

Welcome to our public exhibition and consultation for Norman Place in Reading town centre. This is an exciting development of new homes and opportunity to create a new waterfront public space next to the Thames.

The proposals comprise:

- ▶ Circa 260 high-quality homes for rent with shared resident amenity spaces
- ▶ Best-in-class riverside public realm, for full public use by local people
- ▶ New commercial space along the riverside animating this public space
- ▶ A major focus on sustainable development – targeting net zero carbon housing and improving local walking and cycle routes
- ▶ Delivering long-lasting social and economic benefits to central Reading

Before submitting a planning application, we want to engage with you about our proposals. This exhibition is your opportunity to review the designs and provide feedback. Once you have reviewed our boards, please take the opportunity to return a feedback form to share your views.



**Packaged Living** is a bespoke build-to-rent operator and developer that has grown a pipeline of over 5,000 homes since its inception in 2018, with major developments spanning the UK. Packaged Living have a strong track record of developing homes and creating communities in the private rented sector.

You can find out more about Packaged Living and our community led approach by scanning the QR Code or visiting [packagedliving.co.uk](https://packagedliving.co.uk)



Previous work



## What is Build to Rent?

Build to Rent refers to high-quality purpose-built homes designed for rent rather than sale.

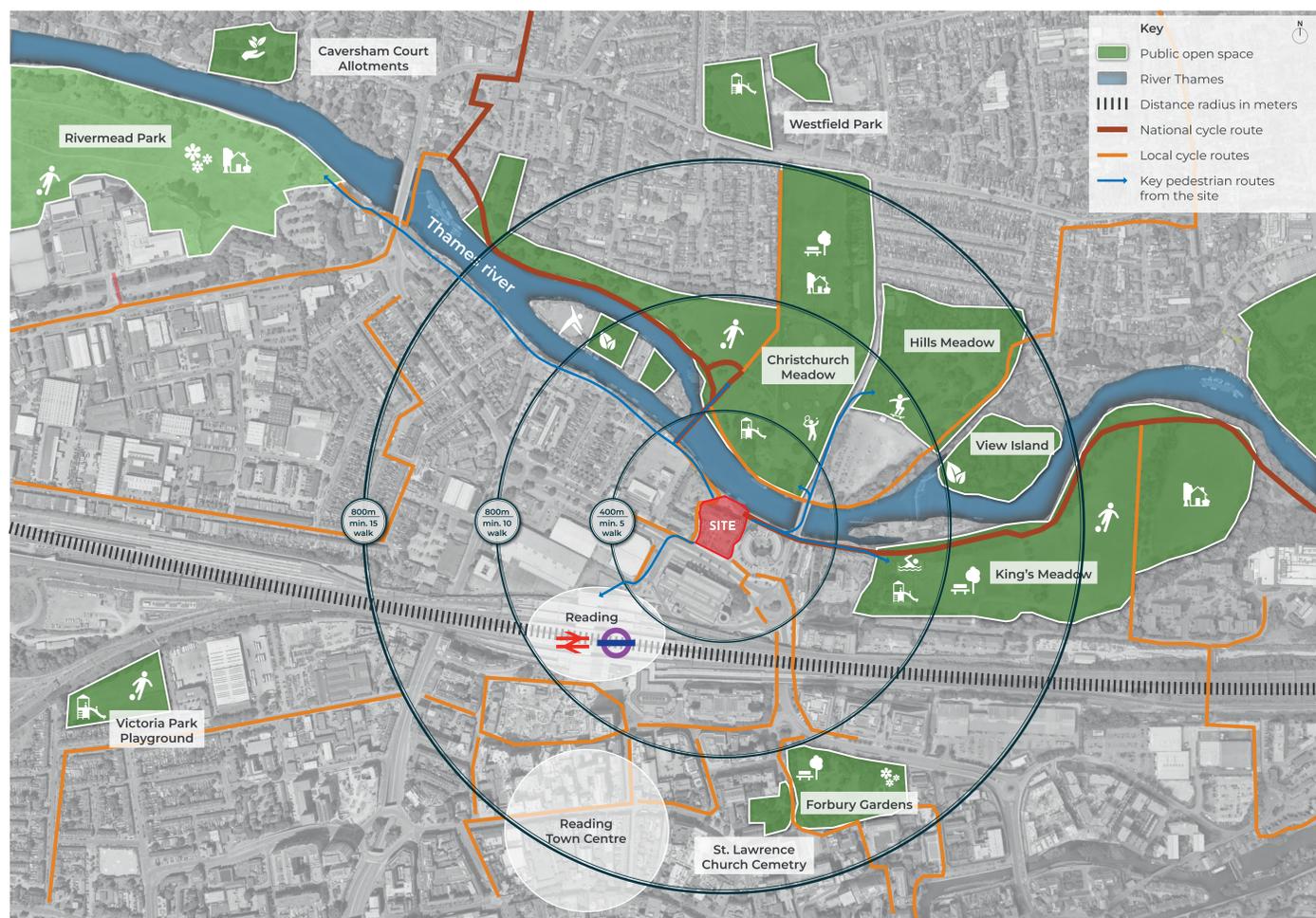
Build to Rent developments are purpose-built homes with professional management by a single company, rather than individual landlords, and longer-tenancies for those who want them, offering security in the private rented sector.

