

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
V

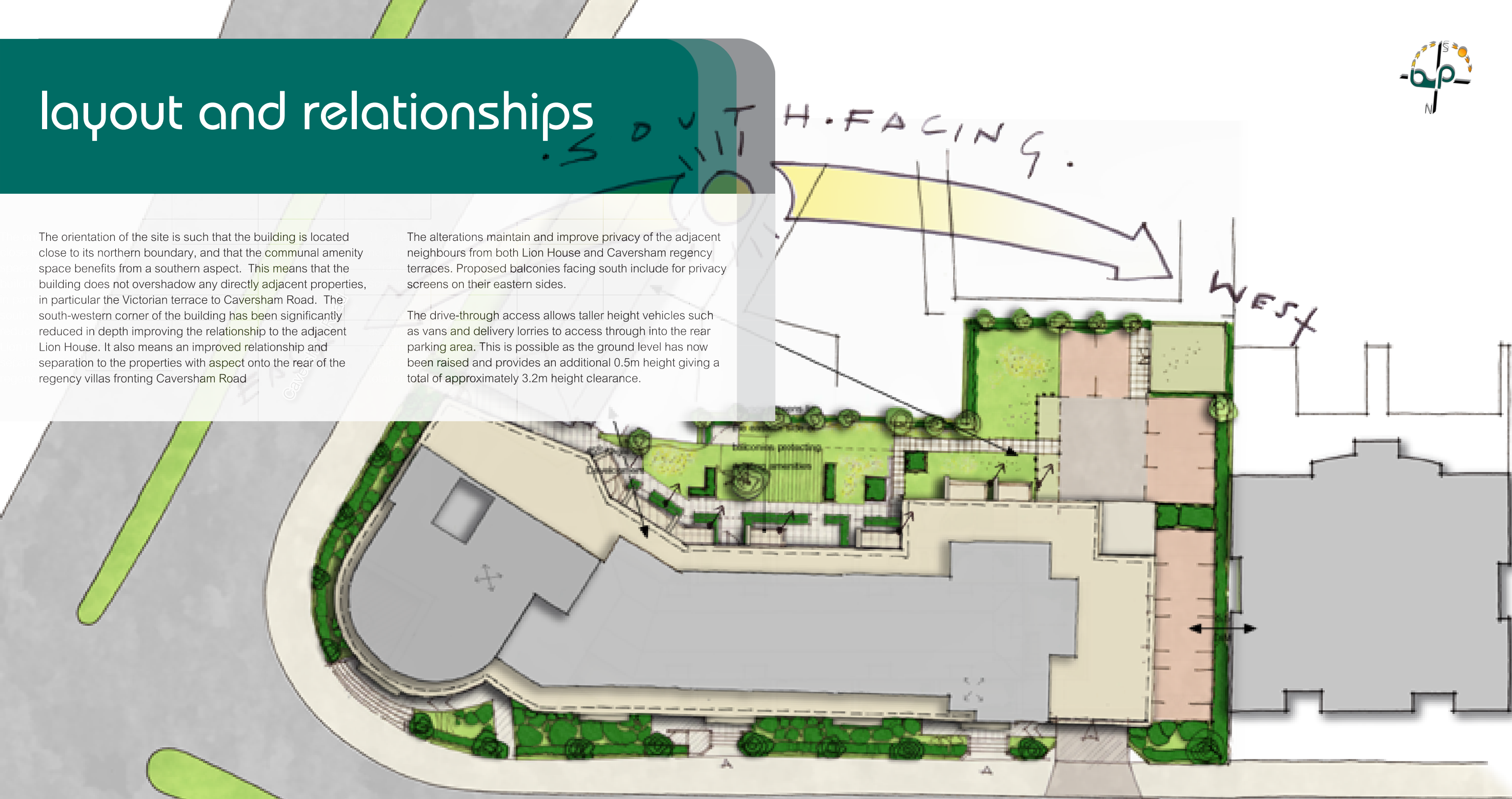


layout and relationships

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.

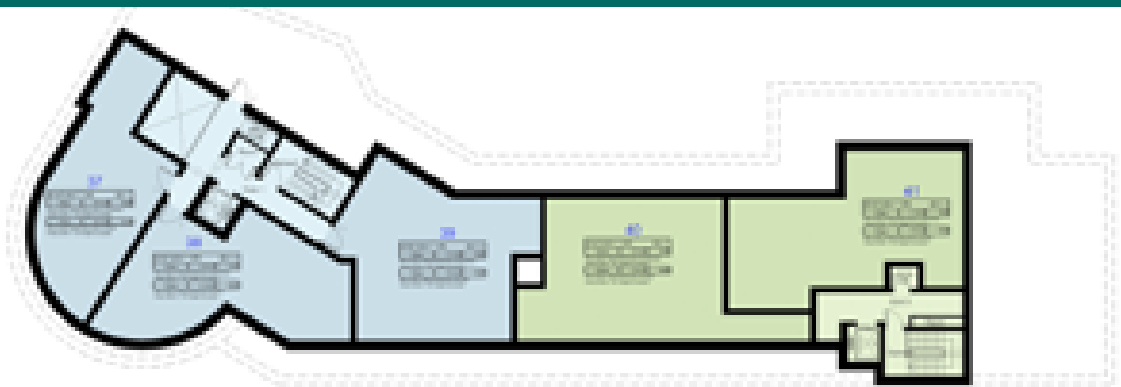
All units will be designed to M4(2) and NDSS standards, and 5% of the units will be designed to M4(3) standards.

