

How Building Height & Scale Reinforce the Legible Masterplan

- ☐ The layout consists of a mix of 2, 3 & 4 storey development.
- ☐ The building heights are located such to create a transition of scale across the site, responding to the existing development forms of the surrounding neighbourhoods.
- ☐ 2 storey dwellings are located to the Dee Road frontage and internally to the site where there are adjacent off-site 2 storey houses.
- ☐ 3 storey development is located along Spey Road where existing 3 storey town houses enclose the street.
- ☐ The apartment building steps from 2 storeys up to 4 storeys with the southeastern corner - responding to the natural levels where the building digs into the ground on the northern side, as well as a direct response to the existing 5 storey residential/commercial building opposite.



Single storey
- extensions & stores



2 storeys
- domestic-scale houses



3 storeys
- townhouses & apartments



4 storeys
- apartments



ref.22 Clearly-Defined Scale & Building Heights



ref.23: Proposed Street Scene - showing 3-storey terraced townhouses and 3-4 storey apartments addressing Spey Road (also showing the recently completed local centre alongside)



ref.24: Proposed Street Scene - showing 2-storey semi-detached houses addressing Dee Road

environment & landscape

Prepared by Aspect

Key Landscape Design Points

- ☛ Structural hedge planting
- ☛ Selection of Tree species to enhance biodiversity and canopy coverage
- ☛ Ornamental planting species to include flowering varieties to encourage pollinators
- ☛ Scented climbers to cover bare walls within the scheme
- ☛ Formal lawns to encourage social interaction with residents
- ☛ Seating allocation for residents
- ☛ Sensory planting palette within the proposals to promote interaction with green spaces



Landscape Infrastructure

The application proposes a strong landscape strategy that has impact from ‘day one’ - taking the opportunities to introduce native and ornamental hedgerow planting and canopy cover across the development, it provides:

- Well-overlooked public open spaces with good levels of natural surveillance - where the function and character of each space is clear and identifiable through its design and layout, ensuring each landscaped area offers public, private and/or biodiversity value.
- Selection of evergreen hedge species are used to provide structure as well as seasonal interest with the mix of blossom and leaf colour during the year. Hedges are to be clipped at various heights depending on the location to create privacy or plot demarcation.
- Primary avenues of 3.5-4m high tree species such as Maples, Birch and Hornbeam are proposed along the road corridors and within the parking courts to create ecological highways. Variety of tree species included throughout the development to enhance tree diversity and reduce future bio security risks.
- Plot gardens located at key entrances within the development have been designed to create key points of interest through specimen or shrub planting.
- Creating pockets of ornamental planting areas using specific planting species to enhance pollinators within the environment. This helps to create a green framework around the development for residents to enjoy.
- Curved sculptural seating space is encased by an evergreen hedge and scented planting to provide a relaxing space offset from the road corridor. Shade is provided with the use of ornamental Pear and Apple trees which provide seasonal blossom displays.
- Creating a variety of connected routes and a habitat network to encourage physical activity and interaction with the natural environment on a day to day basis incorporating sculptural seating to the southern open space within the landscape which connect to the existing footpath network providing connections beyond the development.





Green & Blue Infrastructure

The application proposes a strong landscape strategy that has impact from 'day one' - taking the opportunities to reintroduce and reinforce habitats and species, with a connected and accessible network of public open spaces and paths to encourage physical activity and social interaction - providing residents with opportunities to interact with nature on a day-to-day basis:

- ☞ Aligned to the pedestrian access routes are 2 high quality publicly accessible landscaped areas - visually accessible to all passing by not just the new residents.
- ☞ These 2 spaces are in the primary and secondary routes of Dee Road and Spey Road and these act as places of 'pause' on routes connecting to larger areas of community open space.
- ☞ Providing well-overlooked spaces with good levels of natural surveillance - where the function and character of each space is clear and identifiable through its design and layout, ensuring each landscaped area offers public, private and/or biodiversity value.
- ☞ Incorporating new species-rich planting pallet with a mix of native tree planting species such as *Acer campestre*, *Carpinus betulus* and *Malus sylvestris*.
- ☞ Creating a variety of connected footpaths around the scheme to encourage interaction with the green spaces on a day to day basis and directing residents to a seating area to the south of the developments open space.
- ☞ Creating movement and feeding corridors for wildlife with native hedgerow corridors to the sites western boundary and therefor providing nesting and roosting opportunities for birds.
- ☞ Ensuring robust management and long term stewardship, with high quality proposals delivering a net gain in biodiversity.