Build to Rent is well suited to a wide range of customers – from young professionals including key/essential workers to older people wanting to live close to all Reading town centre has to offer.

# SITE OVERVIEW & CONTEXT

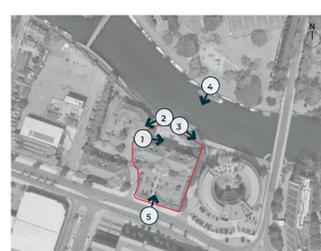
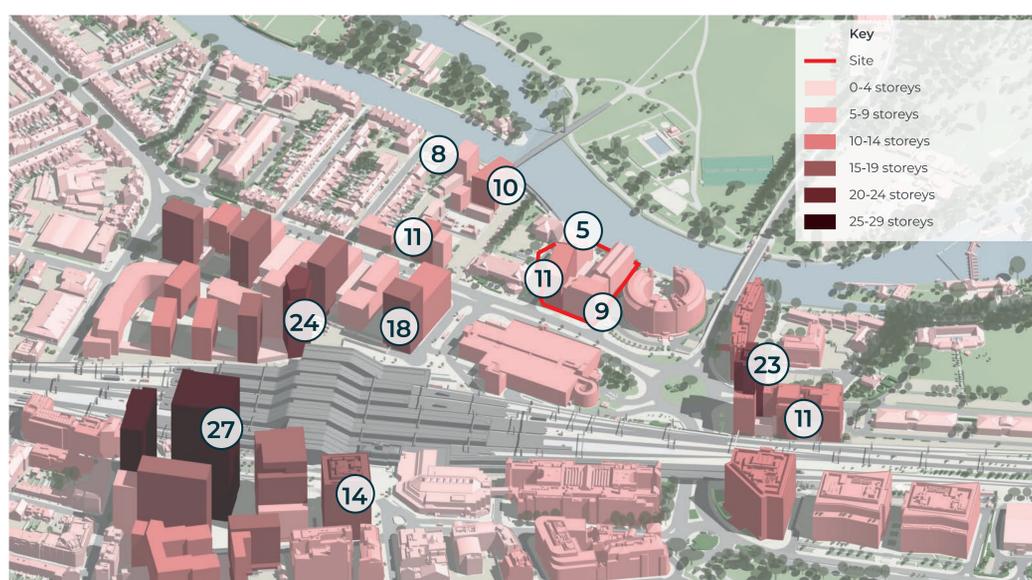
The site is located at Norman Place, to the north of Reading Railway station between Vastern Road and the River Thames. The site currently comprises an existing vacant office building with a surface car park to the south of the building, and a hard landscaped area serving the former office use, adjacent to the Thames Path and River Thames.

In the wider area the site benefits from excellent access to the train station, local amenities and nearby Local Green Space such as Christchurch Meadows. The proposals would provide new housing and complementary uses in a sustainable location whilst also creating a new public space adjacent to the river, with enhanced pedestrian and cycle access.



## Planning context

- **Brownfield land** - In line with national and local planning policy, the proposals maximise the use of a brownfield site in a highly accessible and sustainable location to provide homes and a new public open space
- **Flood Management** – The majority of the site, and all of the proposed buildings are within Flood Zone 1, which has the lowest probability of flooding. The proposals provide the opportunity to reduce flood risk by integrating a well-considered drainage and landscaping scheme.
- **Responding to the surrounding context** – In line with local planning policy, the proposal will enhance pedestrian and cycle access and create high-quality public realm, responding positively to nearby open green spaces and water spaces.



Key plan



05 - View from Vastern Road looking towards the site



01 - View of northern courtyard and existing trees along the north and eastern boundary



