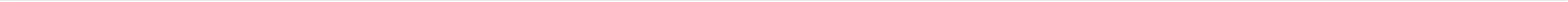


Evaluation



Evaluation

Our approach is to create a very clear scheme, with a separate stair core and the main block split into two on three floors, we have set back the 3rd floor minimising the view from the ground.

The material palette is for a contemporary red brick design, which is not intended to be 'pastiche'.

We have focused on the relationship between the proposed and the neighbouring streetscape and in our view the idea of creating a 3 storey book end solution fits in very well grain of the street, which is a mix of 2/3storey terraces with pitched roofs.

We have not proposed a pitched roof on this scheme because we are transitioning from the terraced houses to the Surgery which has a very clear parapet edge with the roof set back.

The site has not been rented for a long period of time and is in need of redevelopment, this would help with the ever increasing requirement for new houses in central Reading.

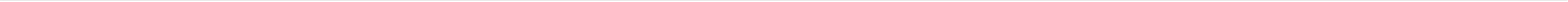
In contrast to the existing, we believe the proposal will enhance the street dramatically.



02

Design

Use



Use

Change of Use

111a Watlington St is a redundant light industrial unit that has been vacant for a number of years and therefore there has been no employment at this site during this period. In 2011, Planning was granted (07-01073-FUL) for the change of use, refurbishing and converting the existing building into residential flats. The building is located on a predominantly residential road of 2 and 3 storey Victorian houses and as stated by Reading Planning Authority in the pre-application process, 'it is not considered that there would be an in principle objection to the loss of the existing use'.

With reference to Core Employment Areas policy CS11 of the Core Strategy (2008,2015), we acknowledge the requirements of the policy and respond accordingly below;

- i) The site is located on the periphery of Central Reading and access to the site via public transport, road networks, paths etc is good. The site is very accessible which is good for residential development.
- ii) The property has been on the rental market for light industrial purposes for 3 years and the client has been unsuccessful in letting it. The site is located on a residential st and is in close proximity of the University and Hospital and would be a much more viable solution as residential (1/2 bed apartments).
- iii) We were advised during the pre-application process to provide a mix of 1/2 bed apartments. This is a small development and therefore it is not envisaged that this will create a surplus of this type of unit.
- iv) The road is predominantly residential and if the light industrial unit were to remain and it could be rented (although unlikely based on experience) it may have a detrimental impact on the character of the street. The existing building is in a poor condition and is out of character with the street, a new build residential unit would be preferable.
- v) There is a requirement to be build a significant amount of residential units, the need for this far outweighs the need to retain the light industrial unit and we believe the proposed development would be a positive contribution to this requirement.
- vi) The light industrial unit is an isolated use in a predominantly residential area, the loss of this would not lead to a piecemeal development.

