

Have Your Say



We hope you have found this public exhibition useful and informative.

Please do talk to us and ask us any questions - we are here to help and would very much like to hear your views.

Please leave your comments on our emerging proposals by completing our feedback form and posting it in the box provided. If you would prefer to take one away with you, please ask a member of the team for a stamped addressed envelope.

In order for us to consider all the feedback, we need to set a deadline for your form to be returned to us by **Monday 7th October 2019.**

Over the coming weeks, we will analyse and discuss, as a team, all the feedback we receive from the community. We will share our final plans with you, prior to submitting our outline planning application, at our next exhibition at the end of October/early November.



Thank you for attending today, your views really do make a difference.

If you require further information, please contact Kate or Lucy:

0207 446 6837 or 0207 446 6834

readingstationpark@bartonwillmore.co.uk

www.rssp.co.uk





READING STATION PARK

PROPOSED REDEVELOPMENT OF THE STATION SHOPPING PARK

Vastern Road, Reading RG1 8AJ

We know your time is precious, but we would really appreciate you giving us some details - before you give us your thoughts and comments - to help us ensure we are reaching as many people in the community as possible.

Date:

Postcode:

What is your connection to the area?*

- I live here I work here I study here Other

What is your age group?*

- 17 or Under 18-24 25-34 35-44 45-54
 55-64 65-74 75-84 85 or Over

What is your gender?*

- Male Female Other Prefer not to say

What is your employment status?*

- Working full-time Working part-time Self-employed Apprenticeship
 Student Unemployed Retired Other

Please proceed to questions within.

We would very much like to hear your views on the development proposals we have shared with you today. We would be grateful if you could take a few minutes to answer the following questions. If you have any queries, please do not hesitate to speak to a member of our project team.

Please indicate your level of response by ticking ONE box for each question:

Q1 Our aspiration for the site is to deliver high-quality housing and office space to help make the new station quarter an enjoyable place to work, live in and to visit. Do you agree with the overall approach to this scheme?

- Strongly agree Agree Neutral Disagree Strongly disagree

Q2 New pedestrian routes through the site will extend public access from the city centre, through the site to the riverfront and beyond. Do you think this is a good idea?

- Strongly agree Agree Neutral Disagree Strongly disagree

Q3 The provision of open space, landscaping, cafes, restaurants and retail is important for new and existing residents. Do you think this will be an improvement to local amenity provision?

- Strongly agree Agree Neutral Disagree Strongly disagree

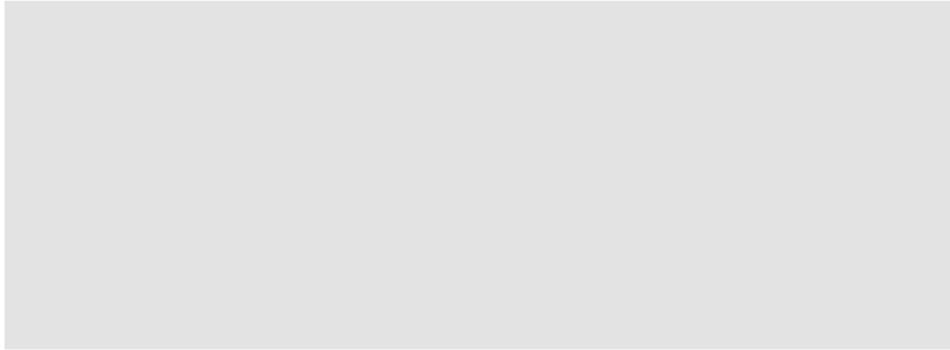
Q4 New premium office space will make a significant contribution towards Reading's established position as the 'Capital of the Thames Valley.'

- Strongly agree Agree Neutral Disagree Strongly disagree

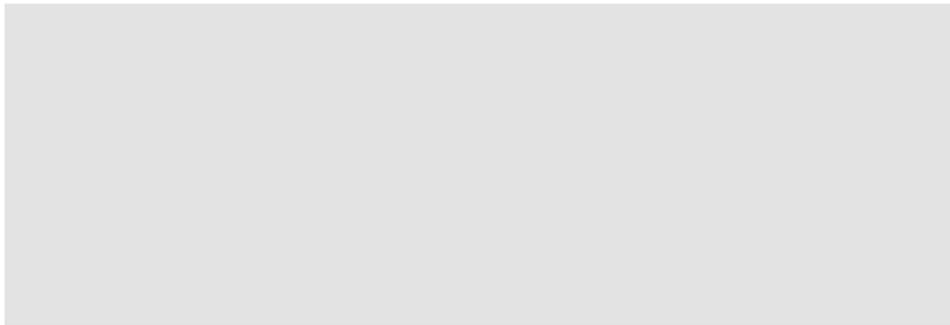
Q5 At this stage, would you support a planning application for this proposed development?

