

# 3.DESIGN STRATEGY

## 3.17 FAÇADE DEVELOPMENT

In exploring issues around adding additional floors to parts of the building, several options were examined to ensure that the elevations are attractive, well-proportioned, and residential in scale.

The approach for the brick and rendered facades is that of organising the elevations in a bottom-middle-top stratification and balancing the horizontal arrangement against the verticality of the windows. Further horizontals are introduced that visually tie these elevations to the grid organisation of the lanterns.

The tops of the brick and rendered parts of the buildings are articulated by:

- Differentiating the top two floors through a change of material
- Grouping windows vertically with a recessed panel between
- Pairs of windows and balconies are framed
- A horizontal break line with the middle section below is emphasised

In the middle section

- Balconies are arranged vertically in groups of three or four
- Balcony divisions align with horizontal divisions in lantern
- Projecting/Juliet balconies align with horizontals in the lantern
- Standard windows arrangement provides clear visual hierarchy



BASE  
MIDDLE  
TOP



Studies for organisation of the facade to the middle leg of Plot E

At the base, windows, balconies and terraces are arranged to emphasise the sense of weight of the facades above being brought to ground on visually strong, brick finished columns.

### Lantern

In developing the design for the lanterns, adjustments have been made to provide equal spacing between verticals and to ensure a clear vertical emphasis as well as refining detail to surrounds to balconies.



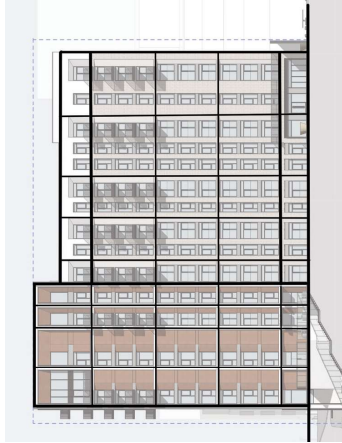
Preferred study for the facade to the middle leg of Plot E

### 3.DESIGN STRATEGY

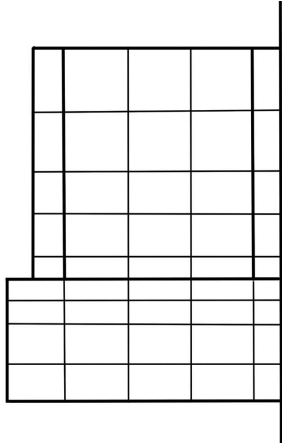
In addition, options for setback top floors were considered. This was adopted on Friar Street to maintain the set down in the south elevation where it abuts Sainsburys. However, the same approach was not taken at the top of Block F where it would have impacted on the architectural integrity and quality of the building without benefiting the the townscape, public realm and daylight to surrounding streets. Here the design team looked to ensuring that the proportions of the facades are pleasing and elegant and that their quality is enhanced through modest changes in height.



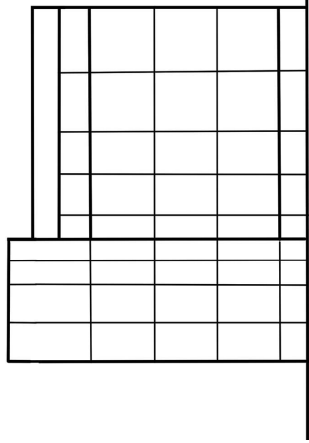
3d studies above and elevations studies below of facade of Plot F to Friars Walk.



