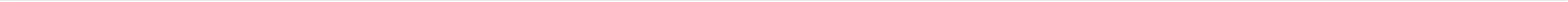


Appearance

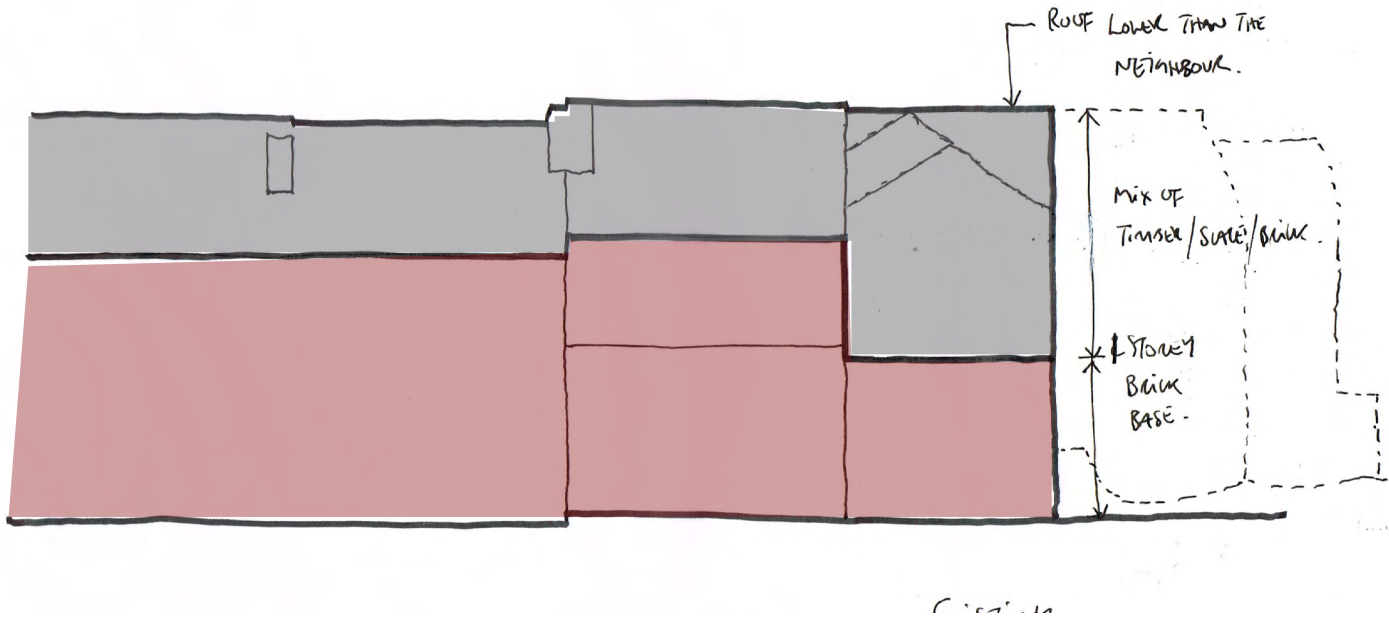


Appearance
Street scape

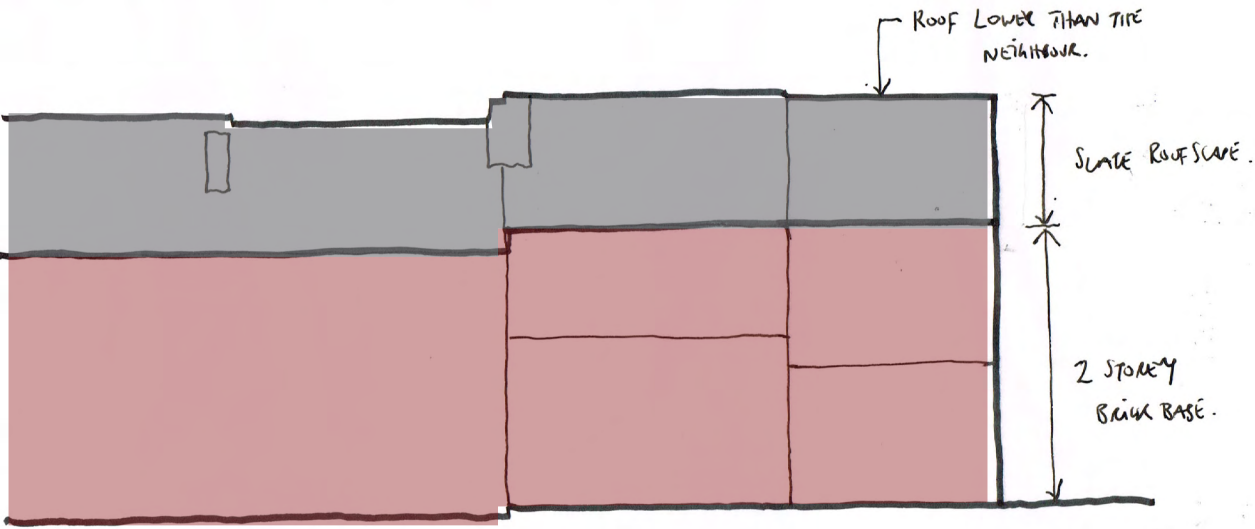
The two diagrams opposite illustrate the existing and proposed street scape. The existing has a series of 2 storey + pitched roof, which are displaced by 3 storey houses + pitched roofs midway