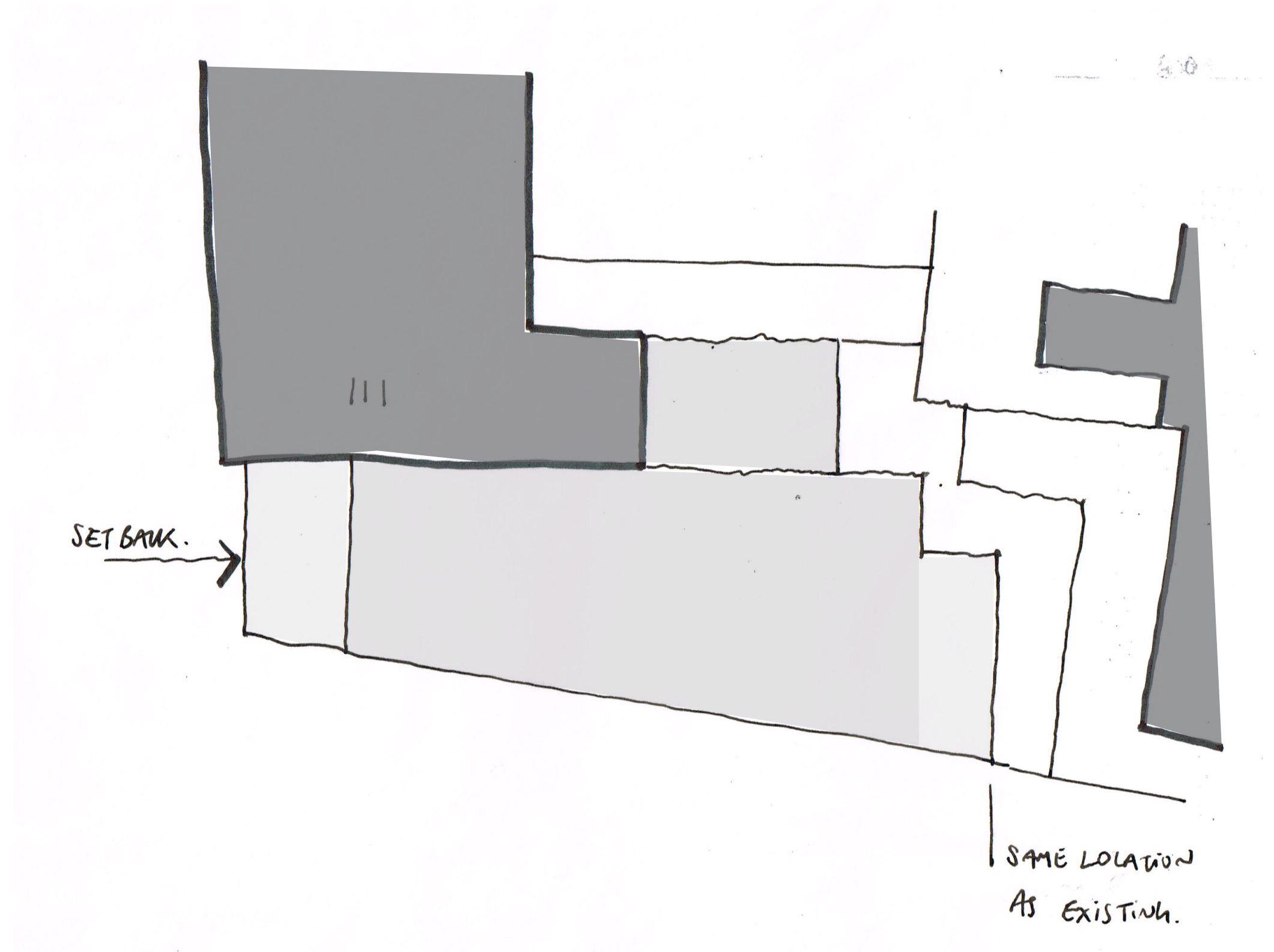


Layout

Layout Concept diagram

The proposal is to pull the new building to align with the neighbouring properties and then to open up the existing gap between the proposed and the rear, this will help align it in the context.

The views for the windows will be focused obliquely from the corners, away from the neighbouring properties.

