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**AYRE
CHAMBERLAIN
GAUNT**

Our ref: 355_REF_900

March 2021

Revision: P4

MULBERRY HOUSE

DESIGN AND ACCESS STATEMENT

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REVISION SHEET

REPORT TITLE: MULBERRY HOUSE DESIGN AND ACCESS STATEMENT
REPORT NUMBER: 355_REF_900

This report has been prepared for the sole benefit, use and information of The Faculty Limited. This report, together with supplementary reports accompanying it, relates to the present design and may be subject to changes as project progresses.

Revision:

- P1 Issued 17.12.20
- P2 Issued 18.12.20
- P3 Issued 08.01.21
- P4 Issued 09.03.21

01 EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

This planning application document has been prepared by Ayre Chamberlain Gaunt on behalf of The Faculty Limited for the proposed development for a 5-storey residential building including a mix of 1, and 2 bedroom homes. The site is brownfield (following demolition of a vacant dental surgery which used to occupy the site) and is located in central Reading.

This planning application has been prepared following the previous planning history on the site:

- Planning approval (180591) for the for the construction of a part 3, part 5 storey building providing 7 flats and 5 parking spaces was granted in March 2019.
- Following this, a planning application for the construction of a part 3, part 5 storey building and semi open basement providing 11 flats and 10 parking spaces was refused in June 2020.
- An appeal scheme and statement of case was submitted in September 2020 for part 3, part 5 storey building and semi open basement providing 10 flats and 10 parking spaces.

The proposal will address the characteristics of the Eldon Street Conservation area and the immediate site context to provide an exciting chance to transform this site into a landmark residential development.

Project Team:

Client/Applicant: The Faculty Ltd
Architect: Ayre Chamberlain Gaunt Ltd
Planning Consultant: Atlas Planning
Daylight / Sunlight Consultant: Hawkins Environmental
Arboricultural Consultant: Hellis Solutions
Acoustic Consultant: Impact Acoustics
Transport Consultant: Connect Consultants
Air Quality Assessor: Aether
CGIs : ZVAA

Areas and Mix:

Site Area: 840 m2
Proposed GIA: 804.08m2
Proposed Mix: 5 no. 1 Bedroom 2 Person Flats (56%)
2 no. 2 Bedroom 3 Person Flats (22%)
2 no. 2 Bedroom 4 Person Flat (22%)
Total : 9 Flats

Car Parking Spaces: 5 Spaces
Cycle Spaces: 9 Spaces (8 Allocated and 1 Visitor at Ground Floor)



01 3D view of the site showing the recently demolished dental surgery (looking north-west)

02

SITE ANALYSIS & OPPORTUNITIES

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LOCATION

Situated in Reading, Berkshire, the site is located approximately one mile east of Reading Town Centre and the Station. Kings Road (A329) lies north of the site and acts as a major east-west traffic and bus route through Reading connecting into wider motorway links from the city.

The application site is located within the Eldon Street Conservation Area which contains a mix of building styles including some of the town’s Georgian heritage. The site is located outside of the Central Reading (CR policies within the adopted local plan) boundary, although neighbouring Hanover House is located within the Central Reading area.

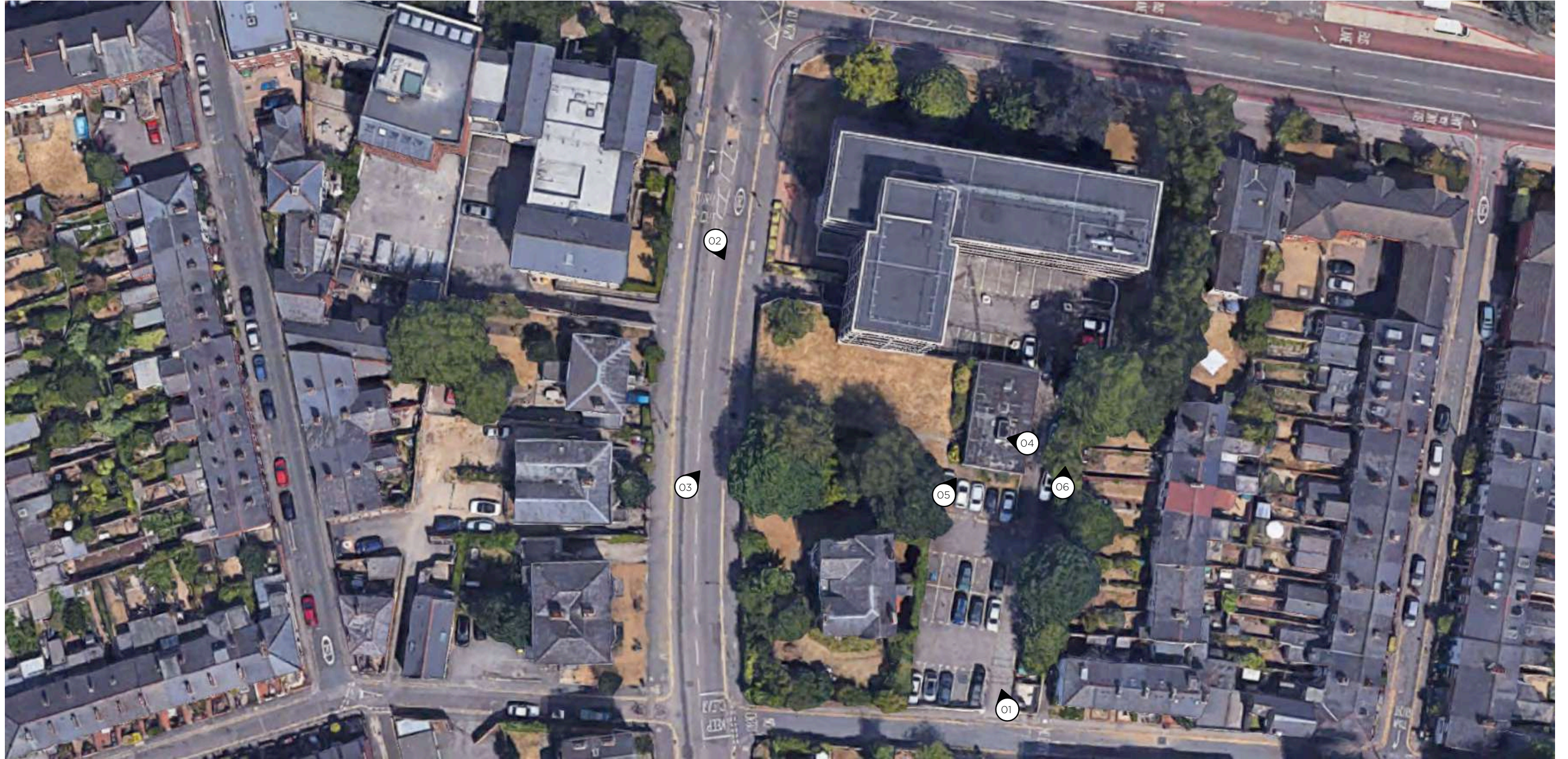
OPPORTUNITY:

The highly central site location provides an ideal opportunity to deliver a new, sustainable housing project.



01 Site Location Plan showing the application boundary in red. OS Licence Number: 100051661

EXISTING SITE PLAN



SITE PHOTOGRAPHS



01 View from the South car park
02 View to site from Eldon Road
03 View to site from Eldon Road
04 View to site from East
05 View to Town Place from site
06 View to Hanover House from site

CONTEXT PHOTOGRAPHS



- 01** Georgian Stone Mansion Block with Plinth.
- 02** Grey Brick Terraced Houses with decorated openings.
- 03** Buff Brickwork with dark red coloured headers.

- 04** Red Brickwork Terraced Houses.
- 05** Concrete and Glass.
- 06** Brickwork Terraced Houses. Painted Brickwork.

ADJACENT BUILDINGS AND SCALE

The existing buildings to the north of the site along Kings Road are typically between 4-6 stories in height. As the road is lined with several Georgian Style mansion blocks these are actually perceived as higher due to semi ground floor basements introduced and ground floor being half a storey above street level. The scale of development greatly increases to the west and the town centre.

Hanover House to the North is a part 6 and a part 8 storey development located 15 metres north of the site. As this was originally commercial, the floor to ceiling heights result in a taller overall mass.

The dwellings to the south west of the site, 1,3 Eldon road, are raised up 3-storey properties typically of Edwardian style perceived as 3.5 storeys due to their semi ground floor basements. Generally, Eldon road is lined with large Georgian-style mansion blocks.

Two-storey terraces line the south and east of the site (Eldon Terrace and Town Place) and are separated from the site via a row of mature trees.

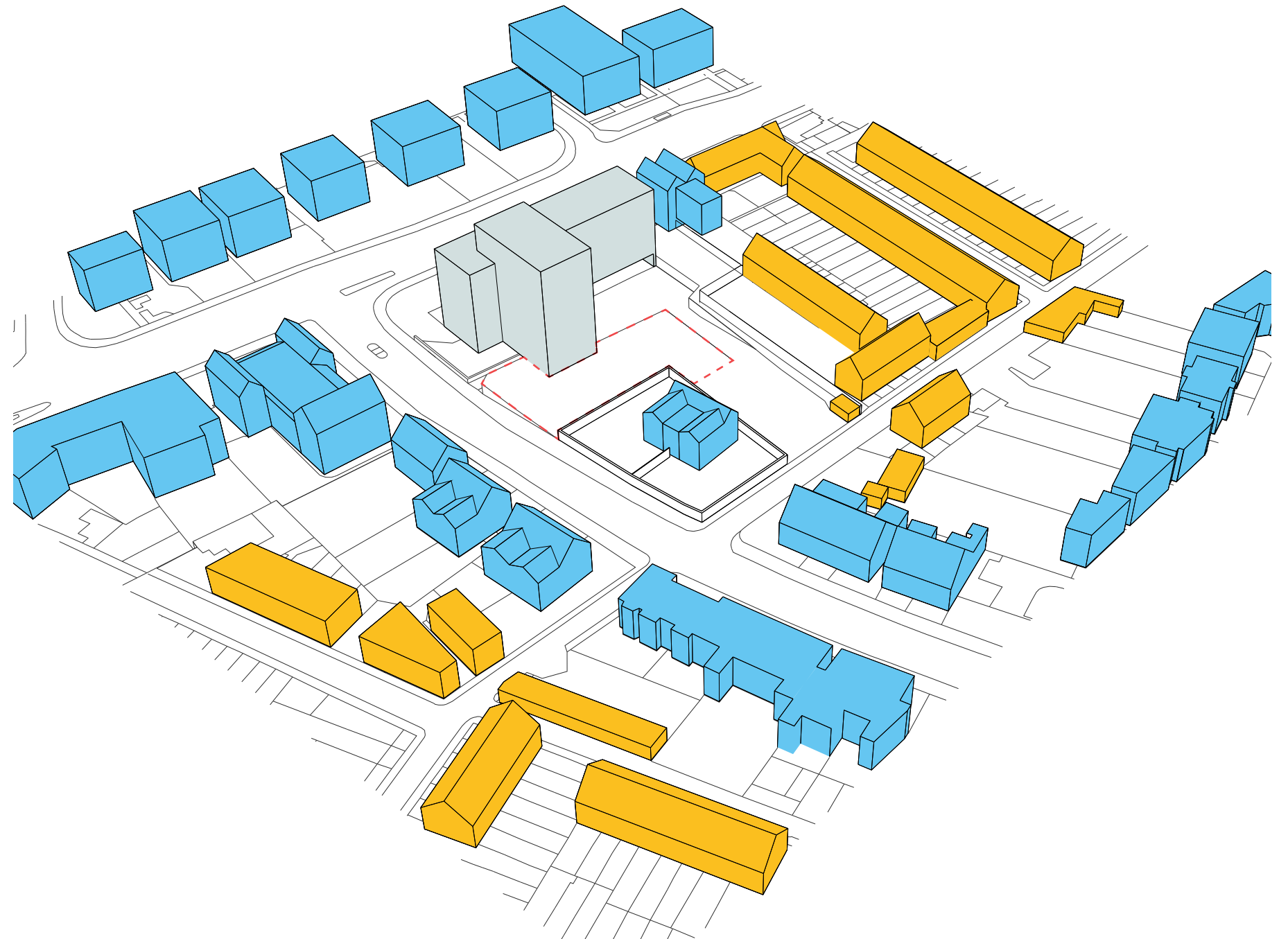
OPPORTUNITY:

There is an opportunity to respond to the larger massing of Hannover House with a larger scale section of the proposed scheme while still addressing the smaller scale of the lower height developments to the south and east of the site through a lower portion of the scheme.

Any proposals should reference the surrounding urban grain and provide a sensitive transition between the changes in scale of the surrounding context.

KEY:

-  1-2 Storeys
-  3-4 Storeys
-  8 Storeys
-  Site Boundary



01 Diagram showing Building Scales

ADJACENT BUILDINGS AND USE

There are a variety of uses around the site, with predominantly residential developments to the east and south. Eldon Road hosts a wider variety of uses including offices, a surgery and a hotel.

Kings Road to the north of the site includes some residential use but primarily offices, retail and education uses. The main retail centre and The Oracle is located 0.5 miles (10 minute walk) to the west along Kings Road.

Hannover House to the north has recently been converted from office to residential use to create 104 residential flats.

OPPORTUNITY:

There is an opportunity to regenerate the site as it is currently vacant and underused. The highly central location and range of nearby amenities mean this is an ideal position to provide much needed residential space in the centre of Reading.

