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DESIGN & ACCESS STATEMENT

REV_A

Great Brighams Mead,
1 Vastern Rd, Reading RG1 8DJ

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1. Introduction

1.1 Site Location

The application site, Great Bringham Meads, is a 2.6-acre site with a prominent office building located in Reading's town centre. Previously commercial use class for headquarters of mobile phone company Three, the building has recently been changed to a residential use class providing 110 apartment accommodation across 3 floors. The building is a distinctive and well known large 84,000 sq ft (7,800 sqm) red brick building, designed with an 'H' shape plan, sitting central to the site.

The Great Brigams Mead site sits between the greener residential areas to the north of the River Thames, with the city centre to the south. It is a prominent site, centred on the intersection of three major arterial roads.

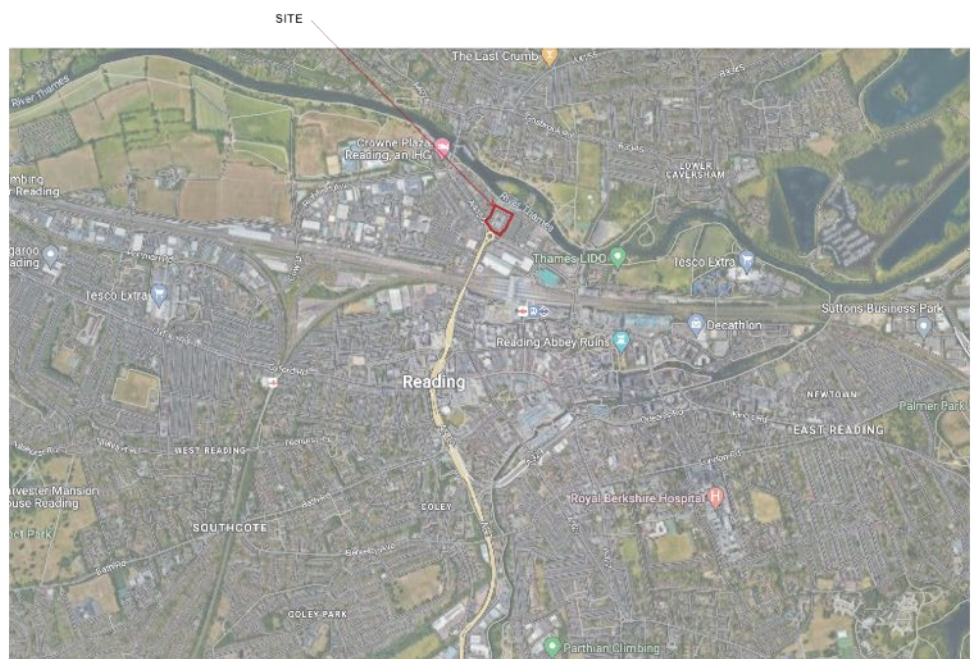
The site sits north of Reading train station and on the north side of a major roundabout intersection between Vastern Road, Caversham Road and A4155. The railway line into Reading Station runs east / west due south of the site.

The River Thames borders the north boundary to the site with Fry's Island positioned within this river section. The site holds a prominent position within the heart of Reading centre, well positioned for all transport links as well as pleasing views north and east over the River Thames.

The site is directly bordered by residential areas to the east and west running off the major trunk roads that intercept at the roundabout. These trunk roads are lined with local shops and amenities serving central Reading.

The site lies in the designated Town Centre. The Environment Agency (EA) Flood Zone map shows the site is located in Flood Zone 3 'High Probability' of the River Thames (as defined in Planning Practice Guidance (PPG) 'Flood Risk and Coastal Change' Table 1): - Flood Zone 3 'High Probability' (greater than 1 in 100 (>1.0%) annual probability of river flooding).

Fig 1.1 satellite photo of site location with the site outlined in red.



1.2 Land Use

Having been a well-known office building within Reading city centre for many years, the site has recently been changed from a commercial building to a residential use class converting it into 110 flats.

