

3.0 THE SITE

3.11 EMERGING CONTEXT

Station Hill Development



Station Hill development proposals
Excerpt taken from Station Hill North Design & Access Statement



Station Hill development - Phase 1



Station Hill development - Phase 2

Key plan



3.0 THE SITE

3.11 EMERGING CONTEXT

Bristol & West Arcade Market Place,
173-175 Friar Street, Reading



(LPA Ref: 06/00663/FUL/GJM) “Refurbishment of shopping arcade and offices. Partial demolition and addition of health club and 14 dwellings”

2006 planning consent for 8 storey development along Friar Street.



(LPA Ref: 180358) “Demolition of vacant former Bristol & West Arcade (173 – 175 Friar Street) and erection of an eight storey mixed –use building (plus basement) to provide 35 residential units, 4,208 sqm of B1 office floorspace, and 5 retail units (A1/A2/A3)...”

2018 planning consent for 8 storey development along Friar Street.



(LPA ref: 210163) “Demolition of vacant former Bristol & West Arcade (173-175 Friar Street) and redevelopment of site including minor excavations at basement level to provide an 8-storey building to provide a hotel (C1 use) of up to 182 beds, creation of a bar/restaurant/gym at ground floor associated with the hotel and the provision of ancillary facilities including outdoor terrace, demolition of rear parts of 29-31 and 32 Market Place, the change of use of the retained units at 27-28, 29-31 and 32 Market Place at first, second and third floors to provide 8 residential units, retention of flexible Class E uses at ground and basement floors.”

Application resolved to approve by planning committee and is subject to signing of S106

Key plan



4.0 DESIGN DEVELOPMENT

4.1 PLANNING RATIONALE

Policy Review

The principal and compliance with the policies of the development plan has been assessed and found that the proposals fully accords with the said policies of the Reading BC Local Plan.

Principal

Central Reading (Policy CR1) and Policy RL 1 identifies the said location as a Regional Centre, where the greatest levels of development and change will be seen. The vitality and viability of centres should be maintained and enhanced, including broadening the range of facilities, which this scheme will.

Active Frontage

Policy CR7 seeks to protect active frontages, which this proposal will achieve, as well as the introduction of additional activity.

Local Distinctiveness

Policy EN1 requires all proposals will be expected to protect and where possible enhance the significance of heritage assets and their settings, the historic character and local distinctiveness of the area in which they are located. The proposals will compliment Phase 1.

Hotel

The Annual Monitoring Reports show that the amount of hotel (C1) floor space delivered is extremely low, history shows 1066sqm (AMR 2021), 848sqm (AMR 2020) and 0sqm (AMR 2019). There is 47,011dqm with planning permission, of this 9,498sqm is in the town centre. However, the

schemes are simply not progressing to be built, which in some cases is as a result of viability or the consent being speculative. As advised, the Applicant has partnered with an international hotel operator to ensue the scheme is delivered and not simply speculative. There is clearly demand considerable interest shown in the site but this is of course subject to it being viable and deliverable.

Leisure

Policy CR4 states the Central Core will be the prime focus for major leisure, culture and tourism development. Uses that would attract a wide range of people into the centre are encouraged. Innovative solutions to leisure provisions will also be encouraged, particularly those that make the best use of available (often limited) site area. A hotel will assist in the provision in short-term letting accommodation for people visiting Reading. This along with the market square and general enhancement of the site and retail proposals will attract people to the town centre. The activity of Fife Court also provides additional frontage to enable more retail uses at ground floor space.

Design

Policy CC7 seeks high quality design, maintaining and enhancing the character and appearance of the area within which it is located a high quality design that responds to context is proposed.

Sustainable

In adhering to BREEAM requirements the scheme will comply with Policy CC2.

Efficiency

Having regard to Policy CR2, the proposals will be constrained by the existing site footprint and will not alter the grid layout of the town centre. The proposals will introduce a variety of uses and activity to this location of the town centre and will be of high quality design and finishes.

Summary

When considering the benefits of the proposals and presumption in favour of sustainable development, the proposals are considered to comply with the planning policies.



