

71-73 Caversham Road READING

SCHEME
PRESENTATION
JULY 19

SITE ANALYSIS



STOREY HEIGHT

- 1 STOREY
- 2 STOREY
- 3 STOREY
- 4 STOREY
- HERMES SITE STOREY HEIGHT



USES

- RESIDENTIAL
- RETAIL
- COMMERCIAL
- INDUSTRIAL
- OFFICE
- RESTAURANT
- FIRE STATION
- HERMES SITE USES



AMENITY SPACE

- PRIVATE GARDENS
- HERMES SITE
- PRIVATE PODIUM/ GARDENS
- PUBLIC AMENITY



FLOOD RISKS

- AREA AT RISK
- HERMES SITE



CAVERSHAM ROAD EXISTING STREET CHARACTER

THE SITE



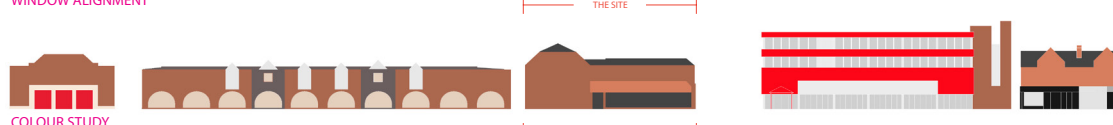
SIMPLIFIED ELEVATION

THE SITE



WINDOW ALIGNMENT

THE SITE



COLOUR STUDY

THE SITE



WINDOW AND MATERIAL DETAILS

THE SITE

71-73 Caversham Road READING

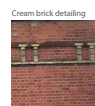
SCHEME
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EXISTING BUILDINGS STUDY - THE DREWS



THE DREWS BUILDING

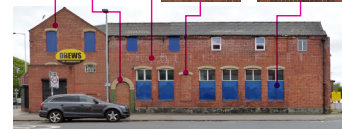
'Ghost' sign-letting at first floor level on Northfield Road - possibly 'MALT' -



THE DREWS BUILDING

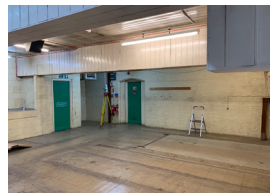
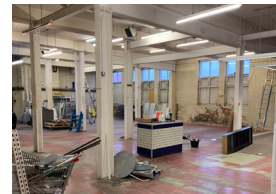
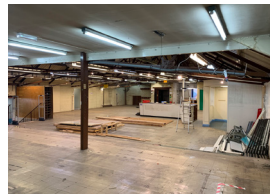


EXISTING FORMER MALT HOUSE - CAVERSHAM ROAD
FACADE



EXISTING FORMER MALT HOUSE - NORTHFIELD
ROAD FACADE

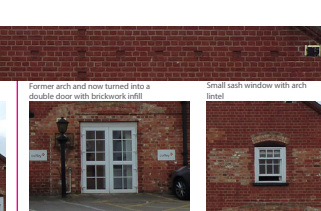
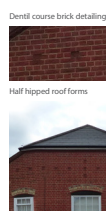
DREWS - EXISTING INTERIOR