This application is for additional upper story accommodation to be run as a Class C1 hotel.

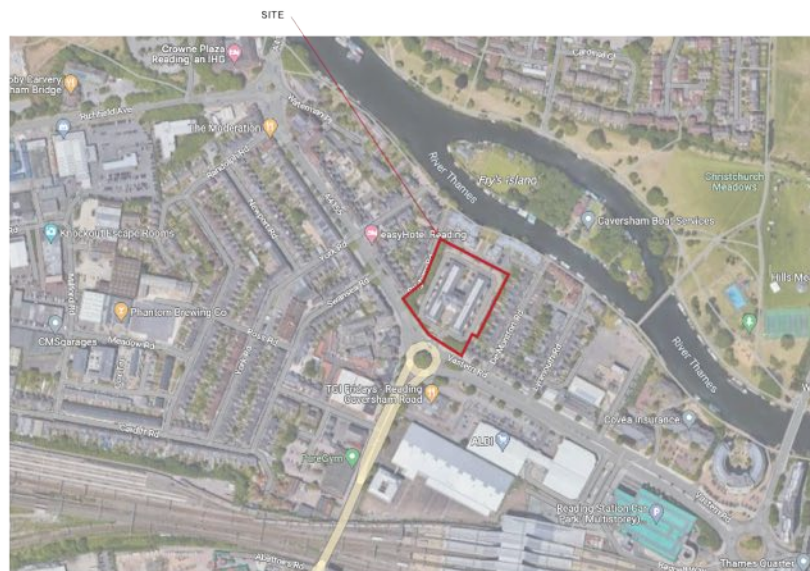
1.3 Local Area

The surrounding land use is majority residential terraces with commercial shops lining the trunk roads. Large commercial / light industrial units are located directly south surrounding Reading train station, and bordering the railway line east to west. Other prominent commercial headquarters line the south bank of the Thames, such as Thames Water offices east of the site.

The local area is very much defined by the distinctive red-brick Victorian terrace style prominent throughout Reading. Both the adjacent residential streets, as well as the shop-lined trunk roads feature the same red brick terraces, converted to suit the use class of the specific location. South of the roundabout is a large light industrial site that borders Reading railway station. These modern commercial buildings, as well as the office buildings that line the Thames south bank, are mostly built in red brick to compliment the local area.

On the north side of the Thames river continues residential neighbourhoods, all red brick Victorian terraces and semi-detached houses with rear gardens, interspersed with parks, green spaces and schools. A strip of green space lines the north bank of the Thames creating a long public park incorporating the Thames river path. This area also houses various boating amenities and services.

Fig 1.2 satellite photo of site location with the site outlined in red showing the site and locality



1.4 Site Access

The site is accessed from one main front entrance point off the roundabout junction to the south of the site; the junction between Vastern Road, Caversham Road and A4155. These are main thoroughfares through Reading city centre bringing traffic through the centre, and linking to Reading train station.

Hardstanding parking areas are positioned around the perimeter of the site, with one-way vehicle access around the whole of the 'H' shaped building plan.

Fig 1.3 Main entrance to Site, access off major roundabout on Vastern Road.



Fig 1.3 - 3D view of Site showing main entrance and surrounding site parking.



2. Site Design + Proposals

2.1 Proposal

The proposal comprises of the following elements:

- The demolition and conversion of the existing roof
- The erection of two additional stories onto the existing 3 storeys, including the provision of 100 more rooms to be run as a hotel. (The top storey is proposed within the re-built roof space).
- introduction of a new C1 use for the top 2 floors only

While the proposal seeks to demolish the existing roof there will be additional accommodation proposed within the new roof. The proposal seeks to match the re-built roof as per the existing, with the addition of dormer windows to the internal roof pitches only to maintain privacy to surrounding neighbours.

