

REVIEW OF LAYOUT AND MASSING

Once some further details had been considered relating to the technical and structural requirements a further review of the layout and massing was undertaken within the site context. The diagrams in fig. 28 illustrate a sequence of the 'build-over' proposals and demonstrate how the uses were considered in spatial terms and the leisure use was set further back towards Caversham Square. Residential uses were located in front of this facing on to Church Street. The section shown in fig. 29 illustrates the concepts of the spatial arrangement.



fig. 29 Sectional Concept study

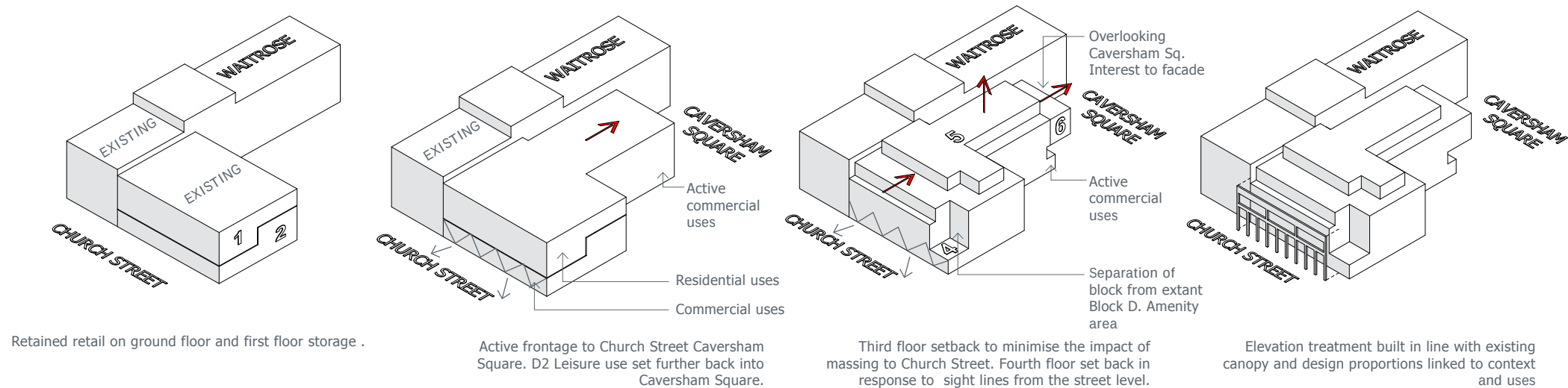


fig. 28 Design and Massing Evaluation Study

REVIEW OF APPEARANCE

In terms of the design and development of the façade, a review of the surrounding context was undertaken, including Church Street. The majority of elevations along Church Street have been pre-dated to the original construction of the centre during the 30's, 60's and 80's and there is a lack of coherent consolidation of styles.

Fig. 31 illustrates how the proportions of the fenestrations of adjacent buildings on the street could inform future proposals, in terms of the existing buildings and those approved as part of the wider regeneration scheme. Figs. 30 and 31 illustrate the development of the street façade in the context of the extant permission.

Fig. 32 illustrates an initial concept for these proposals based on the massing models in fig. 27.



fig. 30 Sketch view of Church Street

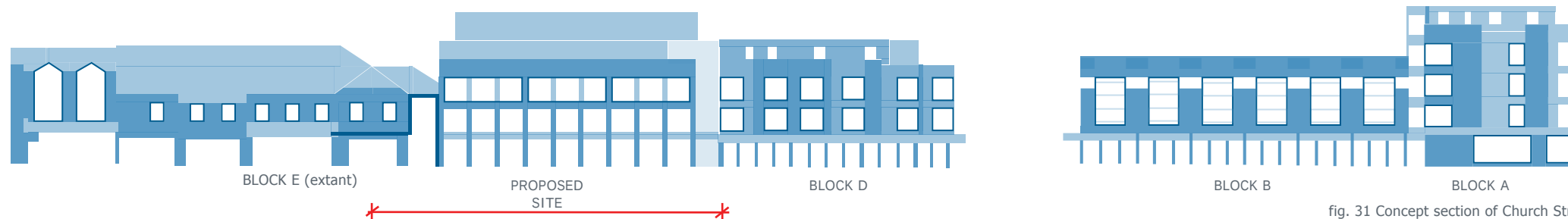


fig. 31 Concept section of Church Street



Extant Permission Street Elevation



Proposed Block F - Street Elevation

fig. 32

CONSULTATION AND ENGAGEMENT

A meeting with Reading Borough Council was held on 31st August 2017 to discuss the initial site concepts and proposals. A pre-application submission was made and discussed at the meeting.

The design was further developed in detail taking into account typical end users and specifications aligned to their operations. The refined proposals were then presented and consultations held with:

i) Caversham Traders Association - The scheme was welcomed in general by the Trader's Association, although comments were made about the level of parking.

ii) CADRA – a meeting was held with two key members of CADRA where the scheme was presented. Whilst there were no objections to the principle of the scheme, and the members were supportive of the inclusion of a cinema there was some concerns regarding the overall height and materials.



