



 Proposed Site plan

Key Metrics

Site Area (ha)	0.16 ha
Total Number of Dwellings	29
Density - Dwellings per hectare	182/ha

Summary of Apartments Number and Mix		
Apartment	Number of Homes	%
1 Bed Apartment	21	72.4
1 Bed Apartment M4(3)	1	3.4
2 Bed Apartment	5	17.2
2 Bed Apartment M4(3)	1	3.4
3 Bed Apartment	1	3.4
Total	29	100%

Commercial/Retail Space (NIA)	311 Sq. m.
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No. Residential Car Parking Spaces(Standard)	3
No. Residential Car Parking Spaces(Blue Badge)	2
No. Office Car Parking Spaces(Standard)	4
No. Commercial Car Parking spaces (Blue Badge)	1
No. Retail Car Parking Spaces (Standard)	4
Total Car Parking Spaces	14

PROPOSAL PROPOSED MASSING

CAVERSHAM ROAD & NORTHFIELD ROAD

This 3D view shows how the new proposal sits in relation to the existing buildings on the Site when viewed in bird's-eye view from the corner of Caversham Road and Northfield Road.



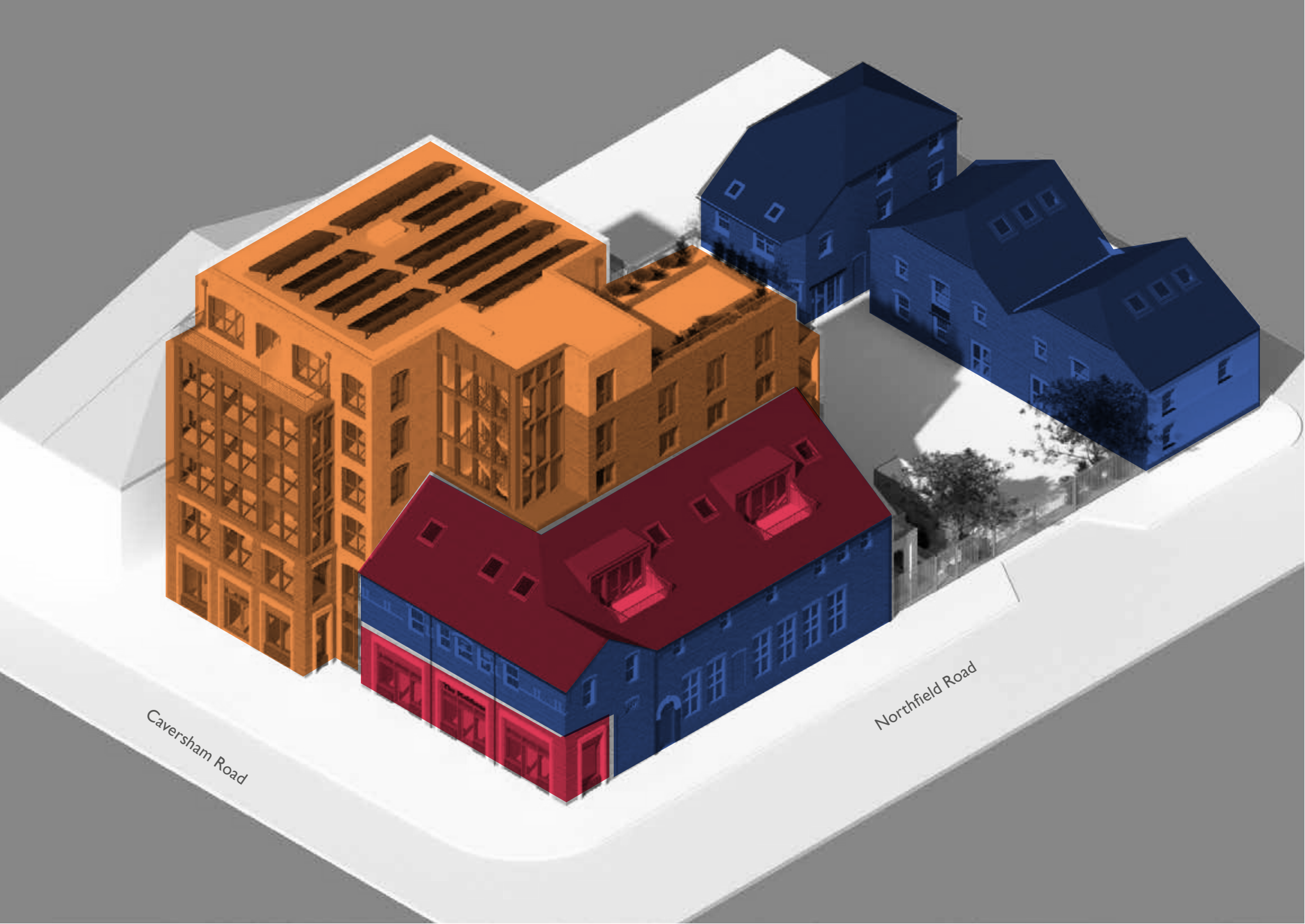
Key

- ① Green roof with PV panels
- ② Retained buildings on the corner
- ③ New rooflights
- ④ Rooftop amenity space for residents
- ⑤ Dormers in existing roof
- ⑥ Retained buildings at the rear
- ⑦ Rear courtyard
- ⑧ New commercial frontage

PROPOSAL

PROPOSED MASSING

This diagrams highlights which parts of the proposal are new, retained or restored.



Key

New build

Retained

Restored

PROPOSAL PROPOSED MASSING

NORTHFIELD ROAD

This 3D view shows how the new proposal sits in relation to the existing buildings on the Site when viewed in bird's-eye view from Northfield Road.



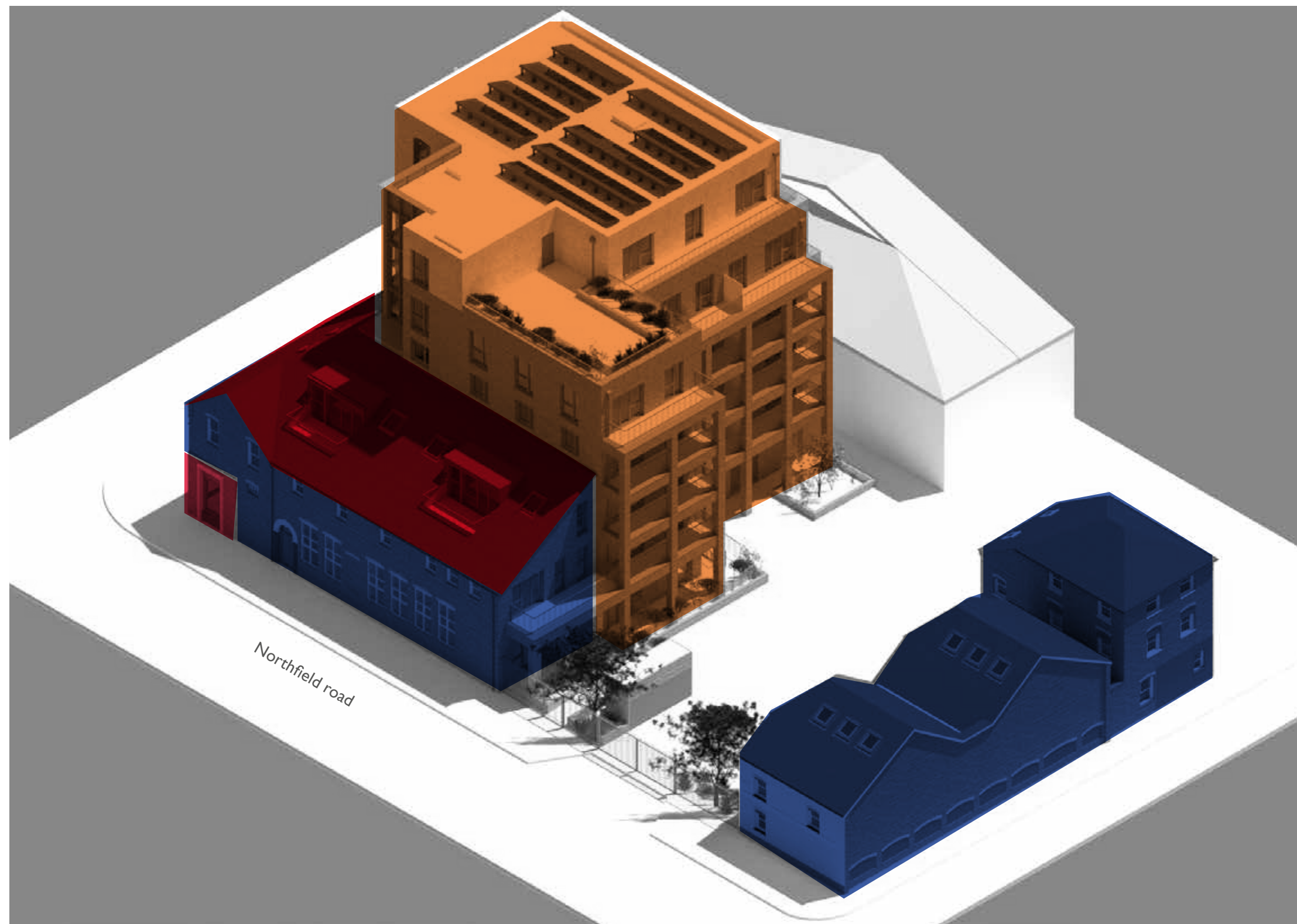
Key

- ① Green roof with PV panels
- ② Retained buildings on the corner
- ③ New rooflights
- ④ Rooftop amenity space for residents
- ⑤ Dormers in existing roof
- ⑥ Retained buildings at the rear
- ⑦ Rear courtyard
- ⑧ Brick verandas

