



DESIGN DOCUMENT
2-4 KINGS ROAD, READING

17867-DD04 - 22/11/2021 CBG

PRIOR APPROVAL APPLICATION
OOAK DEVELOPMENTS LTD.

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INTRODUCTION

1.1. Introduction

This Design Document is to assist with a Prior Approval Application relating to the conversion of the ground floor of an existing building into 4 proposed dwelling-houses at 2-4 King's Road in central Reading. This application is undertaken on behalf of by OAK Developments Ltd. The document outlines the proposals for the internal alterations of the Abbey Corner to break the ground floor into 4 residential dwellings.

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INTRODUCTION

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EXISTING SITE ANALYSIS

2.1. Character and Site Specifics

The site is known as Abbey Corner and forms part of Jackson's Corner to the south of Reading's Central Shopping Core. Jackson's Corner is an urban development in the centre of Reading and a locally known landmark. It takes its name from the curved building opposite the site on the northeast corner of the junction where King's Road meets Duke Street and High Street. The three routes form a spacious crossroads with curved buildings on each corner. Jackson's and the Jacobs Jewellers - two prominent late 19th century buildings - sit on the northeast and southwest corners. The northwest corner housed Barclays Bank, a listed building constructed in the mid-20th century.

The proposed development sits on the southeast point of the Jackson's Corner junction. The plot currently consists of a 4 storey office building with plant and servicing enclosures on the roof. Access to the building is from the pavement along King's Road.

The area is characterised by a mix of old and new developments lining the edges of the streets with generous pavements along King's Road. There are few breaks in the urban landscape, with buildings being at least four stories and of various heights, scales and styles. Located 80m to the north of the site is Market Place, a historical triangular market space with listed buildings on all three sides.

The site sits in Area 3 of the Market Place/London Street Conservation Area a non-homogeneous zone of Reading town centre that offers a transition from the central core shopping district to the rest of the town. Reading Abbey - a scheduled monument - is within 300m to the northeast of the site.



Figure 1: Kings' Road Streetscene showing the site and street context.

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EXISTING SITE ANALYSIS



Figure 2: Indicative Elevation of the current Streetscene

OPPORTUNITIES

The site is exceptionally well connected to public transport, including two bus stops within 50m and Reading Train station about 400m away, offering an excellent opportunity to increase the residential allocation in the area.

Close proximity to The Riverside offers good amenity space and community engagement opportunities for future residents.

The proposal does not require external groundworks so should create minimal disruption at street level.

CONSTRAINTS

Any proposal must respect the existing character of Jackson's Corner and the existing building.

Mitigating any negative impact on the conservation area is vital for the success of the development.

Any proposed development must sit well within the context of the junction and result in minimal impact on the streetscene.

Key to Constraints

	Site		Listed Building
	Conservation Area - Market Place/London Street		

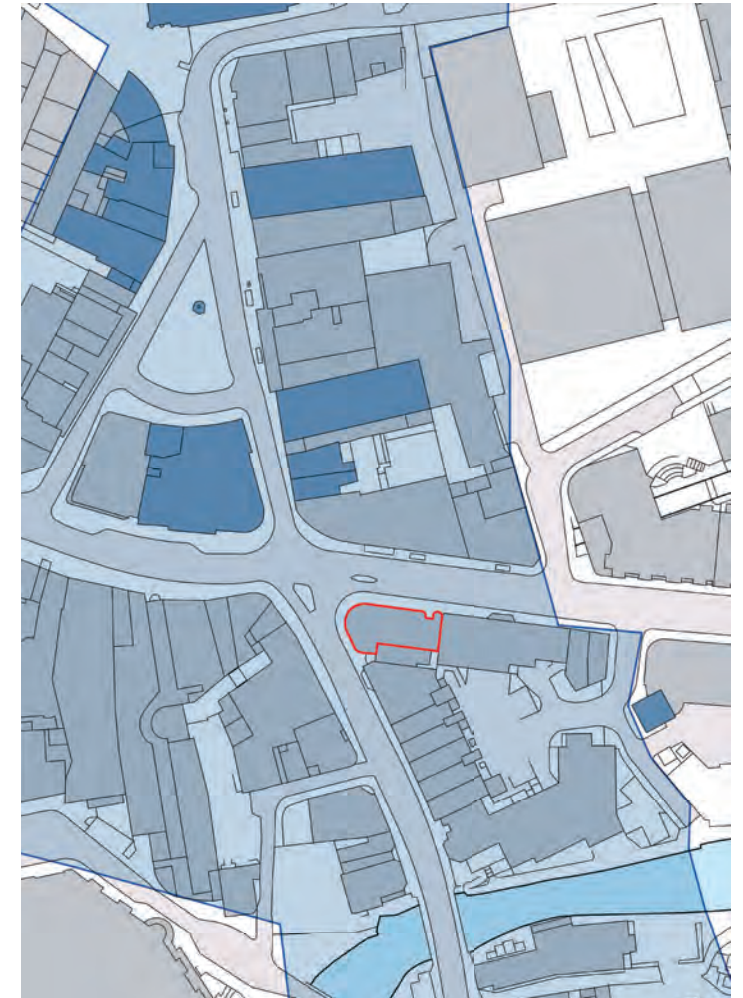


Figure 3: Constraints Map

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EXISTING SITE ANALYSIS

2.3. Existing Site and Property

The existing building has a distinct character and language complimentary to the surrounding buildings but utilises a different style.