KEY:

Residential

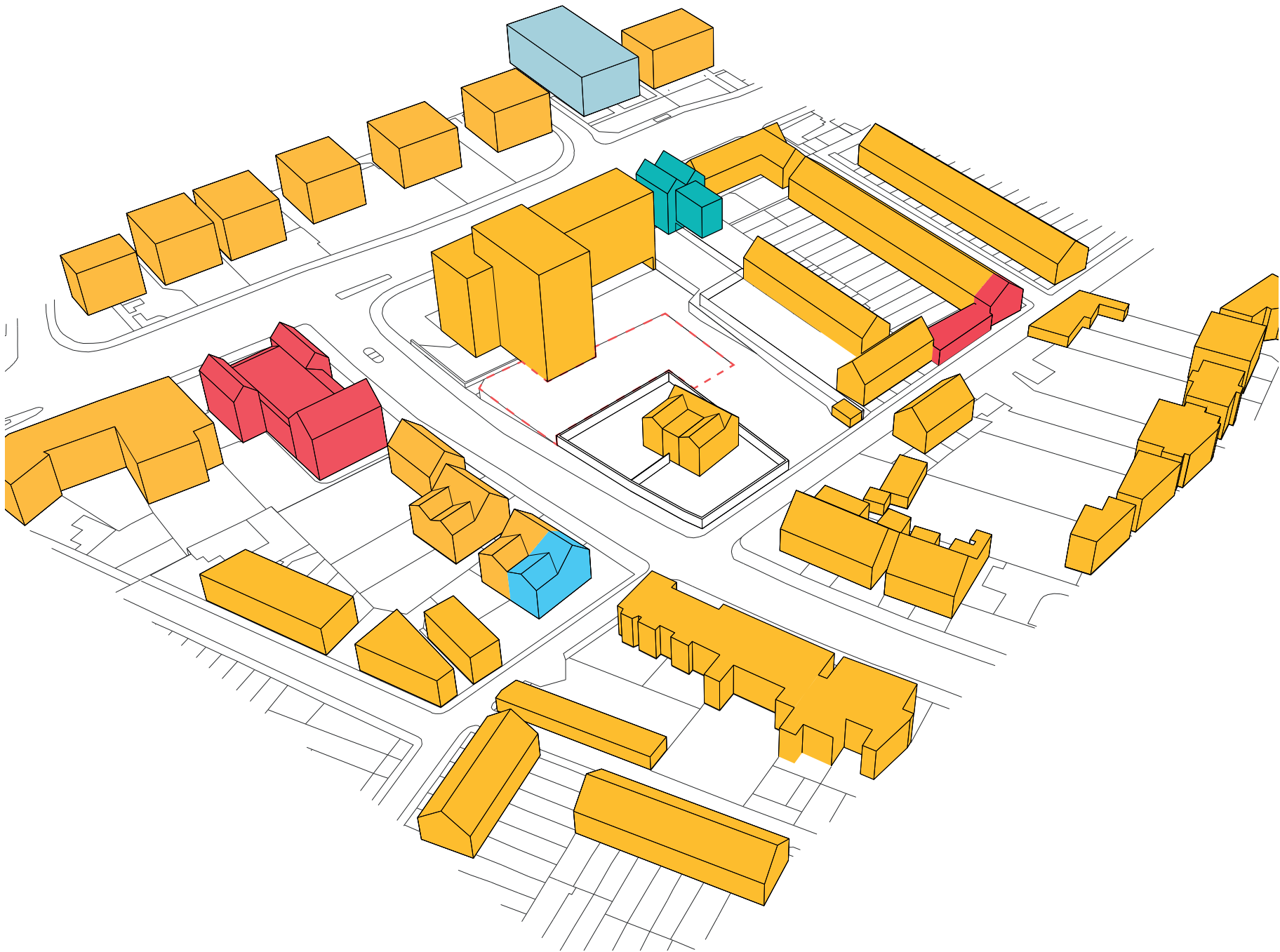
Healthcare

Commercial

Education

Hospitality

Site Boundary



01 Diagram showing prevailing building use

PEDESTRIAN ACCESS

The main pedestrian routes follow Eldon Road to the west of the site connecting the University and Hospital campus to Kings Road and the town centre to the west. The existing pedestrian access to the site is via a set of existing steps from Eldon Road which isn't that prominent on the street, although pedestrians can also access the site via Eldon Terrace.

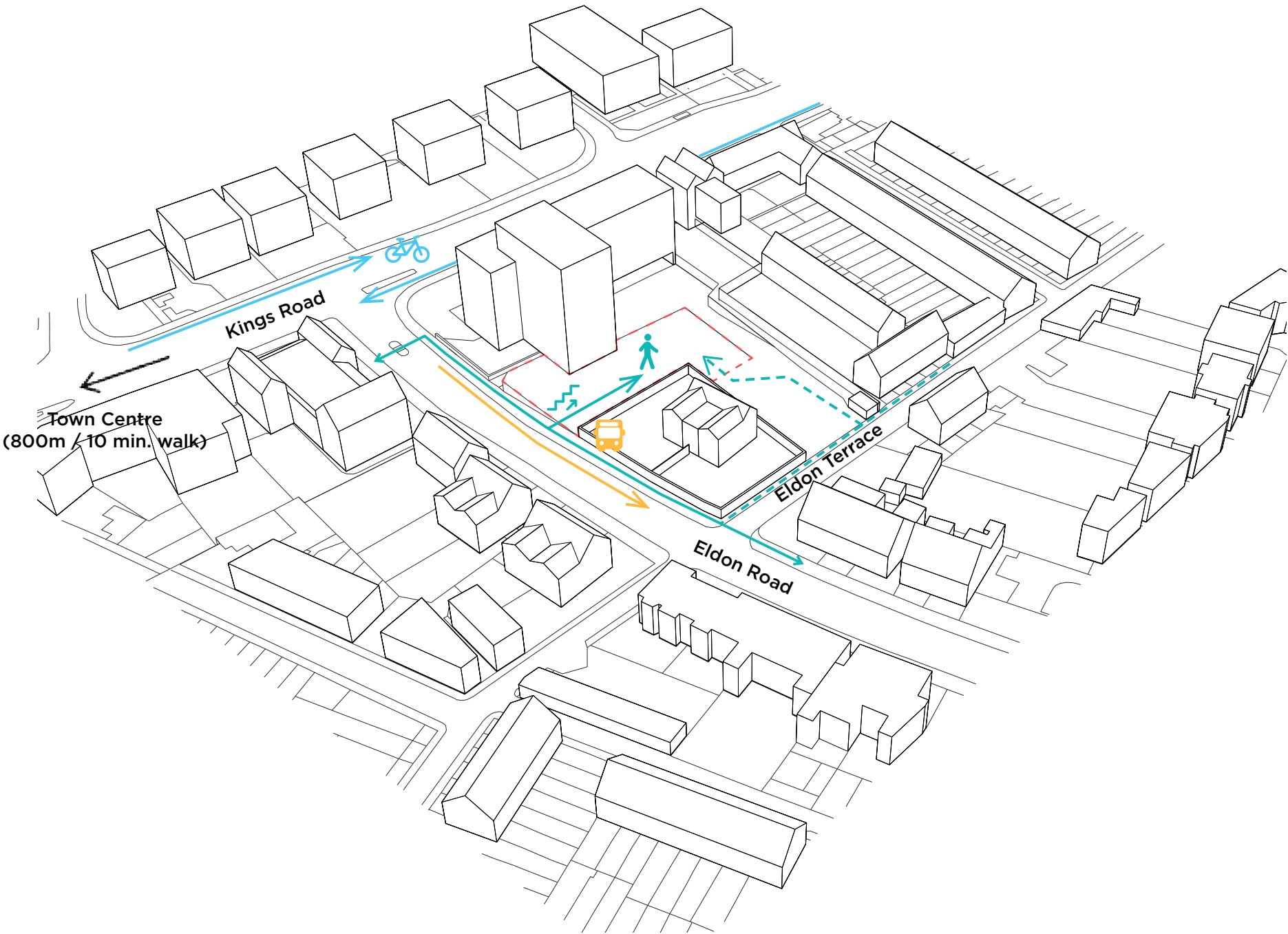
OPPORTUNITY:

There is an opportunity to introduce a more prominent and legible pedestrian access towards the proposed scheme from Eldon Road which is attractive and safe. Improved access from Eldon Road will include ambulant disabled stairs to ensure the main entrance is more inclusive. The alternative approach to the south of the main entrance is shorter and can be used by wheelchair users.

The provision of a pedestrian route to the entrance and through the site between Eldon Terrace and Eldon Road is a key opportunity and will assist in introducing a legible entrance from both approaches.

KEY:

- Primary pedestrian access route
- Secondary/step-free pedestrian access
- Local cycle route
- Bus route
- Bus stop
- Ambulant-disabled stairs
- Site boundary



01 Diagram showing pedestrian access

VEHICLE ACCESS AND SERVICING

The main vehicle access to the site is currently from Eldon Terrace to the south of the site which operates as a one-way highway. The site includes 5 car parking spaces located on the southern edge of the site boundary and adjoin the controlled car park for Hanover House.

Refuse collection currently navigates the ramped approach to the east of the site to serve Hanover House via Eldon Terrace.

OPPORTUNITY:

Eldon Road is situated directly to the west of the site. There is an opportunity for vehicles to access the site directly from Eldon Road through the existing access to Hanover House, as this is via an easement over the Hanover House site through the existing parking undercroft area.

There is the opportunity to create a new parking area on the site directly accessed from the southern edge of the site. Locating the parking on the southern portion of the site will clearly separate the parking areas from the green amenity spaces and pedestrian main entrance area on ground level. It also removes the need for a new ramped access into and under the building, which creates a more active ground floor.

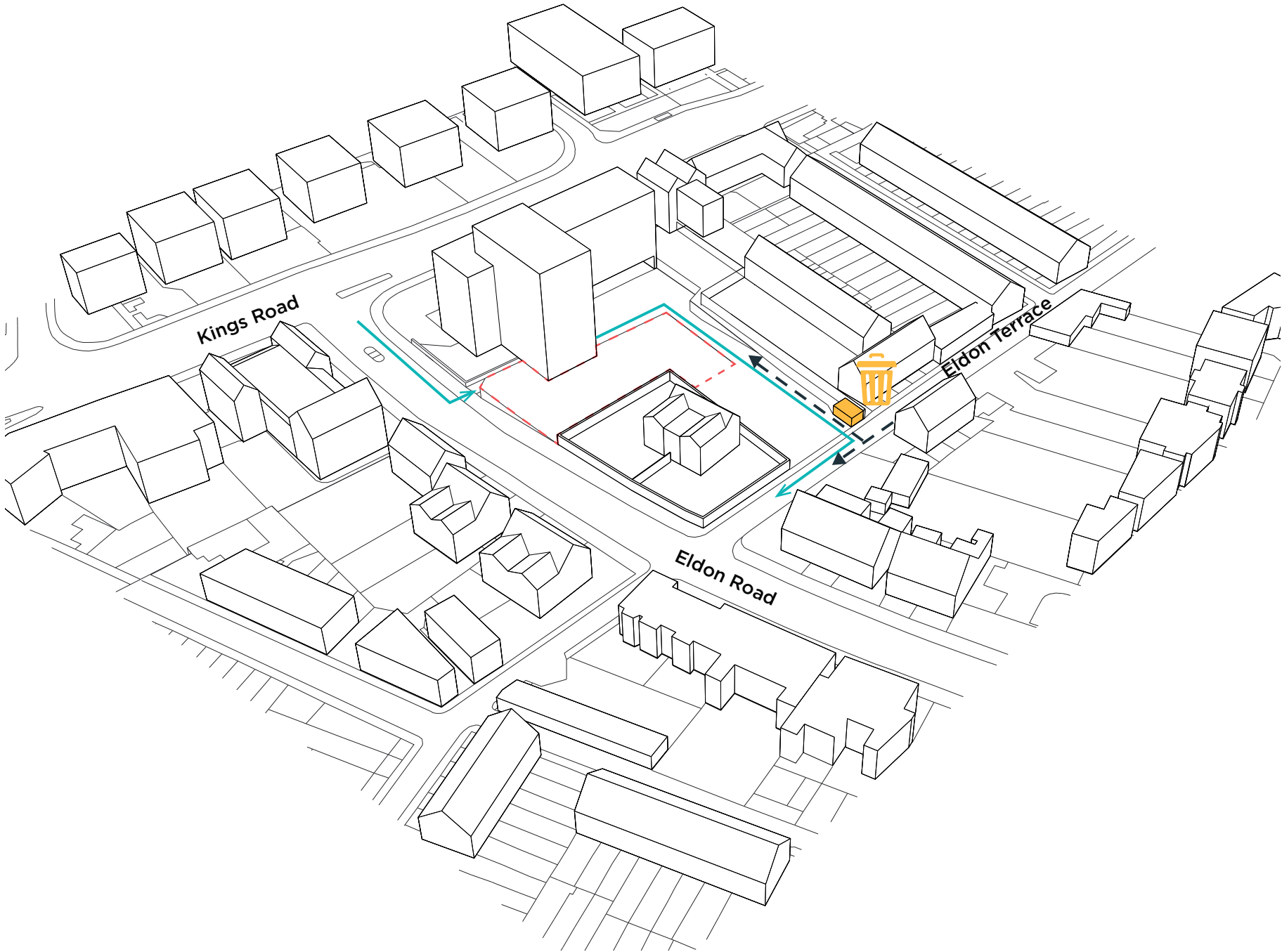
KEY:

Proposed vehicle access route

Emergency access route

Kerbside refuse store and collection point

Site boundary



01 Diagram showing Vehicle Access

VIEWS AND ORIENTATION

Hannover house is situated approximately 15 metres to the north of the proposed building boundary. The smaller terraces along Town place are situated 20 metres from the eastern boundary. 1-3 Eldon Road is located 11 metres to the south west (corner-to-corner) and has its principal elevations facing south and west.

The key views towards the site which will need to be considered are from: Eldon Road and the building approach from the west, Town Place and the view of the building from the east and Eldon Terrace looking towards the site from the south.