PROPOSAL

PROPOSED MASSING

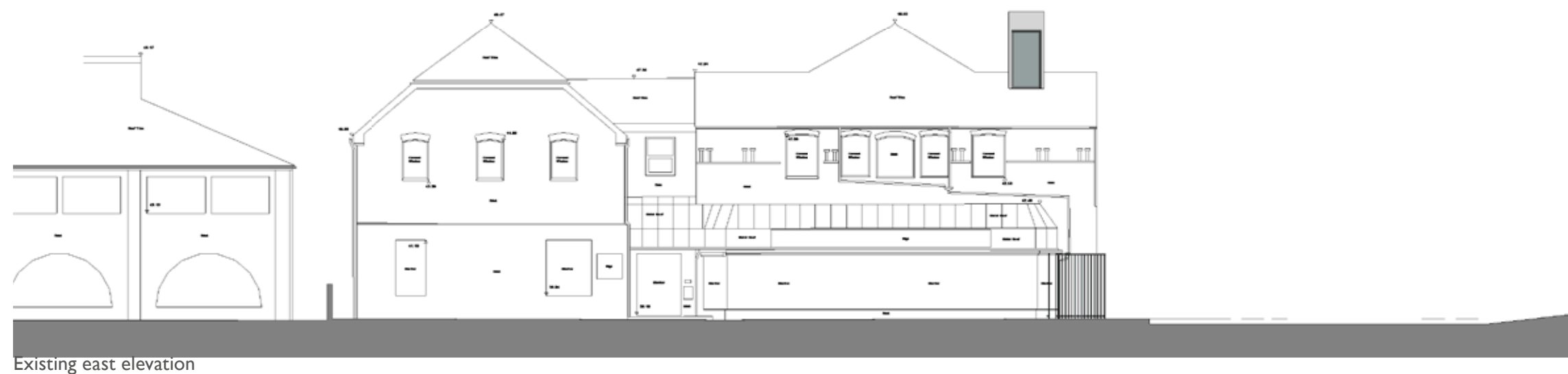
This diagram highlights which parts of the proposal are new, retained or restored.