The existing scenario shows how the existing industrial unit with its pitched roof is out of context with the street scape.

The proposed shows a two storey brick base with a slate roof. The proposed roof is lower and setback at the front so that it remains subservient to the terraced houses.

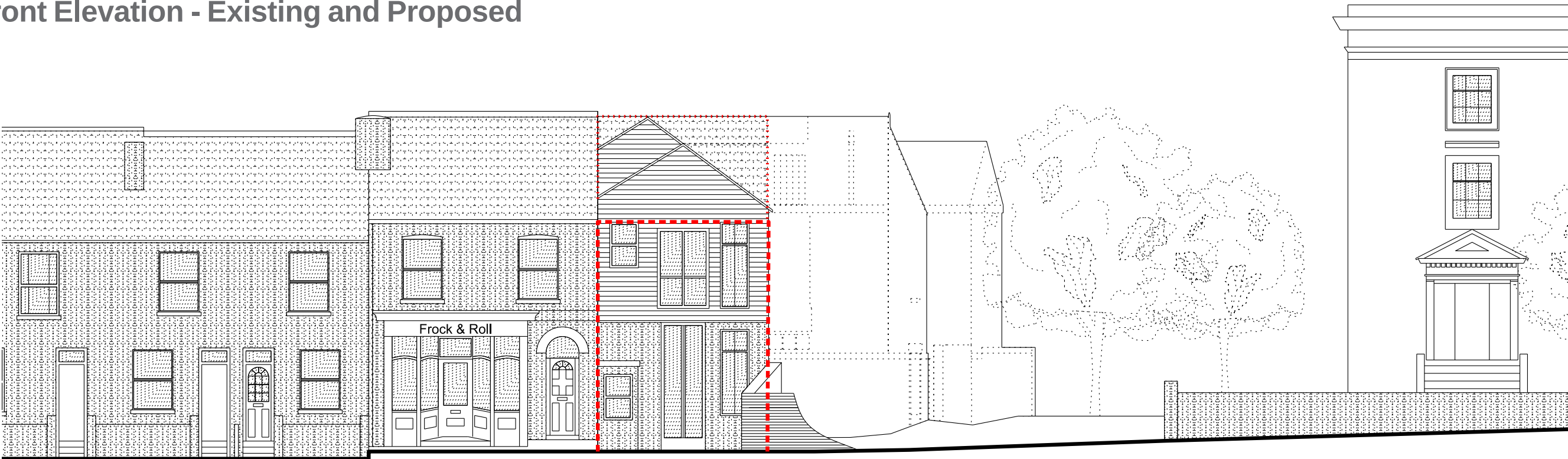


Existing

