis. The employment area west of Basingstoke Road is currently dependent predominantly on access by private car with employers providing extensive free car parking. The opening of the A33 Relief Road has improved access to the area by private vehicles and reduced traffic volumes and environmental impacts along the parallel Basingstoke Road. However, the existing

level of committed development in the area will increase traffic demand on this road infrastructure and on the spare capacity that currently exists.

- 4.1.4 The Reading/Basingstoke and south railway line runs along the western boundary. There are currently no railway stations between Reading West and Mortimer, Berkshire.
- 4.1.5 Apart from the proposed cycle route from Southcote along railway line into Green Park, there are currently no formal cycle routes from the east and north west entering the area. The Basingstoke Road and A33 Relief Road provide some restriction to access from the east by cyclists. Dedicated cycle facilities along the A33 relief road improve north-south access and link into a cycle way along Rose Kiln Lane. The Reading Local Transport Plan contains a comprehensive cycle way network for the Reading Urban Area.
- 4.1.6 Whilst within reasonable walking distance of a large residential area in Whitley the area is currently pedestrian unfriendly. Footways are limited to those adjoining heavily trafficked roads and the Basingstoke Road and A33 Relief Road provide barriers to east-west pedestrian movements. The A33 relief road has footway provision throughout its length that link into the wider pedestrian network in south Reading but few signalised junctions to allow easy crossing to new development.
- 4.2 SWR1 Increase variety of opportunities for different modes of transport to access development within the brief area, allowing real choices to be made about car usage. Access by other modes of transport to be at least equal in quality to that provided for those travelling by private car.**
- 4.2.1 The provisional Reading Local Transport Plan includes the Reading Urban Area Package (RUAP) which represent a transport strategy developed by Reading Borough Council, West Berkshire Council and Wokingham District Council for the urban area. The RUAP contains proposals for the South Reading corridor which covers an area larger than this brief. There are a wide range of proposed measures for the south Reading corridor. The major transport schemes currently proposed are:
- ◆ Accessibility and environmental improvements on the Basingstoke Road, Shinfield Road and Northumberland Avenue (bus lanes, traffic calming, local environmental enhancement schemes, parking restrictions, selected junction alterations and traffic management)
 - ◆ Park and Ride facility at MereOak Lane
 - ◆ New Rail Station – Green Park
 - ◆ Junction 11 M4 redesign and major maintenance
 - ◆ Business Initiatives to introduce Green Transport Plans.
- 4.2.2 The substantial existing development commitments have created and will add a significant number of new jobs in the brief area. These employees and any potential new employees need a viable alternative to the private car. Existing and currently proposed transport infrastructure/services will improve accessibility to the area by a wide range of modes of transport. Further development within the area provides the opportunity to secure a more sustainable and integrated transport system to serve the

brief area and adjacent areas, and improving links to the town centre and other key locations.

- 4.2.3 The council is looking to take a visionary approach to public transport provision and achieve a step change in the level and quality of public transport services in this corridor of Reading. It is felt that the scale of existing and potential new development in the area may provide the opportunity to introduce a new high quality mass transit system. It is envisaged that such a system could form one component of a much wider system for the Reading area.
- 4.2.4 Improved bus service provision is one of the obvious ways of offering an alternative to private car use for access to the area. Clear priority over private vehicles needs to be established through highway design and traffic management. High quality facilities, vehicles, infrastructure and information will be necessary to encourage use. Integration with existing services will be important. Opportunities to provide circular bus routes through the area by incorporating such features as dedicated bus links will be encouraged. Other measures could take the form of new services for currently unserved areas, employer revenue support for employee tickets and on-site bus information. New services need to be provided from a very early point in the phasing of development and a commitment to providing services for a 10 year period may be required. Adoption of roads within new development will be essential. Major residential development proposals south of the M4 should provide the opportunity for integrated public transport services that meet the demands of any successful development site in that area and development within the brief area.
- 4.2.5 The council has undertaken a study to consider the implications of a new station within South Reading. Major commercial development in the brief area has prompted the study to investigate the potential for mode switch for people travelling to that area. The study has concluded that a new rail station is an appropriate opportunity and a planning application is expected. The council is continuing to promote this opportunity with Railtrack and the relevant Train Operating Company. Additional development in the area that generates further people movements would support this proposal but also offer such developments significant transport benefits.
- 4.2.6 Junction 11, M4 represents a key gateway to south Reading (including the brief area) and Reading town centre. The significant level of development that has taken place in south Reading and the major proposals for new residential development south of the M4 has prompted the council into developing options for a fully integrated transport scheme at the junction which would benefit all users and modes, especially public transport, cycling and walking. Further development within the brief area will make the implementation of such a scheme more important.
- 4.2.7 For cycle and pedestrian transport dedicated cycleways and pedestrian routes both within the brief area and linking into adjoining areas and existing and proposed routes outside the brief area are required. In particular the linking of the major residential area east of the Basingstoke Road, Southcote and Coley which are within both walking and cycling distance to the existing employment area and brief area is particularly important. Key crossing points of the Basingstoke Road and A33 Relief road need to be identified and made pedestrian friendly. Large residential areas in west Reading are also within cycling distance and the proposed cycle route network identified in the LTP will continue to be pursued.

- 4.2.8 The sharing of private employee parking where it is located close to leisure facilities for weekend use will be sought. Opportunities will also be sought to share employee parking on the edge of the development and along water features where these logically link to the footway and cycle network in the Kennet Valley. Parking for walkers and anglers will be identified for use outside normal working hours.
- 4.2.9 The parking standards for the area are set out in the local plan, but will be applied in the light of emerging government and strategic policy, including the draft Regional Planning Guidance (RPG 9), Planning Policy Guidance 3 on Housing and proposed revisions to PPG13. In particular, account will be taken of the opportunities for shared parking in calculating the appropriate parking standard for any particular part of the development. There may be opportunities to balance a reduced parking provision against increases in floorspace where this does not breach strategic and local plan policy in relation to employment and housing provision or traffic capacity. Any major development will be expected to submit a full transport impact assessment (TIA) and contribute appropriately towards the objectives of the LTP.
- 4.2.10 The council has been working closely with a number of the existing businesses in the area to assist in the development of their company Green Travel Plans. The council will expect a commitment to the production of a Green Transport Plan for employees at any major new development.
- 4.2.11 Monitoring of the travel impact of new development proposals is important to determine the effectiveness of implemented transport measures. It also enables progress toward adopted targets for the local area (or established as part of Green Travel Plans). With any major new development proposal a monitoring programme may be required with regular reporting milestones. Should the monitoring provide evidence that the TIA targets are not being met, developers may be required to provide additional works or resources to achieve the modal split required.
- 4.2.12 In order to achieve the aim of a diversity of modes of transport in the brief area a set of general design principles for new development are set out in Appendix 3, most of which are taken directly from the local plan. A transport study is currently being undertaken to assess the future transport needs of the area and this will help direct future transport improvements in the area.
- 4.3 SWR2 The form of any new development should be of high quality design and accord with the urban design framework set out in Appendix 2. Where appropriate development should respect the character of the surrounding area and particularly that of the Kennet Valley.**
- 4.3.1 The density of development in terms of site coverage and resultant activity levels will vary across the area. The highest density of development should be located next to, and be well-connected to, the existing built areas, whereas lower density development will normally be in those areas where it abuts the open Kennet Valley and informal leisure areas. In these locations the proportion of space devoted to soft landscaping should be substantial to allow for the integration of new development into the existing landscape and should be in proportion to the impact of the development.
- 4.3.2 Proposals for new development will need to be accompanied by a statement indicating the design approach adopted and how it meets the objectives of the Southern Approach urban design framework set out in Appendix 2. In particular, schemes should recognise the relationships between the open space network, landscape structure and buildings.

Particular attention will be paid to landmark buildings and features, vistas, integration of open spaces, building heights and appropriate materials where these impact on views from the A33 Relief Road. Issues of security, both of person and property will be important and opportunities to provide surveillance of public areas will be sought. A strategy for public access to amenity areas will be required.

- 4.3.3 The landscape strategy for the area will take the principle of varying densities of development into account. Where densities are lower the proportion of soft landscaping will be increased, existing and new mature trees and watercourses will form the major element of this strategy. In higher density schemes more urban innovative forms of landscaping may be more appropriate.
- 4.3.4 The views into and out of the area will need to be considered. Views into the brief area can be gained from higher areas such as Coley, Prospect Park, Katesgrove and the ridge towards Shinfield. The views gained from vehicles travelling along the M4 and A33 Relief Road are also important in considering the visual impact of new development.
- 4.3.5 Public art should be an integral part of any new development and the Percent for Art approach should be adopted where possible. Developers will be encouraged to integrate public art in any new development in the area and particular regard will be paid to the contribution that public art makes to the appearance of the scheme and the overall quality of the environment. Advertising should respect the objectives of the Southern Approach design framework, and should not detract from the high quality streetscape envisaged.
- 4.4 **SWR3 New development should incorporate opportunities and improvements to increase bio-diversity and create a landscape which integrates with that of the Kennet Valley. Wildlife links and refuges should be protected, strengthened or created wherever possible.**
 - 4.4.1 The existing features of greatest landscape importance are those that define the area, notably hedgerows, individual trees and tree groups/belts, existing ditches and watercourses such as Foudry Brook. In ecological terms these linear features provide wildlife refuges and corridors for movement and the enhancement of these will be incorporated in any proposals. These corridors will link with the Kennet Valley to the west and the Holybrook and Kennet to the north.
 - 4.4.2. Considerable changes have been brought about in the landscape through the introduction of a flood relief channel and the development of the existing landfill site. Where possible implementation of landscape proposals should be undertaken ahead of built development to achieve early establishment of trees and shrub areas.
 - 4.4.3 The principle of variation in density of development is complemented by a strategy for the open space network which can benefit from the intrinsic amenity value of watercourses (existing and proposed), while not damaging their wildlife corridor functions, the use of open spaces for footpath and cycling links and the opportunity to provide informal leisure facilities for employees in the area (e.g. picnic areas, kick-about spaces).
- 4.5 **SWR4 All new built development will have regard to the need to minimise reliance on external sources of energy.**

4.5.1 There are a large number of ways in which energy efficient development can be achieved and these include the following:

- ◆ Use of solar energy and other renewable energy sources
- ◆ Combined Heat and Power
- ◆ Sustainable water use, such as grey water recycling
- ◆ Layout design and orientation of buildings taking into account aspect, windows, roof pitch and overshadowing
- ◆ Recycling and re-use of materials and aggregates
- ◆ Use of materials in construction which are designed to minimise embodied energy and energy in use
- ◆ Attention to landscaping of the development assessing opportunities to enhance the microclimate to create conditions which reduce energy use.