Key	
■	New build
■	Retained
■	Restored

PROPOSAL

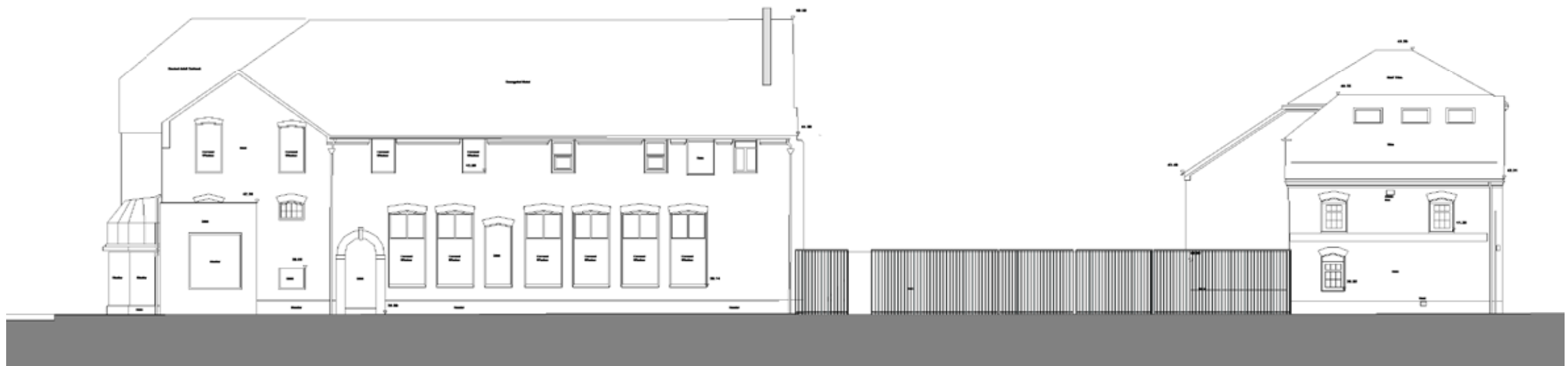
PROPOSED CAVERSHAM ROAD ELEVATION



- - Previously submitted scheme

PROPOSAL

PROPOSED NORTHFIELD ROAD ELEVATION



Existing north elevation



Proposed north elevation



-- Previously submitted scheme

PROPOSAL

PROPOSED MAIN COURTYARD ELEVATION

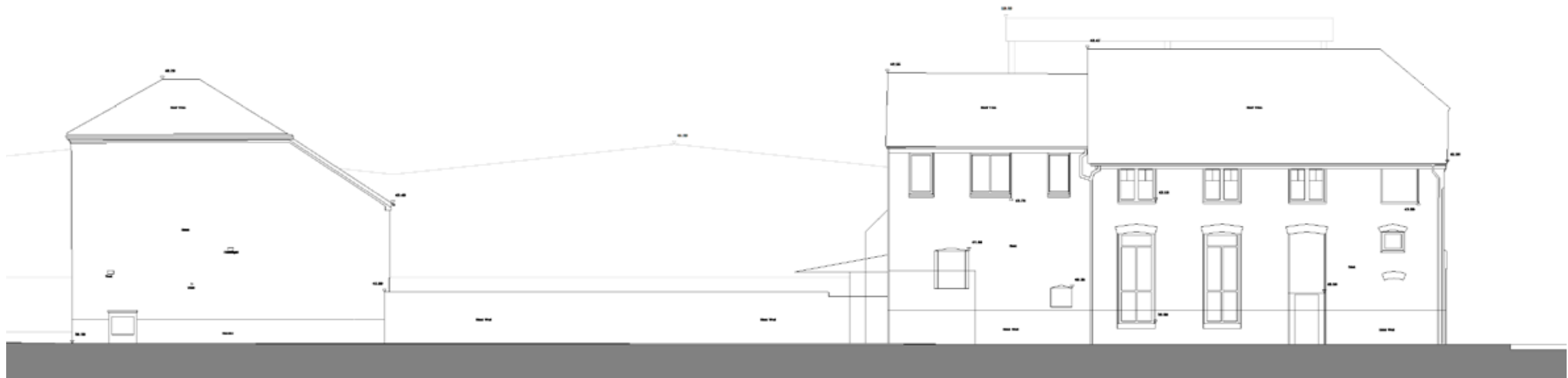


-- Previously submitted scheme



PROPOSAL

PROPOSED SOUTH ELEVATION



Existing south elevation



Proposed south elevation



-- Previously submitted scheme

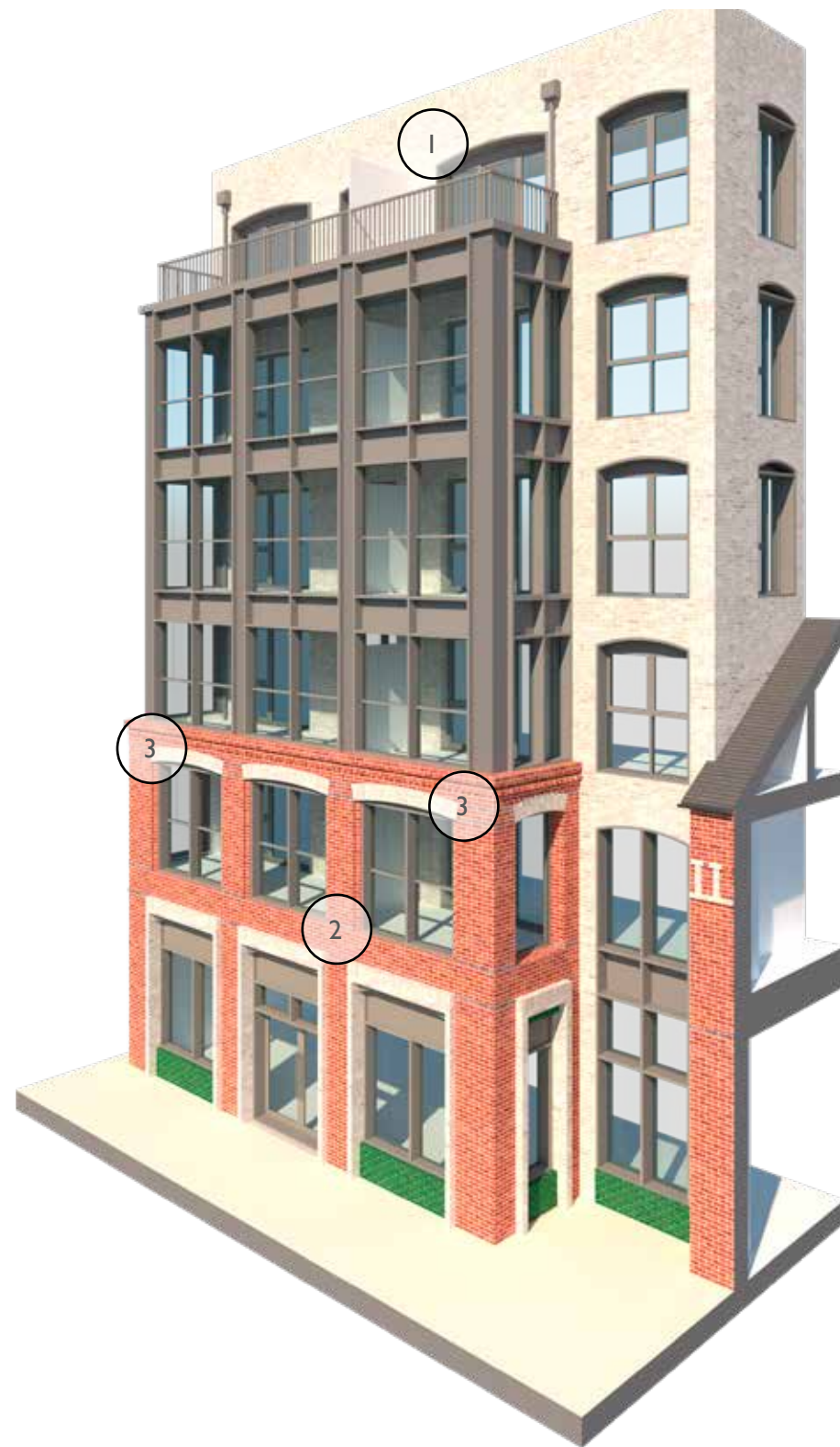
PROPOSAL MATERIALITY

The following pages explore the proposed materiality and detailing for new building element in greater detail.

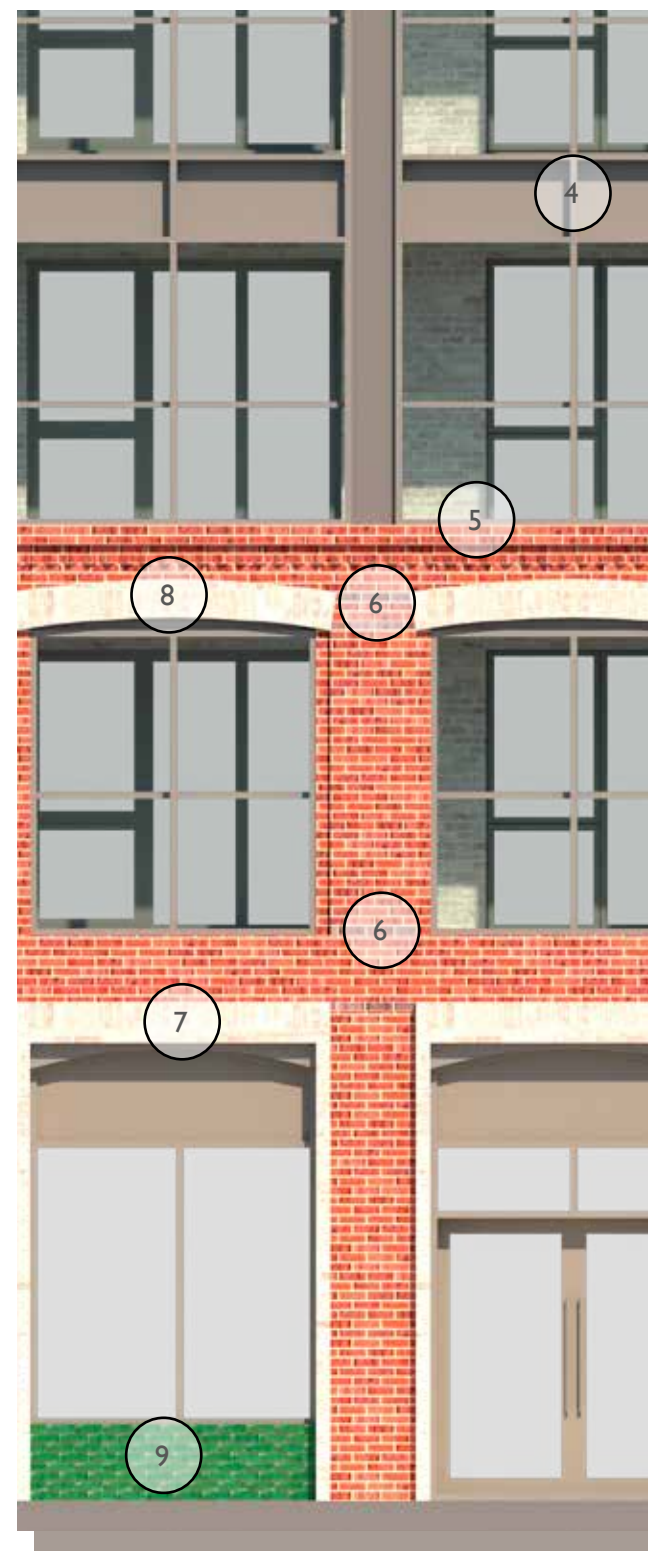
The first section looks at the southern element that faces onto Caversham Road which has been highlighted in the 3D view opposite.



3D axonometric view of proposal



3D bay image



Bay elevation



1 Pale buff brick



2. Red brick



3. Swift bricks



4. Steel-coloured frame and fins to winter gardens



5. Dog tooth brickwork



6. Blue brick banding



7. Stone/buff-coloured frame



8 Arch buff soldier course headers



9. Green glazed brick

PROPOSAL MATERIALITY

This section looks at the commercial frontage that replaces the existing unoriginal shopfront on the northern corner building. This is highlighted in the 3D view opposite.



