FALCONER
CHESTER
HALL

PROPOSED HOTEL DEVELOPMENT 1-15 QUEEN VICTORIA STREET & 145-148 FRIAR STREET STREET, READING

—

THACKERAY GROUP

—

DESIGN &ACCESS STATEMENT

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P22018-FCH-BA-XX-RG-A-0001 P01 AUGUST 2022

FCH

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1-15 QUEEN VICTORIA STREET & 145 -148 FRIAR STREET, READING

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1.0 THE SITE
1.1 EXECUTIVE SUMMARY

QVS1 Phase 1

The redevelopment of 1-15 Queen Victoria Street, 145-148 Friar Street (QVS1), and 144 Friar Street (QVS2) are to be as one development in two phases. The primary focuses are on the repair, restoration, and regeneration of the listed buildings as it is the essential catalyst for the redevelopment of the site, and fundamentally be part of the town center.

To facilitate the redevelopment and vitality, the site needs to be viable. Therefore, an underpinning use to create further viabilit y is required. This will ultimately lead to both schemes working together. The apart-hotel will fund the development of the market square. Once operational, the market square will draw visitors and make full use of the apart-hotel/ hotel.

The market square and significant enhancement of the shops to QVS is the key focus that will be facilitated by the development of Phases 1 and 2, a vision shared by the Applicant, the Council, and public.

Thackeray Estate is currently in legal discussions with the preferred partner as there is a significant interest for the apart-hotel . One crucial point is the hotelier is seeking more bed spaces as they consider the site a prime location, and to further consolidate the viability. The incorporation of 145 and 146 (phase 1 +) into the apart-hotel is currently being assessed and worked upon, but will be considered by way of a separate pre-application and as part of Phase 1.

As part of the incorporation of 145-146, the market square will be enhanced and the offering will be expanded upon to include the said units. The market square and subsequent safeguarding/ regeneration of QVS1 is the key to the redevelopment of Thackeray Estates holding in QVS.

Benefits

• Repair and reinstatement of the original historic frontages of the listed buildings and the architectural detailing that contributes to their significance;

• Visual improvement to these prominent retail streets with uniform shop frontages, signage and lighting, respectful to the original historic frontages;

• Removal and enhancement to the form and appearance of built form at the rear of the site;

• Provision of modern, subservient and respectful built form to the rear of the site, enhancing the visual appearance and supporting and promoting the grandeur of the retained listed
buildings;

• Provision of additional floorspace for retail and appropriate town centre uses in a highly accessible and sustainable location

• Enhancing the diversity of retail provision and attracting boutique 'heritage retail' and independent retailers

• Provision of a mix of retail uses, providing diversity in town centre offering and opportunities for respite and relaxation, such as with coffee shops;

• Provision for small businesses and shops with appropriate-sized retail units to meet demand and support the small business market;

• Introduction of apart-hotel use, providing short-term let accommodation, supporting the needs of, and attracting, working professionals and visitors to Reading, as well as assisting in remedying an identified under-provision;

• Provision of an enhanced public realm with the public square, providing opportunities for respite, relaxation and play, as well as community and public events and the opportunity to foster and support local community initiatives, exhibitions and performances;

• Provision of a town centre destination that will attract visitors, shoppers and workers to this part of the town centre, enhancing the activity, vitality and viability of this part of the centre;

• This is a proposal, which based on stakeholder consultation, will lead to significant public benefits.

• The proposals will arrest the decline of QVS and support and bolster the Reading economy, which is of particular importance at this current time and will play an important role in the post-Covid19 recovery of the town centre.

• The renewal of 141 – 148 Friar Street could act as a valuable catalyst to support wider improvements within this part of the Town Centre.



1.0 INTRODUCTION
1.2 FCH ARCHITECTS

Who we are

Established in 1997, Falconer Chester Hall has an international reputation for using creative design intelligence to deliver inspirational buildings that maximise the commercial potential of a site.

We are experts in the design and delivery of the regeneration of heritage buildings. The restoration of our heritage assets shows that sensitive and well-loved historic sites can become high performing and attractive, modern buildings. We relish the challenge and uniqueness such buildings pose. Our listed hotel projects include Aloft, Hard Day's Night and Municipal Buildings.

What we do

We are award winning practitioners in architecture, and masterplanning. We work across a range of sectors, taking a sustainable approach to each design, creating thoughtful and sensitive buildings that respond to and complement the site and its surroundings, be they new build or sensitive conversions, large-scale masterplans or constrained urban sites. We create exemplary places with forward thinking design solutions.

How we work

Listening to our client, to their aims and requirements, is vital. With that understanding informing our actions, Falconer Chester Hall adds value to each project. We have developed a powerful track record of working collaboratively, through all stages of the design process to ensure every stage of project delivery runs smoothly.



Aloft Hotel, Liverpool. Grade II*



Hard Days Night Hotel, Liverpool. Grade II



Municipal Building Hotel, Liverpool. Grade II*



Double Tree Hotel, Liverpool. Grade II*

1.0 INTRODUCTION
1.3 THACKERAY ESTATES

Thackeray in Reading:

- Significant property investment and acquisition;
- 5 years of ongoing investment to date;
- Dedicated team working exclusively on Reading portfolio;
- Expertise in place-making;
- Experience in renovating listed buildings;
- New and exciting tenants brought to Reading.

Investment Strategy

- Station road - Works on site to create the first new Wendy's restaurant unit in UK;
- Queen Victoria Street - Mixed use scheme with significant public realm / market square;
- Friar Street - 157 bed 4-star Jurys Inn Hotel;
- Town Centre Apartments Station Road / Broad Street.

Buildings Owned in Reading

- 1 Station Road;
- 2-4 Queen Victoria Street;
- 1-15 Queen Victioria Street;
- 138-141 Friar Street;
- 142 Friar Street;
- 144-145 Friar Street;
- 146 Friar Street;
- 147-148 Friar Street;
- 149-150 Friar Street;
- 156-158 Friar Street;
- 70-72 Broad Street;
- 200-202 Broad Street;



Eastcheap, London. Grade II and Grade II* office and retail refurbishment



Castle Club, London. Grade II restoration and extension

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2.0 THE VISION
2.1 OVERVIEW

Create Retail Experience
Drawing inspirations from other successful mixed-use developments in other major cities, such as Kingly Court (London) Hackney Town Hall Courtyard and St Martin's Courtyard (London), the vision is to create a destination development befitting Reading's emerging cultural and economic status. The proposals include a retail offer comprising a market square together with new retail frontages to Queen Victoria Street and Friar Street.

This new retail hub will provide small units for independent start ups and pop-up eateries. The frontages of Queen Victoria Street and Friar Street will link directly through to the new market square behind.

Restore Listed Asset
The listed buildings on both Queen Victoria Street and Friar Street have been neglected over time and a series of unsympathetic additions and alterations have caused significant harm. By putting the buildings back to use, investment and ongoing maintenance can be secured, ensuring the buildings future.

Retain Architectural Character
It is intended for building no. 145 Friar Street to adopt a facade retention scheme. The site is characterised by a range of architectural expressions which enhance the overall character of the scheme. Retaining elements of no 145 will have a positive effect on the street frontage.

Provide City Living
It is acknowledged that town centres need to reinvent themselves to respond to the evolving demands of the market and societal changes.

Part of this evolution is the desire for city living and the convenience of having access to life experiences. Aparthotels are the latest variation on this theme offering the services of a hotel with the comfort of an apartment.

The upper floors of Queen Victoria Street and Friar Street offer a unique opportunity to create this accommodation in a heritage setting.

Text taken from Frost Architects Design & Access Statement for the consented scheme







Examples of mixed retail/commercial courtyard developments, London





Site Photograph of listed buildings on Queen Victoria Street and 145 Friar Street





Examples of Aparthotel Interiors, London

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2.0 THE VISION
2.2 STRATEGIC SITE

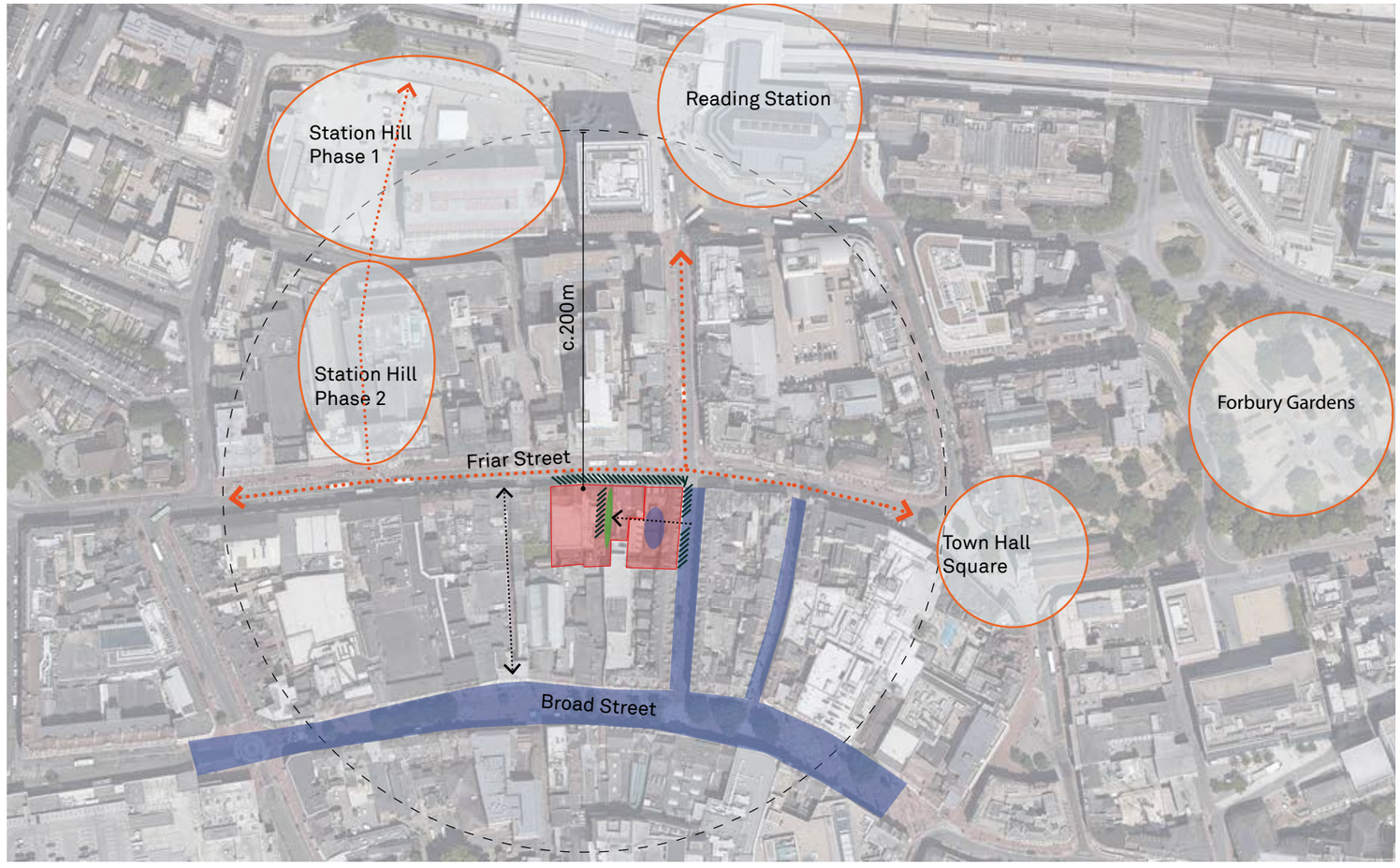
Central Location Significance

The site is located in Reading Town Centre central area at the key junction between Friar Street and Queen Victoria Street approximately a 3-minute walk (circa 250m) from Reading Railway Station. Accessed from Reading Railway Station the prominent corner site forms a gateway to Reading, leading to Broad Street and the further retail district. The ground floor retail units along Queen Victoria Street present an opportunity to encourage a uniform approach to shop front design and signage that will enhance the landmark site within Reading and the wider Thames Valley area.

- Queen Victoria Street is a primary pedestrianised retail street.
- Direct pedestrian access from Reading Train Station to Broad Street, the Oracle
Shopping Centre and Reading Central Area.
- Ground floor uses predominantly commercial A1, A2 and A3.
- Upper floors of office, residential and commercial units.
- Friar Street is a primary bus route within the Town Centre.
- Ground floor uses predominantly commercial including A1, A3, A4 and some A5 (now class E).
- Excellent public transport links make town centre a popular destination.
- Will become more popular with the opening of the Elizabeth line.

Strategic Site Objectives

- Implement a shared vision with Reading Council Planning Department established November 2019;
- Prominent town centre location will be rejuvenated;
- High quality landmark scheme;
- Strengthen and improve the connectivity between railway station and main shopping area;
- Vibrant destination that will improve the visual appearance of the area and reduce anti-social behaviour;
- Significant investment and job creation;
- Catalyst to regeneration of Friar Street;
- Create leisure and business visitor accommodation to aid economic recovery.



Key

- Phase 1 & 2 sites
- Pedestrian zone
- Principal route to / from station
- Arcade route
- Phase 1 Consented market square
- Opportunity for enhanced and new active frontages
- Opportunity for new pedestrian zone

2.0 THE VISION
2.3 PRECEDENTS

The following chapter is taken from the Design & Access Statement prepared by Frost Architects for the consented scheme. It is intended that the vision, character and design intent for the extension of the consented scheme will retain these qualities.

Visual Overview
The accompanying images frame the vision for the site, outlining the intention of the proposal to retain, restore and revive a prominent corner plot in the heart of Reading city center.

Grounded by similar projects across the country, the proposal celebrates the retention of key heritage retail features, the restoration of architectural expression and aims to revive connections within the surrounding area.

Pivotal to the proposal is advancing the cultural aspects of Reading whilst celebrating the historic significance of the site at large. These precedents characterise the overall outlook for the proposal, advancing the need for considered and purposeful public space design.



Heritage Retail inspired Images



Market Square Inspired Images


Aparthotel room inspired Images

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2.0 THE VISION
2.3 PRECEDENTS

Heritage Retail

Listed and heritage buildings offer the prefect backdrop for a retail destination. Consistent shopfronts and signage allow a brand identity. Independent shops and small businesses provide the diversity of the retail experience. Successfully implemented, a retail hub in a heritage setting can become the heart of a community.

Examples include:
- Victoria Quarter (Leeds)
- Coal Drops Yard (London)
- Corn Exchange (Manchester)
- Pavilion Road (London)

Generally developments should look to preserve and enhance the existing buildings. Careful repair and restoration works are needed to retain the original features. New interventions should be both sensitive and distinct with materials looking to complement the palette.

Extensions and alterations are also required to ensure developments meet modern day demands and financial viability thereby safeguarding the heritage asset.











Images taken from Frost Architects Design and Access Statement

2.3 PRECEDENTS

Market Square

The principle of the market square is a collection of boutique retailers, independent food traders and artisans creating a vibrant lifestyle destination. A careful combination of partners ensure a successful public realm. Food outlets create the atmosphere with shops providing the diversity and the complete experience. The market square can become the heart of the community.

Once established market squares offer a wide range of uses with events such as ;
- Farmers' markets,
- Sport screenings
- Street food
- Christmas market
- Outdoor exercise
- Live theatre

Text taken from Frost architect's design and access statement











Images taken from Frost Architects Design and Access Statement

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2.3 PRECEDENTS

Apart Hotel

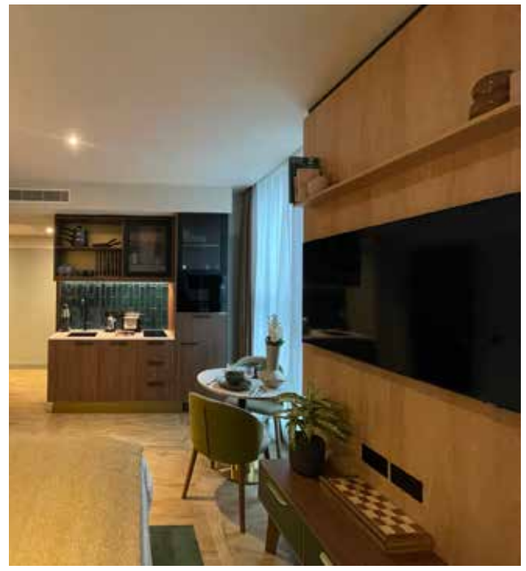
The Aparthotel is the perfect model for town centre accommodation. It offers the services of a hotel with the freedom and comfort of an apartment. It offers a lifestyle.

Its location in the heart of the town provides easy access to the local area and the chance to explore. The Aparthotel is intended for short term stays serving business travellers and tourists, and attracting both international and domestic customers.

Located in a listed building, the accommodation can be truly unique with customers feeling part of the history of the town.

Text taken from Frost architect's design and access statement









Aparthotel inspired images, London, St Paul's

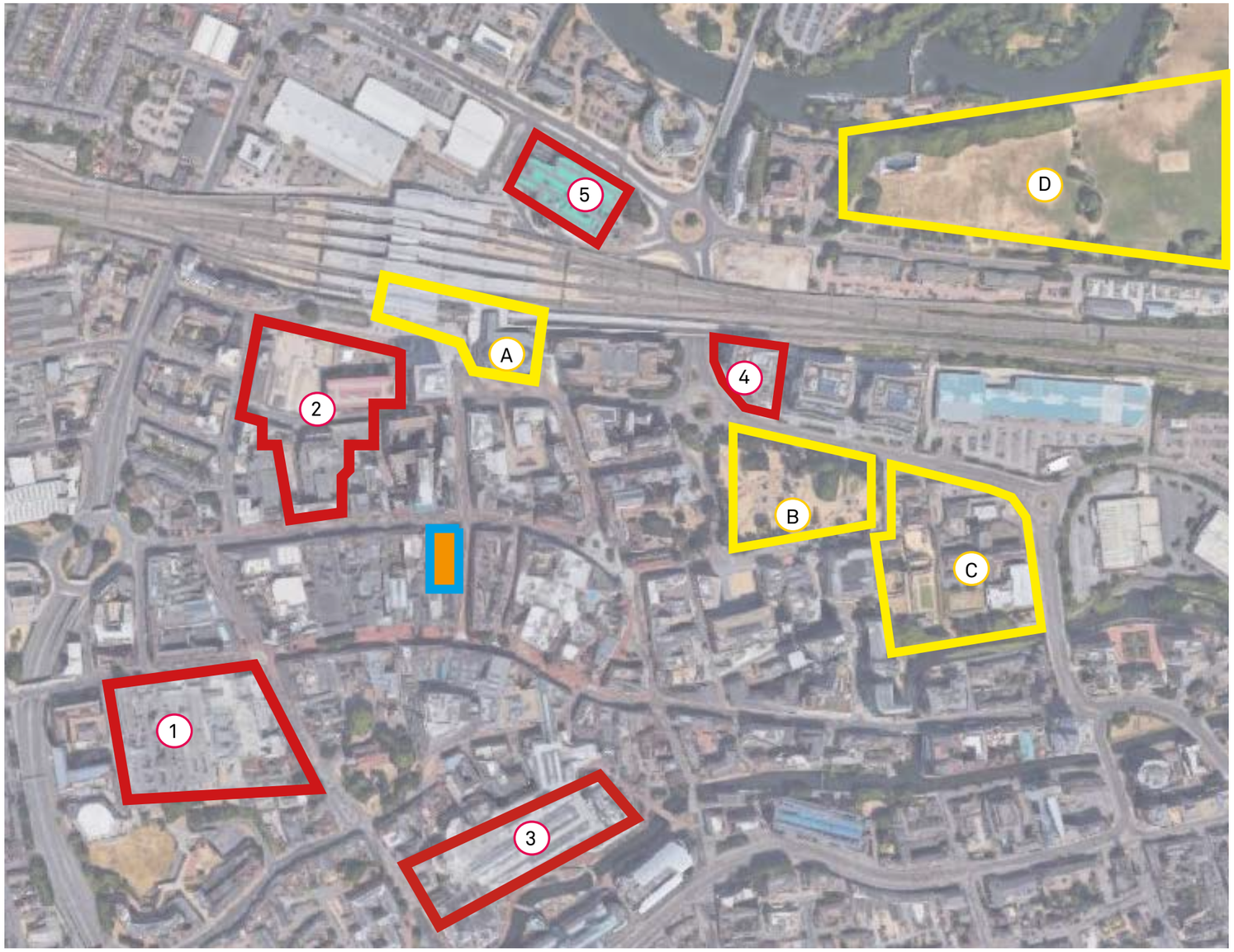
3.0 THE SITE
3.1 CONTEXT

Key

Proposed Site

Local Amenity
A - Station District
B - Forbury Gardens
C - Abbey Quarter
D - King's Meadow

Major Sites
1 - Broad Street Mall
422 build-to-rent homes above and around the shopping centre.
2 - Station Hill
1,200 new homes
3 - Oracle Riverside
Major make-over in 2017 with new riverside amphitheatres and restaurants
4 - Forbury Place
600,000sqft office development
5 - Station Car Park
Outline planning application submitted 2020



Aerial view of site highlighting areas of interest

3.0 THE SITE
3.2 CONSENTED SCHEME

Planning Committee Approval June 2021

The approved application 210223/ 210224 is a mixed-use development comprising of 3308 sqm retail spaces, an aparthotel, and a new public market square.

The new scheme shares the vision to create a vibrant mixed-use development in this dominant commercial town center location while protecting one of the essential heritage assets of Reading for future generations.

The proposal will be the key to aiding the post-COVID economic recovery and attracting new businesses and independent retailers.



Extent of consented scheme



CGI from 1-15 Queen Victoria Street & 147-148 Friar Street planning application, prepared by Frost Architects

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3.0 THE SITE
3.3 LOCAL AUTHORITY ENGAGEMENT

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.

Planning permission was previously approved (subject to a S106) and a thorough Public Consultation Event was undertaken under APP1. This scheme now incorporates 145 and 146 Friar Street, these two elements of the scheme have been considered in tandem with QVS2. Therefore, we set out the Community Engagement under APP1 as an Appendices to this document.

- Presentation of concept to senior officers (September 2021).
- Agreed key viewpoints with officers (October 2021)
- Presented massing analysis (December 2021)
- Presented concept and massing to Reading Civic & CAAC (January 2022)
- Pre-App Meeting with Officers (January 2022) (LPA ref: 211901/PREAPP)
- Refined massing and height submission (review of Bugle retention) (February 2022)
- Pre-App Meetings with Officers (February 2022)
- Pre-App Addendum (March 2022)
- Pre-App Meetings with Officers (March 2022)
- Presented to Reading Civic & CAAC (March 2022).
- Pre-App responses issued (2 x April 2022)
- Pre-App presentation at Council Offices (April 2022)
- Presented to Reading Civic & CAAC (April 2022)
- Public Consultation Event (June 2002)
- Presented to Reading Design Review Panel (May 2022)
- Engagement with senior officers (June 2022).
- Pre-App responses issued (July 2022
- Further refinement and presentation to Officers (July 2022).
- Further, Reading Civic Society have circulated and posted on local forums and websites including Instagram and https://readingonthames.com.
- Website Consultation: a website to inform has been distributed to local amenities group and also posted on relevant social media - https://queenvictoriastreet.co.uk/
- Brochure Consultation: a brochure has been posted to relevant local neighbours and is available to be sent out at request.
- Poster Consultation: a poster has been posted on site Consultation Area
- To understand the context of the site, please see the aerial photograph below.



CGI from 1-15 Queen Victoria Street & 147-148 Friar Street planning application, prepared by Frost Architects

3.0 THE SITE
3.4 PRE-APPLICATION CONSULATION

Pre-Application Advice

The pre-application advice request was accompanied by a detailed description of the scheme and analysis of relevant planning policy, a visual design document, floor plans and elevations and a Statement. Overall, the proposals were positively received and supported as an appropriate and positive refurbishment and redevelopment solution for the site.
An excerpt from the report of the Officers' conclusion below;

"The principle of the proposed uses are likely to be able to be justified, providing clarification as to whether amalgamation of units along Queen Victoria Street are actually proposed. The provision of a courtyard space is welcomed in principle, although some significant clarifications are required in relation to the space in comparison with that separately proposed under applications 210223/210224 and the quality and overall public benefit of the space. Detailed commentary should be included in your future submission to seek to justify the appropriateness of the courtyard space.