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.

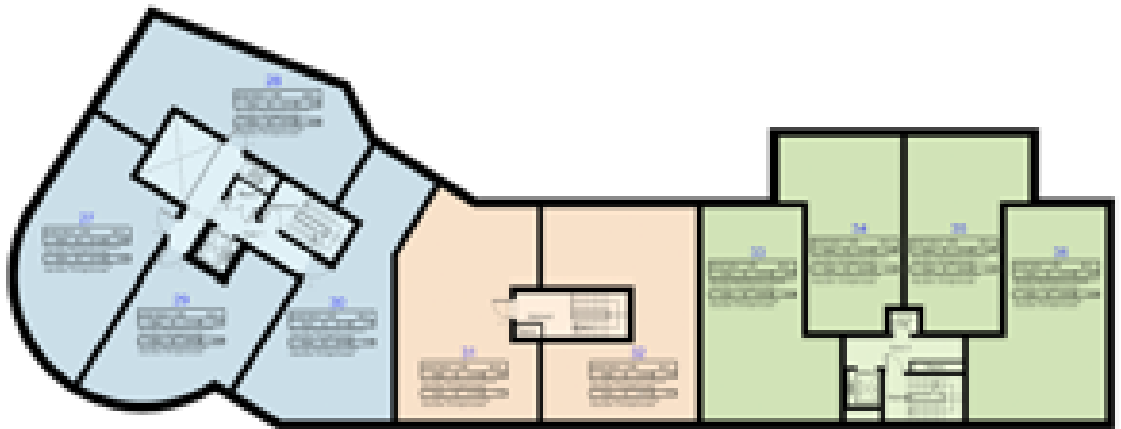
The part of the building alongside the adjacent Victorian terrace on Caversham Road has been angled away in footprint to respect the neighbouring terrace. The windows in this façade therefore avoid any overlooking towards existing properties. The balconies in this corner

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

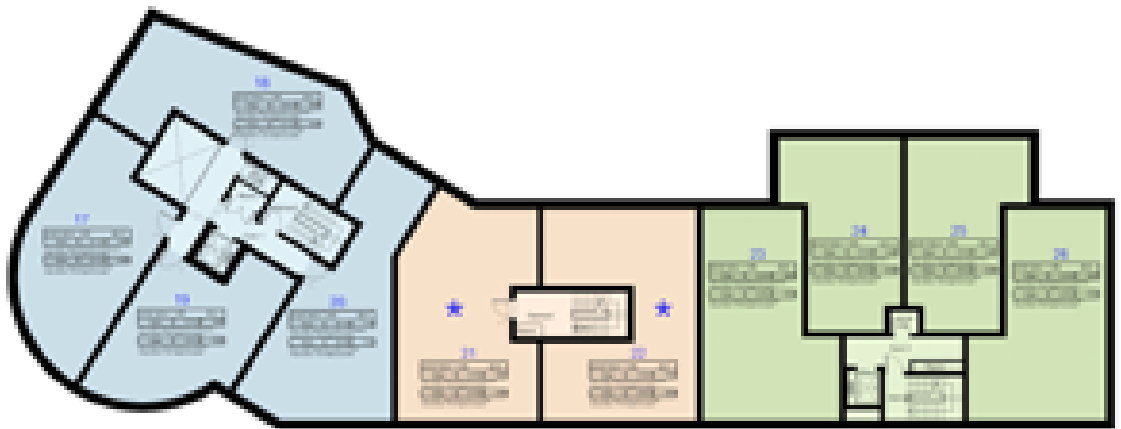
The proposed development to the western side of the site is located circa 5.5m away from the adjacent development of apartments which had been constructed up to the site boundary. This is to protect these side secondary windows and maintain the east facing daylight.



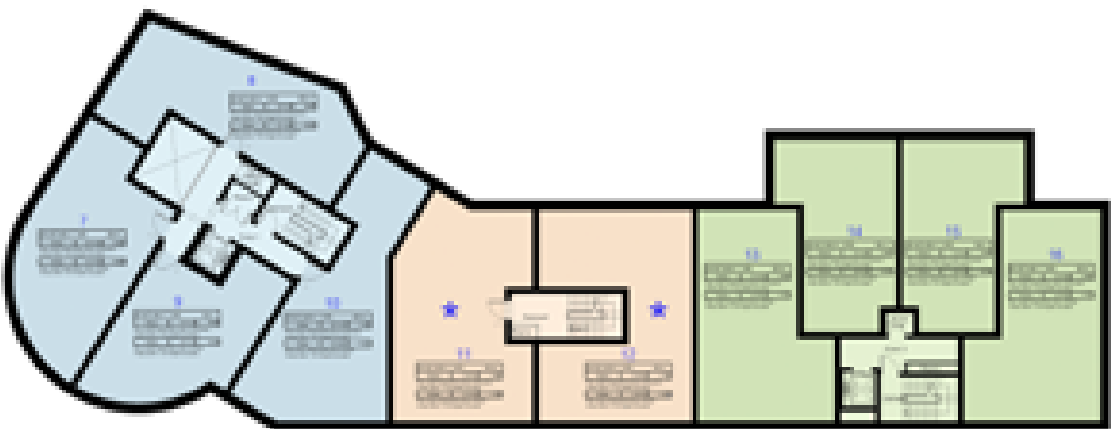
Fourth Floor Plan



Third Floor Plan



Second Floor Plan



First Floor Plan



Ground Floor Plan

appendix: pre-app planning supplement



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.

