

suttonca

Design and Access Statement

86-87a Broad Street, Reading



Photograph capturing extent of site onto Broad Street

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1.0

Introduction

1.1

Design summary

This Design and Access Statement has been prepared by Suttonca Limited on behalf of Bankfoot APAM Ltd in support of the redevelopment of 86-87a Broad Street. The application submitted to Reading Borough Council seeks full planning permission for:

“Redevelopment behind retained facade to provide a part four, part five storey building, to provide Class E at ground floor and C3 residential above, together with associated works, landscaping arrangements and external plant.”

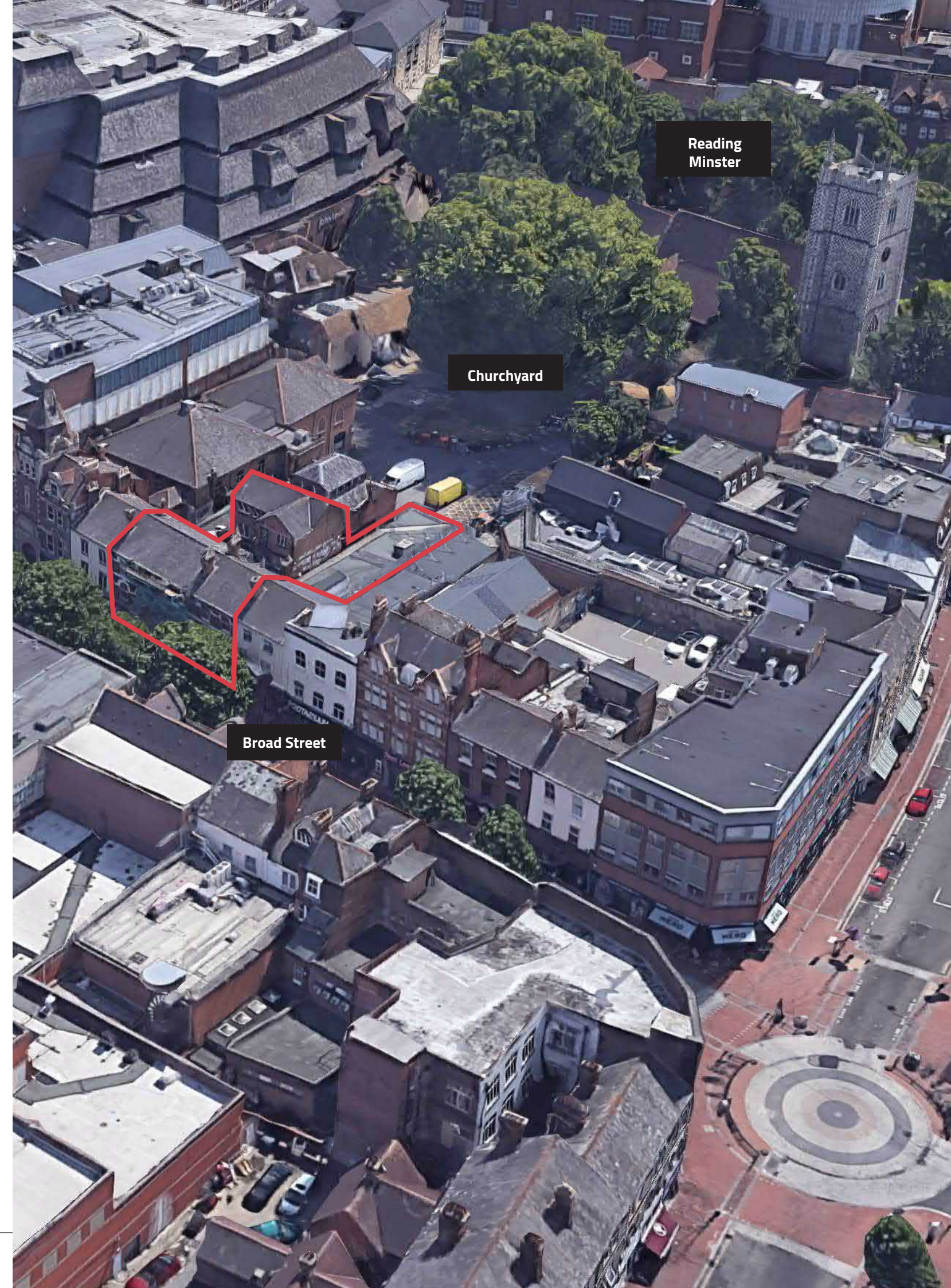
The existing site and its cluster of vacant buildings are in a poor state of disrepair following long term vacancies and poor quality additions in the past.

Our proposals set out to rejuvenate the area through the delivery of new homes and retail space as part of a design-led redevelopment that shall enhance the first impressions of Broad Street and the setting of important heritage assets.

In accordance with planning policy, the document demonstrates the interventions required to transform the site to deliver:

- New high quality, flexible retail space and retail frontage that respects the traditional style of Broad Street
- A retained facade that is sensitively integrated into the design and safeguarded for future generations.
- Creation of 15 new sustainable homes

Inside sleeve: Photograph of existing Broad Street facade
Opposite: Aerial map with application site edged red



1.2

Consultation process

The client and the design team have engaged positively with the key stakeholders throughout the process that has led to the preparation of this planning application.

The proposals have developed iteratively and responded pro-actively to comments in order to find the best solution for the site.

The evolution of the scheme has benefited from discussions with; Reading Borough Council ("RBC") officers, the Reading Design Review Panel ("DRP"), the three councillors for Abbey Ward and the Central Reading business community.

Pre-application meetings and activities are provided opposite:

09.09.2020	First pre-application meeting with RBC Planning officer
03.02.2021	Presentation to the Crime Prevention Design Adviser at Thames Valley Police
09.02.2021	Second pre-application meeting with RBC Planning officer and RBC Design and Conservation officer
11.02.2021	Presentation to the Reading DRP and follow-up discussion
Newsletter issued to:	
· Reading Civic Society; · Reading Conservation Area Advisory Committee; · Cllr Tony Page (Abbey Ward) – Deputy Leader of the Council and Lead Councillor for Strategic Environment, Planning and Transport; · Cllr Karen Rowland (Abbey Ward) – Lead Councillor for Culture, Heritage and Recreation; · Cllr Mohammed Ayub (Abbey Ward) – Chair of Traffic Management Sub-Committee · Central Reading business community · Nigel Horton-Baker – Executive Director of Reading UK · Sue Brackley – Economic Development Manager · Bobby Lonergan – Business Improvement District Manager	
28.05.2021	Presentation to Nigel Horton-Baker, Sue Brackley and Bobby Lonergan (Central Reading business community representatives)
04.06.2021	Presentation to Cllrs Tony Page, Karen Rowland and Mohammed Ayub (the three councillors for Abbey Ward), together with the RBC Acting Planning Manager and Design and Conservation officer