In respect of design and heritage matters, the proposed works are largely satisfactory, with the level of intervention to the listed building largely similar to 210223/210224 and the principle of redeveloping No's 145 (barring the supported front façade retention) and 146 considered appropriate. The scale and massing of the proposed replacement buildings, together with the general design approach, is also considered appropriate.

Given the expanded nature of these proposals in comparison with 210223/210224, there are some further elements to consider and information to submit in support of your future applications. None of the matters commented on in this submission amount to fundamental concerns, with it instead being considered that the proposals should hopefully be able to be shaped into a proposal which will be able to be supported by officers at application stage."

Text taken from pre-app advice notes from planning statement



Proposed elevation for 145- 148 Friar Street & 1-15 Queen Victoria Street



Future considerations for Friar Street including the proposal of 138-144 Friar Street (QVS2)

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3.4 PRE-APPLICATION CONSULATION



Visual Render for future considerations of Friar Street including the proposal of 138-144 Friar

3.0 THE SITE
3.5 HISTORY

Auctioneers, Estate Agents & Furniture.

The earliest Ordnance Survey large-scale mapping of 1879 shows that both sides of Friar Street were densely packed with properties, with long narrow plots fronting the streets and extending at the rear, often with yards or gardens, often served by narrow access lanes reflecting the burgage plots of the medieval town layout. The footprint of the present Site occupied part of a Gentlemen's Club, the Athenaeum, and two properties to the west, together with their rear gardens/yards and outbuildings.

The Charles E. Goad Ltd Fire Insurance Plan of 1895 provides details of the properties involved towards the end of the 19th century.

Text by Heritage Collective
Text and images taken from Frost architect's design and access statement

Comparison between the 1879 and 1895 plans show differences in the footprints of the properties west of the Athenaeum, suggesting that the current No. 147 Friar Street was built in this period which would accord with the 1880s date of the building. The Goad Fire Insurance Plan shows that the building was 3½-storeys in height with an iron and glass frontage to second floor level; this frontage was retained when the block was redeveloped at the beginning of the 20th century. The current frontage bears the date 1882 for a company of Auctioneers, Surveyors and Land & Estate Agents. However, this signage refers to the history of a later 20th century occupant (Nicholas Estate Agents) rather than to the early history of the building itself.

Properties in Friar Street and Broad Street were demolished at the end of the 19th century in order to create a new shopping thoroughfare linking Broad Street with the railway station. The new street, Queen Victoria Street, was completed in 1903. The work was one of a number of contemporary redevelopment schemes in the town which were sponsored by local Councillor and businessman, J.C. Fidler (of Fidler and Sons' Royal Berkshire Seed Stores). The street was flanked by matching 4-storey blocks with shops at ground level, constructed in yellow brick with terracotta façades and dressings. The design included corner plots at 148 and 150 Friar Street and Nos 24-28 and 35-38 Broad Street. The architect is uncertain: the Historic England List Entry names the possible architect as County Surveyor Joseph Morris, whilst Pevsner attributes the design to local architects S.Slingsby Stallwood and Charles Smith & Sons. The terracotta dressings were created by S & E Collier Ltd.







3.0 THE SITE
3.6 HISTORIC BUILDINGS- EXTERNAL

1-15 Queen Victoria Street and 148 Friar Street

The terrace along Queen Victoria Street and around the northern corner with Friar Street is a building of considerable architectural quality, primarily deriving from the quality and form of its front elevation which includes brickwork, terracotta, decorative gables, granite pilasters and original windows.

While generally complete above ground floor, the modern shopfronts, signs and lights and double-height shopfront to no. 148 are all modern and detract from the significance of the terrace. Nonetheless, the terrace remains as a good example of an early 20th century commercial premises and this bestows a degree of historic (illustrative and associative) interest. The rear elevation of the building is of lesser value. The rear terrace is heavily altered, albeit no.15 Queen Victoria Street retains some of its original rear composition.

Internally, nos. 1-3 Queen Victoria Street and 148 Friar Street have been heavily altered with all partitions being late 20th century in date associated with the office use of the buildings. Elsewhere within the terrace, the basement and ground floors are equally heavily altered. There are elements of plan form, original room proportions and circulation to the upper floors in the form of party walls, original staircases (present within no. 5 and 9), chimney breasts and partitions, however they are still much altered. The presence of this fabric adds to the architectural and historic interest of the building.

147 Friar Street

The significance of 147 Friar Street primarily relates to the architectural quality of the 1880s front elevation, particularly the double height colonnade shopfront and the 3no. segmental headed dormer windows that feature moulded coping between and modillion cornices. The building is a good example of a late 19th century commercial premises and this provides the structure with a degree of historic (illustrative and associative) interest. The modern shopfront, boarding over the fascias and the modern paint applied to the front elevation all detract from the original design intentions and significance.
Internally, the building has been heavily altered at various phases. The most notable phase appears to date to the 1930s when the rear stair and lift core were added and new internal partitions (curved to the first floor) were introduced. Where present, surviving elements of plan form present some degree of historic legibility within the building, but generally the interiors (now primarily open plan) should be able to accommodate change.

Rear Buildings

To the rear of the building are a variety of extensions and additions. Elements of built form which are contemporary with the terrace (located to the rear of the southern portion of the terrace) have limited value while more recent built form possesses either neutral or negative role in the heritage values of the listed building.
Other rear extensions (for example the former cabinet factory) are of various date and poor quality. While some of these may date to the late 19th or early 20th century, they are of no particular heritage value in their own right.
The main rebuilding was in use as Burger King, but has been vacant and left to deteriorate for over 10 years. Since then it has been the subject to use by rough sleepers who have had to be evicted a number of times.

Text by Heritage Collective
Text and images taken from Frost architect's design and access statement









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3.0 THE SITE
3.7 HISTORIC BUILDINGS - INTERNAL

1-15 Queen Victoria Street and 148 Friar Street

Extensive photographic and scheduling has been carried out to record the features and condition of the existing listed buildings. This exercise has ensured proposals have been informed by the existing fabric. Whilst there is little evidence of existing features such as fireplaces, there are areas of cornicing plan form that have been identified and retained.

Overall, the proposed development can be summarised as the comprehensive redevelopment of the site to provide a high quality commercial and visitor accommodation that will reinvigorate a series of currently underused heritage assets within Reading town centre.

While interventions to the listed buildings are required to facilitate this, the proposals are based on a thorough understanding of the historic development, character and significance of the grade II listed buildings. Through the design development phase, the project team has sought to minimise harm through good design and retention of historic fabric and maximise benefits. Advice received from the Council as part of the pre-application stage has fed into and informed the scheme as submitted.

See Heritage Statement and Schedule of Works for further detail. Text and images taken from Frost architect's design and access statement







Existing Interior photographs





Existing Interior photographs

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3.8 APPRAISAL

Existing Street facing photographs















Images taken from Frost architect's design and access statement

3.0 THE SITE
3.8 APPRAISAL

Existing Street facing photographs







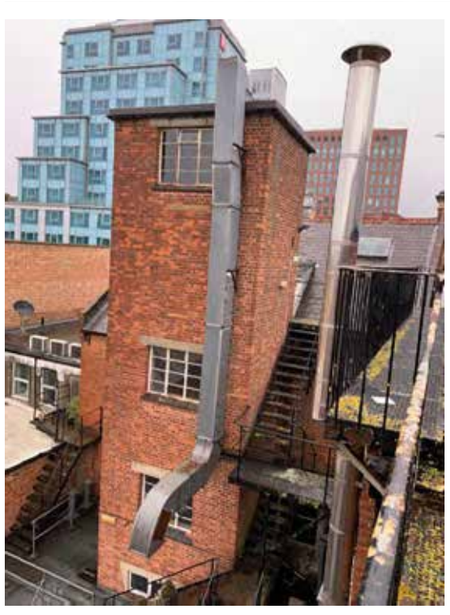


Images taken from Frost architect's design and access statement

3.0 THE SITE
3.8 APPRAISAL

Existing Rear facing photographs







Images taken from Frost architect's design and access statement

3.0 THE SITE
3.8 APPRAISAL

Poor Quality Building in Prominent Location

This corner plot forms one of the most important and prominent sites in the town centre. It sits on one of the main pedestrian routes from the railway station to the main central area and shopping districts as well as a primary bus route. The pedestrianisation of Queen Victoria Street has further emphasised the importance of this location within the overall retail offer of the town centre.

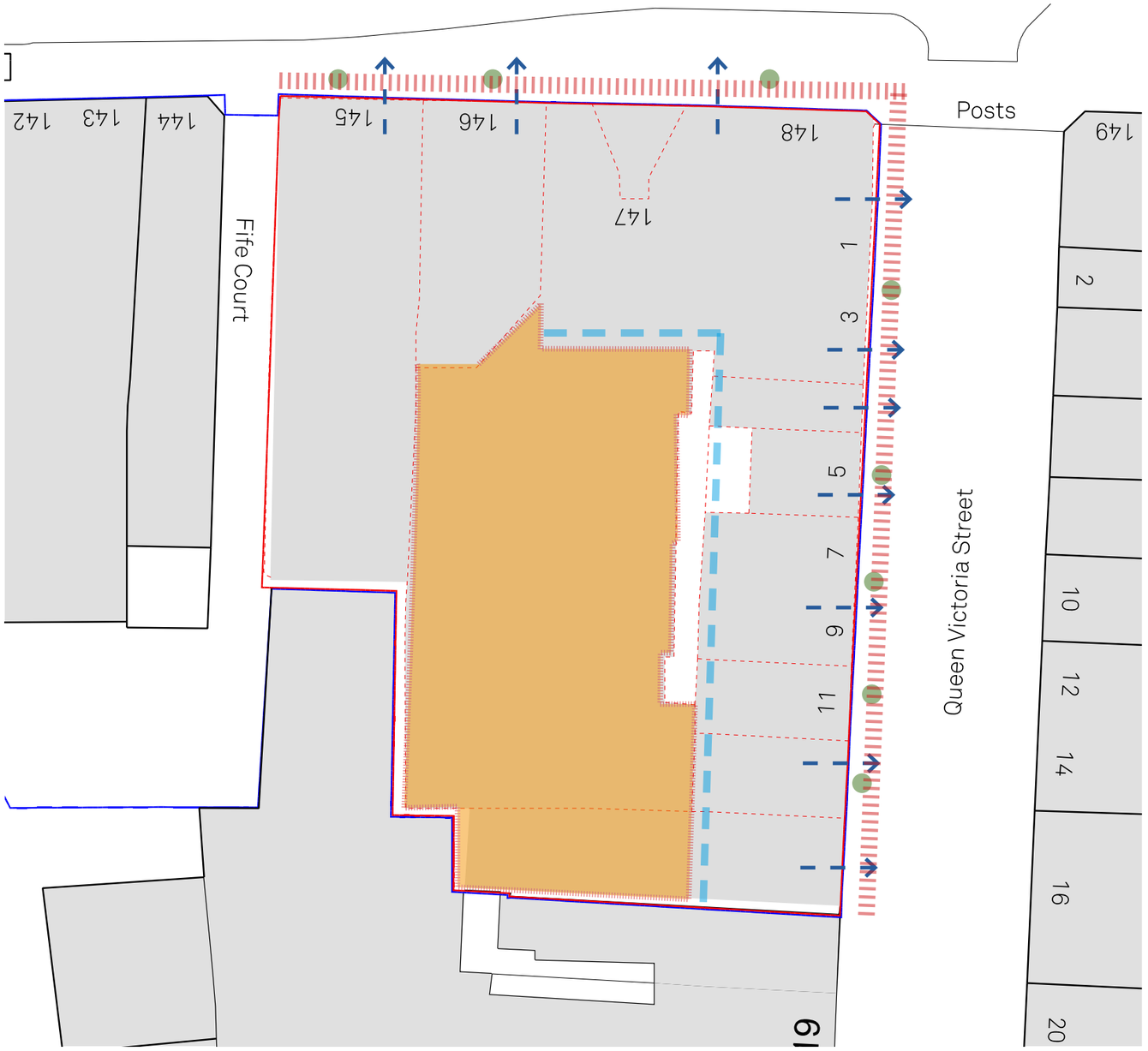
Although the site offers an active retail frontage, it currently fails to present as a destination due to the disparate nature of the shops and shopfronts. Poor quality signage and inconsistent glazing systems have created a confused appearance with no co-ordinated identity.

The buildings at 1-15 Queen Victoria Street, 147 Friar Street and 146 Friar Street present a varied collection of both high heritage significance and low quality structures in poor condition. The main buildings fronting onto Queen Victoria Street and Friar Street have important historical elevations with intricate original detailing. However, the building fabric is in urgent need of a complete overhaul and restoration.

The front elevation to 148 Friar Street has been significantly altered with inappropriate windows and timber panelling to the first floor. To the rear of the buildings various extensions and additions have resulted in a very poor quality and chaotic group of one/two storey structures. These landlocked buildings offer no obvious use or value to the public and have been left to deteriorate and are now in a dangerous state.

The rear façades to the main blocks are much altered, which has reduced both their heritage value and architectural quality.

Text taken from Frost architect's design and access statement



Key

- Active retail frontage with high quality building to street
- Low quality buildings to rear , no public view, difficult to maintain
- Poor Quality Rear Facade - significant alteration
- Poor Quality Retail Fronatge and Signage
- Variety of lighting

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3.0 THE SITE

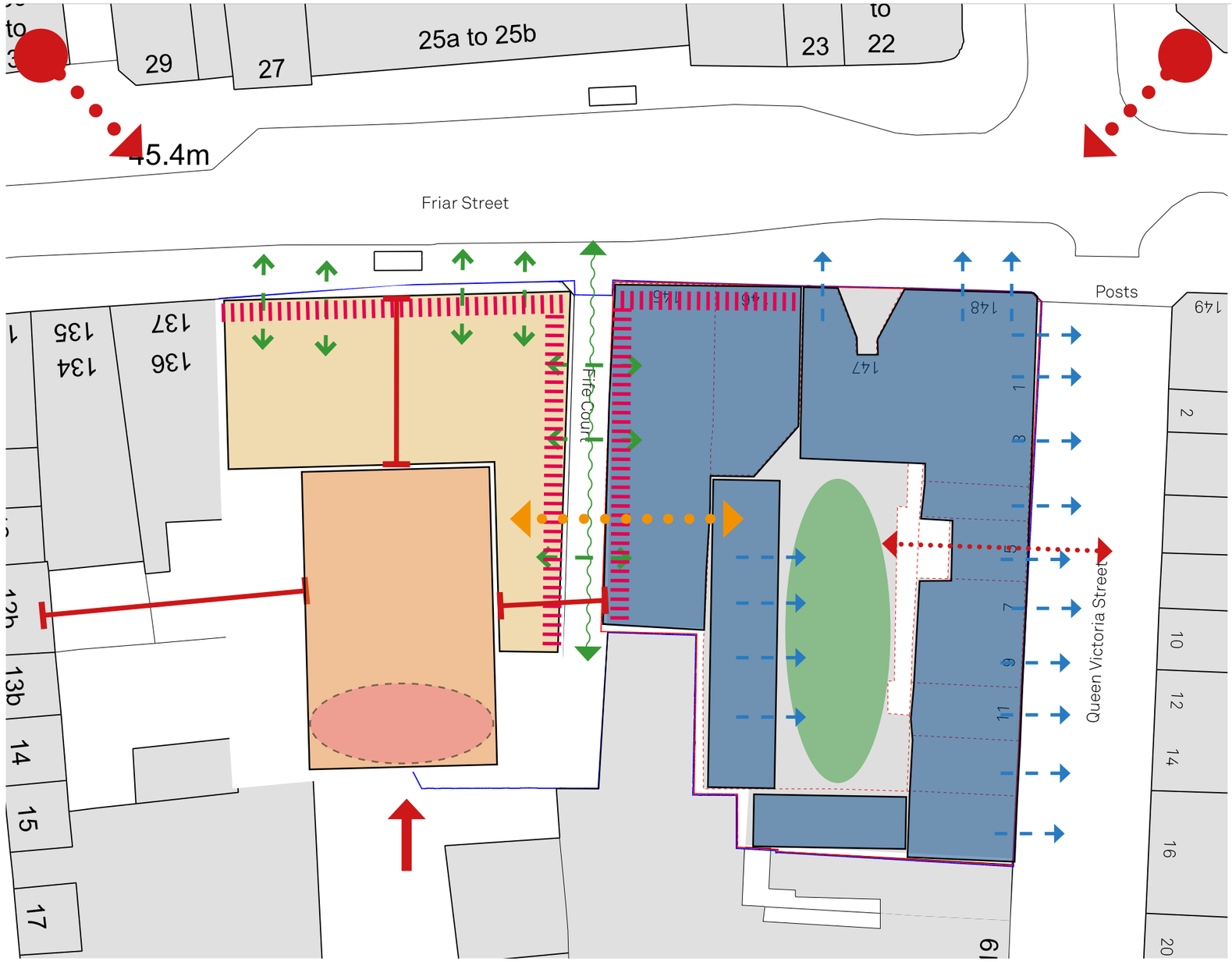
3.9 OPPORTUNITIES AND CONSTRAINTS

Heritage Hub

The site offers massive potential to be a destination, both as a retail hub as well as offering town centre visitor accommodation. This important heritage asset will be restored and revived, ensuring its future conservation. New high quality shopfronts with consistent signage will ensure a cohesive façade and create a destination identity.A new Market Square will make optimum use of the space to the rear providing its own destination and reinvigorating the retail experience. The Market Square will be connected to both Queen Victoria Street and Friar Street creating a retail hub and visibility on two main street frontages. Some retail units will have dual aspect providing further connectivity to the Market Square behind.
The upper floors provide the opportunity for urban visitor accommodation. By converting the listed building and extending where appropriate.

KEY

- Application site boundary
- Phase 1 - Footprint
- Phase 1 - New Public Square
- Phase 1 - Active Retail Frontage
- Phase 1 - New Link to Square
- New extended active frontage
- Visibility / Access Opportunities
- Possible link through to Phase 1
- Main Entrance
- Interface / Visibility considerations
- Rear service area
- Rear service access
- Key Local Views
- Enhanced Fife Court Route
- Opportunity for new landscaping



3.0 THE SITE

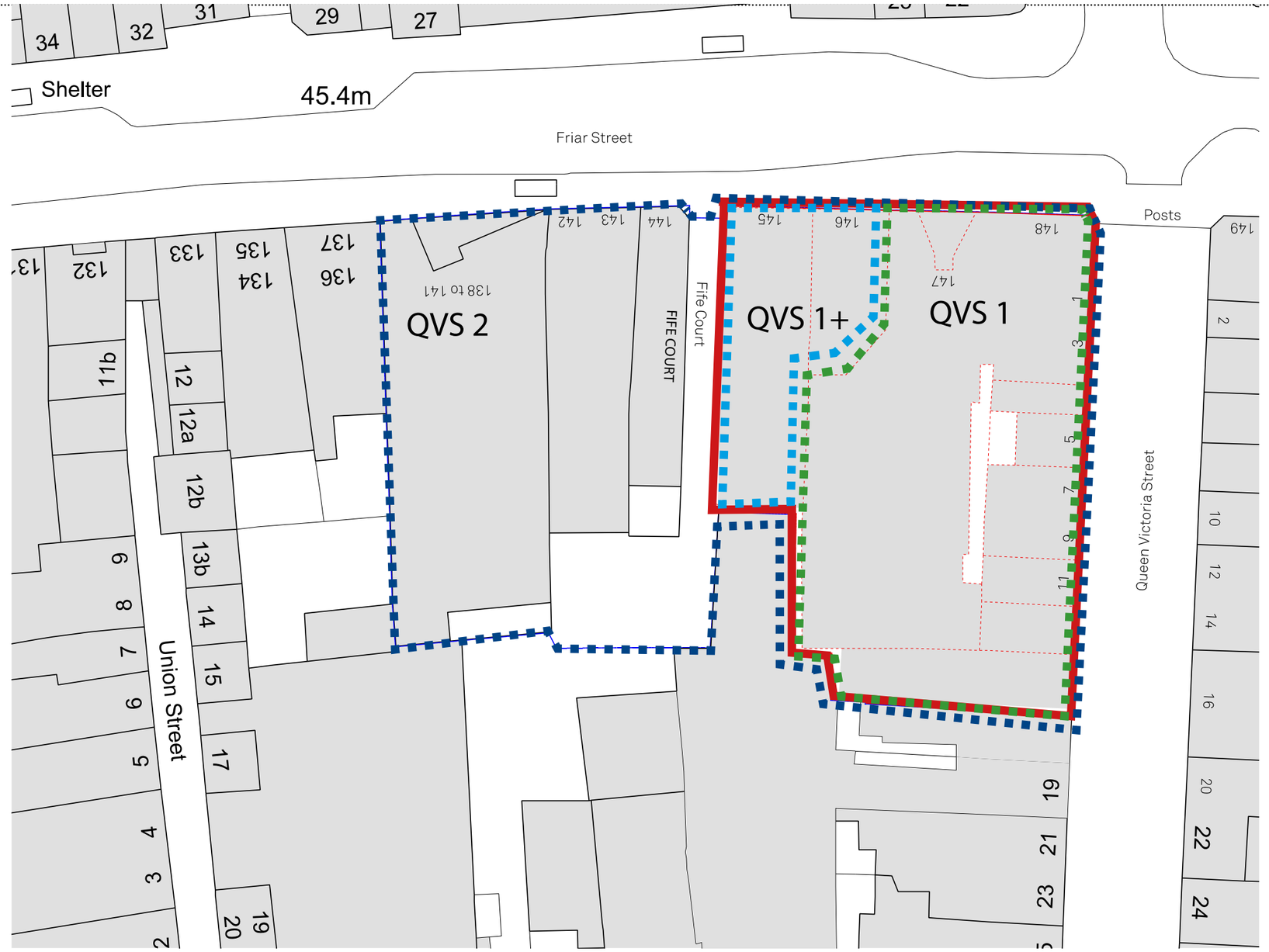
3.10 IMMEDIATE CONTEXT

Located in the heart of the city centre, the site comprises of an amalgamation of buildings varying in massing, character and historical significance. Boarded by three streets; Queen Victoria Street, Friar Street and Fife Court, the corner plot offers a pivotal opportunity to add to the rich culture of Reading city.

The site is currently occupied by a number of retail and food outlets to the ground floor. The upper floors remain largely vacant and comprise of a combination of residential , commercial and office spaces .

The buildings at the rear end of the site are of no architectural or historic merit and do not have any direct relationship with the listed buildings. Their redevelopment would facilitate the delivery of this new quarter and would be considered as an enhancement to the wider area.

It should be noted that a separate planning application has been submitted for 38-144 Friar Street which proposes a hotel that will be operated by the same operator as the apart-hotel.

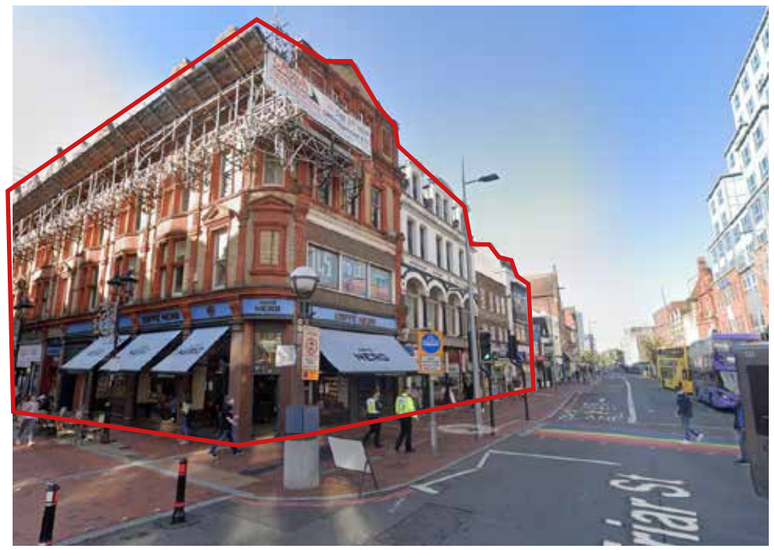


Key

- QVS2 138-144 Friar Street
- 147-148 Friar Street, 1-15 Queen Victoria Street (QVS1)
- 145-146 Friar Street (QVS1+)
- Application Site Phase 1

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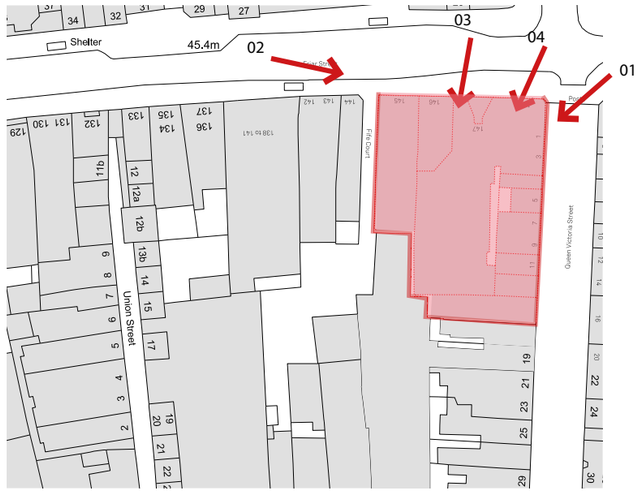
3.11 EXTERNAL PHOTOS



View 01 Taken from the corner of Queen Victoria Street and Friar Street



View 02 Taken from Friar Street captures Fife Court



Existing site plan. Block highlighted in red



View 03 Taken from Friar Street capturing building 145, 146 and 147.