This Pre-Application Planning Supplement has been prepared to support the Pre-Application Presentation to the Design Review Panel document which was recently submitted to Reading Borough Council.

As detailed in the previous submission, we confirm that 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 provide additional supporting information, including analysis of surrounding developments and recent residential planning permissions, and further information regarding the detail of the proposals including parking, servicing, relationships and amenity.

We look forward to the opportunity to present and discuss these proposals.





ref.1 The Proposed Development

The proposed building has been designed to provide a mix of unit types including 1, 2 & 3 bedroom family dwellings. Each property is designed to provide a dual aspect outlook with no single north facing properties.

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 adjacent properties, in particular the Victorian terrace to Caversham Road.

Caversham Road

In addition to the communal landscaped garden to the rear of the building, there are private ground level terraces and walkout upper floor southern facing balconies. North and eastern elevations benefit from Juliette balconies, and rooftop family 3 bedroom units benefit from roof top terraces.

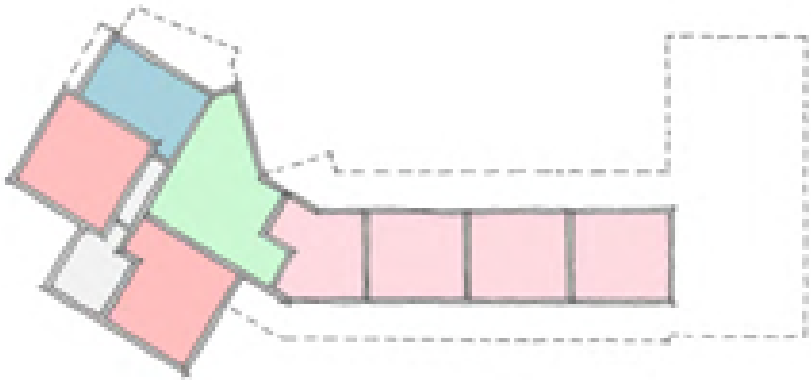
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and the majority of the parking is covered and under the building, creating a secure and protected safe environment.

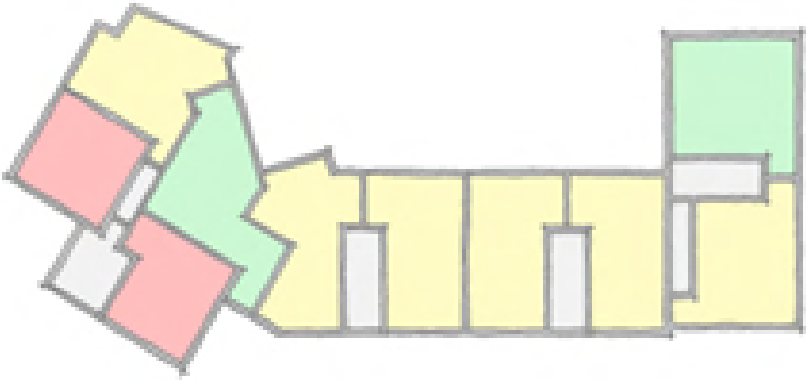
Refuse and cycle storage is located at ground level in secure areas designed with the building. They are located such that

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.

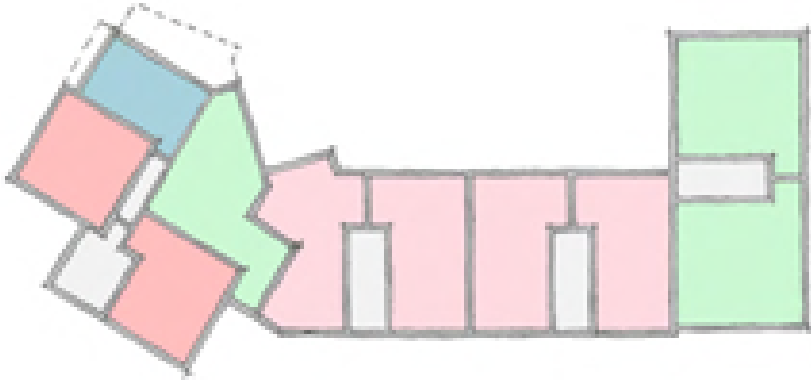
1-bed studio apartments	2	2-bed apartments (4-person)	13
1-bed apartments	10	3-bed duplex apartments (4-person)	4
2-bed apartments (3-person)	11		
TOTAL DWELLINGS			40