fig. 33 Sketch view from Caversham Square

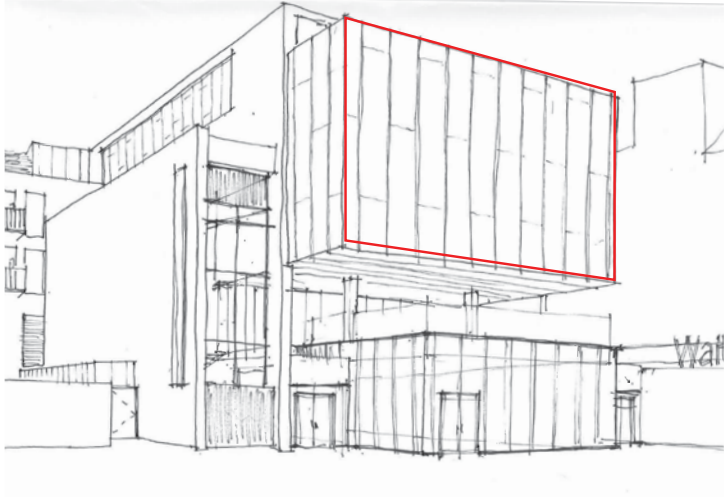


fig. 34 Sketch review of view from Caversham Square

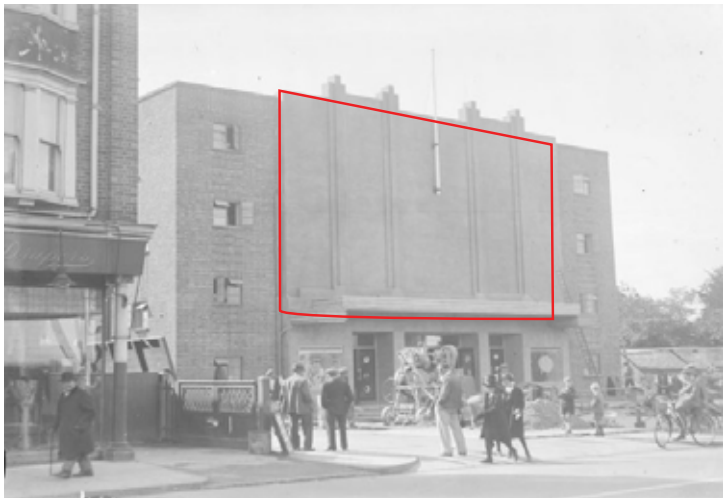


fig. 35 View of Regal cinema on former Waitrose site

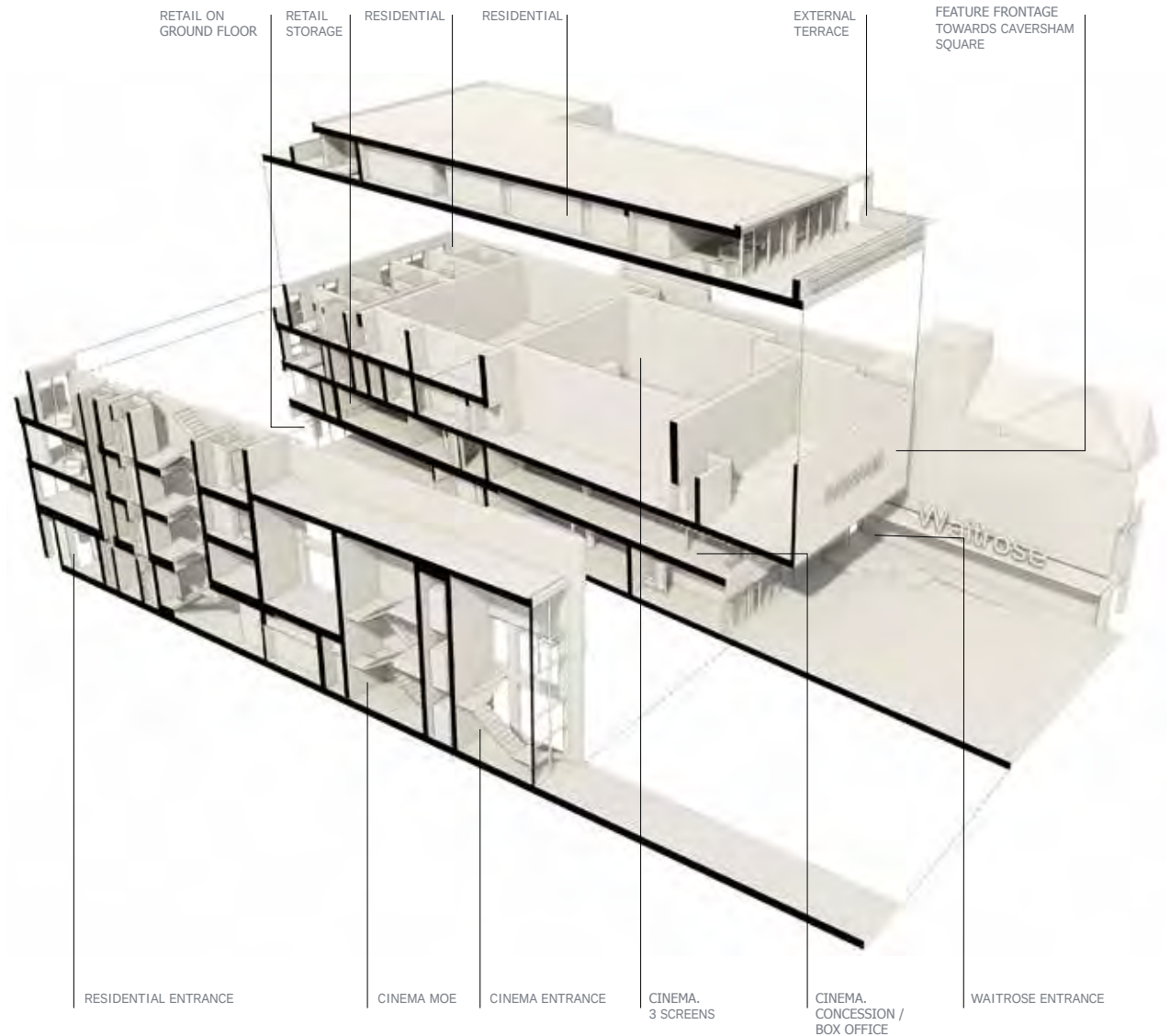


fig. 36 Illustrative diagram of proposed layout

05. Proposed Design Response

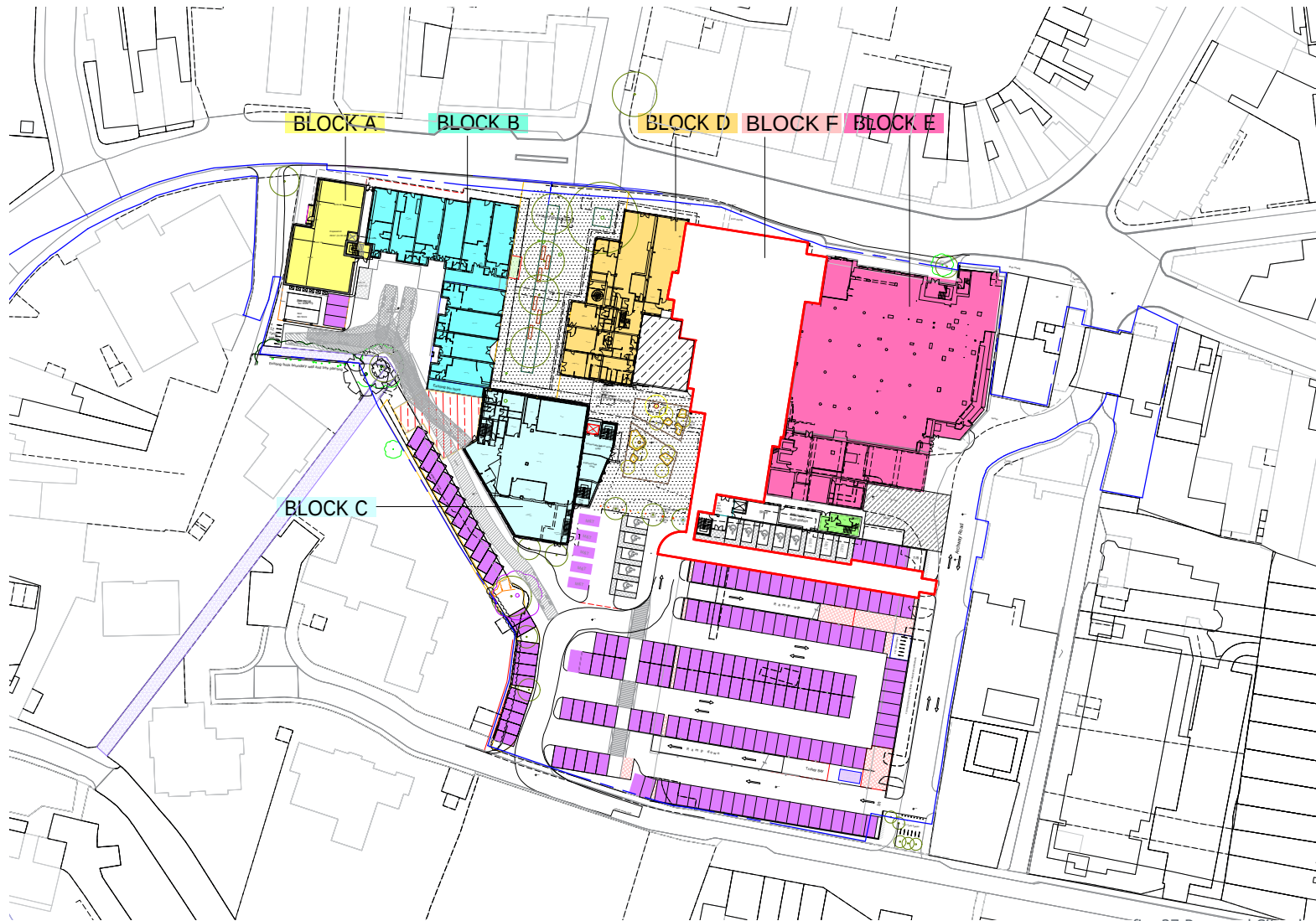


fig. 37 Proposed Site plan

This Design and Access Statement supports an application for extensions and alterations to Units 47-49 Church Street, Caversham to provide additional retail, new restaurants / cafes, a cinema and residential units.

This chapter provides a detailed explanation of the scheme and explains how the design and consultation processes have informed the final proposals.

USE

The proposed development comprises a mixed-used scheme with retail uses retained at ground floor fronting Church Street, new restaurant / café (A3) uses at ground floor to the rear of the site (facing into the new public Caversham Square), leisure uses on the first and second floors in the form of a new Cinema and residential apartments on the second, third and fourth floors. These are all considered to be appropriate town centre uses which will complement the wider regeneration proposals and benefit the vitality and viability of the area.

AMOUNT

Table (fig.43) outlines the proposed floor areas for each use class within the proposed development. In total 16 residential units are proposed with a mix of one and two bedroom and a single studio unit, which is a direct response to current market advice.