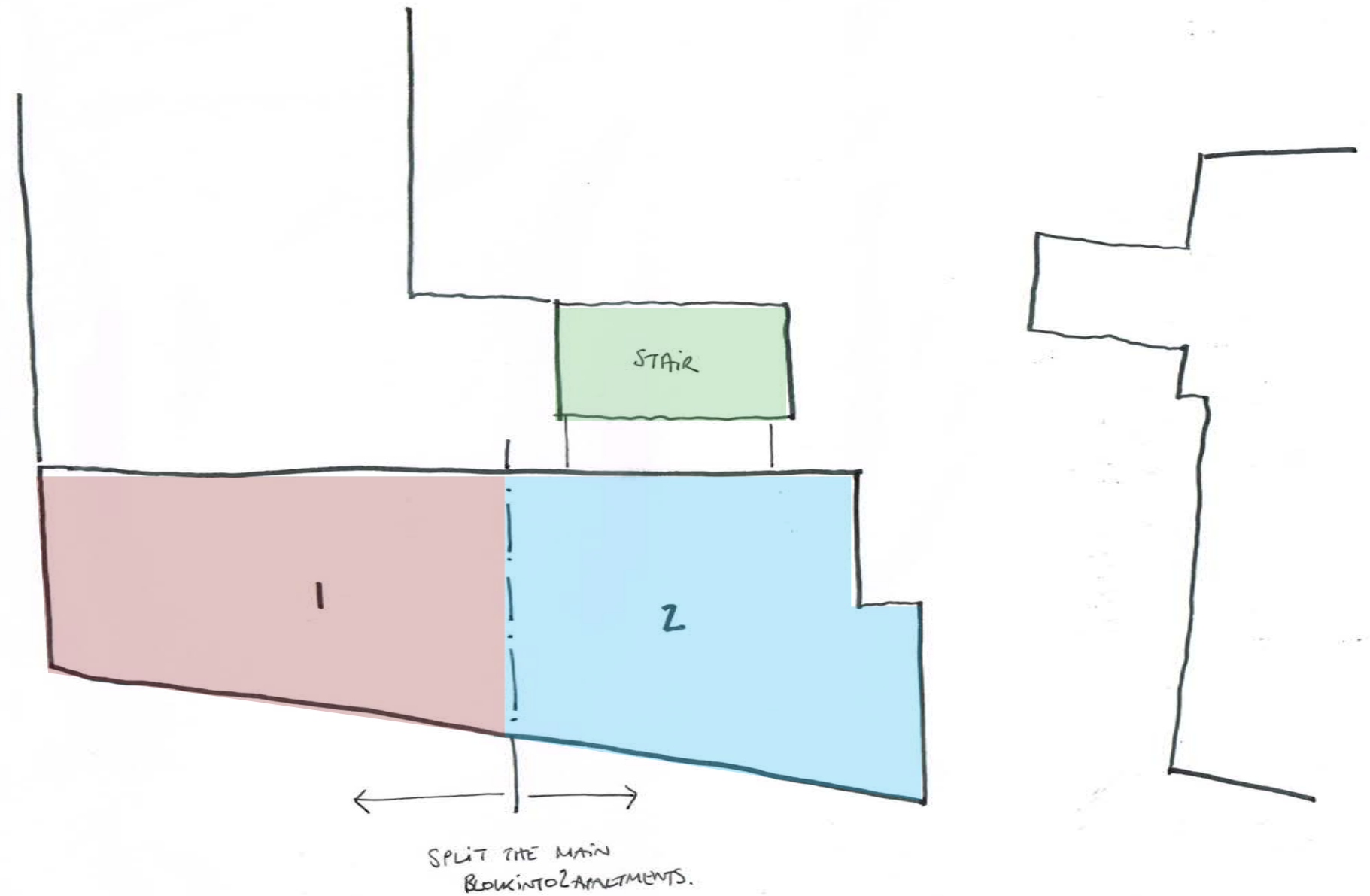


Layout

Strategy for building layout

In order to create an efficient floor plan, we have created a separate stair core on the site of 111 Watlington Street, which is also owned by our client. The stair core replaces the existing volume to the rear of property 111.

The separate core allows us to split the main block cleanly into two apartments at each floor, front and back. Alternatively the location of the stair allows for the one apartment per floor.



CONCEPT SKETCH.

