



HOSIER STREET PREMIER INN, READING
DESIGN & ACCESS STATEMENT
 NOVEMBER 2018

CONTENTS



1.0 Overview

1.1 Operator

2.0 Assessment

- 2.1 Site Location
- 2.2 Land Ownership
- 2.3 Existing Uses
- 2.4 Contextual Analysis
- 2.5 Site Constraints and Considerations
- 2.6 Conservation and Heritage
- 2.7 Social and Economic

3.0 Involvement

- 3.1 Public Consultation
- 3.2 Pre-App Discussions

4.0 Summary

5.0 Design

- 5.1 Concept Design
- 5.2 Use and Amount
- 5.3 Layout
- 5.4 Appearance and Materials
- 5.5 Visuals

6.0 Access

- 6.1 Vehicle and Pedestrian Access
- 6.2 Refuse Management and Servicing
- 6.3 Access Statement

7.0 Conclusion

Revision	Date	Notes
00	15.11.2018	Planning issue



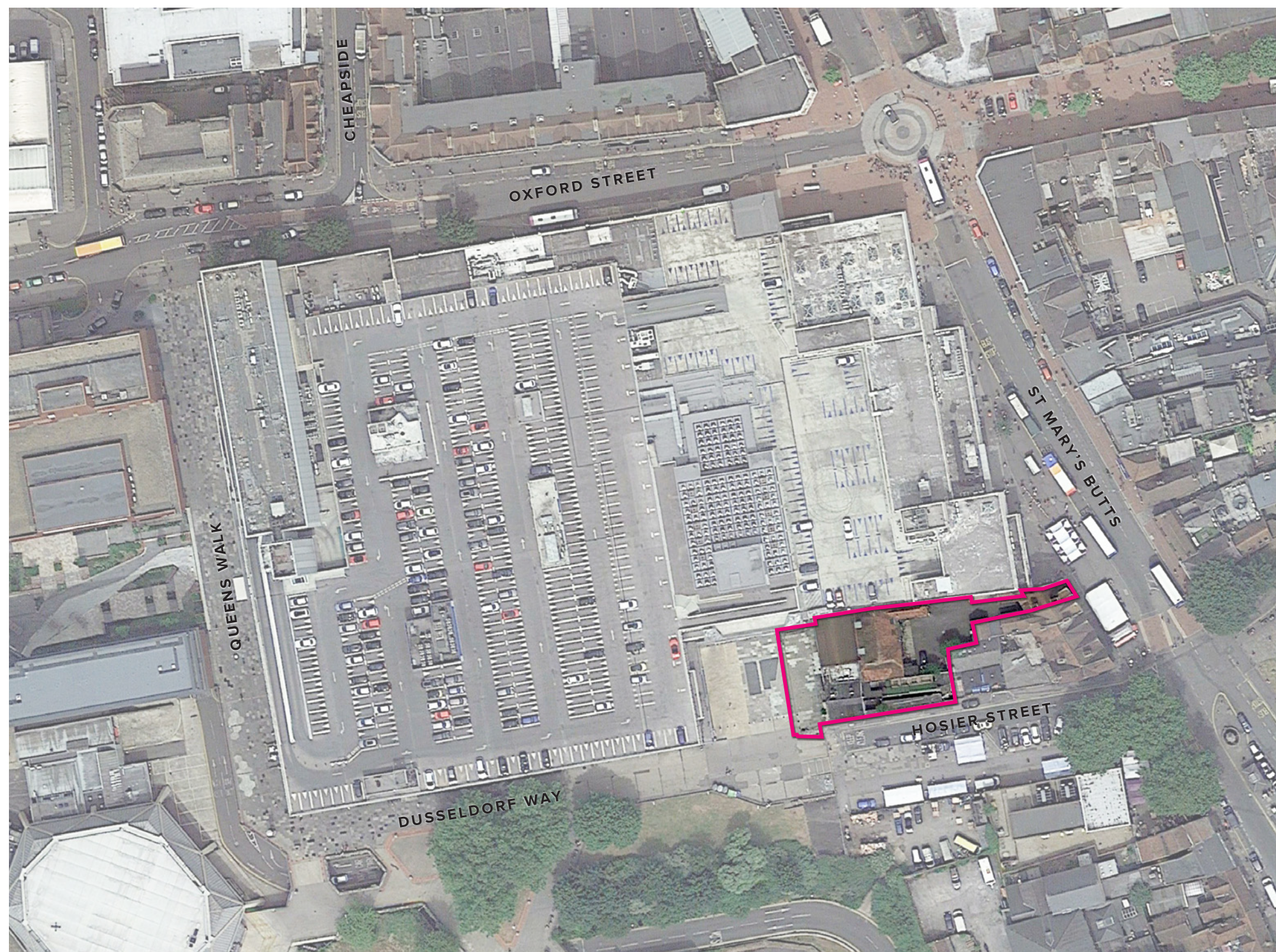
1.0 Overview

Introduction

This application is for a 101 bedroom Premier Inn for use as a hotel (Class C1 use) and Restaurant/bar (Class A3/A4).

The proposal is the first stage in the next phase of regeneration to the neighbouring Broad Street Mall development.

The hotel scheme seeks to re-activate the frontage to Hosier Street, followed in future phases by improvements on Dusseldorf Way, delivering an improved A3 offer & connectivity with the bounding street.



Aerial photograph of the site

KEY:  Site boundary

1.0

Overview | 1.1 Operator

Premier Inn

Award-winning Premier Inn is the UK's biggest hotel brand, offering quality accommodation at affordable prices. Premier Inn is consistently rated the UK's Best Value Hotel Chain by YouGov.

Premier Inn has over 785 hotels in the UK and 72,000 rooms and have ambitions for 85,000 rooms by 2020. They also have hotels in the Middle East and Germany, with more hotels in the pipeline.

At Premier Inn prides itself on comfort and quality, catering for business or leisure. Rooms have comfortable king-sized beds, ensuite bathrooms, a TV with Freeview and Wi-Fi in every room.

All hotels have a bar and restaurant, either within the hotel or just next door, offering a wide selection of meals and hearty eat-as-much-as-you-like full English and continental breakfasts.

Premier Inn is great fun for kids and great value for parents, with spacious family rooms and some hotels offering interconnecting rooms.

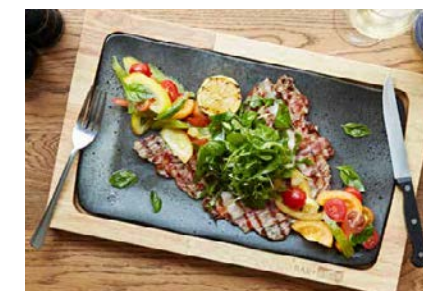
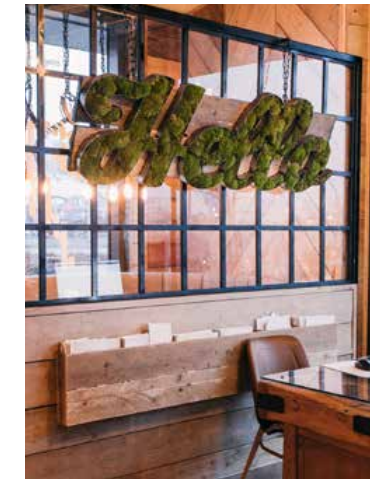
Premier Inn achieved 79.3% Total occupancy for 2017.

BAR+BLOCK

Bar+Block Steakhouse is an informal, all-day dining restaurant with a focus on high quality steaks.

The contemporary restaurant design features a large open kitchen and rustic design elements including timbers, exposed brick walls and warm lighting.

The main menu showcases a range of high quality steaks which are hand cut to order as well as the restaurant's 'Butchers Block' - a rotating range of limited time only, one of a kind steaks. The restaurant also offers a variety of other dishes including gourmet burgers ground on-site, fresh salads, British classics and decadent puddings.



2.0 Assessment | 2.1 Site Location

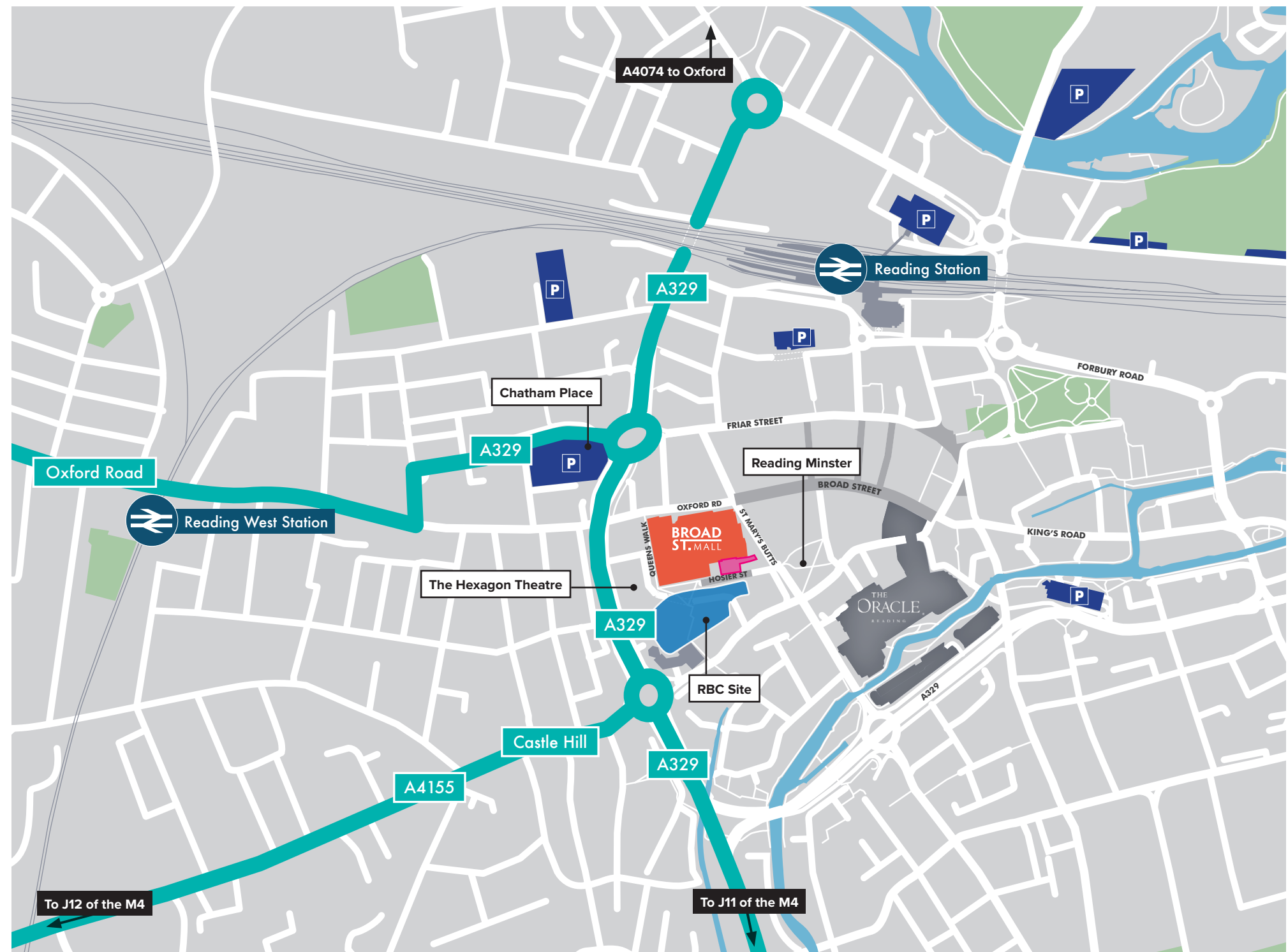
The application site extends to 0.1 ha and is situated within the administrative area of Reading Borough Council. The site is located West of St. Mary's Butts on the North side of Hosier Street, adjacent to Broad Street Mall which is located to the North and West.