- YES NO UNDECIDED

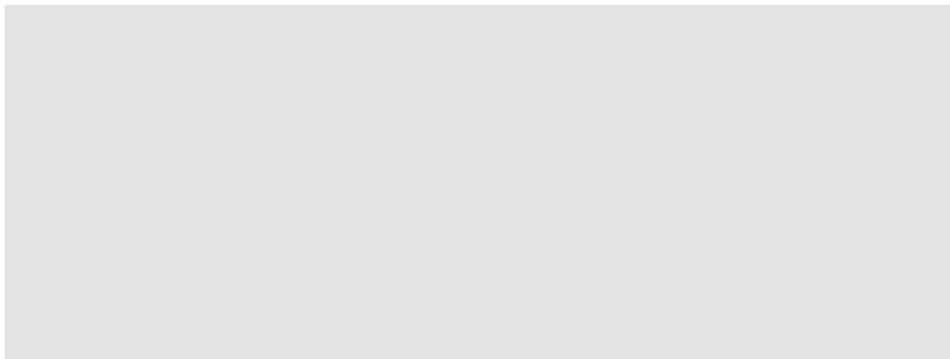
Q6 What aspects of the design proposals do you particularly like?



Q7 Do you have any reservations about the design proposals?



Q8 Do you have any other comments or suggestions?



Please place your completed form in the boxes provided or return to us in the SAE
no later than Monday 7th October 2019.

Thank you





READING STATION PARK

Please leave us your details if you would like to be kept up to date on the progress of the redevelopment of the Station Shopping Park.

Name

Address

Postcode

Telephone

Email Address

I would like to be kept updated on any progress regarding this site.



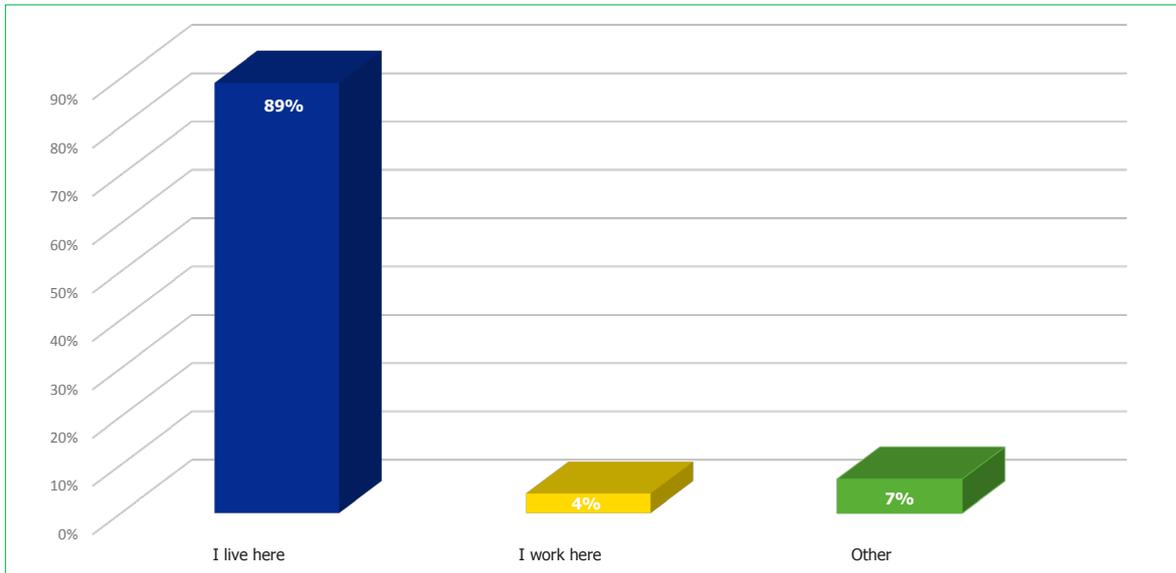
READING STATION PARK

We take data protection seriously. Please only provide your personal details if you are willing for them to be used by Barton Willmore and the project team for the purpose of research in connection with this project and in order to update you as to progress of the project. Your details will be treated as confidential and will not be shared, passed on or used by any third parties and they will only be retained until the end of the planning process for the project, after which time they will be deleted.

If you wish to withdraw consent to the processing of your personal data you may do so by emailing: readingstationpark@bartonwillmore.co.uk