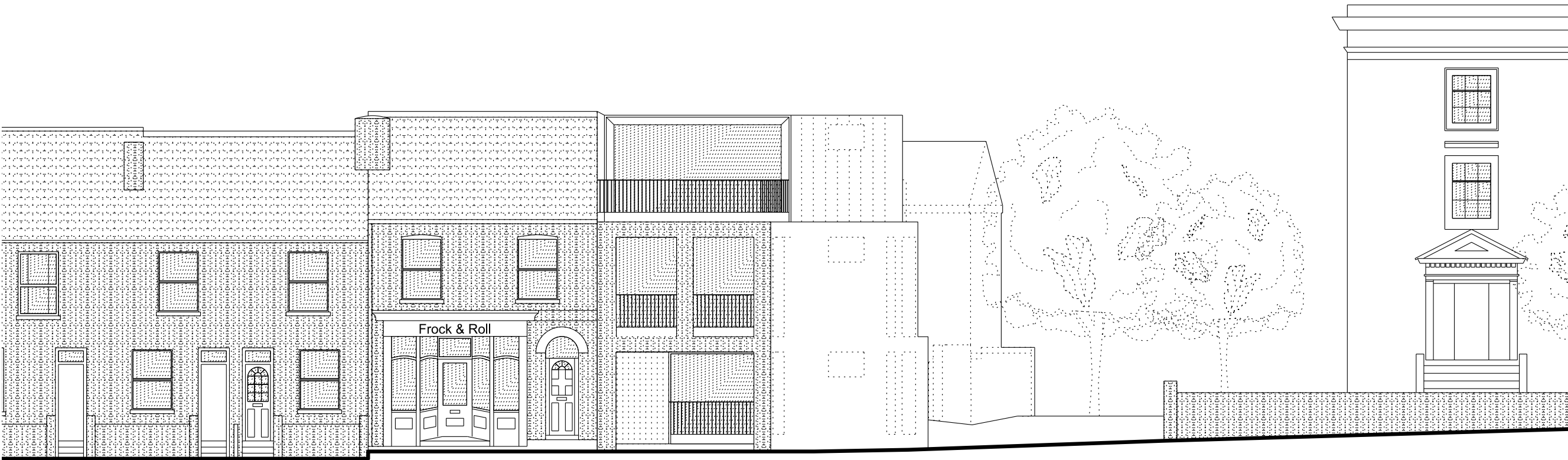


Proposed

Appearance
Front Elevation - Existing and Proposed

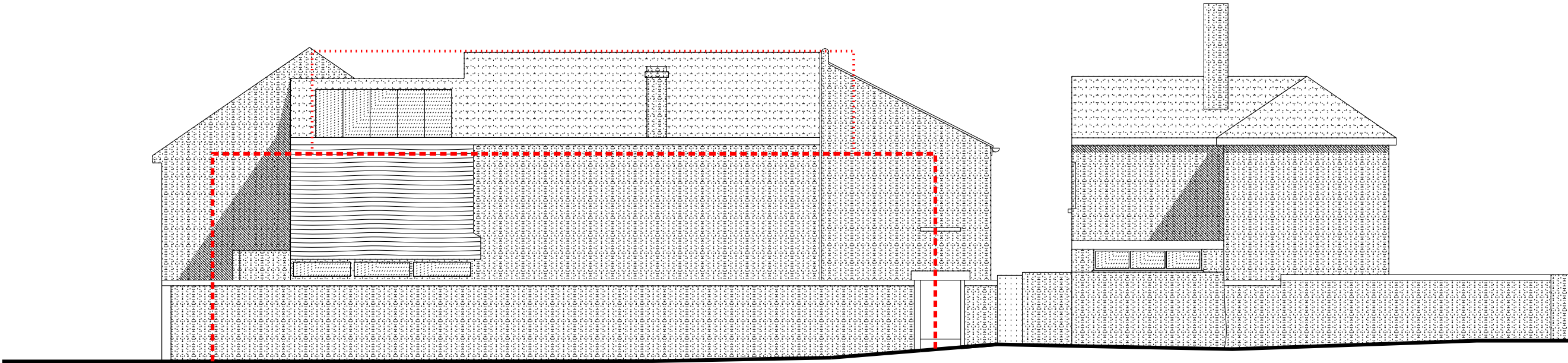


Existing

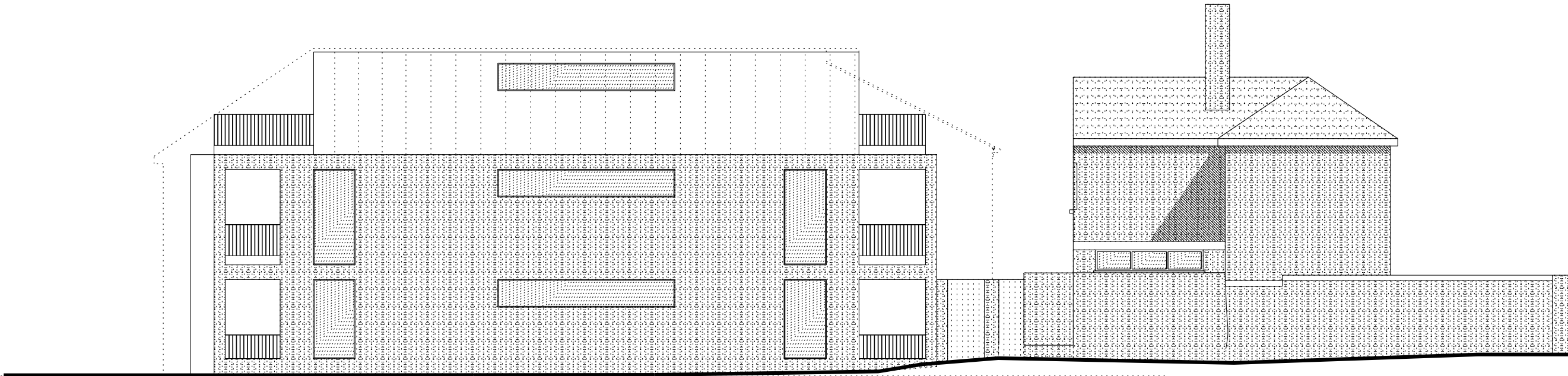


Proposed

Appearance
Side Elevation - Existing and Proposed



Existing



Proposed

Appearance

Indicative perspective view from Melrose Surgery