The proposed Hotel site is on Hosier Street, currently occupied by vacant buildings which previously housed Eva's nightclub.

The site is located in the heart of Reading adjacent to the South East corner of Broad St Mall, a shopping centre on the West Side of Reading. The Broad St Mall site also houses office space in Quadrant House and Fountain House buildings above the main centre.

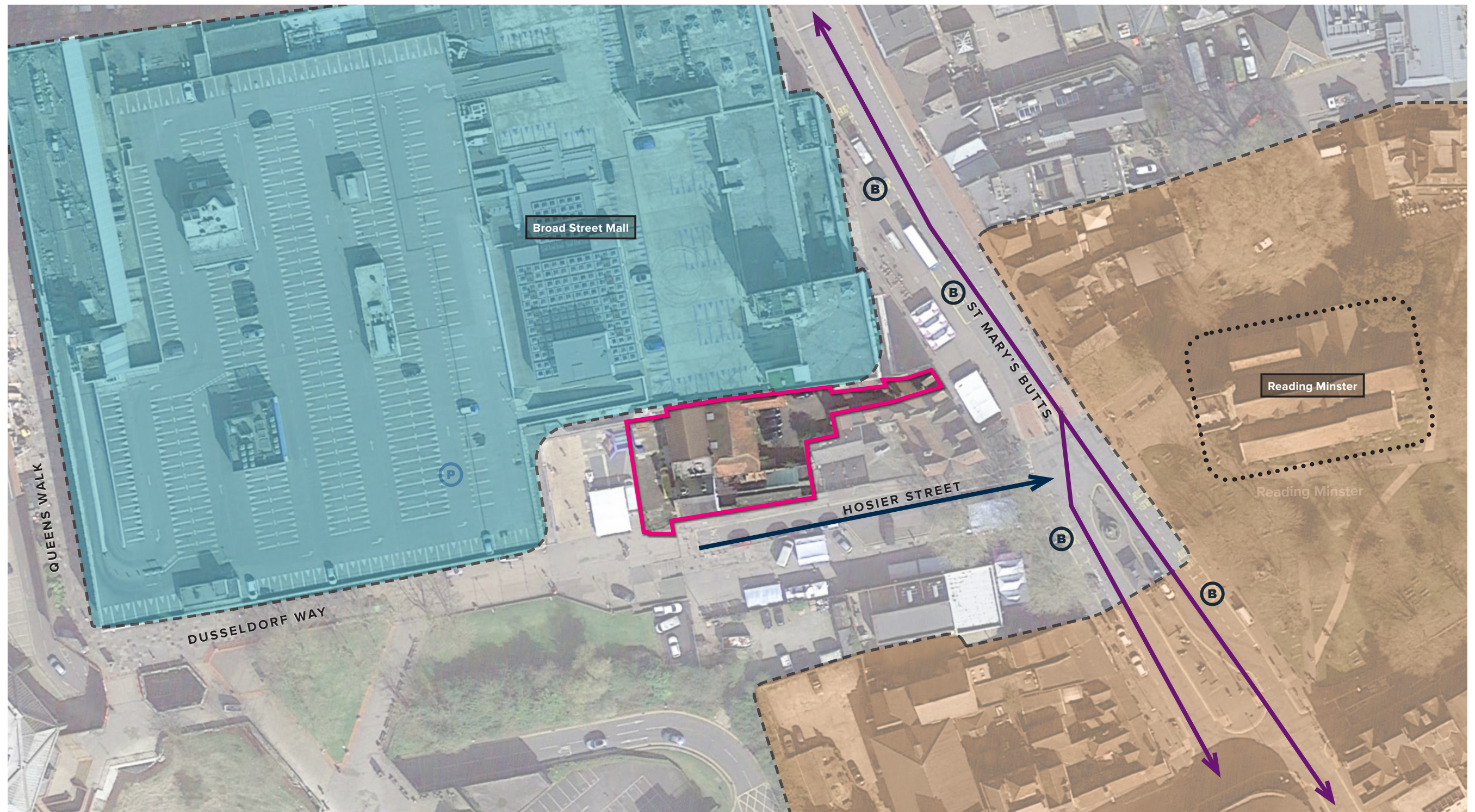
The site has an excellent central location with a significant number of shops, bars and restaurants nearby. The site is in close proximity to Reading railway station and the Hexagon theatre & magistrates Court, and is well served by buses.

The site is bounded by Broad Street Mall to the North, Hoiser St to the South and St Mary's butts to the East.



KEY: ■ Site boundary

Assessment | 2.1 Site Location

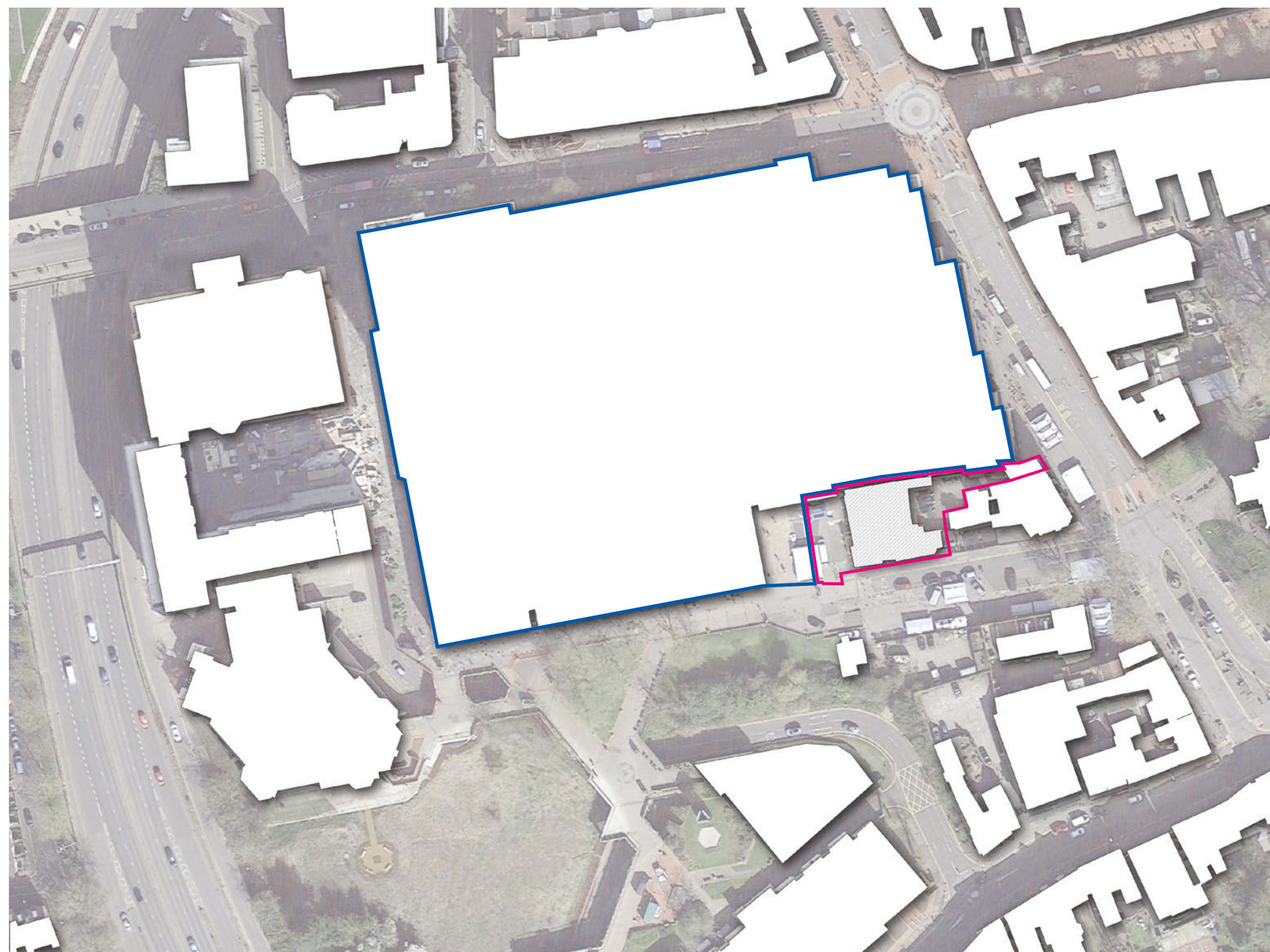


KEY:  Site boundary  Conservation Area  Broad St Mall  Primary Road  Secondary Road  Bus stop

Assessment | 2.2 Land Ownership

Land Ownership

The adjacent diagram shows the extent of the land owned by Inception (Reading) Sarl - co Moorgarth.



KEY:  Land owned by the applicant which does not form part of the proposed application  Planning application boundary

Assessment | 2.3 Existing Uses

The Application Site currently comprises the former Eva's nightclub and a vacant barn/warehouse, the former of which closed down at the end of 2017. Prior approval was given by the Council on 29th August 2018 for the demolition of these existing buildings (ref: 180217). All existing structures will be demolished to ground / slab level under permitted development rights to facilitate the proposed development. The Application Site also includes a small section of the Eastern edge of South Court, adjacent to the Southern entrance of Broad Street Mall.

