

A blue-tinted architectural rendering of a modern, two-story house with a gabled roof and large windows. The house is set in a landscaped environment with trees and a lawn. The entire image has a monochromatic blue color scheme.

John Kleis Audio
248 Basingstoke Road
Reading
Berkshire
United Kingdom

Planning Application
Design and Access Statement
Reading Borough Council
13 Feb 2023
v.003

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1.0 Practice Profile

1.1 Ethos and Team

Cohanim Architecture is a group of talented, detail orientated group of Architects, architectural assistants, engineers and designers, who have come together to meet the demands of tomorrows brief. We aim to work with great clients, who seek to explore the value that great architecture can bring to a neighbourhood.

We believe intelligent architecture can inject energy into the workplace, be the foundation for a joyful family home, and be the leading catalyst behind regeneration in an urban environment. A beautiful building should be built on solid foundations. a great society is no different in that it must be built on great architecture.

Our primary workload and experience consists of a combination of creative residential and commercial projects, PCL commercial facilities, industrial units and historical and mixed-use sector work.

Our clients span all nations of the United Kingdom and beyond.



2.1 Project Requirements

The proposal seeks to replace one of the existing workshops/garages to the rear of 248 Basingstoke Road with a single purpose build workshop to act as the main premises of John Kleis Audio.

248 Basingstoke Road currently acts as the main office for the business, this document refers to the land to the rear of No. 248 which is currently used as a workshop with associated parking. To the rear of the property there are currently two single story workshops/garages.

The site is located on the western side of Basingstoke Road which consists mainly of large industrial warehouse style buildings.

2.2 Engagement & Consultation

Consultations will be carried out with various bodies; discussing the proposals with the neighbours is an important factor and the Agent will carry out these consultations following submission, during validation. LPA pre-application consultation has taken place already and those responses are referenced in this document.

Illustrative visualisations of the proposal have been created at planning level to assist in communicating the scheme design, massing and detailing to the LPA, parish council and local residents.

2.3 Unit Summary

Existing Property:

- Detached workshops/garages
- 208 sq/m demolition
- 265 smq total
- 1-2 Storey

Proposed Property:

- Detached
- 282.7 sq/m GIA (not incl. mezzanine)
- 1 Storey + Mezzanine
- 22 x Vehicular parking spaces
- 2 x Accessible parking spaces



Existing aerial view of 248 Basingstoke Road

3.0 Introduction

The application site is located 1.5 miles to the south of Reading Town Centre within a row of residential dwellings next to an established industrial location. Basingstoke is located 16 miles to the south and Slough 21 mile to the east of the site. The site is accessible by the public transport with bus stop located 3 min walk away with services to Farnborough, Aldershot, Fleet and Reading town centre.

The site is located on a row of residential houses that were built around the start of the 1900's to serve the Whitley Kiln brickworks to the west of the site. The kilns surrounding the site were redeveloped into an industrial area, know today as the Tunbridge Jones Industrial Estate. The site contains 248 Basingstoke Road and the land to the rear and spans between Basingstoke Road and Arkwright Road within the industrial estate itself.

The land behind 248 Basingstoke Road contains a series of single storey garages and a parking area, all used by John Kleis Audio. The applicant also owns some of the adjacent properties to No.248.

John Kleis Audio commenced trading in Reading in 1977 providing In Car Entertainment. In 1981 the business had out grown their first premises in Reading and moved to our new premises in Basingstoke Road where they operate today.

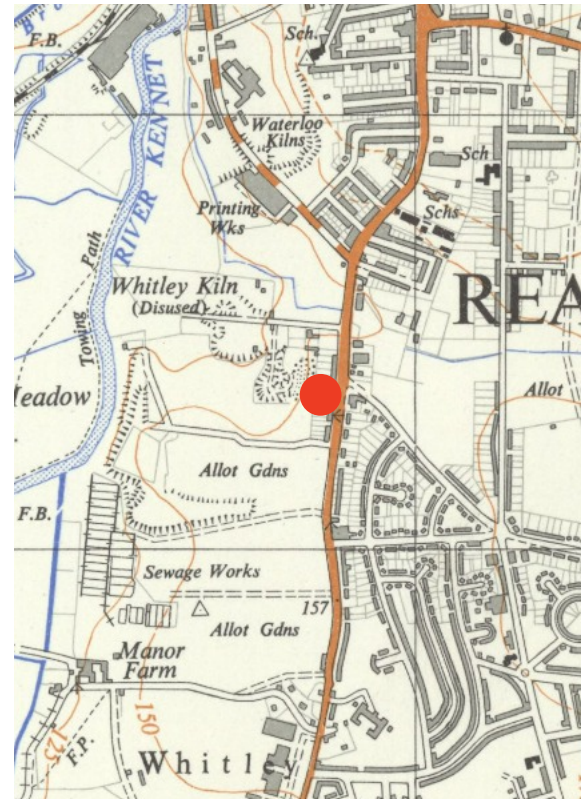
The expansion of the business has resulted in a property which:

- is too small and not fit for purpose
- does not make effective use of the entire site
- is fragmented, requiring staff to move between existing buildings
- creates an unattractive and disconnected street presence