3D axonometric view of proposal



3D bay image

- New insertion
- Remains as existing



Bay elevation new shop front



1. Red brick



2. Stone/buff-coloured frames



3. Steel-coloured arch within frame



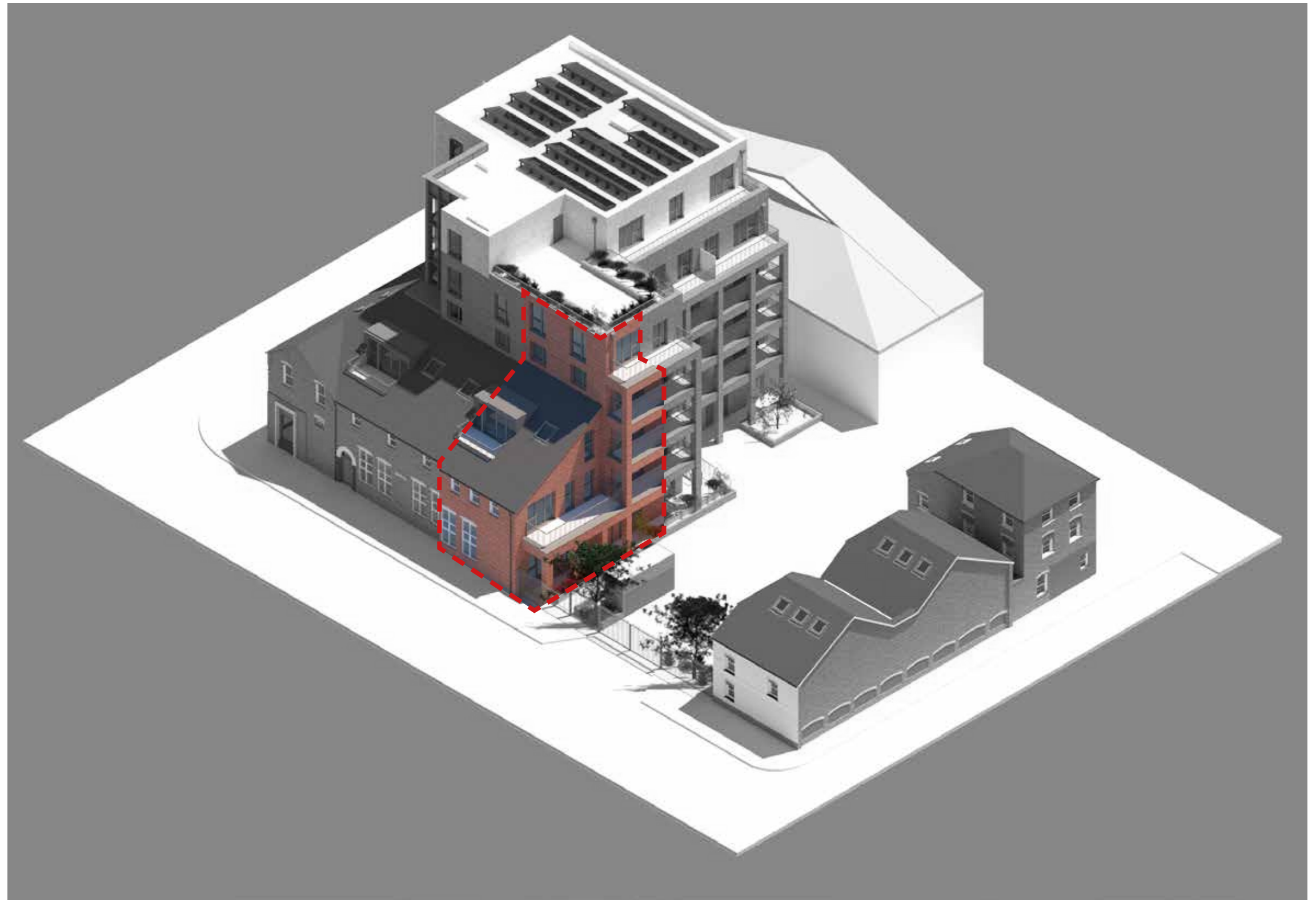
4. Green glazed brick



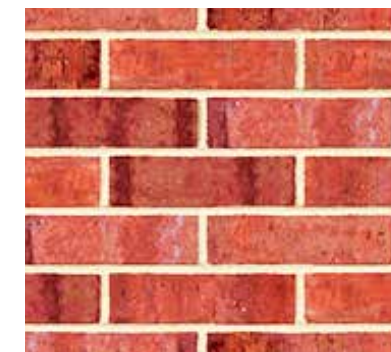
5. Blue brick banding

PROPOSAL MATERIALITY

This section looks at the proposed treatment to the buildings facing the courtyard. This is highlighted in the 3D view opposite.



3D axonometric view of proposal



1. Red brick



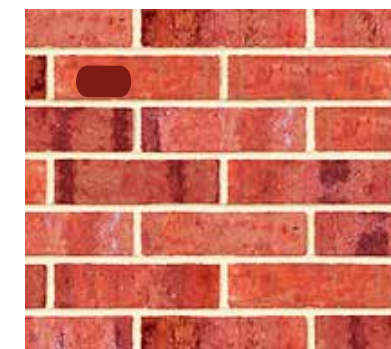
2. Brick verandas



3. Metal railing



4. Dormer detail with terrace



5. Swift bricks

3D bay image

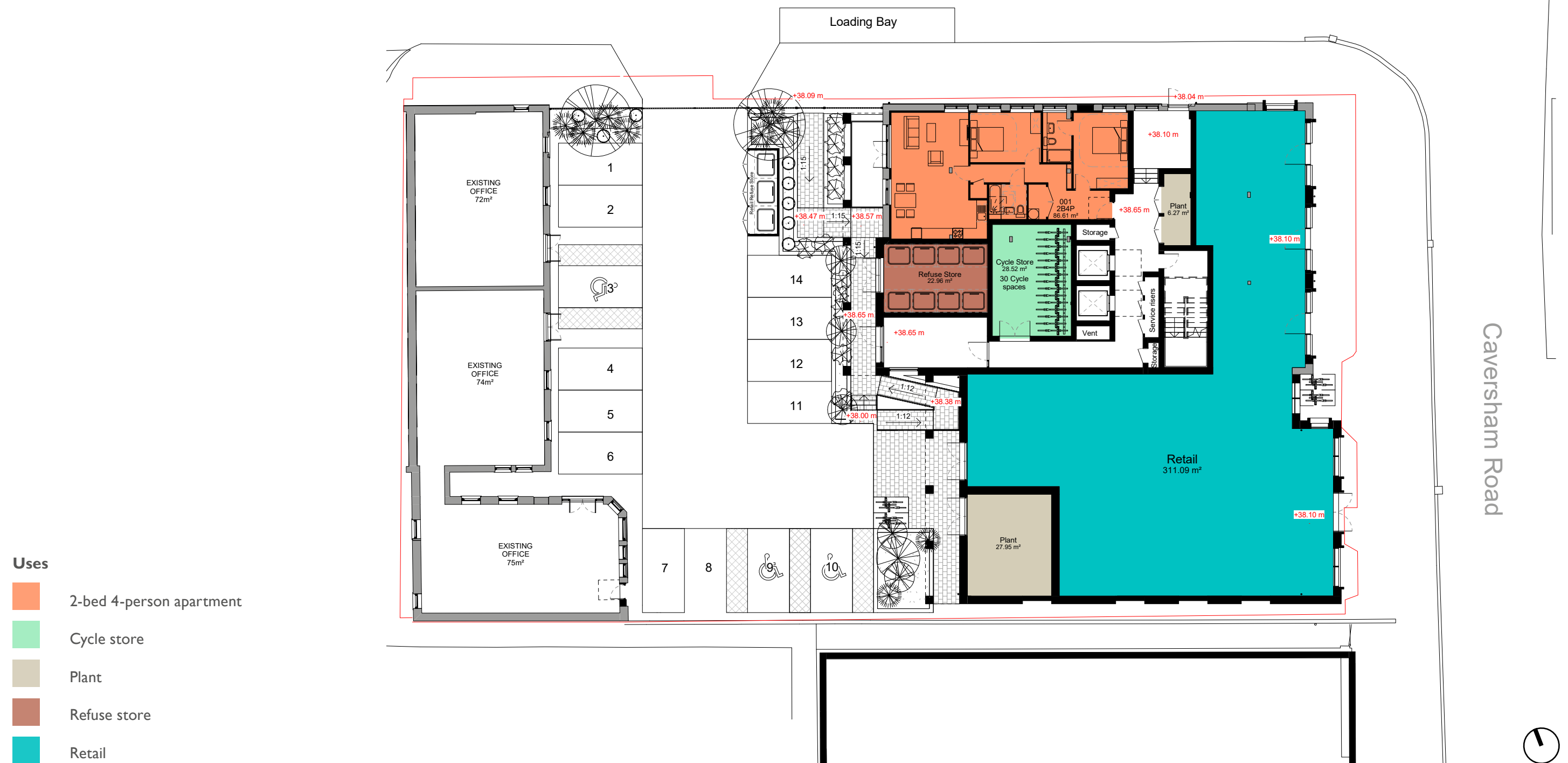
- New insertion
- Remains as existing

PROPOSAL

PROPOSED GROUND FLOOR PLAN

The following pages show the proposed floor plan layouts.

