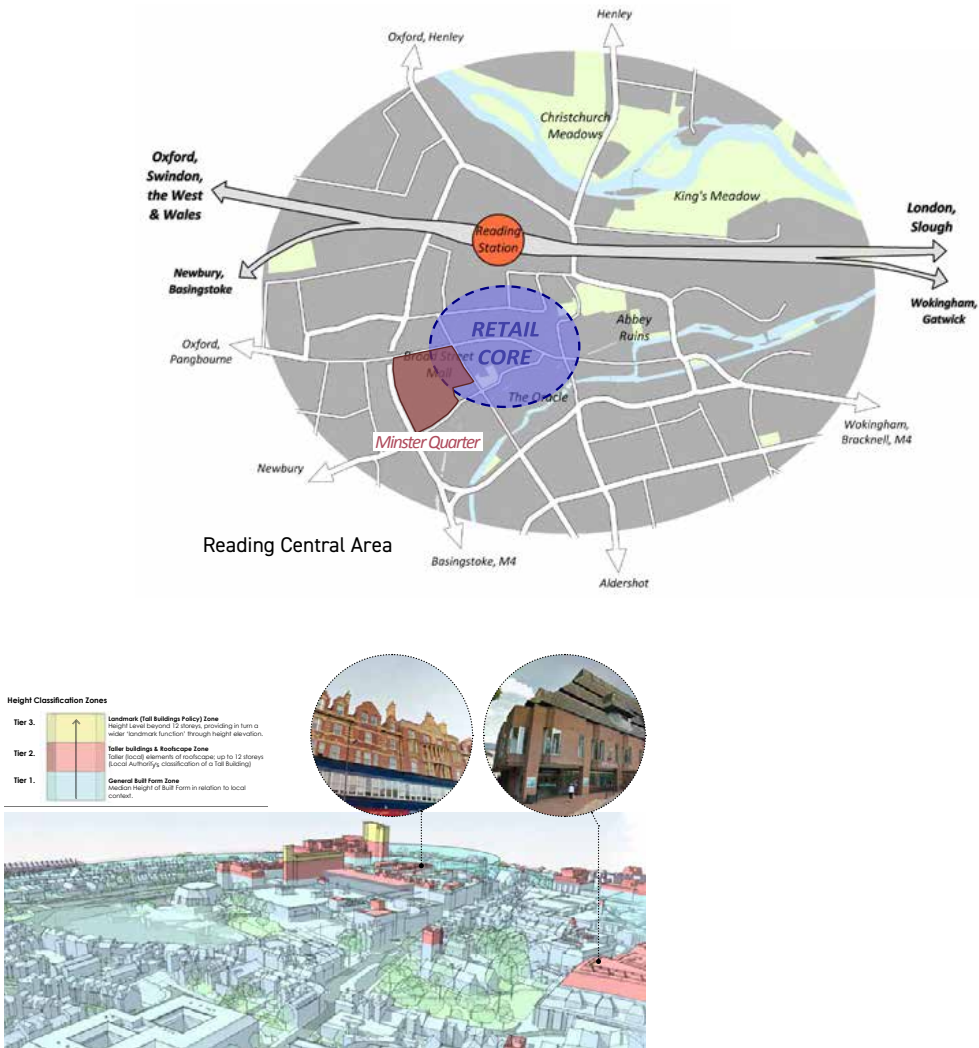


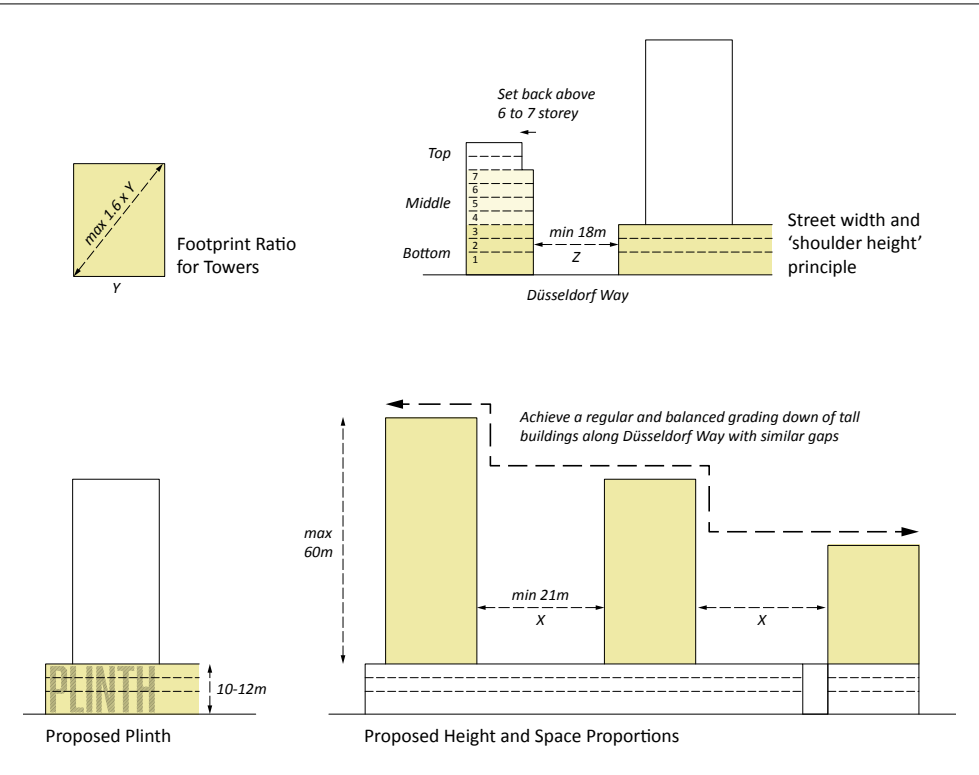
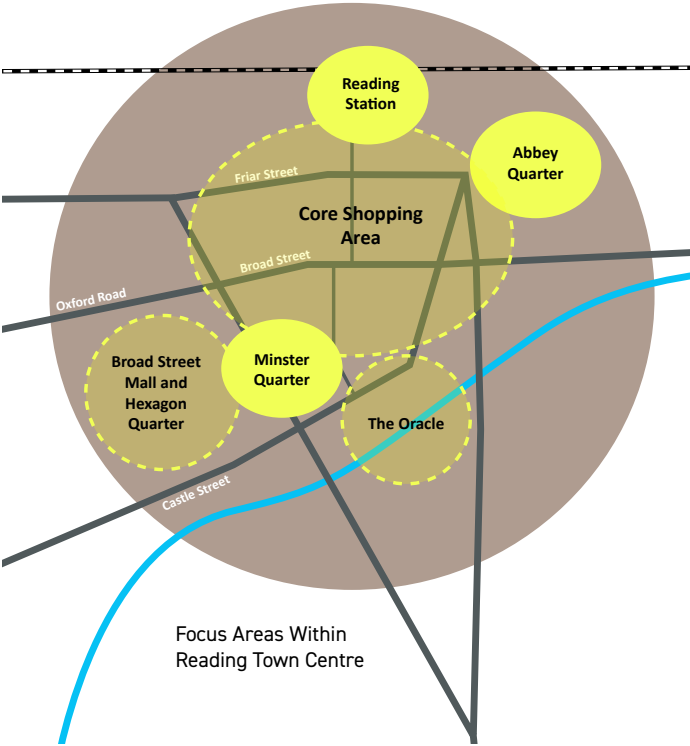
2.3 Planning Policy

Design Principles

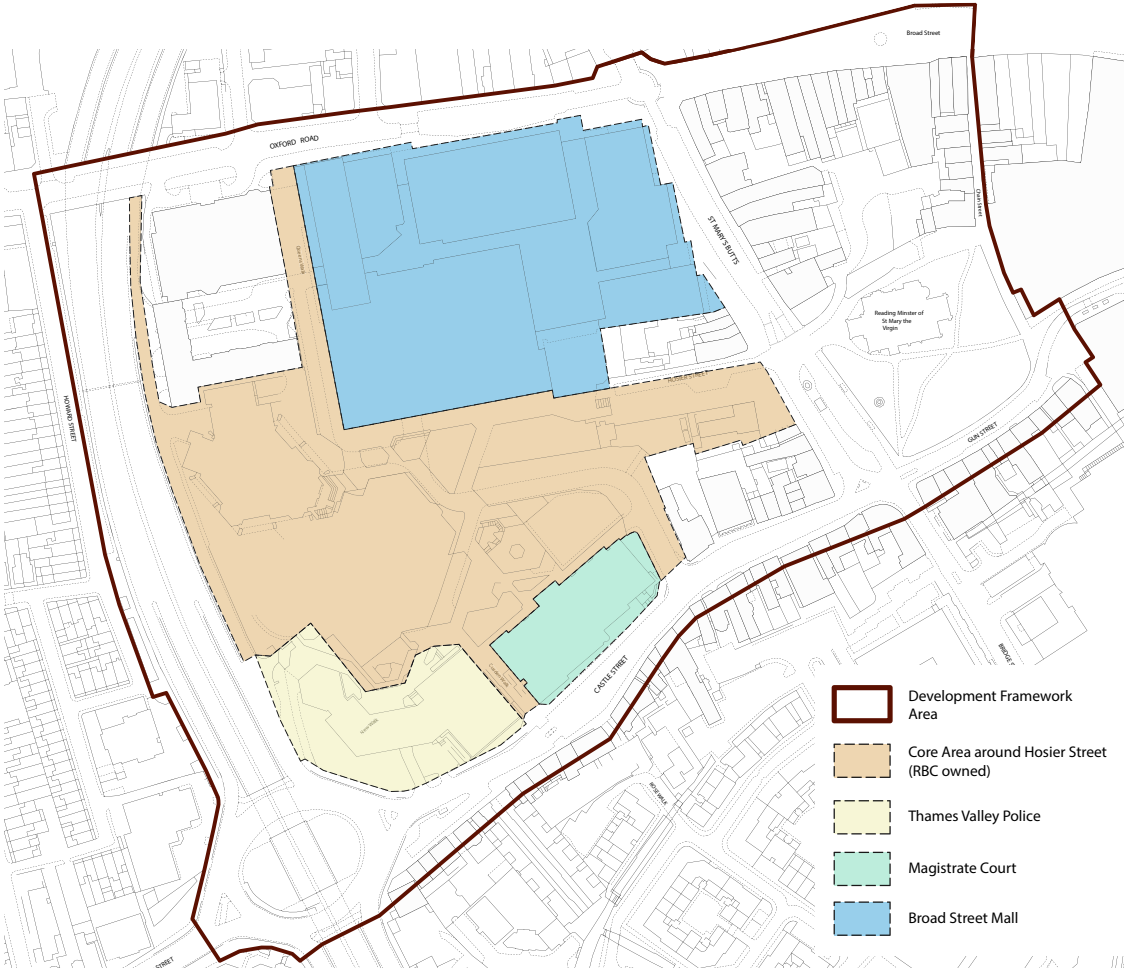
- Develop a design strategy for upper level uses with the least disruption to live retail environment.
- Improving the Vistas along Dusseldorf Way from the Hexagon through to the Reading Minster and the conservation area.
- Develop an architectural approach that responds to the modernist 1970's architecture of broad street mall but is also sensitive to the adjacent conservation area.
- Ensure where possible that the new development has an active outward looking aspect both at street level and upper level.
- Ensure that the development aligns with the principles set out in the Hosier Street Area Development Framework.
- Evolve an architectural strategy that responds the design guidance set out in the tall buildings guidance.
- Ensure good quality design and architecture.