Layout
Location Plan - Existing and Proposed



Existing

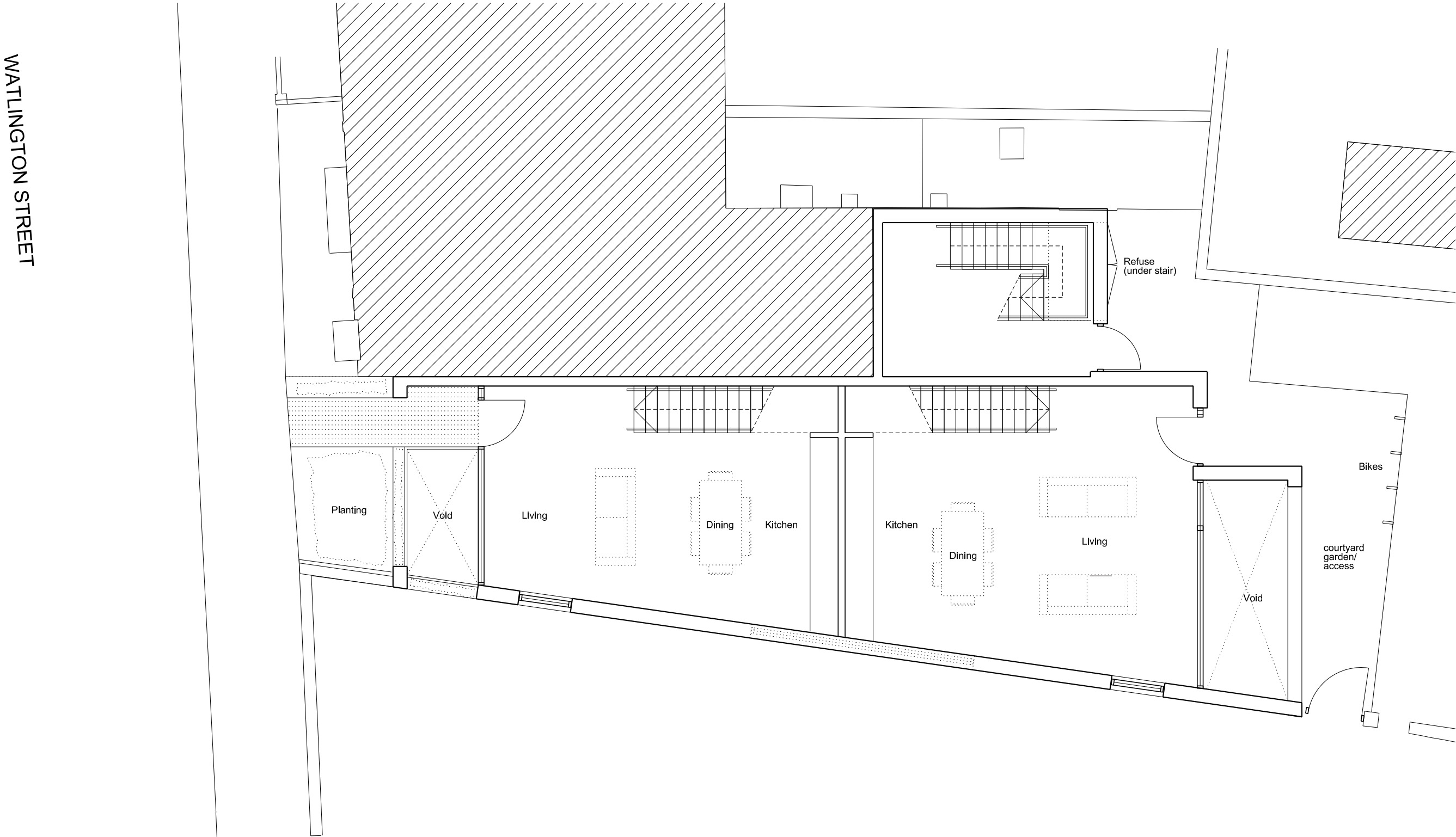


Proposed

Layout
Basement Plan - Proposed

