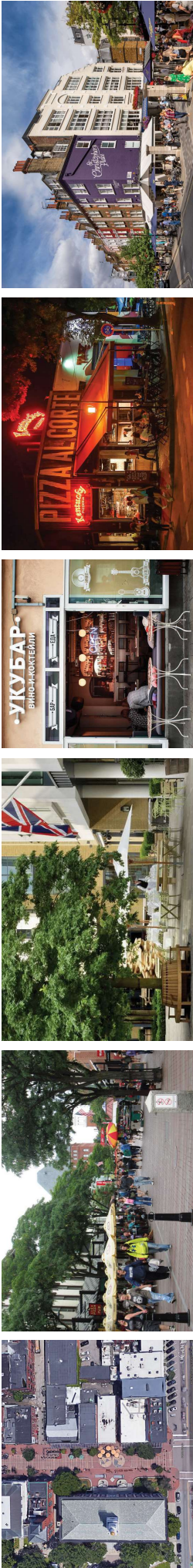
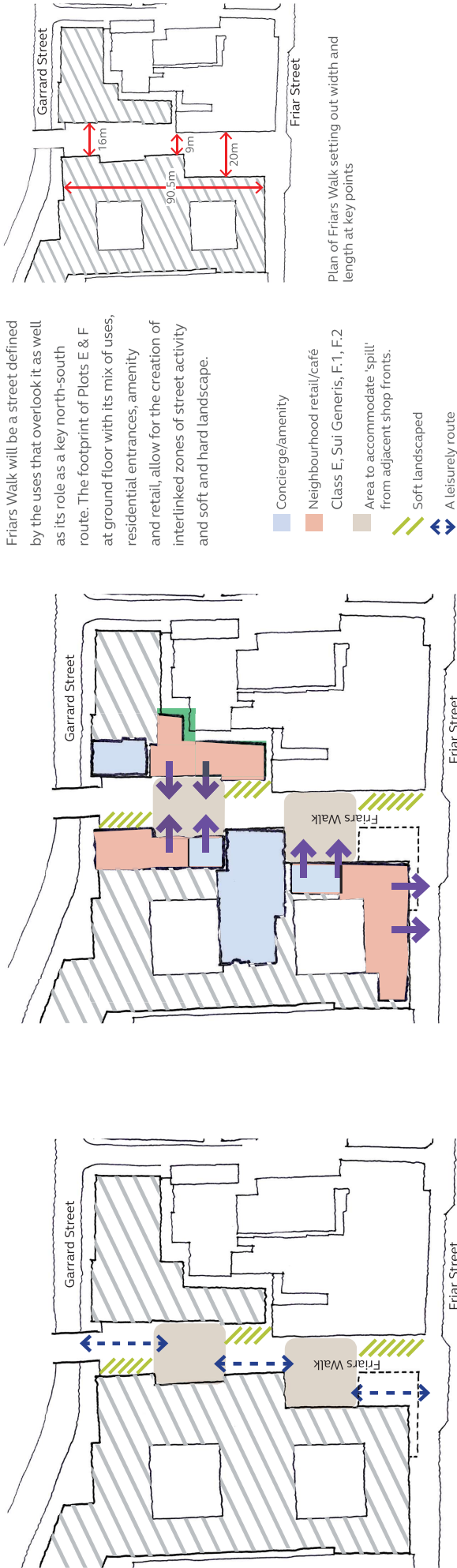