ref.26 Connected &
Accessible Network of
Public Open Spaces





Back of Pavement, Front of Home

These high quality landscaping proposals take particular consideration of the space between the back of the pavement and the face of the buildings, with clear demarcation between public and private spaces:

- ☞ Defined space between the building frontages is demonstrated through public and private domain.
- ☞ Roadway and parking along with structural street landscaping is clearly in the public realm and accessible to all users.
- ☞ The private threshold is where the pedestrian footways lead to the individual front doors with a private entrance pathway and short landscaped front garden.
- ☞ Hedges such as Prunus, Hornbeam and Sweetbox generally define the private frontages with evergreen structure, helping to create characterful and biodiverse street environments, with robust walls and fences enclosing private amenity spaces and gardens.
- ☞ Every green space, whether public or private realm, has a function, is visually attractive, and can be practically maintained.
- ☞ The front gardens and areas looking onto the parking courts are framed with ornamental shrub planting and feature shrubs to provide year round structure and seasonal interest. Large grass areas to some plot frontages create opportunities for sitting out, gardening and informal social interaction with neighbours. The refuse strategy for the application ensures that these spaces are not obscured by wheeled bins.
- ☞ The ground floor apartments have their own front doors which help to enliven the street, and all the apartments are provided with balconies and/or semi-private communal amenity space for relaxing or the drying of clothes.





Cycle & Car Parking

The proposed development has been designed to make it more attractive for people to choose to walk or cycle for short trips, helping to improve levels of physical activity, air quality, local congestion and the quality of the street scene; whilst also providing sufficient and well-integrated car parking:

- ☐ Cycle storage will be provided for each dwelling to meet the Council's standards. This provision will be within garages, in secure garden stores where a garage is not provided - so that cycles are as appropriate to choose as a car for short trips.
- ☐ Vehicle parking has been calculated in accordance with the Reading Borough Council Parking Standards. The following parking spaces have been provided, ensuring a parking demand compliant scheme. The parking within the proposed development comprises:

- 66 Parking spaces allocated to plot number quoted
- 30 Allocated parking spaces for apartment residents
- 9 Unallocated parking spaces for apartment visitors

- ☐ The allocated parking is provided in a range of forms: generally in grouped courts, with some bays beneath the apartments or alongside the house.
- ☐ The design of the streets prevents displaced and anti-social parking wherever possible: using parking accesses to limit the stretches of roadway available for indiscriminate use.



ref.28 Sufficient & Integrated Cycle Storage & Car Parking



Refuse Strategy

Refuse and emergency vehicle paths have been verified by i-Transport, and the required amount of refuse and recycling storage space has been provided in accordance with Reading Borough Council's requirements:

- ☐ Refuse storage for houses is generally located in rear gardens, and moved by residents on collection day, to kerbside (on curtilage) or defined communal refuse collection points for collection:
 - Refuse: 140-litre wheeled bin per house.
 - Recycling: 240-litre wheeled bin per house.
- ☐ Communal Refuse storage is provided for apartments within a dedicated store:
 - Refuse: 200 litres of storage per apartment.
 - Recycling: 100 litres of storage per apartment.
 - Provided in the form of communal 1100-litre eurobins.
- ☐ The layout proposals accord with the "drag distances" set out within Building Regulations Approved Document H6:
 - Residents' routes - storage to collection points: 30m max.
 - Operatives' routes - collection point to vehicle: 25m max.

Provision has been made on site to continue refuse collection for adjacent off site residential dwellings, and therefore, a refuse collection access point off the end of the vehicular turning head has been provided.

Emergency Vehicle Strategy

Emergency vehicles and operatives are able to access every dwelling. The development layout has been carefully planned so that emergency vehicles need not reverse more than 20m, in order for operatives to access the furthest point within every dwelling within 45m of the vehicle (as set out within Building Regulations Approved Documents H and B and Section 6.7 of Manual for Streets).

mixed & integrated dwelling tenures

Private Dwellings

Affordable Dwellings - Rental

Affordable Dwellings - Shared Ownership



g types

Block 1
5 x 50 (1B2P)
3 x 61 (2B3P)
3 x 70 (2B4P)
53 - 63

Block 2
6 x 50 (1B2P)
1 x 50 (1B2P) WCH
1 x 61 (2B3P) WCH
6 x 61 (2B3P)
3 x 70 (2B4P)
2 x 74 (3B4P)
34 - 52