4.5.2 Given the proximity of the sites for the proposed waste and sewage treatment facilities, there may be an opportunity, depending on time scales, to investigate possible synergies in the event that waste to energy technology is involved.

4.5.3 Proposals should address the objectives set out in the Developers Green Guide produced by the Council.

4.6 SWR5 Where development has demonstrable community benefit a range of enabling development will be considered.

4.6.1 In considering any proposal for a development which has a clearly demonstrable community benefit a variety of land uses might be proposed as enabling development. Proposals that include such development will be required to provide exceptional justification if they are to be considered. Such exceptional justification should demonstrate the overriding community benefit of the proposal and include evidence of need for the types of development proposed.

4.6.2 There will be a requirement to demonstrate that there is a viable choice of modes of transport to access such development including public transport, cycling and walking from adjoining employment and residential areas.

4.7 SWR 6 The provision of infrastructure and phasing of development will be co-ordinated where possible to ensure the rational development of the area and the avoidance of blighted areas awaiting development.

4.7.1 The scale of development within the brief area is such that there will be large areas of land, in the initial stages, awaiting development. During these interim stages it will be essential that these areas are landscaped and maintained and adequate access retained. Consideration will be given to possible appropriate temporary uses on the land which do not conflict with local plan policies or the wider objectives of this brief.

4.8 SWR7 Provide equality of opportunity and access to work, leisure and home for all.

- 4.8.1 New employment development should provide a diversity of uses which offers a wide range of job opportunities. By working in partnership with community groups and local business interests the needs of target groups and local people can be identified and provision made for specific needs within the substantial number of jobs to be created in the area. Facilities should be provided that facilitate equality of opportunity and access to employment such as creches and training facilities.
- 4.8.2 All types of new development should be accessible to all of the community, be it places of work, leisure or homes. This includes not only buildings where separate legislation for disabled access is mandatory, but also the space around buildings and the open space network. Crime and fear can be reduced by good environmental design. Development will need to accommodate the requirements of specialised services such as Readibus.

5. SITE SPECIFIC PROPOSALS

5.1 Site 1: Existing Sewage Treatment Works, Manor Farm

- 5.2 If the provision of a new sewage treatment works on a different site is not able to proceed, then the existing facility will need to be refurbished and upgraded to comply with new industry standards. In the event that a new sewage treatment works is provided elsewhere, the following are key development principles that would apply to the site, regardless of the final end use:
- ◆ The site is approximately 50 acres in size and is most suitable for some form of medium to high-density mixed-use development, in accordance with the principles of City 2020 and government guidance. The nature and extent of site remediation will depend on the end use of the site, but should ensure groundwater, surface water and air quality are acceptable. It is likely that a full Environmental Impact Assessment (EIA) will be required for a development of this scale.
 - ◆ The development must be permeable and well-linked to other areas, especially east-west, although the level and nature of that permeability may vary depending on the end uses. Any development should improve opportunities for pedestrian and cycle access to the Kennet Meadows and bus links to the town centre and Green Park. A transport study is currently being undertaken to assess the future transport needs of the area and the initial phase will assess the need for all-moves junctions on the A33, serving both Island Road and the redevelopment of the ESTW. In the event of commercial development, access to individual premises directly off the A33 will not normally be permitted.
 - ◆ The Foudry Brook and its environs is a key feature which must be protected and enhanced in terms of its ecological and landscape value, while being integrated in such a way that it benefits those who occupy and use the development, those who travel along the A33 Relief Road, and those who live and work in the area.
 - ◆ The design of the development should be original, innovative and adaptable, and of the highest quality. In particular, any scheme should incorporate landmark buildings along the frontage with the A33 Relief Road, in line with the urban design framework for the area. Energy efficiency, and conservation of resources should be a

significant component of any design strategy for the site. e.g. combined heat and power, and renewable energy.

5.3 Given these key development principles, there is a continuum of options for the final mix of uses, which to varying degrees would have to be justified given current development plan policy:

5.3.1 **A: Mixed commercial development to provide a range of flexible and long-lasting space comprising a mix of B1/B2/B8 and ancillary and associated uses, including space for small and medium Enterprises.**

5.3.2 A commercial proposal of this scale would need to demonstrate clearly how it would contribute positively to the objectives of a sustainable economy. Any proposal would need to be accompanied by a comprehensive Economic Impact Assessment, covering aspects such as impact on existing employment areas, housing demand, labour and skills supply and a package of mitigating measures. Proposals would need to demonstrate that the location was, or could be made to be, sustainable in transport terms. The submission of a comprehensive Transport Impact Assessment, including a green travel plan for the development would therefore be essential.

5.3.3 **B: Mixed commercial and leisure development, containing one or more of the uses in option A, but incorporating a substantial element of built leisure use.**

5.3.4 In addition to the requirements above, any proposals for major leisure would need to demonstrate need, and that the sequential approach has been applied in selecting the location in line with government guidance.

5.3.5 **C: Mixed scheme comprising predominantly housing, with ancillary and associated uses and possibly some commercial and/or built leisure use.**

5.3.6 Any proposal would have to demonstrate that the resulting development would meet a range of local housing needs existing at the time, and **deliver a sustainable residential community**. For example, in order to avoid a mono-culture of single tenure and housing type the scheme would have to comprise a suitable mix of housing types and tenure (including affordable housing, in line with Policy HSG2 of the RBLP). Development should be dense enough to ensure there were enough people to provide the critical mass necessary for a sense of community. Government guidance (PPG3 Housing) recommends densities of between 30-50 dwellings per hectare (dph), and in this case the density should be no less than 40 dph. The final range of housing provided should reflect the needs of the wider community at the time of development and the planning decision process should reflect this.

5.3.7 In order to provide an environment conducive to a thriving community, development must be based on a set of agreed development and design principles and a master plan for the area. In particular, design should focus not only on the individuality of the homes, but on the public facilities, spaces and linkages. In addition, while development should not turn its back on a principal approach to the city centre, an appropriate and effective buffer needs to be provided between new homes and the A33. Given the surrounding range of commercial uses, any proposal would need to demonstrate how it would relate and integrate with these uses.

5.3.8 Any proposal should be comprehensive and include the provision of, or contribution towards, associated education, community and recreational facilities, as well as open

space and other ancillary uses such as retail and local services. It may be appropriate for some associated recreational use to be provided on the land north of Island Road, immediately to the west of the A33.

- 5.3.9 Any scheme must be permeable and ensure that sufficient activity and integration can take place throughout the area. The development should be penetrated by a network of roads, cycleways and footpaths, from all directions, but particularly east to west. Existing links, to the Basingstoke Road and the existing Whitley community must be improved and new links, including bus links should be provided. A future community must not become divided on the basis of access; there should be links across the site. Commuter rat-running can be effectively controlled and minimised through design and the creation of a "Home Zone".
- 5.3.10 It is crucial that new residents feel connected to the surrounding area, and particularly with the existing residential communities of Whitley. If housing is to be acceptable on this site, it must be accompanied by a commitment from the developers to work with the Council to identify and secure opportunities for achieving continuity between this development and nearby residential communities and the wider area. In order to provide a framework for this objective and to carry it forward, a study will be undertaken to identify and assess opportunities for securing its realisation within a reasonable time.
- 5.3.11 As this option is predominantly a housing one, the scale and nature of business development must therefore complement and support the residential use of the site. Depending on the scale and nature of any associated commercial and leisure elements, the issues outlined in A and B above would need to be addressed.
- 5.3.12 In summary, the Council will need to be satisfied that any proposal will be able to deliver a sustainable development and community on this site. It is envisaged that this can be done by securing an agreed set of development principles and a master plan at the outset, but that adequate flexibility should be maintained so that the more detailed stages of the process, for example reserved matters, can deliver an outcome that reflects the needs of the community and the Council's priorities at the time of development.

5.4 Site 2: Reading Stadium, west of A33 Relief Road

- 5.4.1 The site is owned by the Council and is currently occupied by Reading Stadium (greyhound and speedway racing) to the south and land to the north is used for inert material recycling. The site is identified as Site D of Preferred Area 11 of the Waste Local Plan (see Appendix 1). In the event of this land coming forward for redevelopment, policy LE1 7 of the RBLP requires comparable replacement leisure facilities to be provided, either on-site or at an alternative location. An alternative provision would also need to be made for the inert waste recycling facility. In terms of future land uses, a similar approach to that used for site 1 above should be applied here. However, the site is not considered suitable for housing, given its relatively isolated location, west of the A33 Relief Road. Although no new direct access onto the relief road will be permitted, there is as yet no clear preference in terms of access from either Island Road or Longwater Avenue, and will depend to some extent on the nature of the final development and the findings of the transport study currently underway.