### 3.DESIGN STRATEGY



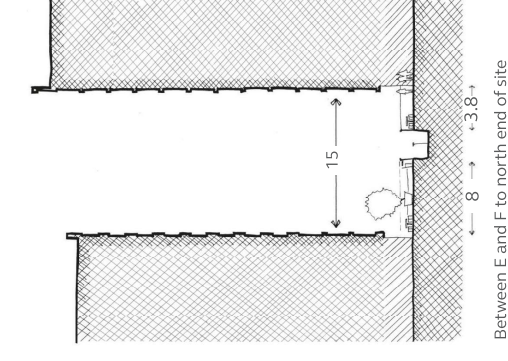
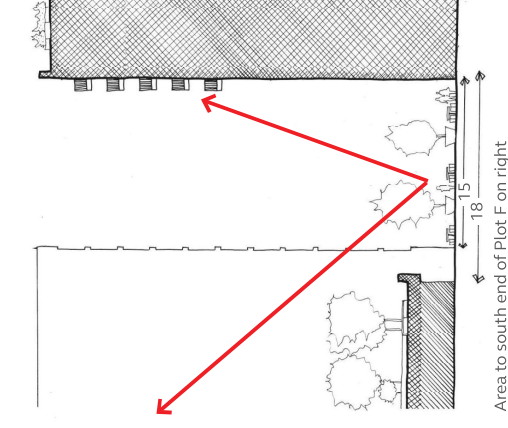
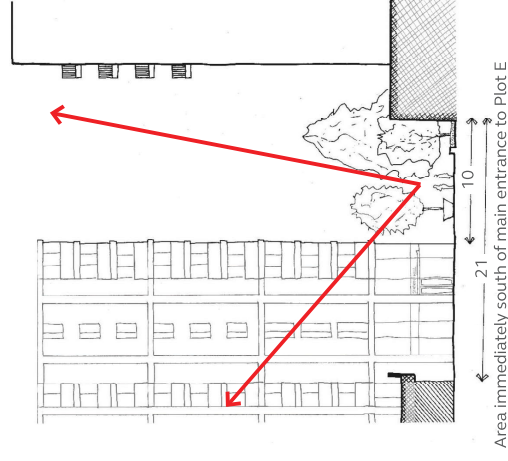
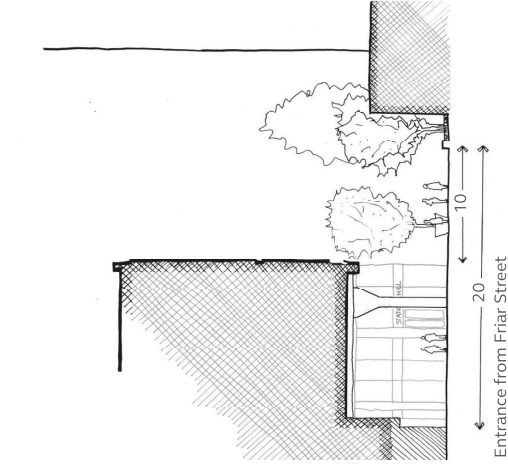
Church Street, Burlington, Vermont: a pedestrian priority street with different character zones including a wide-mouthed junction with a main vehicular route. The street accommodates a variety of uses, functions and activities across different seasons.

Ham Yard, Soho: a tightly-designed and welcoming small street with cafés, hotel and residential entrances.

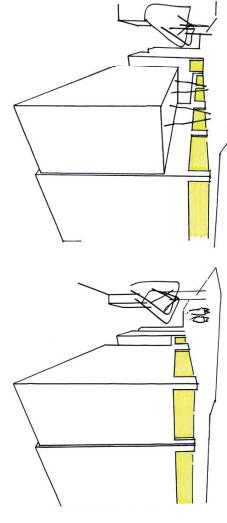
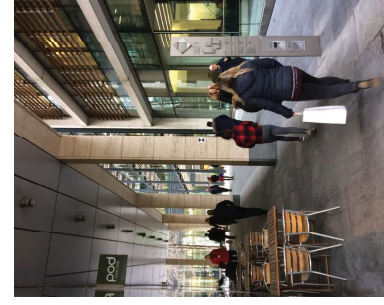
It is envisaged that neighbourhood uses will spill onto the street.

# 3.DESIGN STRATEGY

## 3.8 FRIARS WALK: PEDESTRIAN ENVIRONMENT



The diagrams are a sequence of sections taken through Friars Walk that illustrate the relationship between the open space of the new street and the surrounding buildings. These show that the experience varies as one moves through the space, with the width varying to accommodate different uses and for future possibilities for neighbourhood activities, such as small scale markets, eating out, fairs and entertainment.