Appearance

Indicative perspective view from Watlington St



Appearance

Indicative perspective view from Watlington St





Amount / Scale

Amount/Scale

3- d Comparison between Existing and Proposed

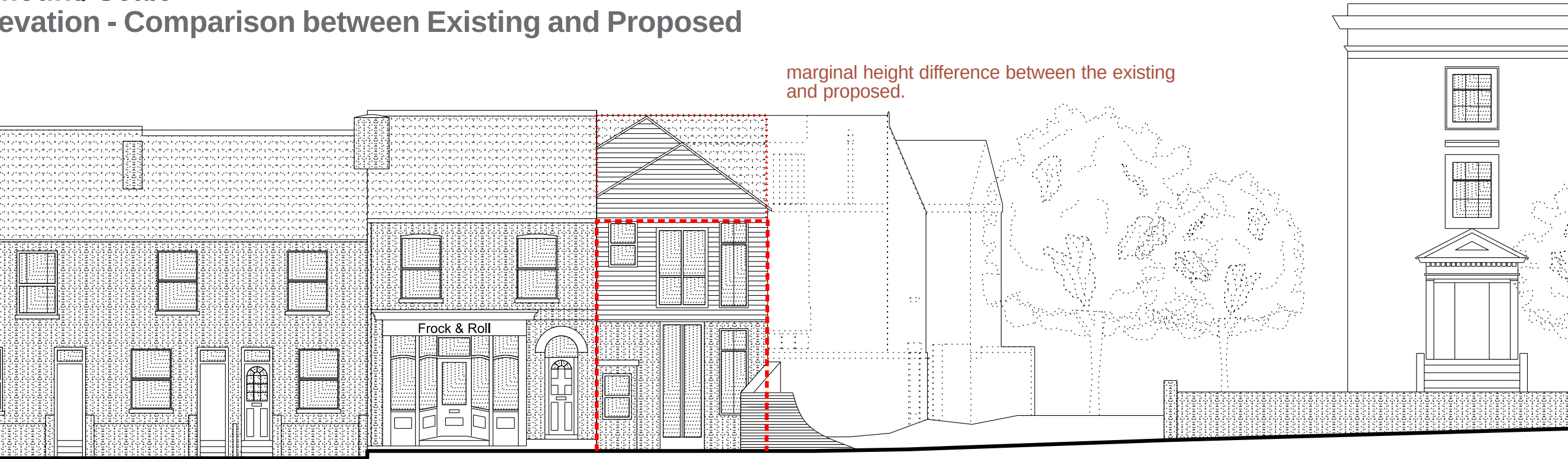


Amount/Scale

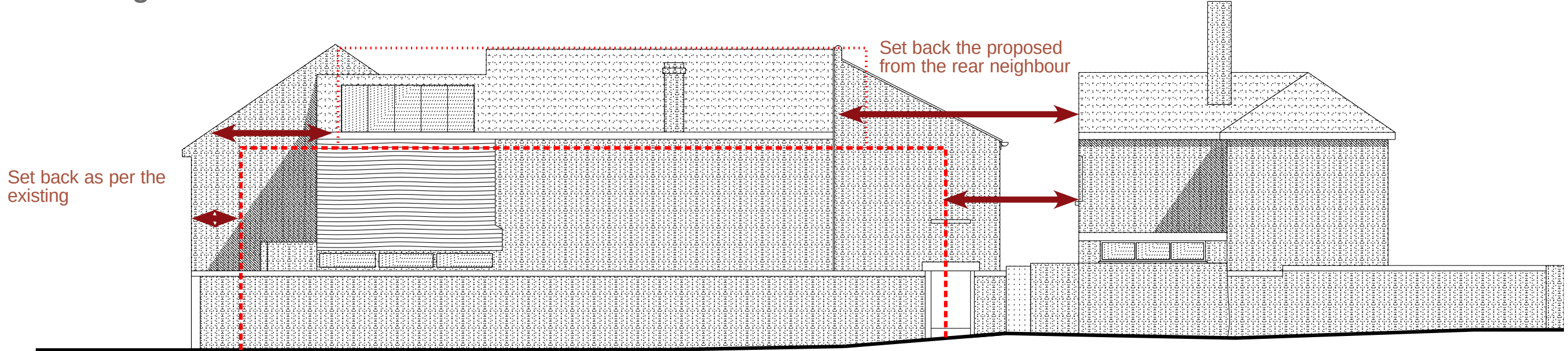
3- d Comparison between Existing and Proposed