02 - View looking south over the Public Right of Way



03 - View looking east along the Thames River path

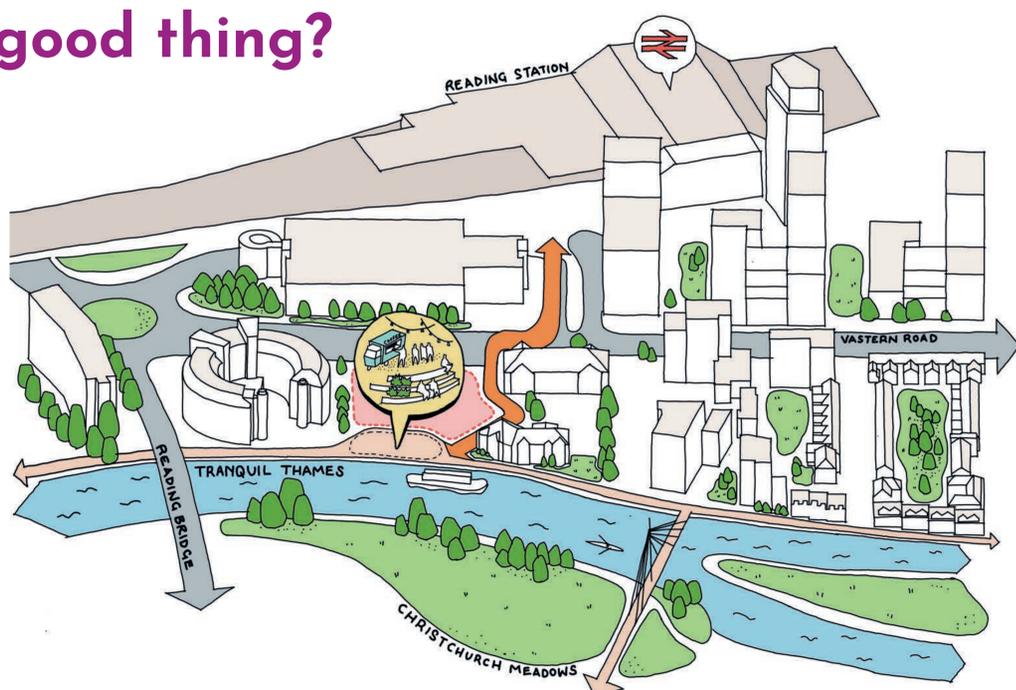


04 - View from Christchurch Meadows looking towards the site

## Why is this a good thing?

This area of Reading is a hidden gem, with the waterfront currently underutilised and those coming out of the station cut off from the river by this vacant office building.

We want to open up and improve the public realm along the riverside so that many more people can enjoy the waterfront, creating a fantastic place to live and a new waterfront destination for the wider community.



We are seeking to create:

- ▶ A thriving neighbourhood, offering a unique and vibrant place to live and space for local businesses to flourish
- ▶ A place that reconnects Reading town centre to its waterfront and open spaces to the north
- ▶ A place where people feel safe and comfortable to walk and cycle
- ▶ A place where the streets and homes are built to high standards of design and sustainability
- ▶ Homes oriented to maximise views of the river

## Key moves

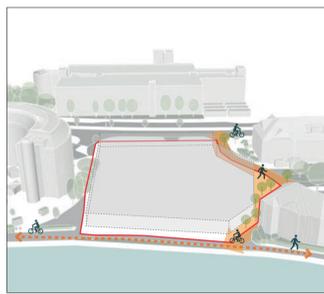
The design principles and outline strategy for the site are:



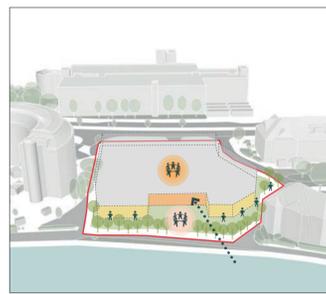
Existing site



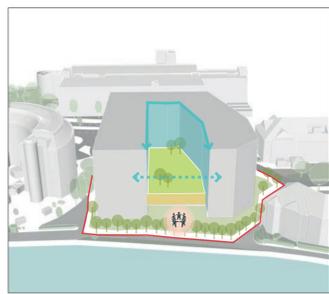
Repairing the streetscape and creating active edges. Back of House positioned centrally and screened by active uses



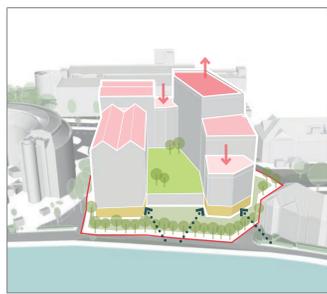
Significantly enhanced pedestrian and cycle route through to the river. New public realm and active uses lining the street



Public space at the heart of proposals framed by community uses



High-quality residential homes wrapping around generous resident's courtyard gardens