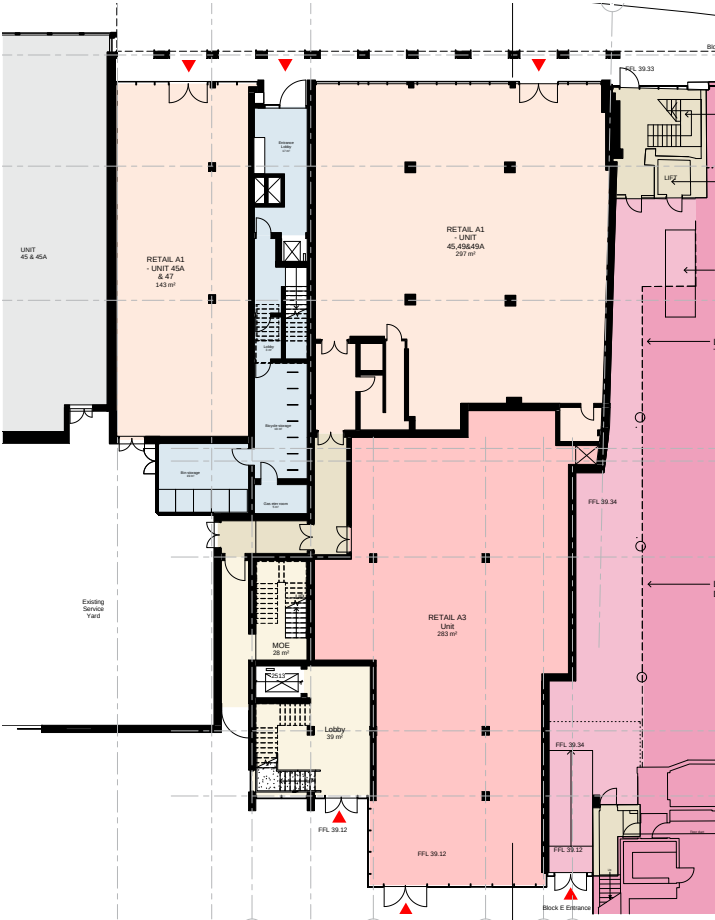


fig. 38 Ground floor plan

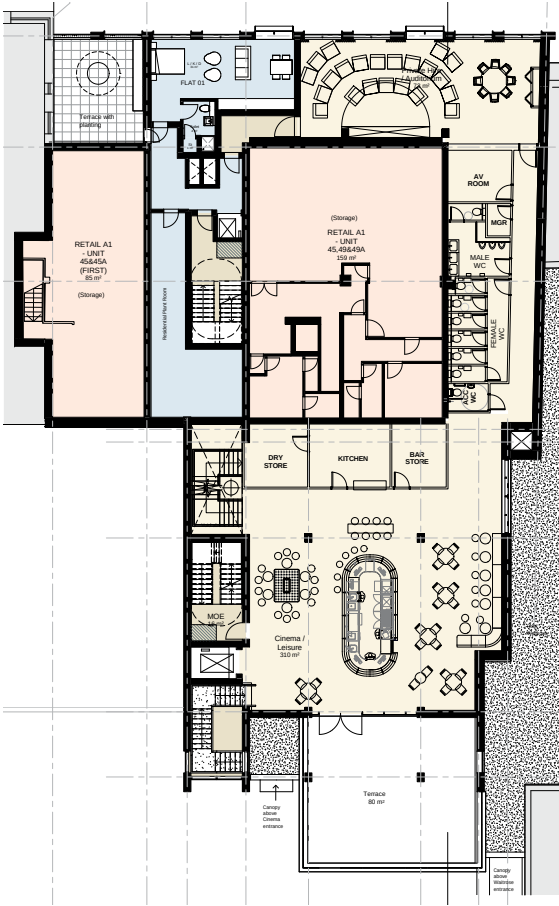


fig. 39 First floor plan

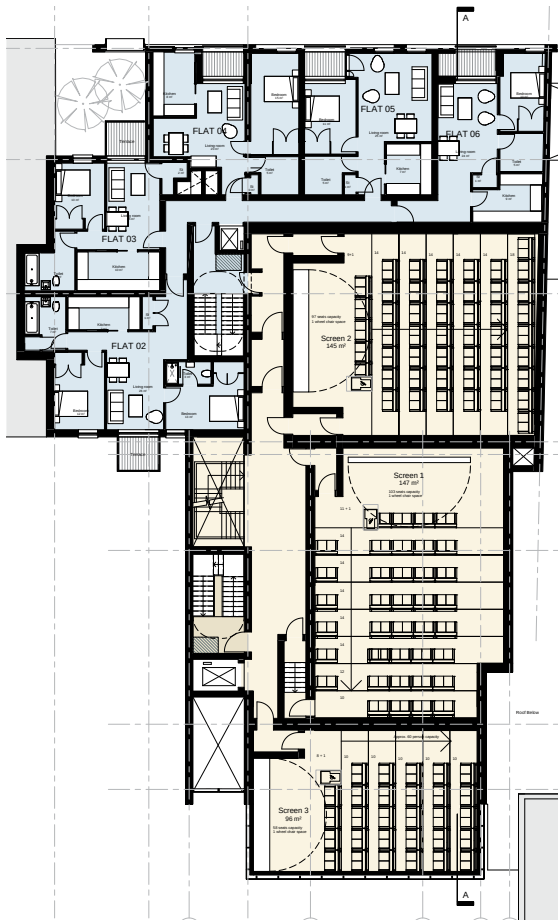


fig. 40 Second floor plan

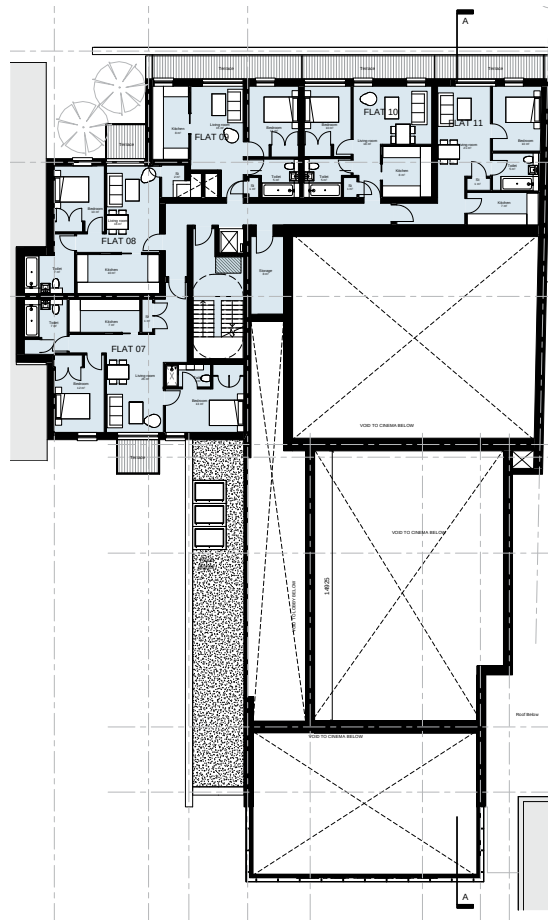


fig. 41 Third floor plan

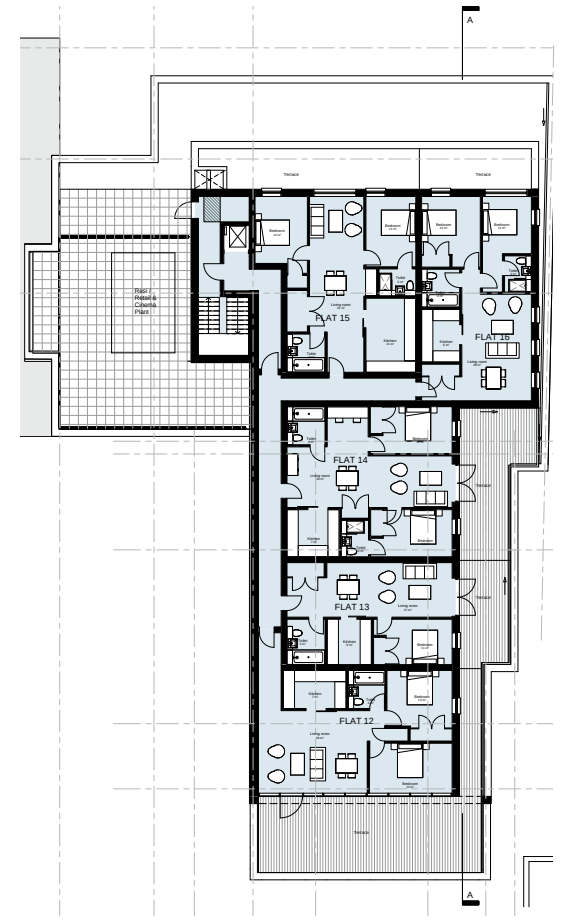


fig. 42 Fourth floor plan

DESIGN

The scheme has been designed to allow for the existing units (47-49) to be retained and built over.

The new building will extend to 5 storeys with the 4th floor set back by 8m. Unit 47 will be reconfigured at ground floor level to provide a new access to the residential uses on the upper floors. Fig. 37 illustrates the proposed building and layout in context of the extant permission.

One of the main design attributes of this scheme is its ability to engage the proposed Caversham Square by creating 15.3m of frontage formed by an A3 unit at ground floor level, 6.3m of frontage and access for the cinema and 2.5m of access for the Waitrose Unit. The scheme will ensure that both sides of the building have active and attractive frontages with Church Street and the new Caversham Square.

Access to the leisure / cinema use and the restaurants / cafes will be provided from Caversham Square, along with a new entrance to Waitrose.

STRUCTURE AND DESIGN

As these proposals will retain ground floor retail space and some first-floor storage to maintain the operation of the centre, one of the key principles involved the overall strategy of the structure which will allow flexibility for new elements to be constructed. By spanning the vertical loads away from the existing frontage of the ground floor retail allows for the building to be built in-line with the existing canopy along Church Street. These vertical elements, therefore, allow for the form of a proposed colonnade along the street. Larger horizontal sections are then constructed from the first floor and span to the rear of the development and away from walls enclosing the existing retail. New floor constructions and their depths are relevant to the 'build-over' strategy.

PROPOSED GIA sq m	GF	FF	SF	TF	FF	TOTAL
RETAIL A1 - UNIT 45A & 47 (retained)	144	0	0	0	0	144
RETAIL A1 - UNIT 45,49&49A (retained)	301.5	158.6	0	0	0	460.1
RETAIL - A1 - UNIT 45&45A (retained)	0	83.5	0	0	0	83.5