Leven Street

Dee Road

Spey Road

Footpath Verge

CR

DE

LD

WL

North arrow

layout principles & concepts

42

- [illegible]

PRIVATE HOMES	No.	AFFORDABLE HOMES - SHARED OWNERSHIP (11%)	No.	AFFORDABLE HOMES - RENTAL (19%)	No.
1-bed apartment	6	1-bed apartment	2	1-bed apartment	4
2-bed apartment	7	2-bed apartment	3	2-bed apartment	8
3-bed house	31	3-bed house	2	3-bed house	-
Total	44	Total	7	Total	12
				TOTAL DWELLINGS	63

- ☞ The proposed dwelling mix is summarised left. A total of 63 dwellings is proposed, of which 19 are affordable.
- ☞ The proposed scheme will provide a mix of dwelling types and sizes to meet a range of needs: including apartments, starter homes, family homes and dwellings suitable for downsizers.
- ☞ To ensure that the affordable housing is fully integrated into the scheme the dwellings are grouped in small clusters throughout the layout, as shown above. They will be tenure blind in respect of their external design and materials.
- ☞ Two apartments will be designed in accordance with part M4(3)(2)(a) of the Building Regulations, which requires these dwellings to make reasonable provision, at a point following completion, for a wheelchair user to live in the dwelling and use any associated private outdoor space, parking and communal facilities that may be provided for the use of the occupants. This includes step-free access to every entrance and to every associated private outdoor space, parking space and communal facility; sufficient internal space to make accommodation within the dwelling suitable for a wheelchair user; and provision for the dwellings to be easily altered to meet the needs of a wheelchair user.
- ☞ The remainder of the homes will be designed in accordance with part M4(2) of the Building Regulations, which requires the dwellings to make reasonable provision for most people to access the dwelling and to incorporate features that make it potentially suitable for a wide range of occupants, including older people, those with reduced mobility and some wheelchair users. This includes step-free access and features to enable common adaptations to be carried out in future to increase the accessibility and functionality of the dwelling.



Homes for Everyone

The development provides a range of homes, tenures and typologies that meet local community needs - from 1-bed maisonettes to 3-bed family houses:

- ☞ Homes for first time buyers, for families, and for those downsizing.
- ☞ Providing most residents with some private outdoor space, in the form of gardens or balconies - for recreation, for sitting out, for drying clothes, and for mental health and wellbeing, especially when social distancing and travel restrictions are in place.
- ☞ Offering homes and streets where it is difficult to determine the tenure of the properties through architectural and landscape differences, with the various tenures distributed across the development in small clusters.
- ☞ Offering the flexibility to meet changing needs through the provision of Building Regulations M4(2) and M4(3) compliant floor plans.



architectural principles & concepts

*“The design principles and concepts
that have been applied to the proposed development”*

Town and Country Planning (Development Management Procedure) (England) Order 2015

