



introduction

OUR VISION:

- To make a positive, distinctive contribution to this part of Reading town centre, meeting local and national aspirations for sustainability and character.
- To “heal” the broken townscape along Caversham Road with a high quality frontage which reinforces its established residential character, and draws from its fascinating blend of historic and more recent development characteristics along its length.
- To provide the strong “fourth corner” design response, together with the existing buildings opposite, to frame the junction and to create interest and articulation to this prominent location.
- To create a characterful, compatible street scene along Great Knolly’s Street.
- To make the best use of this sustainable under-utilised site, and to offer a variety of high quality living accommodation, with attractive amenity space and appropriate parking.

We are pleased to offer these pre-application development proposals for your consideration, which have been formulated following our appraisal of the unique characteristics of this part of Reading town centre - as well as our review of the previous pre-application proposals (prepared by Weldale Limited and Colony Architects), and of the pre-application comments received from the Design Review Panel and the Council's internal consultees.

In seeking to develop this site, Elstree Land aspires to make more efficient use of the land whilst achieving a built envelope and elevational character which is a good fit for its setting, embodies architectural and urban design quality, and improves the neighbourhood - both the immediate visual townscape, and the wider urban fabric and the way it functions.

In the following chapters we set down our design strategy, detailing the urban design, architectural approach and access principles for the scheme, and describe the way in which the form of the development and the materials and detailing of the proposed building provide a legible and positive experience of the development.

The written response from the Design Review Panel gave valuable advice on the evolution of the development proposals,

concluding that “a step back and simplification of the proposals has the potential to bring forward much needed housing in the town centre, and capitalise on the opportunity to improve the urban environment. The architect needs to fight the temptation to over embellish or complicate the design”.

Preliminary design responses to the DRP's comments were subsequently shared with the Case Officer, whose report concluded that “the proposed development would, at current, represent too great a scale at the corner element, and is not designed to be consistent with the streetscene along Caversham Road. The principle of redevelopment of the site for the number of dwellings proposed may be appropriate, however there are concerns over the amenity of a number of flats, privacy, and amount of on-site communal space. Whilst the design has been simplified in response to design review panel (DRP) comments, any future application will be submitted for review by the Reading DRP for further review. In short, there needs to be a considerable elevation in architectural quality and design detail in order to justify the massing and scale of development currently envisaged”.

The development proposals have been reconsidered and redesigned in the light of these comments, as illustrated within this document.



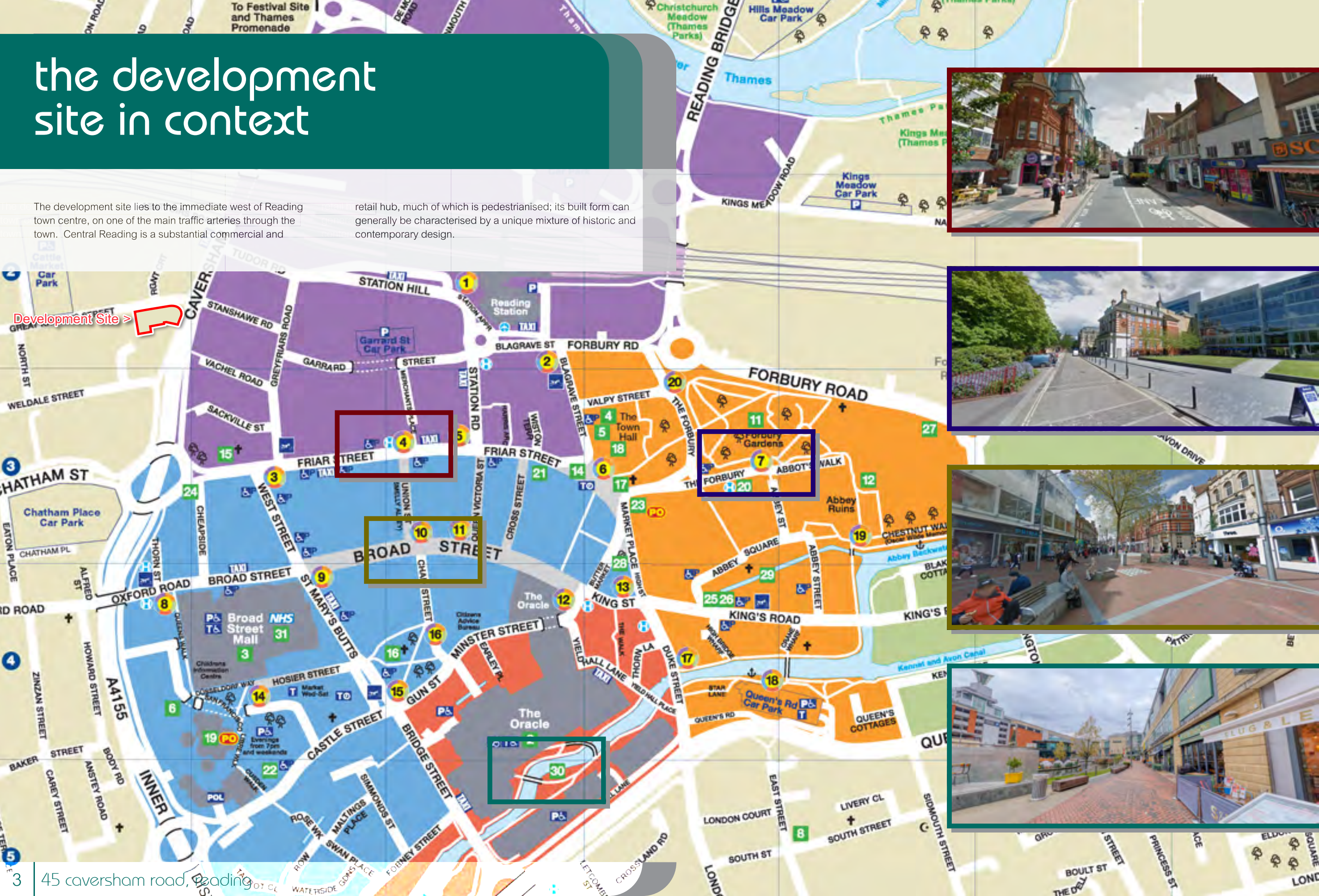


Development
Site
V

the development site in context

The development site lies to the immediate west of Reading town centre, on one of the main traffic arteries through the town. Central Reading is a substantial commercial and

retail hub, much of which is pedestrianised; its built form can generally be characterised by a unique mixture of historic and contemporary design.



Development Site >



Forbury Gardens
& Historic Zone
V

Town Hall
Square
V

The Oracle
V

Reading
Station
V

Car Park
V

Retail &
Commercial
V

Retail &
Commercial
V

Greyfriars
Church
V

<<<<< Commercial >>>>>

<<<<< Residential >>>>>

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Caversham Road

Development
Site

Great Knollys Street

Farmers Market
V

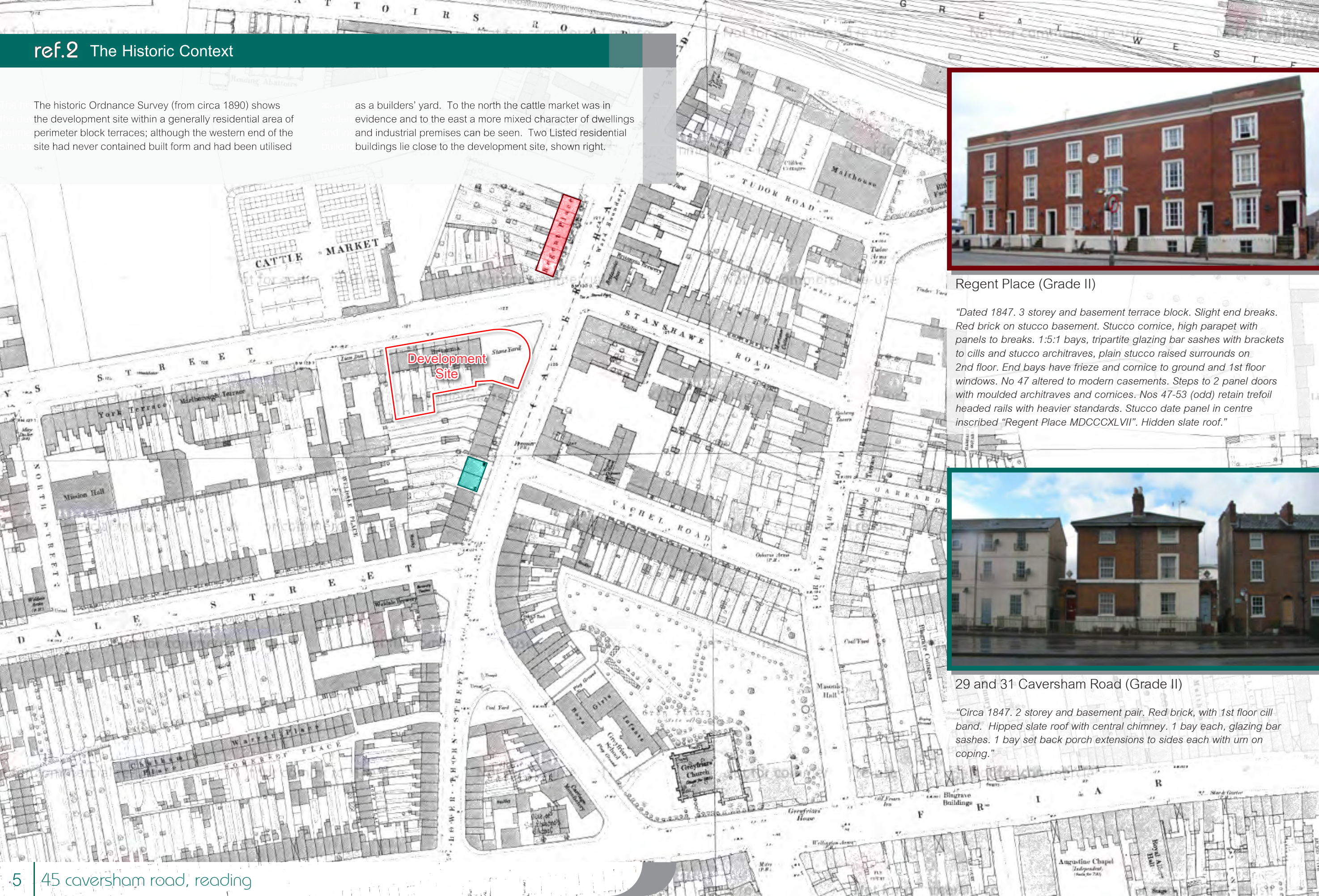
Commercial/Industrial
V

Weldale Street

ref.2 The Historic Context

The historic Ordnance Survey (from circa 1890) shows the development site within a generally residential area of perimeter block terraces; although the western end of the site had never contained built form and had been utilised

as a builders' yard. To the north the cattle market was in evidence and to the east a more mixed character of dwellings and industrial premises can be seen. Two Listed residential buildings lie close to the development site, shown right.



