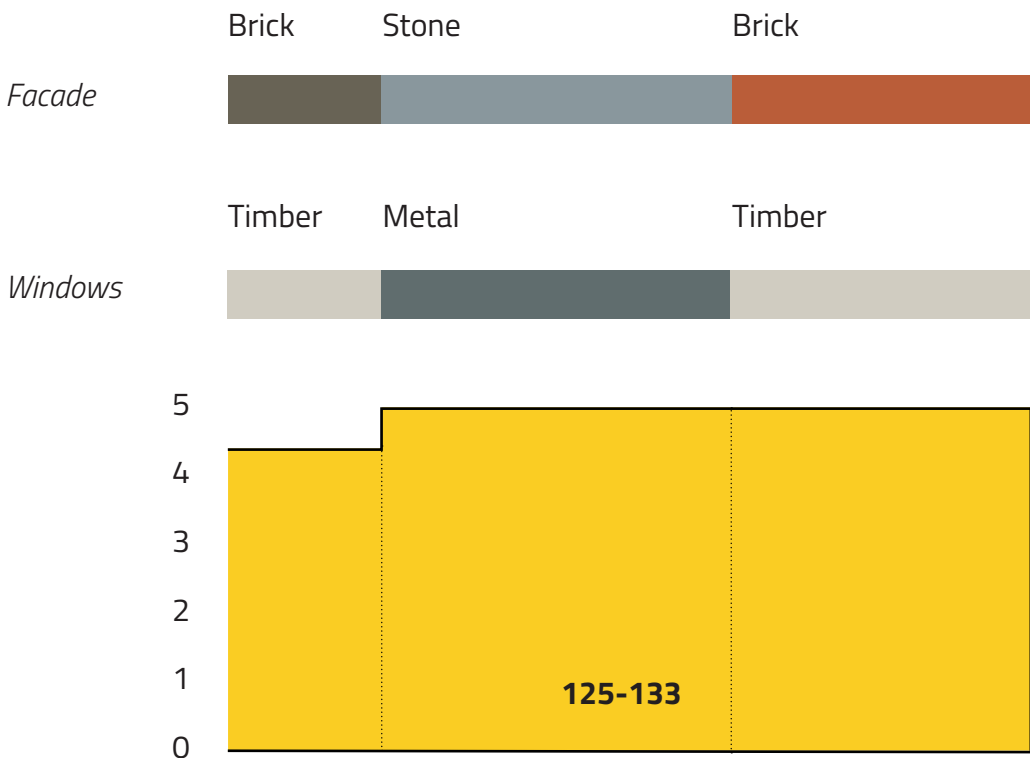


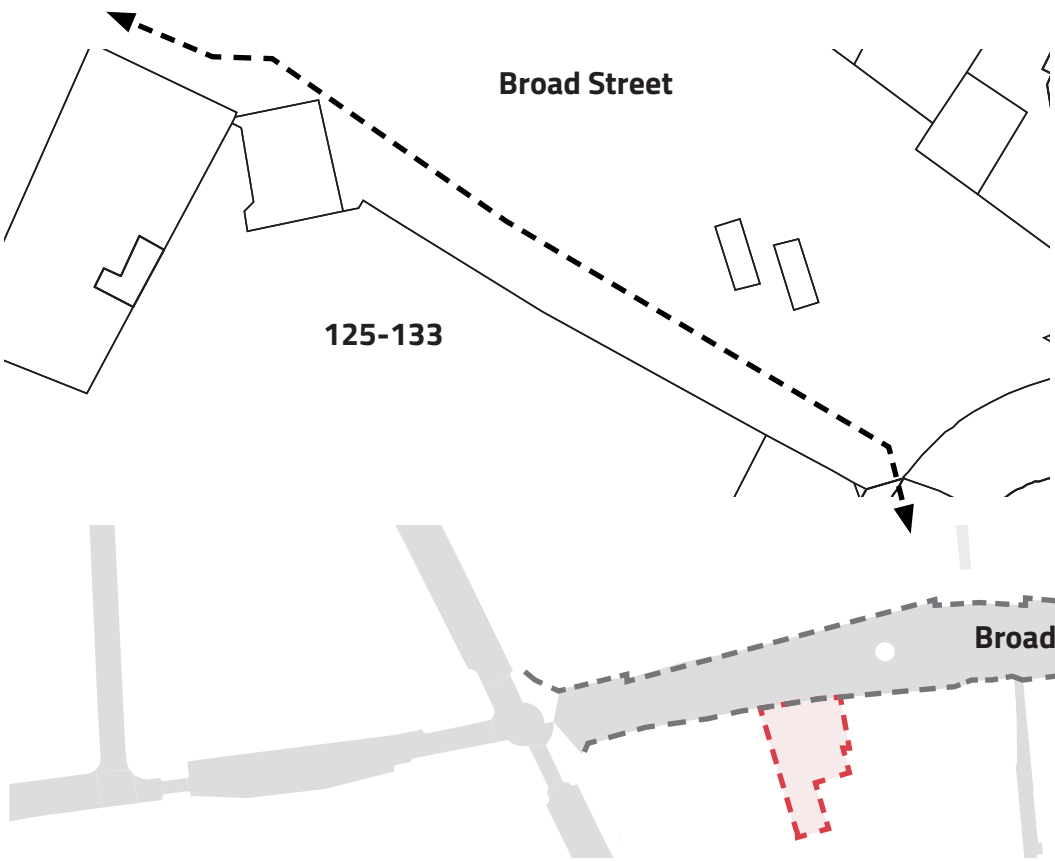
Broad Street South Side Part 1



125-134 Broad Street

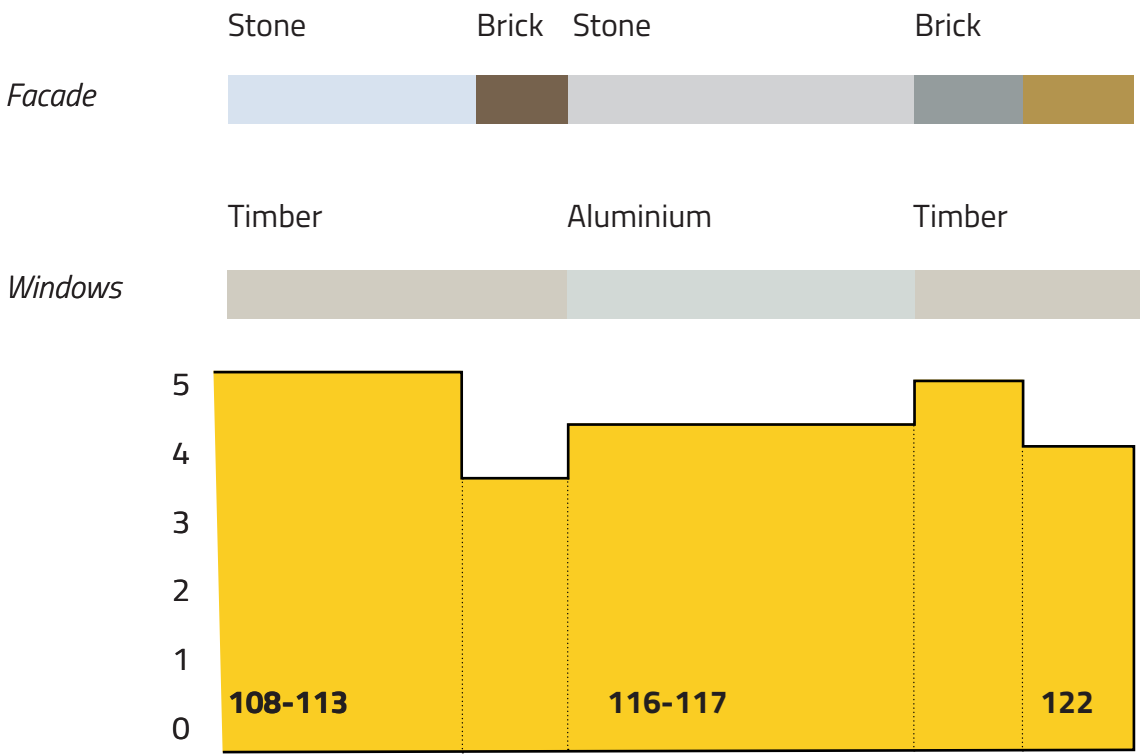


123-124 Broad Street



- Key
- Broad Street
 - Site
 - Extend of study

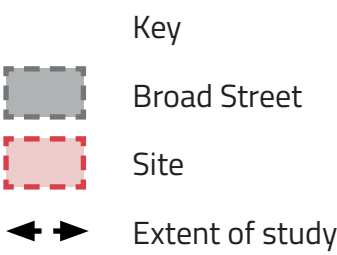
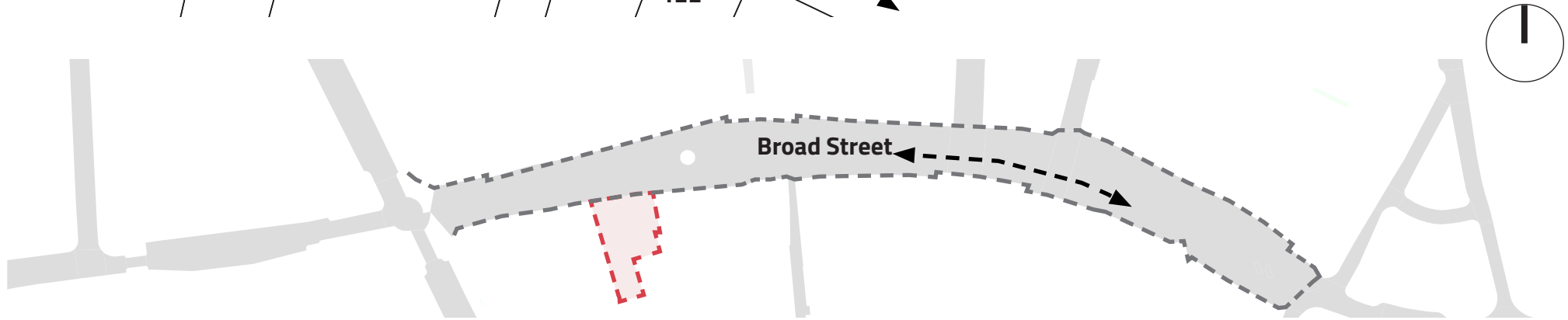
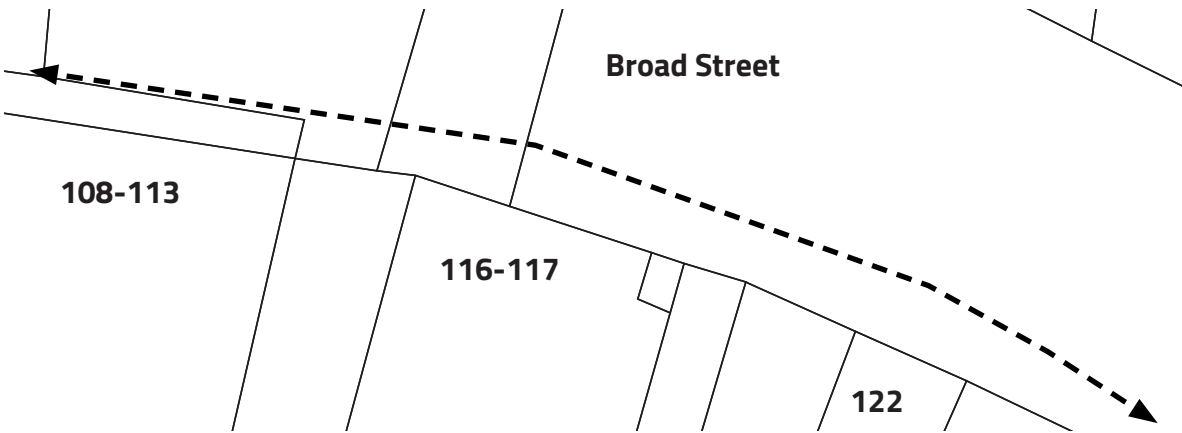