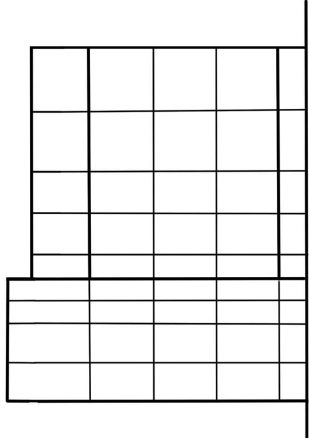
Consented elevation with grid



Consented elevation, grid only



Raised elevation with setback



Raised elevation no setback

# 3.DESIGN STRATEGY

## 3.18 MATERIALS & FINISHES

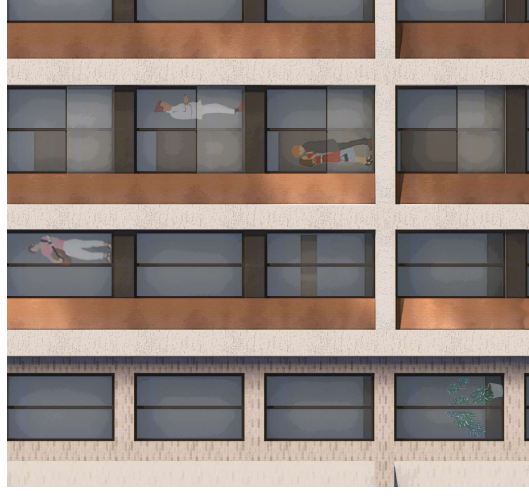
Central Reading has an interesting mix of modern and traditional buildings, with the character of the central area defined by the building stock of the late-19th and early-20th centuries. There is a predominant use of red, grey and buff-coloured bricks and sandstone coursing and pilasters. The proposal works with a similar palette of materials with red bricks fronting Friars Street and greys to Garrard Street. A sandstone colour is used on the lantern frame with metal infill providing detail and interest. Red brick will be used to provide detail and interest within the grey brick façades.

The design of the façades and the use of the materials has been considered in relation to three scales:

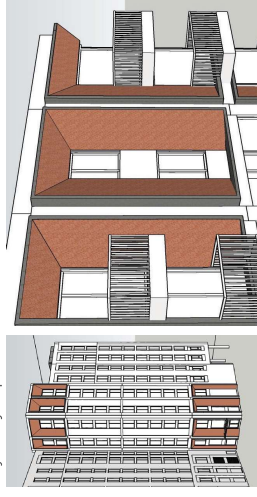
- The human scale at street level
- The building scale to be seen from the immediate neighbourhood
- The city scale to be visible from the wider area and dominated by the built form and roofscape

Bay study, developed during the design phase, of part of elevation to Friar Street with a lantern adjacent to a brick façade:

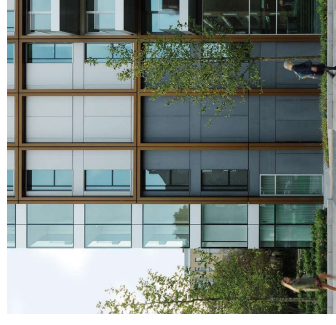
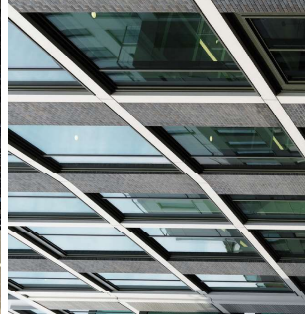
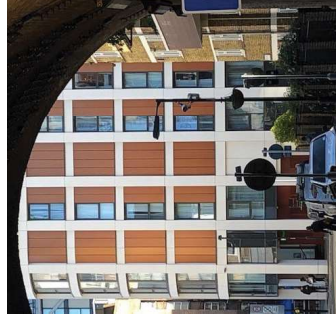
- 1 Stone coloured grid to lantern
- 2 Contrasting metal infill
- 3 Brick to the main façade with vertical panels detailed to provide interest and variety



Bay study of part elevation to Garrard Street



Studies of lantern used during design development to assess articulation of façades



Precedent images illustrating how the lantern detail could be developed

# 3.DESIGN STRATEGY

## 3.19 INTEREST & VARIETY

### Detail & Reading

As noted above the architecture of central Reading is dominated by late-Victorian and early-20th century buildings with brick colours of deep orange-reds, silver-greys and a less attractive yellow buff. These are frequently used together in contrasting patterns, in horizontal courses and vertical frames. Terracotta is used to decorate and embellish many framing devices, pediments and arches to doorways. It finds particular use in the raised turrets, lanterns and entablatures that adorn many buildings, both small and grand of this era.