Regent Place (Grade II)

"Dated 1847. 3 storey and basement terrace block. Slight end breaks. Red brick on stucco basement. Stucco cornice, high parapet with panels to breaks. 1:5:1 bays, tripartite glazing bar sashes with brackets to cills and stucco architraves, plain stucco raised surrounds on 2nd floor. End bays have frieze and cornice to ground and 1st floor windows. No 47 altered to modern casements. Steps to 2 panel doors with moulded architraves and cornices. Nos 47-53 (odd) retain trefoil headed rails with heavier standards. Stucco date panel in centre inscribed "Regent Place MDCCCXLVII". Hidden slate roof."



29 and 31 Caversham Road (Grade II)

"Circa 1847. 2 storey and basement pair. Red brick, with 1st floor cill band. Hipped slate roof with central chimney. 1 bay each, glazing bar sashes. 1 bay set back porch extensions to sides each with urn on coping."

street compositions & development character

Viewed from the railway tunnel, Caversham Road has a very strong distinction between the eastern and western sides of

the road: clearly commercial premises to the east, and clearly residential premises to the west.



< Commercial Character:

- ✎ "Corporate scale"
- ✎ Large areas of glazing and openings dominate the facade - structural material is secondary
- ✎ Wider proportioned windows connote the large commercial spaces within
- ✎ Prominent roofscape and projecting eaves
- ✎ High "commercial" storey heights
- ✎ Prominent corporate signage
- ✎ Large singular entrance features

Residential Character: >

- ✎ "Human scale"
- ✎ Structural material predominates (generally brickwork) - window openings are proportionally smaller
- ✎ Smaller windows connote the more intimate living spaces within
- ✎ Roofscape is less prominent - individual chimneys also indicate individual dwelling units
- ✎ Lower "residential" storey heights (although higher ceilings than would be average for apartments, given the original status of these dwellings)
- ✎ Entrances are smaller and less prominent, and more numerous, to serve individual dwellings
- ✎ The modern apartment buildings generally follow this established historic pattern





< Commercial Character

Residential Character >

Development
Site
V

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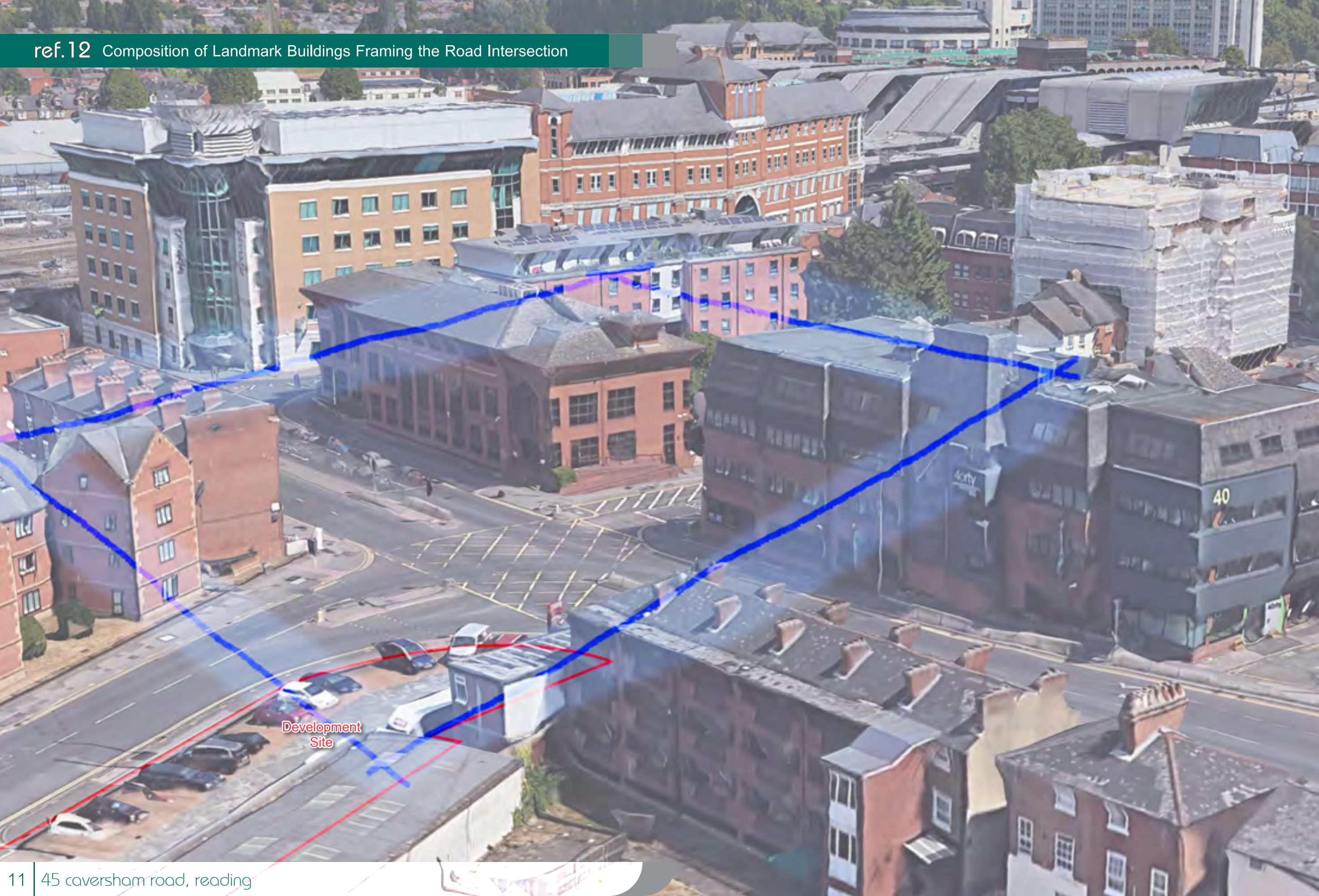
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< Residential Character

Commercial Character >

Development
Site
V



Development
Site



The three landmark buildings which presently address the intersection partially create a frame around the junction, giving prominence to the space which contributes to the legibility of the neighbourhood and enriches wayfinding and the experience of travelling through this part of Reading on the arterial route.

This corner of the development site will take the opportunity to reinforce this quality, “finishing” the composition of buildings framing the space and offering a distinctive and recognisable frontage which will correspond with the buildings on its opposite corners.



As shown below, as well as being prominent from many viewpoints along Caversham Road, the development site also lies on a vista from Stanshawe Road, from which the landmark corner of the development will also be clearly experienced.



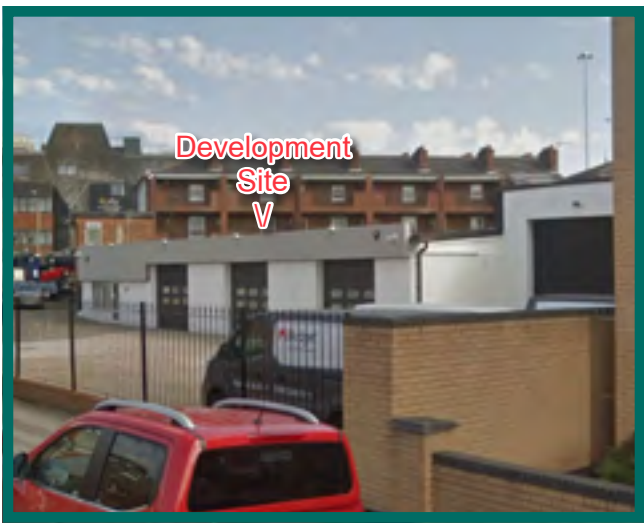


Development
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The northern side of this stretch of Great Knollys Street includes some low-rise large-footprint commercial premises to the west, including the farmers market (previously the cattle market); then stepping up in scale towards the junction, with somewhat generic late 20th century apartments which do not exhibit any locally distinctive features. The single house is a lone example (for this neighbourhood) of Reading's characteristic feature brickwork which is prominent in the historic parts of the town centre further east.