Amount/ Scale
Elevation - Comparison between Existing and Proposed

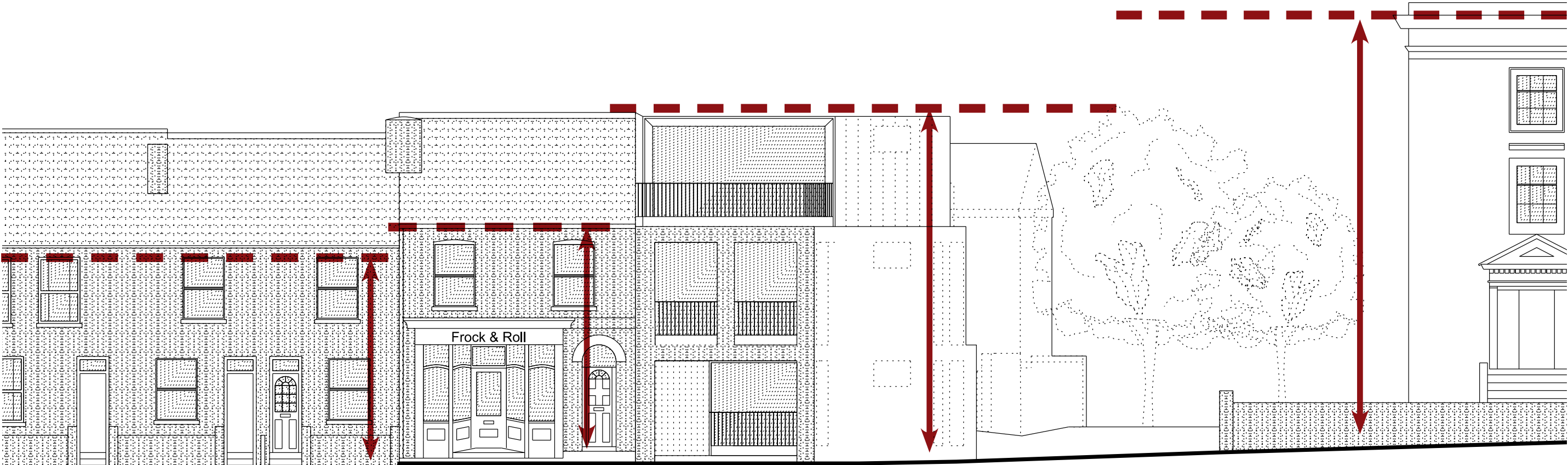


Existing

