





INTRODUCTION

1.1. INTRODUCTION

This Design Document is to assist with a Prior Approval Application relating to a proposed office to residential conversion by Pinemace located at 2-4 King's Road in central Reading. The document outlines the proposals for the conversion of this existing 4 story office building.

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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 existing brickwork is generally in good condition.

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 changes to the exterior of the building.

Key to Constraints

	Site		Listed Building
	Conservation Area - Market Place/London Street		

2.2 Opportunities and Constraints

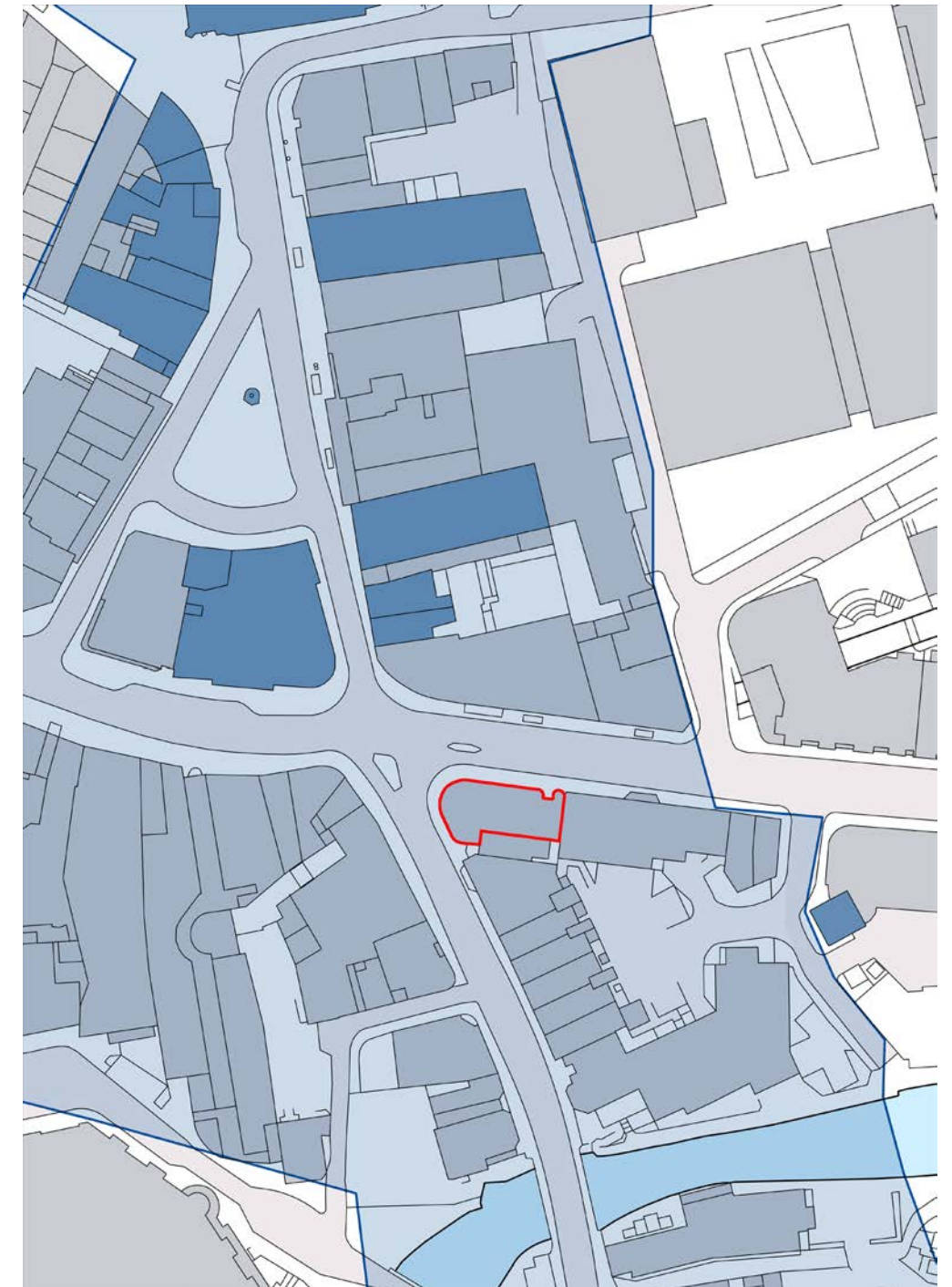


Figure 3: Constraints Map

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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 primary aesthetic features consist of two separate blue brick courses at each level and chamfered openings for windows and doors. The simplicity of the building compliments the surrounding historic façades which are in more ornamental styles.