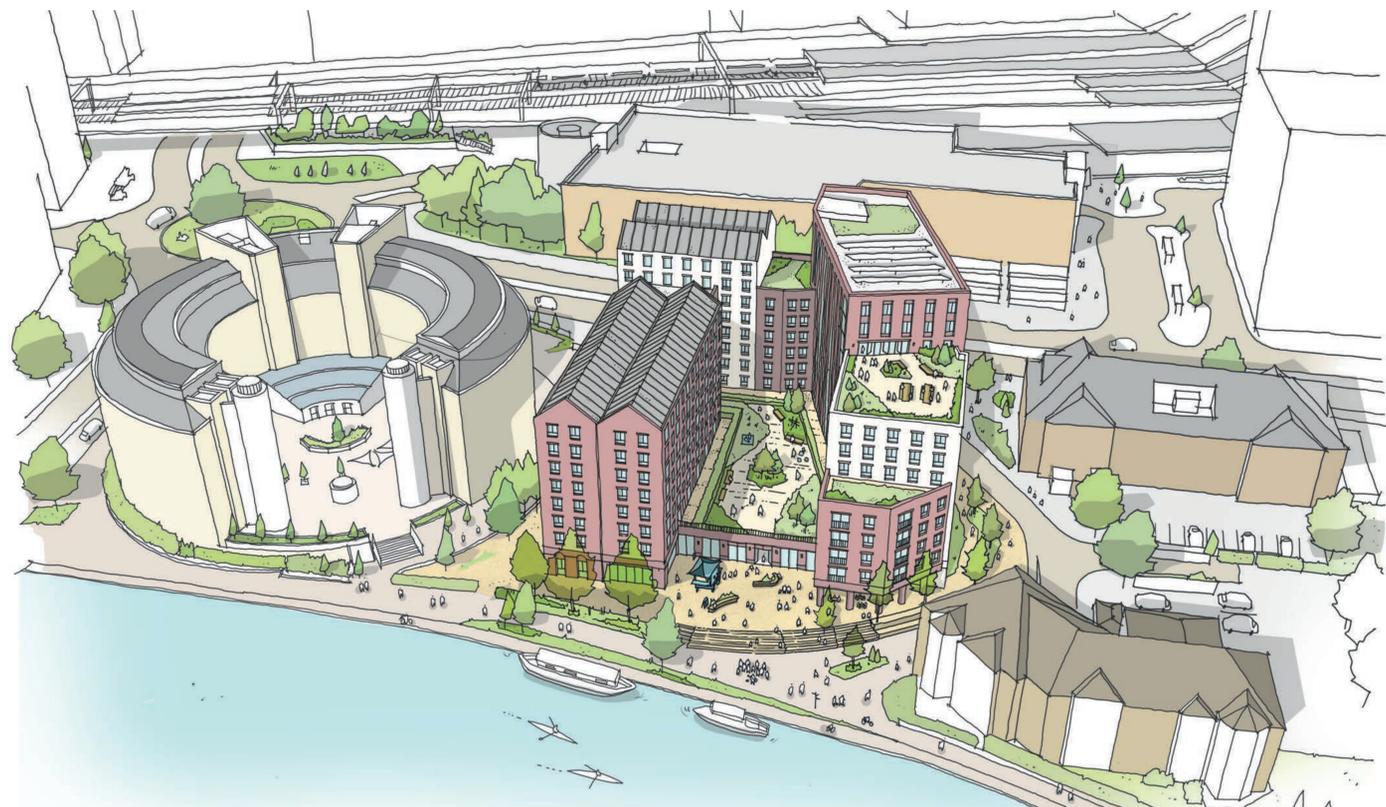
Sculpt and split the buildings to step down to the river and respond to local townscape context



Maximise biodiversity, residents roof terraces and views to the river



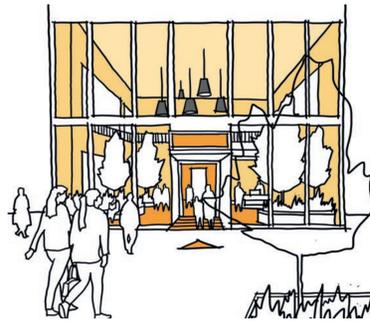
Flexible community-led amenity and public space at ground floor, open to local groups and bringing together existing and new residents



# THE RESIDENT'S JOURNEY

## Zone 1 - Front of House

- ▶ Single main entrance lobby which all residents pass through, promoting social interaction and fostering a sense of community
- ▶ Active frontage along Vastern Road, Norman Place and the riverside to promote interest and vibrancy at lower levels
- ▶ Concierge desk providing residents with 24/7 on-site support
- ▶ Opportunity to support pop up community events and initiatives at ground floor



## Zone 2 - Shared amenity

Residents rent the whole building and have access to a range of communal amenity spaces such as:

- ▶ Lounge areas
- ▶ Co-working spaces with printing facilities
- ▶ Resident kitchen and private dining areas
- ▶ External landscape spaces designed to promote health, wellbeing, and biodiversity
- ▶ Roof terraces with panoramic views overlooking the city centre and the River Thames