2.0

Site analysis

2.1

Site location

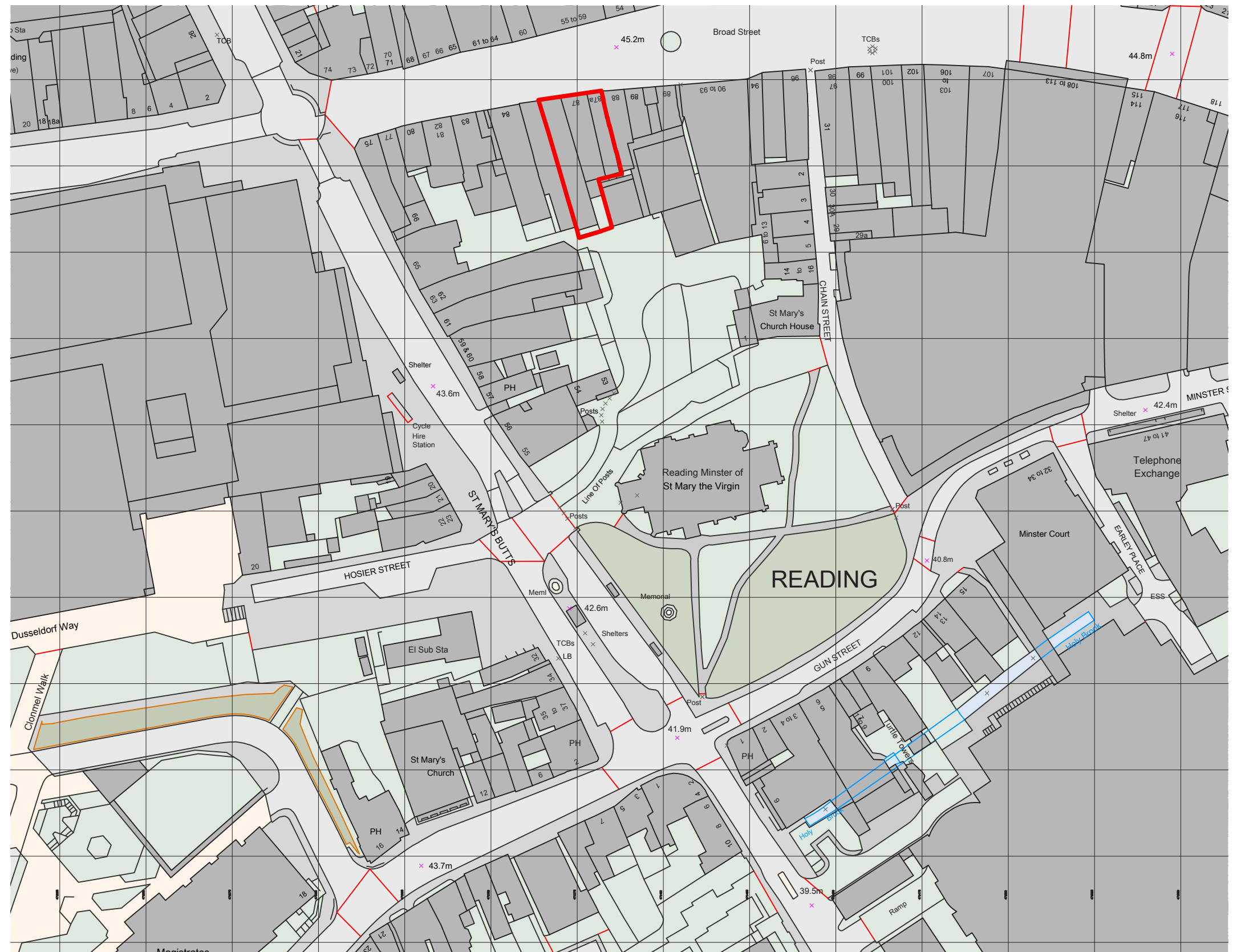
The site is located in the heart of Reading Town Centre with its north elevation facing directly onto Broad Street.

The site comprises 86-87a Broad Street, a three-storey group of mid-terrace buildings, approximately 80 metres to the east of the Broad Street Mall shopping centre.

The site has excellent public transport accessibility. The nearest bus stops are located within 50 metres, and the recently upgraded Reading Railway Station is a 15-minute walk away and serves as a major interchange providing direct services to Central London (Paddington) and Bristol. Reading will also mark the western extent of the new Elizabeth Line (formerly known as Crossrail), which will provide direct services across Central London.

Key

 Site boundary of proposed works



Opposite: Site location plan scale 1:1250@A3
Overleaf: Aerial map with application site edged red

2.2

Borough context

The adopted Local Plan sets Reading a housing target of 15,847 for the period 2013-2036. However, its objectively assessed need is 16,077 homes over the same period. There is therefore a 230 home shortfall owing to Reading being a tightly defined urban area with undeveloped land either forming part of the functional floodplain or important public open space.

This means having to look within the existing urban area for opportunities, and to ensure efficient use of land in accordance with the NPPF.

Highly accessible and sustainable Central Reading sites delivering windfall housing should therefore be looked upon favourably, subject to optimising an appropriate density with regard to local context.



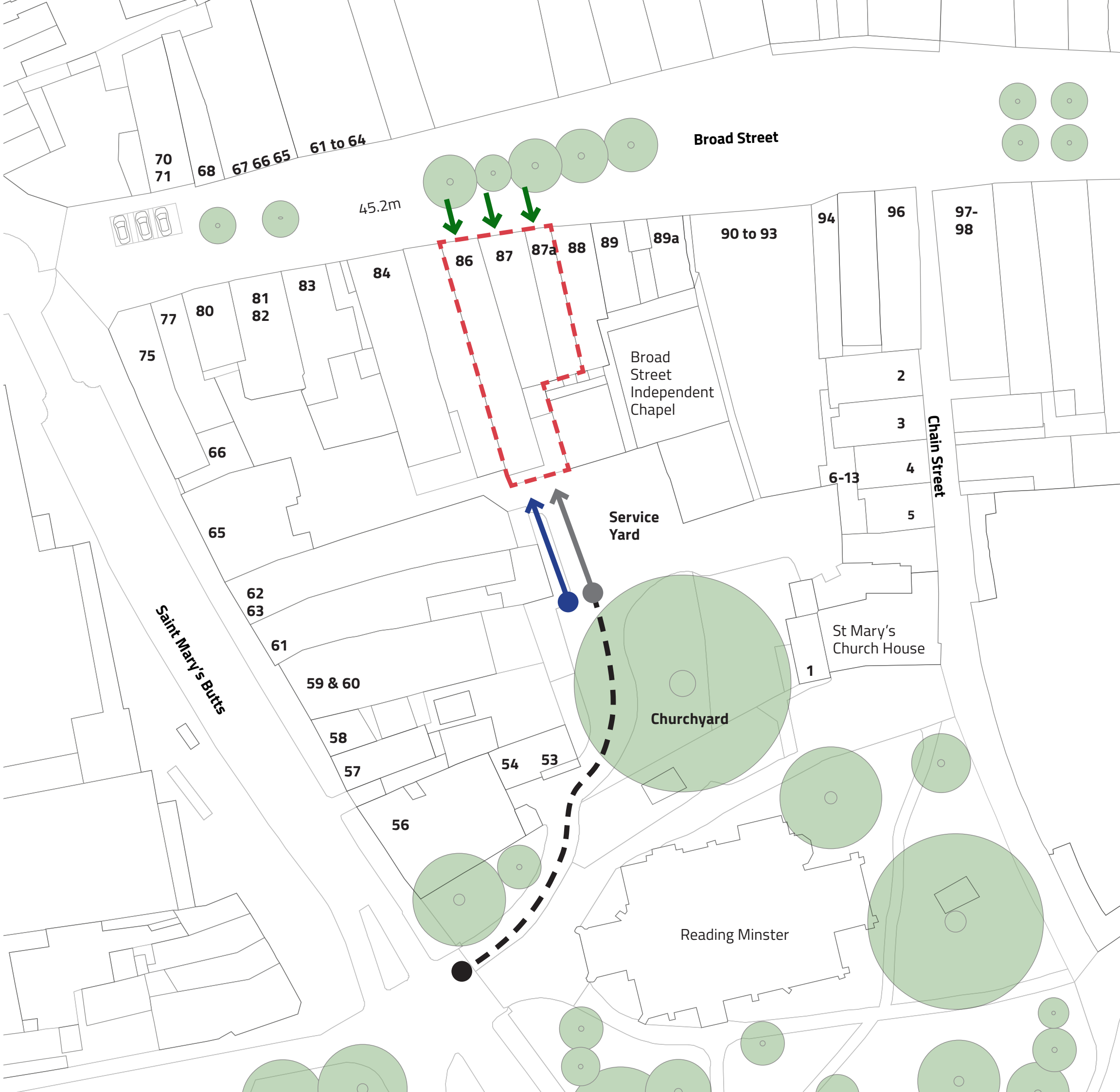
2.3

Existing access and servicing

The existing buildings are currently vacant and were previously occupied by Class E retail units at ground floor with ancillary accommodation above.