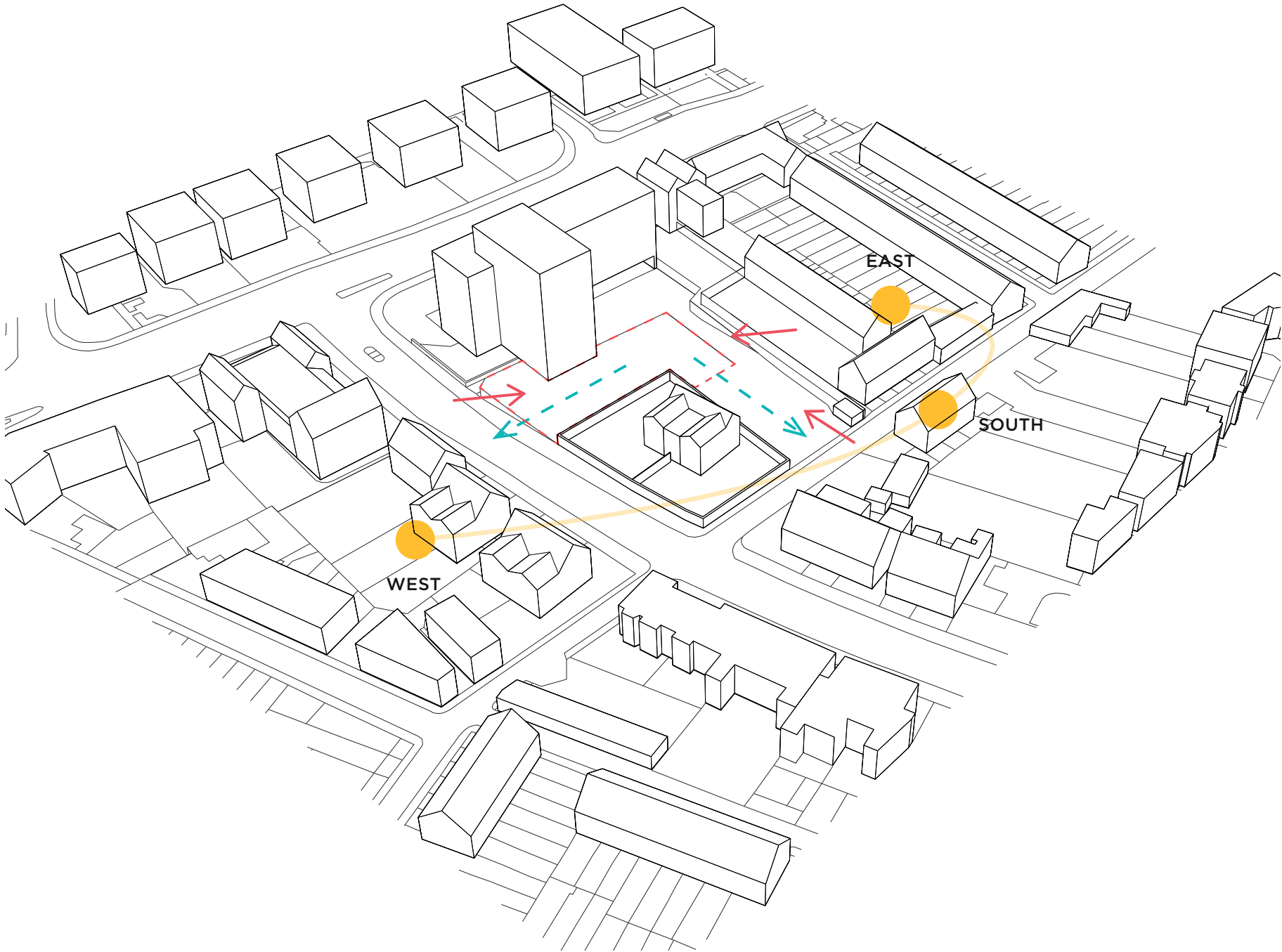
The sun path moves from the east - south - west around the site allowing the green space to the west of the building to benefit from evening sunlight.

OPPORTUNITY:

There is the opportunity to create a building form which respects distances to the existing developments and creates a good views and outlook for the residents within the development. This could be through addressing this through tapering the massing on the northern elevation through to the positioning of secondary windows on the most sensitive elevations. Dropping the building height towards the south of the site will maximise light and views into the southern flats.

KEY:

-  Solar path E-W
-  Principle aspects from the site
-  Principle aspects to the site
-  Site boundary



01 Diagram showing sun-path and principle aspects

GREENERY

There is some greenery in the urban context of the site including the tree lined streets of London Road and Eldon Square. The south-west and eastern boundary of the site are lined with mature trees. There is a large area of grass on the western portion of the site alongside a mulberry tree to the north-west corner with Eldon Road.

OPPORTUNITY:

As the area is highly urban it will be important to retain as much greenery and trees as possible within the proposal. As the site is in a conservation area many of these trees have TPOs and their root projection areas will need to be considered. The trees act as a buffer to the noise of the road and soften views into and out of the site. There is an opportunity to retain the green area to the western are of the site and make this usable as a landscaped semi-public amenity space.

KEY:

 Existing trees and greenery



01 Diagram showing Greenery

03 PLANNING HISTORY

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PLANNING HISTORY

This planning application has been prepared following the previous planning history on the site:

A : Planning approval (180591) for the for the construction of a part 3, part 5 storey building providing 7 flats and 5 parking spaces was granted in March 2019.

B : Following this, a planning application for the construction of a part 3, part 5 storey building and semi open basement providing 11 flats and 10 parking spaces was refused in June 2020.

Nine reasons for refusal have been stated on the Decision Notice (please refer to the full list in Appendix A):

01-The proposed development, by reason if its mass and architectural detail and materials, would not be of a sufficient high quality design that maintains and enhances the character and appearance of the area, nor sufficiently respect the form and quality of the detailing and materials in the area, including the wider Eldon Square Conservation Area, and therefore also fail to protect and enhance the setting of nearby listed buildings and fail to conserve and enhance the character and appearance of the Eldon Square Conservation Area, contrary to Policies CC7, EN1, EN3 and EN6 of the Reading Borough Local Plan 2019 and Eldon Square Conservation Area Appraisal (2007).

Please refer to Section 04, Elevational Appearance and Scale which describes the Elevational Design Approach (including the materiality) of the proposed scheme. This section also describes the high design quality of the scheme and how it maintains and enhances the character of the existing conservation area.

02-The proposed development, by reason of its proposed removal of a Black Mulberry tree (T1, subject to a Tree Preservation Order) and insufficient information to demonstrate that there would not be harmful impacts to a common beech, sycamore and silver birch trees (Refs T2, T3 & T6 in the Tree Report by Hellis Solutions Limited Ref 19/09/164/NH, dated October 2019, as received 27/01/2020), the proposal would be unacceptably harmful to trees and the character and appearance of the Eldon Square Conservation Area, contrary to Policies CC7, EN1, EN3 and EN14 of the Reading Borough Local Plan 2019 and Eldon Square Conservation Area Appraisal (2007).

Please refer to Section 05 , Landscaping which addresses the arboriculture impacts raised above.

03-The proposed development, by reason of its mass, height and footprint, would be visually dominating and overbearing equating to a harm to outlook, resulting in a detrimental impact on the living environment of existing nearby residential occupiers. In addition, owing to the lack of an appropriate methodology, the proposed development has failed to demonstrate that it would not cause a detrimental impact on the living environment of existing nearby residential occupiers in terms of access to sunlight and daylight. In both instances the development is contrary to Policy CC8 of the Reading Borough Council Local Plan 2019.

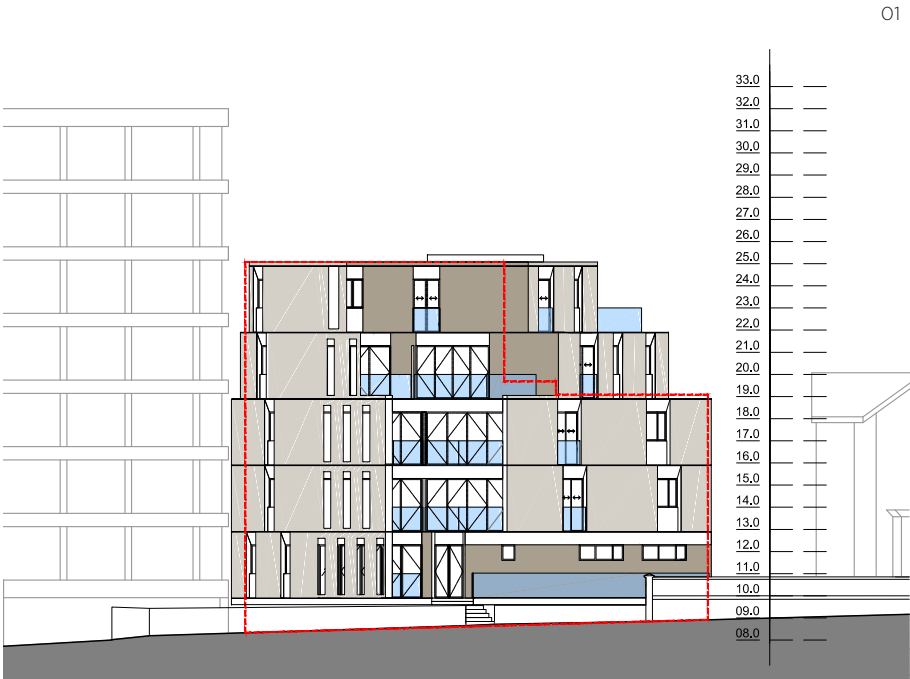
Please refer to Section 04, Massing and Scale and Relationships with Adjacent Developments which describes the Massing, Layout and Relationship to Adjacent Developments of the proposed scheme. Section 06, Over-shading Analysis describes how the proposal also affects adjacent occupiers in relation to sunlight and daylight and overshadowing in relation to the refused scheme.

04 - The proposed development, in the absence of a daylight, sunlight and overshadowing assessment in relation to the 11 proposed residential units, and a lack of features to prevent crime and maintain safety, has failed to demonstrate that it would provide acceptable living conditions for future residential occupiers, contrary to Policy CC8 of the Reading Borough Local Plan 2019.

Please refer to Section 06 Security which describes the measures taken by the proposed application to prevent crime and maintain safety across the design of the scheme.

05 - The proposed development, by reason of its proposed mix not sufficiently justifying the lack of over 50% of dwellings being of 3 bedrooms or more, would not adequately contribute towards meeting the needs for the mix of housing in the Borough, contrary to Policy H2 of the Reading Borough Local Plan 2019

The proposed scheme does not exceed the 10- dwelling threshold set out in Policy H2, therefore the scheme is not required to achieve over 50% of dwellings being 3 bedrooms or more. The scheme has a good mix of different sized homes.



01 Image of Refused Scheme B
02 Image of Consented Scheme A

04 PROPOSAL

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MASSING & SCALE

The scale and massing of the proposals respond closely to the existing site context, the surrounding buildings and the key townscape views around the site.

SETTING THE BOUNDARIES

The parameters of the massing and the position have been defined through offsetting the development area at appropriate distances from surrounding neighbouring developments.

The position of the development is set back from the key views along Eldon road, lined by Grade II listed buildings. This also allows for an area of green space to be retained as amenity to the front of the development.

The proximity to Hannover House has been considered through positioning the development boundary in a north south orientation on the site. The positioning of the boundary takes into account the tree roots on the western portion of the site and is situated around these.

Please refer to the Section on Relationships with Adjacent Buildings for more details on the proximities with neighbouring developments and how these have been addressed.

EXTRUSION AND TRANSITION

The massing responds to the adjacent building heights around the site. Hanover House to the north is seven and a half commercial storeys in height, the proposed development responds to this larger height and is set slightly lower than Hanover House at five storeys in height.

To the south and east the massing of the surrounding context becomes smaller in massing at around three – three and a half storeys in height. The proposed massing responds to this through transitioning in scale to the south from five storeys to three storeys.

SEPARATING THE BLOCKS

The massing creates separation between the five storey and the three-storey element. The five-storey element is pulled slightly towards Eldon Road to create distinction between this and the three-storey mass. The proportion of this (visible on approach from Eldon Road) reflects the scale of the typical Georgian mansion blocks opposite which line Eldon Road.

The three-storey element is pushed towards the west and east to create a smaller block responding to the domestic scale developments to the south and providing separation to 1-3 Eldon Road. This also responds to the positioning of the tree roots on the west of the site while creating space to maintain access around the building perimeter from the south.

The separation between blocks visually breaks down the massing when the development is viewed from both the southern approach and Town Place.

CHAMFERING AND SOFTENING

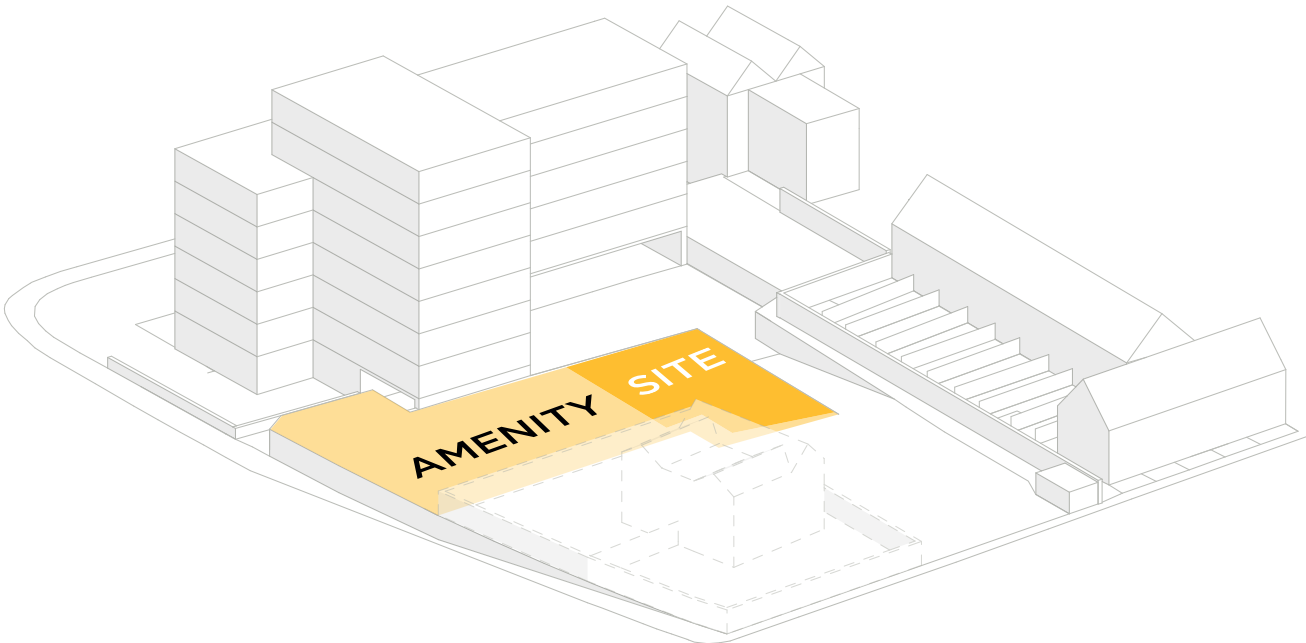
The northern elevation is chamfered away from Hanover House to create visual separation between the proposed development and Hanover House. This creates an aperture between the two which allows light and views into this area.