Existing 'Mean' Height Analysis And Taller Buildings Indicative Building Crown Characteristic



Building Parameter Diagrams



Framework Boundary With Key Ownerships (Diagrammatic)



Indicative Development Framework Masterplan

2.4 Emerging Context

Emerging Context

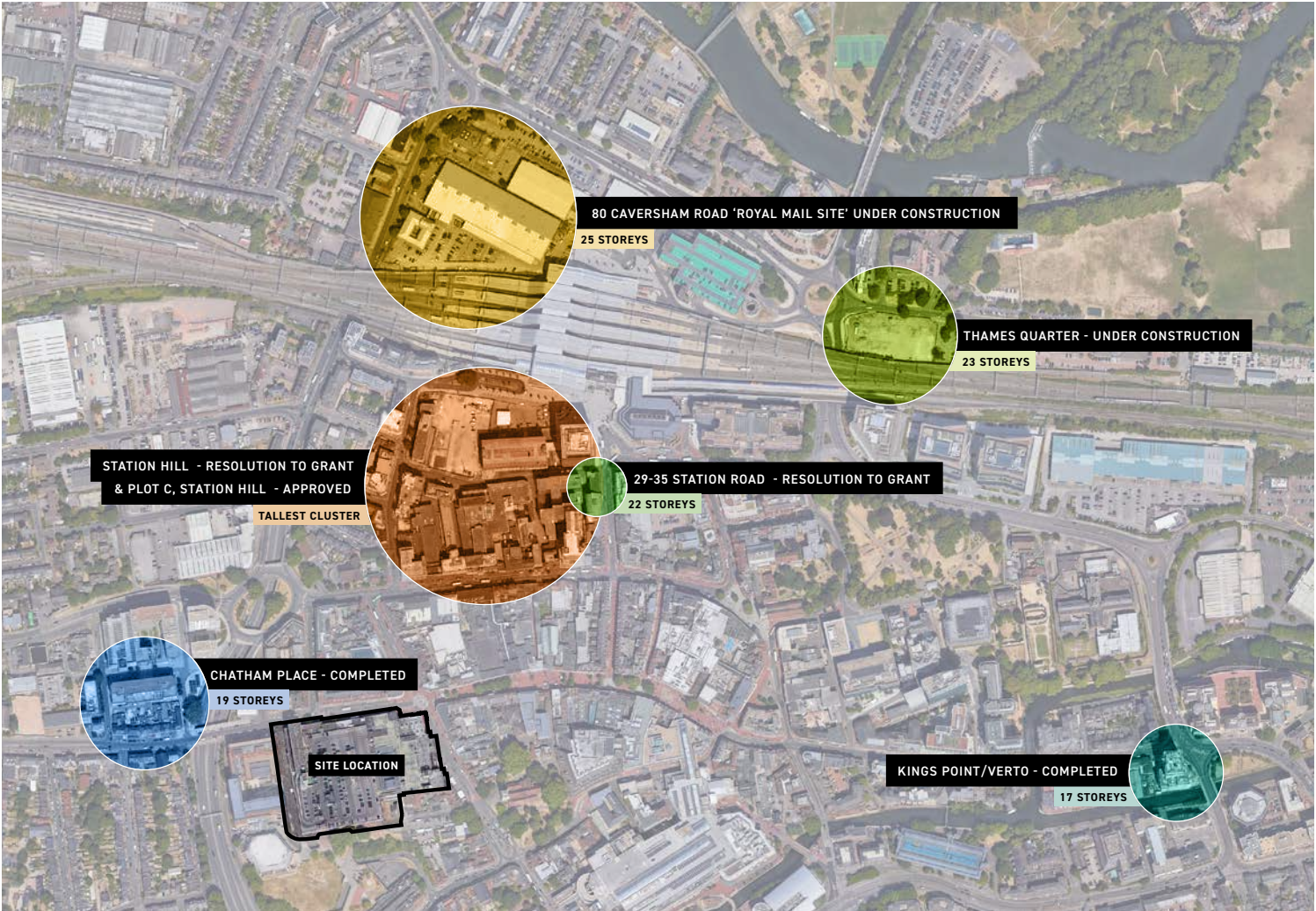


Diagram Showing Tall Buildings In Planning / Consented / Being Built Or Recently Completed