View 03 Taken from Friar Street 145, 146, 147 and 148

FCH

3.0 THE SITE

3.11 EXTERNAL PHOTOS



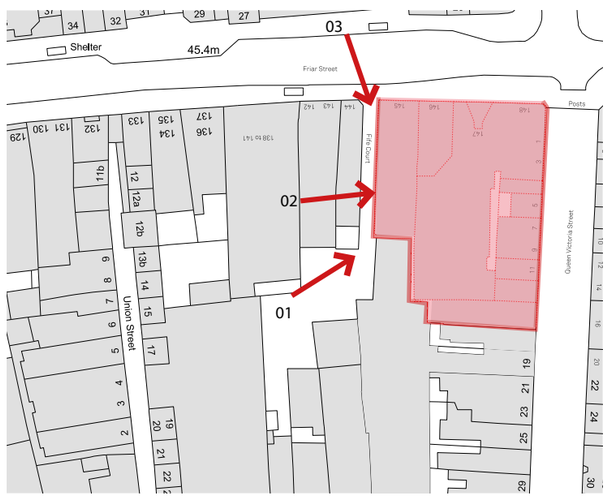
View 01 Taken from the rear of Fife Court capturing building 145 Friar Street



View 02 Taken from roof of neigbouring building capturing upper levels of building 145 Friar Street



View 03 Taken from Fife Court capturing the side elevation of building 145 Friar Street



Existing site plan. Block highlighted in red

FCH

4.0 THE PROPOSAL

4.1 DESIGN APPROACH

Remove + Retain
• poor quality additions to be removed
• poor quality rear elevations with low amenity
value
• landlocked rear with limited use to be cleared
• retain facades of architectural merit

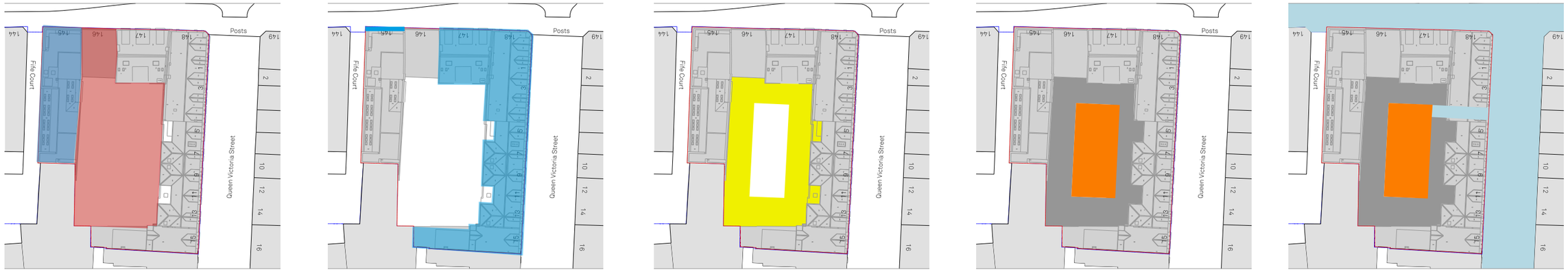
Restore
• repair and restore listed asset
• clean and repair façades of terracotta dressings
•building retained for future generations
• new heritage shop fronts and signage setting the
standard for the street

Create
• carefully designed extensions weaved into existing fabric
• high quality retail and aparthotel.
• existing rear facade of the listed buildings
retained and exposed internally
• majority of the listed fabric to remain in place
and on display
• new extensions to be contemporary response to
the front elevations
• subservient to elaborate and decorative front
facade

Public Space
• new market square to be a vibrant and intimate public space
• key destination with high quality retail and cafe spaces
• the outdoor space for daily use and for regular events such as farmers markets and screenings
• market square will offer significant public value to the area

Connect
• connect the main pedestrianised streets and the market square
• passing trade maximised for traders
• enable the currently underused and undervalued
land to the rear of the listed buildings to become active
• part of the urban grain of town centre
• value and potential of the site unlocked

Text taken from Frost architect's design and access statement



Diagrams illustrating massing design process

4.0 THE PROPOSAL
4.2 REMOVE

Low Value in Poor Condition

The dense building stock to the rear of the site has been assessed for the heritage and commercial value. Removal of poor-quality additions to the rear of the buildings is considered appropriate and fundamental to the proposal.

The structures are generally in poor condition and they are of low amenity value. They are currently vacant and are difficult to maintain in their present form. The configuration of the buildings lends itself only to uses that would be more appropriate away from the town centre location, such as storage or light industrial uses.

The clearance of these buildings will enable the re-use and restoration of the listed buildings which is fundamental to the wider proposals.

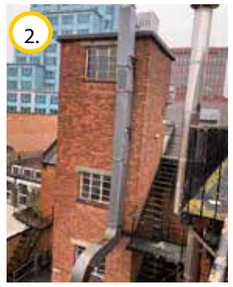
Text taken from Frost architect's design and access statement

Key
Partial Demolition and Retention
Full Demolition
Adressing shopfronts





Building 145 Friar Street, front and side



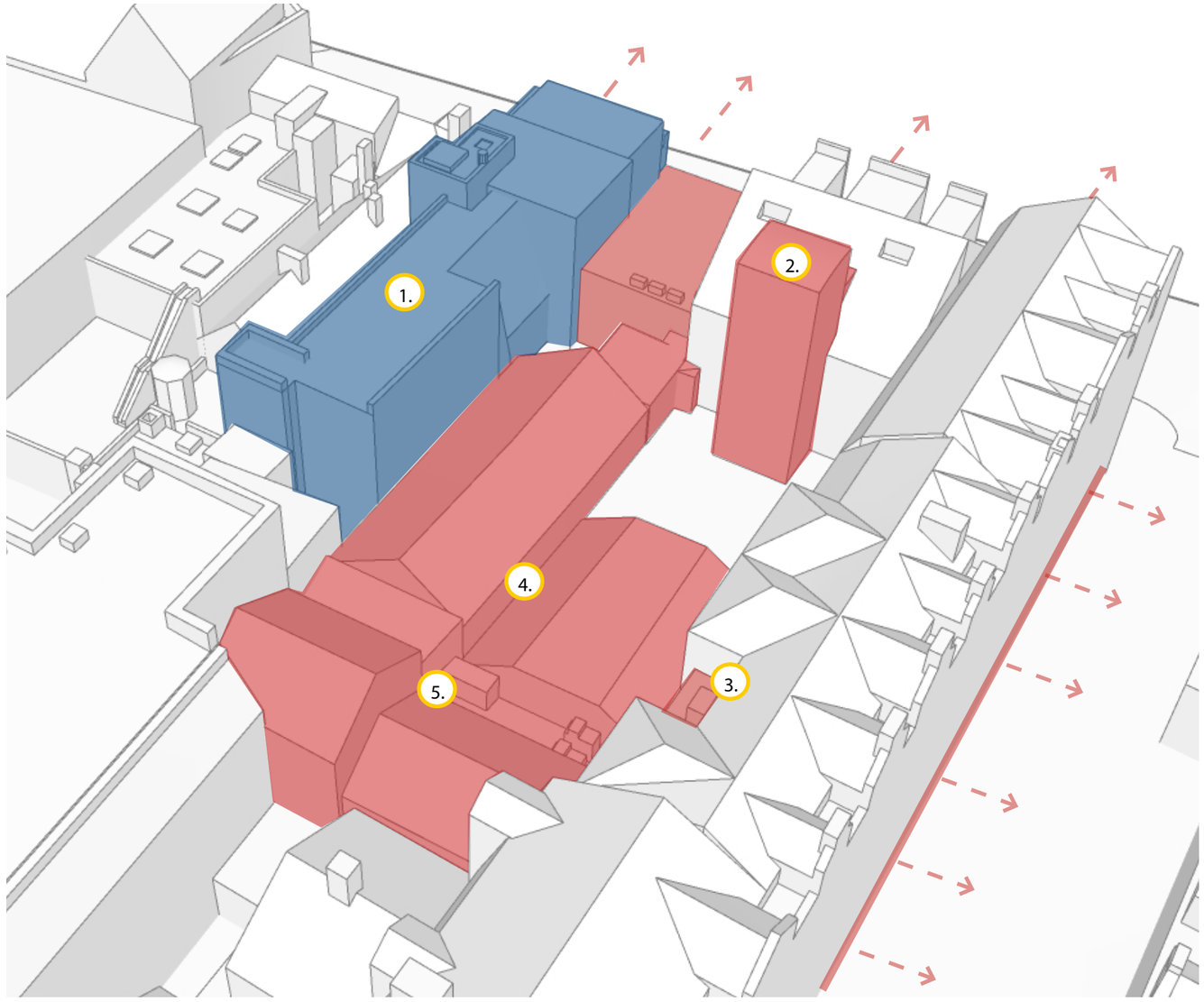
Stair and lift tower







Buildings to the rear and center



Existing massing highlighting demoniltion of varrying degrees and intended alterations to shop fronts

4.0 THE PROPOSAL
4.3 RESTORE

A Listed Asset Revived

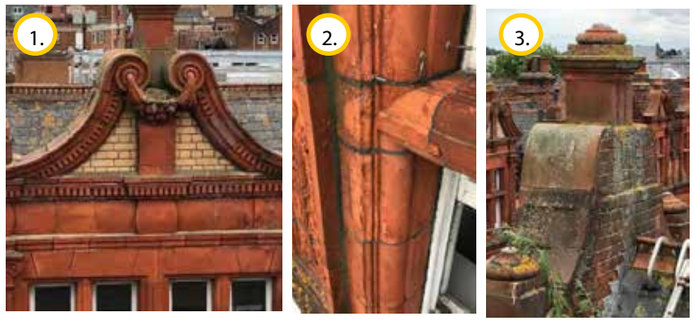
Central to the proposals is the restoration and re-use of the listed buildings. The buildings are in a state of disrepair and continue to deteriorate as much of the upper floors remain vacant.

The careful and much needed restoration of the main façades, cleaning and repair of the elaborate terracotta and removal of scaffold supports will be carried out in meticulous fashion to ensure this building is retained for future generations.

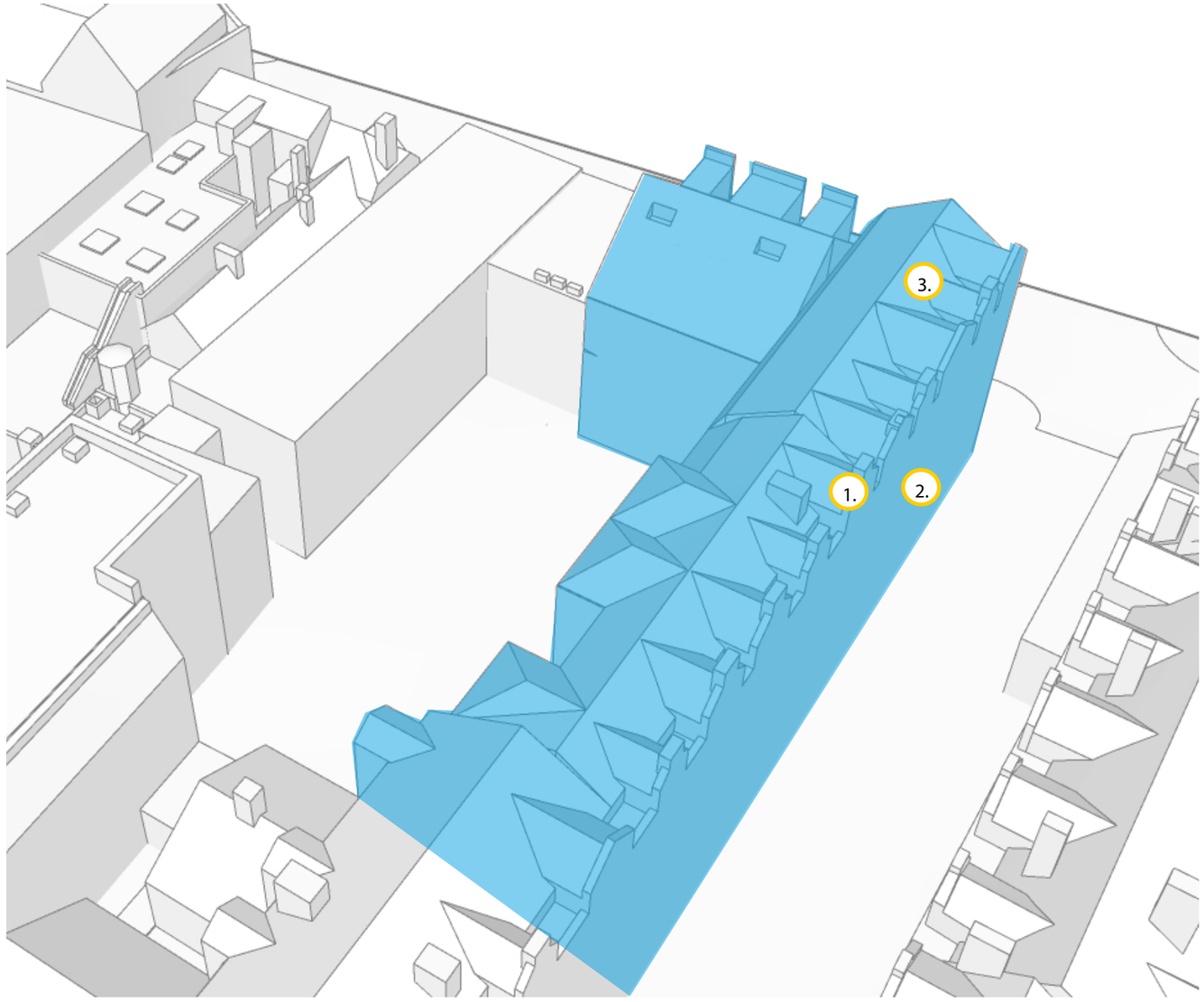
It is considered that a series of well designed, appropriate shop fronts and signage can set a standard for the entirety of the street as has been seen in many towns with significant heritage assets.

Text taken from Frost architect's design and access statement

Key
Listed Buildings



Building 145 Friar Street, front and side



Existing massing highlighting extent of listed buildings

4.0 THE PROPOSAL

4.4 CREATE-PUBLIC SPACE-CONNECT

Create

Calm and Contemporary

The carefully designed extensions will be weaved into the existing fabric to provide high quality retail and visitor accommodation.

The existing rear facade of the listed buildings will be retained and exposed internally as it forms part of the internal circulation space. This way the majority of the listed fabric can remain in place and on display.

The envelope of the new extensions have been designed to provide a contemporary response to the design of the main front elevations, whilst still ensuring they are subservient by not competing with the elaborate and decorative front facade.

Public Space

Events and Gatherings

The new market square will see a vibrant and intimate public space offered back to the town of Reading. The square will become a key destination with high quality retail and cafe spaces that will attract important tenants.

The outdoor space will benefit from high quality landscape design that will compliment the daily use by cafe and retail operators but will also be suitable for regular events such as local farmers markets and screening of sporting events.

The market square will be key to the economic success of the project and will provide a space of significant public value to the area.

Connect

Reading Links and Passageways

Connecting the main pedestrianised streets and the market square will ensure that passing trade is maximised for the new retail tenants. The new links will enable the currently underused and undervalued land to the rear of the listed buildings to become active and part of the urban grain of Reading. By carefully opening up the routes through the buildings, the true value of the site is recognised and it is key to unlocking the full potential of the site as a whole.

Text taken from Frost architect's design and access statement



Proposed sections through Market Square courtyard illustrating connectivity and massing

4.0 THE PROPOSAL
4.7 SCALE AND MASSING

Summary

The proposal comprises the retention of the existing ground floor retail units (Use Class E) and the redevelopment of the upper floors to provide a 104-bed apart-hotel (Use Class C1), whilst providing a open courtyard at teh center of the scheme..

Connected

The proposed massing looks to provide the required additional space to enable the building to be converted into visitor accommodation.
The main extension along the rear of the Queen Victoria Street buildings takes a respectful line with the proposed flat mansard roof at the level of the existing eaves. The existing roof form is therefore retained and can be read from its surroundings. A sunken gutter provides the transition between the old and the new acting as a visual shadow gap.The massing also looks to provide breathing space to the sensitive rear of No.15 Queen Victoria Street with the 2nd floor and mansard roof deliberately set away from this boundary. The junction at the rear of No. 147 Friar Street is negotiated with a recessed glass vertical strip enclosing the stair and lift core. This allows the new extension to read as a separate element, further respecting the history of this group of buildings.

Considered

The proposal will include the redevelopment of the rear parts of No 145-146 Friar Street and their amalgamation with the consented scheme. This will include an extension to the terrace and new courtyard structures forming an open market square to create a new, accessible public space.The extensions are therefore subservient in nature giving the existing buildings both separation and distance acknowledging their place in the historical hierarchy.The new forms give prominence to the existing buildings and do not compete in scale or appearance.The massing to the rear of the site follows this even further with a low slung part 1/part 2 storey element.

Consistent

The existing buildings are 4 storey plus roof. The extensions to the rear have followed a stepped approach reducing from the existing eaves down to single storey at the back of the site.The main extension is 3 storeys plus mansard roof and steps down to 2 storeys for the return at the southern end. A single storey element runs around to the back along the west boundary providing a terrace area. A small lightweight structure at 1st floor occupies some of the terrace.
The open area to the centre of the site ensures that the listed buildings and site as a whole retain a spacious feel with room to move around.



FCH

4.0 THE PROPOSAL
4.7 SCALE AND MASSING

Unified Street Elevation
The proposed massing seeks to unify the current street-scape through careful consideration of the existing fabric on site. Whereas the consented scheme (210223/210224) sought to address repairs to 148 Friar street, this proposal addresses the site as a whole, emphasising the importance of a of a unified and sympathetic design.

The introduction of additional massing to no 145 -146 Friar Street is complimentary to the rhythm of the existing site. In general, the existing buildings on Friar Street maintain a leveled appearance at street level The proposal enhances this, whilst providing high quality commercial units at ground.

145 Friar Street
The Friar street facade of No 145 will be retained with a new shop front to the ground floor and a two storey extension above. The existing mansard will be replaced with an additional floor in keeping with the rest of the building's retained facade. Above this a new mansard roof extension will be introduced in a lightweight zinc material. This, alongside the roof at no 146 will create a harmonious animated roofline with slight height differences.

146 Friar Street
Building no 146 Friar Street has been altered beyond recognition and has no assumed architectural value. In regards to scale, the building appears to be disproportionately smaller than it's neighbouring buildings. The modern shop front further detracts from the contribution to the setting of the listed buildings and wider the town-scape of the area. The proposal to rebuild it to a more appropriate scale whilst adhering to the modesty in architectural detailing would ensure that the character and appearance of the listed buildings continues to be distinctive.

No 146 is to be rebuilt with two additional storeys. The third floor will be designed to replicate the more traditional design of the main building, in brick. The fourth floor extension is designed to appear as a minimalist roof clad in zinc, the use of mansards is in keeping with the existing rooftop treatment on site.

The revised scheme will result in enhancement in heritage and town-scape terms by optimising use of the heritage assets within town centre as well as considerably improving their commercial frontages.

Some text from Heritage Report



Consented scheme (210223/210224) Friar Street Elevation


Proposed Friar Street Elevation illustrating extent of new massing

4.0 THE PROPOSAL

4.8 MATERIALS & APPEARANCE- COURTYARD

Market Square: Social Square

The proposal includes a limited material palette that will be further enhanced by careful detailing. The proposed material palette is to include; white timber framed sash windows to first floor and above, black timber framed shop front windows and doors, brick cladding and stone affect podium at ground floor. Similar to the consented scheme (210223/210224) the courtyard massing has been developed to encourage activity with access provided from both the hotel and street level. By drawing primarily on hard landscaping with accents of greenery the courtyard achieves a functional yet attractive space.
Additional benefits of the courtyard can be seen below;

- Homogenised design
- Optimized retail space
- Increased controlled courtyard access
- Refuse disposal not through courtyard



Proposed sections through Market Square courtyard



Gatherings



Leisure



Retail



Market Square Inspired Images, London

FCH

4.0 THE PROPOSAL

4.8 MATERIALS & APPEARANCE- COURTYARD

Courtyrad Palette

All materials proposed are to be of high quality and will be finished to an equally high standard. Where possible materials will be locally sourced to increase sustainability. A varied range of both traditional and contemporary materials can be seen throughout the surrounding area. There is no over arching architectural style within the area,however a number of contemporary properties can be found in close proximity to the site.

The materials have been chosen to be complimentary to the main front facade. The window surrounds, horizontal banding and columns to the colonnade will all be a light coloured sandstone or limestone that will compliment and lift the red brick.

All new windows in the upper floors will be white painted timber framed, double glazed sash windows. The shop fronts will be timber framed single glazed and painted black to compliment the front facade renovations.

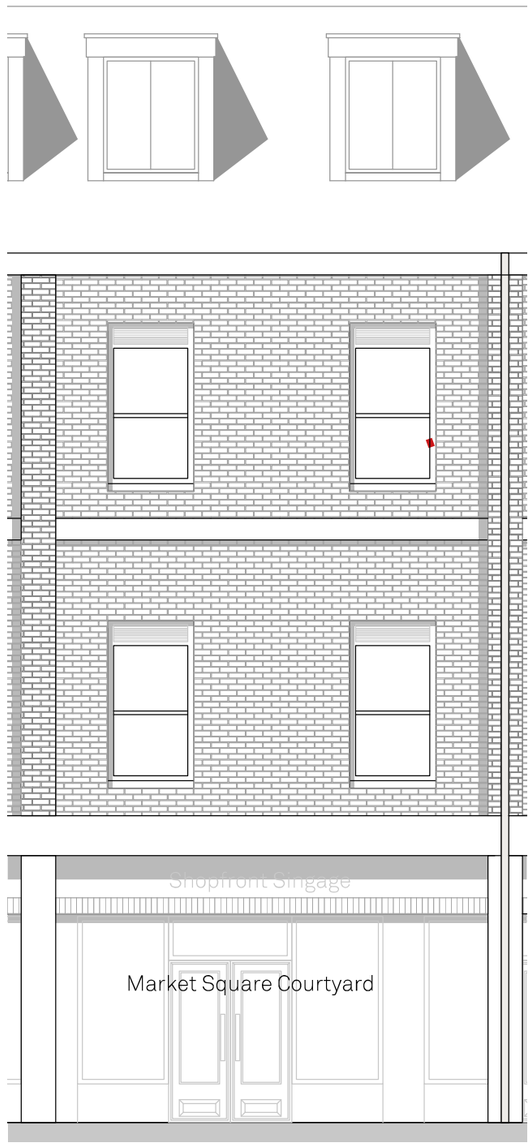
Between the new extension and the rear of 147 Friar street, the proposed glazed link will be a silicone jointed, frameless glass panel system.