The southern elevation is chamfered away from the east, this is to reduce the visual prominence of the form when viewed from Town Place.

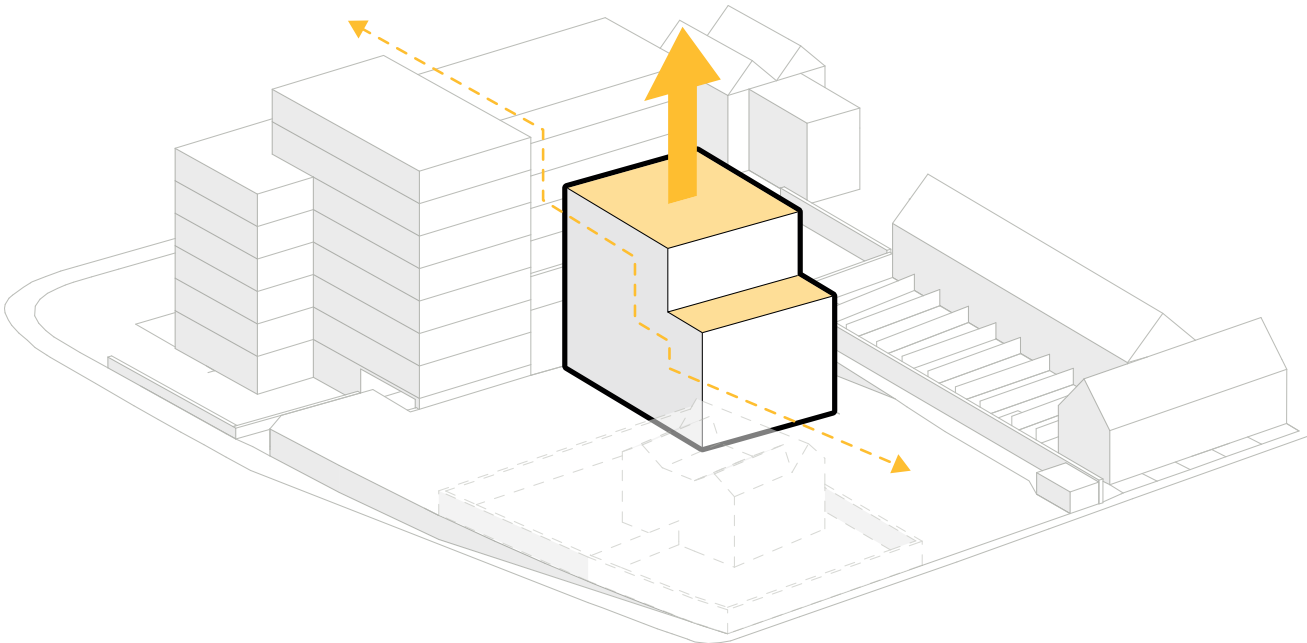
The massing and scale of the development have been highly driven by the contextual building relationships, constraints and opportunities on the site. The proposed massing forms a smooth transition between the contrasting urban scales.

The addition of recessed balconies further softens the proposal through carving away areas of the mass.

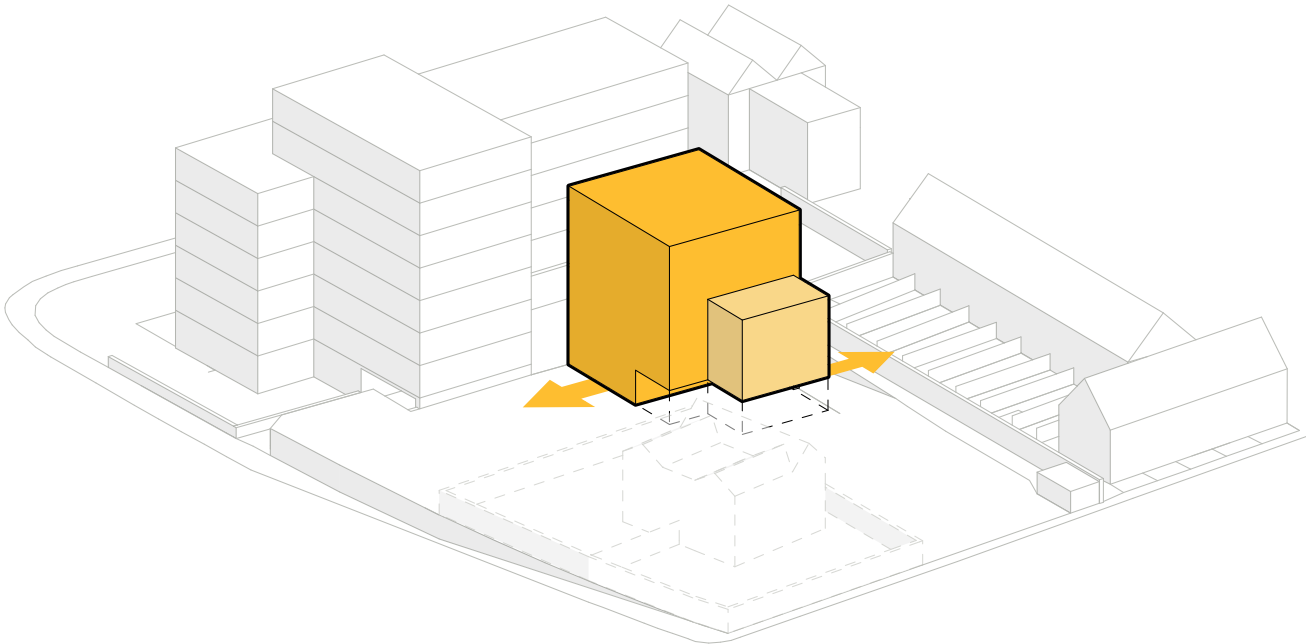
MASSING + SCALE DIAGRAMS



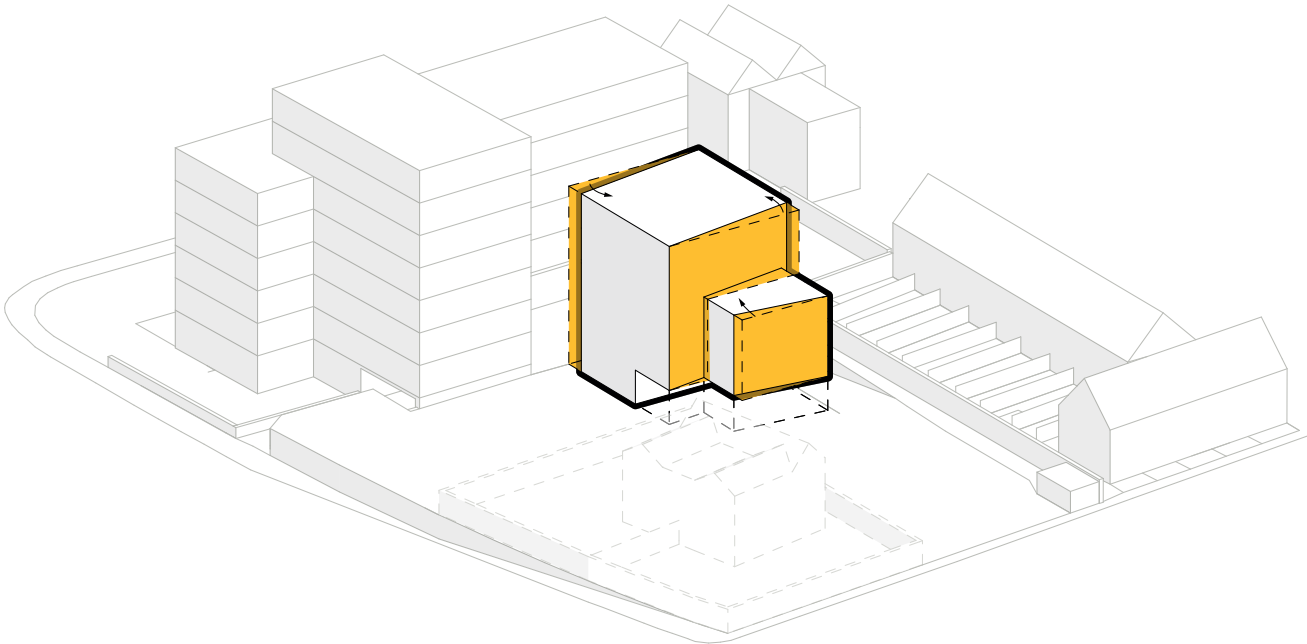
01



02



03



04

01 Setting the Boundaries
02 Extrusion and Transition

03 Separating the Blocks
04 Chamfering and Softening

MASSING DEVELOPMENT

The overall extent of the massing has been significantly reduced when compared to the refused scheme, the improvements made have been outlined below.

North Elevation:

The North Elevation chamfers significantly away from Hanover House, this is demonstrated in the comparison images reducing the massing and distancing between the two developments in this area in comparison to the refused scheme.

Eastern Elevation

The Eastern Elevation shows an improvement in massing in relation to the refused scheme. The top two floors have been significantly reduced in scale creating a much more positive relationship with Town Place. The additional move to separate and change materials of the two blocks further breaks down the massing of this elevation.

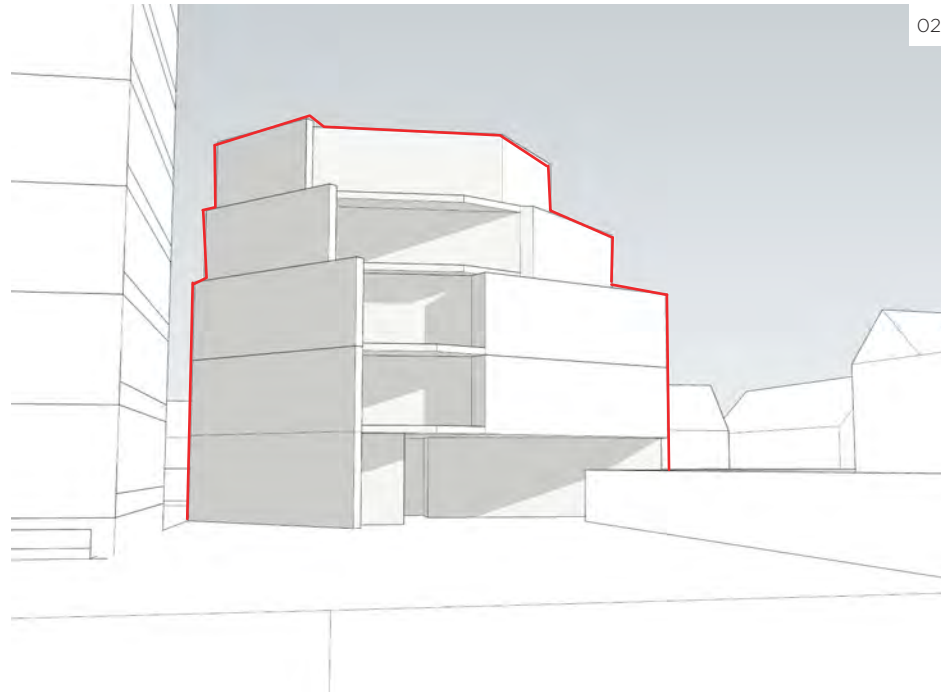
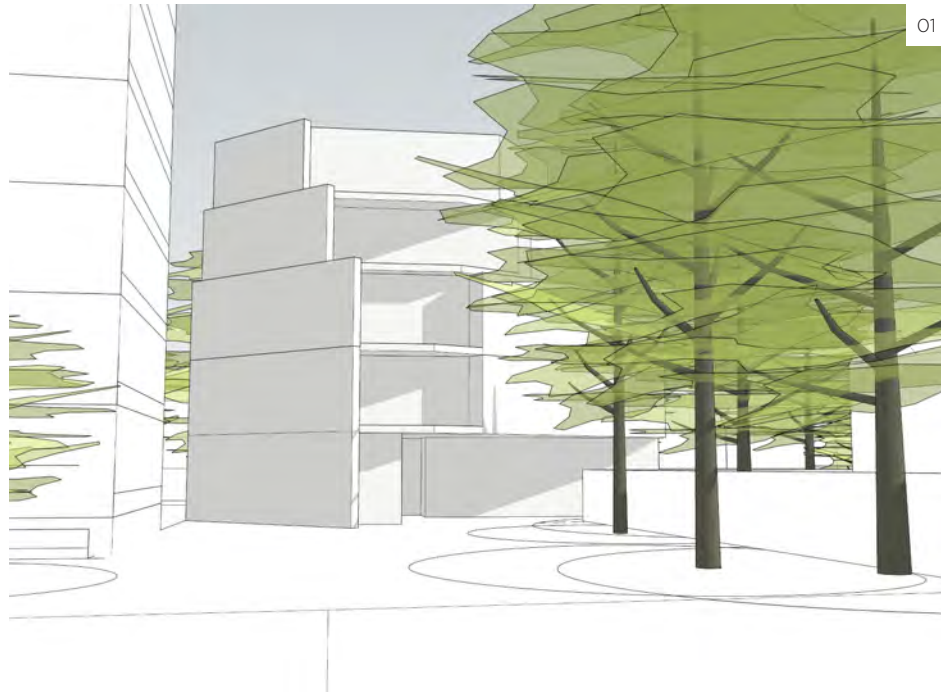
Southern Elevation

The Southern Elevation shows that the lower three floors have been decreased in width when viewed from the south in comparison to the refused scheme. The full height element has been pushed further towards the north and provides a sensitive transition in scale to Hanover House.

Western Elevation:

The Western Elevation shows an improvement in massing in relation to the refused scheme through reducing the top two floors in scale. The western elevation is pulled back from the line of the refused scheme and is redesigned as a single plane with inset balconies. This reduces the need for the privacy screen and terracing in the form. The spacing between Hanover House and the proposed scheme is also visibly improved.