Internally the spaces are not utilising their full potential. The internal layout is complementary to a domestic scale and does not lend itself well to the modern office and the technological advancements now expected of such a space.

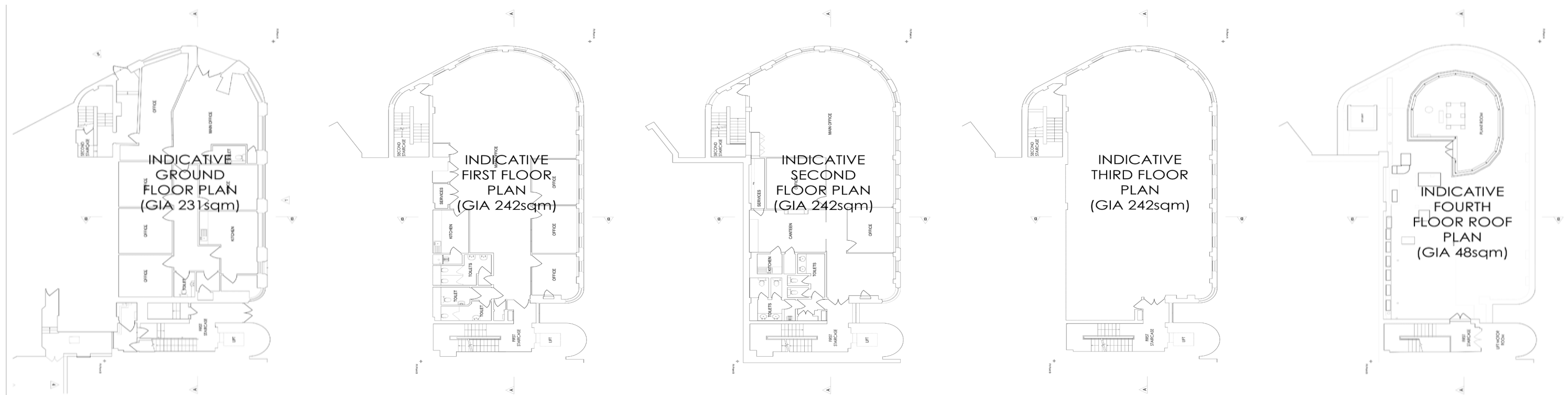
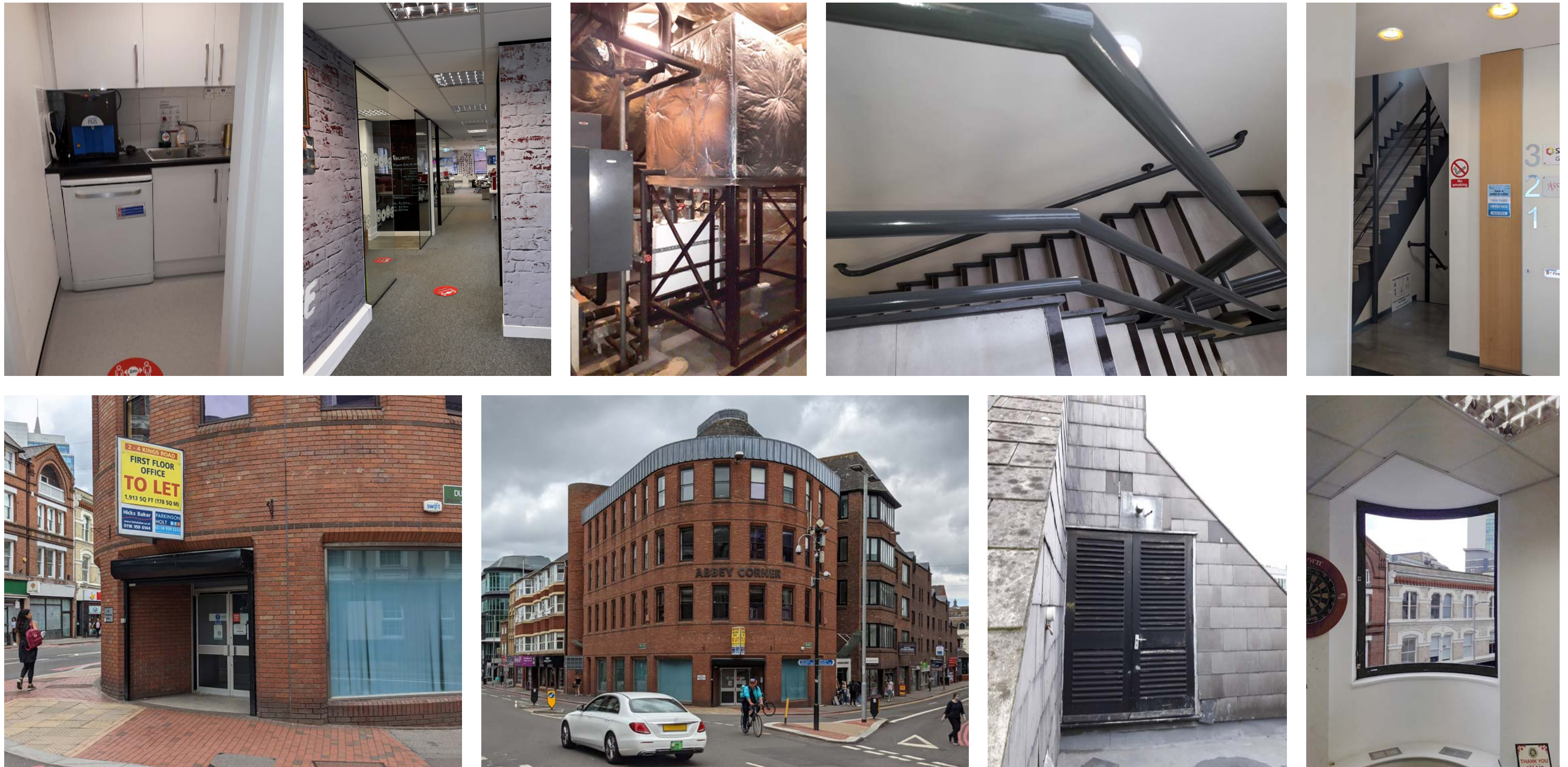