Existing application site photography



4.0 DESIGN DEVELOPMENT

4.2 LOCAL INFLUENCES



The buildings along Friar Street display a variety of architectural styles, building heights and roof profiles. Gable ends and angled roof profiles are visible in long views which creates a dynamic roof scape adding architectural interest to the area. It is considered that the street is unified through contrast rather than defining architectural parameter. A combination of brick colours and tones create a vertical rhythm to the street, with many of the buildings adorned with intricate brickwork detailing.

These characteristics and qualities have been used to inform the design approach for the Phase 2 site.

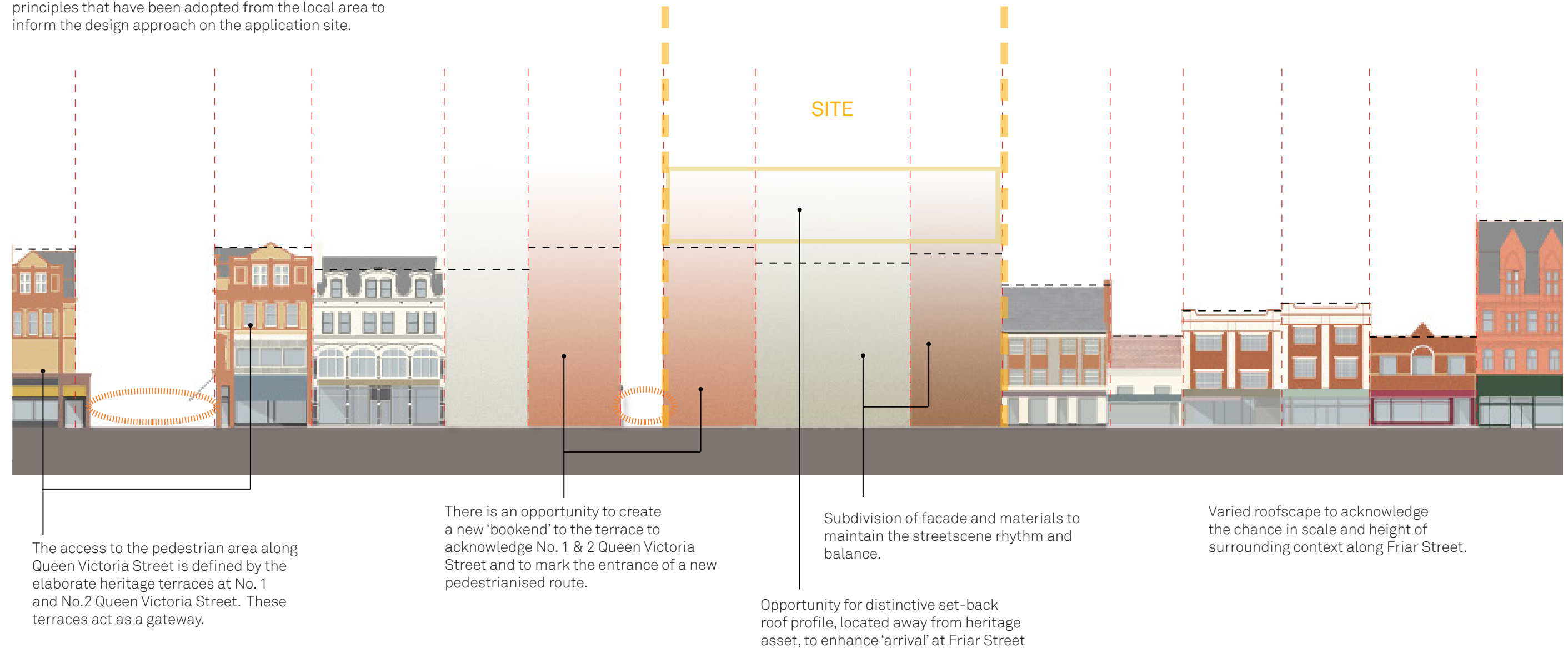


Examples of architectural detailing used along Friar Street (Above)
View looking east along Friar Street (Right)

4.0 DESIGN DEVELOPMENT

4.2 LOCAL INFLUENCES

The diagram presented here illustrates some of the key principles that have been adopted from the local area to inform the design approach on the application site.