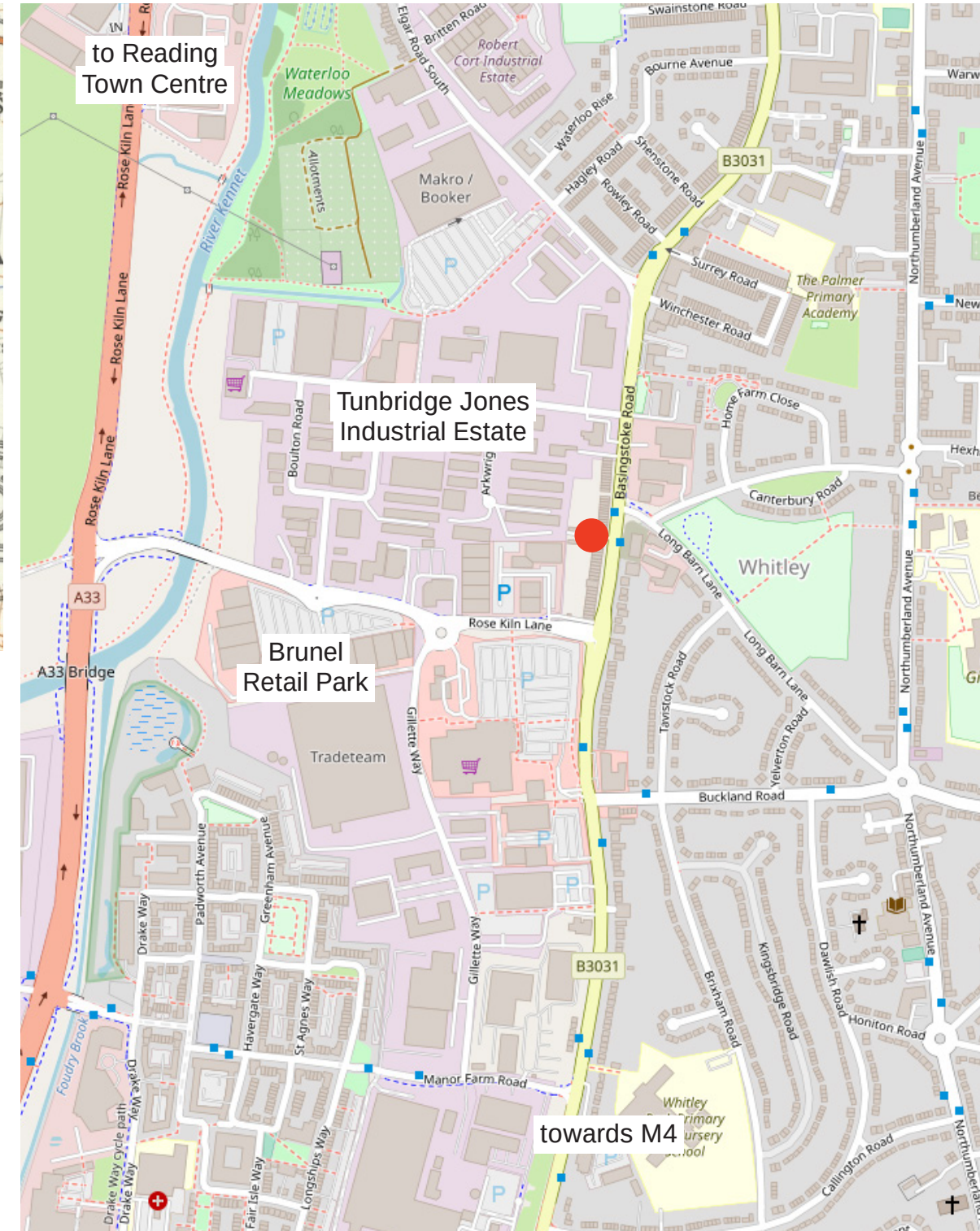
In light of the above, the Applicant approached us to propose a new architectural solution.

We proposed an alternative replacement workshop which makes the most this site architecturally both for the user and Applicant, but also the wider geographic location who may have sight of the property either on the horizon or through glimpses of the site along the public highway.

The replacement workshop makes for far more efficient use of the space within the site and is more suited to this plot by virtue of its position, axis and what it enables to be removed from the site elsewhere. This design takes into consideration the impact on the landscape and various amendments to propose a building which represents meets the specific requirements of this client.



Historic Map of local area circa 1940s



OpenStreetMap of local area

● Site Location

4.0 Location

4.1 The Local Area

The site is situated to the north of Whitley, a suburb of Reading, located in the south of the town.

The name Whitley means 'white wood or clearing' and was first mentioned in the Domesday Book of 1086 as Witelei. It was owned by a man called Theodoric the Goldsmith and the area was predominantly a fishery.

Since 1887, the suburb has been included in the Borough of Reading and is one of the larger suburbs. It is situated to the south of central Reading and is bounded to the north and east by the Shinfield road, to the west by the valleys of the River Kennet and the Foudry Brook (following the Relief Road (A33) and Rose Kiln Lane) and to the south by the suburb of Whitley Wood which in turn has the M4 motorway as its southern boundary.

The former main road to Basingstoke (Basingstoke Road, B3031) passes almost through the centre, largely dividing the eastern residential areas from a predominantly industrial area to its west including Green Park business park, the Madejski Stadium and the Reading Gate retail park.



Location plan of site

— Site extent outlined in red

4.2 Site Context & Imagery

The front of site is within a row of terraced residential properties, 248 Basingstoke Road was originally built as a house and occupies an end of terrace position. No. 248 was later converted into a retail unit that exists today. The row of properties along this short stretch of Basingstoke Road contain access routes that run perpendicular to it. One of these routes passes between No. 248 and 246. This private gated route connects Basingstoke Road to the Tunbridge Jones Industrial Estate. Immediately off Basingstoke Road there is a customer car park for John Kleis Audio, beyond this there are large metal gates that open into the large space behind. The space to the rear is currently used as a parking area and the main workshop space for the business. There are currently two single storey buildings that contain individual garages.

To the rear of the site is a large industrial estate, built on the old site of the Whitley Kiln Brick Works. This estate contains large warehouse buildings and commercial units. The most recent building adjacent is the Screwfix unit directly behind the site.



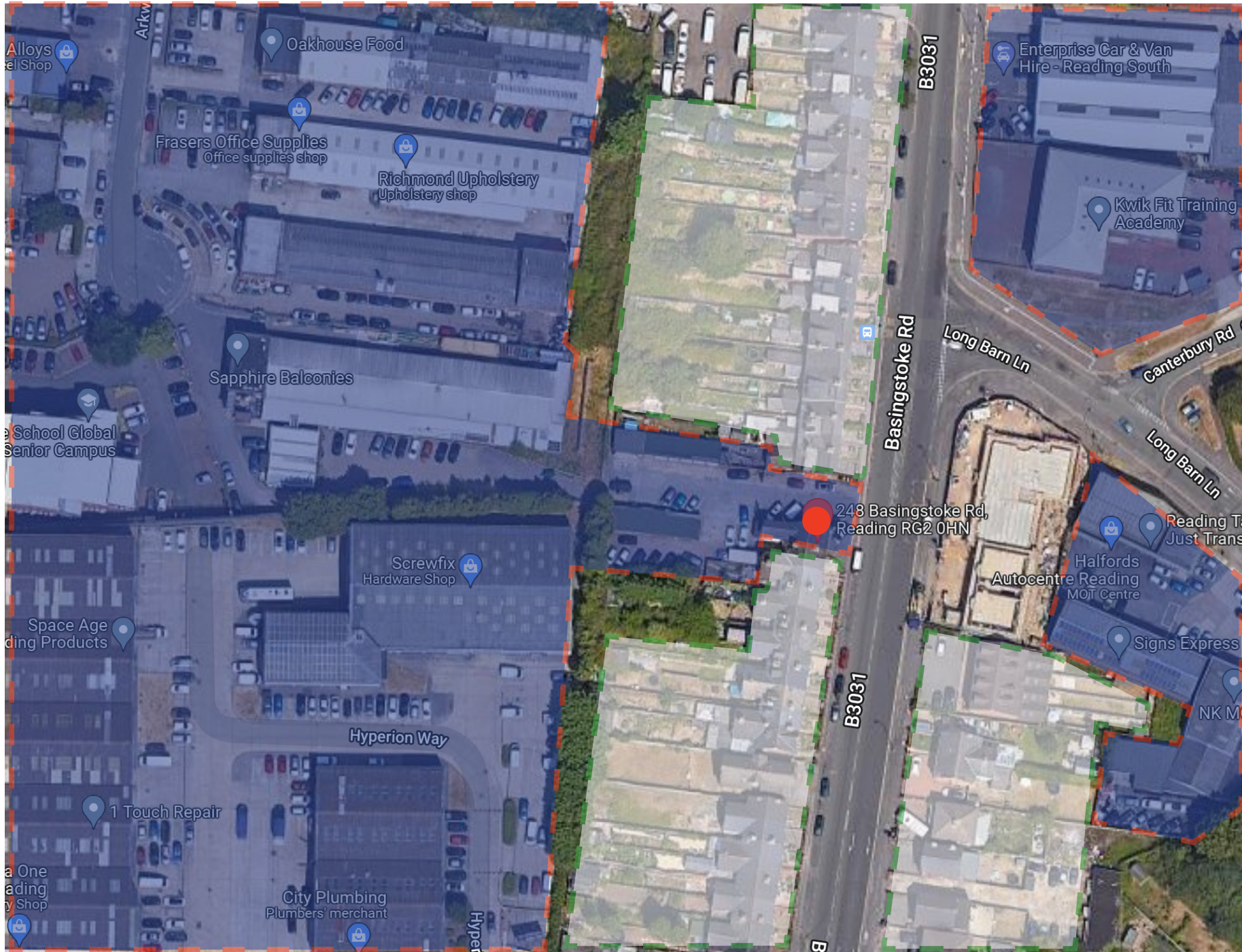
Aerial view looking south-east towards the proposed site