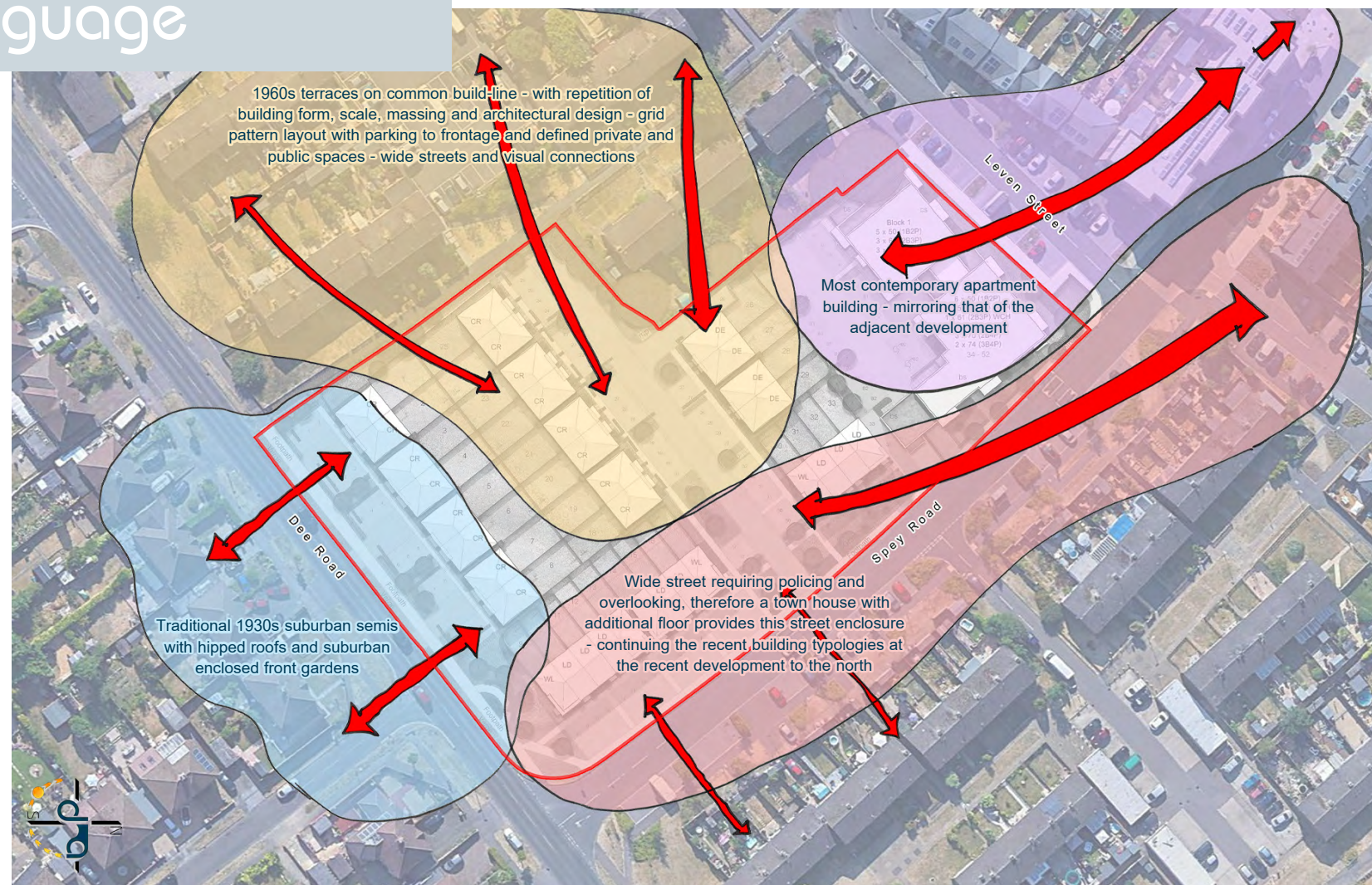


memorable, characterful architectural language

The immediate area demonstrates a mix of architectural styles and eras. 1930s semi-detached houses dominate the eastern side of Dee Road, 1960s terraced houses dominate the southern and northern sides of the site and to the west there is a more recent contemporary architectural language applied throughout the very recent development.

Our proposals seek to respond to these building forms, architectural styles and scale and massing to create a transition of development to make our proposals sit seamlessly into the surroundings.

Although a contemporary form and architectural style is applied throughout, and as a means to tie the more domestic scale housing with the proposed apartment building, specific parts of the site are designed and considered to respond to the varied boundaries.



A Memorable Character

The application proposals seek to create a place with a locally inspired, distinctive character, following a detailed review of the neighbourhood for sources of inspiration - both for architectural and for landscape character:

- Responding to the local vernacular of the surrounding context.
- Recognising that the wider area is less distinctive in its design and character, and seeking to improve and add value to the quality of the neighbourhood as it evolves.
- Utilising a range of building forms, proportions, types, sizes and internal configurations for each individual dwelling - precluding predetermined sequences of house types dictating the layout.
- Considering the design at every scale: from successful, cohesive compositions of townscapes and groupings along and within each street; to the form, scale and proportions of individual dwellings; to the materials and details which bring each building to life.
- Evolving the design concept through hand-drawn sketches and models, creating a recognisable, attractive, characterful expansion to Reading.



The proposed development along Dee Road illustrated below is designed to replicate the traditional semi-detached units opposite, with similar proportions, footprints, in depth, width and height.

The buildings are designed with a hipped roof form and a distinctive projecting contrast coloured bay centred between the joining pairs of semi-detached houses. This bay varies in colour between pairs of semis in

a similar way to the traditional bay windows opposite on the existing 1930s dwellings - in a form which is contemporised and transitional.

These dwellings also respond to the existing houses on the opposite side of the street by being set back from the road edge with parking areas and landscaping enclosed by low level wing walls representing the more traditional suburban front garden in a contemporised form.