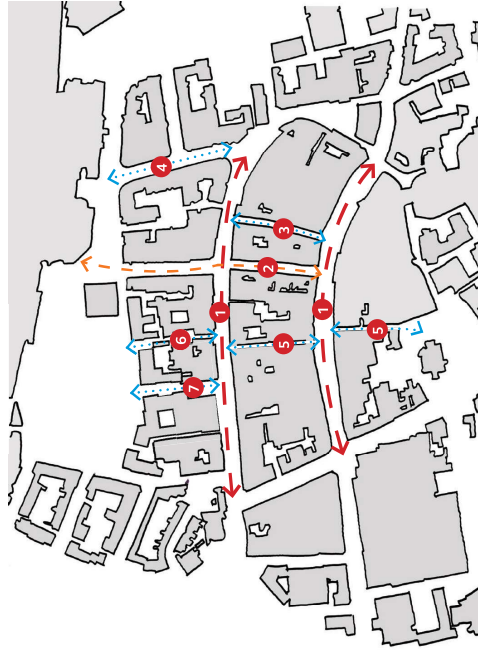


In developing the design for the junction of Friars Walk and Friar Street, the form of the building was carefully considered. The sketch on the left illustrates Friars Walk with a relatively narrow width and consistent line. Visibility of the shopfronts and the main entrance to Plot E is limited. By opening up the street width, the 'front door' can be seen from Friar Street and retail offer will be more visible. This will support a more sustainable retail strategy.

### 3.DESIGN STRATEGY

The proposal and the design for Friars Walk builds on and reinforces the network of pedestrian priority north-south routes in Reading and their relationship with the major east-west arteries.

As noted earlier, Broad Street and Friar Street provide the main structuring routes within the town centre, between the railway line and the Kennet. They channel significant levels of pedestrian and vehicular movements whilst the north-south routes provide diversity of choice and environments for pedestrians to access the town centre from the station.



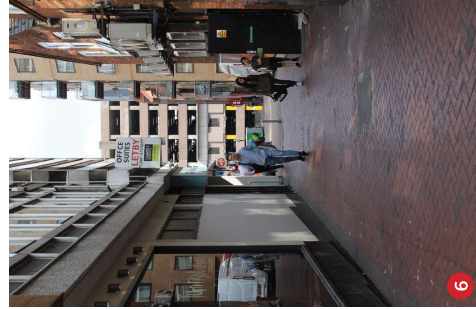
- 1 Friar Street and Broad Street – major east-west routes
- 2 Queen Victoria Street
- 3 Cross Street
- 4 Blagrove Street
- 5 Union Street and Chain Street
- 6 Merchants Place
- 7 Friars Walk

The character and quality of these routes vary significantly:

1. The narrow lanes of Chain Street and Union Street are approximate 2m wide and fronted by intimate small retail and other uses and housed in low two-storey, flat-fronted buildings. Their character could be described as quaint.
2. Queen Victoria Street, in contrast, is grand and formal and overlooked by a mix of commercial and residential uses above ground floor retail. Its intensely articulated and orange/red-coloured architecture lends preeminence to this north-south route amongst those used to access the centre.
3. Running parallel to Queen Victoria Street is the quieter Blagrove Street. This has a more traditional town centre feel, with its mix of mid-to-late 19th and early-20th century architecture and contemporary office blocks. It terminates at the listed Town Hall. It has wide pavements and is relatively grand in scale though not as formal as Queen Victoria Street.

4. Between Garrard Street and Friar Street to the east of the application site is Merchants Place, a steeply inclined route faced with a mix of buildings that vary in scale, height and massing. Close to Friar Street it widens significantly from 8m to 16m and narrows again to a passage leading out to Friar Street. Though slightly down-at-heel it has the potential to be an attractive place with minor improvements to its landscape.

Whilst the above assessment is not exhaustive, it illustrates that the character of the north-south routes varies considerably. These streets do not have a consistent urban layout or organisation, nor do they have set architectural parameters that define them. Each has its own qualities that reflects its uses, history and architectural styles. This is what makes walking through Reading so interesting. The proposal for Friars Walk will make a further contribution to this network of spaces with its larger scale buildings, varied width, sub-areas and high-quality landscape. It will be an enjoyable place to pass through and dwell in.



# 3.DESIGN STRATEGY

## 3.9

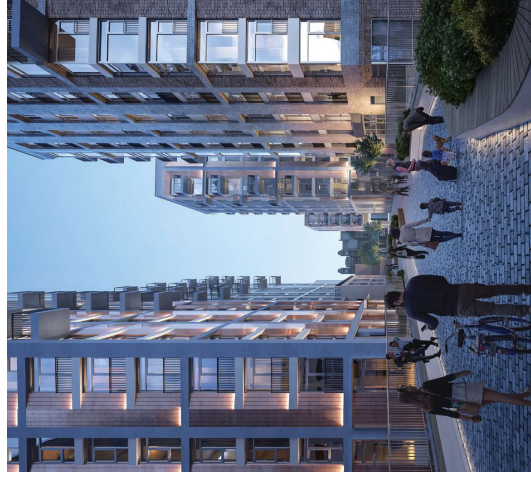
### FRIARS WALK: TRANSITION TO GARRARD STREET

The design team has worked closely with Reading Borough Council to ensure that the transition from Friars Walk to proposed development north of Garrard Street, and to Garrard Street itself is accessible and attractive. A lift has been introduced for those with disabilities or for those who wish to move from level to level without using a stair. The lift will be public but maintained by the building operator. It will also be used for moving goods from Garrard Street to Friars Walk.