Aerial view looking



XXX




Site Location

4.3 Site Context (Use)

-  Commercial or Industrial Site Use
-  Residential Site Use

The image to the left shows the site as seen presently within the wider context on Basingstoke Road. The image highlights that the majority of the road and site is surrounded by commercial and industrial use class, and in particular shows our site as a bastion of the commercial and industrial class within the residential row. It shows the site connecting to a commercial area (not entirely commercial - some of which may be development under construction) on the opposite side of the Basingstoke Road.

It highlights the importance of maintaining a suitable position for the proposed warehouse unit which is set back from Basingstoke Road, this is the impetus behind our design process which led to this proposal



View facing south from Basingstoke Road showing parts of the site and entrance to the rear of the site. The proposal would be almost entirely concealed from this perspective on the public highway.



View facing south-west from Basingstoke Road showing parts of the site and access looking into the rear of the site. The proposal would be most visible from this perspective, which is in effect a relatively tight viewpoint and has commercial units visible to the passer-by already in any event.

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5.0 NPPF

Paragraph 7 outlines that there are three dimensions to sustainable development: economic, social and environmental. With regards to economic development, this includes contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements.

Paragraph 9 states that pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to) making it easier for jobs to be created in cities, towns and villages.

Paragraph 17 sets out the 12 planning principles which underpin the national framework. These include, among others, proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs.

Paragraph 18 of the NPPF confirms that the government is committed to securing economic growth in order to create jobs and prosperity, building on the country's inherent strengths.

Paragraph 19 states that the Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

Paragraph 20 encourages economic growth by allowing local planning authorities to plan proactively to meet the development needs of business and support an economy fit for the 21st Century.

Paragraph 67 sets out that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Planning Policy

Section 38(6) of the Planning Compulsory Purchase Act 2004 states that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise. Section 38(3) states that the Development Plan includes the Regional Spatial Strategy and other Development Plan Documents. In respect of this proposal, the Development Plan includes the Reading Core Strategy 2008 and Sites and Detailed Policies DPD 2011.

Sites and Detailed Policies Document 2012

Policy DM4 states that development will not cause a significant detrimental impact to the living environment of existing or new residential properties, amongst others, in terms of noise and disturbance; artificial lighting; or dust and fumes. As well as immediate impacts, other aspects to which this policy applies will include matters such as hours of operation of businesses, and effects of traffic movements, particularly of heavy goods vehicles (HGVs).

Policy DM12 emphasises that in determining proposals involving amongst others generation of additional trips on the transport network, consideration will be given to the effect on safety, congestion and the environment.

Policy DM19 sets out that development should have regard to the need to improve air quality and reduce the effects of poor air quality. Development that would detrimentally affect air quality will not be permitted unless the effect is to be mitigated.

Reading Core Strategy 2008

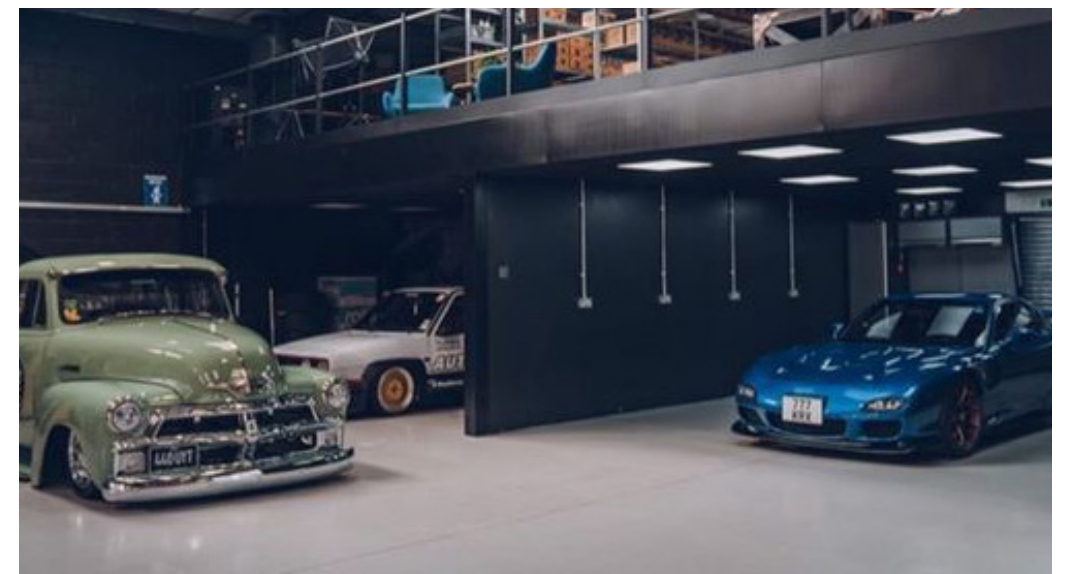
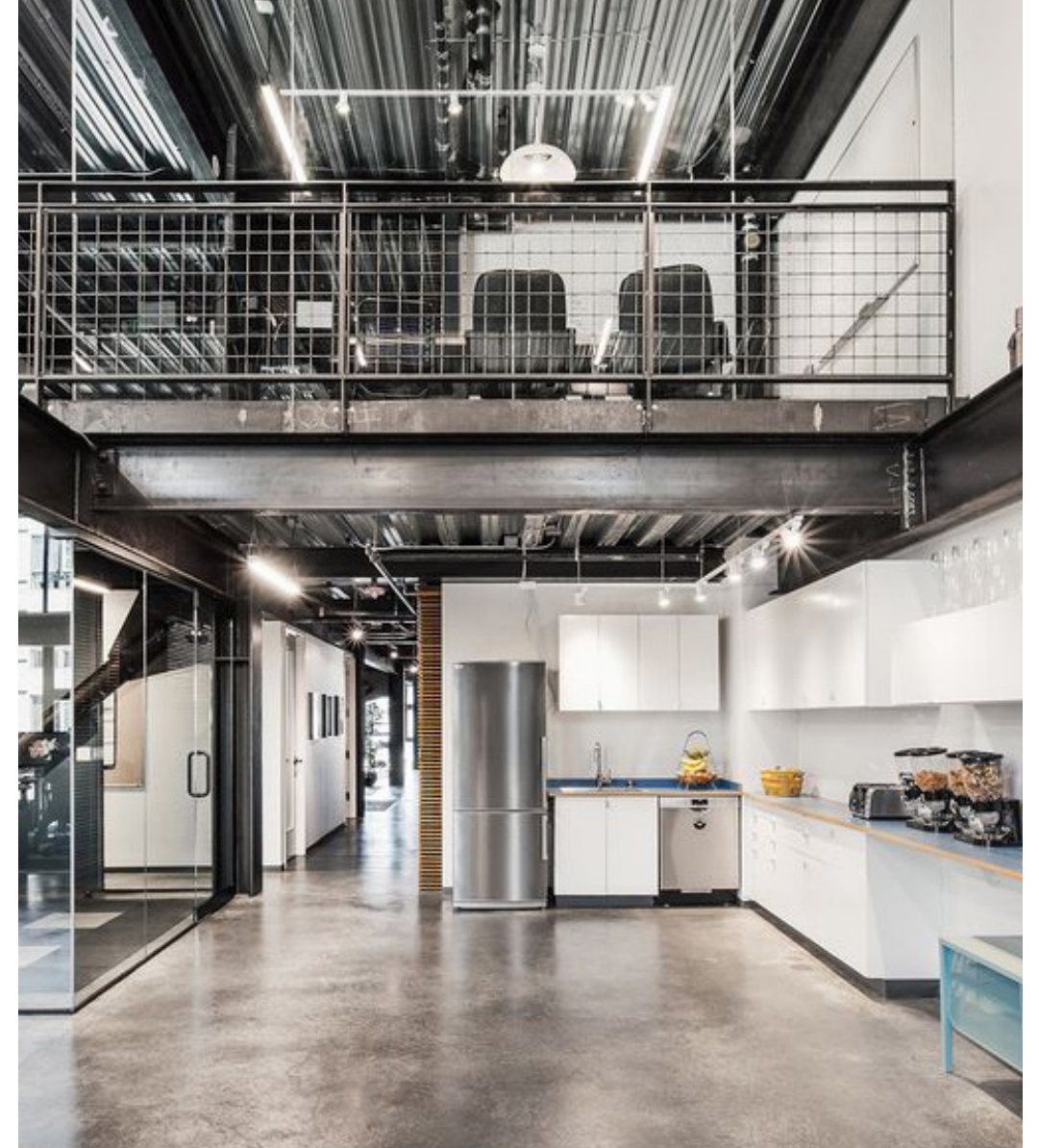
Policy CS10 states that major employment uses, including industrial and storage and distribution will be located in the A33 corridor or in the Core Employment Areas.