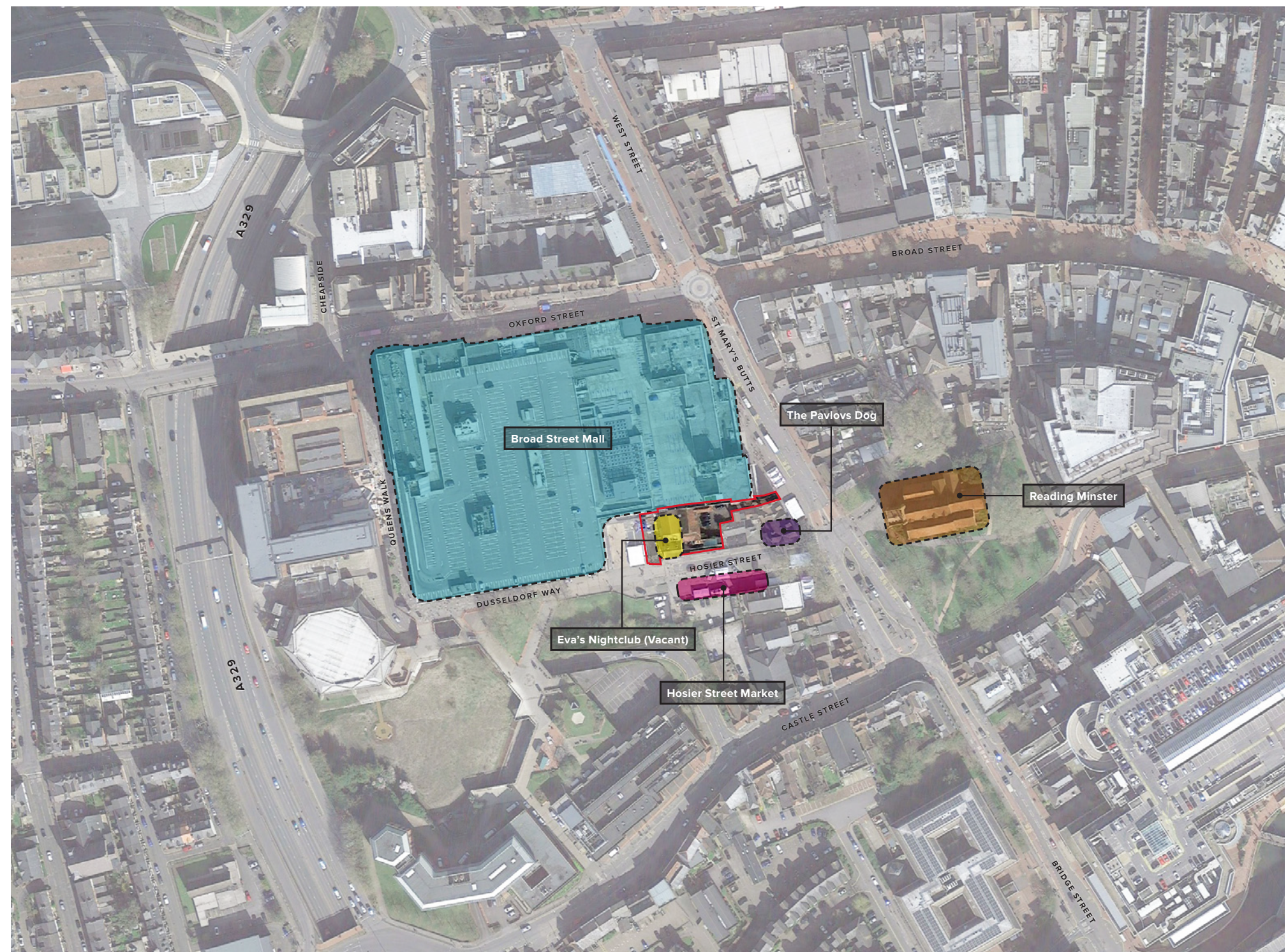
The surrounding area is typified by a mix of retail, commercial, and leisure uses, including offices, shops, restaurants, pubs, the Hexagon Theatre and Church of St Mary (Grade I listed).

In terms of relevant planning designations, the Application Site is located within Central Reading, Major Development Areas in the Centre, Development in the West Side Major Opportunity Area, Central Core, Office Core and Primary Shopping Area, which are appropriate locations for hotel and restaurant/bar. The Site is also within the emerging Hosier Street Framework Area which envisages comprehensive regeneration development.

Hosier Street currently has a lack of active frontage & is predominantly a thoroughfare with the majority of the street comprising the boundary walls to Pavlov's Dog Public House and to the former Eva's nightclub.

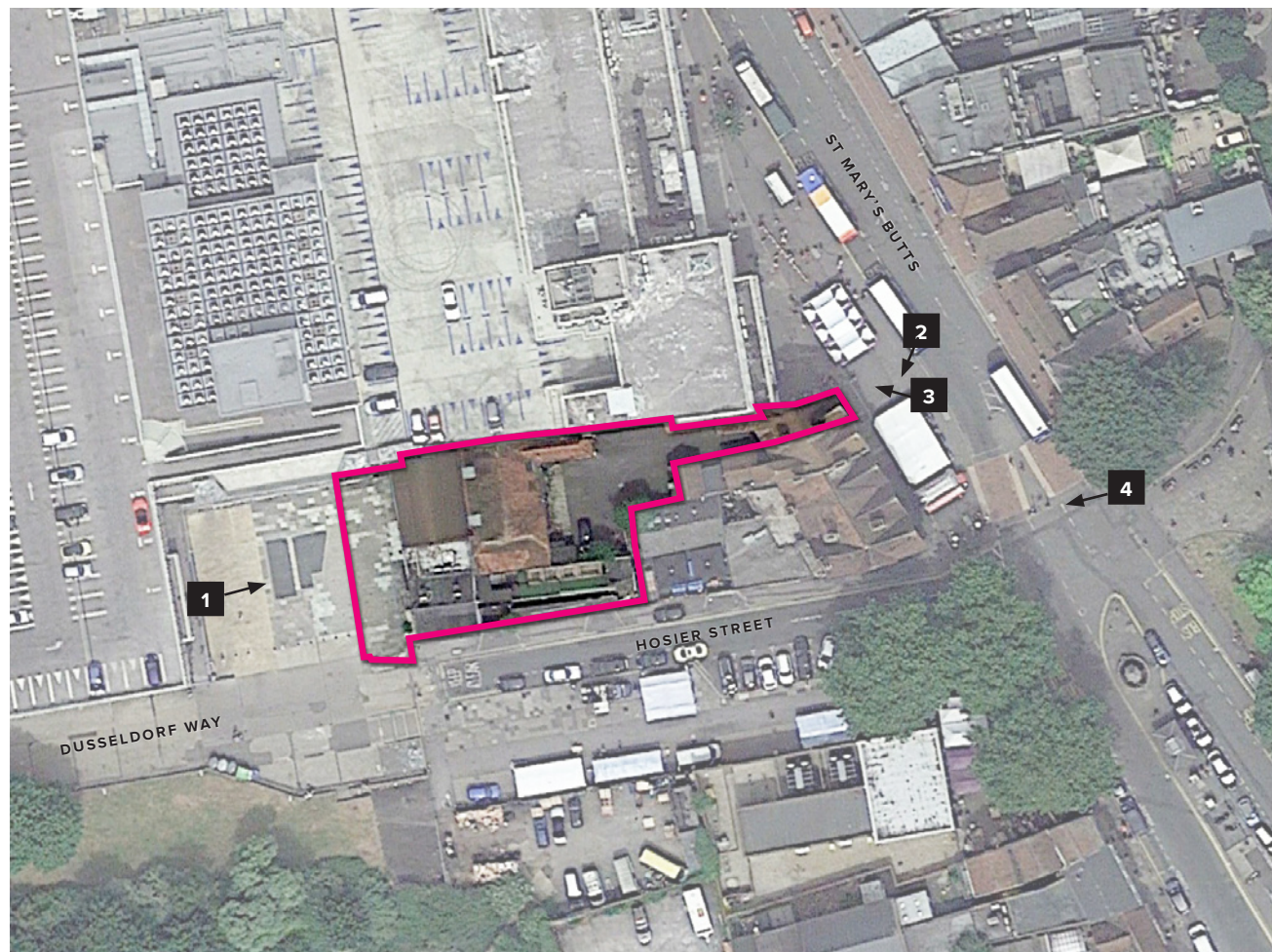
A weekly market operates to the South Side of Hosier Street.

Reading Minster is situated to the East of Hosier Street, it is a Grade 1 listed building with historic merit. The strong architectural presence of the Minster has informed our proposal through its materiality.



KEY: Site boundary

Assessment | 2.4 Contextual Analysis



Key Plan



Rooftop view looking East across the existing buildings to be demolished towards Reading Minster



Existing buildings on St Mary's Butts

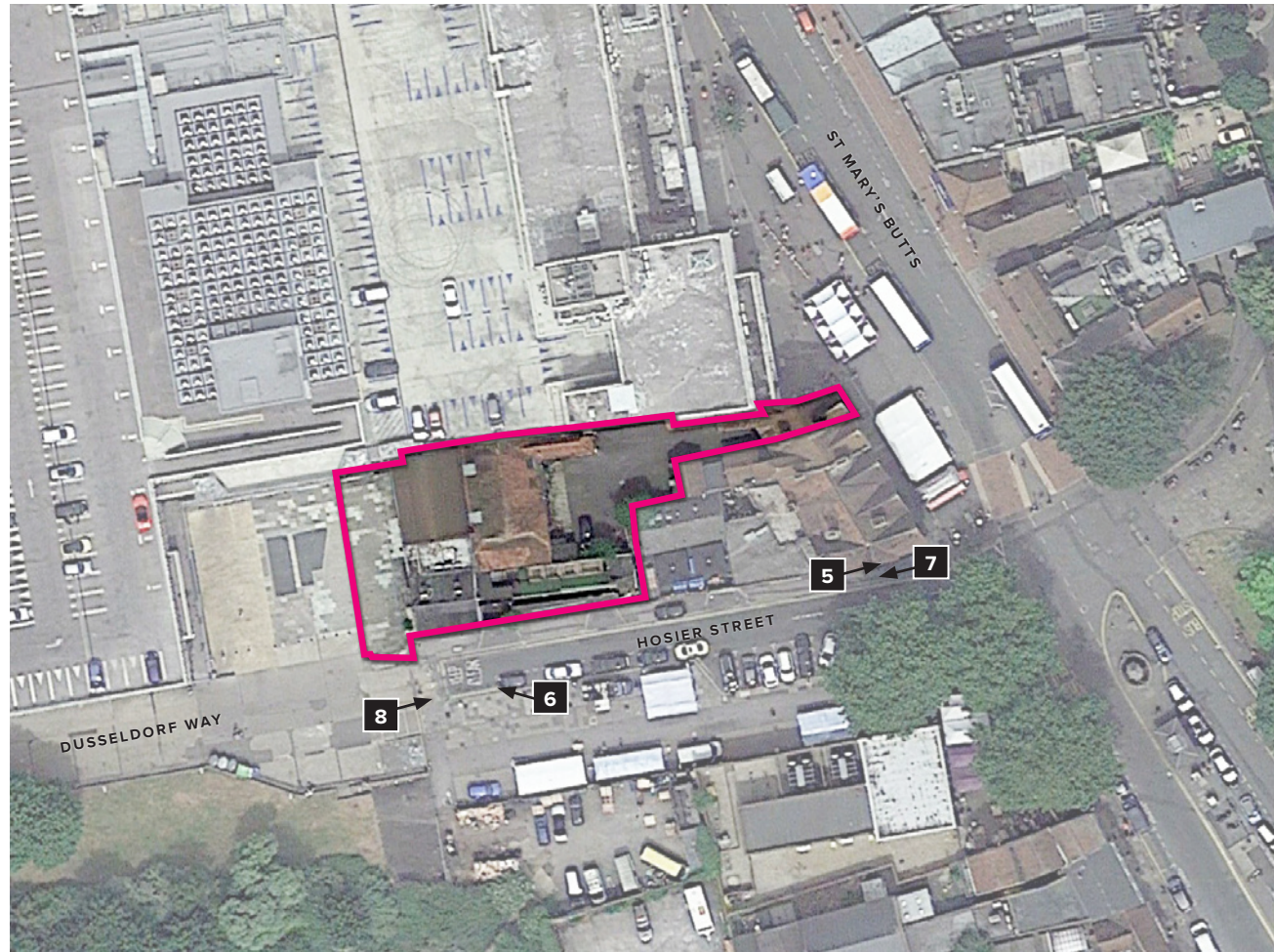


View of Broad Street Mall along St Mary's Butts



Entrance to Hosier Street from St Mary's Butts

Assessment | 2.4 Contextual Analysis



Key Plan



Reading Minster



View looking West towards the existing centre with the vacant Eva's nightclub on the right



