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1.0 Introduction

1.1 Status of this document

This Design and Access Statement is in support of a detailed planning application for the redevelopment of No. 40-68 Silver Street, Reading.

The proposal is for the construction of a new privately operated 2-4 storey student accommodation development including an excavated Lower Ground Floor and landscaped courtyard.

The development will also include ancillary spaces such as common room, laundrette, gym and bicycle storage.

This document has been prepared by O’Connell East Architects on behalf of Silver Street Developments Ltd and is intended to explain the design and access strategies that have been used to address the Client brief for the site.

1.1 status of this document

Please visit

<https://www.dropbox.com/s/83rqrwvs55t1v1j/walkthrough%202.mp4?dl=0>

For the latest videos of the scheme

**1.2 Planning Application
Supporting Documents**

- 1. Proposed Plans, Elevations and Sections
- 2. Landscape Statement
- 3. Design and Access Statement
- 4. Planning Statement
- 5. Ground Investigation Summary
- 6. Below Ground Drainage Statement
- 7. Day/Sun report
- 8. Student Housing Needs Report’
- 9. BREEAM Report

1.3 Client Brief

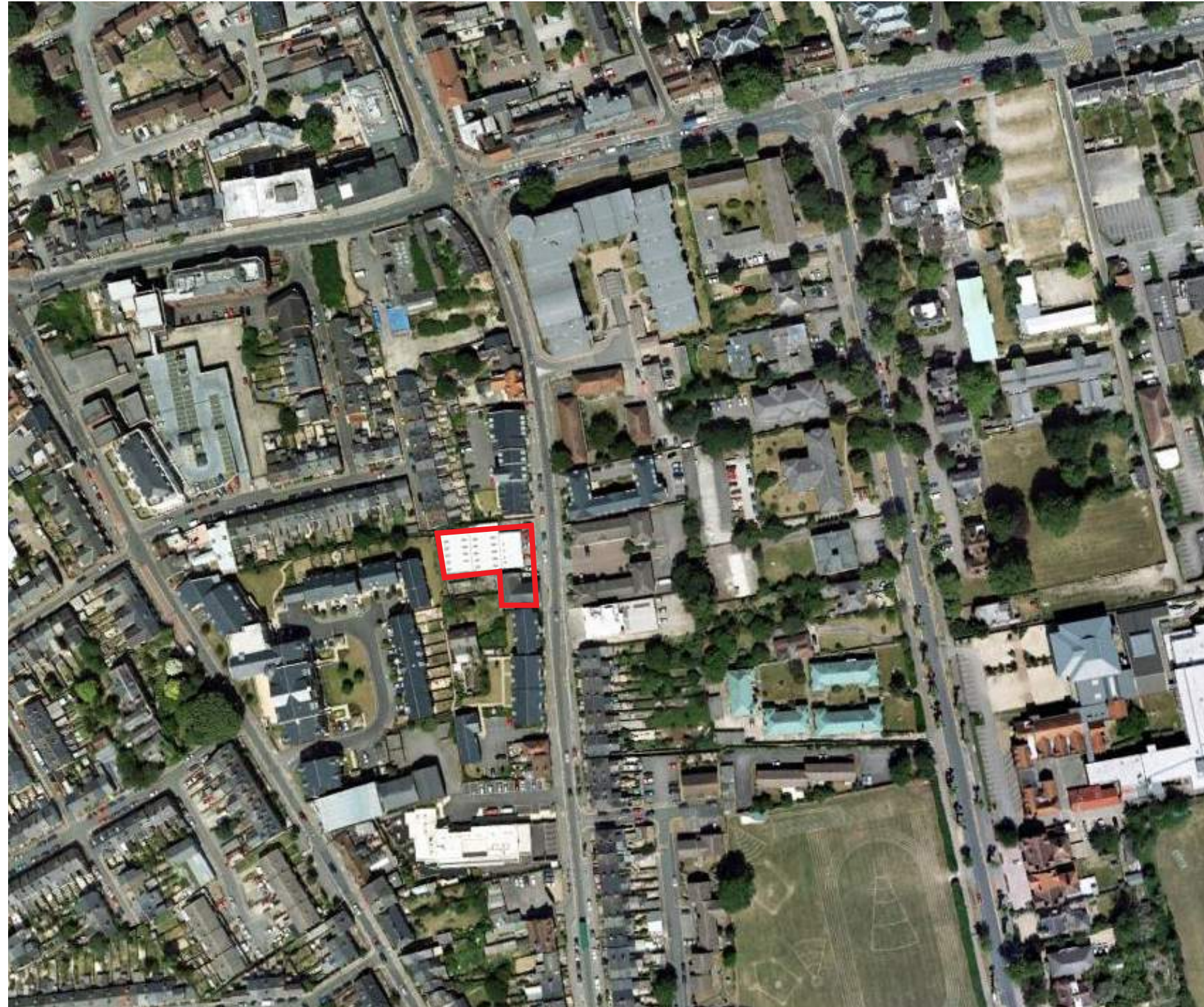
O'Connell East Architects have been retained by the same developer of the recently approved redevelopment of 79 Silver Street to extend the Silver Street student hall with new accommodation across the road.