Policy CS22 highlights that planning permission will not be granted unless development proposals make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety by all modes of transport from all parts of a development, particularly by public transport, walking and cycling.

Policy CS24 sets out that maximum car parking standards and cycle parking requirements will be applied in relation to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport.

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6.1 Precedent Materiality



6.1 Precedent Materiality



Garage external doors with robus materiality



Masonry ground floor with lightweight polycarbonate cladding to first floor

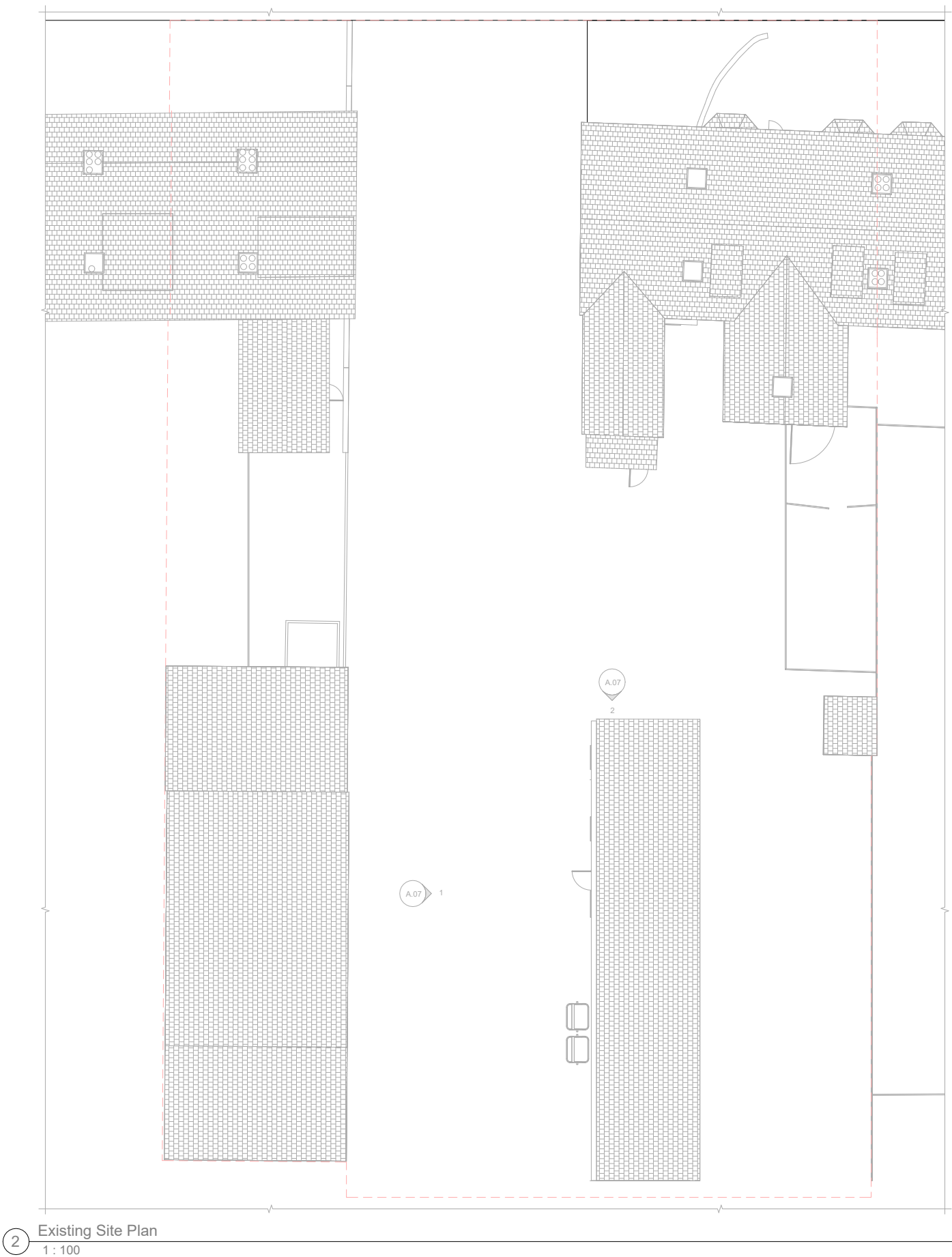
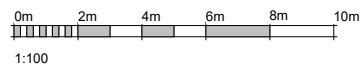
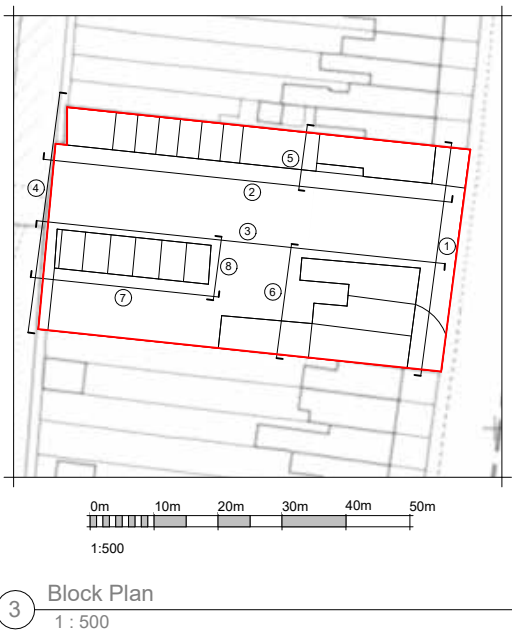