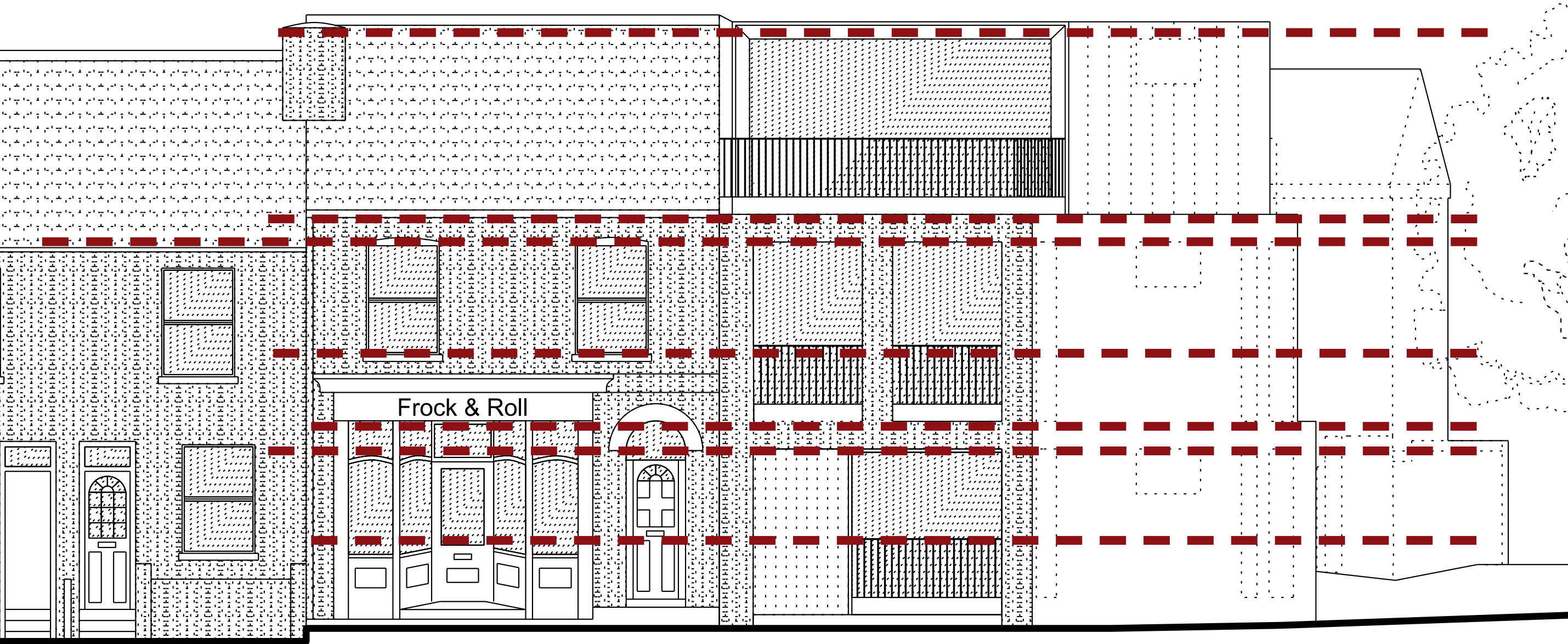


Proposed

Amount/ Scale
Stepping transition of the front elevation between two storey houses and Melrose Surgery