Vertical coloured cladding on 2 storey bay projections on houses. seen internal to the site and on Dee Road as a response to the 1930s houses opposite which exhibit projecting traditional bay windows with varied material finishes

Contemporary steel and glass framed porches

Grey thin profile recessed windows in contemporary style with lower and horizontal bar

Large format roof tile in slate grey colour





The houses internal and central to the site replicate the grid pattern form of the 1960's housing, with terraces on a common build-line creating a simple repetition of housing form and architectural design rather than varying

the alternative coloured bay projections of Dee Road.

The material finishes and colours repeat to create a more consistent architectural approach.

The proposed 3 storey houses in the southeast are located where the previously taller elements of the fire station were. Because they front a wide street, the continuation of a taller dwelling is considered appropriate. Furthermore, along Spey Road, there are recently built 3 storey town houses within the new recent development, so it is considered this approach is necessary to create the transition between the older and newer developments.

These town houses are a further step more contemporary in their appearance with corner turning bookend projections, with a parapet breaching the terrace eaves line, creating a strong framing feature.

This eaves articulation is exhibited in the recent development further along Spey Road in both the town houses and apartment building.

Modern representation of a more traditional gable projection with projecting corner feature, having contrasting brick fronting

2 brick colours – soft smooth red facing brick and stock red brick as a contrast feature brick

Metal balconies in dark grey colour to match windows

Apartments having full length floor to ceiling windows, with balconies inset to brick framed surround

The contemporary approach is emphasised in the fine detail which is consistent across all of the buildings – such as the window frame profile, the window set back from the face of the building, the fascia and coping details of the roof and parapet walls and the material choices. All these elements are key across the various building typologies to create a well-considered and cohesive development that will have longevity.

The apartment building, by way of its form, scale, massing and design is the more contemporised element of the scheme, which reinforces the transition between the surrounding development.

The form and design of the building echoes the design language of the neighbouring new development to create a seamless transition and appearance of an holistic design concept.

The building is stepped and articulated into the site's natural gradients for 2 storey to 4 storey and wraps around the street corner of Spey Road and Leven Street.

The contemporised architectural detailing provides an appropriate void to mass proportion of window aperture to brick work with balanced elevations having elegant floor to ceiling picture windows and brick framed and enclosed/protected balconies.



conclusion

delivering our vision

We are therefore proud to present this development for your consideration, which will provide 63 new homes of which 19 will be affordable. The development has been planned positively in order to embody high quality and inclusive design, following a considered appraisal of the identity of Norcot, Reading and the site's setting, and will provide an outward-looking, contemporary addition to this evolving neighbourhood which successfully responds to both very recent and the more historic parts of the neighbourhood.

Throughout the preparation of this application the development team has strived to take the opportunities available for improving the character and quality of Reading and the way it functions:

- Following the principles of best practice in urban design, landscape, movement and sustainability.
- Having regard to the requirements of Local Plan, specifically allocation WR3m, alongside the pre-application advice received from RBC.

As a prominent national developer, Bellway Homes aspires to create attractive places that will stand the test of time - places which make a positive contribution their setting - places in which future occupants are able to integrate into the wider community.

- Presenting an opportunity to deliver a high-quality development in an urban setting enabling the provision of affordable family housing close to the town centre.
- Offering a mix of housing, which seeks to respond to local need.
- Ensuring a good residential environment, with the creation of landscaped streets and communal incidental greenspaces.
- Integrating with the neighbouring pattern of residential development, and successfully responding to the unique characteristics of this part of Norcot.
- Creating a logical extension to the very recent development to the north.
- Benefiting from the good public transport links as well as the services and facilities of Reading.
- Two main points of access will be provided onto Spey Road, and access to three parking courts provided onto Dee Road. The proposed points of access will include pedestrian connections linking into the surrounding footway network.
- The internal layout of the site has been designed in line with the principles set out in Manual for Streets, as well as local design guides, with walking and cycling at the heart of the road hierarchy and layout structure.
- Car and cycle parking will be provided for the development in accordance with Reading Borough Council parking standards.
- A Transport Statement will be prepared to fully assess the transport and highways aspects of the development proposal on the local highway network.

The development offers a sensitively designed, high quality built environment, meeting local and national aspirations for sustainability and character.

Our Vision: “To reflect & transition”

It assists the creation of new communities to ensure that new development ties the existing fabric of the community together. Removing this impenetrable island and creating a reflective and transitional development will bring together the northern, southern, western and eastern parts of the community.



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