Figure 4: Indicative Existing Floor Plans

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EXISTING SITE ANALYSIS

2.4. Existing Photos



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PROPOSALS

3.1. OVERVIEW

The proposed works will convert the first, second and third floor offices into residential accommodation. The proposal includes 9 apartments across 3 floors. The ground floor unit will remain largely unchanged at this time.

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 5: Street Scene



Figure 6: Indicative Proposed Elevation Duke Street



Figure 7: Indicative Proposed Elevation King's Road

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PROPOSALS

3.2. Conversion of Existing Units

The proposal will divide the offices on the upper floors into 3 flats. Each flat will be accessed by staircase 1. Staircase 2 will be removed to allow more residential space.

Consideration has been given with regards to the environmental performance of the building. Additional internal insulation will be added to the external walls.

Schedule

Unit 1 - 1 Bed - 2 Person - 51.6 sqm

Unit 2 - 2 Bed - 3 Person - 63.4 sqm

Unit 3 - 2 Bed - 3 Person - 63.2 sqm

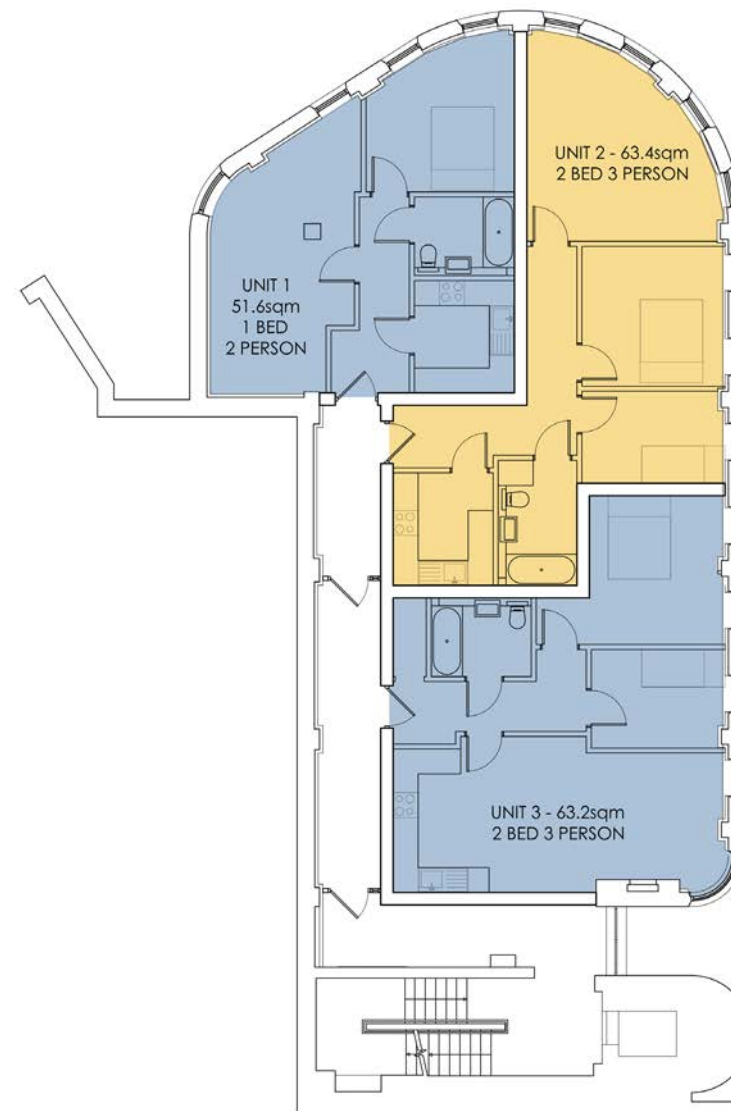
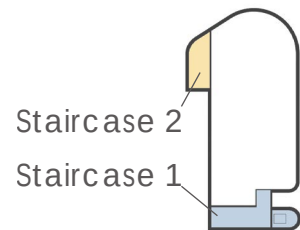


Figure 8: Indicative Floor Plan (1st 2nd 3rd)