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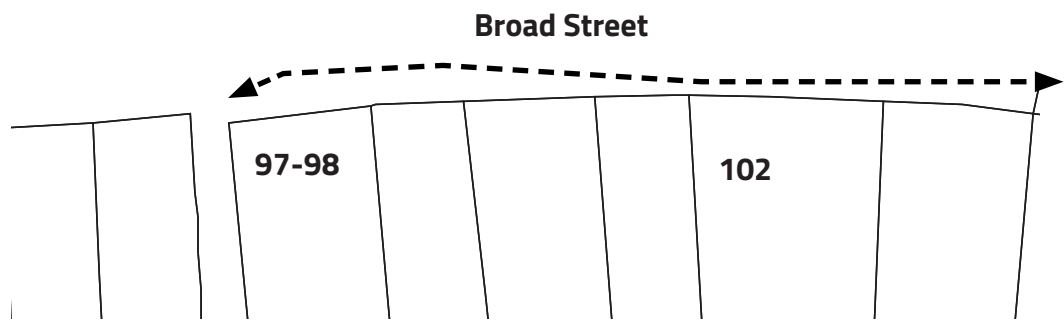
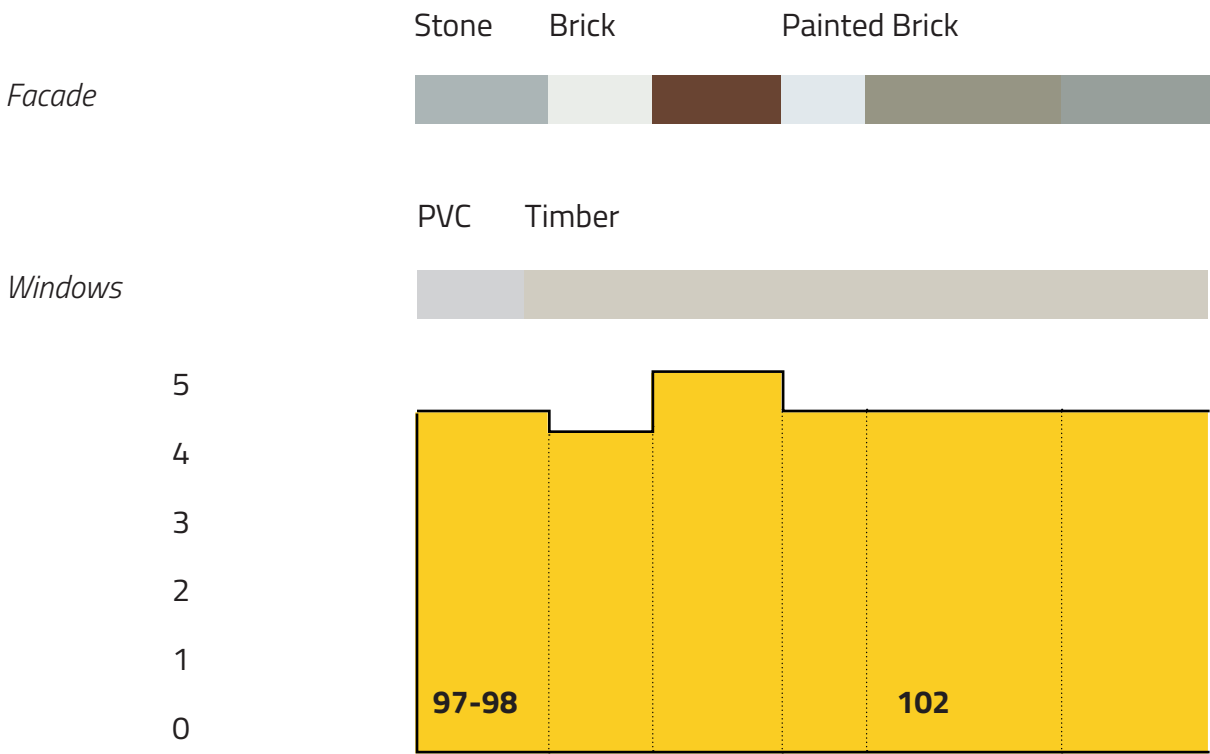
115-121 Broad Street



123-124 Broad Street



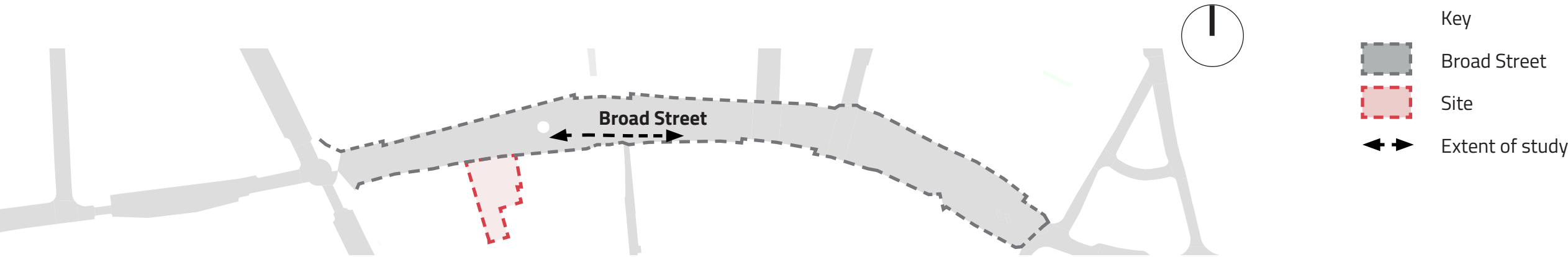
Broad Street South Side Part 3



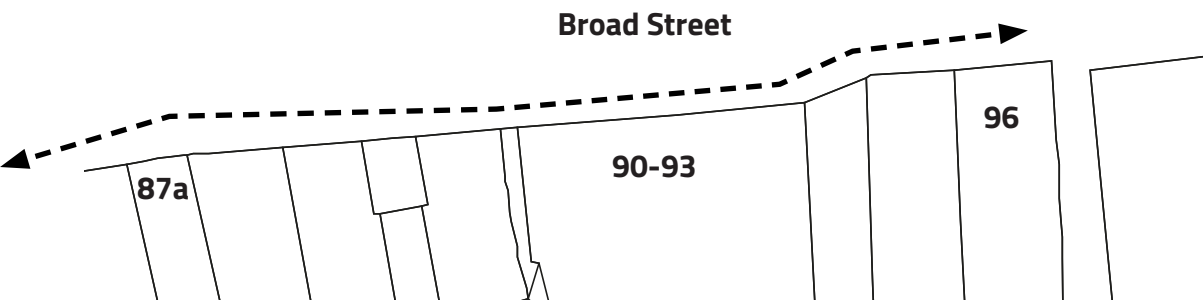
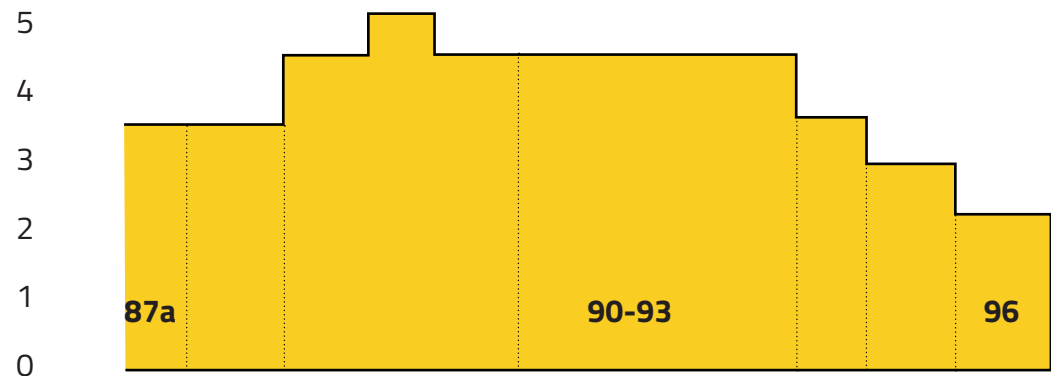
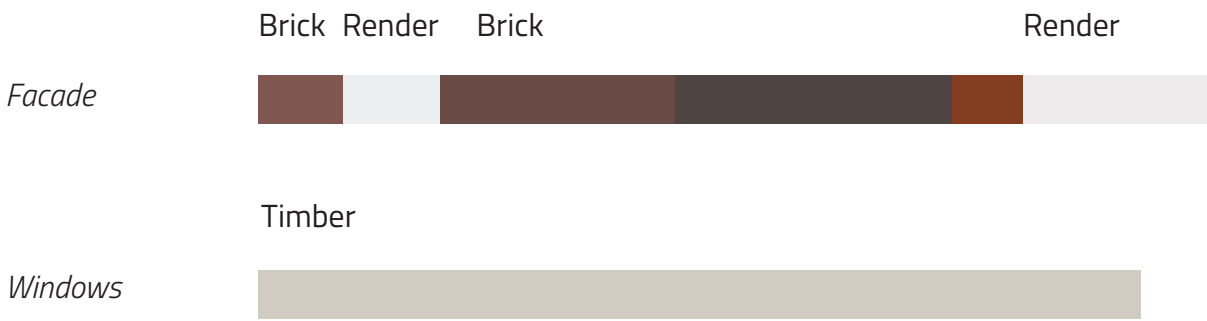
103 -107 Broad Street