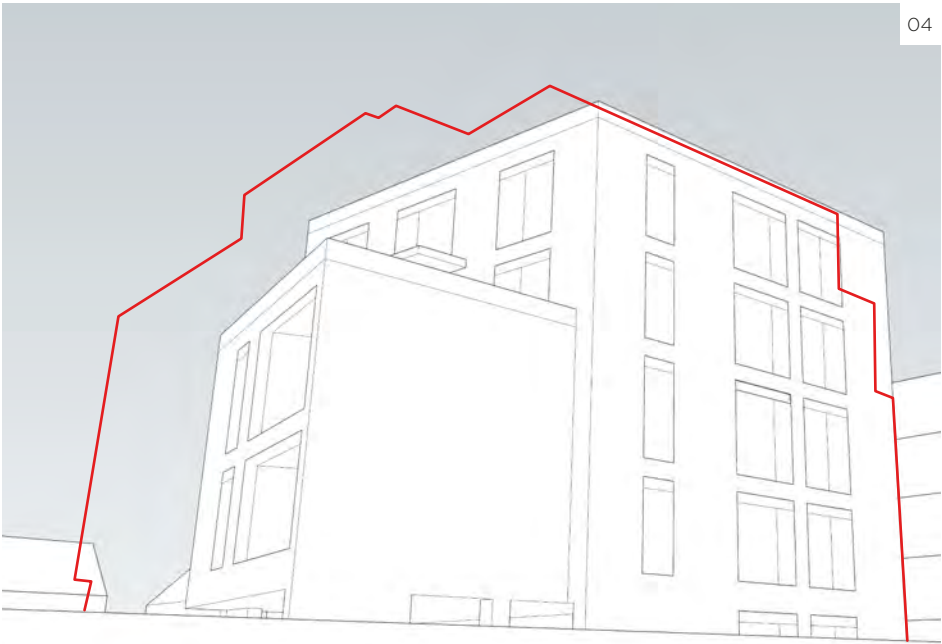
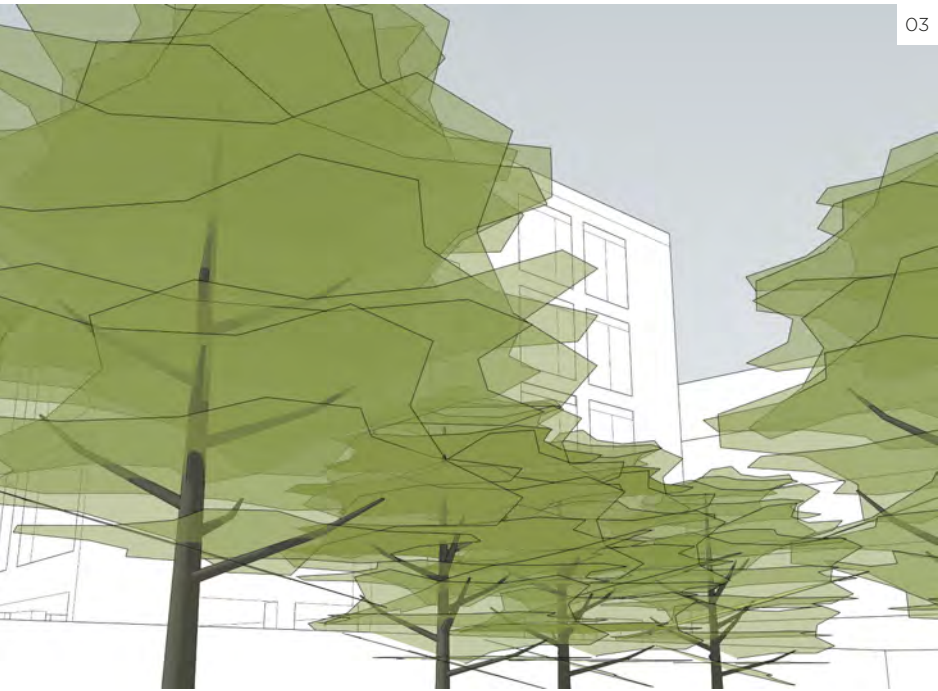
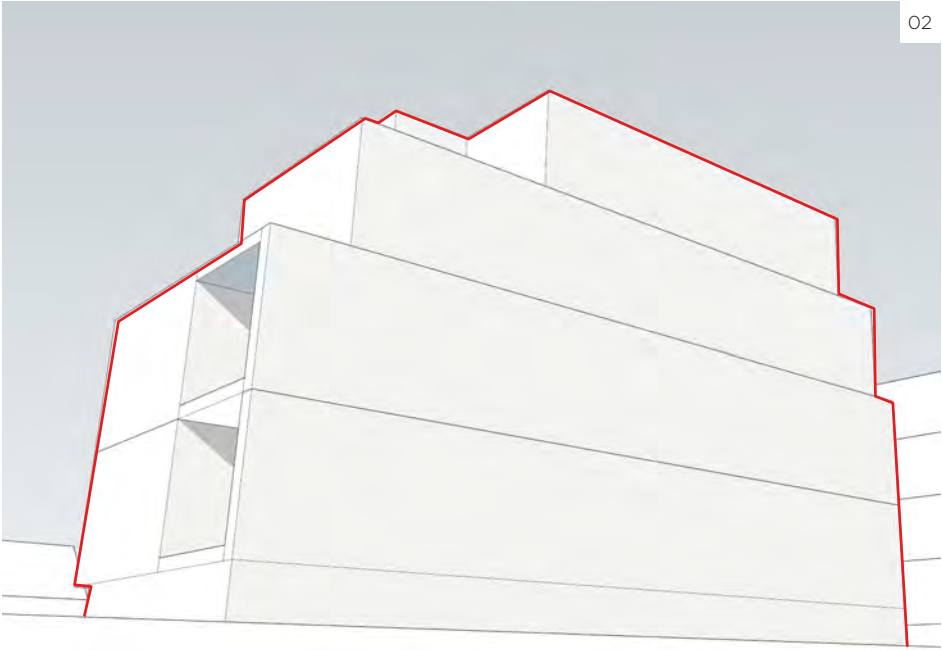
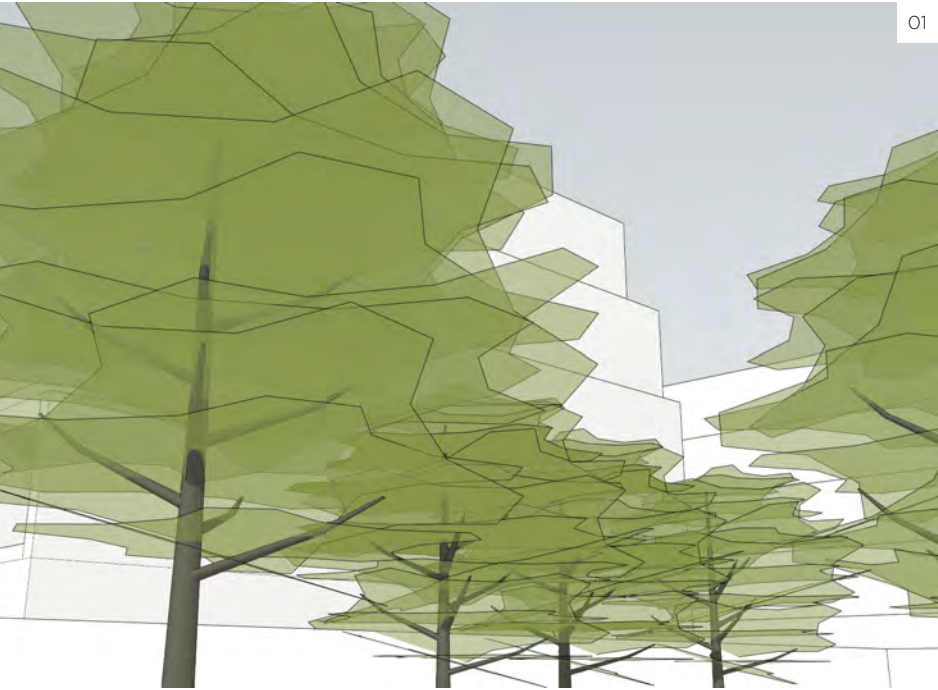
MASSING DEVELOPMENT



01 West Elevation - Refused Scheme
Massing
02 West Elevation - Refused Scheme
Massing (trees not shown)
03 South Elevation - Refused Scheme
Massing

04 West Elevation - Proposed Scheme
Massing
05 West Elevation - Proposed Scheme
Massing (trees not shown)
06 South Elevation - Proposed Scheme
Massing

MASSING DEVELOPMENT



01 East Elevation - Refused Scheme
Massing
02 East Elevation - Refused Scheme
Massing (no trees)
03 East Elevation - Refused Scheme
Massing

04 West Elevation - Proposed Scheme
Massing
05 East Elevation - Proposed Scheme
Massing (no trees)
06 South Elevation - Proposed Scheme
Massing

LAYOUT AND ACCESS

The layout of the proposal has been driven by identifying the surrounding site constraints including any adverse impacts on mature trees and mitigating any overlooking between Hannover House and the properties to Town Place.

The layouts of all the proposed flats comply with National Space Standards. Each flat has been designed with a 2-5-3% increase on these standards. Eight of the flats have been attributed external private amenity spaces (alongside the semi-private amenity space on the site).

All flats have been designed to meet Part M4(2) in line with Reading's planning policy.

Ground Floor

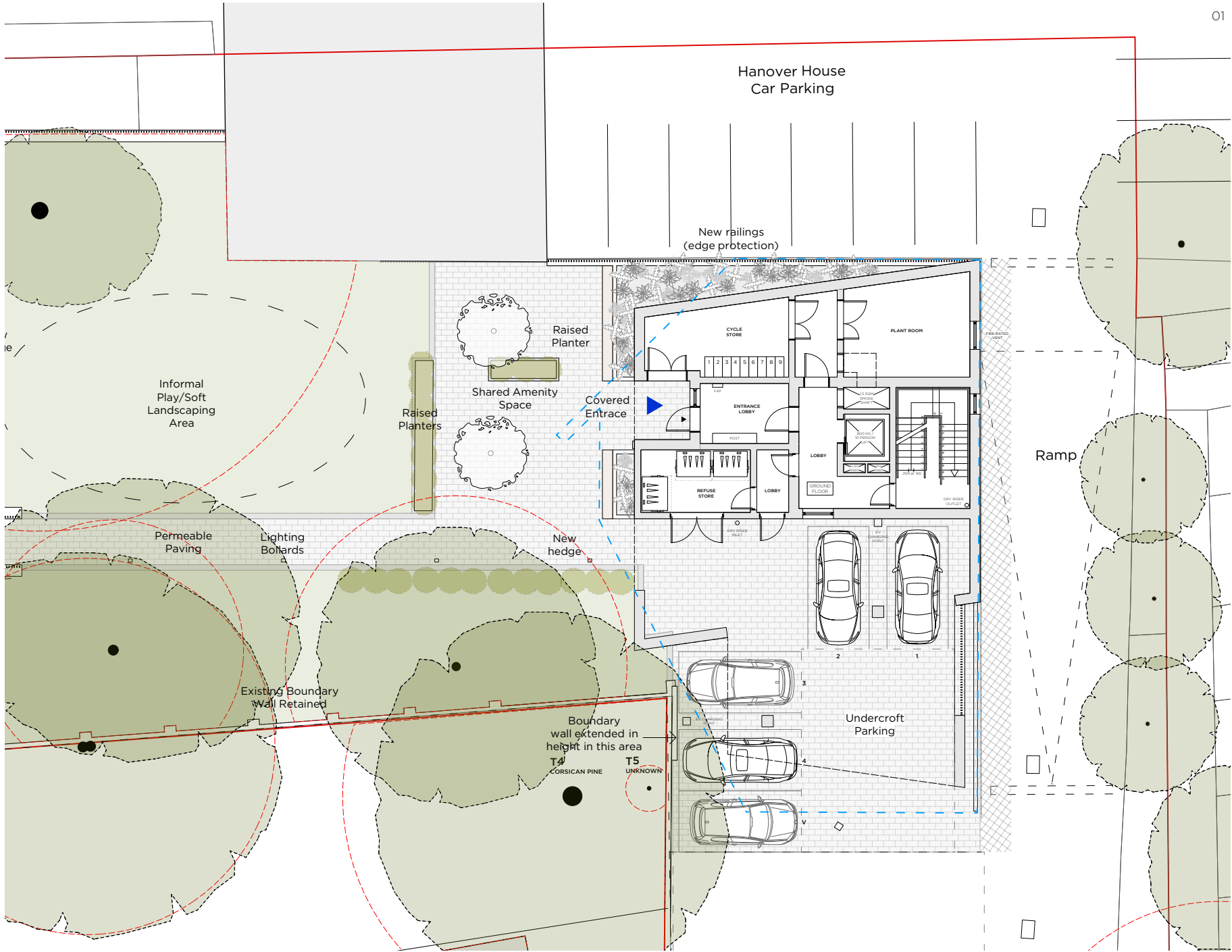
The scheme utilises under-croft parking and has primary access via the car park to the south it can also be accessed directly from Eldon Road through the existing access to Hannover House. This is via an easement over the Hanover House site through the existing parking under-croft area.

The bins, cycle store, parking and service areas are positioned at ground floor level with the bin + cycle store also being able to be accessed internally.

The building's main pedestrian access is via Eldon Road at ground floor. The Eldon Road entrance will be via a green amenity area which fronts the site. Access is also provided to the site via the access from the south via the undercroft. The main entrance draws people across semi-public amenity space to the west and the car park to the south. Both these approaches are well lit with clear signage and the entrance point is defined by a large recessed reveals in line with the balconies above

In comparison to the refused scheme, the car parking ramp from the south (to access the basement) has been removed from the ground floor area.

The overall extent of the ground floor footprint has been significantly reduced in comparison to the refused scheme. The plan opposite shows the refused scheme outline in blue, which indicates significant reductions primarily to the western and south western edges.



