

4.0 DESIGN DEVELOPMENT

4.6 MASSING ANALYSIS - LOCAL VIEWS

Existing view 9



Proposed view 9



Extent of proposed massing (not visible in view)



4.0 DESIGN DEVELOPMENT

4.7 MASSING ANALYSIS - CONCLUSION

The proposed massing has been developed with due consideration to the impact on long, mid and local views. As evidenced in the preceding massing analysis, the proposed massing would not be visible in any of the long or medium views identified in the Reading Borough Council Tall Building Strategy.

The proposed massing would also not be visible from key local views along Broad Street and Friar Street.

In preparing the scheme we have had regard to the tall building policy, albeit the scheme is not a “tall building” as per the definition of such. The said guidance acknowledges frontages should be in keeping with existing roof lines but with taller elements set back.

The said guidance also acknowledges that some tall buildings to the Friar Street frontage will be 6-8 storeys and increase beyond this further back. The scheme before you is consistent with frontage and increases when set back and is appropriate for this site.

4.0 DESIGN DEVELOPMENT

4.8 CONSULTATION & COMMUNITY ENGAGEMENT

The scheme builds on the vision shared with the Council in November 2019 to redevelop both QVS1 and QVS2 as a new hotel quarter in the town centre.

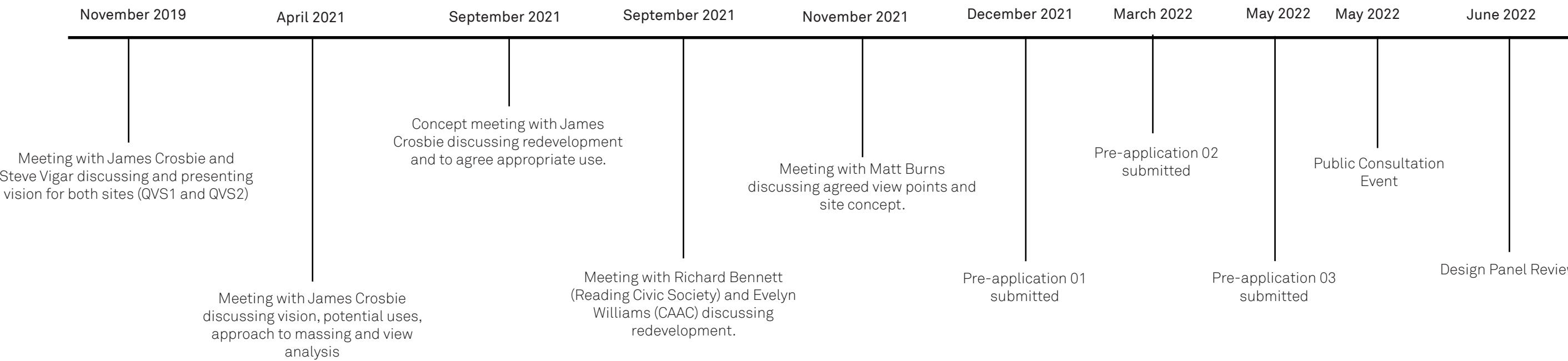
The development of the mass, bulk and height of the proposed building has been an iterative process, which the Applicant has worked with key stakeholders and the Council's planning team to present the scheme as submitted. This process is summarised in the below timeline and in detail in the Statement of Community Involvement prepared by Town Planning Bureau.

In these changing times, as we have been cautious to unable to directly engage face-to-face at times, we needed to consider how we can reach and access relevant people and groups, including those without digital access. However, the primary focus has been digital methods, which we hope has ensured all voices have been heard.

The feedback has been positive, changes have been made to the scheme to take account of the comments received. The amenity groups have been supportive of the proposal and the comments from the local community are also very positive.

The following section in this document summaries the consultation process and the feedback received from stakeholders.

Consultation and Community Engagement Timeline



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4.8 CONSULTATION & COMMUNITY ENGAGEMENT

Reading Civic Society, CAAC & BID engagement

The Applicant has worked with Reading Civic Society, CAAC, and BID both on QVS1 and QVS2, holding regular meetings and corresponding by telephone and email since 2019.

QVS2 - the Applicant has met with RCS & CAAC three times, their local knowledge & opinions have shaped the scheme presented. A timeline and summary of the meetings is as follows;

Meeting 1 - September '21 (QVS2 Vision)

- Feedback was that the site needs to be redeveloped and they are keen engage and that the redevelopment is high quality, and complements / supports Phase 1. A modern building can work in this context.

Meeting 2 - January '22 (QVS2 Concept)

- Happy to see site move forward with mixed-use building and shared view that the breaking up of the frontage and articulation is important.
- RCS were keen to see the Bugle building retained.

Meeting 3 - March '22 (QVS2 Proposal)

- Very pleased to see retention of Bugle and façade retention of 145 Friar Street.
- Design looks good and does not lose the sense of place, felt was positive step since last proposal.
- There is support for the scheme presented.

Public Consultation Event - May '22

- Feedback has been positive and some very constructive advice, based on local knowledge was provided and all points raised, we have taken fully into account and the scheme has been improved to take account of their comments



Friar Street rendering - Presented in January 2022



Revised Friar Street rendering - Presented in March 2022

4.0 DESIGN DEVELOPMENT

4.8 CONSULTATION & COMMUNITY ENGAGEMENT

Design Panel Review

In June 2022 we have undertaken a Design Panel Review to assess the planning proposal and ascertain the quality of the design.

Below a summary of the comments received:

Site

The site is constituted of 3 different buildings on Friar Street, close to the junction with Queen Victoria Street / Station Road. It is the applicant's intention to create a complimentary relationship with adjacent plots 145 – 148, that are currently in their control.

The applicant has engaged with the heritage and civic value of the existing buildings well. When any application is brought forwards a detailed heritage report would be of assistance to evidence the approach.

Their approach of considering the role for the proposals beyond the immediate confines of the site is welcomed by the Panel. A potential route through 145 – 148 to Fife Court was discussed, if this is to be explored the design of 138 – 144 needs to facilitate, promote and safeguard this. At present openings and uses at the street level along the length of Fife Court don't do as much as they could do address anti-social use and provide passive surveillance.

Building

The applicants have applied skill to illustrate a significant building within the proposals, that in the view of Panel would substantially be acceptable in massing and townscape terms save for the following comments:

The overall extent of five storey frontage to Friar Street is excessive – the proposals are split into three main sections, instinctively the Panel consider a setback to either of the outer elements would benefit the scheme. Further finessing of the upper levels of articulation may also be required as the building tiers back.

To Friar Street, the proposals are split into four different layers vertically, a base, the main body, and then two forms of 'roof top' or 'mansard' accommodation. This is a little confusing and the complexity will lead to additional challenges delivering quality at implementation stage. Simplifying the upper elements should be explored.