RETAIL A3 Unit	283.03	0	0	0	0	283.03
Residential	40.3	69.9	292.7	283.2	390.9	1077
Cinema	77.3	430.47	541.2	0	0	1048.97
Bike Storage	18.6	0	0	0	0	18.6
Share Bin/	19.5	0	0	0	0	19.5
Amenity Area (Cinema)	0	0	0	0	0	0
Amenity Areas (for residential)	0	0	0	0	0	0
Loading Access Corridor A1/A3	11.7	0	0	0	0	11.7
Loading Access Corridor A1/A3/Cinema	8.4	0	0	0	0	8.4
Gas meter room	4.6	0	0	0	0	4.6
MOE Cinema&Resi	0	34.4	17.7	0	0	52.1

Total Commercial areas	2044.3
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PROPOSED GEA sq m	GF	FF	SF	TF	FF	TOTAL
RETAIL A1 - UNIT 45A & 47 (retained)	155.9	0	0	0	0	155.9
RETAIL A1 - UNIT 45,49&49A (retained)	315.1	168.5	0	0	0	483.6
RETAIL - A1 - UNIT 45&45A (retained)	0	94.9	0	0	0	94.9
RETAIL A3 Unit	298.3	0	0	0	0	298.3
Residential	46.7	87.5	345.1	356.2	472.8	1308.3
Cinema	87.6	481.5	583.5	0	0	1152.6
Bike Storage	22.4	0	0	0	0	22.4
Share Bin/	19.5	0	0	0	0	19.5
Amenity Area (Cinema)	0	82.1	0	0	0	82.1
Amenity Areas (for residential)	0	30.8	0	0	0	30.8
Loading Access Corridor A1/A3	14.2	0	0	0	0	14.2
Loading Access Corridor A1/A3/Cinema	12.2	0	0	0	0	12.2
Gas meter room	6.8	0	0	0	0	6.8
MOE Cinema&Resi	0	40.7	20.2	0	0	60.9

Total Commercial areas	2218.5
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fig. 43 Accommodation schedule

MATERIALS AND DESIGN

Facades along Church Street have been informed by a structural solution but also combining elements of the extant permission. The 'Grid' formed from the colonnade and horizontal floors, is constructed from brickwork pilasters and metal detailing to enhance/frame the commercial uses from ground to the first floor. Within each module, there is an increase of solid to void ratio and the glazing chosen for commercial elements is designed to enhance and galvanise the frontage. Upper levels of the building are noted with a transition and change where the residential uses here present reduced levels of glazing and the setbacks allow for deeper reveals in the detailing of the brickwork. Terraces to the residential units are semi-enclosed and create an undulation of light and shadow. The whole façade is harmonised with the continuity of the brick material. Grey brickwork is introduced as a background to the residential elements and the main red brick frame in front ascents up to the third floor creating a layer of depth and contrast.