5.5 Site 3: Former Sludge Beds

- 5.5.1** This site also falls within Site D of Preferred Area 11 of the WLP, which includes waste treatment in its list of potential uses (see Appendix 1). It is proposed that the site be developed for a new sewage treatment works (STW). This site is owned by the Council and currently takes the form of disused raised sludge lagoons, previously used in connection with sewage disposal. The nature of the previous use means the site will need significant remediation works prior to any development. Any application for a STW would need to be accompanied by a full EIA, to cover such issues as site remediation, air quality/smell and groundwater quality.
- 5.5.2** Operational access is likely to be via Island Road. Proposals for Site 5 (below) includes an option to expand the NSTW, if required, provided necessary land for new waste treatment facility is set aside. Where possible and ground conditions allow, operational plant and structures should be located below ground in order to reduce visual impact. Substantial and appropriate boundary treatment and/or screening at the southern end of the site will be required in order to deal with the development's relationship with Green Park. Proposals for uses other than those directly related to the NSTW or other waste treatment facilities, will be determined on their merits, provided they would not prejudice the future provision of waste treatment facilities, as reflected by the safeguarding of this site in the Waste Local Plan.

5.6 Site 4: Civic Amenity Site and land to the south

- 5.6.1** A new Civic Amenity site is now operating under a permanent planning consent at the northern end of this site. This 1996 permission also allows for a major waste reclamation plant comprising a materials recycling facility and composting on the remainder of the site. A decision has subsequently been taken not to proceed with this particular scheme. However, the Council is currently working in partnership with Bracknell and Wokingham Councils to provide sustainable waste management services for the future and is looking to locate a major waste treatment facility in this location. The site, whilst lying outside the settlement boundary, has been accepted as suitable for this form of development in view of the difficulty of finding suitable sites for such a facility in a dense urban area. The land has been the subject to waste disposal following mineral extraction, and the southern part of the site is a restored engineering landfill in which non-inert waste was deposited. Any development will need to overcome this constraint. New development will also need to address the principles of the urban design strategy and landscaping outlined in this brief. It is anticipated that any proposal for a waste disposal facility will need to be accompanied by a full environmental impact assessment (EIA) covering land contamination, traffic, noise, smell and visual issues, amongst other issues. Where possible, operational plant and structures should be located below ground in order to reduce visual impact.

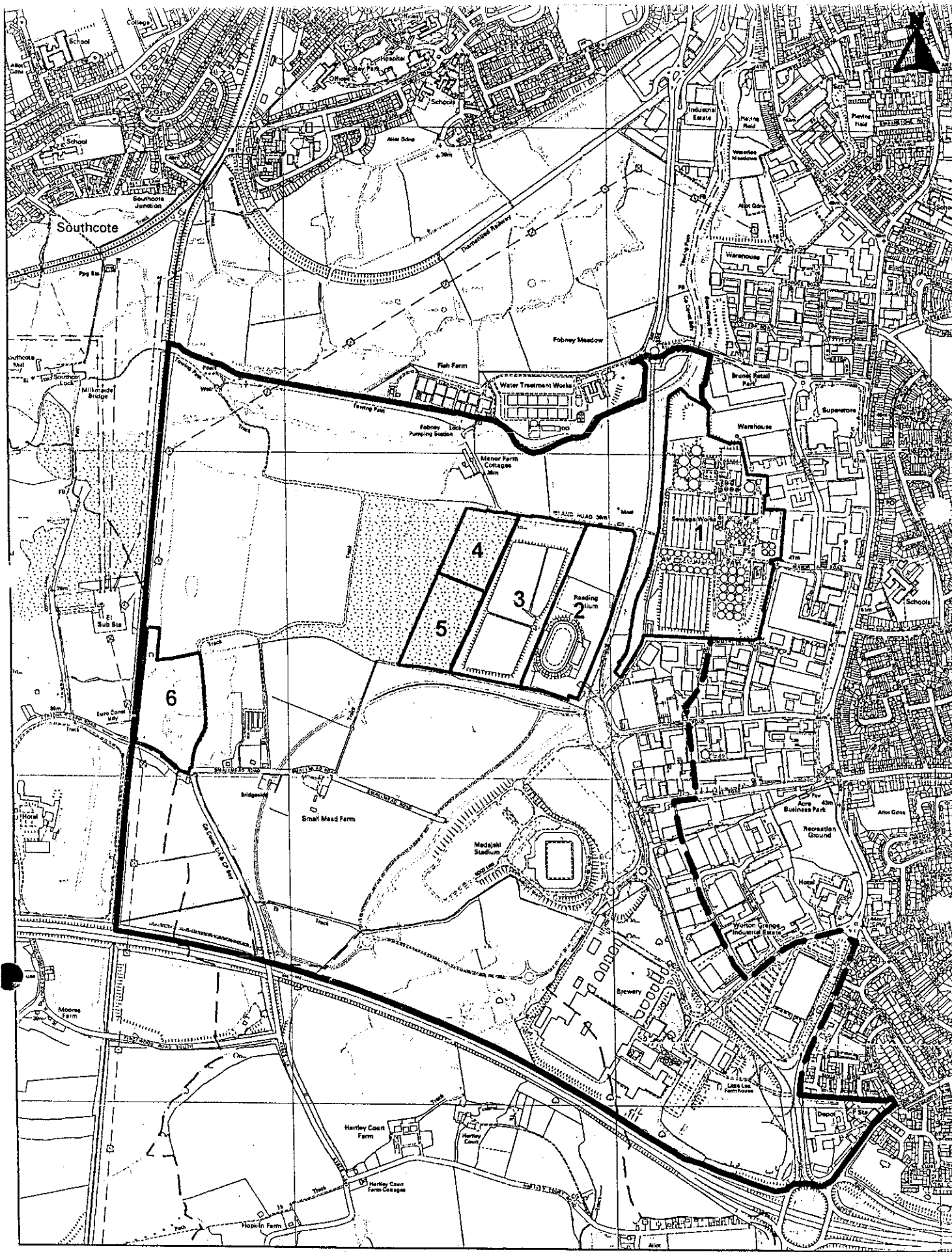
5.7 Site 5: Land to the South of Civic Amenity Site and site for Waste Treatment Facility

- 5.7.1** The northern part of this site should be reserved in the event that some additional land is required to enable the waste treatment facility to proceed. The southern part of the site could provide for the possible future expansion of the new sewage treatment plant, in the event that it is developed on the adjoining site. Proposals for this area would have to address the impact on the existing flood relief channel that currently runs to the east of the site. Depending of the nature of any development here, substantial and

appropriate boundary treatment and/or screening at the southern end of the site will be required, as development is likely to have an impact on Green Park.

5.8 Site 6: New Rail Station - Pingewood

- 5.8.1 The provision of a new rail station to serve new and existing development in the area, including Green Park is to be encouraged, provided it would not prejudice the provision of a rail aggregates depot in this locality, if such a facility was required (see Site MW1 Appendix 1). A halt would provide a further alternative mode of transport to access the employment area for employees and the leisure facilities particularly for football supporters. Clearly, in order to utilise a halt in this location a regular bus service would be required to serve the brief area. The major employers in the area could consider the provision of employee bus services similar to those provided currently into the town centre. Any facility should provide for full disabled access and include adequate security and personal safety measures, such as CCTV.



Key:



Identified Sites

MAP 1

Title: South West Reading Planning Brief
Review - Consultation Draft

Date: 08/12/1999

Drg.No.:

Scale:

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MAP 1A – FLOODPLAIN
CURRENTLY BEING UPDATED

SCALE 1:15000 ORIGIN 470533E 12009N ROTATION 0 EQUITY COORD 12500 MAP 80000042 TITLE BLACK ROCK 10/12/95 09/08/95 LINE 114842 SIZE 12500 AREA 1010189 sq. USFS - READING BC



Title: SOUTH WEST READING - DEVELOPMENT BRIEF
TREE PRESERVATION ORDERS

Date: 09/08/95

Dwg.No. MAP

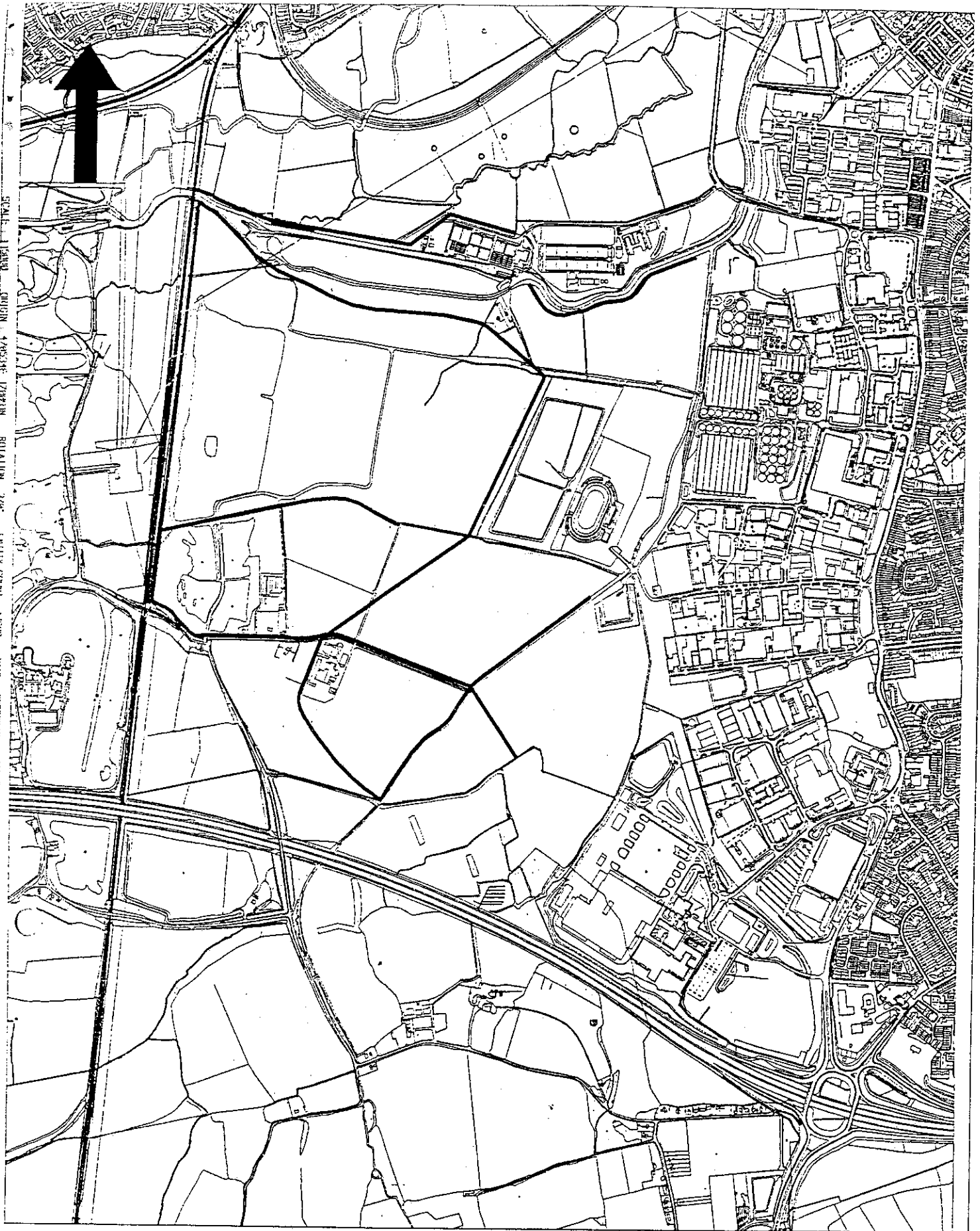
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Scale: 1:15000