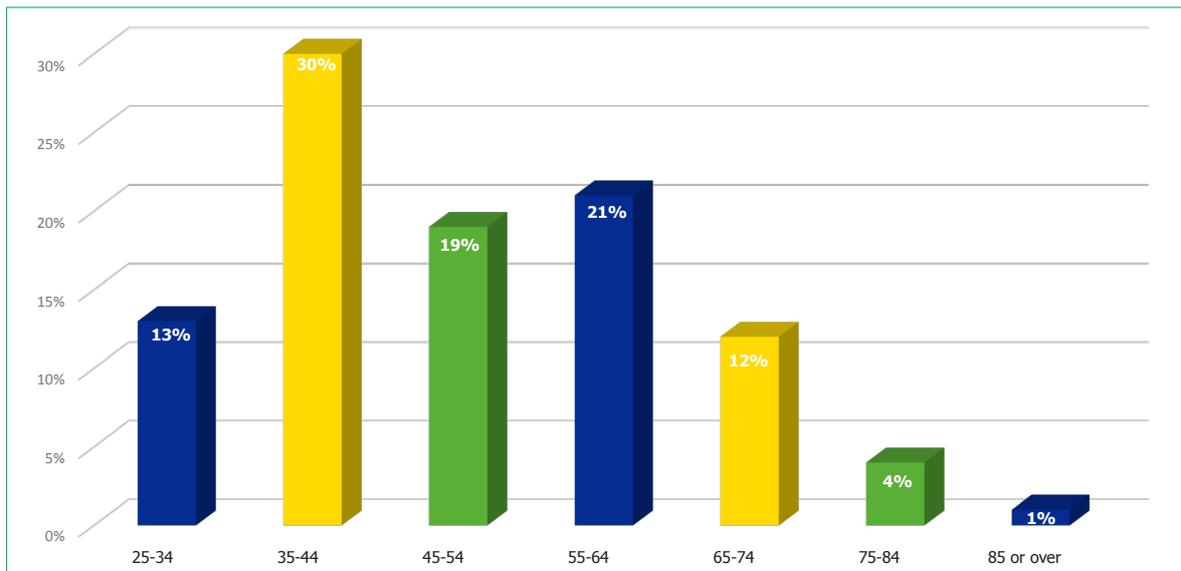
If you require further information, please contact Kate Greatrix or Lucy Yaqub
T: 0207 446 6837 or 0207 446 6834 E: readingstationpark@bartonwillmore.co.uk
Or visit our Website: www.rsp.co.uk

Q1. What is your connection to the area?



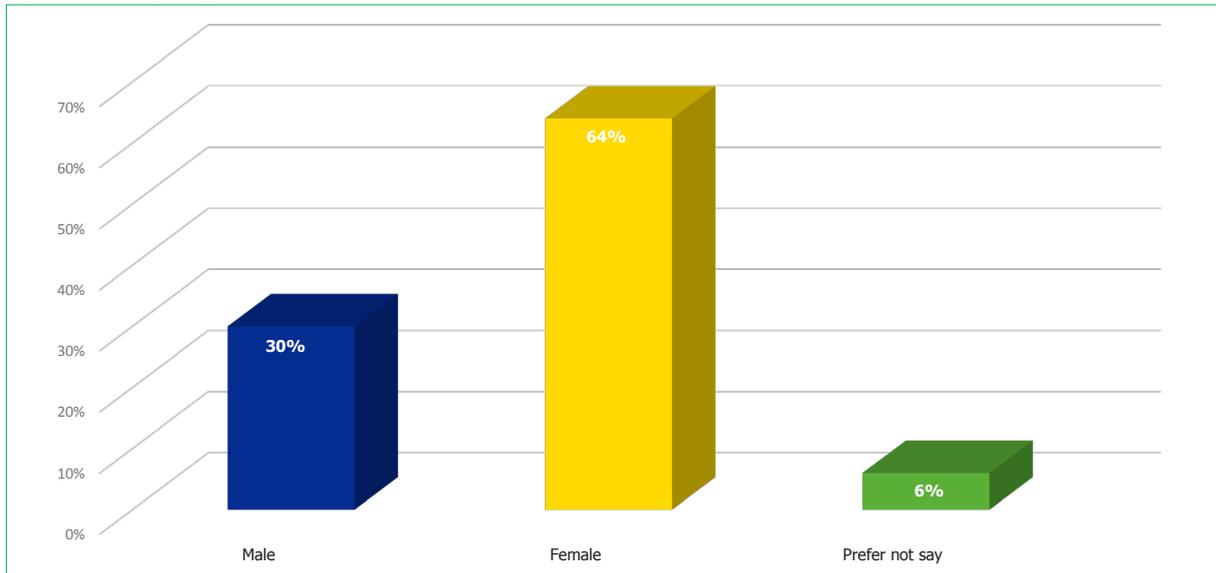
Sample size: 220 people

Q2. What is your age group?