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MATERIALITY AND PRECEDENT

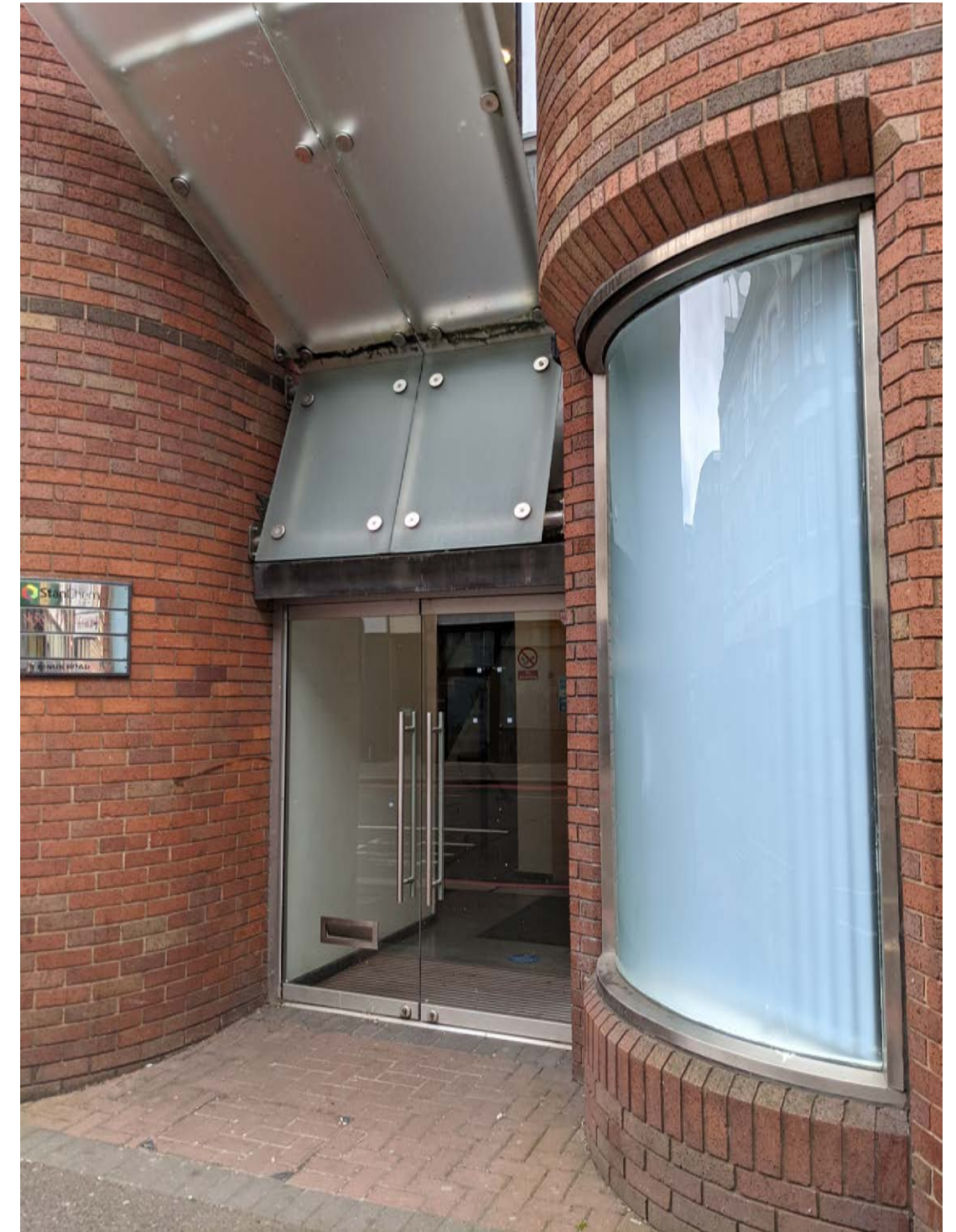
4.1 Contextual Images



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MATERIALITY AND PRECEDENT

4.2 Existing and Proposed Materials



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MANAGEMENT PLAN

5.1 Waste & Transport Management

Waste

The existing offices do not have on-site waste storage, an external company collects and processes the waste and will continue to do so for the ground floor office use.