Design Improvements

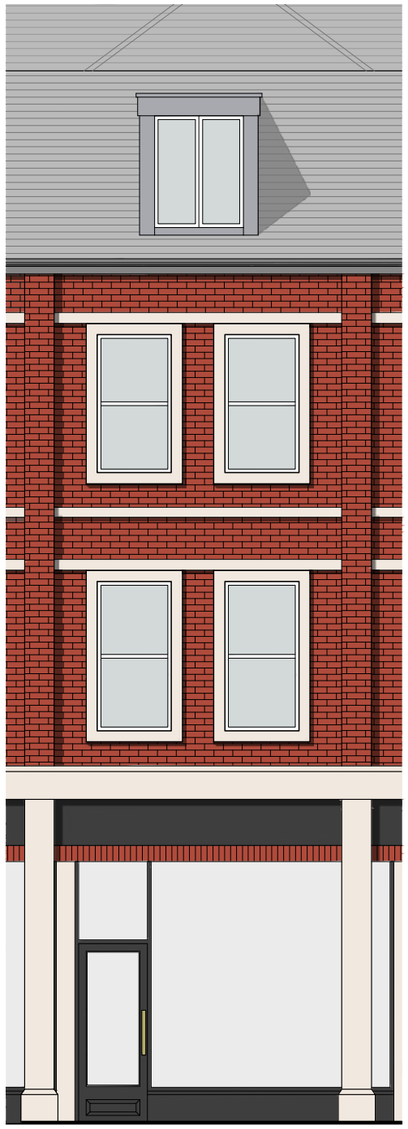
- Integrated ventilation systems to windows
- Sympathetic drainage treatement
- Rationalised design strategy



Proposed ground floor plan



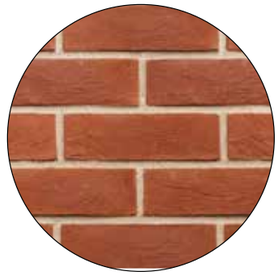
Proposed courtyard elevation



Consented courtyard elevation (210223/210224)



Grey Slate Tile



Victorian Red Brick



Stone Features



Timber (pinted black)

FCH

4.0 THE PROPOSAL

4.8 MATERIALS & APPEARANCE- COURTYARD

Market Square apraisal

Architecturally, the character of the courtyard at ground level shares many similarities with that of the consented scheme (210223/210224). Market Square will continue to advance the character of Friar street. Materials such as brick and timber will be offset against a backdrop of a lively and engaged social hub. To the east of the courtyard, features such as a colonnade define the space into areas of leisure and gatherings, whilst making reference to the columns that align no 147 Friar street.

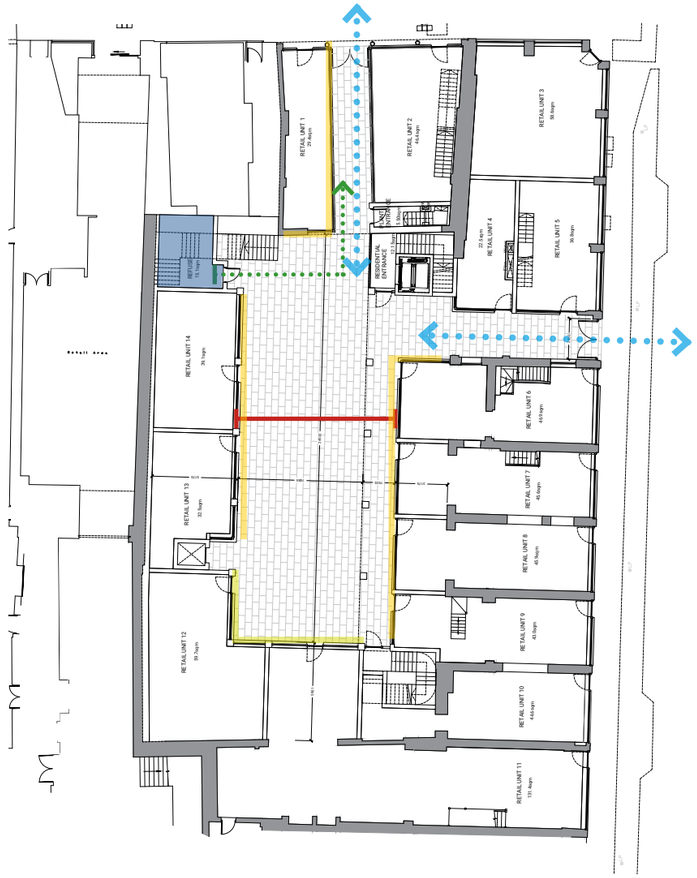
The introduction of a new access route from Fife Court, addresses the need to optimise footfall in a way that promotes activity to a dull and overlooked ally. Creating a link from Fife Court as opposed to Friar Street is in keeping with maintaining a strong, retail frontage on the main highstreet. Functionally, courtyard benefits from a direct linear access, cutting across the site from west to east. This offers a more controlled form of security whilst optimising the retail area to the north of the courtyard. The added benefit of movement throughout the aparthotel is a welcomed addition on a commercial and retail aspect.

Although both courtyards maintain the same width, the proposed scheme offers a continuous retail frontage.

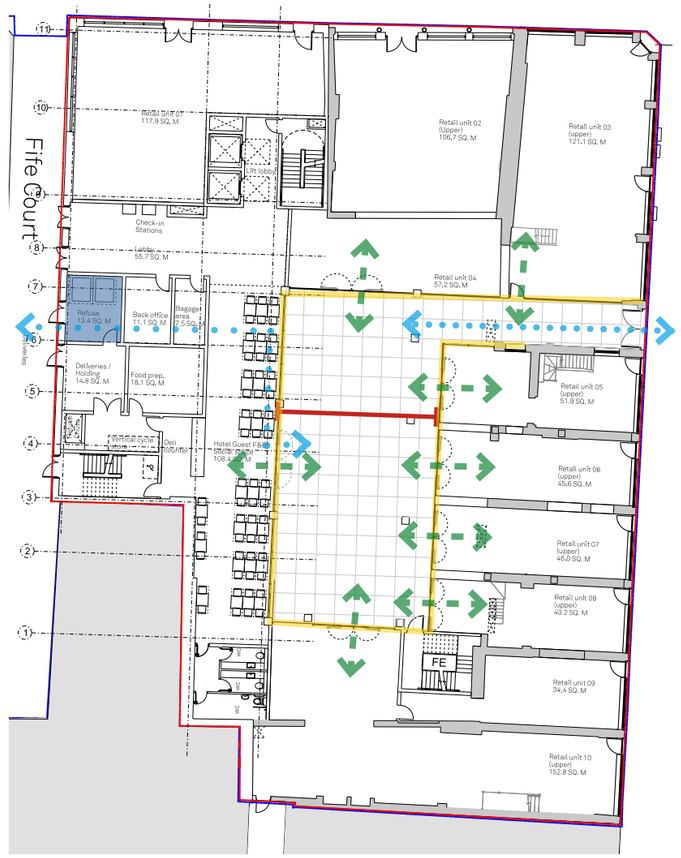
A key benefit of the proposed courtyard is the relocation of the refuse store. Accessed via Fife Court, the servicing to and from this area is kept away for the public realm, leaving the courtyard open to social events.

KEY:

- Access points
- Active retail frontage
- Bin store location
- Refuse servising



Consented scheme (210223/210224) Ground Floor Plan



Proposed Ground Floor plan

4.0 THE PROPOSAL

4.8 MATERIALS & APPEARANCE- COURTYARD



Proposed Courtyard Rendering

FCH

4.9 RETAIL FRONTAGE: SIGNAGE

A Gateway to Reading

The applicant currently owns the application site, along with 149-150 Friar Street and 2-4 Queen Victoria Street. These properties form both prominent corners of the northern end of the Queen Victoria Street terrace. When considered together, they form the gateway to the wider shopping district of Reading when accessed from the Railway Station. It is the intention of the applicant to improve the public realm covered by both sections of building, creating a retail hub with consistent heritage retail frontages and signage.

It is envisaged that this will then be considered the design standard for the remainder of the Queen Victoria Street properties and that these building owners will consider following this precedent.

The applicant has experience in setting these standards for a wider area, such as the properties currently within their ownership on Eastcheap in London.

Text taken from Frost architect's design and access statement







Signage Inspired Images

4.0 THE PROPOSAL

4.10 RETAIL FRONTAGE: REPAIR AND EXTEND

Repair to listed building

The repair works to the listed building are intended as proposed by Frost Architects. The works will comprise two main areas, the gable repairs, and the roof repairs.

Frost Architects observation in the consented scheme as below;

“Several of the gables have moved and become unstable requiring them to be temporarily propped with level scaffold. The high level gables are constructed of imperial red stock bricks, over clad with ornate terracotta units and faced to the front elevations with imperial yellow/white gaunt bricks. The terracotta units are in poor condition having suffered general weathering decay and spalling due to movement and modern cement mortar splitting the arrises. A proposal for the repair and reinstatement of the gables has been produced and accompanies this application.

The existing roof is similarly decayed and no longer fit for purpose. It is proposed that as part of the extension and renovation works, that the roof is stripped back to existing rafters and new felt and tiles replaced. This element will also be thermally upgraded as part of the works. Further detail is supplied as part of this application.”

Listed building extension

The Queen Victoria rear extension is complementary to the consented scheme. The materials are chosen to compliment the rear of the listed terrace. The proposed red brick will be a close match the tone of the existing bricks on site.

Retain

The proposed construction to building no 145 Friar Street will consist of a two storey vertical extension to the existing building structure. This will enable the existing façade to remain safely in place during the proposed construction works.



Existing elevation Queen Victoria Street



Proposed elevation internal courtyard

FCH

4.0 THE PROPOSAL

4.11 RETAIL FRONTAGE: REVIVE AND PRESERVE

Retail Frontage upgrade

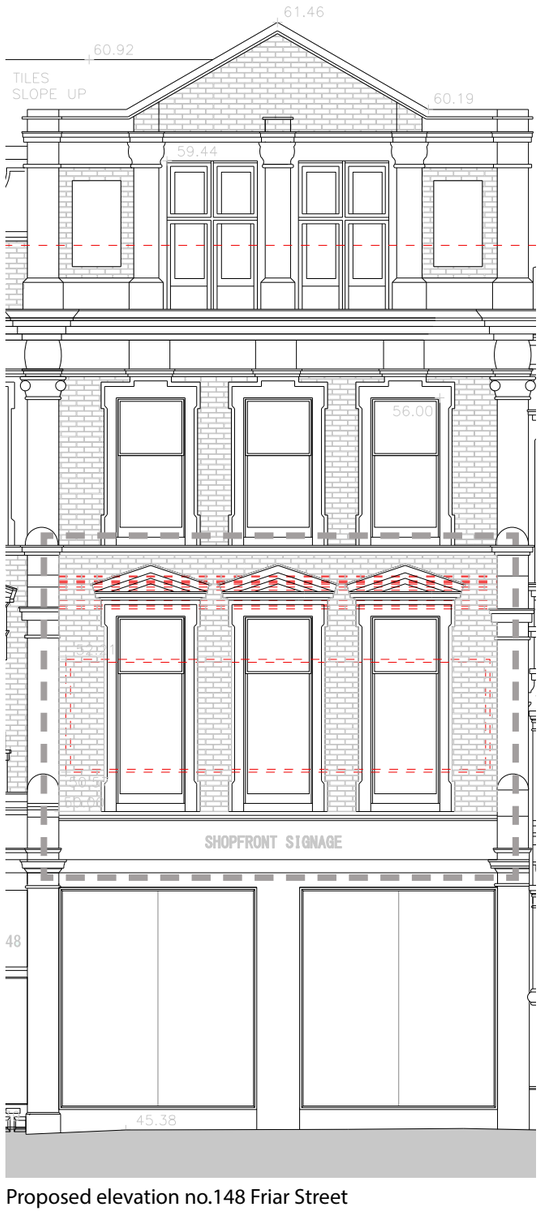
The retail frontage to Queen Victoria Street and 148 Friar Street are as the approved scheme 210223/ 210224. As per the approved scheme, the proposed intention is to create a uniform appearance across the site and provide a template for the wider Queen Victoria terrace.

Alteration as consented

The 1st-floor window arrangement to 148 Friar Street would be altered as consented. The approved design is fitting and reflective of the building's character. The materials and details are to match the existing building.



Existing elevation no.148 Friar Street



Proposed elevation no.148 Friar Street



Excerpt of proposed Queen Victoria Street

FCH

4.0 THE PROPOSAL

4.12 RETAIL FRONTAGE: RETAIN AND REVISE

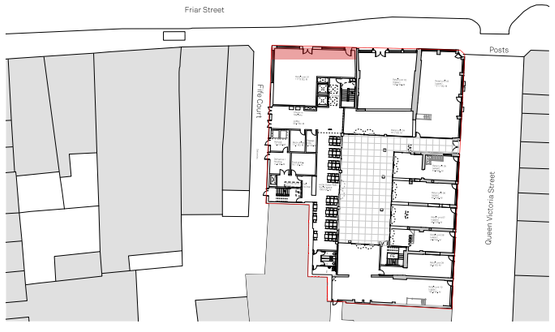
Friar Street Intervention

Nos 146-145 Friar Street are a pair west of Fife Court and have been incorporated within the scheme as part of the revised application. Both buildings were originally built in the mid 19th Century. However, both these buildings have since undergone several alterations including new front façades, roofs, shop fronts and windows.
The proposal seeks to unify the appearance of Friar street by developing these two buildings through sympathetic and considered design.

As such, the proposal will not result in any harm to heritage assets but rather reinstate appropriate shop fronts, revive currently underused buildings and promote an active street frontage.



Heritage style inspired retail image



Proposed ground floor plan



Proposed Friar Street Elevation

FCH

4.0 THE PROPOSAL

4.12 RETAIL FRONTAGE: RETAIN AND REVISE

Retention

The proposed scheme aims to maintain a considerable amount of the existing buildings on site. Building no 145 Friar Street has been identified as possessing desirable architectural features which enhance the current street-scape.

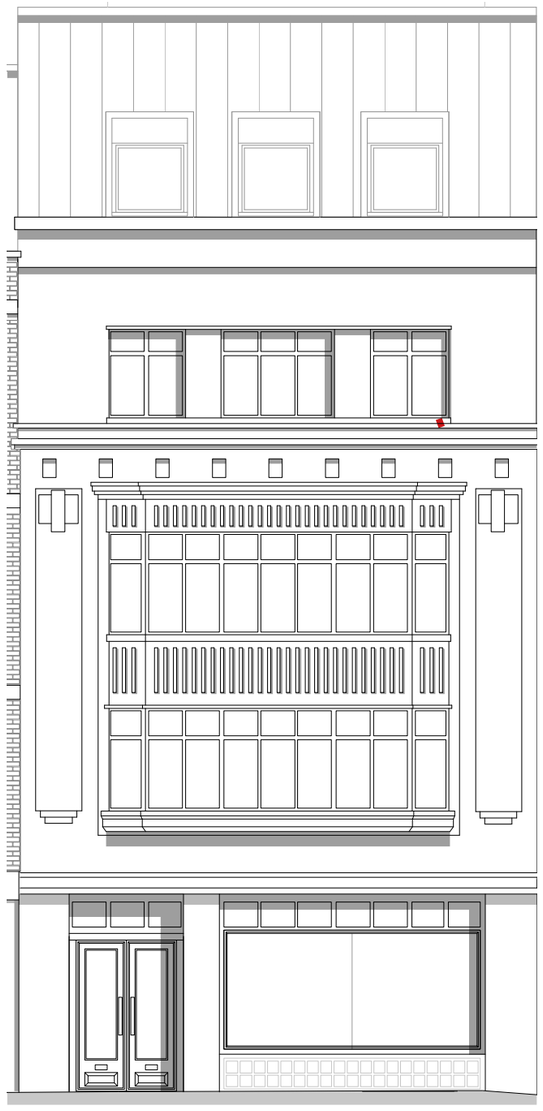
As such, the proposal seeks to retain the existing facade identified below alongside the main building structure. To the upper floors, a new lightweight facade is intended to compliment the existing frontage where new steel frames and structure will be implemented.

Key

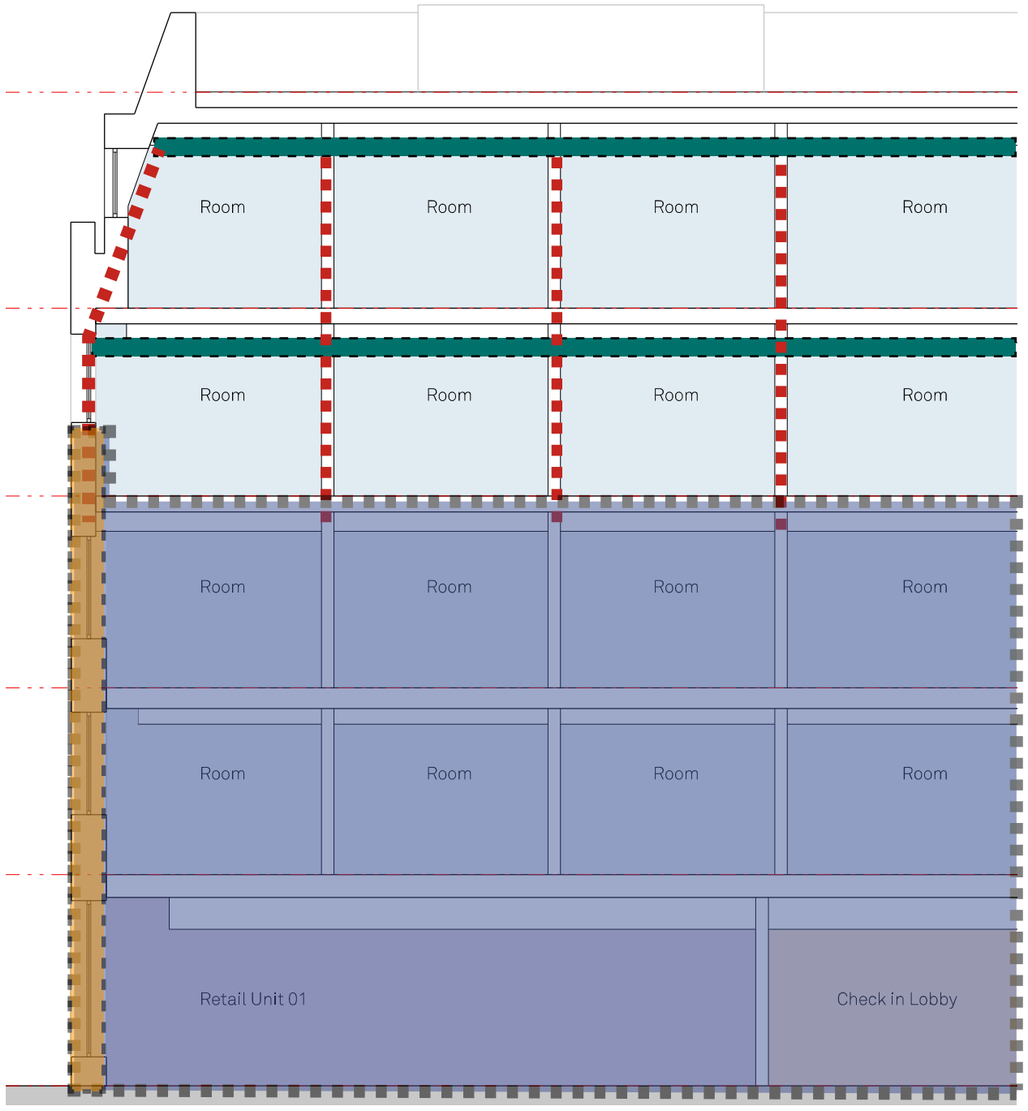
- Existing structure to remain
- New lightweight floor system to new steel frame structure.
- New steel frame to following existing building column grid
- Existing façade to be retained with main building structure



Existing Friar Street elevation. Extent of retention to no.145 highlighted in red.



Proposed elevation no.145 Friar Street



Proposed section of no.145 Friar Street illustrating Retention strategy

FCH

4.0 THE PROPOSAL

4.13 RETAIL FRONTAGE: REPLACE AND RESTORE

146 Friar Street

Building no 146 Friar Street has been altered beyond recognition and has no assumed architectural value. In regards to scale, the building appears to be disproportionately smaller than it's neighbouring buildings. The modern shop front further detracts from the contribution to the setting of the listed buildings and wider the town-scape of the area. The proposal to rebuild it to a more appropriate scale whilst adhering to the modesty in architectural detailing would ensure that the character and appearance of the listed buildings continues to be distinctive.

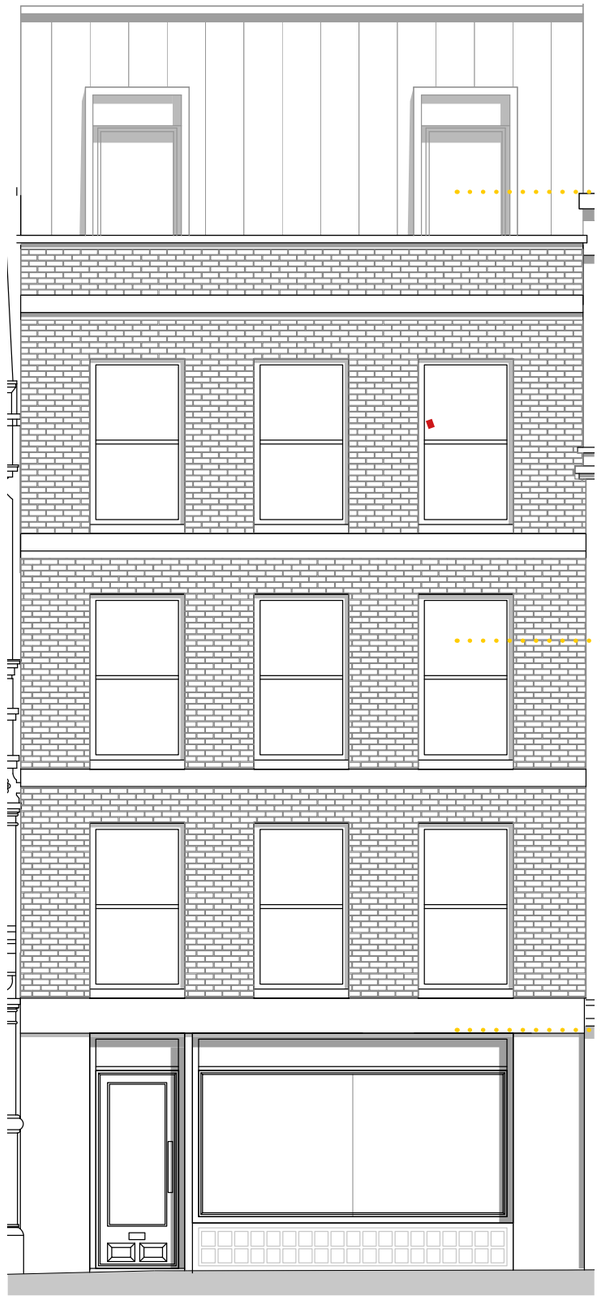
No 146 is to be rebuilt with two additional storeys. The third floor will be designed to replicate the more traditional design of the main building, in brick. The fourth floor extension is designed to appear as a minimalist roof clad in zinc, the use of mansards is in keeping with the existing rooftop treatment on site.

The revised scheme will result in enhancement in heritage and town-scape terms by optimising use of the heritage assets within town centre as well as considerably improving their commercial frontages.

Some text from Heritage Report



Existing Friar Street elevation. Extent of re-construction to no.146 highlighted in red.





Zinc Mansard



Brick facade



Timber framed shop fronts

FCH

4.0 THE PROPOSAL

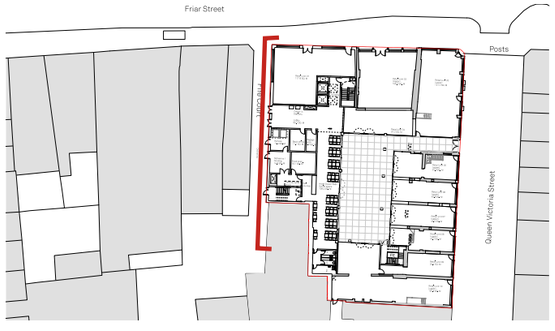
4.13 RETAIL FRONTAGE: REPLACE AND RESTORE

Fife Court

A conscious effeort has been made to continue the material palette from Friar street over to Fife Court. In an attempt to revive a forgotten ally, a simillar treatment of large glazzed windows and a minimal materials have been implimented. Such changes are intended to create an inviting passage way that will link pedestrians form Fife Court to Market Square courtyard.