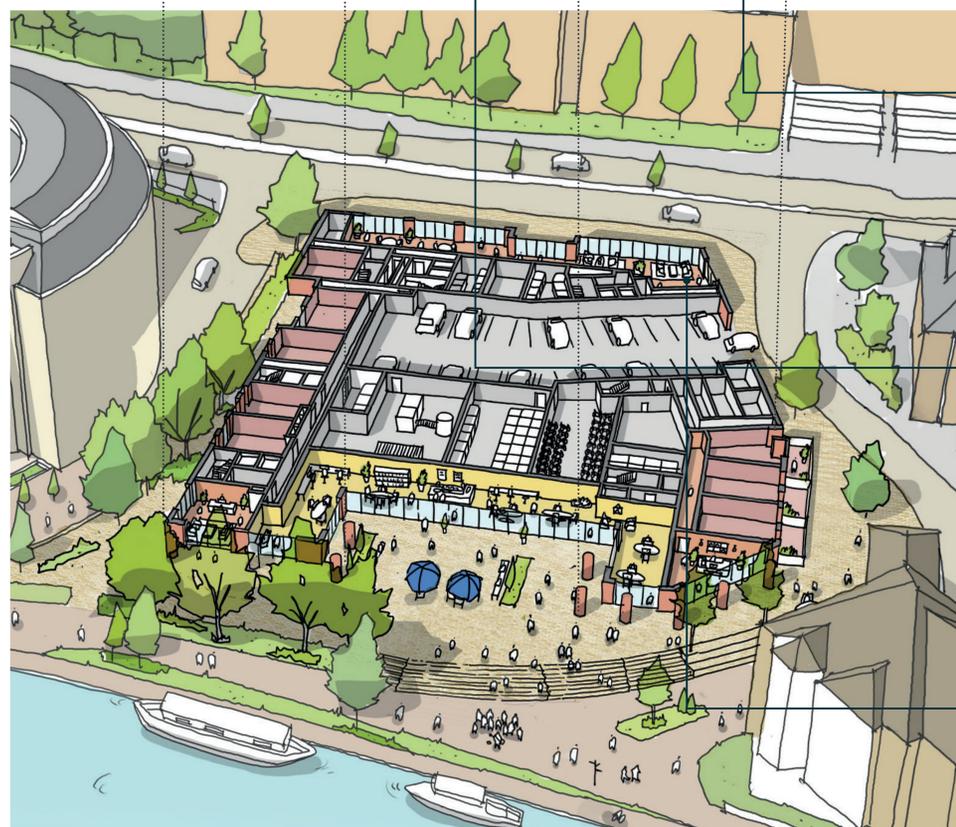
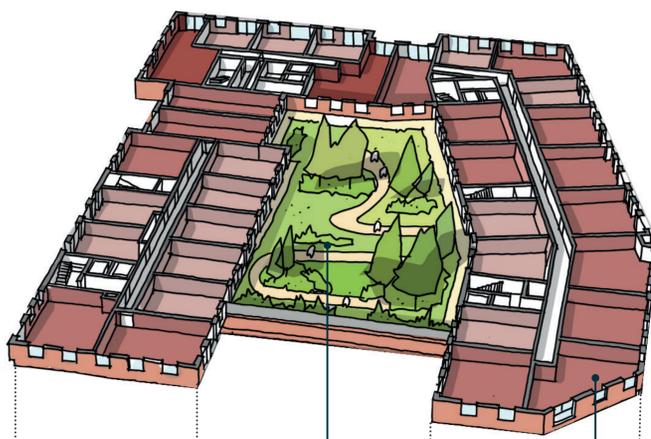
## Zone 3 - Apartments

- ▶ Spacious open plan living, kitchen and dining rooms
- ▶ Maximised window sizes to ensure apartments are bright and airy
- ▶ Equal size bedrooms with built in wardrobes and ensuite bathrooms
- ▶ No single aspect north-facing dwellings
- ▶ Juliet balconies to living rooms



## Zone 4 - Back of House

- ▶ Servicing is positioned to the centre of the site and screened by active frontages and accessed from Norman Place
- ▶ Secure cycle spaces
- ▶ Refuse and recycling stores which are easily accessible to residents



Zone 4 - Back of House



Zone 3 - Residents' apartments



Zone 2 - Residents' shared amenity



Zone 1 - Front of House

# A WATERFRONT DESTINATION



An important aspect of the proposal is to reconnect local people to the water in Reading town centre.

At the heart of this scheme is a new public square located along the riverside. A great public square can become a central destination and reflect the identity of the surrounding community. We relish the opportunity to work with the local community to create a fantastic destination that will be a focal point on the Thames Path.

Our aim is to create a vibrant place where people want to spend time with family and friends throughout the year. Any great square has a variety of smaller zones to attract a range of people and is flexible throughout the seasons.

The plans will also provide active frontage along Vastern Road and Norman Place, incorporating commercial space to meet the needs of the local community. Furthermore, the plans seek to improve the pedestrian and cycle route along the river, which leads to the public square, creating a focal point and celebration of the Thames Path.

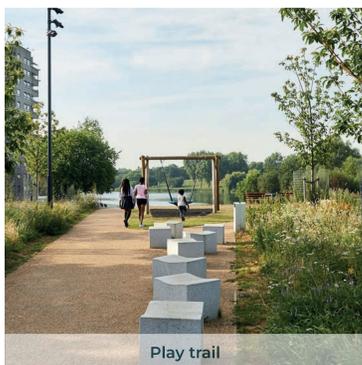
## What would you like to see here?