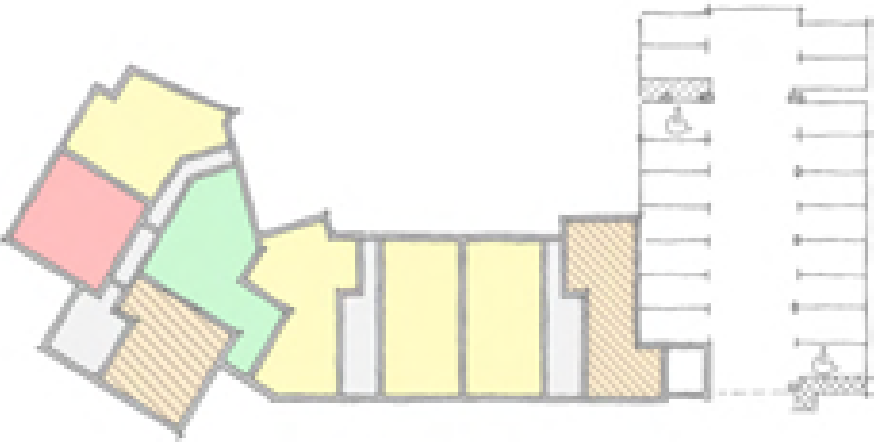
Fourth Floor



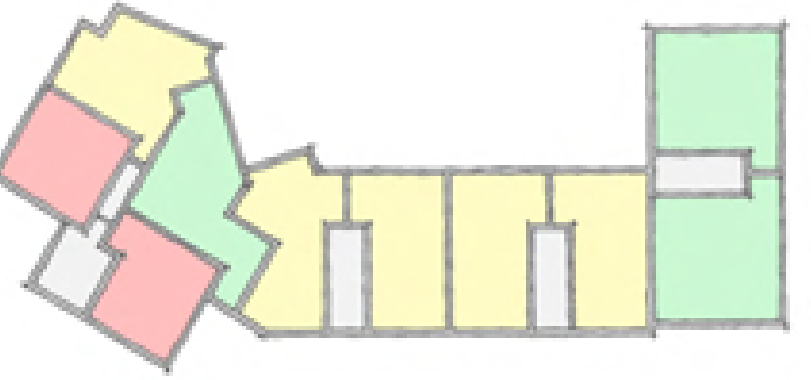
First Floor



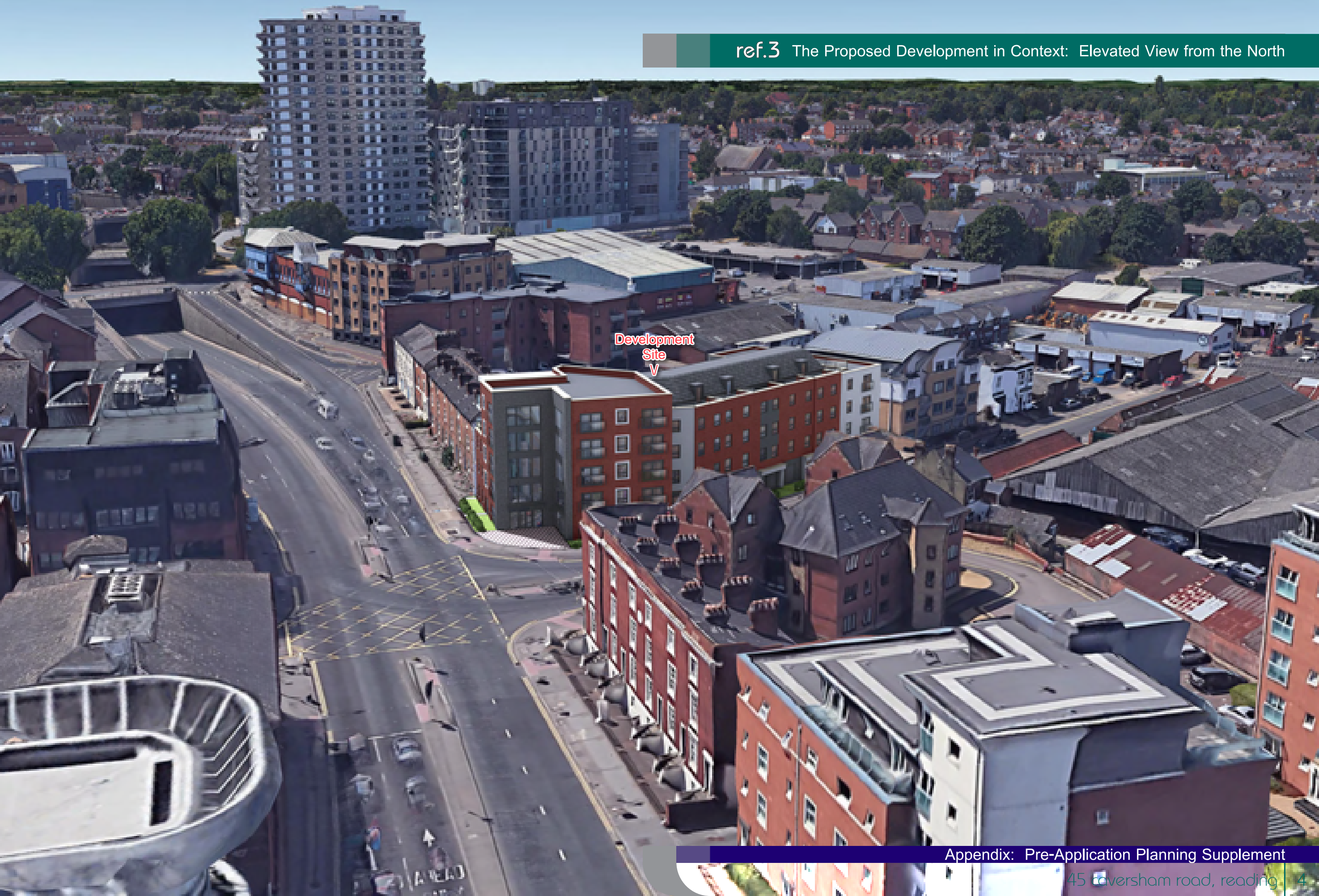
Third Floor



Ground Floor



Second Floor



land use characteristics

The proposed development is compared with the land use characteristics in the following analysis, in order to illustrate the compatibility of the proposals with its neighbourhood. The analysis also highlights the efficiency of the proposals through

its use of undercroft parking, thereby making best use of the land where many of the nearby developments utilise surface parking. Other developments (including Weldale Street Apartments) do not provide parking for the dwellings.



4. Lion Court		
Building footprint:	334m ²	36%
Parking & hardstanding:	559m ²	60%
Greenspace & other:	41m ²	4%
TOTAL	934m ²	

1. The Proposed Development

Building footprint:	880m ²	59%
Parking & hardstanding:	237m ²	16%
Greenspace & other:	385m ²	26%
TOTAL	1502m ²	



5a. 23-41 Caversham Road		
Building footprint:	351m ²	31%
Parking & hardstanding:	342m ²	31%
Greenspace & other:	422m ²	38%
TOTAL	1115m ²	

2. Malcolm Place

Building footprint:	799m ²	46%
Parking & hardstanding:	654m ²	37%
Greenspace & other:	293m ²	17%
TOTAL	1746m ²	



5b. Weldale Street Apartments

Building footprint:	617m ²	55%
Parking & hardstanding:	303m ²	27%
Greenspace & other:	193m ²	17%
TOTAL	1113m ²	

3. Regent Court & Regent Place

Building footprint:	514m ²	22%
Parking & hardstanding:	1304m ²	55%
Greenspace & other:	562m ²	24%
TOTAL	2380m ²	



6. The Chatham

Building footprint:	351m ²	66%
Parking & hardstanding:	179m ²	34%
Greenspace & other:	0m ²	0%
TOTAL	530m ²	



7. Pinnacle

Building footprint:	920m ²	58%
Parking & hardstanding:	675m ²	42%
Greenspace & other:	0m ²	0%
TOTAL	1595m ²	



8. Premier House

Building footprint:	702m ²	63%
Parking & hardstanding:	408m ²	37%
Greenspace & other:	0m ²	0%
TOTAL	1110m ²	



9. Friary Court

Building footprint:	539m ²	54%
Parking & hardstanding:	196m ²	20%
Greenspace & other:	261m ²	26%
TOTAL	996m ²	



10. 40 Caversham Road

Building footprint:	589m ²	68%
Parking & hardstanding:	276m ²	32%
Greenspace & other:	0m ²	0%
TOTAL	865m ²	



