

5.PROPOSALS

BAY STUDIES TO FRIAR STREET



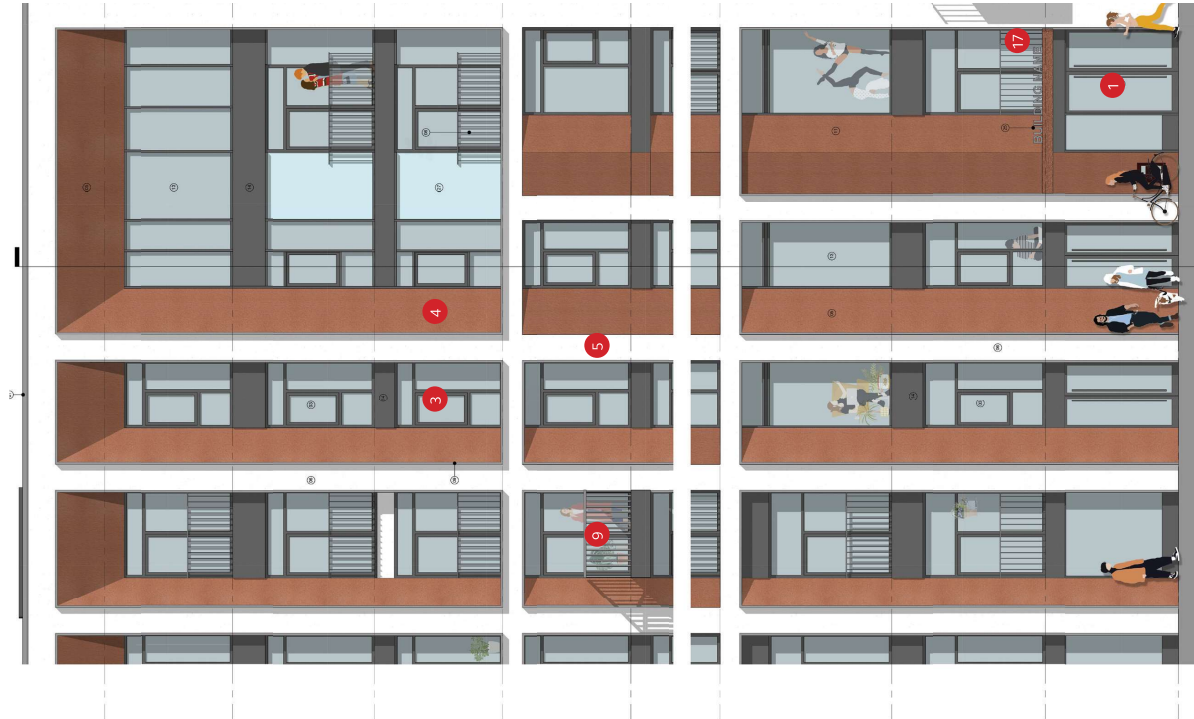
5.PROPOSALS

BAY STUDIES TO FRIARS WALK: PLOT E & PLOT F



5.PROPOSALS

BAY STUDIES TO GARRARD STREET



- 1 Aluminium external door
- 2 Brickwork horizontal course
- 3 Aluminium window
- 4 Angled projecting metal panel
- 5 Stone coloured cladding panel
- 6 Metal railing balustrade
- 7 Extruded metal frame around window openings
- 8 Metal cladding panel
- 9 Glass balustrade
- 10 Aluminium curtain wall
- 11 Aluminium window sills
- 12 Brickwork soldier course
- 13 Perforated plant screen
- 14 Metal cladding to columns
- 15 Render system
- 16 Metal railing balcony
- 17 Canopy with signage above



5.PROPOSALS

BAY STUDY TO COURTYARD



5.17 CONCLUSION

The proposed development will deliver 598 new build-to-rent homes in Reading (including socially affordable units) within a well-managed and attractive development. It will provide a high-quality environment, with strong placemaking characteristics and attractive architecture, all within the heart of the town centre. It will begin the realisation of Reading Borough Council's ambitions to rejuvenate Station Hill.

The architecture will be distinctive and responsive to the character of Reading. The articulated massing of the buildings will ensure that the development has an appropriate scale and relate to the various surrounding contexts: Friar Street, Garrard Street and the new Friars Walk. Window arrangements and details, balconies and shopfronts will create rhythm and grain to the elevations and ensure that the buildings have a neighbourhood feel enhance the context.