As part of the revised scheme, the shopfront and signage for No 145 and 146 will follow the same principles as the approved scheme. This will bring a unified design approach, enhancing the street frontage which is currently marred by ad hoc and modern shopfronts that detract from the significance of the listed buildings. This would not involve any loss historic fabric or significance and as such would be considered as an enhancement.

The proposed shopfronts have been heavily informed by traditional shopfront design and surviving historic photographs which show Queen Victoria Street. The shopfronts would feature fascia panels, stallrisers, a single side entrance door, street numbering and traditionally detailed door with plinth and glazing. The shopfront colour and signage is proposed to be consistent across the terrace. These works would represent a considerable enhancement to the architectural integrity and authenticity of the street and will enhance the setting of the listed buildings.



Proposed ground floor plan





Zinc Mansard



Render Finish



Timber framed shop fronts

FCH

4.14 STREET VIEW



Proposed Street View

4.0 THE PROPOSAL

4.15 LAYOUTS

Basement Floor Plan

The new development will be provided with dedicated areas of plant.

In summary, a ground floor plant room will be provided to contain the primary domestic hot water and cold-water storage together with its ancillary equipment. In addition, a basement switch room will house the building's min LV switch panel.

The basement will accommodate the apart-hotel's guest gym, laundry, plant and BOH facilities and retail spaces.



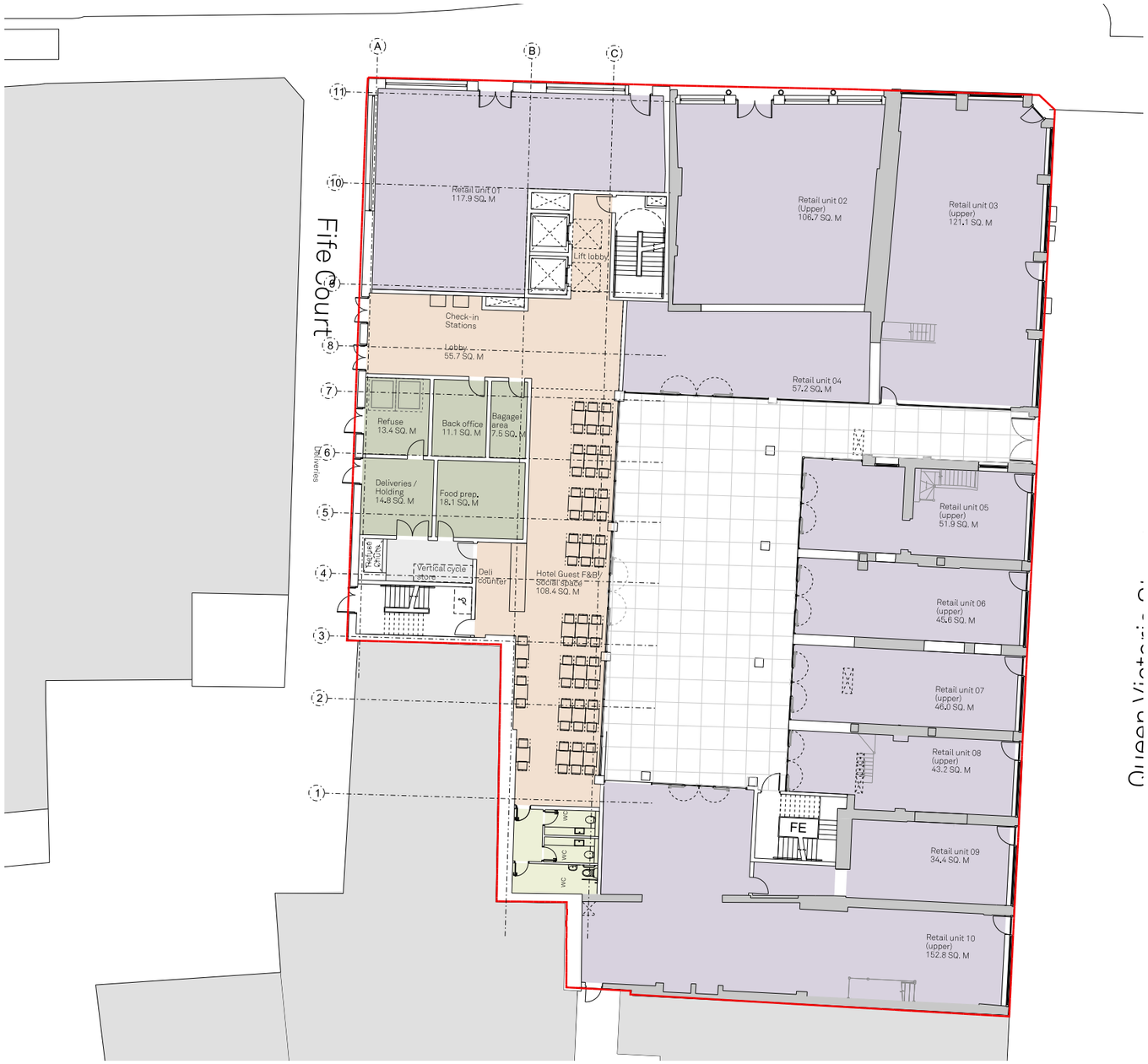
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4.0 THE PROPOSAL

4.15 LAYOUTS

Ground Floor Plan

- Market square to the rear of Queen Victoria Street and Friar Street as approved;
- Access to market square via. Queen Victoria Street and accessible from apart-hotel;
- Various retail units ranging from 34 - 121 sqm;
- Dual aspect to Queen Victoria's retail units.
- High heritage significance walls retained.



FCH

4.0 THE PROPOSAL

4.15 LAYOUTS

First Floor Plan

- 32 rooms ranging from 20 - 30 sqm;
- 1 main core with 2 no. secondary escape cores;
- Rear of 146 Friar Street removed and rebuild;
- Rear extension to no 3, 5, 7, 9, 11 & 13 Queen Victoria Street;
- High significance stair to no.5 Queen Victoria Street retained;
- Minimum removal works to existing listed fabric.

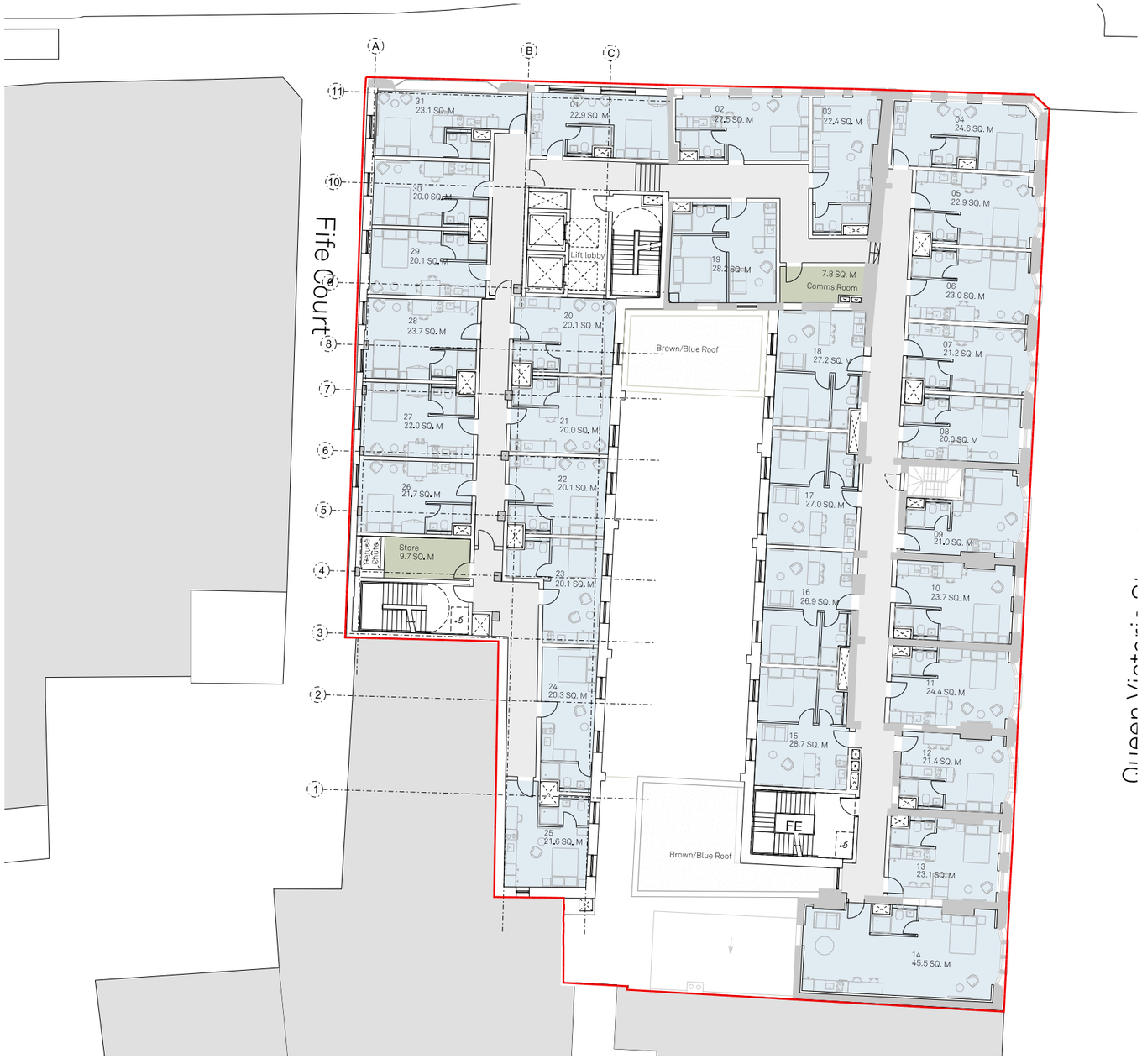


4.0 THE PROPOSAL

4.15 LAYOUTS

Second Floor Plan

- 31 rooms ranging from 20 - 45 sqm;
- 1 main core with 2 no. secondary escape cores;
- Rear extension to 146 Friar Street;
- Rear extension to no 3, 5, 7, 9, 11 & 13 Queen Victoria Street;
- 13's extension to step back;
- High significance staircase to no.5 Queen Victoria Street retained;
- Minimum removal works to existing listed fabric.



FCH

4.0 THE PROPOSAL

4.15 LAYOUTS

Third Floor Plan

- 30 rooms ranging from 20 - 43 sqm;
- 1 main core with 2 no. secondary escape cores;
- 145 Friar floor removed, rebuild and extend;
- Rear of 146 Friar Street extended;
- Rear extension to no 3, 5, 7, 9, 11 & 13 Queen Victoria Street;
- High significance staircase to no.5 Queen Victoria Street retained;
- Minimum removal works to existing listed fabric.

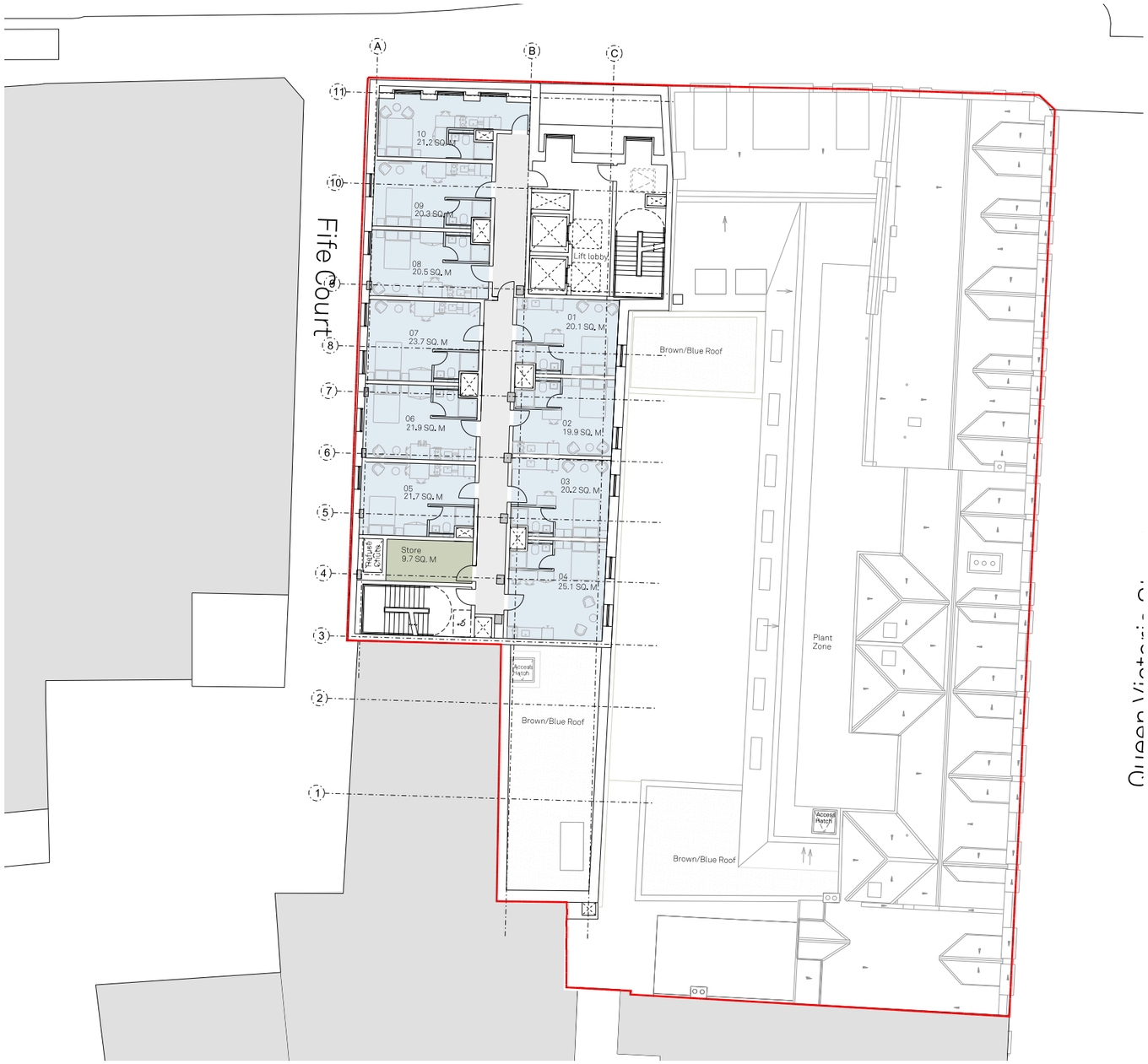


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4.0 THE PROPOSAL
4.15 LAYOUTS

Fourth Floor Plan

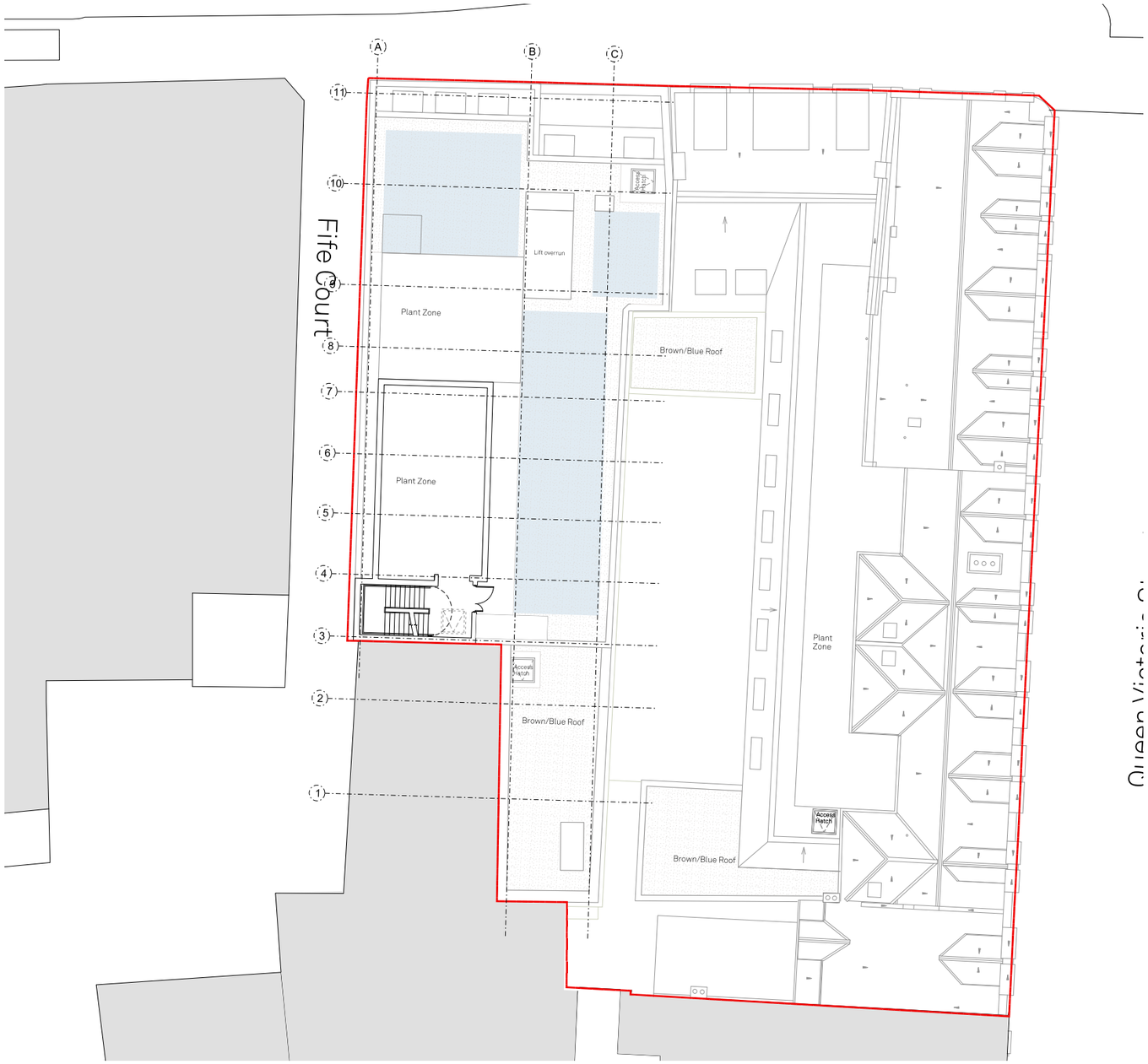
- 10 rooms ranging from 20 - 25 sqm;
- 1 main core and 1 x secondary escape core;
- 145 & 146 roof extension.



4.0 THE PROPOSAL
4.15 LAYOUTS

Lower Roof Plan

External plant consisting of air source heat pumps (ASHPs), condensers, air handling units (AHUs) and photovoltaic (PV) arrays will be located at roof level. Space for an external LV generator has also been allocated if required.

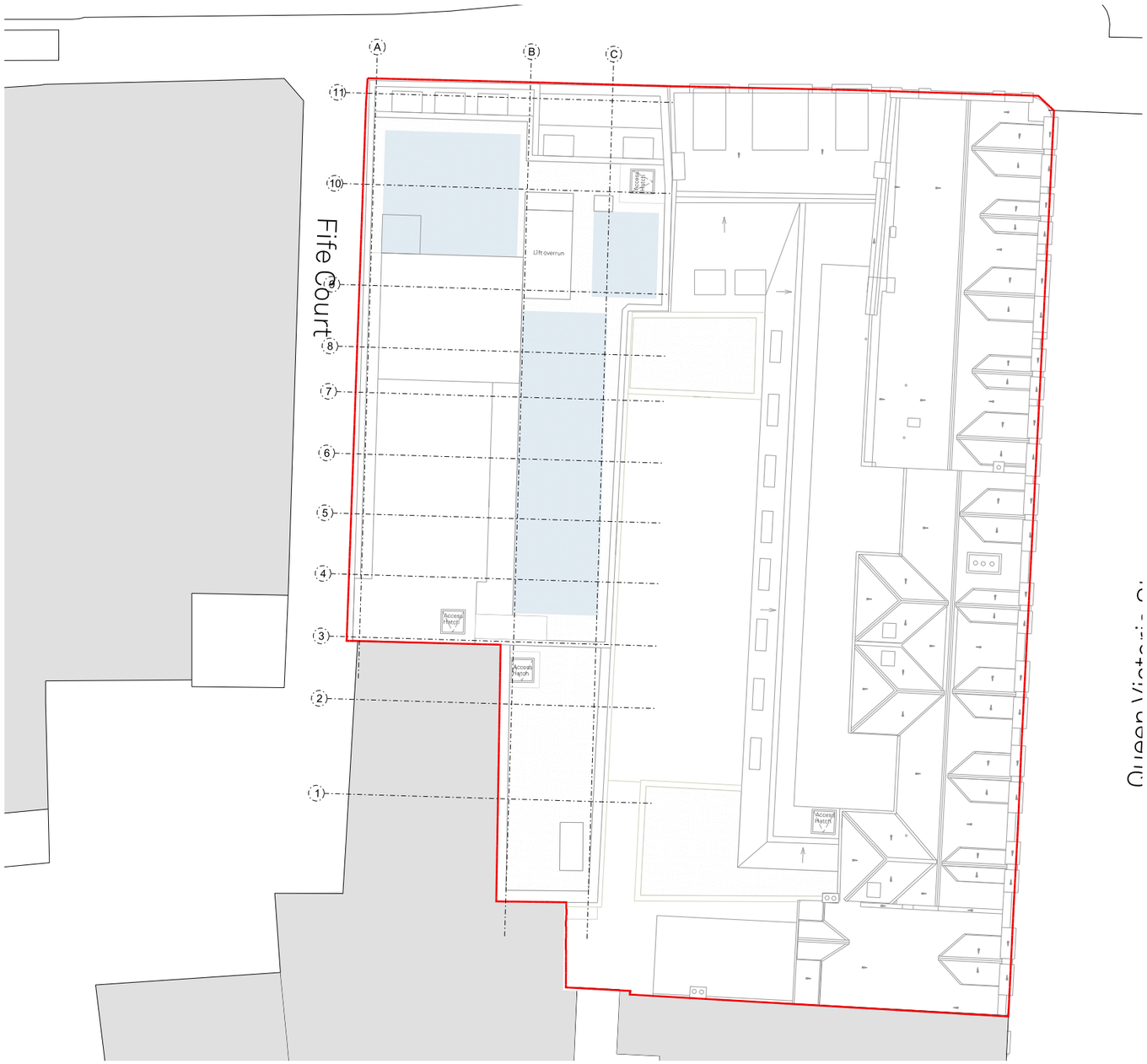


4.0 THE PROPOSAL
4.15 LAYOUTS

Upper Roof Plan

A roof top switch room will be provided to serve the roof mounted equipment and to house a potential LV generator switch panel.

Distribution will primarily be routed through designated services zones, noting that these will predominantly consist of the main ceiling voids and risers



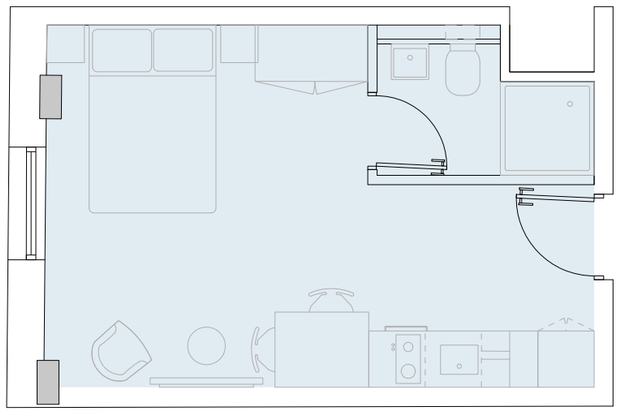
4.0 THE PROPOSAL

4.16 ROOM TYPES

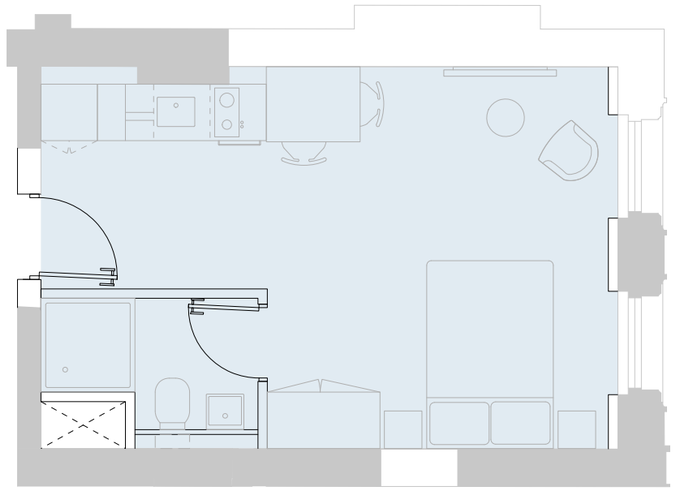
The scheme utilises a range of room typologies. All options have been developed in line with the Leonardo brand standards. Where necessary, the typologies have been modified to accommodate a greater mix of users and variation of building massing.