Garage/workshop with large bay openings and mezzannine level above

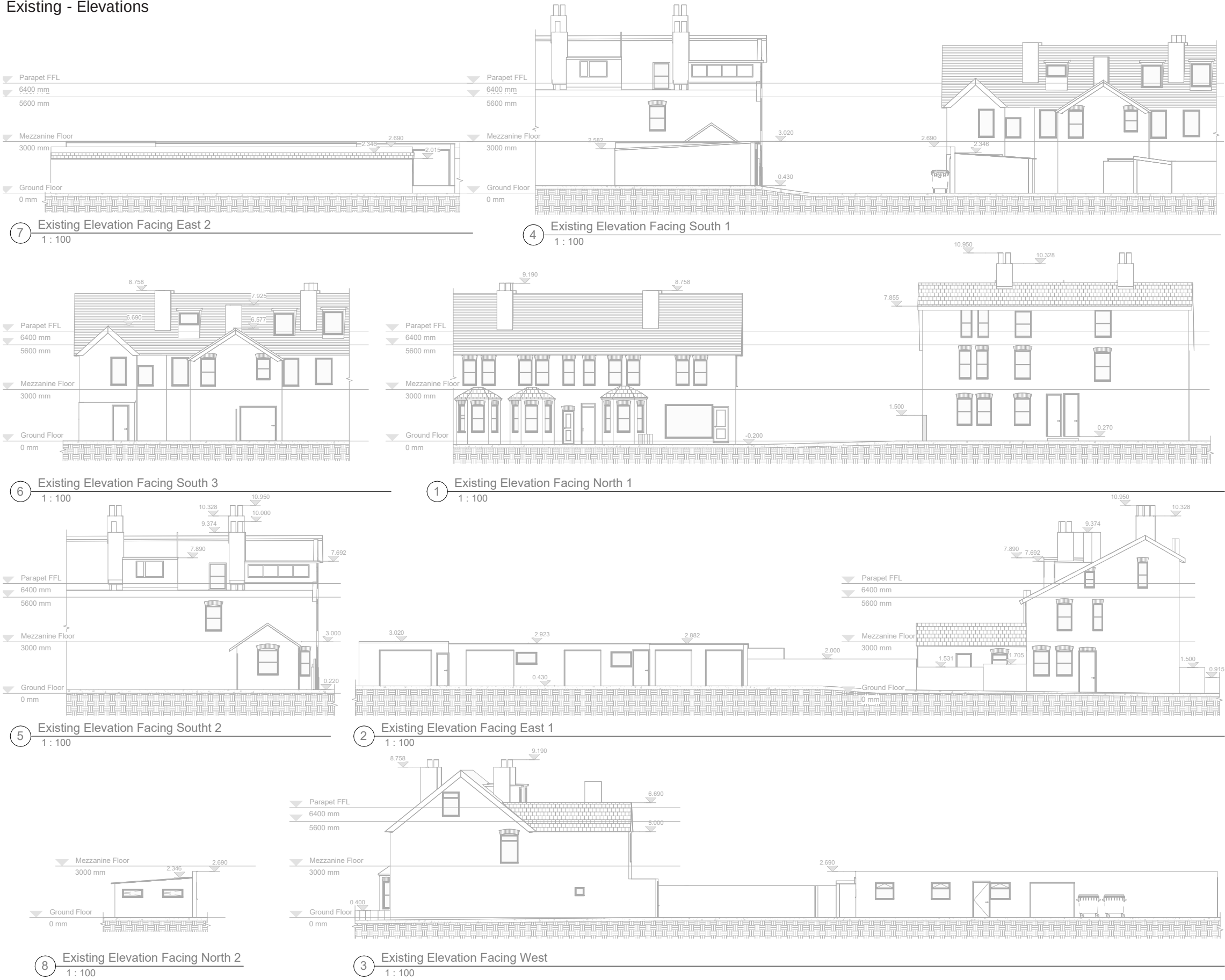


Example of open plan workshop offices with mezzannine level

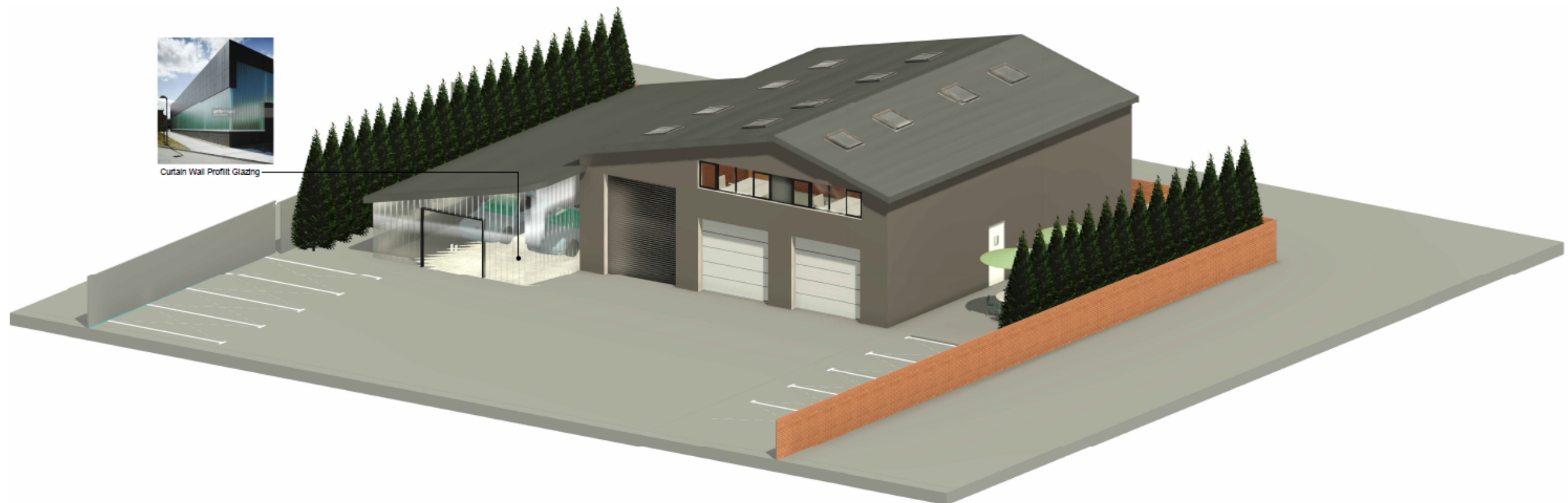
7.0 Existing - Plans
Site Plan



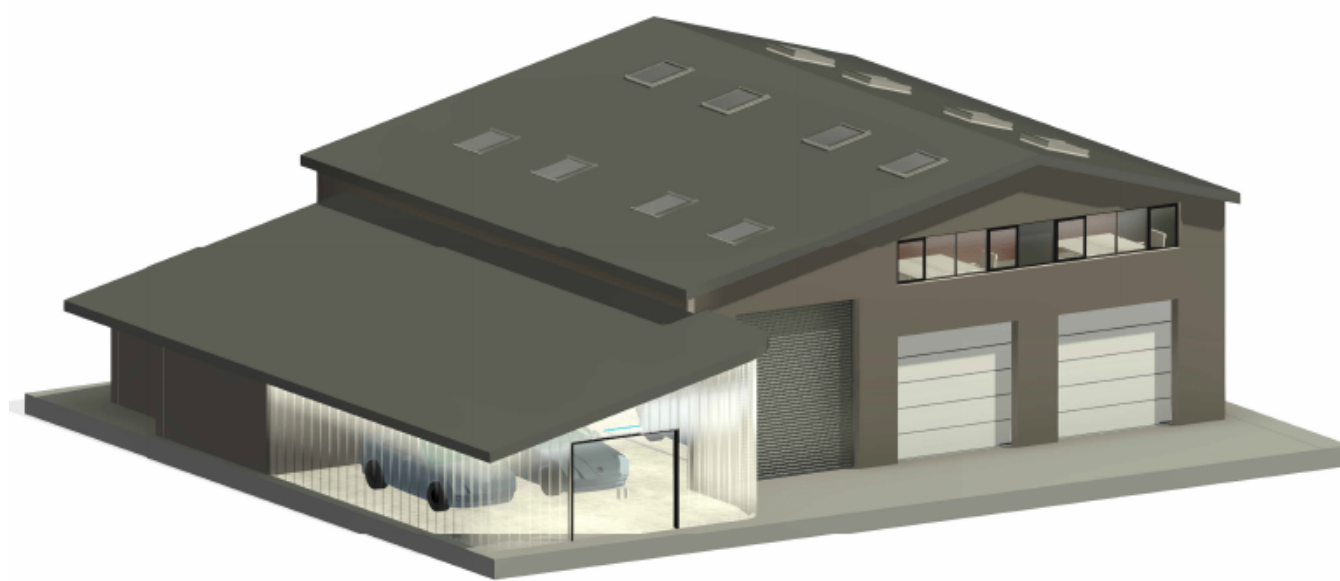
