

5.0 THE PROPOSAL

5.2 STREET VIEWS

Local views - Friar Street

The proposed massing has been developed in response to local key views and the surrounding roofscape. Set-back upper levels have been staggered and angled to create a broken roof profile to reflect the scale along the street.

The proposals sympathetically revitalise this part of Friar Street, enhancing the architectural interest of the street frontage. The long and medium range views have been tested to ensure that none of the key sensitive views are impacted upon.

In addition, close range views from within the setting of key listed buildings and conservation areas have also been discussed above. The proposal is designed to be of a scale so that it is not visible from any of these views either.

The proposals would represent a change to the building and the townscape of Friar Street but one that would enhance the heritage and townscape setting while contextual and high quality new development.

Excerpt from Townscape Visual Impact Assessment prepared by Revive & Tailor



Proposed view from Friar Street

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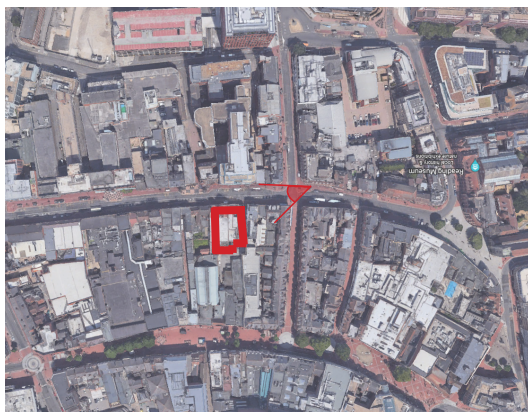
5.2 STREET VIEWS

Long views - Friar Street

The key views where the proposal would be visible would be from close range along Friar Street looking east and west. Here the set back two floors are visible and these sit above the established height datum of this part of Friar Street.

Following careful massing tests, the setbacks have been designed to allow for the main building and frontage to remain dominant. Additionally the fenestration and materiality have been chosen to provide architectural unity and homogeneity.

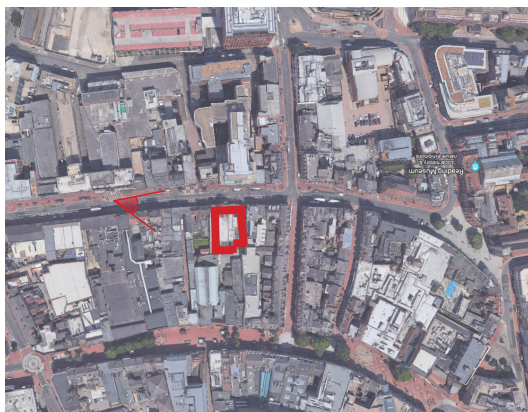
The high quality architecture and resulting appearance of the development add vitality to the character and appearance of the wider area and would enhance the townscape.



This is the long view east view from Friar Street of the proposed design of QVS2 with the existing QVS1.