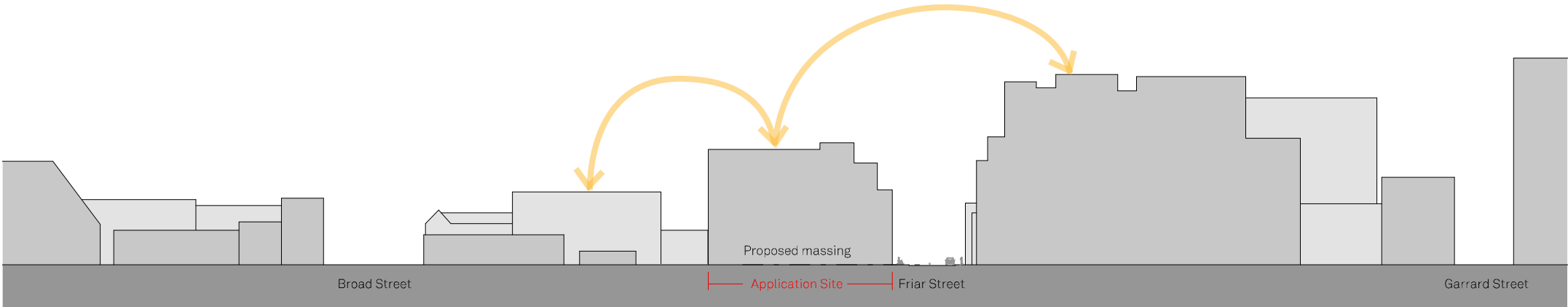


4.0 DESIGN DEVELOPMENT

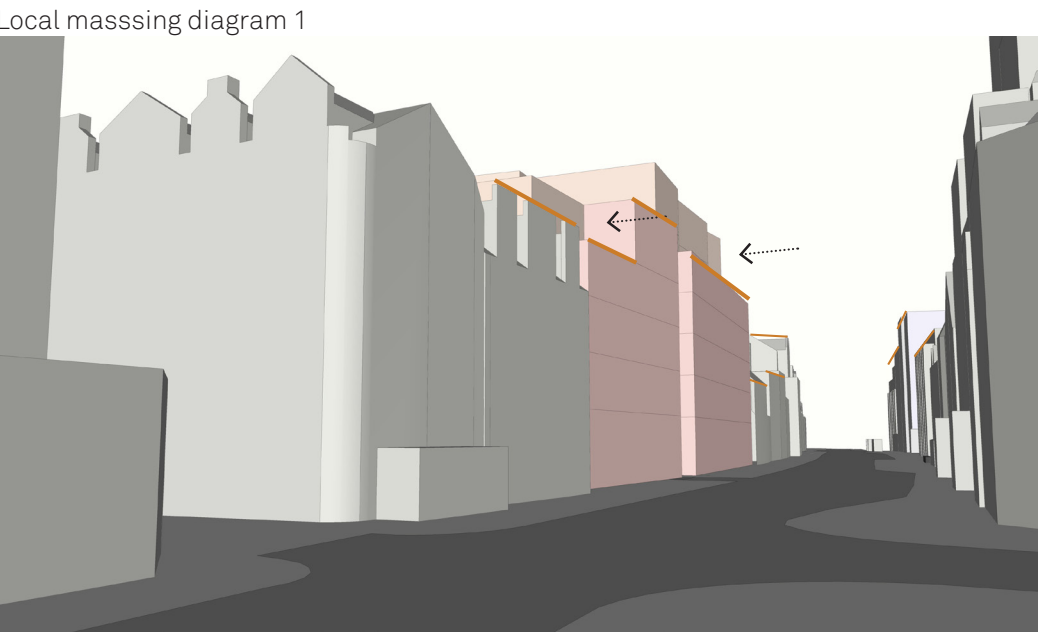
4.3 HEIGHT & MASS STUDIES

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 and lower parapet lines have been established to reflect the alternating scale along the street.