01 Ground Floor Plan Proposed

Refused Scheme Ground Floor Extent Overlaid in Blue

LAYOUT AND ACCESS

Upper Floors

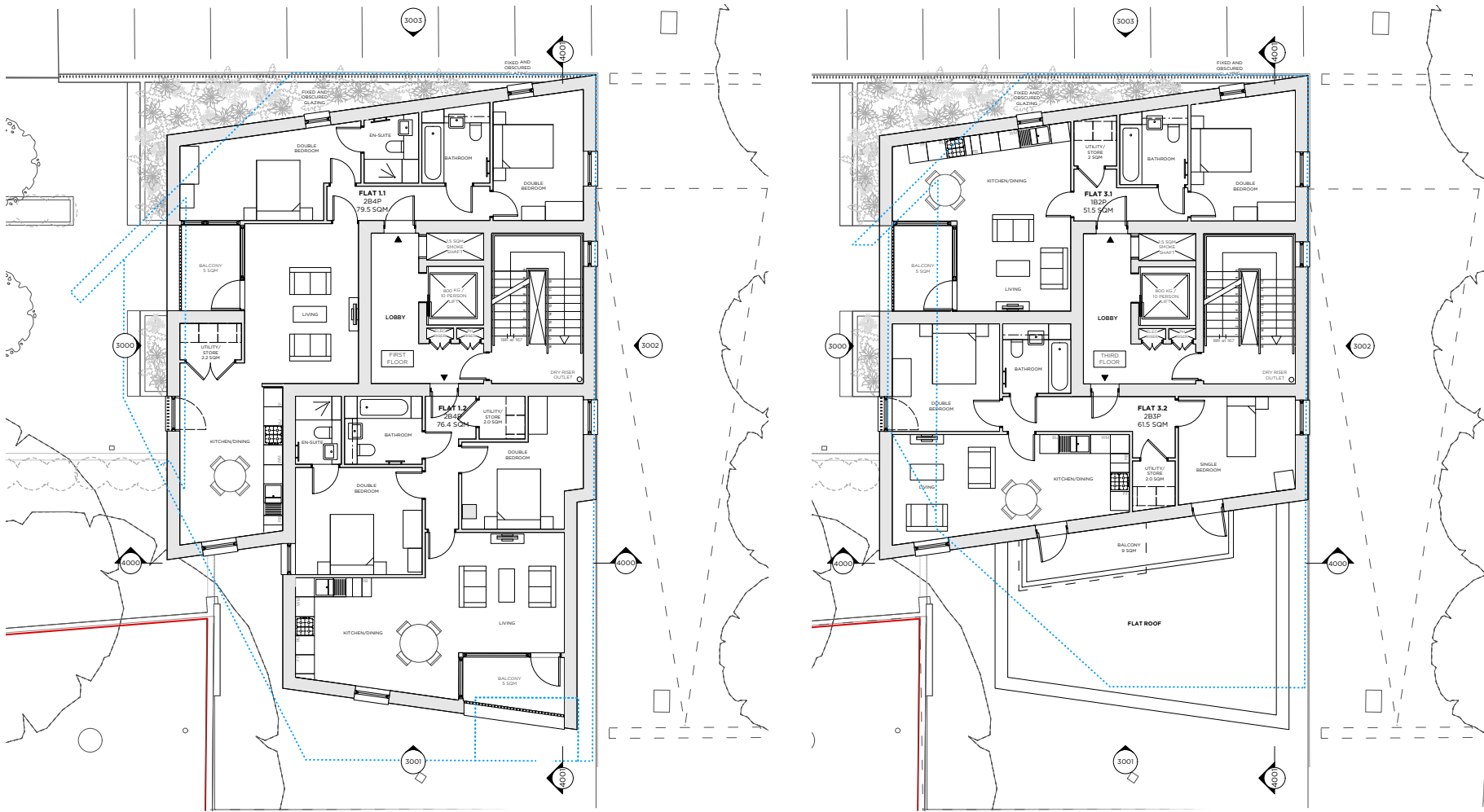
The communal stair and lift have been positioned on the centre of the eastern elevation to mitigate any overlooking impact from this aspect and to create the most efficient circulation to serve the flats on each floor. The flat layouts and orientation take into account the context and buildings directly opposite each flat. Each flat has also been designed so dual aspect is achieved on every flat in the development.

The flats bordering the northern elevation closest to Hanover house have been designed to mitigate any overlooking between the two developments. The uses facing Hanover House are bedrooms apart from two secondary kitchen windows. Please refer to the section on scale and massing which indicates how the north elevation has been angled away from Hanover House to improve the relationship and spacing between the two developments. The variation of window and floor to ceiling heights between the two buildings further minimise any overlooking between the two developments. The glazing on this elevation will be obscured.

The flats bordering the western elevation have views over the amenity space onto Eldon Road. The balconies on this elevation have been inset into the façade line to create privacy for the residents and to avoid any views from the balconies into Hanover House. The flats bordering the southern elevation similarly have inset balconies on the lower floors closest to 1-3 Eldon Road. The top upper two floors are set back from the perimeter of the lower floors and include one projecting balcony on the fourth floor and also a generous balcony on the third floor roof terrace, to mitigate any overlooking the balustrade is pulled back from the main roof parapet line. This relationship is further improved by the existing tree lines up to the height of approx. 18m which provide screening to the eastern and the south western boundaries.

No balconies have been positioned on the rooms facing Town Place on the East elevation and all rooms looking out from this elevation are from bedrooms.

The overall extent of the upper floor footprint has been significantly reduced in comparison to the refused scheme. Please refer to the plan opposite, which indicates significant reductions have been made.



01 Proposed First Floor Plan

02 Proposed Third Floor Plan

Refused Scheme Ground Floor Extent Overlaid in Blue

RELATIONSHIPS WITH ADJACENT DEVELOPMENTS

HANOVER HOUSE TO THE NORTH

The proposed scheme improves the relationship to Hanover House to the north by angling the façade away from Hanover House creating increased distance between the two developments in comparison to the refused scheme.

The number of windows facing onto Hanover House have also decreased, in comparison to the refused scheme (which had 16 windows facing towards the north and north east) the proposed scheme has 8 windows on this elevation. This is a slight decrease from the consented scheme (which has 12 windows facing the north and north east) . These are primarily secondary windows to bedrooms to avoid any direct overlooking between living spaces.

TOWN PLACE TO THE EAST

The development maintains the same distance to the properties to Town Place to the east as in the proposed scheme (20 metre distance between the main building lines in section). In addition, the development reduces the number of windows which look towards the east to 13 windows in total (18 windows were in the consented scheme). These are either windows into bedrooms or the stair core. These moves, alongside the improvements to the massing, and the 18m high trees between both developments, reduce the perceived overlooking from this façade.

1-3 ELDON ROAD TO THE SOUTH

The massing steps down to address the height of 1-3 Eldon road. There is one window on east façade (of 1-3 Eldon Road) for a secondary room with minimal windows on this elevation. The relationship between the proposed development has been improved in comparison to the refused scheme by pulling the massing (south and west elevations) further away from 1-3 Eldon Road.

ELDON ROAD TO THE WEST

The relationship to Hanover House to the north east has been improved. The western building line has been pulled away from the line of the refused scheme by 3 meters. In addition, inset balconies have been introduced onto the west elevation to create added privacy between Hanover House and the proposed development.

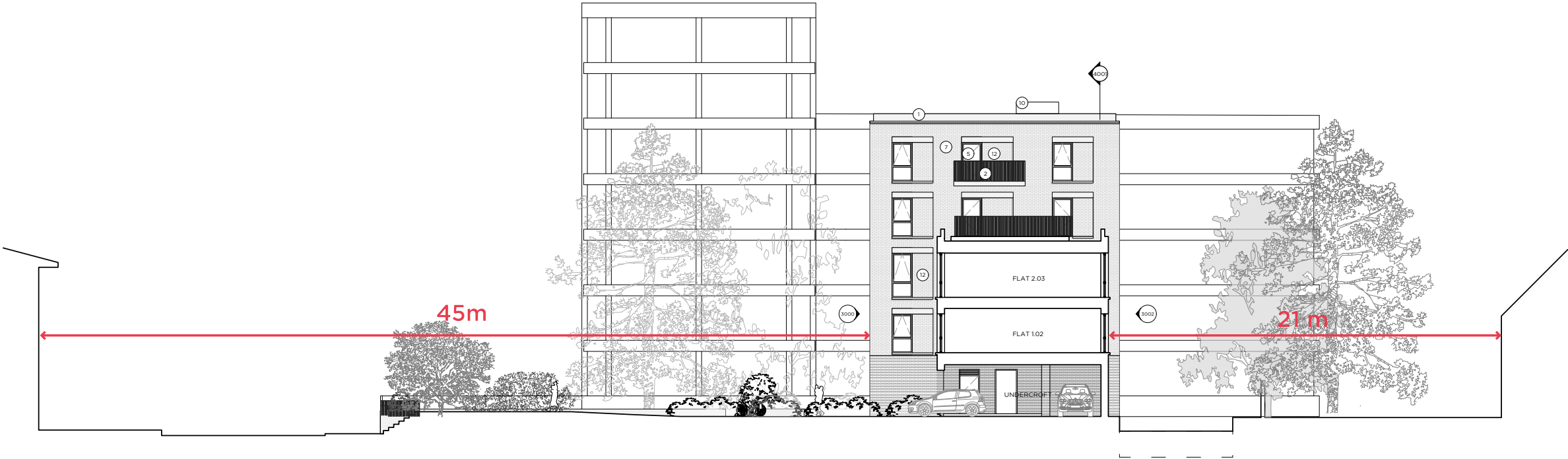
The western building line is roughly 45 metres from the buildings across Eldon Road and is separated from Eldon Road by the shared amenity space.

The revised proposal sensitively addresses all of the surrounding neighbours and has demonstrated significant improvements in relation to the refused scheme in relation to massing, footprint, height and relationships between adjacent developments.

RELATIONSHIPS WITH ADJACENT DEVELOPMENTS



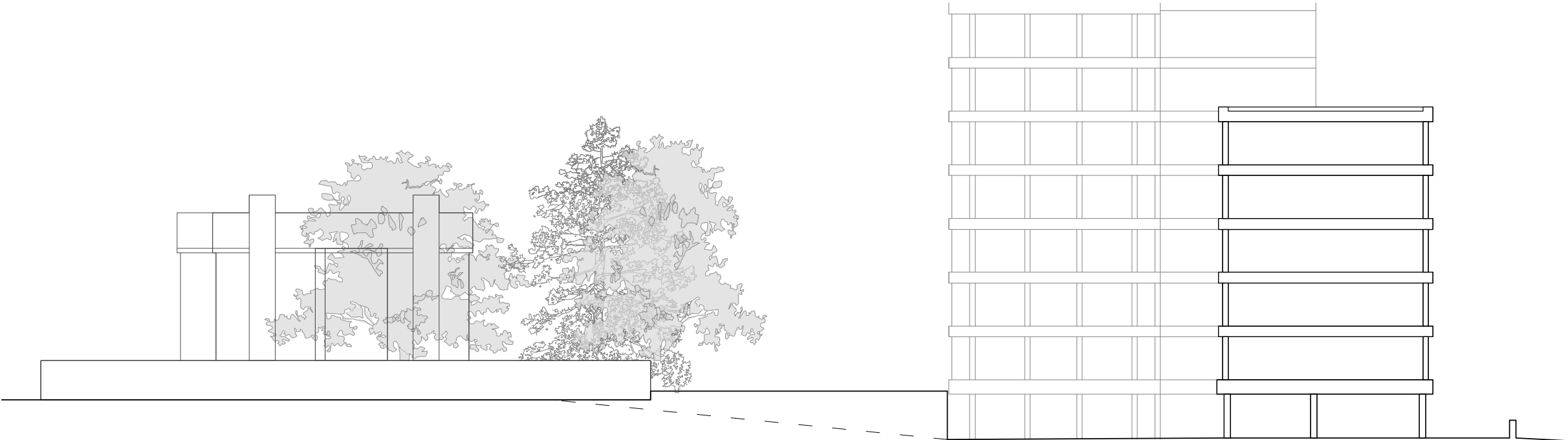
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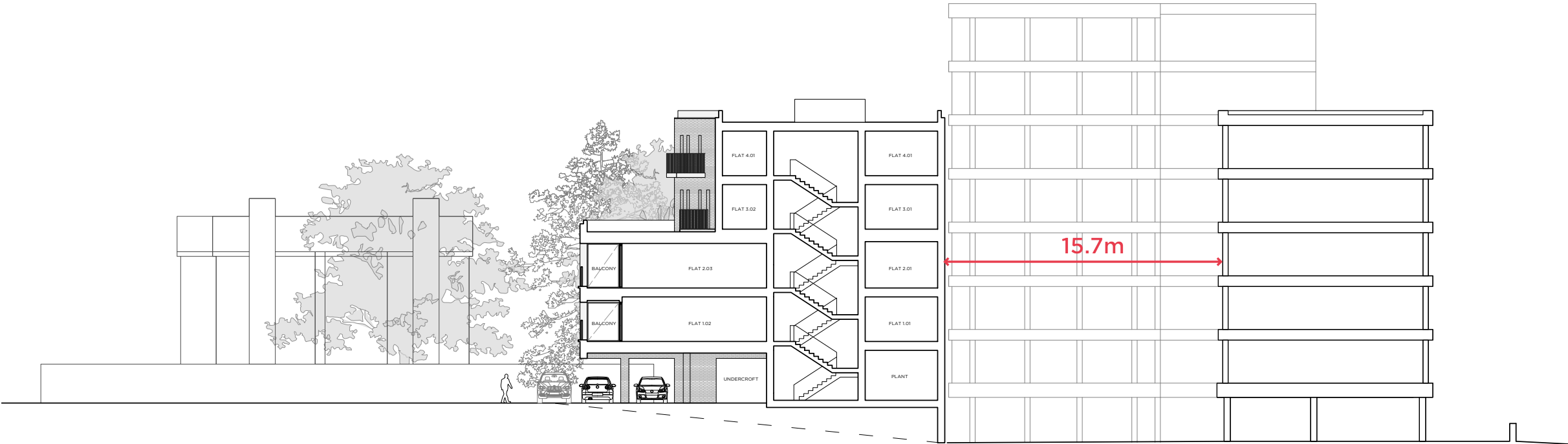
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01 Existing Section AA
02 Proposed Section AA

RELATIONSHIPS WITH ADJACENT DEVELOPMENTS



01



02

01 Existing Section BB
02 Proposed Section BB

ELEVATIONAL APPEARANCE & SCALE

This section demonstrates that the architectural detail and materials are of high-quality design and respond closely to the scale, character and appearance of the surrounding conservation area.