The southern side of this stretch of Great Knollys Street also includes low-rise commercial premises to the west, although generally smaller individual units; Market House is a lone historic building, alongside Lion Court which is distinctive in its own right, although it has weathered poorly and has little architectural connection to its neighbourhood. The low-rise units and hardstanding of the application site detract from the local character.



response to previous pre-application proposals - by others

- ✎ *The loss of commercial was favoured by the Local Authority - our evolved submission responds to this by providing a 100% residential scheme. The Council recognised the need to maximise the use of the brownfield site.*
- ✎ *The second Pre-App proposed 22 units, in a part 3- and part 4-storey building: comprising:*
 - 1 x 3-bed dwelling
 - 15 x 2-bed dwellings
 - 6 x 1-bed dwellings
- ✎ *We now propose 41 apartments, within a part 4- and part 5-storey building. We seek to maximise the potential redevelopment of this site which is adjacent to the town centre, whilst respecting policy, as discussed in the final chapter of this document.*
- ✎ *The second Pre-App responded to earlier comments to set development back from Great Knollys Street and Caversham Road to allow for additional space for landscaping. A set-back was also required where development is adjacent to properties on Caversham Road. Our current proposals seek to respond to that comment, with the build lines of both streets being respected, allowing the residential properties to be set back off the road frontages, providing separation, privacy and protection for the lower ground floor windows, and allowing a private landscaped threshold between the building façade and the public street.*
- ✎ *The parking in the 2nd Pre-app had been reduced at the request of the Local Authority down to 17 spaces. Our proposal provides a total number of 13 spaces which equates to 0.32 spaces per unit, a provision which is considered acceptable in this location, which is within very easy walking distance of the town centre and the railway station.*
- ✎ *The 2nd Pre-App provided two options for the upper storey design, located on the corner of the street junction. It also reduced to 3 storeys in height where it adjoins the terrace on Caversham Road and avoids looking like a commercial style and form of building. This responded to the initial Pre-App advice and it was considered the general appearance of these ideas was reasonable and acceptable. The Pre-App did not conclude whether a more contemporary or traditional design was proposed, although noted that a pitched roof form, which was the preference from the Local Authority, provided a more traditional appearance.*

- ✎ *Our proposals illustrate a stepping-up of building heights, scale, massing and architectural detailing to the corner of the road junction along Great Knollys Street and specifically respecting the relationship with the adjacent terrace on Caversham Road. Development here first responds with a separation between the building façades with a lower building height to reinforce this compatible relationship between the original and new development.*
- ✎ *Although the second Pre-App had provided more space for a landscaped frontage and our proposal actively responds to these comments by providing a similar set back and frontage relief, we believe that this space would be better used to create a more urban feel with railings and low level planting, as the constrained proportions of the site would result in tree planting which would not be sustainable.*
- ✎ *The neighbourhood of the development site has a very strong urban character, and in this context we consider that the provision of the relatively small-scale trees which might be achievable would be out of keeping with the setting and would not enhance the townscape: a hard landscaped solution, with railings and low hedged boundaries, would be a more compatible design response.*
- ✎ *The second Pre-App provided a ground level amenity garden to the southern side of the building to the rear, which our proposal replicates in the same location and of similar proportions and area. It respects the amenity of the adjacent neighbouring properties.*
- ✎ *Our scheme also provides balconies to the rear facing south and these are orientated to avoid overlooking, with screening privacy walls to the sides of these balconies.*
- ✎ *The relationship between the adjacent terrace building of our proposal provides a similar distance and angles between windows and balconies.*



colony

NEXUS

498 - 45 Caversham Road, Reading
Feasibility Layout Design
April 2019



colony

NEXUS

498 - 45 Caversham Road, Reading
Feasibility Layout Design
April 2019



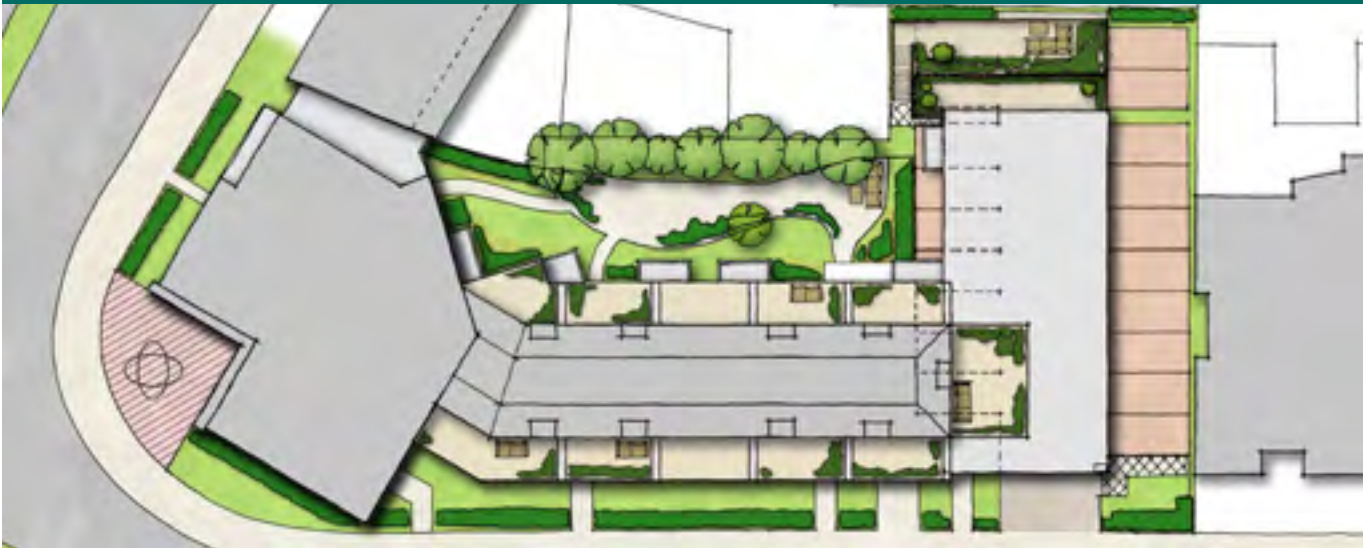
colony

NEXUS

498 - 45 Caversham Road, Reading
Feasibility Layout Design
April 2019

response to design review panel & officer comments

March 2020: Elstree Land Initial Development Proposals



Design Review Panel Comments

We have carefully considered the Panel's comments, and the scheme on which the panel had commented (shown left) was reconsidered and redesigned (shown right) and shared with the Case Officer. Subsequent revisions (overleaf) were made in response to the Officer's comments and those of Reading Borough Council's internal consultees.

Site

Some landscape has been introduced, loosely shown as planting, or verge with some tree planting. This approach is extremely unlikely to be successful in this location due to the space available, the fairly extreme environment and the requirement for regular maintenance. This is an urban location, so any landscape be it hard or soft should be urban in character to improve the environment ... the inclusion of metal railings, similar to neighbouring terrace, and potentially box hedges could balance the desire to improve the public realm and be appropriate to the harsh local environment.

The space between the buildings front façade and the back edge of the public footway and road will be enclosed by ornate feature railings and a hard and soft landscaping scheme which will include landscaped planters, shrub borders and quality surfaced material finishes into the building entrances. Further details of this will be supplied with the application submission.

The provision of undercroft parking on site has a negative effect on both street engagement and the availability of land for residential amenity. In such a central location the Panel are of the view this scheme should be car free, with exception of accessible spaces.

At this stage the parking provision had been under review with our Client and with the end user of the development, and had not been altered (although at the next iteration of the scheme the number of parking spaces had been reduced).

Building

The footprint of the proposals does not resolve the intersecting geometries of Caversham Road and Great Knolly Street well, just yet. The erosion of the corner of the building across the full

height is a particularly negative feature, bringing a commercial character to this residential building.

Discussions with the Panel actively requested that this space be filled in with accommodation on all upper floors compensating for the accommodation lost by creating the separation between adjacent Regency terrace and our proposal. A curved building form responding to the road alignments was an option suggested.

The evolving proposals infilled this corner with a curved footprint and building form which followed the radius and alignment of the road and footway to the front of the building. The curved form was repeated on all floors from ground level to fourth floor with the building appearance and design replicating the domestic scale window apertures seen on the connecting wings of the building.

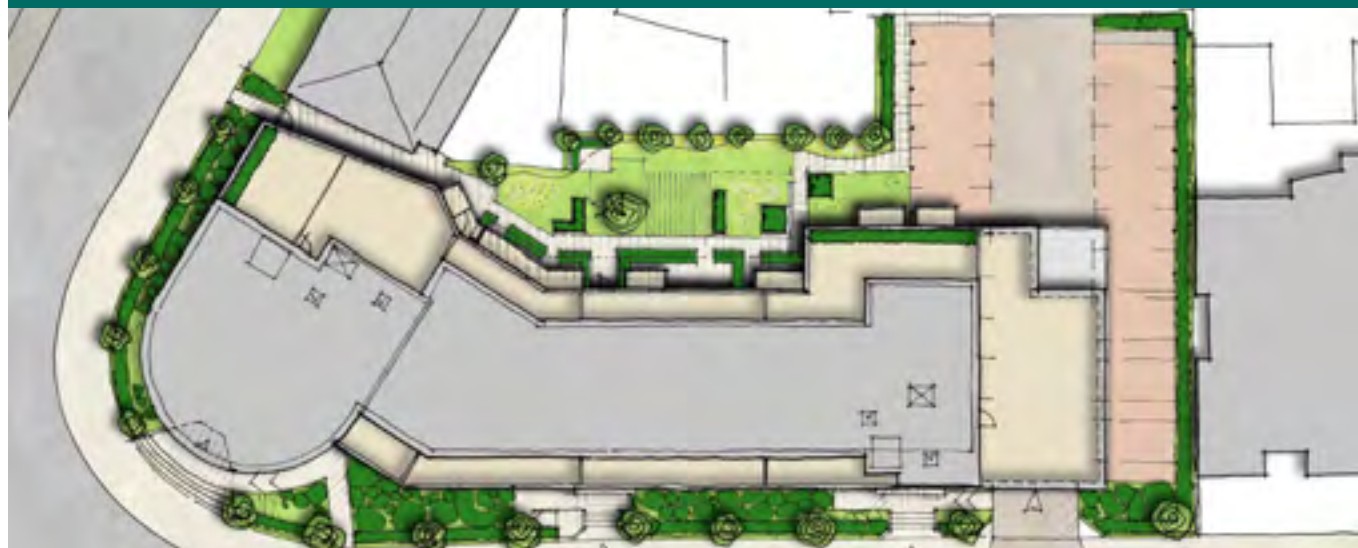
The Panel are generally comfortable with the scale and massing of the proposals. However, the integrity of the form needs considerable development, alongside omission of the foreign elements (such as the fourth-floor balcony and large roof fascia), that detract from the visual clarity of the proposals.