Sustainability

There was little detail about the overall sustainable ambitions of the development, but with such a central site the applicant should be delivering an exemplar scheme in line with Reading Borough Councils Climate Commitments.

Design Approach

The proposals have the potential to provide a significant townscape benefit to this key intersection at the heart of Reading. The overall vertical hierarchy applied to the scheme is sound, with a public / civic base of 2 storeys and then functional accommodation above. The challenge that remains to be addressed is how can The Bugle be retained as more than just a shell? It's historic volume, entrance and qualities should be respected and referenced in the proposals.

Detailing

The applicant has drawn strong reference to Reading's rich brick heritage, the Panel applaud the integration of detail and the limited diversity of palette applied to the proposals.

The Panel request detailed & dimensioned bay elevations, sections and plans are provided to ensure sufficient allowance is available to deliver the aesthetic shown. At present we fear the external walls to Friar Street do not allow enough depth for the articulation / reveal steps shown.

Further Comments

Whilst outside the scope of the review, the proposals for 145 – 146 Friar Street show great promise. The renewal of 141 – 148 Friar Street could act as a valuable catalyst to support wider improvements within this part of the Town Centre.



Street view of proposal as presented to the Reading Design Review panel

4.0 DESIGN DEVELOPMENT

4.9 HEIGHT & MASSING

In addition to the massing view analysis presented in sections 4.5-4.7, the proposed height and massing has been developed in consultation with planning officers throughout a series of pre-application meetings. Refer to Planning Statement prepared by Town Planning Bureau for a detailed account of pre-application advice.

The following text and drawings are taken from pre-application submissions, to demonstrate how officer comments relating to height, mass and design have been incorporated in the proposal.

Excerpt from Pre-application Addendum 2 - March 2022

Officer comment

Can the overall height be reduced from G+7 to G+6 and an additional set-back introduced at level 6.

Design Team response

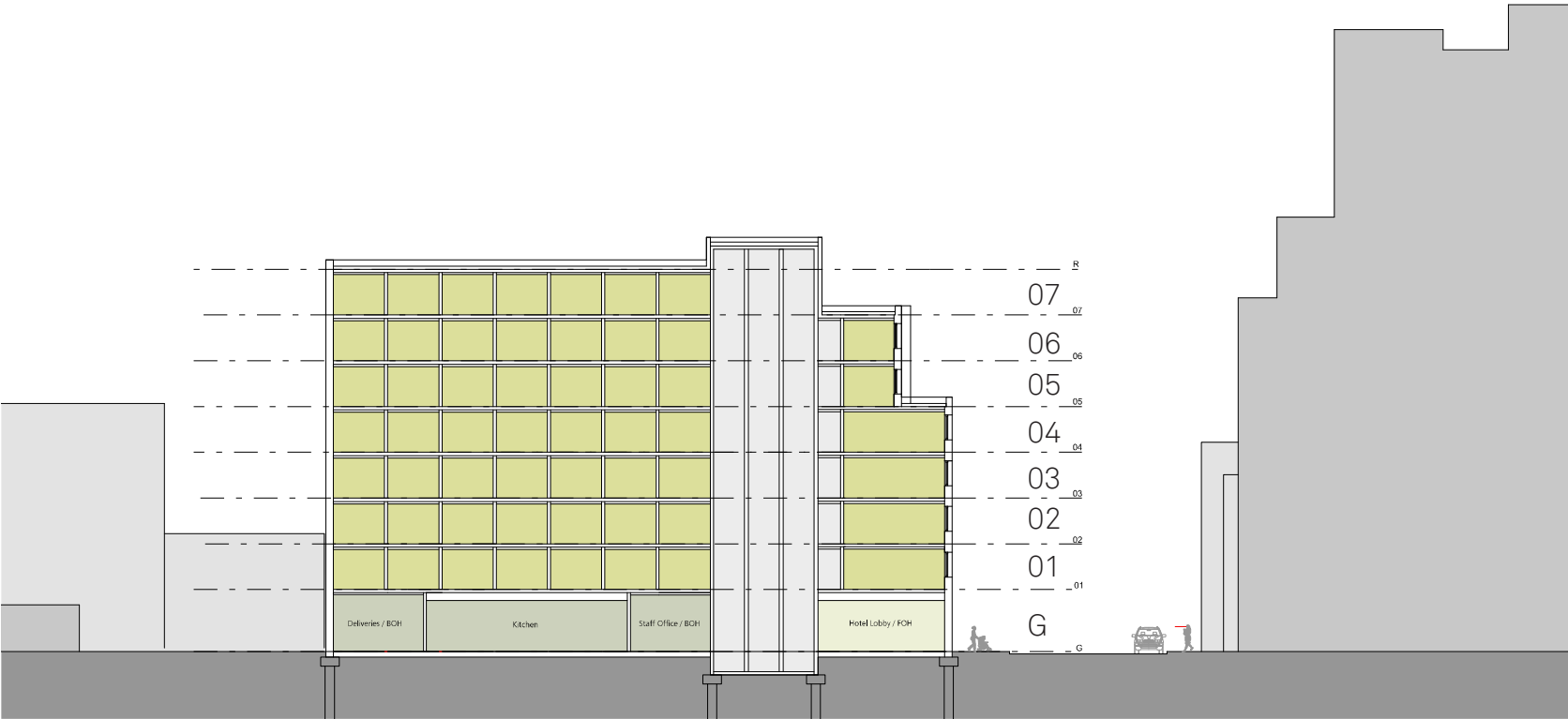
The previous pre-application submission proposed G+7. The top floor has been removed and the overall height has been reduced and the scheme now proposes G+6.

The ground floor has been replanned to incorporate a mezzanine level in place of double height back-of-house spaces. This has created for a more generous double height F&B offering along Friar Street, whilst allowing for a reduction in height of accommodation at the rear.