Floor	Guestrooms			Total
	20-23sqm	24-26sqm	26sqm+	
Level B1				0
Level 00				0
Level 01	21	6	6	33
Level 02	23	3	5	31
Level 03	23	4	3	30
Level 04	9	1	0	10
Sub-Totals	76	14	14	104
Percentage	*73%*	*13%*	*13%*	*100%*
Totals		104		104
Percentage		*100%*		*100%*

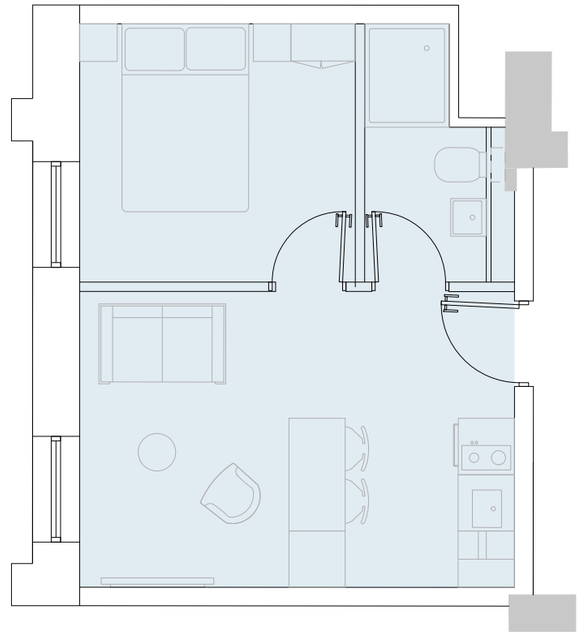
Room mix for each floor



Type 1
Compact Studio Apartment
Typical 20-23sqm Guest Room



Type 2
Studio Apartment
Typical 24-26sqm Guest Room



Type 3
One Bed Apartment
Typical 26sqm+ Guest Room

4.0 THE PROPOSAL

4.17 AREA SCHEDULE

The proposed scheme offers a generous retail area over 1000sqm to both the basement and ground floor.

Basement			
Unit No. /	**Guestroom Count**	**c. Net area (sq.m.)**	
Corridoor		23.8	Circulation
Plant Room		49.2	Back of house /Plant
Switch Room		18.2	Back of house /Plant
Secondary Supply Generator Room		9.9	Back of house /Plant
Staff Facilities		22.7	Back of house
Linen/ House keeping		14.1	Back of house
Retail Unit 03		115.8	Front of house
Retail Unit 05		36.6	Front of house
Retail Unit 06		30.4	Front of house
Retail Unit 07		29.6	Front of house
Retail Unit 08		65.8	Front of house
Retail Unit 10		52	Front of house
WC		4.9	Front of house
Guest Laundry		17.9	Front of house
Gym		57.5	Front of house
Basement FoH NET Area		**410.5**	
Basement BoH NET Area		**114.1**	
Basement Circulation Area		**23.8**	
Proposed GIA		633.9	
Existing GIA		598.9	
Retail		**278**	

Ground			
Unit No. /	**Guestroom Count**	**c. Net area (sq.m.)**	
Retail Unit 01		117.9	Front of house
Retail Unit 02		106.7	Front of house
Retail Unit 03		121.1	Front of house
Retail Unit 04		57.2	Front of house
Retail Unit 05		51.9	Front of house
Retail Unit 06		45.6	Front of house
Retail Unit 07		46	Front of house
Retail Unit 08		43.2	Front of house
Retail Unit 09		34.4	Front of house
Retail Unit 10		152.8	Front of house
F&B Social Space		108.4	Front of house
Lobby		55.7	Front of house / Circulation
Accessible + Typical WC		19.2	Accessible + Typical WC
Lift Lobby		10.9	Front of house
Baggage Area		7.5	Back of House
Back Office		11.1	Back of House
Food Prep		18.1	Back of House
Refuse		13.4	Back of House
Deliveries /Holdiing		14.8	Back of House
Cycle Store Area		9.6	Back of House
Ground FoH NET Area		**960.1**	
Ground BoH NET Area		**74.5**	
Ground Circulation Area		**10.9**	
Proposed GIA		1,105.2	

4.0 THE PROPOSAL

4.17 AREA SCHEDULE

First Floor Circulation NET Area		**158.6**
Total First Floor Guestroom Count	**33**	
Proposed GIA		1,152.0
Existing GIA		1,104.8

Second Floor FoH NET Area		**0.0**
Second Floor BoH NET Area		**17.5**
Second Floor Circulation NET Area		**153.5**
Total Second Floor Guestroom Count	**31**	
Proposed GIA		1,090.0
Existing GIA		765.6

Third Floor Guest Room NET Area		**700.4**
Third Floor FoH NET Area		**0.0**
Third Floor BoH NET Area		**23.7**
Third Floor Circulation NET Area		**152.4**
Total Third Floor Guestroom Count	**30**	
Proposed GIA		1,049.5
Existing GIA		612.4

Fourth Floor Guest Room NET Area		**214.6**
Fourth Floor FoH NET Area		**0.0**
Fourth Floor BoH NET Area		**9.7**
Fourth Floor Circulation NET Area		**38.9**
Total Third Floor Guestroom Count	**10**	
Proposed GIA		360.2
Existing GIA		0.0

FINAL TOTAL	c. Net area (sq.m.)
Total FoH NET Area	**1370.6**
Total Guest Room NET Area	2421.7
Total BoH NET Area	259.7
Total Circulation NET Area	538.1
Total Proposed GIA	5,390.8
Total Existing GIA	**4277.2**
Total Gross Area Gained	**1113.6**

Total Guestroom Count	**104**

Note, all areas are:

- Approximate
- Subject to detailed site survey
- Subject to detailed planning consent
- Subject to building regulations approval
- Subject to consultant input and detailed design development
- To be read in conjunction with P22018-FCH-XX-XX-SA-A-0003

4.0 THE PROPOSAL

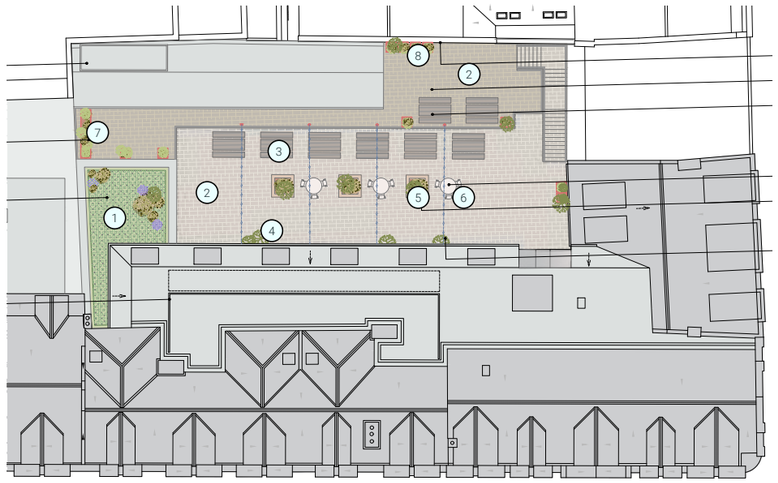
4.18 LANDSCAPE PRINCIPALS

Overview

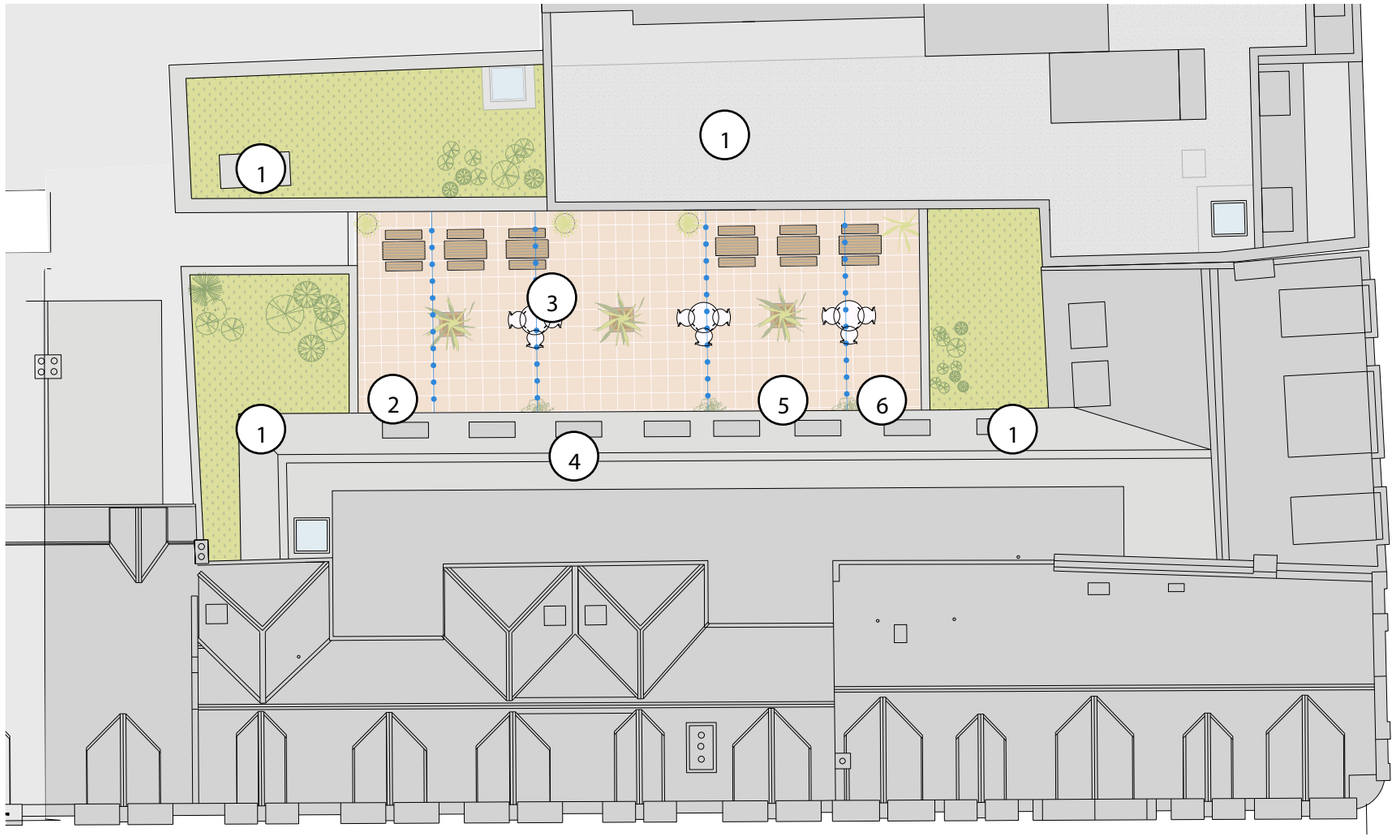
The courtyard design shares many quailties with the previously approved scheme.

The scheme will also introduce hard-wearing stone setts for the primary paving. It will compliment the brick and stone features of the new buildings. Furthermore, timber planters will be constructed with fork-lift points to allow maneuverability. All furniture will be informal picnic-style benches, bistro-type tables, and chairs.

Green roofs are introduced to further soften the space and provide more greenery to the area.



Consented scheme (210223/210224) courtyard design



Proposed scheme courtyard design

KEY:
1. Green roof
2. Stone paving
3. Picinc bench style seating
4.Informal planting
5.Timber planters with fork-lift lifting points
6.Bistro style tables
7.Planted screening
8.Large mural painted o wall





Landscaping Inspired Images,

FCH

5.0 CONSULTATION
5.1 COMMUNITY ENGAGEMENT

Response

The feedback has been positive, changes have bene made to the scheme to take account of the comments. The amenity groups have been supportive of the proposal and the comments from the local community are also very positive – if regard is had to Appendix 1 the comments are tabulated.

In summary, the general tone has been that the scheme would add to the vitality of the town centre and would be very welcomed. Councillors: we engaged with Local Ward Councillors, those 'able' to pass comments were positive.

Amenity Groups: 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.

Local Residents: the town centre site has limited the number of relevant stakeholders that have been inclined to comment, however, the wider residents of Reading have been positive in their responses.

6.0 ACCESS AND MAINTENANCE

6.1 TRANSPORT STRATEGY

Overview

The location of the site is such that there is a well-established network of pedestrian and cycle routes along key highway links providing excellent connectivity to destinations throughout Reading as well as nearby bus stops and Reading railway station. This offers guests and staff with realistic opportunities to travel to the site by sustainable modes of transport.

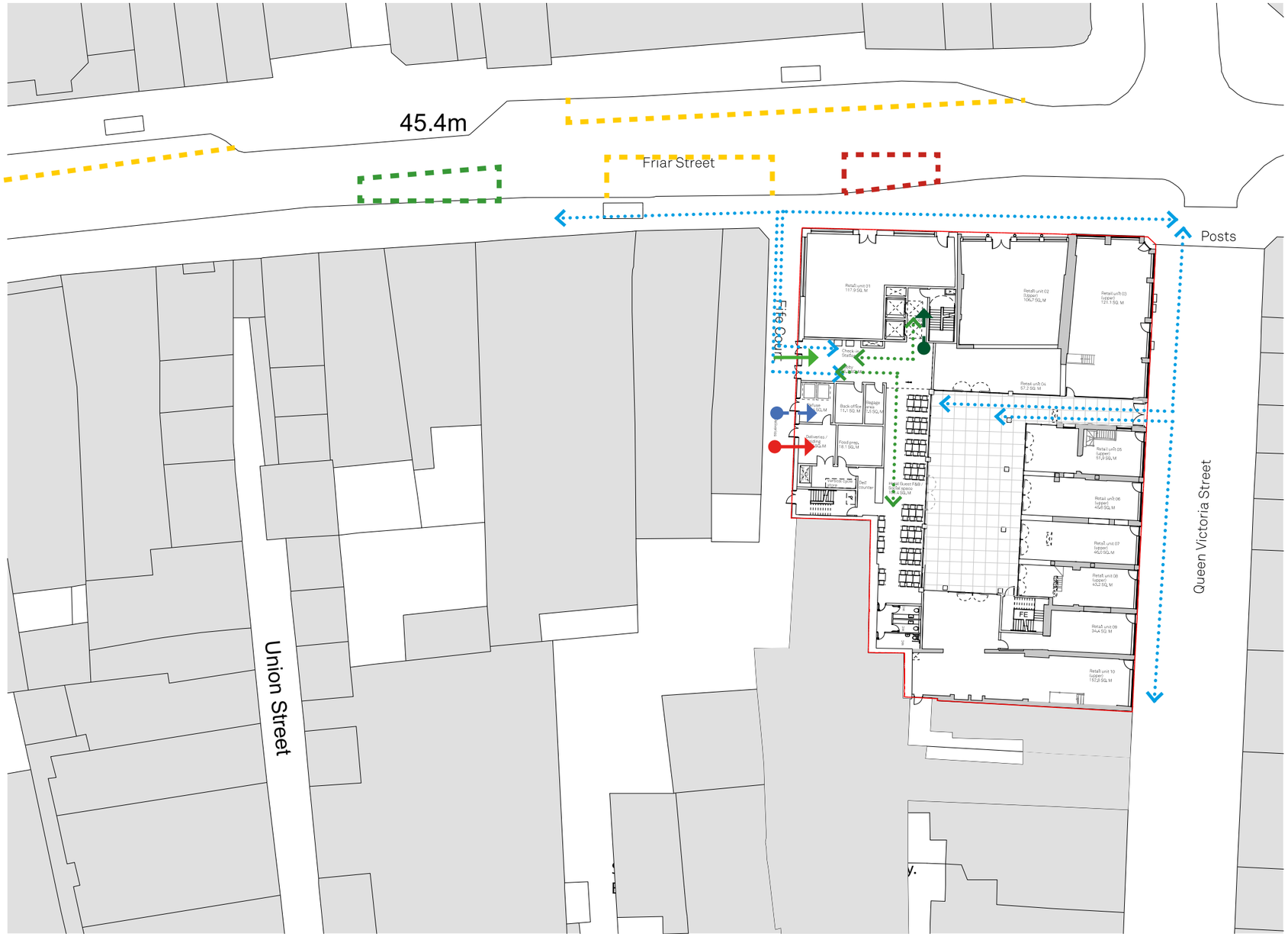
Deliveries and servicing arrangements associated with the existing uses takes place from Queen Victoria Street during the designated hours or from Friar Street / Station Road using the existing loading bays.It is considered that there is sufficient capacity on Queen Victoria Street and other local loading bays to accommodate the delivery and servicing required generated by the proposed development.

The apart-hotel is provided with a service entrance on the western boundary, accessed from Fife Court. It is proposed that linen collection/delivery and food deliveries would take place from Fife Court with vehicles sizes not exceeding a 4.6T van due to existing access constraints along Fife Court.

Discussions are currently ongoing with RBC to amend the existing loading restrictions to the loading bay located on Friar Street outside the frontage to provide a daytime loading window and an extended dwell time in order to offer flexibility to efficiently service the site.
Refer to Transport Statement for further detail.

KEY:

- Bus stop
- Existing loading bay
- Loading bay proposed to be ammended to allow 11pm - 8am and 11am-2pm maximum dwell time 1 hour
- Hotel entrance
- Level access to lifts
- Hotel delivery access
- Refuse access
- Plant maintenance access
- Pedestrian Access to Site



Proposed location plan illustrating existing and proposed loading bays

6.0 ACCESS AND MAINTENANCE
6.2 TRANSPORT AND SERVICING

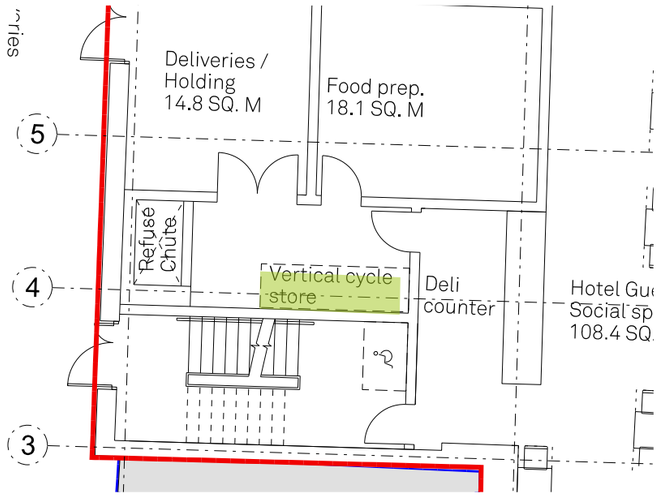
Pedestrian and Cycle Accessibility

Given it's central location, the site bares close proximity to frequent public transport services and established pedestrian / cycle routes which provide excellent opportunity for end-users to travel by sustainable means and reduce reliance on travel by private car. The development will retain pedestrian access from Queen Victoria Street and Friar Street along with the creation of a public realm area accessed from Queen Victoria Street.

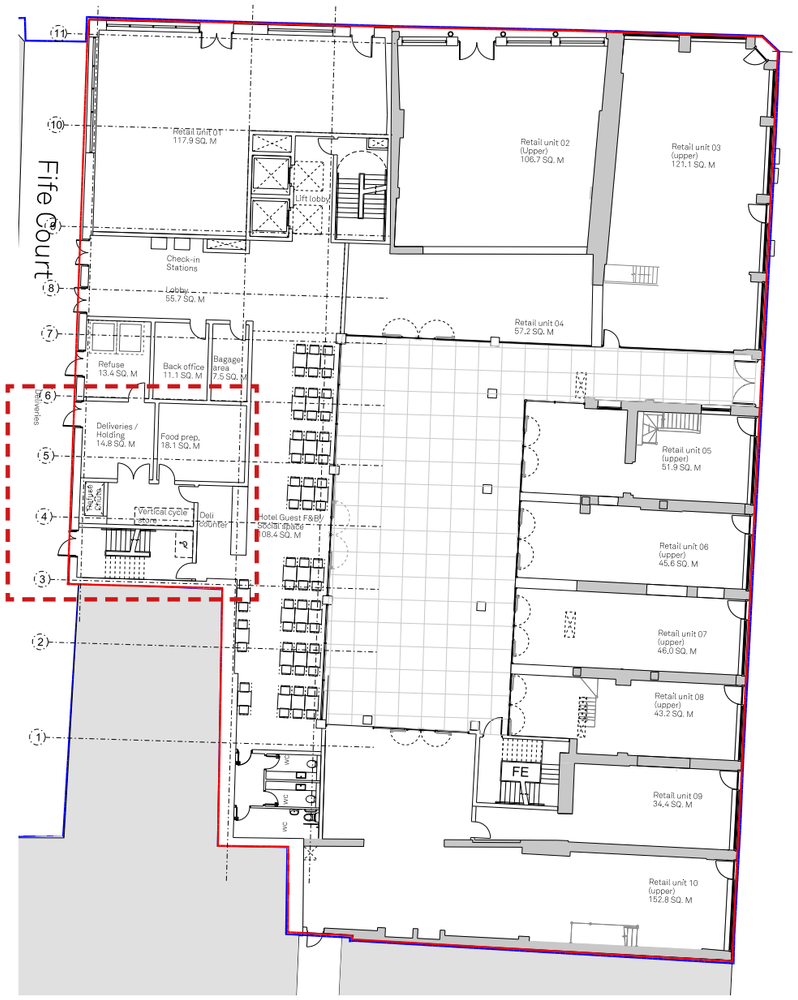
Cycle parking will be provided in accordance with the Reading Borough Local Development Framework, Revised Parking Standards and Design SPG (2011) which requires 1 space per 6 staff. There is expected to be a maximum of 20 staff on site at any one time and therefore, a total of 4cycle parking spaces will be provided.

The combination of the cycle parking on site and additional stands within the surrounding area, provide ample opportunity for cyclists arriving at the site to securely park bicycles without requiring a prohibitive journey on foot to the site.

Refer to Transport Statement for further detail.



Ground floor plan highlighting location of aparthotel cycle zone in



Ground floor plan highlighting location of aparthotel cycle zone.

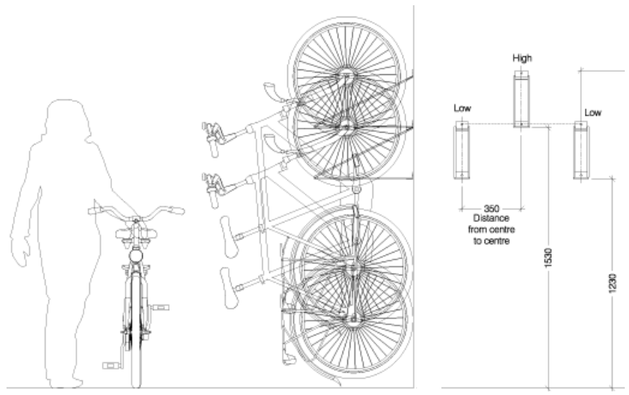
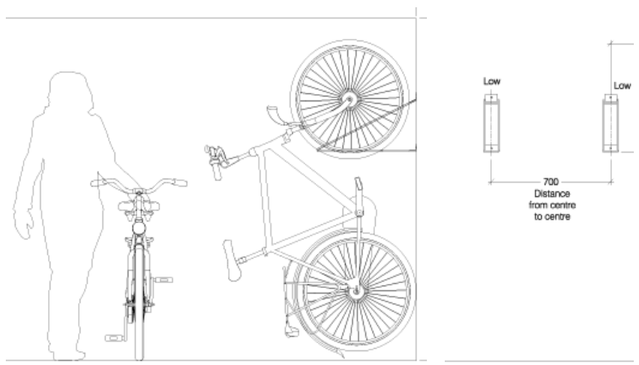


Illustration of vertical bike stand at varying mounting configurations from side and front elevation.