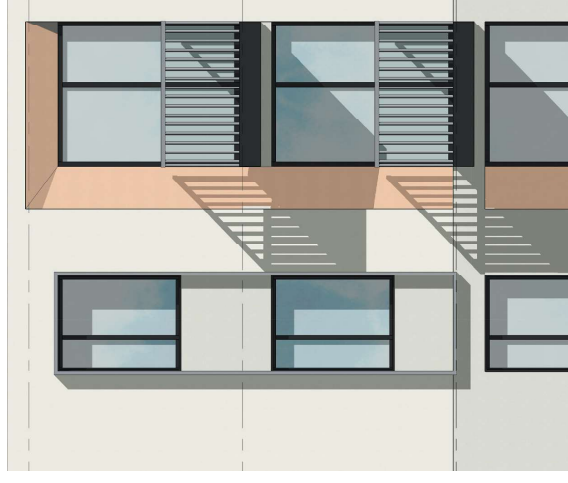
Without defaulting to pastiche, the design of Plots E & F takes inspiration from the context to focus interest and variety of detail within key areas of each prominent façade, and in those areas that are particularly visible or related to the historic context, including:

1. Façade organisation. Most façades are layered into a base, middle and top with distinguishing material finish and detail.
2. Windows. Depending on location, aspect and orientation window surrounds have been detailed to introduce variety, interest and surprise. Side panels pick up on colours used across the town centre but are given a contemporary interpretation. Those to Friar Street have metal frames and differently-coursed brickwork. Courtyard windows have a more domestically-scaled frame and red brick is used as a contrasting detail on the grander elevations to Garrard Street.

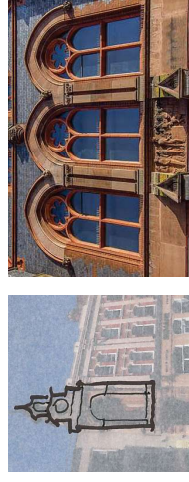
3. The 'lantern' has been detailed to express and highlight their uniqueness within the building and in reference to the use of similar motifs in the architecture of central Reading.
4. Ground floor active fronts are more granular in detail and intimate in scale and allow for adaptation by the users.
5. The 'oversail' at the junction of Friars Street and Friars Walk have an additional level of detail to create interest and variety.



Bay study showing use of different colours from base to middle and contrasting to floor as a framing detail



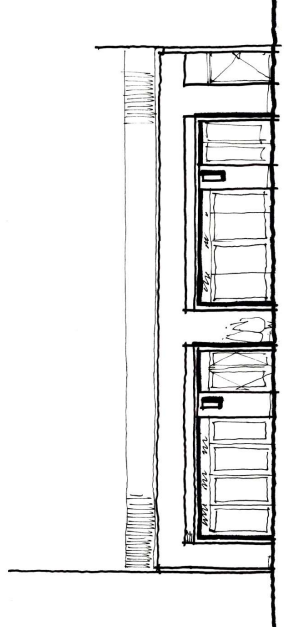
Bay study of elevations to courtyard with framing grouping bedroom windows, balconies and contrast of colour providing variety and interest



Images of local architecture that has been inspirational in developing the design



Study of metal detail to lantern



Study of retail bay to Friars Walk with metal surrounds and signage



# 4

## CONSULTATION

# 4. CONSULTATION & ENGAGEMENT ON DESIGN

## 4.1 READING BOROUGH COUNCIL

The Section 73 and RMA consented outline applications on which the applications addressed in this Design & Access Statement were subject to extensive consultation. In developing the proposals for Plots E and F, a range of options were considered with a view to deliver a scheme that meets the brief, the accommodation requirements and responds positively to its context. The client and the design team have engaged with a range of stakeholders, including the statutory authorities, utility companies, Reading Borough Council, the local people and interest groups.

An iterative design process has been undertaken at the pre-application stage with the local planning authority, including its planning officers, with meetings held at various stages during 2018, 2019 and 2020. Officers' comments and input are reflected in the developed design. Key design meetings included:

- Pre-application meeting 1: 26th March 2018
- Pre-application meeting 2: 25th June 2018
- Pre-application meeting 5: 28th August 2018
- Pre-application meeting 6: 9th October 2018
- Pre-application meeting 8: 28th November 2018
- Pre-application meeting 9: 17th December 2018
- Pre-application meeting 10: 10th January 2019
- Update meeting: 9th July 2020
- Update meeting: 19th August 2020

Separate consultation meetings were held with Thames Valley Police and the Highways Departments.