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Title: SOUTH WEST READING - DEVELOPMENT BRIEF
FOOTPATHS

Date: 21/08/95

DwgNo: MAP

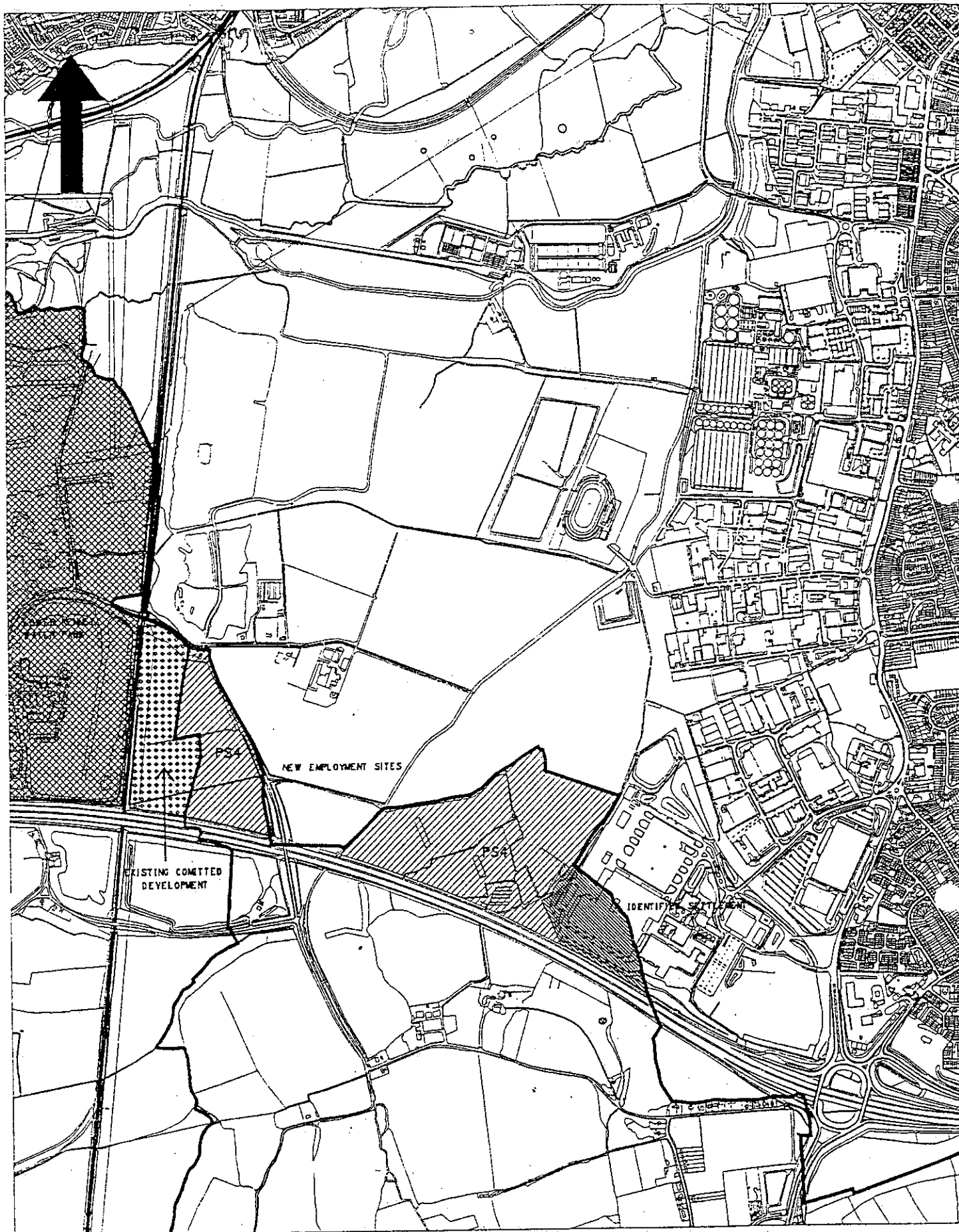
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Title: SOUTH WEST READING - DEVELOPMENT BRIEF
ADJACENT DISTRICTS

Date: 10/08/95

Drg.No. MAP

2

Scale: 1:15000

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INTRODUCTORY POLICY GUIDE TO SOUTH WEST READING

Unless otherwise stated, all of the policies referred to below are contained in the adopted Reading Borough Local Plan (RBLP). This, along with the adopted Structure Plan (BSP), and Minerals (RMLP) and Waste (WLP) Local Plans, form the statutory development plan for the area.

1. The Settlement Boundary

There are two principal policies that relate to the Settlement Boundary:

- Structure Plan Policy C2: Development Outside Built-Up Areas and Settlements

Development outside built-up areas and settlement boundaries will be strictly controlled, and permitted only:

- i) where it is required for agriculture or forestry; or
- ii) for the re-use, adaptation or redevelopment of existing buildings, particularly to assist the diversification of the rural economy and to maintain or enhance the rural environment; or
- iii) other development for which a rural location is essential;

provided it is both appropriate in scale, form, impact, character and siting to its location in the countryside and is acceptable in terms of other policies.

- Policy Key 4: Areas of Development

This policy seeks to ensure that open areas outside the built up area are protected from inappropriate development. The purpose of the policy is to protect green wedges/lungs of open space from inappropriate development. The acceptability of a proposal, including essential utilities, will depend upon its suitability for the site, impact of related activity, adequacy of measures which integrate it into the setting and impact on adjacent settlement.

2. Basingstoke Road Major Industrial Area

- Policy EMP 7: Major Industrial Areas

This policy normally favours development provided certain criteria are met, notably:

Where appropriate the proposal provides a variety of type and size of unit, particularly where industrial, storage and distribution space would be lost;

Where appropriate the proposal contributes to associated environmental improvements;

- Policy EMP 8: Distribution and Storage Space in the Basingstoke Road Industrial Area.

This policy normally resists the loss of distribution and storage (class B8) floorspace.

3. Areas Covered By Environmental Protection Policies

The areas shaded green on the attached map are covered by one or more of the following environmental protection/enhancement policies:

- **Policy LEI 2: Major areas of Open Space**

This policy will not normally allow any development or change of use, on or adjacent to these sites, which would result in the loss of the open space or jeopardise their use or enjoyment by the public.

- **Policy LEI 4: Neighbourhood Recreation Areas**

This Policy identifies individual areas and promotes their maintenance and improvement.

- **Policy NE 2: Wildlife Heritage Sites**

This policy will not normally allow development which may destroy or adversely affect the whole or part of these sites or of any subsequently designated sites. The Council will bring forward other sites for wildlife heritage site designation as appropriate, and may alter existing sites in the light of updated information.

- **Policy NE 3: Wildlife Links**

This policy seeks to consolidate, extend and enhance the network, and will not normally permit any development which will sever or threaten the integrity of a wildlife link.

- **Policy NE 4: Major Landscape Feature**

This policy will not permit development which would detract from the appearance of the Borough's major landscape features, including the Kennet and Holy Brook Floodplain.

4. Site Specific Proposals

The Site numbers correspond to those allocated in the RBLP.

Site 1 (Rose Kiln Lane/Coley Goods Yard South of Berkeley Avenue)

- Site allocated in **Policy EMP1** for phase II of the A33 Relief Road and associated landscape works; B1 business use and B8 storage and distribution uses; car showrooms; housing. *Partly implemented.*

Site 2 (Reading International Business Park)

Offices and creche, currently under construction.

Site 6 (Part of depot site, junction 11, M4)

- Allocated in **Policy EMP1** for small workshop units (B1/B2 uses) and B8 storage and distribution uses. *In principle consent for warehousing, but not implemented.*

Site 7 (Green Park)

- *Business Park, currently under construction.*

Site 8 (Reading Football Club/Reading Gate Retail Park)

Development virtually completed.

Site 11 (Acre Road Business Park) & Site 13 (The Micro Centre, Gillette Way)

- **Policy EMP6 Units for Small Firms.**

This policy will not normally permit the loss of small units on these sites.

Site 32 (Southcote Linear Park/Land South of Circuit Lane)

- **Policy LEI4 – Neighbourhood Recreation Areas.**

See section 3.