The existing second floor windows will be re-modelled to match the floors below in the same brick detailing (reducing the amount of glazing currently to west and east elevations).

The proposed third floor will mimic the existing second floor glazing design, creating a glazed 'top' floor, however the glazing will be obscured glass up to eye level on all elevations to minimise overlooking to neighbouring properties.

The ground and first floors will be unaffected by the development above, and works are set to begin on the third and fourth floors before the lower floors are inhabited reducing the impact on inhabitants.

The site is currently one of the larger buildings in the surrounding area. It is predominantly a brick building. The building is a contemporary construction with a facade that has a heavy use of large windows framed in metal. All floors remain in keeping with the existing style and materiality of the building as a whole.

2.2. Scale and Unit Types

The development will be for two additional storeys:
It will include:

- 100 C1 hotel room accommodation (62 rooms on 3rd floor plus 38 rooms within the 4th floor roof space)
- 34 x one bedroom rooms – 3rd floor
- 30 x one bedroom rooms – 4th floor
- 28 x two bedroom rooms – 3rd floor
- 8 x two bedroom rooms – 4th floor

Fig 1.6 - Third Floor Accommodation Schedule

FLOOR	UNIT QUANTITY (on these levels)	UNIT CODE	No. of Beds	No. of People	INTERIOR GIA (sqm)	
3rd	1	T.01	1	2	27	
	2	T.02	1	2	27	
	3	T.03	1	2	27	
	4	T.04	1	2	27	
	5	T.05	1	2	30	
	6	T.06	1	2	27	
	7	T.07	1	2	32	
	8	T.08	1	2	27	
	9	T.09	1	2	32	
	10	T.10	1	2	38	
	11	T.11	2	4	43	
	12	T.12	2	4	41	
	13	T.13	2	4	52	
	14	T.14	1	2	27	
	15	T.15	1	2	27	
	16	T.16	1	2	27	
	17	T.17	2	4	45	
	18	T.18	1	2	28	
	19	T.19	2	4	45	
	20	T.20	2	4	45	
	21	T.21	2	4	50	
	22	T.22	2	4	45	
	23	T.23	2	4	55	
	24	T.24	2	4	49	
	25	T.25	1	2	27	
	26	T.26	1	2	28	
	27	T.27	2	4	55	
	28	T.28	2	4	54	
	29	T.29	1	2	28	
	30	T.30	2	4	40	
	31	T.31	2	4	41.5	
	32	T.32	2	4	41.5	
	33	T.33	2	4	40	
	34	T.34	1	2	28	
	35	T.35	1	2	27	
	36	T.36	1	2	27	
	37	T.37	1	2	27	
	38	T.38	1	2	27	
	39	T.39	1	2	30	
	40	T.40	1	2	27	
	41	T.41	1	2	32	
	42	T.42	1	2	27	
	43	T.43	1	2	32	
	44	T.44	1	2	38	
	45	T.45	2	4	43	
	46	T.46	2	4	41	
	47	T.47	2	4	52	
	48	T.48	1	2	27	
	49	T.49	1	2	27	
	50	T.50	1	2	27	
	51	T.51	2	4	45	
	52	T.52	1	2	28	
	53	T.53	2	4	45	
	54	T.54	2	4	45	
	55	T.55	2	4	50	
	56	T.56	2	4	45	
	57	T.57	2	4	55	
	58	T.58	2	4	49	
	59	T.59	1	2	27	
	60	T.60	1	2	28	
	61	T.61	2	4	55	
	62	T.62	2	4	54	
Saleable area	62 units				2293	