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5.2 STREET VIEWS



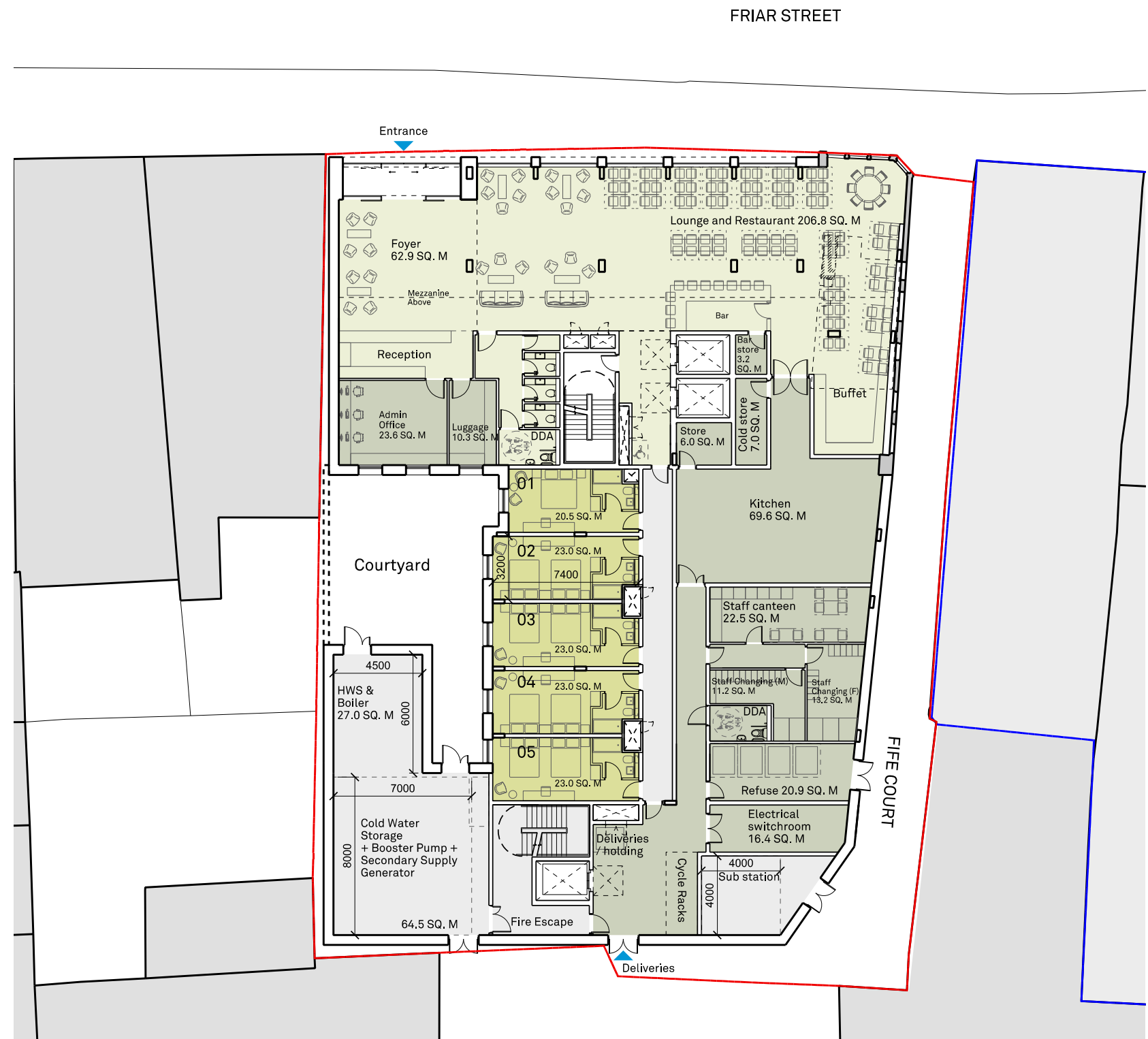
This is the long view west view from Friar Street of the proposed design of QVS2 with the existing QVS1.

5.0 THE PROPOSAL

5.3 PROPOSED LAYOUTS

GROUND FLOOR PLAN

- Historical Pub Bugle facade retained
- Double height entrance area
- New lounge and restaurant to enhance activity for the local community
- Optimized delivery strategy from the back of the development
- Plant space to the rear of the building
- Foyer
- Active Frontage
- Courtyard (SUDS)