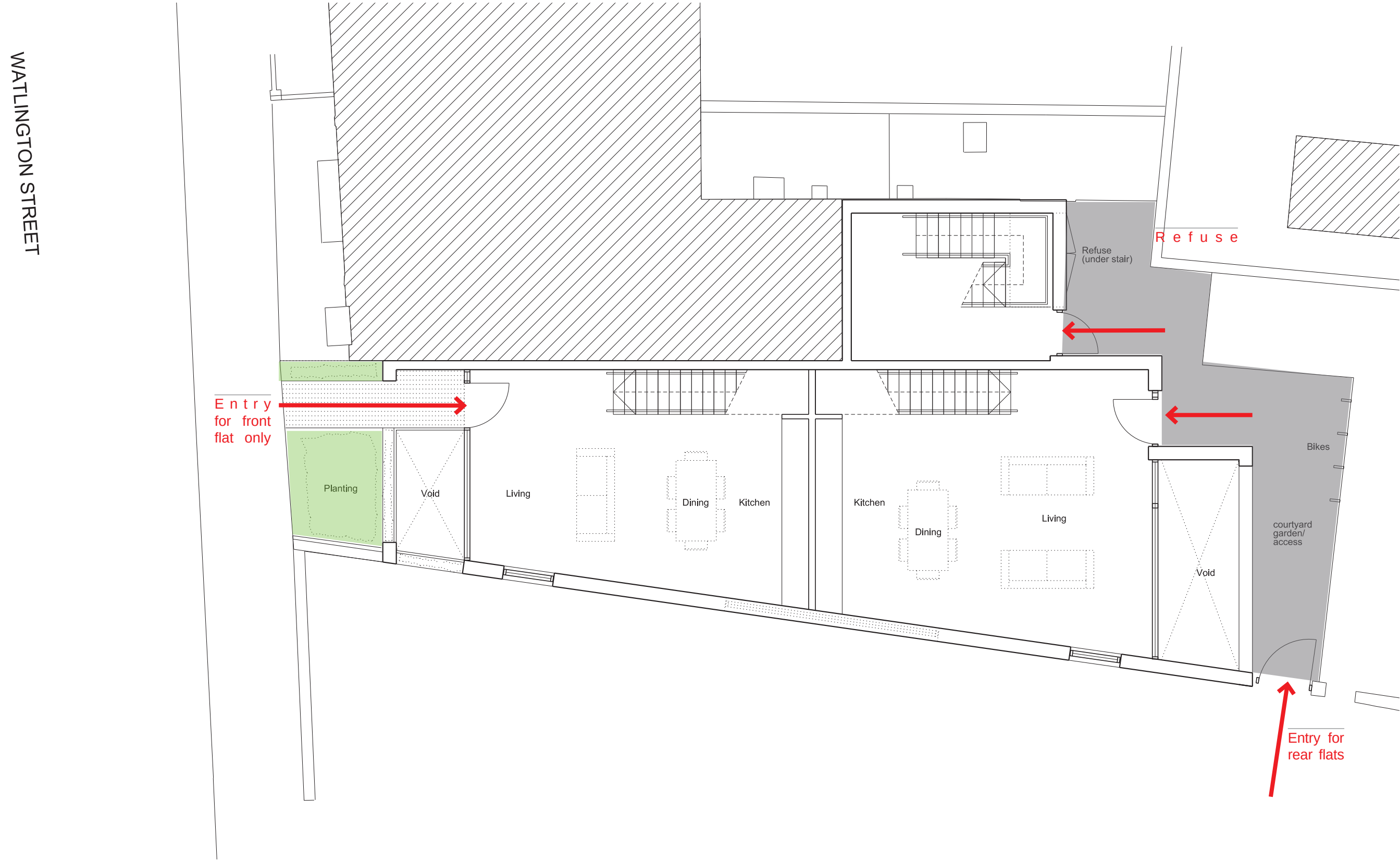
Amount/Scale
Window alignment with neighbours





Landscape

Landscape - Ground Floor
Amenity Space/ Entry Garden/ Cycling/ Refuse area



Landscape - Upper levels

Amenity Space

The upper level apartments will have amenity space front and back.

In the previous pre-application there was a request for 55dB on the balconies, this will not be achievable due to the presence of the main road.

In terms of the acoustics for the rest of the spaces this will be achieved through the wall build ups.

Transport Issues

Justification for zero parking as follows;

The site is located in on the periphery of central Reading is within walking/ cycling distance of the main train station, bus station and therefore has good public transport connections. It is also located within walking and cycling distance of the University and Hospital.

Residents parking, does it already have residents parking for two cars?

Need to provide 0.5 cycles per unit.