The elevations facing into Caversham Square are treated with a contrasting strategy to the front which is informed by the function of the expanded cinema from the second floor. The frontages at ground floor are mainly fully glazed with canopies indicating key entrances. The cinema enclosure is treated with reflective white glass which will also be illuminated at night to signify this element as the focal landmark within Caversham Square. The design parameters of the cinema enclosure also evoke scale and massing of the original Regal Cinema which existed on the site historically (figs. 5, 35)



fig. 44 Proposed South Elevation



fig. 45 Proposed North Elevation

LAYOUT AND DESIGN

The proposed restaurant/café entrances are designed with fully glazed frontages and extend further than the entrance to the Leisure/Cinema which is located on the first, second and third floors. Access to the existing Waitrose is provided from the ground floor facing into Church Street and works as a route through to Caversham Square. Residential uses arranged on second, third and fourth floors have been developed with access arrangements from the main high street and combined with good levels of amenity space. The vicinity of the retail and leisure uses around these units has also been developed where there is a simple clear logic of access separating the uses. In terms of the design, the layout encompasses an open plan approach which assists to create a flexible living environment. The layouts will be suited for a range of users but essentially are also configured as open plan to allow for a flexible access strategy. Figs. 39 to 42 illustrate the typical residential layouts. In accordance with RBC policy, in terms of residential amenity, all flats on each level have been provided with access to a dedicated residential outdoor balcony space which is accessible directly from each living area. The minimum depth and width of all balconies and other private external spaces are 1500mm.

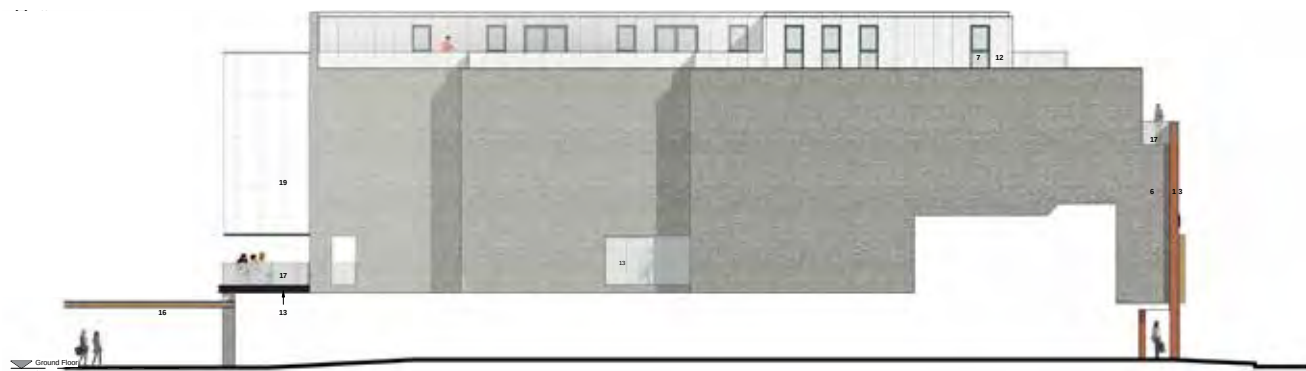


fig. 46 Proposed East Elevation



fig. 47 Proposed West Elevation

SCALE BULK AND MASS

In scale terms, although the proposed development is larger than the previous Waitrose extension, the mass and form has been considered to integrate more successfully into its context with enhanced provision of retail units at ground floor and active frontages at higher levels permeating from the proposed leisure and residential uses.

The proposed development is larger in scale than the previously proposed, and approved, Waitrose extension. This decision is a result of the significant opportunity identified for the building to integrate more successfully with the context of the wider regeneration proposals including the 5 storey building known as Block A.

The overall building height will be 17.1m although the fourth floor is set back once the height of 13.8m is reached. It will be 27.8m in width along Church Street, which is the same distance as the current units and the footway at the side of Waitrose. Facing into Caversham Square the building measures 15.5m in height and 18.3m in width.

The scale of the building is also an outcome of the following elements:

- The use of the first and second floors for a cinema, which is required to meet certain critical space standards by the operators. By placing the cinema to the rear of the site, facing onto Caversham Square the large blank facades of the building face integrated with the context of the new elements of the wider regeneration scheme.
- By putting residential units at the front of the site, facing onto Church Street this building will reflect both the existing position and the wider regeneration scheme, where residential aspects look over the main street.
- The scale of the proposed building, in particular those elements which will be visible to its users and the users of Church Street will not be discernibly different from that of the existing Waitrose store. Furthermore the third floor level of the proposed building is aligned with the top level of the approved adjacent scheme (Block D).
- The scale and height of the building are similar to that approved for Block A, and the combined buildings will work as principle attractive developments at each end of St Martin's Centre.



fig. 48 Section

APPEARANCE

The materials selected for the proposal elevations will consist of the following. Brick work has been considered as the primary material which also reflects the principles established in the extant permission. However the application of the material will be improved over the previous extant scheme using more innovative arrangements and patterns. Some example precedents have also been illustrated in this section. Furthermore to illustrate typical junctions and details and how the overall facades will be constructed some details have been provided in figs. 50, 51, 52, 53 and 54.

Church Street Elevation Materials

1. Colonnade/ façade brickwork formed from Berkshire Rose 'Orange Red'.
2. Rebated brickwork element in Berkshire Rose 'Orange Red' with linear horizontal recessed banding brick pattern.
3. Main internal reveals to brickwork formed from anodised bronze metal framing with shadow detail around all colonnade and window apertures.
4. Main shop-fronts and doors to ground floor formed from aluminium frames in colours in Merlin Grey (RAL 7038) or Green Grey (RAL 7033).



fig. 49 Precedents of materials

5. Main windows to first floor formed from aluminium frames finished in anodised bronze with. Glazing system to windows with flush joints.