7.0 Existing - Elevations



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12.0 Proposed Computer Generated Image (CGI)
Illustrative



12.0 Proposed Computer Generated Image (CGI)

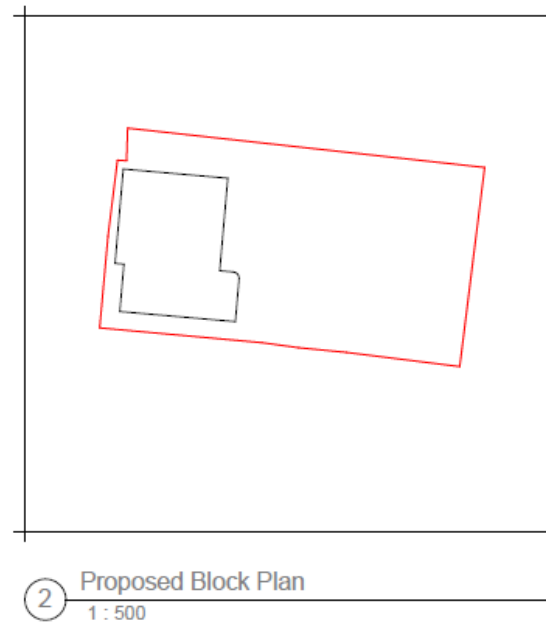
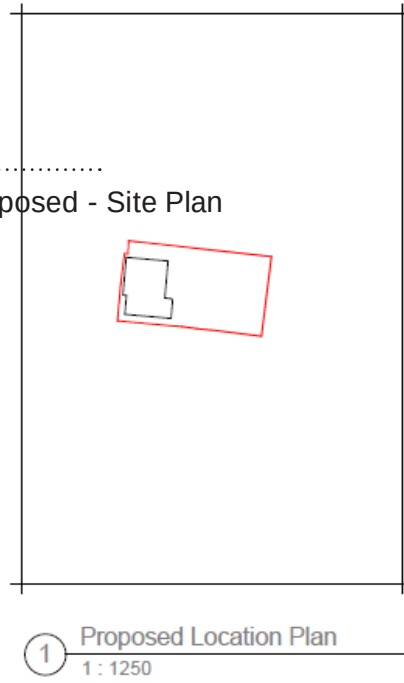