The proposal involves converting a space on the ground floor into a ventilated bin store. The new store will accommodate:

- 2x 1100 ltr recycling bins
- 1x 1100 ltr general waste bin

These will be wheeled out and collected from King's Road.

Transport

Stairwell 2 on the GF will be converted into a cycle store. The store will be accessed through the existing external door onto Duke Street.

The proposal will provide:

- 10 semi vertical cycle spaces

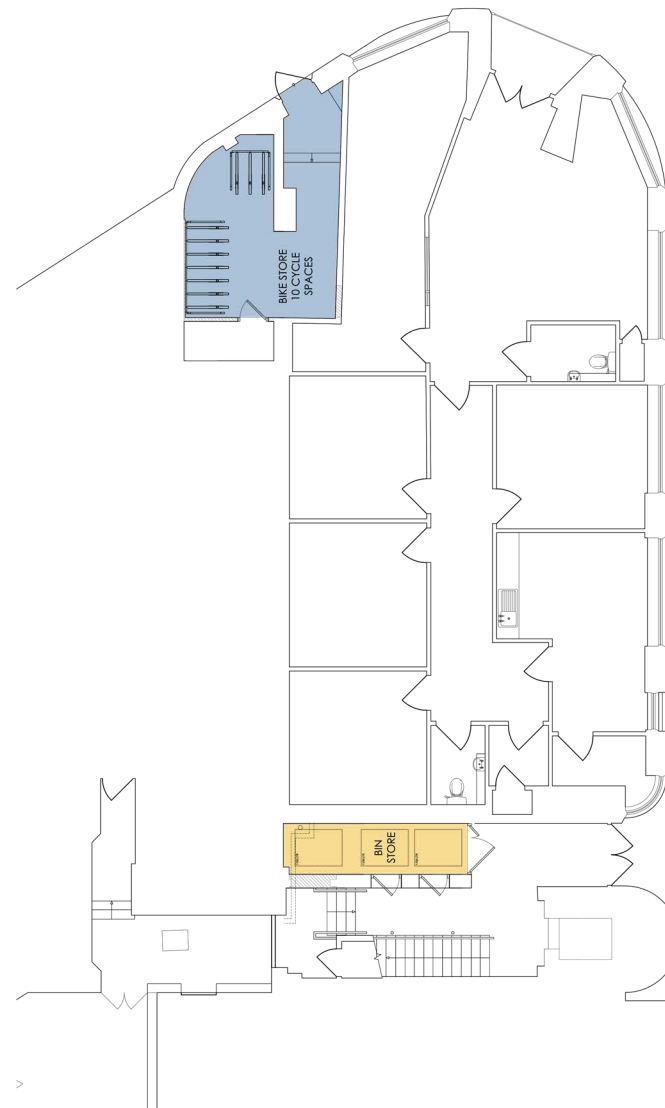


Figure 9: Proposed Ground Floor Management Plan



EXCEEDING EXPECTATIONS

Wakefield, Manchester
Milton Keynes, Reading, London