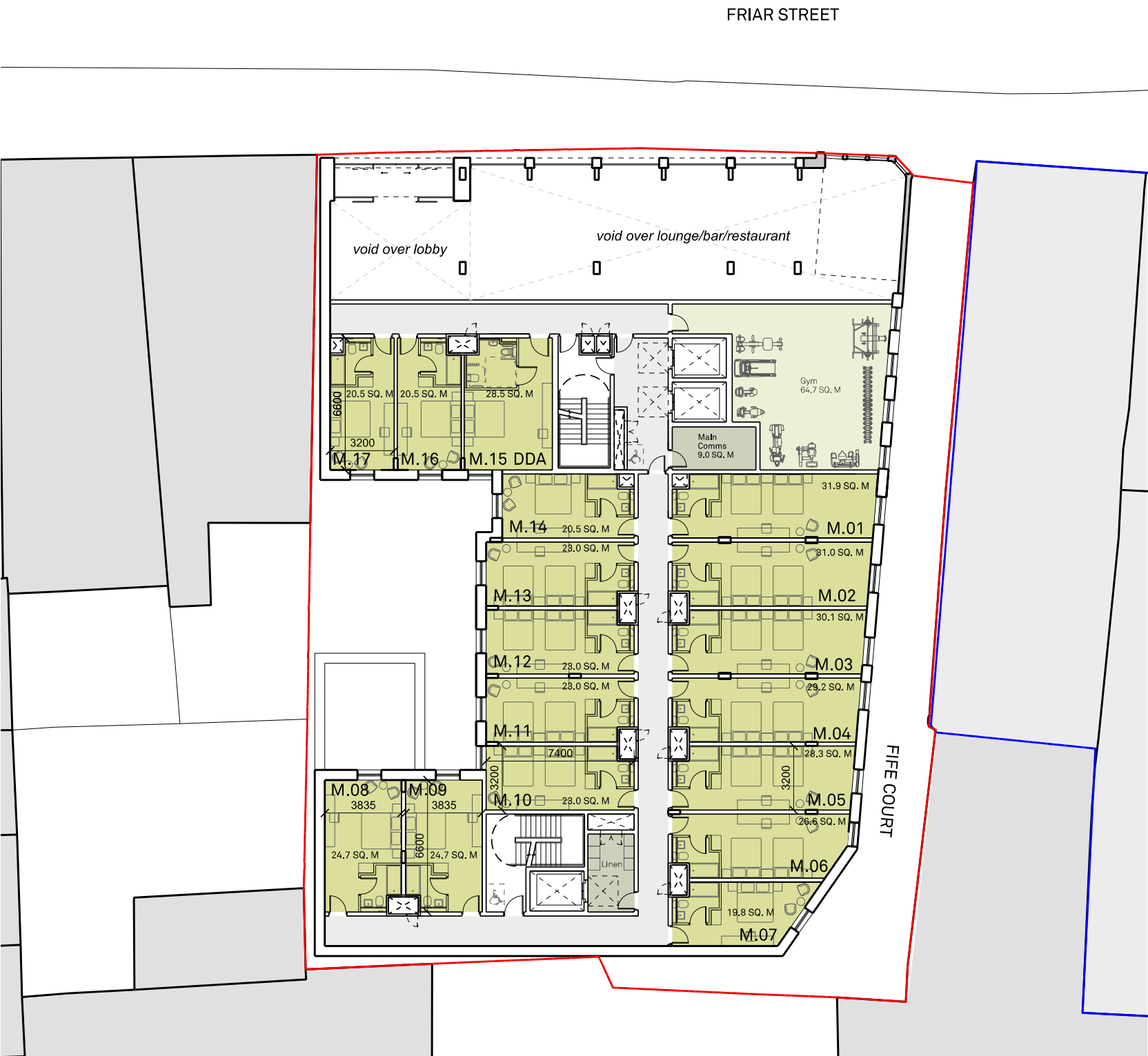


5.0 THE PROPOSAL

5.3 PROPOSED LAYOUTS

MEZZANINE FLOOR PLAN

- Double height entrance area
- Historical Pub Bugle facade retained
- Gym facing the double height space (guest only)
- Two cores with central corridor for optimized connectivity
- Hotel rooms designed to optimise space requirements
- ME risers accessible from the corridor
- Every room provided with windows for natural light
- Majority of the rooms are minimum 23sqm



5.3 PROPOSED LAYOUTS

1ST, 2ND AND 3RD FLOOR PLAN

- Two cores with central corridor for optimized connectivity
- Hotel rooms designed to optimise space requirements
- ME risers accessible from the corridor
- Every room provided with windows for natural light
- Majority of the rooms are minimum 23sqm



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5.3 PROPOSED LAYOUTS

4TH FLOOR PLAN

- Two cores with central corridor for optimized connectivity
- Hotel rooms designed to optimise space requirements
- ME risers accessible from the corridor
- Every room provided with windows for natural light
- Majority of the rooms are minimum 23sqm

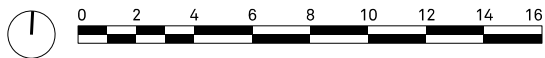


5.0 THE PROPOSAL

5.3 PROPOSED LAYOUTS

5TH FLOOR PLAN

- Two cores with central corridor for optimized connectivity
- Hotel rooms designed to optimise space requirements
- ME risers accessible from the corridor
- Every room provided with windows for natural light
- Top floors front setback to minimize volume from street level
- Majority of the rooms are minimum 23sqm
- Brown Roof (SUDS)



5.3 PROPOSED LAYOUTS

6TH FLOOR PLAN

- Two cores with central corridor for optimized connectivity
- Hotel rooms designed to optimise space requirements
- ME risers accessible from the corridor
- Every room provided with windows for natural light
- Top floors front setback to minimize volume from street level
- Majority of the rooms are minimum 23sqm



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5.3 PROPOSED LAYOUTS

Roof Plan

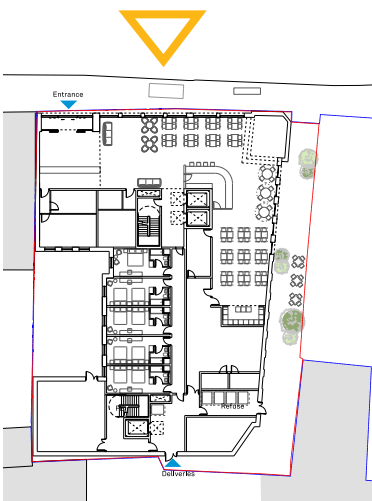
- External loved roof plant located to the back to avoid view from street level
- Photovoltaic panels provided for energy efficiency
- Brown Roof (SUDS)