The client intends to continue their substantial investment in the area by developing a modern and appropriately scaled building on a site formerly occupied by run down commercial properties.

The site is located in a predominantly residential area within walking distance of Reading Town Centre and the University of Reading Whiteknights campus, and is an ideal site for student accommodation.

Buildings on the site have recently been demolished and will be replaced with high specification, purpose built student accommodation that is in keeping with the character of the street scene.

A previous scheme for the site was refused in September 2019 for reasons including proximity to adjacent properties to the North. The reduced proposals as now submitted allow more space along the North site boundary together with other refinements to the scheme design.



2.0 Site Analysis

2.1 Site Location

The Site is located on Silver Street which connects London Road to the south of Reading Town Centre.

Connectivity

40-68 Silver Street is well positioned with convenient access to the University of Reading Campuses, the town Centre and Reading Railway Station and is located on a primary bus route.

This close proximity allows journeys to be made primarily on foot, by bicycle or by local bus service.

- 1. The Site is within a 20 min walk, 6 min bike ride or 9 min bus ride of the main University of Reading Whiteknights Campus.
- 2. The Site is within a 5 min walk of the University of Reading’s London Road Campus.
- 3. Reading Town Centre can be reached within 8 min walk, 5 min cycle ride or 5 min bus ride.
- 4. Reading Station is 1 mile away from the site and accessible via 14 min walk, 13 min bus drive or 9 min bike ride.