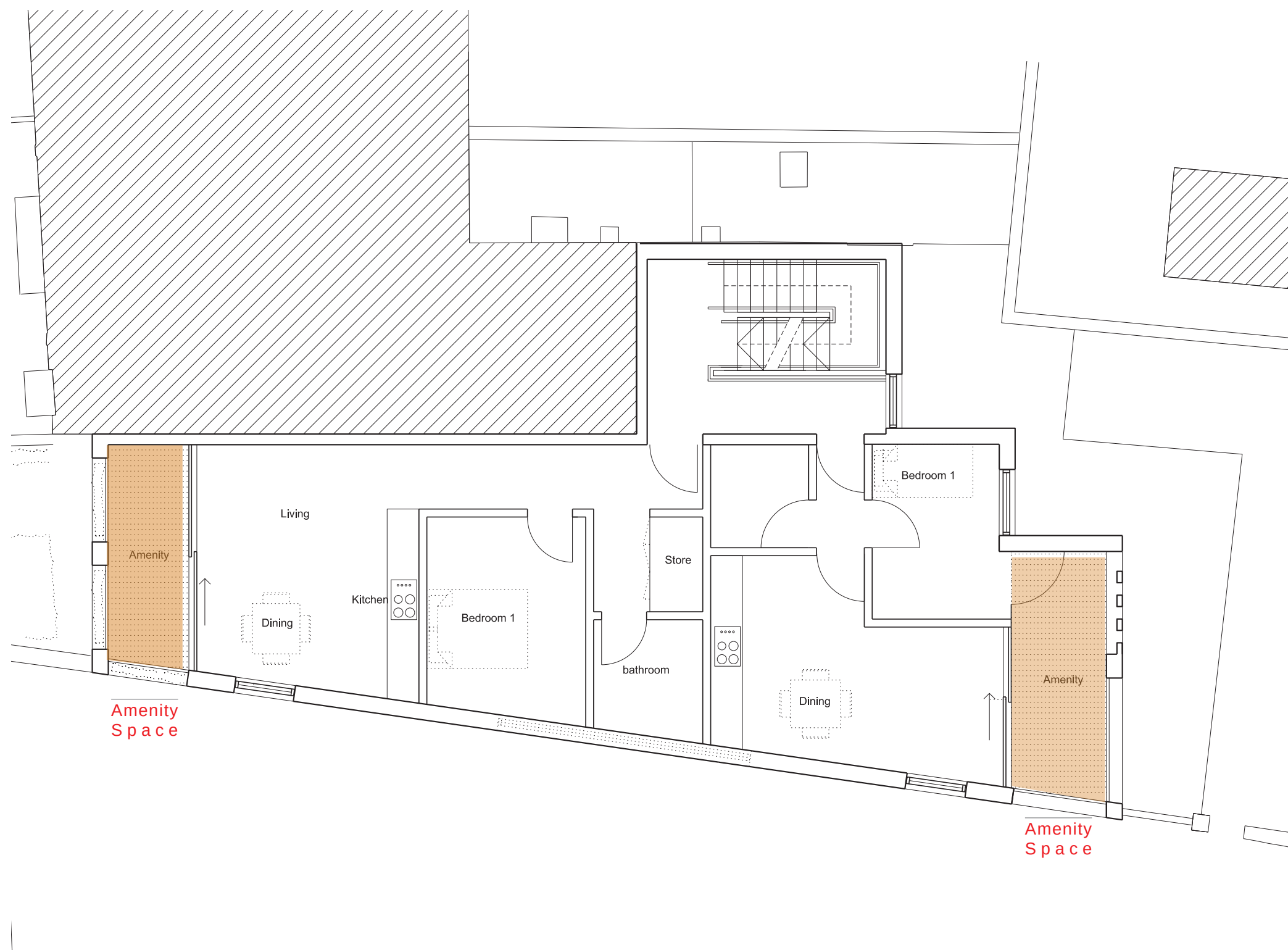
Bin storage to be clearly located.

Environmental Protection

Noise impact assessment is required.

Construction and demolition phases.

Scheme to be submitted for the provision of controlling noise and dust.



Additional Pre-application Requirements

Acoustics/ Transport Issues/ Noise Impact / noise and dust in construction

Acoustics

In the previous pre-application there was a request for 55dB on the balconies, this will not be achievable due to the presence of the main road. In terms of the acoustics for the rest of the internal spaces this will be achieved through the wall build ups, specification of glass to adhere to requirements. We can offer AC units but feel this is not environmentally friendly and would prefer the occupiers to open windows as opposed to have fixed windows and AC units.

Transport Issues

Justification for zero parking as follows;

The site is located on the periphery of Central Reading and is within walking/ cycling distance of the main train station, bus station and therefore has good public transport connections. It is also located within walking and cycling distance of the University and Hospital.

Please note residents parking already exists for the existing

We have provided 2 cycling spaces per apartment located.

Construction and demolition phases.

Should the applicaiton be put forward for approval we would be happy to have this as a condition within the approval.

03

Conclusion

03 Conclusion

The design proposal creates a very clear scheme, with a separate stair core and the main block being the apartments, we have set back the 2nd floor, set back the front elevation and lowered the roof below the neighbouring property.

The proposal is for a contemporary red brick design with a contemporary slate roof, the scheme is to be a contemporary scheme and not a 'pastiche'.

Through the pre-application process and regular communication with the Planning Authority We have focused on the relationship between the proposed and the neighbouring streetscape.

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.