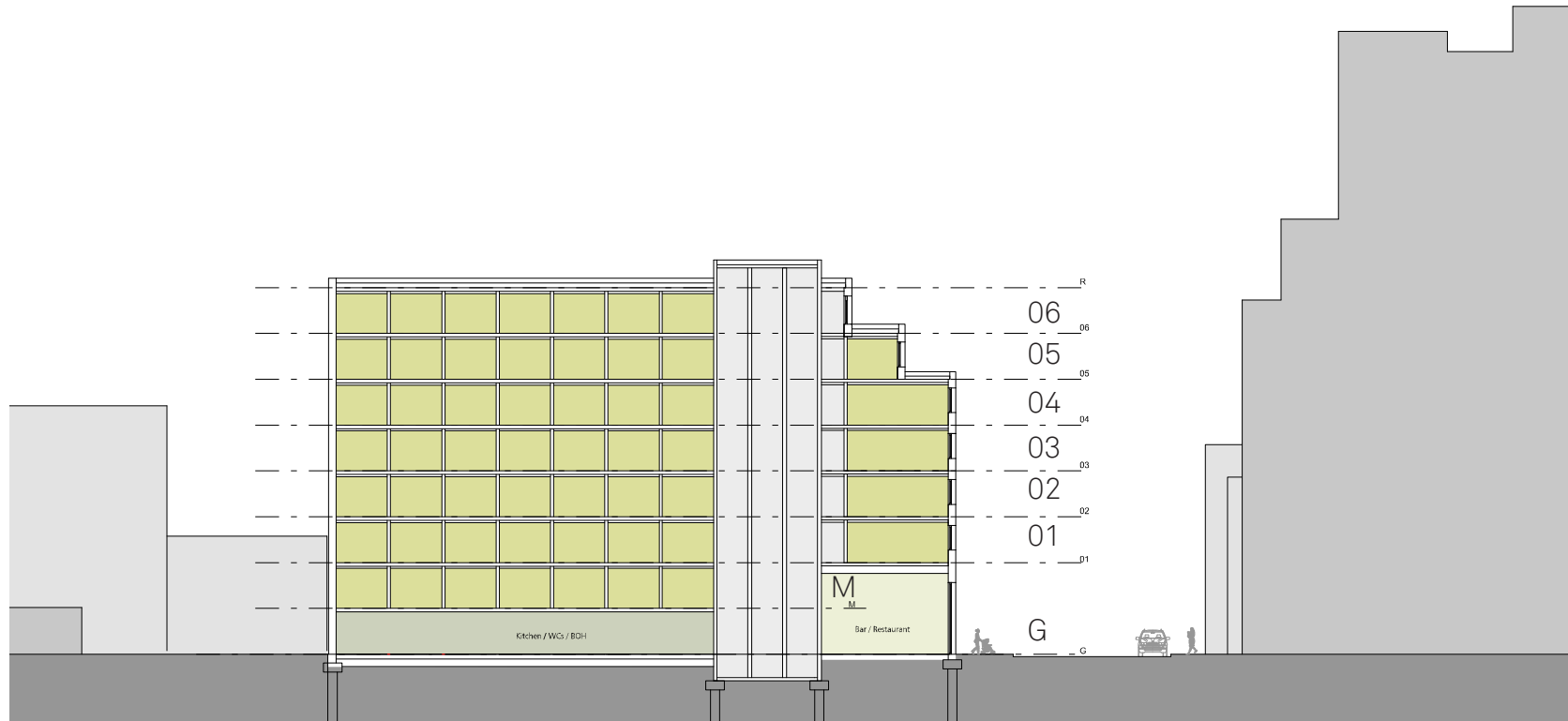
A further set-back has also been introduced at level 6 that was also requested by officers.

Summary

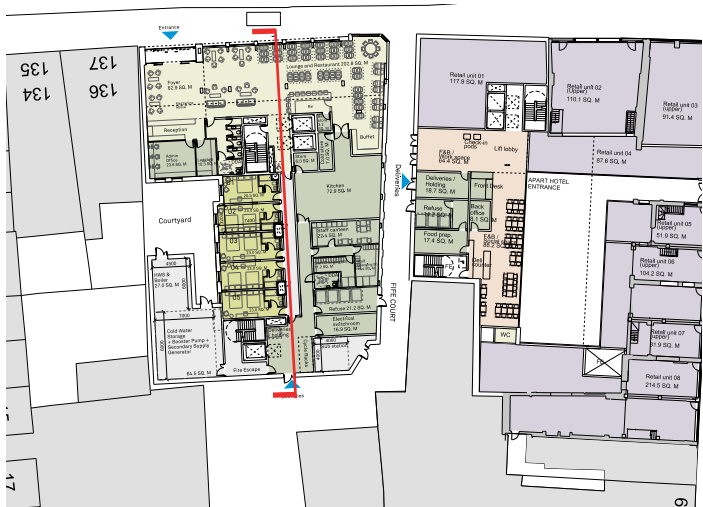
As per officer request, a floor has been removed (G+7 to G+6) and the 6th floor has been set back – these changes have addressed the officer change request.



Section - As previously submitted



Section - As currently proposed



Key plan



4.0 DESIGN DEVELOPMENT

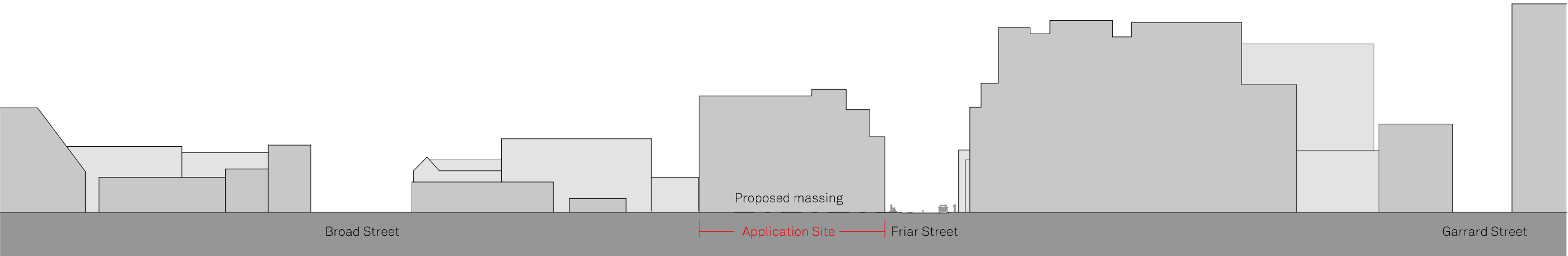
4.9 HEIGHT & MASSING

Excerpt from Pre-application Addendum 2 - March 2022

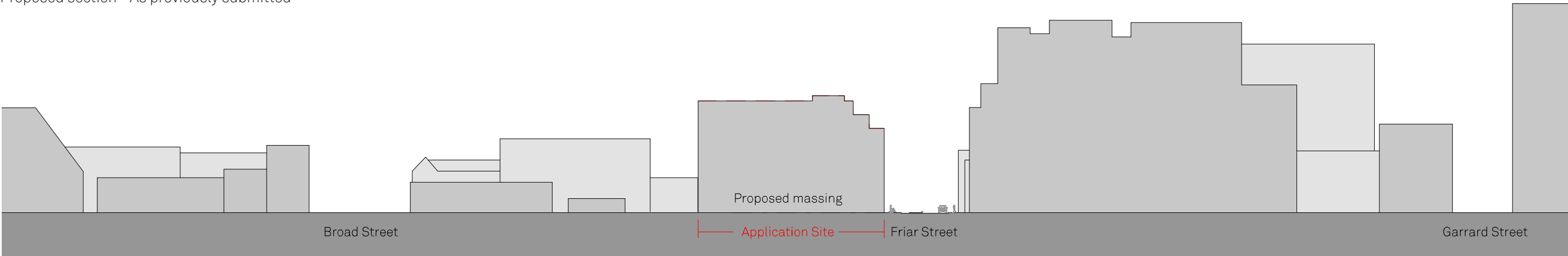
Officer comment:
Concerns over visual impact of G+7 storey building height on the site. Can the proposal be reduced to G+6 storeys.