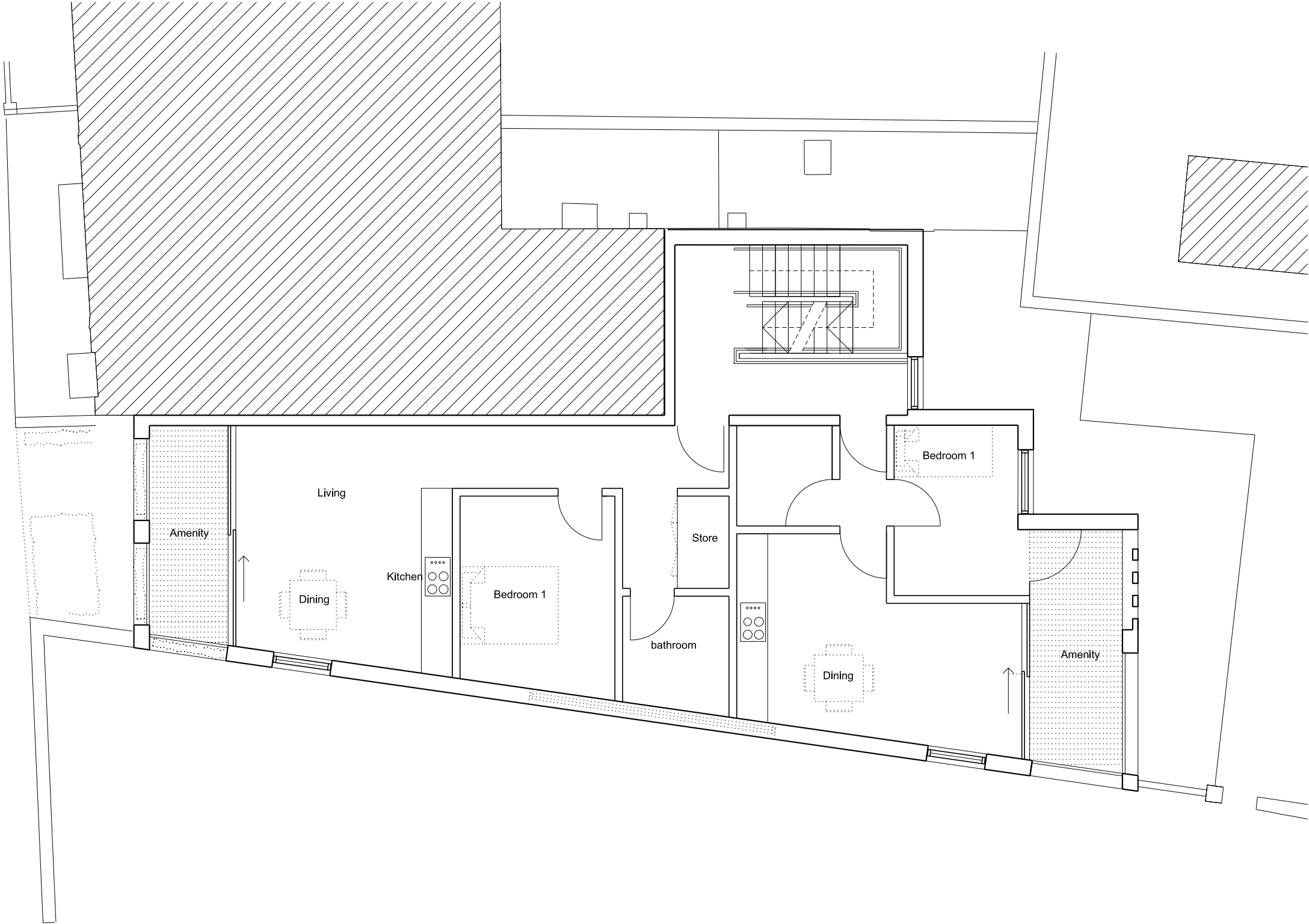


Layout
Ground Floor Plan - Proposed



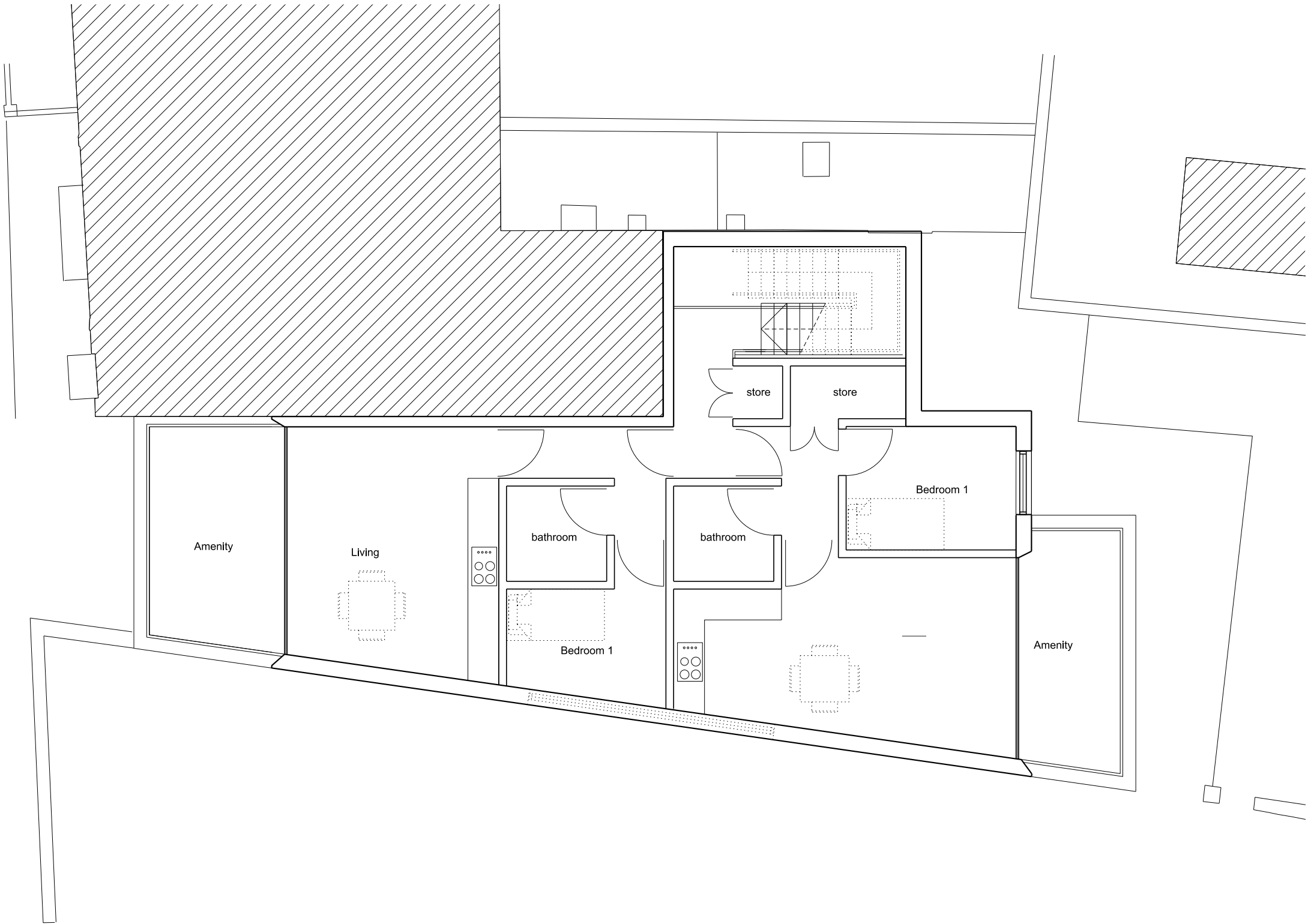
Layout
First Floor Plan - Proposed

WATLINGTON STREET



Layout
Second Floor Plan - Proposed

WATLINGTON STREET



Layout
Roof Plan - Proposed

WATLINGTON STREET