97-102 Broad Street



Broad Street South Side Part 4



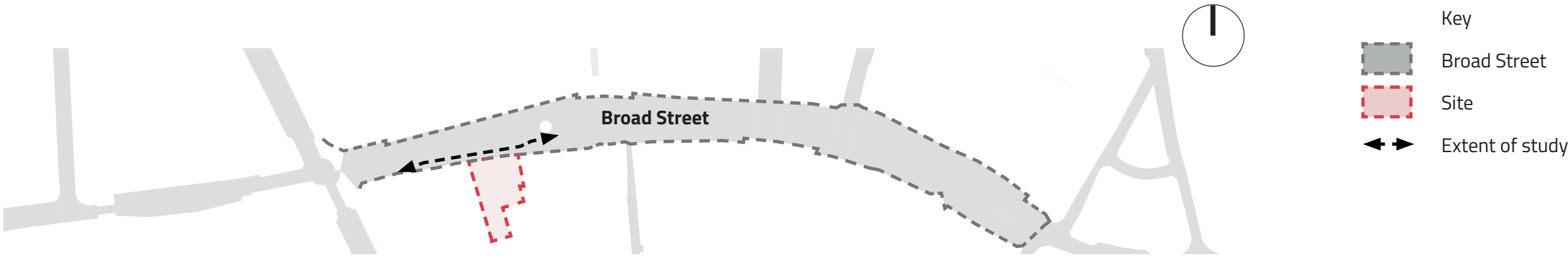
87-88 Broad Street



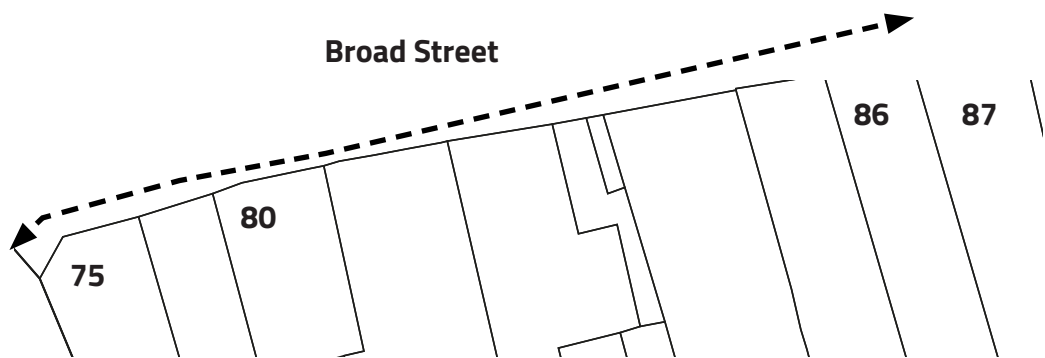
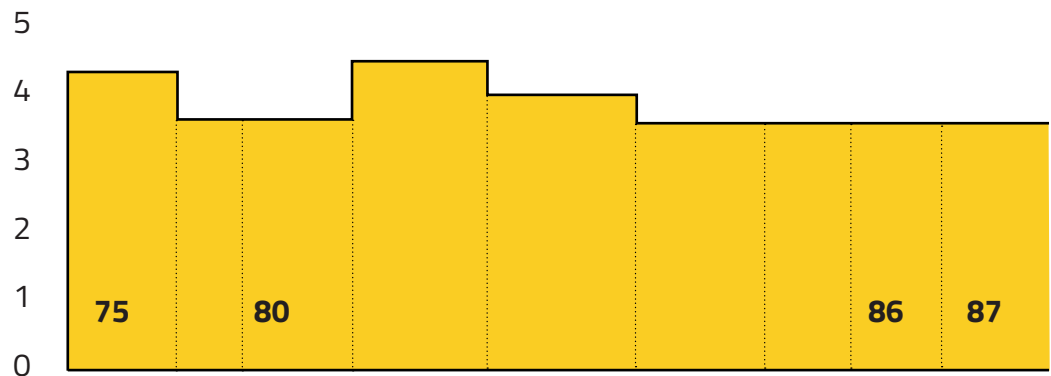
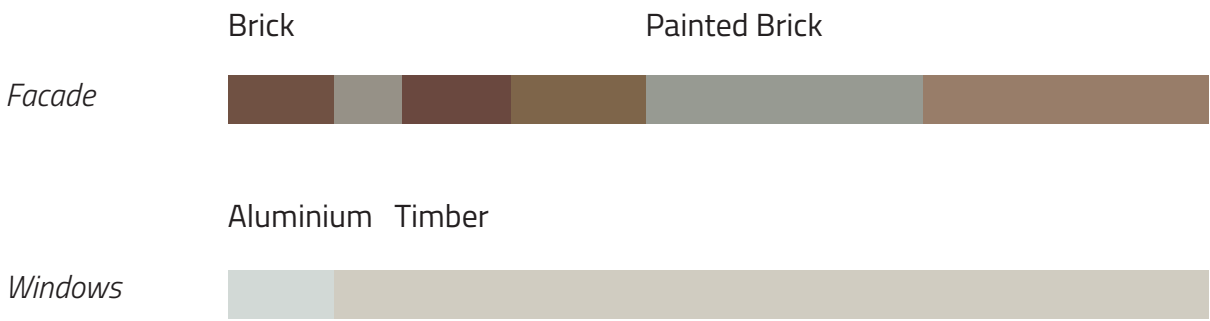
89-89 Broad Street



90 - 96 Broad Street



Broad Street South Side Part 5



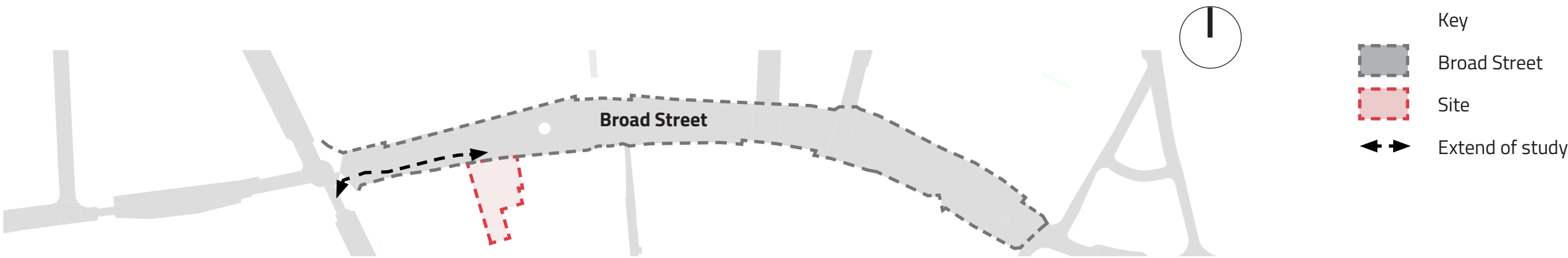
83 - 86 Broad Street



90 - 96 Broad Street



80-82 Broad Street

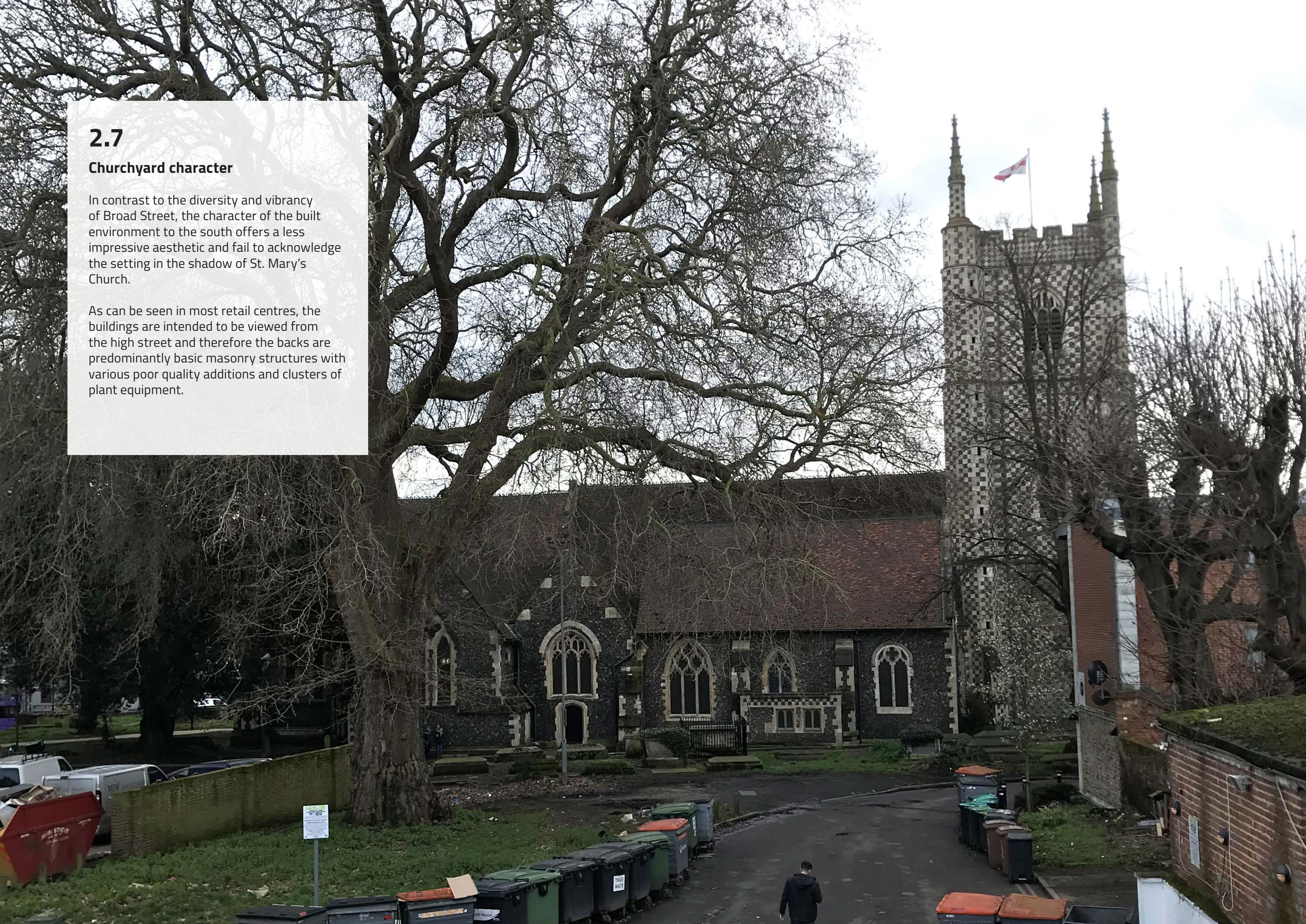


2.7

Churchyard character

In contrast to the diversity and vibrancy of Broad Street, the character of the built environment to the south offers a less impressive aesthetic and fail to acknowledge the setting in the shadow of St. Mary's Church.