INTERLOCKING BLOCKS

The material approach of the scheme references local brick materials (used in the Conservation Area) and uses a two-tone brick approach to emphasise the two different blocks. The larger block uses a lighter brickwork while the smaller block uses a slightly darker tone to create contrast and break up the massing of the two different volumes.

PLINTH

The ground floor of the building creates a plinth which is articulated around the building perimeter. This plinth helps to ground the proposal and to create a separation in massing with the upper floors reducing the visual scale of the building. The plinth is articulated with continuous horizontal bands of projecting brickwork which responds to the horizontal rustication used on the Georgian villas along Eldon Road. Similar projecting brickwork details are also seen in the conservation area to the west on the smaller domestic scale properties of Town Place.

CAPPING THE ROOF LINE

The parapets which line the top banding of both blocks have been set back from the main façade and the brick material transitions to stone. This reduces the perceived scale of the two blocks.

CARVING THE MASSING

The proposals include carved openings for the balconies which remove sections of the massing and create depth and visual breaks

along the façade. Balconies have been lined with railings to further reduce the massing along the facades.

ORNAMENTING THE OPENINGS

The proportions of the openings reference the domestic use of the scheme to create enough privacy between neighbouring developments while providing generous areas of glazing for light, views and ventilation. The widths of the openings vary between three widths and reflect the uses of the rooms behind them.

The openings have been ornamented with stone lintels and panels which increase the proportions and the scale of the openings, thereby reducing the scale of the facade. This approach also takes cues from similar details used in the conservation area.

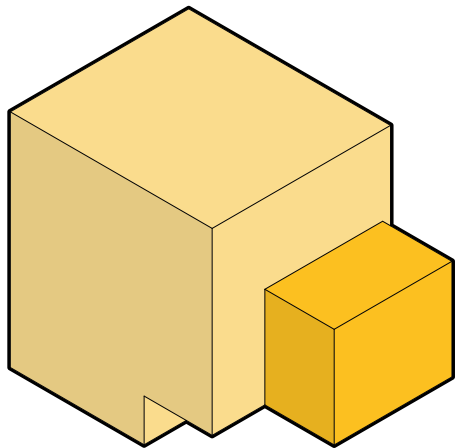
FACADE PROPORTION

To create variation and to reduce the massing and scale of the facades, recessed brick panels are used to create rhythm and movement. These alternate between stone panels, which line the larger openings, and recessed brick panels which line the smaller openings.

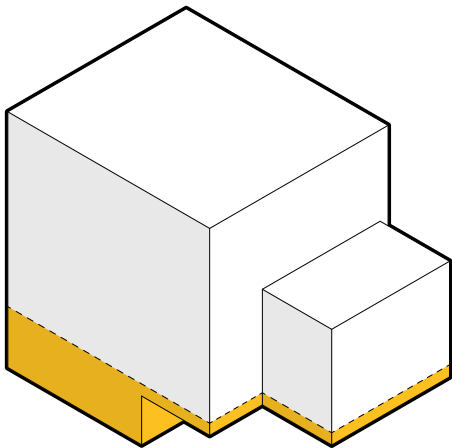
The proposal carefully considers the scale of the development to ensure it sensitively blends into and enhances the existing conservation area.

ELEVATIONAL APPEARANCE & SCALE

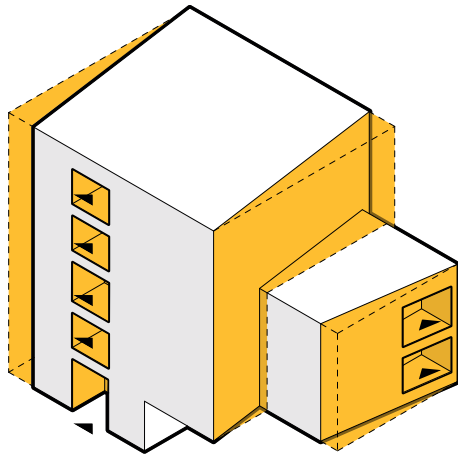
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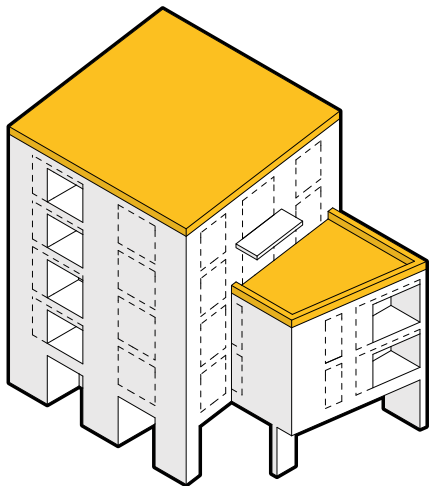
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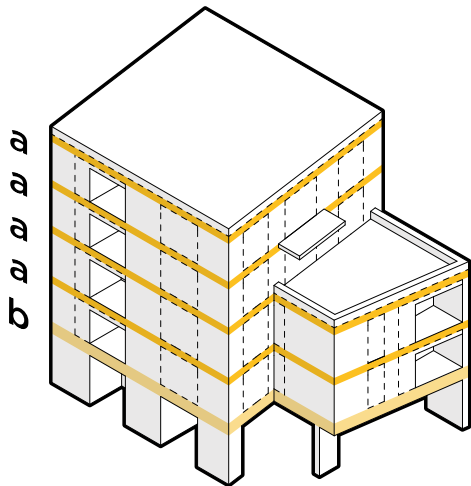
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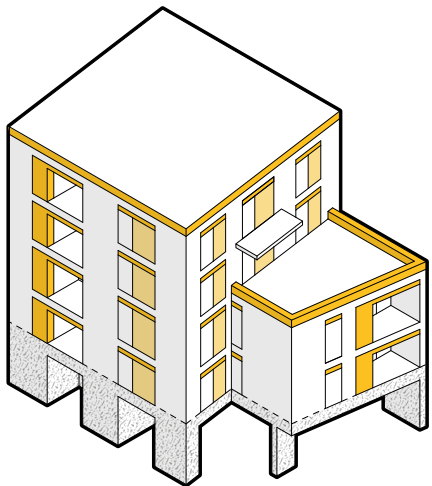
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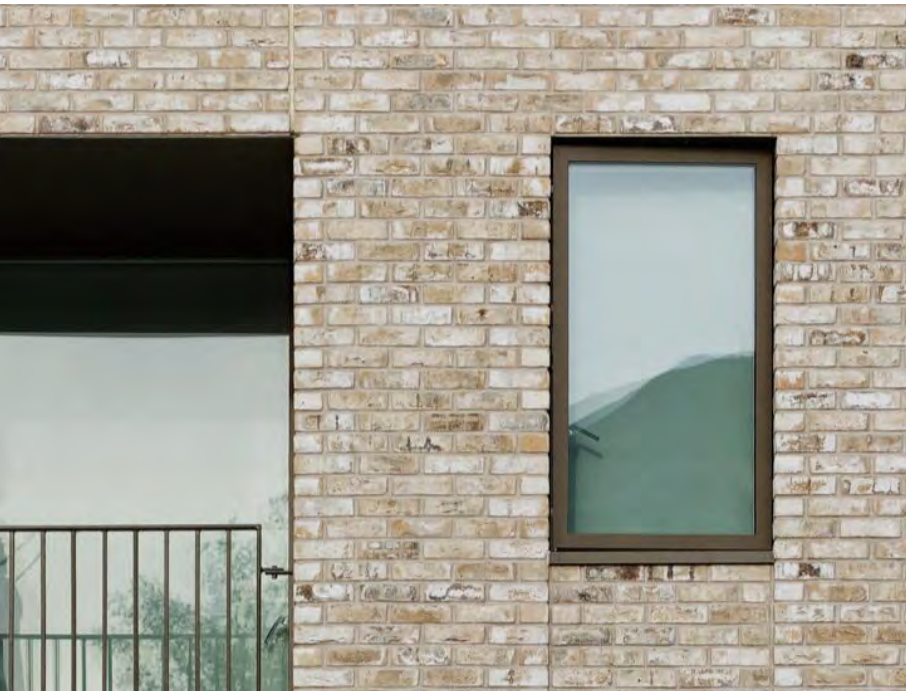
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01 Interlocking blocks
02 Plinth
03 Carving the massing

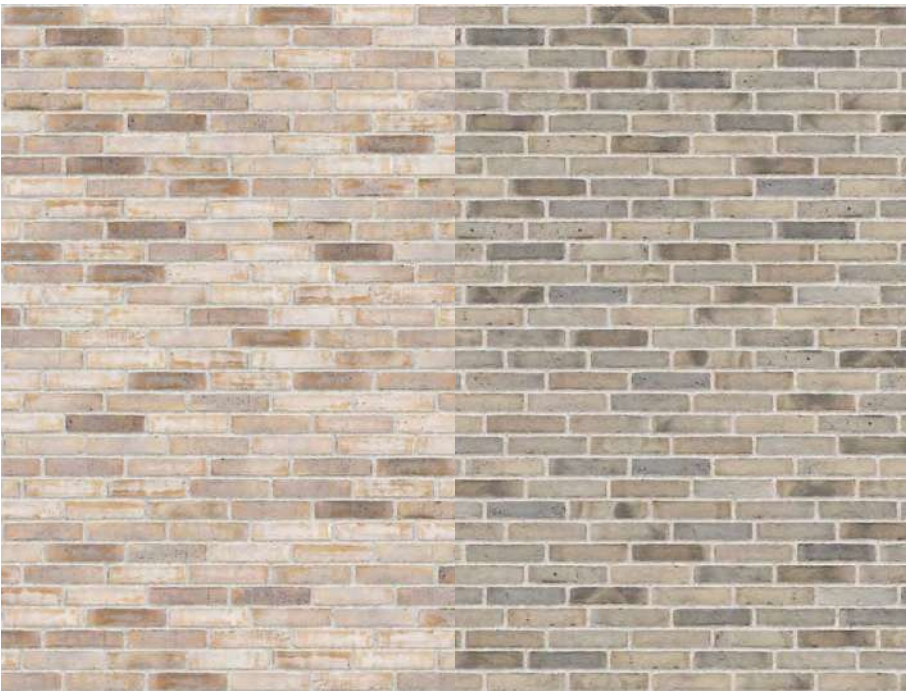
04 Capping the roofline
05 Facade Proportion
06 Ornamenting the Openings

MATERIALITY



MATERIALITY

The proposal is for a robust and contemporary building of the highest quality detailing and materiality. It is proposed to use traditional materials in a modern interpretation to embed the building into the site and local surroundings.



BRICK

This highly contextual material is used widely in the surrounding conversation area both on 1-3 Elon Road to the south west and on the smaller domestic scale properties along Town Place.

It is proposed to use a high-quality brickwork to clad the proposals where two variations in tone have been selected with one applied to each block. It is proposed that the tone of the brickwork is soft and light in colour to sit seamlessly in its context.



STONE

Stone is used to emphasise different portions of the facade including ornamenting the windows and creating panels alongside the window openings. This material contrasts well with the use of brickwork and is also highly in keeping with the existing materials used in the conservation area.

PRECEDENT IMAGES



BAY ELEVATION

- 01. Stone Capping
- 02. Steel Balustrade
- 03. Stone Panel
- 04. Stone Sill
- 05. Aluminium PPC Window/Door
- 06. Stone Lintel
- 07. Brick (Light Tone)
- 08. Projecting Brickwork
- 09. Brick (Medium Tone)
- 10. Recessed Brick Panel

01



01 Bay Elevation of West Facade

KEY VIEW 1



KEY VIEW 2



CONCLUSION

CONCLUSION

Key View 1

This view illustrates that the overall mass is visible from Eldon Road, however this has been significantly improved from the refused scheme through creating more space between Hanover House to the north (via the chamfer) and through creating a Georgian proportion of mansion block.

Key View 2

This view illustrates that the overall mass provides an intermediate stepping approach between the domestic scale properties to the south and then to Hanover House to the north. The massing is screened by the trees to the western boundary and the two different interlocking blocks further reduce the scale when viewed from the south.

At present, this site is underused which doesn't reflect its prominence in such a town centre location. The updates that have been made to the scheme address the comments received through:

- Developing a form and massing which respond to the differing scales surrounding the site through a stepped massing approach.
- Creating a development which is community driven and accessible providing much needed accommodation in this highly connected location in Reading.
- A development that improves the urban realm through introducing new green amenity garden space in front of the site.
- Introducing a sensitive modern architecture approach which responds appropriately to the site context within the conservation area in both appearance and materiality.

05 SUPPORTING STATEMENTS

AYRE
CHAMBERLAIN
GAUNT

SHADING ANALYSIS

To provide a quantitative assessment of the shading created by the proposal, Ayre Chamberlain Gaunt have undertaken a series of solar shading studies. We have examined set intervals throughout the day during the Summer and Winter Solstices to determine if the neighbouring buildings will be affected.

The study is generated by analysing the worst case scenarios using maximum parameters. Comments on the variation from the existing condition at various times of year are summarised below:

SUMMER SOLSTICE

Morning:

During the morning, the shared landscaping to the west will be in shadow with little to zero impact on Hanover House or 1-3 Eldon Road.

Midday:

There will be a short shadow over the undercroft car parking at Hanover House with no impact on the accommodation at Hanover House. The amenity space to the west benefits from a good level of daylight and some shading is afforded by the tree line to the south-west of the site.

Evening:

The ramp to the east of the site will be in shadow but there is negligible impact to the terrace along Town Place.

WINTER SOLSTICE

Morning:

During the morning there will be some shading impact to the south of Hanover House. Referring to the plans lodged with the application shows these are predominantly bedrooms.

Midday:

There will be some shading impact to the lower floor of Hanover House. The amenity landscaping and the south of Hanover House are minimally impacted by shading.

Evening:

In the evening there will be some impact on the lower floors at Hanover House and to the northern end of Town Place. Town Place is already impacted at this time by the existing tree and shrub line to the east of the site.