As part of the separate application for the Phase 2 of the Station Hill development, a wide stair linking Garrard Street to the level of the bridge and Friars Walk is proposed. This will be on the north side of the street and will encourage pedestrian movement between Garrard Street and the new public realm in the development.



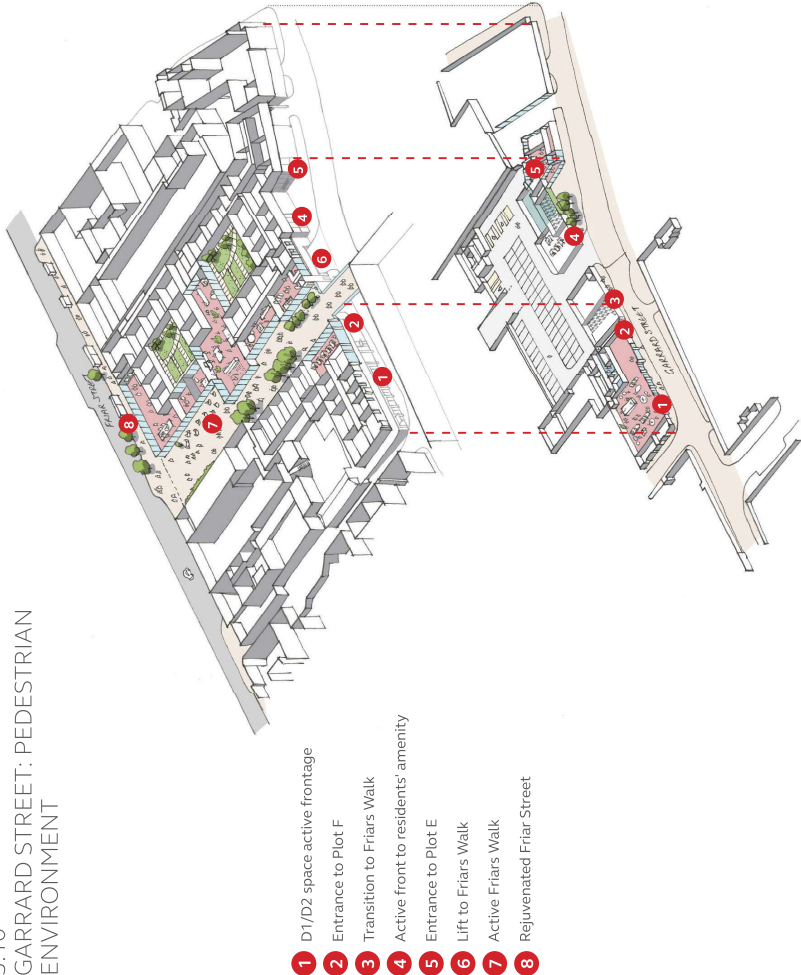
Illustrative sketch of the south end of Friar Street, looking north, showing active frontage and the main entrance to Plot F at the centre of the view