High - low configuration (left) low configuration (above).

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6.0 ACCESS AND MAINTENANCE

6.3 SERVICING AND REFUSE

Servicing and refuse

The creation of the new market square and aparthotel on the upper floors will require refuse to be managed. Queen Victoria and Friar Street are heavily restricted with regards to access and parking. Queen Victoria Street is pedestrianised between 10 am and 6 pm, with loading permitted outside these hours. Friar Street is used by buses and has access restrictions in place during certain times of the day. There is a 24 hours restriction in place for Friar Street WestBound (except for buses and taxis) and time-restricted access to Friar Street Eastbound between 7 am – 11 am and 4 pm – 7 pm. All other vehicles are not permitted within these hours.

Retail

Currently, the retail units along Queen Victoria Street and Friar Street are all serviced from the front, with the individual units holding waste internally. This waste is bagged and separated into general waste, dry mixed recycling, and paper and card. This separated waste is then placed on the street on pre-agreed days ready for collection during the hours of 10 am and 6 pm.

It is envisaged that the existing retail units will continue to be serviced from the front as currently is the case. It is also proposed that the additional three retail units in the market space will also be serviced in this way, with waste placed on Queen Victoria Street in the same manner.



Existing site photographs of servicing areas: Queen Victoria Street, Friar street and Fife Court

KEY:

- Refuse Store to aparthotel
- Servicing routes

Apart hotel

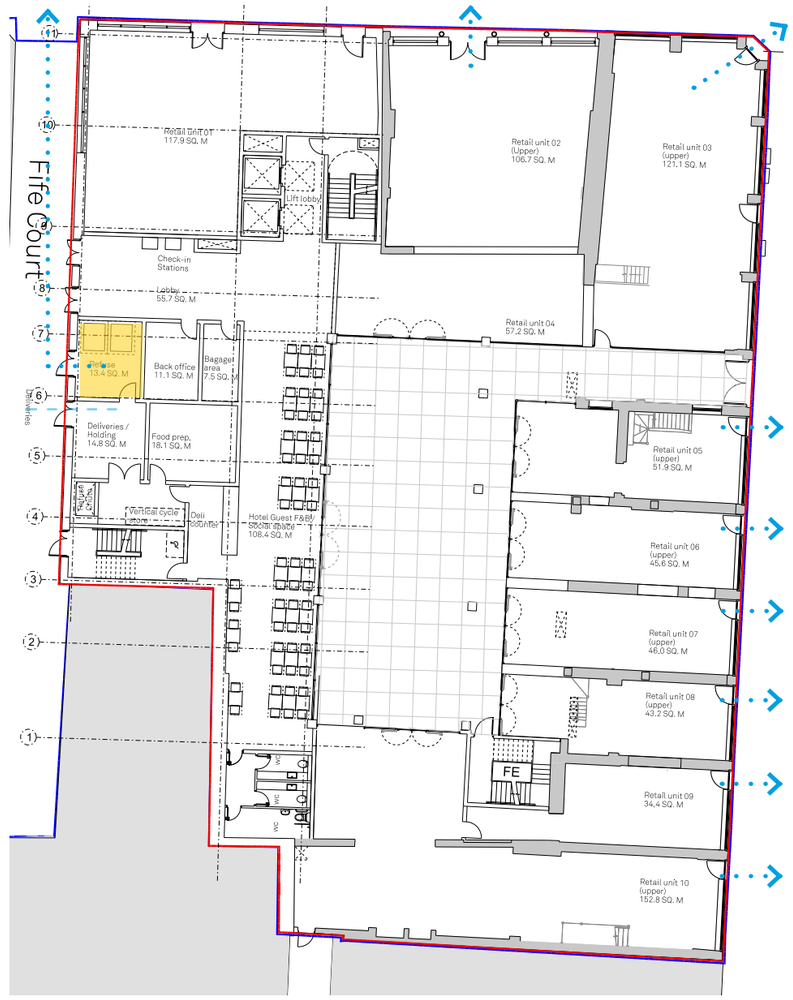
The aparthotel will have greater refuse and servicing demands. It is proposed that the waste and recycling collections and deliveries will be managed by a private collection company. Bins will be wheeled from the designated refuse store on Fife Court to Friar Street and the collection arrangements and carry distances would be agreed with the appointed contractor.

A self-contained bin store will be constructed off Fife court enabling easy access and for the bins to be collected and returned as the bin lorry arrives at the roadside. The bin store will be suitably ventilated, will house 1100l bins, and will be serviced by a private waste collection company. Waste will be separated at the source, with separate general waste and recycling bins in each kitchen throughout the building. This will then be collected as each apartment is cleaned and moved to the refuse store on the ground floor by cleaning staff. It is envisaged that the waste collection by the private collection company will be required 2-3 times per week, however, during busy periods this may increase to daily.

The aparthotel will also have requirements for servicing such as removing and replacing bed linen. There will not be any on-site cleaning facilities, therefore, dirty and clean linen will be stored on-site with regular deliveries to collect and return linen.







Ground floor plan highlighting aparthotel refuse store in yellow and servicing routes in blue

FCH

6.0 ACCESS AND MAINTENANCE

6.4 SECURITY AND MANAGEMENT

Security Estate management and lighting Principals

As per consented scheme, the principles of the security strategy are to promote community safety and remove, where possible, the fear of crime through sensible design of the built form. Whilst it is inevitable that this will be enhanced by way of digital surveillance, the promotion of natural surveillance is the primary objective. The nature of the market square behind the main high street will require some form of restricted access during the hours of darkness, however, the intention is that users of the aparthotel will be given 24 hour access.

Given the central city centre location, the site will benefit from natural surveillance of the busy high street and the digital surveillance of the on-street CCTV network. Therefore the main high street shops will largely be unaffected from the current situation. Most retail units from Queen Victoria Street and Friar Street will have their own dedicated CCTV to protect the premise they are responsible for.

As for the Aparthotel, it will be essential that unauthorised access is designed out and the pre-application consultee advice of the Crime Prevention Design Advisor has been taken into account to ensure this is achieved. It is noted that 'Secured By Design' accreditation is not considered applicable to this application.

The new market square will require adequate lighting to ensure the area is well-lit and does not create any dark corners that are difficult to monitor via CCTV.
A more detailed proposal will be secured by way of condition, however, the principle of the proposal will be to light the under croft and cut-through with high-level soffit lights.

This will be supplemented with up/down lights on the piers of both the colonnade and new retail units. Some further security

KEY:
1. Secure entry gate to be locked out of hours
2. Retail units to be secured internally if required by individual tenant
3. Main entrance to aparthotel
4. Door to be locked out of hours
5. Fire escape only, no access

- Up/down Lighting
- Soft Lighting
- Security Lighting

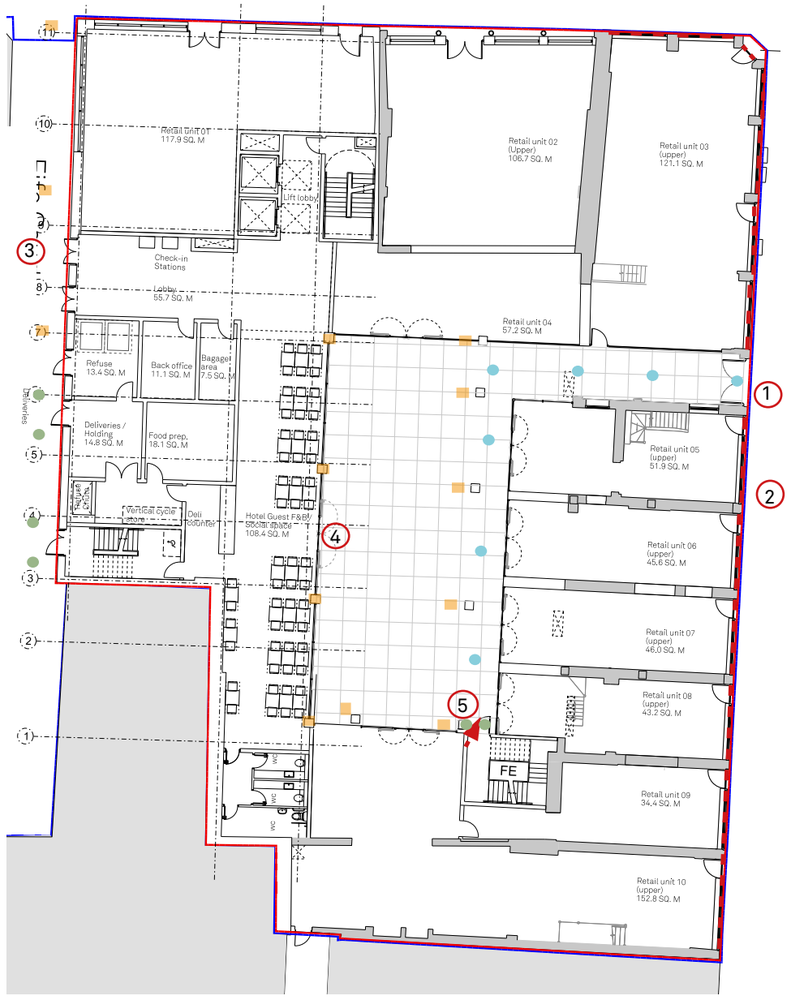
Estate Management

Thackeray Estates' Managing Agents would be responsible for management of the buildings and the courtyard and will ensure compliance with statutory regulations and public safety. It is the intention that a management office will be set up in the scheme (the exact location is yet to be determined but will be within the basement area) and this will provide management and security resources for the scheme.
The Managing Agents will provide a 24 hours, seven days a week contact number to allow residents, retailers and occupiers to raise any issues of concern to be resolved as a matter of priority. There will be a thorough and transparent system for recording calls and reporting progress and resolution.

A Management Strategy would be developed (and agreed with the Council as part of a planning condition) which would include for:
• No smoking permitted in the courtyard;
• Noise Controls and applicable thresholds that would apply in the evenings.
• Restriction in the hours of use and access to the market square – gates will be closed
at night;
• The establishment of a residents' liaison group for on-going engagement with
neighbours. A function of the group will be to monitor the scheme's impacts and, if necessary, to discuss and agree potential solutions;
• Noise surveys, if necessary and appropriate.
Early Engagement will be undertaken with Reading Council's Building Control Licensing Officer to agree specific requirements that will need to be captured in both the overall management strategy and in relation to any future Alcohol Licensing application.

Fire Safety Provisions – a fire safety strategy would be developed, which would be consulted with and agreed with the Fire Authority.
The principle of the security strategy is to promote community safety and remove, where possible, the fear of crime through sensible design of the built form. The pre-application consultee advice of the Crime Prevention Design Advisor has been considered to ensure this is achieved.

Whilst it is inevitable that this will be enhanced by way of digital surveillance, the promotion of natural surveillance is the primary objective. The nature of the market square behind the main high street will require some form of restricted access during the hours of darkness, however, the intention is that users of the aparthotel will be given 24 -hour access. An overview of the strategy is set out below.
Experienced security personnel will be employed to ensure the safety of visitors, residents and the public. They will be in the central management office, with designated patrols on the area which will be focused on the Market Square and the two access points. The level of security will reflect circumstance and it is envisaged will increase during the evening and during the night. There will be increased security provided for specific temporary



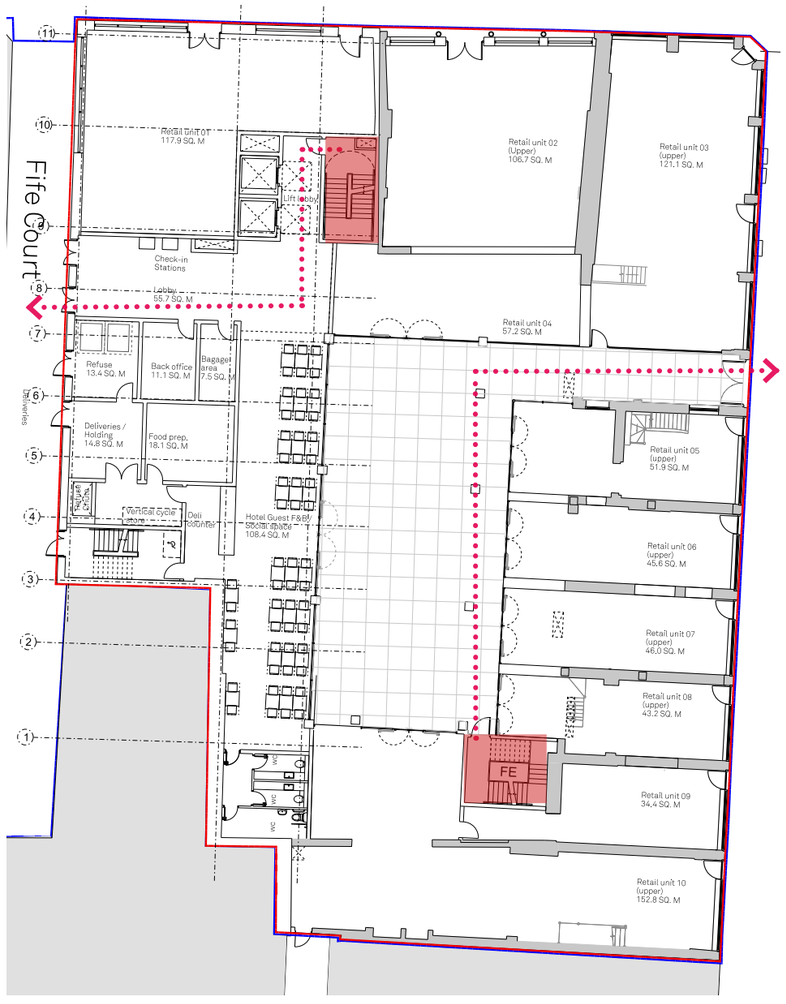
7.0 FIRE STRATEGY

7.1 FIRE STRATEGY

The scheme has been devolped in compliance with fire safety approved document.

	Information/Requirement			AD B2 Ref
Scope of Building Work	Construction of a 104 room apartment hotel			
Design Standards	Approved Document B Volume 2 Buildings other than dwellings			
Deviations from Approved Document	None			
Purpose Group	2(b) Residential (other)			
Number of Storeys	5			
No of Basement Storeys	One			
Height to Top Storey FFL	12.25 m			
Depth to Basement FFL	2.67 m			
Storey Hights and Use	Basement	-2.67 m	Gym, plant, staff room & store	
	Ground	0	Retail units (separate) Market Square (unenclosed) Reception and social space	
	1st Floor	3.37	33 Apartment rooms	
	2nd Floor	6.35	31 Apartment rooms	
	3rd Floor	9.41	30 Apartment rooms	
	4th Floor	12.25	10 Apartment rooms	
	Total		**104 Apartment rooms**	
Approx Floor Area per Floor	Basement >250 Accommodation 800 m^2			
Approx Total Gross Floor Area	4,000 m^2			
Total Proposed Number of Occupants	Sleeping Guests 104 x 2 = 208 Staff 15 **Total 223**			
Evacuation Strategy	Simultaneous			

	Information/Requirement	AD B2 Ref
Travel Distances	**Within Bedrooms** Single direction - 9m **Bedroom Corridors** Single direction – 9m More than one direction - 35m **Elsewhere** Single direction – 18m More than one direction - 35m	Table 2.1
Inner Rooms	Permitted if they are not a bedroom	2.11
Minimum Number of Protected Stairways	Minimum of two stairs (building >11m & travel distances >9m)*	3.3
Stairway Widths	1,000mm for simultaneous evacuation	Table 3.2
Refuges	One refuge required per protected stairway	3.4
Fire Resistance of Structure	60 minutes	Table B4
Compartment Walls	60 minutes (each side separately)	Table B3
Compartment Floors	60 minutes (from underside)	Table B3/B4
Firefighting Shaft	Not required, building <18m	17.2
Number of Firefighting Shafts	None (Building height <18m)	17.5
Firefighting Lift	Not required building <18m	17.2
Firefighting Lobby	Not required	
Dry/Wet Riser	Likely to be required	15.1
Fire Alarm System	Category L1 or L2 (all areas with more than 1m^2 floor area covered)	1.4 BS5839 Part 1 Annex A
Sprinklers	Not required However this is recommended to enhance the fire protection for the building, improving occupant safety and building protection	8.14
Smoke Control	Basement area required – area >200 m^2 Other areas no requirements	18.3
	Good practice would suggest that automatic smoke ventilation from the head the stairs would be appropriate	
Fire Suppression	Not required	
Emergency Escape Lighting	Required to BS5266 Part 1	5.25



KEY:

Fire escape core

Direction of travel / safety of outside the building

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8.0 SUSTAINABILITY

8.1 BREEAM

Summary

The energy strategy for the '1-15 Queen Victoria Street & 145-148 Friar Street' development has been developed to comply with Building Regulations Part L 2013 and the policies of Reading Borough Council (RBC). The proposal seeks to achieve BREEAM excellent.

The RBC sustainable Design and Construction SPD 2019 requires new developments above 1000m2 to achieve BREEAM Excellent. The development comprises the refurbishment of the listed building at 1-15 Queen Victoria Street and parts of 145 Friar Street with new extensions filling in demolished spaces.

It will be assessed as BREEAM 2014 Bespoke Refurbishment and Fit-out, based on the client brief and majority of floor area being Refurbishment and Fit-out. Note that the basis of this assessment is using the RFO 2014 V2 scheme as the majority of the floor space is constrained by existing building. In order to represent the building more accurately, and ensure a single assessment, a bespoke approach is recommended. Note there will be small changes in criteria determined by the outcome of the BRE's bespoke registration assessment.

The proposed energy strategy includes:
+ High performing fabric for new build and refurbished elements
+ High performance VRF heat pump heating and cooling
+ Heat pumps for DHW
+ MVHR for ventilation
+ High performance LEDs throughout with presence/ absence detection
and daylight dimming
+ 130m2 PV on the roof

Retention

The proposal seeks to retain and extend a significant amount of existing building as possible. Overall, a combined percentage of over 50% can be attributed

Photovoltaic

A monocrystalline photovoltaic (PV) system will be provided across the development to achieve compliance with all relevant British standards, Building Regulations and Industry Standard such as regulated Carbon Dioxide emissions, as defined under approved Documents Part L2.

In addition, the system will be provided to ensure an Energy performance Certificate (EPC) rating of A.

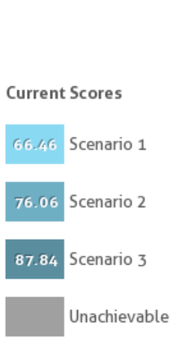
Adaptation to Climate Change

The following measures shall be incorporated into development:

+ Wherever possible, new buildings shall be orientated to maximise the opportunities for both natural heating and ventilation and reducing exposure to wind and other elements.

+ Proposals involving both new and existing buildings shall demonstrate how they have been designed to maximise resistance and resilience to climate change for example by including measures such as solar shading, thermal mass, heating, and ventilation of the building and appropriately coloured materials in areas exposed to direct sunlight, green and brown roofs, green walls, etc

	Total Credits Availabl e	Weighting	Scenario 1	Scenario 2	Scenario 3
Management	21	14.64%	17	18	21
Health & Wellbeing	20	16.63%	12	13	14
Energy	26	18.26%	18	21	22
Transport	9	7.32%	7	9	9
Water	9	7.32%	6	6	6
Materials	13	15.25%	8	8	11
Waste	11	8.39%	7	9	10
Pollution	13	12.20%	5	8	10
Exemplary/In novation	10	10%	2	2	4
Total	132		82	94	107
Score			66.46%	76.06%	87.84%



BREEAM assessment scoring table and chart

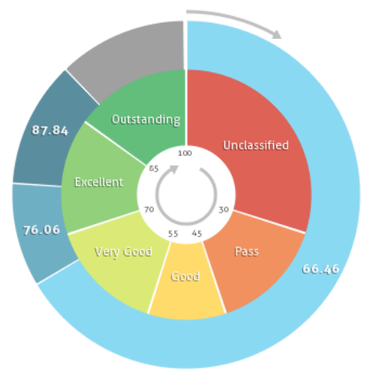


Ground floor plan: Extension-green +blue , retention grey



First floor plan: Extension-green +blue , retention grey

BREEAM Score Chart



	QVS1	QVS1+
Retained (m2)	NA	632
Extended (m2)	668	151
New (m2)		736
Total Retained	632	
Total New	1555	
Retained Area percentage	41%	

Retention and new construction table

8.0 SUSTAINABILITY

8.2 MECHANICAL SERVICING

M+E Principles

The mechanical services within the development will generally comprise of the following:

-Primary heating and cooling will be provided via roof mounted VRF condenser units / air source heat pumps (ASHPs). Space heating and cooling to each guest room, all public areas , food prep area and offices will be provided by ducted fan coil units located within bulkheads and ceiling void.

-Each guest room on the western side of the building will be provided with an individual MVHR unit located within the entrance bulkhead.

Each guest room on the eastern side of the building will be served by a centralised ventilation system, consisting of an air handling unit at roof level and/ supply / extract grilles in each room as required.

Each retail unit will be provided with detected intake and exhaust louvres integrated into the façade/ signage on courtyard side, retail units 2 and 3 will require louvres integrated into shop front signage as they are not directly connected to the courtyard area. Kitchen areas will be served by dedicated supply and extract ventilation units located at roof level.

-Hot water generation via ASHPs with gas boiler top up

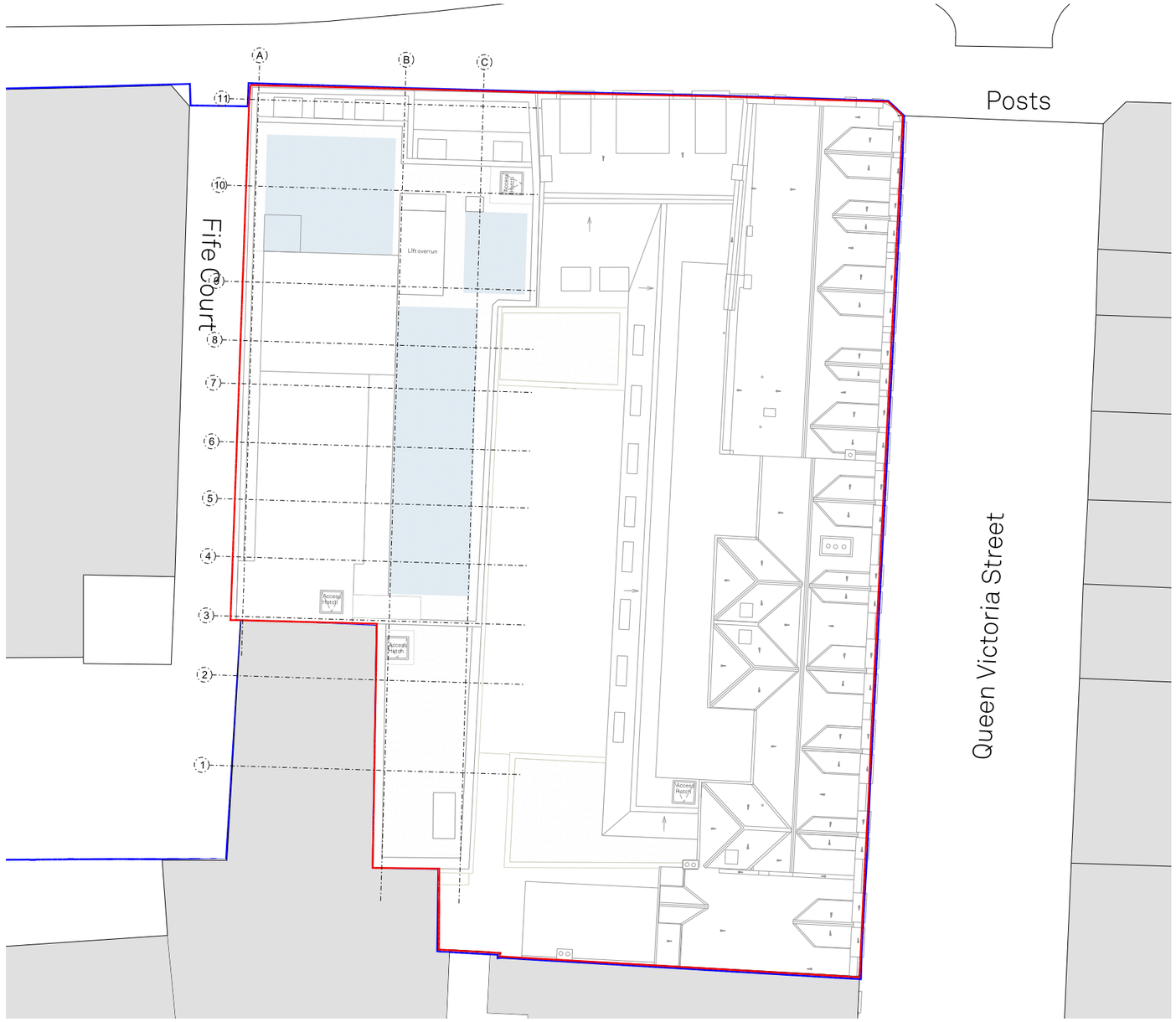
Suds

To provide source control and minimise runoff from the new building, a brown/blue roof will cover 240m2 (collecting 35% of the runoff from the site) and 150m2 (9% of the site area) will be designed as permeable paving with the potential for attenuation to be provided beneath the permeable paving using permavoid subject to detailed design.