Fig 1.6 - Fourth Floor Accommodation Schedule

FLOOR	UNIT QUANTITY (on these levels)	UNIT CODE	No. of Beds	No. of People	INTERIOR GIA (sqm)	
4th	1	F.01	2	4	46	
	2	F.02	1	2	30	
	3	F.03	1	2	34	
	4	F.04	1	2	34	
	5	F.05	1	2	34	
	6	F.06	1	2	34	
	7	F.07	1	2	31	
	8	F.08	2	4	75	
	9	F.09	1	2	34	
	10	F.10	1	2	33	
	11	F.11	1	2	33	
	12	F.12	2	4	52	
	13	F.13	1	2	24	
	14	F.14	1	2	32	
	15	F.15	1	2	32	
	16	F.16	1	2	28	
	17	F.17	1	2	30	
	18	F.18	1	2	39	
	19	F.19	2	4	44	
	20	F.20	2	4	42	
	21	F.21	2	4	46	
	22	F.22	1	2	30	
	23	F.23	1	2	33	
	24	F.24	1	2	34	
	25	F.25	1	2	31	
	26	F.26	1	2	34	
	27	F.27	1	2	31	
	28	F.28	2	4	75	
	29	F.29	1	2	34	
	30	F.30	1	2	32	
	31	F.31	1	2	34	
	32	F.32	2	4	52	
	33	F.33	1	2	24	
	34	F.34	1	2	32	
	35	F.35	1	2	32	
	36	F.36	1	2	28	
	37	F.37	1	2	30	
	38	F.38	1	2	39	
Saleable area	38 units				1392	