Proposed view of the bridge from north of Garrard Street

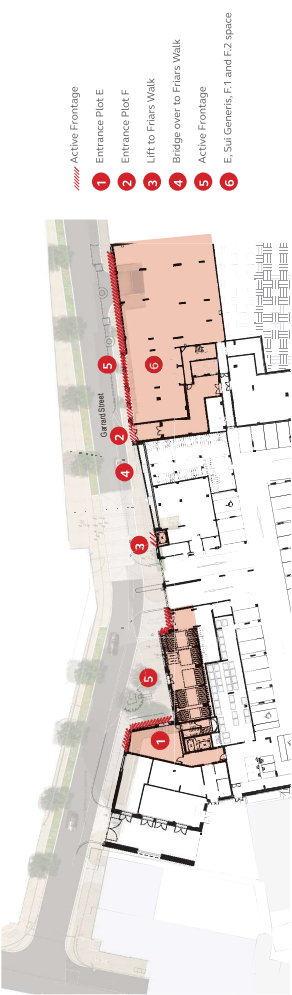
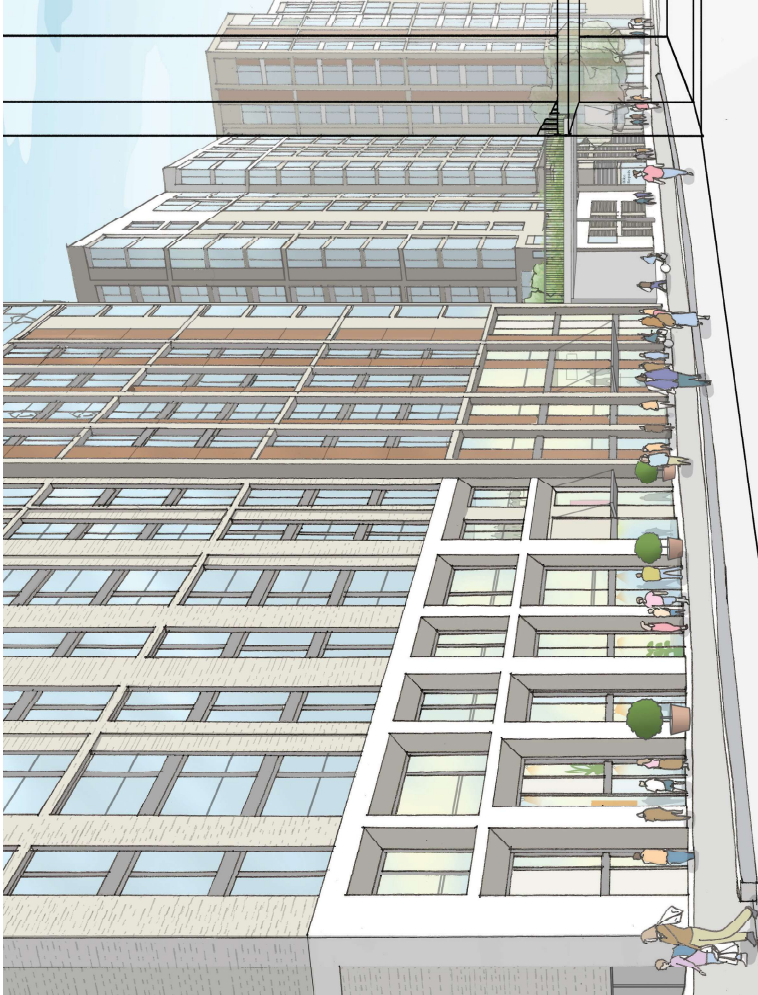
# 3.DESIGN STRATEGY

## 3.10 GARRARD STREET: PEDESTRIAN ENVIRONMENT



In developing the proposals for Garrard Street, the design team has balanced the extent of the active frontage with access to the car park and service zones. Plant space has been moved into the depth of the plan and service doors repositioned so that residents' entrances and active uses are prominent.

Active frontage now dominates the street and exceeds both the parameter plans and the illustrative proposals whilst the extent of blank and louvred façades has been minimised.



# 3.DESIGN STRATEGY

## 3.11 RESIDENT COURTYARDS



Part plan showing landscaped courtyards and terraces and on Plot F terraces



View of northern courtyard designed as a contemplative green space



View of southern courtyard with a strong social focus

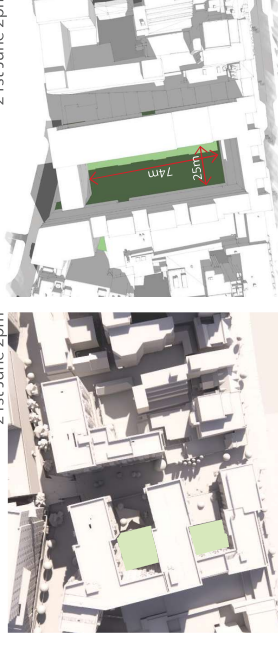
Lincoln's strategy is to deliver best-in-class build-to-rent residential experience supported by a high-quality management, amenity provision and back of house functions including the delivery of a high-quality, semi-public realm for residents to enjoy. This includes two landscaped courtyards at the rear of the development which are overlooked by the main tenant-facing functions as well as by many of the homes at the upper levels. Each of these courtyards has a distinct identity related to a quiet and more active use programme and this is set out in detail in the landscape section of this document. In addition there are roof terraces on both blocks and these provide space for more socialising and gym-related activities.