As can be seen in most retail centres, the buildings are intended to be viewed from the high street and therefore the backs are predominantly basic masonry structures with various poor quality additions and clusters of plant equipment.



2.8

Existing buildings

The aerial view photograph opposite illustrates the unsightly assortment of buildings that currently occupy the site.

Over the years, the main terrace facing onto the high street has been extended and added to with poor quality, adhoc industrial style structures. The result is a hotchpotch of forms that have:

- Constraints on maintenance due to the lack of access
- No strategy for controlling refuse
- No strategy for controlling the positioning of mechanical plant
- Convoluted fire escapes

Opposite: Bird's eye view of site, looking north



2.9

Constraints on refurbishment

The design team have explored the option for refurbishing the existing buildings and converting into residential. The constraints of the existing envelope would result in an inefficient scheme with insufficient amenity.

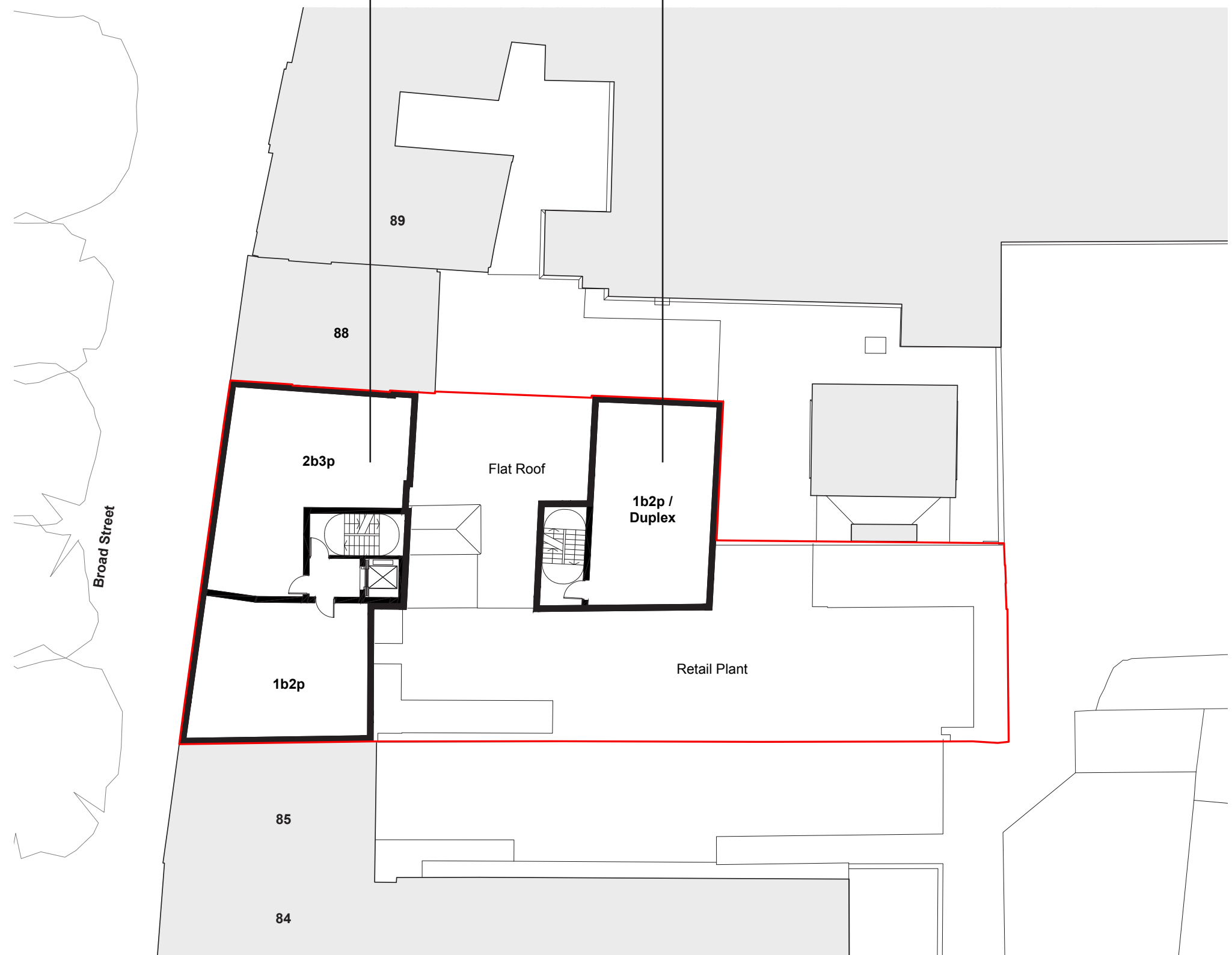
The three number terrace buildings facing onto Broad Street would require major structural alterations including a central stair/ lift core to allow for a residential layout. The new core would further compromise the retail units at ground.

Front Block

The awkward proportions of the existing buildings would accommodate a maximum of two units per floor with no external amenity.

Rear Block

The small footprint of the existing rear building limits the potential for conversion to residential. A lift is required to ensure equal access but would leave insufficient space.



2.10

Emerging context

- Large-scale expansion of the town onto greenfield sites is not possible
- The new Local Plan sets down that 7,600 homes and up to 27,000 sqm of retail will be delivered within Central Reading
- High and medium density development in central Reading will continue play a key role in meeting the Borough's needs as well as those of the Western Housing Market Area

Key

- Site boundary
- New developments with planning permission
- New Developments without planning permission



Map of Central Reading illustrating new developments

3.0

Brief and aspirations

3.1

Objectives

The key conclusions from the site analysis are summarised on this page and form the basis of the project brief.

The clients aspirations are to add value and redevelop the site to the highest standards.

The Location

- Increase in residential to central zone appropriate
- Intensify usable area on site given emerging context
- Need for quality retail commercial space to be provided in town centre to counter the failure of 'retail high street' to out of town and online

Existing Building

- Poor quality, dysfunctional
- Building reuse, extension and / or facade retention is not viable

Townscape

- Existing buildings detract from the heritage context
- The building scale, mass and storey heights are lower than the typical datum of Broad Street

Broad Street Setting

- The design of any new facade along Broad Street should be informed by the principles of the traditional frontages to ensure longevity
- Quality of the ground floor retail frontage is equally important

Churchyard Setting

- Opportunity to enhance and contribute to the setting of the Grade I Listed Church
- Reactivate a forgotten urban space in the heart of Reading

3.2

Pre-application 1 feedback

On the 9th of September 2020, the design team presented initial proposals to comprehensively redevelop the site, demolishing the existing buildings and replacing them with a new four to seven-storey building, re-providing an active retail use at ground floor with 27 residential units above.

The officers raised concerns in relation to the loss of the existing buildings, the scale and massing of the proposed development and potential harm to the setting of the nearby Grade I listed church and other heritage assets in the vicinity.

Further to this feedback, the design team 'went back to the drawing board' and re-approached the site with a more responsive scheme derived from its surroundings.



Top Right: Illustrative view of seven storey building facing onto Broad Street

Right: Illustrative view of regenerated churchyard and four storey rear block

4.0

Design

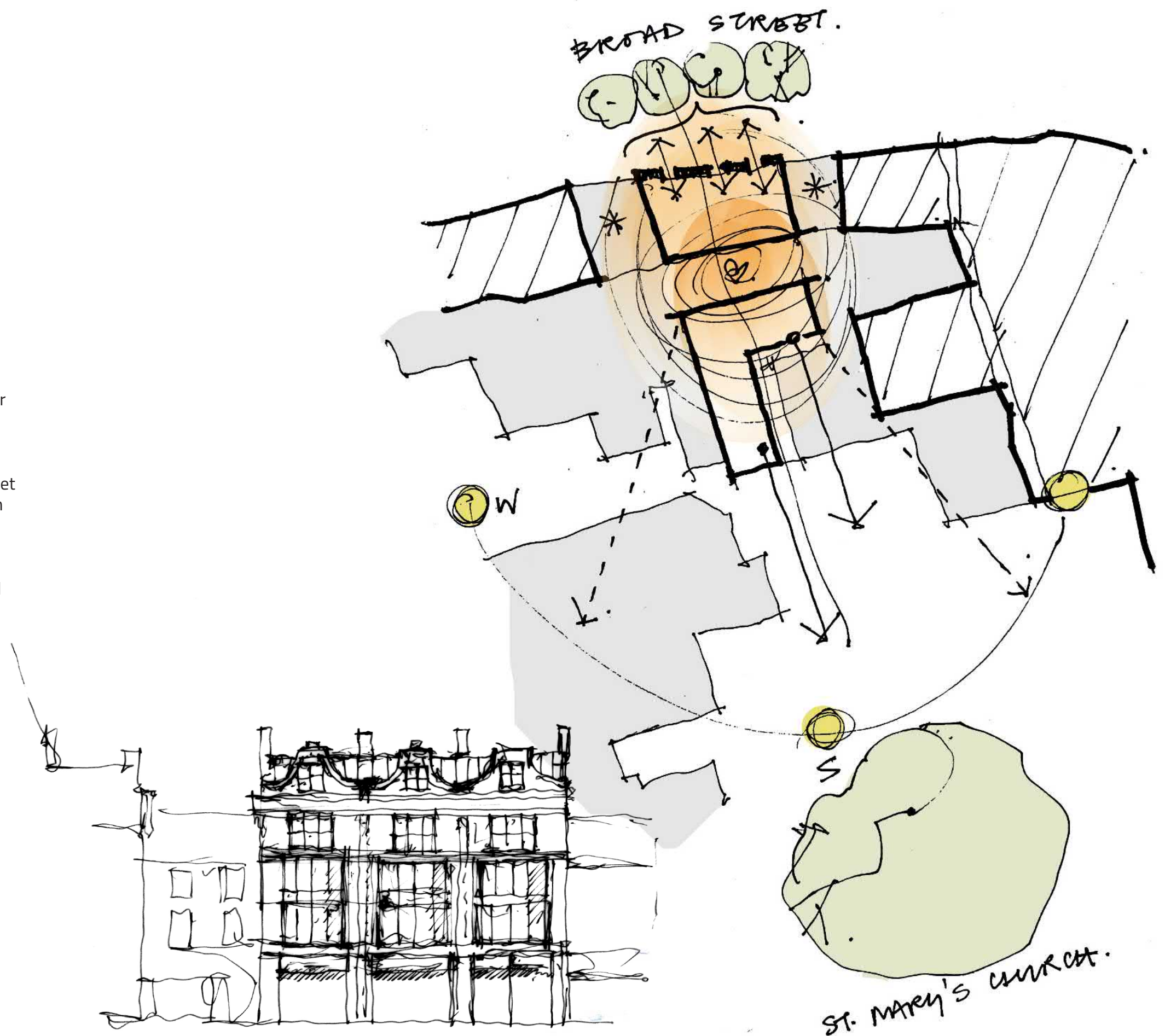
4.1

Concept

Further to the pre-application feedback, our revised concept is to split the mass of the redevelopment into two buildings.