The massing diagrams shown here illustrate early concept studies which explored alternative heights, massing arrangements and set-backs. These studies were assessed in the following detailed massing analysis and formed the basis for consultations with planning officers and local stakeholders.



Concept Friar Street section



- Key
- Variation of streetscape building line
 - Reduced massing
 - Opportunity for contrasting roofscape

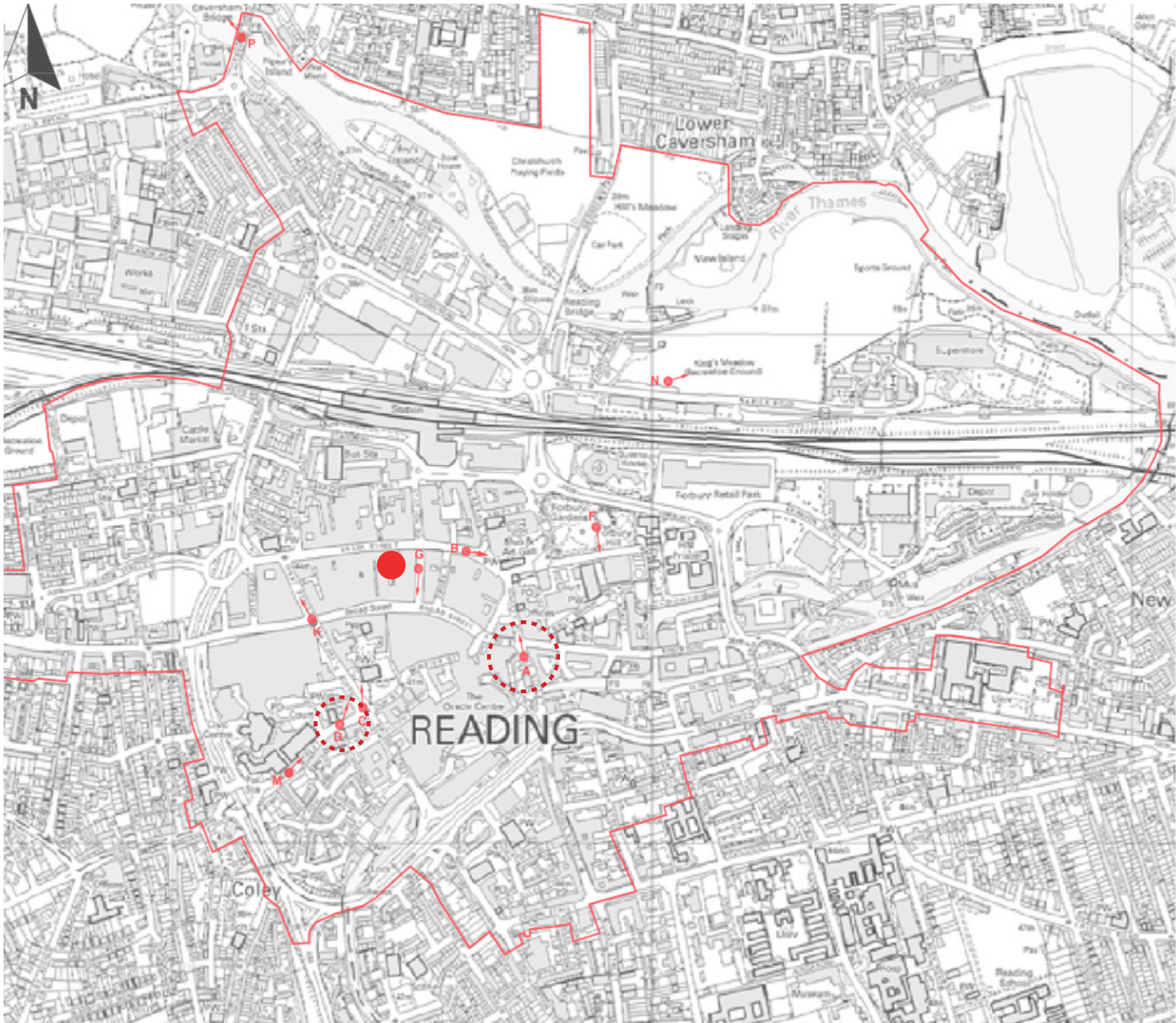


4.0 DESIGN DEVELOPMENT

4.4 MASSING ANALYSIS - LONG VIEWS

The following massing analysis was conducted to assess any impact the development of the site would have on any 'long range sensitive views' as identified in the Reading Borough Tall Building Strategy document.