Public access is via Broad Street with all servicing including deliveries and refuse collection operating through the rear service yard.

-  Pedestrian access
-  All service vehicles
-  Refuse collection
-  Deliveries





Photograph of western approach to site along Broad Street



Photograph of existing unsightly rear service area

2.4

Use and functionality

Only one of the existing retail units is occupied by Shoe Zone. The remaining three units have been vacant since June 2017 with no tenants secured despite active marketing.

What is understood to be an active employment agency occupies the first floor of No. 87. The extent and proportion of ancillary retail floorspace on the upper floors makes these units inefficient and unattractive to prospective occupiers.

Rents and rates are due on this floorspace but it offers little to retailers who really want ground floor space. Other issues include:

- Narrow retail frontages
- Unrefurbished condition
- Accessibility issues



88 - 86 Broad Street

Retail





TO LET

RENT

£126,500 p.a.

KEY FACTS

- Prime pedestrianised unit
- Double width unit
- Oracle Shopping Centre in close proximity
- Close to John Lewis
- Other retailers close by include Footlocker, Waterstones, JD, Superdrug and Next.

Reading – 87a and 88 Broad Street, RG1 2AP

A1/A2* RETAIL UNIT TO LET

*A2 consent has already been granted by the local planning authority

RETAIL AREA	SQ. FT
Ground Floor Sales Area	2,060
Basement	460
TOTAL	2,520
ITZA	962

VIEWINGS

Gordon Muir
Tel: 0118 955 092
Mob: 07717 827 722
Email: g.muir@hicksbaker.co.uk

RATES

Rateable Value (2018) - £155,000
NB: A transitional rate could apply.

BIDS

The unit is within the BIDS (Business Improvement District) which implements an additional 1% levy on rates for the properties with rateable values in excess of £10,000.

LEASE

A new FRI lease direct from the landlord is available on terms to be agreed.

EPC RATING

The current rating is 'D'. A full certificate is available on request.

VAT

The property is elected for VAT.

SERVICE CHARGE

TBC

88 & 87A Broad Street LET advertisement

green&partners for retail

SHOP TO LET
SUBJECT TO VACANT POSSESSION
READING
87-88 BROAD STREET



LOCATION:

The premises are situated on Broad Street in close proximity to John Lewis. Other retailers in the immediate vicinity include Schuh, Waterstones, JD, H&M and Next. The Oracle Shopping Centre is also nearby with retailers including Debenhams, New Look, Zara and Top Shop.

ACCOMMODATION:

The premises are arranged over basement, ground, first and second floors providing the following approximate net internal floor areas:

Basement	459 sq. ft.	42.64 sq. m
Ground Floor Sales	2,080 sq. ft.	113.62 sq. m
First Floor	443 sq. ft.	41.15 sq. m
Second Floor	457 sq. ft.	42.45 sq. m
Total	3,439 sq. ft.	239.86 sq. m

TENURE:

The unit is available by way of a new FRI lease for a term to be agreed, subject to vacant possession.

RENT:

£180,000 per annum exclusive.

RATES:

We have been advised by the Local Authority that the premises are assessed for rating purposes as follows:

Combined Rateable Value:	£155,000
Rates Payable (17/18):	£74,245

This figure is an estimation and cannot be relied upon. Interested parties are advised to make their own enquiries with the local authority.

LEGAL COSTS:

Each party to be responsible for their own legal costs incurred in the transaction.

EPC

An Energy Performance Certificate for the property is available on request.

VIEWING:

Strictly by appointment through, **Green & Partners**, contacting:

Matt Beardall
020 7659 4836
matt.beardall@greenpartners.co.uk

Olly Gardner
020 7659 4825
olly.gardner@greenpartners.co.uk

Or via **Colliers** contacting Jack Bennett / Lloyd Entwistle on 020 7935 4499

Subject to Contract

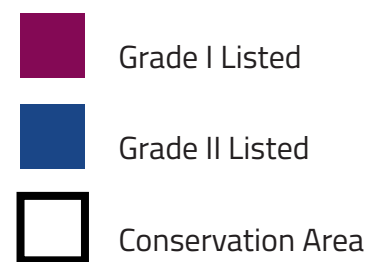
88 & 87 Broad Street LET advertisement

2.5

Heritage context

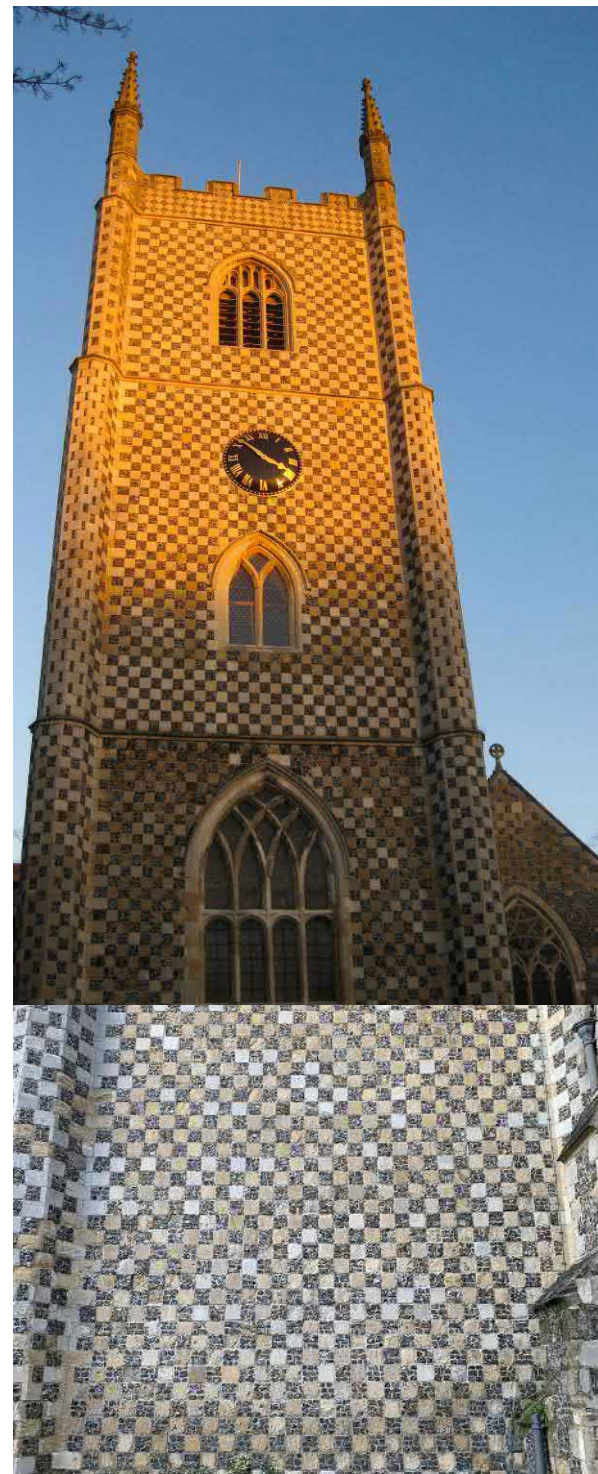
The application site is located within the setting of a number of designated heritage which most notably include:

- Congregational Church and numbers 89 and 89a Broad Street (Grade II)
- St Mary's Buts/Castle Street Conservation Area
- The Church of St Mary (Grade I)
- Church House (Grade II)
- Building to the west of Church House (Grade II)





Congregational Church and numbers 89 and 89a Broad Street **Grade II**



The Church of St Mary **Grade I**



Church House **Grade II**

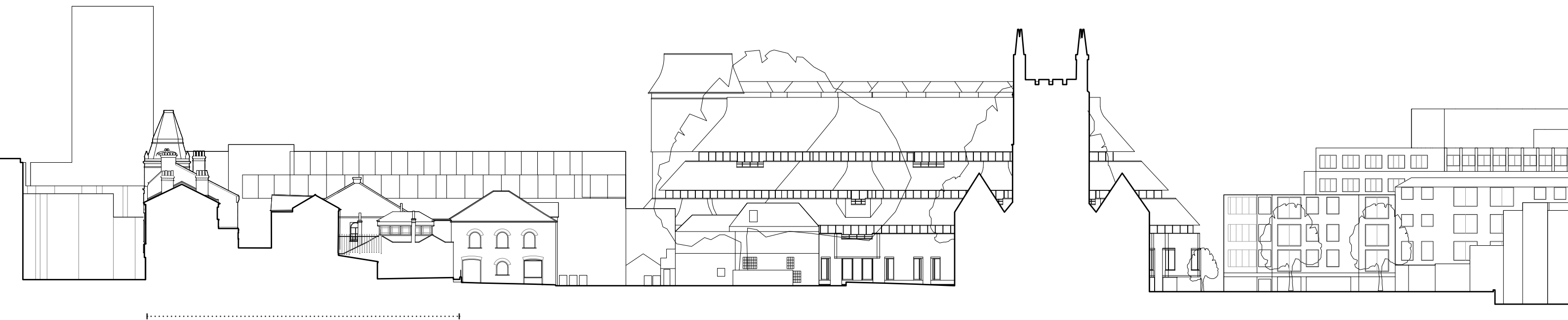


Building to the west of Church House **Grade II**

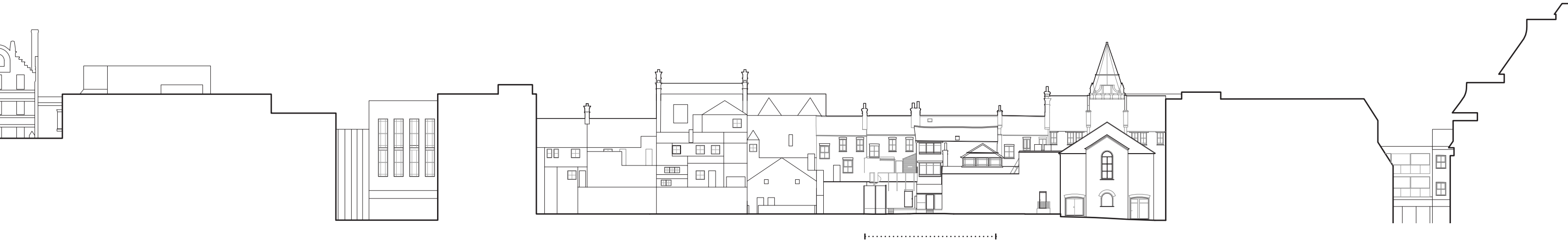
Existing | North Elevation



Existing | West Elevation



Existing | South Elevation



Existing | East Elevation



2.6

Broad Street character

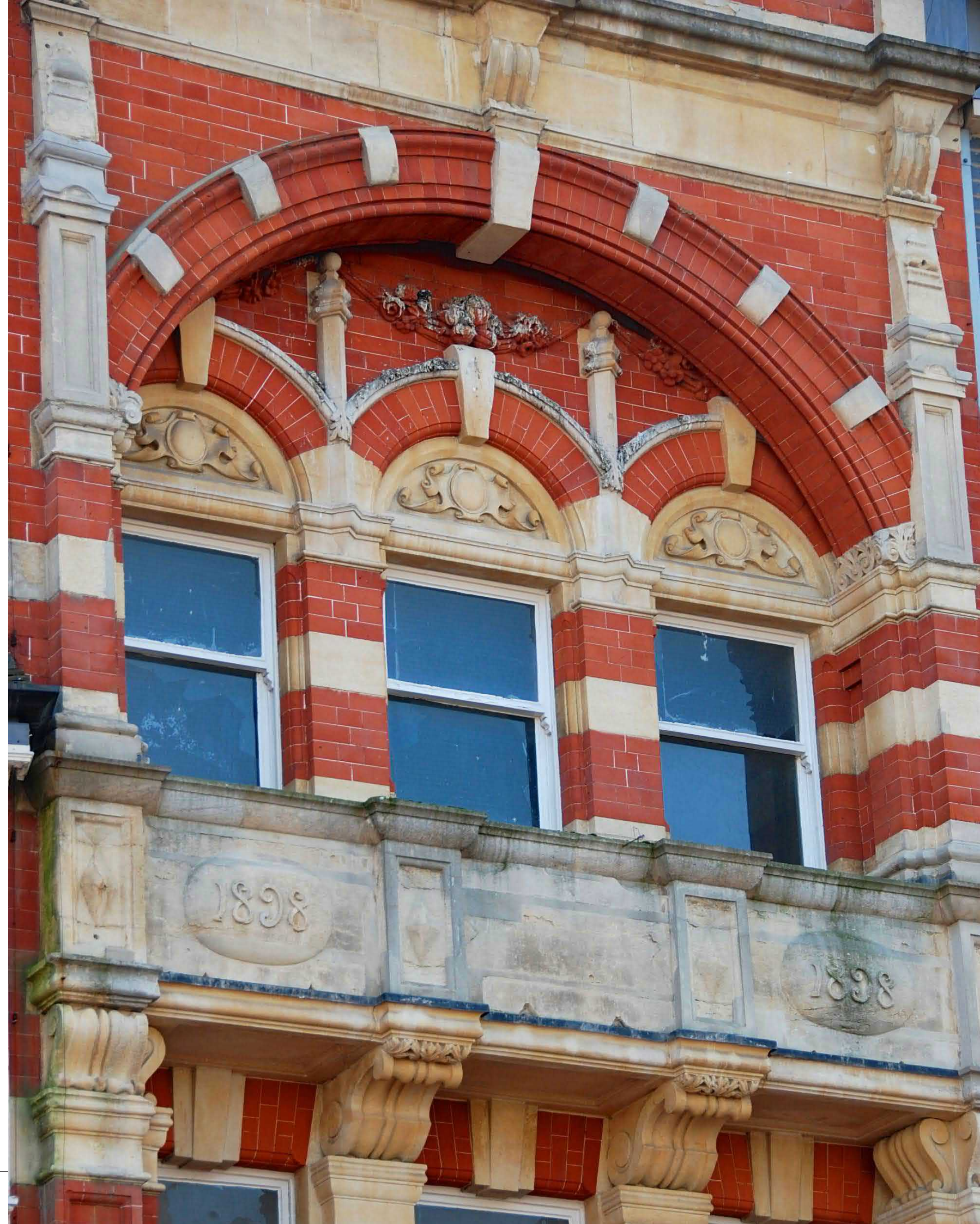
The townscape of Broad Street has developed continually throughout its long and colourful history, and in response to the changing requirements of commerce and retail.