Our evolving proposals replaced the accommodation previously located within the pitched roof on the fourth floor with alternative accommodation set back behind a third floor parapet wall. The accommodation has a flat roof and is now shown in brickwork to match the rest of the façade. This alteration allowed the replacement of the previous 2 storey duplex units with more traditional single storey dual aspect apartments. The proportions of the wing of this building were simplified with a more balanced rhythm in elevational composition and window placement, whilst the materials have been simplified to show only brickwork and ornate brick detailing.

The Panel commend the respectful relationship with the eaves line of the neighbouring terrace, but this is to the detriment of the accommodation within the scheme. Residential windows at street level in this location will be extremely unpleasant, lifting this accommodation up by 0.3 – 0.5M would make a big difference to occupants. The applicant should reassess the cues provided by the neighbours and balance their response to context with the need to create quality housing.

The evolving proposals lift the whole building by circa 500mm and provides a step up to the primary entrance cores creating a greater sense of arrival and improved residential amenity.

May 2020: Design Evolution - following DRP comments



The connection of the proposals to the neighbour was discussed at some length in the review, and the consensus of the Panel was that the scheme would be improved by either wholly separating the two or at the very least reducing the scale further as the two connect.

The evolving proposal detaches the two buildings completely with a separation of circa 3m at the front face. The building then steps from 4 to 5 storeys on the corner. The space between provides a pedestrian doorway as a secondary access to all the apartments as well as accessing the private landscaped communal gardens.

The Panel consider that generally the appearance of the proposals is far too varied, resulting in many awkward junctions of forms and materials.

In response to these comments, the materials and detailing of the building had been simplified, to be all brick with feature coursing.

Sustainability

The Panel requests further details on how the applicant intends to meet RBC's 2030 Sustainability objectives, which at present they are yet to consider. The Panel suggest the architect explores PassivHaus principles in pursuit of a fabric first sustainability approach and refer them to the LETI guide for assistance.

The fabric of the building and design have been considered in the redesign. The buildings external walls are 500mm thick, reinforcing fabric first.

Detailing

The combination of render and brickwork with the many steps and cappings in the design will almost certainly lead to a building that does not weather well. The various feature surrounds, fascia's and spandrel panels bring no cohesion to the aesthetics of the scheme.

The evolving redesign of the building (reproduced left) incorporated a more harmonised palette, with simplified textures, colours and proportions.

The Panel implore the architect to return to first principles here, starting with the composition of facades that benefit from well proportioned, well spaced openings of a residential character. In this difficult environment with regard to noise and pollution a robust palette and good depth in the façade are the priorities to be pursued.

The evolving elevational design proposals for Caversham Road seek simpler proportions of void to mass (window aperture to brickwork), which has also come as a consequence of separating the building from the adjacent Regency terrace. The proposal removes the balcony and roof fascias and rationalises the material choices by showing only brickwork and ornate brick panels.

The curved corner of the building replicates this simplified materials palette and traditional references of the adjacent buildings, but announced its importance by its step up of scale and height, whilst using a chequer board effect of window placement which wrapped around the curved building façade. Traditional elements such as the window style, scale and proportion referenced the historic neighboring buildings, whilst their placement created a more modern and innovative approach to this prominent corner of the building.

Any further comments

The architect has developed a good understanding of most issues within the context. A step back and simplification of the proposals has the potential to bring forward much needed housing in the town centre, and capitalise on the opportunity to improve the urban environment. The architect needs to fight the temptation to over embellish or complicate the design.

The evolving reconsidered design approach reproduced left represented a simplified, more unified scheme.

Little time was spent discussing the condition at the rear of the scheme, however the impact on neighbours here needs to be shown to be acceptable. Technical compliance with standards for acoustic, pollution levels and daylight & sunlight (both within the proposals and the effect on the neighbours) should all be addressed in any planning application.

These matters have all been addressed, as illustrated on the following pages.

RBC Officer & Consultee Comments

Following the Design Review Panel's comments our amended scheme was further commented on by Reading Borough Council. There were some preferred considerations which we were asked to review which differed from the opinions of the Panel, and we are informed that Officers' comments should take precedence. The evolution of the scheme in our 3rd-stage proposals (reproduced right and on the following pages) demonstrate how the proposals have been revised in response to these comments.

Design and character & appearance of the area

The overall bulk and scale of the proposal is currently proposed to be of a similar depth as the adjoining terrace of dwellings, and the adjoining Lion Court. This is broadly acceptable in plot coverage of built form and appears to reflect the built form and character of the area.

This approach has been maintained in the evolved proposals.

The proposed design includes a break in the built form between the adjoining terrace and the proposed building, this is considered potentially appropriate to give space for the proposed building to step upward toward the corner. The four-storey element adjacent to the adjoining terrace is considered an appropriate transition between the existing and proposed development. However, it appears that the flat roof portion as viewed within the street scene would be an unsympathetic change within the street, similar to the unsympathetic and harmful appearance of the building (no. 2 Weldale Street) at the junction of Weldale Street. It is recommended that alternative options be considered to link the architectural styling of the adjoining roof within the proposed development.

The recent approval referred to by the Case Officer is shown below: the new building is attached to the existing terrace.



The relationship with the neighbouring terrace was discussed in particular during a pre-application teleconference with the Case Officer and it was considered that applying a pitched roof to the proposed development would be unsuccessful: instead, the lesson learned from no.2 Weldale Street is that enough separation should be introduced between the existing and proposed buildings to demonstrate that they are each distinct and individual, with sufficient design references to ensure that the townscape composition is compatible.

The overall height of the development at the junction and along Great Knollys Street is considered acceptable. However, the five-storey corner feature is considered to be overly bulky as viewed within the streetscene of Caversham Road. It is considered that a carefully-designed recessed fifth-storey could alleviate this bulky appearance within the street.

The top floor of the curved feature has now been set back, similar to the building form of Lion Court; the design of the building's internals have been reconsidered as a result, with one less 3-bedroom apartment (as agreed in principle with the Case Officer at the last teleconference).

I can see that the proposed design has to a certain extent responded to the comments of the DRP on earlier iterations and simplified the design in response to the comments. However, the window design continues to appear uncharacteristic of a residential building, and overly commercial in appearance. Specifically, the full height glazing, change in brick colour, and corner feature window sizing, and location.

The proportions of window to brickwork (void to mass) have been reconsidered creating a more regular traditional approach throughout the building, with the elevations facing Caversham Road, Great Knollys Street and the prominent road junction curve being broken into vertical segments which read as a terrace of individual properties. This is achieved through the proportions and spacing between windows, reinforced by a traditional hierarchy of window sizes and placement.

The lower floors have larger and wider window apertures and the upper floors are descending in scale, with the top floor subserviently recessed back behind a parapet wall. This balance of proportions and appearance is repeated on the curved corner of the building with the upper floor also recessed, to a lesser degree than the subservient wings.

June 2020: Further Design Evolution - following RBC Officer comments



It is considered that a more appropriate method for providing variation in the facades could be to include larger feature windows (in lieu of full height glazing/brickwork changes) with lintels, and sills (or alternative detailing). The chequered pattern of windows within the curved element, and the inset ground floor corner entrance are considered to have a more commercial feel and do not assist in handling the considerable massing of the building. An aligned window location, including traditional lintels and sills (or alternative detailing) would again be considered a more appropriate design for these windows, and add the desired variation to the built form. The long elevation to Great Knollys Street requires reconsideration and splitting up by careful architectural detailing.

The elevations have been further simplified with more traditional placement of windows, whilst considering the void to mass proportions, particularly to the curved feature where the checker-board window design and the diapering brickwork have been removed to continue the traditional approach.

The 2-storey recessed entrance has also been replaced with a simpler form.

The traditional form of the building and window placement is complemented by contemporary materials and architectural detailing. The high quality textured facing brick is contrasted with a smooth red feature brick used in the gauged arch headers and cills, as well as feature parapet banding. The top recessed floor has a white grey facing brick which assists in reinforcing its subservient nature as it is less visible from street views.

The contemporary details such as the rainwater goods, windows and entrances reinforce this as a new building. The windows are black clad aluminium over timber frames, using a sustainable source, whilst this window system allows frames to be low profile and contemporary in their appearance. The windows are set back recessed from the building façade by circa 250mm to further create a contemporary form in shadowing. The rainwater goods are aluminium boxed framed with square profile and are purposely designed and located on the façade as elegant architectural detailing.

It is acknowledged that the corner plot, and surrounding pattern of development (particularly the predominant shallow building lines from the back of the footway) limits the opportunities for substantive planting at the frontages of the site ... any application

should seek to maximise planting on the road frontages (as far as possible), to the rear (again, as far as residential amenities allow) ... every opportunity should be made to maximise on-site provision of shrubs and other biodiversity enhancements.