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5.4 PROPOSED ELEVATIONS

Friar Street elevation



Windows Brickwork



Pre-cast Panels



Aluminum Panels



Red Brickwork

5.0 THE PROPOSAL

5.4 PROPOSED ELEVATIONS

Fire Court elevation

PPC Aluminium Panels

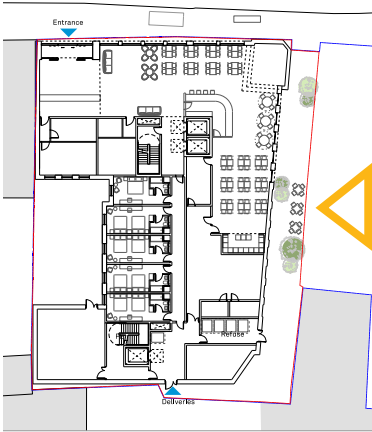
Rainscreen cladding with high-quality render finish

Rainscreen cladding with high-quality render finish

Brickwork



Fife Court Elevation



High-quality Render Finish



High-quality Render Finish



Pre-cast Panels



Red Brickwork

5.0 THE PROPOSAL

5.4 PROPOSED ELEVATIONS

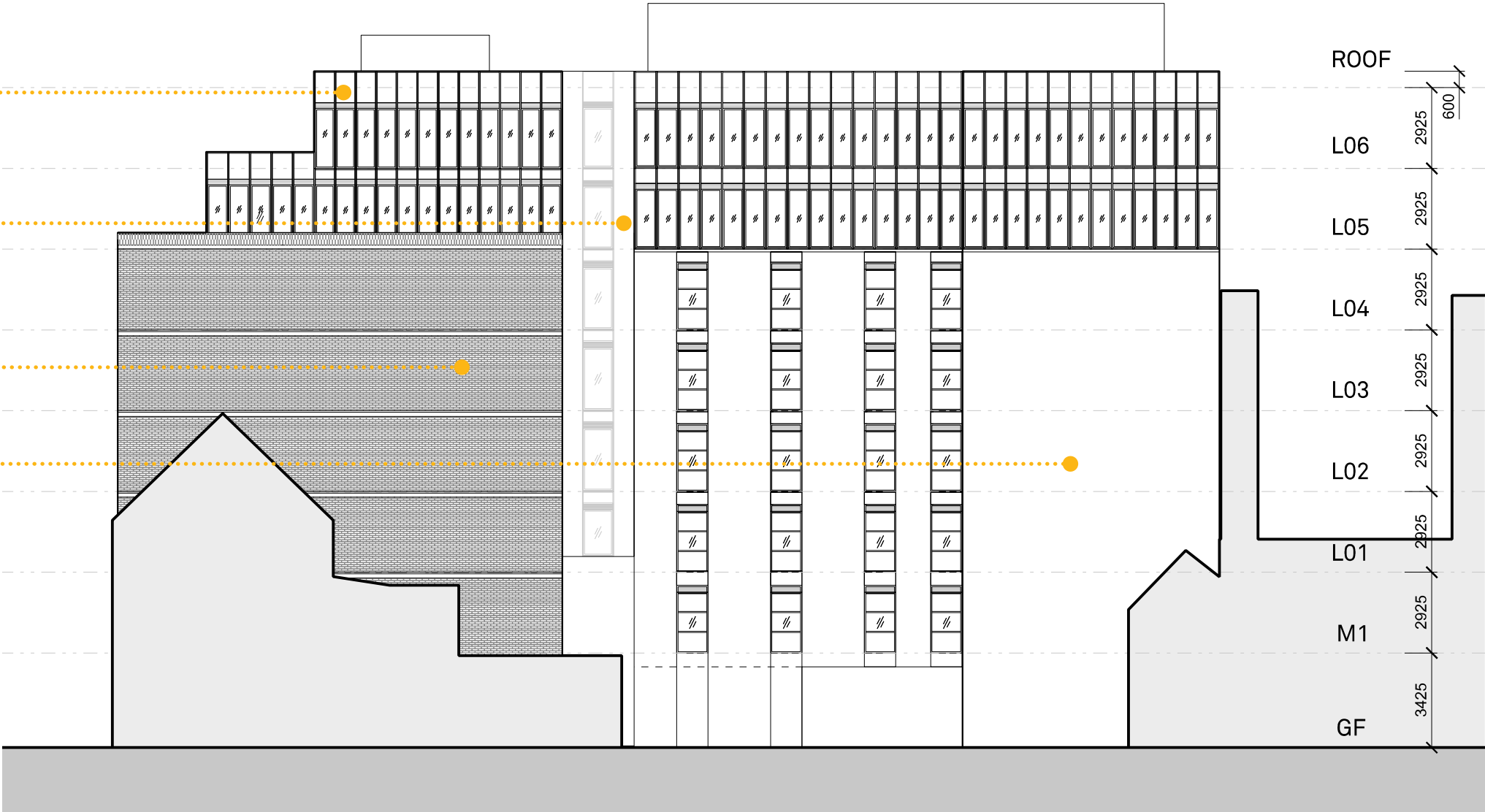
West elevation

PPC Aluminium Panels

Rainscreen cladding with high-quality render finish

Brickwork

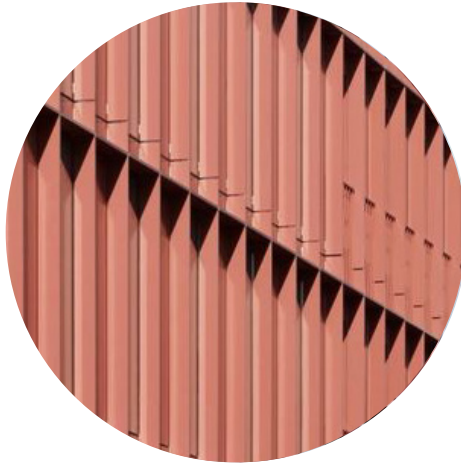
Rainscreen cladding with high-quality render finish