2 3D View 2

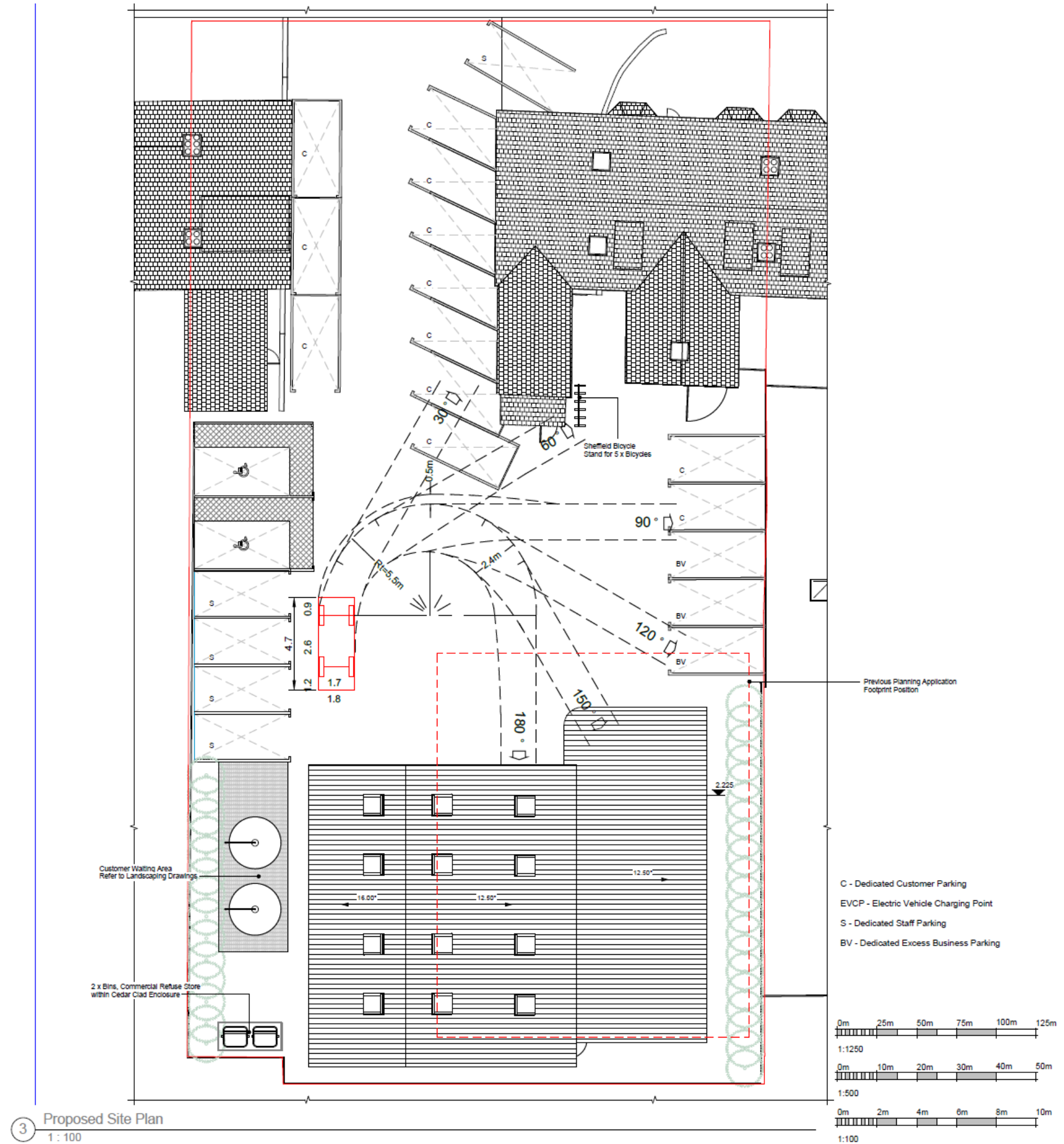


3 3D View 3

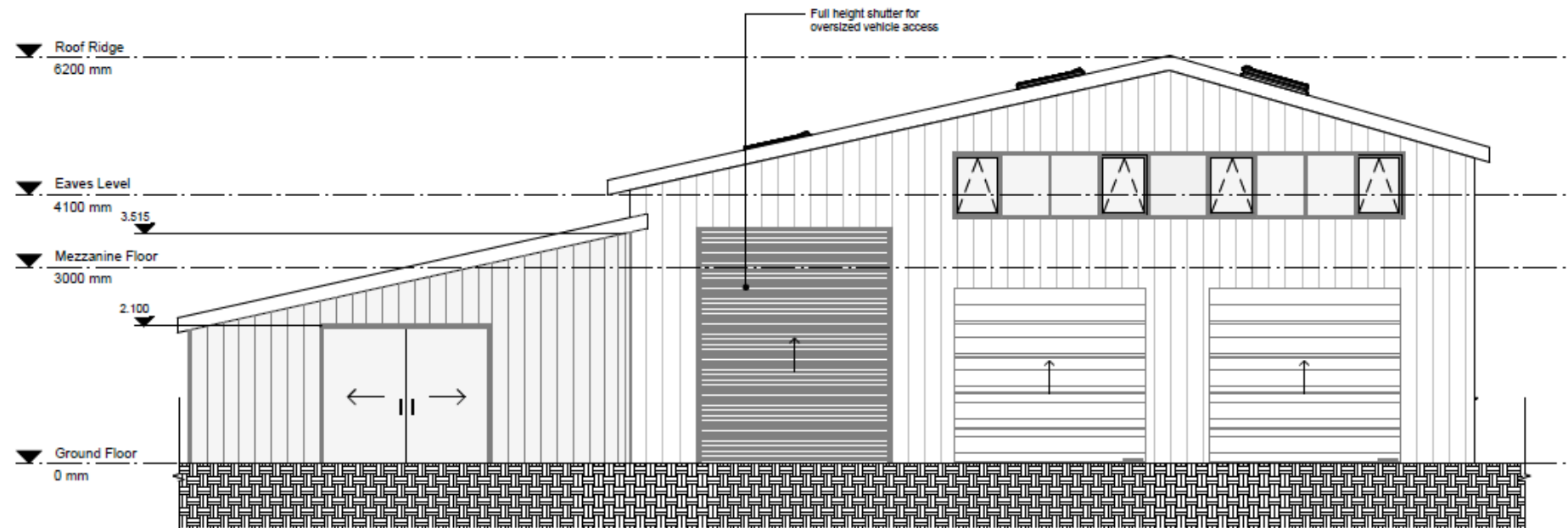
12.0 Proposed - Site Plan



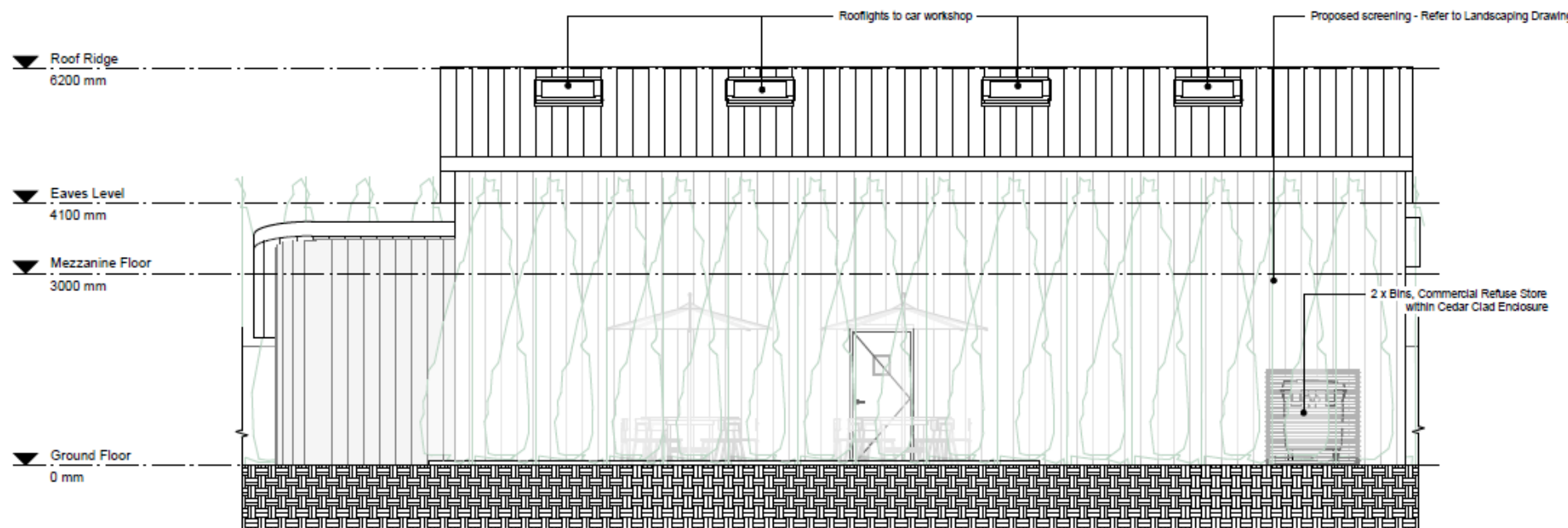
Site Plan
Not to scale



1 Proposed Site Plan
1 : 100



1 Proposed Front Elevation facing West
1 : 50



2 Proposed Side Elevation facing South
1 : 50

12.1 Proposed - Elevations

The proposal represents a modest redevelopment of the site behind 248 Basingstoke Road. The area surrounding the site has been redeveloped into an industrial area with large warehouse buildings and retail units. The aim of the development is to limit the activity of the business involved to the rear of the site, reducing the impact on the residential neighbours and street scene when viewed from Basingstoke Road.

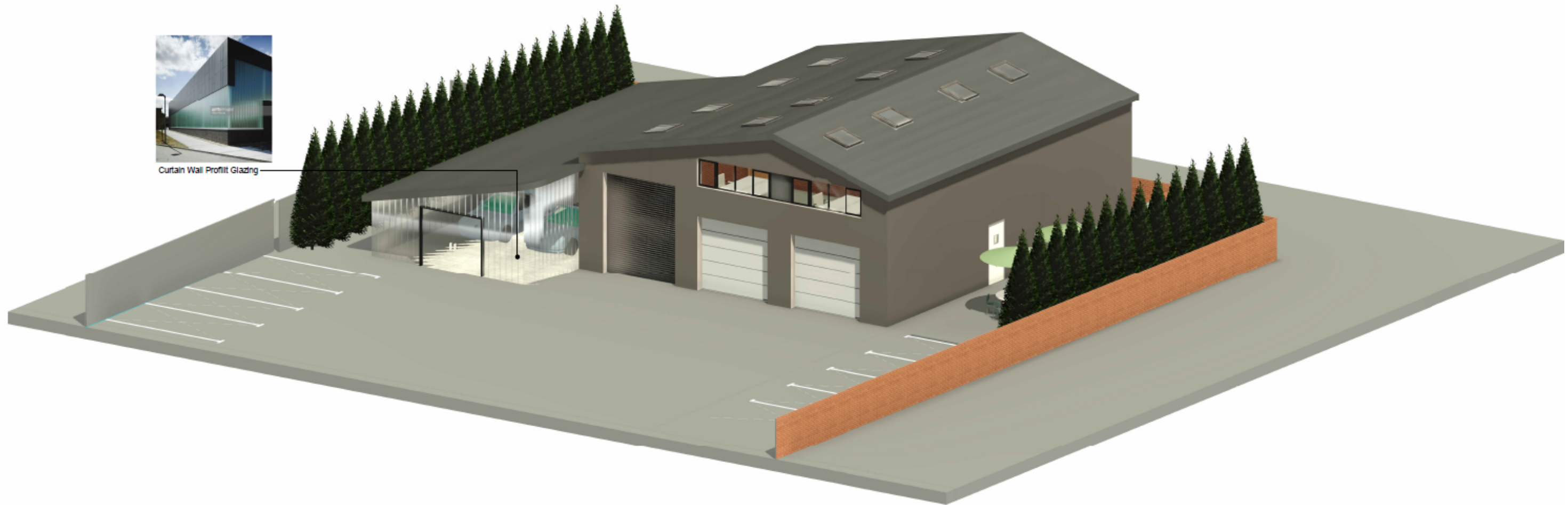
The massing of the proposal is set back from the two residential neighbours and centred to the site, so the impact on the industrial site is larger than the impact on the adjacent residential properties.

The proposed building provides sufficient space for a local business to thrive in the coming years and upgrades an area that is in need of repairs and visual improvement. The overall

The materials chosen throughout the scheme are sympathetic to the surroundings and have been chosen to blend in with nearby buildings whilst being distinct and architecturally relevant to the commercial usage of the site.

The materials chosen are of high quality and are fit for purpose for the applicant's business activities so that it will enable continued growth for this local business.

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12.1 Proposed - 3D Visualisations



Not to scale

13.0 Sustainability and Refuse

Sustainability

All materials will be sourced locally and sustainable materials will be used where possible.

Ecology

This is a largely industrialised site with hardstanding throughout as existing.

Refuse

The existing refuse provision is for two 1100L wheelie bins located next to the single storey garage/workshop area.

Within the proposal, a purpose built refuse storage area is provided. This is located to the rear of the site adjacent to the access route to the Tunbridge Jones Industrial Estate. There is no proposed uplift in the amount of refuse storage as there is no proposed change in staffing or vehicle numbers associated with this proposal.