The north building shall address Broad Street with an elaborate facade that engages with the vibrant townscape highlighted in the analysis.

The south building shall be more restrained and reserved in acknowledgement of the heritage context and the simplicity of the vernacular buildings that appropriate the hidden backs of the retail environment.



Above: Concept for Broad Street facade
Right: Site strategy sketch

4.2

Layout principles

Whilst the mass of the building is split into two, the layout is organised so that both are served from the same core and connected with a lightweight bridge.

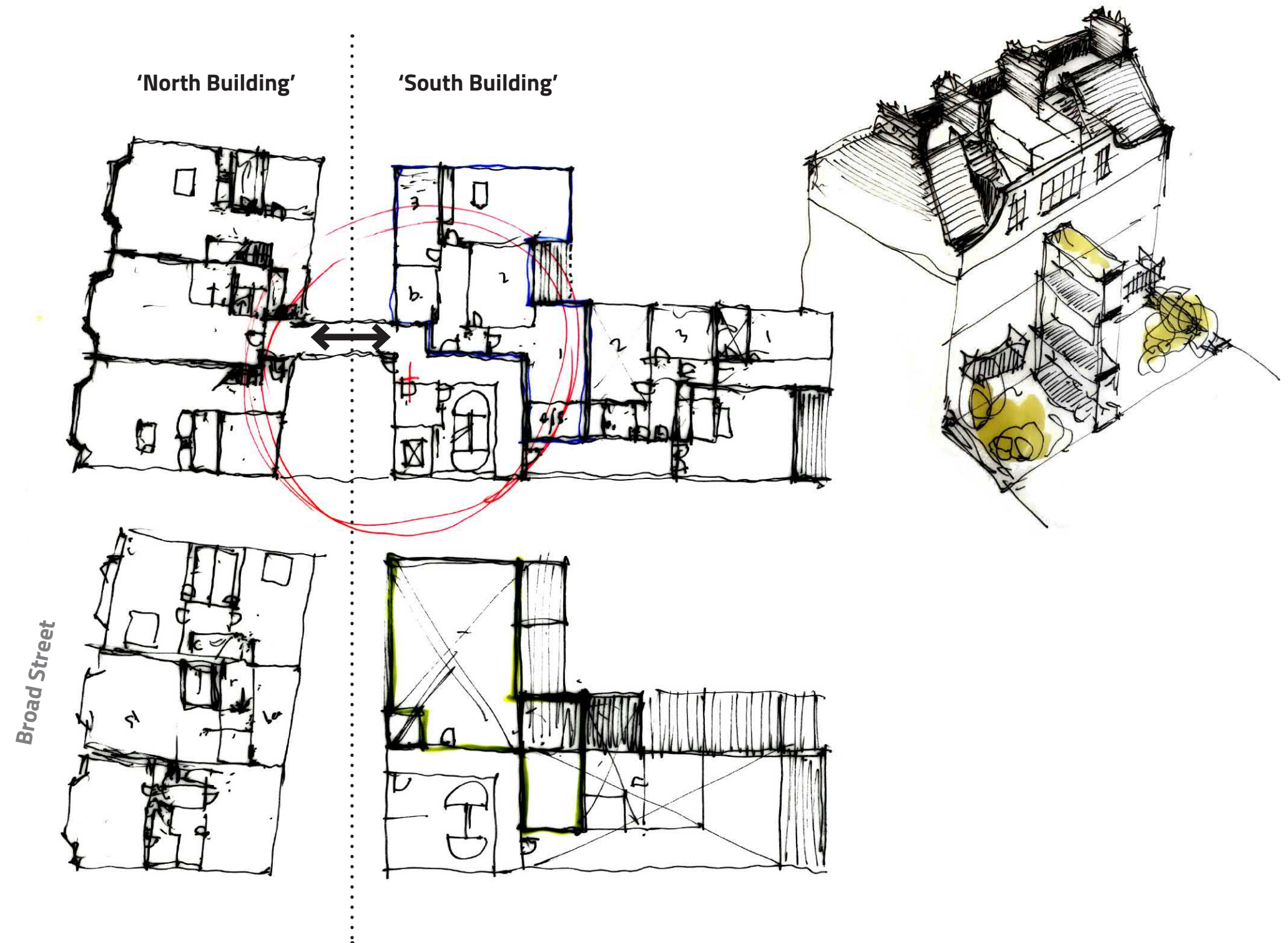
The frontage onto Broad Street is divided into three following a traditional grain with duplex units allowing dual-aspect.

The south block is L-shaped and sets back from the adjacent Listed building with larger units at the lower levels.

4.3

Bulk, scale and massing

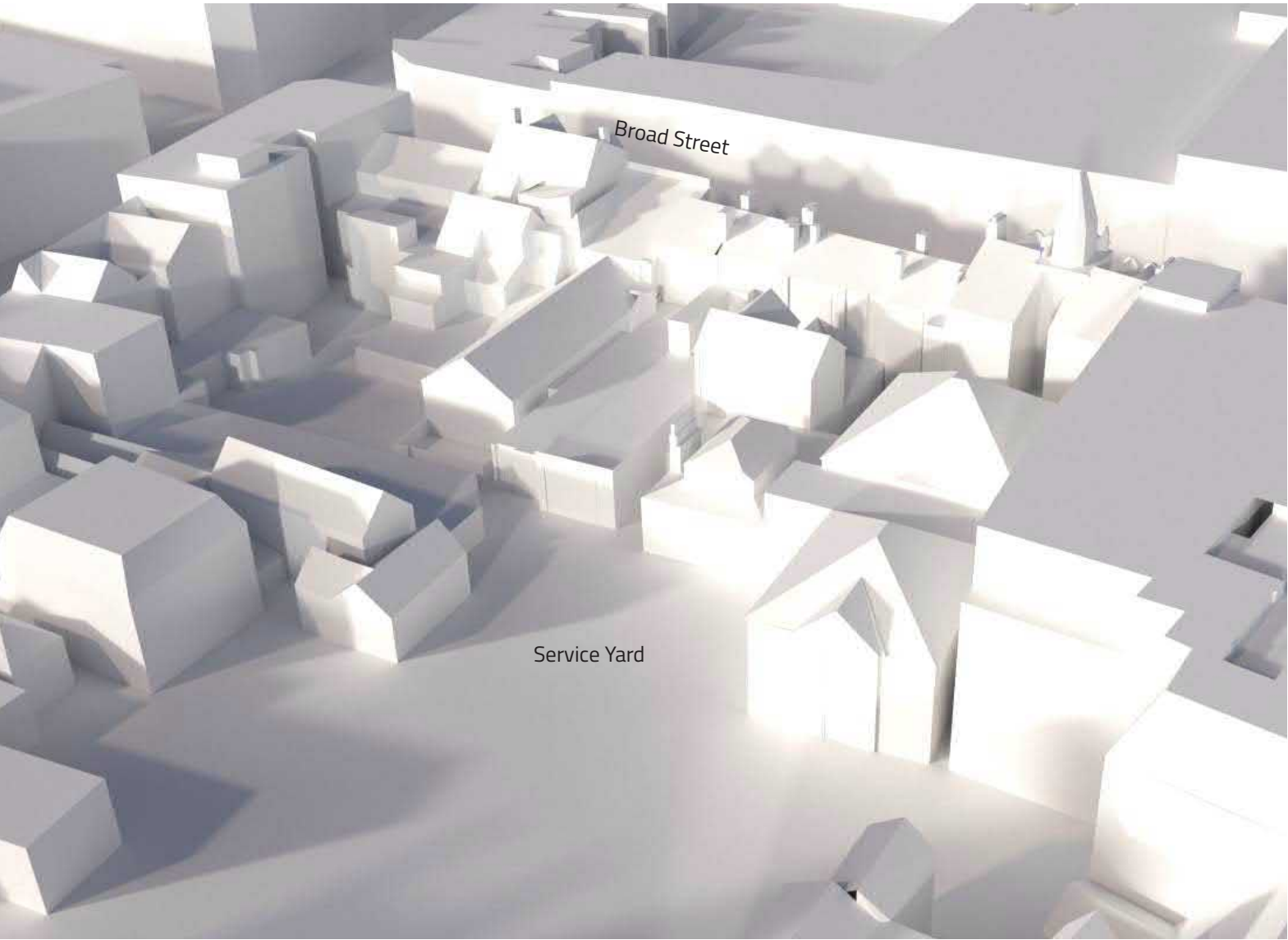
The images on the following pages are generated from a 3D model of the site and surroundings. The existing and proposed images demonstrate that the additional mass added to the site does not appear out of place nor adversely effect the townscape.