High-quality Render Finish



High-quality Render Finish



Aluminium Panels



Red Brickwork

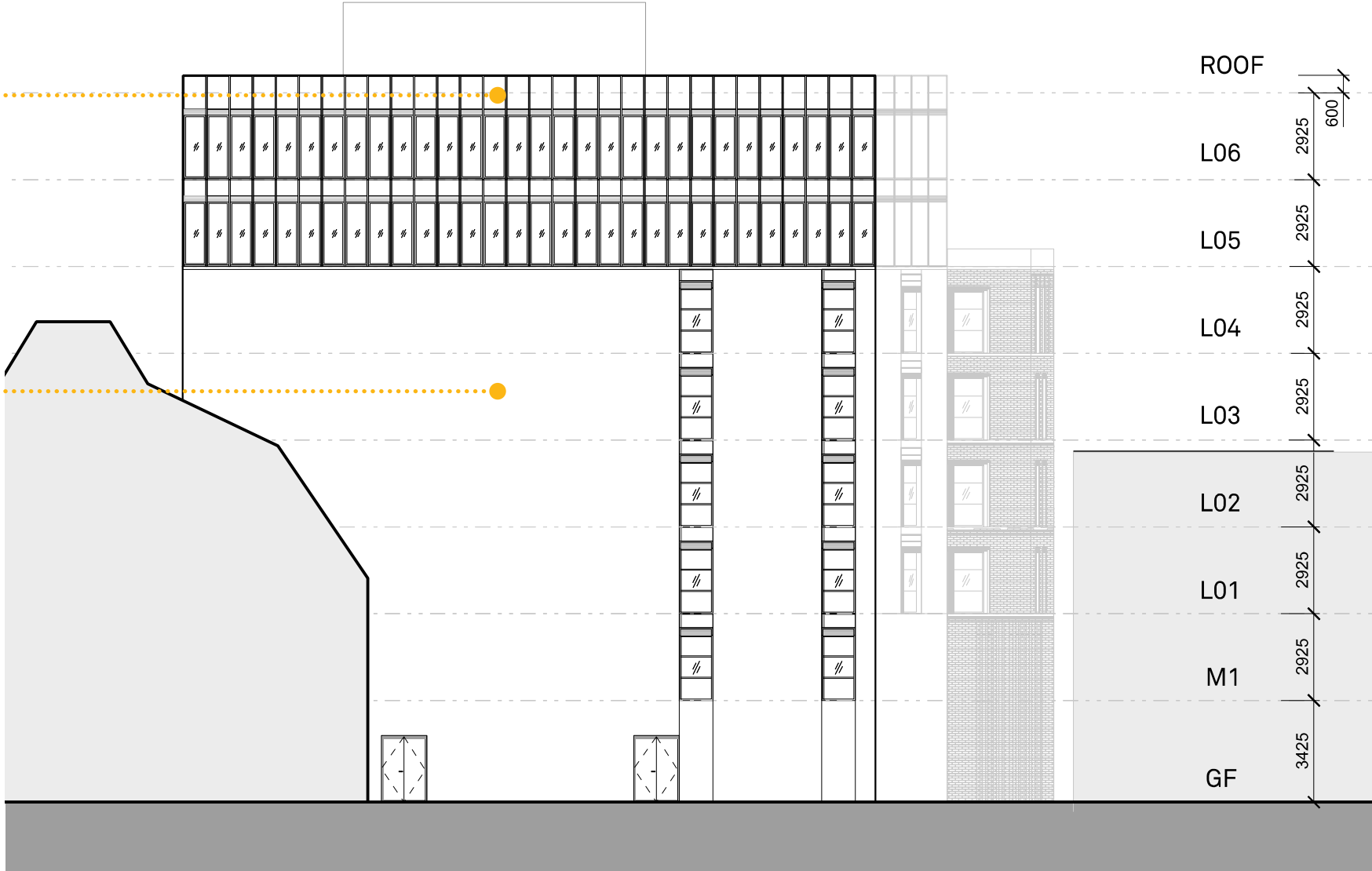
5.0 THE PROPOSAL

5.4 PROPOSED ELEVATIONS

Rear elevation

PPC Aluminium Panels

Rainscreen cladding with high-quality render finish



QVS II - CONSIDER CREATE CONNECT



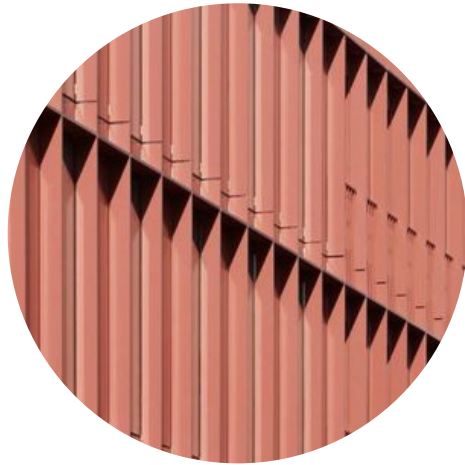
High-quality Render Finish



High-quality Render Finish



High-quality Render Finish

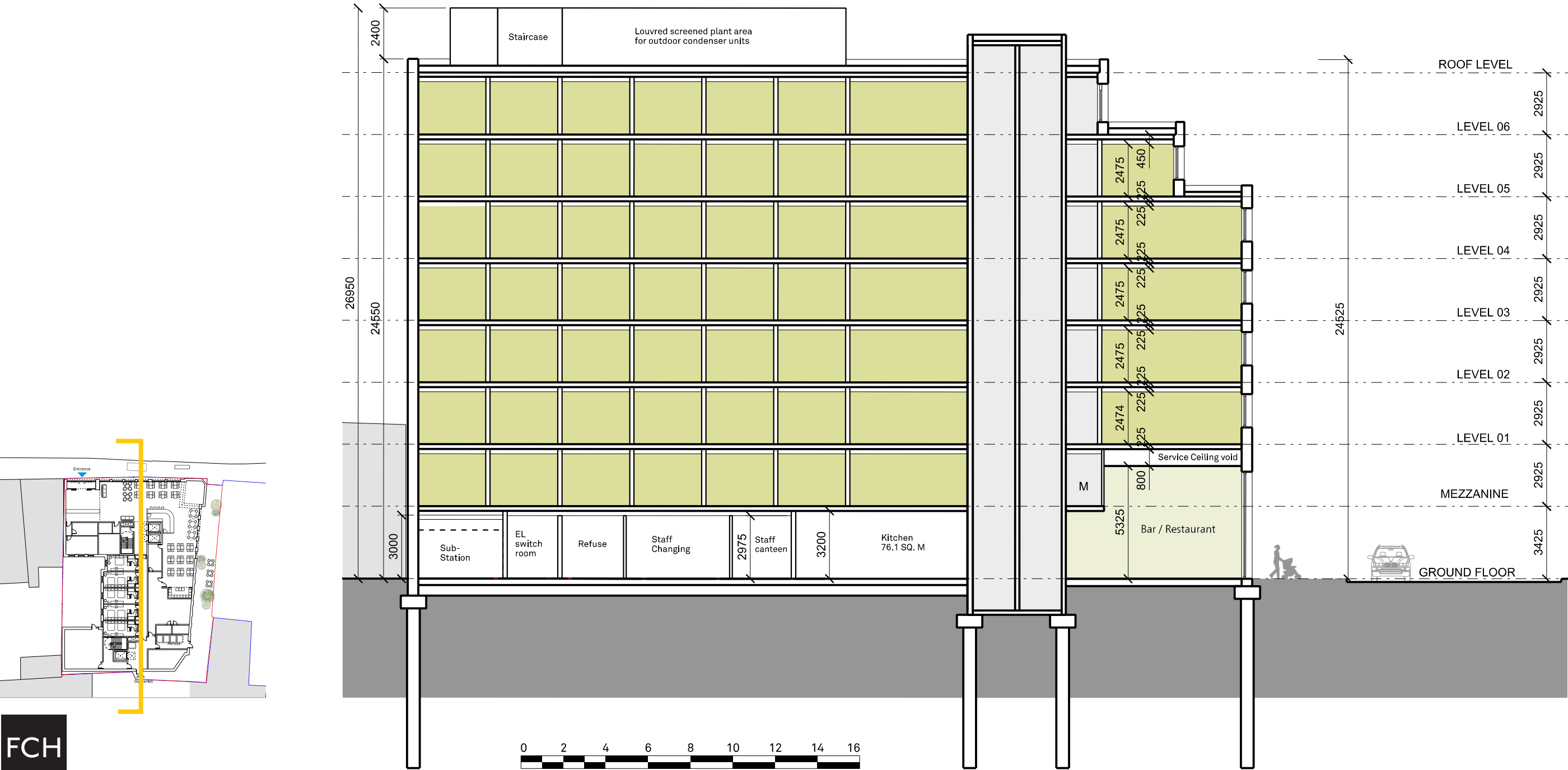


Aluminium Panels