Acoustic Impact

A Noise Assessment has been commissioned and accompanies this application which follows the on-site meeting held late 2022 between the Agent (Mr Harrison), Applicant (Mr Kleis and Mr Connor) and LPA (Ms M Rejwarska).

13.1 Access

Access

Access is gained from Basingstoke Road, and this will remain unchanged. It is not considered that this proposal will have a detrimental impact on the access or highway. The operations of the business are arranged on an appointment basis, taking cars into the unit and completing the works there and then. As such, the use would not generate an additional requirement for longer term parking of vehicles and increased generation of the trips associated with the use.

Furthermore, 22 car parking spaces and 2 accessible spaces are provided in association with the proposal. The application is therefore considered to be in accordance with the NPPF and policies CS22 and CS24 of the Reading Core Strategy and detailed guidance of the Revised Parking Standards and Design SPD.

14.0 Conclusion

Summary

The proposal sets out to improve the facilities which are available for this flourishing Newbury-based local business. By approving this scheme, the LPA will be encouraging further economic growth, resilience of an established business and subsequently the local economy.

The scheme is compliant with both local and national policy.

The proposal specifies high quality materials throughout. Indeed, this superior level of craftsmanship is instilled in the scheme at every level and the proposal sets a high standard for industrial architecture which is in the interests of the business, local neighbourhood and Reading Borough Council.

We are delighted to submit this application to the LPA and its accompanying documentation.

My team remain at your disposal throughout to answer any queries you may have.

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15.0 Architectural Drawings

- 299-A.01-7
299-A.02-7
299-A.03-7
299-A.04-7
299-A.05-7
299-A.06-7
299-A.07-7
299-A.08-7
299-A.09-7
299-A.10-7

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15.1 Appendix

1. Existing Drawings
2. Proposed Drawings
3. Design and Access Statement
4. Area Schedule
5. Cover Letter
6. CIL Documentation
7. Statutory Forms
8. Acoustic Report (NOVA Acoustics)