Design Team response:
Top floor removed to allow for G+6 storey proposal with loss of accommodation mitigated through introduction of a mezzanine level and additional rear wing. The updated contextual section previously requested by Officers is presented here.

Summary:
The overall height of the building has been reduced as per officers request.



Proposed section - As previously submitted



Proposed section - As currently proposed

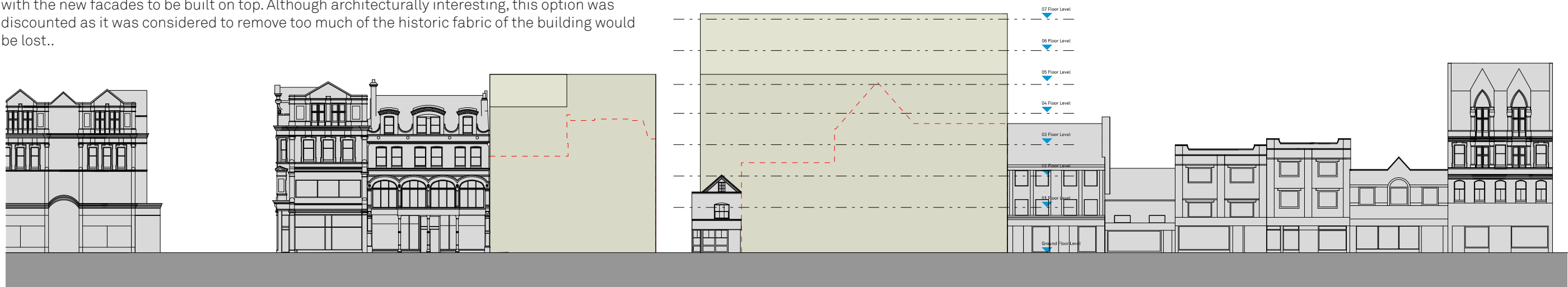


4.0 DESIGN DEVELOPMENT

4.10 THE BUGLE - FACADE RETENTION STUDY

During the concept design phase, the design team explored alternative options for the retention and integration of The Bugle PH building within the proposed scheme.

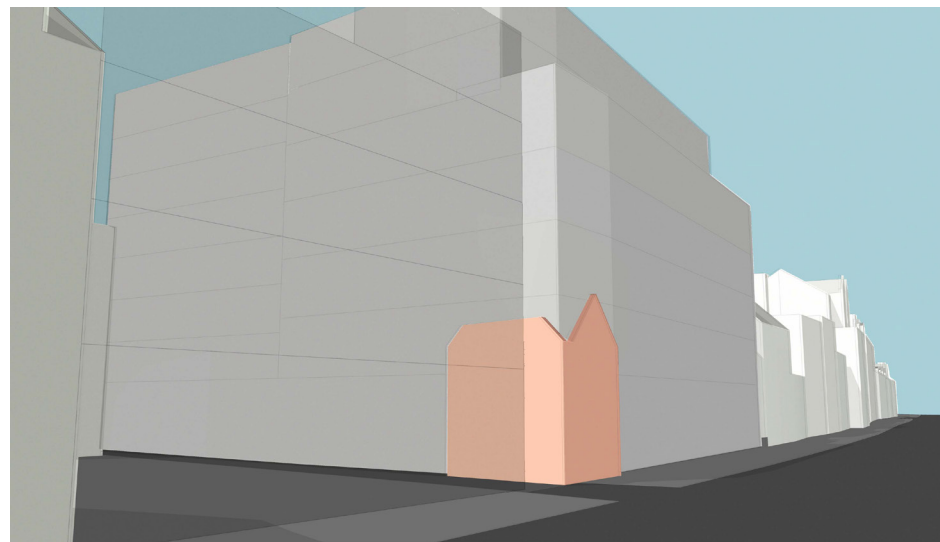
The massing elevation presented here incorporates the upper level set-backs and overall massing of the scheme presented at the initial pre-application meeting held on 21st January 2022. In this study the main facades on Friar Street and Fife Court were retained and integrated with the new facades to be built on top. Although architecturally interesting, this option was discounted as it was considered to remove too much of the historic fabric of the building would be lost..



Friar Street massing elevation



View east along Friar Street



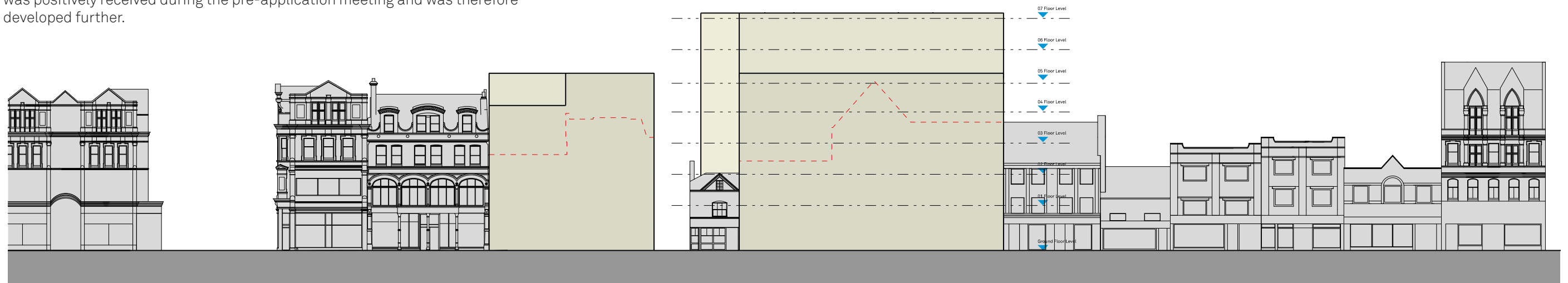
View west along Friar Street - Phase 1+ massing shown ghosted in.