As noted previously, the streetscape will incorporate ornate feature railings and a hard and soft landscaping scheme which will include landscaped planters, shrub borders and quality surfaced material finishes into the building entrances. The rear gardens will also incorporate high quality landscaping. Further details of this will be supplied with the application submission.

Communal and private amenity space

Although there are no specific requirements for on-site communal and private amenity space within Central Reading, the current provision of approximately 130m2 (a quarter of a basketball court) does seem slightly low given a number of flats would not benefit from private amenity space ... it is recommended that the car-parking could be reduced more space to be given on-site for garden space ... The site is also within close proximity to Victoria Park (<400m) with relatively low barriers to entry ... as such, including the provision of the additional space on-site is strongly advised.

The space around the building has been reconsidered: the upper floor recessed apartments will benefit from additional space as a roof top terrace and the ground level amenity has been increased following discussions and requests to reduce parking levels. 13 spaces are now proposed and this allows additional communal south facing garden amenity to enhance the provision.

Sustainability

Every effort is recommended to include enough on-site improvements for lifelong building efficiency.

As the previous iteration, the fabric of the building and design have been considered in the redesign. The building’s external walls are 500mm thick, reinforcing fabric first. Further detailed matters are being explored with the appointed consultants and will be submitted with the Planning Application.

Privacy

The proposed scheme is built within close proximity to the rear of the flats at 33-41 Caversham Road, which includes rear facing balconies ... consideration should be given, particularly in relation to balconies closest to these flats, to ensure that privacy is protected in both directions.

This relationship has been carefully considered and is illustrated on page 33 (a photo of the neighbouring doors and windows is shown on page 6). In respect of the Regency terrace, which has since been converted to flats through the addition of external walkways to the rear elevation of the building, the relationships are generally oblique and/or separated by a considerable distance; side screens to the balconies reinforce this degree of privacy.

Standard of accommodation/ Environmental health matters

There is concern over flats with no ‘soft’ side which is a side with windows that could be opened without negatively impacting on the living conditions of residents in terms of noise, air quality, and dust from the road ... It may be possible though clever design to reduce the need for additional noise mitigation measures, for example, ensuring that noise sensitive rooms are located on the quieter façades and bathrooms, kitchens, hallways and cupboards etc on the noisiest facades.

The layout designs of the two apartments on each floor facing Caversham Road now have bedrooms with dual aspect so that they may benefit from natural ventilation from the west, protecting these rooms from the eastern side and traffic movements. The living rooms of the apartment directly on the corner curve have also been relocated so that their aspect with opening windows is more aligned to Great Knollys Street, a much quieter road. The central light well (illustrated overleaf) which provides the opportunity for natural ventilation, also creates an attractive internal atrium which has glass walls and glass roof to bring natural light into the core of the building. This benefits all residents accessed from the staircore.

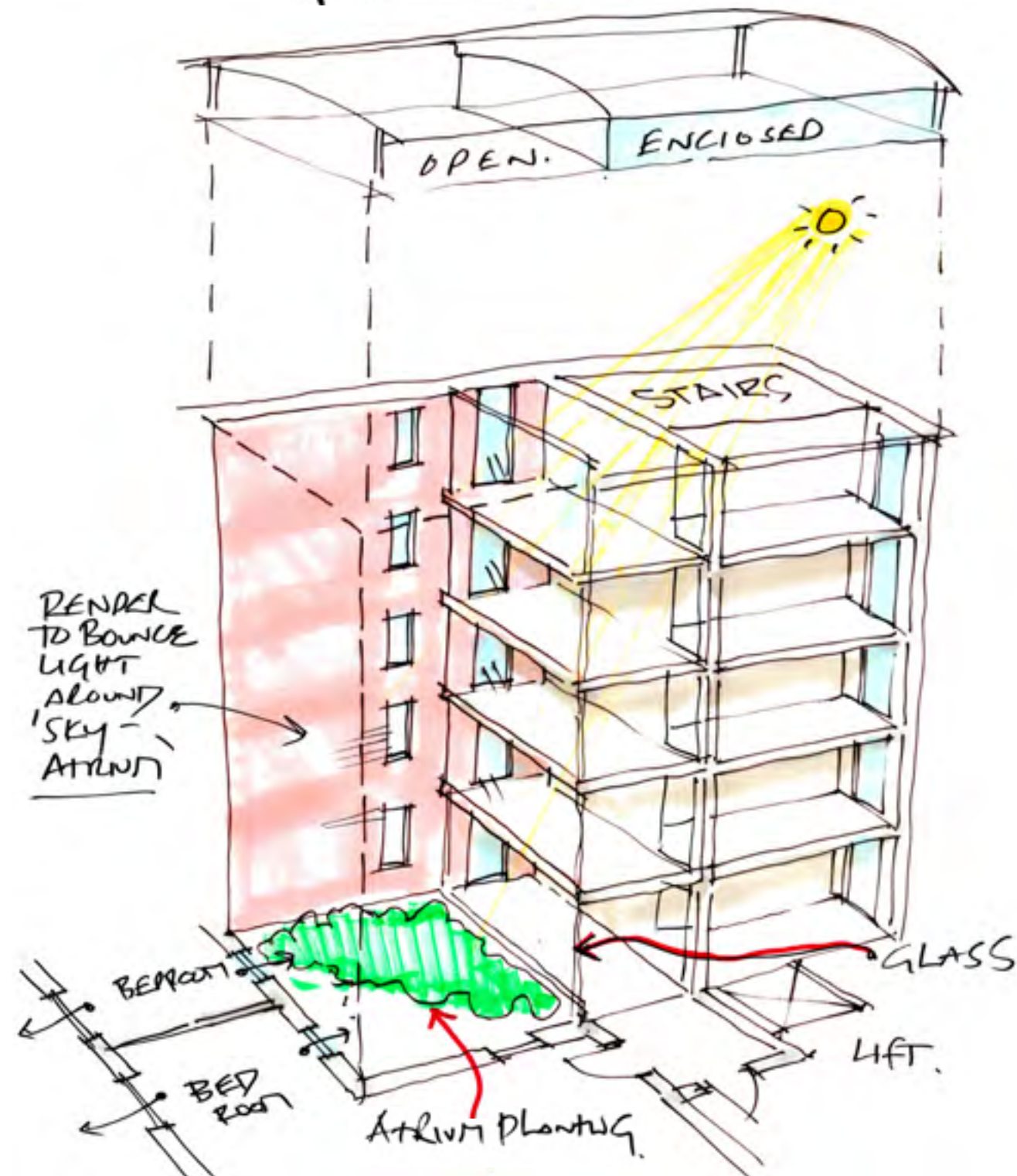
Transport matters

Submitted application material show only 18 parking spaces will be provided, this therefore falls below the Council’s Current

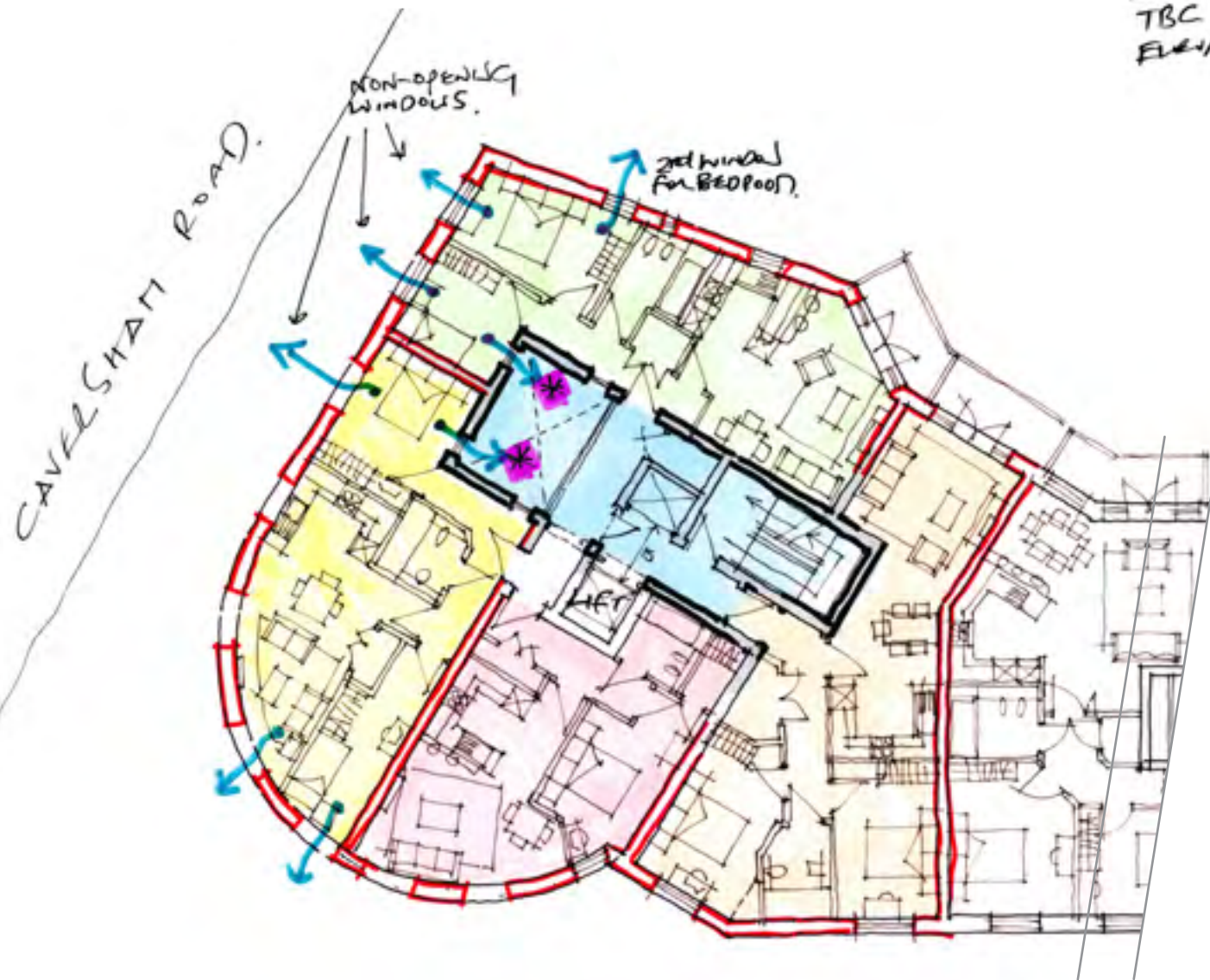
parking standards ... a lower provision could be considered due to the sites central location and the extensive parking restrictions in the vicinity ... To provide addition on-site tree cover, communal outdoor space, reduce impacts of the proposal in terms of additional traffic/environmental impacts, and due to the proximity of the site to major transport nodes. It is considered appropriate for minimal on-site parking to be provided with a focus on disabled parking bays, electric vehicle charging, or car club schemes.