Northfield Road



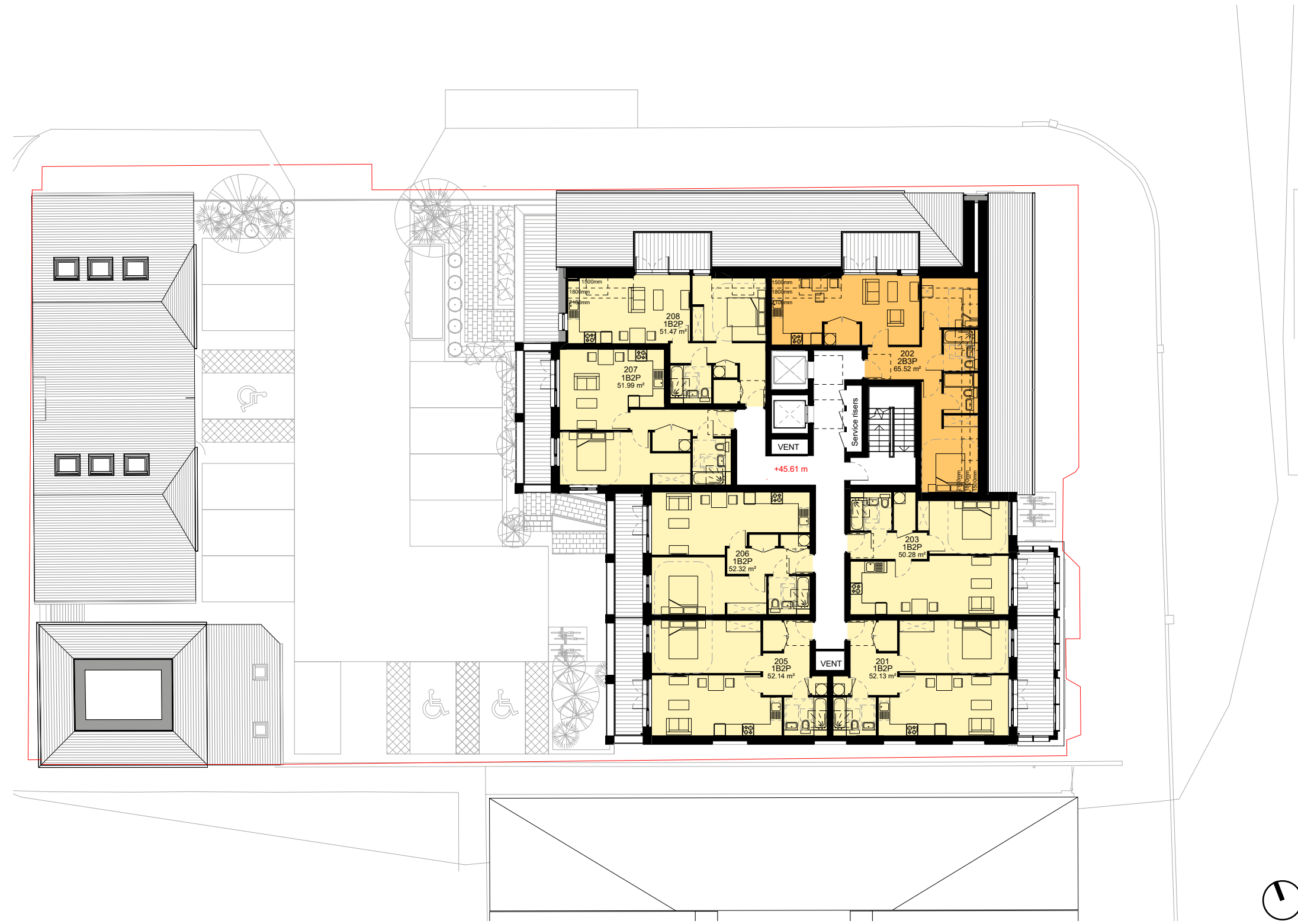
PROPOSAL

PROPOSED FIRST FLOOR PLAN



PROPOSAL

PROPOSED SECOND FLOOR PLAN



- Uses
- 1-bed 2-person apartment
 - 2-bed 3-person apartment

PROPOSAL

PROPOSED THIRD FLOOR PLAN



PROPOSAL

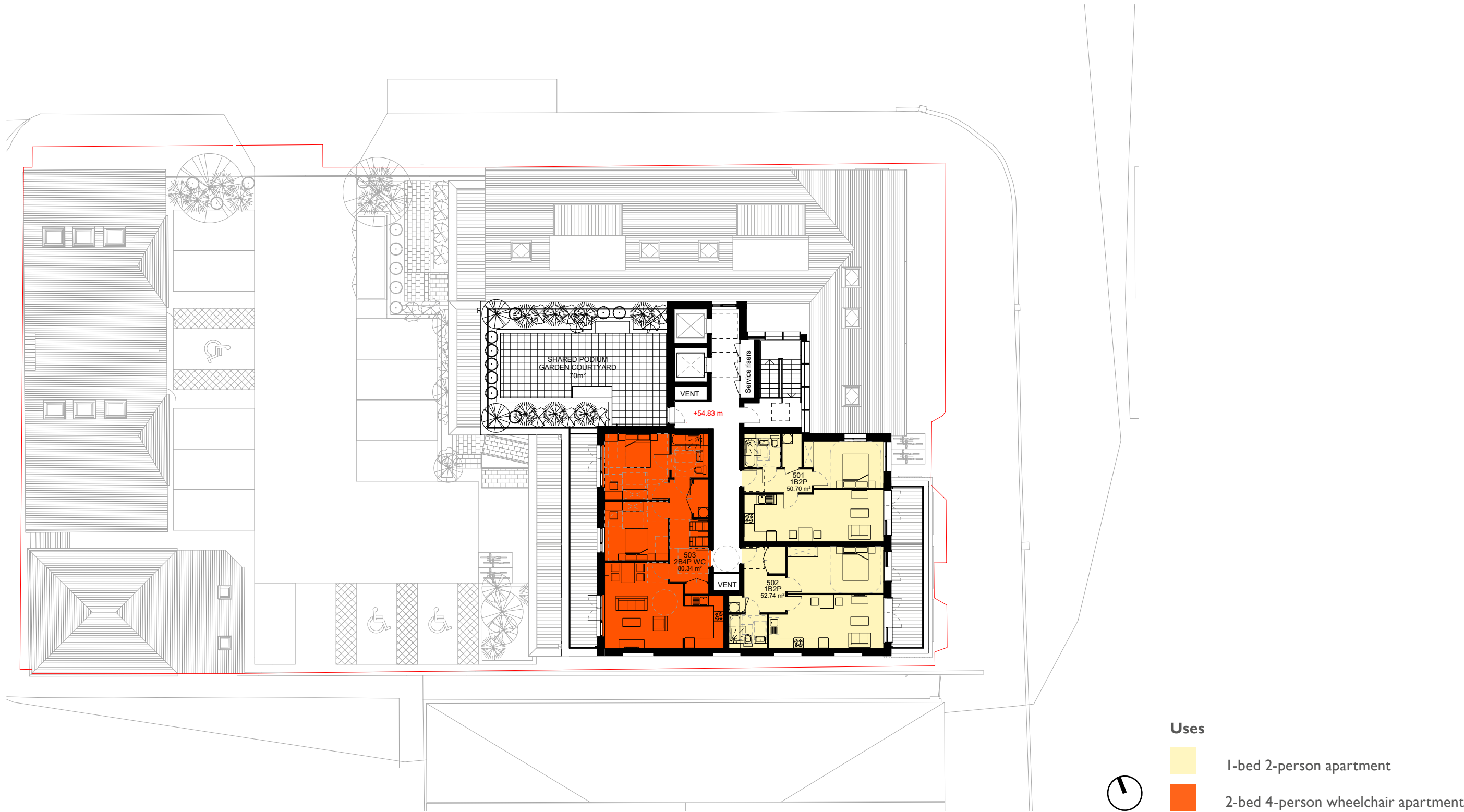
PROPOSED FOURTH FLOOR PLAN



- Uses
- 1-bed 2-person apartment
 - 2-bed 4-person apartment

PROPOSAL

PROPOSED FIFTH FLOOR PLAN



PROPOSAL COMMUNAL AMENITY

A communal terrace area is proposed on the fifth floor providing residents with 74 sq. m. of additional outdoor amenity space. It will have seating and low level planting at the perimeter.



PROPOSAL
COMMUNAL AMENITY



PROPOSAL
RESIDENTIAL QUALITY



Conversion typical 1 bed 2 person apartment
52 sq. m.



Conversion typical 2 bed 4 person apartment
76 sq. m.



Conversion typical 3 bed 5 person apartment
91 sq. m.

All residential apartments to meet Nationally Described Space Standards and local authority policies and provide good quality internal space.

Every residential apartment has a balcony or winter garden accessed directly from living areas apart from 2 units within the conversion on the first floor.



**Typical new build 1 bed 2
person apartment**
52 sq. m.



Typical new build 2 bed 4 person apartment
2 bed 4 person: 74 sq. m.

PROPOSAL EXISTING VIEWS





View from Caversham Road north



View from Caversham Road south



View from Northfield Road



View from Caversham Road roundabout

PROPOSAL

PROPOSED AND EXISTING VISUALS



Existing view from Caversham Road north



Proposed view from Caversham Road north

PROPOSAL

PROPOSED AND EXISTING VISUALS



Existing view from Caversham Road south



Proposed view from Caversham Road south

PROPOSAL

PROPOSED AND EXISTING VISUALS



Existing view from Northfield Road



Proposed view from Northfield Road

PROPOSAL

PROPOSED AND EXISTING VISUALS



Existing view from Caversham Road Roundabout



Proposed view from Caversham Road Roundabout

PROPOSAL
VIEW FROM CAVERSHAM ROAD NORTH



PROPOSAL

VIEW FROM CAVERSHAM ROAD SOUTH



PROPOSAL
VIEW FROM NORTHFIELD ROAD



PROPOSAL

VIEW FROM CAVERSHAM ROAD ROUNDABOUT





05 SCHEME EVOLUTION



SCHEME EVOLUTION

SCHEME COMPARISON MATRIX

This section outline the design team’s responses to the issues expressed in the previous application (ref I91792) and the appeal decision (ref: APP/E0345/W/20/3263270).

PLANNING REFUSAL: ISSUES EXPRESSED	SCHEME CHANGES
The proposal would result in the complete loss of the main building at 71-73 Caversham Road, a Non-Designated Heritage Asset and building of local significance, which forms an integral part of an isolated cluster of Locally Listed former industrial buildings	The Proposal would result in the retention 55% of the building on the Site. This includes 100% of the office buildings at the rear of the Site and 40% of the main building fronting Caversham Road. The entirety of the Northfield Road façade will be preserved, and the entirety of the northern building, on the corner. While some fabric would be lost to the front building, its most significant and characterful portions, which survive to the greatest extent, will be retained, resulting in preservation of the architectural character of the Non-Designated Heritage Asset of 71-73 Caversham Road
It would “further compromise the setting of the remaining Non-Designated Heritage Asset buildings in the cluster by detaching them further from their former industrial relationship and reducing their cultural contribution to the area.”	The setting of the buildings to the rear would no longer be affected by the loss of the front buildings, with much of these being retained. Their former industrial relationship and ‘cultural contribution’ would substantially remain. If read as a separate group of non-designated heritage assets, the impact on the setting and significance of these rear buildings would fall considerably, as they would continue to be read with the retained and enhanced Northfield Road façade, and the majority of the façade to Caversham Road.