The existing building design is one of the 'cleaner' façades on the street with repeating elements and minimal ornamentation. The simplicity of the building compliments the surrounding historic façades which are in more ornamental styles.

The ground floor unit is currently accessed from the corner of King's Road and Duke Street. The floors above are accessed via a door on King's Road and a side door is located on Duke Street. The ground floor has large shopfront style windows that have been obscured so that there is little active frontage to the building. The ground floor windows do not match the rhythm of the floors above.

The existing ground floor unit has a GIA of 167.9 sqm. The full Ground Floor has a GIA of 238.7sqm.

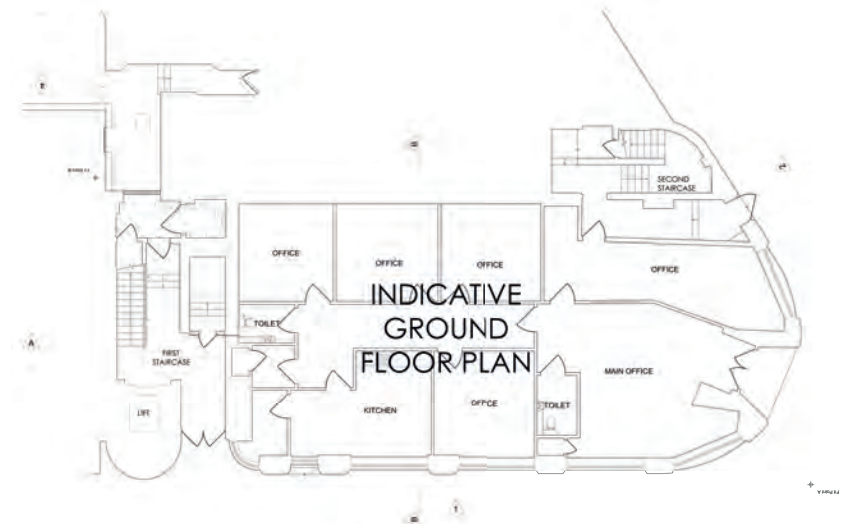


Figure 4: Indicative Existing Plan

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EXISTING SITE ANALYSIS



Figure 5: Street Level Views

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PROPOSALS

3.1. Overview

The proposal seeks to convert the ground floor of the existing 4 storey building at Abbey corner.

The property will maintain the existing building footprint, preserving the relationship with the street. The exterior of the building will remain as existing so there will be no adverse impact upon King's Road.

The existing access to the site will be maintained. The introduction of residents will insure the building has an active frontage even outside of standard work hours.

The proposed change of use will have positive implications on to the street scene whilst maintaining the integral character of Jackson's Corner. The exterior will not physically alter but the residential use will create a more active frontage and increase the sense of community and safety that the overlooking of a public realm creates.



Figure 6: Streetscene



Figure 7: Indicative Proposed Elevation Duke Street



Figure 8: Indicative Proposed Elevation King's Road

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PROPOSALS

3.2. Proposed Ground Floor

Ground Floor

The proposal will divide the offices on the ground floor into 4 flats. Flat A will be accessed from Staircase 1, Flat B and C will be accessed from the former Staircase 2. Flat D will be accessed via the existing door onto the street.

Consideration has been given with regards to the environmental performance of the building. The ground floor has already had additional insulation added.