11. Stanshawe Court & Belmont Court

Building footprint:	575m ²	42%
Parking & hardstanding:	728m ²	54%
Greenspace & other:	54m ²	4%
TOTAL	1357m ²	



recent planning context

The proposed development is for 40 dwellings on the 0.15Ha site, for a development of 267 dwellings per Hectare. This proposed dwelling density is compatible with recent planning permissions in the neighbourhood, as shown below.

Site Address:

21 Caversham Road Reading RG1 7BT

Ref:

110628

Description:

Demolition of existing building and erection of 11 x 1-bed flats

Decision Type:

Application Permitted

Decision Date:

09 February 2012

Site Area:

0.016Ha

Dwelling density:

688dw/Ha

Site Address:

Former Reading Family Centre North Street Reading RG1 7DA

Ref:

181652, 181653 & 191659

Description:

Outline - erection of a 2.5, 3.5 and 4.5 storey building comprising 47 apartments for affordable housing in a mix of one, two and three- bedroom units. Landscaping, cycle & car parking with associated works (all matters reserved except layout and means of access). Full - two buildings of four and five storeys providing 41 dwellings as affordable housing units including vehicular, cycle and pedestrian access, parking and hard and soft landscaping

Decision Type:

Outline Application Permitted - Full Application TBC

Decision Date:

12 March 2019

Site Area:

0.23Ha

Dwelling density:

204dw/Ha - 178dw/Ha

Site Address:

80 Caversham Road Reading RG1 1AA

Ref:

110024

Description:

Outline planning application with all matters reserved with the exception of means of access, for the demolition of existing buildings; sitepreparation; and redevelopment of the application site for a mix of u ses from amongst employment and business uses (use class B1) and residential accommodation (C3); Hotel (C1), retail floor space (A1), food and drink uses (A3, A4 and A5), leisure uses (D2), car parking, public and private open space, landscaping works, highways, access and associated works. (NB up to 51,000m² residential + 18,000m² other uses)

Decision Type:

Application Permitted

Decision Date:

26 March 2012

Site Area:

2.2Ha

Dwelling density:

circa 500dw/Ha (residential only)