Materials have been carefully selected to reinforce this strategy with the taller Garrard Street elevations clad in a silver-grey brick with red decorative elements, and the lower elevation to Friar Street clad in red brick and in tones that relate to the surrounding street. Metal is used judiciously to create emphasis or distinction. The lanterns are clad in stone-like material to create special moments in the urban hierarchy.

The design is highly-resolved, down to the excellent back of house facilities and service areas ensuring that the scheme functions correctly. A well-managed building will ensure that tenants choose to live in Station Hill and that the public realm remains attractive for many years. The efficient functioning of the building has been validated by detailed technical appraisals and studies that address everything from sunlight/daylight, wind, heritage and views to refuse and energy strategies. These are all submitted with this application.

A significant amount of time and effort has been invested in developing proposals for the public realm and working with the Council to ensure that the development delivers improvements to Garrard Street and Friar Street and as well as delivering a high-quality hard and soft landscape around the building, in the residential courtyards and in particular to Friars Walk. This work will deliver important placemaking benefits to the wider area, making the pedestrian experience of Reading town centre more pleasant and enjoyable, and providing greater permeability between the station and the town centre.





View of Friars Walk from the north looking south towards Friar Street



6

LANDSCAPE & PUBLIC REALM LDA DESIGN



6. LANDSCAPE & PUBLIC REALM

6.1 LANDSCAPE STRATEGY

6.1.1. Context and Scope

LDA Design were commissioned by CRTKL to provide landscape design proposals for the public realm, podium courtyards and roof top amenity space. This section describes landscape proposals within the planning boundary for these external areas and includes site analysis, design approach and a description of landscape proposals through:

- Landscape and public realm design principles
- Illustrative plans
- Key views and sections
- Access and furniture strategies
- Hard landscape material palette
- Soft landscape material palette
- Biodiversity strategy
- Play strategy

The design philosophy for the Landscape and public realm for Station Hill is to provide a vibrant, multifunctional place where the landscape provides a connection between people and place, in line with LDA Design's 'first life' approach.

LANDSCAPE / 'lan(d)skeip

Origin

land, old English, meaning 'home territory' or a place where people belonged.

scape, from the German *schaffen* and old English *scapan*, meaning to create or make.



6.1 LANDSCAPE STRATEGY

6.1.2. A Place to belong

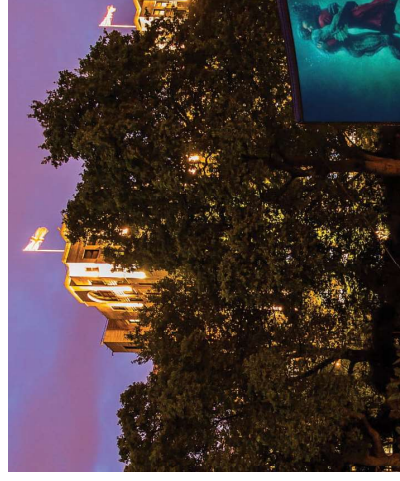
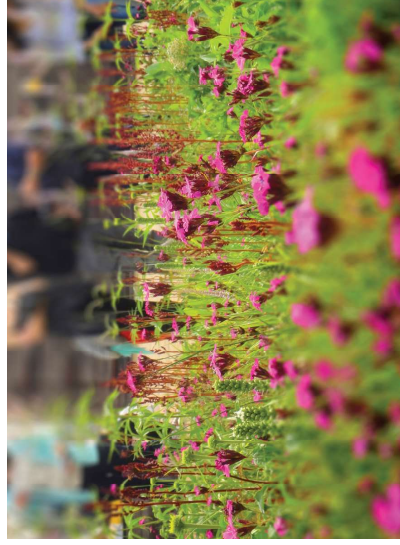
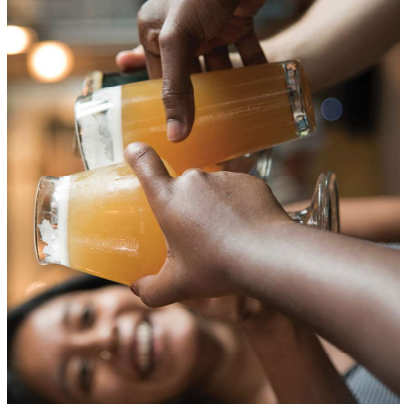
Reading has long been an important commercial centre. In the 18th and 19th century, it became known for the 3Bs: brewing, baking and bulbs, with companies such as Suttons, Huntley & Palmers and H&G Simmonds Brewery thriving here. More recently, Reading has become a tech hub: Microsoft picked Reading for its UK headquarters.