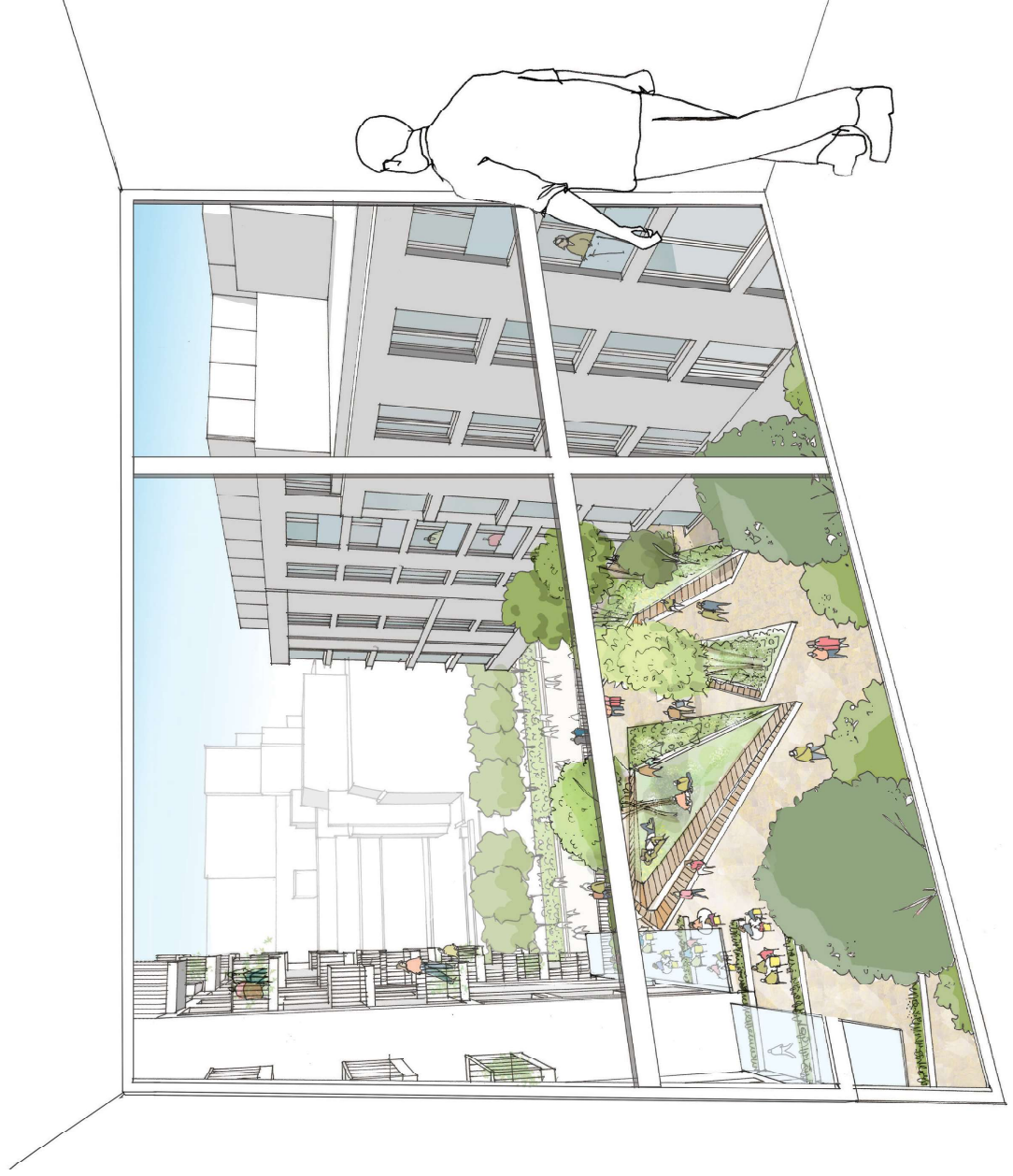
Sketch view of amenity space towards courtyard

21st June 2pm

21st June 2pm



Daylight/sunlight diagram of proposed scheme on left and consented illustrative proposal on right, showing improvement to scheme



Sketch view of residential courtyard from east