View looking West down Hosier Street

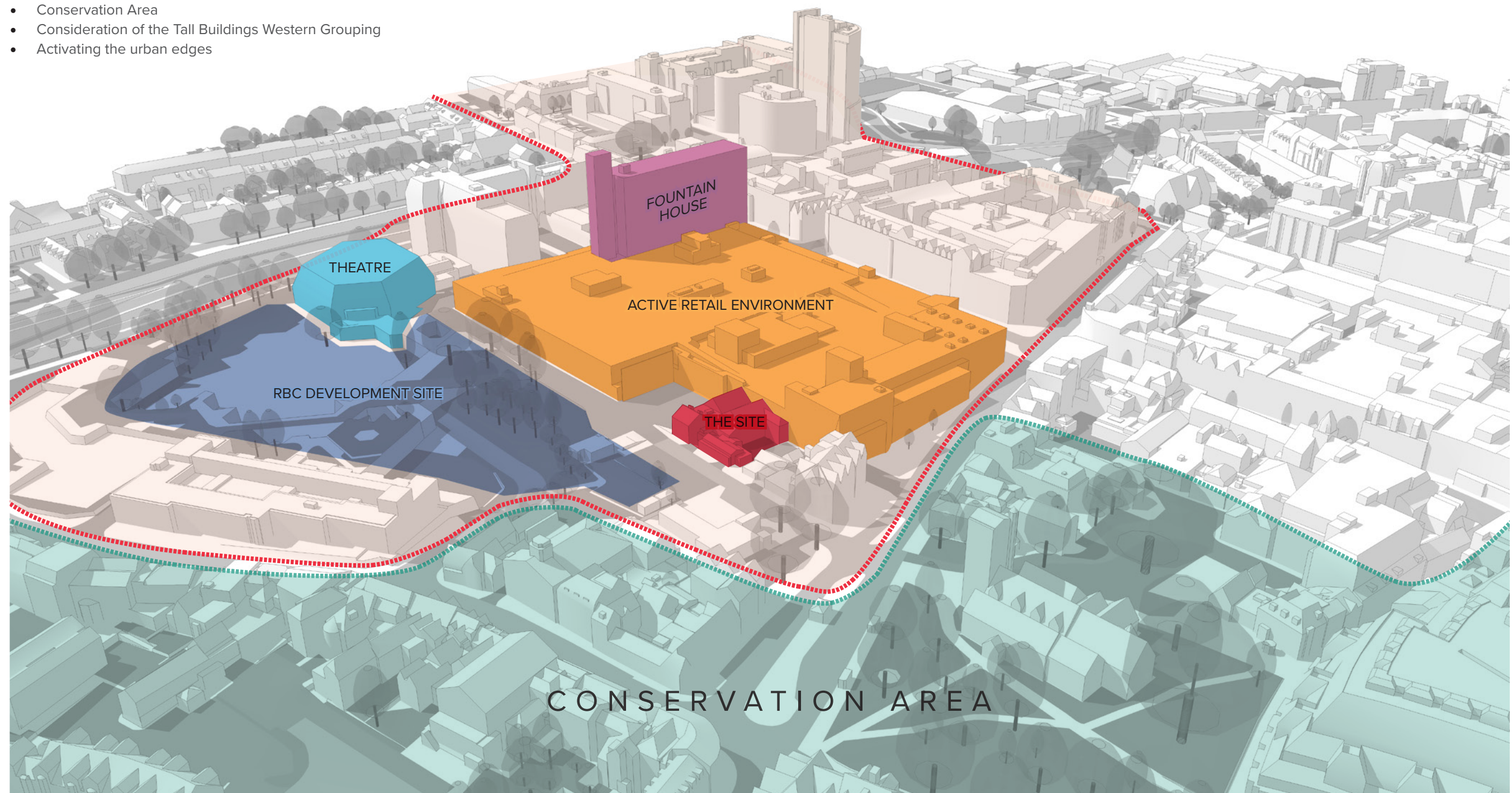


View looking East up Hosier Street towards Reading Minster

Assessment | 2.5 Site Constraints and Considerations

From the analysis a number of considerations were identified:

- Conservation Area
- Consideration of the Tall Buildings Western Grouping
- Activating the urban edges



KEY:  Tall buildings Western Grouping

Assessment | 2.6 Conservation and Heritage

The Application Site is not within a Conservation Area, however is located adjacent to St. Mary's Butts/Castle Street and Russell Street/Castle Hill Conservation Areas. There are also a number of listed buildings and monuments located within close proximity to the Application Site, including:

- Church of St. Mary (Grade I listed);
- Queen Victoria Jubilee Fountain (Grade II listed);
- the Allied Arms Inn (Grade II listed); 55 and 55A, St Mary's Butts (Grade II listed);
- Jubilee Cross (Grade II listed).

The majority of the buildings contained within these conservation areas are listed in their own right, but comprise an overall area of historic character.

Hosier Street, on which the proposed hotel sits links directly to the Conservation Area. The street is considered to currently have a negative impact on the historic character of the area and therefore redevelopment would be considered to be beneficial.

The proposed scheme has been carefully considered to ensure that re-generation of this key site can positively and appropriately contribute to Reading Town Centre.

The building will be a contextual and appropriate neighbour to the nearby heritage assets.

The proposal will preserve and enhance the setting and therefore the character and appearance of the conservation area and also the setting of nearby listed buildings.

The proposed scheme complies with national and local policy and guidance for listed buildings and conservation areas.



KEY:  Site boundary  Conservation Area

Assessment | 2.7 Social and Economic

The transformation of the adjacent Broad Street Mall's internal environment has been taking shape since Moorgarth acquired the centre.

The approach has been to clear the clutter and update the mall in a clean contemporary style with new dynamic lighting, artwork and finishes. Adjacent are before and after images.

It is the intention to bring this approach into the wider development, creating a holistic sense of place to the centre & future developments.



3.0 Involvement | 3.1 Public Consultation

A two day public consultation event was held in early August 2018. Local councillors and members of the Reading BID were given a briefing ahead of the exhibition and a website set up in relation to the development specifically where members of the public could find out more about the scheme, the operator and leave feedback.

The overriding response was one of support in terms of the proposed use in this location and the scheme design.

See Four Communications report which provides an analysis on the consultation.



WELCOME

To our preview event on plans for a new hotel and restaurant on the site of the former Eva's Nightclub on Hosier Street adjacent to Broad Street Mall

The proposed hotel, situated to the south east of the Mall, is the first step of our plan for further improvements and development of the Broad Street Mall. This preview event sets out our proposals and the principles that have guided them.

We welcome your thoughts and feedback. Our project team is on hand to discuss the proposals and to answer any questions you may have.



THE TEAM



Moorgarth are specialists in real estate asset management, enhancing assets by creating a physical environment where their tenants can flourish. Moorgarth pride themselves on their open approach. They work alongside people and organisations to tailor projects to suit the target market. They listen to their tenants, understand markets and deliver.



C+W Architects has an award-winning ethos, creating high quality architectural solutions that blend a strategic, design-led approach with an integral commercial awareness.

As placemakers, C+W know that architecture is about more than individual buildings and look to work collaboratively with their clients to understand and develop the spaces around and between structures.

C+W Architects marry 35 years of professional experience with cutting edge technologies, producing design solutions that enhance the built environment.



DP9 is established as one of the leading expert consultancies in planning, development and regeneration in the UK.

DP9 has a proven track record of delivering high profile planning consents and is currently advising on more than 500 live projects, ranging from small scale instructions to large, complex masterplanning proposals across all sectors.

SITE CONTEXT



The site primarily comprises the former Eva's nightclub which closed down at the end of 2017 and includes a small section on the eastern edge of South Court adjacent to the southern entrance to the Mall.



OUR PROPOSALS

Our proposals will continue the regeneration and improvements brought forward by Moorgarth which started with the refurbishments to and upgrading of the interiors at Broad Street Mall. The proposals include:

A 100 bed hotel

8 storeys in height

A new restaurant at the ground floor

Materiality inspired by neighbouring conservation area and heritage buildings

Active frontages to the street

Both the hotel and restaurant entrances are positioned at ground floor level fronting onto Hosier Street. No car parking is provided in this town centre location.

This is the initial phase of regeneration ahead of a wider masterplan vision in line with the Council's emerging aspirations for the area.



DESIGN APPROACH

The hotel will form a gateway building to the emerging development along Dusseldorf Way and creates an opportunity to enhance the east-west route along Hosier Street to increase accessibility.

The principal elevation of the hotel will create a strong and active street frontage, bridging the gap between Broad Street Mall and the existing buildings on the edge of the conservation area.

The hotel has been designed to form part of a stepped massing running from the tall building zone on the western side to the sensitive conservation area to the east. This massing responds to its context by stepping down towards Reading Minster.

Robust, high quality materials have been selected in response to the character of the immediate context. Brick is used extensively and provides deeply recessed openings at ground floor level to clearly define the active frontage. Brick and stone detailing to window surrounds and on gable ends enhance the elevational treatment, especially when viewed from the conservation area.

NEXT STEPS

Thank you for taking the time to attend the preview event today. We are looking to submit the application for the hotel and restaurant very shortly after the preview events. The Council will then consult on the application ahead of a decision. The application will include:

A 100 bed hotel

8 storeys in height

A new restaurant at the ground floor

Materiality inspired by neighbouring conservation area and heritage buildings

Active frontages to the street

Following this application we will be working on plans for the wider development of Broad Street Mall in line with the Council's emerging aspirations for the area, and we hope to consult on these in September.

If you have any questions about the hotel application, the wider masterplan or would just like to be kept informed of future events, please do leave your details with a member of the project team. Alternatively, please contact us on:

0118 3500 116 or via email at broadstreetmall@fourcommunications.com

Consultation Boards from August 2018

Involvement | 3.2 Pre-App Discussions

Pre-Application Advice

Throughout the design process we have engaged with Reading Borough Council Planning Department with several formal pre-application meetings taking place as well as a site walk around. Initially the discussions were broad-stroke, aiming to establish the appropriate level of development across the Broad Street Mall site.