Station Hill is an incredible opportunity to connect the station to the wider town. It will be both dramatic and intimate, social but with quiet, sunny lunch spots; a place that leads you on to explore Reading itself, but that also softens the steps of increased footfall; a place that offers a real sense of Belonging - Reading's fourth B.

Our vision draws on the landscape to create a new, flexible gateway to the city. Station Hill will be distinctively of its place, a signpost for an emerging Reading, reflecting its rich history and huge future.

If location is everything, then Station Hill has it all. Connecting the station to the wider town, this vibrant new neighbourhood brings the sociability and community feel of a village to the heart of bustling Reading.

Step out on the weekends to discover market stalls laden with local Thames Valley produce. In summer, classic film screenings, or pop-up events from table tennis to urban swings might enliven Friars Walk. As the weather turns chill, a hot chocolate from the winter market will help to keep you warm.



6. LANDSCAPE & PUBLIC REALM

6.1 LANDSCAPE STRATEGY

6.1.3 Uses and Movement

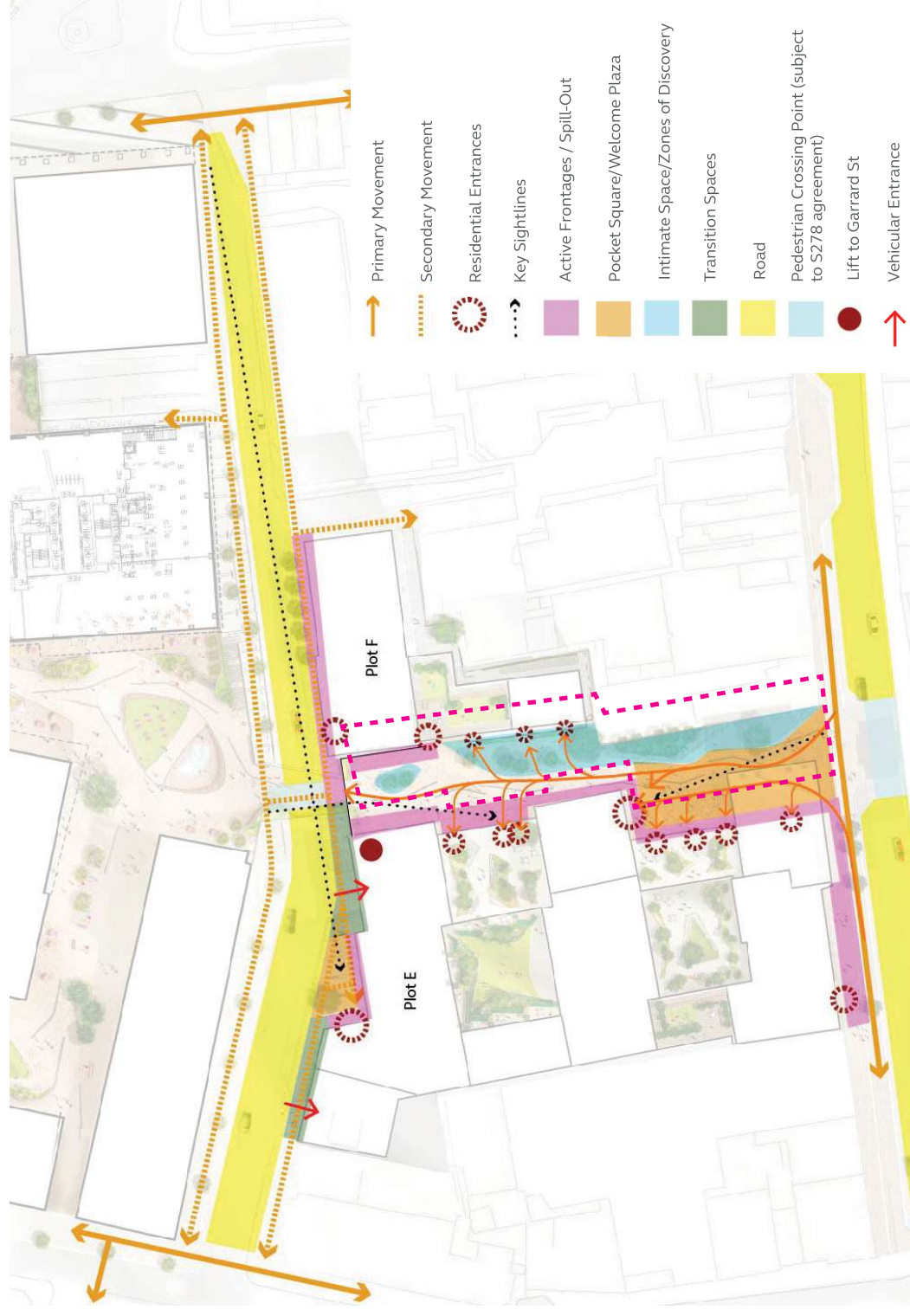
Underlying the landscape concept is a thorough study of the site context, including analysis of vehicular and pedestrian movement, adjacent uses and green spaces, historical context and topography, as well as the site's development history described earlier in this document. A key objective for the proposed development is to improve connectivity of the city centre to the key open spaces, Christchurch and King's Meadows to the north of the railway, and Forbury Gardens to the east.