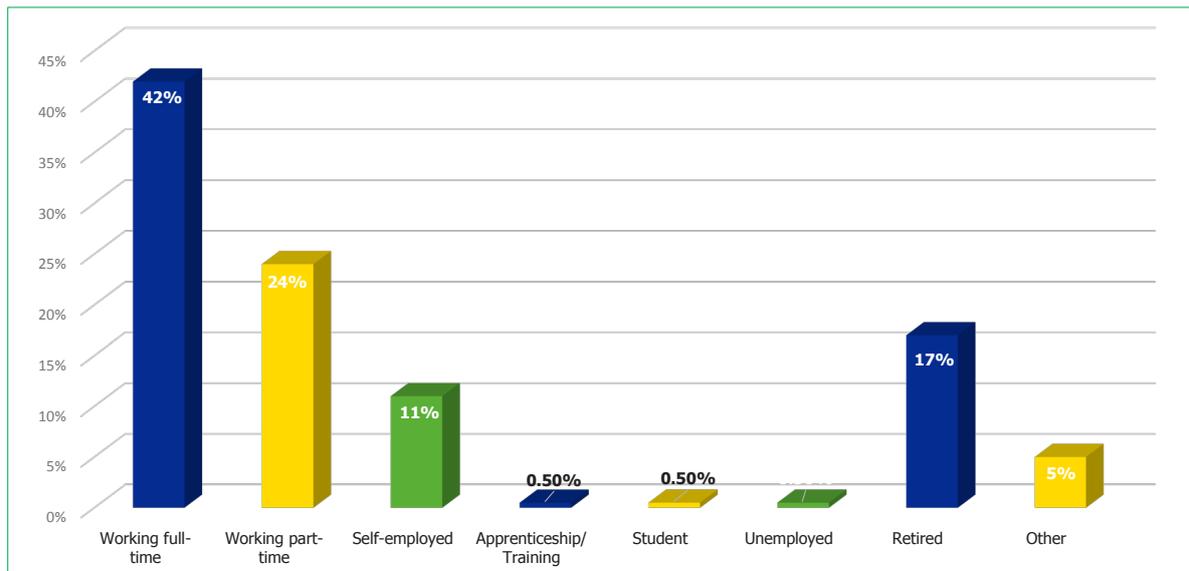
Sample size: 220 people

Q3. What is your gender?



Sample size: 220 people

Q4. What is your employment status?



Sample size: 220 people



READING STATION PARK

SECOND PUBLIC EXHIBITION

You are warmly invited to view our evolving proposals for the redevelopment of the Station Shopping Park on Vastern Road.

Wednesday 30th October 2019
from 3pm to 8pm

Thursday 31st October 2019
from 3pm to 8pm

Crowne Plaza Hotel

Caversham Bridge
Richfield Avenue
Reading
RG1 8BD

There is free car parking adjacent to the hotel accessed from Thames Side Promenade off Richfield Avenue.

Drop-in at any time and stay for as long as you wish. Members of the project team will be on hand to answer your questions and to hear your views. Copies of the information on display at the exhibition will be available for download from 3pm on the 30th October from the project website: www.rssp.co.uk

We do hope you can attend and look forward to meeting and sharing our proposals with you.

If you require further information, please contact Kate Greatrix

 0207 446 6837

 readingstationpark@bartonwillmore.co.uk





READING STATION PARK

SECOND PRIVATE EXHIBITION

You are warmly invited to our private preview to view our evolving proposals for the redevelopment of the Station Shopping Park, Vastern Road.

Wednesday 30th October 2019
from 2pm to 3pm

FOLLOWED BY THE PUBLIC EXHIBITION ON:

Wednesday 30th October 2019
from 3pm to 8pm

Thursday 31st October 2019
from 3pm to 8pm

Crowne Plaza Hotel

Caversham Bridge
Richfield Avenue
Reading
RG1 8BD

There is free car parking adjacent to the hotel accessed from Thames Side Promenade off Richfield Avenue.

We do hope you can attend and look forward to meeting and sharing our proposals with you.

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Final Public Exhibition



Welcome and thank you for taking the time to come and see our latest plans for the redevelopment of the Station Shopping Park, prior to submission of our planning application at the end of the year.

In September we held our first public exhibition where over 100 members of the community came along to find out more about our plans for the Station Shopping Park. As well as having really useful conversations, we received 220 feedback forms.

We have been working hard to further develop our vision for the site, taking into account the valuable feedback we have received from the community and stakeholders.

At this final exhibition, we would like to share with you the feedback you have given us and our latest proposals.

All your comments from this exhibition will be taken into consideration as we progress towards submitting our outline planning application to Reading Borough Council at the end of the year.

LET US KNOW WHAT YOU THINK...

After looking through the material on display, please complete a feedback form to let us know what you think of our emerging proposals shown here today. Alternatively, you can complete the feedback form online.

If you have any questions, please ask any members of the project team here today.

Thank you



Illustrative pictures of Vastern Road and Station Square



Planning Policy Context



The site is allocated for redevelopment within Reading Borough Council’s emerging Local Plan and falls within Reading’s ‘tall buildings policy’ area.

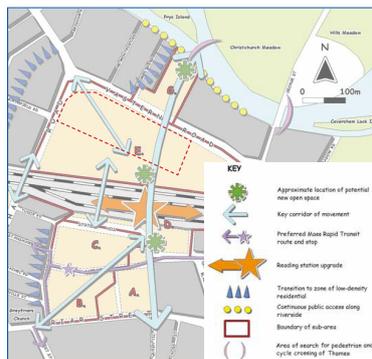
The site represents part of a comprehensive redevelopment strategy for the Station Area and is of unique importance in helping to deliver the strategy for how Reading will develop in the future.

Reading Central Area Action Plan (RCAAP - 2009)

The station/river area will be a flagship scheme, extending the centre and providing a mixed-use destination in itself, and centred on the redeveloped station and new public transport interchange. It will integrate the transport links and areas northwards towards the river and into the heart of the centre.

Set out in the RCAAP, development in the Station/River Major Opportunity Area will:

- I. Contribute towards providing a high-density mix of uses to create a destination in itself – the areas that also make up part of the primary shopping area and central core will have a particular emphasis on delivering much of the identified retail and leisure need;
- II. Help facilitate greater pedestrian and cycle permeability, particularly on the key movement corridors. North-south links through the centre and across the railway line, IDR (Inner Distribution Road) and River Thames centred on the new station are of particular importance;
- III. Provide developments that front onto and provide visual interest to existing and future pedestrian routes and open spaces;
- IV. Safeguard land which is needed for improvements to Reading Station, Reading Station Interchange, and mass rapid transit routes and stops;
- V. Provide additional areas of open space where possible, including a direct green link between the station and the River Thames;
- VI. Give careful consideration to the areas of transition to low and medium density residential and protect and, where appropriate, enhance the setting of listed buildings;
- VII. Be laid out in a way that allows the area to come forward in parcels – for instance, single developments should not be solely inwards-facing, ignoring the links with other potential future development areas.