5.0 THE PROPOSAL

5.5 PROPOSED SECTION

Proposed Section



5.0 THE PROPOSAL

5.6 SCHEDULE OF ACCOMODATION

Hotel Accommodation

Site area (ha)	0.13
Affordable Housing requirement (%)	n/a

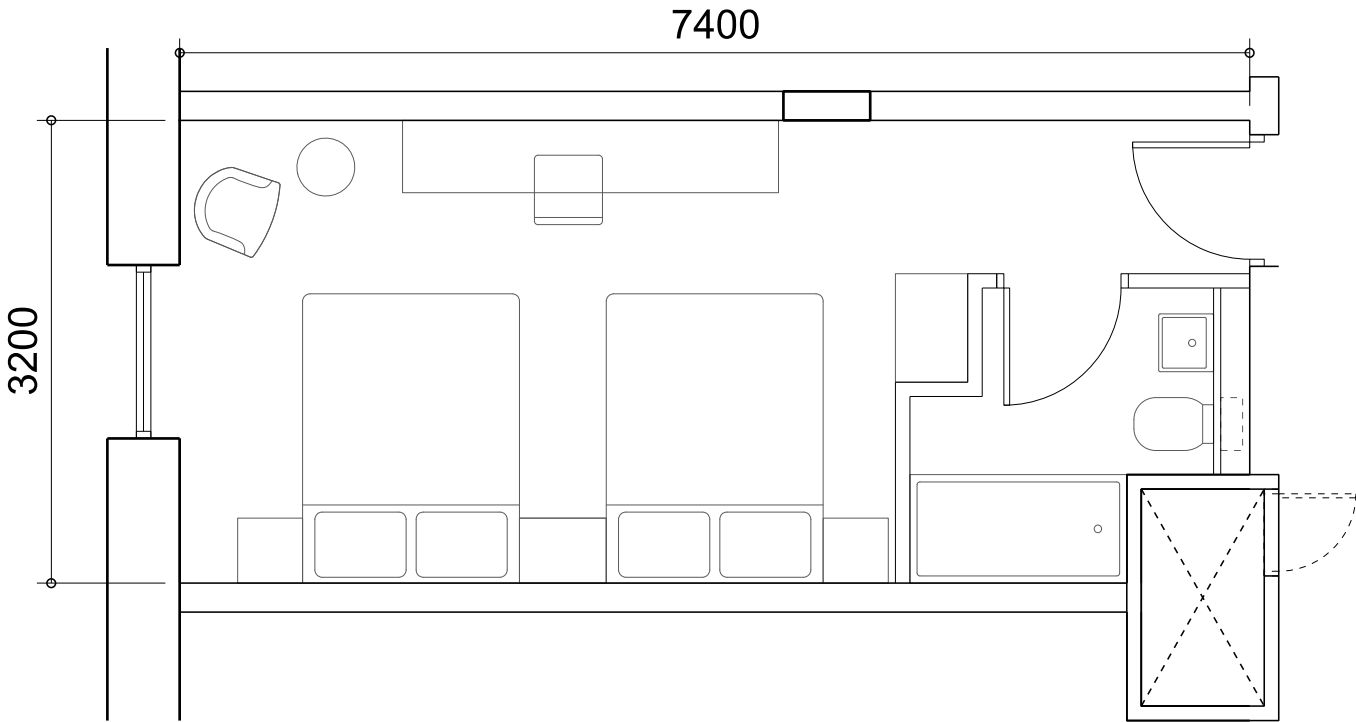
Floor	Guestrooms			Total	GIA		GEA		NIA		Notes
	DDA	Standard	Suites		sqm	sqft	sqm	sqft	sqm	sqft	
Level 00	0	5		5	881.00	9,482.20	955.00	10,278.67			Lobby / FOH / Deliveries / Retail unit
Level M1	1	16		17	720.00	7,749.36	794.00	8,545.82			Mezz level (excluding double height area)
Level 01	1	25		26	840.00	9,040.92	917.00	9,869.67			
Level 02	1	25		26	840.00	9,040.92	917.00	9,869.67			
Level 03	1	25		26	840.00	9,040.92	917.00	9,869.67			
Level 04	1	25		26	840.00	9,040.92	917.00	9,869.67			
Level 05	1	19		20	688.00	7,404.94	755.00	8,126.07			Half set-back
Level 06	1	16		17	615.00	6,619.25	678.00	7,297.31			Full set-back
Sub-Totals	7	156	0	163							
Percentage	4%	96%	0%	100%							
Totals		163		163	6,264.00	67,419.43	6,850.00	73,726.55			
Percentage		100%		100%							