- **Policy WAT10 – Waterways.**

Land south of Circuit Lane: Managed informal landscape as extension to Southcote Linear Park.

Site 33 (Waterloo Meadows) & Site 66 (Whitley Wood Recreation Ground)

- **Policy LEI4 – Neighbourhood Recreation Areas.**

See section 3.

Site 42 (Kennet Meadows) is allocated as an area of major open space, and includes wildlife heritage sites.

Site 75 (Land Between Rose Kiln Lane and River Kennet)

- **Policy WAT10 – Waterways.**

Retain for low key recreational use and maintain pedestrian links to and along bank. Landscaping works associated with A33 Relief Road. *Not implemented.*

Site 84 (Part of Fobney Waterworks and Land South of River)

- **Policy WAT10 – Waterways.**

Visitor centre including information centre; picnic area; landscape improvements; car park. *Not implemented.*

5. Minerals and Waste Sites

These sites and policies are contained in the adopted Waste (WLP) and Replacement Minerals (RMLP) Local Plans. Sites covered by both plans are prefixed MW.

Site M1 (Pingewood)

- Policy 26 (RMLP) Safeguarded Rail Depot Site, Pingewood

This policy safeguards the site from development which would prejudice their use as rail aggregates depots. *No proposal for development has come forward to date.*

Site MW1 (Smallmead)

- Policy 2 (RMLP)

This policy opposes development that would sterilise mineral deposits or prejudice future working of minerals on adjacent sites, except in/over certain exceptional circumstances (see RMLP for details).

- Preferred Area 8, Smallmead (RMLP) & Part of Preferred Area 11 (WLP)

This provides an in-principle presumption in favour of sand and gravel extraction. This area is proposed for a number of uses. The Waste Local Plan identifies the area as suitable for engineered landfill following mineral extraction, with its new contours designed to marry in with the proposals to the north. In addition, the area has permission for the storage of topsoil during the period of construction of Green Park.

Sites W1, W2 AND W3 (Smallmead) – Area 11

- Policy WLP 11 /Preferred Area 11, Smallmead (WLP)

This policy favours waste management development in Preferred Areas, such as Smallmead, as long as the proposals comply with other policies.

The principle potential uses for Area 11 are listed as: **waste treatment; waste to energy; engineered landfill; major recycling; recycling-inert; difficult/special waste recycling treatment or transfer; metal recycling; or a civic amenity site.**

- Policy WLP 21

This policy safeguards the Civic Amenity Site on site W2.

Site W1: Existing landfill site and lakes

This area has planning permission for mineral extraction and subsequent restoration to agriculture following filling. Mineral extraction has now been completed, but land filling continues under a permission that runs until 2007.

Site W2: Civic Amenity Site and adjoining land

Aside from the Civic Amenity site, site W2 forms part of a larger site immediately to the west of W3 that has planning permission for waste treatment plant, and is identified for such use in the WLP.

Site W3: Sludge Beds and Reading Stadium

The western half of this area is occupied by disused sludge lagoons. A temporary inert waste facility occupies the northern part of this site, with the Smallmead greyhound and speedway stadium covering the remainder. The site is considered a contingency site for Waste to Energy in the WLP.

7. Bibliography

Reading Borough Local Plan (RBLP)

Adopted October 1998

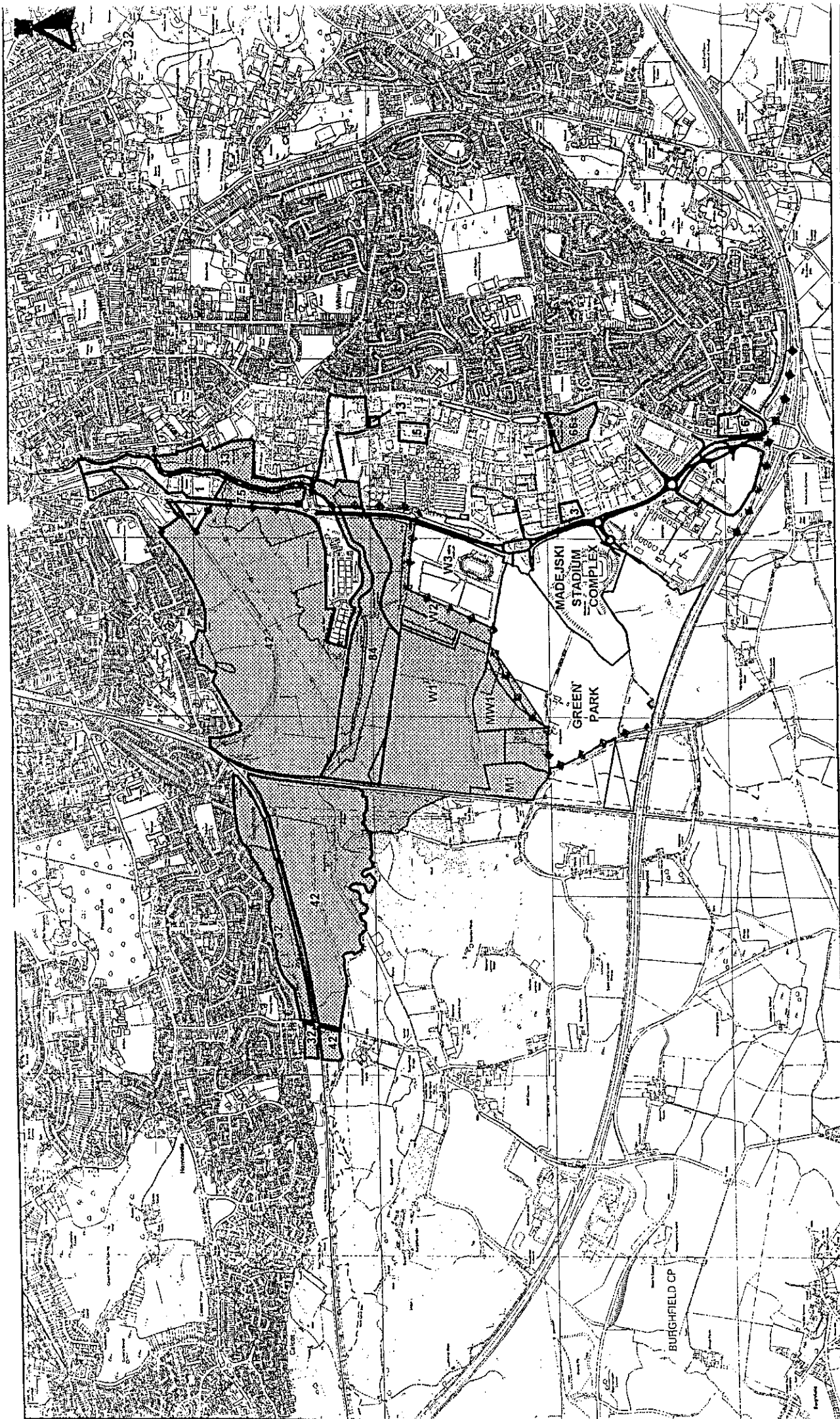
Berkshire Structure Plan (BSP)

Adopted November 1995

Replacement Minerals Local Plan for Berkshire (RMLP) Adopted November 1995

Waste Local Plan for Berkshire (WLP)

Adopted December 1998



Title: South West Reading Introductory Policy Guide - Appendix 1

Date: 8/12/1999

Dwg. No.:

Scale: 1:20000

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- ☐ RBC Ownership
- ☐ Specific Sites
- ☐ Waste Local Plan

- ☐ Major Industrial Area
- ☐ Environmental Protection Policy
- ☐ A33 Relief Road

- ☐ Settlement Boundary

APPENDIX 1a

This development brief has been drafted within the context of the policies contained within the adopted Reading Borough Local Plan. The following list identifies those policies of most direct relevance to development in the Brief area but it is recommended that reference is made to the source documents in order to ensure that all relevant policies have been addressed in any proposal.

KEY 1	Equality of access to development
KEY 2A	Conservation of the environment and natural resources
KEY 2B	Conservation of built environment and assets
KEY 3	The role of development in improving the town
KEY 4	Areas of development
EMP1	Proposals for major employment generating development outside the town centre
EMP2	Control of major development throughout the Borough
EMP3	Acceptability of employment development
EMP4	Maintaining a variety of premises
EMP7	Major industrial areas
EMP8	Distribution and storage space in the Basingstoke Road Industrial area
HSG2	Affordable Housing
HSG5	Residential Design standards
HSG9	Location of residential development
HSG10	Housing provision for people with disabilities
TRN1	A balanced transport strategy
TRN2	Bus priority and interchange
TRN3	Park and Ride
TRN4	Cycle routes
TRN5	Cycle parking
TRN6	Pedestrians
TRN7	Rail travel
TRN8	Major highway schemes and associated works
TRN9	Local highway improvements
TRN11A	Location of development
TRN11B	Development and traffic
TRN12	Car parking
TRN15	Parking for people with disabilities
RET1	Development outside existing shopping centres
CUD14	Standards of design in new development
COM9	Community facilities
LEI2	Major areas of open space
LEI3	Provision and improvement of leisure and recreation facilities
LEI5	Recreational pathways
LEI6	New leisure facilities
LEI7	Protection of existing leisure facilities
LE18	Stadium
NE3	Wildlife links
NE4	Major landscape features
NE5	Trees, hedges and woodlands
NE6	Protecting wildlife habitats and natural features on or adjoining development sites

NE7	Creative nature conservation
NE8	Environmental pollution
NE9	Environmental implications
WAT1	General objective for the waterways
WAT2	Waterways law use objectives
WAT3	Access to the waterways
WAT5	Facilities for people with disabilities
WAT6	Waterways cycling policy
WAT7	Development in the flood plain
WAT9	Waterways design objectives
WAT10	Waterways – site specific proposals

READING SOUTHERN APPROACH

URBAN DESIGN FRAMEWORK

The Urban Design Framework sets out generic principles for the Reading Southern Approach and is based on the contextual background set out as appended. The design framework goes beyond the eastern boundary of the planning brief in order to integrate development along the new road with new and existing structures and forms in the wider Basingstoke Road industrial area. These principles seek to meet the following objectives:

- To tackle the problems arising from piecemeal development and lack of cohesion in the A33 area.
- To respond to development pressures along the new road frontage.
- To promote high standards of design in built form and landscape structure.
- To identify opportunities to enhance the **Southern Approach** to Reading.