- Pros**
- Retention The Bugle PH facade and integration with new public realm.
 - Viable hotel scheme
 - Later rear addition to The Bugle demolished which allows for improved access to Fife Court from the development.
- Cons**
- Loss of internal structure and fabric of The Bugle.
 - Facade retention complexities and extended construction programme causing greater disruption.
 - Cost and technical considerations of facade retention.
 - Loss of The Bugle PH building roof form and profile.

4.0 DESIGN DEVELOPMENT

4.10 THE BUGLE - PART RETENTION STUDY

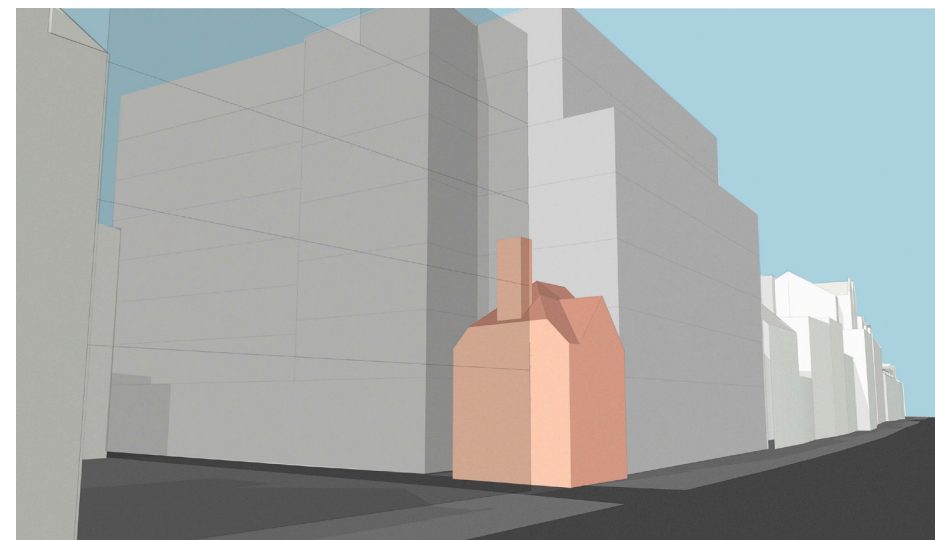
An alternative design was development where the Bugle's front and side facade are retained and the new building's facade is set back. The elevation massing images presented here demonstrate the how The Bugle fabric and structure could be retained with the new development set back to preserve the roof profile and form. This solution was positively received during the pre-application meeting and was therefore developed further.



Friar Street massing elevations



View east along Friar Street



View west along Friar Street - Phase 1+ massing shown ghosted in.

Pros

- Retention of The Bugle PH front and side facade.
- Retention of roof profile and form.
- Retention of internal fabric and structural elements.
- Set-back building line of the new development.

Cons

- Integrating existing Bugle floor levels not possible with new development, but can be retained as a double height space.

4.0 DESIGN DEVELOPMENT

4.11 FRIAR STREET ELEVATION

Throughout the pre-application process, a number of alternative massing and facade design options were explored. These designs evolved throughout this period with input from officers and townscape & heritage consultants. A summary of key design changes made during the pre-application process following officer comments are as follows;

1. Top floor removed and height reduced.
2. Additional set-back introduced to front elevation at G+6.
3. Guestrooms relocated to rear of the proposed building.
4. The Bugle Public House retained.
5. Friar Street massing reduced.
6. Redesign of elevation for greater heritage connection.

The above principals have been incorporated in the proposal and developed further through a series of facade design studies.



Friar Street rendering - Pre-application submission 01



Friar Street rendering - Pre-application submission 03

4.0 DESIGN DEVELOPMENT

4.11 FRIAR STREET ELEVATION

Excerpt from Pre-application Addendum 2 - March 2022

Officer comment:
Can the Bugle PH be retained?

Design Team response:
A c.6m set-back be been incorporated behind the Bugle, to retain the Bugle roof form.

Officer comment:
Can the upper floors be set-back and an alternative treatment for level 4 be explored?

Design Team response:
The storey height along Friar Street has been reduced from G+6 to G+4 storeys. The material treatment of the central bay continues to parapet level to break up the mansard style roof and to articulate the hotel entrance.

Officer comment:
Can the design be assessed to provide a closer heritage connection to the surrounding buildings?

Design Team response:
A 'mansard style' roof has been incorporated at level 4. It is envisaged the material and detailed design of this will be developed with officers prior to submission of a full application.

Summary:
A key aspiration for officers is the retention of the Bugle PH. The scheme has been amended to facilitate retention including significant setback to retain the roof.

Furthermore, the G+4 to G+6 has been completely redesigned and now incorporates a mansard style roof (as per officer request) and a more coherent design that takes in to account the heritage qualities of QVS1 as per officer request.

The ground floor has also been revised with design queues from QVS1 (listed building) shop frontages to include a double height ground floor arched colonnade.

Finally, the central proportion of the building has a contrast to the mansard at G+4 that the design team consider this offers a design enhancement to break-up and add articulation and variety.



Friar Street elevation - Pre-application submission 01



Friar Street elevation - Pre-application submission 03



4.0 DESIGN DEVELOPMENT

4.11 FRIAR STREET ELEVATION

The proposed Friar Street elevation has been developed to incorporate officer comments and refined through a series of detailed facade studies and local heritage influences.

The principal facade will be subdivided into 3 vertical sections, articulated through a subtle change in brickwork tone, which references the historical plot widths and building frontages along Friar Street. This will sit alongside and set-back from the retained Bugle PH building, to acknowledge the scale and historical street rhythm of the time.

Local shopfront design has influenced the scale, materiality and proportion of the proposed facade at ground level. A glazed in arched colonnade references the historical arched shopfront at 147 Friar Street (QVS Phase 1) and is used to define a double height space within, flooding the ground floor food & beverage spaces with natural light. The arched frontage is flanked by two lower proportioned frontages which acknowledge the scale of the retained Bugle PH building and historical shopfronts elsewhere along Friar Street.

At upper levels brickwork is proposed with articulated brick detailing around window openings. The use of Reading brickwork with intricate detailing elsewhere in surrounding area has informed the design and appearance of this. The proposed elevation will make a subtle yet contemporary acknowledgement of the architectural qualities unique to the area.

The uppermost floors are set-back from the principal building line along Friar Street. An alternative material and architectural language is intended for this portion of elevation which will provide a natural break to the facade below. The use of curtain wall glazing with a thin profiled capping and recessed aluminium panels will provide a crisp lightness that will contrast to the textures and detailing present in the facade below. Visible only in long views from street level, it is intended this contrast will create visual interest and variety along the street scape.