Pre-application discussions with the Chief Planning Officer and the Deputy Leader of the Council have provided positive feedback in relation to the scale and ambition of the proposals. In particular there has been a clear appetite expressed for taller buildings which can contribute to the regeneration and refurbishment of the Mall and to encourage significant residential provision in the town centre. The scheme has been reviewed by the Reading Design Review Panel.

Highways Consultation

A consultation meeting was held by the Design Team with Reading Council Highways Department. This meeting was primarily to establish the most appropriate method of servicing the building.

It was determined that Hosier Street would provide the most appropriate location for servicing the building.

Hosier St is an established servicing route utilised for Pavlov's Dog and the Poundland Unit.

The proposed design has addressed design amendments received from both the DRP and RBC's planning department.

- Servicing from Hosier St, not St Mary's Butts.
- The detail to the elevations references the Architectural palette and features to The Minster.
 - » A complimentary buff facing brickwork to the Eastern end of the building, with a strong contrasting colour snap header detail.
 - » Reconstituted stone window surrounds
 - » Reconstituted stone detailing to the Hosier St façade, wrapping around the West Elevation.
- The scheme provides a step in podium level-rising from a single to a 2 storey presentation to acknowledge the change in level from Hosier St to Dusseldorf Way & the scale of the future development proposals.
- Introduction of canopies to the Hotel and restaurant entrances & the opening up of the façade to the South West corner to define the Hotel and restaurant entrances. The continuation of the recon stone podium feature around this corner adds further definition.
- Feature panels of brickwork have been added to the West Elevation.
- The additional of windows and feature detailing to the East elevation to help connect the wall and activate the street.
- Introduction of a brickwork plinth below the restaurant windows
- A construction management plan has been prepared to address queries raised regarding the construction phase.

Step in podium level



Elevated view from Hosier Street towards the proposed building

Introduction of canopies



South West corner

Opening up the South West corner

Reconstituted stone details

Hit & miss snap headers and re-constituted stone surround



View looking along the proposed elevation on Hosier Street towards The Minster

4.0 Summary

Existing Site

- Poor quality public realm.
- Lack of active frontages & connection to Hosier Street
- Dilapidated & vacant buildings

Potential

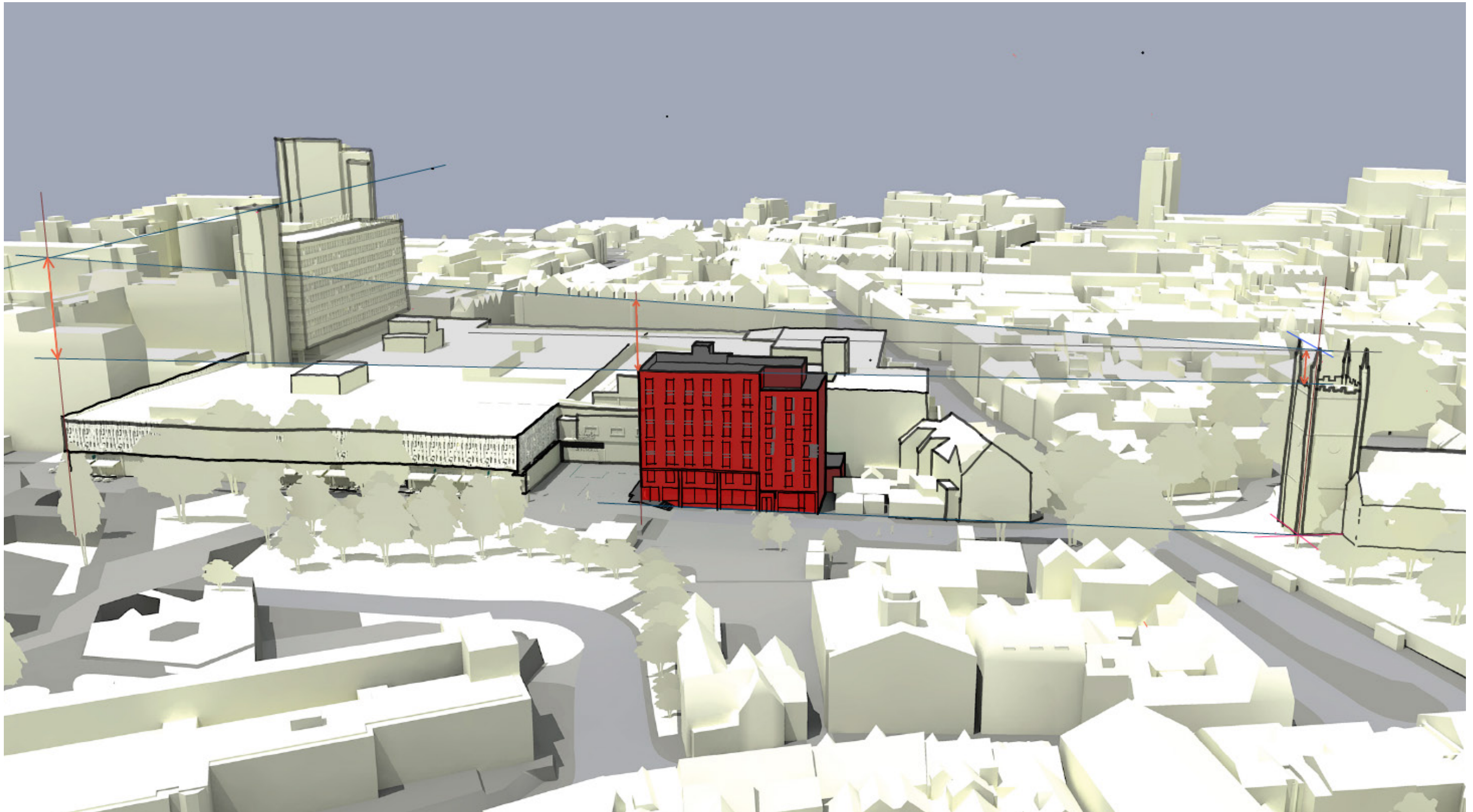
- Opportunity to activate the street frontage.
- Enhancement of the East-West route to increase accessibility.
- Create a gateway development in the Hosier Street Development Zone.



Illustrative visual only

5.0

Design | 5.1 Concept Design



Concept sketch showing hotel in context with the surrounding buildings

Design | 5.2 Use and Amount

Use

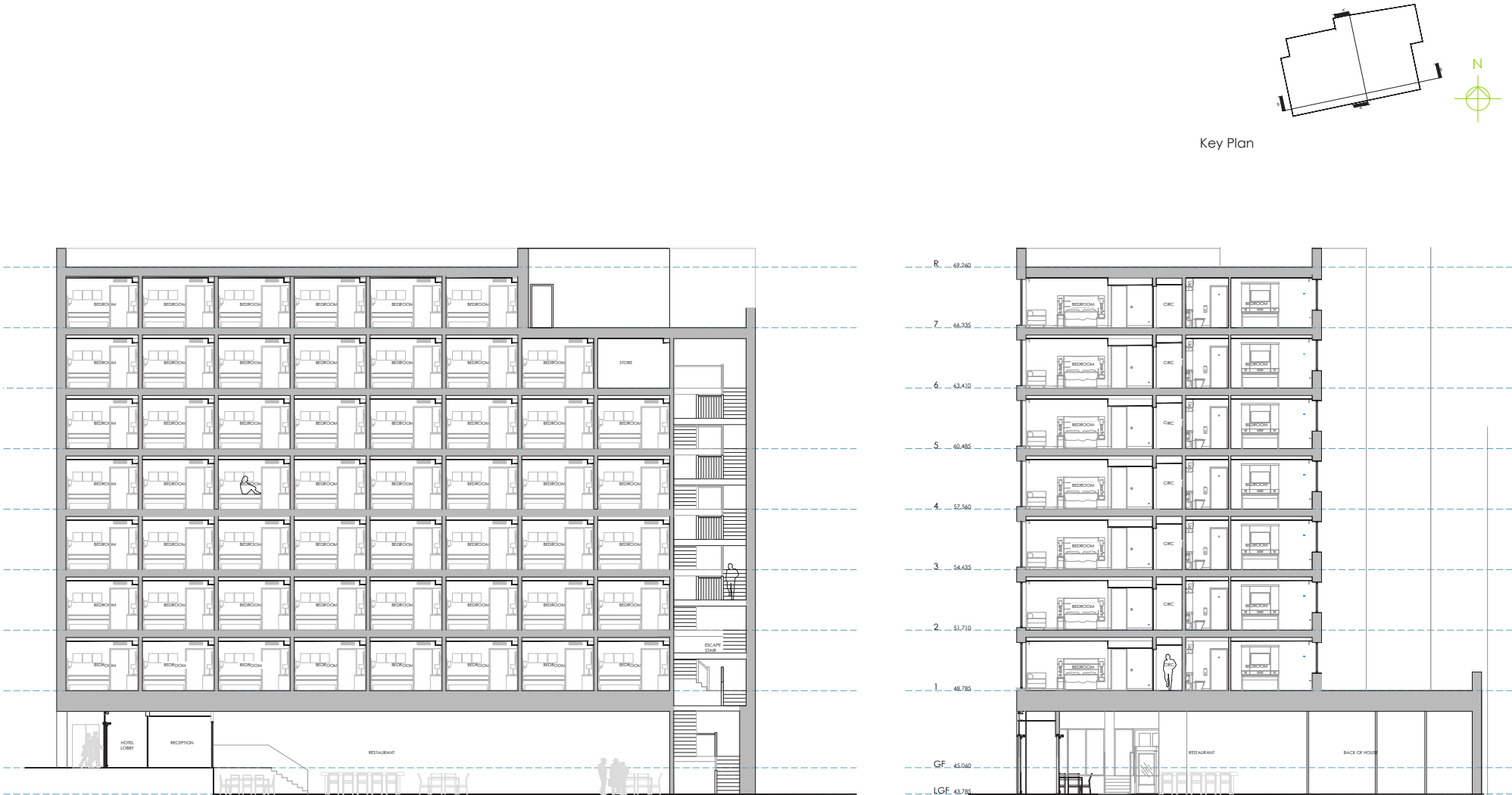
The proposed development is for the demolition of existing structures and erection of a part 7, part 8 storey 101 bedroom hotel (Class C1) & associated restaurant/bar (Class A3/A4).

Guests staying at the Premier Inn will utilise the facilities within the restaurant, however the restaurant will also be open to non-residents.