We want to hear your ideas about what you would like to see within the public square and how the square can reflect the identity of its surrounding communities. Please take a post-it note and write down your ideas on the next board.



Potential ideas for the public square include but are not limited to:

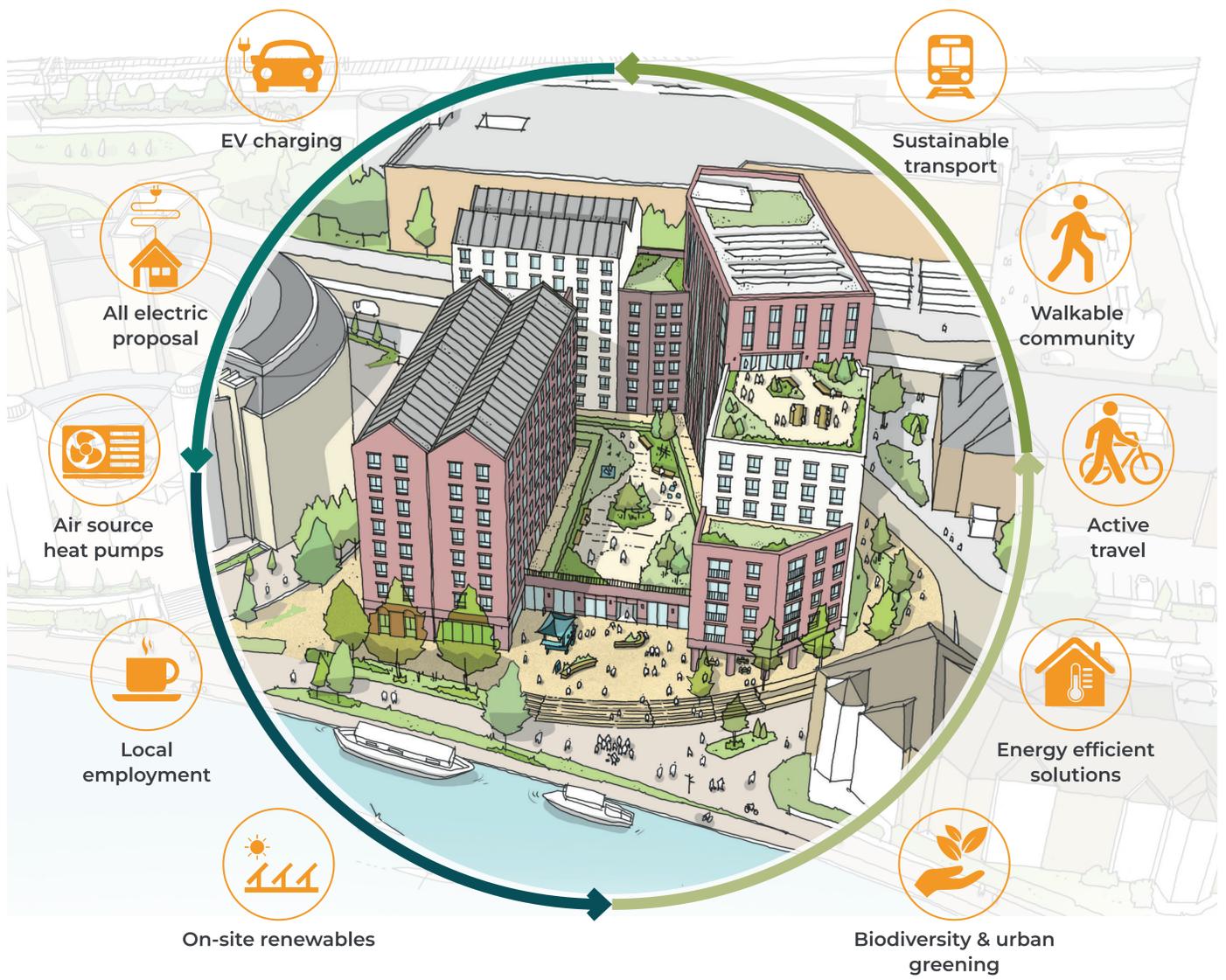
- ▶ Coffee cart
- ▶ Playspace
- ▶ Places to sit and relax
- ▶ Adaptable spaces for events
- ▶ Art and wildlife trails
- ▶ Food growing space
- ▶ Meeting spaces for local clubs





What would you like to see within the public square and the surrounding commercial space?