Particularly referring to the site considered for this application:

RC1e, NORTH OF STATION: There will be retail and leisure development on the ground floor with other uses including residential and offices on upper floors. Provision of retail development is contingent on improved links across the railway. Public car parking will be provided. An area of civic open space will be provided at the northern entrance to the station, and a green link provided to the Thames. An acceptable dry access scheme from across the site must be part of any development.



Emerging Context for Station Area



Within the Reading Station Area Framework (RSAF - 2010) document, an illustrative scheme is presented as a guideline to how the outline principles could help shape future developments for the three key sites.

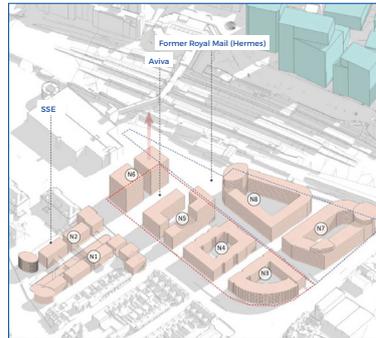
Former Royal Mail (Hermes) site

In 2011, an Outline Planning Application for the site located south of Aviva's was approved. This consent covered the redevelopment of the site to provide a mixed-use scheme with office, residential and ancillary spaces. This consent is now expired.

This year, a new Outline Planning Application has been submitted for the former Royal Mail (Hermes) Site.



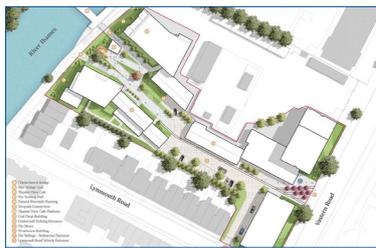
Extract from Royal Mail 2019 Planning Application



RSAF illustrative scheme

SSE site

A Planning Application for the redevelopment of the SSE site is currently under development.



Summary of feedback from our first exhibition



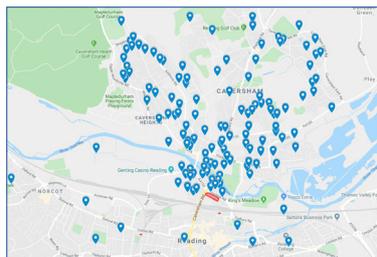
The following is a high-level summary of the feedback received from our first public exhibition. Key recurring topics and comments, in no particular order, are as follows:



People attended over 2 days



Comment forms received



Location of attendees at public exhibition

Positive Comments:

- Walkways/pedestrian & cycle access linking the Railway Station to Vastern Road and River Thames and around the site
- Green spaces/trees/public space
- Good use of the site for mixed-use redevelopment
- Improvement to the area
- Retail space: shops/restaurants
- Predominantly car free development
- Design: mix of high/low rise and high quality
- Landscaping
- Provision of more housing

Concerns:

- No need for any more office space - lots already empty
- Design - boring/no wow factor/ugly/soulless
- Too many flats - don't need more housing
- Traffic congestion
- Height of tallest building
- Lack of/impact/strain on local services e.g. GP surgery, schools
- Lack of car parking
- Loss of retail stores especially ALDI

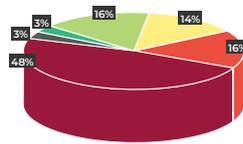


Feedback from our first exhibition



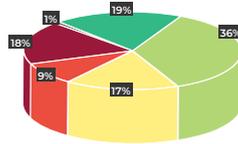
It should be noted that the majority of the feedback has come from residents living in Caversham, with only a few residents commenting from the area immediately surrounding the site and in Abbey Ward. The results to our questions, are therefore heavily weighted to residents beyond the River.

Q1. Our aspiration for the site is to deliver high-quality housing and office space to help make the new station quarter an enjoyable place to work, live in and to visit. Do you agree with the overall approach to this scheme?



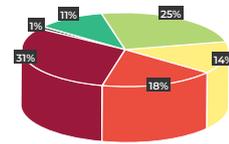
19% of respondents either agreed or strongly agreed that the site could deliver high-quality housing and office space to help make the new station quarter an enjoyable place to work, live in and visit. 64% disagree or strongly disagree, 14% were neutral and 3% did not comment.

Q2. New pedestrian routes through the site will extend public access from the town centre, through the site to the riverfront and beyond. Do you think this is a good idea?

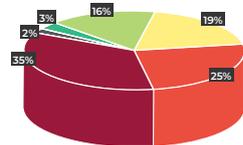


Just over a half of respondents (55%) agreed or strongly agreed that it was a good idea to have new pedestrian routes through the site that will extend public access from the town centre, through the site to the riverfront and beyond. 27% either disagreed or strongly disagreed, 17% were neutral with only 1% of respondents choosing not to comment.