FRIAR STREET ELEVATION



Brickwork detailing



Pre-cast Panels



Aluminum Panels



Red Brickwork

4.0 DESIGN DEVELOPMENT

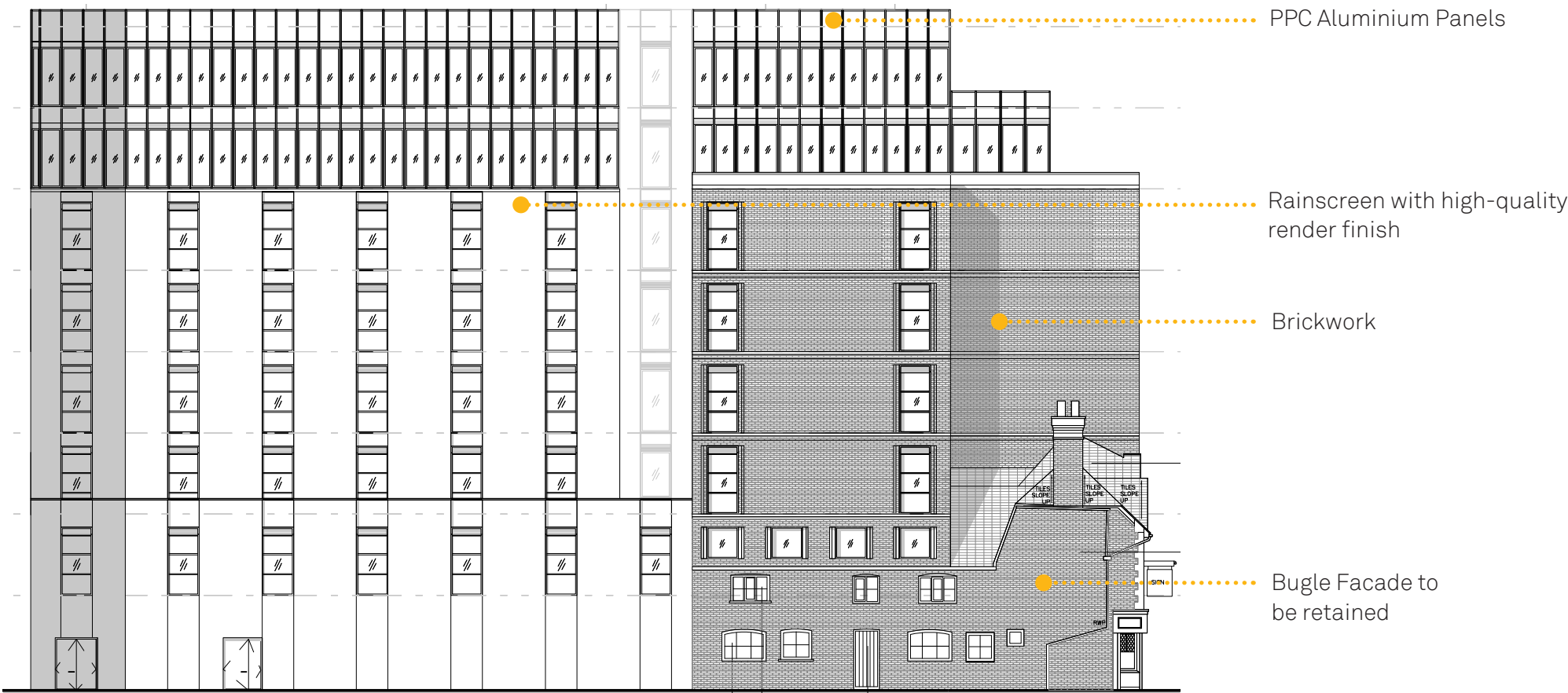
4.12 FIFE COURT ELEVATION

The proposed Fife Court elevation has been developed to incorporate officer comments and refined through a series of detailed facade and material studies.

The existing Bugle facade is will be retained, restored and integrated with the new brickwork above.

To the rear of the site, and alternative rainscreen system with rendered finish is proposed to provide a visual break between the brickwork along Friar Street.

The upper floors will continue the curtain walling and aluminium facade which wraps around the building at this level.



Fife Court Elevation



High-quality Render Finish



High-quality Render Finish



Pre-cast Panels



Red Brickwork

4.0 DESIGN DEVELOPMENT

4.13 FACADE DESIGN STUDIES

During the design process different options for the top floors and central facade have been tested.

OPTION 1

These images show a design study exploring Level 4 front corners in tinted concrete, Level 5 and 6 in tinted metal panels and central portion in white brickwork.

This option resulted to be non uniform with too many materials and colours and therefore it was disregarded in favour of a more uniform full brickwork design with different shades of red and top levels in lightweight curtain wall system in terracotta colour in line with the red tones of the brickwork.



OPTION 1: Level 4 in Pre-cast Concrete and Level 5 and 6 in Metal panels



OPTION 1: Level 4 in Pre-cast Concrete and Level 5 and 6 in Metal panels

OPTION 2

These images show a design study exploring Level 4, 5 and 6 in grey metal panels and central portion in white brickwork.

Similarly as the study illustrated above, this option made the top floors look too prominent or non homogeneous and therefore it was disregarded in favour of a more uniform full brickwork design with different shades of red and top levels in lightweight curtain wall system in terracotta colour in line with the red tones of the brickwork.



OPTION 2: Top three floors in metal panels



OPTION 2: Top three floors in metal panels

4.0 DESIGN DEVELOPMENT

4.13 FACADE DESIGN STUDIES

Following the detail study illustrated in the previous page, the design team explored different options of the overall mass and appearance from long distance street views, illustrated in this page below.

It is considered that the study of the top three floors in grey metal and the central portion in white brickwork made the top floors look too prominent and hand an overbearing impact on the view.

These studies led to the proposed design featuring a setback Level 4 in brickwork and Level 5/6 in lightweight curtain wall system in terracotta colour, which is considered to respond more appropriately to the surrounding context, colour tones, and materials.



Design Study showing top three floors in grey metal - Friar Street Long Distance View



Proposed Scheme - Friar Street Long Distance View

5.0 THE PROPOSAL

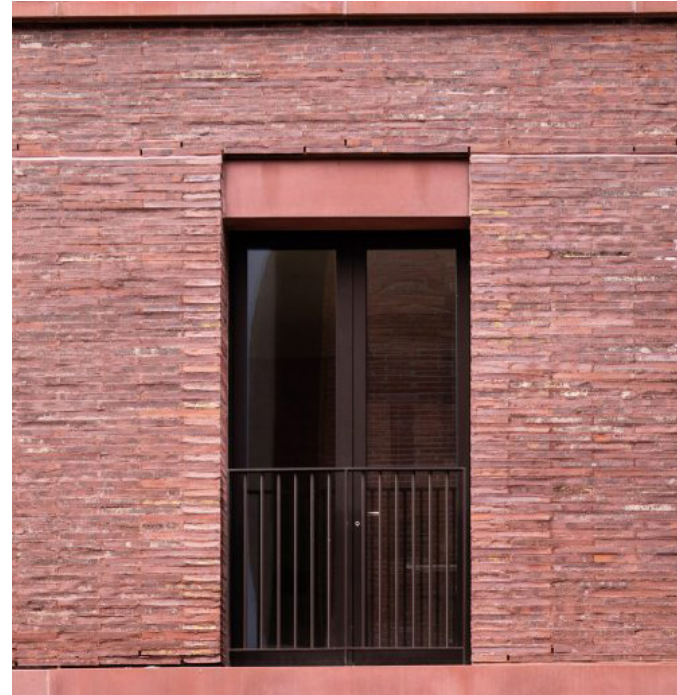
5.1 APPEARANCE & MATERIALS

These images illustrate the material palette and design references of the project.