Whilst we acknowledge the views of the panel, this should be balanced against the Council parking standards, which would require 43 spaces for this development. We therefore consider that the provision of 13 car parking spaces is an appropriate provision as this sits broadly in the middle range between having a car free development and a policy compliant development. We consider that the development should be able to offer future residents the opportunity for car parking on a limited basis to allow for individual circumstances, which is a typical design response for this type of development. The provision of an undercroft access is not having a significant impact upon the design quality and by reducing the extent of car parking from the initial scheme, this has allowed for an enhanced provision of usable private amenity space to the rear of the building.

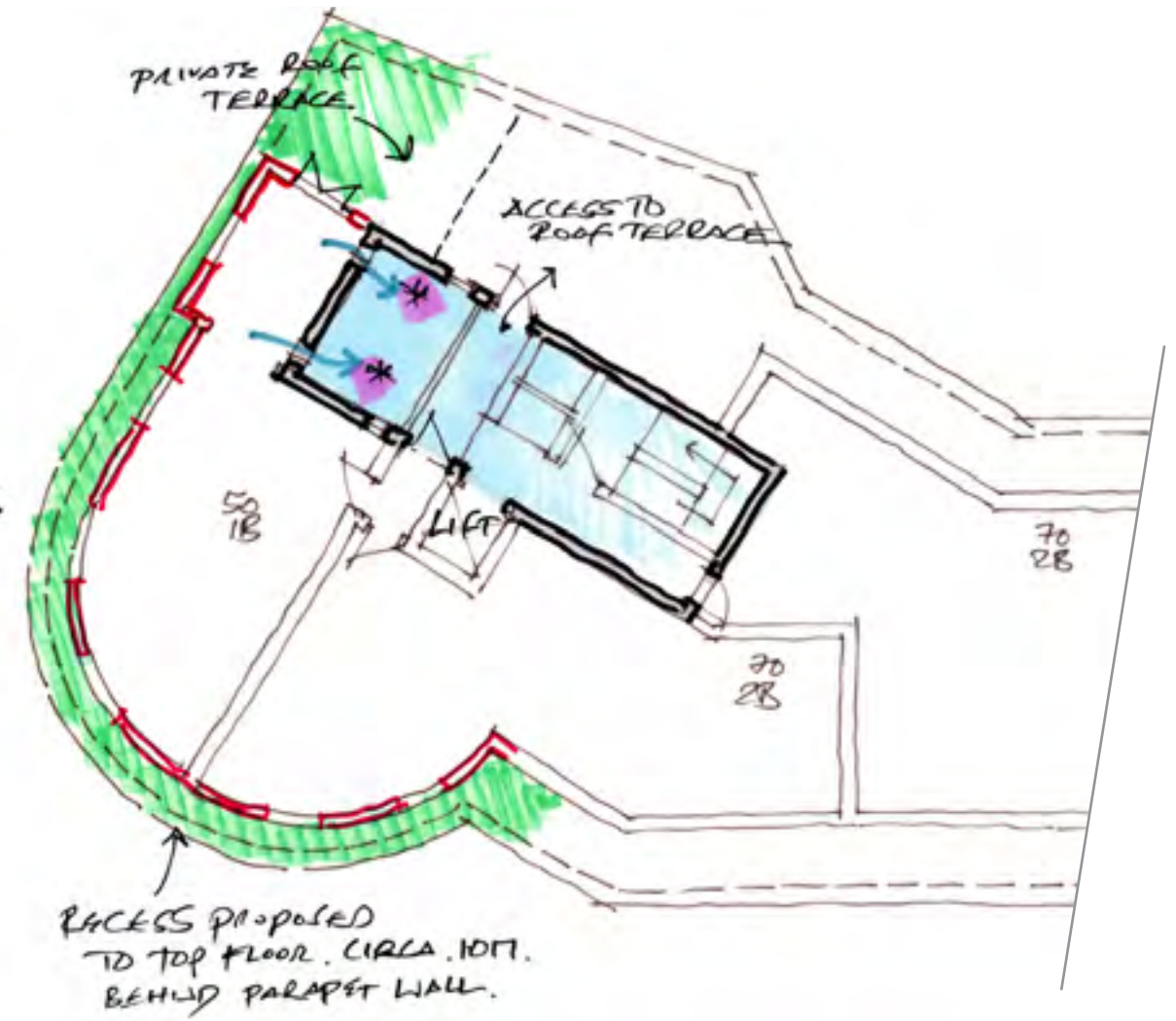
SKY ATRIUM & ATRIUM GARDEN.



* - opening windows INTO Sky ATRIUM - STAIRWELL.



Window positions
TBC BY
ELEVATIONS.



revised form, elevational detailing & materials



The previous applicant's Pre-App did not detail the architectural design of the building, only providing limited information that could either suggest a traditional or more contemporary elevational approach through alternative roof designs.

The Local Authority had encouraged both options to be presented to the Design Review Panel for comment, however had suggested that a pitched form of roof with dormer windows would appear preferable to reflect the height and scale of adjoining buildings.

They had also advised that the earlier alterations to remove the cylindrical element, to avoid the building appearing overly commercial rather than residential, has been a positive move.

Having undertaken a detailed area context and site analysis and with the advice of the Local Authority in mind, we have considered and applied an appropriate scale, mass, form, townscape and elevational design to our proposals.

The work in the earlier chapters has illustrated how the building mass and form responds to the surrounding and immediate townscape, with its form stepping up in height from both Caversham Road and Great Knollys Street, respecting the adjacent existing buildings and providing a corner feature which in turn has an important role in addressing the 4th corner of the existing road intersection.

Caversham Road with its continuous build line and flush frontages creates a strong rhythm of residential development which responds to the urban townscape of the town centre on the opposite side of the street.

Great Knollys Street, by comparison, provides a more mixed and more informal street environment with a scaling up of building heights towards the road intersection.

The principle of the design is to balance these influences to create a building that sits comfortably into the street scene, whilst enhancing the area.

The public entrance: the traditional proportioned scale of descending window openings and up scaled entrance porticos reinforce where the public entrance points are. These porticos are symmetrically centred to a composition of windows, which further reinforces the appearance of individual houses rather than apartments.



Sensitive connection between old and new: the separation of the proposed building along Caversham Road has been further considered by way of the architectural detailing. By providing a more simple balance of window placement and just a brick finish, the building does not compete with the traditional terraces each side of the Caversham Road frontage. The simple parapet eaves line does not copy or replicate that of the adjacent terrace and the separation reinforces buildings of different eras.



Great Knollys Street: a continuation of the traditional form of window placement along this secondary route, and a change of brick colour to the top floor as well as its staggering further back from the main building façade reinforces a visual stepping down of the building form, whilst retaining the appearance of vertically split terraced houses.



