

READING BOROUGH LOCAL PLAN

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Reading
Borough Council

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people who will stay in the area for weeks or months at a time. However, these uses should not be seen as a way of introducing flats by the back door and therefore avoiding the need to contribute towards the provision of affordable housing. There will need to be restrictions applied through Section 106 agreements or conditions to ensure that development does not change its character to a residential development without planning permission, and a requirement to provide regular monitoring information on length of occupancy.

Primary Frontages in Central Reading

CR7: PRIMARY FRONTAGES IN CENTRAL READING

Uses on the ground floor along the designated primary frontages as shown on the Proposals Map will be within one of the following use classes: A1, A2, A3, A4, A5, C1, D1, D2 or related sui generis uses, unless it would be an entrance to upper floors. New developments (or alterations to existing uses) that front onto any of the designated primary frontages will provide an active building frontage with a display window or glazed frontage at ground floor level, in order to contribute to the vibrancy of the town centre, and provide visual interest.

Frontages should be of a high visual quality. Any frontages that have the potential to hinder movement or cause unnecessary safety risk will not be permitted.

Proposals that would result in the loss of A1 or A2 use such that the proportion of the length of frontage within the street in A1 or A2 use falls below 50% will not be permitted, unless the proposal introduces a use that makes a positive contribution to the overall diversity of the centre. 50% of new primary frontages as shown on the Proposals Map should be in A1/A2 use.

- 5.3.28** Active frontages at ground floor level are key in creating the impression of a healthy centre, and in ensuring that locations are places that people want to visit and spend time in. On the key streets in the centre, it is vital that new development continues to reflect this, and that it offers visual interest on the frontage even if it is not an A1 retail unit. Ground floor uses on these frontages should be uses that create interest and activity, and typically complement town centre streets. Ensuring that uses contain frontage onto the street is essential in creating safe places and spaces, and making areas feel well-used.
- 5.3.29** Primary frontages (most of which are existing, but some will be created through new development) are illustrated on the Proposals Map. Whilst a wide range of uses, such as housing, are generally appropriate in the centre, the primary frontage should be occupied by those uses that make the greatest contribution to the vibrancy of the centre. These frontages will contain continuous glazed display windows. In the exceptional cases where this is not achievable, entrances and openings should be positioned at regular intervals along the ground floor, to assist in enlivening the street. New development should be designed to accord with existing building facades and lines, and avoid abnormal setbacks and gaps in the frontage. Frontages should remain uncluttered, so that they function effectively for all in society.