The proposed design make use of a different variety of robust and contemporary materials such red bricks, pre-cast concrete panels, concrete banding, curtain wall system in glass and aluminium and high quality render finish.

The combination of these material and colour palette have been carefully studied and selected during the design phase in order to achieve a high quality visual interest for the development.

The following pages will illustrate in detail the design of the different part of the building.



BRICKWORK and TINTED CONCRETE



BRICKWORK and TINTED CONCRETE
David Chipperfield Architects, New York



PPC ALUMINIUM, Morris + Company, London



PPC ALUMINIUM, Morris + Company, London



BRICKWORK DECORATIVE MOTIF



HIGH-QUALITY RENDER FINISH

5.0 THE PROPOSAL

5.1 APPEARANCE & MATERIALS

The front facade of the building consist of a podium level at ground floor in tinted acid etched pre-cast concrete supporting four levels of red brickwork above.

The brickwork surrounding the windows features two different decorative motifs which are enriching the overall look and feel of the building. The top two set back levels, not visible in proximity of the building, consist of a lightweight metal curtain wall system in terracotta color matching the color tone of the building.

The Bugle pub facade is restored and integrated in the scheme. The rear of the building features a Rainscreen cladding system with high-quality render finish.

Brick Parapet

Louvres for Hotel rooms ventilation

Red Brickwork

Darker Red Brickwork (Central Facade)

Pre-cast Banding

Tinted Acid etched Pre-cast Panel



5.0 THE PROPOSAL

5.1 APPEARANCE & MATERIALS

The top two floors of the building are made in a lightweight curtain wall system in terracotta colour to match the tone or the red brickwork underneath.

Level 4 set-back level on Friar Street are will be in red brickwork and are set back from the front facade.

Every levels is defined by a slim tinted concrete banding matching the colour tone of the brickwork above and below.

PPC Aluminium Panels



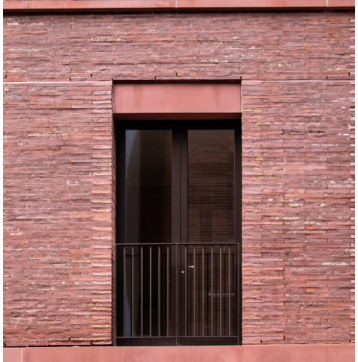
Set-back in Red Brickwork



Brick parapet



Dark Red Brickwork



5.0 THE PROPOSAL

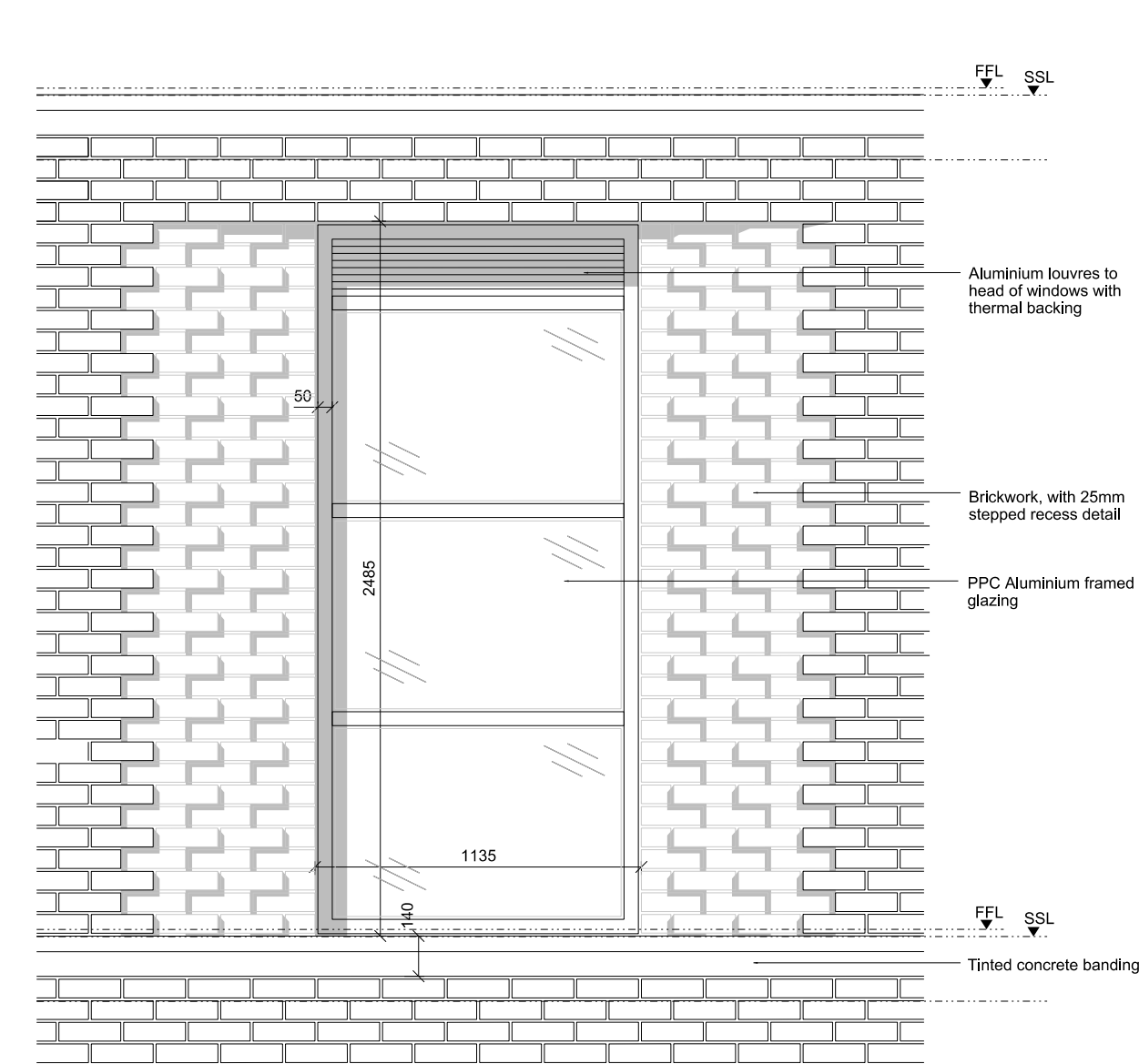
5.1 APPEARANCE & MATERIALS

This detail drawing illustrate the decorative motif of the brickwork surrounding the windows.