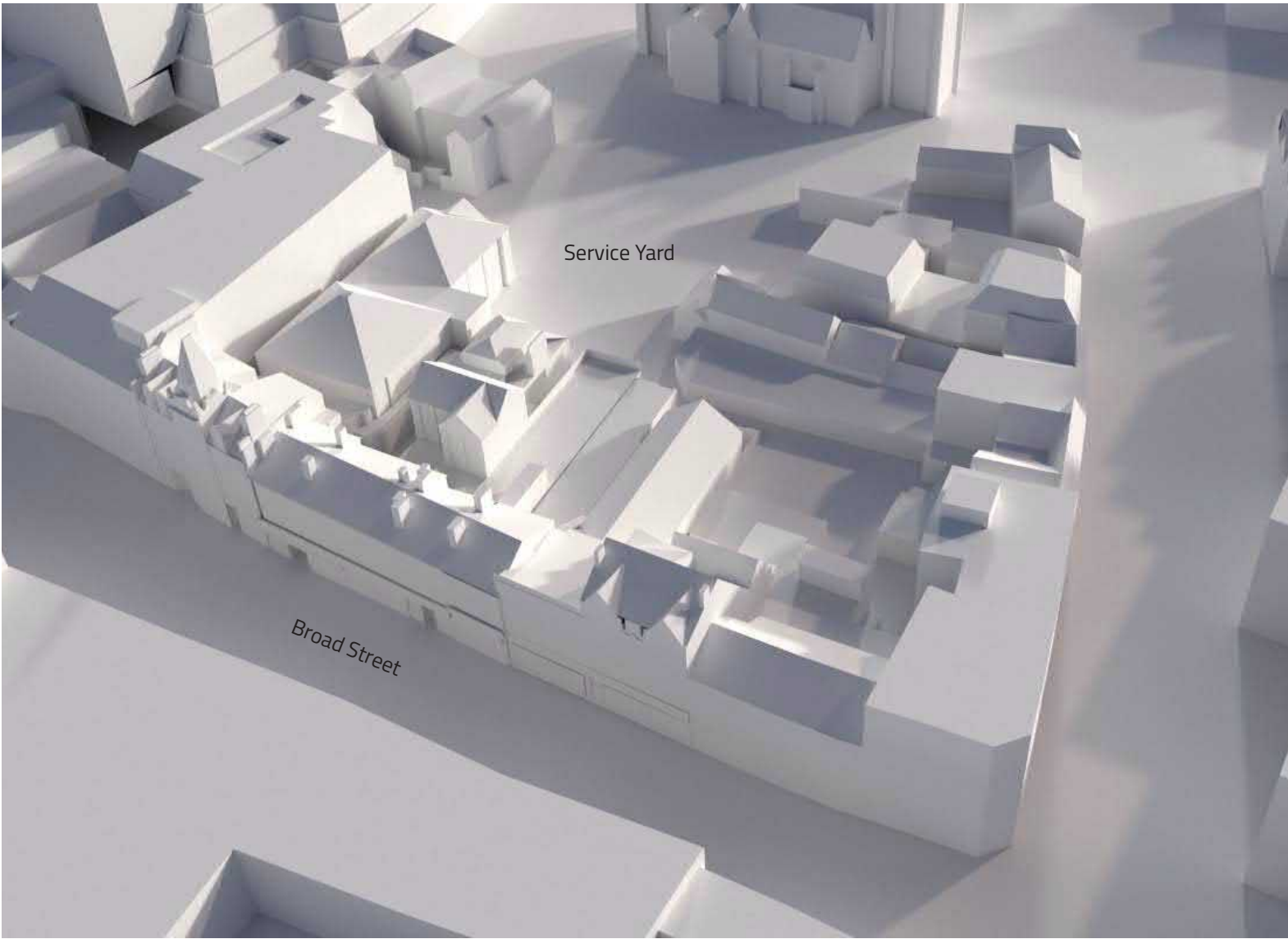
Left: Parti sketch for the typical floorplans with opposing buildings

Right: Sketch of the proposed lightweight bridge link between the north and south buildings