Recently Consented Premier Inn On Hosier Street



29-35 Station Road



Recently Consented Premier Inn On Hosier Street



Kings Point / Verto



Station Hill



80 Caversham Road



Thames Quarter

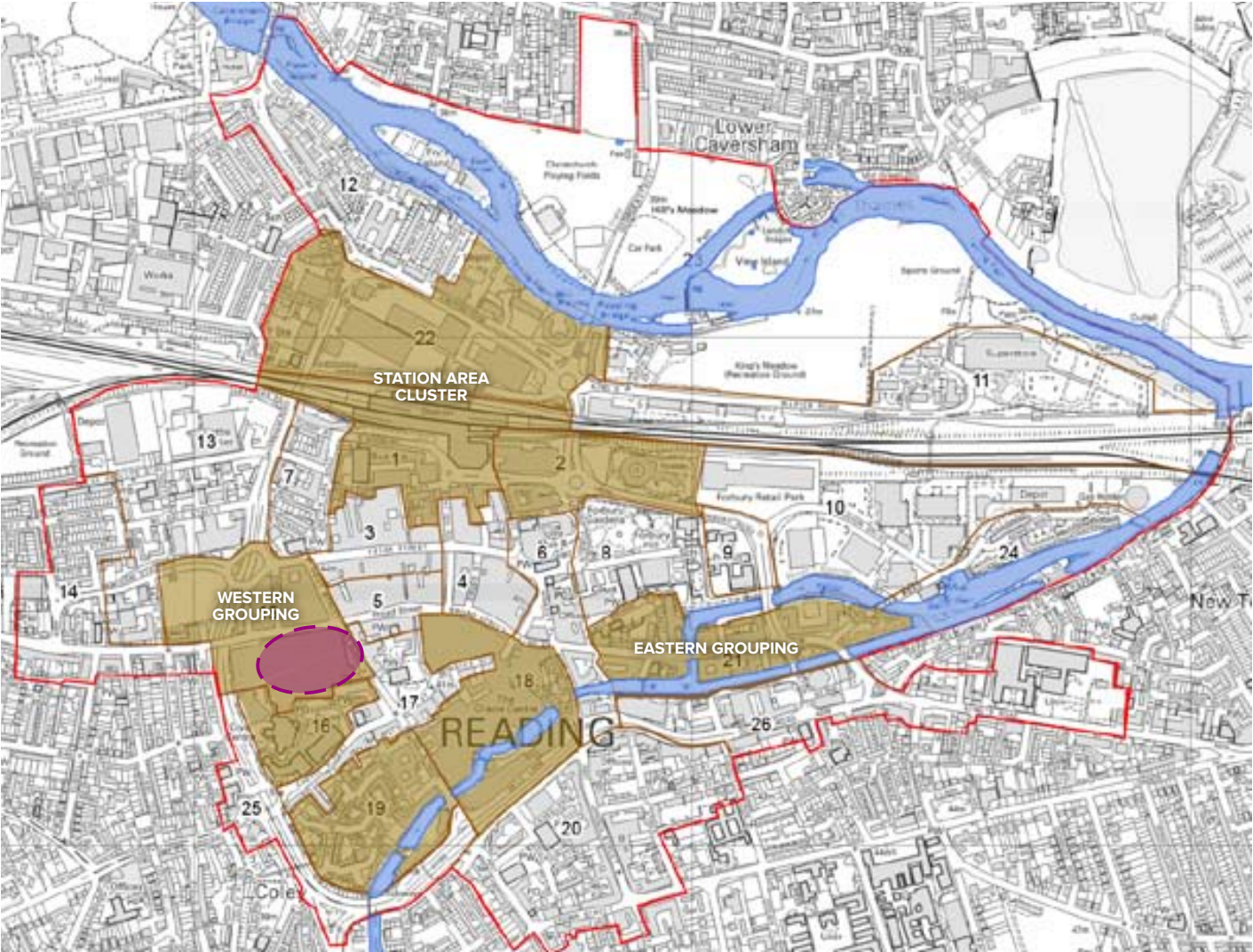


Chatham Place

2.5 Townscape Analysis



Station Hill Development Plan



Townscape Capacity For Tall Buildings (© Crown Copyright. All Rights Reserved. Reading Borough Council. Account No. 100019672. 2007)

Key ■ Areas with some townscape capacity for tall buildings ● Site Location

- | | | | |
|---------------------------------|-------------------------------------|----------------------------------|-------------------|
| 1. Station Hill | 8. Forbury Gardens | 15. Chatham Place | 22. Vastern Road |
| 2. Reading station east | 9. Reading Prison | 16. The Civic Centre | 23. King's Meadow |
| 3. Friar Street | 10. Forbury Retail Park | 17. St Mary's and Castle Street | 24. Kennet Walk |
| 4. Station Road | 11. Napier Road | 18. The Oracle | 25. IDR |
| 5. Broad Street | 12. Caversham Road | 19. Mallard Row to Fobney Street | 26. King's Road |
| 6. St.Lawrence and Market Place | 13. Cattle Market and Chatham Place | 20. London Street | |
| 7. Reading Station West | 14. Oxford Road and surroundings | 21. Forbury South | |