APPEAL DECISION: ISSUES EXPRESSED	SCHEME CHANGES
The new building would be substantially taller than the surroundings, particularly in relation to the west side of Caversham Road and Northfield Road where it would appear unduly tall, diverting attention from the street level to a new higher skyline. It would appear dominating and out of scale, more appropriate to an urban centre rather than a suburban location.	The building’s maximum height has been reduced from 7 to 6 storeys, and this height is only reached on the southern part of the Site. At the corner of the Site, where Caversham and Northfield Roads meet, this height is reduced to 2.5 storeys; this lower height continues along the Northfield Road elevation.
The ‘perception of height’ would be emphasised by it being, in the inspector’s view, “a pronouncedly vertical orientated building” and having “elongated windows” at its top.	In addition to the ‘real terms’ reductions in height and bulk (which would be significant), the building’s design would also reduce its perceptible height considerably, grounding the building more in its locality. The revised scheme’s design, focused around the retained, L-shaper corner elements of the existing building, is designed to reflect and respond to, a retained, lower element. Accordingly, the building’s emphasis has been altered, and its bulk and massing modelled, to reduce its verticality.
The proposal would drop to 5 storeys towards Northfield Road. However even at that height it would appear out of context. Additionally, the seventh storey element behind would be visible from parts of Northfield Road.	The building’s bulk and massing to the rear, viewed from Northfield Road, and from within the yard within the centre of the Site, would be considerably reduced, creating a more gradual stepping to the houses to the rear, and grounding the building firmly in its context



This scheme comparison matrix has been prepared with Icení, the heritage consultant.

The elevations show that the southern wall of the seven- storey element would be blank. Whilst window outlines would be provided by some reveals, these would offer only very limited relief and interest to the otherwise large and high expanse of walling. Consequently, the building would appear austere and overly dominant when seen from the south.	The building’s bulk as viewed and appreciated looking north along Caversham Road would be significantly reduced. The design is less austere and repetitive than the previous scheme, and would not appear as overly dominant. It would, at some point in the future, be screened by future development.
The proposal would result in the loss of the frontage buildings, which the Council has recently identified as a Non-Designated Heritage Asset, following a submission by the local community	It is no longer the case that this building is ‘lost’; instead, it is substantially retained, with some, much reduced harm arising through the loss of part of its frontage. Within this retention, some harmful elements, such as later shop fronts, would also be removed, and the building as a whole repaired and re-occupied, uplifting its value as a heritage asset.
The Site is a landmark due to its corner position, the openness of the street and alignment of Caversham Road. The massing of the buildings is broken into several linked elements which attract the eye, particularly a gable which projects northwards towards the view from Caversham Road. Distinctively large windows on the ground floor address Northfield Road and also suggest an industrial intent.	The inspector’s issues here are almost entirely addressed by the new scheme, which would retain the majority of the features identified as being of ‘landmark’ quality. The gable would be removed, but this forms only part of the asset as a whole, and its loss would clearly generate significantly less harm to the heritage asset and the historic environment than the removal of the whole building.
The proposal does allow the retention of the rear buildings. However, their setting would be dramatically changed by being adjacent to tall buildings, with no historic connection.	The harm to the setting and significance of the rear buildings is considerably reduced because the scheme is significantly reduced in its bulk and height to the rear maintaining the ‘historic connection’ between the front and rear buildings.
The Planning Benefits outlined in para 31 “individually or cumulatively, these benefits do not outweigh the significant harm the proposal would have on the character and appearance of the area and the significance of a non-designated heritage asset.”	The planning balance for this application is very different to that considered by the inspector. The harm he concluded would arise must now be concluded to be significantly reduced overall, through the retention of significantly more fabric, and the reduction in height.

SCHEME EVOLUTION

SCHEME COMPARISON CAVERSHAM ROAD



GEA: 4601 sq. m (not including existing office buildings)



GEA: 2,907 sq. m (not including existing office buildings)

SCHEME EVOLUTION

SCHEME COMPARISON NORTHFIELD ROAD



Key changes:

- Retention of retail warehouse building (2.5 storey) on the corner of Caversham Road/Northfield Road.
- Reduction in number of units from 44 to 29.
- Reduction in building height – 6 stories (down from 7) fronting Caversham Road (as well as significantly reduced height and bulk at corner of Northfield/Caversham owing to retention of corner building), 5 storeys at rear.
- Provision of 1, 2 and 3 bed units as per previous proposal as the need for this type of accommodation.
- Increase in commercial provision. 318Sq. m (GIA) provided at ground floor, previously 239Sq. m (GIA).
- Every unit has a balcony or winter garden apart from 2 units within the conversion. These units are oversized to allow for larger living space to compensate for lack of outdoor amenity.
- Provision of communal terrace at 5th floor (74Sq. m).
- Reduction in car parking spaces from 24 to 14.



06 ACCESS & INCLUSIVITY





ACCESS AND INCLUSIVITY INCLUSIVE ENVIRONMENTS



The purpose of the Access Statement is to explain how the principles of inclusive design have been integrated into the proposed development, addressing, in particular, the specific needs of older and disabled people, assess whether relevant best practice standards have been complied with, and demonstrate how these will be maintained and managed.

The principles adopted in the proposed scheme will ensure that the built environment is safe, accessible and welcoming to all.

Caversham Road is intended to provide accessibility for everyone. This not only includes barrier-free access for disabled residents, workers or visitors who may use wheelchairs, but also those with:

- Impaired mobility
- Sight, comprehension or hearing difficulties
- Pushchair users
- Children and elderly people

All new developments should be convenient to use and welcoming with no disabling barriers. Everyone should be able to move around the development independently, without undue effort, separation or special treatment. The proposed development therefore is designed to be:

- Welcoming, with no disabling barriers and safe for all users
- Inclusive, so everyone can use it safely and easily
- Legible, to ensure ease of movement and wayfinding
- Adaptable, to respond to changing needs
- Flexible, so different people can use it in different ways

The proposals aim to ensure that appropriate access standards are met at the outset and as part of mainstream, inclusive design where possible. Reference has been made to inclusive design policy and guidance at a national, regional and local level including relevant aspects of the following documents:

- National Planning Policy Framework (Revised July 2021)
- The Equality Act 2010
- The Building Regulations Approved Document Part M (2015 edition Incorporating 2016 amendments)
- Reading Borough Council Policy H5(f): Accessible Homes Policy

ACCESS AND INCLUSIVITY

PEDESTRIAN ACCESS

The commercial unit floor level is set at +38.10 m AOD to allow for level access along Caversham Road

The residential lobby, stores and ground floor apartment have been set at +38.65 m AOD in order to be 300mm above the on-Site flood level.

A ramp in the courtyard allow levels access to the rear residential lobby.