EXISTING BUILDINGS STUDY -



FORMER BREWERY BUILDING



FORMER BREWERY BUILDING



FORMER BREWERY BUILDING - INTERNAL FACADE



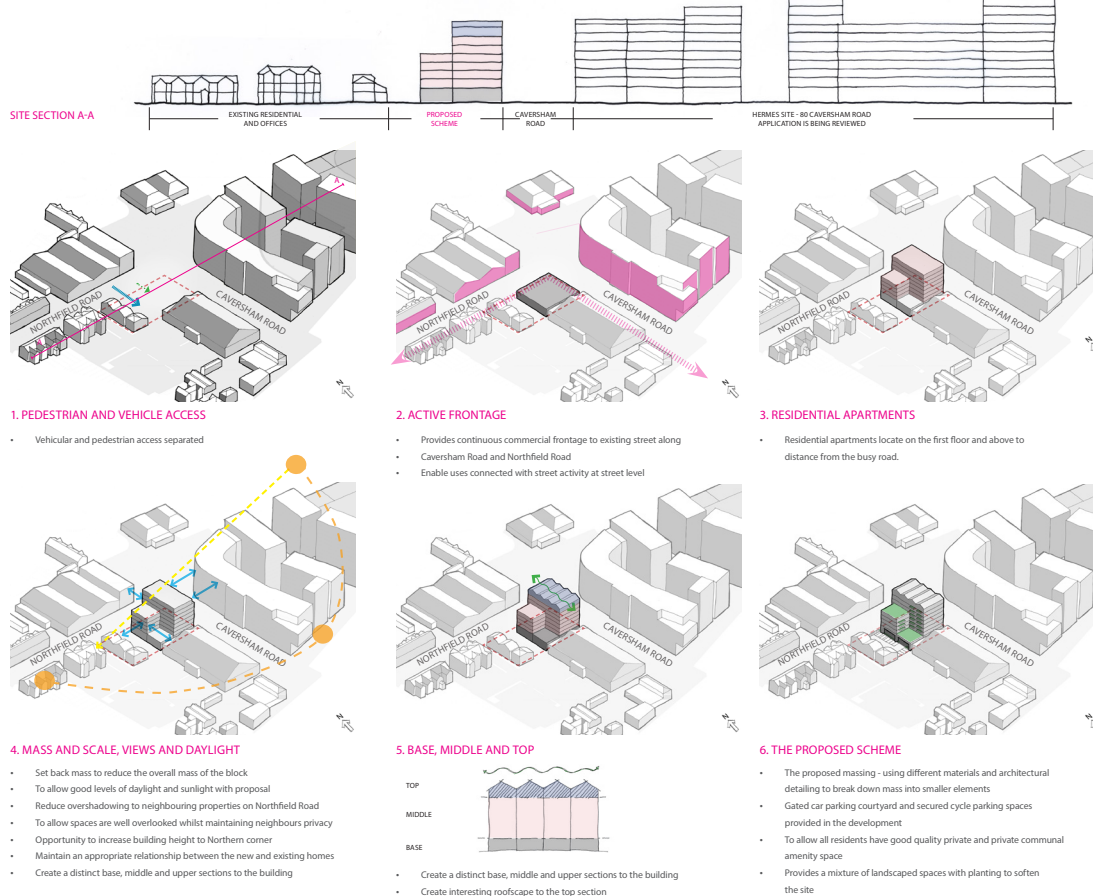
EXTERNAL FACADE

71-73 Caversham Road READING

CONSTRAINTS & OPPORTUNITIES

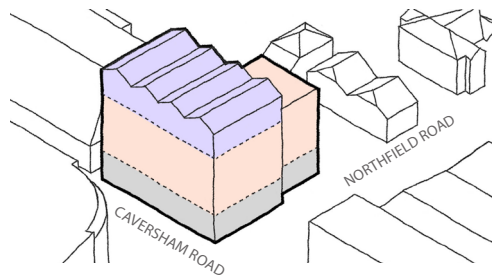


DESIGN PROCESS & KEY CONSIDERATIONS



71-73 Caversham Road READING

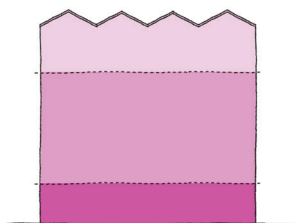
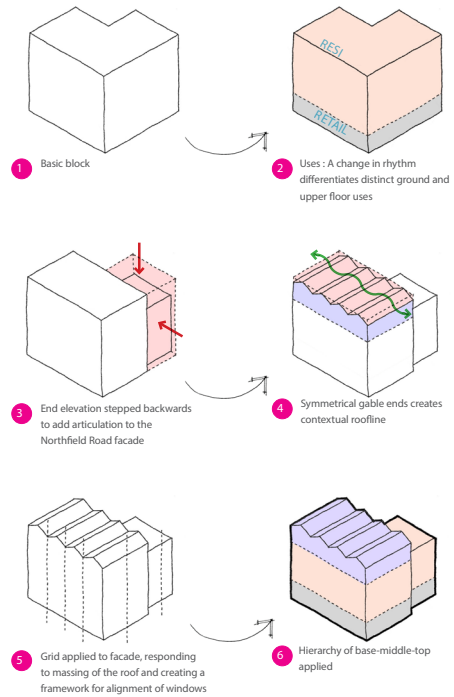
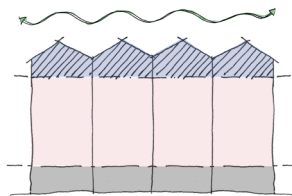
BUILDING FORM AND FACADE PRINCIPLES