3.0 MASSING

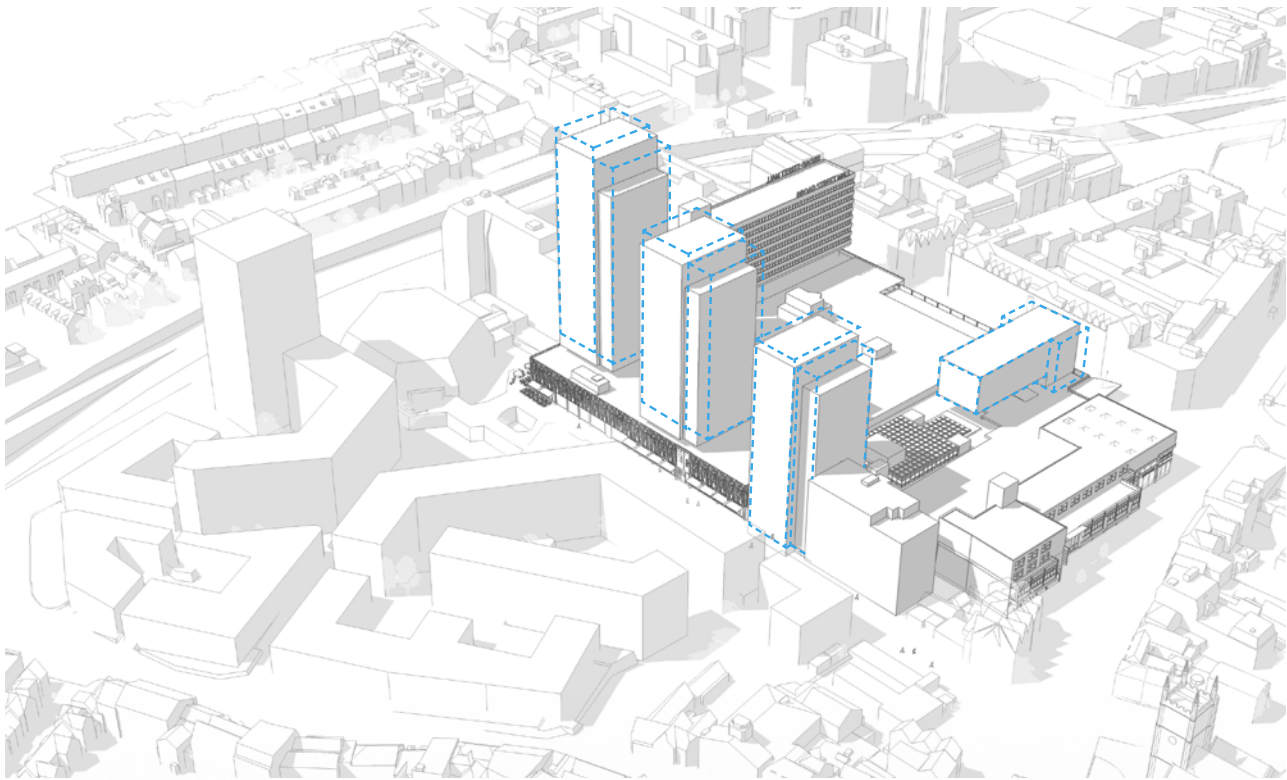
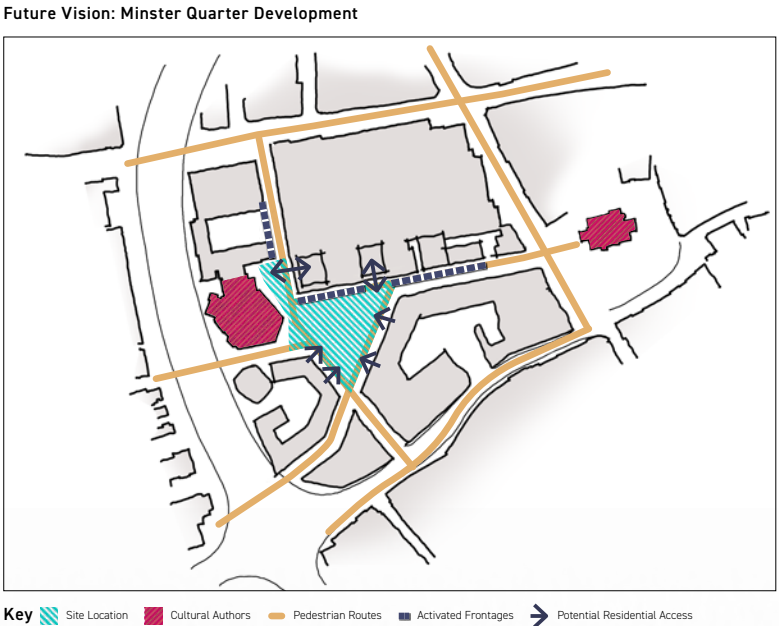
3.1 Justification of Height