Fig 1.8 - Floor Plan of the proposed 3rd Floor

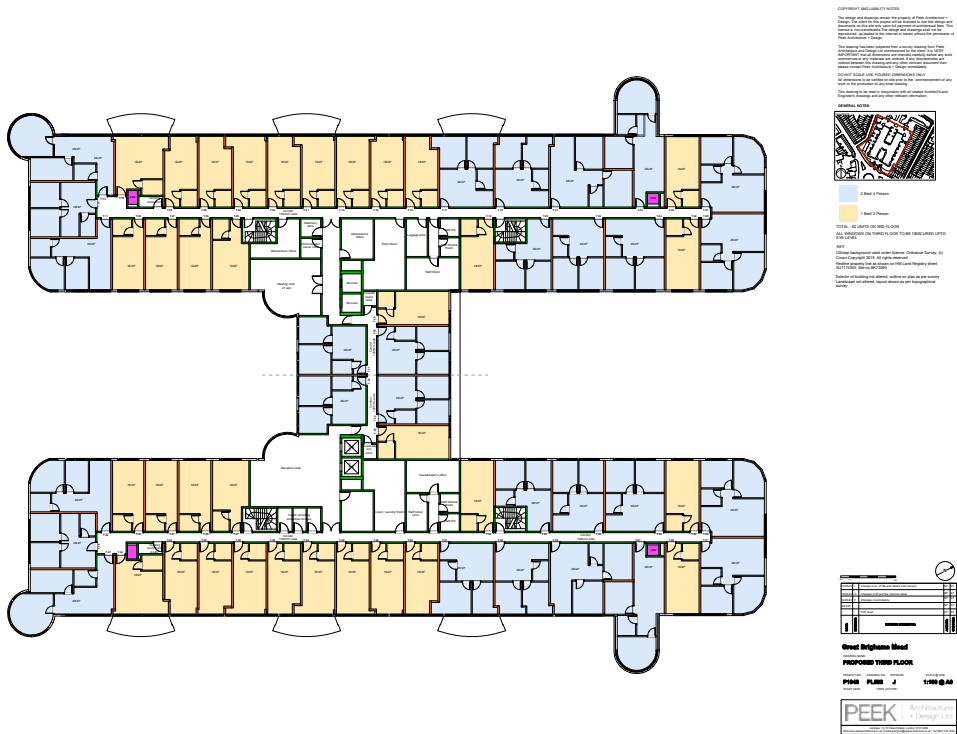


Fig 1.8 - Floor Plan of the proposed 4th Floor

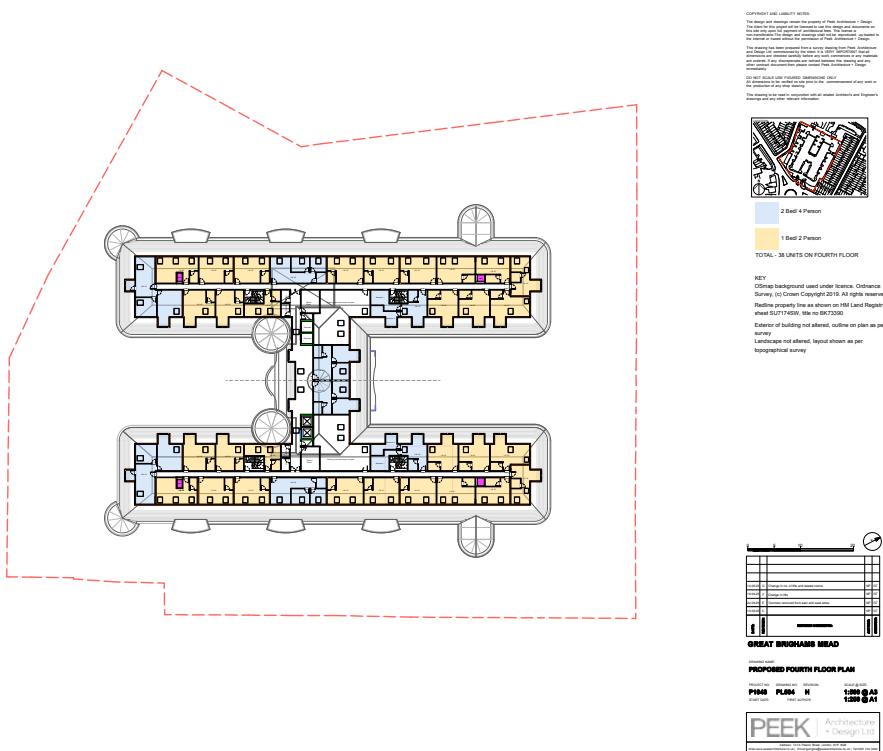
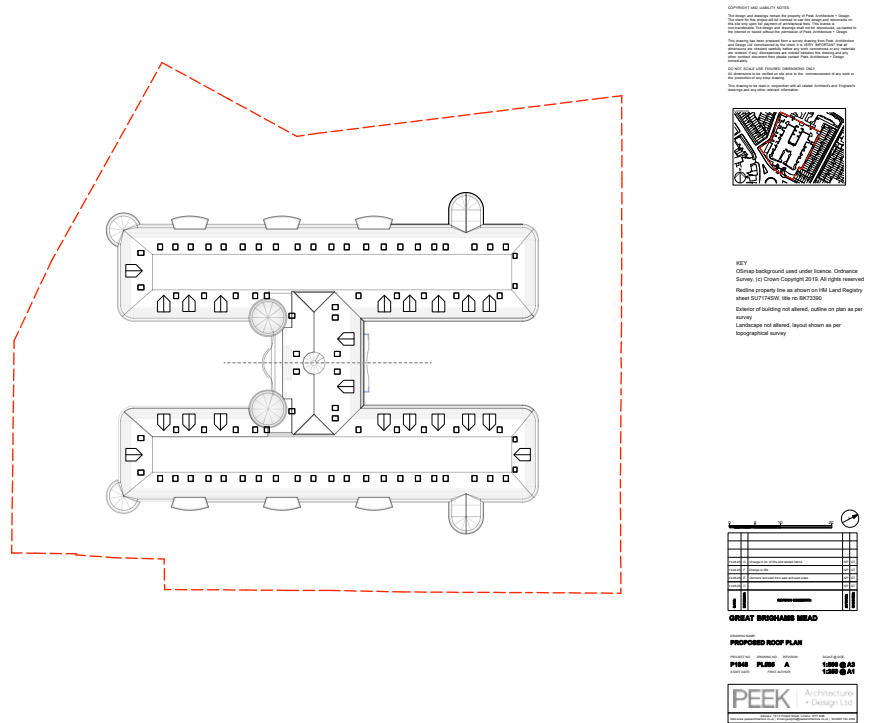


Fig 1.8 – Proposed roof plan



There will also be a lift providing access to the proposed third and fourth floors allowing wheelchair access to all of the proposed hotel rooms.