Photovoltaic

A monocrystalline photovoltaic (PV) system will be provided across the development to achieve compliance with all relevant British standards, Building Regulations and Industry Standard such as regulated Carbon Dioxide emissions, as defined under approved Documents Part L2.

In addition, the system will be provided to ensure an Energy performance Certificate (EPC) rating of A.



Roof Plan: PV coverage (illustrated with hatch) and Plant Zone.

FCH

8.0 SUSTAINABILITY
8.3 DRAINAGE SYSTEMS

Site Drainage
A flood risk assessment (including drainage assessment) has been undertaken for the proposed development. In accordance with the SuDS hierarchy and best practice guidance, source control measures such as green roofs should preferably be used in conjunction with infiltration forms of SuDS, such as permeable paving, soakaways, swales and soakage basins being used where viable to manage surface water as close to source as possible.

The site is covered 100% with hard surfacing, with the majority of the site (>95%) covered by buildings. A small passageway runs to the rear of the terraced properties on QVS.

If infiltration is not viable, or if attenuation of surface water is required, then above ground attenuation systems such as blue roofs, detention basins and ponds will ideally need to be used to ensure runoff is attenuated and restricted to greenfield run off rates prior to discharge to a suitable water body.

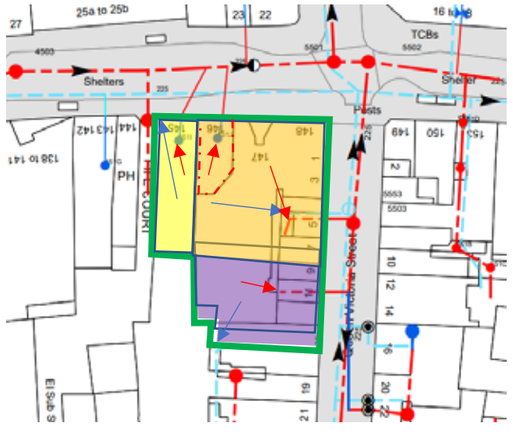
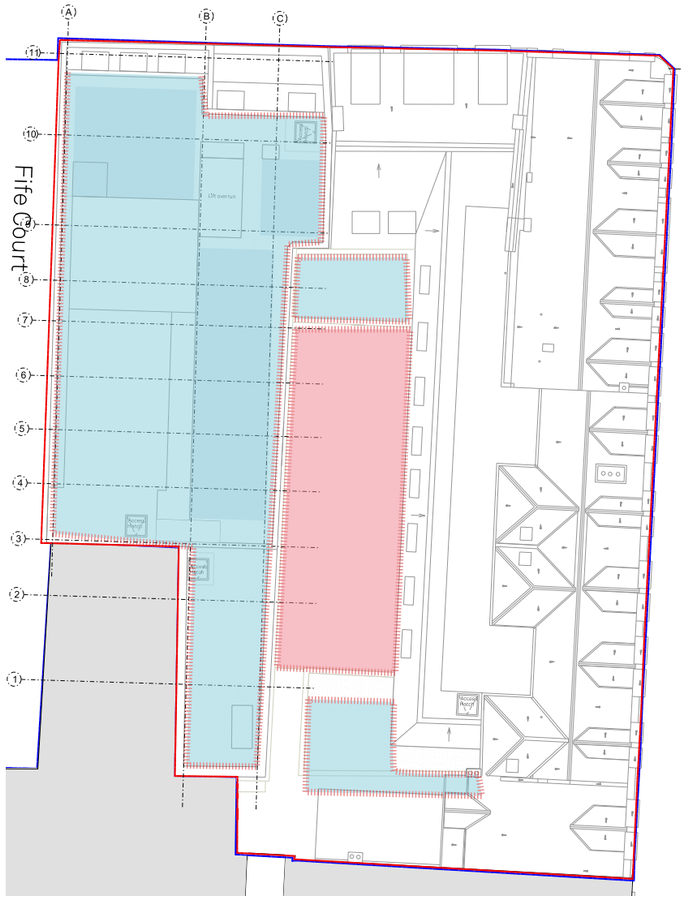


Figure 1 Illustrating Intended Site Drainage
Text taken from Flood Risk & Drainage Strategy Report

Brown/Blue Roof
To provide source control and minimise runoff from the new building, a brown/blue roof will cover 240m2 (collecting 35% of the runoff from the site) and 150m2 (9% of the site area) will be designed as permeable paving with the potential for attenuation to be provided beneath the permeable paving using permavoid subject to detailed design.

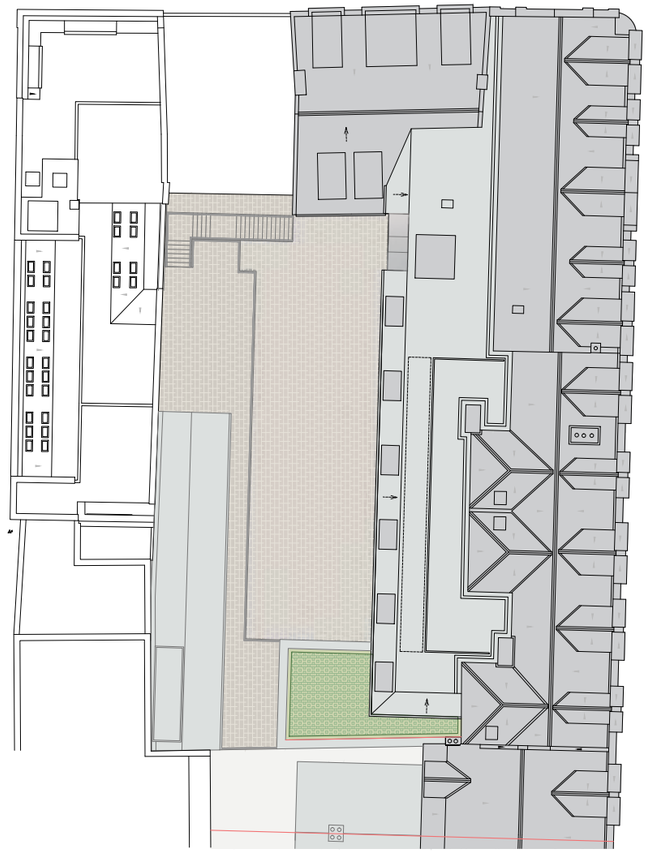


Roof Plan: brown/blue roof in blue and permeable paving at ground in pink

Comparison with Consented scheme
It is intended for the proposed scheme to achieve a greater level of permeable areas thane the former consented scheme (210223/210224).

Consented scheme (210223/210224)
Intended impermeable area - 1146sqm
Intended permeable area - 33sqm

Proposed scheme Intended impermeable area - 815sqm
Intended permeable area (paving + brown/green roof) - 366sqm



Consented scheme (210223/210224) Roof Plan: brown/blue roof in green and paving at ground in cream

FCH

9.0 STRUCTURAL METHOD STATEMENT

9.1 STRUCTURAL METHOD STATEMENT

Structural Strategy for No. 145 Proposed Development

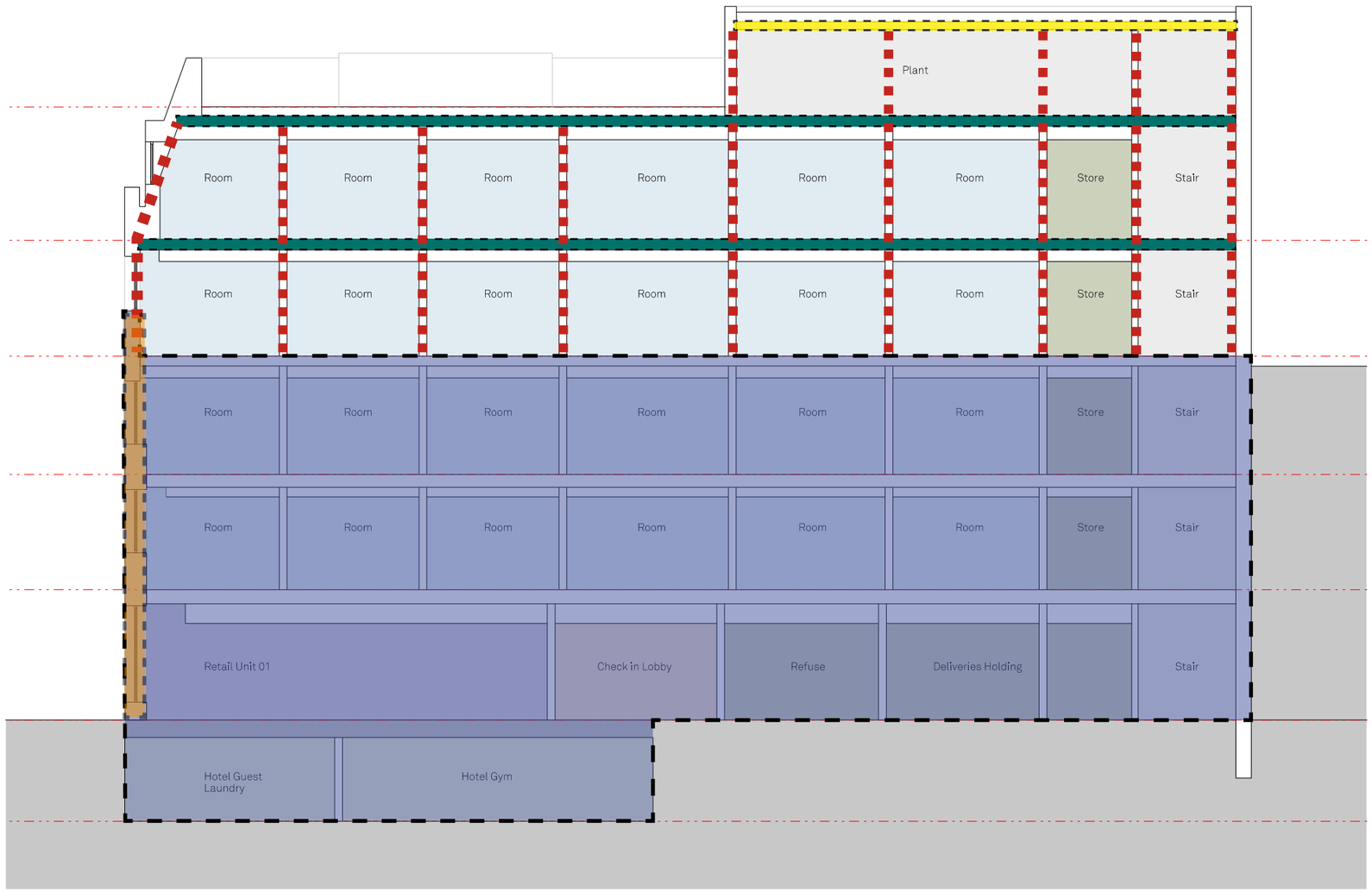
The proposed construction of the building will consist of a two storey vertical extension to the existing building structure. This will enable the existing façade to remain safely in place during the proposed construction works.

The existing main building structure consists of in-situ reinforced concrete floor supported off concrete encased steel beams. These in turn are supported of vertical steel columns. The existing mansard roof is formed of a similar construction to the main building. The elevations consist of solid masonry walls.

During the works, the existing mansard structure will be carefully demolished and replaced with a steel frame with a lightweight metal floor joist in fill. This lightweight framing system will be built directly off the existing second floor slab.

The removal of the heavy concrete mansard structure and replacement with a lightweight steel framing system, means that there will be no significant increase in loading on the existing building structure and avoid the requirement to undertake foundation strengthening works. The façade will be extended using a lightweight metal framing system and an external cladding system to match the existing retained façade.

Text taken from Axiom Structures



Key

- Existing structure to remain
- New lightweight insulated roof panels.
- New lightweight floor system to new steel frame structure.
- New steel frame to following existing building column grid
- Existing façade to be retained with main building structure

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10.0 HERITAGE

10.1 HERITAGE STATEMENT

Summary

The proposed scheme of works is based on an understanding of the significance, character, historic development and surviving historic fabric of the grade II listed buildings on the site. The proposals have been designed to provide a new viable use for the Site and the listed buildings within it. The proposal would continue to provide investment towards their repair and maintenance, sensitive to their significance.

The revised scheme will result in enhancement in heritage and town-scape terms by optimising use of the heritage assets within town centre as well as considerably improving their commercial frontages.

148 Friar Street and 1-15 Queen Victoria Street

The Queen Victoria Street terrace (including 148 Friar Street and 1-15 Queen Victoria Street) is a building of considerable architectural quality, primarily deriving from the quality and form of its front elevation which includes brickwork, terracotta, decorative gables, granite pilasters and original windows. While its significance has been affected by virtue of poor quality shop-fronts but the building remains a good example of an early 20th century commercial premises and this bestows a degree of historic (illustrative and associative) interest.

147 Friar Street

The significance of 147 Friar Street primarily relates to the architectural quality of the 1880s front elevation, particularly the double height colonnade shop-front and the 3no. segmental headed dormer windows that feature moulded coping between and modillion cornices. As with the Queen Victoria Street terrace, the building is a good example of a late 19th century commercial premises.

146 Friar Street

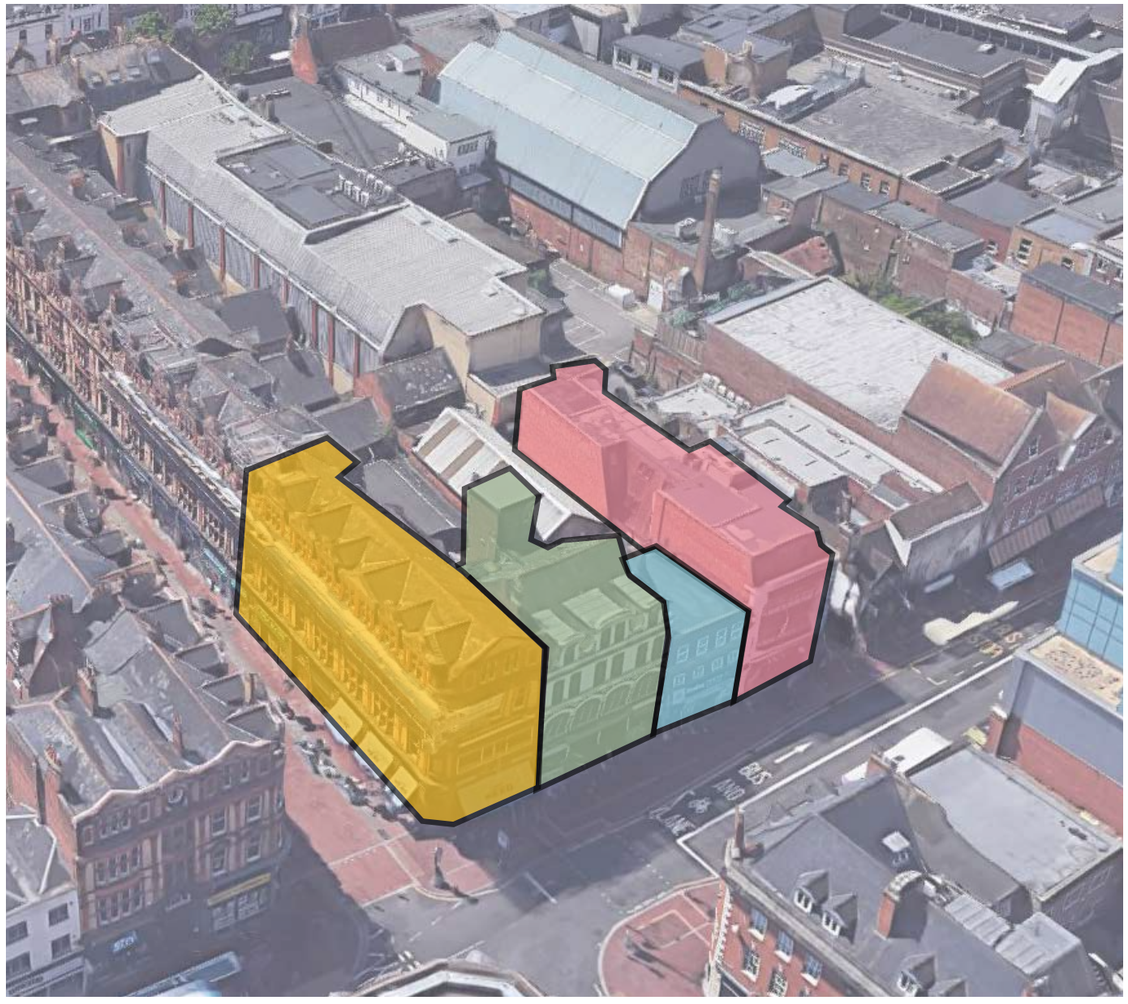
No 146 Friar Street is unlisted and has been altered beyond recognition and has no architectural value. In town-scape terms, whilst it follows the rhythm of the street frontage, its scale appears to be disproportionately smaller. The modern shop-front further detracts from the contribution to the setting of the listed buildings and wider the town-scape of the area. The proposal to rebuild it to a more appropriate scale whilst adhering to the modesty in architectural detailing would ensure that the character and appearance of the listed buildings continues to be distinctive.

145 Friar Street

No 145 Friar Street has an early 20th Century front facade above the modern shop front on the ground floor. This has some architectural value which would be retained as part of the proposals. The rear of the building would be redeveloped and incorporated within the consented scheme to create a more comprehensive redevelopment of the Site.

The buildings at the rear end of the site are of no architectural or historic merit and do not have any direct relationship with the listed buildings. Their redevelopment would facilitate the delivery of this new quarter and would be considered as an enhancement to the wider area.

Overall, the Site has high architectural value. Closely related to the development of Reading it is considered to have historic and communal value. Additionally, they have high group and townscape value, following a similar grain and urban form prevalent along Queen Victoria Street and Friar Street. The rhythm of the built form in particular is of importance which appears congruent within the wider area.



11.0 CONCLUSION
11.1 READING BENEFITS

The Public Benefit

The proposals bring this vacant, dilapidated and detracting site into a beneficial use that will provide a firm basis for the enhancement and regeneration of Queen Victoria Street and this part of Friar Street that is long overdue. The employment space is not fit-for-purpose in comparison to modern provision and the loss of which will enable comprehensive redevelopment of the site, including the provision of employment generating uses.

The proposals will reinvigorate these prime and essential primary retail frontages in the Primary Shopping Area that is a key gateway to the town centre. The redevelopment will create employment opportunities that are currently not provided by this predominantly vacant site.

The proposed development and uses are appropriate to the town centre location and will enhance the retail and leisure provision (in this case C1) within Reading town centre.

The Annual Monitoring Report 2018-19 notes an exceptionally low provision of C1 floorspace within the monitoring year with 1,500m2 permitted within Reading but none delivered.

The site is an appropriate location for an aparthotel use and represents a use that has been under-provided. An aparthotel will assist in the provision of short-term letting accommodation for people visiting Reading.

The market square and general enhancement of the site and retail proposals will attract people to the town centre.

This private sector-led scheme will boost business and enhance visitor experiences in a way that improves the quality of life for all in the Reading region and will form part of the Council's ambition to see a coherent and enhanced improvement to Queen Victoria Street.

There are few locations in the Borough that have better accessibility to public transport options and town centre services and facilities

The proposals represent efficient use of brown field land with development at a scale and density appropriate to the high accessibility level of the site.

The scheme will meet the desires of the Reading 2050: A Vision for Reading 2050.

Shops units will be modest to support small start-ups and high-growth companies.

It meets the Council's ambition for a 'A City of Culture':

• Build upon the success of the Reading Festival – all year round cultural events throughprovision of vibrant public gathering spaces and street life and diverse venues – new 'Reading on Thames Festival'

• Refurbishing existing heritage assets

• Greater diversification of retail offer

• Strong, coordinated and well-marketed leisure offer

• Further support growing night economy – capitalise on music heritage

The proposals represent a unique opportunity to enhance and utilise this highly accessible location within the town centre, bringing a largely vacant and dilapidated site back into viable use, including the restoration and secured longevity of the Listed Buildings.

Text taken from Frost architect's design and access statement



11.0 CONCLUSION
11.2 READING BENEFITS

The Heritage Benefit

The scheme and design proposed is as a result of the collaboration with the Heritage Consultant and is based on a thorough understanding of the history, evolution and changes to the building throughout its life and its current poor condition. The primary aim of the proposal is to restore the building and provide it with a viable use that will ensure that thefuture safeguarding of the heritage asset.

To facilitate this aim, whilst there is identified less than substantial harm, the scheme has been carefully designed to retain and, where possible, enhance the most significant aspects of the buildings, their external form and appearance as well as the clear majority of their historic fabric and surviving plan-form. In addition, there are considerable public and heritage benefits that would clearly outweigh against this harm because as it stands, the heritage asset is at risk.

Specific heritage benefits can be summarised as:

• Reviving the currently underused heritage assets by providing the listed buildings
with an active viable use that will remove risk to the structures and see for their future
conservation and maintenance;

• Preventing further deteriorating to the listed buildings, specifically 1-15 Queen Victoria Street and 148 Friar Street. These buildings are currently in a significantly deteriorating condition with the highly significant frontage at risk of collapse without swift intervention to halt decay;

• Reinstatement of appropriate and in-keeping shop fronts throughout the site, thus enhancing the significance and authenticity of the listed buildings;

• Removal of poor-quality additions to the rear of the buildings, many of which are currently abutted directly against the rear elevation of the listed buildings;

• Retention and restoration of key elements of heritage significance, for example the important façades, original staircases and elements of historically legible plan form;

• Opportunities to reinstate appropriate detailing (fire surrounds, cornices and skirting boards etc.) in those areas of the listed building (primarily 5-15 Queen Victoria Street) which, internally, retain a higher degree of survival and plan form.

While interventions to the listed buildings are required to facilitate this, the proposals are based on a thorough understanding of the historic development, character and significance of the grade II listed buildings.

Through the design development phase the project team has sought to minimise harm through good design and retention of historic fabric and maximise benefits.



Heritage Led Approach

The plans have been developed in close partnership with Heritage and Planning consultants to ensure that the proposals are respectful and subservient to the listed buildings. The following considerations have been incorporated:
• the extension gives separation and distance to No. 15 Queen Victoria Street;
• ‘apartments’ designed to minimise disruption to the historic fabric;
• corridor runs along the back of existing building and utilises existing window openings
where passes through the existing party walls;
• stair to No.5 Queen Victoria Street retained;
• circulation core located outside of existing building footprint to minimise any disruption
to historic fabric;
• lift pit set away from existing walls to avoid foundations and basement structures;
• partitions retained to Nos. 5, 7, 9, 11, 13 & 15 Queen Victoria Street and No. 147 Friar Street where of historic value.

Text taken from Frost architect’s design and access statement



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