Therefore, the public realm design aims to create an environment in which pedestrians come first, with clearly legible, safe routes, providing areas of interest, activity, resting, and green along the way. The layout of these differing zones corresponds to the ground floor uses.

On Friar Street the proposal builds up on and enhances the existing streetscape, an important traffic route especially for buses, with a well-used, currently mid-to lower end retail offer. The entry to Friars Walk, as the 'face to the city' of the development, will add a generous new open space to the street scene, midway between the Station Road and West Street intersections.

Friars Walk functions as a new retail destination in its own right, a 'front yard' for the residents, and a new pedestrian-only space, not just extending the system of north-south passages, but also providing generous, flexible open space.

The key objective is the improvement of the pedestrian experience, creating a high-quality, safe, and welcoming public realm that achieves better, well-used linkages.



6.1 LANDSCAPE STRATEGY

6.1.4 Site Analysis

The layout of the public realm proposals responds to the factors influencing the local microclimate, such as sunlight, wind, and topography.

The sunlight and shade diagrams to the right show how the sun moves through the day in June highlighting the Friar Street frontage as mostly shade-free, Friars Walk due to its South-North orientation with good mid-day exposure in the summer and pockets of sun throughout the day and year, while Garrard Street is generally more shaded except for the northern half and towards morning and evenings.

The courtyards and lower terraces of building E receive morning and midday sun mostly in summer, with the southern terrace benefitting from longer periods due to the Friar Street building being lower.
The rooftop terraces receive full sunlight throughout.

Initial wind testing shows that the proposed building massing and landscaping achieve a comfortable environment throughout. The rooftop terraces will benefit from additional screening to facilitate long-term seating (refer to the separate wind testing report).

Potential urban heat-island effects in this largely built-up urban setting are addressed by maximizing vegetation and choosing adequate paving materials.



21st June 9am



21st June 1pm



21st June 5pm

6. LANDSCAPE & PUBLIC REALM

6.1 LANDSCAPE STRATEGY

6.1.4 Site Analysis

The River Thames flows through Reading to London and the North Sea. We have used the rivers and their characteristics as a starting point for the design of the public realm. The features of the river can be translated into urban form as shown in the diagrams. The river narrative also shapes the form of benches, as if they have been carved by the river, the flowing articulation of the paving and the literal connection with water through interactive water features.

Banks and Eddies

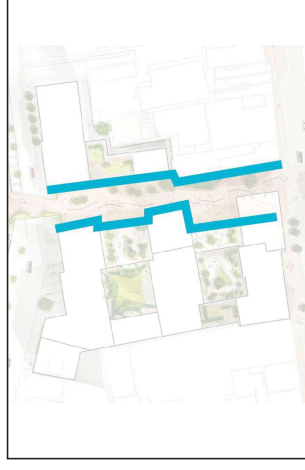
The 'banks' are defined as the back of the lobbies and the active frontages that gives the spaces definition and direct the 'current' or the flows of people.

The 'eddies' are the active frontages, the spill-out from cafes and other ground floor uses that sit between the currents and the banks. These activities are critical to the success of the public realm and the placemaking.

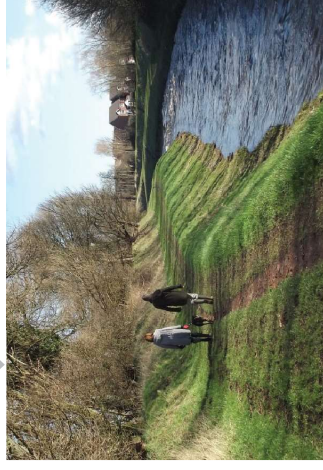
Currents

The 'currents' are the desire lines of people moving through the landscape and public realm to key entrances. These desire lines need to be comfortable and natural so as not to block peoples journey from A to B. However, 'currents' should also feel like a sequence of enjoyable and intriguing experiences that slows the pace and encourages people to linger in the public realm.

BANKS



Containment and definition



Active frontages



EDDIES



Calm places off the current



Flexible spill-out areas