Site Address:	Land between Weldale Street and Chatham Street Reading
Ref:	170326
Description:	Demolition of all existing buildings (including 3 retail units) and structures, and erection of new buildings ranging between lower ground & 4 storeys to lower ground & 11 storeys in height, providing 427 (233x1, 182x2 & 12x3-bed) residential units (Class C3) and 1 flexible ground floor retail shop (Class A1) or restaurant and cafe (Class A3) unit, together with new public realm, landscaping, accesses, parking and associated works (amended description).
Decision Type:	Application Permitted
Decision Date:	15 March 2018
Site Area:	1.32Ha
Dwelling density:	323dw/Ha



Site Address:	114-116 Chatham Street Reading RG1 7HT
Ref:	100884
Description:	Erection of 13 x 2 bed flats and 1 x 1 bed flat with associated amenity space and car parking (resubmission of 10/00138/FUL)
Decision Type:	Application Permitted
Decision Date:	25 October 2010
Site Area:	0.057Ha
Dwelling density:	246dw/Ha



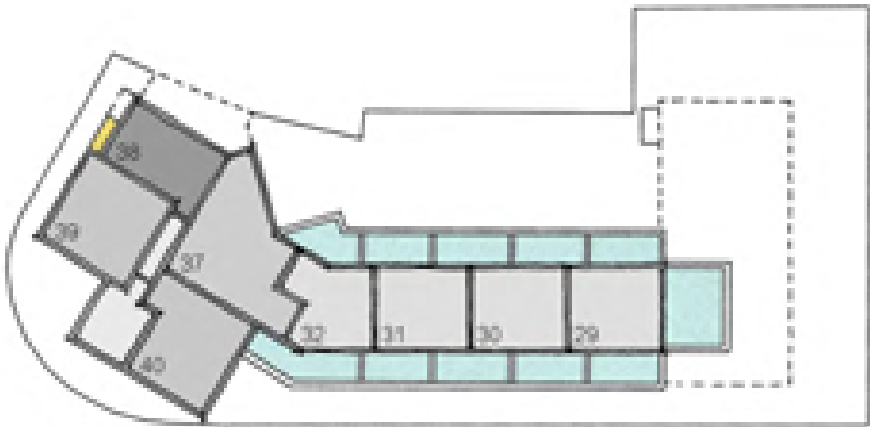
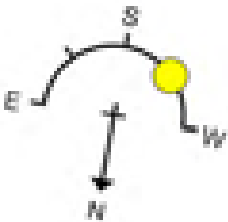
Site Address:	26-30 Swansea Road and 28-32 Northfield Road Reading RG1 8AH
Ref:	191924
Description:	Full planning application for the demolition of the existing 2-bedroom dwelling and garages, and erection of nine dwellings, including eight three-bedroom houses and one three-bedroom coach house, with access and parking from Swansea Road, and associated landscaping.
Decision Type:	Application Permitted
Decision Date:	06 March 2020
Site Area:	0.12Ha
Dwelling density:	75dw/Ha



amenity space & landscaping

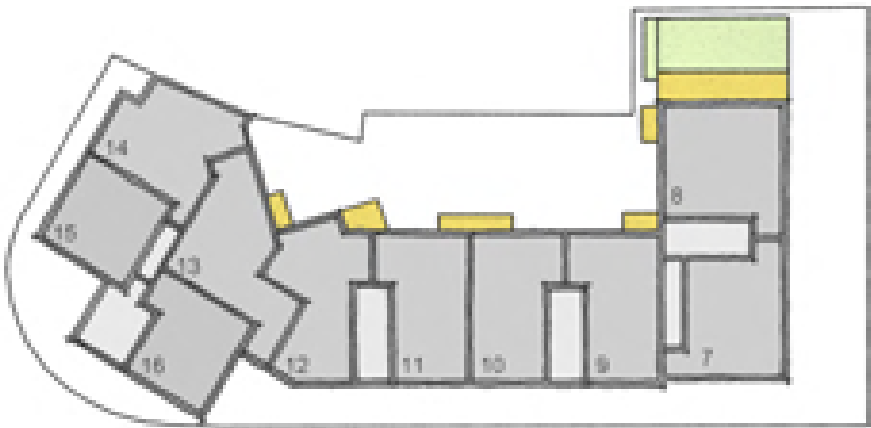
The proposed development will provide a good level of amenity for the residents, through the incorporation of private balconies and/or roof terraces for most of the dwellings, as well as a communal soft landscaped garden and amenity deck providing landscaped spaces for residents to meet and enjoy.

Each ground floor apartment will have its own individual ground floor front door and access to a private patio area. The family duplex apartments will be arranged over 2 floors, with the top floor providing access to enclosed roof terraces.