TOP

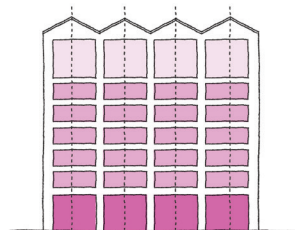
MIDDLE

BASE

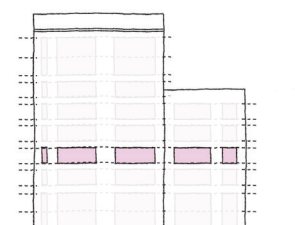
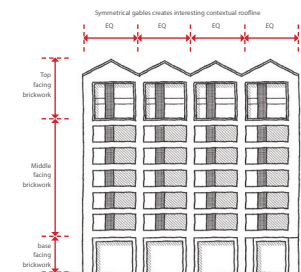


Building has a distinct base middle and top.

CAVERSHAM ROAD ELEVATION

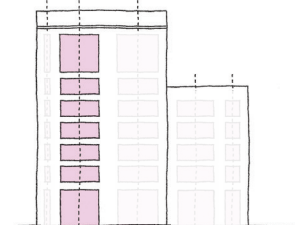


Windows and entrance are vertically proportioned and aligned vertically. They are also consistent in height and horizontally aligned.

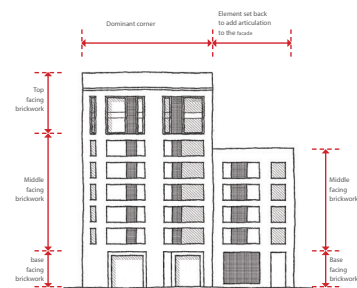


Windows are consistent in height and horizontally aligned windows.

NORTHFIELD ROAD ELEVATION



Vertically and horizontally aligned pattern of windows with similar character. Variation in form used to define horizontal and vertical divisions within the facade.



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THE PROPOSAL

KEY FIGURES

NUMBER OF UNITS:
57

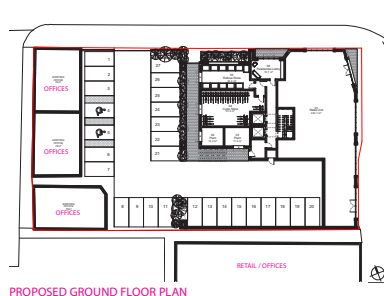
1 BED APARTMENT:
49

2 BED APARTMENT:
8

NUMBER OF CAR PARKING SPACES:
27 (INCL. 2 DISABLED PARKING)

NUMBER OF BICYCLE RACKS:
68 (INCLUDE 10 EXTERNAL SPACES)

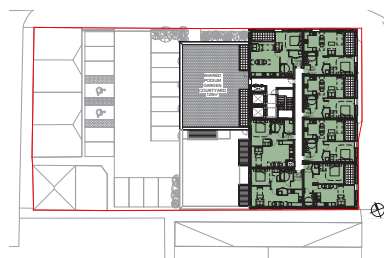
COMMERCIAL UNIT AREA:
244M² (2,626FT²)