Schedule

Unit A - 1 Bed - 1 Person - 38.7 sqm

Unit B - Studio - 1 Person - 39.7 sqm

Unit C - Studio - 1 Person - 37.4 sqm

Unit D - 1 Bed - 1 Person - 37.1 sqm

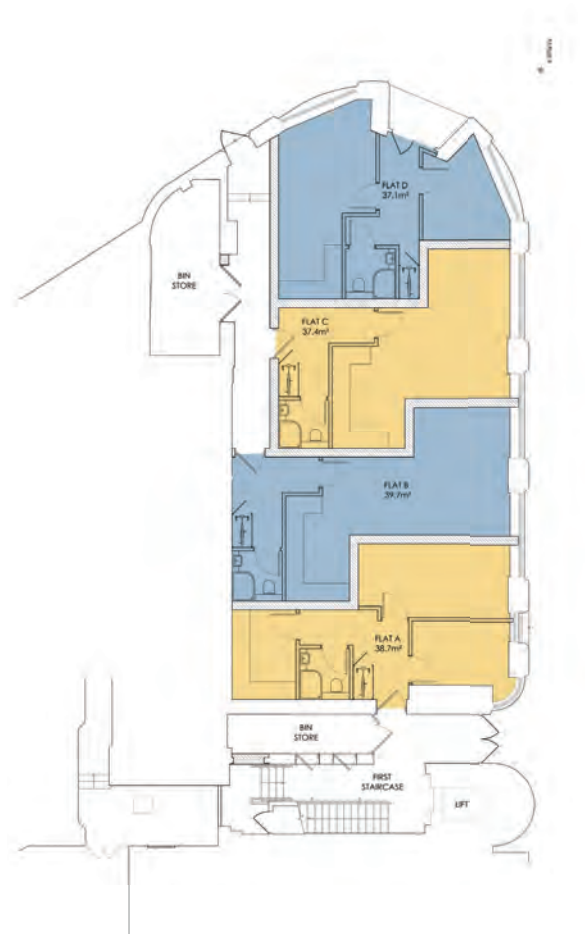
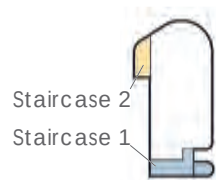


Figure 9: Indicative Floor Plan (Ground)

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MATERIALITY AND PRECEDENT

4.1. Contextual Images



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MATERIALITY AND PRECEDENT

4.2 Existing and Proposed Materials



1. Existing Red Brick
2. Existing Brick Detail
3. Aluminium Windows

5.1. Waste & Transport Management

Waste

The existing building does not have on-site waste storage, an external company collects and processes the waste. The proposed flats will have regular private waste collection.

The proposal involves converting two spaces on the ground floor into ventilated bin stores. These will be wheeled out and privately collected from King's Road.

Transport

A cycle locker has been provided in each flat to encourage sustainable travel.

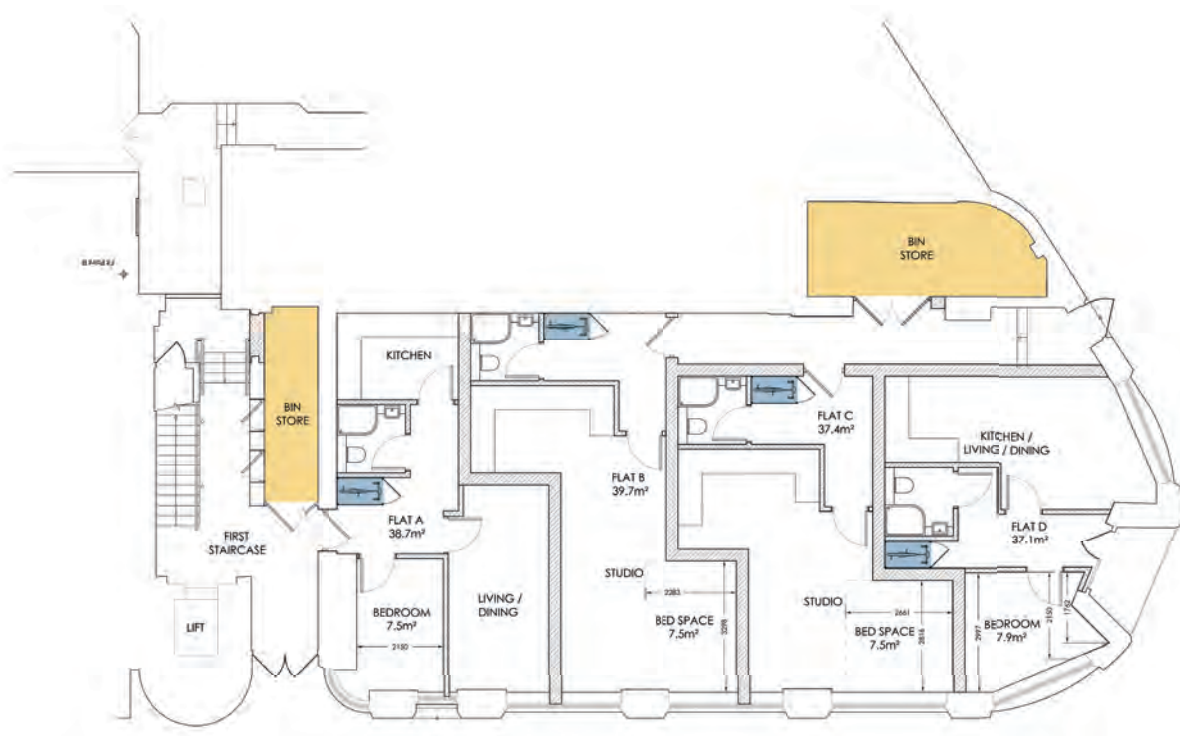


Figure 10: Proposed Ground Floor Management Plan



EXCEEDING EXPECTATIONS

Wakefield, Manchester
Milton Keynes, Reading, London