Existing **Scale & Massing**

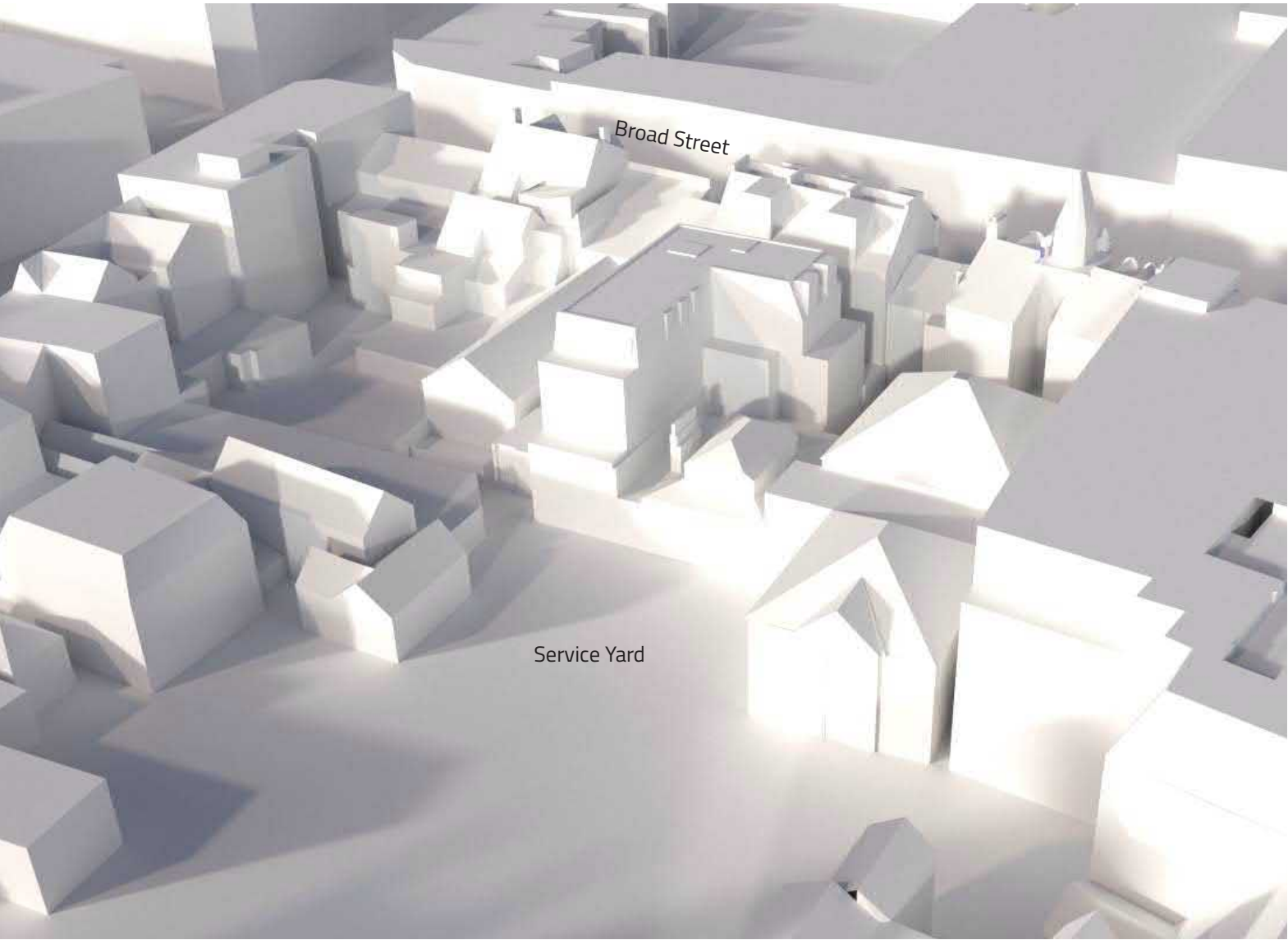


Aerial view south east

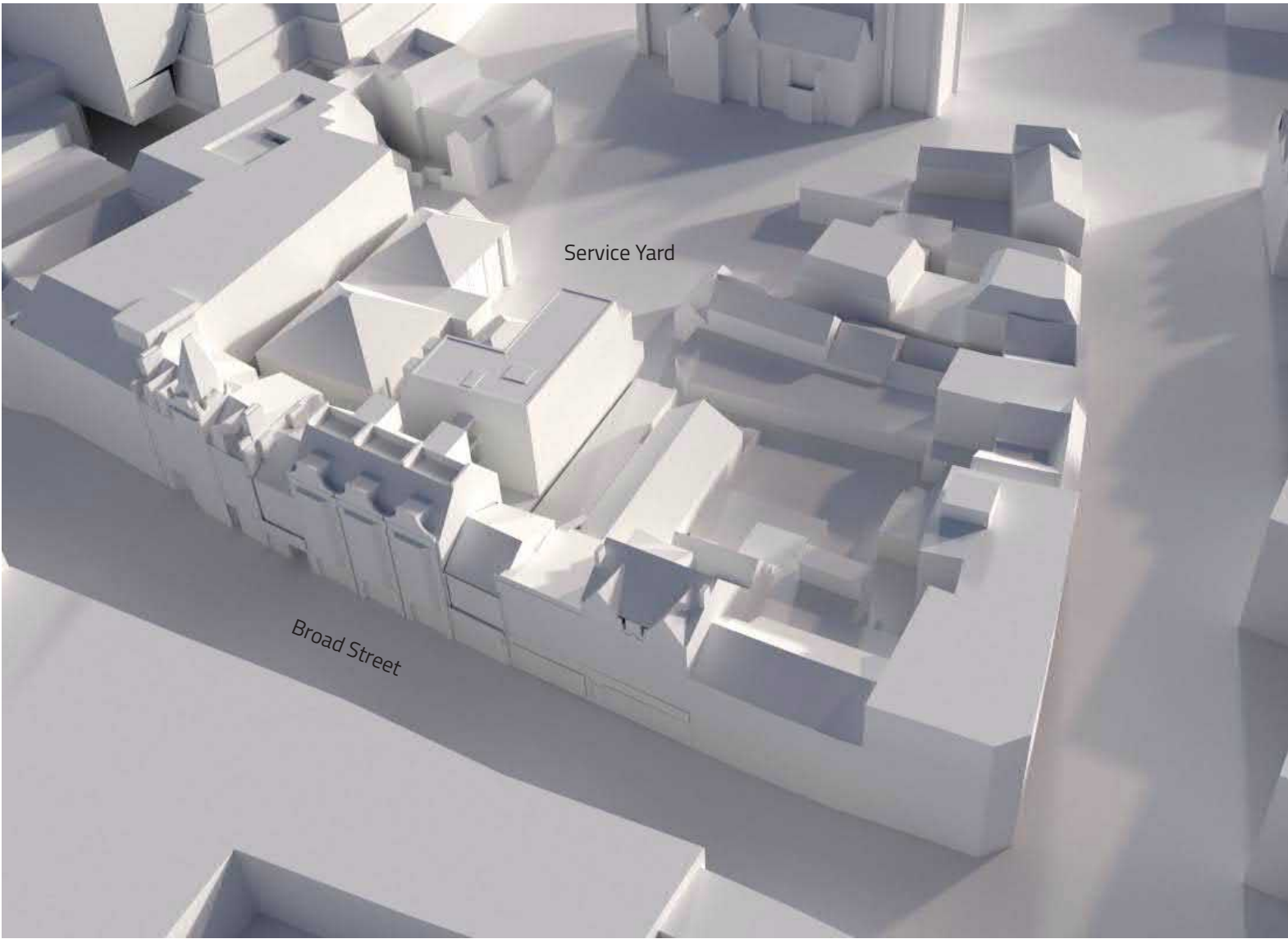


Aerial view north west

Proposed Scale & Massing



Aerial view south east



Aerial view north west

4.4

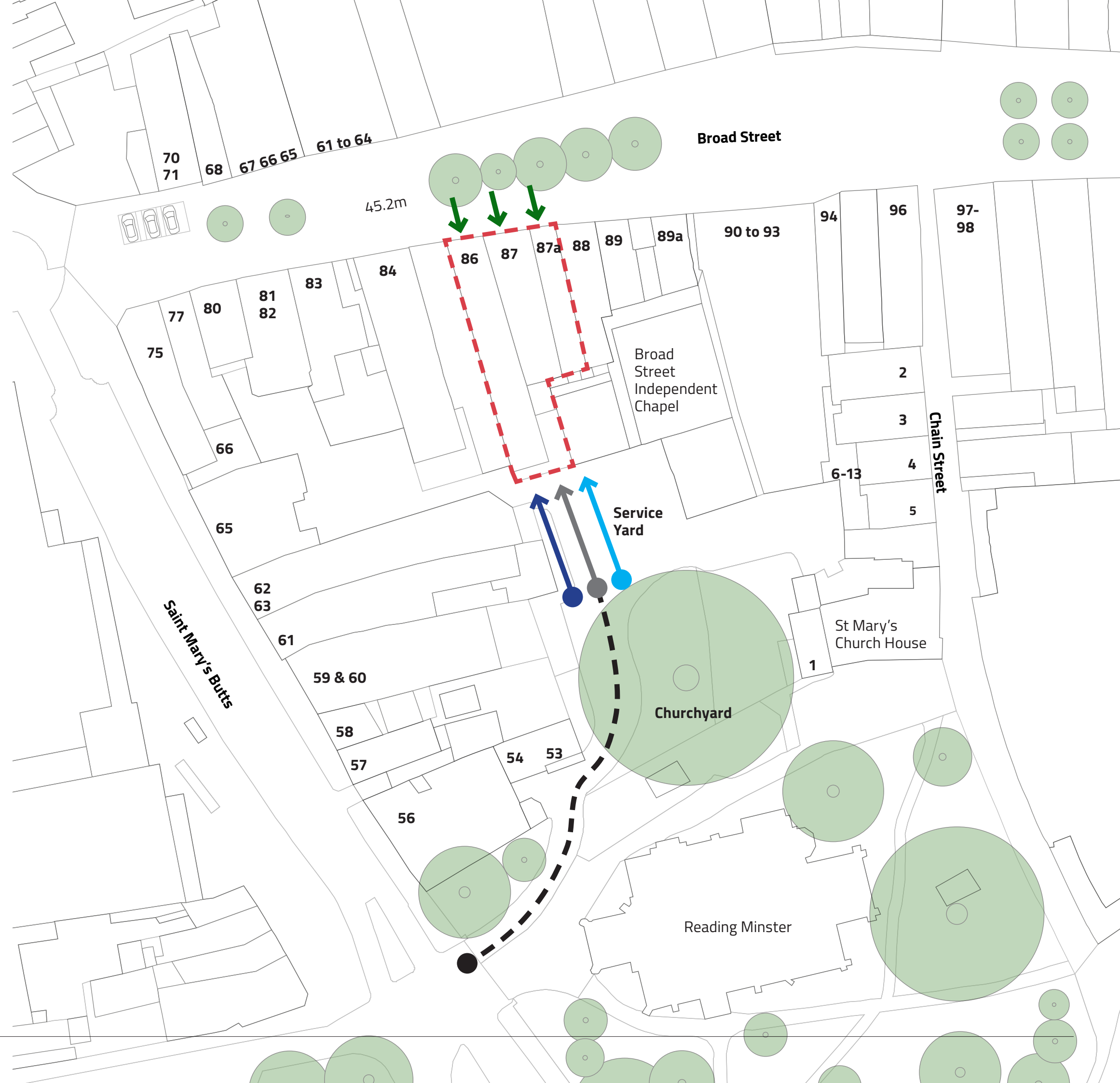
Proposed access and servicing

The proposed access and servicing strategy follows the general principles of the existing arrangement whereby pedestrians enter via Broad Street and deliveries, collections etc occur in the communal service yard.

The addition of a residential lobby creates a new 24hr front door from Broad Street.

To the rear, access for cyclists is provided through the service yard and into a secure cycle store within the building.

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



4.5

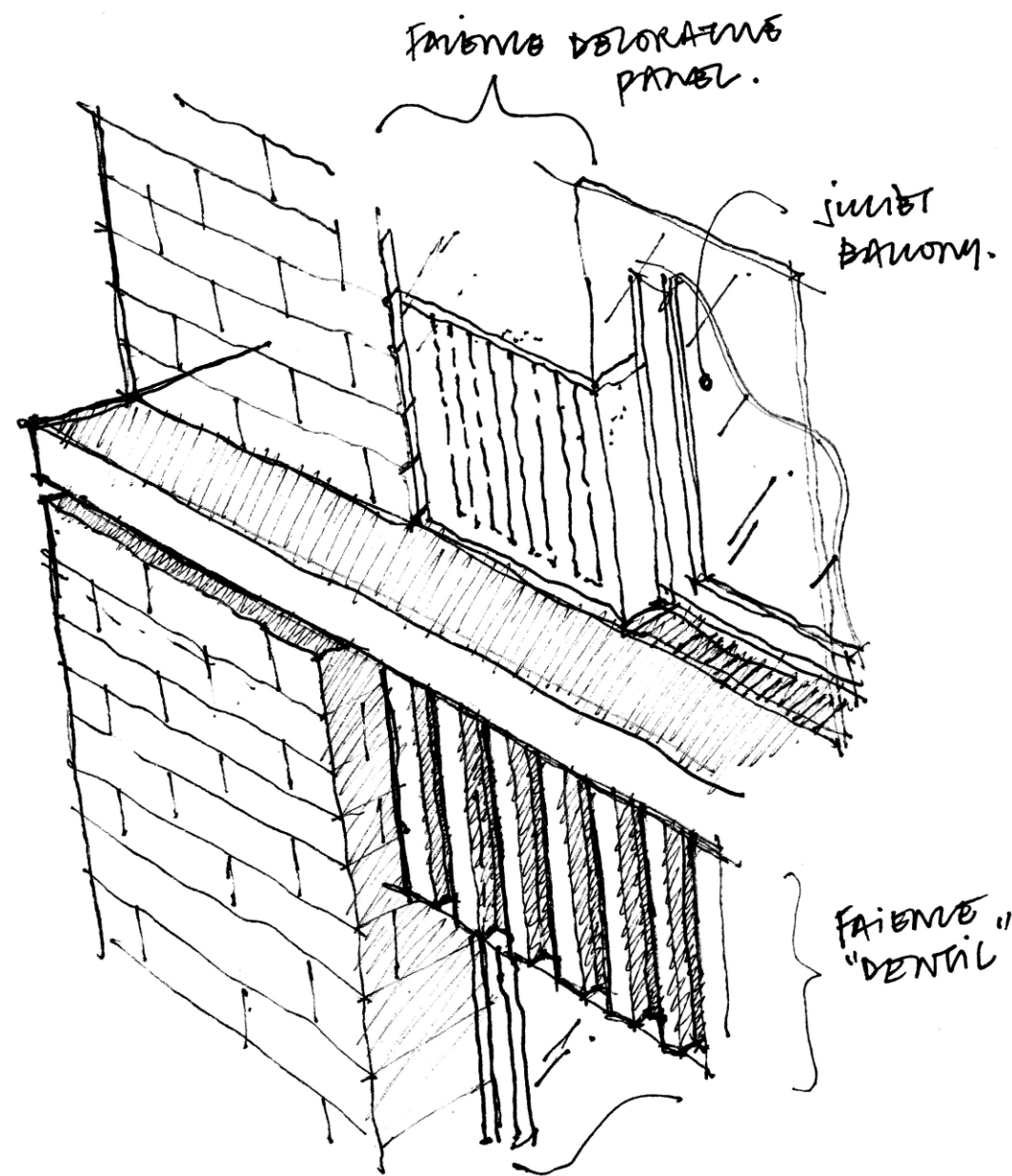
Design development: north building

Initial ideas for the 'north', Broad Street facing building, was to add two additional storeys to the existing massing and to design a striking new high performance facade. The aspiration arising from the analysis was to enhance the townscape with a contemporary reinterpretation of Broad Street architecture.

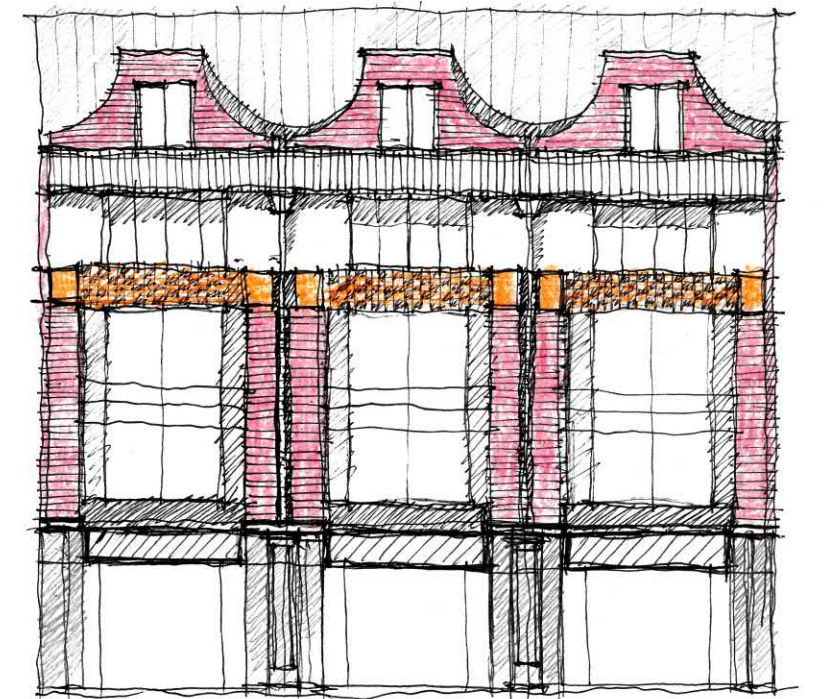
On the following pages, we include a series of facade sketches, each of which incorporate a Flemish gable and bay windows typical of Broad Street.