2.3. Design Appearance / Elevations + Materials:

The top hotel proposal has been informed by the existing materiality and style of the building. The design is contemporary and in-keeping with this iconic brick building, with particular attention to the brick detailing and the metal window detailing, tying the glass 'top' storey into the character of the building below. Large amounts of floor to ceiling glazing are already part of the existing building design, and this will be mimicked on the new 'top' floor. The design will bring the dated contemporary building into the current decade, with an elegant 'clerestory'.

The proposal includes a combination of one and two bedroom hotel rooms. A lift will operate to the proposed floors making all of the proposed rooms accessible.

The proposed roof design will be tiled and will match the existing roof style and form. The proposed dormer windows to the re-built roof are only visible on the North and South elevations and internally within the 'H' shaped plan, all clad in tile to match the roof. Only low profile, conservation rooflights as visible to the east and west elevations to maintain privacy and minimise overlooking to neighbouring properties.

The windows and doors will be designed with a high acoustic standard to ensure that present or future noise nuisance from surrounding plant or practices is mitigated.

Fig 2.1 - North Elevation highlighting the proposed extension

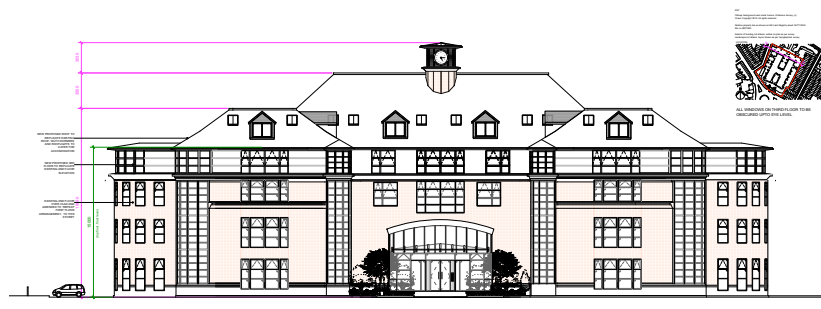


Fig 2.1 - South Elevation highlighting the proposed extension

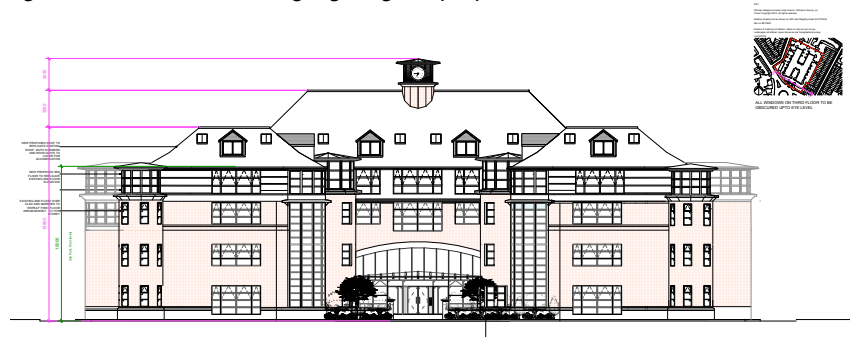


Fig 2.0 - West Elevation highlighting the proposed 3rd storey extension and re-built roof