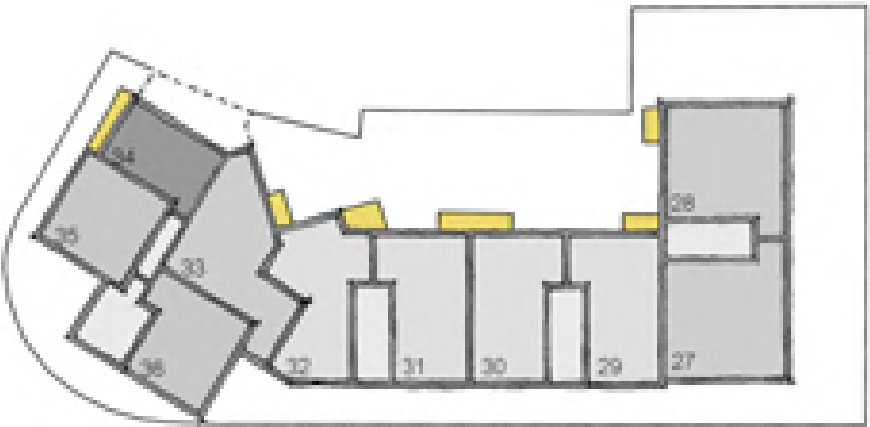


Fourth Floor

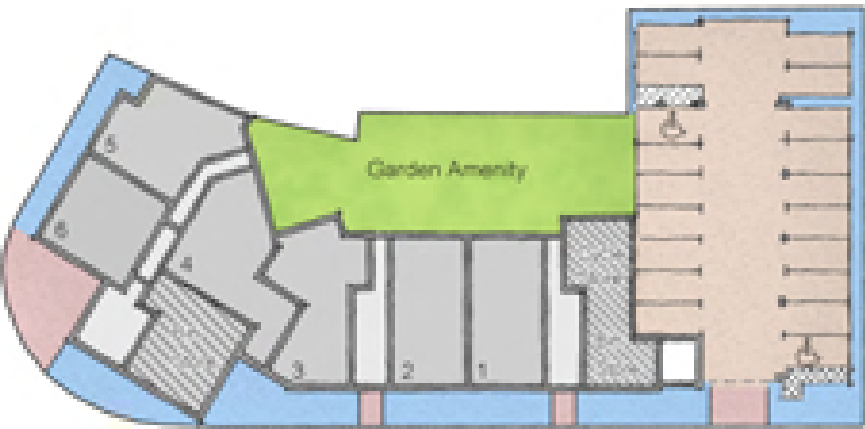
Balcony x21	96m²
Roof terrace x11	145m²
Communal garden space	228m²
Amenity deck	47m²
Landscaped frontage spaces	202m²
“Public Realm” hard & soft landscaping	68m²



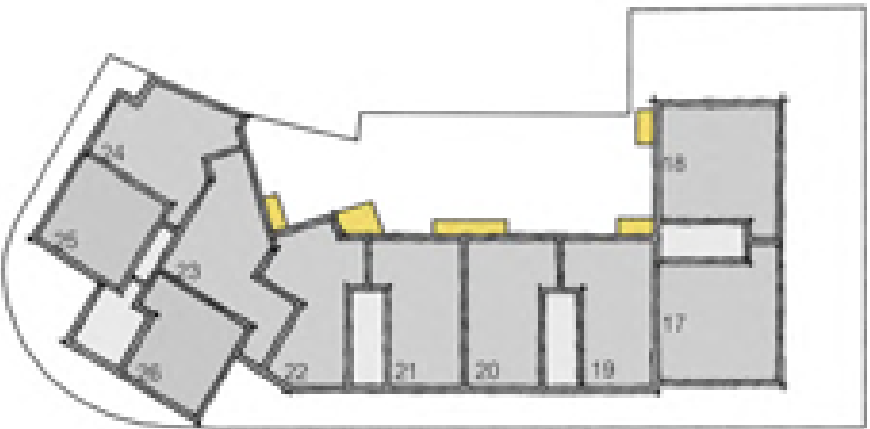
First Floor



Third Floor



Ground Floor



Second Floor



ref.4 Landscaped Garden Space - *opportunity for high quality landscaping*

There are opportunities for high quality landscaping within the proposals: for the residents' amenity space to the rear of the building, and for hedges and townscape trees of appropriate

species along the Great Knollys Street and Caversham Road frontages, as part of a holistic landscape strategy which could incorporate public art or a feature tree at the landmark corner.



daylight & relationships

Each dwelling has been purposely designed to be dual aspect to receive a good level of daylight.

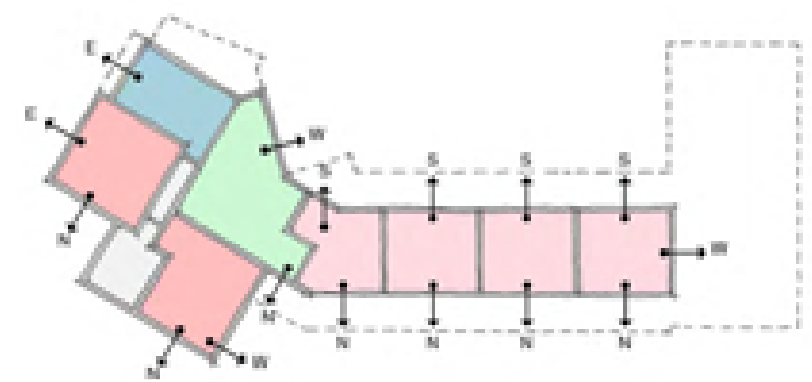
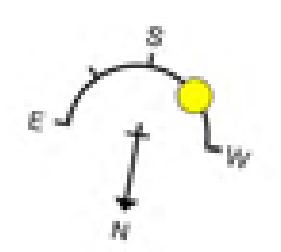
The building footprint locates the building form closer to the northern and eastern boundaries, creating appropriate separation and privacy to the adjacent buildings whilst protecting their daylight provision.