The result is an eclectic mix of form and styles that occur on the upper storeys of the buildings but are often overlooked due to the poor quality retail frontages that dominate the high street.

The following pages focus on particular building elements that we feel are important and relevant to any discussion on intervening on the site.



Above: Historical photograph looking west along Broad Street
Opposite: Detail of 94 Broad Street





26-28 Broad Street



37 Broad Street

Gable

Most historical buildings along Broad Street and surrounding streets are characterised by ornate gable designs combining stone, colours of brick and terracotta details.

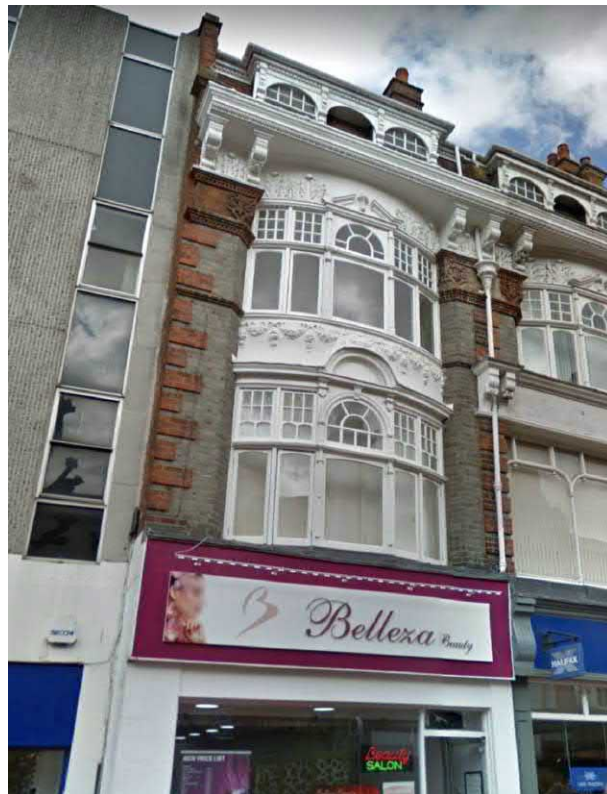
The style of gable varies with many adopting a 'Flemish baroque' appearance and often concealing a more basic building and roof form behind.



McIlroy Building, Oxford Street



Friar Street



65 Broad Street



Bay

Elaborate projecting bay windows are a consistent feature at first and second floors of Broad Street.

Buildings with window bays demonstrate significant depth of facade with a high degree of modelling and often a contrasting material colour and finish.

Notably, 65 Broad Street incorporates a double tiered window bay with decorative banding and bold pediment.



99 Broad Street

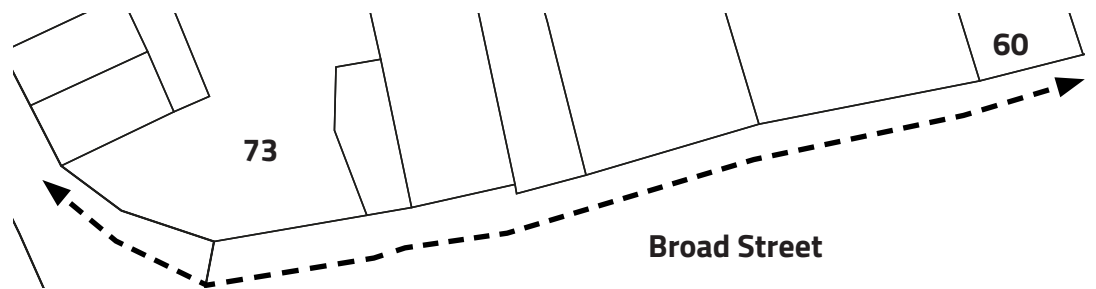
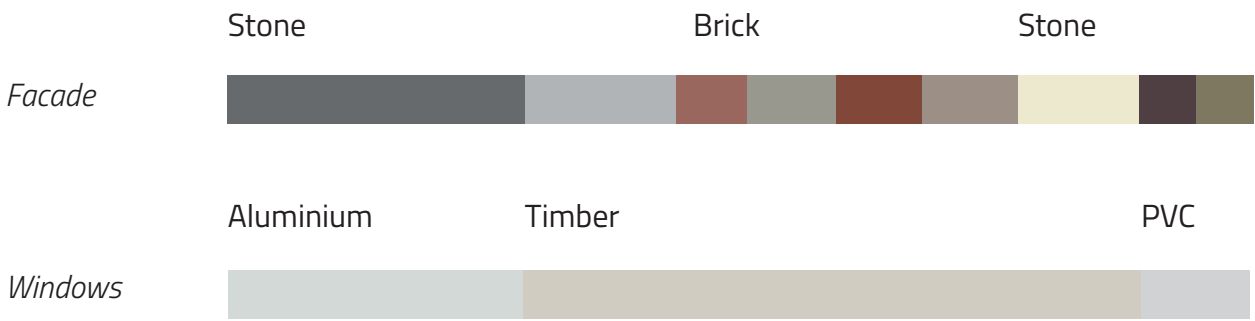