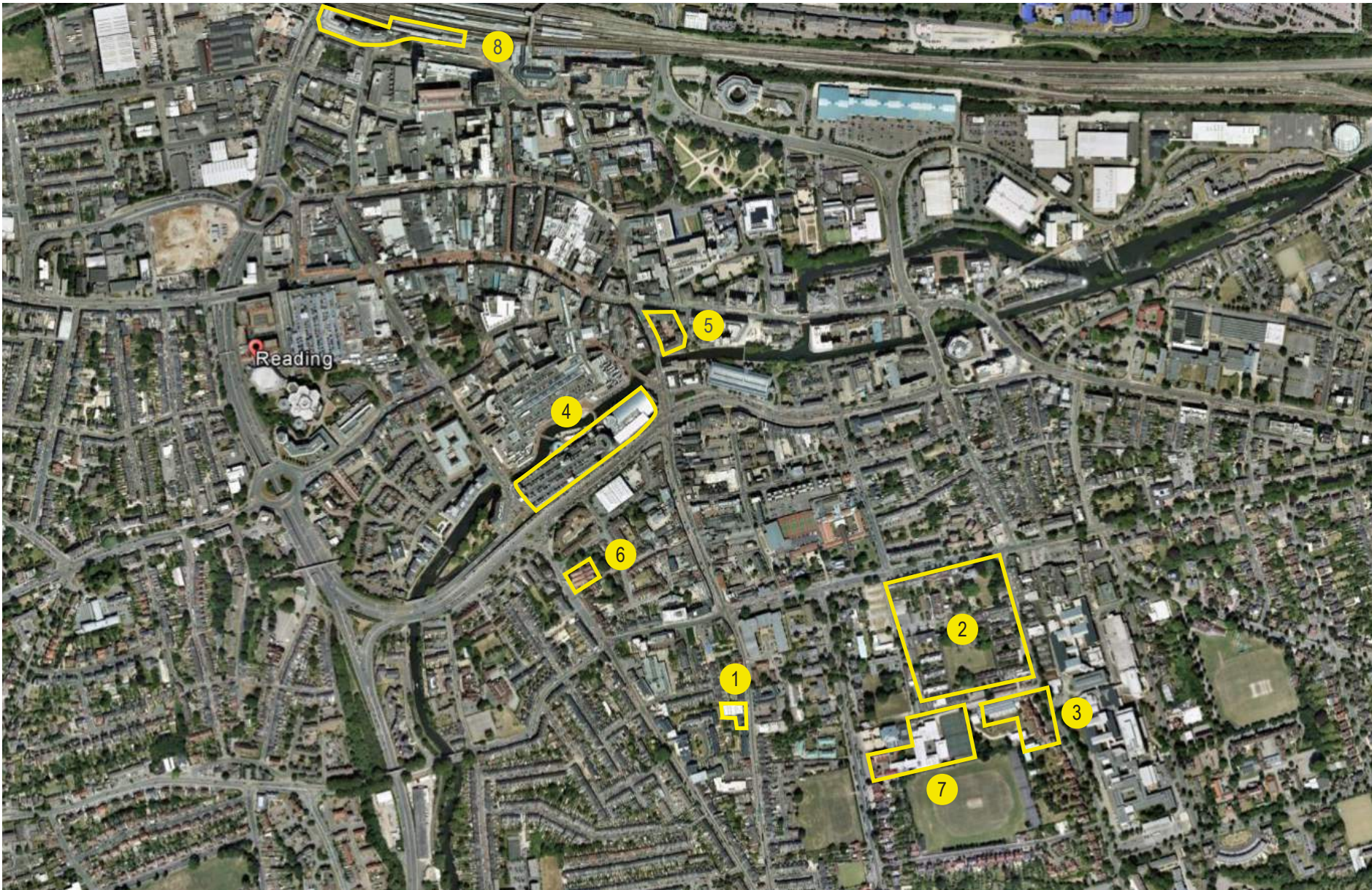


Site Analysis	Use & Amount	Layout & Landscape	Scale & Massing	Appearance	Shadow Analysis	Sustainability	Access	Working Drawings	Scheme Visuals
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2.2 Contextual Analysis

Places of Interest

- 1 The Site
- 2 University of Reading, London Road Campus
- 3 Museum of English Rural Life
- 4 Oracle Shopping Centre
- 5 Reading Central Library
- 6 St Giles Church
- 7 The Abbey School
- 8 Reading Train Station



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2.3 Site Scale

The site is located in a primarily residential area with buildings of Residential use adjacent and office use opposite, towards the South of the site there is 2-3 storey terraced housing, towards the North of the site the scale of the buildings step up, where there are a variety of buildings around 3-4 Storeys in height. (These can be seen in the images below)

The scheme has been developed following a detailed analysis of the local context and will respond to the proportions and scale of its immediate surroundings



3-4 Storey Student Accomodation scheme under construction at 79 Silver St.



5-6 Storey Apartments at Silver St



3 Storey Apartments - to the South of the site



3-4 Storey Apartments - North along Silver St



3 Storey Windsor Court - Opposite the site



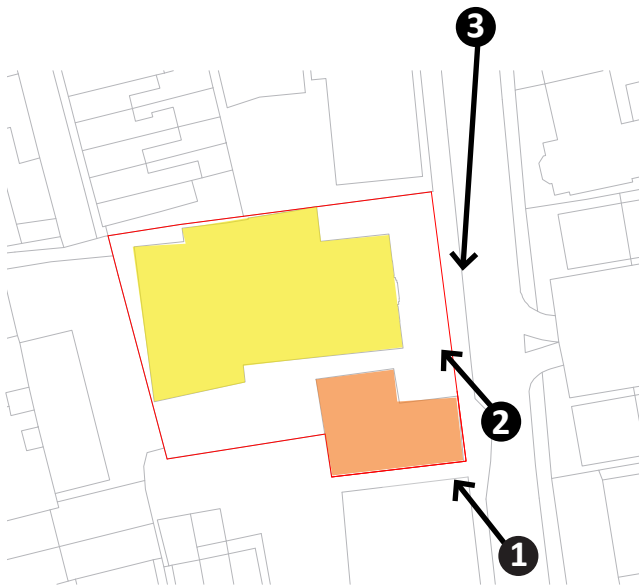
The Rising Sun - Silver Street

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2.4 The Site and Approaching Views

The site is approached along Silver Street from the north or south and slopes down towards the town Centre to the north.

Previous buildings (now demolished) on the site were commercial premises neither of which made a positive contribution to the street scene. A portal frame industrial building set well back from Silver Street and a poor quality Victorian commercial building with an over prominent gable at the edge of the footway both detracted from street views.



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2.5 Local Building Materials

The predominant building material on Silver Street is masonry, with the primary colours being red / brown and grey brick with contrasting feature brick detailing.