PROPOSED GROUND FLOOR PLAN



PROPOSED FIRST FLOOR PLAN



PROPOSED FIFTH FLOOR PLAN



VIEW FROM NORTH OF CAVERSHAM ROAD



VIEW FROM NORTHFIELD ROAD

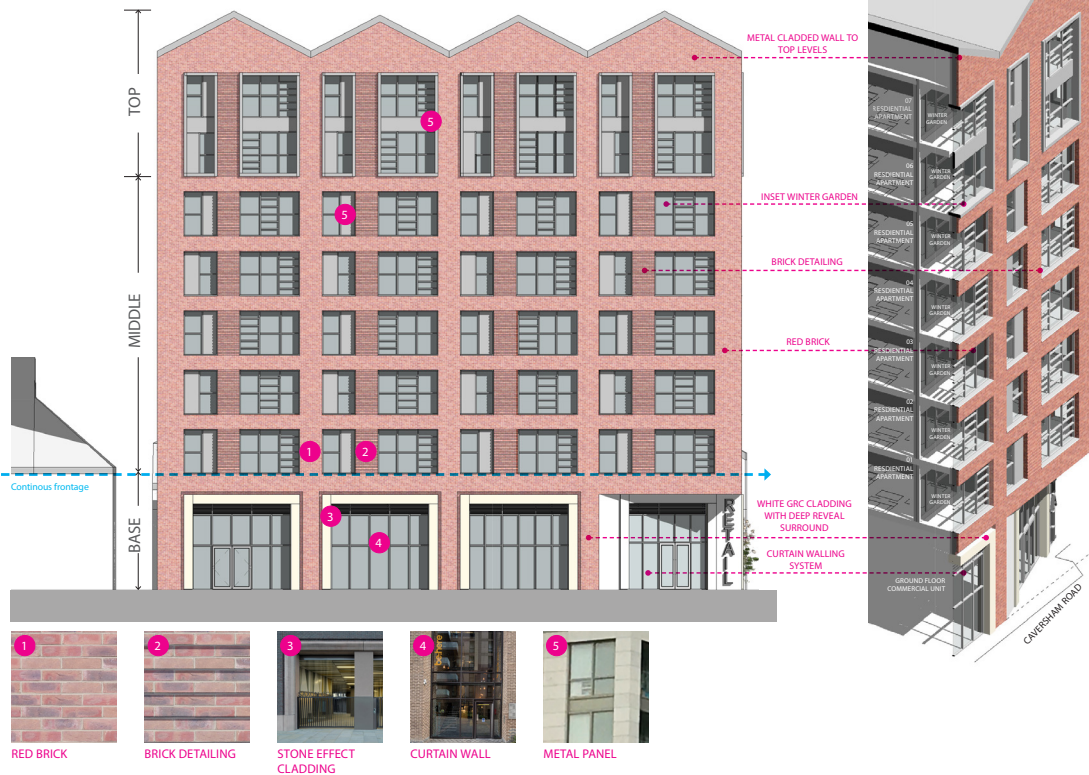


VIEW FROM NORTH OF CAVERSHAM ROAD

71-73 Caversham Road READING

SCHEME
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JULY 19

THE PROPOSAL - BAY & SECTION DETAIL



PRECEDENT IMAGES



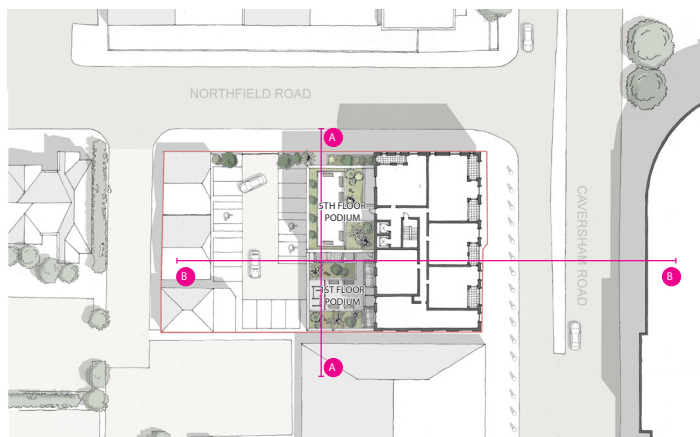
71-73 Caversham Road READING

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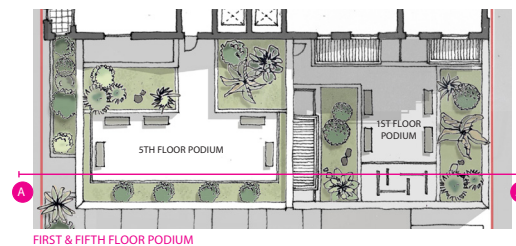
THE PROPOSAL - LANDSCAPE AND PRIVATE AMENITY SPACE