Amount

The Development provides the following GIA & GEA's:

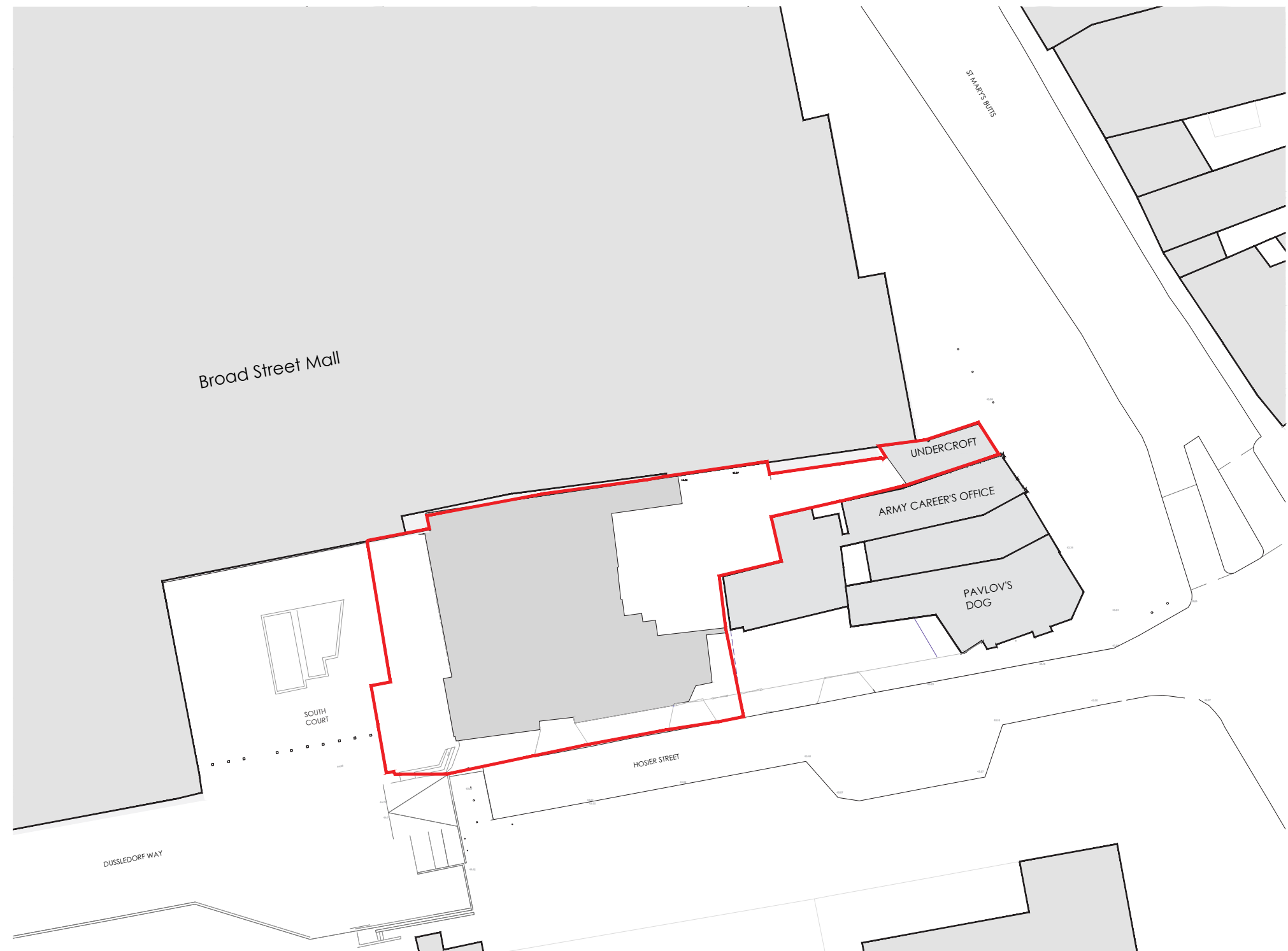
ACCOMMODATION SCHEDULE			
FLOOR	GIA M ²	GIA SQ.FT	GEA M ²
Ground	653.7	7056.04	699.3
Hotel	191.7		203.1
Restaurant	462		496.2
1 st	482.8	5211.34	527.5
2 nd	482.8	5211.34	527.5
3 rd	482.8	5211.34	527.5
4 th	482.8	5211.34	527.5
5 th	482.8	5211.34	527.5
6 th	482.8	5211.34	527.5
7 th	397.3	4288.46	438.3
TOTAL	3947.8		4302.6



Design | 5.3 Layout

Existing Site

The existing site sits between Hosier Street and Broad Street Mall. The site contains a cluster of buildings which have consent for demolition including the former Eva's nightclub premise & a barn, which are now vacant.



Existing Site Plan

Design | 5.3 Layout

The layout of the hotel has been designed to meet the operator's requirements, generally with restaurant and reception at ground floor and bedrooms on the upper floor levels.

The ground floor extends at the rear of the building beyond the bedrooms- above to accommodate the back of house facilities.

Level 00

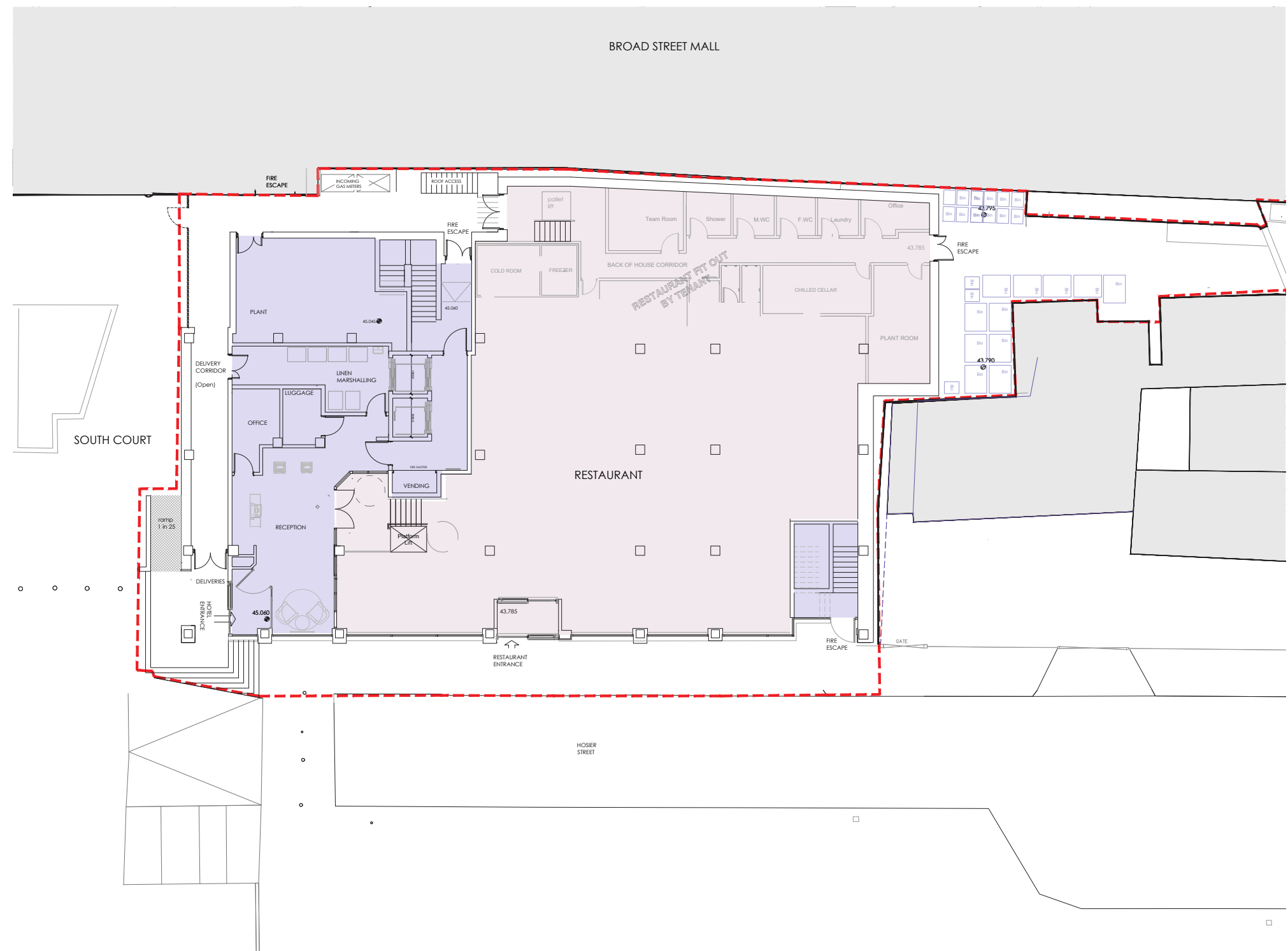
The principle hotel entrance is on the South West corner of the building affording access from Hosier Street and from Dusseldorf and Broad Street Mall.

The existing topography has dictated a split level ground floor plan, the West side of the building contains the Hotel reception and ancillary areas, the restaurant is located to the East side of the building at lower ground floor level.

The restaurant is accessed either directly from Hosier Street or via a platform lift or steps from the hotel reception. Large glazed windows to the South Elevation provide an active frontage and connectivity with Hosier Street.

The planned internal layout has tables directly in front of the windows, emphasising the link to the street.

Kitchens and plant rooms together with back of house accommodation are located at the rear of the building. A dedicated service corridor is provided to the West of the building to facilitate deliveries directly into the required areas.



Proposed Ground Floor Layout

Design | 5.3 Layout

Level 01 - 06

Hotel Layout

The upper levels have a generally linear form in line with the operator's standard model, providing an efficient layout.

A central corridor serves the guest bedrooms, each floor also houses a linen/ staff team room.

There are 2 lifts together with a main staircase and a secondary escape stair.

The bedrooms are all ensuite & generally family rooms, some of which are interconnecting.

There are also universally accessible rooms offering a choice of handing and bath or shower facilities.



Proposed Typical Floor Layout

Design | 5.3 Layout

Level 07

Hotel Layout

The 7th floor steps back from the East elevation to reduce the massing in context to St Marys Butt.