Q3. The provision of open space, landscaping, cafes, restaurants and retail is important for new and existing residents. Do you think this will be an improvement to local amenity provision?



36% of respondents agreed or strongly agreed that the provision of open space, landscaping, cafes, restaurants would be an improvement to local amenity provision, with 14% remaining neutral. However, 49% disagreed or strongly disagreed, with 1% choosing not to comment to this question.

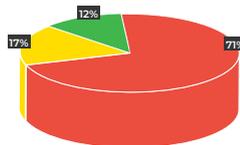


Q4. New premium office space will make a significant contribution towards Reading's established position as the 'Capital of the Thames Valley.'

The majority of respondents (60%) strongly disagreed or disagreed that new premium office space would make a significant contribution towards Reading's established position as the 'Capital of the Thames Valley'. 19% either agreed or strongly agreed with 19% remaining neutral on this question. 2% chose not to comment.



Q5. At this stage, would you support a planning application for the proposed development?



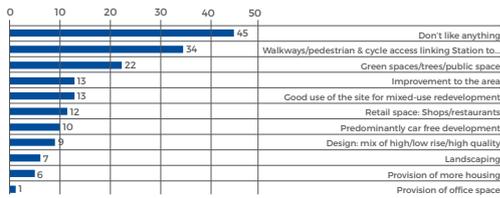
Sample size 220 people



Feedback from our first exhibition



Q6. What aspects of the design proposals do you particularly like?



“Open spaces and pedestrian access to the station...love the New York like skyline”

“The regeneration of an old and poorly maintained area of the town.”

“I like the height of the office building, although I think it could be even taller (30+ storeys)”

“New housing on brownfield site.”

“I like the increase in density of the site.”

“It will provide more housing.”

Sample size: 201 people with 172 responses.

Q7. Do you have any reservations about the design proposals?



“Soon enough, people will not want to live here as it will be full of empty offices, empty buildings and no facilities, education space or health advice.”

“Too many flats going into town, with not enough provision for family housing, car spaces, private gardens, doctors surgeries, sports facilities, schools etc.”

“To lose a food supermarket as well used as Aldi is a major step back for the immediate area.”

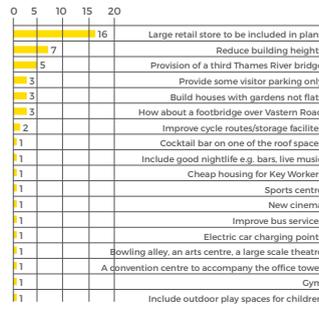
“I really don't see why more office space is needed when there are empty offices.”

Sample size: 201 people with 430 responses

Q8. Do you have any comments?



Do you have any suggestions?



“I would like to see some social housing included in the plans for families, singletons, couples etc.”

“Be braver, use different materials like the new copper clad office in town. In 10 or 50 years' time no one will be giving this any award for innovation!”

Sample size: 165 people with 68 comments and 50 suggestions



Questions Raised



What type of planning application are you planning to submit?

We will be submitting an outline application, which deals with the broad principles of the development, such as what the site will be used for. This allows us to later agree with the Council and local community a more detailed future proposal, called a Reserved Matters application. This will allow us to finalise aspects such as the design of the development, housing numbers, parking spaces and landscaping.

How many of the flats will be affordable? Is there social housing or reduced rent accommodation?

We are uncertain how many flats will be affordable as we will agree a level with the Council. At this stage social housing providers have not been approached about taking part of the development as it is too early in the process. At present it is not Aviva's intention to rent out the accommodation, but this may be reviewed nearer the completion of the development.

Why do we need more office space, when there are lots of empty locations already in Reading?

We do not know the reason for vacant office space. It could be that it is not providing the specification that occupiers seek, or it might have a tenant who is not occupying the space. We are advised by Savills, our investment agent, that in the future there will be demand for office space. What's more, providing multiple uses enables the space to be more sustainable, with people around at all times.

Where will visiting family and friends of the new residents park?

Many visitors will use the train or bus services, however anyone using a car can park in the adjacent multi-storey car park. There are also over 4 other public car parks within walking distance of the site.

Where is the parking for the residents?

There will be parking facilities for blue badge holders. The current Government policy is that inner town/city developments, with good transport links should not be provided with parking for all.

What is the plan for the existing shops already in situ?

To deliver the development all the existing shops will need to be demolished. In the new development, most of the ground floors will offer space for shops, restaurants, offices and other non-residential uses, which means the existing retailers could be accommodated.

Where are residents expected to shop for groceries and access amenities like schools and leisure facilities without putting more strain on local transport infrastructure?

We would like a shop selling groceries to be one of the shop occupiers. In relation to schools, we will be required to pay a Community Infrastructure Levy to the Council when the works start so that they have the money to provide school places. As for leisure, we see this as a good addition to the completed project and will have space for a gym or similar facility if sought.

What provision for dentist/health services will there be?

We will provide space for community uses which could include dentist or health uses if sought. During the consultation with the Local Planning Authority, the need for new health services will be identified through their consultation with Berkshire West Primary Care Trust.

Will mature trees actually be planted not young trees?