PRIVATE AMENITY SPACE (NDSS MIN. REQUIREMENT)			
TYPE OF HOMES	NO. OF HOMES	MINIMUM M ² /UNIT	TOTAL M ²
1B2P	49	5	245
2B3P	5	6	30
2B4P	3	7	21
TOTAL	57		296

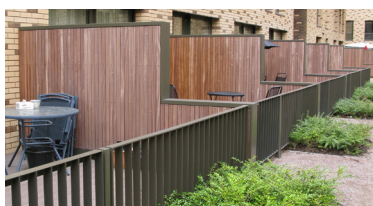
AMENITY SPACE - SHARED	
PODIUMS	M ²
1ST FLOOR SHARED COURTYARD 01	107
5TH FLOOR SHARED COURTYARD 02	129
TOTAL	236



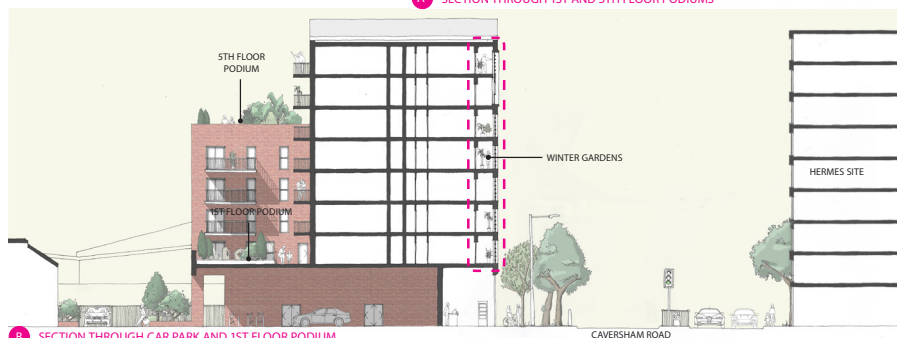
THE PROPOSED MASTERPLAN



FIRST & FIFTH FLOOR PODIUM



SECTION THROUGH 1ST AND 5TH FLOOR PODIUMS



SECTION THROUGH CAR PARK AND 1ST FLOOR PODIUM

71-73 Caversham Road READING

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DESIGN REVIEW PANEL - 2ND MAY

THE FIRST PROPOSAL

NUMBER OF UNITS :
49

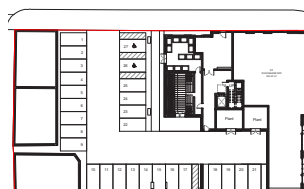
1 BED APARTMENT :
36

2 BED APARTMENT :
13

NUMBER OF CAR PARKING SPACES :
27 (INCL. 2 DISABLED PARKING)

NUMBER OF BICYCLE RACKS :
50

COMMERCIAL UNIT AREA :
252M² (2,712FT²)



GROUND FLOOR PLAN



TYPICAL FLOOR PLAN

- More interesting roofscape**
 - Look at developing more interesting roofscape. Perhaps take inspiration from the existing building.
- Step down along Caversham Rd seems unnecessary**
 - It was felt that the building should go full height along the road and not step down to a building that may be developed in the next few years.
- Window fenestration to provide interest to facade**
 - As an alternative to a large palette of materials, a more dynamic window fenestration could be used.
- Smaller palette of materials**
 - Building feels as if it is trying to hard with so many variations of materials.
 - Suggestion of a smaller palette and one main material used throughout.
- 1 1/2 storey base to align with neighbouring brick (not roof)**
 - The proportion of the current base to the corner and the building is not balanced.
 - Reorganise the base to highlight the 1 1/2 storey commercial units.
- Retaining part of the heritage of the existing building**
 - Case officer highlights that there has been some concern with regards to both the retention of the building and building to be demolished in relation to heritage. Suggested the design and benefits could address this with a potential historical acknowledgement from the new building.



EAST ELEVATION (FACING CAVERSHAM ROAD)

- Proportions of top floor windows need adjusting**
 - The top floor windows seem too tall.
 - The building also seems too heavy, with large windows and a dark metal ceiling.
- Don't be apologetic about height**
 - Building is currently too apologetic about its height.
 - Suggested being bold about the height and not trying to make the building look shorter than it is.
 - Advised that one should make the building as tall as we believe the site can accommodate without being apologetic. There was no indication that the scale we were proposing was too tall and even a negative additional height could be supported.
- Amenity space is needed for all flats**
 - Perhaps three winter gardens on the East elevation facing Caversham Rd.
- Red Brick would be better suited**
 - Felt, as if there are currently too many materials and perhaps makes the facade look too busy.
 - Focus on one brick material, the red brick that is found around Reading town.