SHADING ANALYSIS - SUMMER SOLSTICE



EXISTING 9:00



EXISTING 12:00



EXISTING 15:00



PROPOSED 9:00



PROPOSED 12:00



PROPOSED 15:00

SHADING ANALYSIS - WINTER SOLSTICE



EXISTING 9:00



EXISTING 12:00



EXISTING 15:00



PROPOSED 9:00



PROPOSED 12:00



PROPOSED 15:00

VEHICLE ACCESS AND SERVICING

Vehicle access is provided from Eldon Road through the undercroft of Hanover House. The entrance to the undercroft parking area is located on the southern edge of the site. Vehicles exit the site using Eldon Terrace to the south. Consultations have taken place with Hanover House to agree this strategy as the site owner has the benefit of an easement across this area of Hanover House.

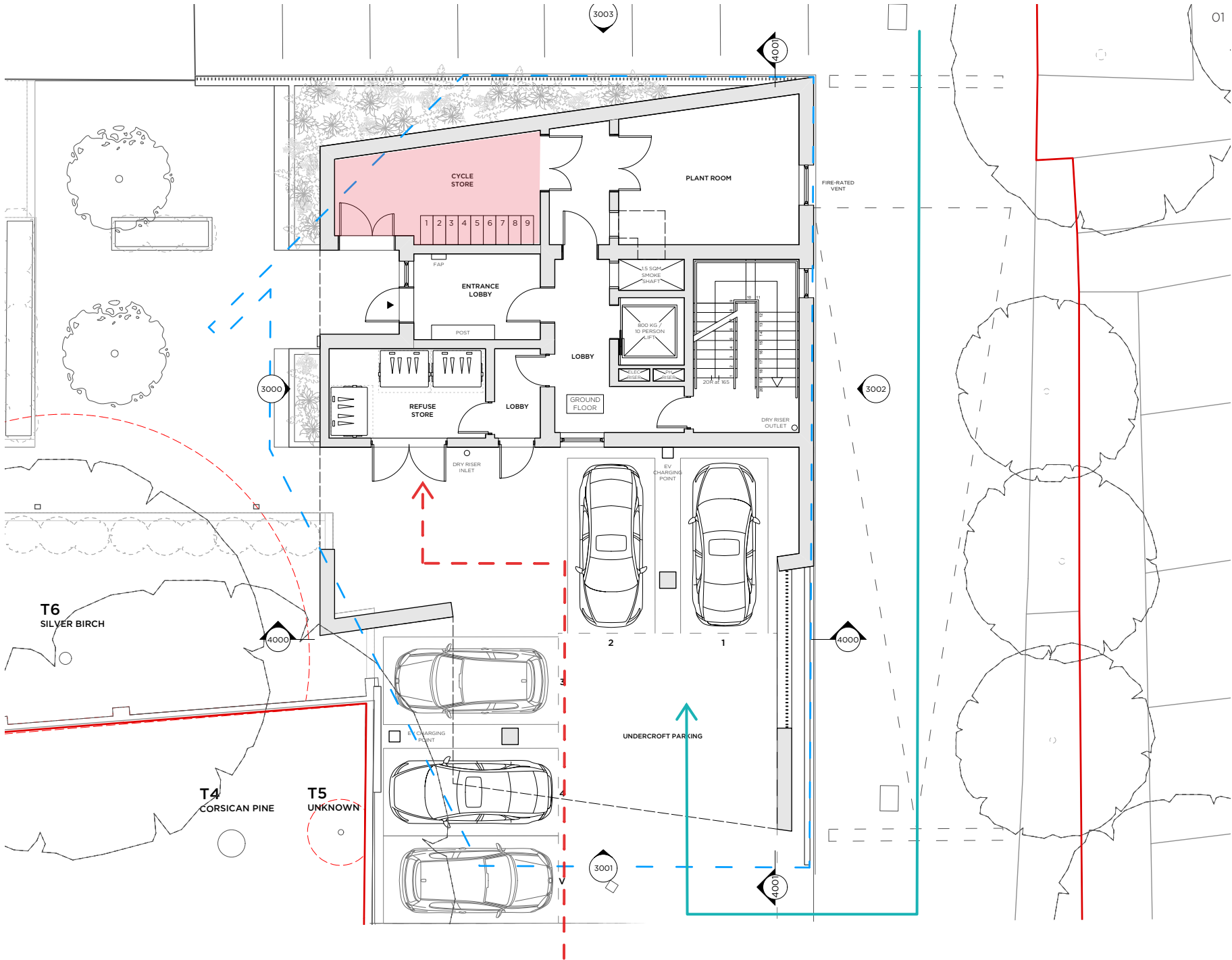
The refuse store is located in the lower ground floor area and provides space for three 1100L euro bins. These will be provided in the ratio of two refuse and one recycling bin. These bins will be managed and can be rotated with empty bins as required.

Full bins will be brought up to the kerbside for weekly collection at Eldon Terrace by Reading Borough Council's Waste Services. This is the refuse strategy used at Hanover House and there is potential to share building management between these two sites.

Swept path analysis has been undertaken to demonstrate that a fire tender can reverse on to the site from Eldon Terrace if required. Provision will be made to ensure this access is available at all times.

KEY:

-  Vehicle access route
-  Refuse route to kerbside
-  Refuse store



LANDSCAPING

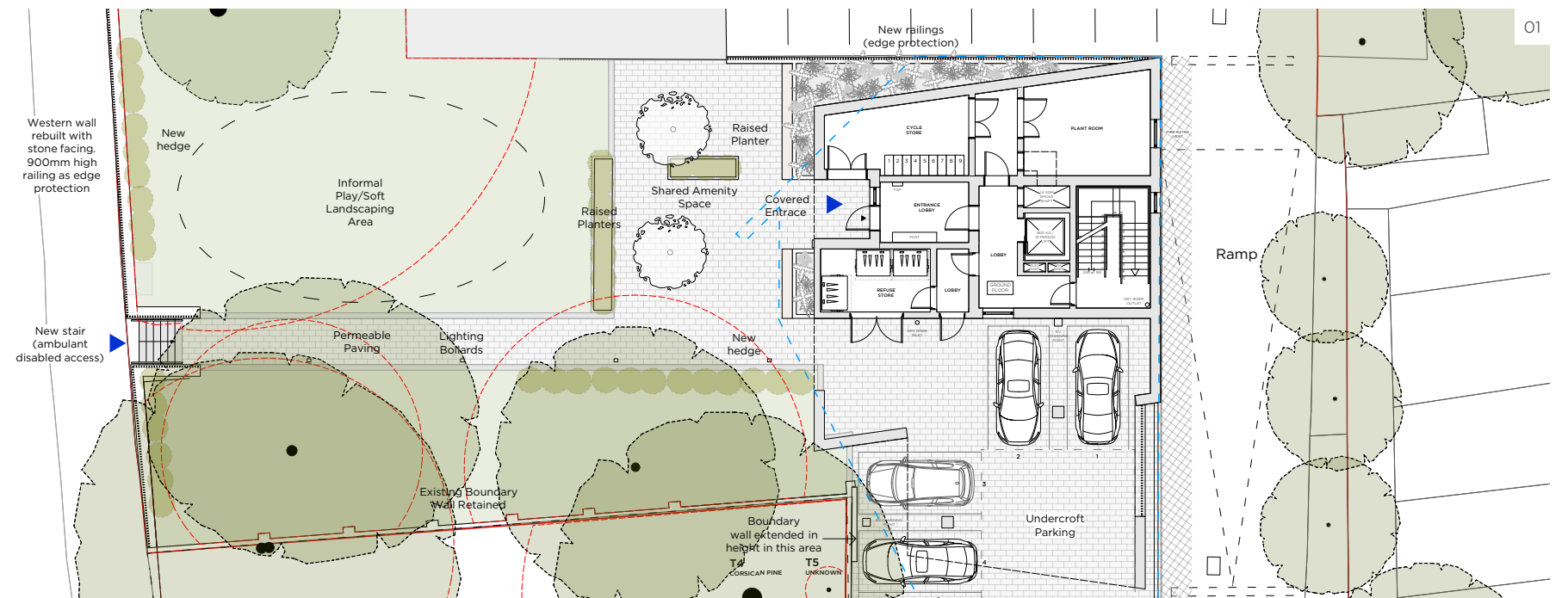
Enhanced landscaping is proposed between Eldon Road and the western building edge. This space will provide much needed open space within the conservation area and provide a local amenity. The existing mature trees to the south are retained and the existing mulberry tree will be retained until it reaches the end of its life.

Conceptually there are two types of space. The first is an informal play and soft landscaping area that can be used by young families and as a space for sunbathing during the summer months. The second is a more structured seating area outside the proposed building. The seating area is informally enclosed by raised planters that also create a visual separation between Hanover House.

A new wall along the western boundary is proposed to enhance the public realm within the conservation area. It is proposed to face this wall with stone and to install a metal railing on top for safety while new hedges behind become established. A new set of ambulant disabled stairs link the space with Eldon Road.

Raised planters create some defensible spaces around the building and improve the quality of the landscaping. The main entrance to the proposed building is covered for residents' and visitors' amenity. There is a secondary access route from the south that links the space with Eldon Terrace and can be used by those arriving by car as a shorter route to the front entrance.

Details of the lighting scheme have been considered and can be found on drawing: DR-A-1054.



01 Site Plan
02 Rendered Elevation of landscape

CAR PARKING AND CYCLE STORAGE

Car parking is located on the ground floor. There are a total of five parking spaces. All parking spaces will have access to a universal electrical vehicle charging point for resident's amenity and to future-proof the parking area.

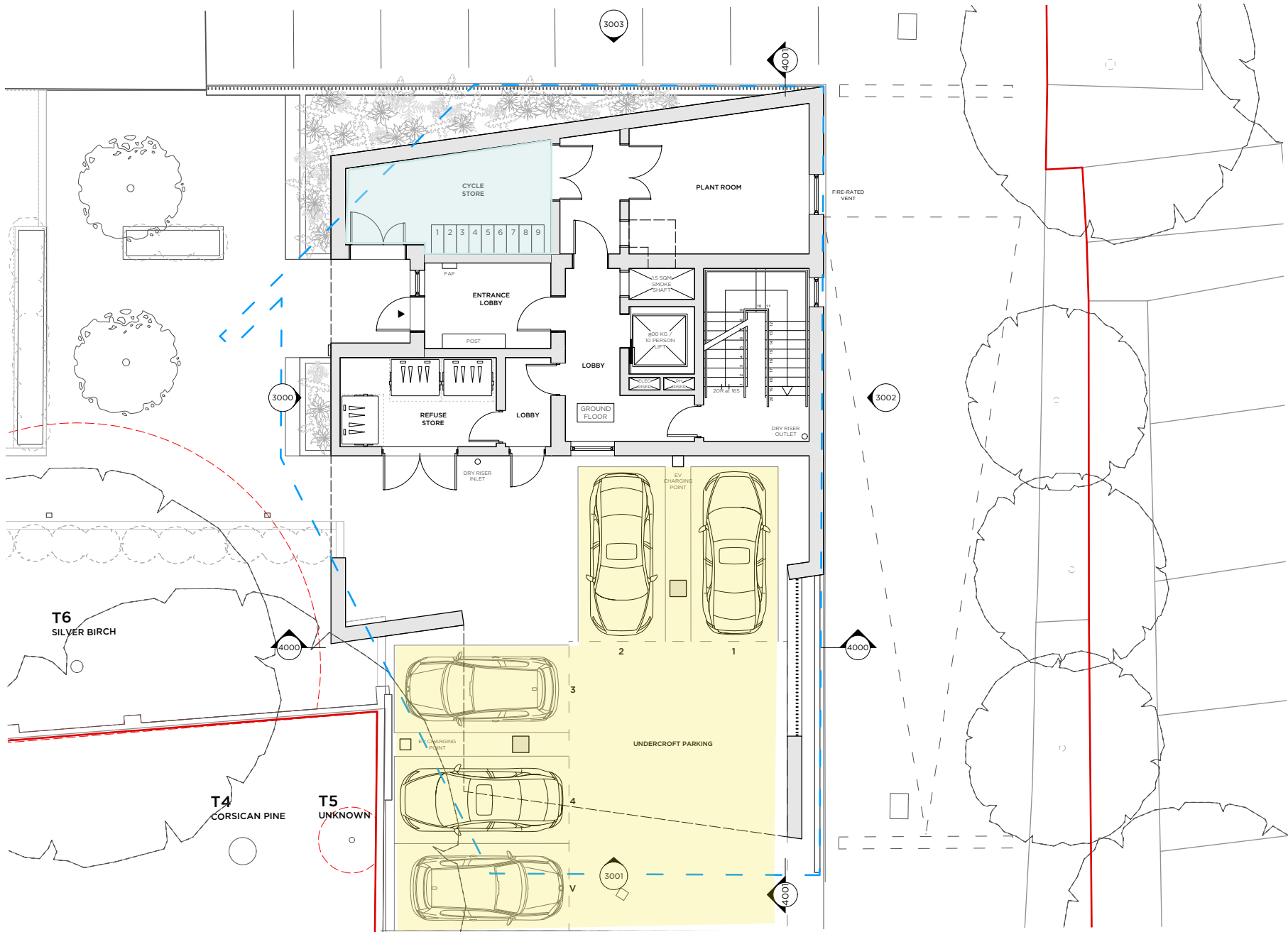
Swept path analysis has been undertaken for the parking area that demonstrates all spaces are easily accessible. All cars can leave the site in the forward gear.

Resident's cycle storage is located on the lower ground floor and will provide space for seven bikes.

KEY:

Vehicle parking

Cycle store



01 Lower Ground Floor Plan

SECURITY

The refuse store will have a secure door-set with access control. This is also accessible from Mulberry House internally.

The resident's cycle store is located within a secure space accessible internally and externally and will have access control. Visitor's cycle storage at ground floor has been located to take advantage of natural surveillance from the proposals at Mulberry House, Hanover House and from Eldon Road.

The main entrance and all doors on the ground floor have single-leaf door-sets and will meet the relevant Approved Document Q and PAS24:2012 standards. The entrance door will have audio and video intercom with a second intercom located inside the entrance lobby. Post boxes have been located within the entrance lobby to promote secure mail delivery.

The access route between Eldon Road and Eldon Terrace will be gated to promote safety within the main entrance area.

The landscaping will be well lit at night to promote a feeling of safety. Careful consideration has been given to the layout to provide sight lines to all corners of the site.

The undercroft area will be well lit and passive surveillance will be introduced through providing glazing looking into this area from the internal lobby area.

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