Key

+38.65 m AOD

+38.10 m AOD

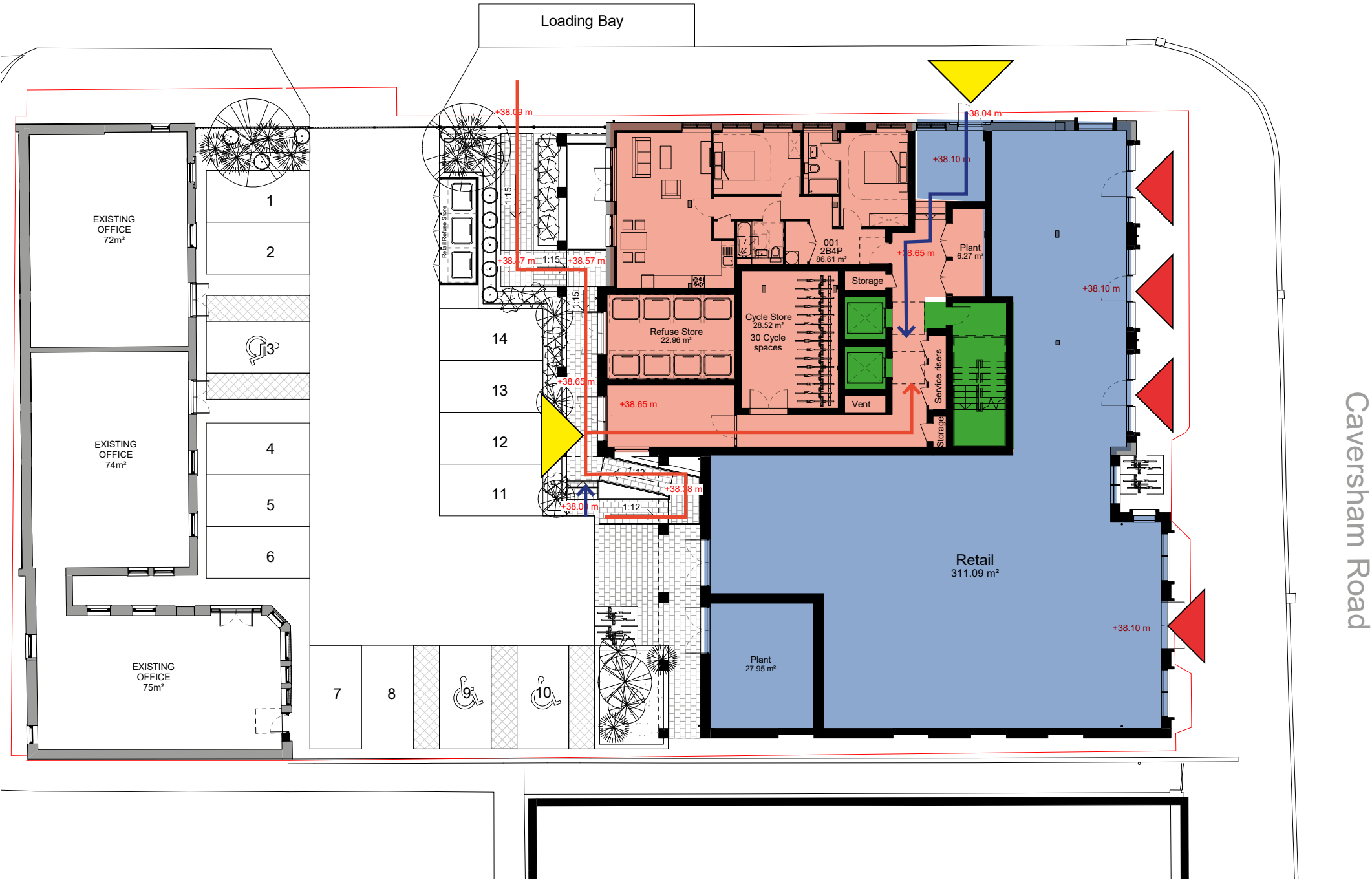
Stepped access

Ramp access

Residential access

Commercial access

Residential lift and stair core



ACCESS AND INCLUSIVITY

CAR PARKING

The proposal includes 2 blue badge spaces for residential use and 1 blue badge space for commercial use. There are a further 11 standard spaces which will be split between retail, residential and office use.

No. Residential Car Parking Spaces(Standard)	3
No. Residential Car Parking Spaces(Blue Badge)	2
No. Office Car Parking Spaces(Standard)	4
No. Commercial Car Parking spaces (Blue Badge)	1
No. Retail Car Parking Spaces (Standard)	4
Total Car Parking Spaces	14



Key

Standard parking retail

Standard parking office

Standard parking residential

Blue badge parking office

Blue badge parking residential

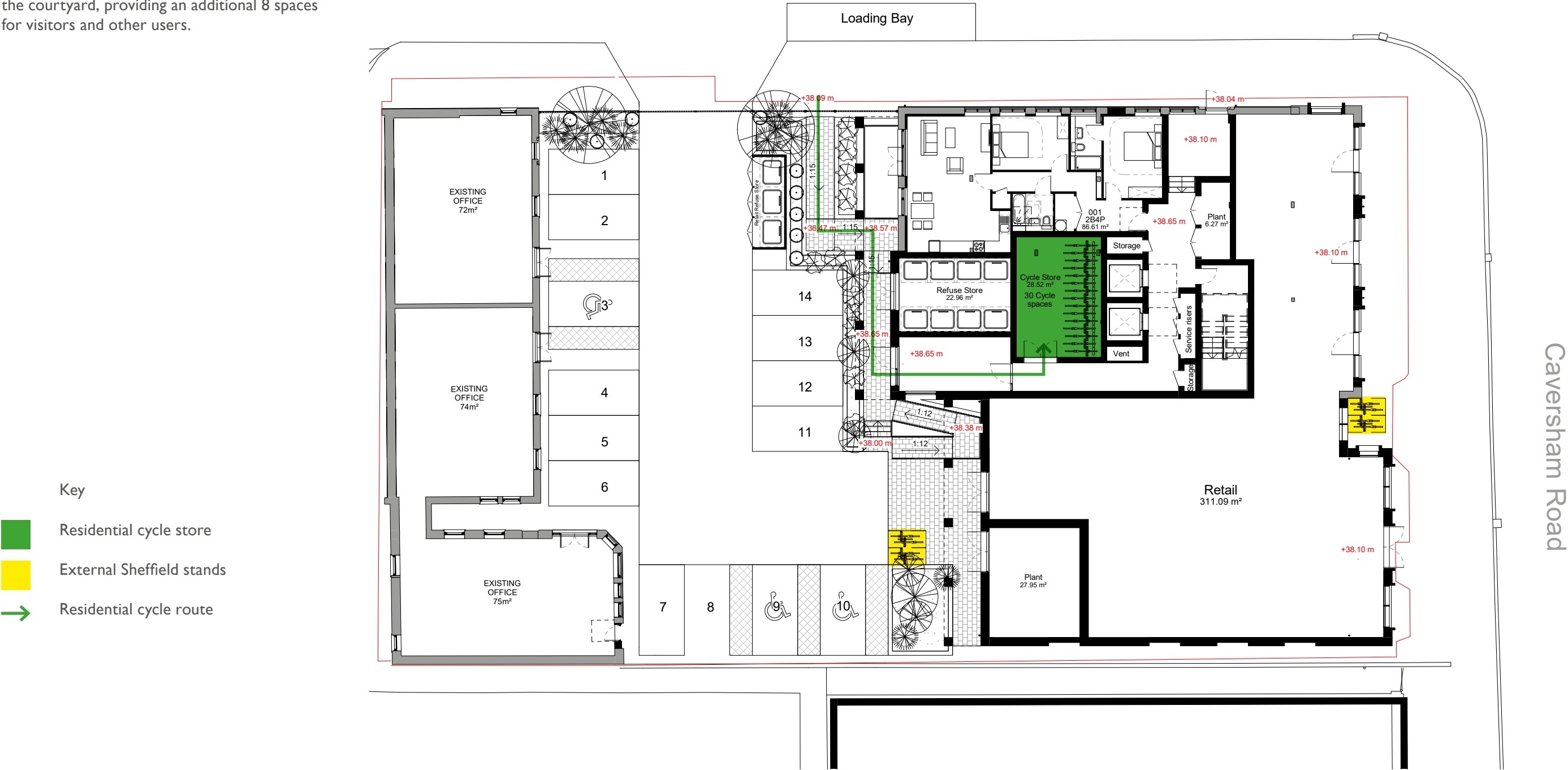
Vehicular access

ACCESS AND INCLUSIVITY

CYCLE ACCESS

There are 15 two-tier bicycle racks in a secure storage area on the ground floor. This provides 30 spaces for residents.

There are an additional 2 external Sheffield stands along Caversham Road and 2 within the courtyard, providing an additional 8 spaces for visitors and other users.