Comment: Proportion

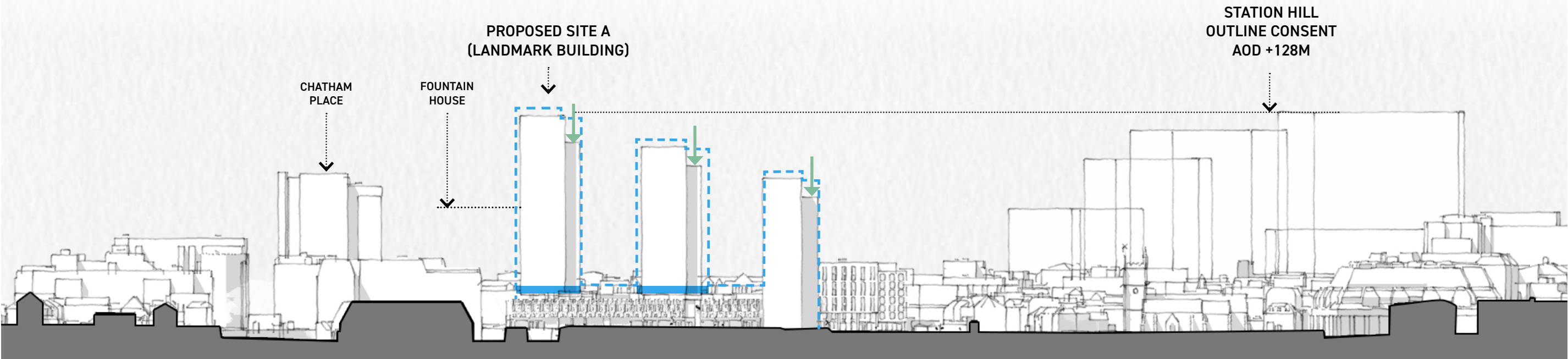
"The panel would concur that slim or vertically-emphasized proportions would be valuable in this location, particularly as visually, the composition looking west along Hosier Walk seems heavy, exacerbated by their cumulative effect."

Response

- Site B to have the same proportions as Site A, helping to 'slim' the massing down
- The form of the towers is unified
- Reduction in mass helps reduce their cumulative visual impact
- AOD level of Amenity Deck dropped to help reduce cumulative visual impact along Dusseldorf Way
- Block E reduced in width along Oxford Road



Volumetric Study - Reduction in Mass
Outline of Planning Submission Massing



Proposed: Reduced Massing

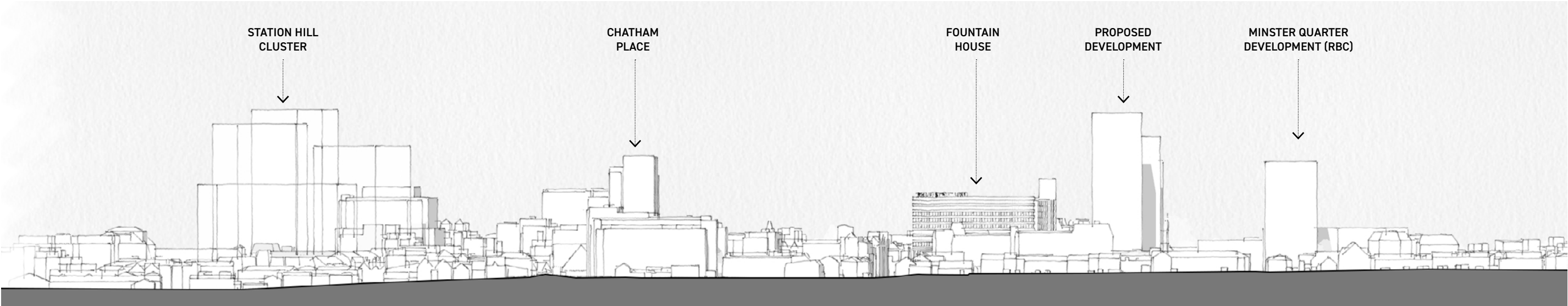
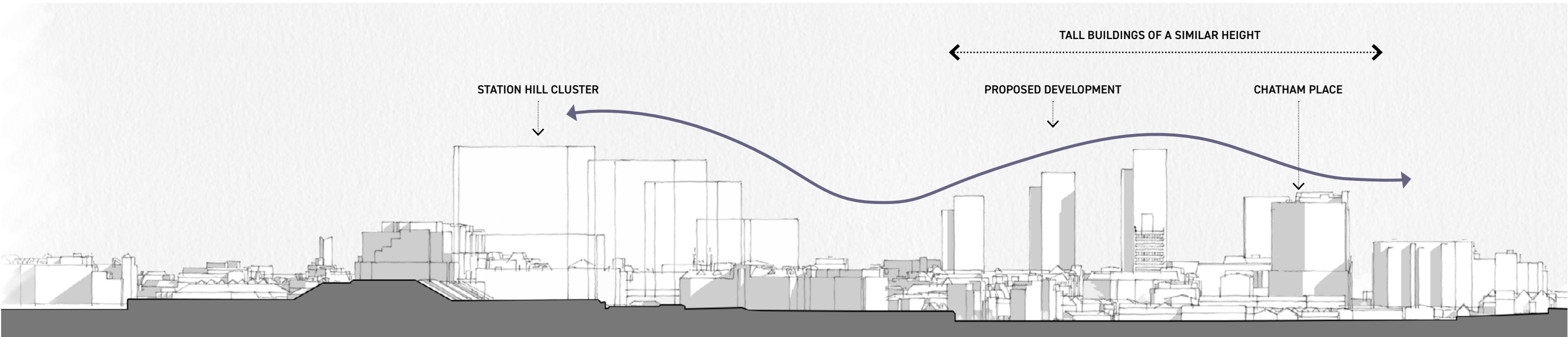
3.1 Justification of Height

Comment: Height

“The height of the scheme is not justified. It is the panel’s view that the scheme should not be any taller, because it is already tall in relation to Fountain House.”