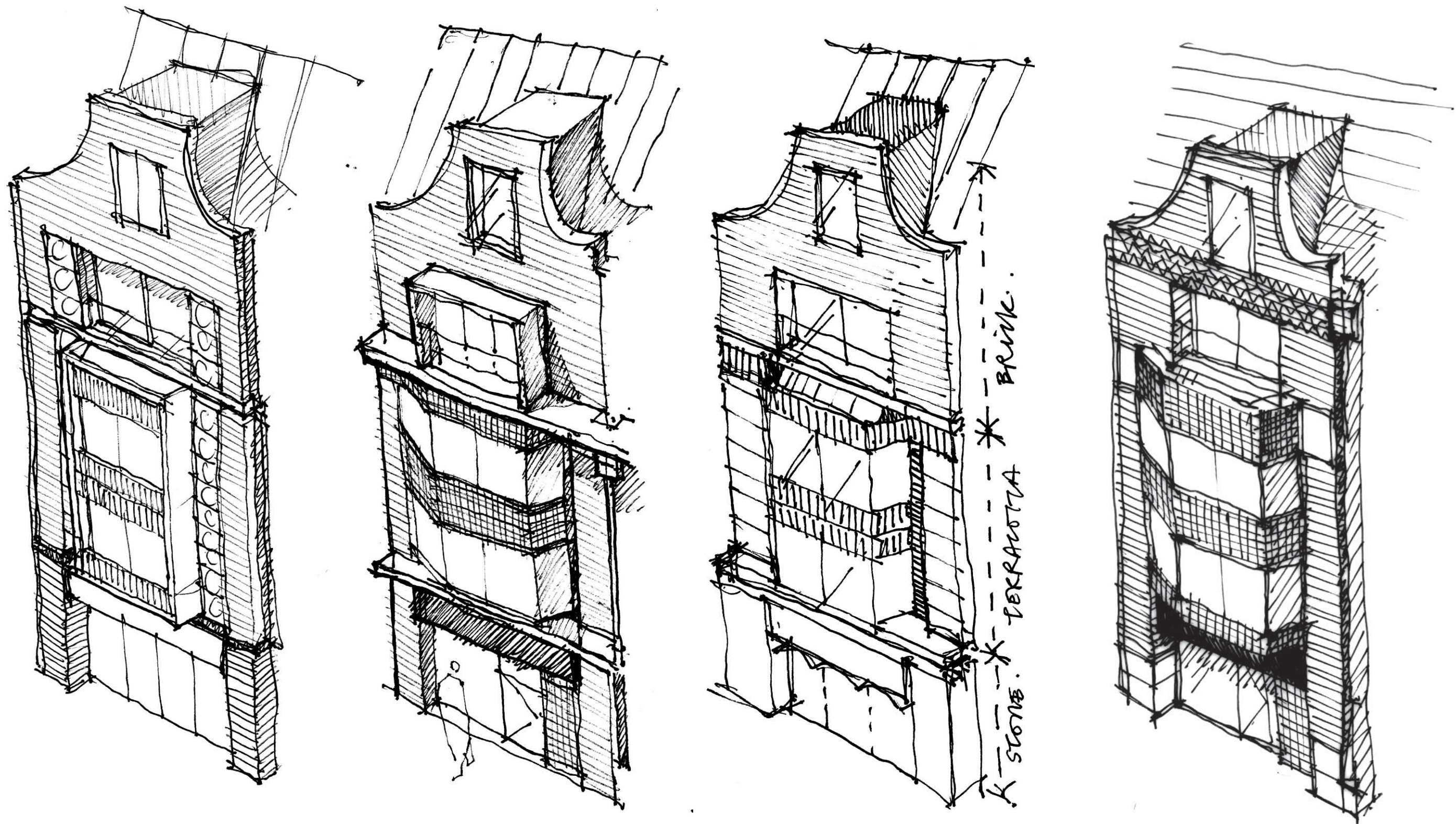
Broad Street facade sketch studies



Potential detail for a faïence 'dentil'



Broad Street facade sketch studies

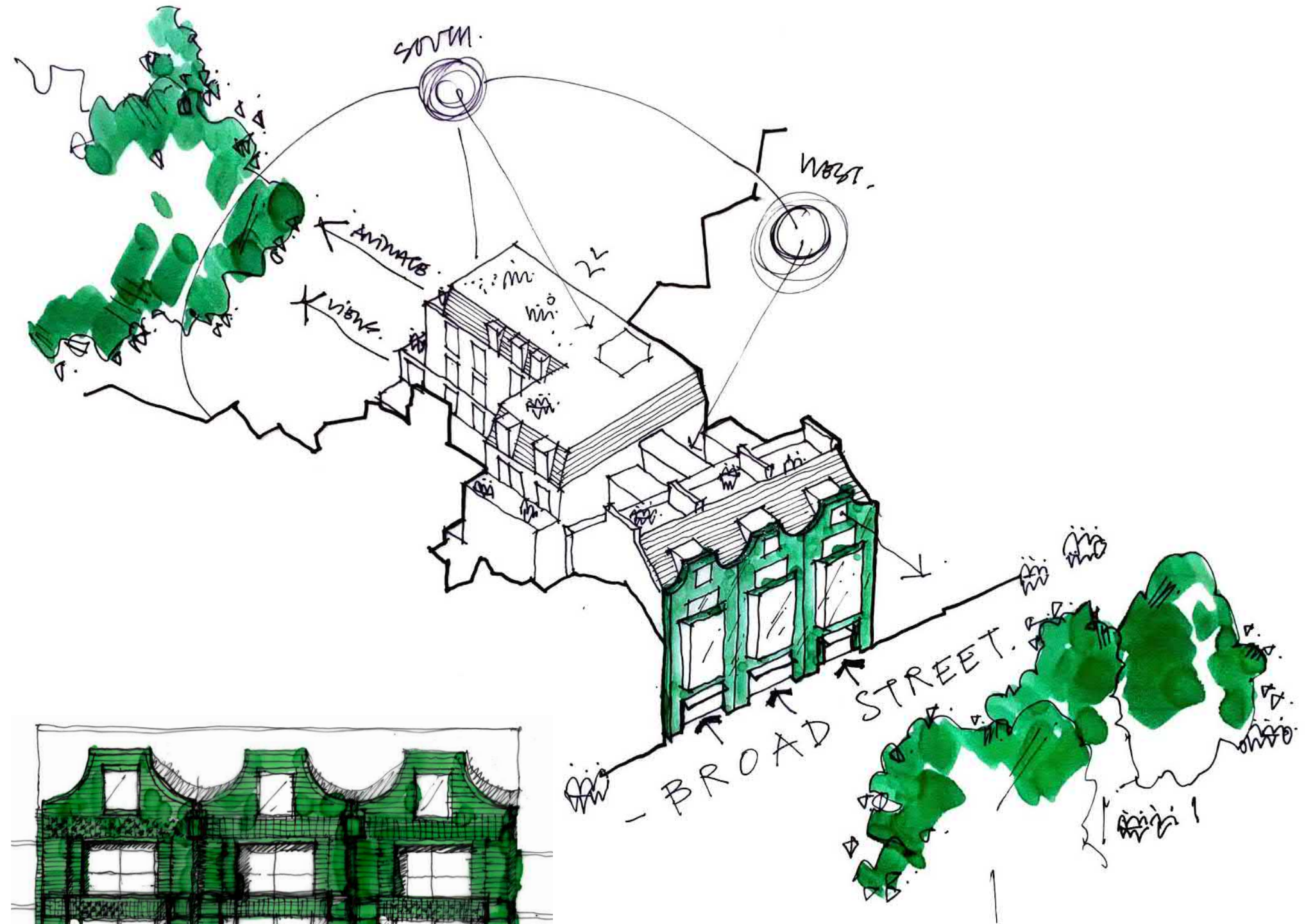


Typical bay studies exploring facade hierarchy, order and depth including different window bay and decoration treatment

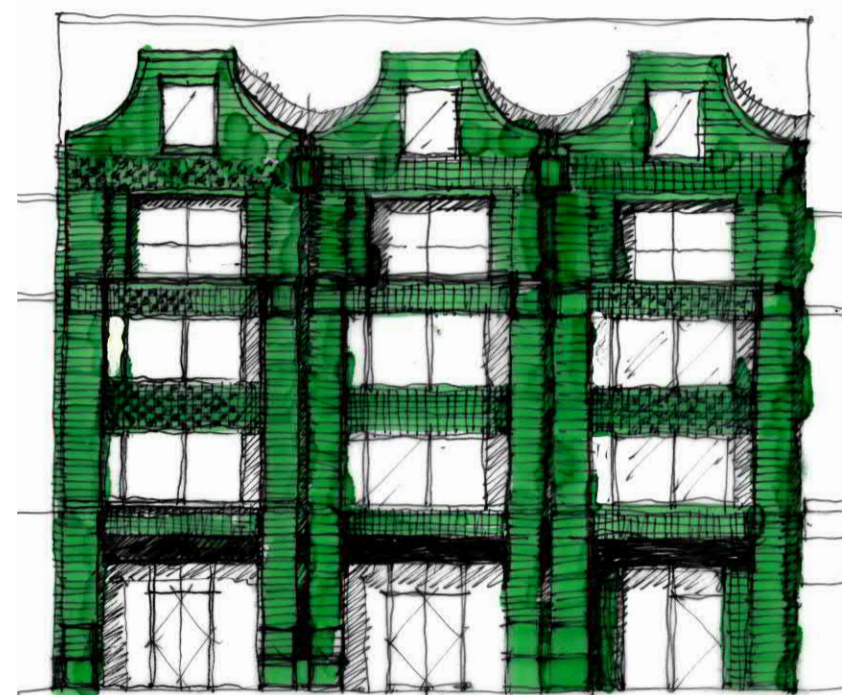
Colour and materiality

Whilst there is a level of consistency in the historical buildings, our character analysis of Broad Street demonstrates that there is not a prevailing architectural style, material or colour and each building has its own personality.

In order for the design of the redevelopment to establish its own personality, we initially explored the use of green as a reference to the large trees that dominate the outlook to the north and south of the site.



Aerial photograph



Concept for green glazed facade

Reading Council Pre App 2 feedback

The CGI view opposite represents the culmination of the design process for the north building and illustrates our initial proposals for a four storey green glazed terracotta facade.

Whilst the design proposition was strongly praised by the Design Review Panel and commended by Councillors themselves, Reading Council "didn't want this design in this location". The Council's recommendation was the Application seek to retain the first and second floors of brickwork and associated fenestration, as they would not support the loss of the existing first and second floor brickwork terrace frontage.

The Council acknowledged the Ground floor retail facade had been considerably altered over the years and therefore should be replaced with an appropriate retail frontage capable of providing smaller retail "front doors" and that one additional residential storey would be supported preferably within a roof form. The following pages summarise what constitutes the Application scheme.



Facade retention

In response to Council comments, the design team revised the proposals for Broad Street to retain the existing brick facade at first and second floors, and reduce the roof extension to a single additional storey. The elevation below represents the final iteration of the facade design including a traditional roof form with dormer windows.

The proposed ground floor retail frontage and residential entrance is described in section 4.9 of this report.

- Key
- 1. Existing brick to be retained, repaired, and cleaned
 - 2. New brick, to match existing
 - 3. Reconstituted stone
 - 4. Granite
 - 5. Slate, to match existing
 - 6. Metal framed double glazed windows / doors
 - 7. Metal doors
 - 8. Metal dormer window shroud
 - 9. Metal curtain walling with obscured glass
 - 10. Frameless clear glass balustrade
 - 11. Metal parapet
 - 12. Metal balcony
 - 13. Decorative metalwork screen
 - 14. Fabric awning
 - 15. Signage
 - 16. Metal spandrel panel
 - 17. New timber windows, to match existing
 - 18. Bat box