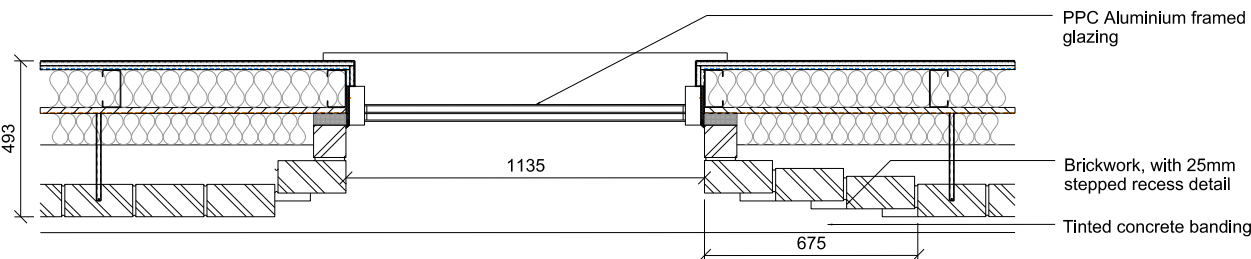
Every window features an aluminium louver panel for air intake and air exhaust as required by the ventilation strategy for every single hotel's room.



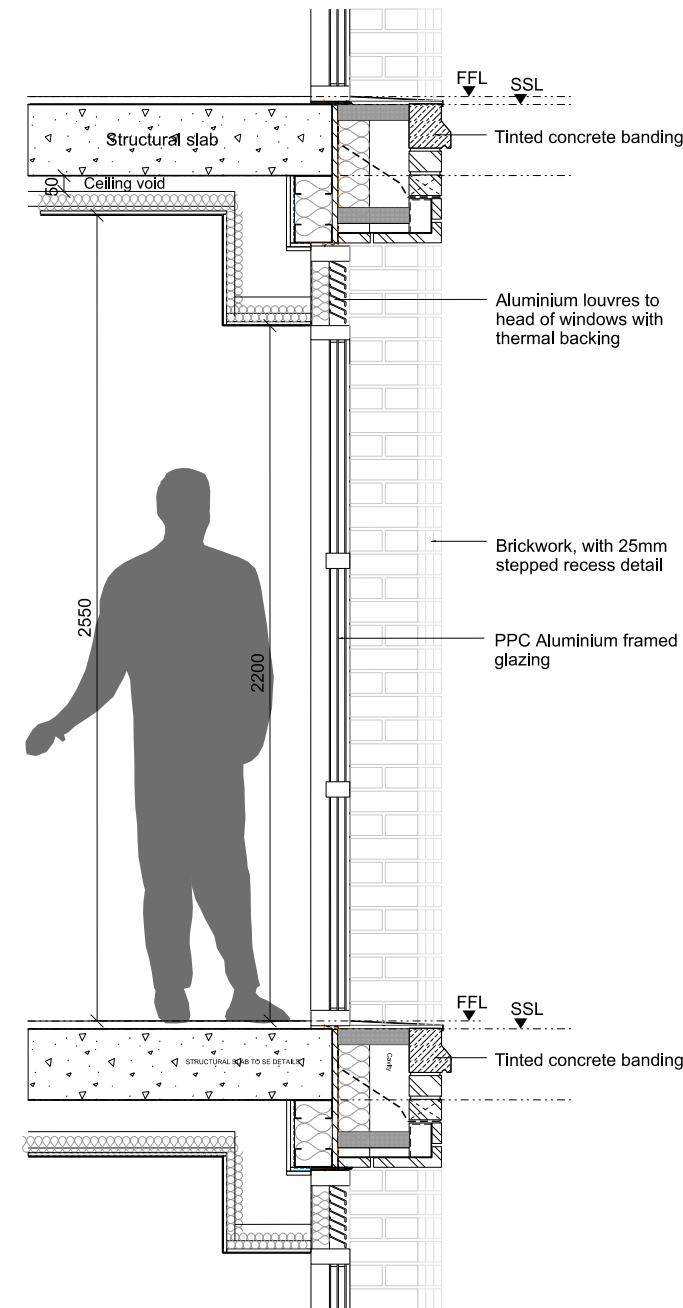
Rendering of proposed brickwork detailing



Typical Window Type 1 Detail Elevation



Typical Window Type 1 Detail Plan



Typical Window Type 1 Detail Section

5.0 THE PROPOSAL

5.1 APPEARANCE & MATERIALS

The side and rear facades feature a Rainscreen cladding with render finish as illustrated in this images to enrich the over whole look of the rear facades and provide a visual break with the bricwork used elsewhere



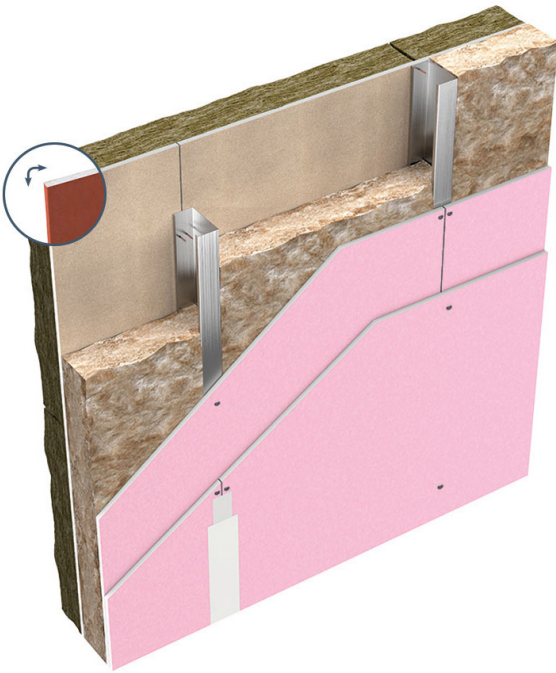
REFERENCE DESIGN - BUILDING CUTAWAY:
Rainscreen cladding with high-quality render finish



REFERENCE DESIGN: Rainscreen cladding with high-quality render finish



REFERENCE DESIGN:
Rainscreen cladding
with high-quality render finish



Through Wall Cutaway