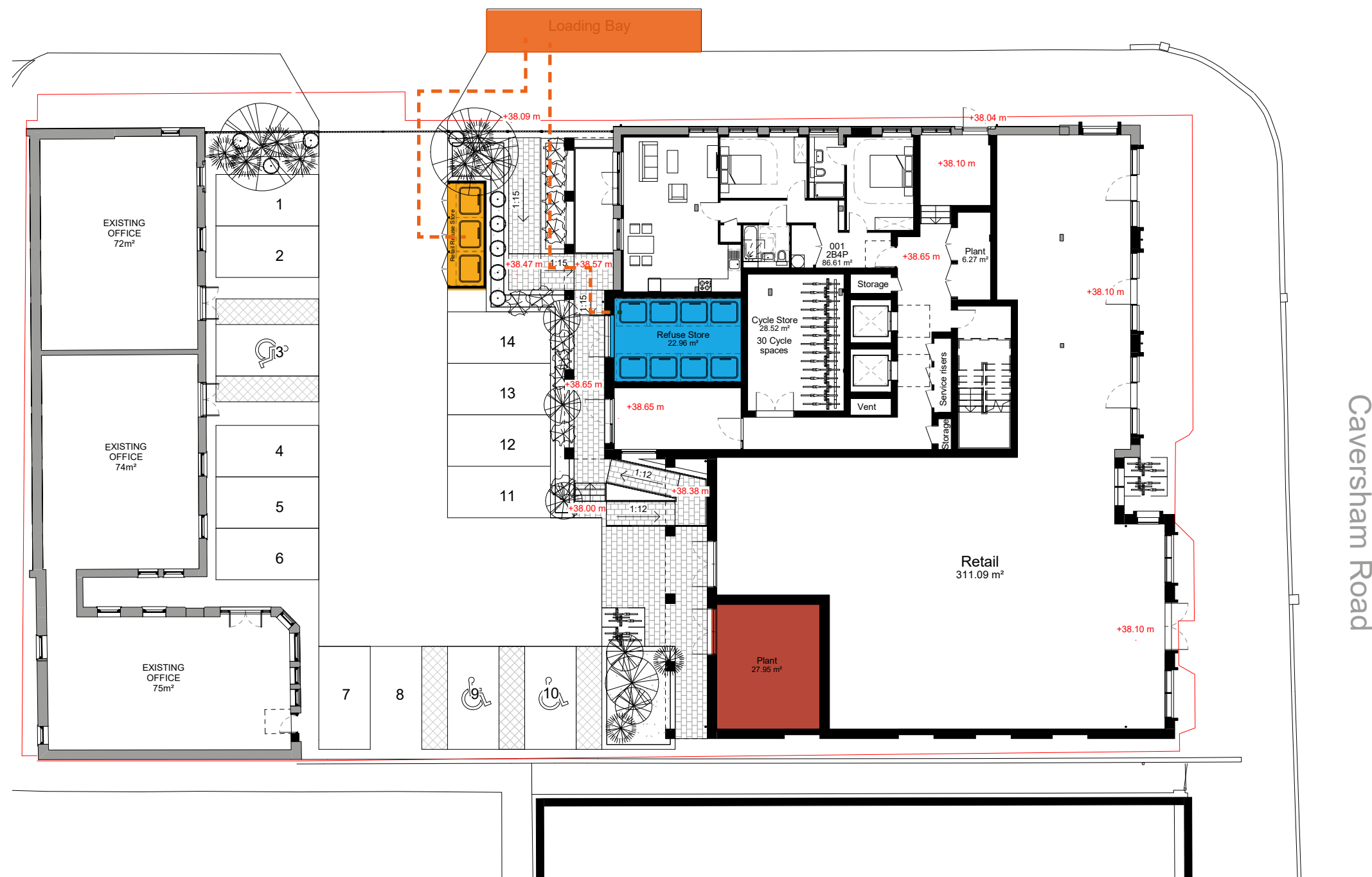


ACCESS AND INCLUSIVITY

SERVICING AND REFUSE STRATEGY

The communal refuse store on the ground floor is provided for the apartments. The size and location of the residential refuse store have been designed in accordance with current borough policy as described in the Reading Borough Council Waste Management Guidelines which provide the waste capacity guidelines.

The proposed location of the communal refuse store and route of the refuse collection vehicle has been given careful consideration to provide ease of access both for the residents and refuse collection teams.

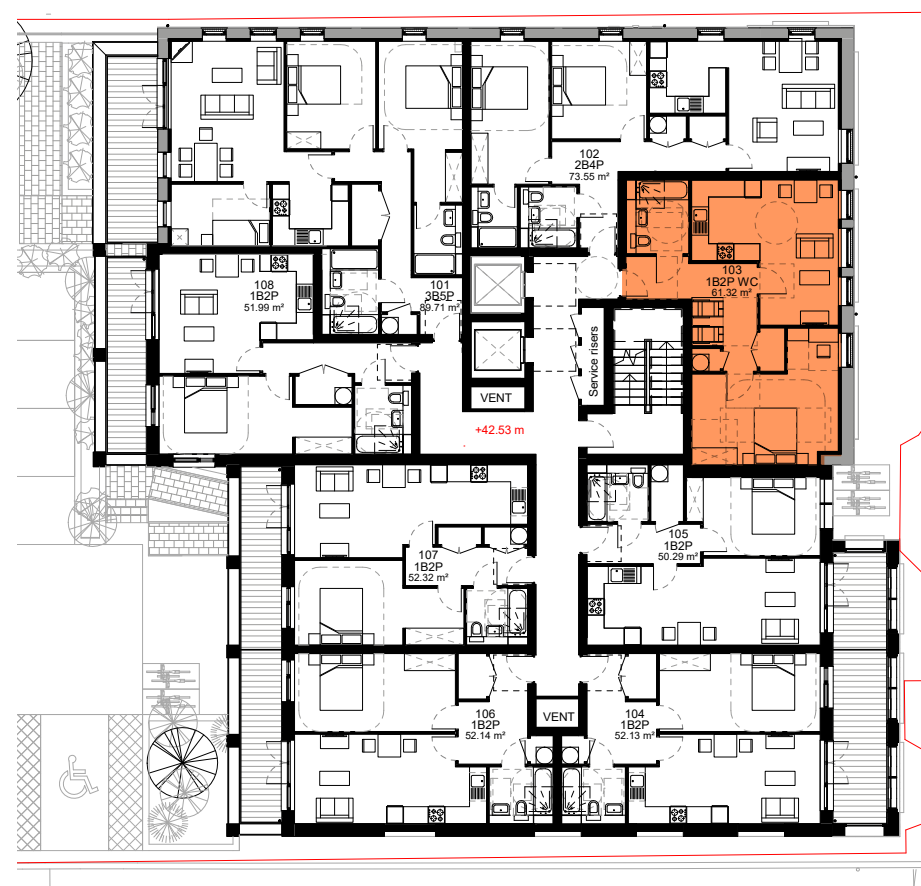


ACCESS AND INCLUSIVITY

ADAPTABLE AND ACCESSIBLE HOMES

Reading Borough Council Policy H5(f) requires that on all developments of 20 or more new build dwellings, at least 5% of dwellings are wheelchair user dwellings in line with M4(3) of the Building Regulations. Any market homes provided to meet this requirement will be 'wheelchair adaptable' as defined in Part M, whilst homes where the Council is responsible for allocating or nominating an individual may be 'wheelchair accessible'.

The proposal includes two dwellings in line with M4(3) of the Building Regulations. These are located on the first and fifth floors.



First floor plan



1-bed 2-person adaptable layout

ACCESS AND INCLUSIVITY

ADAPTABLE AND ACCESSIBLE HOMES



Fifth floor plan



2-bed 4 person adaptable layout



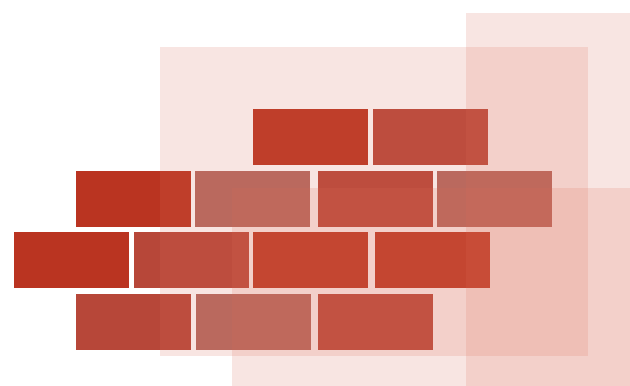
07 SUMMARY





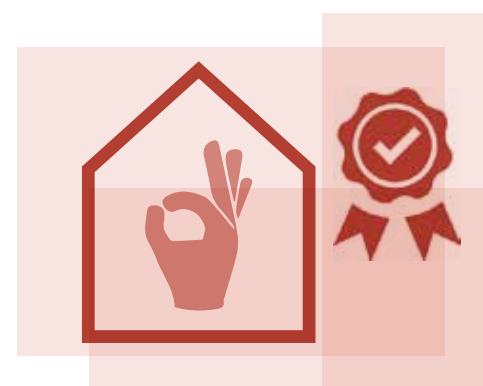
The scheme provides a total of 29 homes with good quality internal space standards and private amenity provision. The proposal comprises a mix of 1, 2 and 3 bedroom apartments.

The following benefits are associated with the scheme:



MATERIAL RETENTION

Design of the proposed building is inspired by the existing building it replaces, particularly with regards to the use of materials and detailing.



HIGH QUALITY DESIGN

All residential units to meet Nationally Described Space Standards



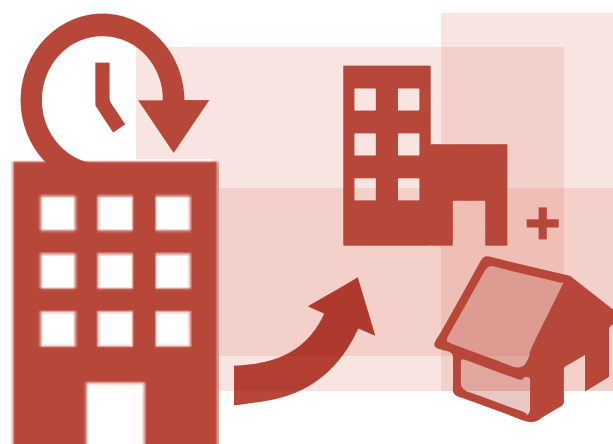
SHARED AMENITIES

All residents have access to south-facing shared podium gardens accessed from the main stair/ lift core also most flats have private amenity space such as balconies.



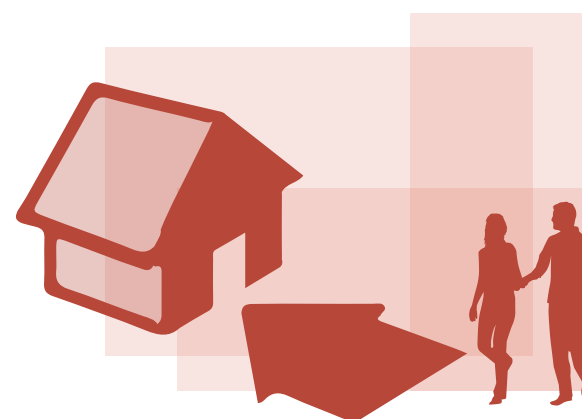
PROXIMITY TO NATURE

Incorporation of green roofs and green landscape within the scheme to assist biodiversity



RETAINING AND REPAIRING

Opportunity to secure the long term future of a locally listed asset with commercial and residential uses



VIEWS AND VISTAS

Improved local views towards the Site



FRONTAGE ENHANCEMENT

Improve and enhance the ground floor frontage along Caversham Road



MAXIMISING MUCH NEEDED HOUSING

An opportunity to provide much needed housing to the area