100-101 Broad Street



102 Broad Street

Broad Street North Side Part 1



73 Broad Street



67-72 Broad Street



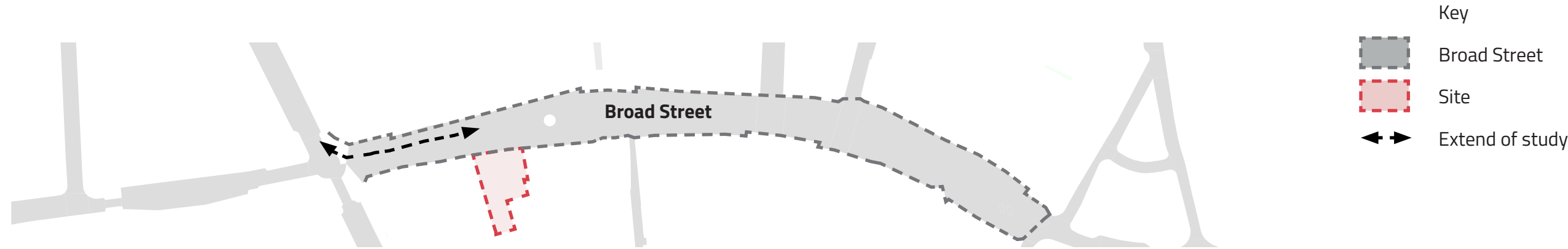
64-67 Broad Street



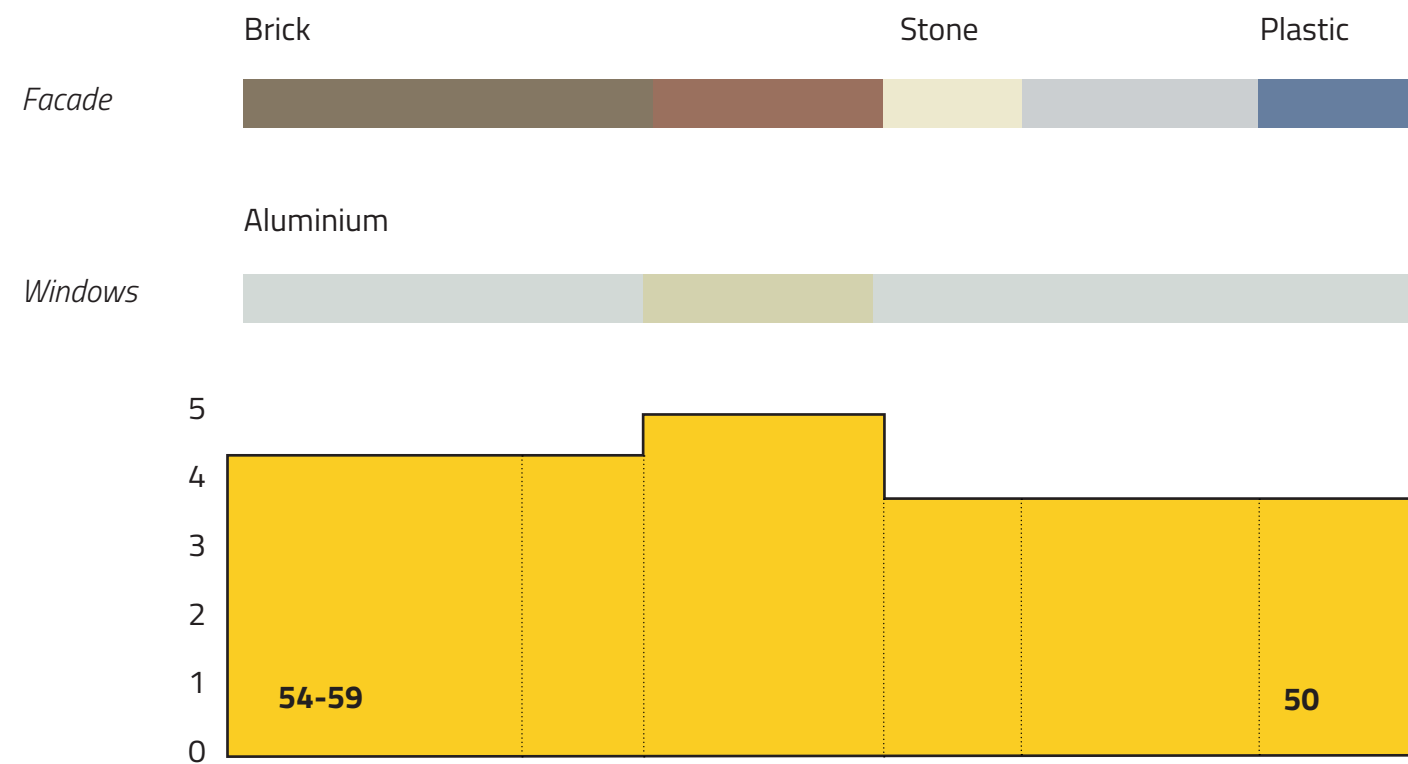
61-64 Broad Street



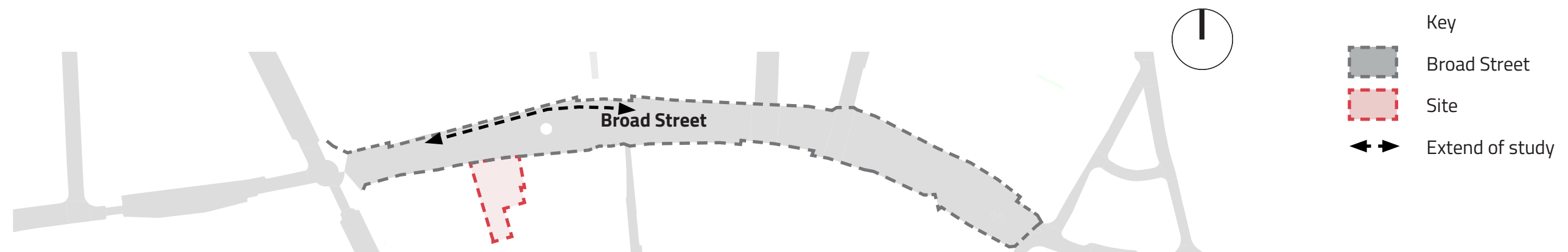
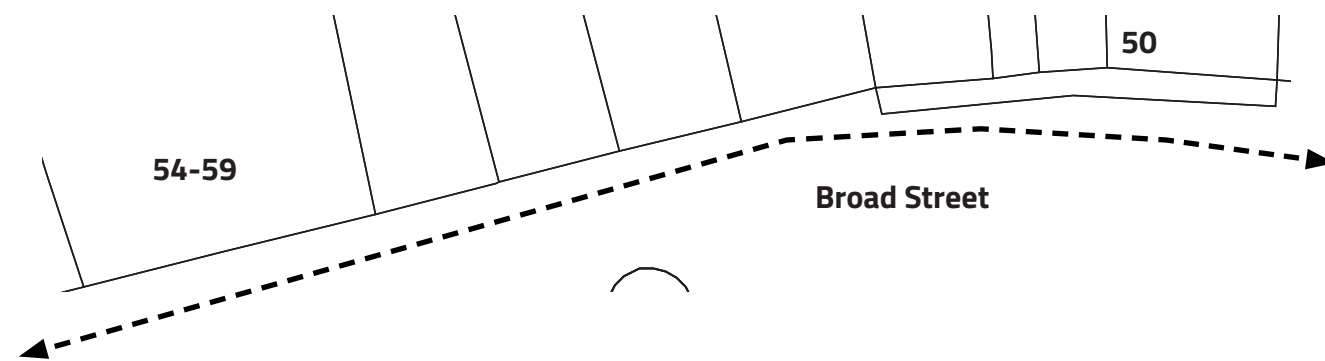
60 Broad Street