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

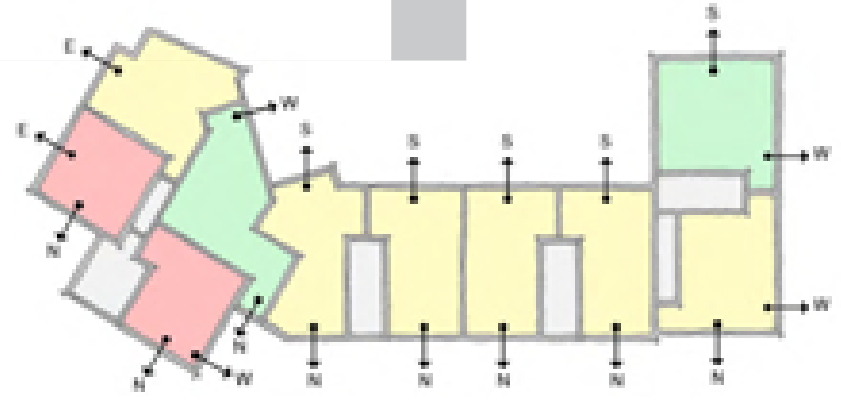
façade therefore avoid any overlooking towards existing properties. The balconies in this corner are also orientated to avoid overlooking and have privacy screens alongside.

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

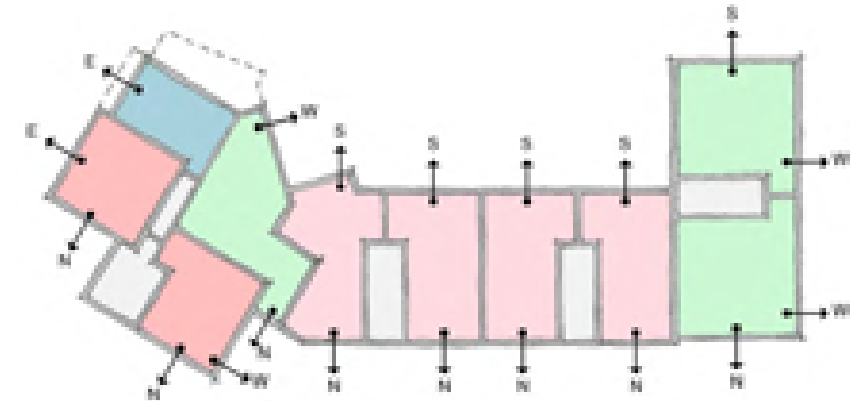
The planning application will be supported by a full daylight survey.



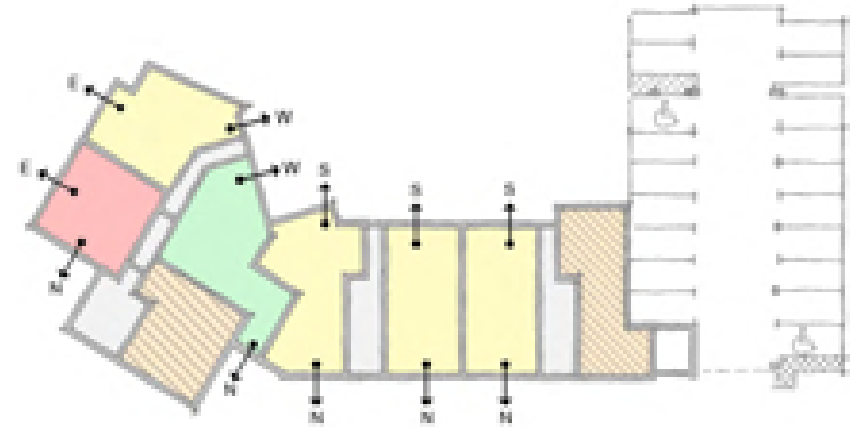
Fourth Floor



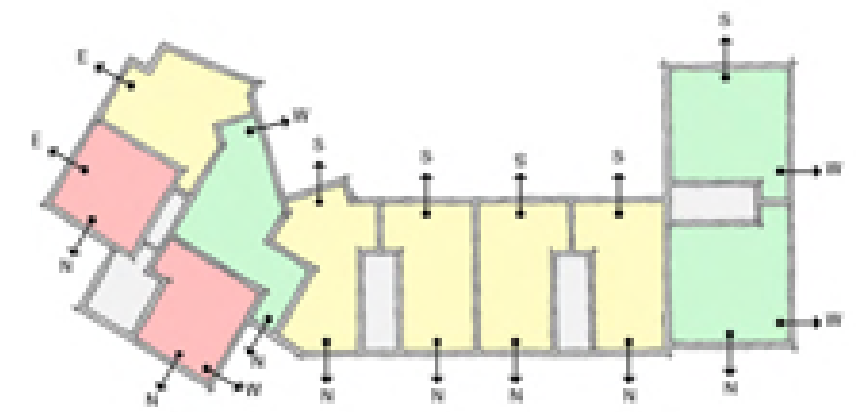
First Floor



Third Floor



Ground Floor



Second Floor