Generic principles

1. *Reinforce, enhance or improve established urban streets and urban spaces, from an aesthetic and safety perspective.*

Good streets rely on a cohesive frontage for their success. This uninterrupted formation provides a linear experience on a pedestrian and vehicular scale. To enhance the A33 street scene clear divisions of public and private space need to be achieved, which rely on built-form rather than security fencing and amenity landscaping for frontage definition. These aims can be achieved by adhering to the following guidance:

- Where of sufficient quality retain existing buildings which front onto the new A33, tidying up frontages and entrances. Where redevelopment is proposed, new structures should be made to face the road.
- Car parking should be located away from street frontages and screened by built form. Car parking on larger scales should include extensive, robust and imaginative landscaping and bold tree planting of suitable species.
- Grass verges to be enhanced through tree planting, as services allow, to reinforce the street pattern and increase visual experience for users.
- Block sizes facing onto the A33 should be designed to encourage pedestrian permeability whilst still being in scale with building form.
- The existing graduation from smaller plot sizes in the north to larger in the south should be maintained.

2. *Prescribe building heights and proximities to site boundaries to achieve a cohesive frontage network and reduce the area to a human scale.*

Building heights should generally be regulated by local development patterns. At specific locations, landmark buildings should be used to punctuate the sequence of the A33 corridor.

The construction of the A33 has left many buildings backing onto this major road. In the main, these structures were never conceived to face onto this area, and their height, detail

and proximity to boundaries do not contribute to the importance of this major approach into the town. Opportunities should, therefore, be sought for these structures or sites to adopt the following principles:

- Corner Sites on junctions require features or buildings with memorable imagery and strong definition, particularly if they are to succeed at supporting a legible layout for the area. Buildings in these locations should be at least 1 storey higher than neighbouring structures and to a high architectural standard.
 - Boundary treatment should focus on creating attractive frontages, security and lighting. Care should be taken to design buildings with presentable faces on all sides and to use new development form to create a better roadside façade.
 - Ideally buildings should not be setback from the pavement edge, except to allow for extended pedestrian space or to create a landmark or a setting for pavilion buildings. Even in these cases, the setback should be limited so as to ensure the break in frontage is marginal and the building line still visible. For most purposes, a maximum setback of 5m is sufficient for forecourt parking where access is available over the pavement, however 'parked' frontages should generally be avoided.
3. *Improve existing path and circulation networks, allowing for better access and site legibility.*

The current pedestrian and cyclist environment in the area is unsatisfactory. The main emphasis on movement is north/south and lateral connections are unattractive to users due to the distances from public transport interchanges and poor surfacing.

- Access arrangements for new development should take into account pedestrian and cyclist requirements and linkages.
 - Pedestrian enclosure should be achieved primarily through the arrangement of buildings, streets and paths, avoiding poor use of fencing, pedestrian rails and amenity landscaping. Desire lines to be carefully considered and catered for.
 - Pedestrian crossings should be at grade, level with the surrounding environment. Underpasses or bridges should only be permissible where they form a natural section of a sequence of routes, such as the underpass at the Bennet Road roundabout.
 - Kerb treatments such as used in Green Park should be continued along roads east of the A33 to emphasise transverse movement across the study area.
 - Stronger non-motorised links should be created across the A33 linking development on either side of the corridor.
4. *Respond to contextual features, landscape structure and built form including topography, natural or physical site boundaries, paths, edges, nodes, views and natural and physical features.*

The design and siting of landscape features and built landmarks are important in framing and emphasising key views, improving the legibility of the area, and in establishing a sequence of features, based on new and existing structures.

- New landscape and built landmarks on land south of Madejski Stadium and on the site of the Reading Stadium should assist in enhancing views of Green Park and Madejski Stadium. Features should be positioned so as to frame the field of view, if possible from northerly and southerly viewpoints.
- The tree planting pattern should reflect the Poplar and locally dominant linear willow planting. Alternative but locally suitable species should also be considered.

- Water is a major feature of the area. Green Park has already successfully integrated the Foudry Brook and a new lake into the external spaces, allowing full public access and also functioning as a flood alleviation scheme. This theme should be continued by integration of Foudry Brook into a riparian linear park, running along the Manor Farm site, and possibly continuing through the Reading Stadium site to open up views to Green park from the north.
5. *Integrate proven and robust design principles from the surrounding development sites to achieve cohesiveness in scale, density and quality.*

Building locations and frontages

- Encourage the creation of high quality frontages and entrances
- Aim to provide a high quality setting for individual developments
- Buildings should be aligned to maximise views around the study area

Robustness of built form

- The relationship between bulk and massing of individual buildings should be taken into account
- The use of durable high quality materials should be used to maintain the quality of the design over time.

Relationships between buildings and built form

- The design should seek to provide for the interface between buildings, private courtyard spaces and the landscape setting. This will determine the movement from public to private space.
- Space to be provided for footpaths and cycleways. These are to be integrated with the entire road network

Identity and materials

- A high quality of materials should be used to create a good landscape structure and built form of distinction.

Enhancement of existing landmarks and proposed locations for new ones

- New development should complement existing landmarks.
- New landmark features are to be sought as indicated in Figure 4.
- A gateway feature should be created as indicated in Figure 4, centred on the new A33 mounding.

Advertising

- Advertising along the A33 should be co-ordinated to reinforce the status of the A33 Reading Southern Approach and reduce the problems of visual clutter.
- Advertising should be complementary and subservient to the built form.

Lighting

- The existing lighting to the A33 road scheme is of a high standard. Any additional lighting should therefore complement the existing facilities and respect the built form.
- Unnecessary over lighting and poor lighting design should be avoided.

- Opportunities for using lighting to create focal features at night and enhance built form will be sought, subject to the preceding provisos.
6. *Building design should demonstrate flexibility and robustness over time.*
- Commercial, retail, industrial and leisure structures should be designed to be attractive and adaptable to accommodate future uses as well as present demands.
 - Housing development should adopt similar principles of robustness and incorporate flexible and combined living and working space. The preferred configuration for residential areas is a perimeter block. Sites backing onto poor quality development may be designed as a courtyard, single aspect, or adopt a mixed use approach to the buildings in order to integrate with the surrounding uses.
 - Building detailing and finishing should be scrutinised in the light of functionality and longevity of both material and style.
7. *Enhance the qualities of local landscape/townscape character areas and promote local distinctiveness, based on a clear understanding of both traditional and modern built form.*

To achieve a high quality feel to the area, architectural design should be required to exhibit the following characteristics:

- Distinctiveness
- Innovation
- Creativity
- Originality
- Fierce competition in the property market in the south east affords investors the opportunity to select buildings with characteristics conducive to a pleasant working environment and attractive appearance. Design proposals should submit evidence of contemporary or radical solutions to development requirements.
- Major radicalism should be reserved for landmark sites. Background buildings should be contribute to the urban environment by addressing streets and open space, using quality materials and being constructed in robust, adaptable forms, rather than inflexible fussy designs.
- Building design should be based on the principles of architectural form, relating to proportion, texture and detail.

Site Specific Guidelines: Figure 4: Vision

The following site guidelines should be followed in conjunction with the Generic Principles outlined above.

A Rear of Brunel Retail Park

- Improve relationship with the adjoining landscape through landscape improvements to the slope.
- Seek opportunity to integrate with the Foudry Brook linear park.

- Improve rear facades.

B Landmark Site, Rose Kiln Lane

- Landscape feature at junction of River Kennet and Foudry Brook.
- Focal point for local landscape improvements.

C Manor Farm Sewage Works

- Site to be reused for mixed use development. Landscape structure to be linked into the Foudry Brook linear park.
- Provide a strong & prominent visual building edge facing the A33.
- Provide visual and movement links across A33 to development to the west.

D Foudry Brook, Rose Kiln Lane

- Create linear landscape riverside park linking Kennet Valley to Green Park water landscape.
- Integrate roadside planting into park.
- Create recreational route to link Kennet Valley and Green Park and the Madejski Stadium.
- Maximise opportunities for wildlife habitats.

E Landmark Site, Commercial Road

- Landmark building as focus to Manor Farm site and to compliment Landmark site O. Reading Stadium corner.
- Potential illumination to create focal point.

F Bennet Road/Commercial Road Industrial Area

- Improve and strengthen built frontage to A33, including prominent corner/landmark buildings at Qs.
- Landscape enhancement of approaches to A33 and to compliment planting along Foudry Brook.

G Landmark Structure opposite Biscuit Way

- Form focal point, together with Landmark Site R.
- Potential water feature/public art/hard landscape feature.

H Worton Road Industrial Estate

- Improve and strengthen built frontage to A33.
- Screen blank facades of existing commercial premises.
- Provide new landscaping along A33 reinforcing enclosed landscape to this section of the corridor.

I Compaq Development

- Reinforce existing landscaping.
- Use lighting to highlight this existing focal point.

J Landmark Site, A33 mounding

- Location for significant gateway feature.

- Major landscaping required in conjunction with landscape structure to reflect local character.
- Enhance visual linkages and approach along A33.

K Whitley Wood Depot

- Significant landscape improvements where possible to complement gateway feature.
- Future redevelopment should regard this as a key site at gateway to Reading Southern Approach.

L Reading International Business Park, Junction 111

- Significant landscape setting to link with business park landscape and gateway feature.

M Landmark Structure, Courage Brewery entrance

- Location for public art to reflect local features of importance.