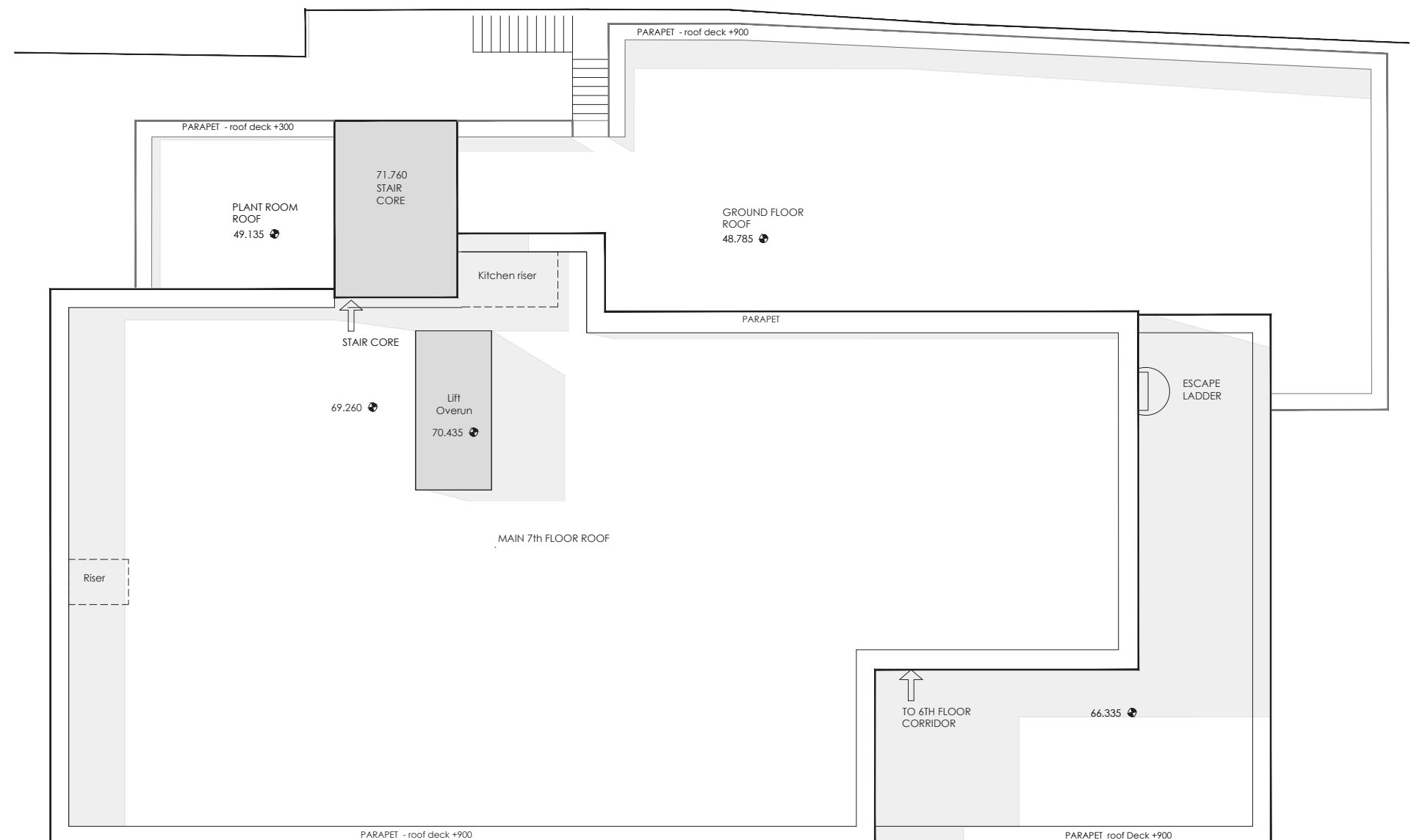
There is access from this level to the 6th floor roof. The parapet of which serves as screening for plant.



Design | 5.3 Layout

Roof Plan

The roof plan has its own plant enclosure which houses both the hotel and restaurant plant. The hotel and restaurant are both served by the roof plant enclosures. The plant decks can be accessed from both the seventh floor and roof level for maintenance.



Proposed Roof Plan Layout

Design | 5.4 Appearance and Materiality

The overall design philosophy produces a building that satisfies the functional requirements of the end use whilst responding sensitively to the local environment.

The layout now presented is a response to a number of factors & feedback from DRP comments, pre-consultation advice & the operative evolving through a number of iterations.

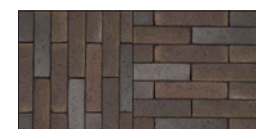
The overall design philosophy produces a building that satisfies the functional requirements of the end use whilst responding sensitively to the local environment.

The layout now presented is response to a number of factors & feedback from DRP comments, pre-consultation advice & the operative evolving through a number of iterations.

The design has regard to the cultural heritage sensitivities of the site, particularly the nearby Church of St Mary (Reading Minster). The articulation of the façades and elevational detailing provide an interesting solution to a plan form that is repetitive in nature. The design has a carefully selected palette of complimentary façade materials selected for their quality and visual appearance and appropriate context.



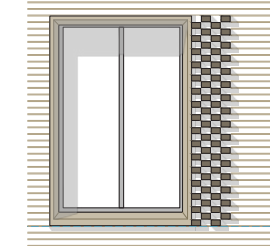
MID GREY FACING BRICK



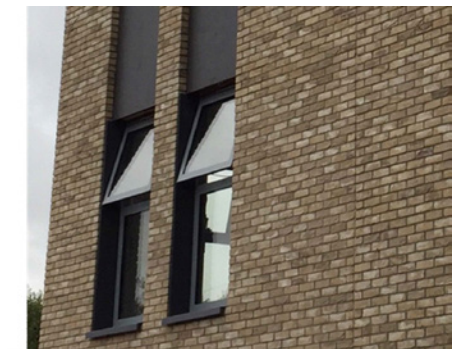
FEATURE BRICK PANELS-
CHANGE IN DIRECTION OF LAY



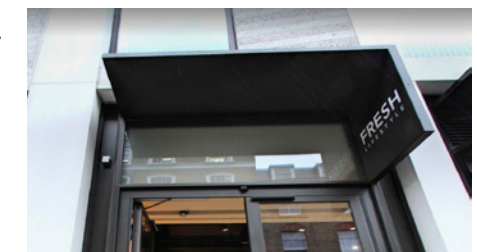
BAY ELEVATION



STONE WINDOW SURROUND AND PROJECTING
BRICK DETAIL INSPIRED BY READING MINSTER.



MULTI TONAL BUFF BRICKWORK

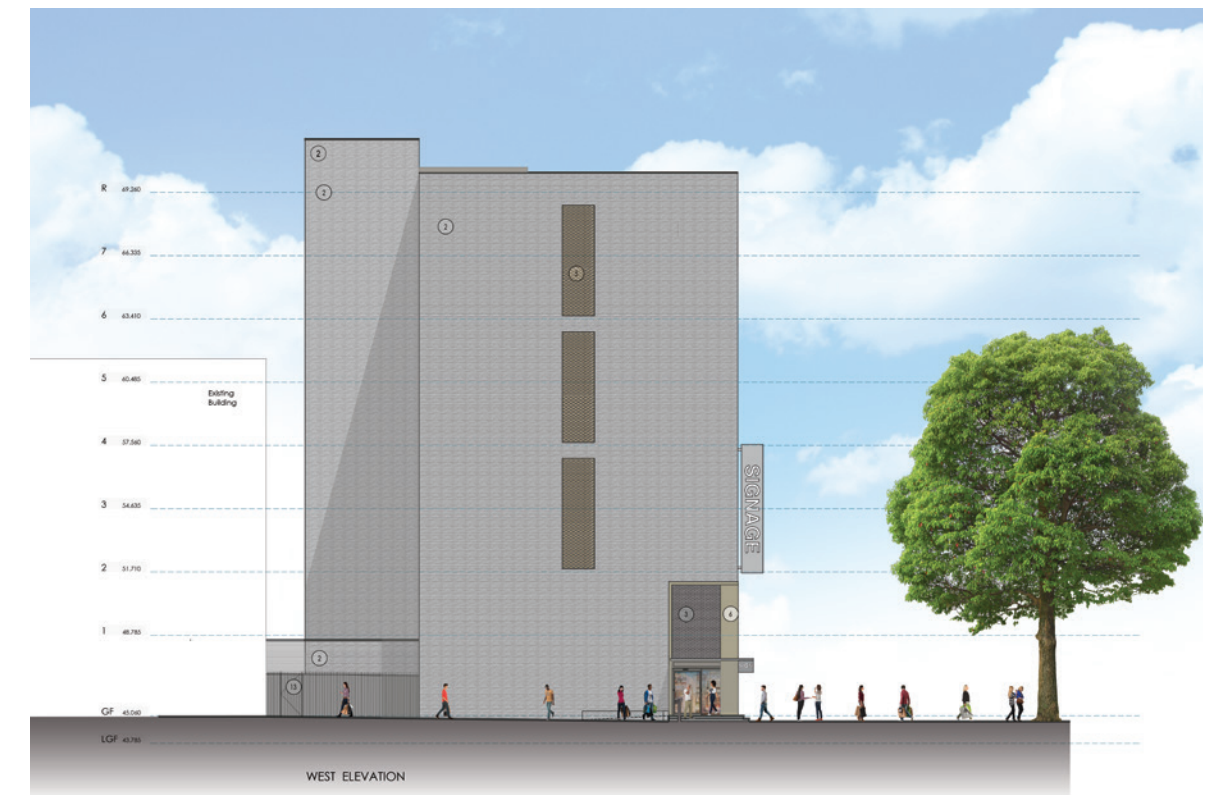


PROJECTING SIGNAGE CANOPY



SOUTH (HOSIER STREET) ELEVATION

Design | 5.4 Appearance and Materiality: Elevations

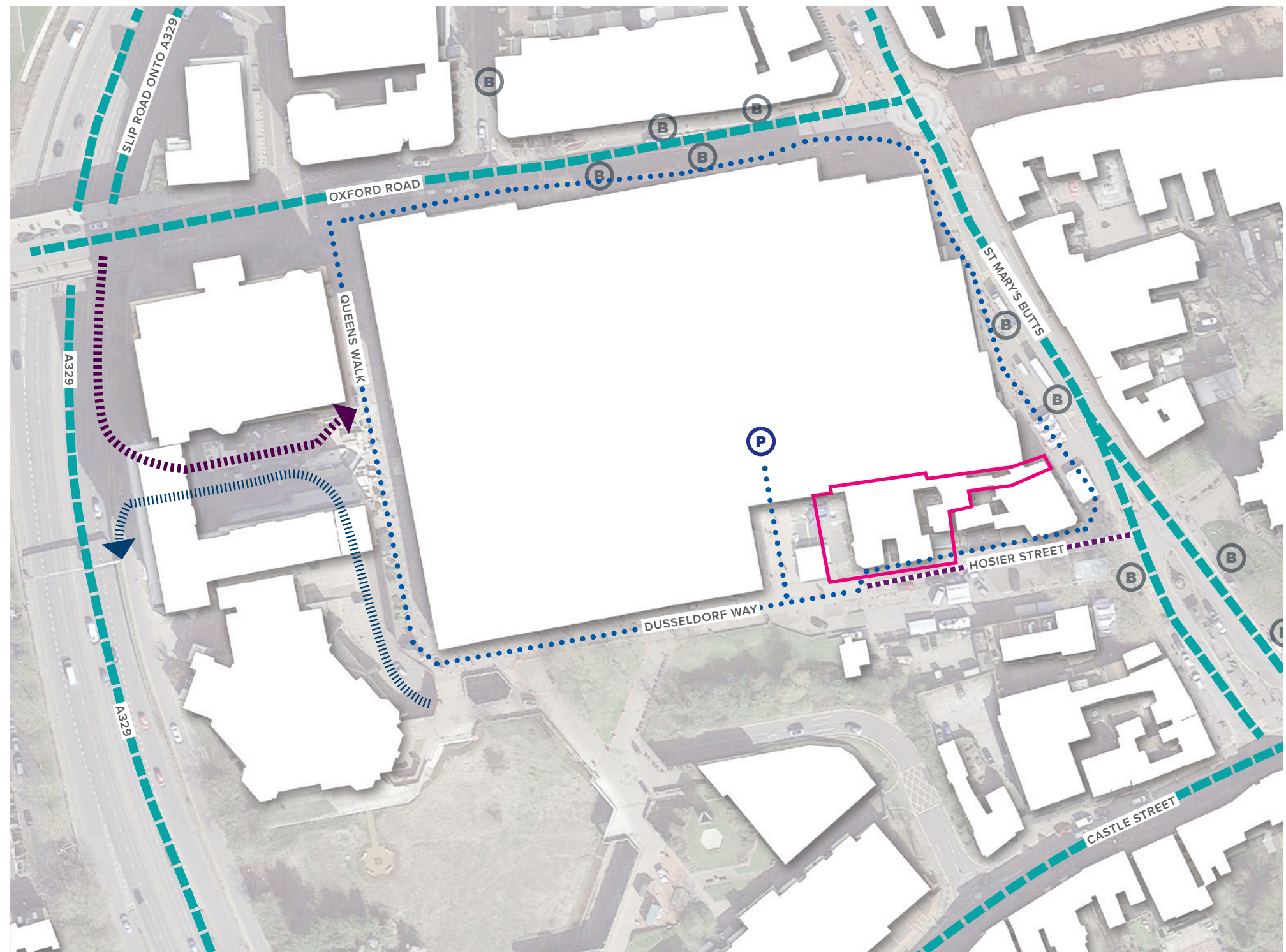




6.0

Access | 6.1 Vehicle and Pedestrian Access

The adjacent plan shows the key access routes, public transport links and pedestrian access routes around the site and Broad Street Mall.