We will seek to provide a variety of landscaping. We will have to agree with the Council on the types of trees to be planted, and those selected need to be sustainable. We will consider the provision of suitable mature trees in the development.

What limitations are there/will there be for public access to the green spaces within the site?

Green spaces for public access will where possible be incorporated into the ground level external areas of the buildings.

Does Reading have a plan for encouraging independently run businesses to open and flourish in the secondary and tertiary areas of the town?

We are unaware of a plan that specifically focuses on independent businesses in secondary and tertiary areas of the town. However, the current Reading Economic Development Plan (2016-2020) www.livingreading.co.uk/doing-business/economic-development-strategy was written by Reading UK CIC in collaboration with Reading Borough Council and mentions maximising investment through promotion, business engagement and in **micro start-ups** and workplace provision.



Emerging Masterplan



Our evolving proposal considers the site’s surroundings and the feedback we have received from stakeholders and residents. We have been able to refine our masterplan taking these inputs into account.



Artist’s impression showing the current height of illustrative scheme reflecting proposed maximum height parameter

Proposed

- 750-950 homes - studio to 3 bed apartments.
- Primarily car free, with car parking provision made for blue badge holders.
- Resident and visitor cycle parking.
- New public realm spaces.
- New pedestrian linkage between the Railway Station, underpass and Vastern Road heading towards the River Thames.
- New offices, hotel, retail units/gym/ community facilities.

You said..... We listened

- Height of tallest building reduced.
- Car club parking spaces provided.
- Dedicated cycle route along Vastern Road.
- Parking - The national and local planning policy aims to reduce the reliance on cars generally and as the site is regarded as a 'highly sustainable location' (meaning it is very close to the Railway Station and

the Town Centre), we are encouraged to maximise the area for development and reduce car parking provision throughout. This will mean:

- It will help reduce the carbon footprint and lower emissions
- Reduce traffic levels in central Reading
- Loss of retail (ALDI): sufficient floor space to allow a possible replacement has been included in the parameters.
- Traffic congestion: car free development will reduce the number of trips generated by the site.
- Public space: landscaping design has been developed.
- Need for office space: at the Reserved Matters stage in-depth reports into the market demand and supply characteristics will be commissioned before finally deciding on what level of use classification will be implemented. The scheme looks to accommodate market change in the years to come, by adopting a flexible approach.



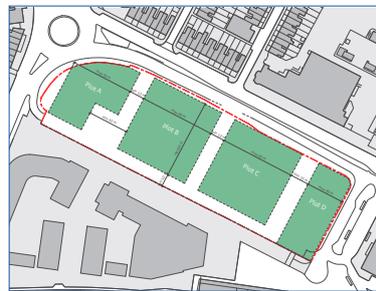
The Planning Process



An outline planning permission will provide certainty over the principle for development and the parameters within which a detailed design (via a Reserved Matters approval) can be developed for the site. This will provide the LPA (Local Planning Authority) with control over a subsequent Reserved Matters application.

Our Outline Planning application will determine the following:

- Maximum extent of development footprint
- Access & movement corridors
- Minimum extent of open space & landscape
- Minimum extent of separation distances
- Maximum heights of buildings
- Density and amenity space
- Housing mix
- Car parking



Proposed separation distances

An Outline Planning consent requires a further application, known as a **Reserved Matters application**, to complete the development. The Reserved Matters application which will cover the following elements in full detail:

- Design - quality and appearance
- Public realm
- Access
- Layout & Scale - footprint, floorspace, massing and height
- Landscaping



Design Code and Design and Access Statement

A Reserved Matters application will give the community the opportunity to comment on the detailed proposals through a thorough consultation process before the application is submitted.



Access Circulation and Parking

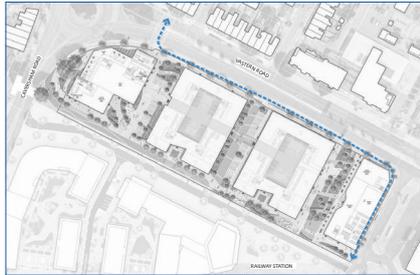


Pedestrian movement



Linear park created to provide links between the river and Caversham to the Railway Station and Reading.
 Pedestrians prioritised to increase permeability within the local area.
 Significant amount of street trees and planting to create a pleasant walking environment.

Cycle movement



Separated cycle lanes around the perimeter of the site to promote sustainable transport options and reduce potential conflict with pedestrians through the site.
 Cycle routes promoted from the Town Centre to the River Thames and Caversham.

Parks, open space and play



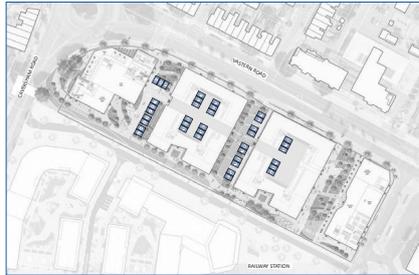
● Large Species Street Trees ● Pocket Parks ★ Areas for Play Features
 Planting and trees create pocket parks and substantial greening of the development.
 Areas of open space provide positive amenity for local people and new residents.
 Areas where play features can be provided for local children to enjoy their environment.

Vehicular movement



Access into the site from Vastern Road and Caversham Road.
 Egress from the site onto Vastern Road.
 Access onto site for blue badge parking and for servicing of the buildings.