Newer developments including Windsor square opposite the site, include red/brown and buff brick or render details.

Pitched and flat roof dormer projections are also present on a number of the newer developments.



Silver Street terrace properties



Silver St / London Road - new residential



Windsor Place - commercial



Silver Street - new residential

All above images taken from Google

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2.6 Conservation and Heritage

The site is situated to the West of Silver Street, outside of the designated Kendrick Road conservation area.

There is a Victorian Grade 2 listed building by Alfred Waterhouse at 30 Silver Street (Rising Sun Arts Centre), while the proposed site is close to this buildings it does not affect it or its surrounding landscape.

There are buildings within the nearby conservation area that are listed or have considerable architectural merit, however there are no buildings of heritage interest other than the Rising Sun that are close to the application site



- The site
- Grade II Listed Building
- Kendrick Road Conservation Area
- 79 Silver Street - Recently approved scheme



Site Analysis	Use & Amount	Layout & Landscape	Scale & Massing	Appearance	Shadow Analysis	Sustainability	Access	Working Drawings	Scheme Visuals
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2.7 Site Constraints

The diagram below shows the site constraints and opportunities in terms of creating a development with a positive relationship with the street and surrounding properties.

Any new development should be appropriate in scale, massing and form and enhance the character and visual appearance of the site.

Effects of the proposed scheme on neighbours have been carefully considered to minimise impact in terms of shadowing and overlooking.



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2.8 Existing Developments

Student developments can bring activity, life and economic vitality to previously under utilised areas, as well as providing accommodation for expanding or adapting universities.

There are a number of negative connotations associated with the adaptation of residential dwelling houses into Houses of Multiple occupation. These include; elevated noise levels, reduced building quality and security. It can therefore be beneficial to provide students with managed, high quality purpose built student accommodation, close to the universities.

A dispersal of managed student accommodation developments can also be beneficial as this reduces the compound effect of large percentages of students living in particular areas of the town.

There are several examples of purpose built student accommodation located on sites around Reading.

79 Silver Street



3-4 Storey Student Accomodation under constuction at 79 Silver Street



1. Saxon Court



2. Kendrick Halls



3. Queens Court



4. Central Studios



4. Fawley Bridge



6. Windsor Hall - University Halls



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3.0 Design Process

A Summary of the planning process that 40 Silver Street has undergone thus far, and how the feedback recieved has been used to generate the current scheme.

3.1 Design Evolution

The 3d views opposite show the previously refused scheme in comparison to the new, revised scheme.



Refused Scheme



Current scheme (proposed)

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3.2 Design Development - Street Elevation

The elevations to the right show the refused scheme in comparison to the current, revised scheme. The frontage of the scheme is reduced to allow an increased separation distance from the Platinum Apartments.



Refused scheme



Revised scheme

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3.3- Floor Plans

Floor Plans have been reduced in response to previous reasons for refusal. The floorplan/s to the Right and over-leaf highlight the most recent changes to the floorplan in response to comments.