6. Brickwork to second and third floor residential levels to contrast with main red brick façade and finished in Grey multi brickwork colour/pattern.

7. Main windows to upper residential levels formed from aluminium frames in anodised grey.

8. Opening and windows in general with reveals at 150-200mm depth.

9. Canopy to shop-fronts to match expression and continuity of recently refurbished centre and finished in anodised bronze. Vinyl signage to the canopy.

10. Projecting illuminated signage and signage strategy in general to follow principles of extant permission. Projecting signage system formed from aluminium panels powder coated in white (RAL 9010) with anodised surround in anodized bronze finish.

11. Branded illuminated signage for leisure use on the first floor applied to brick façade.

12. Fourth floor set back residential level finished in aluminium panels in light grey.



fig. 50 Exploded view of facade construction



fig. 51 North Elevation Detail

Caversham Square Elevation Materials

13. Glazing to stair and shop fronts, Waitrose and to the first floor leisure use façade, formed from curtain walling system with flush joints.
14. Upper glazing/parapet detail to A3 unit finished in anodised grey.
15. Entrance to Leisure use/Cinema A3 Unit and Waitrose - aluminium framed doors finished in anodised grey.
16. Entrance canopy to Leisure use/Cinema and Waitrose finished in anodised bronze. Illuminated signage to face of the canopy to end user details.
17. Glazed balustrade to terrace area above A3 unit / residential with open joints.
18. External ceiling to leisure/cinema unit finished in bronze with integral lighting.
19. Main cinema 'lightbox' formed from glass curtain wall system with flush joints. Back painted internal lining system in white RAL 9010. System to be constructed with low level internal accent 'glow' lighting.
20. Signage to 'light box' in soft vinyl applied to flush glazed system.
21. Glazing to fourth floor residential level with anodised grey frames. Glazing to be recessed from surrounding grey brickwork by at least 200mm.
22. Louvred screen to plant and bin store finished in PPC aluminium in light grey.
23. Balcony to be clad in aluminium finished in anodised bronze. Flat plate vertical elements and handrail to be finished in PPC bronze.
24. Fire escape door and overpanel to be finished in anodised bronze.
25. Roof Access Doors to be finished in PPC light grey to match cladding.

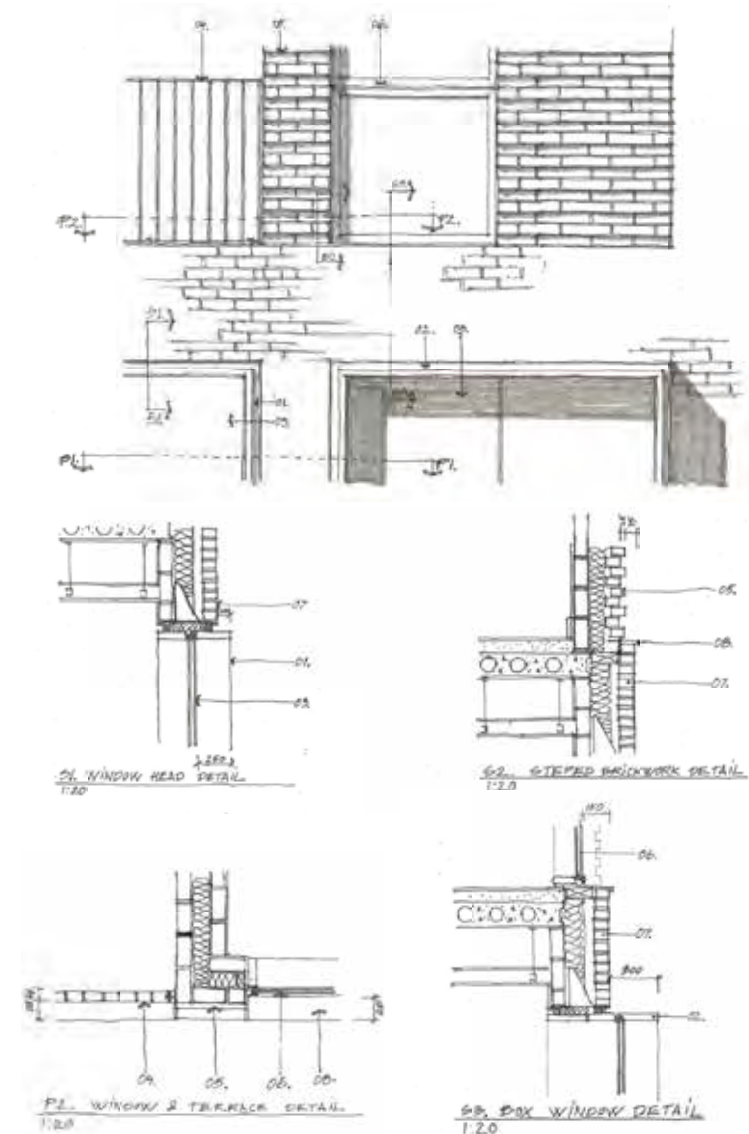


fig. 52 Typical junctions and details



fig. 53 Caversham Square Illustrative Visual

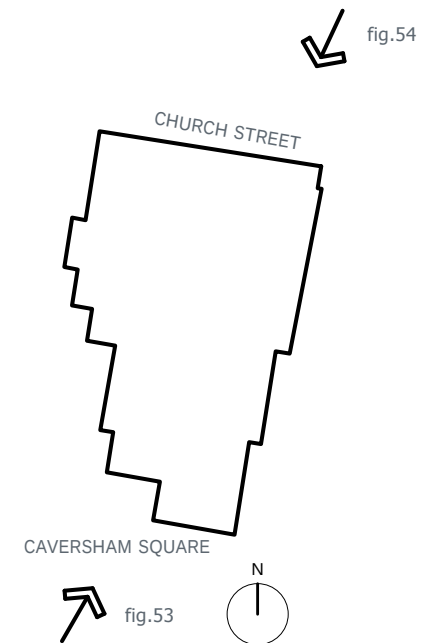




fig. 54 Church Street Illustrative Elevation

LANDSCAPE

Landscape principles have been carried over to this scheme from the approved permission for the wider development. Further opportunities for soft landscaping have been identified at the higher levels within these proposals. It should be noted that changes to Caversham Square are proposed as part of this development, to ensure that service vehicles can access the service yard, but follow the same public realm design principles as the approved scheme.