# SUSTAINABILITY & WELLBEING

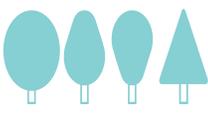


Sustainability has been carefully considered throughout the design process. The following measures will be implemented as part of the proposals:

- ▶ Highly accessible site location which has excellent transport links and is supported by cycle provision for residents
- ▶ Promotion of car clubs and on-site electric car charging
- ▶ Residents health and well-being has been considered from the outset with a Fitwell assessment underway
- ▶ Reduced energy consumption through efficient building fabric and optimised glazing ratio to reduce heating demand
- ▶ Specification of efficient systems that use less energy – Mechanical Ventilation and Heat Recovery, lighting, vertical transport
- ▶ Sustainable Urban Drainage System (SuDS) measures to aid the collection and storage of the surface water prior to discharging from site
- ▶ Water use reduced as much as possible through the specification of efficient sanitaryware and fittings
- ▶ On site renewable energy sources – i.e photovoltaic panels located at roof level
- ▶ Residents will benefit from a variety of well-designed landscaped roof terraces, promoting biodiversity and supporting well-being
- ▶ Integration into the local community is a key principle. Initiatives could include pop up events within amenity areas, using local businesses to facilitate resident activities (i.e wine tasting, yoga etc) and commercial units to support local independent business

## Landscape & ecological benefits

Goals & objectives

 Retain existing trees	 Increase tree diversity and tree coverage	 Biodiversity Net Gain	
 Biosolar green roofs (Integrated Photovoltaic and wild flower green roofs)	 Integrated sustainable drainage systems	 Reduce surface water run off and filter water before it enters key receptors such as the Thames	
 Increase habitat features	 Sensitive lighting design / managing light spill	 Reduce flood risk	
			

# DESIGN & APPEARANCE

The design of the buildings has been inspired by the various architectural styles throughout Reading. Taking inspiration from the wider context, the design uses Reading red brick, with playful detailing from tiles to create visual interest at the ground floor and top of the buildings.

The building layout and form has undergone a thorough design process to ensure the proposed scheme positively enhances the townscape views, with significant focus on the views from Christchurch Meadows.

There is an opportunity to mark the riverside, and therefore a building of 11 storeys with elegant proportions has been included to support wayfinding from other parts of Reading.

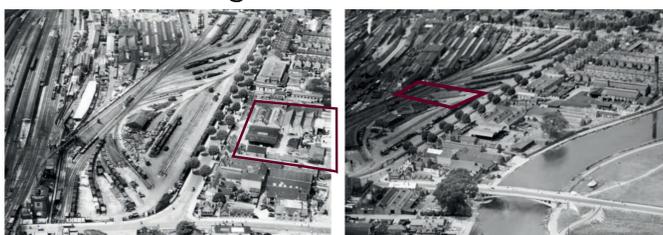
## Design principles

- ▶ Create a clear and attractive building geometry that complements the neighbourhood and provides a distinctive and elegant view from a distance
- ▶ Create interest at ground level with active frontage that leads to the public square
- ▶ Provide a distinct character
- ▶ Be built predominantly of red brick – a high-quality, enduring material
- ▶ Provide buildings that recognise Reading's history and look to the future
- ▶ Express the joy of living next to the riverside