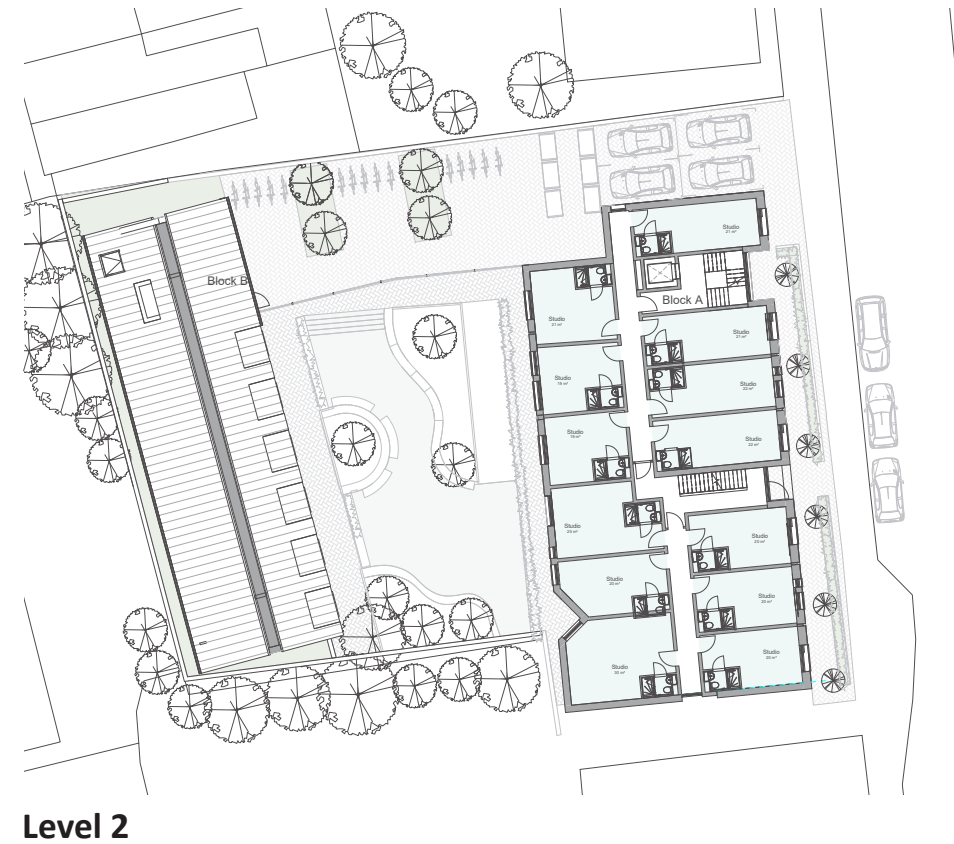
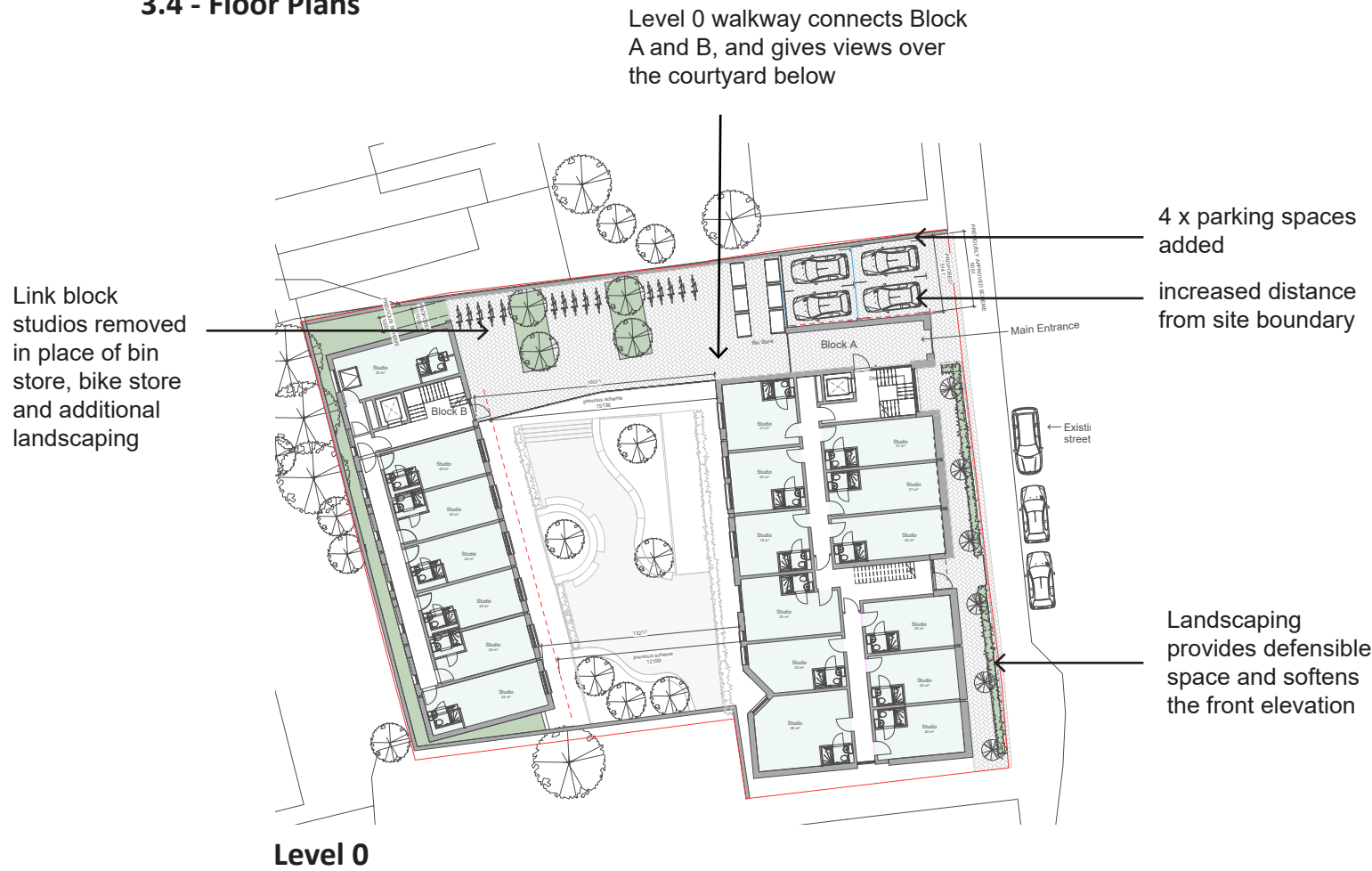
Accomodation Type Key