KEY: Site boundary Primary roads Secondary roads Pedestrian routes ➔ Vehicle access ➔ Vehicle exit B Bus stops P Car parks

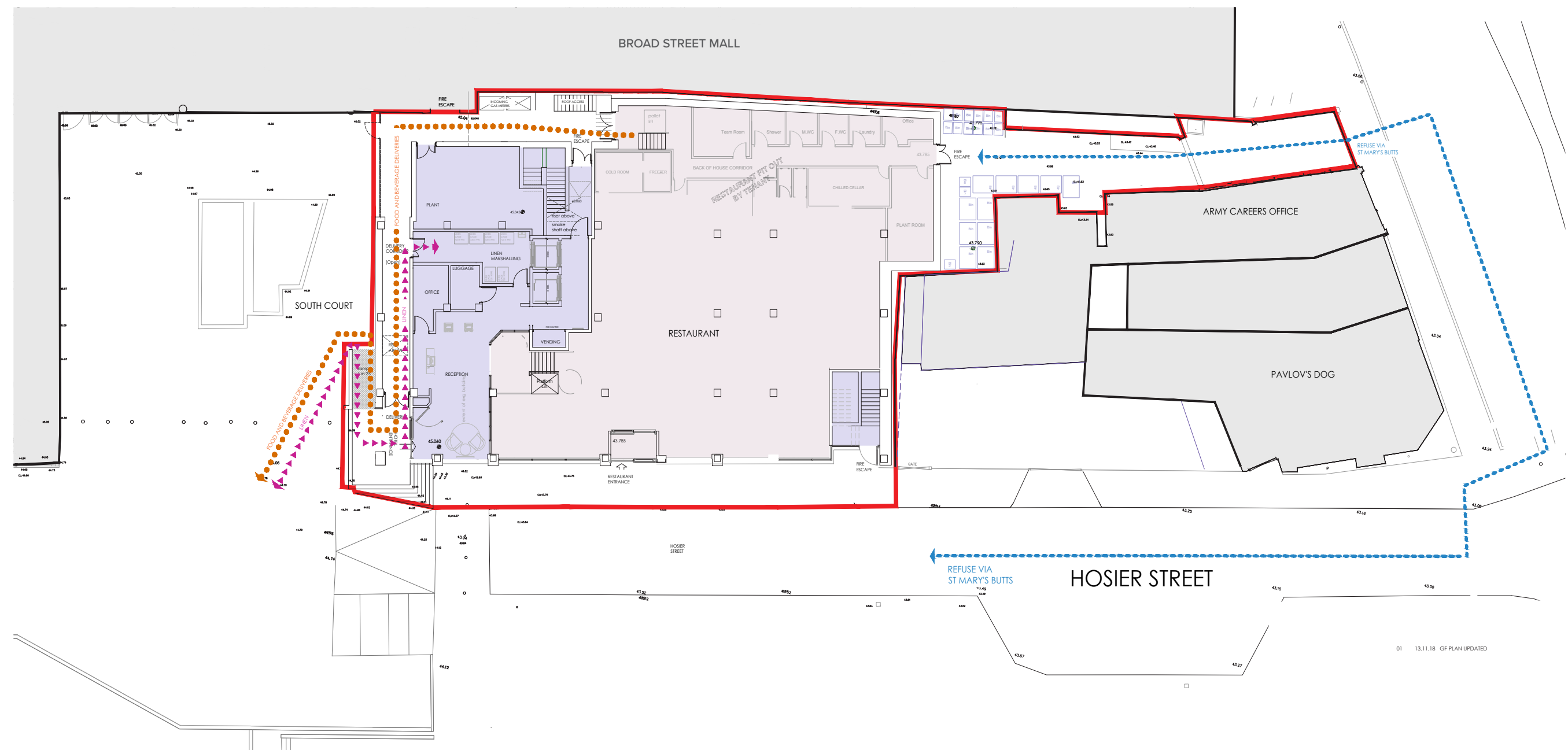
Access | 6.2 Refuse Management and Servicing Strategy

Following Consultation with Reading Borough Council Highways Department, It has been determined that the optimal servicing strategy for Premier Inn and Restaurant is to do so from Hosier Street.

The layout allows delivery & refuse collection to be segregated from the public areas in the hotel.

The diagram below shows the proposed routes for servicing.

Refer to Connect Transport Statement for further detail on frequency of collections and deliveries.



01 13.11.18 GF PLAN UPDATED

KEY: ● Food & Beverage Deliveries ▲ Linen Deliveries — Refuse



Access | 6.3 Access Statement

Overview

The intention of the scheme and the scope of application is:

- To comply with current Equality legislation regarding access to the building.
- To comply with current Building Regulations regarding Parts K and M.
- To comply with BS 8300:2009 regarding access for the disabled.
- To provide all-inclusive access to the building for members of staff and the public.

The proposal is to embrace an inclusive design approach to principal entrances of the hotel and pedestrian routes. Accessibility is a key consideration in all development decisions.

The scheme has been designed with reference to "Planning and access for disabled people: a good practice guide". The hotel has been designed in accordance with Premier Inn's inclusive design criteria paying particular consideration to the following:-

- Automated entrance doors at ground floor with weather protection.
- Accessible lifts sized in terms of lift capacity/ speed/ person and luggage capacity as well as inclusive design including audible controls.
- Inclusive design considerations to hotel reception areas, bars and serveries.
- Universal accessible bedrooms on each bedroom floor. Rooms provided with both bathrooms and shower rooms.
- Where possible doors held open on auto closers to aid circulation.

Premier Inn are committed to ensuring that their facilities and services are accessible to all. They are also committed to making reasonable adjustments to their hotels in order that, so far as is reasonably practicable, they can approximate the access enjoyed by disabled people to that enjoyed by the rest of the public.

Access

The hotel will have level access to the Restaurant and Reception areas. Where necessary, dropped kerbs and access ramps will be installed to facilitate access for wheelchair users. A door entry buzzer systems at the main entrance will enable guests to summon a member of the Reception Team.

Main entrance and reception

The Reception will operate 24 hours a day. Reception staff will be available to assist any guests who may be unfamiliar or unable to use the automated check-in facilities. An induction loop will be installed in the Reception area.

Public areas - general (Internal)

Access around the public areas of the hotel will generally be by means of level access, incorporating the use of access ramps where necessary.

A Platform lift provides access between the hotel reception and restaurant areas, while passenger lifts provide access between reception and bedroom levels. or an alternative access route to the area concerned.

Accessible toilet facilities are to be provided to the restaurant. These toilets are provided with grab rails, adequate transfer space, accessible sinks with lever taps and emergency alarm pull cords. A portable induction loop will also be available in the restaurant.

Bedrooms

5% of bedrooms in the hotel are designed for use by disabled persons. The accessible bedrooms are located close to a lift lobby, and all have accessible en-suite bathrooms.

The bedrooms are designed to allow wheelchair users adequate space to travel around the room and manoeuvre their wheelchair. A clear space to allow transfer from a wheelchair to the bed is provided on

one side of the bed. The layout provides both left and right handed bedrooms.

The beds provided in accessible bedrooms are 480mm in height. This is in accordance with the standards recommended in British Standard 8300:2009 'Design of buildings and their approaches to meet the needs of disabled people – Code of Practice'. This height is recommended as it corresponds to the seat height of the majority of wheelchairs and, therefore, facilitates transfer between the wheelchair and the bed.

The entrance doors to accessible bedrooms are fitted with wide angle door viewers (spy holes) at both seated and standing levels.

Fire evacuation procedures will be displayed on the back of the bedroom door. Guests are reminded to inform Reception if they would require any assistance in the event of a fire evacuation. All accessible bedrooms are to be provided with emergency assistance alarms. Vibrating pillow pads are available to alert guests who are deaf or hearing impaired in the event of a fire. Additional strobe lights in the pillow pads will also be available.

Bathrooms

All accessible bedrooms will have en-suite bathrooms, with wide entry doors for ease of access. The dimensions of these bathrooms provide adequate turning space for a standard wheelchair.

50% of the accessible bedrooms will incorporate a wet room, with the other 50% having shallow, accessible baths. This will offer greater flexibility for our guests and will be in accordance with best practice recommended in the relevant British Standard. In the case of baths, the bath rim will be at the same height as the majority of wheelchair seats (480mm). Grab rails will be provided around the bath. These aid transfer from a wheelchair to the bath.

The toilet in the bathroom is provided with grab rails, as is the shower to wet rooms. All accessible bathrooms

will be fitted with accessible sinks, with lever taps, and all will be provided with an emergency assistance pull cord. Bathroom floors will be of a non-slip material.



7.0

Conclusion

The Premier Inn development at Broad Street Mall presents a significant opportunity for development in the centre of Reading. The initial response by both the client and design team was to ensure this opportunity was maximised to fulfil the true potential of the location. The proposals here seek to address the following:

Local Development Plan

Recognition of the emerging vision being developed by Reading Borough Council.

Streetscape

The proposals respond to the scale and proportion of the existing context. The architectural language seeks to create a simple statement of entrance, circulation and functionality.

Activity and the Local Economy

The proposal will bring added activity, particularly at night time, and benefit the local economy.

Form and Scale

The proposal provides an overall composition that seeks to resolve efficient use of the site whilst contributing to the wider urban context.

Materiality

A restrained palette of high quality materials to provide a building that will stand the test of time.

Throughout the design development Reading Borough Council Planning Department have played an intrinsic role as part of the pre-application process. The resultant proposals represent a successful collaboration and a building that intends to play a positive role in the ongoing development of Reading.



Illustrative visual only

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