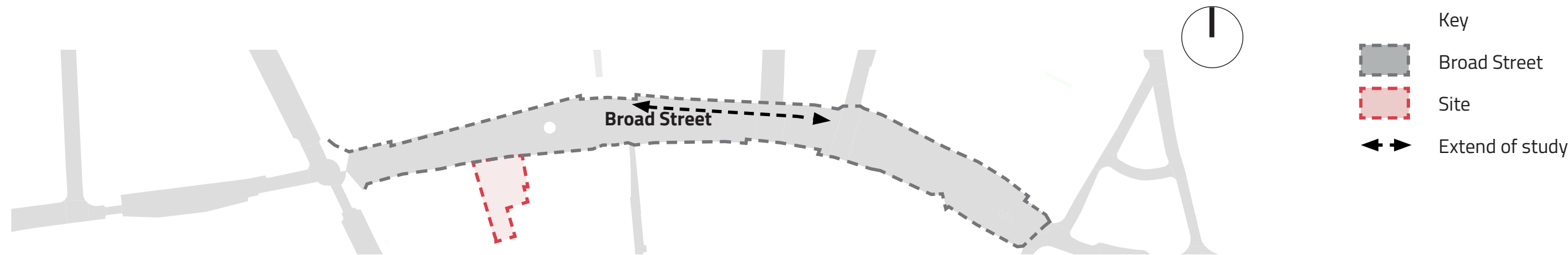
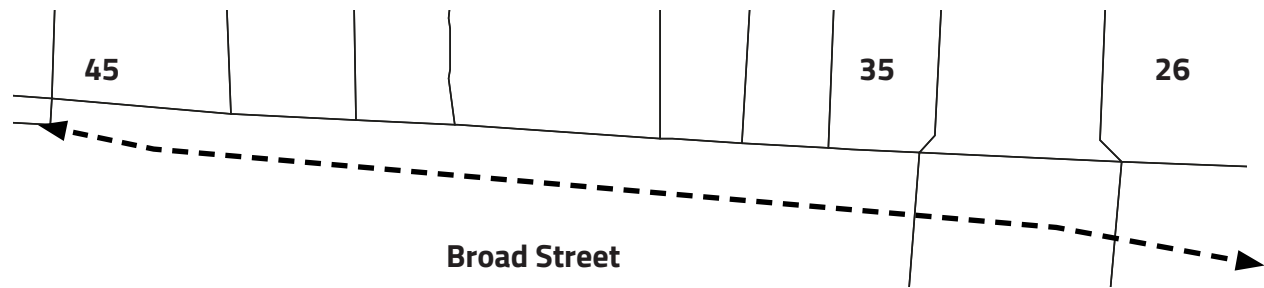
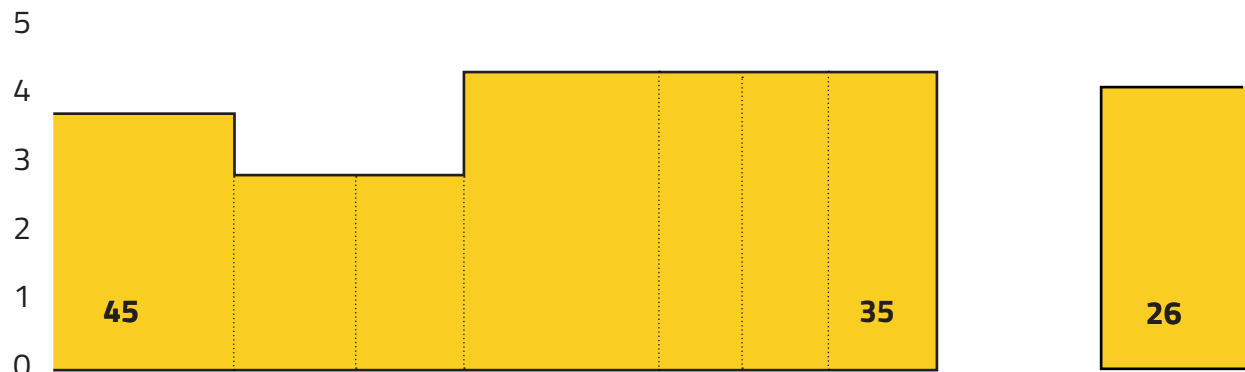
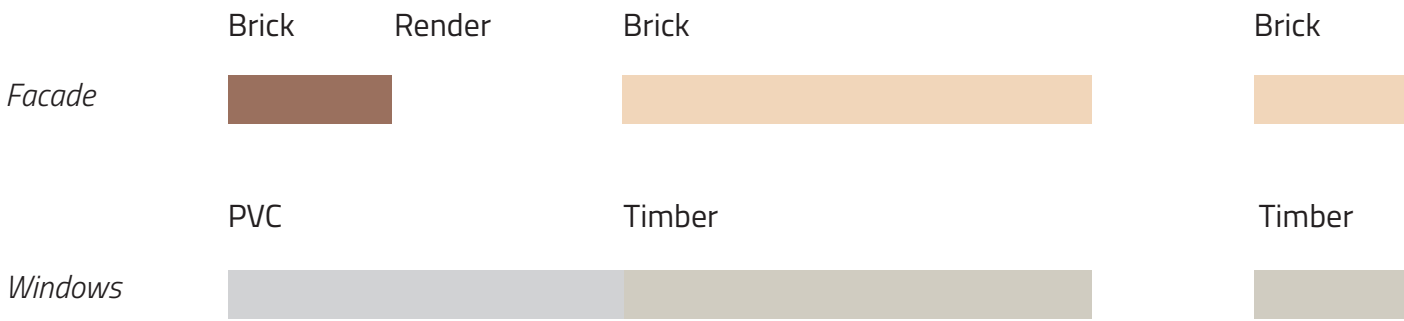
Broad Street North Side Part 2