- Studios
- Cinema
- Common Room
- Laundry
- Plant
- Store
- Fitness suite



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3.4 - Floor Plans



Dormers house studios on Block A to minimise visual impact on Silver Street

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3.5 Design Development -
Aerial Views

The Aerial views show the refused scheme (left) in comparison to the current, revised scheme (right)



NE Aerial View: Refused



NE Aerial View: Proposed



SW Aerial View Refused



SW Aerial View: Proposed

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3.5 Design Development - Aerial Views

The Aerial views show the refused scheme (left) in comparison to the current, revised scheme (right)



NW Aerial View: Refused



NW Aerial View: Proposed



N Aerial View: Refused



N Aerial View: Proposed

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3.6 Supplementary 3D Views - Proposed

The Aerial views show the proposed scheme in a more realistic environment, giving a more accurate feel of how the scheme will look in context.

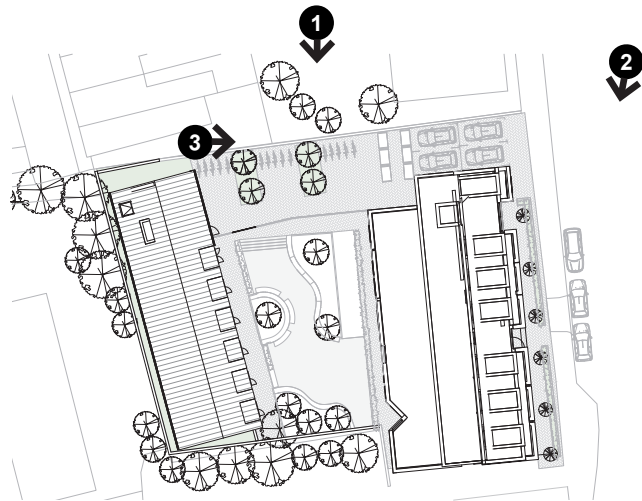


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3.7

Neighbouring Views Comparison

The images below show the comparison between the previous buildings, the approved scheme by Colony Architects, and the now proposed scheme from neighbouring viewpoints indicated on the key to the Right.



Existing



Existing



Existing



Previously Approved



Previously Approved



Previously Approved



Proposed



Proposed



Proposed



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4.0 Design

The revised proposal for 40-68 Silver street

4.1 Design Strategy

The Two Blocks, A and B, have been designed to fit within the context either side of them, Block B is two storeys above ground level, to fit in with the buildings either side of it. Block A has also adopted this approach, and is three storeys high with a roof, the massing of the scheme therefore fits well within its surrounding scale.

The Proposal contains two main blocks, that are placed to the West and East side of the site, making space for a communal central courtyard, that is open to the South, allowing for plenty of sun.

The Block to the East, Block A faces Silver street on one side, and the courtyard to the other. The basement level houses Studios to the courtyard, and makes use of the low level light space by housing amenity space in these areas, such as a plant, fitness room, and laundry room.

To the north of the site on the Lower Ground floor is a common room, the common room leads directly to the courtyard and also provides a sheltered walkway connecting the two blocks.

A paved forecourt with tree planting is proposed at frontage.

Tree planting at either end of this and along the Western site boundary will soften the visual appearance of the scheme as seen from neighbouring properties



View from South West



View from North West



View from North East



View from South East

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4.2 Design Influence

The front elevation was designed through analysis of the existing proportions of the domestic context on Silver St, informing repeated modules, recesses and dormers to create separation in response to existing chimneys.

1.



Domestic context

2.



Proportions

3.



Modules

4.



Variation, repetition

5.



Separation

6.



Refinement

Site Analysis	Use & Amount	Layout & Landscape	Scale & Massing	Appearance	Shadow Analysis	Sustainability	Access	Working Drawings	Scheme Visuals
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