The potentially affected views were agreed with Reading Planning Department and are identified on the excerpt presented here.



- Key
- Site location
 - Selected view for massing image (View A & D)

Excerpt from Reading Borough Tall Building Strategy - Fig. 4.4 Long range high sensitive views

4.0 DESIGN DEVELOPMENT

4.4 MASSING ANALYSIS - LONG VIEWS

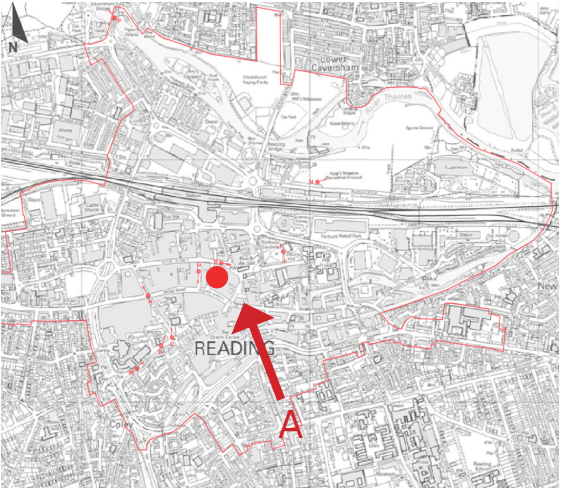
Existing view A



Proposed view A



Extent of proposed massing (not visible in view)



4.0 DESIGN DEVELOPMENT

4.4 MASSING ANALYSIS - LONG VIEWS

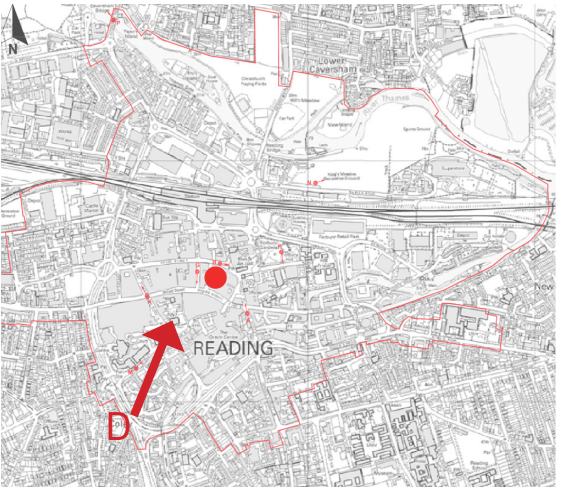
Existing view D



Proposed view D



Extent of proposed massing (not visible in view)



4.0 DESIGN DEVELOPMENT

4.5 MASSING ANALYSIS - MEDIUM VIEWS

The following massing analysis was conducted to assess any impact the development of the site would have on any 'Mid range views into Central Reading' as identified in the Reading Borough Tall Building Strategy document.

The potentially affected views were agreed with Reading Planning Department and are identified on the excerpt presented here.



- Key
- Red dot: Site location
 - Red dashed circle: Selected view for massing image (View 23 & 27)

Excerpt from Reading Borough Tall Building Strategy - Fig. 3.1 Mid range views into central Reading

4.0 DESIGN DEVELOPMENT

4.5 MASSING ANALYSIS - MEDIUM VIEWS

Existing view 23



Proposed view 23



Extent of proposed massing (not visible in view)



4.0 DESIGN DEVELOPMENT

4.5 MASSING ANALYSIS - MEDIUM VIEWS

Existing view 27



Proposed view 27



4.0 DESIGN DEVELOPMENT

4.6 MASSING ANALYSIS - LOCAL VIEWS

In addition to long and mid range massing views, the project team also identified some local views surrounding the application site to include in the massing analysis. These were agreed with Reading Planning department and are presented in the following pages.