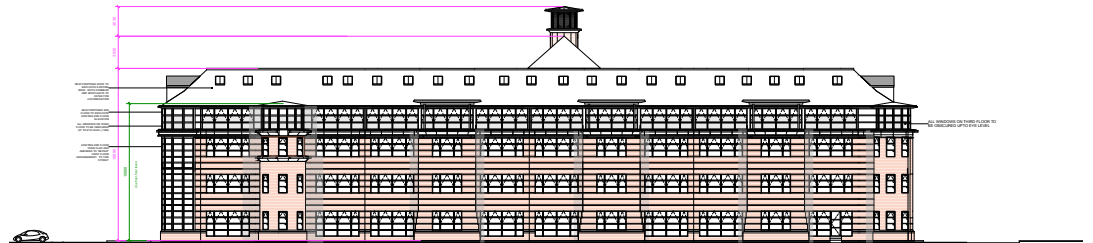


Fig 2.0 - East Elevation highlighting the proposed 3rd storey extension and re-built roof

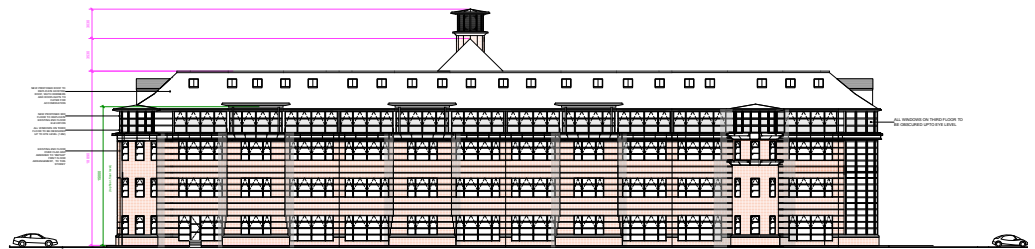


Fig 1.5 – Photo showing existing front (south) elevation



Fig 1.6 – 3D visual showing proposed front (south) elevation



2.4 Operation / Benefits : C1 – Hotel Class

This application is for Class C1 hotel operation catering for both short and extended stay guests. The Hotel operator will be Rogue City Hotel Group.

ROGUE CITY HOTEL GROUP

ROGUE CITY HOTEL GROUP is a hotel operator company whose business focus is to create a portfolio of high-end boutique properties in key locations in the UK and abroad that will be operated and managed under one brand.

Rogue City Hotels (RCH) brings an advanced concept to the hospitality sector that combines affordable luxury accommodation with a creative and guest-centric design to deliver more than just a bed in a soulless room.

Rather than simply adding bed count to the generic offer of mainstream hotels in a city, our up-market hotels offer an alternative to the conventional hotel landscape, in the following ways:

1. Economic, by offering value without superfluous and wasteful extras
2. Transparency, by ensuring that the price guests think they will pay at check in is what they pay at check out. No hidden charges or extra
3. Environmental, through the judicious use of resources, eliminating the need to replicate underused facilities (such as gyms, large events venues, etc.) better provided by other specialist operators close to and around the hotel. This allows for the hotel to work with local businesses by encouraging guests to use other business facilities
4. Social, by inviting hotel guests to spend their discretionary £, Euro or \$ in neighbourhood facilities, rather than just in the hotel, thus acting as a local economic multiplier helping other neighbouring businesses prosper.
5. Employment, as providing high-end and well managed hotels require an army of well-trained employees to maintain service excellence across all departments
6. Deliveries will be kept to a minimum, no more than once per week given there are no food and beverage facilities within the hotel and as 90% of the waste the hotel produces will be recyclable, waste collection will also be kept to a minimum
7. The hotel seeks to offer local produce and supplies where possible. Ranging from ensuring linen suppliers hail from smaller, independent local providers to sourcing speciality materials from niche independent suppliers, rather than buying in bulk from national providers. Although this eats in to the hotels expenditure, the contribution to the normally less cost-effective local supplier breeds a positive and warming response from hotel guests, thus contributing to all parties involved.
8. Guest will be encouraged to arrive by public transport where possible.
9. A-rated sanitary ware and other utility saving measures such as A-rated boilers and motion sensor LED lighting will be used throughout

The RCH model leverages on both the extended stay and boutique hotel models. The concept employs the familiar select service model of reducing the number of “discretionary” services that the hotel provides and which only a limited number of guests use or want, thereby reducing

costs, whilst concentrating on providing much higher quality of suite finishes and “in-room” facilities, which every guest benefits from.