Response

- The datum point of the proposed Amenity Deck has been reduced by 1 storey, lowering the blocks by 1 storey.
- The ‘shoulders’ of the towers have been redeveloped in response to the overall height but also to emphasise vertical proportion whilst maintaining a regular stepping in mass.
- Townscape Section Looking North - Variation in height helps to create interest in the skyline of Reading and responds to the conservation area by stepping up and away from the Minster



Townscape Section looking East

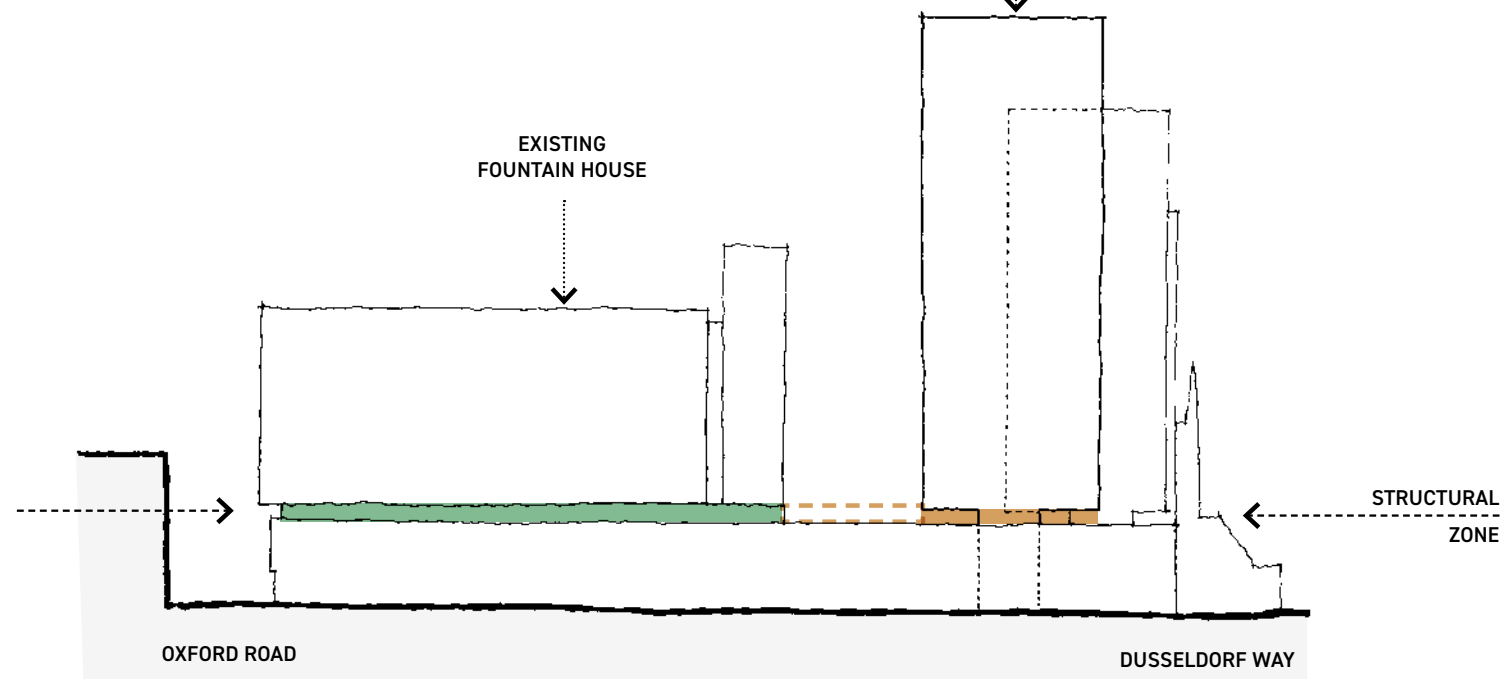
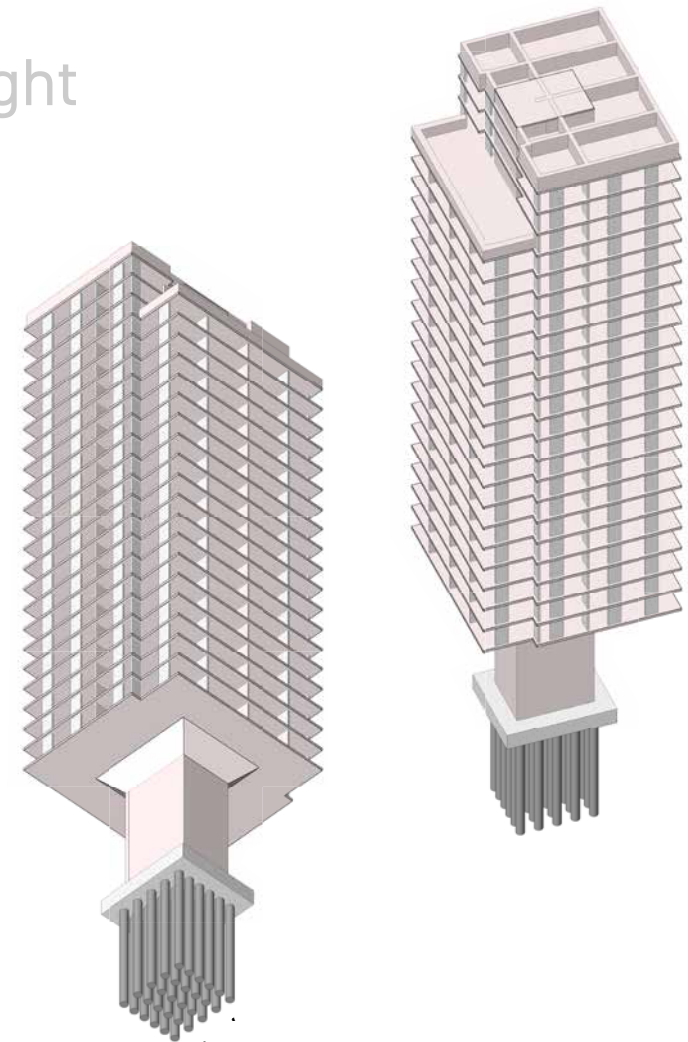
3.1 Justification of Height