## 4.2 DESIGNING OUT CRIME

The high-level aim of the security design for Plots E & F is to provide appropriate and proportionate security risk mitigation measures that allow residents and users to not only be, but feel, safe and secure. A formal security risk assessment was undertaken in order to determine the security requirements across the Station Hill development. This approach has provided a robust, auditable methodology to identify the security risks posed and subsequent treatment measures. This was completed at masterplan level and the defined strategies applied. Throughout the process, there has been engagement with both internal and external development stakeholders. The Thames Valley Police Designing Out Crime Officer has been consulted by Hoare Lea Security with the architect, in addition to consultation with the Police's Counter Terrorism Security Adviser. A fuller report is included in the statement.

## 5.3 ACCESSIBILITY

One of the objectives driving the design has been the desire to make development truly accessible to all pedestrians, residents and users with mobility issues. The details are set out in Section 6. The reorganisation of Friars Walk so that it is level, the creation of level thresholds to external spaces and the provision of disabled units has been the realisation of this strategy. The applicant has engaged with the local authority who have recognised and commented on access to the development. The policies that have guided the design include the Current NPPF 2018, Reading's Core Strategy and Part M of the Building Regulations. The policy and regulatory framework has been adopted and issues, such as the change in level between Friars Walk and Garrard Street, addressed by the provision of a public lift to be operated by the development management.

## 4.4 DESIGN COMMENTARY

As the design developed, the applicant and design team engaged on a regular basis with the local authority. They took part in Reading's design advisors enabled design reviews and welcomed feedback. All comments were carefully considered and incorporated into the proposals where meeting the overarching objective of providing an exemplar build-to-rent scheme. The applicant and the design team firmly believe that the design meets Reading's aspirations, delivers great placemaking, and is in line with the longer term vision for Reading.

This Design & Access Statement sets out the rationale for the design submitted and addresses the key themes raised during the course of the pre-application process. These themes included, but were not limited to:

1. The relationship with the context, and in particular the emerging proposals for the site north of Garrard Street. These issues have informed the design of the public realm and the links to the north and south. See Section 4.
2. The design of the public realm to Garrard Street was subject to extensive engagement with the Council across a number of departments. The proposals respond positively by extending active and minimising service frontage, and reducing the number of pavement crossovers and service access points. In addition, an elegant building now fronts this street. The detail design of its façades and the strategy for a base, middle and top is also illustrated.

3. The design strategies for Friars Walk and the need to make the case for type of place it would be, and how the proposed form and width are appropriate. The case for the submitted scheme is set out in Section 4 as is the reasoning for the undercroft on Friar Street.

4. The need for a full landscape strategy which is included in the submission.

5. The scale, form, height and massing, and the quality of daylight and sunlight reaching the courtyards and individual flats was also addressed. A full daylight/sunlight report is submitted as part of this application for review by the council's consultants. It this will demonstrate that the scheme achieves good quality outcomes that are appropriate to its context.

6. The design and layout of build-to-rent accommodation and the differences between it and for-sale flats, notably the organisation of cores and corridors. This is addressed in Section 1 of this document.

7. Architectural expression, the use of materials and detailing, and its relationship to the architecture of Reading. This is set out in Section 4 of the document and illustrated in the submitted drawings.

# 4.CONSULTATION & ENGAGEMENT ON DESIGN

**Lincoln Property Company**  
Build to Rent and what it will deliver

Lincoln Property Company is a leading provider of high-quality, modern multi-family housing. We are currently seeking qualified individuals to join our team in the following roles:

- Senior Project Manager** - 10-15 years of experience in multi-family development, with a strong focus on design and construction management.
- Senior Design Manager** - 10-15 years of experience in multi-family design, with a strong focus on architectural and interior design.
- Senior Construction Manager** - 10-15 years of experience in multi-family construction, with a strong focus on project management and quality control.

For more information, please visit our website at [www.lincolnproperty.com](http://www.lincolnproperty.com) or contact us at [careers@lincolnproperty.com](mailto:careers@lincolnproperty.com).

**A track record**

- Over 10 years of experience in multi-family development, with a strong focus on design and construction management.
- Over 10 years of experience in multi-family design, with a strong focus on architectural and interior design.
- Over 10 years of experience in multi-family construction, with a strong focus on project management and quality control.