Blue badge parking



38 Blue badge parking spaces provided for new residents.
 20 externally on the secondary streets and 18 internally under the podium landscapes.

Car club parking



At least 2 Car club spaces proposed for residents' use, to allow car hire as required and reduce the need for individual car ownership.



Landscape and Public Open Space



Road frontage

- A green fringe that provides separation between Vastern Road and the site.
- Comprises a minimum zone of 5 metres to include replacement tree planting, pedestrian routes and a dedicated cycle lane connecting the railway station to the existing cycle lane along DeMontfort Road.
- The existing trees at the site entrance along Caversham Road will be retained and enhanced with new planting.



Secondary streets

- Provide access for building servicing and parking for blue badge holders.
- The eastern street provides access and egress to the site with a dedicated pedestrian route along the building facade, creating a link between Vastern Road and the avenue ensuring permeability through the site.
- The western street will be a shared surface with priority given to pedestrians and cyclists. A pocket park at the end of the street creates a destination space and softens the streetscene.



Linear park

- Provides a new strategic connection between the River Thames and the town centre.
- Connects the railway station to the site, providing a car free route to Vastern Road, the Thames path, King's Meadow and Christchurch Meadows.
- Provides 'greening' of the site by creating a linear park comprising new trees, shrub and herbaceous planting.
- Opportunities for both active and passive recreation and door step play.
- Provision of a range of seating spaces and seating options along the route.



The Avenue

- The avenue forms the primary route through the site for cars, delivery and people.
- It provides vehicular access for building services, deliveries, emergency services and blue badge parking.
- Creation of a tree lined boulevard incorporating large, specimen trees and blocks of structural shrub planting creates a verdant streetscene.
- Pavements will be designed to be wide enough to accommodate spill-out space for potential ground floor retail or food and beverage units.
- Opportunities for 'play on the way' and sustainable drainage features.



Hotel plaza

- Create a welcoming public plaza to the front of the hotel.
- Opportunity for specimen / feature trees within this key location.
- Bespoke seating or public art features.
- Potential outdoor cafe space.



Lobby courtyards and podium landscapes

- Provides breathing space off of the avenue, for residents entering the lobbies.
- Opportunity for greening with tree, shrub and herbaceous planting.
- Quiet and tranquil spaces to incorporate a range of seating options.
- Provides private amenity space for residents.



Daylight/Sunlight



We asked independent surveyors to assess the implications that development of the site might have on the daylight and sunlight enjoyed by the existing neighbouring properties on the opposite side of Vastern Road and Caversham Road.

With the site currently being underdeveloped for such an urban location, these residential properties currently enjoy a very high level of daylight and sunlight.

The surveyors were asked to assess two scenarios using guidelines set out by the Building Research Establishment (BRE):

1. The massing proposed in the Council's Reading Station Area Framework Document (RSAF)
2. Our current proposed massing

Their analysis of the RSAF (Reading Station Area Framework) massing showed that all windows

in these properties would achieve at least a VSC appropriate for an urban location. (Vertical Sky Component – a measure of the amount of daylight reaching a window).

The results of the analysis of our proposed massing were similar with all the windows achieving an appropriate VCS.

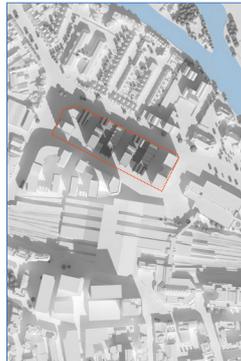
The analysis also considered the level of sunlight that all rooms with windows facing within 90° of due south would enjoy. The analysis demonstrated that all will achieve at least 25% Annual Probable Sunlight Hours (APSH) with at least 5% during the winter months, as set out

in the BRE (Building Research Establishment) guidelines.

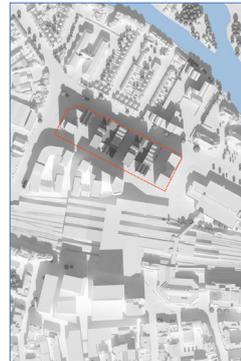
It is therefore considered that taking into account all factors, the aims of the BRE guidelines are achieved and the proposals will not have a significant effect on the daylight and sunlight enjoyed by the neighbouring residential properties.



Shadow study on the 21st of March at 10 am



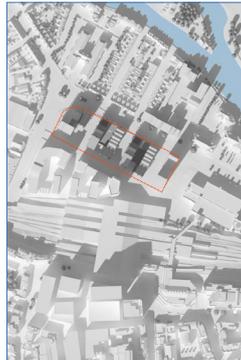
Shadow study on the 21st of March at 11 am



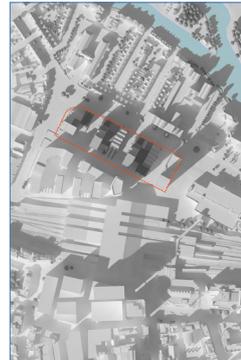
Shadow study on the 21st of March at 12 am



Shadow study on the 21st of March at 1 pm



Shadow study on the 21st of March at 2 pm



Shadow study on the 21st of March at 3 pm