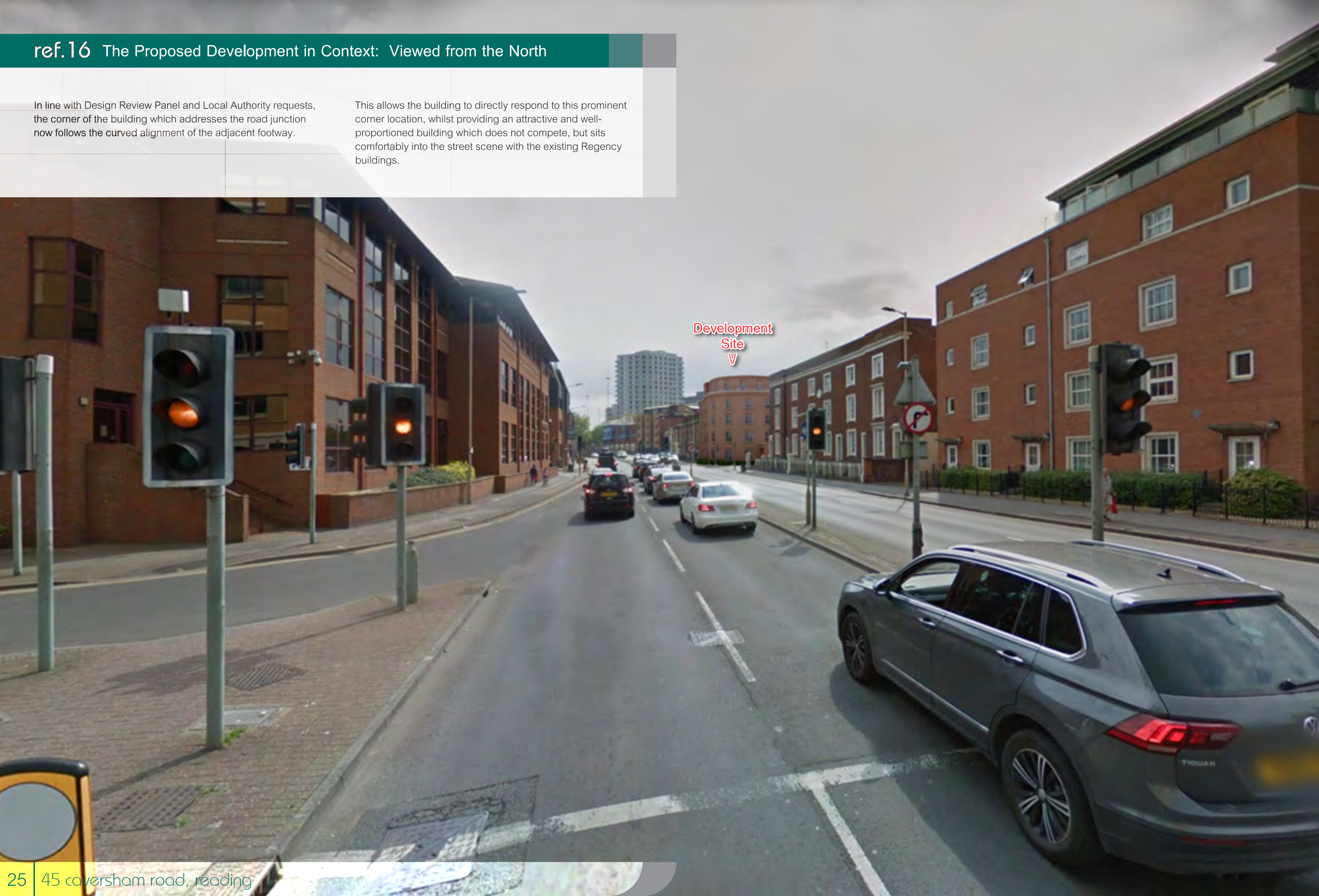
Great Knollys Street (western end): the lower building height is a response to the adjacent Lion House development. A simply proportioned building façade with parapet eaves and vehicular drive-through access to a parking court avoids the fussiness of other buildings in the street.



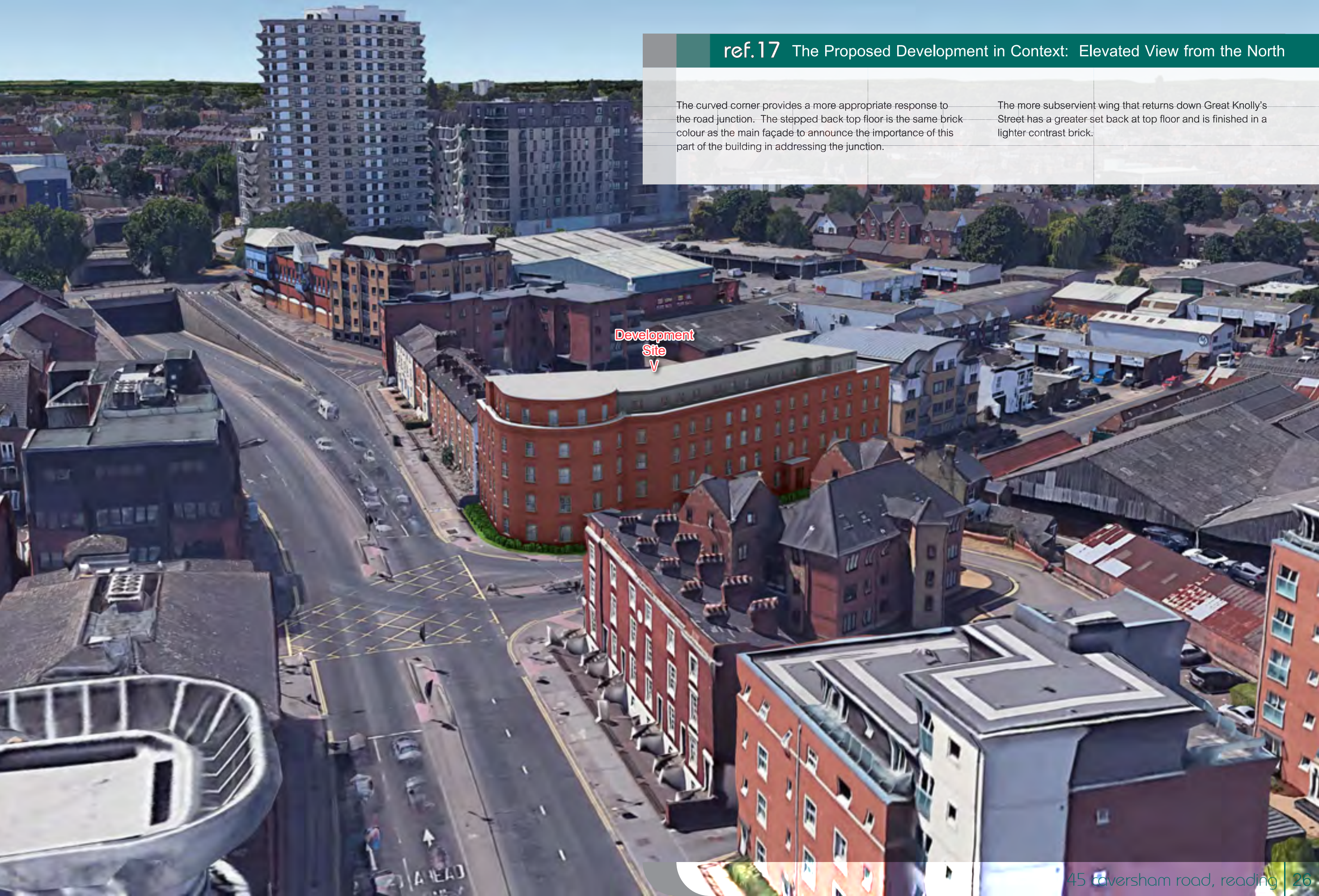
ref.16 The Proposed Development in Context: Viewed from the North

In line with Design Review Panel and Local Authority requests, the corner of the building which addresses the road junction now follows the curved alignment of the adjacent footway.

This allows the building to directly respond to this prominent corner location, whilst providing an attractive and well-proportioned building which does not compete, but sits comfortably into the street scene with the existing Regency buildings.



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ref.17 The Proposed Development in Context: Elevated View from the North

The curved corner provides a more appropriate response to the road junction. The stepped back top floor is the same brick colour as the main façade to announce the importance of this part of the building in addressing the junction.

The more subservient wing that returns down Great Knolly's Street has a greater set back at top floor and is finished in a lighter contrast brick.



ref.18 The Proposed Development in Context: Viewed from the South

The Caversham Road frontage in particular requires a sensitive response to the adjacent Victorian terraces to the south and north with the proposed building providing a subservient adjoining wing which is lower in height.

The main façade of the building on Caversham Road responds to the traditional proportions, the rhythm and the material finishes of the Victorian properties to the south and north of the

Caversham Road elevation, illustrating elongated sash style window proportions.

A flat roof is proposed on this street frontage and corner of the building. To avoid competing with that of the terraced house to the south, a flat roof with parapet mirrors that on the adjacent traditional terrace to the north which is separated by the entrance to Great Knollys Street.



ref.19 The Proposed Development in Context: Elevated View from the South

The difference between the more traditional taller storey heights and that of these proposals means that although the proposals include for an extra floor, the two buildings are not too dissimilar in building height.



ref.20 The Proposed Development in Context: Great Knollys Street

The Great Knolly's Street elevation replicates the same elevational rhythm of the curved corner and Caversham Road frontages, reinforcing the appearance of terraces of houses.

The recessed top floor is partially hidden and obscured from the street below by way of being set back, and lighter contrast material colour.



ref.21 The Proposed Development in Context: Great Knollys Street

The brick colours, the descending building height and recessing back of the top floor behind a parapet wall creates the transition in height and building form in Great Knolly's Street.

The simplification of building design and materials allows the development to harmonise the approach onto this secondary route.