### Reading red bricks, tiles & pottery



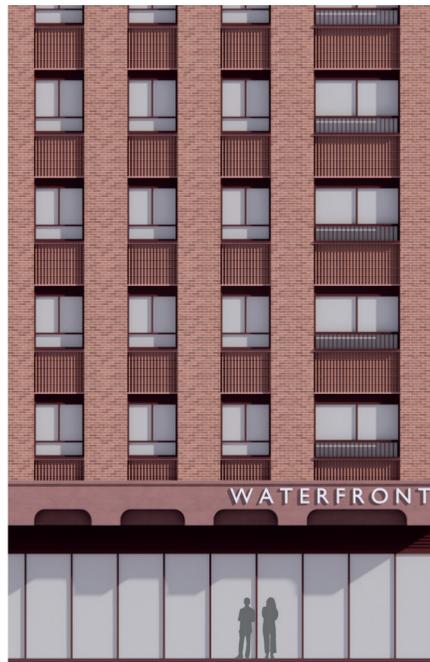
### Historic Reading



Historic photos - 1958



### Initial bay studies



Vastern Road taller building



Vastern Road industrial building

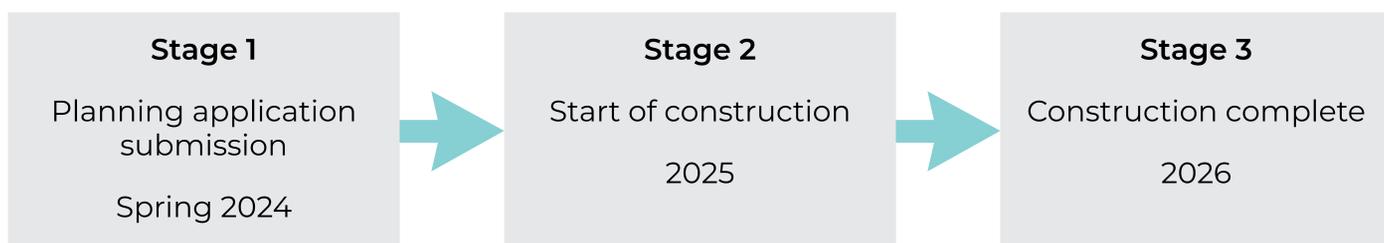


# HAVE YOUR SAY & NEXT STEPS



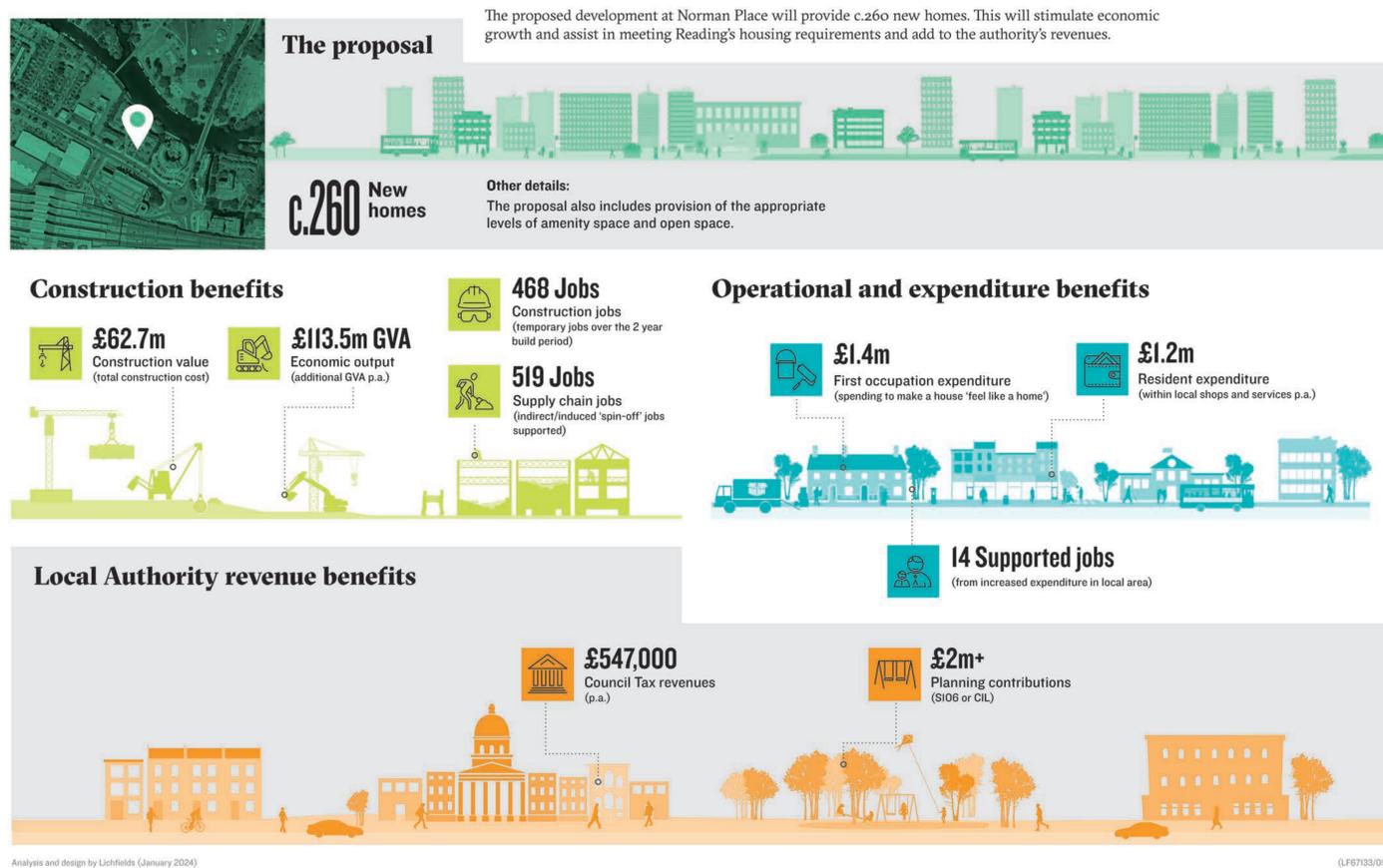
Thank you for taking the time to view our proposals for Norman Place in Reading. We would be grateful if you could complete a feedback form to let us know what you think.

## Indicative timeline



Construction Management Plan will be submitted with the planning application and committed to using considerate constructors.

## Key benefits



## Have your say

[normanplace.co.uk](http://normanplace.co.uk)

0203 026 3143

Freepost CRATUS COMMUNICATIONS  
(no further address details or stamps required)

[info@normanplace.co.uk](mailto:info@normanplace.co.uk)