HIGHWAYS, TRANSPORTATION AND ACCESSIBILITY

Vehicle parking will be provided in accordance with the consented parking strategy associated with the wider regeneration scheme. 16 spaces will be provided for the residential element of the scheme, at a ratio of 1 space per bed, which will be regulated by permit as previously agreed with the Council.

It is considered that the level of parking previously proposed is appropriate to cater for this new scheme, as set out within the accompanying transport statement.

Cycle parking is proposed for the residential element of the scheme with general cycle parking provided throughout the wider site. The use of the cycle parking spaces will be monitored by the Site Travel Plan and additional cycle parking will be provided if required.

ACCESS

Vehicular access is not possible to the application site, other than service and delivery drivers who use the existing service yard. All other visitors to the application site access the car park to the rear (which serves the whole of St Martins Centre) from Archway Road. This will not change as a result of the current proposals.

Pedestrian access to the site can currently be obtained from Church Street and via the walkway adjoining the existing Waitrose store. As proposed, the walkway will be removed and replaced with a thoroughfare within Waitrose. To the rear the new public square will provide pedestrian access to the site. Pedestrian access to the wider site can be taken from all directions.

REFUSE STRATEGY

Bin stores for the residential units are located directly within the existing service yard with access from the residential ground floor access. Existing retail, A3 unit and the cinema would also utilise the service yard for bin storage as is the case for the existing retail operating on the site and as proposed in the extant permission.

ENERGY

Low environmental impact was at the heart of the proposals for the wider regeneration proposals, and this is reflected in this proposal.

The Sustainability and Energy Statement accompanying this planning application discusses this area in more detail.

The outline below is the general approach adopted towards meeting the sustainability targets from a design perspective.

It is important to outline that Hermes Property Unit Trust is committed to providing a scheme that is sustainable and minimises environmental impact where possible and therefore as part of their Responsible Refurbishment Corporate policy has a clearly defined strategy to address sustainability in all their schemes. Hermes implements clear guidance at project inception, related to the type of projects, which assess how realistic sustainable targets can be met.

It has been acknowledged that Reading Borough Council is committed to sustainable development and have produced sustainability guidelines for all planning applications which are set out in their Sustainable Design and Construction Brief Supplementary Planning Document.

The main principle which this development will comply to is BREAM Very Good.

The broader sustainability and energy efficient features are discussed in the separate document. However, the key areas for the integration of sustainable features in the design are:

- i) The building's envelope will be designed to perform better than the Building Regulations, where possible, with accredited construction details.
- ii) Good solar control will be considered where applicable.
- iii) Building materials, where possible, will be sourced locally to reduce transportation pollution and support the local economy.
- iv) All timber will be sourced from responsible sources and FSC approved.
- v) Secure cycling spaces and locker facilities will be provided to encourage the occupants to use this carbon-free mode of transport.
- vi) Surface water run-off will be reduced through Sustainable Urban Drainage (SUDS) systems where required.
- vii) Integration of Low/Zero Carbon Technologies (LZC).
- viii) Materials - The aim of the proposed development will be for its overall environmental impact to be minimised through the specification of sustainable materials and the re-use of the existing structure and parts of the façade. The proposed scheme is considered as a regeneration project where the interventions are made around existing buildings or on Brownfield land.
- ix) Materials with low environmental impact will be chosen with reference to the Building Research Establishment (BRE), Green Guide to Specification. This guide rates the environmental impact of different materials and components, taking into account factors like toxicity, ozone depletion, ease of recycling, waste disposal, etc. Where it is viable, new parts of each building envelope and services insulation will be specified with at least 80% of the best performing 'A' and 'A+' ratings from the green guide.

CONCLUSION

The proposals described in this Design and Access Statement are fully illustrated in the formal Planning Application drawings and should be read in conjunction with those.

The design process that has been undertaken to arrive at the proposals has been comprehensive where a full design team along with commercial professionals have engaged to provide a scheme that not only is commercially deliverable but enhances the District Centre. The scheme proposed provides this by:

A. Proposing uses that will benefit the local community and also enhance and compliment current trade. Leisure, Retail and Restaurants have been combined as the dominant operations which will assist to drive the regeneration. The former extant permission and extension to the food store limited the site's capacity to deliver further change along this key area within the Centre.

B. Leisure uses will drive a further cultural offer where the operator chosen for this function will be able to engage with the local community. The 'Boutique' style of this operation is envisaged to function as an independent operation. The re-emergence and appeal for more personalised leisure experiences which today are generally in higher demand also link into the historic development of Caversham where previous well-regarded cinema's within Reading were once located.

C. The design opportunity over the extant permission with the combination of these uses together with residential capacity aim to improve the street scape where single function commercial uses could be unsuccessful. An activity of this type would create active frontages at lower commercial levels and then scale down at higher levels with residential uses along Church Street. The arrangement, therefore, provides flexible design solutions to treat the façades with functioning spaces and add to the visual character.

D, The careful selection and review of the materials has been determined by embracing the extant permission and adjacent buildings. However, the scheme offers further possibilities where innovation and the function of the building offer many material improvements. This is evident in the application of brickwork and the pattern along Church Street and to the use of glass and integrated lighting in the Cinema box facing into Caversham Square.

In summary, the proposals aim to contribute positively to the Centre, form two key areas of the Centre, Church Street and Caversham Square. The scale and massing of the development are determined through the function of the uses but these have been established and proposed to further cultivate an opportunity that was absent in the extant permission. Providing further mass and scale on this part of the site has many benefits for the Centre's viability but the intensification also provides improved design quality to a currently vacant part of the Centre.

**BARTON
WILLMORE**