54-59 Broad Street 52-53 Broad Street 51 Broad Street 44-50 Broad Street



Broad Street North Side Part 3

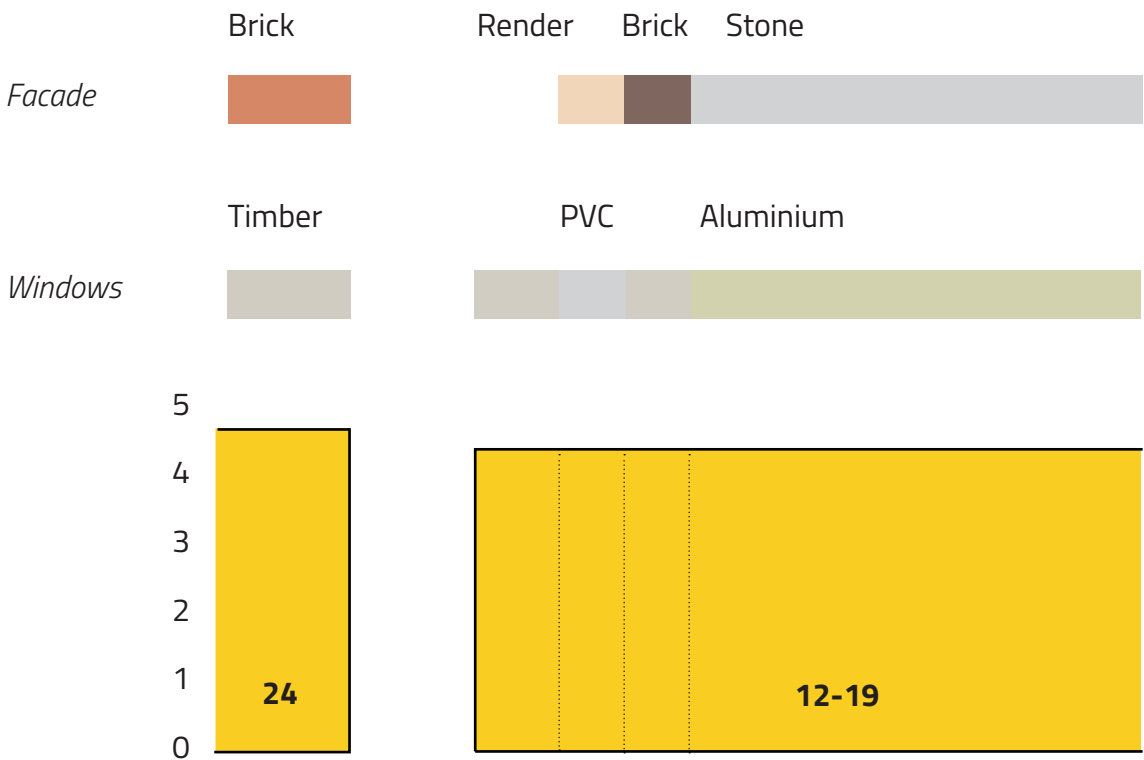


38-45 Broad Street



25-37 Broad Street

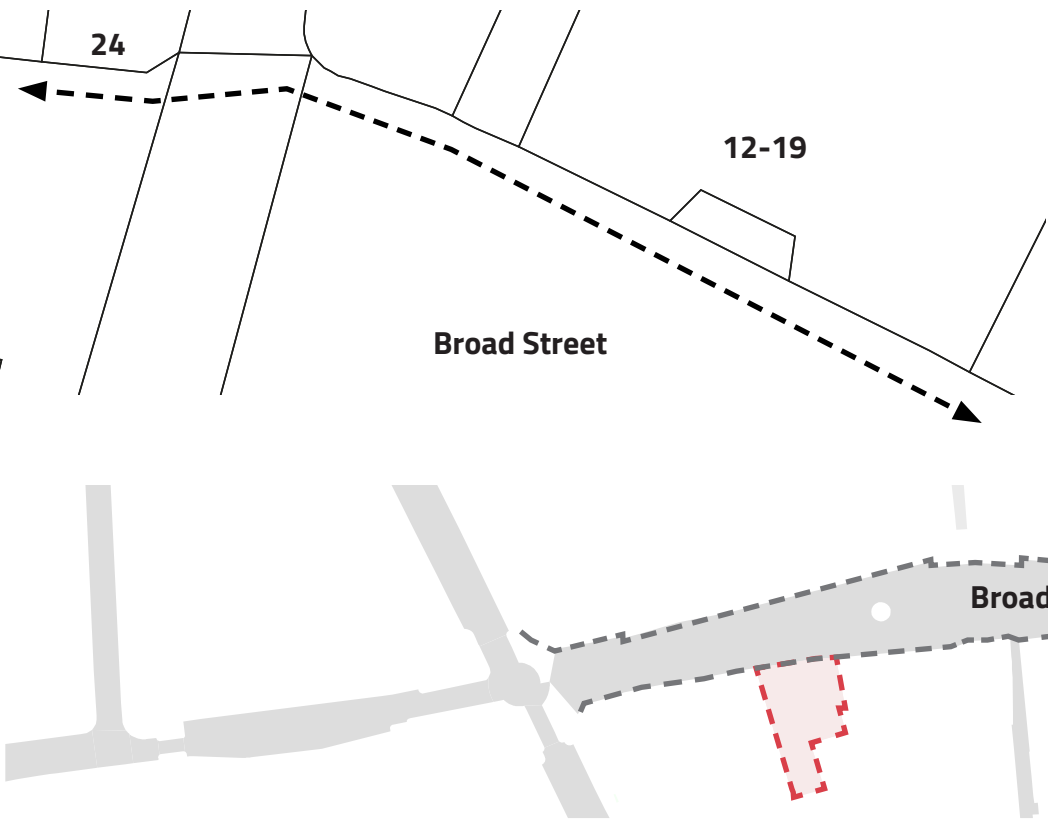
Broad Street North Side Part 4



20-24 Broad Street

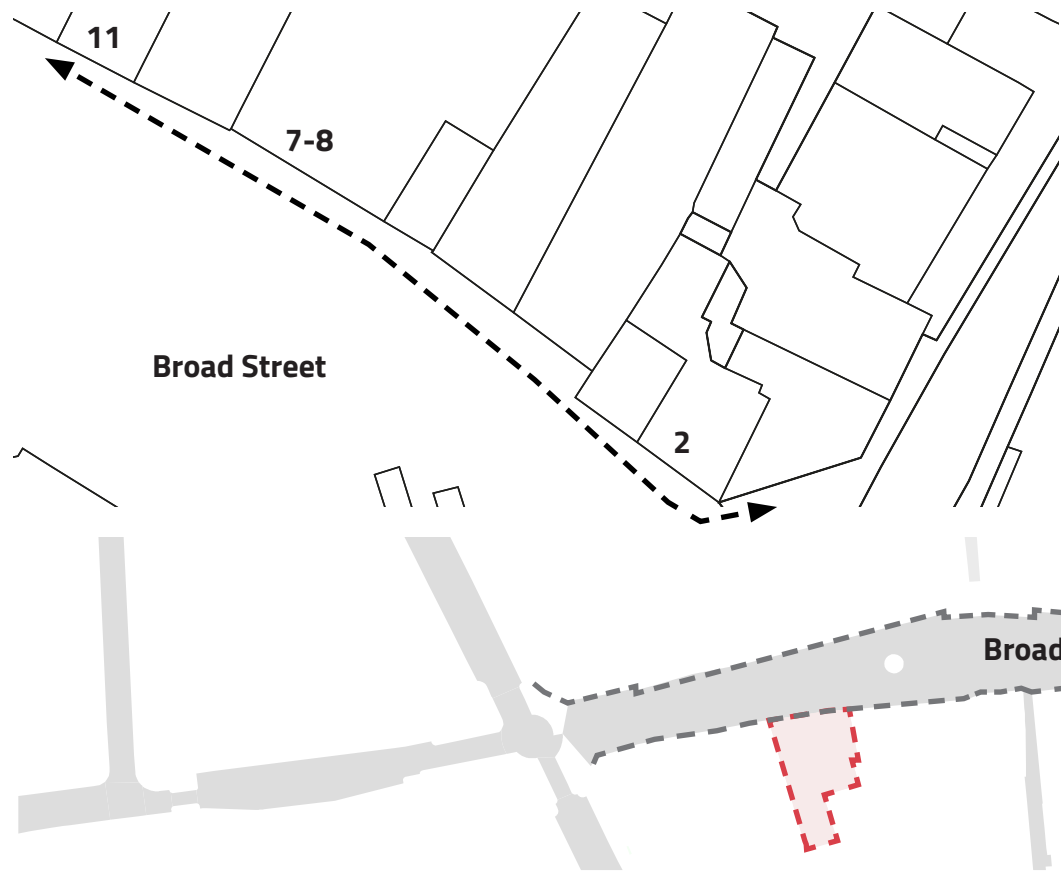
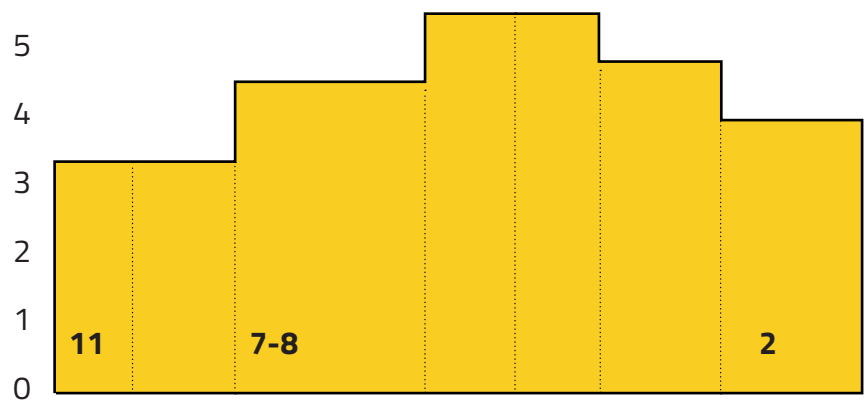
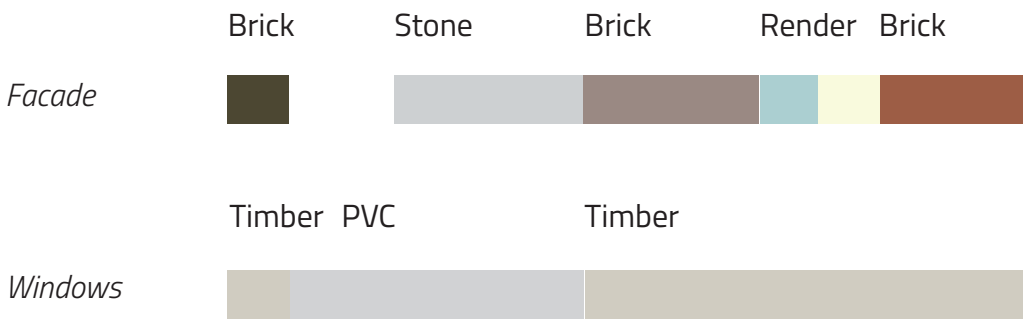


12-19 Broad Street



- Key
- Broad Street
 - Site
 - Extend of study

Broad Street North Side Part 5



4-9 Broad Street



2-3 Broad Street