**Providing content**

- Over 10 years of experience in multi-family development, with a strong focus on design and construction management.
- Over 10 years of experience in multi-family design, with a strong focus on architectural and interior design.
- Over 10 years of experience in multi-family construction, with a strong focus on project management and quality control.

**Build to Rent, Lincoln's offer**

- Over 10 years of experience in multi-family development, with a strong focus on design and construction management.
- Over 10 years of experience in multi-family design, with a strong focus on architectural and interior design.
- Over 10 years of experience in multi-family construction, with a strong focus on project management and quality control.

**Station Hill Planning Policy**

The Station Hill Planning Policy is a key document that guides the development of the Station Hill area. It sets out the vision for the area and the principles that will guide the development of the area. The policy is based on the following principles:

- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.

**Station Hill Planning Policy**

The Station Hill Planning Policy is a key document that guides the development of the Station Hill area. It sets out the vision for the area and the principles that will guide the development of the area. The policy is based on the following principles:

- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.

**Station Hill E+F Consented Outline Application**

The Station Hill E+F Consented Outline Application is a key document that guides the development of the Station Hill area. It sets out the vision for the area and the principles that will guide the development of the area. The policy is based on the following principles:

- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.

**Station Hill E+F Consented Outline Application**

The Station Hill E+F Consented Outline Application is a key document that guides the development of the Station Hill area. It sets out the vision for the area and the principles that will guide the development of the area. The policy is based on the following principles:

- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.

**Station Hill Proposed Form**

The Station Hill Proposed Form is a key document that guides the development of the Station Hill area. It sets out the vision for the area and the principles that will guide the development of the area. The policy is based on the following principles:

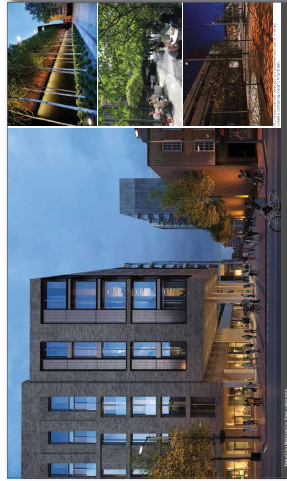
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.

**Station Hill Proposed Form**

The Station Hill Proposed Form is a key document that guides the development of the Station Hill area. It sets out the vision for the area and the principles that will guide the development of the area. The policy is based on the following principles:

- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.
- High Quality, Sustainable Development** - The development should be of high quality and sustainable, with a focus on green spaces and public transport.

# 4.CONSULTATION & ENGAGEMENT ON DESIGN



## Friars Walk

### Placemaking & Pedestrian Experience

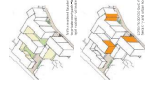
1. The design team has been working closely with the community to ensure that the design reflects the needs and desires of the local residents. This has involved a series of public consultations and workshops, where residents have been able to share their views and suggestions. The design team has taken these inputs into account and has made adjustments to the design accordingly.

2. The design team has also been working on a series of proposals for public art and landscaping. These proposals are designed to enhance the pedestrian experience and to create a sense of place. The design team is currently working on a series of proposals for public art and landscaping, which are designed to enhance the pedestrian experience and to create a sense of place.



## Friars Walk

### Architectural Character



## Friar Street

### Placemaking & Pedestrian Experience

1. The design team has been working closely with the community to ensure that the design reflects the needs and desires of the local residents. This has involved a series of public consultations and workshops, where residents have been able to share their views and suggestions. The design team has taken these inputs into account and has made adjustments to the design accordingly.

2. The design team has also been working on a series of proposals for public art and landscaping. These proposals are designed to enhance the pedestrian experience and to create a sense of place. The design team is currently working on a series of proposals for public art and landscaping, which are designed to enhance the pedestrian experience and to create a sense of place.



## Friar Street

### Architectural Character

1. The design team has been working closely with the community to ensure that the design reflects the needs and desires of the local residents. This has involved a series of public consultations and workshops, where residents have been able to share their views and suggestions. The design team has taken these inputs into account and has made adjustments to the design accordingly.

2. The design team has also been working on a series of proposals for public art and landscaping. These proposals are designed to enhance the pedestrian experience and to create a sense of place. The design team is currently working on a series of proposals for public art and landscaping, which are designed to enhance the pedestrian experience and to create a sense of place.