Think about the Northern entrance to site

- How will this address the street?
- Full at least one storey more than place with a fully locked gate at the entrance.

Promote a greener site with less parking

- To set a precedence for future development along Caversham Rd, less car spaces and more cycle storage would be provided.

The East and North Ground floor 'facades' do not currently seem 'active'

- How will this address the street?
- Building seems to just stop at the ground, it has an opportunity to play with facade design at ground level.

Is it possible to reduce number of North facing single aspect units?

- Is there a way to rearrange internal to reduce North facing single aspect units?

All flats should have some sort of amenity space

- With the limited terraces or private balconies?
- Must comply with space standards.

The top section was too dark

- Panel suggested the cladding material at the top was too dark and questioned the cladding approach.
- Advised that the 2/3 comparison of the building didn't work and suggested 1/3 top, 1/3 middle and 1/3 base.

West facade seemed more honest in its facade

- The simplicity of the West elevation was preferred, with less fenestration.
- Some differentiation in fenestration was suggested.



WEST ELEVATION (FACING CAR PARK)



WEST ELEVATION

South Facade should not be apologetic to neighbouring building

- It was felt that the existing glass was not quite the full height as the development is possible on the neighbouring site.



PRE-APPLICATION MEETING - 10TH JUNE

THE SECOND PROPOSAL

NUMBER OF UNITS :
57

1 BED APARTMENT :
49

2 BED APARTMENT :
8

NUMBER OF CAR PARKING SPACES :
27 (INCL. 2 DISABLED PARKING)

NUMBER OF BICYCLE RACKS :
58

COMMERCIAL UNIT AREA :
244M² (2,627FT²)



GROUND FLOOR PLAN



TYPICAL FLOOR PLAN

Should the development be car free?

- Case officer suggested that the most appropriate use of space and whether the development should be car free. Team stated that the majority of spaces were required for existing and proposed commercial - need to provide parking for this within the application submission. Case suggested spaces could be retained as they are on the ground floor plan.

Flooding

- Advised that subject to providing the correct information the new scheme to be a reason for refusal. The scheme is well known flooding do not have any exceptionally problematic sites that would not be considered as part of the application submission.

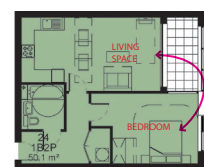
Supportive of the revised layout

- Generally, case officer supportive of revised internal flat layout.

Too many 1 beds and no 3 beds

- Case officer suggested that we around the housing mix to reflect policy 10 of the Reading Central Area Action Plan.

- Not - No proposal for residential development within the central area will be required to contribute towards a mix of different unit types within the development. This will be measured by the number of bedrooms provided within individual units. Ideally, a mixture of one, two and three bedroom units should be provided. As a guide, in developments of 10 dwellings, there should be a minimum of 40% of units should be 1+bed, and a maximum of 10% of units should be 4+bed. 3+bed units can be clearly demonstrated that this would render a development unviable.



TYPICAL 1 BED APARTMENT

Concern about lack of daylight in living space due to recessed least balcony

- Suggested flipping the layout of flats on the western elevation to increase more sunlight to living rooms.



CAVERSHAM ROAD ELEVATION

Supportive of the revised building form and design

- Generally, case officer supportive of the revised design, material use and building form.

The development now seemed too tall

- The case officer suggested that we have a survey from the overall building height so that we all understand within the sector provided.

Heritage

- Historic Building Consultant concluded that 'As stated in paragraph 10 of the NPP, the effect of a development on the significance of a non-designated heritage asset should be taken into account in determining the application, weighing the scale of the effect on the heritage asset and its significance.'

Consult with the local group

- Case officer suggested we make contact with the local group. Community design group who will most likely object to the proposal <https://www.caversham.org/>



VIEW FROM CAVERSHAM ROAD



VIEW FROM NORTHFIELD ROAD