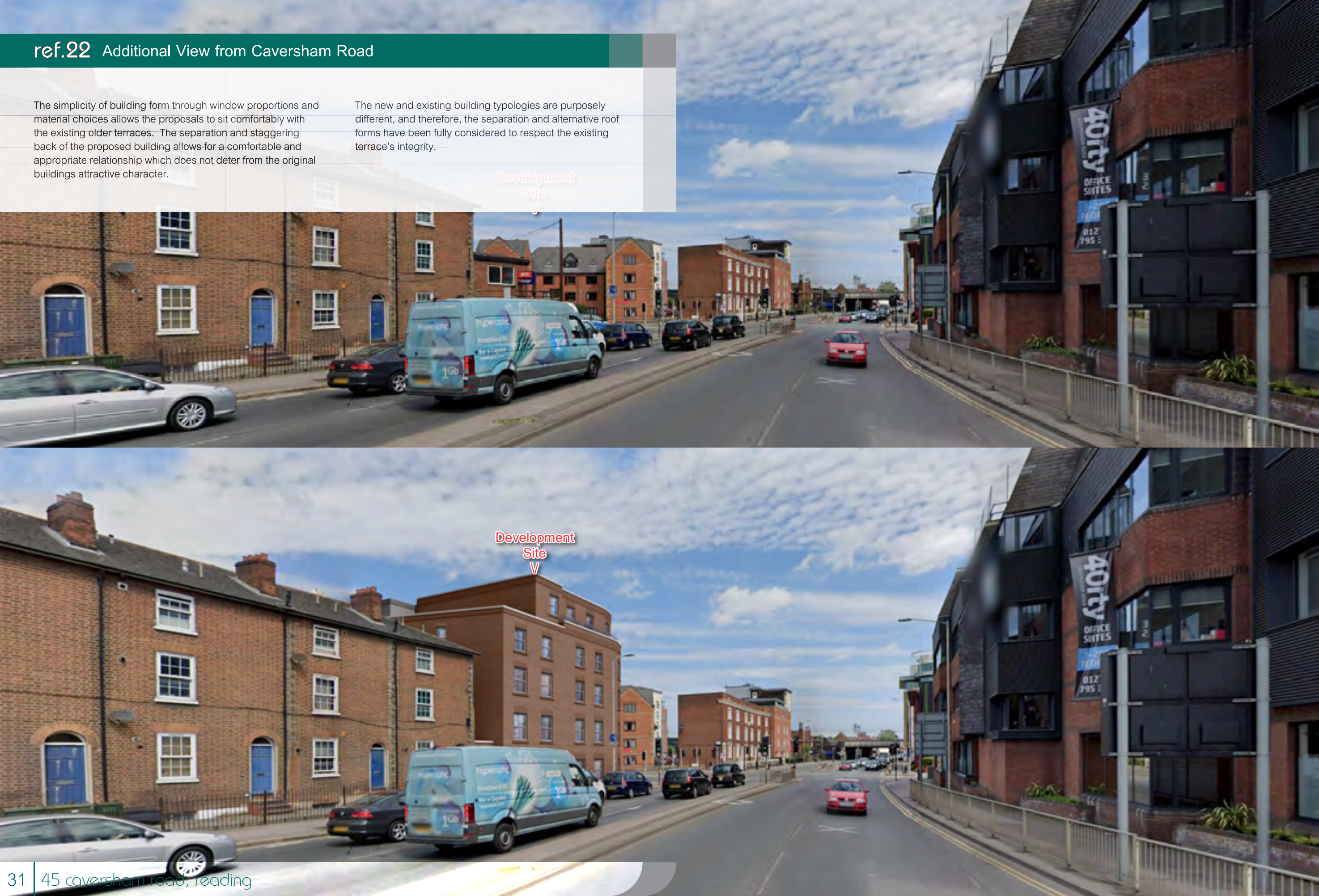


ref.22 Additional View from Caversham Road

The simplicity of building form through window proportions and material choices allows the proposals to sit comfortably with the existing older terraces. The separation and staggering back of the proposed building allows for a comfortable and appropriate relationship which does not deter from the original buildings attractive character.

The new and existing building typologies are purposely different, and therefore, the separation and alternative roof forms have been fully considered to respect the existing terrace's integrity.

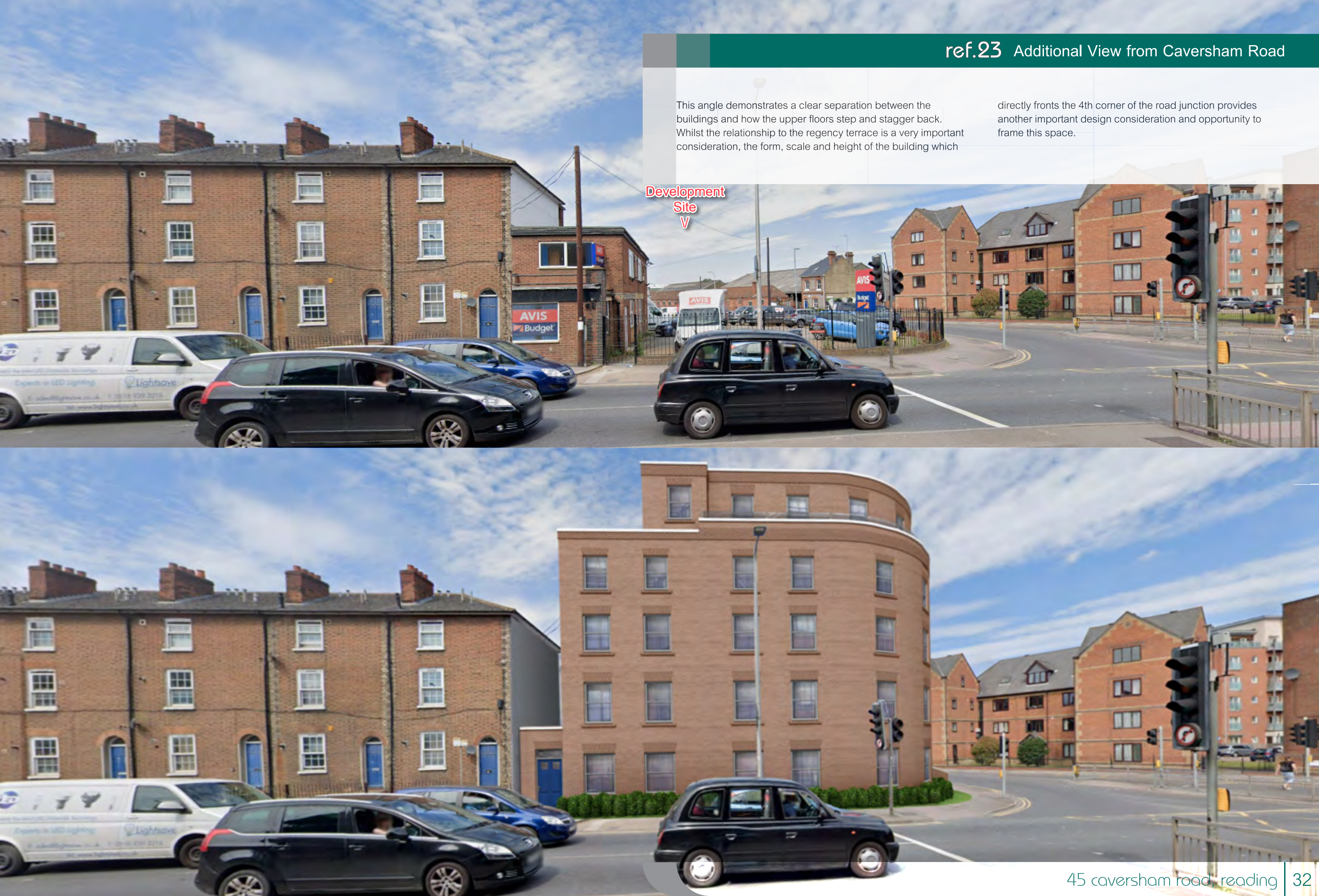
Development
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This angle demonstrates a clear separation between the buildings and how the upper floors step and stagger back. Whilst the relationship to the regency terrace is a very important consideration, the form, scale and height of the building which

directly fronts the 4th corner of the road junction provides another important design consideration and opportunity to frame this space.

Development
Site
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layout and relationships

The orientation of the site is such that the building is located close to its northern boundary, and that the communal amenity space benefits from a southern aspect. This means that the building does not overshadow any directly adjacent properties, in particular the Victorian terrace to Caversham Road. The south-western corner of the building has been significantly reduced in depth improving the relationship to the adjacent Lion House. It also means an improved relationship and separation to the properties with aspect onto the rear of the regency villas fronting Caversham Road

The alterations maintain and improve privacy of the adjacent neighbours from both Lion House and Caversham regency terraces. Proposed balconies facing south include for privacy screens on their eastern sides.

The drive-through access allows taller height vehicles such as vans and delivery lorries to access through into the rear parking area. This is possible as the ground level has now been raised and provides an additional 0.5m height giving a total of approximately 3.2m height clearance.



In addition to the communal landscaped garden there are private ground level terraces and walkout upper floor southern facing balconies. North and eastern elevations benefit from Juliette balconies, and rooftop units benefit from terraces.

The parking is located at ground level, accessed through the building frontage at the western end of Great Knollys Street. The parking access is provided by a 4.1m wide entrance which is set back off the road frontage. This parking area is hidden from sight when viewing the building from the street frontage

and the majority of the parking is covered and under the building, creating a secure and protected safe environment.

Refuse and cycle storage is located at ground level in secure areas designed with the building. They are located such that

they are within acceptable travel distance for the new residents and within the recommended travel distances for the refuse operators. These facilities have pedestrian access from within the internal service areas of the building but also from the street frontage within 5m of the back edge of the kerb.

Each ground floor apartment will have its own private patio area. Each upper floor apartment will be accessed from communal stair cores, with each dwelling being purposely designed as dual aspect. The upper floors provide access to enclosed roof top terraces..

It has been agreed with Officers that only 2n o. 3-bedroom units are required.

All units will be designed to M4(2) and NDSS standards, and 5% of the units will be designed to M4(3) standards.

The building footprint locates the building form closer to the northern and eastern boundaries, creating appropriate separation and privacy to the adjacent buildings whilst protecting their daylight provision.

The part of the building alongside the adjacent Victorian terrace on Caversham Road has been angled away in footprint to respect the neighbouring terrace. The windows in this façade therefore avoid any overlooking towards existing properties. The balconies in this corner

are also orientated to avoid overlooking and have privacy screens alongside.

The proposed development to the western side of the site is located circa 5.5m away from the adjacent development of apartments which had been constructed up to the site boundary. This is to protect these side secondary windows and maintain the east facing daylight.



Fourth Floor Plan



Third Floor Plan



Second Floor Plan



First Floor Plan



Ground Floor Plan



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