N Madejski Stadium

- Reinforce planting around stadium to enhance setting and link with adjoining Green Park landscape.

O Landmark Structure, Reading Gate Retail Park

- Complementary focal point to landmark building E.
- Potential water feature/public art/hard landscape feature.
- Potential small landmark building as focal point.

P Reading Gate Retail Park

- Upgrade pedestrian provision.
- Strengthen landscaping and enhance watercourse where possible.
- Seek opportunity to rationalise advertising, lighting and external treatment to unify site in balance with surrounding development.

Q Corner Sites at Bennet Road/Acre Road and A33

- Highly visual corner sites when travelling along the new road.
- Potential landmark corner buildings to provide focal points and compliment landmark features at O and R.

R Landmark development, Reading Stadium

- Landmark building to form focal point at the southern end.
- High quality development with extensive open hard landscape setting.
- Create visual link from Foudry Brook linear park across site into Green Park landscape.
- Reinforce river corridor character.

S Reading Stadium and adjoining sites

- Provide strong street façade to A33 with a built form linked into the Landmark site R, the Green Park development and Manor Farm site with ancillary services to the rear.
- Provide sense of enclosure to A33 at this point.
- Create vista into Green Park development and into wider stadium area development.

T River Kennet corridor

- Maintain a broad landscape buffer to the river corridor to ensure protection of Kennet Valley Landscape character.

APPENDIX (a)

CONTEXTUAL BACKGROUND TO DESIGN FRAMEWORK

Landscape Structure & Built Form : Figure 1

The construction of the new A33 relief road has opened up the landscape of south-west Reading and, together with major development, created a new landscape structure and built form within the area.

The south-west corridor is divided into four landscape character areas. This takes into account the existing character and the potential for character change through anticipated redevelopment.

Kennet Valley Landscape

An area of open flat meadow land through which run the River Kennet and the Kennet & Avon Canal.

Key characteristics:

- River Kennet
- Water meadow
- Kennet & Avon Canal
- Lines of mature hedgerow and willow
- Domed landfill restored to grassland
- Thames Water Treatment Works
- Open views
- Seclusion

The strong rural characteristics of this area should be protected and enhanced.

Business Park Landscape

A new landscape and built form under construction, dominated by large modern pavilion style buildings in an open planned water based landscape.

Key characteristics

- Renovated Foundry Brook alignment
- Prominent stand alone buildings
- Bold avenue landscapes
- Strong views
- High quality planting
- Streams and lakes
- Woodland planting
- Contained by the M4
- Waterway link to A33 corridor
- Visual links with Kennet Valley Landscape
- Lines of willow
- Extensive car parking
- Significant man-made landforms

New development within the Business Park Landscape is a dominant characteristic of the new A33 approach, setting a standard for building and landscape design. Reading International Business Park and A33 mounding form a part of the gateway to Reading.

Degraded Open Landscape

The area includes the Civic Amenity site, Reading Stadium and various waste management uses. The site dominates the A33 north of the Madejski Stadium and has close visual links to the existing Business Park Landscape. Existing characteristics of this area are:

- Artificial landform
- Recycling facilities
- Willow and poplar planting
- Older style stadium facilities
- Ditches

This area is to be redeveloped giving rise to new townscape and landscape opportunities for the Southern Approach.

Established Townscape

A large area of mixed commercial development, extending down the east side of the A33.

Key characteristics:

- Ad hoc utilitarian development
- Little and weak landscape planting
- Strong ridge line in north part
- Loose grid-iron pattern
- Buildings poorly related to A33
- Neglected landscape along A33
- Lack of visual unity or punctuation

The area is generally well used and cared for, providing a basis for improvement in the landscape structure and integration into the A33 southern approach.

Linear River Corridor

A new landscape area created through the construction of the A33 and Green Park, linking the Kennet Valley landscape and the Business Park Landscape and forming a foreground to the Commercial Townscape.

Key characteristics:

- Renovated Foudry Brook alignment
- Streamside planting
- Broad A33 and access roads
- Open views
- Buildings set back
- Low escarpment

The river corridor has not yet achieved its full potential but already forms a major feature of the Reading Southern Approach.

Visual Context : Figure 2

The construction of the new A33 has led to the creation of a major new approach to Reading, enabling extensive and distinctive views of Reading and providing an opportunity for a new local visual identity. The new development within the Reading Southern Approach reinforces this visual impact, creating a new dynamic visual landscape visible from the major Reading approaches: the M4, the A33, the railway line and Kennet & Avon Canal.

Many of the views are panoramic, extending to include Tilehurst, Emmer Green, Whitley Woods, and even Englefield and the North Wessex Downs. Icons of the south Reading landscape are visible; the water tower at Tilehurst, the Coley Park flats, the Christchurch spire, Shire Hall – the Oracle. Strong focal features are to be found along the corridor: the Courage Brewery, the Compaq site; Madejski Stadium.

The visual perception of Reading from the A33 varies depending on whether the traveller is moving north or south. This difference in visual experience should be maintained and enhanced. The journey north into Reading is the more visually rewarding. Moving in sequence from Junction 11 the major views are:

- A panoramic view from the exit from Junction 11
- A sweeping descent from the junction with the Compaq site creating a focal point
- A more contained view up to the Madejski Stadium rising above a woodland group
- A broad view over the Kennet Valley to Reading centre and Tilehurst.

Looking to left there are interesting views into Green Park.

Travelling south the major views are:

- Up to the rear of the Brunel Retail Park
- Down the Foudry Brook to the entrance of Green Park, with Madejski Stadium rising behind.
- To the mounding on the A33 approach to Junction 11

Elsewhere the views extend down the A33 but are unremarkable, marred by visual clutter, with no strong focal points.

Looking to left and right there are interesting views into Green Park and long views to the Basingstoke Road.

The above views should be maintained and enhanced. A number of other prominent buildings are less visually positive e.g. the rear of the Brunel Retail Park, Reading Stadium and the Reading Gate. Opportunities for improvements to these features should be sought.

Movement Links: Figure 3

The construction of the A33 has led to the restructuring of movement within the Reading Southern Approach. The new A33 is now the major vehicle route, with the Basingstoke Road and minor roads forming other local road networks.

This has led to new opportunities and new problems.

- A new extensive footpath/cycleway system follows the A33.
- New footpath links have been or will be created along Foudry Brook and through parts of Green Park.
- Madejski Stadium and its Park and Ride facility and Reading Gate Retail Park are served with a new bus route to Reading Town Centre.
- Vehicular pressure has been taken off the local road network.
- The width and heavy use of the new A33 has severed ease of movement between the east and west sides of the road corridor.