The RCH concept also leverages on the increasing growth of the extended stay model by adding a signature mini-kitchen to each and every hotel suite. This has the further advantage of empowering the guest. Together with our exclusive e-concierge, making it easy to access local facilities and service providers without any hotel mark-up, guests are given the independence, flexibility, choice and economic benefit of a home feel with the look and feel of a boutique hotel together with 24 hour duty management, reception, concierge and daily maid service.

RCH has created its own niche between two of the more recent themes in hospitality and this provides an alternative offer at a price point today’s traveller can afford. In other words, Rogue City Hotels offer affordable luxury.

The great attraction of the value proposition is that it has no demographic – it appeals across all segments of society and caters for all travellers, whatever the purpose of visit.

As part of the objective of aligning with consumers increasing appetite and preference to discover and enjoy local experiences outside the walls of the property, ROGUE CITY is underlining the importance of location, location, location in hospitality in a new way. The Great Brighams Mead location is therefore perfect for a hotel operator such as Rogue City due to it’s iconic central location.

Employment:

15 employee’s per day – comprising 50% full-time staff and 50% cleaners visiting once per day.

This is an extended stay model, therefore the objective is to achieve ALS (average length stay) of 3 nights.

Protection of Residential Amenities:

Measures to protect residential amenities include the following:

- A separate branded entrance and enclosed lobby at ground level for hotel users
- Separate lifts for hotel and residential users
- Separate staircases to upper floors for hotel users
- Clear designated branded signage throughout to define the separate uses
- High specification acoustic separation between hotel upper floors and residential lower floors

3. Design Strategy

3.1. Refuse + Recycling:

Bins & Recycling will be provided in line with council standards, with space in kitchen for storage & separation. Additional refuse + recycling stops on site for collection.

3.2. Parking + Cycle provision:

- Ample parking spaces are proposed for the new hotel accommodation, as well as for those in the three stories below

- Cycle parking provision allocated for hotel use also

3.3. Fire Safety:

The large and uncomplicated internal corridor and stairwell mean that escape in the event of a fire is not complicated. Flats have internal heat & smoke detectors and sounder lines to the communal fire system.

All flat doors will have a 60minute fire rating and doors inside will be 30minute Structural steels and walls between corridors to flats and flats to flats will have a 60 minute rating. Finally partitions between rooms within flats will have 30 minute ratings. All contributing to very strong fire compartmentalizing.

The flats all comply with building regulation, with each room accessed via an entrance hall, before the communal corridor and landing, ensuring no resident would be trapped in an inner room. There will also be an AOV system in place.

Signage and emergency lighting will guide the residents through the communal area to the stairs and to the point of exit. The development is fully accessible by fire engines.

The building is low density, with free escape once on the ground level to a place of safety while awaiting the fire service. (Refer to accompanying fire strategy report)

3.4. Access

Vehicular access to the site remains unchanged, parking spaces are being retained, with the addition of spaces with electric vehicle charging capabilities. There will be designated taxi drop-off areas at the front entrance. A separate branded entrance, lobby and lift for Hotel users, as well as separate staircase access to the upper hotel floors for Hotel guests only. Clear signage throughout will ensure clear separation between users, helping protect residential amenities, as well as giving the best hotel experience for guests.

Bike storage will remain to allow for more sustainable forms of transport to be integrated seamlessly into everyday life. The storage units will be secure, covered & lit. These units will be accessible from the car parking areas around the site for easy access.

The proposed rooms meet accessible standards. Rooms are spacious allowing for aides if required (e.g. hoists, waking aides, wheelchairs). The provision of a lift will also increase the hotel's ability to host a wider range of people.