Comment: Base of Towers A & B

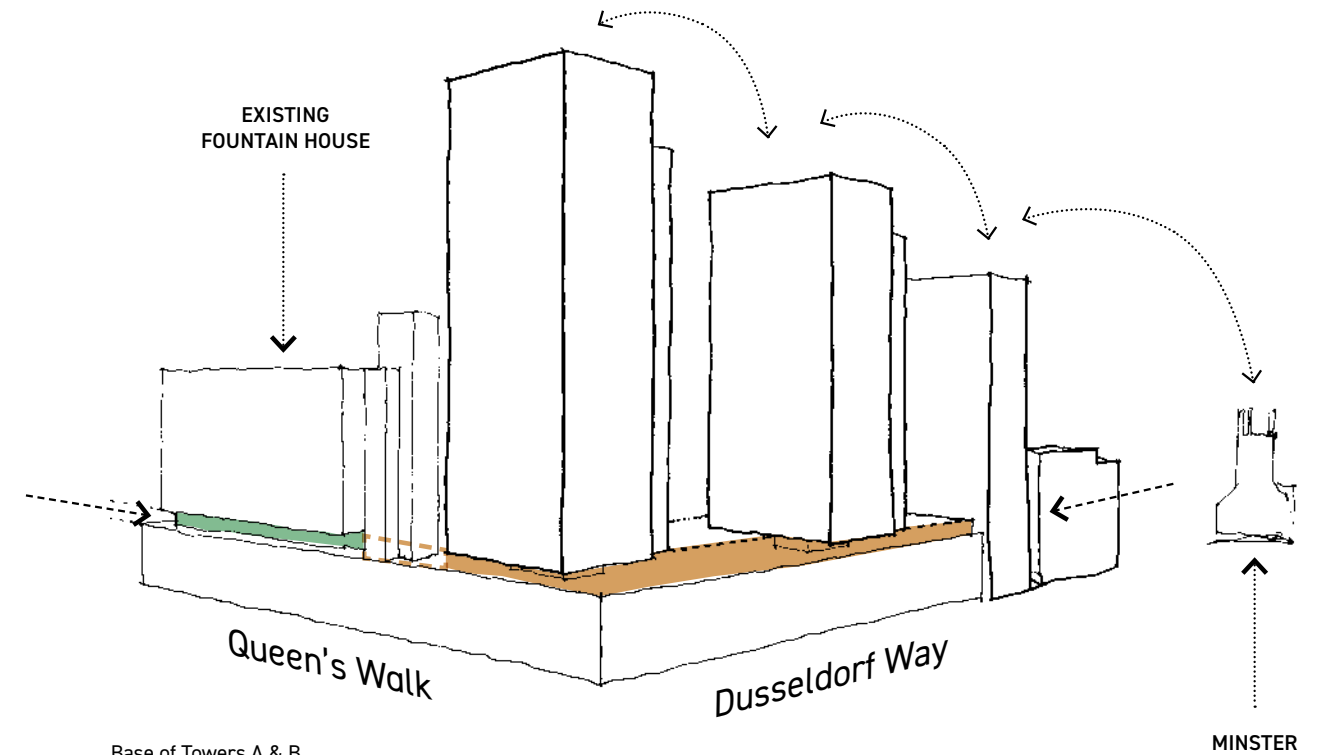
"Blocks A and B do not adequately respond to the podium, and simply sit on top of it. Although the materials applied to the first two levels are different, the proposal could go much further to respond here. A cue could be taken from Fountain House, where the massing proposal playfully acknowledges that it is sitting on an existing structure, by introducing a slight recess, or cut-in at the interface."

Response

- Reduction of Cumulative visual impact along Dusseldorf Way
- The removal of sections of Amenity Deck help to create a better streetscape proportion along Dusseldorf Way
- Stronger visual connection between pedestrians at street level and the towers above the amenity deck
- Structural restraints at lower levels do not allow for a significant inset of levels at the base of the towers.
- Natural 'shadow gap' beneath the proposed building will help create the same 'modernist' affect as Fountain House



Base of Towers A & B



Base of Towers A & B