Reading Southern Approach

An urban design framework



Landscape Structure and Built Form

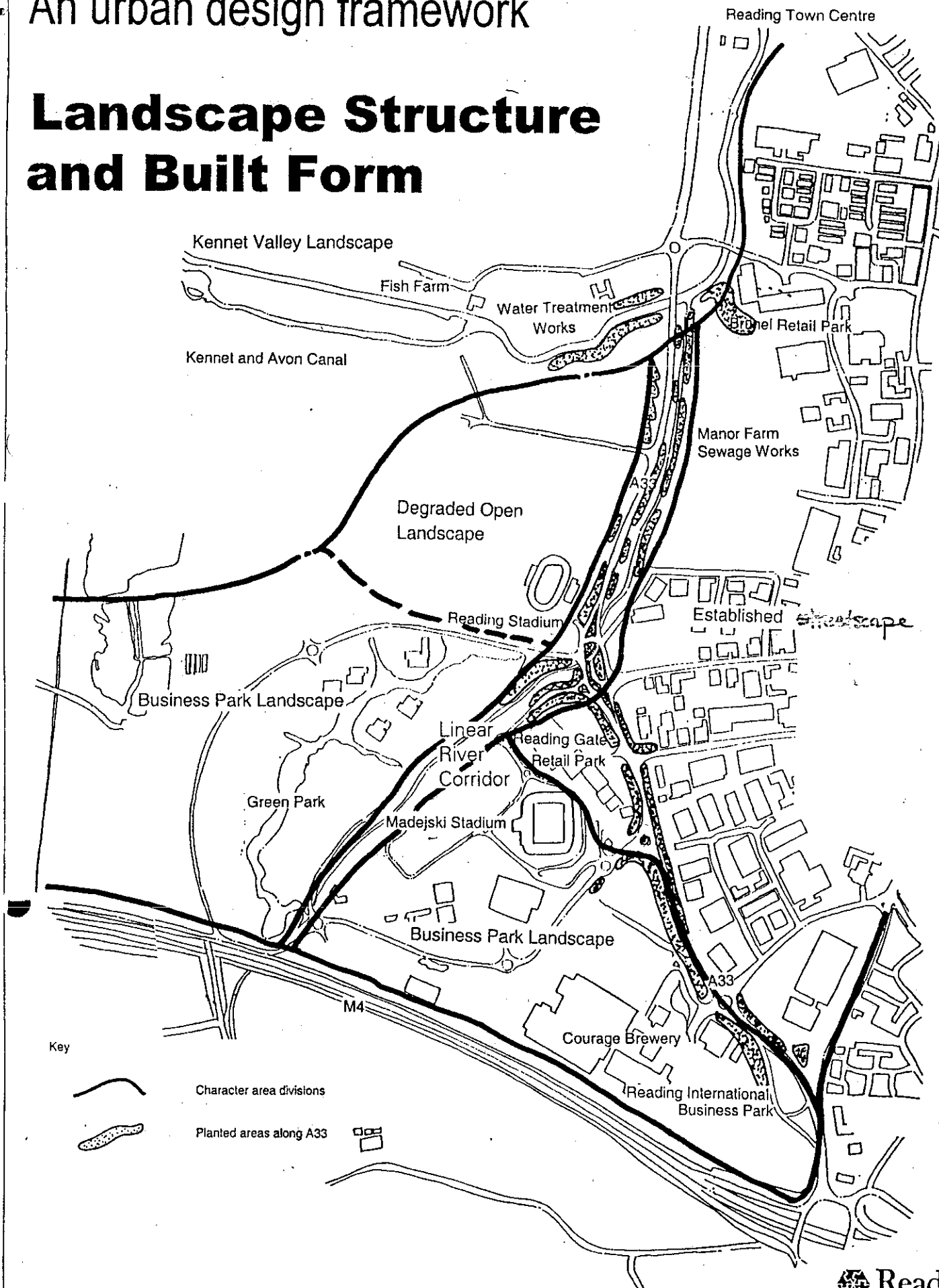


Figure 1

Reading
BOROUGH COUNCIL

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Reading Southern Approach

An urban design framework

Visual Context

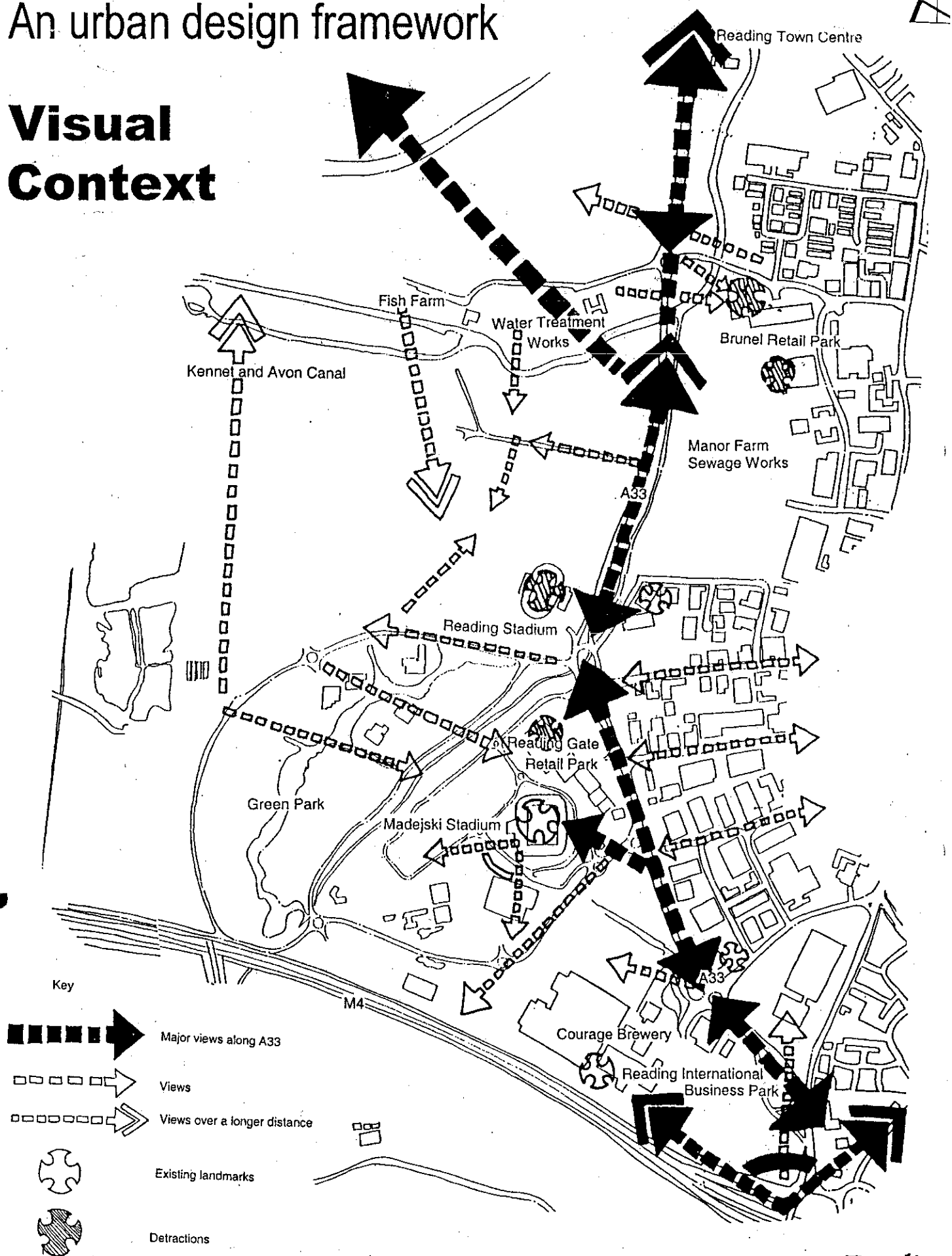


Figure 2

An urban design framework



Design Framework

Transport Links

Reading Town Centre

Fish Farm

Water Treatment Works

Kennet and Avon Canal

Brunel Retail Park

Manor Farm Sewage Works

A33

Reading Stadium

Reading Gate Retail Park

Green Park

Madejski Stadium

M4

Courage Brewery

Reading International Business Park

A33

Motorway

Major route

Local road network

Bus route

Poor pedestrian crossing points

Existing pedestrian and cycle routes

Committed pedestrian and cycle routes

Reading Borough Council

Figure 3

Reading Southern Approach

An urban design framework

Vision

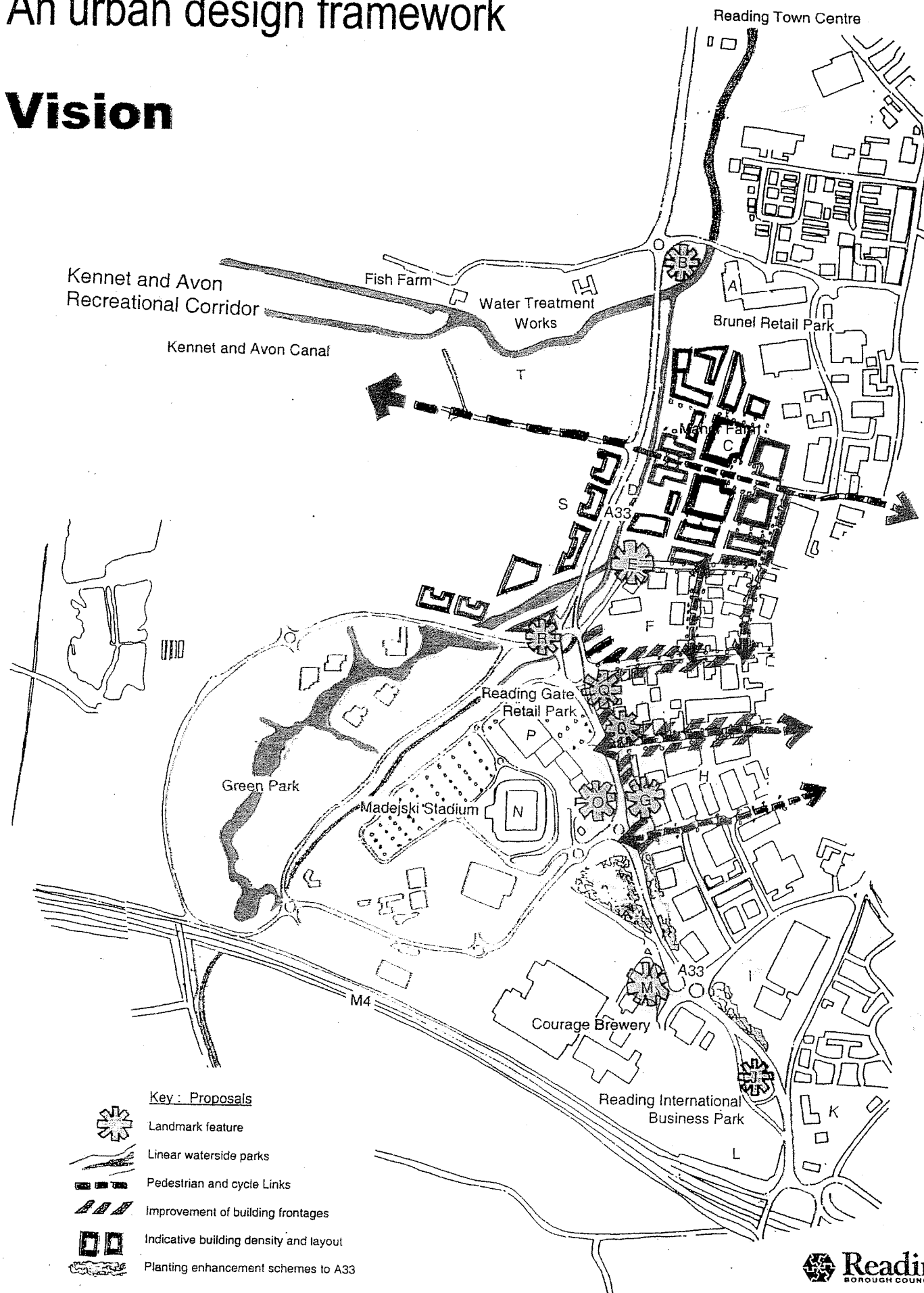


Figure 4

Reading
BOROUGH COUNCIL

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GENERAL TRANSPORT-RELATED DESIGN PRINCIPLES

Guidelines for transport facilities in new development

All new development will provide facilities for those employees, visitors and users of the area arriving by modes of transport other than the private car.

- Cyclists: secure sheltered parking close to accesses, shower and changing facilities, good routes into the development.
- Pedestrians: good direct pedestrian access to development with priority routes within the development linking to area-wide pedestrian network.
- Bus: bus stops located as close as possible to people-based locations (places of work, leisure facilities). Accommodation within sites facilities for Readibus or equivalent.
- Cars: the design of the access surfaces to give priority to alternative modes particularly making pedestrian and cycle access safe and secure at junctions and within car parks.
- Train: opportunity to pursue the implementation of a halt on the Basingstoke-Reading railway line.