5.0 THE PROPOSAL

5.7 TYPICAL ROOM LAYOUT

The scheme utilises a range of room typologies. Where necessary, the typologies have been modified to accommodate a greater mix of users and variation of building massing.



Aparthotel inspired images, London, St Paul's

5.0 THE PROPOSAL

5.8 QVS PHASE 1 & 2 MASTERPLAN

A tandem planning application for the expanded QVS1 scheme is submitted, as agreed with Officers at pre-app, the schemes will form separate proposals as QVS1 contains listed buildings and will function as an apart-hotel on upper floors. Therefore, keeping the procedure for separate will aid the future delivery of the scheme in construction terms as both scheme require different skill sets. However, they are presented at the same time and the joined-up approach of considering design has been the underpinning approach.

Both schemes are summarised below.

QVS 1

- Proposals for redevelopment of 1-15 Queen Victoria Street & 147-148 Friar Street.
- Repair and refurbishment of heritage buildings.
- Apart hotel rooms
- High quality retail
- New public market square
- Application approved at Committee June 2021

QVS1+

- Applicant secured ownership of 145 and 146 Friar Street
- Ground floor of 145 & 146 Friar street will be integrated into the market square to
- improve connectivity and enhance the commercial offering.
- Upper floors of 145 & 146 incorporated into the overall comprehensive redevelopment
- designs means the number of bedrooms in the apart-hotel can increase.
- QVS1+ will provide additional commercial floorspace, more apart-hotel bedspaces and
- improved market square further enhancing scheme viability.

QVS2

- QVS2 will integrate with QVS1 and QVS1+ to revitalise this iconic town centre location, comprehensively redeveloping the site(s) to provide a vibrant and attractive mixed use hotel quarter.
- QVS2 will provide a large apart-hotel and food and beverage offer, providing a destination location on Friar street, increasing footfall and connectivity between the station and shopping areas, creating new jobs and leisure and business accommodation in the heart of the town centre to help sustain the long term success of Reading. QVS2 will act as an anchor for the public square, as further detailed below.

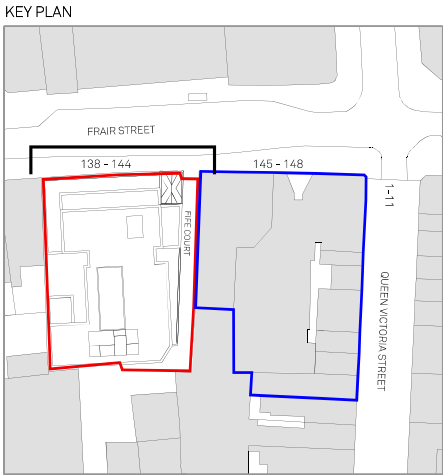


Proposed QVS 1 & 2 masterplan

5.0 THE PROPOSAL

5.8 QVS PHASE 1 & 2 MASTERPLAN

Proposed Friar Street masterplan elevation



Public space



Leisure



Retail



Market Square Inspired Images,